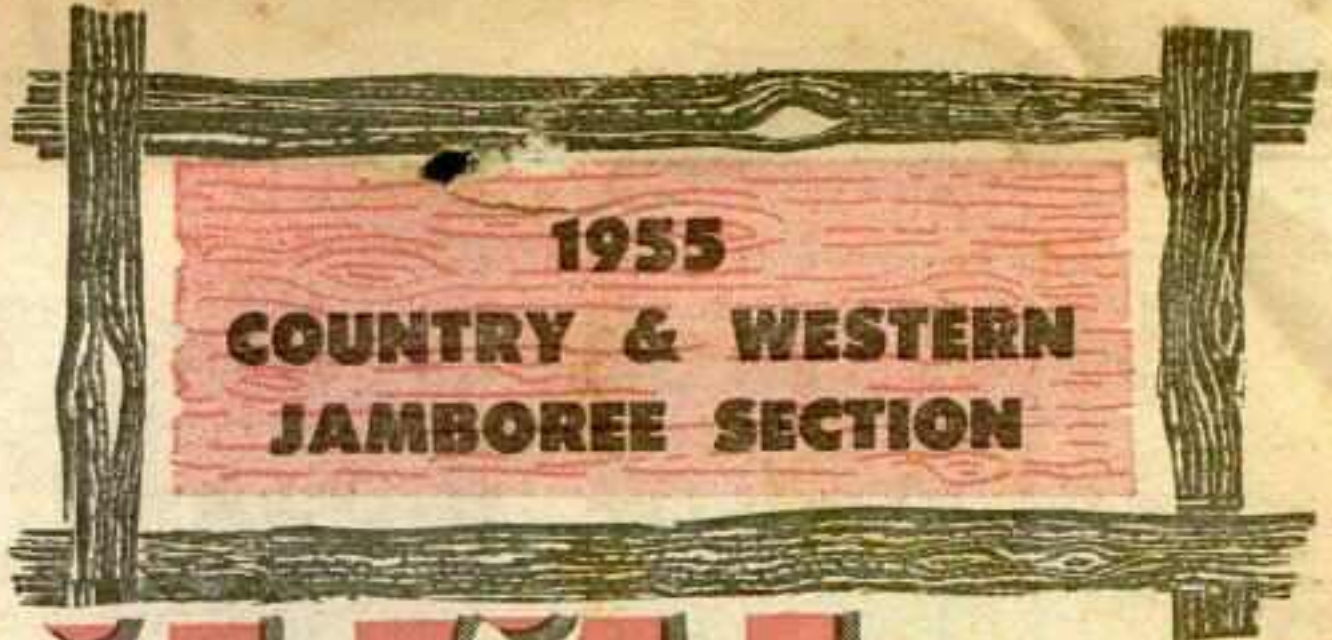


# The Billboard



Starting on  
page 15

MAY 21, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 25 CENTS

## They're Singin' All Night Long in Dixie

Group-Led Community Marathons Give South's Entertainment World Big Boost

MEMPHIS, May 14.—Southern show business is getting a big boost from the all-night sings which are consistently booming along at a powerful, profitable pace all across Dixie.

These are the marathon music-fests where gospel songs—some of them old folk songs and hymns from back-country churches and some of them new pops—are the fare.

The musical programs that feature gospel quartets and audience participation, in takes of six hours and more, are drawing big crowds in small and large cities clear across the South. Circuits bring the sings around on a monthly schedule for steady, repeat business. About a fourth of the house in many places holds permanent reservations for the same seats month after month.

As summer approaches, some of the all-night sings are being moved outdoors again. After a winter schedule in civic auditoriums, about half of them now will be staged in open stadiums and ball-parks. Some of the quartets and promoters are casting eyes on lucrative fair dates. Several singing groups, like the Blackwood Brothers, already have made some appearances at fairs, and this Memphis-based quartet is negotiating to appear at the Mid-South Fair here this season.

### Gospel Interest

Gospel interest in the South is not new, altho much of the commercial expansion is recent. People have gathered in "singing conventions" to hear and sing gospel songs since early days. The interest now is expressed by the number of gospel deejays on Southern radio and TV stations as well as the existence of three major and several additional circuits of all-night sings.

What is newer is the spread of popularity for gospel songs across the Mason-Dixon Line. The all-night sing producers, long-time fixtures in Atlanta, Birmingham,

## Acts Double As Pitchmen

MEMPHIS, May 14.—On the Southern sing circuits, where gospel quartets gained their initial popularity, the singers double as pitchmen and their sales bring in nearly as much as their harmonizing.

Recordings, song books, sheet music and pictures of the quartets are the main items offered for sale to audiences. James Blackwood, of the Blackwood Brothers, says the group's profit from its pitches frequently equals the amount they get for the performance itself.

With two quartets alternating on a sing program, one group fans out thru the audience with armloads of books and records for sale while the other foursome sings.

Miami, Memphis, Nashville, Jackson, Fort Worth and points between, now are tuning up in Indianapolis, Akron, Detroit, St. Louis and elsewhere in the North.

This advance is paralleled by the national and then world activities of Billy Graham, most publicized of a numerous group of evangelists, southern-style, who are enjoying prosperity in a wider and wider area. Among them is the Rev. Oral Roberts, who packs 12,000 into his huge tent almost nightly and whose radio broadcasts are aired thruout the country. Now he is planning an overseas junket, too.

### All-Night Sings

Usually an all-night sing starts at 8 p.m. and runs until 2 a.m., but there have been many that lasted until dawn. Tickets average \$1.25 for general admission, \$1.50 for reserved seats and 75 cents for youngsters.

Most often the program lists two quartets, and they alternate in 30-minute stanzas. Besides vocalizing of the foursomes, there is much group singing, hand-clapping and

*(Continued on page 40)*

## SILVER SCREEN POOH! TV HAS GOLD POCKETS

NEW YORK, May 14.—The motion picture industry may have its silver screens, but the television industry has its share of golden linings.

The pockets of some of the more talented TV production executives are beginning to jingle rather merrily with heavy coin, heretofore available only from the coffers of the million-dollar Hollywood studios.

For example, the new pact that Alex Segal, considered one of the most creative of TVdom's directing set, recently signed with ABC-TV reportedly guarantees him \$100,000 a season—no small sum in any medium. Figuring that Segal will do a show every other week, as is currently contemplated by the web, this would mean he would get approximately \$5,000 per show.

Segal this past season reportedly received \$3,000 per show. But in addition to the hefty coin increase, his new contract, it's understood, gives Segal complete control over the productions he will direct.

ABC-TV is currently pitching Segal as producer-director of a Saturday night 9:30 p.m. live drama for next season.

## Country & Western Music Fans Like Their Talent Alive

Personal Appearances in the Field Nudge \$50,000,000 Per Year

By PAUL ACKERMAN

NEW YORK, May 14.—In this day of mechanized entertainment, the country and western personal appearance field continues as a constant reminder of the box-office power of live shows.

Business has been better than ever, according to the promoters and bookers, and forecasts for the coming year indicate that the c.&w. over-all gross billings—covering the United States and Canada—are now hitting the \$50,000,000-per-year mark.

### 3,000 Locations

One year ago, it was estimated that at least 3,000 locations present country talent on a regular basis (The Billboard, May 22, 1954). According to Cooke & Rose-Theatrical Enterprises, which handles a tremendous amount of bookings east of the Mississippi, new locations are opening all the time, and the demand for top talent exceeds the supply. In some instances busi-

ness has jumped 50 per cent ahead of last year, this office states.

The agency, which handles all of the Eastern bookings of WSM's "Grand Ole Opry" and the WRVA, Richmond, Va., "Old Dominion Barn Dance," states that 90 per cent of the personal appearance business in the country field is located east of the Mississippi. Some 25 parks use c.&w. talent exclusively in this area, and about 200 drive-ins, stadiums, speedways, theaters and ball parks which figure heavily in the purchase of talent.

### Biggest Buyers

Biggest buyers are the Sunday parks, including New River Ranch, Rising Sun, Md.; Sunset Park, West Grove, Pa.; Valley View Park, Hellam, Pa.; Sleepy Hollow Ranch, Pennsburg, Pa.; Circle A Ranch, Haddonfield, N. J.; Santa Fe Ranch, Reading, Pa., and Buck Lake Ranch, Angola, Ind.

Each of these operations spends \$2,000 and upward for country talent on Sunday shows. An artist such as Roy Acuff, who brings in a group, commands between \$1,500 to \$2,500. Individual top artists such as Hank Snow and Webb Pierce get between \$1,000 and \$1,500 for their solo stints. In addition to one top act, the Sunday parks use considerable supporting talent—the cost running \$500 and upward. Several hundred dollars is also spent on novelty turns to spice up these Sunday shows.

Under normal program scheduling these shows run from 1 p.m. thru midnight, a half hour on and a half hour off. Top acts appear about three times during the day. Mostly, talent is paid a flat fee rather than a percentage, and during a 20-week season an artist can gross \$20,000 to \$30,000 in personal appearances. This season extends from Easter Sunday to October 1, and good talent can work continuously.

Admission to the Sunday park is generally from 60 cents to \$1. Dur-

*(Continued on page 15)*

## 2 Factors Set C.&W. Apart

NEW YORK, May 14.—Two factors characterize the country field. One is the intense loyalty which the public accords the entertainers. Witness the consistent salability of Webb Pierce, Red Foley, Ernest Tubb, etc.

The second factor in the c.&w. field is the very close tie-up between personal appearances and records. Whereas in the pop field a hit disk enhances the artist's draw at the box office, in c.&w. the connection is closer. Here the artist rarely records tunes that he has performed in his act. When he makes a record, he has already gauged audience reaction.

## NEWS OF THE WEEK

### NBC and CBS Juggle Fall Shows: Have More Sponsors Than TV Time . . .

With more sponsors than time available on the two top networks, NBC-TV and CBS-TV, both webs are taking their time about slotting their shows. CBS is especially particular about accepting orders. It realizes that programming is the key to its continued billing supremacy and is trying to juice up its line of shows for next season. . . . **Page 2**

### New High-Budget TV Film Show Put On Market By 20th-Century . . .

20th Century-Fox this week put its third TV film show on the market, a high-budgeted dramatic anthology with such stars as William Holden and Marlene Dietrich. GAC-TV, which sold Fox's "My Friend Flicka" to CBS-TV, is peddling the new show. . . . **Page 8**

### Record Industry Sponsors New Title-Strip Plan For Dealers . . .

The recording industry's first "Pic Strips" title-strip plan for self-service dealers will be made available July 1, in an industry-sponsored move to make self-service merchandising on singles as effective as it is for albums. The idea originated with Capitol Records. . . . **Page 39**

### "The Name's the Same?"

Don't You Believe It . . . A warbler by any name may sing as sweet, but many pop singers today are convinced that a change of moniker may help better their record sales. A rash of name-change artists have popped up in the recording field recently, but the trend is anything but new. . . . **Page 39**

### World's Fair Being Built In Dominican Republic . . .

Some 20 large buildings, along New York World's Fair lines, are under construction in Ciudad Trujillo for the Dominican Republic's World's Fair next winter. American showman George Hamid returned to New York this week with a pact for all midway attractions. Plans to operate about 30 rides, at least four shows, and wide range of game, refreshment, souvenir and novelty concessions. . . . **Page 70**

### Billboard Music Panel

#### Divided on Juke Box Ads . . .

The idea of playing commercial advertising records on juke boxes to increase revenues is thoroly discussed in nation-wide survey taken by The Billboard. . . . **Page 100**

### Juke Operators in 35 Cities

#### Push Change to Dime Play . . .

The switch to the 10-cent coin is catching on across the country as music operators step up conversions. Operators in 14 cities switched from a nickel in last few months, making total of 35 markets where most juke records cost a dime. . . . **Page 95**

### Nation's Largest Carnival

#### Opens Season in Memphis . . .

Attendance was larger, but per capita spending tighter than last year at the Memphis Cotton Carnival where the Royal American Shows launched its 1955 season. . . . **Page 70**

### Amusement Parks Get Break

#### On Network Television . . .

The amusement park industry received its best television plugs on Wednesday (18) over two major network programs. "Godfrey and His Friends" was telecast from Steeplechase Park on Coney Island, and "Tonight," with Steve Allen, featured concession games from Rockaways' Playland. . . . **Page 76**

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## FALL NETWORK SHAPE-UPS

### Major Webs Selling Time on Strength of Shows Offered

NEW YORK, May 14. — With demand still at a high level for time at both NBC-TV and CBS-TV, quite a few half hours of programming remain open. The problem, of course, is programming and particularly at CBS-TV. The network is handpicking shows to make certain that it retains its billing leadership over NBC-TV next season.

An important new development is the firming up of the Friday night line-up at CBS. General Foods has moved "Our Miss Brooks" into the 8:30-9 time period, giving it contiguity with "Mama" which remains in the preceding half hour. R. J. Reynolds will replace "Topper" with a new film series, "Crusader," which moves into 9-9:30 that evening, and Schlitz Playhouse of Stars will follow it until 10. P.&G. has moved out of its alternate sponsorship of "Topper" and will not co-sponsor the new show, "Line-up" and "Person to Person," with Elgin as the new alternate sponsor, occupy 10-11, as usual.

The network, in line with its plan to juice up its programming, is planning to program about 10 big shows Saturdays and Thursdays next season, probably in color. The programs are not to be called spectaculars for an obvious reason, but they are to be important and expensive stanzas. The web now has to come up with material since all it has on hand is three Noel Coward properties.

At the network on Saturday nights, Procter & Gamble has bought "The Four of Us," a situation comedy starring Janis Paige, to replace "My Favorite Husband," 9:30-10. And Chesterfield will slot its newly acquired "Gunsmoke" opposite George Gobel at 10. NBC also has a Saturday night programming problem. Swift must find another show for either 7:30-8 or 8:30-9, and a replacement must be found for Imogene Coca. Incidentally the important 9-9:30 time period here may be available for a sponsor with a strong property. Toni, which is high on Tennessee Ernie, wants the time period.

#### Others in Flux

Also at CBS, Tuesday night remains in a state of flux. R. J. Reynolds has Phil Silvers at 8, Sheaffer and Maytag are said to have an option at 8:30, a replacement must be found for "Meet Millie" at 10, and "See It Now"

must get a new bankroller at 10:30.

At the same web, but on Thursdays, "Navy Log" is ticketed for 8-8:30 p.m., and 10:30-11 that evening is available too for an advertiser with a likely property. CBS also has not decided on the bankrollers of "Cochise," Wednesday 7:30-8, or "Flicka," Friday the same time next fall. It has had numerous offers for both shows.

NBC is looking for a new time period for "It's a Great Life," whose renewal seems to depend on whether the web can offer a time slot where it can build a rating. The network also wants Borden's to come up with a stronger replacement for "Justice" than the quiz show the client bought for the summer. Also at NBC, United States Rubber has manifested an interest in picking up a substantial chunk of its Sunday night color spectacular, "Color Spread," along with National Gypsum.

ABC is wide open Sundays, Saturday and Thursday where Ponds will probably cancel its hour dramatic show. For obvious reasons the network's selling is dependent on how quickly the other webs get into s.r.o. status. Except on Tuesday and Wednesday, it has plenty of time even on some nights where considerable selling progress has been made.

### TPA to Hold 4-Day Sales Clinic in N. Y.

NEW YORK, May 14.—Television Programs of America has scheduled a four-day sales clinic at the New Weston Hotel here beginning May 31. At that time the TPA staff will be briefed on sales approach on its new "Science in Action" show as well as another big series. The latter will be either "Black Beauty," which may be retitled "Thunder," or it may be "The Count of Monte Cristo." Whichever it is, the other will be held for national sale.

Edward Small, TPA's board chairman, will be in New York next week to huddle with other TPA brass on this decision. He will also attend the NARTB convention and the clinic.

### 'Big Story' to Stay on NBC

NEW YORK, May 14.—"The Big Story" has been renewed by American Tobacco and Simoniz for 26 weeks starting September 9, and will return to its present NBC-TV Friday nighttime slot after an eight-week summer hiatus, according to Everett Rosenthal, president of Pyramid Productions.

Rosenthal's statement lays to rest reports that NBC-TV was planning to put another show in "The Big Story" time slot next fall.

### Liberalization of AFM Pact Asked by Webs

NEW YORK, May 14.—Network executives have asked the American Federation of Musicians to consider the advisability of permitting a more liberal interpretation of the network-AFM pact covering television and radio.

Such a more liberal interpretation, it is understood, would permit the networks to produce better programming within budget limitations, and would permit the sale of these programs without hiking the package cost with additional fringe fees called for under a strict interpretation of the pact. The AFM has forwarded copies of the letter to key locals, including 802 in New York and 47 in Hollywood, and has asked those locals for their opinions.

There are several chief points to the letter. One has to do with the matter of additional music fees on participating programs. One of the matters here involves the question of how announcements on such programs are to be interpreted. Does the announcement of additional or other sponsors on future

(Continued on page 40)

### Name Diamond P.R. Dept. Head at U-I

HOLLYWOOD, May 14.—Jack Diamond, formerly assistant public relations director at Universal-International, this week was named to head the department at the studio, succeeding the late Sam Israel, who died last month. Diamond came to U-I in 1949 after six years in the publicity department at Warner Bros. and a prior career in journalism.

### G. Mills Eyes 'Ranger' Ax; Buy of 'Earp'

NEW YORK, May 14. — The changing programming and sales picture at ABC-TV this week saw General Mills all but decided to drop half of its successful "Lone Ranger" stanza in order to pick up half of the web's "Wyatt Earp" show.

General Mills' move is in line with the general trend by bankrollers toward spreading their TV holdings along a wider front via alternate sponsorship buys.

The web also pulled in three bankrollers for its 90-minute one-shot "special," the opening of "Disneyland" amusement park on July 17. The three buyers are Gibson Greeting Card Company, Swift and American Motors.

ABC's Bishop Sheen stanza meanwhile this week was withdrawn from sale. It's understood that Admiral is the advertiser that's buying the Sheen show, tho at press time nothing was definite on this score.

On the programming side, "Cavalcade of America" next season looks as if it will wind up Tuesdays 9:30-10 p.m. The show is slated for a change in format that will see more emphasis placed on contemporary stories rather than historical ones.

### Alcoa's Dropping of 'See It' Points Up Direct Sell Trend

NEW YORK, May 14. — The cancellation of Ed Murrow's "See It Now" on CBS-TV this week by the Aluminum Corporation of America is one that has far-reaching ramifications. Not for the program, because it most likely will find another bankroller. But because it signifies the further elimination of the institutional sponsor from the medium and the intensive use of TV for a direct sell by all levels of sponsors.

The cancellation of Murrow was rather unexpected, and is attributed by the trade to the program's recent trouble with the Texas attorney general. The advertiser is reported to have come to the conclusion that the continuing the sporadic controversies engendered by the show would not fit in with the company's recent change in sales tactics.

Alcoa is in the early stages of its new advertising and sales promotion campaign geared to build consumer interest in its aluminum products. Its first move is the introduction and acceptance of the new Alcoa label. The company's decision to sell directly to consum-

ers was made after long study had proven its necessity.

Before World War II Alcoa had dominated the field completely. But competitors like Reynolds Metals, Kaiser Aluminum and others have made great strides since 1949 toward cutting Alcoa down to size. Reynolds, in particular, thru intelligent use of TV has done a sensational job. It has created products for consumers and sold them directly to them. It will sponsor as a summer replacement a do-it-yourself show which will market its do-it-yourself aluminum products.

#### The Direct Sell

Alcoa's selling pattern as the basic producer of the metal had been to sell it in its raw state to fabricators who, in turn, would sell it to consumers. This presupposes that fabricators can keep pace saleswise with Alcoa's aluminum production. The company found, however, that

this was not always the case. And it began testing TV to see if it could provide some of the answers. Alcoa became a charter client in "Home" for its Wearever pots and aluminum foil. It used "Today" for its fences. The result was an increase in its sales and a notable co-operative selling effort between Alcoa, Dave Garroway ("Today") Arlene Francis ("Home") and the company's fabricators.

Alcoa learned that because it used video for a direct sell, not only did it increase the public's awareness of the worth of the product, but it was possible to sell its fabricators more aluminum because they realized the company's advertising support would provide sales.

The advertiser is now looking for properties that have made audience appeal. NBC-TV has a real good chance for the business to go to its triple trinity of participation shows, "Today," "Home," and "Tonight" because of the client's successful experience with them.

The Alcoa consumer sales attack is just part of a continuing revolution in American methods of marketing and distribution. More and more important producers of basic materials are creating products that can be sold directly to consumers. And to successfully sell such products, they realize that they must be responsible for advertising and merchandising instead of thousands of wholesalers and distributors.

### Revlon, Marlboro Buy New Johnny Carson Stanza

HOLLYWOOD, May 14.—Marlboro and Revlon this week bought the new "Johnny Carson Show," scheduled to make its debut over CBS-TV June 30. If the comedy-variety program proves a success it will continue on into the fall season.

The show will be slotted in the 10-10:30 p.m. Wednesday time, presently occupied by "Now and Then," placing it in the hot spot opposite "This Is Your Life." Net has been touting Carson as another George Gobel and apparently thinks he may be the answer to Ralph Edward's appeal.

Bill Brennan will produce the live Hollywood origination. Show will put the second comic named Carson on the air. Jack Carson appearing on NBC-TV from 8 to 8:30 Friday nights.

### 'Morning Show' May Go Co-Op on CBS

CHICAGO, May 14. — Indications are that CBS-TV is giving consideration to co-oping its "Morning Show," the first time such a procedure would be followed on the web. The program has lost well over \$1,000,000 in the more than a year that it has been telecast.

By co-oping the program, the web would be able to feed the show to its affiliates and yet get enough money from local sponsors to pay its way. It would then be in a position to begin rebuilding the show without making any tremendous outlays. And, of course, the tremendous investment that has already been made in the show would also be safeguarded.

It is also reported that when and if the show goes co-op it will not be the same "Morning Show" as is presently being programmed. Jack Paar is virtually certain to bow out. Paar has had a chance to build a following and, according to the trade, hasn't gained audience acceptance. Some sort of program that would use members of the Housewives' Protective League, the CBS current radio property, is considered a possibility as a replacement.

When the change in format will take place is not known, but it will likely be this summer so that the show can break in gradually before it gets exposed to local sponsors by the affiliates.

### Flanagan to Quit SRA Post

NEW YORK, May 14.—Thomas F. Flanagan will retire as managing director of the Station Representatives' Association in the next few months to devote more time to outside business interests.

Flanagan, who's been with SRA for seven years, will continue to work with the association on a part-time consultancy basis. He will make his headquarters at the SRA's offices in New York.

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**Vol. 67 No. 21**



# TV Advisory Board Begins Key Problem Assessments

By SAM CHASE

NEW YORK, May 14. — With this issue The Billboard is proud to announce the formation of a group embracing the foremost executives in the television field, the purpose of which is the independent assessment and solution of key industry problems. The group will be known as The Billboard TV Editorial Advisory Board, and a weekly feature based upon a poll of this group on critical questions begins running in this issue, on the following page.

Actively participating in these industry symposiums are over 500 leaders who have helped make television the greatest advertising and entertainment medium in the world.

## ABC Opens 4-5 Daytime for X-Board Strips

NEW YORK, May 14.—ABC-TV this week put into effect its long anticipated plans to move into daytime programming in a bigger way by opening up its 4-5 across-the-board strip.

The web is using its "Mickey Mouse Club," which is stoutly anchored in the 5-6 p.m. slot, as a backing up point for its afternoon expansion.

The network has also had a quarter-hour soap opera, probably for morning programming, in the works for some time, but it hasn't yet offered the show for sale.

## Sells Package To Rival Web

NEW YORK, May 14. — ABC Film Syndication's independence of its parent network was brought into sharp focus this week with the syndication firm selling a film package for airing on a rival web, CBS-TV. The deal was made with Johnson's Wax and Pet Milk for 13 "Playhouse" re-run episodes as summer replacement for the Red Skelton stanza.

Tho the film syndication arms of the networks have consistently been selling to stations that are affiliated with, and even owned and operated by rival networks, this is the first time a sale by a web's film syndication subsidiary puts its show into competition with its parent web on a network basis.

This membership is broken down into three approximately equal groupings, for purposes of getting the best possible analysis of how individual segments of the industry feel about significant questions, in addition to providing an over-all industry viewpoint.

Besides its network members, the Advisory Board numbers the operating heads of 169 TV stations, or one station board member for every 2.5 outlets now on the air.

### Film Industry

A similar sized group of 172 board members comes from the TV film industry, and is made up of the 69 top film distributors and the 103 foremost film producers, labs and equipment companies.

The third grouping again is of almost the same size, numbering 188, and is drawn from the ranks of sponsors and advertising agencies. The breakdown here is 116 leading advertising agency topers, 30 presidents or ad managers of network sponsors and 42 heads of regional, local or spot advertisers.

It is anticipated that the board will admit a few additional members, with the final membership expected to level off at a ceiling of about 600. The present total is just over 530.

The procedure which is followed by the board involves a fortnightly poll of its members on two aspects of a major television question. The results of that poll are then published in two successive issues of The Billboard. This issue carries the tally on the first half of a study involving the longevity of filmed

commercials. The second part will run in next week's (May 28) issue.

### Toll TV

The issues of June 4 and 11 will present the first accurate and impartial analysis of how the TV industry itself feels about the current hot potato: Toll TV. For the first time, it will be possible to determine how the various groupings within the industry regard pay video and whether they feel it is a threat or a boon to their own interests.

Similar subjects of the widest industry interest will be treated in succeeding issues of The Billboard.

In forming the TV Editorial Advisory Board, it is the earnest desire of The Billboard to provide an impartial forum and to enable the people whose opinions and actions move the industry to exchange viewpoints with others of equal stature. It also will enable the TV industry as a whole to analyze the most intensive regular survey of intramural thinking yet obtainable.

On occasion the TV Editorial Advisory Board will take part in other functions. The first of these is the sponsorship of the TV film panel at next week's convention of the National Association of Radio and Television Broadcasters in Washington. We are gratified with the line-up of Advisory Board members, of whom the panel consists (see announcement on page 9). We believe that the board, its activities and stories based upon its polls will prove of genuine interest and service to everyone in television.

## ABC Expands Hillbilly Programming Line-Up

NEW YORK, May 14.—A big expansion of its hillbilly music programming line-up has been decided upon by ABC-TV for the summer months. The web will add two such shows to its roster and will expand the one it currently has, "Ozark Jubilee," from an hour to an hour and a half.

The web's bullish attitude towards the folksy fare stems from the success it achieved with its "Ozark Jubilee" co-op show. Slated for an ABC ride for the summer months are a new hour and a half Pee Wee King show, originating from WEWS-TV, Cleveland, in the Monday 9-10:30 p.m. time slot starting May 23; and another country and western show from Springfield, Mo., which will air Tuesdays 7:30-8:30 p.m. starting June 28. "Ozark Jubilee" will go to an hour and a half in the Saturday 7:30-9 p.m. spot starting July 2.

The Pee Wee King show, being packaged by SOC Productions, was sold to the web by General Artists Corporation.

Other summer programming changes at ABC-TV will see Walter Winchell bowing out of the web June 26, with "Stork Club" taking over the Winchell quarter-hour segment; Dotty Mack, who moves out of her Saturday night spot June 25, shifting into the Thursday 9:30-10:30 p.m. period starting July 14; and "Treasury Men in Action" may be shifting over from its current Thursday night berth to the Friday night spot that will be vacated June 10 by Ray Bolger. The Tuesday 9:30-10:30 p.m. period, starting June 28, will be filled for the summer with kines of hour-long dramas aired during this season on that time spot.

## RESTLESS PEOPLE

Monty Bailey-Watson, of Britain's Hector Ross Radio-TV Productions, is making a five-week visit to the States to discuss presenting "People Are Funny" and "Shilling a Second" on TV when the commercial programs start in the fall. . . . Howard W. Coleman has been promoted to the post of advertising, promotion and merchandising manager for NBC's Chicago stations, WMAQ and WNBQ. . . . Thomas B. Coulter, news director and public relations director of KYSM-AM-FM, Mankato, Minn., will move to the National Association of Radio and Television Broadcasters as assistant to John F. Meagher, veepee for radio on June 16.

Lawrence L. Wynn, formerly account exec with the WABC-TV, New York, sales force, will succeed the late J. Trevor Adams as sales manager of WABC-TV. . . . Frank H. Long, formerly with Blue Bonnet Margarine as product manager, has joined the merchandising department of Bryan Houston, Inc. . . . Jack Brickhouse, sportscaster for WGN-TV, Chicago, became the first television reporter in the country to rack up 1,000 major league baseball games.

Roger W. Clipp, general manager of The Philadelphia Inquirer stations, has been appointed to the National Association of Radio and Television Broadcasters' Television Code Review Board. . . . Radio consultant M. S. Novik sails on the Queen Mary Wednesday (11) for the meeting of the International Congress of Free Trade Unions in Vienna and the installation of Radio Free Europe in Munich, Germany. He will also visit Israel, Italy and England. . . . Irene Moran will replace Mary Jane MacDougall as press editor of WOR-AM-TV; Miss MacDougall is leaving to be married.

Maidie Alexander, formerly account exec, food product publicity of the Ruth Lundgren Company, has joined Batten, Barton, Durstine & Osborn in the same capacity. . . . Barbara McCusker has been moved up to magazine editor for NBC's press department, replacing Auriel McFie, who has resigned to become a free-lance writer. . . . Robert W. Bode has left his post as executive art director of Maxon, Inc., to join the Kudner Agency as senior art director.

Don Defore has been re-elected proxy of the Academy of Television Arts and Sciences for a one-year term. . . . The Toy Guidance Council is having Mel Gold Productions produce a new quarter hour Paul Winchell-Jerry Mahoney TV film series for airing this fall.

Four big reasons why you should buy



JOHN IRELAND



WALTER SLEZAK



MERLE OBERON



EDMOND O'BRIEN

## PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC. 7 West 66th St., N. Y. CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

## NEWS IN BRIEF

### GENERAL FOODS SEEKS NBC SUNDAY HOUR . . .

General Foods is trying to buy Sundays 7-7:30 at NBC-TV next season so that it can get a contiguous hour that evening. Its Roy Rogers show is in the preceding half hour on the same web. The advertiser will slot a half-hour film show about the Barnum & Bailey circus in its new Saturday 11-11:30 a.m. NBC-TV time period next fall.

### OLDSMOBILE RENEWS NBC SAT. SPECS . . .

Oldsmobile this week renewed its sponsorship of the Saturday night color spectacular at NBC for next season. The Sunday night spectacular, "Color Spread," has been put in charge of Sam Fuller. It will have rotating producers.

### NAT COLE SIGNED TO YEAR CBS PACT . . .

CBS-TV has signed Nat (King) Cole to a one-year contract, beginning September 1, during which he will make 10 guest spots on major programs. Also on the talent front, Martha Raye's 15-year contract with NBC-TV for her exclusive services provides that during the next two years she will work live. After that her show will be on film and it will be produced by a company she owns.

### 'SOLDIERS' MAY GET SUMMER SLOTTING . . .

NBC-TV will slot "The Soldiers," the Hal March-Tom D'Andrea situation comedy, in Saturday 8-8:30 p.m. this summer, if the property can be sustained cheaply enough. Hazel Bishop will move Dunninger into the following Saturday half hour on the same network during the summer.

### AMERICAN VISCOS BUILDS 'HOME' SEGS . . .

The war between rayon and nylon has reached into TV. American Viscose has bought 52 participations in "Home" to tell rayon's side to the American public.

### CLOSED CIRCUIT FOR CERTAIN-TEED CORP . . .

Box Office Television is putting on a 10-city closed circuit telecast next week (16) for the Certain-teed Products Corporation.

### ARMOUR MOVING INTO 'CAPTAIN MIDNIGHT' . . .

Armour is moving into CBS-TV's "Captain Midnight" just for the summer as replacement for Wander Company, which alternates sponsorship of the show with General Mills. The latter bankroller will stay with the show for the hot months.

**GILT-EDGED!**

316,000 watts

**Channel 8 Mighty Market Place**

3 million people • \$5¼ billion annual effective buying income

**WGAL-TV** NBC • CBS • DuMont

LANCASTER, PA. STEINMAN STATION Clair McCollough, Pres.

Representatives: **MEEKER TV, INC.** NEW YORK • LOS ANGELES CHICAGO • SAN FRANCISCO



**THE BILLBOARD SCOREBOARD**

**The Top New National Spot Commercial Campaigns on TV**

Covering the week of April 24-30, 1955

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

**NATIONAL SUMMARY**

Product & Advertiser	Product & Advertiser
Fluffo, Procter & Gamble	Rol-Aids, American Chicle
Ford cars, Ford Motors	Flex-Straw, Flex Straw Co.
Turtle Auto Wax, Plastone Co.	Instant Maxwell House, General Foods
Kool-Aid, General Foods	Kellogg Cereals, Kellogg Co.
Fri-Onor Fish Sticks, Norwegian Fish	Mobilgas, General Petroleum
Fruit of the Vine, Welch	7-Up, 7-Up Co.
Hamms Beer, Hanms Brewing Co.	Tetley Tea, Tetley Co.
Joy, Procter & Gamble	Topic, Carnation Milk Co.
Kan Kill, Colgate	Wonder Bread, Continental Baking
Trend, Purex Corp.	

**REGIONAL SUMMARIES**

**New England**

Product & Advertiser	Product & Advertiser
Kool Aid, General Foods	Men's Toiletries, Mennen
Bond Bread, General Baking	Hires Root Beer, Hires Co.
Joy, Procter & Gamble	Bobbi Home Permanent, Toni
Wonder Bread, Continental Baking Co.	Ford cars, Ford Motors
Fluffo, Procter & Gamble	Viceroy cigarettes, Brown & Williamson
Post Sugar Crisp, General Foods	Keebler's Biscuits, Keebler Co.
Nestle's Quik, Nestle Co.	Kasco Dog Food, Kasco Co.
Chopettes, Rath Packing	Carbola Chemicals, Carbola Co.
Instant Maxwell House, General Foods	G'eam, Procter & Gamble

**Southern**

Product & Advertiser	Product & Advertiser
Topic, Carnation Milk Co.	Marlboro Cigarettes, Philip Morris
Tetley Tea, Tetley Tea Co.	Trend, Purex Corp.
Instant Maxwell House, General Foods	White Wave, Milner Products
Joy, Procter & Gamble	Fri-Onor Fish Sticks, Norwegian Fish
Kool Aid, General Foods	Coca-Cola, Coca-Cola Bottling Co.
Keebler's Biscuits, Keebler Co.	Tender Leaf Tea, Standard Brands
Necchi Elna Sewing Machines, Necchi Co.	Turtle Auto Wax, Plastone Co.
Miller Tires, Miller Rubber	Ford cars, Ford Dealers of So. Beer, Old Virginia Brewing
Roylon Mattresses, U. S. Rubber	Fertilene, Fertilene Corp.
Regal Beer, American Brewing	

**Midwestern**

Product & Advertiser	Product & Advertiser
Kan Kill, Colgate	Trend, Purex Corp.
Rol-Aids, American Chicle	Bexel Vitamins, McKesson & Robbins
Turtle Auto Wax, Plastone Co.	Fluffo, Procter & Gamble
Serutan, Serutan Co.	Air conditioner, Mitchell Co.
Drewry's Beer, Drewry's, Ltd.	Radiator Cleaner, Radikol
Bus travel, Greyhound	Arctic Air Conditioner, Intl. Metal
Fri-Onor Fish Sticks, Norwegian Fish	Alka-Seltzer, Miles Labs.
Lustron Drapes, Chicopee Mills	Fels-Naptha, Fels & Co.
Fizrin, Sterling Drug	Fruit of the Vine, Welch
Kraft Marshmallows, Kraft Foods	Dixie Paints, Dixie Pain. Co.
Trak, Gulf Oil	No Bugs M'Lady, Paper Products Co.
Texize, Texize Chemical Co.	Plymouth cars, Chrysler Motors
Ford cars, Ford Motors	Carling's Beer, Carling Brewing Co.
Zerone and Zerex, du Pont	Wiedemann Beer, Wiedemann Brewing Co.
Kellogg cereals, Kellogg's	7-Up, 7-Up Co.
Nabisco, National Biscuit Co.	
Joy, Procter & Gamble	
Tip Top Protein Bread, Ward Baking Co.	

**Southwestern**

Product & Advertiser	Product & Advertiser
Fluffo, Procter & Gamble	Rol-Aids, American Chicle
Busch Lager Beer, Anheuser Busch	Fri-Onor Brand, Norwegian Fish
Fruit of the Vine, Welch	Trend, Purex Corp.
Johnson's Car-Nu, S. C. Johnson Co.	Ham Sticks, Hormel Meat
	Star Chili, Armour

**Rocky Mountain & West Coast**

Product & Advertiser	Product & Advertiser
Hamms Beer, Hamms Brewing	Fluffo, Procter & Gamble
Mobilgas, General Petroleum	Beads O'Bleach, Purex
Fruit of the Vine, Welch	Wonder Bread, Continental Baking
Rug cleaner, Rug Sheen	Washamatic, Apex Electric Mfg. Co.
Turtle Wax, Plastone, Inc.	Kan-Kil, Colgate
Cereals, Kellogg Co.	Oldsmobile cars, General Motors
Vaseline, Chesebrough	Pontiac cars, General Motors
7-Up, 7-Up Co.	Ford Cars, Ford Dealers of So. Calif.
Movie, "The Prodigal," M-G-M	Paper-Mate Pens, Paper-Mate Pen Co.
Dr. Pepper, Dr. Pepper Bottling	
Rheingold Beer, Rheingold Brewing	
Flex-Straw, Flex-Straw Co.	



Mohr Lindquist Miller Watson

**TV ADVISORY BOARD'S FIRST STUDY: FILM AD'S LIFE IS SHORT**

The useful life of a TV film commercial is extremely limited. Generally speaking, it ceases to do an effective job selling after six months' exposure.

This is the consensus of answers to the first survey addressed to The Billboard's new TV Editorial Advisory Board, consisting of some 500 top executives in all branches of the TV industry.

The panel was further asked what are the chief problems an advertiser faces in the use of film commercials—as a result of, or in addition to, their limited running potential. Their answers to this question will appear next week.

Advertisers and their agencies, the section of the Board most directly concerned with the life expectancy of commercials, were most emphatic about their limited running potential. Out of 124 replying to this category, 95 voted "Yes," filmed commercials do lose their sales impact thru repeated use. Another 15 gave iffy answers. Not all members of the Board answer every question; they reply only to those on which they feel qualified to voice an opinion.

Asked what is the maximum period in which commercials are effective, 60 per cent of the ad-

vertiser-agency respondents checked "six months," and a few others wrote in shorter periods. Another 15 per cent voted for "one year," or wrote in "six months to a year." Votes for longer periods of use were scattered.

In their comments, a number of the questionnaires returned by advertisers and agencies sug-

gested that the life of a commercial, like a suit of clothes, can be extended by rotation. Many of them also pointed out that animated commercials or blurbs with some entertainment value get a longer effective run than hard-sell commercials.

For the Board's main criticisms about TV film commercials, see next week's report.

**HOW THEY VOTED**

1. Do filmed commercials lose sales impact thru prolonged and repeated use?

	Yes	No	Depends
Ad Agencies	54	7	10
National Advertisers	18	1	3
Regional Advertisers	23	4	2
Stations	82	22	6
Producers	48	8	11
Distributors	25	3	3

2. What do you feel is the maximum period over which a film commercial retains its effectiveness if used on a fairly intensive basis?

	6 months	1 year	18 months	2 years	Other
Ad Agencies	24	11	0	0	7
National Advertisers	11	3	1	1	0
Regional Advertisers	11	6	0	0	2
Stations	49	12	1	1	9
Producers	22	4	1	0	19
Distributors	20	1	0	0	1

**COMMENT IN BRIEF**

**JACK MOHR**, vice-president, Lenthric, Inc.: "Film commercials are at best a poor substitute for a live commercial in which the show's principal talent delivers the pitch."

**EDWARD RAYNOLDS**, director of research and media, Lambert Pharmacal: "I would think so (that filmed commercials lose impact thru prolonged use), but there is no evidence. I don't know (their maximum period of effectiveness), and I'll bet 95 per cent of the people with opinions don't know either."

**PERRY SHUPERT**, vice-president, Miles Laboratories: "With the variety of symptoms commercialized for our product, Alka-Seltzer, we can use our film commercials in rotation."

**JOHN ALDEN**, vice-president, Norwich Pharmacal: "Yes (they lose impact thru repeated use), but rotating four to six films would give the series a much longer life for the individual film, at least a year, possibly longer."

**ROBERT INGRAM**, sales manager, Minneapolis Brewing Company: "About a year is needed to gain depth of reception. Any more than that, however, tends to irritate."

**ALLEN MILLER JR.**, Grove Laboratories, Inc.: "It appears that some filmed commercials can be used almost indefinitely with sales effectiveness if the original concept is sound. However, in most fields an advertiser is forced by competition to change copy direction and even the product itself. And either circumstance will require a change in the filmed commercial."

**A. R. WATSON**, executive vice-president, Southwestern Public Service Company: "I have viewed film commercials only one time which I thought should never have been used at all. On the other hand, I have seen film commercials which have retained my interest for the more than two years that Amarillo has had TV. Mohawk Carpets are the outstanding example. A TV commercial is like any other advertisement. So long as the presentation attracts—and holds—interest, you are selling."

**PAUL PFAUMER**, advertising manager, Renuzit Home Products: "I say one year (is the limit) unless the commercial is so excep-

tional as to produce the phenomenon of providing a singable or repeatable ditty or phrase that catches on like 'wild fire' thruout the land."

**JOHN MARVIN**, TV director, Wayne Welch Advertising, Denver: "Unique cartoon spots could possibly be used longer (than six months), depending on how many were in the series. I certainly would not run two or three spots for over a year as is being done by some local advertisers in this market."

**ALFRED HOLLENDER**, TV director, Grey Advertising: "The question must be related to 'how long' and 'what frequency.' A mistake can be made at either extreme."

**WILLIAM D'ARCY CAYTON**, president, Cayton Advertising: "Documented results of highly successful use of training films show that eye-ear impact creates maximum retention. Since I believe strongly in demonstration-hard sell commercials, the attention factor for such commercials decreases after the sales message is absorbed. Commercials with pronounced entertainment value, altho necessarily limited in effective sell, may continue to be used over a somewhat longer period of time."

**JANE DALY**, TV director, Earle Ludgin Advertising: "If tricks or attention-getting (devices) are used, the commercials wear out more quickly."

**LANSING LINDQUIST**, TV director, Ketchum, MacLeod & Grove, Pittsburgh: "A demonstration type commercial, especially one using an on-camera demonstrator, should probably be used less than six months. A commercial whose sole purpose is to seat a slogan or a single sales idea could be used intensively up to a year. After that, the slogan or sales idea usually changes anyway."

**RUSSELL YOUNG**, TV director, Russell M. Seeds Agency: "I prefer to rotate several commercials built on the same theme and use the entire group longer than the period checked above (six months)."

**WALTER BUCHEN**, president, Buchen Advertising, Chicago: "Animated films may be useful for six months or a year when properly done. Actors are likely to become boring before very long. When the films contain actors, their effectiveness is not more than six or eight weeks."





## FOR THE BEST IN SYNDICATED FILM PROGRAMMING

make it a special point to

**SEE THESE EXHIBITS**  
during the NARTB Convention at the  
Shoreham Hotel, Washington, D. C.,  
May 22 thru May 26

### A SHOW FOR EVERY PROGRAMMING NEED

Syndicated film shows provide television entertainment to suit every taste . . . to fill every programming need . . . and to sell all types of products or services.

They run the complete range—from the excitement of high drama, mystery and adventure, right on thru to the enjoyment of music, comedy and education.

There are shows that win a wide general audience, and those that play to men . . . or women . . . or teen-agers . . . or the small fry.

They do an outstanding job that is told not only in ratings, but in actual sales for sponsors in all parts of the country.

### TOP STARS AND STORIES . . . PRODUCTION KNOW-HOW

Exploitable name value and absorbing subject matter—plus the facilities and know-how of experienced production staffs—give top professional quality to every phase of the syndicated film show.

High-calibre planning, production and performance are key factors in the overall success of syndicated film shows.

### FOR LARGE AND SMALL BUDGET ADVERTISERS

Despite the high-priced professional stars and supporting casts and despite top-quality production methods, syndicated film programs are low in cost, thus making it practical for even the small-budget advertiser to back his sales efforts with the power of a full-scale television program.

Syndicated film shows stretch the advertising dollar by helping to deliver a high volume of buying prospects at an extremely low-cost-per-thousand figure.

### OUTSTANDING MERCHANDISING POSSIBILITIES

Syndicators of film shows give full recognition to the strong merchandising opportunities presented by their properties. Available with syndicated film shows are tie-in material that embraces all of the most effective merchandising methods: newspaper mats, publicity releases, store displays, window posters, tags, direct mail, television slides and spot announcements, etc.

It all adds up to a powerful plus that goes far beyond the television screen to build viewers for the program, and buyers for the products and services of the sponsor.

### FILM PROGRAMMING DOMINATES

Low costs and complete audience acceptance are behind the dominance of film shows for television. According to statistics from a 1954 survey conducted by the National Association of Radio & Television Broadcasters, average production costs for film programming, per station, stands at \$118 an hour—as against \$635 an hour, per station, for live programming.

This same survey reveals the following data regarding television station time devoted to film and live programming:

Stations by Number of TV Families Reached	Wkly. Hrs. of Film Programs	Wkly. Hrs. of Live Programs
Stations reaching up to 50,000 TV families . . . . .	26.3	10.0
Stations reaching between 50,000 and 150,000 TV families . . . . .	30.5	12.7
Stations reaching between 150,000 and 500,000 TV families . . . . .	27.2	18.3
Stations reaching between 500,000 and 1,000,000 TV families . . . . .	29.5	24.0
Stations reaching over 1,000,000 TV families . . . . .	36.6	23.2

### ADVERTISING CASE HISTORIES

Quantity and quality of audience is one gauge of the effectiveness of a television show, but the real measure of success for advertisers lies in the dollars-and-cents sales of the advertised products or services.

Here, syndicated film has a record of successes that embraces hundreds of different products or services offered to consumers.

Good syndicated film programs build audience loyalty not for the show alone but—more important to the advertiser—for the advertised product that makes the show possible.



## ABC FILM SYNDICATION, INC.

7 W. 66th Street  
New York, N. Y.

Room C-200  
Shoreham Hotel

## ATLAS TELEVISION CORP.

15 W. 44th Street  
New York, N. Y.

Room F-200  
Shoreham Hotel

## CBS TELEVISION FILM SALES, INC.

485 Madison Avenue  
New York, N. Y.

Room A-200  
Shoreham Hotel

## FILM DIVISION OF GENERAL TELERADIO

1440 Broadway  
New York, N. Y.

Rooms D-204 - 209  
Shoreham Hotel

## GUILD FILMS COMPANY, INC.

460 Park Avenue  
New York, N. Y.

Room D-200  
Shoreham Hotel

## HOLLYWOOD TELEVISION SERVICE, INC.

4020 Carpenter Street  
North Hollywood, Calif.

Room G-204  
Shoreham Hotel

## NATIONAL TELEFILM ASSOCIATES, INC.

625 Madison Avenue  
New York, N. Y.

Rooms F-203 - 205  
Shoreham Hotel

## NBC FILM DIVISION

30 Rockefeller Plaza  
New York, N. Y.

Rooms D-212 - 214  
Shoreham Hotel

## OFFICIAL FILMS, INC.

25 W. 45th Street  
New York, N. Y.

Rooms C-203 - 205  
Shoreham Hotel

## TELEVISION PROGRAMS OF AMERICA, INC.

477 Madison Avenue  
New York, N. Y.

Rooms B-202 - 204  
Shoreham Hotel





## STAR-SPANGLED ANTHOLOGY

# GAC-TV Markets New Fox Half-Hour Dramatic Series

NEW YORK, May 14. — 20th Century-Fox this week put another TV film series on the market thru GAC-TV. The new show will be a half-hour dramatic anthology, one of the most ambitious of this species ever to hit the air. GAC-TV is showing prospects an almost interminable list of stars available for this series. The list includes William Holden, Jeff Chandler, Tony Curtis, Marlene Dietrich, Claudette Colbert, Joan Crawford, Deborah Kerr, Ann Baxter and other Hollywood luminaries. The sponsor will be able to pick his own title for the show.

It is understood that Fox is prepared to produce it at a considerable differential and is not appropriating any time to promote its theatrical releases.

This would be the third Fox production on TV next season, and, in view of the selling and production time remaining, probably its last. GAC-TV has already sold Fox' "My Friend Flicka" to CBS-TV, where it will be slotted Friday, 7:30-8 p.m., still unsold. And Fox is still reported to be putting the finishing touches on an hour-long package to be carried by General Electric on CBS-TV, 10-11 p.m., Wednesday.

### Music Show

Meanwhile, GAC-TV, which has sold practically everything it pitched this past season, is now offering another quarter-hour music show for spot booking. On the heels of its sale of the Patti Page show to Oldsmobile for booking in 170 markets, GAC-TV is offering a Jo Stafford show. The Page show was sold via two pilots filmed by Screen Gems. But in the case of Miss Stafford, prospects

are being shown kines of her CBS-TV show of this past season.

It is reported that at the end of last year GAC-TV surveyed stations on their quarter-hour availabilities

## 4-Yr. Renewal For 'Ranger'; Total \$20 Mil

HOLLYWOOD, May 14.—One of the largest single contracts in the history of the TV-radio industry was signed this week when General Mills and American Bakeries renewed the "Lone Ranger" until September, 1958. The two companies will pay a total of \$5,123,000 for the program over a four-year period.

The radio and TV time to which the two sponsors are committed on the ABC and CBS networks is set at an additional \$12 million, while royalties from 85 Lone Ranger licensees, Decca Records, Dell Publications and King Features Syndicate is expected to bring in another \$2.5 million, placing the total gross revenue in the neighborhood of \$20 million.

The contract calls for Jack Wrather, owner of the "Lone Ranger," to produce 91 telepix during this period. Thirty-nine of these will be in color.

The run thru 1958 probably makes the "Lone Ranger" the longest-lived radio-TV program on the air, carrying it thru its 25th year.

for music and got a very encouraging response. At that time apparently GAC-TV was toying with the idea of going into syndication with this type of property, a move that still may be in the realm of possibility. It seems that the survey was a great help in selling Olds Miss Page's show and is now serving as an aid to the sponsor in its time buying. It is interesting that GAC-TV was thinking of spot booking quarter-hour music even before it became known that CBS-TV would bump its music shows out of the 7:45-8 p.m. strip.

GAC-TV also recently put a couple of live properties on the market — "The Big Moment," an audience participation show with the biggest jackpot ever, \$100 a week as long as the winner lives, and "Tinker's Workshop," which is running on WABC-TV here 8-9 a.m. to bigger ratings than "Today."

### VIDPIX FIRST

## Four Star to Shoot Several Pix in Europe

HOLLYWOOD, May 14.—Four Star Productions this week announced that several of its "Four Star Playhouse" properties for the 1955-'56 season will be filmed in Europe this summer. Also foreign production of a series is nothing new and a number of programs use background footage shot overseas, this marks the first time that a telefilm series will be lensed both in Hollywood and Europe.

First on the schedule are three Charles Boyer starrers which will be shot in France. Singer Sewing Machine has renewed sponsorship.

A company spokesman, in the meantime, denied reports that "Four Star Playhouse" will be made available for syndication this year, indicating that contractual arrangements prevent such a move. Producer Don Sharpe did negotiate for eight of the half-hour pix to be used as replacements for "Fireside Theater" this summer.

Indications are that another Four Star show, "Stage 7," will again be on the screens next year, altho the sponsor, Bristol-Myers, had earlier committed itself to the Alfred Hitchcock series for the fall.

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Teens

and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Teens Per 100 Homes	Avg. March Rating
1	Cisco Kid (Ziv-TV)	31	19.1
1	Life of Riley (NBC Film)	31	17.2
3	Foreign Intrigue (Official Films)	25	10.2
3	Meet Corliss Archer (Ziv-TV)	25	12.9
3	Joe Palooka Story (Guild Films)	25	5.3
3	Kit Carson (Coca-Cola)	25	10.3
7	Little Rascals (Interstate TV)	24	13.3
7	Mr. and Mrs. North (ATPS)	24	6.2
7	Superman (Flamingo Films)	24	16.7
7	Victory at Sea (NBC Film)	24	5.4
11	Heart of the City (MCA-TV)	23	6.5
11	Dick Tracy (Combined TV)	23	5.9
11	Inspector Mark Saber (Thompson Koch)	23	4.3
11	Ramar of the Jungle (TPA)	23	11.7
11	Range Rider (CBS Film)	23	15.3
11	Secret File, U.S.A. (Official Films)	23	5.9
17	Badge 714 (NBC Film)	22	15.1
17	Boston Blackie (Ziv-TV)	22	11.8
17	Eddie Cantor (Ziv-TV)	22	13.3
17	Police Call (NTA)	22	6.6
17	Liberace (Guild Films)	22	11.1
17	Mayor of the Town (MCA-TV)	22	15.4
17	Space Ranger (MCA-TV)	22	7.6
17	Wild Bill Hickok (Flamingo Films)	22	15.4
25	Terry and the Pirates (Official Films)	21	5.4
25	Waterfront (MCA-TV)	21	15.1
25	Annie Oakley (CBS Film)	21	17.0
25	Cowboy G-Men (Flamingo Films)	21	6.3
25	The Whistler (CBS Film)	21	15.5
25	Death Valley Days (Pacific-Borax)	21	13.6

## 'Help UHF Stations' Activated by NATS

NEW YORK, May 14.—National Affiliated Television Stations, Inc., will get its "help UHF stations" operation off to a flying start next week when an expected bankruptcy court decision in Oklahoma City will, in effect, give NATS the responsibility of putting a bankrupt station there, KTVQ, back on its feet.

It will be the first station that NATS will have moved into for purposes of putting into effect its comprehensive station aid program. There's no doubt NATS' efforts to put KTVQ back on a sound economic footing will be closely watched by the entire industry. Its success there could well be of great significance to the future of NATS, as well as to struggling UHF and VHF outlets elsewhere in the country.

The Oklahoma City station, tho it's still on the air, has been in

bankruptcy for some time. The court decision, expected to be announced early this coming week, would turn the station back to its present management with the understanding that NATS will be called in and will provide financing, managerial advice, programming help, and other forms of aid.

Some details of NATS' plan of action in Oklahoma City have already been worked out. It's understood that NATS' executives have already talked with the station's creditors and have obtained agreements on moratoriums of debts the station owes. One of the major creditors is General Electric, which formed NATS together with National Telefilm Associates. In addition to granting a moratorium, General Electric, thru NATS, will loan the station \$40,000 initially.

(Continued on page 10)

## MCA Shows Outsell Others in Big Cities

NEW YORK, May 14. — An independent survey of American Research Bureau March listings in Chicago, Los Angeles, Detroit, Philadelphia and New York reveals that MCA-TV, by far, outsells other distributors in the number of shows it has playing in these markets. MCA-TV, of course, has the largest catalog of syndicated shows available, a great number of them being anthology series.

Other syndicators whose products plays a major part in the programming of these markets are Ziv TV Programs, the NBC Film Division, CBS Film Sales, Television Programs of America, Guild Films, ABC Film Syndication and U.M.&M.

MCA-TV has a total of 60 hours of shows sold in the five markets. The greatest number of its properties—48 half hours—are sold in the Los Angeles market, where it gives the ABC-TV network spirited competition for time.

Ziv has a total of 36 hours of programming in the five cities, NBC Film Division has 33, CBS

Film Sales 22 and ABC Film Syndication 20 hours. In Chicago the NBC Film Division, Ziv and CBS-TV Film Sales had more programming than MCA-TV. But in practically every other city MCA-TV did better than its competition.

In New York, for example, MCA-TV more than doubled the amount of programming other individual syndicators had sold to stations. One of the favorite MCA-TV film shows in the five cities is Abbott & Costello which is sold in all five of them.

## Film Distributors' Meetings Move Trade Association Closer to Being

NEW YORK, May 14.—Following the mass turn-out of TV film distributors at the meeting at General Telerradio's offices here Tuesday (10), the chances for the formation of a functioning distributor

organization seemed better than at any time in the past.

Tho the blue-chip syndicators—those specializing in first-run sales directly to sponsors—appeared to be lukewarm on the project, there seemed to be more than enough enthusiasm among the majority of distributors represented at the Tuesday meeting to carry the movement forward. This division of interest appeared to have arisen because a few of the feature-film distributors at the meeting hopped on the idea of a credit rating service as the main function of such an organization.

To outsiders, no distributor would admit to any urgency in the formation of an association. But on the other hand in The Billboard's recent survey of the distributors' own attitude toward their responsibilities (see April 30 issue), every one of them admitted an association could do some good.

In this regard it is significant

that one distributor who at that time said "no comment" on the need for an organization is represented in the special committee appointed Tuesday to lay organizational plans. The formation of this committee, headed by Dave Savage of Guild Films, is one sure sign that this time the idea will not die aborning. Another good sign is that the next full meeting, it was agreed Tuesday, will be held within 30 days, maybe at the National Association of Radio-TV Broadcasters convention in Washington the week of May 22. The committee is due to meet next week.

### Other Progress

Another sign that the distributors mean business is that they're talking at least a little bit for the record this time. A one-page press release stating that the meeting had been held and the committee appointed was issued by General

(Continued on page 11)

## Expansion of Output Mapped By Fedderson

HOLLYWOOD, May 14.—Considerable expansion of production for next season is being planned by Don Fedderson, presently filming "The Millionaire," with the aim being to have three or four shows before the cameras by fall.

One of the series will feature Betty White, for whom a new type of situation comedy is being created. Another, "Do You Trust Your Wife?" stars Edward Arnold as emcee, and is a comedy quiz show. The Croucho Marx production crew is being utilized to film the pilot. Both programs are being planned for celluloid. Also in the works is an hour-long dramatic program.

Fedderson points out that with three series shooting simultaneously a producer can form a production company and thereby cut costs considerably.

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# No Takers for 8-Film Universal Feature Deal

NEW YORK, May 14.—No deal had been made yet this week on the package of eight pictures, including "Hellzapoppin," that Universal Pictures is pitching to TV distributors. But most trade observers felt sure a deal would be made in time because Universal is giving the package a hard sell. A deal seems to hinge on the TV distributors' ability to come up with still other features, better or worse than these, to fill out a package of 13 or more.

The other pictures in the "Hellzapoppin" group are "Pardon My Strangeness" with Dorothy Lamour, 1942; "The Boys From Syracuse" with Allen Jones and Martha Raye, 1940; "Butch Minds the Baby," 1942; and "Tight Shoes," 1941; both Damon Runyon stories starring Broderick Crawford, and three more Olsen and Johnson pictures, "Crazy House," 1943; "Ghost Catcher," 1944, and "See My Lawyer," 1945.

Meanwhile, a couple of other pictures found their way into TV this week. Cheryl TV acquired "Hannah Lee," a 1953 Warners release, which played theatrically in the East as "Outlaw Territory." It stars Joanne Dru, McDonald Carey and John Ireland. This is Cheryl's 20th feature.

M. & A. Alexander was reported to have picked up "Without Warning," a 1952 United Artists release. And Major TV Productions got "Passing Stranger," which was made in England last year.

It was also reported here this week that one of the 10 or more pictures that Associated Artists Productions has in addition to the Pine-Thomas group is "Man on the Eiffel Tower," the 1950 RKO re-

lease starring Charles Laughton, Franchot Tone and Burgess Meredith.

## Golf Show to Sportsvision

NEW YORK, May 14.—Distribution of the 15-minute Jimmy Demaret golf stanza in the West and Midwest areas have been turned over to Sportsvision, Inc., by Award Television, which produces the series.

Award has been distributing the series thruout the country up to now, and has already sold the stanza in over 20 U. S. markets and in Canada. Award will continue to distribute the show in areas other than the West and Midwest.

## Desilu Names Feldman Veep

HOLLYWOOD, May 14.—Desilu Productions this week named Edward H. Feldman a vice-president of the company, placing him in charge of the commercial division. Feldman formerly was in charge of national radio and TV for Bior-Beim-Toigo on the West Coast.

Move was necessitated by the growth of the division which last year grossed approximately \$1 million.

### FLEXING BICEPS

## WGA Cracking Down on Trade Malpractices

HOLLYWOOD, May 14.—Partially as a result of the consolidation of radio, TV and screen writers earlier this year, and, partially, because of the current shortage of writers which has led to the scripter being in a stronger position than ever before, the Writers' Guild of America has begun flexing its muscles and is cracking down on a number of alleged malpractices which have existed in the industry.

Most important of these is what the Guild calls "brainpicking," the practice of having writers come in for story conferences, turn out treatments and perhaps revisions of these, and then reject them. Producers must, in the future, pay writers for such assignments. Freelance writers may still turn out complete scripts on speculation.

The WGA has also ruled that original credits must be given on TV adaptations, a point raised several weeks ago when it was noted that "Lux Video Theater" was not crediting screenplay. On another front the Guild is successfully backing members who, on being asked to join the newly formed TV subsidiaries of majors, claim that they are free-lance writers as long as they are being paid by the script and not by the week.

The first annual meeting of the WGA is being held Wednesday (18) with the following items on the agenda: Telefilm contracts with the majors, live and film TV con-

### CBS-TV FILM CLINIC

## New Shows, Sales Plans on Agenda

NEW YORK, May 14.—At its first clinic next week CBS-TV Film Sales will tell its sales force about five new properties it will have on the market for the coming season. It will also describe new sales plans for its established shows.

Three of the new shows are hot off the production line. Flying A Productions is getting right to work on a new "Red Ryder" show, its sixth Western. This will be pitched for a national sale. Joel Malone has already turned out a couple of episodes of "Navy Log." This is expected to go on the CBS-TV network, with CBS Film taking it for syndication in the remaining markets. And the first print of Errol Flynn's "March or Die" is expected in from Europe in a couple of weeks.

In addition, CBS Film will begin syndication sales of "Life With Father" and "San Francisco Beat," the latter being the rerun title of "The Line-Up," which Brown & Williamson sponsors on the CBS-TV network.

To kick off syndication sales of "Life With Father," CBS Film is making an unusual promotional of-

tracts with the networks, plus radio and motion picture pacts.

It was reported that in the case of the TV subsidiaries of the majors the minimum for scripts has been set at considerably higher than the present \$700 for independent telefilm producers.

fer to the first three major-market buyers. The distributor will spend 50 per cent of the sales price on ballyhoo. The heart of the promotion will be a contest.

#### Sales Plan

CBS Film will also tell its sales staff next week about a new sales plan for "The Files of Jeffrey Jones" and "The Cases of Eddie Drake," two private-eye series, both starring Don Haggerty. According to Wilbur Edwards, CBS Film sales manager, stations buying the 39 episodes of "Jeff Jones" under this plan will get the 13 segments of "Eddie Drake" on a bonus arrangement.

Edwards will further tell his staff next week to start pitching their Westerns (Gene Autry, "Range Rider" "Buffalo Bill Jr.") to adult sponsors for adult time slots. Even in the daytime booking that these shows have been getting, audience composition figures indicate a high degree of adult interest, according to Edwards. In Chicago, for instance, Gene Autry gets 10 per cent more adults than "Treasure Men in Action," 94 per cent as many adults as "The United States Steel Hour" and 89 per cent as many adults as "Kraft TV Theater."

Edwards also said that 13 more episodes of "Amos 'n' Andy" are in production, to make a total of 78. He indicated that they have a new daytime plan for the comedy show, which CBS Film has been syndicating for two years now. But it is still in the experimental stage.

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### THE PROGRAM

Moderator: Walter Craig  
Vice-President, William H. Weintraub & Co., Inc.

#### I—AN AGENCY VIEW OF TV STATIONS

- a. Ken Fleming, Leo Burnett Agency  
"Rate Structure Problems of Smaller Stations"
- b. Jim Luce, J. Walter Thompson  
"How Stations Can Make Spot Film Buys More Attractive to Advertisers"

QUESTIONS FROM THE FLOOR

#### II—FILM BUYING AND SELLING

- a. Wynn Nathan, MCA-TV  
"Station Library Plans Mean Dollars"
- b. Berman Swartz, NATS  
"Economics of Film Buying"
- c. John Sinn, Ziv-TV  
"Time Clearance"
- d. Michael M. Sillerman, TPA  
"Price-Quality Factors in Film Buying"

QUESTIONS FROM THE FLOOR

#### III—STATION-DISTRIBUTOR CO-OPERATION

- a. Dick Moore, KTTV, Hollywood  
"Station-Distributor Co-Operation In Closing Local Film Sales"
- b. Joe Floyd, KELO-TV, Sioux Falls, S. D.  
"Station-Distributor Relationships In Smaller Markets"

COMMENTS FROM:

- Carl Stanton, NBC Film Division
- Sy Weintraub, Flamingo Films
- Charles Amory, U. M. & M.
- Reub Kaufman, Guild Films
- George Shupert, ABC Film Syndication
- Dwight Martin, General Teleradio

QUESTIONS FROM THE FLOOR

#### IV—WHAT TV STATIONS EXPECT FROM FILM DISTRIBUTORS

- a. Jerome (Tad) Reeves, WBNS-TV, Columbus, O.  
"What Distributors Should Provide In Formats and Price Policies"
- b. Harold See, KRON-TV, San Francisco  
"A Station's View of Distributor Responsibilities"

COMMENTS FROM:

- Leslie Harris, CBS TV Film Sales
- John Mitchell, Screen Gems
- Arche Mayers, Unity
- Ely Landau, NTA
- Saul Turrell, Sterling
- Earle Collins, Hollywood TV Service

QUESTIONS FROM THE FLOOR



# Ziv International Head Off for Europe to Peddle Dubbed Series

NEW YORK, May 14. — Ed Stern, head of Ziv-TV's international division, left for Europe yesterday to show the trade there an

extensive list of Ziv film shows available in their native tongues. Stern is expected to put the big push behind the German version of "Favorite Story" and the French version of "Mr. District Attorney." The latter is already sold in Switzerland.

Stern's European trip follows close on his first sale in Latin America of what he suggests will be a pattern of station library sales there. CMBF-TV in Cuba just bought six Ziv shows in Spanish. To lure U. S. sponsors to the shows, Benigno Nosti, general manager of CMBF, said the station is absorbing a lot of the costs on these packages so that he can offer prospects time and talent for what is normally the sponsor price on the show alone.

Stern said he expected further deals of this kind will help open the Latin American market to more sponsors. Ziv now has shows play-

ing in Colombia, Venezuela, Puerto Rico, Cuba and Mexico and is now moving into Brazil and Argentina.

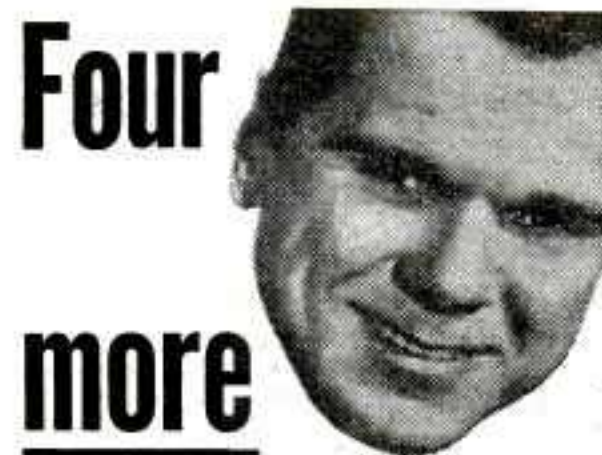
**\$1,000,000 Dub**  
Ziv frankly admits that its investment in dubbing foreign sound on its shows — said to be over \$1,000,000 — far exceeds the revenue it can get from foreign sales at this time. Ziv apparently regards its international operation as a goodwill gesture.

The dubbed shows that Ziv now has or will in the next two months are as follows: Spanish — "Boston Blackie," 52; "Cisco Kid," 78; "Mr. District Attorney," 39; "Favorite Story," 78; "I Led Three Lives," 39; "Science Fiction Theater," 39; "The Unexpected," 39; "Yesterday's Newsreel," 78.

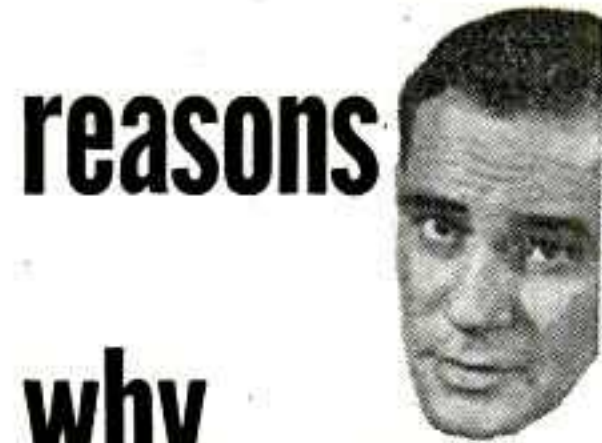
French — "Mr. District Attorney," 26.

Italian — "Cisco Kid," 13; "Boston Blackie," 6; "Mr. District Attorney," 13; "Favorite Story," 13.

German — "Favorite Story," 26.



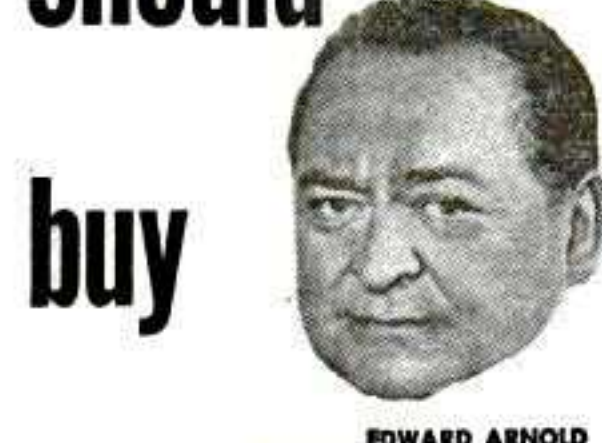
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# Mail Campaign Repays 'Ramar' in Hinterlands

NEW YORK, May 14.—Television Programs of America has been quietly developing its techniques for selling in the small hinterland markets. The key is individualized direct mail. The firm is understood to be developing still another approach to tie in with this, but it is still in the experimental stage.

In the past two months, TPA sent sales letters on "Ramar of the Jungle" to stations in every unsold market below the top 75. It received further inquiries from 75 per cent of these and ultimately closed sales in 40 per cent, sales worth a total of about \$100,000.

TPA's mail approach is in no sense a replacement of the live

salesman. On the contrary, the firm feels that it's the follow-up—more mail, phone and personal calls—that counts. In most cases they couldn't tell just what stage of the approach clinched it. But in almost every case the salesman was able to go into the market and close the deal in one day, thus holding down the distribution cost for these low-price markets.

It was noted that contrary to the usual response on mail campaigns, where the returns surge at first and then dwindle, in the "Ramar" hinterland campaign the greatest returns came after the third week, and the most sales were clinched after the fifth week.

# MCA Ready for New '55 Series

NEW YORK, May 14.—The first new vidfilm series to go into syndication for 1955-'56 by MCA-TV will be "Dr. Hudson's Secret Journal," starring John Howard. The program is being produced by Brewster Morgan in association with Gene Solow, and will be based on the best-seller by Lloyd C. Douglas.

The main character of the drama is an eminent brain surgeon who has superhuman power which he never reveals, except in his secret diary. The program will be unveiled at the National Association of Broadcasters' convention. MCA-TV will also start pitching reruns of the Ray Milland show for syndication at the NARTB convention.

# Film Distributors Meeting

Continued from page 8

Teleradio on Wednesday. This is in contrast to the meeting held at Guild Films 13 months ago, when everyone was complaining that the get-together had leaked to the trade press.

At the Tuesday meeting, after a brief welcome from Dwight Martin of General Teleradio, who had sent out the invitations, Savage and Jay Williams of Official Films got up to present a nine-point program of objectives they had prepared as the result of a previous smaller meeting.

### The Objectives

The organization objectives they outlined were: (1) A credit rating service; (2) A research bureau; (3) Promotion of TV film in general; (4) Liaison with government and industry; (5) The industry's representative in labor negotiations; (6) Public relations; (7) Information and education; (8) Laying ground rules for certain trade problems and practices such as stations' overlapping coverage and closed-circuit use of film, and (9) Promoting American TV film shows to foreign countries.

Immediately after their exposition of this slate, one of the feature men got up to declare that the only truly important purpose in associa-

tion was money, indicating that credit checking should be its main operation.

Finally the committee was formed to set down a method for making the organization a reality and laying down membership qualifications. It is understood that they will also seek a meeting with Harold See, manager of KRON-TV, San Francisco, chairman of the NARTB's film committee, who has urged the distributors several times to associate and who apparently inspired the small meeting prior to this Tuesday's.

Members of the committee in addition to Savage, Martin and Williams are Lou Friedland, MCA-TV; Ralph Cohen, Screen Gems; Frank Reel, Ziv-TV; Arche Mayers, Unity; and Herb Gelbspan, Hal Roach Studios.

# Don Alexander Dies; Film Ad Pioneer

DENVER, Colo., May 14. — J. Don Alexander, 70, president and co-founder of the Alexander Film Company, Colorado Springs, died last week in a Colorado Springs hospital of a heart ailment.

With brother Don, the two brothers launched their film advertising career in Keokuk, Ia, shortly after the turn of the century—when they used kerosene burning projectors to advertise their home-made commercials. Today the Alexander Film Company is one of the largest commercial producers in the world.

The film executive is survived by his widow and two sons, Don Jr. and John.

HOLLYWOOD, May 14.—John Gaunt, for the past two years radio-TV director of the Grant agency here, this week was named a vice-president and placed in charge of the operation. At the same time Les Kaufman, public relations staffer, was upped to v.-p. and transferred to the Detroit office as promotion director on the Dodge account.

# GT Prepares Info on Feature Programming

NEW YORK, May 14.—A unique research effort that will provide stations with information on how best to program top grade feature films has been undertaken by General Teleradio Film Division.

The information it comes up with will be discussed by stations at a meeting the TV film firm will hold at the industry's convention Tuesday afternoon in its suite at the Sheraton Park Hotel, Washington.

Tho the research project is aimed specifically at coming up with information on programming of General Teleradio's Bank of America package, it will undoubtedly provide stations with data they can use in programming other similar quality feature products.

General Teleradio's search for information has taken the form of inquiries it is making of stations programming the Bank of America package. The firm is seeking to find out how the different stations have used the package and with what success. Emphasis is being placed on discovering the best ways of showing each feature more than once a week a la WOR-TV's "Million Dollar Movie" pattern. From the responses, General Teleradio will compile a report that will highlight the successful patterns of programming the features.

# ABC Film Gets Bolger Show

NEW YORK, May 21. — ABC Film Syndication has inherited the Ray Bolger show, the first of what eventually will be a number of film properties owned by its parent network which will be turned over to the syndication firm after they end their network runs.

The Bolger series consists of 60 episodes aired on the web over a two-year period. The show ends its network run on June 10 and will be put into syndication by ABC Film shortly thereafter.

Other network properties eventually slated to wind up in syndication after completion of their network runs are the Danny Thomas show and the Ozzie and Harriet series. Both these properties, however, are good for at least another year on the network.

# Tucker Inked By NBC-TV for 'Charter Boat'

HOLLYWOOD, May 14.—NBC-TV this week apparently decided to go full speed ahead on its proposed TV series to be filmed in Bermuda, signing Forrest Tucker to play the lead in 39 of the half-hour shows. Tucker gained his release from a theatrical pix contract to accept the offer.

Show will be based on Philip Wylie's "Des and Crunch," Saturday Evening Post work, and is to be titled "Charter Boat." Filming is scheduled to begin in June.

**31.8\***

**LOUIS HAYWARD**

**THE LONE WOLF**

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\*ARB, March, 1955—Birmingham, Ala.

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another  
top-rated  
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Film Syndication

# 'Help UHF'

Continued from page 8

NTA, for its part, will turn over a large supply of TV film programming to the station.

On the management level, NATS is bringing in Bob Purcell, an associate of Richard Doherty, to help out with the operational chores.

The station is an ABC affiliate and it's understood that the network is ready to render aid by providing network programs to the station, even when the outlet is not on the sponsors' buy list.

The "let's put KTVQ back on its feet" campaign is being spearheaded by NATS' secretary-treasurer Berman Swartz, and Glenn Lord of General Electric, who's working closely with NATS.





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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

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

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

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.

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

CINCINNATI 3 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

COLUMBUS, O. 3 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

WASHINGTON 4 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

SAN FRANCISCO 4 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

BOSTON 2 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ATLANTA 3 STATIONS

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

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 2 columns: Rank, Title (Type) and Distributor, April ARB Rating, Station, Day, Time, Top Opposition & Rating



Rank Among Films	Title (Type) and Distributor	April ARB Rating	Station, Day, Time	Top Opposition & Rating
<b>DAYTON . . . . . 2 STATIONS</b>				
TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)				
1. I Love Lucy, WHIO	48.5	7. Talent Scouts, WHIO	44.4	
2. Jackie Gleason, WHIO	48.3	8. This Is Your Life, WLW-D	43.2	
3. I've Got a Secret, WHIO	46.9	9. Academy Awards, WLW-D	43.1	
4. Two for the Money, WHIO	44.8	10. Your Hit Parade, WLW-D	42.8	
5. Toast of the Town, WHIO	44.7	10. Our Miss Brooks, WHIO	42.8	
6. George Gobel, WLW-D	44.6			

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Kit Carson (West.), Coca-Cola	30.4	WLW-D—Su, 6:00-6:30	Masquerade Party, 8.2
2. Life of Riley (Comedy), NBC	22.8	WLW-D—F, 8:30-9:00	Topper, 30.7

Rank Among Films	Title (Type) and Distributor	April ARB Rating	Station, Day, Time	Top Opposition & Rating
3. Badge 714 (Mys.), NBC	20.5	WLW-D—Su, 7:00-7:30	Lassie, 28.2	
4. Gene Autry (West.), CBS	19.9	WHIO—W, 7:00-7:30	Hollywood's Best, 11.6	
5. Racket Squad (Mys.), ABC	19.2	WHIO—T, 7:00-7:30	Ray Bolger, 7.4	
6. Wild Bill Hickok (West.), Flamingo	18.9	WLW-D—W, 6:00-6:30	Various, 4.9	
7. Range Rider (West.), CBS	18.4	WLW-D—T, 6:00-6:30	Various, 1.4	
8. Waterfront (Adv.), MCA-TV	17.9	WHIO—S, 7:00-7:30	Midwest Hayride, 22.2	
9. Secret File, U.S.A. (Adv.), Official	17.7	WHIO—F, 10:30-11:00	Various, 16.8	
10. Liberace (Music), Guild	17.4	WHIO—Th, 7:30-8:00	Various, 22.6	
11. I Led Three Lives (Adv.), Ziv	16.7	19. Championship Bowling (Sports), Walt Schwimmer	9.2	
12. Ramar of the Jungle (Adv.), TPA	15.8	20. Biff Baker, U.S.A. (Adv.), MCA-TV	8.4	
13. Superman (Adv.), Flamingo	15.7	21. Mr. and Mrs. North (Mys.), ATPS	7.2	
14. Star and the Story (Drama), Official	15.0	22. Yesterday's Newsreels (Docum.), Ziv	5.2	
15. Ellery Queen (Mys.), TPA	10.2	23. Buffalo Bill Jr. (West.)	4.9	
16. Eddie Cantor (Comedy), Ziv	10.0	24. Follow That Man (Mys.), MCA-TV	3.5	
17. Hopalong Cassidy (West.), NBC	9.8	25. Famous Playhouse (Drama)	0.9	
18. Meet Corliss Archer (Comedy), Ziv	9.7	26. Biff Baker, U.S.A. (Adv.), MCA-TV	0.2	

## PRODUCTION NOTES

By BOB SPIELMAN

The problem of finding good writers for TV is growing all the time, "Millionaire" producer Don Fedderson avers. The problem is aggravated by the fact that TV writers are a new breed and that scripters from other fields often find it impossible to adapt themselves. The pressure of having to turn out a half-hour show every week can become terrific for both writers and producers, Fedderson points out, but even more difficult is writing each script to fit 25 minutes. Fedderson is paying up to \$3,000 for top teleplays, far above average. He attributes the success of the program (it's now in the 30's in the ARB ratings) to the fact that it's a series with a hook. It has central characters but the storyline can take off in any direction, drama, comedy, etc. Even more important, however, he thinks, is the time period, revealing he turned down several thousand dollars more from another sponsor because he felt the 9 p.m. Wednesday slot would materially help the ratings of the program. Even the best show can't make a go of it in a bad time segment, he concludes.

Marlene Dietrich's daughter, Maria Riva, makes her telefilm debut this week in a "Four Star Playhouse" production.

"Waterfront" director Ted Post is of the opinion that a young actor named Tommy who appeared on this week's show is one of the easiest players to direct he's ever had. Tommy is a seal.

CBS-TV producer Bill Brennan hopes to film pilot of a new property called "Tramp Steamer" this summer. Show would be located in the Far East and off the China Coast.

Tony Martin thought his "Shower of Stars" stint the toughest thing he's ever done while Marguerite Piazza said she's never enjoyed anything so much. One contributing factor might be that Martin's songs were live while Miss Piazza's were prerecorded.

Max Alexander, of M&A Alexander, feels that telefilm reruns will not seriously affect the market for features and that these will always have their place on TV.

Advertisers are beginning to be willing to pay more for quality, reports Four Star producer Warren Lewis. Lewis says that cost has given way to the question of whether or not a sponsor thinks he can get ratings with a program as the primary consideration in buying.

## TV FILM PURCHASES

By CHARLOTTE SUMMERS

Hawthorne Melody Farms has purchased NBC Film Division's "Hopalong Cassidy," Series B, to be shown in Milwaukee and Chicago. "Hopalong Cassidy," Series A, was sold to WWLP, Springfield-Holyoke, Mass., which also picked up the one-hour version. Portland General Electric contracted for "Life of Riley," Series A and D, to be shown over KOIN, Portland, Ore. "Riley," Series A, was also sold to KING, Seattle. KGO, San Francisco, bought "Dangerous Assignment" from NBC, and "Victory at Sea" was picked up by WJBK, Detroit.

Pacific Fruit will sponsor "Life of Riley," Series B, over KFBC, Cheyenne, Wyo. Other "Riley, B" sales were to KTVH, Hutchinson, Kan.; KING, Seattle, and KSTP, St. Paul-Minneapolis. "Life of Riley," Series D, was also sold to KING, Seattle, and KSTP, St. Paul-Minneapolis. "Steve Donovan, Western Marshal" will be seen over KVAR, Phoenix. "Badge 714," Series A, was sold to WNOW, York, Pa.; Series B to KTEM, Ada, Okla.; KFXJ, Grand Junction, Colo., and WXEL, Cleveland; and Series C to KFXJ, Grand Junction, Colo.

Ford Motors of Canada will sponsor Screen Gem's "All Star Theater" over the entire CBC network. Screen Gems also sold "Star" to KZTV, Reno, Nev. Prudential Federal Savings has renewed "Star" over KID, Idaho Falls, Idaho. "Big Playback," was picked up by WREX, Rockford, Ill., and "Rin Tin Tin" will be sponsored by Mrs. Boehme's Holsum Bakers over KTXL, San Angelo, Tex. "Top Plays" was sold to KRCA, Los Angeles, and "Jet Jackson" to KTVA, Anchorage, Alaska.

Signal Oil Company has purchased CBS-TV Film Sales' "The Whistler" for five markets. They are: Bakersfield, Calif.; Eugene, Ore.; Fresno, Calif.; Phoenix, and Santa Barbara, Calif. "Whistler" was also sold to Carolina Wholesale Grocers for WBTW, Florence, S. C. Stations bought to date for the 70 Carnation Milk "Annie Oakley" markets are: KTVO, Ottumwa, Ia.; KSD, St. Louis; WRCB, Schenectady, and WHEN, Syracuse.

Other CBS sales include: "Gene Autry" to KTVO, Ottumwa, Ia.; "Range Rider" to KLAS, Las Vegas, Nev., for M. J. Ritter Plumbing and Foodland Markets, and KTVO, Ottumwa.

Award Television Corporation has signed seven more stations for the new Jimmy Demaret golf show. With the addition of the following markets the show has now been sold in 39 cities: KFSA, Fort Smith, Ark., for O.K. Transfer Company; WTVO, Rockford, Ill., for Fisher Office Equipment Company and Comays Jewelry Company; WGEM, Quincy, Ill., for M.R.S. Beverage Co. (Bushlager Beer); WHO, Des Moines, for Hamm Brewery; WBNS, Columbus, O., for Roger Dean Ford Dealers, Hill Tailoring Company and Capital Awning Company; WMTV, Madison, Wis., for Mayer Ice Company and Sinaiko Wine Corporation., and KOIN, Portland, Ore., for Pontiac Dealers.

Fabric Mart and A. T. Lee & Sons have purchased Sterling Television's "Little Theater" for the KRBC, Abilene, Tex., and WMFD, Wilmington, Del., markets respectively. "Movie Museum" will be sponsored by Hires Root Beer over KBET, Sacramento, Calif. Sterling's features were sold to WAVE, Louisville, Ky.; WGEM, Quincy, Ill., and WVEC, Hampton, Va. "Little Show" was picked up by KFDM, Beaumont, Tex., and WLBT, Jackson, Miss.

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## REVOLVING DOOR

Bill Miller, formerly general sales manager of WCBS, New York, and more recently Eastern sales manager of WBBM, Chicago, has joined Official Films as senior account exec in the St. Louis office. . . . The International Boxing Club has awarded the contract for the production of the Marciano-Cockell films to Leslie Winik. . . . General Teleradio and the Bank of America have made available to the Department of Defense, three of the 30 Bank of America features for showing by the Armed Forces Television Service.

Aaron Beckwith, veepee of the New York office of MCA-TV, film syndication division, will return to his Alma Mater, Syracuse University, on Tuesday (10) as guest of the Radio and TV workshop. . . . "Lassie," produced by Television Programs of America and sponsored by Campbell Soup, received a certificate of award given "in recognition of services to children of the community" by the Los Angeles 10th District, California Congress of Parents and Teachers.

Roland (Chick) Martini, veepee of the Gardner Advertising Agency in charge of the New York office, is leaving for a month's trip to Europe on May 19. Most of his trip will be spent in Italy where he will look into methods of film-

## SAG-Producer Huddle June 6

HOLLYWOOD, May 14.—Meeting between the Screen Actors' Guild and producers of TV entertainment films to begin new contract negotiations has been set for June 6, it was announced today. The present contract expires July 20.

Involved will be the SAG, the Association of Motion Picture Producers, composed of the majors, and the Alliance of TV Film Producers. Latter consists of relatively few telefilm makers, but independents usually agree to terms negotiated between it and the guilds.

This will be the first talks on TV entertainment film in which the majors will have a significant stake. Altho the SAG has so far issued no statement on what its demands will be, it's to be expected that it will ask at least some raise in minimums.

ing television shows and commercials. . . . "Dancing Shoes," a 60-second TV film spot utilizing a new "Black Light" photo technique, has won a Gold Medal for its producer, Sun Dial Films, and the ad agency, Campbell-Ewald. The award for the Flagg Brothers Shoe spot was copped at the Art Directors League banquet in Detroit.

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## NIGHT CLUB

### Miss Shay Plenty Ok, But Take Billing Away

By BOB FRANCIS

Probably a reporter will be told off right smart, but he wishes Dorothy Shay would change her billing. On opening night, just before the second show, two middle-aged and very plush couples came home to the Plaza. One of the gents said, "How about the Persian Room?" And his wife said, "Oh no! Hillbilly singing!" So they likely went down to the Rendezvous Room for late-hour sipping and jigging, and never knew what they missed.

So I wish Miss Shay would stop announcing herself as "the Park Avenue Hillbillie" and just be Dorothy Shay, singer of inimitable songs, who can take over a floor such as the Persian Room's and

#### Fernanda Montel Maisonette, New York

While Fernanda Montel's brand of entertainment is a bit too Gallic for this reporter's taste, there is no question that the French chanteuse has a solid fan club in the St. Regis' plush Maisonette room. And that is what counts for a return engagement.

La Montel, handsomely gowned, with a splendid sultan to effectively set-off her blond ringlets, charms her evident admirers with a variety of throaty Parisian ditties. Most of them seem to be on the standard beam of "C'est Magnifique" and "Mam'selle de Paris." But she injects novelty with an organ grinder sequence and general changes of tempo.

Over-all, it's the sort of act which appeals to the happy parlayvoers. Understanding hardly a word of it, this reporter regrettably finds her just another French singer. Francis.

#### Billy de Wolfe Cafe de Paris, London

It's tough on any entertainer following the star-studded Marlene Dietrich-Noel Coward trail at the cafe these days. But a Hollywood reputation helps, and Billy de Wolfe has wit, timing, charm and a zany gift of characterization. From the reception he got, these are valuable and well-regarded assets. Some of his impressions could stand cutting, but the turn's novelty ending forms a welcome change to the usual hackneyed exit.

The most curious thing about this comic is that with all his talent the act doesn't quite hit the terrific. Maybe when he has settled down to Britain, de Wolfe will supply the missing punch that would make this a really topflight turn. Vance.

#### Jane Morgan Jimmy Fazio's, Milwaukee

Jane Morgan should find the welcome sign out in this room any time she wants to come back. Making her local debut, the thrush with the Continental billing turns in a versatile performance. The eye-filling blonde's appearance is matched by a fine voice and a warmth rarely found among the fem singers working this room.

Her torchy version of "Love Me or Leave Me" raised the Fahrenheit several degrees and earned her the dinner crowd's peak applause. An item well tailored for Milwaukee listening, "Baseball, Baseball," made a big hit, as did her Hildegardish audience participation bit involving the oldie tune "Smiles" and a roving mike. Ollman.

#### Seventh Heaven Shubert, Boston

Production-wise, this hassle-plagued musical is elaborate and colorful, but from the entertainment angle it comes pretty close to ensuring a short run for itself. Maybe it can be doctored, but it will need an eminent "surgeon" to repair its heavy-handed humor and plodding pace. Svelte Gloria De

make it exclusively her own as long as she cares to stand on it. Maybe those expensive yokels would venture in to sit and be charmed.

But she probably won't do anything of the kind, because she has been charming the hell out of practically everybody who steps in to listen to her. Hillbilly ditties are her specialties all right—and this reporter is considerably allergic to protracted mountain melodies—but her projection is so infectiously delightful and original that many table-squatters joined the Shay fan club within the first 15 minutes. It seems remarkable that some smart producer hasn't figured how wonderful she could fit into a Broadway revue.

For her current return to the Plaza, Miss Shay has shorn the long bob in favor of a poodle cut (or something like it). Anyway, it makes her seem younger and perkier than ever. Her rep, as usual, is distinctly her own—some oldies and some pleasantly new to this reporter. Best on the agenda are mountain items like "Why Shore" and the old faves "Uncle Fud" and "Efficiency."

There is a good comedy twist on "Davy Crockett" and a rib of Hollywood called "A Little Western Town Called Beverly Hills." For change of pace she offers a lovely ballad, "I'm in Love With a Married Man," and a specialty autobiographical on how she hit the hillbilly chanting beam, ending, of course, with "Feudin' and Fussin'."

It's all great stuff, superbly sold. Young Dick Emmons-at the piano for her is far from a hindrance, and Ted Straeter's ork helps him add a top background.

Haven and handsome Ricardo Montalban could get along fine if they didn't have to sing, altho Robert Clary could deliver if he had a chance.

Comedian Kurt Karszner also finds himself with little to work on and only occasional bursts of humor are provided by a trio of wenches whose saucy ditties brought applause. The book seems poor and out of focus, the lyrics are fair if someone could sing them and the dancing is fast but unoriginal. Only the sets and lighting show inventiveness. From here it looks unlikely that the Gaither-Bacher production will reach any celestial heights. Dewar.

#### Dorsey Brothers New Frontier Hotel, Las Vegas, Nev.

The return engagement of Jimmy and Tommy Dorsey in this remodeled Vegas luxury spot indicates that the mellow melodies which made them big-time three decades ago has a definite place in today's era of pop and bop.

This at least, was underscored opening night when the Venus

## NIGHT CLUB

### Basin Street Runs 'Cool School'

By GARY KRAMER

Three of the suavest and most popular practitioners of the "cool school" share the spotlight at this jazz spot, presenting a program of stylistic unity, but with the variety and individual expression expected of Chet Baker, Oscar Peterson and Gerry Mulligan.

Of the three, the loudest sounds come from the trumpet of Baker, but for a trumpet, they are very restrained sounds, indeed. He strives for a neutral tone that focuses attention on musical structure and ensemble sound, rather than the glittering virtuosic possibilities of the solo trumpet. It blends tastefully with pianist Russ Freeman, drummer Pete Littman and bassist Jack Lawlor in some of

## BROADWAY SHOWLOG

Performances Thru  
May 14, 1955

### DRAMAS

All in One	4-19, '55	31
Anastasia	12-29, '54	157
Anniversary Waltz	4-7, '54	461
Bus Stop	3-2, '55	85
Cat on a Hot Tin Roof	3-24, '55	59
Inherit the Wind	4-21, '55	28
Lunatics and Lovers	12-12, '54	176
Tea and Sympathy	9-30, '53	676
Teach Me How to Cry	4-5, '55	47
The Bad Seed	12-8, '54	180
The Bamboo Cross	2-21, '55	96
The Desperate Hours	2-10, '55	108
The Honeys	4-28, '55	20
The Seven-Year Itch	11-20, '52	1,038
The Teahouse of the August Moon	10-15, '53	663
Witness for Prosecution	12-16, '54	172

### MUSICALS

Ankles Aweigh	4-18, '55	32
Can-Can	5-17, '53	836
Comedy in Music	10-2, '53	623
Damn Yankees	5-5, '55	12
Fanny	11-4, '54	220
Pajama Game	5-13, '54	414
Phoenix '55	4-23, '55	25
Plain and Fancy	1-27, '55	124
Silk Stockings	2-24, '55	91
South Pacific	5-4, '55	13
The Boy Friend	9-30, '54	260
The House of Flowers	12-30, '54	156
Three for Tonight	4-6, '55	45

### COMING UP

Finian's Rainbow	5-18, '55	
Once Upon a Tailor	5-19, '55	

### CLOSED

Teach Me How to Cry	4-5, '55	47
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Room held nearly as many enthusiastic bobby-soxers as the moms and dads, who turned out to hear once more the result of the Dorseys' musical marriage here several seasons since.

Not averse to dabbling in the modern trend, the Dorseys leave very little to be desired as they form a coalition to play current populars, too.

The second spot on the show is taken by comic Buddy Lester, whose age-worn material was well-received by the audience. Music is by Garwood Van and his ork. Oncken.

#### Johnny Desmond Latin Quarter, Boston

Johnny Desmond triumphed here as he roused a good crowd that had been lulled into near boredom by a set of poor acts. He showed himself more than a singer, as he ad-libbed with a comedy line that drew howls. He won the customers over quickly by really socking out "The High and the Mighty," followed up with a nice touch of "It's Nice to Be Nice to Your Neighbor" while shaking hands with ringsiders.

He silenced the steak knives with "I Believe," switched neatly to "C'est si Bon" and made a good comic pitch which took him into "Come Back to Sorrento." His "Philo Playhouse" number, "Play Me Hearts and Flowers," brought a big hand, and "Woman" showed Desmond is a sound showman. Dewar.

#### Ritz Brothers Flamingo Hotel, Las Vegas, Nev.

The most tired act in show business again headlines a Las Vegas show, as the Ritz Brothers add little to the same old cut-ups they've been putting on for years. The boys are undoubtedly more

## NIGHT CLUB

### Carter Is Best News; Others on Back Pages

By BOB FRANCIS

Best news on the new Copa bill is the return of Jack Carter. Unless this reporter's Bulova was up to tricks, the comic turned in a final 26 minute stint practically without drawing breath and with never a second's let-down. It's a pleasure to watch a real pro take the floor and given even an old gag a facelift via personality and timing. There are few in the business with the same talent for making a routine sound like an up-to-the-minute, localized ad lib.

There are some comics who have a flair for bouncing a Copa audience on its head. There are others who go flat on their respective faces. Carter is in the stand-em-on-their-heads category. But he ain't no Joe Ferrer, when it comes to playing "Cyrano." He ought to switch to Durante doing the Gasconade, which would make a wonderful wind-up.

On the chant side of the program a reporter wishes he could go along more heartily with Jules Podell's booking. Joan Weber, the gal who flashed up with the overnight recording hit, "Let Me Go, Lover," is co-starred in the billing. It may be hoped that "Lover" represents something more than a flash in the pan, but the gal, despite exceeding good looks and appeal, doesn't register at all as she could. Her rep is heavily over-arranged and her delivery over-forced and stylized with jerky gestures. There's charm there and to spare, if she'd stand still and simplify vocally.

Having the Four Guys quartet

popular backstage than out front, as evidenced by the fact that they drew more laughs from the orchestra than from the audience.

Second spot on the show is taken by the warbling Barry Sisters, whose pleasing repertoire could do well without the overdone "I Believe." The Flamingo starlets furnish two lively chorus numbers. Music is by Teddy Phillips and ork. Oncken.

#### The Mariners Chicago Theater, Chicago

The Mariners gathered a better than average first-day crowd for their opening here at the lone vaude house. The group does a fancy turn which includes singing, dancing and a little clowning, much to the delight of the patrons. The group seemed rather ill-at-ease during the presentation. However, after more experience on the road, this should straighten itself out. Numbers offered were "Joshua Fit De Battle of Jericho," "I'm Gonna Live Till I Die," "Davey Crockett" and a take-off on the rock 'n' roll tunes with a solo imitation by each of the four. Also presented was "Chee Chee-oo Chee." Pat Boone, Dot's new young find, comes off as a potential bobby sox grabber.

precede her doesn't help any. The harmonizers are loud, brash and also seem convinced that perpetual motion is an adjunct of song salesmanship. The foursome throw in a bit of everything from chanting to comedy stepping, but from this pew rate only modest results.

The remainder of the show continues as usual with the handsome Copa line, the good vocalizing of Toni Merrill and Johnny Alden in the plush production numbers. Danny Carroll contributes his excellent stepping routines.

His voice is topnotch and his numbers are effective. He included "Two Hearts," "Young and Foolish" and "Heart." All in all, including comic Harvey Stone, and dancers Hocter and Byrd, the show gathered good response all the way thru. Schickel

#### Mae West Ciro's Hollywood

Mae West takes charge of Ciro's stage like a latter-day aphrodite. She is without doubt the unchallenged goddess of sex, and, as in the days of yore, she's not above practicing, with suggestive glances and mannerisms, what she preaches.

It all comes under the heading of good blue fun and, tho that particular kind of goings-on may be banned in some cities, where they aren't they affect the patrons like an aphrodisiac. They can't seem to get enough of Miss West and her troupe of Musclemen, dancers and Latin lovers. The show is really a sort of animated Kinsey report, and it seems to act as a catharsis of inhibitions for the habitues.

Rickey Lane opens the program with a run-of-the-mill ventriloquist act. Spielman.

#### Mel Torme Joe Cotton's Steak Ranch, Atlanta

With possible exceptions there are a few routines in this business that go over as well the second time as the first. Mel Torme is not one of them. Nothing has changed from his act of a year ago save a semi-new tune here and there.

The customer policy at the Ranch implies, "make all the noise you want so long as you pay your check." Torme was handicapped by a rowdy and indifferent crowd, bad acoustics, inferior house band and a more inferior fem vocalist. Emsee Jack Lester is worthy to the extent where he is obviously in love with his own voice.

If Torme scored at all, and it was an uphill fight all the way, it was with his "Ko Ko Mo" drum bits which were loud enough to drown out any crowd noises in a cheap, honky-tonk atmosphere. Jensen.

### Met Opera, 802 Conclude Contract

NEW YORK, May 14.—Conclusion of contract negotiations between the Metropolitan Opera Association and Local 802, American Federation of Musicians, provides the 92-man orchestra with a 31-week season at scale of \$159. The pact is for three years, starting June 1.

## DRAMATIC & MUSICAL ROUTES

Dear Charles: (Alcazar) San Francisco.  
Guys and Dolls: (Shubert) Philadelphia.  
King and I: (Paramount) Toledo.  
Kismet: (Shubert) Detroit.  
Pajama Game: (Auditorium) Portland, Ore., 17.  
Plaf, Edith: (Her Majesty's) Montreal.  
Seventh Heaven: (Shubert) Boston.  
Seven-Year Itch: (Forrest) Philadelphia.  
Solid Gold Cadillac: (Playhouse) Kansas City, Mo.  
Tea and Sympathy: (Geary) San Francisco 18.  
Teahouse of the August Moon: (Curran) San Francisco.  
Tender Trap: (Harris) Chicago.



# Names Make Rapid Strides on TV Webs; Corral Not Full Yet

Arnold, Ernie, Foley, Others Pave Way For More TV From Solid Local Stars

By JUNE BUNDY

Country and western entertainment was a surprisingly slow starter in network TV, but in recent months the shoe-string-tie set has made rapid strides in the medium. C.&w. TV shows have always been strong local programming draws, and this year should see them corral a solid segment of the video market on a network and syndicated film level.

At the same time there are indications of a growing acceptance of c.&w. stars in TV's pop program market. Eddy Arnold, for instance, recently guested on Perry Como's CBS-TV show and Sid Caesar's NBC-TV telecast; while Tennessee Ernie pilots a daily daytime seg (catering to both pop and c.&w. audiences) over NBC-TV.

Network-wise, Red Foley's "Ozark Jubilee" over ABC-TV is the only live c.&w. show aired on a regular basis at this time. However, beginning July 1, "Midwestern Hayride" (the WLW-TV, Cincinnati, show) will be carried on alternate Fridays from 8 to 8:30 p.m. NBC-TV has also set up a one-shot telecast of "Grand Ole Opry" on Saturday, June 11, from 8 to 8:30 p.m. The "Opry" will originate from Nashville, Tenn., and there is a strong possibility that the web will pick up the show on a regular basis if the one-shot clicks with viewers.

"Grand Ole Opry" was presented on Kate Smith's former NBC-TV show on four different occasions, but this will be the first time that the show has been aired from its home base.

"Ozark Jubilee," currently seen on 72 ABC-TV stations, is set up on a participation sponsorship basis. Beginning July 2, the program (currently telecast from 9 to 10 p.m. on Saturdays) will acquire an extra half hour and be aired from 7:30 to 9 p.m. Produced by RadiOzark Enterprises, Inc., and originally introduced over KTTV, Springfield, Mo., "Ozark Jubilee" originates from Springfield.

According to an American Research Bureau poll, the show draws the largest male audience on TV. In addition to Foley, the talent lineup includes canary Jean Shepard, the Foggy River Boys, Grady Martin, Porter Wagoner, Tommy Jackson, Bud Isaacs, Patsy Elshire, Slim Wilson, Marvin Rainwater, Bobby Lord and Billy Walker. Four of the acts record for Decca, three for RCA Victor, two for Coral, one for Columbia and one for Dot.

ABC-TV is so pleased with rating results on "Ozark Jubilee" that the web is readying another c.&w. show (a country amateur hour) which will also originate from Springfield on Tuesday nights sometime this summer.

In the film field the most important c.&w. series are "Eddy Arnold Time," "Old American Barn Dance" (first released in June, 1951) with Bill Bailey, Tennessee Ernie, Homer and Jethro, Pee Wee King and the late Hank Williams; "Stars of the Grand Ole Opry," Gene Autry's CBS-TV film series; and "Town and Country," a series of 40 films produced by WARL, Arlington, Va., deejay Connie B. Gaye and slated to be distributed by the RCA Victor Custom Division's film syndication department.

The Eddy Arnold film series, distributed by Kling Film Productions, is already sold in more than 60 markets. Budgeted at about \$20,000 a half-hour seg, the show is by far the most expensive in the field. In addition to Arnold, the talent roster includes Betty Johnson, The Gordonaires and Arnold's guitarists, Hank Garland and Roy Wiggins.

In a move to give the series added appeal to big city pop audiences, the series features both pop and c.&w. tunes, with RCA Victor's Betty Johnson thrushing a considerable number of the pop ditties. The show, which spotlights a musical comedy type plot thread in each half-hour film, is generally formulated on the theory that there is no longer a strong dividing line between pop and c.&w. material.

Arnold warbles about 60 of his own record tunes in the course of the 26 half-hour shows, averaging about 10 tunes including from two to five disk plugs, on each program. In line with this, the series' producer, Joe Csida, points out that it's easier to build a musical TV film series in the country and western field, since artist loyalty is still a potent sales factor in the c.&w. record market, thereby making it possible for Arnold to sing songs that will still have audience appeal months after the series is actually put on celluloid.

"Stars of the Grand Ole Opry" is produced by Al Gannaway and distributed by Flamingo Films. The half-hour film series features Jimmy Dickens, Roy Acuff, Webb Pierce, Ernest Tubb, Carl Smith, Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Goldie Hill, Lonzo and Oscar, and others. Altho not yet on the air, the series (available in both black and white and color) is sold in from 60 to 65 markets, with Pillsbury alone buying it in 40 areas. The series is backed by strong promotional and merchandising material, and many of the stars are available for commercial tieups.

"Grand Ole Opry," of course, is also extremely active on the local level over WSM and WSM-TV, Nashville, Tenn. Beginning in July, WSM-TV will originate a half-hour local TV "Opry" from the Ryman Auditorium in Nashville during the Opry's regular Saturday night shindigs.

Other thriving local c.&w. TV shows include Pee Wee King, over WBBM-TV, Chicago; Spade Cooley, who pioneered c.&w. video entertainment in Los Angeles; "The Big D Jamboree," KRLD-TV, Dallas, Tex.; and the aforementioned "Midwestern Hayride," over WLW-TV, Cincinnati. The WLW-TV show features deejay Hugh Cherry, Decca's Mimi Roman, Herb and Kay Adams, Buddy Ross, Zeke and Red Turner.

## C.&W. Fans Pry Open Coffers For Live Acts

Yearly Personal Appearance Takes Hit \$50,000,000

• Continued from page 1

ing the weekdays, the talent generally plays the drive-ins, auditoriums, ball parks, etc., either for cash or on a percentage basis.

### New Outlets

In the East this year there will be at least six new important Sunday parks for country talent. Bookings are also increasing among carnival festivals, which are generally run on Saturdays. Another important new outlet for country talent is the minor league baseball club. Such clubs, when they play out of town, often promote a coun-

(Continued on page 48)

## THE BILLBOARD 1955

# COUNTRY

AND

# WESTERN

## JAMBOREE SECTION

... a round-up of news and trends in buying, selling and programming country and western talent, tunes and records.

### EDITORIAL

## Great Tunes, Stars, Traditions

Great tunes, great artists, great traditions. These are the basic elements which have made possible the vast development of the country and western field during the last 10 years. These, plus the dedicated efforts of artist and repertoire men, promoters, music publishers—all of whom have played important roles in bringing country music to an ever-growing consumer audience.

It's a far cry from the days of the Weaver Brothers and Elviry, from the days of the tab shows to the present era of modern entertainment media. But the country field has spanned it and kept with it all the way. From the most unpretentious open air park to top radio and TV air time and recordings—as exemplified by Eddy Arnold, Red Foley, Webb Pierce and a host of others—country talent and music has become an integral part of American entertainment. It covers all fields; it is based upon the most solid

of foundations. Its future, therefore, cannot be other than prosperous.

Most of us share this basic faith in country tunes and talent. As in all entertainment fields and categories, a detractor occasionally arises who views the present and future with alarm, who points to a momentary decrease in country record sales as a portent of gloom.

For such we have only short shrift. Pop, country, rhythm and blues pass thru momentary cycles which are short-lived and of minor import over the long run. Paraphrasing the words of the late Franklin D. Roosevelt, we have nothing to fear but fear itself.

There's only one thing that can damage the firm edifice—and that is lack of faith. Let us never lose the dedicated approach—the faith in country music—that those in it have always had. This viewpoint is the surest guarantee of continued growth.



# Fred Rose Named C.&W. Man Of Year by All-Industry Panel

Victor's Steve Sholes and WSM's Jim Denny Also Honored by Group

The late and beloved Fred Rose, publisher, songwriter and developer of country talent, has been chosen the Country and Western man of the Year by a panel composed of leaders in all facets of the c.&w. field.

The industry-wide panel, including artist and repertoire men, top talent, publishers, etc., voted Steve Sholes, RCA Victor country a.&r. chief, as runner-up and Jim Denny, head of the WSM Artist Bureau, third.

The Billboard, in deciding to create a panel which would annually cast its vote for the Man of the Year in the country field, specifically excluded artists as possible recipients of the award. The Billboard annually issues a series

ment in American culture. When his career ended, his accomplishments were real and varied. He developed songwriters, worked closely with artists—among them the late Hank Williams—and raised c.&w. publishing to a high level. His ethics and sincerity were unquestioned.

Rose was born in 1897 in Evansville, Ind., and at an early age was singing and playing piano in St. Louis. He went to Chicago in 1915 and quickly gained prominence as a radio and recording artist and songwriter. Rose also played night clubs in that era.

California was Rose's next stop, and here he worked with Gene Autry. "Be Honest With Me" was one of Rose's hits of this period.

their success to Sholes' careful tutelage.

The still a young man, Sholes looks back on many years of service with Victor. His first job with the diskery was as a part-timer way back in 1929, while he was still attending school. In the late 1930's he took his first a.&r. job with the company. Except for a two-year hiatus in Army uniform, he's been in the a.&r. department ever since. In 1945 he moved into the c.&w. section, but under his ample belt he's also had considerable experience in the rhythm and blues, kiddie and album fields.

## JIM DENNY

Jim Denny is one of the nation's leading experts on things country and western. In addition to his vast booking operation, Denny is also active in the c.&w. publishing field, with his own firm, Cedarwood Publishing Company. He also

## AGENDA SET UP FOR JIMMIE RODGERS FETE

The Third Annual Jimmie Rodgers Memorial Celebration will be the occasion of many events and festivities. On Wednesday afternoon (25) the Jimmie Rodgers Barbecue will be sponsored by the Meridian (Miss.) Labor Relations Council. The event will be held at Highland Park, and will take care of the gastronomic needs of some 20,000 persons. Tho tying in with the Rodgers celebration, the affair is not officially a part of the celebration. Rodgers was a member of the group.

On the same date, four huge folksong dances will be held at the National Guard Armory, the Officers' Club, the Hamasa Shrine Temple and the Junior College Gymnasium. Music for these events will be furnished by Hank Snow, R. D. Hendon, Curtis Gordon, Elvis Presley and others.

The Thursday (26) schedule starts with a parade at 11 a.m. At 4 p.m. a memorial service will be held at the Jimmie Rodgers Memorial Park. W. P. Kennedy, president of the Brotherhood of Railroad Trainmen; Hank Snow and Ernest Tubb will take part.

The main show starts 7 p.m. at the Junior College Stadium, continuing until about 10:30 p.m. Dizzy Dean, Tubb, Snow, Red Foley, Jimmie Davis and other top personalities will take over the program. Also featured will be Lady Moore, blind folksong artist from New Orleans. In toto, some 200-250 artists are expected at this event.

has enjoyed a measure of success in songwriting, and in the past has served as personal manager for a number of c.&w. satellites.

As chief booker of all "Grand Ole Opry" talent, which today

numbers 27 acts involving some 160 performers, Denny is unquestionably the top booker of country talent in the U. S. Denny joined WSM in his teens and is in his 27th year with the station.



FRED ROSE

of awards to outstanding country talent. The new honor, however, takes cognizance of the efforts of those persons in other-than-performer categories.

The need for such recognition



STEVE SHOLES

has been a growing conviction not only with The Billboard, but with all thinking people who are aware of the tremendous energies devoted to country music by publishers, songwriters, record executives—even laymen devoted to fostering the growth of country music.

### Varied Influence

It is with great satisfaction that The Billboard publishes the result of the first balloting by the panel. Fred Rose, head of Acuff-Rose Publications and a leader in the c.&w. field for many years prior to his death December 1 at Nashville, strove continuously to establish country music as a basic ele-

In 1934 Rose went to Nashville, where he started "Freddie Rose's Song Shop" over WSM. In 1942, Rose and Roy Acuff established their publishing enterprise and shortly thereafter launched such hits as "Home in San Antone," "Fire Ball Mail," "Pins and Needles" and "I'll Reap My Harvest in Heaven"—written by Rose under the pen name of Floyd Jenkins. Others of his hits included "Kaw-Liga" and "Mansion on the Hill."

Fred Rose, of course, was widely known and respected in the pop as well as the country field. But his heart belonged to the latter. Country music, he felt, is pure Americana.

### STEVE SHOLES

Steve Sholes has seen dozens of country artists build into strong favorites during his long tenure at Victor. And many of these artists are quick to credit a large part of



JIM DENNY

## Country Personals Had Start In Vaude and Tabloid Fields

Weavers Pioneered Rural Comedy Before Radio Set the Big Fuse

By BILL SACHS

America's folk and country music is as old as the nation itself. From the very beginning of American history itinerant folk singers and instrumentalists traveled the then-populated areas warbling and playing the storied tunes at clambakes, family gatherings and similar events. Each geographical location had its own particular type of music, and then, as it is today, folk singing was an important part of the American way of life.

It wasn't until early in the 20th century, however, that folk singing and music making entered the realm of theatricals on a major professional scale. Radio alone should be tendered the major credit for boosting the folk, country and western field to its present important niche in the show business and music fields.

Even before the advent of radio, however, there came out of the Missouri Ozarks a trio of topnotch country performers billed as the Weaver Brothers and Elviry, one of the soundest vaude turns ever to hit the boards. Heading up the trio were Frank and Leon Weaver, who onstage took on the handle of Abner and Cicero.

Aiding and abetting was their "sister" Elviry, who in real life was named June. She wasn't actually a sister, however. For a time she was married to one of the brothers, later divorcing him to marry the other. The switch in mates was accomplished in complete harmony and without friction.

### Homespun Vaude

For more than a quarter of a century the Weaver Brothers and Elviry played the major vaude houses from coast to coast, regaling audiences with their homespun humor, country music and rural character delineations. They made frequent trips to Europe, playing both England and the Continent, and even including a command performance for English Royalty.

Long considered one of the top standard acts in the business and one of the highest priced, too, the Weavers in later years appeared in numerous movie shorts. With the decline of vaudeville, they settled in their sumptuous homes in the Ozark country near Springfield, Mo., coming out of retirement only spasmodically to work an occasional date or make another short.

It was the Weavers who introduced another outstanding country performer in the person of Margaret Lillie, a 90-pound ball of fire from Oklahoma, who prior to joining the Weavers had toured the

old Gus Sun and Western tabloid circuits with her own show, managed by her husband, George Hall.

### Margaret Lillie

In this writer's humble opinion, Margaret Lillie was one of the most accomplished comedienne ever to trod the maples. Half Cherokee Indian, Miss Lillie was the niece of Gordon W. Lillie (Pawnee Bill), for many years chief scout and associate to the late William F. Cody, better known to Americans everywhere as Buffalo Bill.

Miss Lillie was a cross between a miniature Minnie Pearl and a rowdy, dynamic Beatrice Lillie. For years she and her husband played Oklahoma dance halls and second-floor opera houses with their tab shows in the days when the Sooner State was experiencing its first oil booms.

With Miss Lillie's talents augmented by an additional lure in the form of a line of eight or 10 girls, the unit was a natural for the oil workers who, during their long stay in the fields, had forgotten what a fem looked like. And for years Miss Lillie and her husband packed the oil workers on plain pine benches at a \$1 a head to rack up some unusual grosses for those days. But Miss Lillie and her mate were spenders, and when the tab business exploded with the advent of talking pictures, there was little scratch left in the grouch-bag.

### Joins Weavers

It was shortly thereafter that George Hall died and Miss Lillie settled on Lake Taneycomo in the Missouri Ozarks, where she operated a small tavern. Soon after, the Weavers augmented their turn to unit proportions and recruited Margaret Lillie as one of the extra features. She became an immediate hit. She not only presented her own specialties, but frequently spelled Elviry when the latter was out thru illness or otherwise. It was her work with the Weavers that caught the eye of John Lair, who for many years now has had his own Renfro Valley Folks at Renfro Valley, Mount Vernon, Ky., while airing regularly over WHAS, Louisville.

Lair, considered one of the nation's leading authorities on folk music, had just left WLS' "National Barn Dance," Chicago, to inaugurate a jamboree-type program, known as the "Renfro Valley Barn Dance," at WLW, Cincinnati. He created for Miss Lillie the role of Aunt Idy, and her Aunt Idy and Little Clifford bits soon became a household word in the WLW area.

Joining the Lair unit at WLW at the same time was Miss Lillie's second husband, Chappy Chapman, quartet man and whistling specialist, who had appeared with her on the tab show.

### Stars Move

Others who shifted with Lair to WLW from WSM at the time included Red Foley, present star of "Ozark Jubilee"; Slim Miller; Dolly and Millie Good, the Girls of the Golden West, and Bill McCluskey, who formerly headed up the WLW talent bureau and is now an executive with the station's television sales department. After a little more than two years with the Lair unit, Miss Lillie died in Cincinnati of a heart attack. By that time she had gained recognition as one of the top country entertainers in the business.

While the Weaver Brothers and Elviry were making theatrical history and acquainting American audiences with the country-type entertainment, the fabulous thing called radio sprang into being and soon lighted the fuse that set country and western entertainment and folk music booming in commercial ways. In a few short years the country field, from the standpoint of entertainment, music publishing and recordings, reached new heights that put it on par with other branches of the entertainment business.

### Credit Due

It has retained the enviable standing over all these years. While it was radio that set off the boom, the record industry and the music publishing field must be handed a considerable measure of credit for steering the c.&w. business to its lofty position in the industry and keeping it there.

With the advent of radio, a countless number of country and western shows and so-called jamborees sprang up on radio stations throughout the country.

The first was the "National Barn Dance," originated by George Ferguson on WLS, Chicago, more than 33 years ago. Ferguson still heads up "National Barn Dance," which today continues as one of the leading jamboree-type shows in the country.

Appearing with the original unit and still regular members of the WLS "National Barn Dance" are Grace Wilson, the "Bringing Home the Bacon" girl, and Jack Holden, emcee-announcer, who still holds down that post.

### Early Names

Among others who appeared

(Continued on page 36)



# america's blue yodeler



# JIMMIE RODGERS

*sings again on*

RCA VICTOR RECORDS...

**IN THE JAIL-HOUSE  
NOW # 2**



**PEACH PICKING TIME  
DOWN IN GEORGIA**

20/47-6092 (78 and 45 rpm)

PLUS THE FOLLOWING J. R. FAVORITES NOW AVAILABLE IN ALBUM FORM ...

**TRAVELLIN' BLUES**

Home Call; Travellin' Blues; In the Jail-House Now #2; Mule Skinner Blues (Blue Yodel #8); Peach Picking Time Down in Georgia; Anniversary Blue Yodel (#7); Miss the Mississippi and You; Mother, the Queen of My Heart

EPBT/LPT-3073 ("45 EP" and 33 1/2 rpm)

**JIMMIE RODGERS MEMORIAL ALBUM (Volume 1)**

Blue Yodel (T for Texas); Away Out on the Mountain; Frankie and Johnny; The Brakeman's Blues; My Old Pal; Desert Blues; I'm Sorry We Met; Blue Yodel #3 (Evening Sun)

EPAT-21/22 ("45 EP") LPT-3037 (33 1/2 rpm)

**JIMMIE RODGERS MEMORIAL ALBUM (Volume 2)**

My Carolina Sunshine Girl\*; Sleep, Baby, Sleep\*; Blue Yodel #2\*; Tuck Away My Lonesome Blues\*; Never No Mo' Blues; Daddy and Home; Waiting for a Train; Blue Yodel #4.

EPAT-409 ("45 EP")\* LPT-3038 (33 1/2 rpm)

**JIMMIE RODGERS MEMORIAL ALBUM (Volume 3)**

Dear Old Sunny South by the Sea; Blue Yodel #6; Pistol Packin' Papa; Jimmie's Mean Mama Blues; You and My Old Guitar; Prairie Lullaby; Old Pal of My Heart; My Little Lady

EPAT-410/411 ("45 EP") LPT-3039 (33 1/2 rpm)

Thanks to all who have made and are making the name and voice of Jimmie Rodgers forever remembered.

**Ralph Peer**  
PEER INT'L CORP.

**RCA VICTOR**  
FIRST IN RECORDED MUSIC





# Best Selling Country & Western Records — 1946-1954

## —1946—

1. New Spanish Two Step  
Bob Wills—Columbia
2. Guitar Polka  
Al Dexter—Columbia
3. Divorce Me C.O.D.  
Merle Travis—Capitol
4. Roly-Poly  
Bob Wills—Columbia
5. Sioux City Sue  
Zeke Manners—RCA Victor
6. Wine, Women and Song  
Al Dexter—Columbia
7. Someday (You'll Want Me to  
Want You)  
Elton Britt—RCA Victor
8. Cincinnati Lou  
Merle Travis—Capitol
9. Sioux City Sue  
Hoosier Hot Shots—Decca
10. That's How Much I Love You  
Eddy Arnold—RCA Victor
11. Sioux City Sue  
Dick Thomas—National
12. Honey, Do You Think It's  
Wrong?  
Al Dexter—Columbia
13. I Wish I Had Never Met  
Sunshine  
Gene Autry—Columbia
14. Detour  
Spade Cooley—Columbia
15. No Vacancy  
Merle Travis—Capitol
16. Drivin' Nails in My Coffin  
Floyd Tillman—Columbia
16. Have I Told You Lately That  
I Love You?  
Gene Autry—Columbia
16. Rainbow at Midnight  
Ernest Tubb—Decca
17. You Can't Break My Heart  
Spade Cooley—Columbia
17. Filipino Baby  
Ernest Tubb—Decca

## —1947—

1. Smoke, Smoke, Smoke (That  
Cigarette)  
Tex Williams—Capitol
2. It's a Sin  
Eddy Arnold—RCA Victor
3. So Round, So Firm, So Fully  
Packed  
Merle Travis—Capitol
4. What Is Life Without Love  
Eddy Arnold—RCA Victor
5. I'll Hold You in My Heart  
Eddy Arnold—RCA Victor
6. Timtayshun  
Red Ingle-Jo Stafford—  
Capitol
7. New Jolie Blonde  
Red Foley—Decca
8. Rainbow at Midnight  
Ernest Tubb—Decca
9. New Pretty Blonde  
Moon Mullican—King
10. Divorce Me C.O.D.  
Merle Travis—Capitol
11. Sugar Moon  
Bob Wills—Columbia
12. To My Sorrow  
Eddy Arnold—RCA Victor
13. Filipino Baby  
Ernest Tubb—Decca
14. That's What I Like About  
the West  
Tex Williams—Capitol
15. Jole Blon  
Roy Acuff—Columbia

16. Down at the Roadside Inn  
Al Dexter—Columbia
16. Feudin' and Fightin'  
Dorothy Shay—Columbia
16. Never Trust a Woman  
Red Foley—Decca

## —1948—

1. Bouquet of Roses  
Eddy Arnold—RCA Victor
2. Anytime  
Eddy Arnold—RCA Victor
3. Just a Little Lovin'  
Eddy Arnold—RCA Victor
4. Texarkana Baby  
Eddy Arnold—RCA Victor
5. One Has My Name  
Jimmy Wakely—Capitol
6. Humpty Dumpty Heart  
Hank Thompson—Capitol
7. Life Gets Tee-jus Don't It?  
Carson Robison—M-G-M
8. Sweeter Than the Flowers  
Moon Mullican—King
9. Deck of Cards  
T. Texas Tyler—Four Star
10. My Daddy Is Only a Picture  
Eddy Arnold—RCA Victor
11. Tennessee Waltz  
Pee Wee King—RCA Victor
12. Suspicion  
Tex Williams—Capitol
13. Tennessee Saturday Night  
Red Foley—Decca
14. Tennessee Waltz  
Cowboy Copas—King
15. I Love You So Much It Hurts  
Jimmy Wakely—Capitol
16. Seaman Blues  
Ernest Tubb—Decca
17. I'll Hold You in My Heart  
Eddy Arnold—RCA Victor
17. A Heart Full of Love  
Eddy Arnold—RCA Victor
19. Forever Is Ending Today  
Ernest Tubb—Decca
20. Blue Shadows on the Trail  
Roy Rogers-Sons of the  
Pioneers—RCA Victor
20. Cool Water  
Sons of the Pioneers—  
RCA Victor

## —1949—

1. Lovesick Blues  
Hank Williams—M-G-M
2. Don't Rob Another Man's  
Castle  
Eddy Arnold—RCA Victor
3. I'm Throwing Rice  
Eddy Arnold—RCA Victor
4. Slipping Around  
Margaret Whiting-Jimmy  
Wakely—Capitol
5. Wedding Bells  
Hank Williams—M-G-M
6. Candy Kisses  
George Morgan—Columbia
7. Why Don't You Haul Off?  
Wayne Raney—King
8. Bouquet of Roses  
Eddy Arnold—RCA Victor
9. I Love You So Much It Hurts  
Jimmy Wakely—Capitol
10. Tennessee Saturday Night  
Red Foley—Decca
11. The Echo of Your Footsteps  
Eddy Arnold—RCA Victor
12. One Has My Name  
Jimmy Wakely—Capitol
13. One Kiss Too Many  
Eddy Arnold—RCA Victor

14. Slipping Around  
Ernest Tubb—Decca
15. Tennessee Border  
Red Foley—Decca
16. A Heart Full of Love  
Eddy Arnold—RCA Victor
17. Blues Stay Away From Me  
Delmore Brothers—King
18. I'm Bitin' My Fingernails  
Ernest Tubb-Andrews  
Sisters—Decca
19. Please Don't Let Me Love You  
George Morgan—Columbia
20. Let's Say Goodbye Like We  
Said Hello  
Ernest Tubb—Decca

## —1950—

1. I'm Movin' On  
Hank Snow—RCA Victor
2. Chattanooga Shoe-Shine Boy  
Red Foley—Decca
3. I'll Sail My Ship Alone  
Moon Mullican—King
4. Why Don't You Love Me?  
Hank Williams—M-G-M
5. Long Gone Lonesome Blues  
Hank Williams—M-G-M
6. Goodnight, Irene  
Red Foley-Ernest Tubb—  
Decca
7. Cuddle Buggin' Baby  
Eddy Arnold—RCA Victor
8. (Remember Me) I'm the One  
Stuart Hamblen—Columbia
9. Birmingham Bounce  
Red Foley—Decca
10. Lovebug Itch  
Eddy Arnold—RCA Victor
11. Mississippi  
Red Foley—Decca
12. Throw Your Love My Way  
Ernest Tubb—Decca
13. I Love You Because  
Ernest Tubb—Decca
14. Cincinnati Dancing Pig  
Red Foley—Decca
15. I'll Never Be Free  
Tennessee Ernie-Kay Starr—  
Capitol
16. Let's Go to Church  
Margaret Whiting-Jimmy  
Wakely—Capitol
17. Enclosed One Broken Heart  
Eddy Arnold—RCA Victor
18. Angel With the Dirty Face  
Eddy Arnold—RCA Victor
19. Why Should I Cry Over You?  
Eddy Arnold—RCA Victor
20. Slipping Around  
Margaret Whiting-Jimmy  
Wakely—Capitol

## —1951—

1. Cold, Cold Heart  
Hank Williams—M-G-M
2. I Want to Be With You  
Always  
Lefty Frizzell—Columbia
3. Always Late  
Lefty Frizzell—Columbia
4. Rhumba Boogie  
Hank Snow—RCA Victor
5. I Wanna Play House With You  
Eddy Arnold—RCA Victor
6. There's Been a Change in Me  
Eddy Arnold—RCA Victor
7. Shotgun Boogie  
Tennessee Ernie—Capitol
8. Hey, Good Lookin'  
Hank Williams—M-G-M

9. Mom and Dad's Waltz  
Lefty Frizzell—Columbia
10. Golden Rocket  
Hank Snow—RCA Victor
11. I'm Movin' On  
Hank Snow—RCA Victor
12. Kentucky Waltz  
Eddy Arnold—RCA Victor
13. Slow Poke  
Pee Wee King—RCA Victor
14. Let's Live a Little  
Carl Smith—Columbia
15. I Love You a Thousand Ways  
Lefty Frizzell—Columbia
16. Poison Love  
Johnnie and Jack—  
RCA Victor
17. Down the Trail of Aching  
Hearts  
Hank Snow—RCA Victor
18. Bluebird Island  
Hank Snow—RCA Victor
19. Peace in the Valley  
Red Foley—Decca
20. Mister Moon  
Carl Smith—Columbia

## —1952—

1. Wild Side of Life  
Hank Thompson—Capitol
2. Let Old Mother Nature  
Have Her Way  
Carl Smith—Columbia
3. Jambalaya  
Hank Williams—M-G-M
4. It Wasn't God Who Made  
Honky Tonk Angels  
Kitty Wells—Decca
5. Slow Poke  
Pee Wee King—RCA Victor
6. Indian Love Call  
Slim Whitman—Imperial
7. Wonderin'  
Webb Pierce—Decca
8. Don't Just Stand There  
Carl Smith—Columbia
9. Almost  
George Morgan—Columbia
10. Give Me More, More,  
More of Your Kisses  
Lefty Frizzell—Columbia
11. Half as Much  
Hank Williams—M-G-M
12. Easy on the Eyes  
Eddy Arnold—RCA Victor
13. Gold Rush Is Over  
Hank Snow—RCA Victor
14. Are You Teasing Me  
Carl Smith—Columbia
15. Full Time Job  
Eddy Arnold—RCA Victor
16. Missing in Action  
Ernest Tubb—Decca
17. Waiting in the Lobby of  
Your Heart  
Hank Thompson—Capitol
18. Too Old to Cut the Mustard  
Red Foley-Ernest Tubb—  
Decca
19. Don't Stay Away  
Lefty Frizzell—Columbia
20. That Heart Belongs to Me  
Webb Pierce—Decca

## —1953—

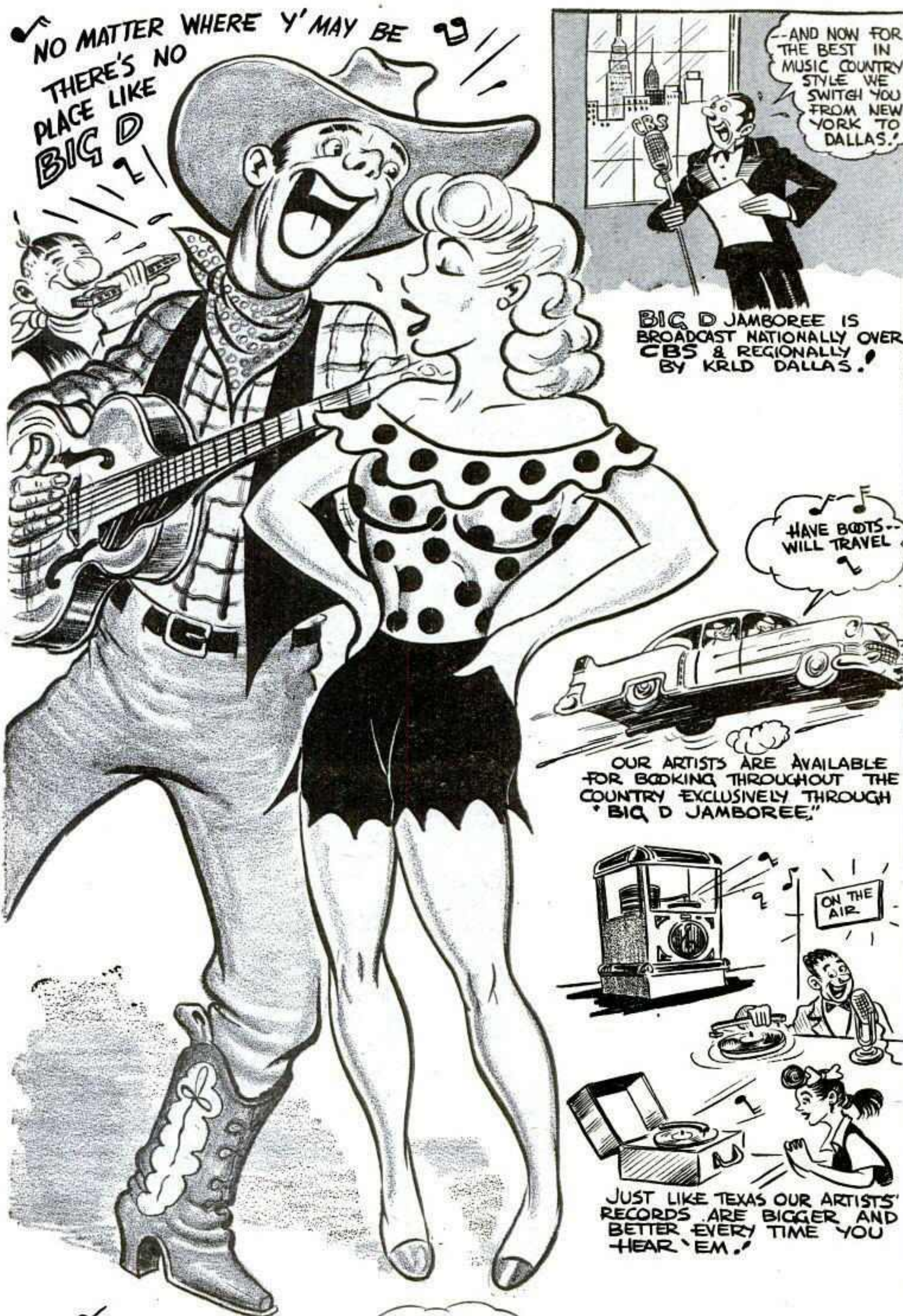
1. Kaw-Liga  
Hank Williams—M-G-M
2. Your Cheatin' Heart  
Hank Williams—M-G-M
3. No Help Wanted  
Carlisles—Mercury
4. Dear John Letter  
Jean Shepard—Capitol

## —1954—

5. Hey, Joe  
Carl Smith—Columbia
6. Mexican Joe  
Jim Reeves—Abbott
7. I Forgot More Than  
You'll Ever Know  
Davis Sisters—RCA Victor
8. It's Been So Long  
Webb Pierce—Decca
9. Take These Chains From  
My Heart  
Hank Williams—M-G-M
10. Fool Such as I  
Hank Snow—RCA Victor
11. Eddy's Song  
Eddy Arnold—RCA Victor
12. Last Waltz  
Webb Pierce—Decca
13. Rub-a-Dub Dub  
Hank Thompson—Capitol
14. I'll Never Get Out of  
This World Alive  
Hank Williams—M-G-M
15. Bumming Around  
T. Texas Tyler—Decca
16. That Hound Dog in the  
Window  
Homer & Jethro—  
RCA Victor
17. Crying in the Chapel  
Rex Allen—Decca
18. Jambalaya  
Hank Williams—M-G-M
19. Death of Hank Williams  
Jack Cardwell—King
20. Caribbean  
Mitchell Torok—Abbott
1. I Don't Hurt Anymore  
Hank Snow—RCA Victor
2. One by One  
Kitty Wells and Red  
Foley—Decca
3. Slowly  
Webb Pierce—Decca
4. Even Tho  
Webb Pierce—Decca
5. I Really Don't Want to Know  
Eddy Arnold—RCA Victor
6. More and More  
Webb Pierce—Decca
7. You Better Not Do That  
Tommy Collins—Capitol
8. There Stands the Glass  
Webb Pierce—Decca
9. Rose Marie  
Slim Whitman—Imperial
10. I'll Be There  
Ray Price—Columbia
11. Bimbo  
Jim Reeves—Abbott
12. This Is the Thanks I Get  
Eddy Arnold—RCA Victor
13. This Ole House  
Stuart Hamblen—RCA Victor
14. Sparkling Brown Eyes  
Webb Pierce—Decca
15. Looking Back to See  
Goldie Hill and Justin  
Tubb—Decca
16. Secret Love  
Slim Whitman—Imperial
17. Back Up, Buddy  
Carl Smith—Columbia
18. Wake Up, Irene  
Hank Thompson—Capitol
19. Release Me  
Ray Price—Columbia
20. Goodnight, Sweetheart,  
Goodnight  
Johnnie and Jack—  
RCA Victor



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### JIMMIE COLLIE

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## BUD DECKELMAN

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WHAT IS IT, DARLING

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## "SKEETS" YANEY

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DON'T BRING YOUR BROKEN HEART TO ME

MGM 11859 78 rpm • K 11859 45 rpm

## RAY HANEY

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WALKING  
AROUND  
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RAG

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K 11945 45 rpm

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I'LL SEE YOU  
LATER  
and  
I LIVE  
FOR YOU

MGM 11985 78 rpm  
K 11985 45 rpm

## JESSE ROGERS

THE WALTZ  
YOU SAVED  
FOR ME  
and  
IMPATIENT  
HEART

MGM 11983 78 rpm  
K 11983 45 rpm

## BILLY JACK WILLS

RED  
MITTENS  
and  
THERE'S GOOD  
ROCKING  
TONIGHT

MGM 11966 78 rpm  
K 11966 45 rpm

## JACK VALENTINE

SONG OF  
THE BANDIT  
and  
DRESSING  
UP MY  
HEART

MGM 11956 78 rpm  
K 11956 45 rpm

# Western Music Has Its Individual Brand

By JOEL FRIEDMAN

Despite the fact that Western music is accorded its fair share of popularity and profit in the overall realm of the music-record industry, there exists a fine line dividing Western music from the generally accepted c.&w. music category.

Tho the division may be a questionable issue in some quarters it nevertheless is fact. To be sure, the differences may be slight, with the degree of difference depending largely upon locale.

Curiously enough, both country and western performers wear the same type of attire and to a great degree work the same types of locations. Similarity ends there, for in the basic construction of songs, the meaning intended in Western tunes and the manner in which Western music is played there exists a vast difference from the music of their country-counterparts.

The contrast between the two forms of music basically is a geographical division more than anything else. Western writers and Western performers have for many years written and sung about those things they have been closely identified with, i.e. the land.

Fabor Robison

Fabor Robison, president of Fabor Records, points out that Western songs can best be described as those that specifically deal with the West.

"A song that tells about the West and the things cowboys do is the only true mark identifying a Western song," says Robison. With respect to instrumentation, Robison believes that both the country and western fields are far too similar these days to warrant any separation.

Western bands traditionally

have been identified, moreso in recent years, as "Western dance bands," largely because they carry more musicians who play a greater number of instruments, and more specifically, because of the "beat" they have. Groups led by Hank Thompson, Spade Cooley, Cliffie Stone, Pee Wee King, Leon McAuliffe and others have met with widespread popularity. The groups rely more on music than song and as such are properly tagged "dance bands."

Musically, the Western brand has met with success equal to that of country music, and has for many years compared favorably with songs offered by country writers and artists. What probably will turn out to be one of the biggest songs ever, regardless of musical category, is currently exemplified in "Davy Crockett," a typical Western song.

Other big hits over the years were the standard "Boots and Saddles," "Cool Water," "My Adobe Hacienda," "Smoke, Smoke, Smoke"; "Cowboy Serenade," "Deep in the Heart of Texas" and a long list of hits that have garnered national popularity.

National Scope

Strangely enough, the performance of Western music is not limited to the geographical boundary implied in the term "West." Western music is equally popular throught the nation, tho it is true that it is heard and played more widely West of the Rockies. Western artists such as Hank Thompson and others annually play dates in the Eastern and Southern sections of the country and have met with great success each time out.

Much of the popularity of Western music can be laid to the doorstep of the historical legacy handed down by the early settlers of the West, a legend that has managed to survive for many years. Western music definitely has a place in the music business—a proud and dignified place.

# Packages Due for Big Growth in C.&W. Field

While the volume of packaged records sold in the country and western field is still too small to figure prominently in industry breakdown statistics, there are definite signs that this phase of the business is in for real growth in the next few years.

In one sense this increased interest in packages parallels upped sales of album merchandise generally in the record business. However, there are special factors peculiar to the country field that are bound to affect the situation.

One of the points mentioned frequently by manufacturers is the bargain nature of an album, particularly of an EP, which gives the buyer four tunes for \$1.49 or less. So many of the country record buyers have to watch pennies carefully, especially for luxury items, that the inherent savings in an EP in terms of music purchased is bound to exert a strong influence.

And it is in the area of EP's where the strongest package inroads into the c.&w. field have been made to date. There are few, if any, diskeries active in the country idiom which now do not issue occasional EP's for the market. For the majors, it is a standard factor in their planning at this time.

Special Sessions

It is no longer unusual for artist and repertoire men at the majors to schedule recording sessions exclusively for packaged records. This was not the case only a few short years ago.

Of course, what has been holding up marketing of packaged

goods to c.&w. buyers most is the relative scarcity of new-speed players among rural buyers. In the field of singles, c.&w. 78's still outsell 45's for most manufacturers, as much as 70 to 30 with certain types of waxings. Too, it is known that a good part of the 45 r.p.m. volume is accounted for by sales to juke box operators.

But there are signs that more new-speed players are moving out to country record buyers. This is especially true of 45 units, which are attractively priced and enable collectors to reap the benefits of EP buying.

Art Work

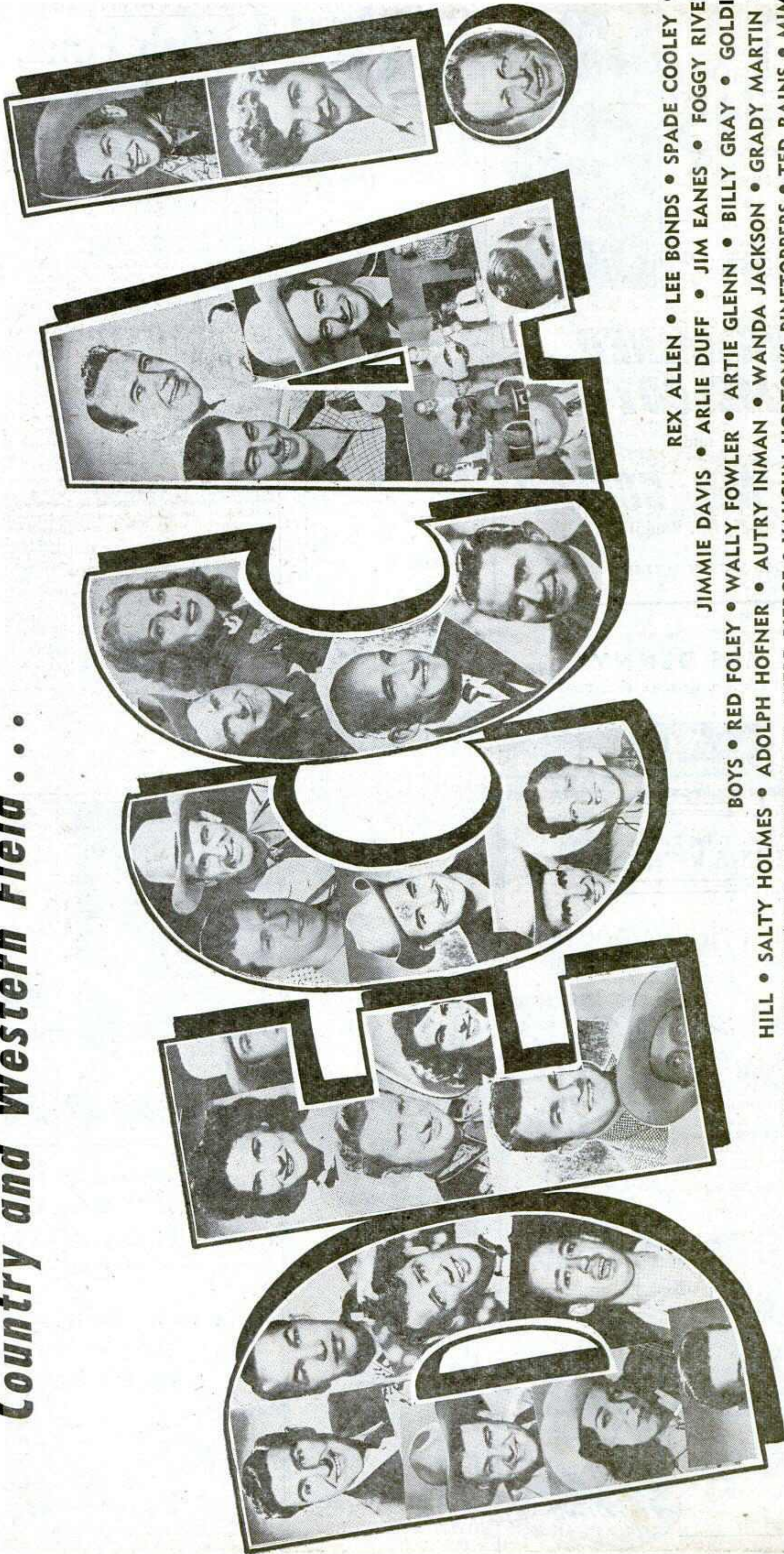
Indicative of the growing stress diskeries are putting behind the c.&w. packages is the more elaborate and attractive art work in which they are packaged. Tho this is true in all repertoire fields, there was a substantial time lag in cover treatment where the country field was concerned. For a long time it was thought sufficient to encase a country EP in a near-plain cover.

Now the artwork rivals that reserved for pop packs, and more and more sets feature detailed liner commentary.

Strongest package inroads in the country field have, of course, been made with Gospel material. Strong etchings in this field have a timeless nature that make them almost as attractive a year or more after release as when originally issued. In this area the package reigns, and many diskery sales chiefs report that it is no longer unusual for the Gospel EP or LP to outsell Gospel singles, record for record.



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344 South Serrano Avenue  
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(Continued on page 24)

## STRONG FAITH

# With Fans, Sacred Music Is Just That

No matter which way you look at the country market, one thing is apparent: Sacred music really is sacred to the country artist and to his audience. There probably is no stronger tie between artists and their public than that which binds the singers of sacred music to their audience. This strong tie is evidenced by the fact that sacred music has been selling on a steady increase for the last several years, and indications point to an even stronger sales record in the future.

There is little in the way of tangible evidence which tends to indicate when, or if, sacred music was ever separated from country music as such. There are some who claim there is a definite split, and there are others who claim that it's all the same.

The latter lay their belief to the fact that the country artist sings the songs of the people. These songs are said to be the voice of the people, and, as such, religion must play an important part. This is claimed to be especially true of today's people who, because of international unrest, have turned more toward religion than ever before.

### Healthy Slice

According to industry sources, the sacred area of the c.&w. music field accounts for a substantial percentage of the total volume in sales. Artist and repertoire men point out that almost every artist in the country field has, at one time or another, cut a sacred record. And their appeal runs to all ages, tastes and areas. The same people who buy pops, c.&w., classics, etc., are among those who buy sacred records.

Altho all areas of the country purchase and request sacred records, the strongest area is in the South. The only other area which shows a strong trend to sacred rec-

ords is the Northwest. In Canada's Northwest there is also a good market, which is growing larger as time wears on.

Surveys indicate that sacred records, for the most part, are more likely to become standards among their audience. As such, these waxings seldom gather dust on the retail shelves. There is a definite demand, even the turnover is slower than most fields of music.

### Randy Blake

Randy Blake, a Chicago disk jockey who has been specializing in country music on WJJD for over 20 years, claims that the sacred field has increased threefold in just the last few years. Blake is also the head of Stewart Sales Company, Inc., a mail-order house for c.&w. records. According to Blake, the country artists specializing in sacred singing account for almost one-half of his request mail, and over 40 per cent of the volume of his mail-order record business.

Typical of the artists and titles which have made the grade and remained are Red Foley with "Just a Closer Walk With Thee"; Eddy Arnold with "Take My Hand, Precious Lord" and "The Old Rugged Cross"; the Johnson Family with "Whispering Hope" and "Pass Me Not," Hank Snow's "He'll Understand and Say Well Done," Hank Williams' "Jesus Remembered Me," Ernest Tubb's "When I Take My Vacation in Heaven," the Chuck Wagon Gang in "Tattler's Wagon," Martha Carson in "Singing on the Other Side," the Smith Brothers' "I'm Saved," the Blackwood Brothers' "The Keys to the Kingdom," Stuart Hamblen with "It Is No Secret What God Can Do," Webb Pierce's "Bow Thy Head," Cowboy Copas in "From the Manger to the Cross," Carl Smith's "Gethsemane" and Jimmy Davis with "Thirty Pieces of Silver."



Thanks to all my good friends

## THE D. J.'s

and everyone else for

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## PROFITABLE PARTNERSHIP

# Juke Box, C.&W. Industries Make Up Success Combine

By BOB DIETMEIER

Country and western music and the nation's juke box operator form a partnership—one of the biggest and most successful in the music-record business.

Of the 60,000,000 records purchased by the country's 7,500 operators every year, about one-quarter or 15,000,000 are country and western tunes. But there is a wide spread in the number of c.&w. disks programmed by these music operators. It ranges from as low as 5 per cent in some urban areas to between 50 and 90 per cent in many rural areas.

The real backbone, then, of this c.&w.-operator partnership are the operators in the latter category, and their success provides the key to the question of just how successful and just how big the partnership is.

A good example of their success is Jimmie Garrett, of Longview, Tex., a soft-spoken, died-in-the-wool Texan, who at 46 looks back on 22 years as a juke box operator.

Garrett owns and heads Jimmie's Music Company in Longview, headquarters of his retail record store and basis of operations for his 125-machine juke box route which spreads over a 50-mile radius.

Jimmie Garrett and country and western music are almost synonymous in and around Longview, a

town which boasts a population of 50,000. Names like Webb Pierce, Hank Snow, Hank Williams, Red Foley and Jim Reeves roll off Garrett's soft drawl as easily and as familiarly as one speaks of close friends.

He knows the styles of the c.&w. record artists, their mannerisms and the hits they've had. And he knows which go best in his locations, too. But aside from his own deep personal feeling for country music and the artists responsible for it, c.&w. music is a business for Garrett—a big business.

Over 50 per cent of the music he programs on his 125 phonographs—all 100-selection machines playing 45 r.p.m. disks—is country and western music. To keep the tunes on his machines up-to-the-minute, Garrett puts an average of six new records on each machine each week, buying an average of 750 records weekly.

Fifty of Garrett's machines are located in tavern locations where dancing is permitted, 25 are in rhythm and blues spots and 50 in restaurants and all-night cafes. About 30 per cent of his programming is rhythm and blues tunes, 20 per cent consists of pops. His most profitable locations are tavern spots where he programs country music almost exclusively. These locations have been on dime play since 1946.

Every Tuesday Garrett goes to Dallas, making the rounds of record distributors, listening to new tunes, checking trade paper information closely, such as, The Billboard's "Best Buys," and finally buying.

He believes in putting new disks on his machines as early as possible in order to realize maximum coinage. He watches his play meters closely, believes in pulling a declining hit tune for a rising new one.

He has no set formula for programming. A tune may stay on one of his machines as long as six months, or as short as several weeks. He often relies on his own personal judgment in determining what artists to buy on what tunes, and always buys enough of a new tune for all machines in locations where he thinks it will go well. He figures that he can make money with his phonographs if he can have a hit-buying average of just .500. (Actually he runs around .900—which is tough to beat in any league.)

### DJ's Role

Garrett appreciates the role of the disk jockey in building records. He supplies two radio stations (KOCA in Kilgore, Tex., and KLTI in Longview) with records in return for advertising his retail record store.

(Continued on page 36)

## C.&W. Record Label

• Continued from page 22

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**METEOR**  
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**M-G-M**  
701 Seventh Avenue  
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**NASHBORO**  
177 Third Avenue, North  
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**NUCRAFT**  
711 Rochow Street  
Houston

**OLD TIMER**  
3703 North Seventh Street  
Phoenix, Ariz.

**PAGE**  
203 Maple Avenue  
Johnstown, Pa.

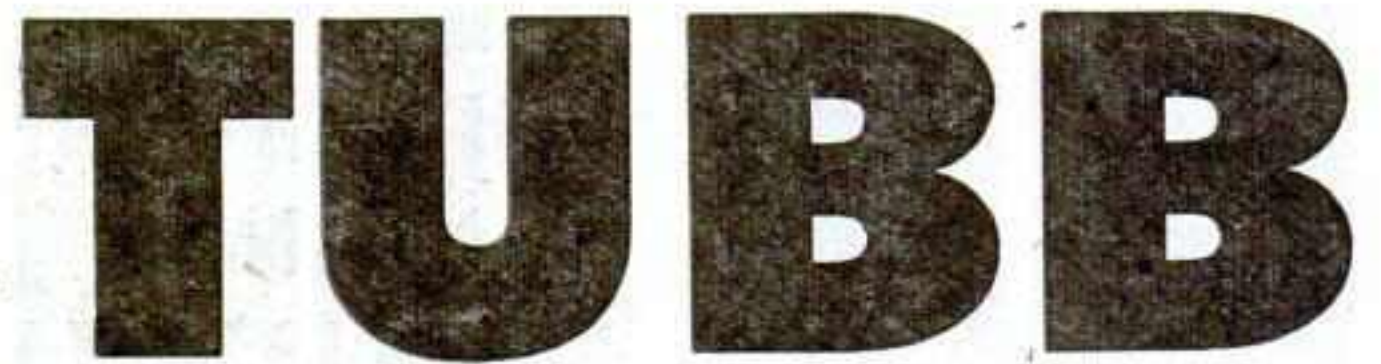
**PALDA**  
8406 Lyons Avenue  
Philadelphia

**PEARL**  
802 Arlington Road  
Covington, Ky.

(Continued on page 26)

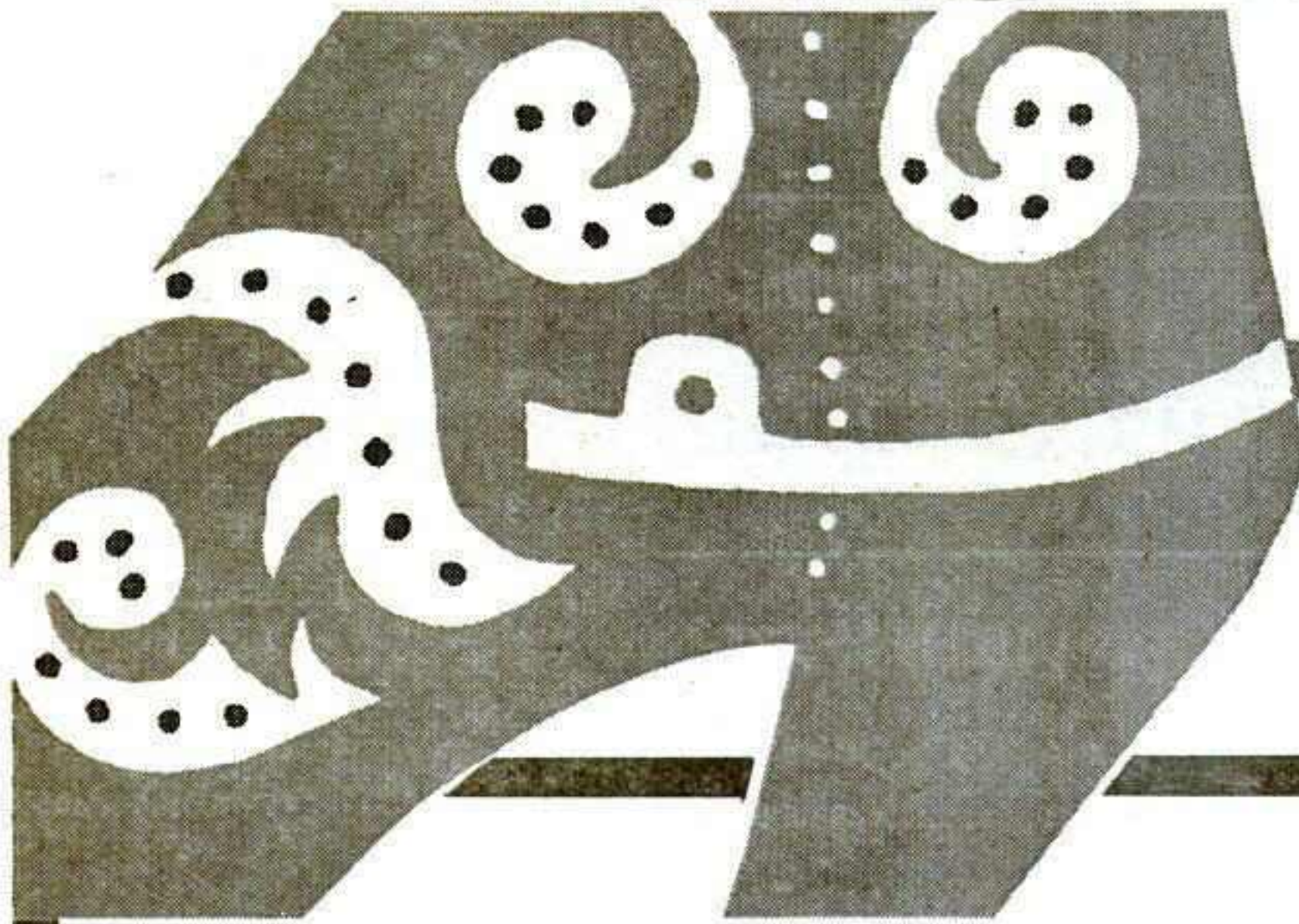


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# TUBB

THE TEXAS TROUBADOUR



# IT'S A LONELY WORLD

AND

# HAVE YOU SEEN

(My Boogie Woogie Baby)

DECCA 29520

PERSONAL MANAGEMENT **GABE TUCKER** 417 BROADWAY, NASHVILLE, TENN. PHONE: 42-2288

P. S.: Looking forward to seeing you in Meridian on Jimmie Rodgers Day  
**Ernest**



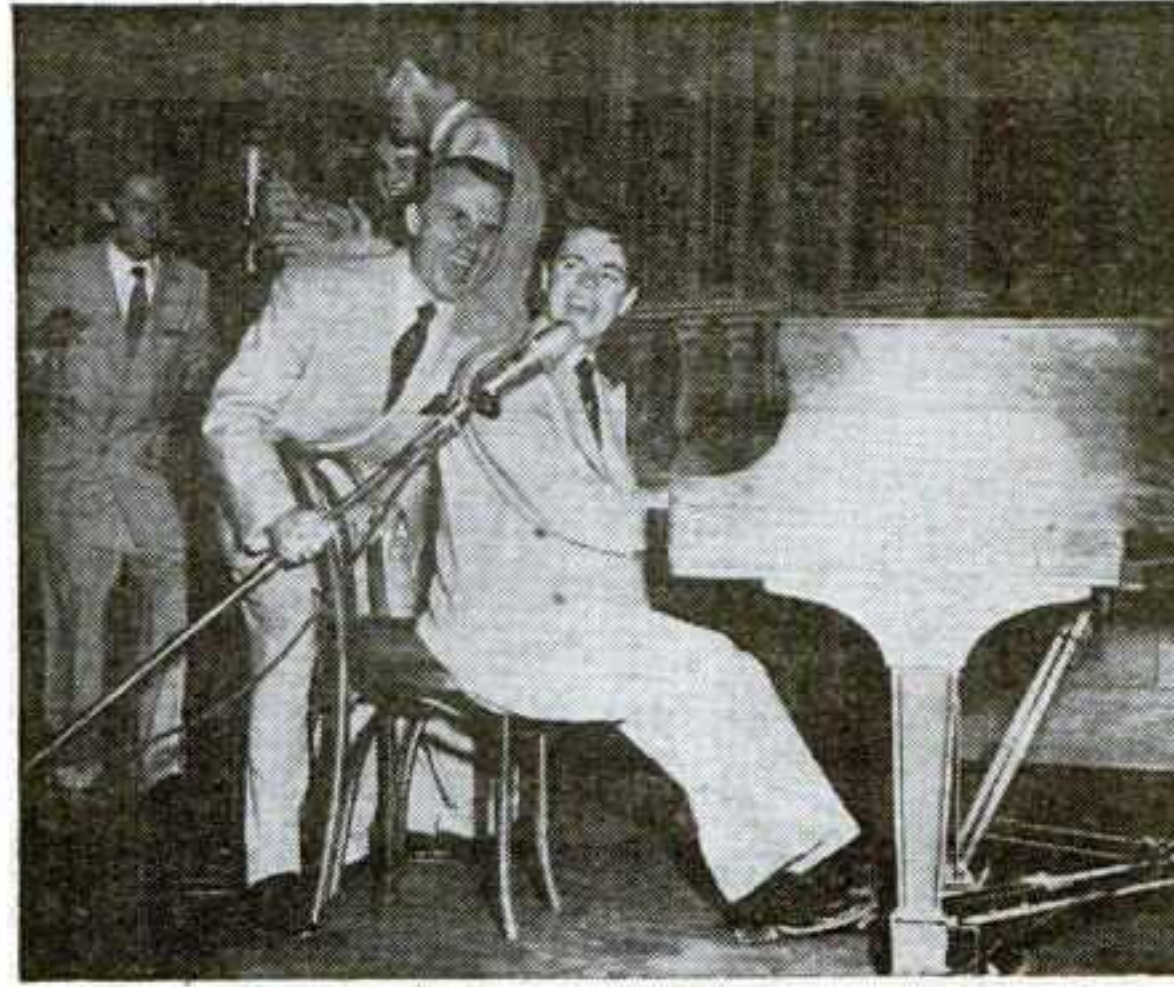
# THE BLACKWOOD BROTHERS QUARTET

## *in action*



There is plenty of action on the stage when the Blackwood Brothers sing one of the spirituals for which they are famous. Here they are shown singing "Church Twice on Sunday," their latest RCA Victor Recording.

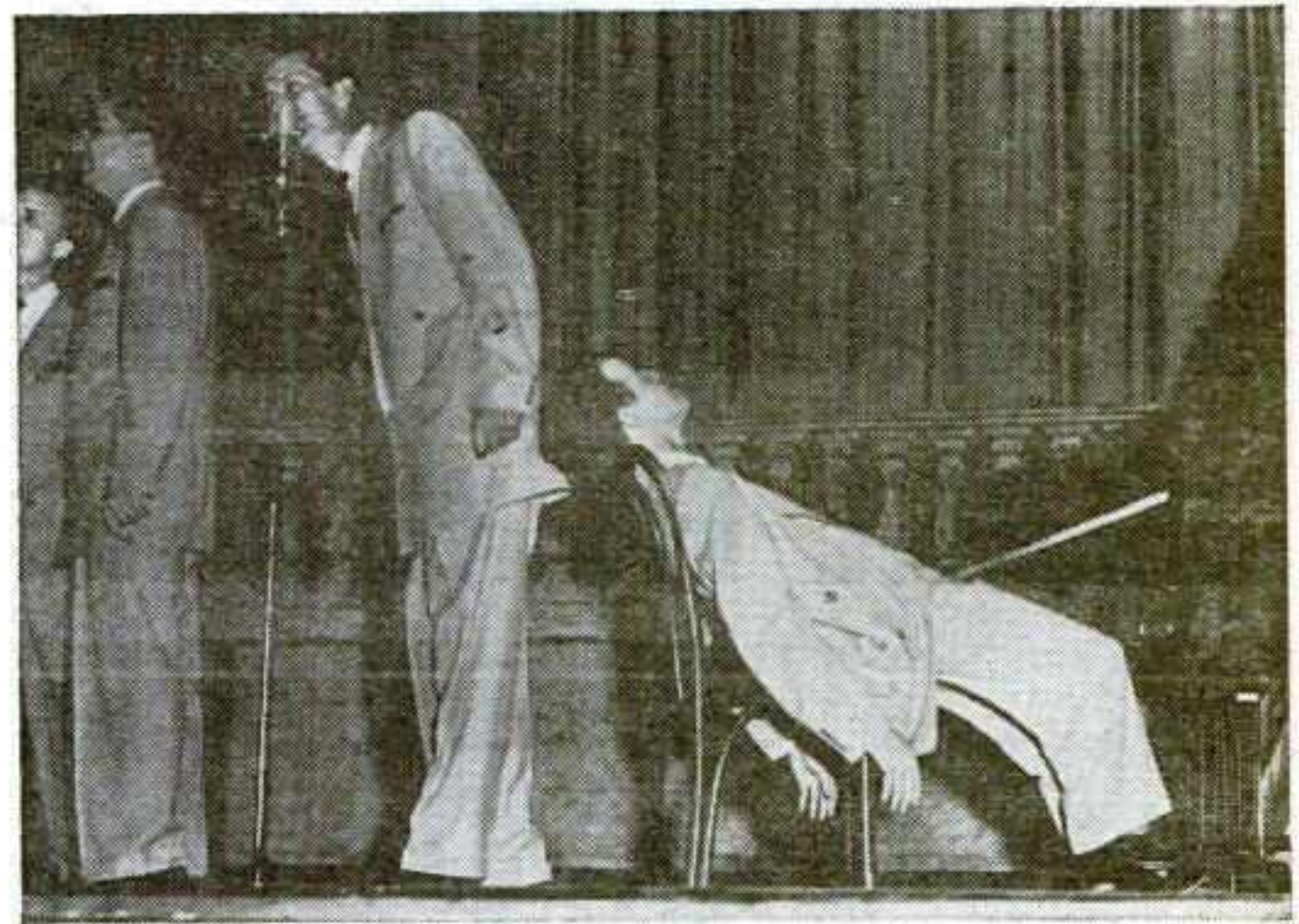
On Monday night, June 14, 1954, the Blackwood Brothers were the winners on the Godfrey Talent Scout Show (CBS TV and radio networks). Here you see them singing "The Man Upstairs," the song they used on the Godfrey Show and their biggest seller on RCA.



On the encore of "The Man Upstairs" even the pianist, Jackie, gets into the act and takes the lead on a chorus.



J. D., billed as "America's lowest bass," starts down for F below low C. When he hits it, the crowd really brings the house down with applause . . .



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## MY BUSINESS AND I LOVE IT

# Bill Railey's Store Digs Country Beat and Really Beats the Country

"Country and western is my business, and I love it." That statement by itself goes a long way toward explaining the successful retail operation of Richmond's (Va.) leading c.&w. store, Railey's Appliance Center. Owner Bill Railey is the exact opposite of the all-too-common present-day retailer who out of plain lack of interest has let the once-soaring country business dwindle.

When c.&w. music was the fad a couple years back, nearly everyone was a hot c.&w. dealer, but today many of these dealers have revealed themselves as riders of fads, and they have neglected c.&w. in favor of rhythm and blues, or whatever the fad happens to be.

C.&w. fans, according to Railey, are "the most loyal in the world." They stick with their favorite artist and collect every record ever made by each one. What they expect of the dealer is friendliness, information and a complete repertoire of disks by the top stars.

### Dealer's Job

The dealer must build a reputation for having the disks people want. He also should serve as a listening post and information service for all professional and personal facts about country artists. Railey himself makes it a point to attend

all big national c.&w. functions—memorials, centennials, etc.—in order to be able to come up with the answers.

The basis of a business such as Railey's is a constantly activated, inspired market. Railey is in there unflaggingly stirring up interest in c.&w. artists and music. He's a successful promoter, raising a half dozen "Grand Ole Opry" shows every year in his territory, bringing in the big name stars and exposing them to the local citizenry.

He has a strong relationship with Richmond Station WXGI, which plays c.&w. from sun-up to sun-down. Besides buying time on the station for his TV and appliance sales, Railey uses all of his co-op ad money from record companies on radio plugs, specifically on WXGI.

There is no one-stop in Richmond, but Railey provides a virtual one-stop service to operators with the idea of exposing more c.&w. wax on local boxes. At 10 cents per disk over cost, he isn't making much profit, since most of that coverage is eaten up by the postage and phone calls required to bring records into his area. However, the operator service also builds up his return privilege to the point where he is able to keep a clean, solvent stock.

When ordering new records, Railey buys two 78's and one 45 on every new release on an established label. This, incidentally, is the ratio of 78's to 45's that prevails in his market. On hearing every side, Railey decides which disks he thinks stand a good chance and orders enough to cover himself if any should break fast. He then huddles with WXGI spinners to compare notes, and they put the new disks to the test. Once they're exposed, "we let the public judge." Station and store report back and forth on the reaction.

### Great Lengths

If a record looks good to Railey, he won't spare the expense to get it in stock. It's not uncommon for him to call California to get 50 or 100 records. But, by the same token, it's not uncommon for people to travel for miles because they know for sure they can get the record they want at Railey's.

Entering Railey's shop, one finds it set up for what is mainly a self-service operation. There are no listening booths, just one turntable on the counter operated by one of the several clerks. If a customer wants to identify a record, usually about eight bars are played. The three top records by each of the top artists, such as Hank Snow,

(Continued on page 28)

## C.&W. Record Label

• Continued from page 24

### QUEEN

Box 1095  
Snyder, Tex.

### RCA VICTOR

630 Fifth Avenue  
New York

### RED BIRD

Lincoln Way, East  
Fort Wayne, Ind.

### REPLICA

Route 2, Box 146  
Des Plaines, Ill.

### REPUBLIC

714 Allison  
Nashville

### RICH-R' TONE

407 West Main Street  
Morristown, Tenn.

### RITA

care of B & B Productions  
157 Market Street

Perth Amboy, N. J.

### ROCKY MOUNTAIN

330 East Boulder Street  
Colorado Springs, Colo.

### RORK

Box 2281, DeSoto Station  
Memphis

### ROSE

Box 49  
Cisco, Tex.

### RURAL RHYTHM

P. O. Box 521  
Arcadia, Calif.

### SAGE & SAND

5653 1-2 Hollywood Boulevard  
Hollywood

### SENTRY

3151 Burlington Butte, Mont.

### SHERATON

246 Huntington Avenue  
Boston

### SHO-ME

2510 Holmes  
Kansas City, Mo.

### SIMS

7502 Denny Avenue  
Sun Valley, Calif.

### SKYLARK

1301 North Mansfield Avenue  
Hollywood

### SLATE

972 Broad Street  
Newark, N. J.

### STARDAY

Box 1689  
Beaumont, Tex.

### SUN

706 Union Avenue  
Memphis

### TIME

Box 1231  
Dalhart, Tex.

### TNT

1422 West Poplar  
San Antonio

### TREPUR

Route 3, Roanoke Road  
La Grange, Ga.

### TRUMPET

309 North Farish  
Jackson, Miss.

### VALLEY

Box 10033  
Knoxville

### WESTERN JUBILEE

708 E. Garfield  
Phoenix, Ariz.

### WESTPORT

3814 Washington Street  
Kansas City, Mo.

### "X"

155 East 24th Street  
New York



## WERLY FAIRBURN

Written and Recorded on Capitol by WERLY

"BABY, HE'S A WOLF"

"LOVE SPELLED BACKWARDS IS EVOL"

"NOTHIN' BUT LOVIN'"

"I FEEL LIKE CRYIN'"

CAPITOL #2963

--- AND NOW ---

"COLD WEARY WORLD"

"SPITEFUL HEART"

CAPITOL #3101

*Thanks So Much*

To Radio—All D.J.'s—Record Librarians—Program Directors

To Juke Box Operators—Record Buyers and Route Men

To Retail Stores—All Record Dept. Managers—Buyers—Sales Personnel

To All Personnel of Capitol Records—Branches & Distributors

To Mel Mallory—Mallory Music Publications, New Orleans, La.



PERSONAL MANAGEMENT:

2709 General Pershing St.

New Orleans, Louisiana

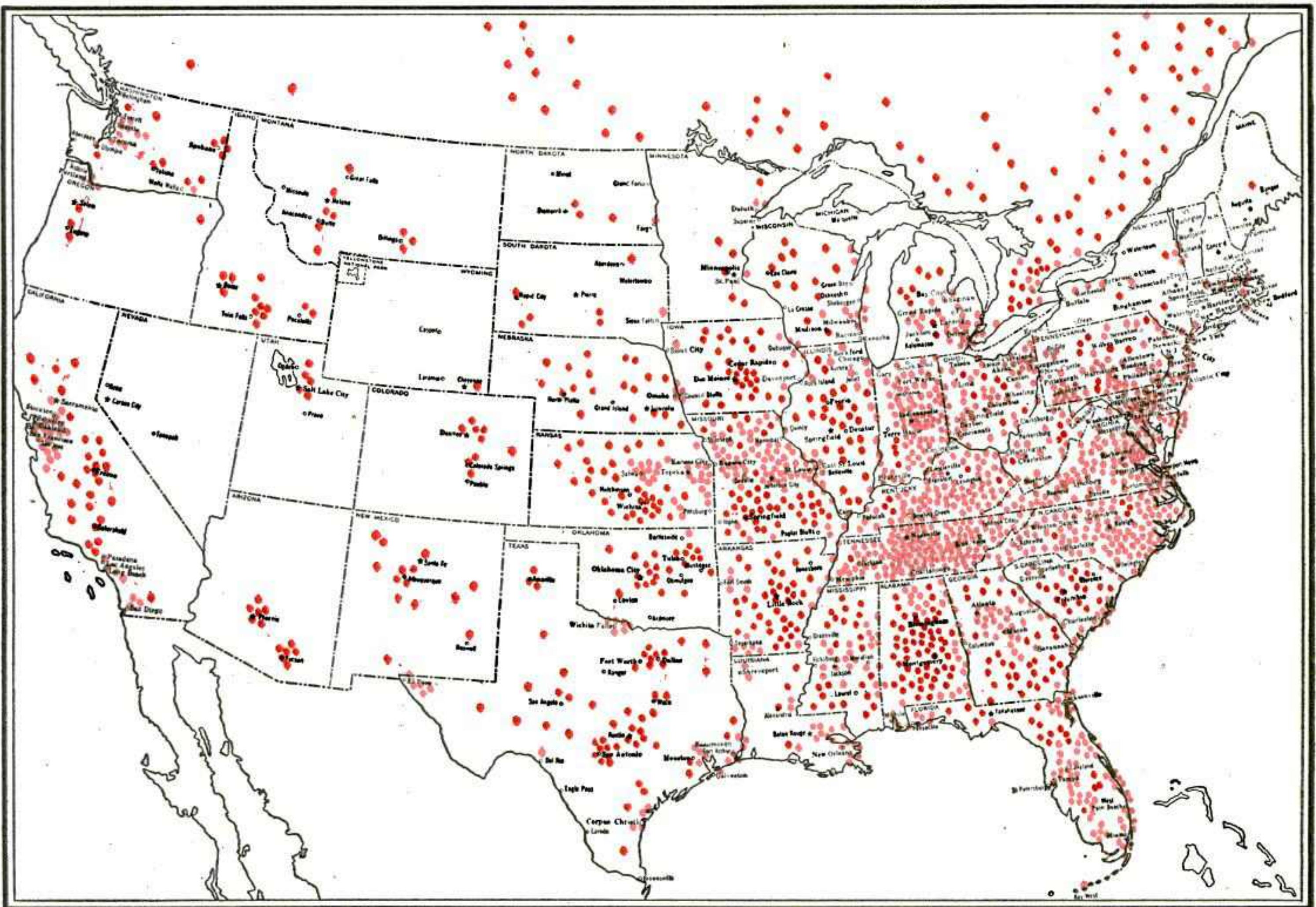
Phone CH 4077

**KEITH RUSH**



# These Grand Ole Opry Stars....

- Carl Smith
- Minnie Pearl
- Jimmy Dickens
- Roy Acuff
- Ray Price
- George Morgan
- Hank Snow
- Cowboy Copas
- The Wilburn Brothers
- The Carlisles
- Carter Sisters and Mother Maybelle
- Ernest Tubb
- Lonzo and Oscar
- Duke of Paducah
- Red Sovine
- Grandpa Jones
- Kitty Wells
- Rod Brasfield
- Lew Childre
- Bill Monroe
- Johnny and Jack
- Marty Robbins
- Faron Young
- The Jordanaires
- Webb Pierce
- Goldie Hill
- Martha Carson
- Ferlin Huskey
- The Louvin Brothers
- Justin Tubb
- Flatt and Scruggs



## Broke Roadshow Records in 1954!

WSM's Grand Ole Opry talent groups logged more than 3,000,000 miles for personal appearance tours. (An individual mileage figure would total approximately six times as much.) They put on 2,554 shows (spotted on above map) for 7,662,000 country music fans. (And between shows they sold more than half of all the country music records sold in 1954.)

That's proof by performance that Opry Stars can be crowd-pullers and money-makers for you.

# W S M

## Artists' Service Bureau

Jim Denny, Manager

Nashville, Tennessee



# AMERICANA

RECORDING COMPANY

## THE RENAISSANCE OF AMERICA'S NATIONAL INSTRUMENT THE 5 STRING BANJO

Records featuring Folk, Ragtime, Jazz and Popular music played on the melodious 5 String Banjo, the REAL banjo. This is the instrument that was invented by Joel Walker Sweeney, an American of Irish extraction, in the year 1831 at Appomattox, Virginia.

The 5 String Banjo is to America what the Saxophone is to France, the Guitar to Spain and the Mandolin to Italy. It is American in its purest form. Americana is indeed fortunate in obtaining the last few artists of our national instrument, those who play it as it should be played . . . the great finger stylists—Frank Bradbury, Alexander Magee, Fred Bacon (a re-recording) and Ted Shawnee, a five string plectrum banjoist. All are members of the AMERICAN BANJO FRATERNITY.

You'll hear such tunes as Southern Kaffee Klatch, Canadian Capers, Dance of the Hours, Down Home Rag and other Banjoistic melodies.

45 Extended Play — 33 Long Playing

These recordings are a "must" for those who collect records, as the lost art of real banjo playing will be something of the past in a very short time.

**DISTRIBUTORS—Some territories open. Write or wire.**

**AMERICANA RECORDING CO.**

P. O. Box 156  
New Hartford, New York

## Instrumental Records Enjoy Sharp Increase

In recent months record companies have observed sharper increase of interest in country disks that are strictly instrumental. Generally, the public has taken to guitar recordings, whether classical, popular or c.&w., and what better training ground is there for guitar virtuosity than in the c.&w. idiom? After all, there's hardly a singer in the field who can't strum at least his own accompaniment on the six-string box. It's a virtual necessity, even if just to permit the artist to strike a relaxed pose.

Some of the country's top guitarists have found a new audience among pop buyers who like the instrument. Some have found that they can cut pop hit tunes in their usual swiny, down-to-the-sod style and make them acceptable to all markets. Such cuttings have, in fact, reached the stage where one may determine a definite "trend."

### Other Instruments

Of the other instruments utilized in the field, only harmonica, piano and fiddle have achieved important solo stature, and of these, only piano has fairly universal popularity. Del Wood and Johnny Maddox sell in c.&w. markets and also in pop. Fiddle solos haven't been exploited recently outside of square dance usage, but the harmonica is becoming a fairly familiar sound. Salty Holmes has had some strong sellers on that instrument.

Back to guitar, however. Certain of the c.&w. guitarists have become big album sellers in a field where albums don't usually ac-

count for more than a small share of the volume. Chet Atkins has a big standard seller in his RCA Victor package, "Stringin' Along," and recently he did very well with cover versions of eight pop hits in a set called "Pickin' the Hits." A number of his sides, and especially "High Rockin' Swing," are used consistently as theme records by c.&w. deejays.

### Snow's Guitar

On the same label, the high-riding vocalist Hank Snow occasionally favors his fans with a guitar demonstration. About six months ago the diskery issued a Snow guitar EP called "Country Pickin'," which also sold well, tho certainly not in a class with his vocal sellers. Currently, Snow and Atkins are represented in a duet disk of "Silver Bell" and "The Old Spinning Wheel."

Mercury reports highly satisfactory sales on guitar disks by Lloyd Ellis, and also some year-in, year-out album sellers by Jerry Bird. Ellis, tho a comparative newcomer, has a fast-growing following. His current single of "Sweet and Lovely" is following the pattern, selling both pop and c.&w.

One of the top sellers in the country guitar package field is Capitol's "Two Guitar—Country Style" as played by Speedy West and Jimmy Bryant. This is duetting in a real swiny style. Capitol artists Cliffie Stone and Hank Thompson turn out band instrumentals with some regularity, and many of these are pop hits or standards tailored to c.&w. tastes.

### Arthur Smith

There are many others, of course, and one of the more important would be Arthur (Guitar) Smith, who rocketed to fame in the early postwar years on the basis of his "Guitar Boogie," and who now is coming back stronger than ever with his instrumental waxing for M-G-M.

At Decca, the instrumental emphasis is on the bands rather than on soloists. The roster there boasts these dance units: Bob Wills, Tex Williams, Grady Martin, Spade Cooley, Billy Gray and Adolph Hofner. Obviously, there is a trend toward specialization there. While these bands have yet to produce a real hit, they sell in steady, profitable quantities. So far, they've been represented by singles only. Many of the tunes they cut are pop covers, and one of the biggest—a real standard seller—has been Martin's "Beer Barrel Polka."

At Columbia there's that ever popular banjo duo of Lester Flatt and Earl Scruggs. These lads, too, make steady money for the label, tho they haven't produced a real smash. The label also has a comparatively new guitar virtuoso in Herbie Remington, whose disks are picking up new strength with each issue. And Columbia's entry in the country-pop dance field is the orchestra of Leon McAuliffe, a consistent money maker with special territorial strength.

A steady basis for country instrumental sales is the essential "danceability" of all performances. The swing beat is the universal factor, and with proper exposure could break such platters effectively in the pop markets.

## RIDGEWAY MUSIC, INC.

is back again with more great songs and recordings

"NOBODY BUT YOU" b/w  
"HOG TIED AND BRANDED"  
Bonnie Sloan—Columbia

"A MAN WAS THE CAUSE OF IT ALL" b/w  
"CATTIN' AROUND"  
Charlie Adams—Columbia

"I'M INNOCENT"  
Gene Autry—Columbia

"NOBODY BUT YOU"  
Red Murrell—Cavalier

"HEY"  
Billy Walker—Columbia

"PUT SOMETHING IN THE POT" b/w  
"I LIKE IT"  
The Five Strings—Columbia

"OH STOP!"  
The Tunesmiths—Columbia

"SOMEONE CARES"  
Chuck Wells—Columbia

"DOWN, DOWN, DOWN"  
Dave Burgess—Tampa

"CINDY LOU"  
Jac-O-Lacs—Tampa

STOP, LOOK and LISTEN!  
DJ's, OPS, DEALERS

A GREAT NEW POP-R&B RECORDING . . .

"JOHNNY DARLING"

by  
SANDY STEWART

on  
LABEL "X"  
(0126)

RIDGEWAY-GALLO MUSIC

COMING UP . . .

"GRATEFULLY YOURS" The Four Knights with Pee Wee Hunt on Capitol.  
Release date, June 7th.

"DRINKIN' WINE SPOLI-OLI" The Five Strings on Columbia.  
Release date, May 31st.

"CRAZY LITTLE HEART"

—Thanks for the Spins—

## RIDGEWAY MUSIC, Inc. (B.M.I.)

6087 Sunset Blvd.

Charlie Adams

Hollywood 28, Calif.

### Bill Railey's Store

• Continued from page 26

Eddy Arnold, Lefty Frizzell, Johnny and Jack, etc., are displayed on the counter. Every available recording by every top artist is carried in stock, and these are cataloged in an up-to-the-minute book which is handed to the customer, enabling him to make his selection.

About 30 per cent of all records sold are at least three years old. Railey bought the store four years ago and claims that it took him six months to find out why his predecessor went broke. After that, Railey became a c.&w. specialist, and currently his disk business runs at an \$85,000 annual take.



# World's Greatest Assortment of NEW & FRESH COUNTRY & WESTERNS

BY ONE WRITER

# Sterling Sherwin Songs

No Boast—A Host of the Most from the Coast  
Published by the Top Publishers of the World!

### "COLLIER'S WEEKLY" SAYS:

"Sherwin is probably the world's most prolific composer of cowboy songs. . . . One British album sold 100,000 copies in England and Australia in weeks. . . . Gargantuan talent." (Dean Jennings.)

### "HOOPS & HORNS" (Ariz.) SAYS:

("The Cowboy's Bible.") "The punchers say it is the best music they have found for their songs. . . . Seem a part of the Old West. . . . Grand entertainment." (Evelyn Perkins.)

## C&W FOLIOS\*

### "Sherwin's Saddle Songs"

(FRANCIS, DAY & HUNTER, ENGLAND. American Agent: Harmony House of San Francisco, Mill Valley 339, Calif.) Jolly, top-hole top seller in Great Britain!

### "R. R. Songs of Yesterday & Today"

(SHAPIRO-BERNSTEIN, NEW YORK.) Says Lucius Beebe, famed journalist and author of railroad books: "Printer's pride . . . mustache-cup melodies, unusually well illustrated." Packed with novelties, ballads and "soundies."

### "Songs of the Gold Miners"

(CARL FISCHER, N. Y.) A gold mine of fresh recording, TV and radio material. You'll find a nugget on every page! Genuine gold mining songs straight from the diggin's! Unburied treasure! Fun, tears, color. Golden gimmicks!

### "Songs of the Roundup"

(ROBBINS MUSIC CORP., N. Y.) Hot off the range and cowboy griddle. These puncher ditties are the real thing, says "Hoops & Horns," the "Cowboy's Bible," of Arizona! (With F. Henri Klickmann.)

### "Songs of the Road & Range"

(SOUTHERN MUSIC PUB. CO., N. Y.) Cow and country croonings of every kind of brand. No mavericks—and this is no bum steer. (With Haywire Mac.)

### "Bad Man Songs of the Wild & Woolly West"

(SAM FOX, N. Y.) "Billy the Kid," "Black Bart," "Jesse James" and many other pistol-totin' hombres are all here. Fine for a record album of "Bad Man Songs." Hits the target!

### "American Cowboy Songs"

(FRANCIS, DAY & HUNTER, ENGLAND. American Agent: Harmony House, Mill Valley 339, Calif.) Great Britain's top-selling cow and country folio. Also published in Australia and Canada. It's a world round-up of folk melody!

### "Songs of San Francisco"

(REMICK MUSIC CORP., N. Y.) Fisherman's Wharf, Chinatown, Telegraph Hill, Two Bridges That Bridged Two Hearts, Cable Cars. Colorific! Terrific!

### "Singin' in the Saddle"

(BOSTON MUSIC CO., N. Y. & BOSTON.) Full of fine and fresh material. Zippy as the action photos which illustrate the cow poke and country ditties.

### "Songs of the Saddle"

(SAM FOX, N. Y.) "Biscuit-Shootin' Susie," "Little Cowgirl," "Rattlesnake," "Why the Westerner Went Wild" are only a few of these chuckwagon goodies!

\* (Some folios in collaboration)

## Song Spectaculars!

## C&W SONGS\*

### "When the Arkansaw Express Raced Old Black Bess"

(SHAPIRO, BERNSTEIN IN "R.R. SONGS.") Hilariously funny. Sound dynamite!

### "Blow the Whistle—Ring the Bell!"

(SOUTHERN MUSIC.) Novelty knockout on Victor. (With Haywire Mac.)

### "Swanee Blossoms"

(EDWARD B. MARKS.) Ballad beauty! With Robt. Stoltz, "Two Hearts in 3/4 Time" composer.

### "Must I Ride a Mustang?"

(BOSTON MUSIC IN "SINGIN' IN THE SADDLE.") "Must I Ride a Mustang? Neigh! Neigh!" Yahoo!—what a western novelty with sound!

### "Yawning"

(BOURNE MUSIC.) Perfect song for singing groups. Novelty comedy and sound.

### "Hangtown Gals"

(CARL FISCHER IN "SONGS OF THE GOLD MINERS.") Cute as a hummingbird's navel! Fine for fem teams and groups. Nuggets to potato chips it's a surefire hit!

### "50 Years From Now"

(MILLER MUSIC.) Comedy novelty. Victor's #23614-A is a loud-lunged lulu! With Haywire Mac.

### "Make Me a Cowboy Again for a Day!"

(ROBBINS IN "SONGS OF THE ROUNDUP.") Like Mario Lanza Martin on a boss!

### "Moccasin Trail"

(FRANCIS-DAY-HUNTER, LONDON, IN "SHERWIN'S SADDLE SONGS.") What people like the McGuire Sisters, Paris Sisters, De John Sisters or any sisters could do with this!

### "On a Little Cable Car for 2"

(REMICK IN "SONGS OF SAN FRANCISCO.") Lifting, lovely, luscious! Sounds, too!

### "Gila Town"

(BOSTON MUSIC IN "SINGIN' IN THE SADDLE.") True bordertown flavors in both these melodious mouthfuls!

### "A Cowboy's Son"

(FRANCIS-DAY-HUNTER, LONDON.) Two favorites of the British Broadcasting Corp. in "American Cowboy Songs." Great Britain's top bovine seller!

### "A Chinatown Ballad"

(REMICK IN "SONGS OF SAN FRANCISCO.") "Your setting to the Chinatown Ballad is amazingly clever. . . . Atmosphere perfect." (Wallace Irwin, lyricist.)

### "Let Us Ride Together"

(SAM FOX IN "SONGS OF THE SADDLE.") Sentiment in the saddle. (With F. Henri Klickmann.)

### "Partners"

(FRANCIS-DAY-HUNTER, LONDON, IN "SHERWIN'S SADDLE SONGS.") Famed poet Berton Braley and Satevepost writer Lowell C. Reese, respectively, wrote the cleverest words for these two western and country honeypots!

### "Snagtooth Sal"

(FRANCIS-DAY-HUNTER, LONDON, IN "SHERWIN'S SADDLE SONGS.") Famed poet Berton Braley and Satevepost writer Lowell C. Reese, respectively, wrote the cleverest words for these two western and country honeypots!

### "Chopo My Pony"

(ROBBINS IN "SONGS OF THE ROUNDUP.") The Old West rides again. Yippee!

### "Whisky Bill"

(ROBBINS IN "SONGS OF THE ROUNDUP.") The Old West rides again. Yippee!

### "Pinto"

(ROBBINS IN "SONGS OF THE ROUNDUP.") The Old West rides again. Yippee!

\* (Some songs in collaboration)

## Song Spectaculars!

ALL HARMONY HOUSE PROFITS ARE SHARED WITH WORTHY CAUSES

## Harmony House Sterling Sherwin Exclusives

### "MY GAL OF CAMINO RE-AL"

Real western country. Echo chamberful!

### "HONEY BUN BUN"

Smash hit of big Navy musical. (With Byron Gay, writer of smash Hit Parade "OH!")

### "RAGGEDY ROSE"

Oozing with country tears! Soon on disks.

### "I'M SPENDING THE WINTER" (in the Sunshine of Your Smile)

BILLBOARD says: "An intimate warble . . . Provides relaxed listening . . . Low lights stuff." Billy Ford's Harmonaires did a fine rhythm and blues on the MGM-made Slate Records of Newark. Another "September Song"?

### "AS BAD AS I AM—AS GOOD AS YOU ARE"

It just rolled down from the mountains with Billy & Nanny! Soon on disks.

### "ZIZETTE"

Fast and torrid Spanish novelty. Zowie what a "Zumba"!

### "ARE THE STRIPES ON A ZEBRA PAINTED WHITE ON BLACK"

—or "Black on White?" Kiddie and/or novelty knockeroo!

### "TULIPS NOW BLOOM AGAIN IN HOLLAND"

Time for another Dutch song hit. This may be the blossom!

### "HEARTBROKEN ROSE"

In the "Poor Butterfly" school of musical thought. Most melodious!

### "THREE DIMENSIONAL LOVE"

Fast rhythm but blueless. Swings you right off your hammock!

### "THE ELEPHANT & THE ELF"

Another "Nola"? "Kitten on the Keys"? "Doll Dance" maybe?

### "WHY DO THEY BORE THE SWISS CHEESE FULL OF HOLES"

"When It's Limberger Needs the Ventilation?" Cheez!—what comedy! (With Haywire Mac.)

### "LONG LAST LINGERING LOOK"

It's the rhythmiest and blue-ee-est! (With Chas. "Smile, Darn You, Smile" O'Flynn.)

### "THE MOON & YOU & I"

The ultimate in lyrics and melody. Another "Melody of Love"?

### "ONCE IN A LIFETIME" (I Meet Somebody Like You)

Smash-crash-splash hit of a big California musical. Dandy duet dazzler!

### "SAMOA SAM" (LOVE ME SOME MO!)

Here's a real song spectacular! Mighty powerful rhythm and blues geowhizarooz!

### "MOON FLOWER"

Two more than pretty-good "pretty" songs. (With Zo Elliott, famed composer of "There's a Long, Long Trail a-Winding.")

### "TRAIL O' MY HEART"

Two more than pretty-good "pretty" songs. (With Zo Elliott, famed composer of "There's a Long, Long Trail a-Winding.")

### "ALONZO THE LIZARD" (Was Such a Wizard)

Kiddie comedy click. Novel as a polka-dotted bottom-bib!

### "HIM-A-LAY-A"

Two Oriental harem-scarems. Two more "Hindustans"?

### "DROMEDARY"

Two Oriental harem-scarems. Two more "Hindustans"?

### "DON'T CALL ME, I'LL CALL YOU!"

It has all earmarks, fingerprints and footprints of a sensational "sound" smash!

### "I UNDERSTAND" (Ere the Dawn)

A semi-sacred popular. Another "I Believe"?

### "TARNISHED LOVE"

Tony Lanza Martin could learn to love both these honeys!

### "ADDRESS UNKNOWN"

Tony Lanza Martin could learn to love both these honeys!

# STERLING SHERWIN

MANAGEMENT OF HARMONY HOUSE OF SAN FRANCISCO

EXECUTIVE ADDRESS: BOX 339, MILL VALLEY, CALIF.

"HAPPY" FROLIX GENERAL MANAGER



**• Review Spotlight on •**

**ANN JONES & HER WESTERN SWEETHEARTS**

featuring:  
**VONNIE FRITCHIE—Fabor Recording Star**  
*"America's Favorite All Girl Band"*

The Billboard, May 7, 1955

**TALENT**

**ANN JONES AND JIMMY PATTON**  
Careful (R & M, BMI)  
Guilty (Dandelion, BMI)—Sims 103—Jones and Patton as a team on the top side, and Patton alone on the flip—there's a load of talent represented here. Their harmony is of a down-home brand, rich and full-bodied, and their individual voices are loaded with character. The material here is better than average too, and the artists invest it with great sincerity.

**REVIEW**

**ANN JONES-JIMMY PATTON**  
Careful .....78  
Sims 103—This team comes up with some rich, tearful harmony on a touching philosophical tune from the back country. If it can get circulation, it may do quite well. (R. & R., BMI)

**SIMS RECORDS**

7502 Denny Ave.  
Sun Valley, Calif.

Personal Management

**HUEY JONES KVAN**  
Vancouver, Wash.

**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, Pittsburgh 21, Pa.

**SEND FOR TRIAL ORDER TODAY**

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 illustrated folder and price list.

Name of Co. \_\_\_\_\_  
Your Name \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_

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

**• Best Sellers in Stores**

For survey week ending May 11

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

This Week	Side on top	Weeks on Chart
1.	<b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1 16
	I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	
2.	<b>MAKING BELIEVE</b> (BMI)—K. Wells.....	2 11
	<b>WHOSE SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419	
3.	<b>YELLOW ROSES</b> (BMI)—H. Snow.....	4 7
	<b>WOULD YOU MIND?</b> (ASCAP)—Vic 20-6057	
4.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie.....	5 9
	Farewell (BMI)—Cap 3058	
5.	<b>LIVE FAST, LOVE HARD, AND DIE YOUNG</b> (BMI)—F. Young.....	3 8
	Forgive Me, Dear (BMI)—Cap 3056	
6.	<b>I'VE BEEN THINKING</b> (BMI)—E. Arnold.....	6 16
	<b>DON'T FORGET</b> (BMI)—Vic 20-6000	
7.	<b>MAKE BELIEVE</b> (BMI)—R. Foley & K. Wells.....	7 12
	<b>AS LONG AS I LIVE</b> (BMI)—Dec 29390	
8.	<b>LOOSE TALK</b> (BMI)—C. Smith.....	9 29
	More Than Anything Else (BMI)—Col 21317	
9.	<b>IN TIME</b> (BMI)—E. Arnold.....	8 5
	<b>TWO KINDS OF LOVE</b> (ASCAP)—Vic 20-6069	
10.	<b>ARE YOU MINE?</b> (BMI)—G. Wright & T. Tall.....	9 16
	I've Got Somebody New (BMI)—Fabor 117	
11.	<b>OLD LONESOME TIMES</b> (BMI)—C. Smith.....	12 2
	<b>THERE SHE GOES</b> (BMI)—Col 21382	
12.	<b>IT TICKLES</b> (BMI)—T. Collins.....	11 4
	Let Down (BMI)—Cap 3082	
13.	<b>IF YOU AIN'T LOVIN'</b> (BMI)—F. Young.....	13 26
	If That's the Fashion (BMI)—Cap 2953	
14.	<b>ARE YOU MINE?</b> (BMI)—G. Hill & R. Sovine.....	— 2
	Ko Ko Mo (BMI)—Dec 29411	
15.	<b>DAYDREAMING</b> (BMI)—J. Newman.....	— 4
	Crying for a Past Time (BMI)—Dot 1327	

**• This Week's Best Buys**

**I'LL BABY SIT WITH YOU** (Cedarwood, BMI)  
**SHE'S ALWAYS THERE** (Acuff-Rose, BMI)—Ferlin Huskey—Capitol 3097

This disk has been quietly bucking a sluggish market and is now coming within striking distance of the national charts. Currently on the New Orleans territorial chart, the record is also selling well in the Richmond, Durham, Nashville, Baltimore, Chicago and Los Angeles sales areas. Principal action is on "Baby Sit," with the flip also coming in for considerable attention in some key spots. A previous Billboard "Spotlight" pick.

**• Reviews of New C & W Records**

<b>ERNEST TUBB</b> It's a Lonely World .....83 DECCA 29520—A Billboard "Spotlight" 5-14-'55. (Tubb, BMI) Have You Seen...83 A Billboard "Spotlight" 5-14-'55. (Hudson-Dart, BMI)	as chanted by the York Brothers. (Franklin, BMI) <b>These Haunting Years...</b> 71 Dolorous country tune written in a minor key. The Brothers do it with appropriate flavor. (Lois, BMI)
<b>TED RAINS</b> All of Your Love .....75 DECCA 29513—A strong side. Song has a retentive melody line, a lilting beat, and Ted Rains belts it out in fine style. Watch it. (Copar, BMI) Free of the Blues...74 Good lyric idea to this tune, and the vocal by Rains is full of heart. Merits exposure. (Cedarwood, BMI)	<b>RED MURRELL</b> Nobody But You .....71 CAVALIER 850—This pretty ballad with its slightly melancholy flavor is a good vehicle for Murrell. The guitar backing is especially pleasing as a vocal backdrop. Deejays will find this side an attractive one. (Ridgeway, BMI) The Way She Got Away...70 This side also has merit: it is bouncy and humorous, with Murrell giving the material broad tongue-in-cheek expression. (Ridgeway, BMI)
<b>CHARLINE ARTHUR</b> Soft Hearted Gal .....74 VICTOR 6120—Fast tempo and lively beat, and a lyric with considerable novelty appeal on this side. Miss Arthur's vocal is supported by a male chorus refrain. Nice for boxes. (Ten-ten, BMI) For Old Times' Sake...72 A weeper tells the same sad old story. It's a pleasing vocal by Charline Arthur, with simple backing. (Aberbach, BMI)	<b>JOAN HAGER</b> Bob-o-link Blues .....71 MERCURY 70622—A cute, catchy shuffle ditty handled well by the personable thrush. (Acuff-Rose, BMI) The Last One to Know...69 The thrush has an appealing country-pop quality, tho there isn't much that's unusual about this opus. (Valley, BMI)
<b>NITA, RITA AND RUBY</b> Give Me Love .....73 VICTOR 6124—Slow tempo, bluesy item tells a story of love's heartache pain. "Give me love," the gals say and seem to mean it. (Hill & Range, BMI) Lovely Lips...73 "Love gives me a million thrills a minute," says the trio in fetching harmonies. Good wax. (Showcase, BMI)	<b>HYLO BROWN</b> Get Lost, You Wolf .....70 CAPITOL 3124—The feller made a misplay with the lady. Amusing country wax by the new Capitol warbler. (Central, BMI) Lost to a Stranger...70 Here's still another variation on the "Tennessee Waltz" idea. Chanter shows promise. (Central, BMI)
<b>COWBOY COPAS</b> Summer Kisses .....72 KING 1464—A jauntily-paced weeper with lyrics pegged on a poignant (e.g. "Summer kisses, some are mine, some are somebody else's, etc."). Good performance by Cowboy Copas. (Showcase, BMI) The Party's Over...72 An appealing vocal job on an effective weeper. (Showcase, BMI)	<b>DON RENO AND RED SMILEY</b> Home Sweet Home .....68 KING 1474—Tasteful banjo work on the oldie and a sincere warbling job by Reno and Smiley. (PD) Green Mountain Hop...68 Briskly paced instrumental with standout banjo soloing. (Lois, BMI)
<b>THE STANLEY BROTHERS</b> So Blue .....72 MERCURY 70612—Authentic country sound is in these grooves. The Stanley Brothers, a trio, are backed by the Clinch Mountain Boys. Real c.&w. deejays will like. (Acuff-Rose, BMI) You'd Better Get Right...72 Same fine country 'sound on this side. (Monroe, BMI)	<b>LEE MOORE</b> The Cat Came Back .....66 CROSS COUNTRY 506—In this folk-like ballad, the singer relates the problems of a man trying his best to "lose" a cat. The material is slyly humorous, and merits some attention from deejays. (BMI) Stop Crackin' Peanuts...60 Not quite so funny is this man in love with a girl who apparently loves peanuts more than she does him. Commercial appeal will be limited. (BMI)
<b>YORK BROTHERS</b> Mohawk Squaw .....71 KING 1468—Ditty is a novelty. Has an infectious beat and a few laughs,	

**JOHNNY BOND**

CELEBRATING 15 YEARS with Columbia Records

Currently appearing on  
**TOWN HALL PARTY** NBC  
**KTTV TELEVISION**  
**GENE AUTRY'S MELODY RANCH**-CBS

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**"JIM, JOHNNY & JONAS"**  
the NUMBER ONE SONG in Europe today.

Recorded by Bing Crosby, Sammy Kaye, Jimmy Wakely, Wesley and Marilyn Tuttle, Pee Wee King and Johnny Bond

Going Strong

**"THE PARTING OF THE WAYS"**

Columbia #21389

Joe Maphis and Rose Lee Vidor Publications

Coming Up... **"HONKY TONK DOWN TOWN"** Col. #21389 by Joe Maphis & Rose Lee

**RED RIVER SONGS, Inc.**  
5927 Sunset Blvd.  
Hollywood, Calif.

**LOOKIN' IN ON "BAREFOOT BOB" KINNEY**

Bob Kinney, known as "Barefoot Bob" throughout Central New York and Northern Pa. (due to the fact he's not related to the shoe store Kinney's), is at present staff announcer and D.J. as well as country entertainer at WCHN, Norwich, New York. When it's pickin' and singin' time Bob and his old Martin put out the kind of songs country folks love and Bob maintains that OUR U.S. folk songs are the tops over any and he works in earnest to instill the love for them in his many listeners. "Barefoot," as he's called, previously worked at Rural Radio Network out of Ithaca, New York, as the Rollin' Stone with Jack Dunnington, then WATS, Sayre, Pa.; WKRT, Cortland, New York, and in December '53 accepted a staff job full time at WCHN, Norwich. Learned to love the music from his grandma, who was from Cheatham Co., Tenn., and the records of Jimmy Rodgers. Has written many good songs, but so far hasn't made a contract with a publisher. Bob and his Jamboree gang are very busy with shows and dances up in the Chenango Country and he's real proud to be able to push Country Music. Always ready to spin new records, so let that be a hint to recording artists. Bob spent 3 1/2 years as a paratrooper for "Uncle" in the 82nd Airborne Division in World War II, and rambled the country for 3 years as a pipeline before getting into radio. Has a cute blond wife and four fine kids, three girls and a boy, named after Bradley Kincaid.

**3 GREAT TUNES**

**"DADDY DON'T LOW NO FOOLIN' 'ROUND"**  
**"WILL YOU WAIT FOR ME LITTLE DARLIN'"**  
**"THERE'S A BRIGHTER DIXIE ON HIGH"**  
Professional Copies Available  
**Bell Music Company (BMI)**  
631 Knowles Royal Oak, Michigan (BMI)



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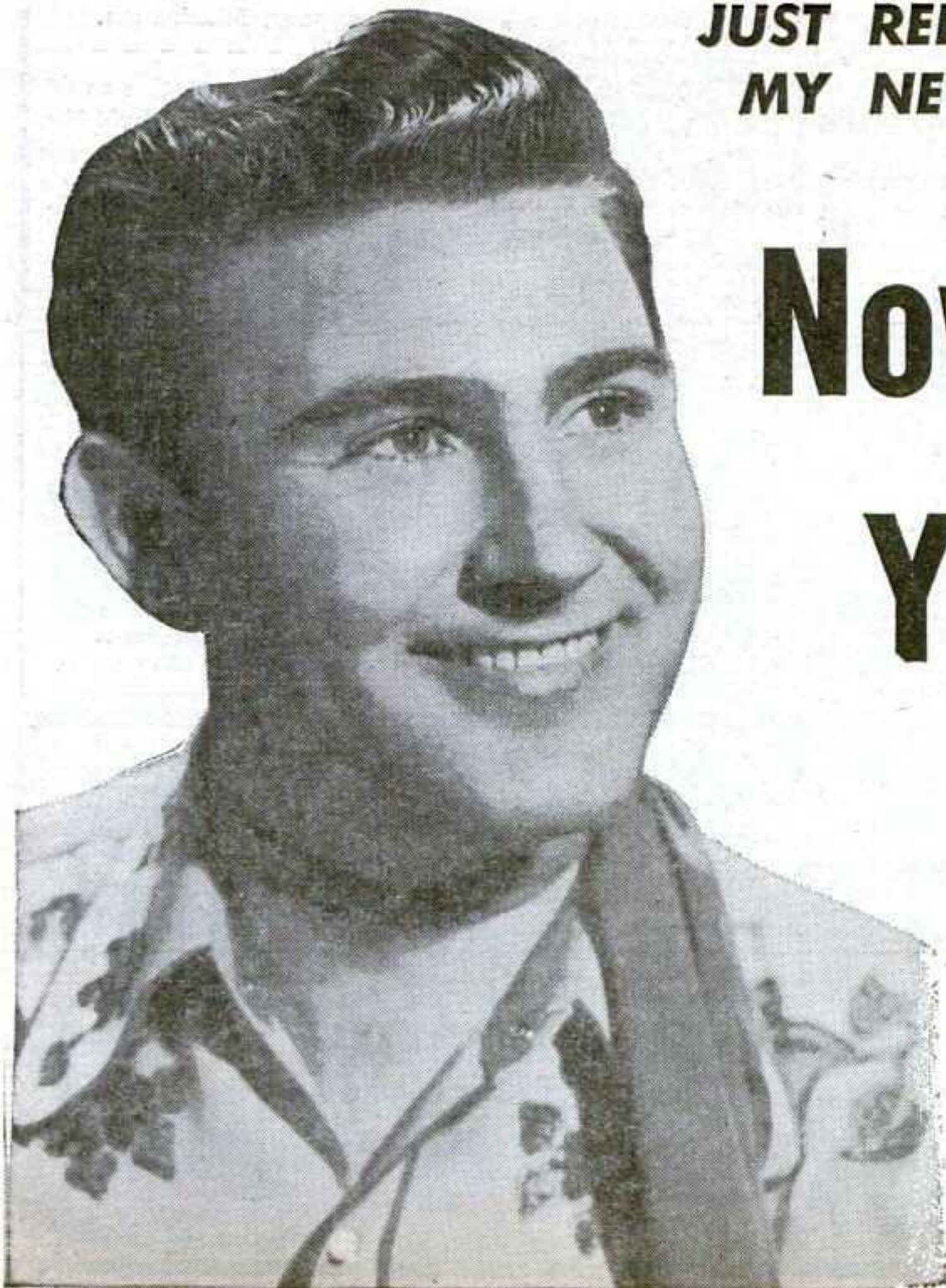
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FOR MAKING IT POSSIBLE FOR ME TO WIN  
THE FIRST TWO TRIPLE CROWN AWARDS IN  
COUNTRY AND WESTERN MUSIC.



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# PIERCE

JUST RELEASED—  
MY NEWEST



# Now I Don't Care and Your Good for Nothing Heart

DECCA 29480 and 9-29480

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Looking forward to seeing everyone at the



JIMMIE RODGERS MEMORIAL in Meridian, Miss., May 25-26

**JIM EDWARD and MAXINE BROWN**

Here's an even bigger one than our "LOOKING BACK TO SEE"

**"DO MEMORIES HAUNT YOU?"**

and

**"JUNGLE MAGIC"**

Fabor #122

OPEN FOR BOOKINGS

Write—wire—phone

**TOM PERRYMAN**

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**THANKS . . .**

For the plays on my first Gospel Songs for Mercury

**"JESUS SAVED ME ANYWAY"**

b/w

**"THERE'LL BE JOY, JOY IN HEAVEN"**

I hope you have my latest

**"SALVATION IS FREE"**

and

**"GET YOUR RESERVATION"**

Mercury #70623



**T. TOMMY**



D.J.'s: If you don't have the latest, write to Dee Kilpatrick, 804 Church St., Nashville, Tenn.

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**Printed Promotions for Country Artists**



We have produced Hillbilly Scrapbooks for the past 6 years, and are now doing song books, souvenir books, brochures, etc., for top entertainers. We have recently completed these Pocket Scrapbooks on Pop stars and a special book for Jimmy Dickens. If you need any printed promotions, our years of experience can give you the best.



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GIVE TO DAMON RUNYON CANCER FUND

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

**• Most Played in Juke Boxes**

For survey week ending May 11

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Last Week	Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce....	1	15	I'm Gonna Fall Out of Love With You (BMI)—Dec 29391
2. LIVE FAST, LOVE HARD AND DIE YOUNG (BMI)—F. Young.....	2	7	FORGIVE ME DEAR (BMI)—Cap 3056
3. MAKING BELIEVE (BMI)—K. Wells.....	3	8	WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419
4. WOULD YOU MIND? (BMI)—H. Snow.....	4	2	YELLOW ROSES (BMI)—Vic 20-6057
5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	6	5	Farewell (BMI)—Cap 3058
6. AS LONG AS I LIVE (BMI)—R. Foley & K. Wells...	—	6	MAKE BELIEVE (BMI)—Dec 29390
7. LOOSE TALK (BMI)—C. Smith.....	7	25	More Than Anything Else in This World (BMI)—Col 21317
8. I'VE BEEN THINKING (BMI)—E. Arnold.....	5	13	Don't Forget (BMI)—Vic 20-6000
9. IT TICKLES (BMI)—T. Collins.....	—	1	Let Down (BMI)—Cap 3082
10. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....	8	14	I've Got Somebody New (BMI)—Fabor 117
10. IF YOU AINT LOVIN' (BMI)—F. Young.....	10	22	If That's the Fashion (BMI)—Cap 2953

**• C & W Territorial Best Sellers**

For survey week ending May 11

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. I've Been Thinking, E. Arnold, Vic.
4. Live Fast, Love Hard and Die Young F. Young, Cap.
5. Silver Bells, C. Atkins & H. Snow, Vic.
6. In Time, E. Arnold, Vic.

**Charlotte**

1. Making Believe, K. Wells, Dec.
2. There She Goes, C. Smith, Col.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Whose Shoulder Will You Cry On? K. Wells, Dec.
5. Making Believe, L. Frizzell, Col.
6. Would You Mind? H. Snow, Vic.
7. No One, Dear, But You Johnnie & Jack, Vic.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Live Fast, Love Hard and Die Young F. Young, Cap.
10. In Time, E. Arnold, Vic.

**Cincinnati**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. Live Fast, Love Hard and Die Young F. Young, Cap.
4. Haunted, Hungry Heart S. Whitman, Imp.
5. In the Jailhouse #2, J. Rodges, Vic.
6. I've Been Thinking, E. Arnold, Vic.

**Dallas-Fort Worth**

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Silver Bells, C. Atkins & H. Snow, Vic.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Make Believe, K. Wells & R. Foley, Dec.
6. Making Believe, L. Frizzell, Col.
7. Yellow Roses, H. Snow, Vic.
8. Don't Forget, E. Arnold, Vic.

**Houston**

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Making Believe, J. Work, Dot
4. Daydreaming, J. Newman, Dot
5. Forgive Me, Dear, F. Young, Cap.
6. In the Jailhouse #2, J. Rodges, Vic.
7. Making Believe, K. Wells, Dec.
8. Make Believe, K. Wells & R. Foley, Dec.
9. Six Foot of Earth, S. Burns, Sdy.
10. Hold Everything, G. Jones, Sdy.

**Memphis**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Yellow Roses, H. Snow, Vic.
3. Uncertain Love, S. Rhodes, Sun.
4. Two Kinds of Love, E. Arnold, Vic.
5. I've Been Deceived, C. Feathers, Flp.
6. Would You Mind? H. Snow, Vic.

**Nashville**

1. In the Jailhouse Now, W. Pierce, Dec.
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Whose Shoulder Will You Cry On? K. Wells, Dec.
4. Live Fast, Love Hard and Die Young F. Young, Cap.
5. Making Believe, K. Wells, Dec.
6. I've Been Thinking, E. Arnold, Vic.
7. Are You Mine? G. Wright & T. Tall, Fab.

**New Orleans**

1. Yellow Roses, H. Snow, Vic.
2. Making Believe, K. Wells, Dec.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Old Lonesome Times, C. Smith, Col.
6. I'll Baby Sit With You, F. Huskey, Cap.
7. Would You Mind? H. Snow, Vic.
8. As Long As I Live K. Wells & R. Foley, Dec.
9. It Tickles, T. Collins, Cap.
10. Two Kinds of Love, E. Arnold, Vic.

**Richmond, Va.**

1. Ballad of Davy Crockett M. Wiseman, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Live Fast, Love Hard and Die Young F. Young, Cap.
4. Home Sweet Home, H. Johnson, Cll.
5. Making Believe, K. Wells, Dec.
6. There She Goes, C. Smith, Col.
7. We Live in Two Different Worlds Johnnie & Jack, Vic.
8. Yellow Roses, H. Snow, Vic.
9. Making Believe, J. Work, Dot
10. Two Kinds of Love, E. Arnold, Vic.

**St. Louis**

1. Live Fast, Love Hard and Die Young F. Young, Cap.
2. Making Believe, K. Wells, Dec.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Untied, T. Collins, Cap.
5. If Lovin' You Is Wrong H. Thompson, Cap.
6. I've Been Thinking, E. Arnold, Vic.
7. Yellow Roses, H. Snow, Vic.

**'Earth Angel' Suit Injunction**

HOLLYWOOD, May 14.—Judge Arnold Praeger, Los Angeles Superior Court, handed down an injunction against Dootsie Williams and Dootone Records this week (13) in the action recently filed by attorney Gerald Kales in behalf of Curtis Williams.

Result of the injunction orders Dootsie Williams to deposit in trust all monies received from the sale of the song, "Earth Angel," and two other songs allegedly penned by Curtis Williams.

**ANN RAYE**



**"OUR WEDDING BAND" and "RECKLESS"**

ON FINE RECORD—1001 ARE MAKING GREAT HEADWAY THANKS TO ALL DJ'S, OPS AND FANS

"Hey, Fellows, Drop Me a Line," care Fine Records Company, Biloxi, Miss.

This is my first release on this label, and if you would like, join me and record on this label. Write this company a line, good people to do business with.

**Available for Personal Appearances**

(Prefer Ohio, Va., W. Va., Pa.) Personal Appearances

HARRY BOOHER—Travelin' Yodeler  
BOBBY CECIL—Driftin' Cowhand

Recording Stars of Folk Music

Address: RFD #2, Box #6, Sistrerville, W. Va. Phone OL. 2-6613 Sistrerville, W. Va., or ED. 2-3191 Paden City, W. Va.

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Thanks to all who have helped us.

**"The Golden Voice" OF EDDIE DEAN**

**"IMPATIENT BLUES"**

— SINGS — S&S #188

**"CRY OF A BROKEN HEART"**

**"The Mississippi Farm Boy" LONNIE BARRON**

**"YOU'RE NOT THE FIRST GIRL"**

HITS WITH S&S #201

**"SENTIMENTAL ME SENTIMENTAL SHE"**

Sage & Sand Records

5653 1/2 Hollywood Blvd. Hollywood 28, Calif.

HO. 9-1527



# Little Miss Dynamite!

*the small  
girl  
with  
the big  
voice*



# Charline Arthur

Best wishes to all  
at the  
Jimmie Rodgers  
Memorial  
in Meridian,  
May 25 and 26

**FOR  
OLD TIMES' SAKE  
and  
SOFT-HEARTED  
GAL**

RCA 20/47-6120

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



*Featured Star*  
**BIG "D"  
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Personal Management

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**LIVE FAST-  
LOVE HARD**  
with

**FARON  
YOUNG**

and his new band

**THE YOUNG SHERIFFS**



Faron Young and His Young Sheriffs  
with the Wilburn Brothers

RETURN ENGAGEMENT  
**FRANK DAILEY'S MEADOWBROOK**  
MAY 16-17

*First Hymn Release*  
"GOD BLESS GOD" and "WHERE COULD I GO"  
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**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• Most Played by Jockeys**

For survey week ending May 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	IN THE JAILHOUSE NOW—W. Pierce..... Dec 29391—BMI	1	16
2.	LIVE FAST, LOVE HARD AND DIE YOUNG— F. Young..... Cap 3056—BMI	2	8
3.	MAKING BELIEVE—K. Wells..... Dec 29419—BMI	4	11
4.	ARE YOU MINE?—G. Wright & T. Tall..... Fabor 117—BMI	6	19
5.	WOULD YOU MIND?—H. Snow..... Vic 20-6057—ASCAP	3	6
6.	CUZZ YORE SO SWEET—S. Crum..... Cap 3063—BMI	5	5
7.	I'VE BEEN THINKING—E. Arnold..... Vic 20-6000—BMI	7	17
7	WHOSE SHOULDER WILL YOU CRY ON?— K. Wells..... Dec 29419—BMI	10	7
9.	BALLAD OF DAVY CROCKETT—Tennessee Ernie..... Cap 3058—BMI	7	5
9.	MAKING BELIEVE—J. Work..... Dot 1221—BMI	12	5
11.	YELLOW ROSES—H. Snow..... Vic 20-6057—BMI	9	4
12.	LOOSE TALK— C. Smith..... Col 21317—BMI	11	29
13.	AS LONG AS I LIVE—K. Wells & R. Foley..... Dec 29390—BMI	15	13
14.	IT TICKLES—T. Collins..... Cap 3082—BMI	—	1
14.	KISSES DON'T LIE—C. Smith..... Col 21340—BMI	—	8
14.	NO ONE DEAR BUT YOU—Johnnie & Jack..... Vic 20-6094—BMI	—	1

**• Review Spotlight on . . .  
RECORDS**

**SLIM WHITMAN**

I'll Never Take You Back Again (Harron, BMI)  
I'll Never Stop Loving You (Feist, ASCAP)—Imperial 8298—Slim Whitman has two fine ballad sides here, which should pile up plenty of jockey and juke play. "I'll Never Take You Back Again" is a plaintive weeper sung with sincerity and heart. "I'll Never Stop Loving You" is a lovely pop ballad featured in the forthcoming Ruth Etting bio-picture "Love Me or Leave Me" with Doris Day. Whitman turns in an impressive warbling job on it, but the flip may have more pulling power in the c.&w. market.

**Thanks, DJ's...  
FIGURES DON'T LIE**

**• Best Sellers in Stores**

In the Jailhouse Now

1- "I'M GONNA FALL OUT OF LOVE WITH YOU" W. Pierce

4- "YELLOW ROSES" Hank Snow

**FAIRWAY MUSIC CORP.**  
6365 Selma, Hollywood 28, Calif.



*125,000 travel miles  
in 1954 with over  
one-half million attendance*



# THE BLACKWOOD BROTHERS QUARTET

*reading left to right: Bill Shaw, 1st Tenor, James Blackwood, 2nd Tenor  
Cecil Blackwood, Baritone, J. D. Sumner, Bass*

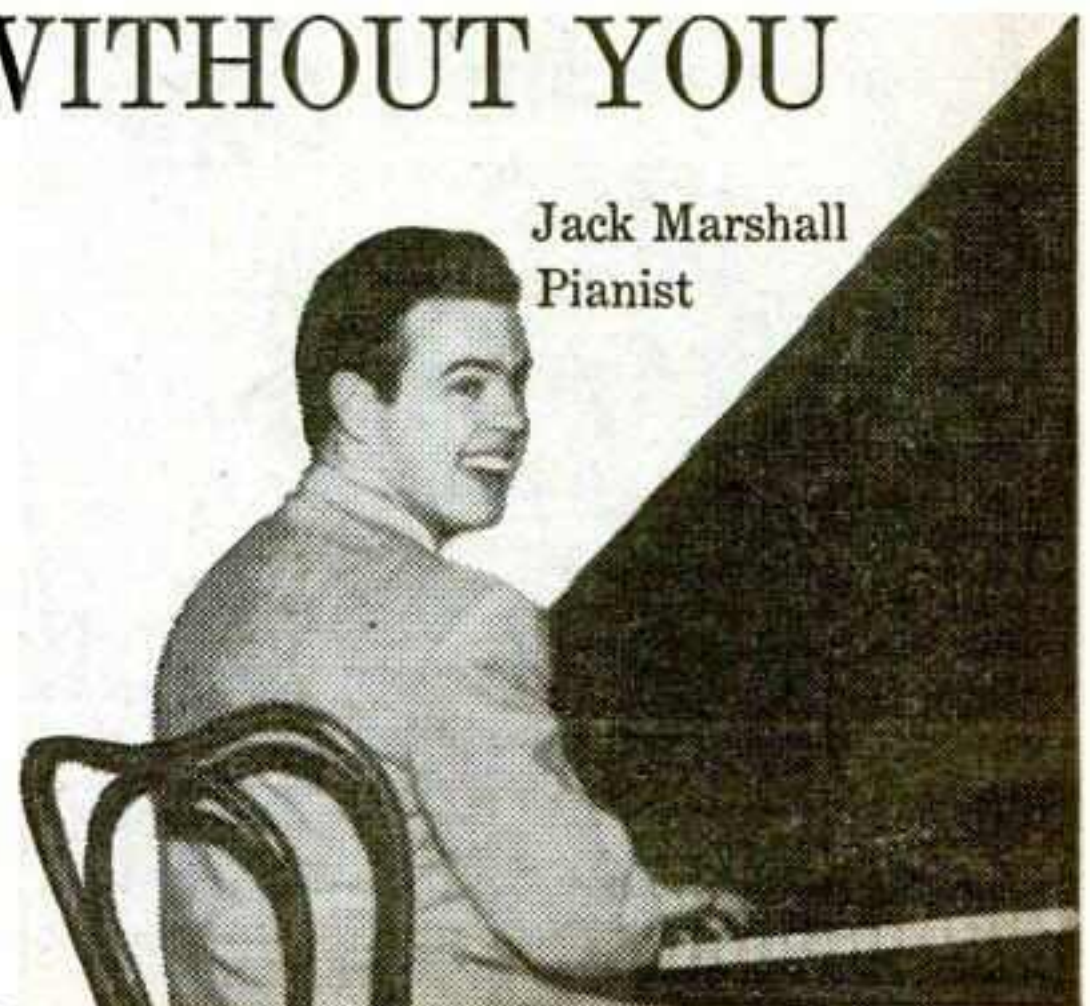
# CHURCH TWICE ON SUNDAY

20/47-6128



# WILL HEAVEN BE HEAVEN WITHOUT YOU

Jack Marshall  
Pianist



**thanks, Disc Jockeys, for all your help!**

**RCA VICTOR**  
FIRST IN RECORDED MUSIC





# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Jimmy Newman and His Rhythm Boys, heard each Friday at 6:15 p.m. over KPLC-TV, Lake Charles, La., have had their running upped from 15 minutes to a half hour. Newman put in the past week on personals in Texas, New Mexico and Colorado, winding up Sunday (15) at El Paso. Before heading back to South Louisiana, Jimmy visited with deejay Paul Kallinger at XERF, Del Rio, Tex. Newman and his sidekick, Slick Norris, will be on deck for the Jimmie Rodgers celebration in Meridian, Miss., next week. Newman's latest waxing on Dot, highlighting "Blue Darling," is due out this week.

Helen Hall, of "Big D Jamboree," Dallas, sustained severe face lacerations, multiple head injuries and a leg fracture May 7 when the car she was driving went out of control and turned over several times on a sharp curve while she was en route from Terrell, Tex., to Dallas. Her neighbor and fan club president, Mrs. Martha Jean McCullars, Fort Worth, was killed in the accident. Helen is recovering at Methodist Hospital, Dallas

Werly Fairburn is now a regular on "Louisiana Hayride" on KWKH, Shreveport, La. . . . Charlie Walker is set for the guest slot on "Big D Jamboree," Dallas, May 21, and the following Saturday (28) guests on the Prince Albert portion of "Grand Ole Opry" via WSM, Nashville. Fred Baker worked the Prince Albert session last Saturday (14). . . . Carl Smith completed his 45-day Northwest tour Monday (16) and hit out immediately for Nashville to begin rehearsals with "Grand Ole Opry" for its initial TV airing over the NBC-TV network June 11. Four rehearsals will precede the actual telecast.

Big Jim Wilson, of WAVE, Louisville, recently participated in a sitting marathon atop WAVE-TV's relay tower for 75 hours and 34 minutes to promote Louisville's annual Clean-Up, Paint-Up, Fix-Up Week. Wilson came down early last week after passing his goal, the 1,000th letter pledging that the writers would clean up, paint up and fix up his property. WAVE built

(Continued on page 37)

THE FRESHEST, NEWEST VOICE  
IN COUNTRY MUSIC

ELVIS  
PRESLEY

"Howdy to all my friends  
at the Jimmie Rodgers  
Memorial"

Featuring His  
Latest Hit



"YOU'RE RIGHT, I'M  
LEFT, SHE'S GONE"

b/w  
"BABY, LET'S  
PLAY HOUSE"

SUN-217

DJ—  
Free sample by writing to  
Bob Neal, 160 Union Ave.,  
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For available dates

Featured Star,  
KWKH Louisiana Hayride

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BOB NEAL Exclusive Personal Management  
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Phone: Office 8-3667 • Home 4-4029

# Vaude, Tabs Give Start to C&W Personals

Continued from page 16

with the early day "Barn Dance" groups were such names as the late Linda Parker, the Sunbonnet Girl; the Maple City Quartet, Uncle Tom Corwin, Gene Autry, Hal O'Halloran, Bill McCluskey; Millie and Dolly Good, the Gals of the Golden West; Joe Kelly, of "Quiz Kids" fame; John Lair and His Cumberland Ridge Runners, including Slim Miller, Hugh Cross and Red Foley; the Hoosier Hotshots; Bill O'Connor, the Irish tenor; Ford and Glenn, who later gained further radio fame under the name of Gene and Glenn; Curley Fox, Natchee the Indian; Clayton McMichen and His Georgia Wildcats, and Hal Safford, producer-director, who later was succeeded in that position by his brother-in-law, George Biggar, now owner of his own radio station in De Kalb, Ill. Countless others, whose names escape us at the moment, contributed to the success of the WLS "National Barn Dance" in the years gone by.

Station WSM, Nashville, whose "Grand Ole Opry" is the best known of all the nation's so-called jamboree shows, began its country and western operations nearly 30 years ago. It was the Solemn Old Judge, George D. Hay, who first introduced the country talent to WSM listeners, and he's still with it. He's a regular Saturday night feature with "Grand Ole Opry," handling the openings and splitting the announcing chores.

Over the last 30 years, virtually every country and western performer of note has appeared with the "Grand Ole Opry" sometime or other. The stars it has nurtured over the years and its present roster of c.&w. talent are too well known to require repeating here. The genial Jim Denny, bossman of WSM's talent division, handling "Grand Ole Opry" bookings, has been with the station 27 years. The "Grand Ole Opry" roster today includes 27 acts, consisting of some 160 people. This is in addition to WSM's regular talent staff.

Cincinnati's WLW inaugurated

(Continued on page 48)

# Jukes, C.&W. Industries Solid Combo

Continued from page 24

ord stores, sells records to KFRO in Longview, and also advertises. Shreveport, La., and the "Louisiana Hayride" jamboree on KWKH is not far from Longview, and he follows artists appearing on the show closely. Jim Reeves, former Abbott c.&w. record artist, who just signed with RCA Victor, and Ginny Wright, Fabor record artist, are both Carrett talent picks from their early days with "Louisiana Hayride."

Until the new multi-selection phonographs of 100, 104 and 120-selections, Carrett programmed almost 100 per cent c.&w., but with them he was able to offer a broader programming fare which he believes has excited interest in all music, and has done as much to boost the popularity of c.&w. music as any one thing.

In 1933 Jimmie Garrett started out with a handful of ancient, small-selection machines, operating in Tyler, Tex. He built his route up to 45 machines, sold it to a local operator in 1937, working for him until 1942. In 1946 he bought the route that he now owns when it had only 50 machines, built it to its present size, chiefly thru wise programming of country music. And he's doing well. His juke box grosses in 1953 showed a 10 per cent over the preceding year, in 1954 a 20 per cent increase over 1953 and so far this year his takes are above 1954.

# Hillbilly Bookers

- Dub Albritten  
Keith Theater Building  
Springfield, Mo.
- American Circuit Attractions  
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Seattle
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- Spade Cooley Enterprises  
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Nashville
- Oscar Davis  
WSM  
Nashville
- Tom Diskin  
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Madison, Tenn.
- Baldy Evans  
Klamath Falls, Ore.
- Bob Ferguson  
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- General Artists Corporation  
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- Jim Halsey  
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1146 York Avenue  
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8746 Sunset Boulevard  
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- Jolly Joyce Agency  
Earle Building  
Philadelphia
- KWKH Artist Service Bureau  
Shreveport, La.
- John Kelly  
Minot, N. D.
- King Enterprises  
307 Vaughan Building  
Louisville
- Marty Landau  
Riverside Rancho  
Los Angeles
- Bert Levey Circuit  
6425 Hollywood Boulevard  
Los Angeles
- Bud Lewis  
Box 746  
Wheeling, W. Va.
- McConkey Artists Corporation  
Hollywood Roosevelt Hotel  
Los Angeles
- McCormick Gospel Booking Agency  
Cherokee Hotel  
Tallahassee, Fla.
- Reg. D. Marshall  
1519 Cross Roads of the World  
Los Angeles
- Midwest Talent Bureau  
KFEQ  
St. Joseph, Mo.

**BMI Check List**  
OF NEW RECORD RATINGS  
BY THE TRADE PRESS

## COUNTRY and WESTERN

	Billboard	Cash Box
BABY, LET'S PLAY HOUSE (Excellorc) ELVIS PRESLEY (Sun)	77 (Good)	B (Very Good)
CAREFUL (R & R) ANN JONES & JIMMY PATTON (Sims)	78 (Good)	
DADDY LOVES YOU (Acuff-Rose) MARTY ROBBINS (Columbia)	Spotlight	Bull's-Eye
DON'T GIVE ME A REASON TO WONDER WHY (Acuff-Rose) JIMMY WORK (Dot)	Spotlight	B+ (Excellent)
I'M SORRY I STAYED AWAY SO LONG (Tubb) JUSTIN TUBB (Decca)	Spotlight	B (Very Good)
IN THE JAILHOUSE NOW NO. 2 (Peer) JIMMIE RODGERS (Victor)	Best Buy	
IT'S A LONELY WORLD (Tubb) ERNEST TUBB (Decca)	Spotlight	
MY HEART'S NOT FOR LITTLE GIRLS TO PLAY WITH (Tubb) JUSTIN TUBB (Decca)	Spotlight	B+ (Excellent)
THE NIGHT SPOTS OF THE TOWN (Acuff-Rose) ROY ACUFF (Capitol)	73 (Good)	Bull's-Eye
NO ONE, DEAR, BUT YOU (Acuff-Rose) JOHNNIE & JACK (Victor)	Best Buy	Bull's-Eye
PLANTATION BOOGIE (Copar) RED FOLEY (Decca)	Spotlight	Bull's-Eye
PRAY FOR ME, MOTHER OF MINE (Acuff-Rose) MARTY ROBBINS (Columbia)	Spotlight	Bull's-Eye
A SATISFIED MIND (Starrite) JEAN SHEPARD (Capitol) PORTER WAGONER (Victor)	Spotlight 78 (Good)	
TEARS AT THE GRAND OLD OP'RY (Blue Grass) WANDA JACKSON (Decca)	78 (Good)	B (Very Good)
THAT'S WHAT MAKES THE JUKE BOX PLAY (Acuff-Rose) JIMMY WORK (Dot) ROY ACUFF (Capitol)	Spotlight 74 (Good)	B+ (Excellent) Bull's-Eye

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**Southwest Booking Agency**  
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**Jack Starnes Jr.**  
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**Sunset Artists Company**  
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**Top Talent, Inc.**  
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**WCOP Artist Service Bureau**  
Boston

**WLW Promotions**  
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**WLS Artists Bureau**  
Chicago

**WNOX Artist Service Bureau**  
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**WSM Artist Service Bureau**  
Nashville

**WWVA Artist Service Bureau**  
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**Western Ranch Music**  
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**Art Whiting**  
8746 Sunset Boulevard  
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**Joe Williams**  
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**Charles Wright**  
212 South Houston Street  
Dallas

**Bob Yonch**  
WJEL  
Springfield, O.

## FOLK TALENT AND TUNES

• *Continued from page 36*

a platform and erected a tent atop the tower, equipped with cot, phone, radio and TV set. Wilson also had hot meals sent up. He broadcasted his regular daily three hours of hillbilly record shows from the perch plus an extra half hour each night. WAVE's other jockeys, Foster Brooks, Ed Kallay, Bill Cladden, Burley Birchbark and Bob Kay, called in Jim on their shows to see how he was faring. In addition, he was televised thrice daily by WAVE-TV's long-range lenses. His wife and four children appeared on the station's cooking show, where Mrs. Wilson gave her "tower-widow's" recipes. Wilson's stunt received nationwide attention. A two-minute film was carried twice on NBC-TV's "Today" show and both AP and UP carried stories on it.

Marvin Rainwater, Coral artist and composer of the current ditty, "I Gotta Go Get My Baby," won first place on Arthur Godfrey's "Talent Scouts" show on CBS-TV May 9. Rainwater is new in the "Ozark Jubilee" lineup. . . . Webb Pierce recently was awarded two Billboard Triple-Crown Awards on the Prince Albert portion of "Grand Ole Opry" on the basis of the success enjoyed by his "More and More" and "In the Jailhouse Now." . . . Dub Dickerson (Capitol), Chick Lee (TNT) and Gene Kay (TNT) visited with Wink Lewis at KSNY, Snyder, Tex., while touring that area recently with Elvis Presley's (Sun) unit.

By an official act of the Oklahoma Legislature, Red Foley was honored as the artist who has "contributed with humility and reference more than any other person to perpetuate the music so deeply imbedded in the hearts of the American people" on the ABC-TV portion of the "Ozark Jubilee" May 7. The presentation was made by Senators Nix and Rinehart in behalf of the State's governor and members of the Legislature.

Columbia's Lefty Frizzell will guestar on the ABC-TV portion of "Ozark Jubilee" next Saturday (21). . . . Porter Wagoner is back in Springfield, Mo., after a swing thru Texas last week. . . . Eddie Dean kicked off a personal tour May 7 with a shot on Red Foley's TV show from Springfield, Mo., and put in all of last week in Kansas, Nebraska and Oklahoma. He's set for a "Grand Ole Opry" shot next Saturday (21). Eddie is plugging his new release, "Impatient Blues" b/w "Cry of a Broken Heart." The former was written by his son, Eddie Dean II. (Continued on page 38)

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Acuff-Rose Publications

**SKEETS McDONALD**

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FOLK TALENT AND TUNES

Continued from page 37

Sage & Sand Records have signed Joanie Hall, singing guitarist, for a forthcoming session with Eddie Sr.

The Frontiersmen next week begin a swing thru the East and Midwest for the Jolly Joyce Agency, Philadelphia. Their latest on Sage & Sand label is "Give Me a Song I Can Cry To" b/w "She Was Kissing Somebody Else." . . . The Maddox Brothers, with Rose and Retta, repeated in the guest slot on "Big D Jamboree," Dallas, last Saturday (14) on the basis of the success chalked by them in that niche the week before. They put in last week at the Cipango Club, exclusive Dallas spot. They were the first c.&w. unit ever to play the Cipango and the local dailies gave them rave notices. . . . Slim Whitman guests with "Big D" May 28. . . . Abbie Neal and the Ranch Girls, of "WWVA Jamboree," Wheeling, W. Va., are working on a series of 39 TV films being made by Warren Smith, Inc., Pittsburgh.

Mike Post, 13-year-old c.&w. entertainer, has just launched his own TV show, heard each Friday night, 7:30-8, over KTVE-TV, Longview, Tex. Louisiana's former governor, Jimmie Davis, was his guest at the kick-off. Mike has three other teen-agers in his group: Jimmie Campbell, steel guitar; Lynn Scharff, rhythm guitar, and Johnnie Beth Ferguson, gal vocalist. Mike sings, plays lead guitar and emcees. . . . Lonnie Barron is plugging his first release on Sage & Sand Records, "You're Not the First Girl" b/w "Sentimental Me, Sentimental She." Disk is reported hitting well in the Midwest.

Texas Bill Strength is set for a session for Capitol Records in Hollywood June 23. Meanwhile, he is booked on a long string of personals, winding up at Russwood Ball Park, Memphis, July 4, on a bill with Ernest Tubb, Goldie Hill, Faron Young, the Wilburn Brothers, Marty Robbins, and the Carter Sisters, Monday (16) he appeared with Curly Fox and Biff Collie over KPRC-TV, Houston, and May 19-24 he's set on swing that'll carry him from Port Isabel, Tex., to Mexico City. He'll be in Meridian, Miss., for the Jimmie Rodgers' celebration, May 25-26, and May 28 appears with "Big D Jamboree" in Dallas. Strength is tentatively set to appear with Red Foley's TV network show June 18. On June 24 he appears with Spade Cooley in Hollywood, and the following night does a stint on Cliffie Stone's "Hometown Jamboree" in the same village.

Thurston Moore, publisher of the annual hillbilly scrapbooks, is now engaged in doing various books and printed promotions for artists and deejays. He has just completed a special book for Little Jimmy Dickens and is also doing books on top artists for Pocket Magazines in New York. His first was on Rosemary Clooney. Active for some time in the country music field, Moore is on the board of directors of the Jimmie Rodgers Memorial Association, and will be in Meridian, Miss., next week for the annual Rodgers celebration. . . . Frankie Miller has just completed an extended deejay tour to promote his new Columbia release, "You're Crying on My Shoulder Again" b/w "You Don't Show Me Much." The tour started in Dallas and concluded in Cincinnati. During the swing, Frankie was the guest of "Grand Ole Opry" and also made appearances at Ernest Tubb's Record Shop in Nashville and Jimmie Skinner's music emporium in Cincinnati.

Dot and Smokey Swan, currently celebrating their 10th year with "Grand Ole Opry," and who recently signed their first recording pact with M-G-M, made the racks with their initial release last week. It's "Contact" b/w "Blue Eyes Crying in the Rain." . . . Rose and Retta, fem members of the Maddox Brothers' unit, are reported to be clicking 'em off in the Dallas sector with their new Columbia release, "Hoot Owl Melody" b/w "I'm Gonna Be Loved Tonight." . . . Douglas

Bragg, feature of "Big D Jamboree," Dallas, has a new one on Coral, "Day Dreamin'" b/w "Texas Special." . . . Mitchell Torok was featured on "Grand Ole Opry" May 7; last Friday (13) played Hillbilly Village, Jefferson City, Mo., and Saturday (14) guested with Red Foley's "Ozark Jubilee" over the ABC-TV network from Springfield, Mo. Torok is accompanied on his present tour by his wife, Gail.

Horace Logan, program director of KWKH's "Louisiana Hayride," Shreveport, swears that he and Johnny Horton, the Singing Fisherman, snared 25 bass from Caddo Lake, near Shreveport, May 5. Logan also reports that the CBS radio network will carry the entertainment from the Jimmie Rodgers' Memorial Celebration from Meridian, Miss., May 26, from 8:30-9 p.m., CST. . . . Donn Reynolds, still appearing regularly over WTOP, Washington, says he has a new release coming out soon on the Blue Hen label. . . . Joe Taylor and His Indiana Red Birds, Fort Wayne, Ind., will appear on the opening c.&w. bill at Buck Lake Park, Angola, Ind., May 29. . . . Bud Deckelman set for "Circle Theater Jamboree," Cleveland, June 11. Jack Kingston, of Canada and Sparton Records, made his debut on that show last Saturday (14).

The Elvis Presley unit, with Onie Wheeler, appears with "Louisiana Hayride," Shreveport, next Saturday (21), and the following day stops off at Magnolia Gardens, Houston. From there the unit members will hop into Meridian, Miss., for the Jimmie Rodgers' celebration. The Presley group appears with "Big D Jamboree" Dallas, May 28. . . . Ann Jones, platter whirler and performer of Vancouver, Wash., now on an extended tour thru the West and Southwest with her all-gal group, the Western Sweethearts, writes from Phoenix, Ariz.: "We started from Portland, Ore.; worked down thru California into Arizona, and will cover Texas, Oklahoma, Colorado, Utah, Idaho, and then back home to Vancouver. Our time will only let us be on the road thru

(Continued on page 44)

**WESTPORT RECORDS**

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## Pubbers, Writers Hit In ASCAP-BMI Feud

NEW YORK, May 14.—The perpetual rivalry between the two giant performing rights societies, the American Society of Composers, Authors and Publishers, and Broadcast Music, Inc., produced some interesting backwash this week. ASCAP's recent ruling, in which performance money is denied to any ASCAP writer or publisher for tunes co-written with a BMI writer (The Billboard, April 9), already has left its mark in several sectors. Meanwhile, it was learned that ASCAP moved its deadline for non-payment on mixed-society collaborative efforts from January 1 to April 1.

ASCAP reportedly moved that date back after some heavy complaints from important publishers who got caught in the middle with some highly-rated plug material. One of the tunes affected, for example, is "Not Yet," co-authored by ASCAP member Milton Berle and introduced on the Berle show by Susan Hunter.

One of BMI's important writers, Carolyn Leigh, who co-authored "Young at Heart," the "Peter Pan" score, etc., and who has shown a predilection for ASCAP collaborators, asked for and received her release from her BMI contract, and already has applied for membership in ASCAP.

According to BMI Vice-President Bob Sour, "BMI doesn't want to stand in anyone's way, so we

## Merc Meeting Phase Two of Summer Drive

CHICAGO, May 14.—Mercury Records staged a special, intensive, one-day meeting of its distributors, branch managers, salesmen and promotion men here Friday (13). The session was called by Mercury President Irving B. Green as the second phase in the label's previously announced drive for the summer months.

Attending the meeting were over 50 salesmen, distributors, managers and promotion men from Chicago, Cleveland, Pittsburgh, Detroit, Milwaukee, Minneapolis, Buffalo, and St. Louis.

Topics discussed were sampling, disk jockey coverage, display and promotion materials, sales aids (racks, browser boxes, etc.) speed and record size trends, packaging, release schedules and future planning. The subjects were covered for Mercury's pop single, pop album, classical, jazz, rhythm and

(Continued on page 44)

## ONE-NIGHTER TRADITION BROKEN

### Fla. Club Holds R.&B. Talent Full Week on 50c Admission

HALLANDALE, Fla., May 14.—In the rhythm and blues booking trade it's an accepted fact that between Atlanta and New Orleans it's strictly one-nighter territory. But one local club operator has been able to book name acts on a weekly basis and come out well ahead of the game. The place is The Palm, located 15 miles outside Miami, designed, built and operated by Ernie Busker.

The Palm, actually a park with 14,000 square feet covered, packs 'em in with name record attractions and a 50-cent admission charge in a territory where one-night promoters normally ask \$2. Once inside, there's a 108-foot bar, a dance floor and ample seating. The aver-

gave Miss Leigh her release. We're sorry to see her go and wish her the best of luck."

Meanwhile, an innocent ASCAP writer and publisher got penalized for unwitting collaboration. These respectively would-be Mann Curtis and Joy Music, co-writer and publisher of the song "Saturday Lover, Sunday Stranger," which has been recorded for Columbia by Joan Weber. Joy Music obtained the song from Curtis and another ASCAP cleffer, Nick Jovan, who neglected to inform Curtis or Joy that the original draft of the opus had been written by Julie Mandel, a BMI writer. When Miss Mandel's authorship was established, the song was rendered valueless in ASCAP's performance pool. Miss Mandel, however, will be entitled to her regular share of performance monies from BMI.

## CLARK TO HEAD AB-PT'S DISKS

NEW YORK, May 14.—Sam Clark, indie distributor and sales chief and co-owner of Cadence Records reportedly will head up the forthcoming record operation of American Broadcasting-Paramount Theaters, Inc. Cadence and AB-PT have been negotiating a sales deal for some weeks without coming to terms, but it is now understood that Clark will move over to AB-PT's new record set-up with or without Cadence. Clark also operates his own distribution outfit in Boston.

## Fox on Coast Check

NEW YORK, May 14.—Harry Fox, publisher's agent and trustee, has gone to the West Coast to conduct a check on several indie labels whom publishers feel have not been making adequate royalty returns.

## WHAT'S MY NAME AGAIN?

### Disk Stars' Aliases Thicker Than a P.O. Bulletin Board

By JUNE BUNDY

NEW YORK, May 14.—A warbler by any name may sing as sweet, but many of today's record artists are convinced that a change of monicker may help their disks sell better.

The name change is usually made when the artist switches to another label, and as far as the public is concerned the performer is a "new singing discovery." The "reborn" philosophy makes it a bit tough for a label's publicity department, which is confronted with the problem of predicting a brilliant future for the personality without revealing his past.

However, the ladies love it, since it provides them with a once-in-a-lifetime opportunity to deduct years from their "for publication" ages.

A rash of name change artists has showed up in the pop record field within the last couple of months—the most recent case being M-G-M's Robbin Hood. Miss Hood, evidently quite a reader of childhood classics, was billed as Wendy Waye when she recorded for Coral last year. Meanwhile, Coral has acquired another story-book nomenclature fan in Marco Polo, who once answered to the name of plain Jimmy Saunders.

#### 1-2-3 Shift

Over at Columbia, they're touting "new singer" Steve Clayton. He's actually Pat Terry, who has been doing a nitery act around here for a number of years. Decca is grooming Joe Barrett, a boy who stirred up considerable excitement

a few years ago as Vinni De Campo.

Mercury's Tommy Leonette was billed as Tommy Lynn when he sang with Charlie Spivak's band, while Coral's latest vocal find, Jeffrey Clay (ex-Sammy Kaye vocalist signed by the label this week), formerly recorded under the name of Jeffrey Clef.

The what's-my-name kids point to Decca's Karen Chandler as a foremost example of what a difference a name may make in a recording career. The canary recorded for London as Eve Young with little success, whereas the first record she made under her present byline was a big hit, "Hold Me, Thrill Me, Kiss Me."

#### Three Ways

Guy Mitchell recorded as Al Cemik and Al Grant before he

## Program Set For Radio Day At NARTB Meet

WASHINGTON, May 14.—Radio will have its day Wednesday (25) at the 33d annual convention of the National Association of Radio and Television Broadcasters to be held here May 22-26. Henry B. Clay, KWKH, Shreveport, La., co-chairman of NARTB's convention

(Continued on page 44)

## 'POSITIVELY'

### C. Tobias To Quit as SPA Prexy

NEW YORK, May 14.—The a draft movement is reported in the works, Charles Tobias, now serving out his third consecutive term as president of the Songwriters' Protective Association, states he is "positively" retiring from office in the cleffer org next week.

SPA will complete its election of seven new council members early next week, and the reconstituted council will name officers a few days later.

Tobias, a charter member of SPA, has held executive office in the org for the past 22 years, serving variously as secretary, treasurer, vice-president and president.

## Star Title Company Readies 'Pic Strips' For Disk Dealers

### Aims at Singles Self-Service Selling Ease; Capitol Promotion Starts Plan

NEW YORK, May 14.—In a move to make self-service merchandising as effective for singles as it is for albums, the Star Title Strip Company—in co-operation with all the major labels—is readying the industry's first "Pic-Strips" title-strip service for record dealers.

Starting July 1 a free sampling of the strips will be offered to dealers for a month. Following the trial period, retailers may subscribe to the service for the rest of the year for \$10, with subsequent year-subscriptions price-tagged at \$24.

Star Title Strip plans to make up titles for practically every release marketed by the majors, including pop, country and western, and rhythm and blues. Each strip will feature a picture of the artist, record titles, artist's name, label and record number.

#### Juke Strips

Star Title Strip chief Dal Haun, who recently introduced a similar "Pic Strip" service for juke box operators, estimates that the service will provide dealers with about 50 new title strips each week. Ultimately he hopes to extend his coverage to most of the indie labels. The title strips are set up on easy-to-separate, perforated cards, each card containing 10 different strips and including a duplicate set so dealers can use one for 45 and the other for 78.

Altho the labels are sharing some of the costs on the monthly free-trial period, after that the only cost to the manufacturers will be an initial charge of \$15 each to make up the artist photo costs. In the case of releases featuring art-

(Continued on page 44)

## Top Col. Execs Tour Cities for Dealer Talks

### Conkling, Cook and Lieberson Gather Good Suggestions

NEW YORK, May 14.—Columbia Records' top executives have launched a precedential series of junkets into the field to talk record business face-to-face with the dealers. Last week President Jim Conkling, Executive Vice-President Goddard Lieberson and Vice-President in charge of Sales Hal Cook visited three major disk areas and held meetings with eight to 10 representative dealers at each stop.

Working from a highly informal agenda, dealers and diskers discussed such pertinent topics as packaging, price, quality, advertising, point-of-sale, distributor relations, exchange and return privileges, store modernization and self-service.

The first conclave was held Tuesday (3) in Washington for dealers from that city and Baltimore. The next was held Wednesday in Columbus, O., for dealers invited from that city, from Cin-

(Continued on page 44)

## Cap's Wallichs Placed On EMI Director Board

HOLLYWOOD, May 14.—The directors of Electric & Musical Industries, Ltd., have elected Glenn E. Wallichs, president of Capitol Records, Inc., to their board. Announcement was made this week by J. F. Lockwood, board chairman.

In commenting upon his election, Wallichs emphasized that Capitol is today in an even better position to offer artists immediate worldwide promotion, distribution and sales, with the growing market for American recordings.

"Such global coverage not only assures attractive royalties for the artist," he said, "but also builds

a demand for highly paid personal performances.

Further announcements of products and plans developed as a result of Capitol's international tie with EMI will be forthcoming in the near future, Wallichs declared.

Meanwhile C. H. Thomas, home sales and pop artists manager of EMI in the United Kingdom, concluded a two-week stay here during which he studied Capitol's merchandising and promotion operation. Thomas left here en route to Scranton, Pa., where he will overlook Cap's manufacturing facilities. He is scheduled to return to London next week.



## SINGING IN DIXIE

# All-Night Festivals Boost Show World

• Continued from page 1

foot-stomping as the performance gets under way.

There is a long roster of quartets which make these auditorium and ballpark circuits. The Blackwood Brothers and the Statesmen's Quartet, both recording for RCA, are booked together. Others include the Chuck Wagon Gang, Columbia; the Harmonizers, Bible-tone; Sunshine Boys, Bible-tone, and the Oak Ridge Quartet, Dot Records.

### Sponsored Quartets

Hub of the gospel song and spiritual business has been the Stamps-Baxter Publishing Company, of Stamps, Ark., and Dallas. For years they have put out song books and sponsored several quartets which appear at church events and at both commercial and non-commercial sings.

Probably the first true all-night sing was that which V. O. Stamps, of the publishing house, operated at the Sportatorium in Dallas in 1938. It ran from 8 p.m. to 8 a.m. and was broadcast by KRLD. Success was great and this became an annual event. While the Stamps organization continued to build and strengthen the non-pro sings thru its own quartets, others entered the field, too.

In 1948, Wally Fowler staged a similar event at the Ryman Auditorium, Nashville, and expanded to play regularly in most of the major Southern cities. Today he is one of the leading producers and promoters, with the Atlanta Auditorium Sings among those on his route. Loy McCormick, of Thomasville, Ga., is another leading producer.

### Thousands Attend

The Birmingham sing, where the Blackwood Brothers have played once a month for the past three years, the crowd is never less than 4,400 and often reaches 6,700. Five sings at Paducah, Ky., between June and August draw an average of 4,000 people each at the ballpark. This is one of several sings the Blackwoods now put on themselves. Another is at Tupelo, Miss., where the fairground grandstand has an average of 4,500 people for each event. One of the largest sing crowds was the throng of 10,000 that jammed the Winston-Salem ballpark in 1950.

Crowds are still increasing at Southern cities. The latest programs at Birmingham were turn-aways. The northward expansion has brought crowds of about 2,000 in Indianapolis and St. Louis, 3,000 in Akron, 3,500 in Detroit on a monthly basis.

Semi-religious or inspirational popular music included in sing

## L. A. Juke Org Disk Campaign

HOLLYWOOD, May 14.—The Los Angeles division of the California Music Merchants' Association this week announced details of a weekly disk promotion designed to promote consumer interest in the juke box field.

Music operators' group named disk jockey Jim Ameche an honorary member this week, with Ameche slated to air a recording selected by the operators on his daily KLAC radio show. Disk selected by a committee of operators has been tentatively titled the "Jim Ameche Juke Box Record," with title strips of the selection to appear in Los Angeles juke boxes. Strips will be distributed free of charge by the association.

Independent promotion man Bob Stern worked out the program with members of the operators' association.

programs are such hits as "I Believe," "The Man Upstairs," "Count Your Blessings" and "Open Up Your Heart." Helping the trend, too, is the fact that top-name vocalists are recording such pieces.

### Open With Prayer

A sing usually opens with a prayer led by a local minister and sometimes there is a brief talk. Much support for the sings comes from members of the Baptist, Methodist and other Protestant churches.

In Tennessee, Gov. Frank Clements is a sing enthusiast, and he not only has come to the programs but also has had the Blackwood Brothers and others appear at some of his campaign rallies. The Blackwoods also appeared in Ackerman, Miss., recently to help Judge J. P. Coleman, attorney-general of Mississippi, open his campaign for governor.

The Blackwoods have 14 single releases on RCA plus a six-side album. They have two daily transcribed radio shows over WMPS, Memphis, and transcribed programs on 26 Southern radio stations five days a week. About 50 numbers a year are recorded for World Transcription Service. Each Fourth of July they play Hodges Park, at DeLeon, Tex., and usually draw about 10,000 people. They appeared, but not as an act, at the Clay County Fair, Spencer, Ia., in 1947 and 1948 and at the Nebraska State Fair, Lincoln, in 1948, and the Harrisburg, Ill., Fair in 1953. They carry their own pianist, and travel on a 37-passenger bus which they remodeled to carry five bunks, five contour chairs, a piano and refrigerator.

## Hover Seeking \$1.6 Mil In Action Against MCA

HOLLYWOOD, May 14.—Treble damages totaling \$1,387,500 were asked by Herman D. Hover, owner of Ciro's night club here, in an anti-trust action filed in U. S. District Court against Music Corporation of America, its affiliated corporations and officers, and Hilton, Statler and Schine hotel chains this week (10).

Charging MCA with restraint of

## RCA, Cap Hold Price on 78's

NEW YORK, May 14.—Columbia Records' recent cutback in the price of its 78 r.p.m. singles from 98 cents to 89 cents will not be followed by RCA Victor and Capitol Records, it was stressed this week. Decca has remained at 89 cents.

Lloyd Dunn, Cap veepee, declared, "Capitol has no plans for reducing the price of 78 r.p.m. records, nor do we see any justification for the reduction."

This view was echoed by Larry Kanaga, Victor operations manager. Kanaga noted that 78's were moving toward obsolescence. Pop 45's currently outsell 78's at a ratio of 60 to 40 at Victor, he said.

NEW YORK, May 14.—Omegatape, in moves to expand its catalog, has just acquired the pre-recorded rights to several jazz LP's. Recent deals have brought to the tape firm rights to albums originally released by Pacific Jazz, Starlight Records and Gene Norman. Also acquired are several sets from Layos Records featuring the Roger Wagner Chorale.

Dave Hubert, Omegatape president, was here this week arranging Eastern distribution for his firm.

## MUSICAL CHAIRS FOR A.&R. MEN?

HOLLYWOOD, May 14.—With virtually all of the complement of major recording company artist and repertoire men affected by persistent rumors of changes, one sage Hollywood observer injected a bit of mirth into the situation this week.

"It's a game," he said. "We'll line up all the repertoire men facing chairs identifying the record companies, and play 'musical chairs.'"

## Capitol Adds Patti Andrews, Geo. Shearing

HOLLYWOOD, May 14.—Capitol Records went on a talent signing spree this week, coming up with two top music business names in Patti Andrews and George Shearing, and the possible addition of a third, Les Brown.

The addition of Miss Andrews and the George Shearing Quintet gives the label substantial weight in the girl singer and jazz departments. Miss Andrews' most recent was with Decca Records, under contract, tho, as part of the Andrews Sisters vocal group.

Shearing has been with M-G-M since coming to this country, and is regarded as one of the most valuable jazz artists in the disk industry.

The signing of the Les Brown band appeared imminent, with all save signatures reported holding the deal up. Brown's contract with Coral Records terminated some months ago, and according to Capitol execs, he will record under their banner as soon as formal contracts are inked.

## EP Sets Cut in Col. Price Adjustments

NEW YORK, May 14.—Columbia Records has taken one more step in what is shaping up as a series of price adjustments. This time the 45 r.p.m. multiple EP sets are affected. Suggested list prices for these are now scaled at \$1.49 for a single disk, \$2.98 for a double, \$3.98 for a triple-disk set and \$1 for every additional disk in each album. Formerly they were scaled at \$1.49 per disk all the way up.

Columbia's last cuts, instigated several weeks ago, reduced the wholesale price of 78 r.p.m. shells back to the level that prevailed when the suggested retail price was 89 cents. At the same time, the diskery cut its LP entire line from \$2.98 to \$1.98.

Meanwhile, tho the company officially is continuing its triple-layer pricing of regular Columbia LP's, it is observed that the June release, which includes nine sets, will list across the board at \$4.98. That particular issue will include five sets in the Modern American Music Series (all chamber music)

## Liberalization Of AFM Pact Asked by Webs

• Continued from page 2

programs of the series involve additional payments?

A second point asks that the matter of rebroadcast policy be liberalized in order that no additional fees need be paid.

### Recorded Programs

A third point has to do with recorded programs. Under a strict interpretation of the contract, a recorded show—whether TV or AM—calls for the payment of transcription scale in addition to the weekly wage of the staff men.

Request of the networks, particularly with regard to its AM application, is regarded by many as evidence of the desire to produce and sell the best programming possible within budget limitations. The networks, it is understood, feel that this would help their affiliated stations stem the competition of the indie outlets.

The AFM-network pact was signed February, 1954, and holds for five more years.

## RCA Quits LP Double Folds

NEW YORK, May 14.—RCA Victor has abandoned the use of double-fold sleeves for LP's, altho this type of packaging had been set as the standard for several special series. The diskery made the move after receiving reports from the field that the albums had warped with the passage of time, altho this had no adverse effect on the records themselves.

This week's release of the original-cast etching of the new Broadway musical, "Damn Yankees," is the first Victor show album to come out with the more familiar single sleeve. Other series that were to continue with double folds included jazz 12-inchers and certain classical sets such as the recent Artur Rubinstein piano albums.

HARTFORD, Conn., May 14.—A Hartford orchestra leader who fell thru the railing of the bandstand in a restaurant four months ago has brought suit for \$40,000 in Superior Court against the restaurant owner.

Philip Corso, guitarist and musical group leader, claims he injured his back, spine and hip in a fall at the Charles Restaurant. He crashed thru the railing while leaving the bandstand for a "break."

and also four sets in the Contemporary Orchestral Music Series. According to the diskery, \$4.98 has been determined as the logical, practical price for material of this nature.

## NEWS REVIEW

### Recording Biz Highlighted in Miller Audition

By STEVE SCHICKEL

CHICAGO, May 14.—A live closed-circuit audition of the new "Howard Miller Show" was transmitted to the New York CBS plant to be kinescoped this week. The show, centering entirely on the record business, has prompted enough interest among CBS brass to warrant an expenditure of \$8,000 to defray the cost of the closed-circuit audition.

Technically, the show comes up with several new video ideas, plenty of good camera work and loads of audience appeal via "You Are There" impact. The format has three basic ingredients, a guest shot, a biographical story of a star, and a live actual record session.

In this show caught, the guests were the DeJohn Sisters. Miller, in his narration, points out that the popularity of the sisters is due almost entirely to a hit record and it is this record that the girls sing on the show. In "The Story of a Star" presentation, Miller gives the entire bio before the identity of the star is made known. In this case the star was Julius La Rosa, who sang "Anywhere I Wander," "Eh Cumpani" and "Mobile." The story takes the listener from the beginning to the current stage of the star's development. In this stanza, La Rosa sings before a back-projection screen. Also appearing in this stanza were Archie Bleyer, head of the Cadence Records, which La Rosa records for. (Continued on page 44)

## Introduction Of Stereo-Vox At Parts Show

CHICAGO, May 14.—A new approach to high-fidelity and binaural reproduction will be introduced next week at the Electronic Parts Show which is being held at the Conrad Hilton Hotel, Chicago, May 16-19.

The new idea, altho not true binaural, is intended to create a binaural effect on present monaural high-fidelity reproduction units. The unit, called the Stereo-Vox, will create a stereophonic reproduction by adding reverberation to the output of present players. This technique, in simple terms, is nothing more than creating a time lag in the feeding of the audio signal to one of the two speakers or one of two earphones being used.

The new unit, which is manufactured by the Permoflux Corporation, is made to become a part of sets already in existence in the (Continued on page 44)

## GOLD DISK FOR PRADO'S 'PINK'

NEW YORK, May 14.—Perez Prado's waxing of "Cherry Pink and Apple Blossom White" has passed the 1,000,000-mark in sales, RCA Victor execs said this week, and the label is preparing a gold disk for the ork leader.

About 28 per cent of sales have been in export, it was stated.



*the voices that have captured the heart of all america*

# THE COWBOY CHURCH SUNDAY SCHOOL CHOIR

Sing another  
pair of great  
new songs  
by . . .



*Stuart Hamblen*

# GO ON BY *and* LITTLE BLACK SHEEP

**A BILLBOARD SPOTLIGHT** ". . . loaded with pure, wholesome, childlike charm."  
(The Billboard, May 14 issue)

29530-9-29530

*America's Fastest Selling Records*



**DECCA**  
RECORDS



## VOX JOX

By JUNE BUNDY

**CONTEST GIMMIX:** Ted Steele, WOR and WOR-TV, New York is offering his teen-age listeners a \$100 prize for the best letter written on the rhythm and blues trend pro or con. . . Dick Reynolds, WHKK, Akron, is conducting a "Prodigal Beauty Contest" in conjunction with local showings of the Lana Turner movie "The Prodigal." Bob Kay, WAVE, Louisville, is still working hard on his Amateur Disk Jockey Contest, with two would-be-spinners competing nightly on his show and listeners voting their preferences by phone. Nightly winners receive free disks, while weekly winners will each receive an RCA Victor "Listener's Digest" album and will compete in the grand finals June 11.

Bob Dunn, KLLX, Oakland, Calif., won Mercury's Sarah Vaughan contest, which called for deejays to sing along with canary's "How Important Can It Be?" disk. Winners were chosen on the number of requests they received from listeners who wanted to hear the deejay-Vaughan version rather than the thrush by herself. Second prize was won by Hugh Johnson, WBBW, Youngstown, O., and third prize went to Ray Wright, KGCX, Williston, N. D. Altho no recording contract was offered in the original prize loot, Mercury is so impressed with the Bob Dunn waxing that the label may sign him a contract.

**SURFACE NOISES:** Ted Crays, KRMD, Shreveport, La., writes that he is "giving the ax to all Columbia and Mercury records on my four-hour evening show. These companies are very hard to get deejay service from. The station's three other deejays are also joining the ban on the two labels." . . . Wax flack Buddy Basch is visiting deejays in the Midwest. . . "Watch for a trend toward kiddie records," says Jack Clifton, WCWU, Akron. . . Don Porter, KXL, Portland, Ore. (now doing record promotion for station in addition to his deejay show), wants bios and other publicity material on artists. . . Johnny Andrews' "Morning Bandwagon" on WTAM, Cleveland, won the American Federation of Television and Radio Artists award as Cleveland's best local radio show for the third year in a row. . . Our apologies to Howard Edwards, KONO, San Antonio, for moving his station's call letters to Honolulu, KONA.

(Continued on page 67)

## DEALER DOINGS

By GARY KRAMER

**PRIZE WINNERS:** Super Music Enterprises, Washington, has been named winner in the Amusement category of the Radio Advertising Bureau's third annual Radio Gets Results contest. Irving and Israel Feld, who own the four Super Music record shops in Washington, spends about two-thirds of their advertising budget on radio, using newspaper advertising primarily to support the radio effort. Their schedule on Station WWDC calls for eight hours weekly of disk jockey programming, plus 72 spots per week. The Feld brothers credit radio advertising as the prime factor in building their business in 14 years time to a \$2,000,000 annual operation.

In the same contest, the Standard Radio and Record Company, Seattle, also won first prize in the specialized Services classification. This independently owned record shop spends about \$5,000 every year on advertising, with 75 per cent of it in radio (15 per cent, catalog; 10 per cent newspaper) aimed at outselling the heavy competition. Seattle has 29 retailers exclusive of variety and department stores in the market. Millard Smith, owner of the shop, now has a minimum schedule of four one-minute spots daily on Station KXA, and believes that this accounts for the store's 30 per cent sales increase in 1954.

Mrs. Teresa Buist, Grand Rapids, Mich., dealer, came out on top

**HI-FI SLANT:** Chris Lovett, dealer in Hamilton, Ontario, has earned a lot of good will from hi-fi customers by inviting them once a month to come in and listen to the latest releases and talk over new ideas in playing equipment. "While this has made a lot of work for us," Lovett writes, "we find it excellent advertising that results in significant extra sales. Incidentally, I believe we sell more anti-static liquids, cloths and plastic LP covers than all other Hamilton stores combined because we push them, not just to a few customers, but to everybody. Customers who have just purchased new three-speed record playing equipment and are purchasing LP's for the first time, are given a thoro drill by the sales clerk in the correct method of taking LP's from their jackets to avoid scratching, care in handling and storage, etc. Customers welcome this little added attention."

Ralph Colucci, owner of Haynes-Griffin in New York, has begun to lick the problem of "returned" LP's that may not actually have been purchased in his store. All LP's going over the counter are rubber-stamped with store initials and date of purchase. Colucci says, "This has saved me a tremendous amount of time and money." . . . Phyllis O. Barr, of the Record Barr, Jesup, Ga., reports a successful merchandising idea in her "needle trade-in month." A 15-cent trade-in on any cartridge replacement is allowed: 10 cents on the screw-in type. Miss Barr is also sponsoring a "Patio Cruise," a take-off on an idea suggested by three Columbia albums, "Holiday in Rome," "Caribbean Cruise" and "Musical Journey." Miss Barr has been using radio spots to issue "invitations" to this musical world cruise.

## JUKE BOX WRAP-UP

Music operators in 35 cities move to dime play since the first of the year. Growth of conversions faster than at any time in the six-year history of dime play. Estimate Eastern Seaboard to eliminate nickel play by 1956; Midwest, South and West may match this estimate.

Operator survey shows divided reaction on proposal to use advertising records on juke boxes. Operators air pros and cons of such a move. Increased costs given as reason for wanting the proposal, fear that juke boxes would be classified with radio and TV behind "no" answers.

Westchester operators hold forth annual banquet. Entertainment highlighted by Bill Haley and the Comets, Decca; Eydie Gorme and Steve Lawrence, Coral; Sonny Graham, RCA; Richard Hayman, Mercury, and others.

Transco Sales Company bowed a full-size juke box for home use. Plans call for unit to be sold in department, appliance, furniture and record stores. Unit features V-M record changer with turnover cartridge and 12-inch speaker.

For full details on these stories see Music Machines department on page 100.

## ANNOTATORS' PROBLEM

# Get All the Facts in No Space, But Interesting

By GEORGE AVAKIAN  
Director of Pop Albums,  
Columbia Records.

The first thing that a customer is attracted by when he reaches for a pop album may be the title of the set, the artist's name, the artwork, or the color scheme of the cover. But two things are certain: (1) it won't be the flyleaf notes, (2) the notes (if they are any good at all) will become more valuable to the customer than anything else on the jacket put together.

But customers are sold, at the point of purchase, far more often by the initial impact of the front cover of an album than the back, so a great deal of effort, thought, and money is spent on the front—and, too often, not much on the back.

Notes should be designed to enlarge the enjoyment and understanding of the recording itself thru further exploration of the idea of the album and background information in depth as well as "sideways." By the latter term I mean putting the album and the information about it in a frame of reference to other albums or music, or whatever else in the customer's experience can be related to the album at hand.

### Should Be Interesting

Jazz flyleaves should be the meatiest in the pop field because they offer more interesting material to write about than any other kind of pop album. But some of them call for back-breaking work which money can't pay for. This happens most often when a historical album or series of albums are planned. The result can be a definitive document which will be of permanent value—if the notes live up to the standard of the recordings. Yet frequently the factual and biographical information which the annotator has available is inadequate, which means months of collecting, weighing and checking new information. (The Columbia Bessie Smith and Bix Beiderbecke Story series are prime examples.)

This is the final article in a special series on jazz written by key recording company executives.

But this is not the only problem. In a documentary jazz album, a vast area must be covered. Nothing should be omitted which is of primary importance to the subject at hand, yet the writing must fit into a space about 8 by 11 inches. Analyses and interrelations, both historical and musical, should be carefully considered and developed; this not only pre-supposes a solid background on the writer's part, but demands a great deal of additional preparation and thought. Finally, the organization of the material must be entertaining to read and must contain, in logical exposition, everything of pertinence which can be included within the allowable space.

All jazz album notes are variations on this kind of documentation. In some cases, some of the most difficult elements are reduced almost to nothing, while other and easier aspects of the annotation problem form the bulk of what goes into the notes. In an Errol Garner piano album of well-known standards, the basic information and "background in depth" can be given in a paragraph, but there is plenty of interesting and pertinent "sideways" information.

### "Caravan" Story

The story behind the now-famous CL 535 ("Caravan") was the way in which the recordings were made, and the annotation consisted mainly of a straightforward report of what happened. Simple and brief as the notes were, I received as much enthusiastic fan mail on them as I have for some annotations which covered far more ground and required painful research to dredge up important his-

torical facts that had never been known before.

Altho length is so often a problem, not one of the thousands of letters I have received over the years from jazz fans has ever complained of notes being set in small type. In fact, I once heard from a fan who said he bought a certain album with misgivings because the notes were in 12-point type, but he was pleased to find that quality had not been sacrificed for brevity.

Variety in jazz annotation can be introduced if an artist can write his own notes. Dave Brubeck, for instance is a pretty articulate guy. In the course of writing the first draft of notes for "Brubeck Time," I found I was really telling a story from Dave's point of view, so I suggested to Dave that he write it. He did, and we printed it in the form of an exchange of correspondence between us.

### Herman Wrote It

Woody Herman himself thought of the idea of his Columbia "The Three Herds" album, so I asked him to tell the story in his own words; there was a little ghosting on this one, but essentially it's all Woody.

Albums we are releasing this spring by Charlie Barnet, Gene Krupa, and Lionel Hampton will employ a similar technique. They spoke their comments on tape, the material was then re-cast as written text and sent to them for their approval, and finally printed under their own by-lines.

Album notes achieve their purpose if they can stand by themselves, away from the recordings they annotate, while at the same time relating directly to the recordings.

But the important thing is that good album notes, in whatever way they are considered, are salesmen who continue to work for years to come, creating new consumer interest and building good will for the company which consistently offers them.

## VOCAL TEAMS

### 'Experience With Bands Important'

HOLLYWOOD, May 14.—The vocal group that has not had any band experience is at a decided disadvantage in today's fiercely competitive market. This is the opinion of Hal Dickenson, veteran leader of the Modernaires.

"It's true," said Dickenson, "that a hit record offers the vocal group a quick trip to success, but few groups ever look beyond the immediate popularity they may achieve. That's part of the reason for the unhealthy situation prevailing in night club work."

According to Dickenson, the singing commercial, or rather the abuse of it, is responsible for both the abundance of singing groups and some of the comparatively poor singing they do.

The Modernaires are featured on the daily Bob Crosby teleshow on CBS, and are currently preparing their routine for a June 15 opening at the Coconut Grove here.

## Pop Stars Booked for Denver Summer Shows

DENVER, Colo., May 14.—The newest of half-dozen newly organized concert agencies in Denver announced a series of programs slated for the summer that will bring a host of headline stars to the Rocky Mountain area for their first appearance.

Lou Johansen, owner of Johansen Enterprises, said this week that William Holzer has become associated with him, and beginning June

## DISK PROMOTION PRODUCES RASH

CHICAGO, May 14.—A promotion gimmick used by Joe Dill may create a rash of activity among disk jockeys here shortly. Dill, promotion man for Johnny Desmond, was working on two tunes, "Togetherness" and "Straw Hat and Cane." To get the idea across, he wore a straw hat and carried a cane. To get the feeling of "Togetherness," he brought along his wife, Teresa, and his two sons, Peter, six, and Joseph, one.

Toward the end of the day's trudge along deejay row, they noticed that little Joseph had a fever. From all indications, it looks like the little fellow has developed measles. Joe says, "The deejays are going to break out in a rash over my tunes."

## AFM APPEAL

### 802 Ads to Ask Public's Aid to Music

NEW YORK, May 14.—Local 802, American Federation of Musicians, is preparing a "Keep Music Alive" campaign and will tell the plight of the musician to the public via ads in the daily press.

Kickoff date is June 1, when ads will appear in at least three daily papers. Chief aim of the campaign will be to keep musicians employed on radio and TV. Local has retained George Knoerr and Associates as its advertising agency.

The campaign, approved by Al Manuti, president of 802, will present the union's point of view that musicians are victims of an injustice owing to increasing mechanization on AM and TV. "This is the first time we have appealed to the public for their help and cooperation in helping musicians keep their jobs . . ." Manuti said.

Years ago, when sound on film raised havoc with the employment of theater musicians, the AFM, thru its national office, waged a newspaper campaign urging support of live orchestras in theaters. Joseph N. Weber, then AFM chief, retained Harry Calkins to spark the campaign.

## Livingston Co. Gets Musikon Tape Rights

NEW YORK, May 14.—Future Hack Swain Musikon prerecorded tapes will be duplicated and distributed by Livingston Electronics. The deal bringing the Swain library into the Livingston fold was set by Chet Smiley, Livingston president, and Hack Swain, president of Carey-Swain, Inc.

The move was taken by Swain largely to permit his firm to enlarge its facilities for recording, film editing and TV film production.

Livingston now numbers among the catalogs it releases on tape the libraries of Audiosphere, Connoisseur, Atlantic, Esoteric, Riverside, Empirical and Oceanic. Smiley said other catalogs are now being negotiated for.

There are more than 50 half hour programs currently on Swain tapes.

18 the first of a series of concerts will feature Guy Mitchell, Georgia Gibbs and the Mills Brothers in a show at the Red Rocks Amphitheater.

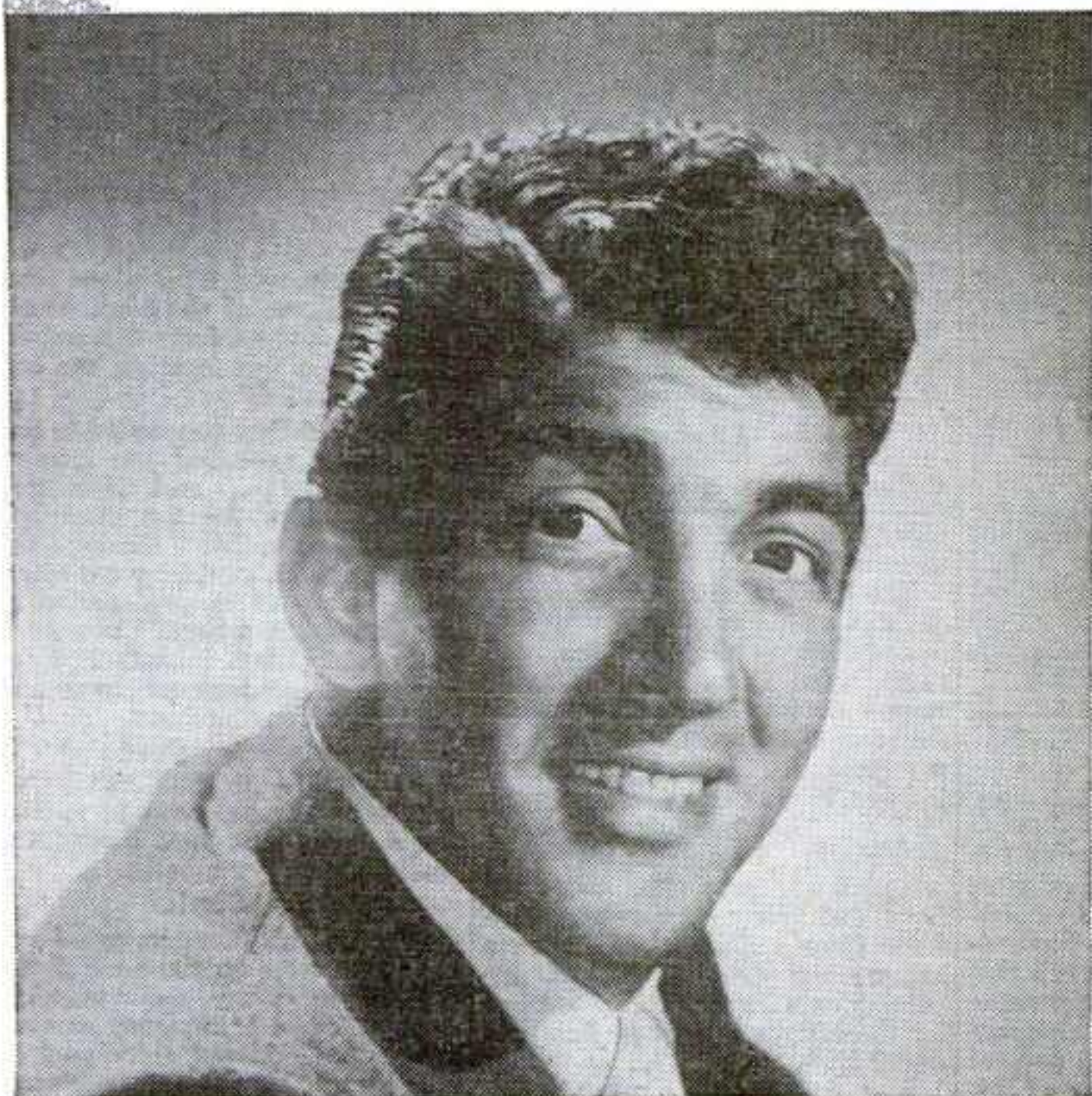
In July the Winged Victory Chorus will appear as part of the Johansen Starlight "Pops" Festival, and plans are under way to feature Kitty Kallen as part of this program. Frankie Laine and Margaret Whiting will headline a show at the Red Rocks on August 12, followed later by Nat (King) Cole.



# GREAT NEW HITS

## from Capitol

*Dean  
Martin*



**Chee**  
**Chee-oo**  
**Chee**

(SANG THE LITTLE BIRD)

**Ridin' Into Love**

Record No. 3133

*"Tennessee"  
Ernie Ford*



*Two inspiring performances  
acclaimed by his TV  
and Radio audiences....*

**His Hands**

**I'm a Pilgrim**

Record No. 3135





## RHYTHM-BLUES NOTES

By BILL SIMON

The package season is upon us now, and the agencies expect to do even bigger business than they did last year, when just about every one of the big shows made money. Friday (13), the Gale Agency's new edition of "The Big Show" teed off in Oklahoma City with substantially the same bill as last year. Again, the headliner is Roy Hamilton, but there are nine top names featured. The others are the Drifters, Lavern Baker, Willie Mabon, the Hearts, the Spaniels, Jimmy Reed, Little Walkin' Willie's band and the Erskine Hawkins ork.

"The Big Show" sells at \$3,500 per night with a 60-40 split. The format is concert and dance. This year the routing takes the package down thru Texas, then east, then north and finally westward. The final date will be June 26 in Western New York.

Gale also has its Sarah Vaughan show set to break from the barrier July 10. It's to be a four-week tour featuring Al Hibbler and the Red Prysock ork, plus others. The same office is building a package for Buddy Johnson which would take off in September. Ella Johnson, of course, will be one of the featured acts.

I hope Dean Barlow and Joe Davis will forgive us for getting Dean's name wrong in last week's Notes. Looks as tho there will be no mistaking this lad's name in the future; he seems to have a big one in his new JayDee waxing of "Forever." . . . Another error last week was the result of a misunderstanding. Okeh thought it had Jimmy Scott signed, but it developed that the warbler is still contracted to Savoy. . . . And there's a hassle brewing down Florida way. Gale's Frank Sands is hunting down a group working the territory and claiming to be the Drifters. Sands knows where the Drifters are, and it ain't Florida!

Two visitors to New York from icy Florida this week were Henry Stone and Ernie Busker. Stone is the writer of "Two Hearts" and an exec with DeLuxe Records. He was here to plug the Midnighters' new one, "Henry's Got Flat Feet." Busker is owner of The Palm niteriy in Hallandale. (See other story in this issue.) . . . Imperial's Lew Chudd is in from California.

## FOLK TALENT AND TUNES

(Continued on page 44)

June 4 this trip. My Western Sweethearts are really pleasing the folks and I'm as proud of them as I can be. Our latest release on the Sims label, "Careful b/w Guilty," is still going like a house afire."

Webb Pierce will play two weeks of dance dates thru Texas and Oklahoma, beginning May 22 at Waco, and following with Port Lavaca, Houston, San Antonio, Austin, Lubbock, Amarillo, Wichita Falls, Dallas and Fort Worth, in Texas, and Seminole, Oklahoma City and Tulsa, in Oklahoma. Pierce, Red Sovine and the Wondering Boys are repo tea to have played to good crowds thru Kansas and Oklahoma the past week.

### With the Jockeys

WSM's popular "Mr. DeeJay, U. S. A.," weekly disk seg handled by Grant Turner, with a visiting jockey featured as guest, has had its time increased from a half hour to an hour. "Mr. DeeJay" is open to any country music jockey who requests time on it and who will wait his turn to appear, Turner says. The first dates now open are in July and August. . . . Curley Gurlock, who whirled his country style at CJCA, Edmonton, Alta., typewrites that Carl Smith, Marty Robbins, Ferlin Huskey and Tommy Collins have just completed four successful dates in that sector, making many friends and doing an excellent job in promoting their record sales thruout Western Canada. Gurlock and Bamford, of Hollywood, have just completed arrangements for another "Grand Ole Opry" unit to appear in Edmonton June 7. Package will include Roy Acuff, Kitty Wells and Johnnie and Jack.

Cowboy Phil, deeJay-entertainer at WHJB, Greensburg, Pa., now spinning a morning show six days a week, 7-8, is slated to spring with a new afternoon show soon. . . . C. H. Vokes, Box 326, New Kensington, Pa., will supply Blue Hen and Blue Ribbon records to deejays who will write him. He also has Karroll Sisters Decca records for distribution to jocks who aren't supplied by Decca direct. . . . Paul Westmoreland, California deeJay-performer, is reported angling to settle permanently in the Cleveland area. He has spent considerable time in the Ohio city recently. . . . Jack Holden, who has been handling the c.&w. deeJay chores at WJIV, Savannah, Ga., has shifted activity to KWEM, West Memphis, Ark.

Little Joe Penny, whose two-and-a-half-hour recorded "Hoedown Party" is heard nightly over

WJPS, Evansville, Ind., has been given another 30-minute mid-morning show daily plus another two hours on Saturday mornings. On the latter seg, he is augmenting his record-spinning with his newly organized Wooden Nickels group. Little Joe recently debuted his new band on the two-hour, Saturday night "Hillside Hoedown" heard over WZHT-TV, Henderson, Ky. Penny reports that mail pull has doubled since he has started doing live numbers himself between record spins. . . . Pete Hunter infos that jocks who haven't received a copy of his new Feature release can get one by mailing him a card to 620 Gulf Bank Road, Houston 9. . . . Country music got a much-needed shot in the arm recently in the Dallas-Fort Worth sector when Chuck Jones took over the c.&w. spinning chores at KCUL, Dallas' 10,000 watter.

Murray Nash, of Murray Nash Associates, Nashville, spent several days in Dallas recently scouting material and talent. Nash says a copy of Dub Dickerson's new release, "I Must've Drove My Mules Too Hard," is available to any jockey who'll write him at 771 Elysian Fields Road, Nashville. . . . Lou Millet reports that his daily disk show, which he inaugurated two months ago over WLCS, Baton Rouge, La., is clicking it off in excellent fashion. Lou says he recently brought in Hank Thompson and His Brazos Valley Boys for a dance, and that the boys jammed the joint.

Hal Smith, personal manager to Carl Smith, wires in to remind c.&w. jockeys that they may receive Carl Smith's latest release, as well as those of the Tunesmiths, by contacting him at 202 Rice Building, Madison, Tenn. . . . Paul Simpkins, who for the past 10 years has been handling country disk shows and promoting artists at various Mississippi stations and more recently commercial manager at WCOC, Meridian, Miss., has joined WBAM, Montgomery, Ala., as c.&w. jockey. He is presently handling "Perulator Patrol," 4:45-6 a.m.; "Prairie Round-Up," 9:45-11:30 a.m., plus an hour strip each afternoon from 4-5.

Sheriff Tex Davis, old country & western standby at WCMS, Norfolk, now has a 45-minute TV show each Thursday night over one of the largest stations in the Norfolk area. Sponsored by a local furniture company, the seg is billed as "Howtown Hoedown." Appearing with Davis on the show are Garland Abbott and His Tidewater (Continued on page 69)

## News Review

Continued from page 41

and several live actors, portraying La Rosa's parents.

### Recording Seg

The last 15 minutes of the show are devoted to the actual recording of a tune. For this, a control room was built on the stage and cameras installed inside. The number to be recorded is given a run-thru, a take and a playback. On this show, Mitch Miller, a.&r. topper for Columbia Records, cut a session with Felicia Sanders, Len Dresslar and the Caesar Petrillo orchestra (Chicago CBS Studio orchestra). The tune, "My Love Is a Gentle Man," was previously recorded by Miss Saunders. However, on any subsequent show, the session held during the broadcast will be the first and the tape will constitute the master which will eventually wind up on the record counters.

During the session, it was apparent that everything possible was being done to keep it as authentic as possible, even to the point of Mitch Miller wearing his lucky "hit cap." The camera work on this segment was excellent. The audio picks up both the artist and the control room dialog at the same time, showing how the a.&r. man controls the balance, etc. This should prove highly interesting to the home viewers. Lastly, as the playback is finished, Miller informs the listening public that this tune, just heard, can be purchased at the local record store in approximately seven days.

A further asset, even tho the show hasn't been bought or assigned, is the fact that a.&r. men from the various labels have already indicated 100 per cent co-operation. According to Miller, such artists as Perry Como, Patti Page, Eddie Fisher, Nat (King) Cole and similar names are on the verge of signing to record on the show. It is policy for the show to record not only large labels and names, but independents and rising stars as well. From where we sat, this show looked like it had the ingredients necessary to cut deep into the network ratings, at least until the novelty wears off, which won't be for a long time.

## Stereo-Vox

(Continued on page 44)

home. Understandably, the unit is intended for sets with two or more speakers, or with the use of ear-phones they can be adapted to one-speaker sets. The firm claims that reverberation is the third dimension which is responsible for stereophonic sound and as such, present monaural recordings, by use of this new device, can be made to simulate binaural reproduction.

The unit, which will retail under \$100 and will be sold thru leading high-fidelity dealers and electronic distributors, is being pegged for the fall market. However, depending on reaction at the show this week, the firm may push their plans forward and begin production immediately. The Stereo-Vox, according to Permoflux, can also be used with any other sound reproducing sources such as FM radios, AM radios, tape recorders, etc.

## Tradition Broken

Continued from page 39

ture the name acts, weary of the rigors of the road, to stay around the pleasant resort, work for reasonable money and rest up. His next job was to sell the major r.&b. talent agencies on the idea of letting their acts work in a 50-cent spot. Currently he is getting the bulk of his acts from Ben Bart's Universal Attractions and from Snow Artists, but Busker expects the other offices to fall in line in the near future.

Admittedly several have been balking. Busker's average talent outlay is about \$2,000 per stanza.

Traditionally slow Tuesday night has turned out to be a big one for Busker. Tuesday nights the place is restricted to teen-agers only, except for some chaperons. That night the bar becomes strictly a soda bar, and the operation is sanctioned by the board of education and juvenile authorities of Broward County.

## Star Firm Readies 'Pic Strip'

Continued from page 39

ists for whom the labels decline to furnish cut-money, Haun will substitute a star-cut for the photo.

### Cap Origination

Haun emphasizes the fact that altho the service is now set up on an industry-wide basis, the plan originated with Capitol Records, as a further extension of the label's general promotion to help dealers launch successful self-service programs. In line with this, Capitol is taking the lead this month in lining up dealer subscribers for the new service, as part of its new over-all promotion to help dealers merchandise single records thru self-service.

More than 3,000 dealers have adopted Capitol's self-service program on albums, since the label introduced it two years ago, but comparatively few dealers have extended self-service to their single record stocks. Consequently, the firm came up with the idea for "Pic Strips," which fit the standard label holders of the wire dividers that were pioneered by Capitol last year.

Capitol is currently working on a deal whereby Freedman-Arcraft will take over the manufacturing of the self-service merchandising equipment completely. Meanwhile, Haun points out, the "Pic Strips" can also be used with other standard-type display equipment.

### Extra Strips

The "Pic Strips" will be made up on cards in groups of 10 for each label, and if there aren't enough weekly releases at times, Haun will fill out the extra strips with just the pictures and names of top artists, leaving a space for dealers to fill in the title of any disks by that artist they may have in stock.

## Merc Meeting

Continued from page 39

blues, country and western and children's records lines.

The first half of the meeting was devoted to the salesmen, who presented their problems, thoughts and suggestions. The sessions were all staged as forums in two special suites at the Sheraton Hotel here. A second such meeting will be held in New York during the first week of June. That meeting will cover distributors, branch managers, salesmen and promotion men from New York, Newark, Boston, Hartford, Conn.; Philadelphia, Washington, and Cincinnati. The distributor organization will then meet for three days in Miami Beach in mid-July.

Mercury's executive personnel attending the meeting were Green, Vice-President Art Talmadge, Vice-President Irwin Steinberg, Vice-President Morris S. Price, David Carroll, promotion topper Kenny Myers, jazz and r.&b. chief Bob Shad, Eastern division director Joe Martin and New York branch manager Lou Klayman.

Distributors attending were Carl Glaser of Buffalo, Amos Heilicher of Minneapolis, Brud Osseroff of Pittsburgh, Henry Friedman of Chicago, Johnny O'Brien of Milwaukee, Pat Blunda of St. Louis, Johnny Kaplan of Detroit and Nat Kulkin of Cleveland.

## Radio Day Set

Continued from page 39

tion committee, has announced a lead-off discussion, "Radio in '55," to be given by David J. Mahoney, youthful former vice-president of Ruthrauff & Ryan, now of David J. Mahoney, Inc., Advertising, New York.

Other speeches scheduled for the radio morning session include "A Better Estate," by E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., member of the NARTB Radio Board; "Operation ERTOM," by A. Prose Walker, manager of NARTB's Department of Engineering, and "Automatic Programming," by Russell J. Tinkham, Ampex Corporation, Redwood City, Calif. In addition, there will be a panel discussion, "Selection and Motivation of Salesmen," moderated by Charles A. Tower, manager of the NARTB Employer-Employee Relations department.

At present Haun has lined up "Pic Strips" cuts of 140 record artists, including those on the following labels: Capitol, RCA Victor, Decca, Coral, M-G-M, Mercury, Columbia, Det, London and Cadence. If a firm puts out less than 10 releases a week, Haun hopes to work out some kind of plan whereby they will be grouped together on one card of 10 strips.

Capitol is currently making a big push with dealers on its new campaign for merchandising singles thru self-service. In addition to the regular "Pic Strips," service on all new releases from May 16 to June 27, the label is offering dealers special "Pic Strips" sets (for both speeds), designed to merchandise Capitol's catalog of "All-Time Best Sellers" and the label's current "Top 10 Best Sellers."

## Top Col. Execs

Continued from page 39

cinnati, Dayton and Cleveland. The following day found the travelers in St. Louis meeting with dealers from that area. Each session started with luncheon and lasted between seven and eight hours. The dealers, selected by local distributors, were picked as "representative," not necessarily as the biggest or best. In the discussions, each dealer was asked to think in terms of general dealer problems, rather than his own special problems.

### Good Ideas

According to Lieberson, several of the ideas picked up from the retailers will be adopted almost immediately, and these alone justify the expense of the trips. Dealers were advised from the outset, "Don't spare our feelings; we can all be replaced."

The execs then proceeded to unfold charts revealing the current industry picture, and indicating what is felt to be the great unrealized potential. During the forum periods, dealers were interested keenly in an explanation of the philosophy behind Columbia's package pricing. Another topic was the annual summer slump and methods of fending same.

It was generally agreed that The Billboard's Operation Push-Pop had helped considerably to vitalize the industry last year during the traditionally slow months.

### Self-Service

The Columbia toppers noted particular interest on the part of the dealers in store modernization, with a special tendency toward self-service and inventory control. Department stores especially were keen on this topic.

The Columbia trio will take off within the next two months for New England and then to the West Coast for similar meetings.

## What's My Name?

Continued from page 39

recording business, transcriptions were a big thing, and name bands cut them under three or four different names, for fear that the networks (then strong for band shows) would object if their high-priced talent was made available to local stations. One of Tommy Dorsey's fake transcription titles was Harry Tweed.

Contracts are also sometimes responsible for name changes on labels. RCA Victor's low-priced Camden line, for instance, is legally obligated to use such sobriquets as Warwick, Centennial and World Wide for some of their more class-conscious classical artists.

### Betty Grable

Betty Grable recorded under a different name back in the 1940's when her studio refused her permission to cut sides with her husband Harry James.

The champion name changer of them all is still veteran recording exec Ben Selvin, who literally recorded under hundreds of different monickers back in the 1920's and early 1930's, both as musical director for Associated Transcriptions and as an individual artist for a variety of labels. At one time he had four different versions of "Honest and Truly" out, all on different labels and all under different artist names.



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M. B. Krupp Distributing  
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Malverne Dist. Co.  
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Pan American Record Dist.  
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Miami, Fla.

Records, Inc.  
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Boston, Mass.

South Coast Dist.  
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Houston, Texas

Southland Dist. Co.  
441 Edgewood Ave.  
Atlanta, Ga.

Leonard Smith, Inc.  
1064 Broadway  
Albany, N. Y.

Standard Dist. Co.  
1705 Fifth Ave.  
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## MUSIC AS WRITTEN

### DECCA RELEASING POP ARTIST SETS . . .

Decca is releasing the first packaged record sets of several of its top-selling pop artists. One is an LP by Bill Haley and His Comets, together with a new EP set. LP is titled, of course, "Shake, Rattle and Roll." Also being released is the first EP set by Caterina Valente, titled "The Voice of Caterina Valente." The new Wayne King 12-inch album, "Melodies of Love," is the first album of new recordings that artist has made in several years.

### ECKSTINE'S AUSTRALIA TOUR FALLS THRU . . .

Billy Eckstine, currently on a vaudeville tour in Britain, said this week that negotiations to follow up with an Australian visit seem to have fallen thru. The chanter will return to the States when his Continental season ends after his concert in Sweden.

### 5 COMPOSERS SET FOR REPUBLIC FILMS . . .

Republic Pictures has assigned five composers to do original scores on upcoming film releases. Max Steiner has been assigned to "The Last Command," Victor Young will do "The Hostage," Nelson Riddle, "Flame of the Islands"; Van Alexander, "Jaguar," and Dale Butts, "Lay That Rifle Down."

### GILBERT AGAIN HEADS ASCAP COMMITTEE . . .

L. Wolfie Gilbert was re-elected chairman of the West Coast Committee of ASCAP at a meeting of the board of directors held in Hollywood last week (9). Present for the meet were Harry Warren, William Grant Still, Leo Robin, Jimmy McHugh and Johnny Green.

### HAYES SINGS FOR COL. PIX TRAVEL SHORTS . . .

Bill Hayes has been signed by Columbia Pictures to warble on the soundtrack of a series of CinemaScope color travelog film shorts. The first 17-minute film spotlights New York City, and Hayes cut the soundtrack for it here last week. Each film will feature an original score by Jerry Bach and Larry Holofcener. Cadence may make a deal to release the soundtracks on records later this summer.

Meanwhile, Hayes is set to guest on Milton Berle's NBC-TV show Tuesday (17) night, at which time Cadence prexy Archie Bleyer will present him with a gold record. His "Ballad of Davy Crockett" disk went over the 1,500,000 sales mark this month.

### MUSIC SOFTBALL LEAGUE FORMED . . .

The New York music business, for the first time, has its own official softball league. The eight-team loop opened its season Thursday (12), and has its contests scheduled into August. In the initial tilts, the best form was flashed by London Records when pitcher Jimmy Perkins one-hit the Dec-Rods (Decca-54th Street). London won 14-0. In other contests, ASCAP beat Variety 14-2, and Decca-Coral beat Columbia 6-5. The Label "X"-Raleigh game, played Friday night, missed this edition.

### New York

Maestro Hank Sylvern, musical director of the upcoming filmed CBS-TV "Phil Silvers Show," will appear on the screen in one of the early shows as Pvt. Hankel, a piano player. . . . Cleffer Buddy Jaye has written his 150th tune, "Wonderful Words," which Betty Madigan is cutting on M-C-M. . . . Ken Later's Patio makes its first musical change Sunday (15) with the debut of Ralph Martinez and his rumbas. Martinez will support the starring aggregation of Gleb Yellin and His Roaming Violins.

Coral Records has purchased from Roninu Records two masters recorded by Jeffrey Clay. . . . The McGuire Sisters are scheduled to play a return engagement at the Chicago Theater the first week in June.

Slim Whitman will be the special entertainer for the 19th Annual Fiddlers' Festival to be held at Crockett, Tex., June 10.

Decca is releasing a special EP

and 78 r.p.m. record package titled "Official Bugle Calls," containing 19 different calls—each one on a separate, non-repeating band. It's expected that the disk, cut by bugler Carl A. Pooler, will be helpful to schools, camps, etc. . . . Decca warbler Frank Verna left town Thursday (12) on a three-week deejay tour plugging his first disk for the label.

Terri Stevens' contractual hassle was straightened out this week when the thrush purchased her four masters from Double AA records and received her release from the diskery. She's now an RCA Victor pactee and will record for the major within two weeks.

Herman Paley, long-time ASCAP cleffer, is under treatment for a heart condition at Beekman Downtown Hospital. . . . Vaughn Monroe opens at Frank Dailey's Meadowbrook for five days May 18. . . . Sonny Graham plugging her first Victor waxing in Philadelphia this week. . . . Arthur Shaer has been elected a vice-president of the Coastal Recording Company. . . . The latest ASCAP program guide, titled "ASCAP Rhythm and Jazz," will be sent to all radio and TV stations next week.

Jan August cut several sides for a new Mercury EP-LP package here this week. A sidelight of the session was the fact that Label "X" allowed harmonacist Eddy Manson to provide special backing for August on one side.

### Chicago

"The Gadabout," a new cross-the-board radio music gossip series, will begin on WGN Monday (16) and will be headed by Paul Saliner. The shows will take listeners on a musical tour of Chicagoland, and will spotlight unusual events, people and selections. . . . Singer Buddy Blake, who just closed an engagement at the pines Supper Club in Hot Springs, due to arrive in town for a record session. . . . George Tasker did the a.&r. chores on a session cut last week which features Johnnie Lee and Larry Rogers on Diva Records. The session cut four sides and used 24 men.

Rita Raines, Deed Records, is now appearing at the Blue Angel. Her latest waxing is "If I Were You." . . . Dorothy Sarnoff and Carmen McRae were guests on "In Town Tonight." Both are currently appearing in Chicago. . . . Nat Cole opened at the Chez Paree. His last engagement here broke all house records for the two-week run. . . . Jose Greco opened at the Palmer House Empire Room, and the Mariners and Pat Boone opened at the Chicago Theater.

Jack McGuire & Associates has picked up radio Station WAAF as one of its public relations accounts. . . . Buddy Laine and his orchestra are now in their third return engagement at the Chevy Chase Country Club. . . . John McCormick, who made his name in Chicago as the man who walks and talks at midnight, has a new show over WJJD from 8:30 to 10 a.m., Monday thru Saturday. . . . Ted Weems and his orchestra are back on the one-nighter circuit. They open June 10 at the Pleasure Pier, Galveston, Tex., for two weeks. . . . Paul Parker, midnight jockey on WMID, Atlantic City, has been getting threatening phone calls due to his commentary of the firing of a New Jersey school teacher.

Kyle Kimbro, local vocalist appearing on radio Station WIND and television Station WBKB, has been signed by Arnett Records, and his first release is currently being issued to deejays. . . . The Four Lads were in town Friday (13) to substitute for the Mariners for two shows at the Chicago Theater. The Mariners had a previous concert commitment.

### Hollywood

Al Salomon, for more than a decade the West Coast manager for Mills Music, left for Annapolis last weekend to witness the graduation of his son, Marvin. . . . Marilyn Maxwell has signed an exclusive recording contract with Bethlehem Records. Company plans to feature Miss Maxwell in a series of show tune albums, with first recording session set in-

(Continued on page 48)

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# "HARD TO GET"

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"X" = X0137  
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GIVE TO DAMON RUNYON CANCER FUND

## C.&W. Fans Like Live Talent

Continued from page 15

try show in the stadium. This brings in needed revenue. More dance spots, too, are using country artists, and perhaps the outstanding illustration of this is Frank Dailey's Meadowbrook at Cedar Grove, N. J., which has been attracting capacity business. Country chanter Eddy Arnold, for instance, drew 3,000 for a two-day date, April 25-26, with the admission at \$2 a head.

Also using country acts are the excursion boat rides, such as the Wilson Line, which operates between Philadelphia, Baltimore and Washington.

### Drive-In Jobs

Of the drive-ins, some 25 are accounted of considerable importance, and at these dates the acts perform during intermission. Generally, the stage is atop the snack bar.

Top artist bureaus in the country field are very optimistic. Jim Denny, head of the WSM Artist Bureau operation, indicated there's been no slackening in the demand for talent.

George R. Ferguson, of the WLS Artist Bureau, Chicago, gives a summary of attendance figures credited during 1954 to the top four acts of the WLS "National Barn Dance." Homer and Jethro, Captain Stubby and the Buccaneers, Red Blanchard, and Lulu Belle and Scotty during 1954 made

appearances in 23 States and in several Canadian provinces, appearing before capacity crowds totalling 4,000,000 people. These appearances were made at hillbilly jamborees, barn dance shows, athletic banquets, conventions, political rallies, auto and home shows, etc.

Homer and Jethro top the list with 307 personals and a total attendance of 1,200,000. The team covered most of the United States, with an extensive tour of the Southwest and the West Coast. This included a two-week stand at the Thunderbird Hotel in Las Vegas, Nev., where they appeared against such stars as Frank Sinatra and Ezio Pinza and drew capacity business nightly. The comedy team also worked in a star-packed show in Detroit, Chicago and Cleveland with such acts as Patti Page, Perry Como, Julius La Rosa, Nat (King) Cole and Ray Anthony's band.

Captain Stubby and the Buccaneers (known as the Best Little Band in the Land) appeared before 1,500,000 people in 285 personal appearances.

Red Blanchard, one of the top deejays in the country field, with his own show on WLS in addition to his WLS "Barn Dance" stint Saturday night, has appeared before 800,000 people in 250 personal appearances.

Lulu Belle and Scotty appeared before approximately 500,000 people in 150 personal appearances.

These figures are illustrative of what talent can do operating out of the top artist bureaus.

Indie agents, too, are finding an increasingly lucrative field in country and western bookings. Jolly Joyce of Philadelphia, for instance, is now supplying for parks, fairs and auditoriums a flock of names including Texas Jim Robertson, Homer and Jethro, Lonzo and Oscar, Hawkshaw Hawkins, Slim Whitman, Jimmy Wakely, Faron Young, Jean Sheppard, Carl Smith, Ferlin Husky, Webb Pierce, Red Foley, Little Jimmie Dickens, etc.

Joyce has set Homer and Jethro for the Sleepy Hollow Ranch, Quakertown, Pa., August 14; Hank Snow, June 6 and 7 for a return engagement at the Meadowbrook. He's arranging tours for Jimmy Work and Eddie Dean, among others. In Joyce's opinion, the fair and park season will be at its peak this year.

For the talent, a lucrative sideline in their personal appearances is the sale of records, autographs, song folios, etc. It's estimated that top acts average more than \$300-\$400 daily on this aspect of their work.

## Music as Written

Continued from page 46

mediately following her four-week stint at the Royal Nevada, Las Vegas. . . . Ethel Waters marks her first appearance on the Sunset Strip in opening for a 10-day stand at the Crescendo. . . . Pete Candoli inked a disk pack with indie Sunset Records last week. . . . Skip Martin has completed his music assignment in the M-G-M production of "The Las Vegas Story." . . . Johnny Desmond here for a one-day visit to record a brace of picture tunes for Coral, with George Cates conducting. . . . Frankie Carle slated to take an act on the road tagged Frankie Carle and His Sweetheart. . . . The aged bass singer of the Mills Brothers, father of the boys, reported seriously ill. . . . Disk Jockey Zeke Manners has incorporated, bringing under one roof his ASCAP music publishing firm, TV packing unit and mail order business. . . . Rudolph Petersdorf has joined the legal staff of Capitol Records. . . . Xavier Cugat and revue, now headlining at the Coconut Grove, have been signed to open a four-week engagement at the Waldorf-Astoria in New York beginning May 30. . . . Phil Moore, composer-arranger, has inked opera singer Leda Annet to a personal management contract. . . . Peggy Lee and Ella Fitzgerald will team efforts for a Decca album of their songs from "Pete Kelly's Blues." . . . Dimitri Tiomkin signed to write the score for Warner Bros. "Giant."

## Southern Counters 'Moonlight' Action

NEW YORK, May 14.—Southern Music this week filed a motion in Federal Court asking for dismissal of the suit by Charles N. Daniels involving renewal rights to "Moonlight and Roses."

Southern made a general denial of allegations and in a counterclaim asks that the court declare Southern co-owner of the renewal right and that the court direct the plaintiff to give co-author credit to the late Edwin H. Lemare. Southern also asks that plaintiff account to Southern for all money derived.

Southern's counterclaim states the song was written by Ben Black, Charles Neil Daniels and Edwin H. Lemare. Latter's widow, it is stated, obtained renewal rights in 1953 and assigned them to Southern.

## Weavers First Country Folk

Continued from page 36

its jamboree-type shows back in September, 1937, when John Lair brought in the nucleus for a show from WLS, Chicago. It was dubbed "Renfro Valley Barn Dance." Thus, WLW became the third station in the nation to introduce a major jamboree attraction. Late in 1938, when Lair left the station to inaugurate his own country festival at Renfro Valley, Mount Vernon, Ky., George Biggar came in from WLS to produce and direct the "Boone County Jamboree," which became the forerunner of WLW's present c.&w. show, "Midwestern Hayride," oldest sustained commercial TV show in the country today. The unit meanwhile continues on radio. Heading up WLW Promotions, Inc., WLW's talent booking division, is Executive Vice-President Bert Somson, assisted by Bill Querner.

For a number of years prior to inaugurating its jamboree-type show, WLW featured country and western entertainment. First in that category to appear on the station were Pa and Ma McCormick and their Brown County Revelers, who also appeared for a time with the "Renfro Valley Barn Dance" and "Boone County Jamboree."

WLW also featured one of the first western bands of prominence in the nation in Otto Gray and His Oklahoma Cowboys, out of Stillwater, Okla. Gray's contingent, featuring himself, Mom Gray, Owen Gray and a contingent of

cowboy entertainers, among which was the still-popular country entertainer, Whitey Ford, the Duke of Paducah.

### Oklahoma Cowboys

Gray's Oklahoma Cowboys played WLW on a sustaining basis for a number of years, while working personals in the station area on a percentage basis. The Gray cowhands didn't receive a fee for their broadcasting sessions; neither did the station cut in on the group's percentage dates. When WLW inaugurated a policy of fee booking, Gray left the station, played several more successful years around the country and then retired to his native Stillwater, where he is today engaged in commercial lines.

Country and western entertainment has come a long way since the Weaver Brothers and Elviry first acquainted vaudeville audiences with country-style entertainment. The field, with all its accompanying commercial facets, such as recording and music publishing, has become one of the most lucrative ones in the amusement industry. Despite reports of a drop-off in business and interest in country and western activity, it appears to us as no more than just another cycle thru which all facets of the amusement business must pass from time to time. The country and western industry is destined to remain as a leader in the field of entertainment and music for a long time to come.

## Audio & Video Names 3 VP's

NEW YORK, May 14.—Three key executives of Audio & Video Products' background music and prerecorded tape subsidiaries were elevated to vice-president posts this week.

Charles E. Rynd, president, named Jerome K. Levey vice-president and general manager of the firm's National Musitime Corporation; Robert Winston vice-president in charge of sales for NMC, and Ray Rand vice-president in charge of sales for the A-V Tape Libraries division.

Levey, with the company since 1953, was formerly associated with the Muzak organization. Winston came to Audio & Video in 1951, after service with the Langevin Manufacturing Corporation. Rand also joined the firm in 1951 and has served as A-V Tape Libraries sales chief for the past year and a half.

## Cafes and Music Orgs Tangle in Wilmington

WILMINGTON, Del., May 14.—Music copyright infringement suits against two Wilmington restaurants were filed Wednesday (11) in U. S. District Court.

Leo Feist, Inc., and the Frank Music Corporation are plaintiffs in the action against Domenick Nardo, operator of Nardo's Restaurant, while Cole Porter, New World Music Corporation, Chappell & Company, Inc., and Edwin H. Morris & Company, Inc., are plaintiffs in the action against Van's, Inc., operating Van's Holland House.

The court is asked to enjoin the further use of the songs and is asked to grant damages of not less than \$250 to each plaintiff in each cause of action, plus attorney's fees and "such other and further relief as may be just and equitable."

## AFM Changes Rule

HOLLYWOOD, May 14.—Recording sessions will henceforth start at the time the recording date is called for and not when all the musicians have assembled, according to an edict handed down recently by Local 47, American Federation of Musicians.

Change of procedure applying to recording sessions was made to prevent abuses to both musicians and disk firms, said Ward Archer in notifying the trade.

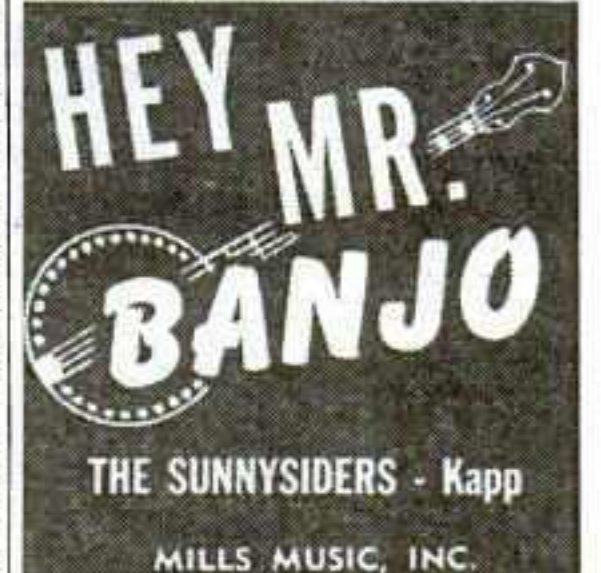
Kitty Kallen's  
Greatest

## "FORGIVE ME"

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Decca Record No. 29548

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THE SUNNYSIDERS - Kapp  
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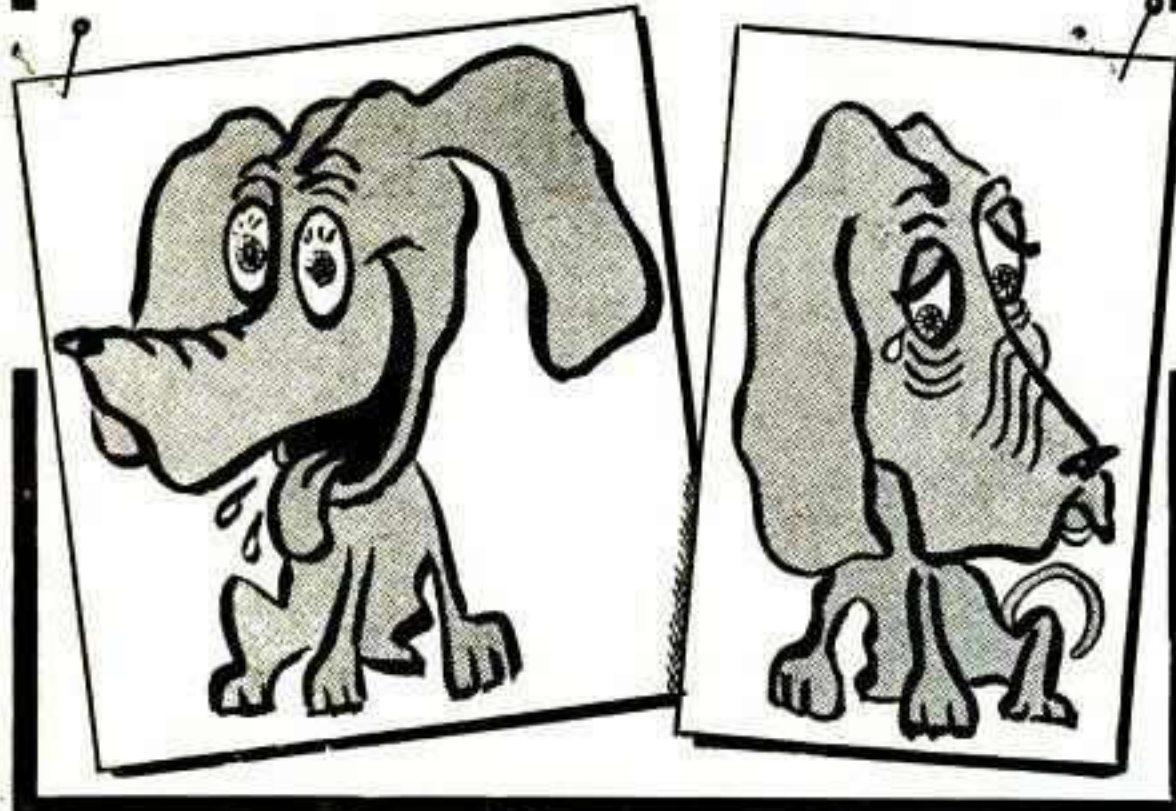
## LAZY GONDOLIER

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# WHAT ARE THEIR NAMES?



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# The BEST

THE BILLBOARD

MAY 14, 1955

The Billboard Music Popularity Charts

## POPULAR RECORDS

• *Review Spotlight on...*

### RECORDS

#### THE GAYLORDS

*Chee Chee-oo-chee* (Hill & Range, BMI) — Mercury 70630 — This happy, infectious novelty — winner of the San Remo song festival in Italy — gets its most immediately appealing rendition from the Gaylords. This is the version that's likely to lead the pack. The boys have the beat, the color and the arrangement. Flip is "Who's Got the Pain" (Frank, ASCAP).



## ORDERS NOW BEING SHIPPED

MERCURY 70630



CHICAGO 1, ILLINOIS



# PHONOS—HI FI

By STEVE SCHIKEL

## CUB-CORDER BY BELL SOUND . . .

A new portable battery-powered dual track tape recorder, the Cub-Corder, has been unveiled by Bell Sound Systems, Inc., Columbus, O. Utilizing a rechargeable non-spill wet battery and a 67½-volt "B" battery, the Cub-Corder will record for one hour at slow speed or one half hour at fast speed on a single five-inch 600-foot reel of tape. Using the new long-playing tape and the new 1½ speed, the machine will record up to three hours of fill. The unit is housed in a carrying case the size of an average brief case, and weighs slightly less than 13 pounds. The unit operates from a switch on the microphone, thus eliminating any unhandy motions while the unit is being carried on the shoulder strap. The unit is getting a heavy pitch toward newspapermen, detective agencies, as well as the regular fields of use. Highly touted is its utility in acting as a remote unit for radio coverage. No price has been set as yet by the firm.

## UNVEIL INTERMIX WEBCOR CHANGER . . .

After more than a year of intensive research, Webcor is unveiling its new Model 141 Intermix record changer. The unit will make its bow at the Electronic Parts Show here in Chicago's Palmer House this week. The changer plays a mixed stack of 7, 10 or 12-inch records automatically or manually. A single control sets accurately maintained turntable speeds of 33½, 45 or 78 r.p.m. An automatic shutoff stops the motor when the last record has been played or rejected. A balanced tone arm and velocity trip change cycle are included to minimize record wear. Wow, flutter and rumbles are claimed to be held to low levels by the direct motor drive, balanced ball-bearing turntable, and precision parts. The unit will list at \$49.50 with ceramic pick-up cartridge, and at \$51.75 with G.E. variable reluctance cartridge and sapphire styli.

## TWO-UNIT ENSEMBLE ISSUED BY PLEASANT . . .

A high fidelity ensemble composed of two units entered the production stages at the Pleasant Products Manufacturing Company, Chicago. The unit represents the firm's first product. The ensemble consists of two units, one containing the amplifier, changer and controls, and the other being a corner horn. The cabinet contains a 20-watt amplifier, a frequency range of 20 to 20,000 cycles per second, separate bass and treble controls, separate volume control and on-and-off switch, intermix changer,

and ceramic cartridge. The corner horn contains a 15-inch coaxial speaker with a cross-over network to carry sound between the tweeter and woofer. According to the firm's officers, the unit will retail at \$225 with a 40 per cent discount available to dealers. The product will be sold direct to dealers. Models will be available in red, brown, mahogany, or blond.

## STROMBERG-CARLSON HOLDS SALES PARLEY . . .

Twenty-five sales representatives and branch office managers of the sound equipment division of Stromberg-Carlson Company met in Rochester, N. Y., this week to attend the division's annual sales meeting. The group was taken on a tour of the plant during the three-day confab. Highlight of the meeting was a discussion of the firm's equipment lease program. Following the meeting 12 of the division officials will fly to Chicago to attend the electronic Parts Show in the Conrad Hilton Hotel. The division, besides manufacturing the firm's high fidelity line, also manufactures communications equipment for industry and service organizations.

## NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

A new portable radio, by Motorola, designed to be sold thru jewelry store outlets was introduced by the firm this week. The unit will get the promotional push via prestige ads and display pieces. The radio will feature a 90-volt battery and a magnetic core antenna. The unit, the Star Sapphire, will retail at \$49.50. . . The Capehart-Farnsworth Company introduced a new three-way portable radio that has an unbreakable steel case. The unit, called the "Tomboy," will retail at \$39.95. . . Over 20 manufacturers of phonographs and accessories have already signed to exhibit at the National Association of Music Merchants Show, Music-Orama for Fifty-Five, which will be held at the Palmer House in Chicago from July 18 to 21. . . Arthur H. Bolt has been appointed assistant to the vice-president in charge of western operations at the Bell & Howell Company.

The Webster-Chicago Corporation took an institutional page ad in The Chicago Daily News today (14) to tell its story to the public. Copy was slanted at the "home town-boy makes good" angle. The ad gives a complete story picture of the history of the firm, its products, and the people who run the firm. Also told are the innovations made known to the industry by the firm.

# LINER NOTES

By IS HOROWITZ

## WORLD INTRIGUES INVOLVE SHOSTAKOVITCH WORK . . .

A current hassle involving the authenticity of label information on a classical album release is indicative of the far-flung nature of the record business and its exotic overtones. The disk at issue is Colosseum's etching of Dimitri Shostakovich's 10th Symphony.

Three versions of the work came out almost simultaneously last fall. One was by Dimitri Mitropoulos and the New York Philharmonic on Columbia, another on the Concert Hall label by the Leningrad Philharmonic under Mravinsky and the Colosseum, said to be conducted by the composer.

Now, Leeds Music, thru which many Russian tapes have been leased to American diskeries, has charged that the Colosseum label dope is wrong. In the possession of Leeds is a signed statement from Shostakovich stating in part:

"Please be informed that my 10th Symphony was never performed under my conducting either in the USSR or abroad."

Reached yesterday for comment, Bruno Ronty, Colosseum prexy, supported the authenticity of his claim. He said the recording had been made during a "closed session" performance before an assemblage of the composers' union of the USSR. He would not state how the tape had come into his possession.

## EPIC, CLEVELAND SYMPH SIGN EXCLUSIVE PACT . . .

Epic Records has signed an exclusive recording contract with the Cleveland Orchestra and its regular conductor George Szell. This is the first American ensemble to be pacted by the Columbia subsidiary, which so far has served largely as an outlet here for disks cut in Europe by the Philips organization.

The move by Epic is seen as portending further recording activity Stateside, and the label is expected to sign other American classical talent from time to time. The major orchestral draw in the diskery roster so far has been the Amsterdam Concertgebouw, a Philips property.

Epic, meanwhile, has announced a special addition to its May classical release. It is the first complete LP performance of the opera "Aus Einem Totenhaus" ("From the House of the Dead") by the Czech composer Leos Janacek. The three-acter, performed by the Netherlands Opera Company, is held on two 12-inchers and will be furnished along with complete text and English translation.

## DECCA CLASSICAL ALBUM COVER USES REVIEWS . . .

In a new promotional twist, Decca is using reprints of critical reviews on the front cover of one of its new classical albums. The LP is a program of chamber works by Debussy and Roussel, performed by Julius Baker, flute; Lillian Fuchs, viola; Harry Fuchs, cello, and Laura Newall, harp.

The reviews, taken from The New York World-Telegram and The New York Times, followed a recital by the artists in New York's Town Hall.

## SORIA TO HOLD CONFABS IN ENC., ON CONTINENT . . .

Dario Soria, president of Angel Records, will fly to England Monday (6) for confabs with Electric & Musical Industries execs at Hayes, Middlesex. Further conferences are scheduled at EMI International headquarters in Paris, and stop-overs are planned in Milan, Rome, Sicily and Venice before Soria returns late in June. He will be accompanied by Mrs. Soria, who is in charge of the diskery's artist and repertoire, and advertising departments.

## COLUMBIA JUNE CLASSICS TO STRESS MODERN . . .

The stress will be on the moderns in Columbia's June classical release. Five new LP's in the label's "Modern American Music" series will be issued, containing solo and chamber works by Samuel Barber, Alexi Haieff, Virgil Thomson, William Schuman, Peggy Glanville-Hicks, Vincent Persichetti, Carl Ruggles and Henry Cowell.

Columbia will also launch in June a new series of "Contemporary Orchestral Music" with four LP's played by the Philadelphia, Dallas, Louisville and Columbia orchestras.

## MAJOR AND MINOR . . .

Samuel Antek will conduct the Philadelphia Orchestra's children's concerts next season. He is musical director of the New Jersey Symphony. . . Milton Katims, who is the regular conductor of the Seattle Symphony, has left for Paris where he is set to conduct the Radiodiffusion Orchestra in a series of radio concerts. . . Mercury Records next week will ship dealers special 10-inch demo LP's to help them promote sales of the label's factory-sealed pack of the complete "Swan Lake."

## Classical Best Sellers (All Categories)

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

- OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
- RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
- MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
- TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1834
- IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983
- RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . . . RCA Victor LM 1005
- BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
- DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
- THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 219
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
- PUCCINI: LA BOHEME SUITE—Kostelanetz Orchestra . . . . . Columbia ML 4655
- THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
- ROSA PONSELLE SINGS TODAY . . . . . RCA Victor LM 1889
- CALLAS PORTRAYS PUCCINI HEROINES . . . . . Angel 35195
- OPERATIC INTERMEZZI—Philharmonia Orchestra (Von Karajan) . . . . . Angel 35207
- BRAHMS: SYMPHONY NO. 1—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1702
- MAHLER: SYMPHONY NO. 8—Rotterdam Philharmonic (Flipse) . . . . . Epic SC 6004
- MAHLER: SYMPHONY NO. 1—New York Philharmonic (Walter) . . . . . Columbia SL 218
- VERDI: LA TRAVIATA SUITE—Kostelanetz Orchestra . . . . . Columbia ML 4896
- VERDI: LA TRAVIATA—Tebaldi, St. Cecilia Academy Orchestra (Molinari-Pradelli) . . . . . London LLA 26

## Reviews and Ratings of New Popular Albums

### OKLAHOMA! AND CAROUSEL SUITES . . . . . 83

Morton Gould and his Ork (1-12")  
Victor LM 1884

Here is a unique version of two oft-repeated Rodgers and Hammerstein show scores—instrumental interpretations of music designed primarily for voices—with "Oklahoma!" styled in four movements and "Carousel" in five. Both scores retain their individuality, "Oklahoma!" is fresh, folksy and charming, while "Carousel" exudes the dramatic excitement of its more serious theme. The movie version of "Oklahoma!" is slated for release this summer which should help hypo sales on the package. The cover photo—a striking color closeup of a man and maid illustrating "People Will Say We're in Love"—should also enhance this album's fine sales prospects. It's Gould's first for the label.

### LEROY ANDERSON FAVORITES . . . . . 72

Richard Ellsasser, Organ (1-12")  
M-G-M E 3174

Richard Ellsasser provides some tastefully melodic organ instrumentals on 12 of Leroy Anderson's best known compositions—"Blue Tango," "The Syncopated Clock," "The Waltzing Cat," "Fiddle Faddle," etc. Playing the Baldwin Electronic Organ, Ellsasser captures all the airy, wistful charm of Anderson in an approach that is more orchestral than "solo" in style. M-G-M has 15 other LP's out featuring Ellsasser, who has a strong following among organ enthusiasts.

### MUSICAL MOODS . . . . . 71

Carretta (1-12")  
Coral CRL 57002

Twelve lush, lovely instrumentals are featured on this LP. The tunes, 11 of which were written by Carretta and Marie Santoro, are unfamiliar, but many have a haunting quality that should evoke the proper nostalgic atmosphere for late-night deejay programming and romantic mood music in general. Pianist Carretta is also accompanist and arranger for Coral's ace warbler Don Cornell.

### FOOLS RUSH IN . . . . . 69

Monica Lewis (1-10")  
Jubilee LP 20

Monica Lewis is essentially a visual performer, so the glamorous candid photo of the sultry blonde beauty on the cover of this LP will probably account for more sales than the actual contents. The canary sings eight oldies ranging from the title tune "Fools Rush In" and "Am I Blue," to "Do It Again" and "But Not for Me." She thrushes warmly albeit a bit coyly, but the excitement she transmits visually just doesn't come over on wax. Jack Kelly's group backs her on this package, which is bound to get spins from deejays.

### SONGS THAT NEVER MADE THE HYMNAL . . . . . 69

Bob Peck (1-10")  
Jubilee LP 18

Entire appeal of this LP is its suggestive nature; it's naughty in a puerile sort of way. And let's face it,

it will sell, probably mostly to youngsters who will hide it whenever their parents come into the room. It's for dealers to decide if they want to handle it.

### CIRCUS CALLOPE MUSIC . . . . . 68

(1-10")  
Audio Fidelity AFLP 904

Here's an unusual disk that presents an authentic callope, now a distinct rarity among "musical" instruments. The recording of its steamy tones has been superbly accomplished, and the set should hold some interest for hi-fi enthusiasts searching for new sounds. In addition there is bound to be a goodly number of purchasers interested in Americana. Nine typical callope selections are included.

### DANCING PARTY, VOL. 2 (5"-Dual Track) — Sonora Matancera Ork . . . . . 75

A-V 508 B

This tape is of a kind that makes more sense than many in this early stage of consumer use. It's designed specifically for dancing (albeit it makes for easy listening, too) and it performs its function admirably. This set is for the many mambo fanciers and the tunes, slow and fast, are rhythmically played by the small ork. Fine sound, too. Should be no trouble selling this pack to a goodly number of tape machine owners.

### LENNY HERMAN AND "THE MIGHTIEST LITTLE BAND" (5"-Dual Track) — Livingston T-5-1083 . . . . . 71

With only a little imagination the music caught on this well-engineered tape might be thought to be coming from just behind the nearest potted palm. Herman's accordion paces a small combo that gently renders 10 standard ditties and popularized classics in bouncy fashion. An appealing package for those liking sophisticated background music.

## Jazz

### THE RANDY WESTON TRIO . . . . . 78

(1-10")  
Riverside RLP 2515

Weston, an inventive pianist of the modern school, launched Riverside's Contemporary Jazz series a few months back, and was hailed as a real "find." That impression will be validated with this second Weston issue, an even mixture of standards and originals played in clean, swinging fashion. On all but one of the tunes, Weston is accompanied by a fine bassist, Sam Gill, and the superb modern drummer, Art Blakey. Modern jazz buyers and the usual piano fans will be good prospects for this one.

### THE INTERPRETATIONS OF TAL FARLOW . . . . . 74

(1-12")  
Norgran MG N-1027

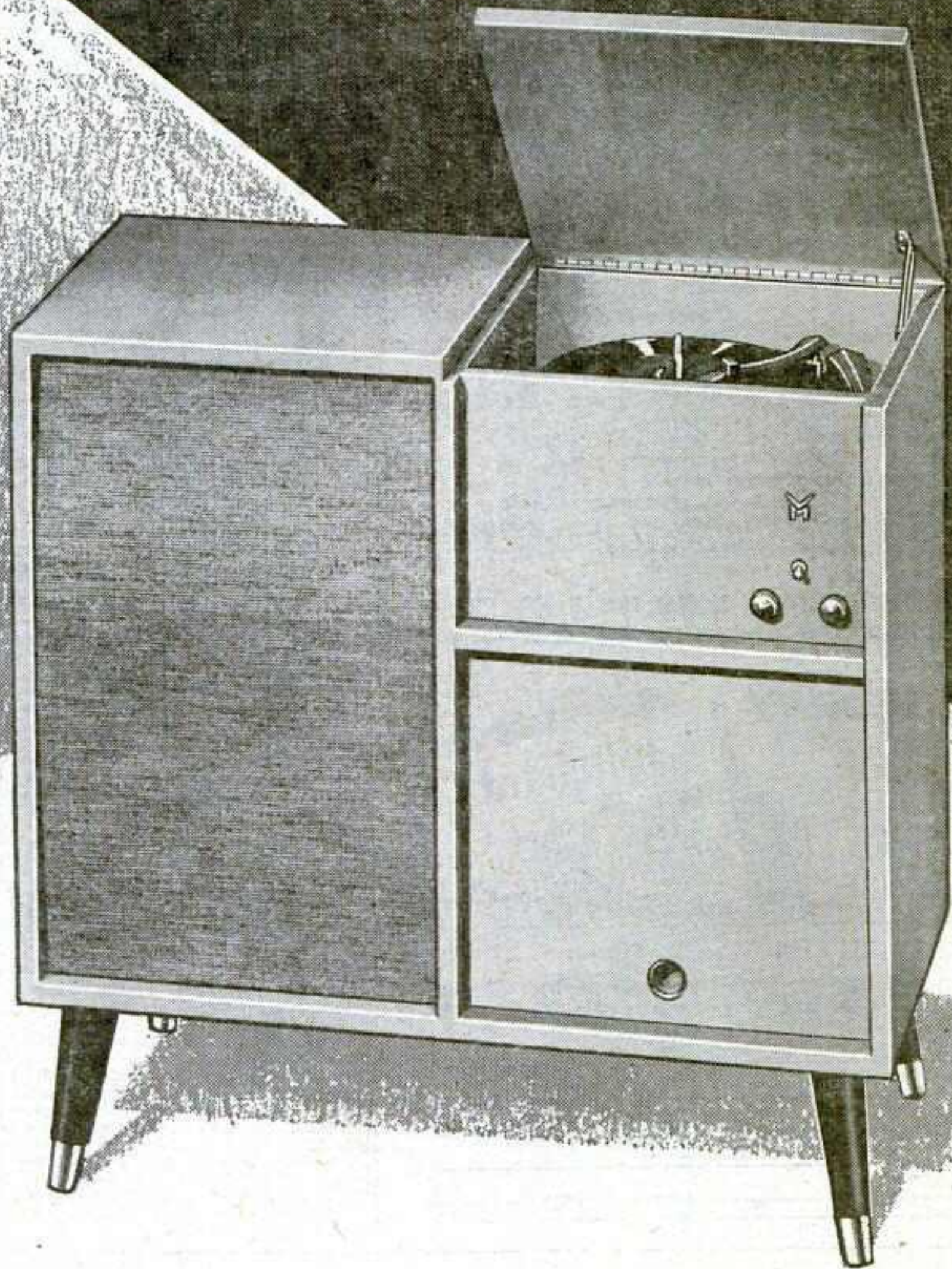
Farlow, to at least one reviewer, swings as strongly as any other guitarist around today, tho his ballad sensitivity is somewhat less than that of a Johnny Smith or Mundell Lowe. His jazz numbers then would be the most satisfactory in this collection, and they are ample. His backing, too, provides strong jazz interest, what

(Continued on page 52)



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**• Reviews and Ratings of Pre-Recorded Tape**

**JOHN HALLORAN CHOIR: SELECTED CHORAL WORKS (5"-Dual Track)—Webcor 2922-1** .....70  
Webcor has an attractive choral recital here, one that should strike a receptive chord with those who have been exposed to well-trained college and community choruses. The a capella group awards disciplined and tonally beautifully performances to 10 varied selections, ranging from the Bach Chorale "Now Let Every Tongue Adore Thee" to folk songs such as "Skip to My Lou."

**ELGAR: WAND OF YOUTH SUITE; SIEGMESTER: OZARK SET (5"-Dual Track)—Hamburg Philharmonia; Hans-Jurgen Walter, Cond. A-V 1514** .....68  
A handy little five-inch reel containing two light orchestral works that make small demands on listeners. It may be recommended with conviction to tape buyers seeking pleasant, tuneful background music, since the works themselves have only slight commercial appeal. The performances are also available on M-G-M's LP's.

**• Reviews and Ratings of New Classical Releases**

**MENOTTI: THE SAINT OF BLEEKER STREET (2-12")—RCA Victor LM 6032** .....64  
Menotti's latest opera in English, popular enough in its appeal to make a creditable run on Broadway, shapes up as a highly successful disk transfer. Undoubtedly this is one of the most dramatically effective works of this decade. The tension can keep you on the edge of your seat throughout, and the singing is thrilling at times, with David Poleri, Gloria Lane and Gabrielle Ruggiero in the leading roles. It's fairly modern in style, in that the action rarely pauses for a showy aria, but it has its own brand of beauty in the depth of its emotional vein as it explores the passions of the simple people who inhabit New York's "Little Italy." The recording is excellent. Big sale likely.

**ROSA PONSELLE SINGS TODAY (1-12")—RCA Victor LM 1889** .....80  
Here is a collector's item indeed. Rosa Ponselle, who retired at the height of her fame in 1937, was finally persuaded to record again for RCA Victor after an absence of 18 years. In view of the soprano's legendary fame in the operatic world, such a project could have ended in disillusionment, so it is particularly gratifying to note that Miss Ponselle still retains much of her glorious voice, and is in excellent form on 16 selections ranging in mood and style from her recital favorites "Erikonig" and "Night Wind" to Beethoven's "In Questa Tomba Oscura," Lully's "Bois Epais" and the lovely old English air "Drink to Me Only With Thine Eyes."

**JOHANN STRAUSS: A NIGHT IN VENICE (2-12")—Elisabeth Schwarzkopf, Nicolai Gedda, Emmy Loose, Erich Kunz; Otto Ackerman, Cond. Angel 3530B** .....77  
Another in the series of attractive operettas from Angel, this, too, should enjoy good sales. The same cast that turned in those delicious performances of "Merry Widow" and "Land of Smiles" is on hand, and the packaging has the visual appeal of Angel's best. A good set to present to that broad middle class of record buyers who overlap the pop and classical categories.

lyrical, graceful writing—richly emotional tho highly sophisticated. Altho there is no shortage of recordings of the Quintet, every one has had its serious drawbacks. This probably comes closer than any to a satisfactory reading. Alfred Boskovsky, the clarinetist, is more concerned with the ensemble effect than with a prima donna role for himself. His tone is sensuous and warm, yet solid and fiery when necessary.

**BRUCKNER: TE DEUM; MAHLER: KINDERTOTENLIEDER (1-12")—Kathleen Ferrier; Vienna Philharmonic; New York Philharmonic; Bruno Walter, Cond. Columbia ML 4980** .....73  
Altho the Mahler is a transfer from an old 10-inch, its reappearance will be welcomed by many. Miss Ferrier's performance of the somber songs has long been prized and is bound to exert more sales influence than the Bruckner, even tho the latter gets top album billing. In the Bruckner, Walter conducts the New York Philharmonic in a moving performance featuring Frances Yeend, Martha Lipton, David Lloyd and Mack Harrell as effective vocal soloists. Not a mass item, but strong for the selective buyer.

**BEETHOVEN: SEPTET IN E FLAT, OP. 2 (1-12")—Members of the Vienna Octet. London LL 1191** .....72  
This work for clarinet, horn, bassoon, violin, viola, cello and double-bass was for some time during the composer's life his most popular work. Today it retains its youthful vigor and freshness and may be recommended to all chamber music buyers and also to orchestral customers who are willing to explore a more intimate medium. (At one time the work was available in orchestrated form as conducted by Toscanini.) None of the currently available competition should interfere with clear selling of this version.

**BRAMMS: STRING QUARTETS NO. 2 AND 3 (1-12")—The Vegh Quartet. London LL 1142** .....71  
These two Brahms quartets are among the most beautiful works in the romantic chamber music repertoire, and their coupling on a single LP, which parallels an earlier Westminster issue, affords rich value. The Vegh unit has turned in eminently satisfactory readings of both works, and has been particularly successful with the sunny, lilting passages of No. 3. London's sound is faithful to the chamber music idiom. Should sell okay to chamber music collectors.

**MOZART: QUARTET IN D (K. 499); QUARTET IN B FLAT (K. 589) (1-12")—Netherlands String Quartet. Epic LC 3190** .....68  
While there are suitable versions of both quartets available, many chamber music buyers may prefer this particular grouping of first-rate Mozart works. Also, many may favor this fine group's robust, straight-forward interpretations—vigorous and authoritative if not the most subtle. Good quality recording.



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WHEN YOUR LOVER HAS GONE  
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PLENTY OF ACTION ON THIS ONE

**GEORGIE SHAW**

THERE'S AN OLD SAYING

DO IT NOW

29506—78 rpm • 9-29506—45 rpm

America's Fastest Selling Records

**DECCA**

**• Reviews and Ratings of New Popular Albums**

Continued from page 50

with Claude Williamson on piano, Red Mitchell on bass, and Stan Levey on drums. It's all forceful, articulate chamber jazz, with emphasis, of course, on that highly popular instrument, the guitar.

**BLIND LEMON'S PENITENTIARY BLUES** .....70  
Blind Lemon Jefferson (1-10")  
Riverside RLP 1053  
This package of folk blues is the second Riverside has devoted to Blind Lemon, who recorded for Paramount in the 1920's and is considered a primitive forerunner of Lead Belly and Josh White. The disk is strictly for collectors; for recording quality and dialect do not make for easy listening. Serious students of the genre will like the album, and dealers should take their cue from this fact.

**NEW ORLEANS JAZZ (5"-Dual Track)**  
—Wilbur de Paris and His Rampart Street Ramblers. Atlantic 5-5 .....76  
As the pre-recorded tape firms begin filling out their catalogs, jazz is certain to be among the repertoire categories in strong demand. There's a live presence to a well-taped performance that few disks can equal (if the playback equipment is good). Here's a good example of Dixieland, much of it bearing the distinctive de Paris stamp. The trombonist leads a classic jazz instrumental combo in six items, with a wild performance of "When the Saints Go Marching In" stand-out. Any two-beat fan with a tape player will be easy bait for this entry.



# 4 SMASH RECORDINGS OF THE BIG BALLAD HIT

From the M-G-M CinemaScope Picture "LOVE ME OR LEAVE ME"

## DORIS DAY



☆  
COLUMBIA RECORD 40505

## DAVID WHITFIELD



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LONDON RECORD 1572 45-1572

# I'LL NEVER STOP LOVING YOU

## LES BAXTER

and His Orchestra



☆  
CAPITOL RECORD 3120

## SLIM WHITMAN



☆  
IMPERIAL RECORD X8298

LEO FEIST, INC. • 799 SEVENTH AVENUE • NEW YORK 19, N. Y. NORMAN FOLEY, Gen. Prof. Mgr.





# Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

- BALLAD OF DAVY CROCKETT  
FAREWELL....."Tennessee" Ernie Ford.3058
- BALLAD OF OLE SVENSON  
LONESOME LOVERBOY.....Yogi Yorgesson.....3089
- CLOSE YOUR EYES  
DOGGONE IT, YOU DID IT.....The Five Keys.....3032
- GENUINE LOVE  
NO LETTER TODAY.....Les Paul & Mary Ford.3108
- HEY, MR. BANJO  
KVI-VI-VI-VITT.....The Banjo Boys.....3103
- IF I LOVE  
PAM-POU-DE.....Line Renaud.....3116
- IF I MAY  
A BLOSSOM FELL.....Nat "King" Cole,  
Four Knights.....3095
- LEARNIN' THE BLUES  
IF I HAD THREE WISHES.....Frank Sinatra.....3102
- THE SAND AND THE SEA  
DARLING JE VOUS AIME BEAUCOUP...Nat "King" Cole.....3027
- UNCHAINED MELODY  
MEDIC.....Les Baxter.....3055

**LATEST RELEASES**

Numbers 472 & 473

- AYUH, AYUH  
I'M MAKING BELIEVE.....Connie Russell.....3114
- THAT'S WHAT MAKES THE JUKE-BOX PLAY  
THE NIGHT SPOTS.....Roy Acuff.....3115
- IF I LOVE  
PAM-POU-DE.....Line Renaud.....3116
- YOU'RE TOO LATE  
A LOSING HAND.....Skeets McDonald.....3117
- A SATISFIED MIND  
TAKE POSSESSION.....Jean Shepard.....3118
- MAKE ME A PRESENT OF YOU  
IF TEARS COULD BRING YOU BACK.....Bobby Milano.....3119
- I'LL NEVER STOP LOVING YOU  
WAKE THE TOWN AND TELL THE PEOPLE..Les Baxter.....3120
- LOVELY ONE  
RING-A-DANG-A-DOO.....Paulette Sisters.....3121
- BELLA NOTTE  
FOLLOW YOUR HEART.....Gordon MacRae.....3122
- SHAMER MAIDEL  
THE CHA CHA CHA.....Billy May.....3123
- LOST TO A STRANGER  
GET LOST, YOU WOLF.....Hylö Brown.....3124
- LIVE, LIVE FOR JESUS  
THE SURE HAND OF GOD.....The Smith Brothers.....3125
- GOBELUES  
CELESTE.....Red Nichols.....3126

**BEST SELLING—**

**POPULAR ALBUMS**

Listed Alphabetically

- ARTHUR MURRAY CHA CHA MAMBOS  
45 rpm "EP" No. EAP-1-2-3-578 & ECF-578 33 1/2 rpm No. T-578
- B. G. IN HI FI—Benny Goodman  
45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565  
33 1/2 rpm No. W-565 & H-1-2-565
- GOLDEN HORN—Ray Anthony  
45 rpm "EP" No. EAP-1-2-3-563 & ECF-563 33 1/2 rpm No. T-563
- IN THE WEE SMALL HOURS—Frank Sinatra  
45 rpm "EP" No. EAP-1-2-3-4-581 & EBF-1-2-581  
33 1/2 rpm No. H-1-2-581 & W-581
- KALEIDOSCOPE—Les Baxter  
33 1/2 rpm No. T-594
- LES & MARY—Les Paul and Mary Ford  
45 rpm "EP" No. EAP-1-2-3-4-577 & EBF-1-2-577  
33 1/2 rpm No. H-1-2-577 & W-577
- THE MIL-COMBO TRIO  
45 rpm "EP" No. EAP-1-2-3-579 33 1/2 rpm No. T-579
- MUSIC FOR LOVERS ONLY—Jackie Gleason  
45 rpm "EP" No. EBF-352 33 1/2 rpm No. H-352
- MUSIC, MARTINIS, AND MEMORIES—Jackie Gleason  
45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509  
33 1/2 rpm No. W-509 & H-1-2-509
- MUSIC TO REMEMBER HER—Jackie Gleason  
45 rpm "EP" No. EAP-1-2-3-4-570 & EBF-1-2-570  
33 1/2 rpm No. W-570 & H-1-2-570
- SOMETHING COOL—June Christy  
45 rpm "EP" No. EBF-516 33 1/2 rpm No. H-516
- SWING EASY—Frank Sinatra  
45 rpm "EP" No. EAP-1-2-528 & EBF-528 33 1/2 rpm No. H-528
- VOICES IN MODERN—The Four Freshmen  
45 rpm "EP" No. EAP-1-2-522 33 1/2 rpm No. H-522 & T-522

## COUNTRY AND HILLBILLY HITS

**ROY ACUFF**



THAT'S WHAT MAKES THE JUKE-BOX PLAY  
THE NIGHT SPOTS (of the Town).....3115

**TOMMY COLLINS**



IT TICKLES  
LET DOWN.....3082

**The FARMER BOYS**



YOU'RE A HUNDINGER  
I'M JUST TOO LAZY.....3077

**FERLIN HUSKEY**



I'LL BABY SIT WITH YOU  
SHE'S ALWAYS THERE.....3097  
(SIMON CRUM)  
MY GALLINA  
CUZZ YORE SO SWEET.....3063

### ... ON CAPITOL

(Listed Alphabetically by Artist)

**SONNY JAMES**



AIN'T GONNA TAKE NO CHANCE  
DECEIVE ME ONCE AGAIN.....3112

**The LOUVIN BROTHERS**



LOVE THY NEIGHBOR AS THYSELF  
MAKE HIM A SOLDIER.....3083

**SKEETS McDONALD**



YOU'RE TOO LATE  
A LOSING HAND.....3117

**JEAN SHEPARD**



A SATISFIED MIND  
TAKE POSSESSION.....3118

**HANK THOMPSON**



WILDWOOD FLOWER  
BREAKIN' IN ANOTHER HEART..3106  
ANNIE OYER  
IF LOVIN' YOU IS WRONG....3030

**FARON YOUNG**



LIVE FAST, LOVE HARD, DIE YOUNG  
FORGIVE ME, DEAR.....3056  
GOD BLESS GOD  
WHERE COULD I GO!.....3107

## Best Selling Country and Hillbilly Albums

Listed Alphabetically

- BACKWOODS BOOGIE AND BLUES—  
Tennessee Ernie.....45 rpm "EP" No. EAP-1-413
- CHRISTMAS ON THE RANGE—  
Jimmy Wakely.....45 rpm "EP" No. EAP-1-9004
- COUNTRY AND HILLBILLY ALL TIME FAVORITES—  
Top Artists.....33 1/2 rpm No. H-9107
- COUNTRY AND HILLBILLY SONGS—  
Skeets McDonald.....45 rpm "EP" No. EAP-1-451
- COWBOY FAVORITES—  
Tex Ritter...45 rpm "EP" No. EBF-4004 33 1/2 rpm No. H-4004
- COWBOY HIT PARADE—  
Top Artists.....45 rpm "EP" No. EBF-4000

- FARON YOUNG.....45 rpm "EP" No. EAP-1-611
- GOIN' STEADY—  
Faron Young.....45 rpm "EP" No. EAP-1-450
- GOSPEL SONGS—  
Martha Carson.....45 rpm "EP" No. EAP-1-449
- HANK THOMPSON.....45 rpm "EP" No. EAP-1-601
- HANK THOMPSON FAVORITES.....33 1/2 rpm No. H-9111
- JIMMY HEAP.....45 rpm "EP" No. EAP-1-606
- THE JORDANAIRE.....45 rpm "EP" No. EAP-1-610
- THE LOUVIN BROTHERS.....45 rpm "EP" No. EAP-1-602

- MY BIRTHDAY COMES ON CHRISTMAS—  
Dallas Frazier, Joe (Fingers) Carr...45 rpm "EP" No. EAP-1-9025
- SONGS OF THE BRAZOS VALLEY—  
Hank Thompson..45 rpm "EP" No. EBF-418 33 1/2 rpm No. H-418
- SONGS OF THE WEST—  
Jimmy Wakely.....45 rpm "EP" No. EBF-4008
- TEX RITTER SINGS.....45 rpm "EP" No. EAP-1-431
- TOMMY COLLINS.....45 rpm "EP" No. EAP-1-607
- TWO GUITARS COUNTRY STYLE—  
Speedy West, Jimmy Bryant.....45 rpm "EP" No. EAP-1-2-520  
33 1/2 rpm No. H-520 & T-520



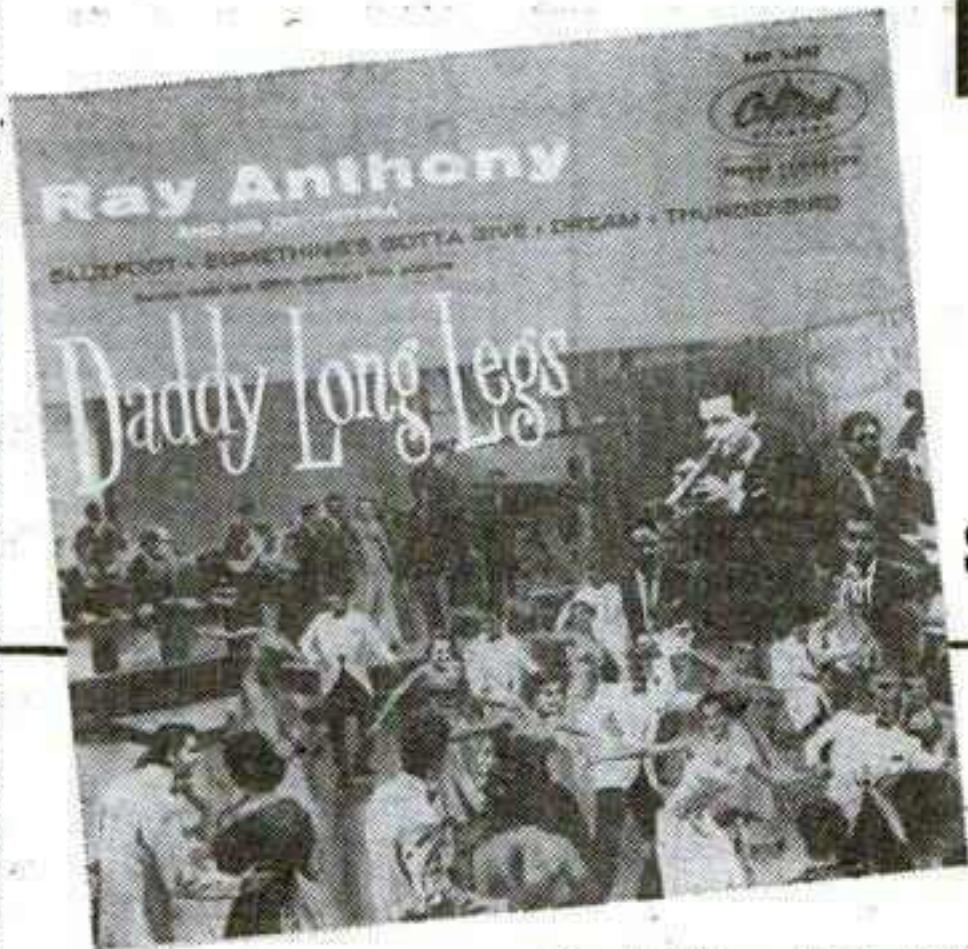
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# RAY ANTHONY

conducting hit tunes from

## Daddy Long Legs

SLUEFOOT • SOMETHING'S GOTTA GIVE • DREAM • THUNDERBIRD



Featuring that new dance sensation

### the SLUEFOOT

Capitol Record No. 3096 • Capitol Album No. EAP 1-597

## DAKOTA STATON

DON'T LEAVE ME NOW  
A LITTLE YOU

Capitol Record No. 3128



## THE FIVE KEYS

THE VERDICT  
ME MAKE UM POW WOW

Capitol Record No. 3127



## BETTE ANNE STEELE

BARRICADE  
GIVE ME A LITTLE KISS  
(WILL "YA," HUH?)

Capitol Record No. 3129



The ORIGINAL stirring theme of the Philco TV Playhouse Production "WATCH ME DIE"

# 23° N - 82° W • STAN KENTON

and his Orchestra

b/w **FALLING**

featuring Stan's sensational new vocalist

## ANN RICHARDS

Capitol Record No. 3134





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 two-sided hit records showed up strongly this week on the charts with four double-disks on the top 30 pop sellers, six on the top 15 country and western sellers and two on the rhythm and blues listings.

Nat (King) Cole chalked up some kind of record in the two-sided pop record field by getting two double disks on the chart—one on top of the other. His new disk, "A Blossom Fell" backed by "If I May," jumped up from No. 20 to No. 11, while "Darling Je Vous Aime Beaucoup" dropped from 10 to 12.

Twin two-siders are more common in the c.&w. field, where Eddy Arnold and Kitty Wells currently have four such platters on the charts. The most interesting angle on the situation in the r.&b. field is that Lavern Baker's "That's All I Need" made the No. 6 spot on the top 15 best r.&b. sellers this week, because "Bop Tink a Ling" is selling well enough to make the disk a two-sided hit. Under the old system, "That's All I Need" would have dropped down to the No. 11 spot.

Records are still moving slowly in the c.&w. field, with nary one new disk showing up on the charts this week, while only one new platter—Gene and Eunice's "This Is My Story"—appeared on the r.&b. listing. Two new disks popped up this week on the top 30 pop platters, with Eddie Fisher finally snapping back to his old form with "Heart" and the Sunnysiders skipping ahead to 24 with their Kapp record of "Hey, Mr. B-r-j-c."

The emergence of "Heart" No. 26 on the chart is interesting in that the tune made the chart the same week its musical "Damn Yankees" opened on Broadway to rave reviews. Sarah Vaughan's "Whatever Lola Wants," another tune from the show score, is already on the list.

## Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	1	11
2. Unchained Melody	3	6
3. Melody of Love	4	19
4. Cherry Pink and Apple Blossom White	2	7
5. Open Up Your Heart	5	17
6. Dance With Me Henry	7	5
7. Tweedle Dee	6	14
8. Whatever Lola Wants	8	4
9. Play Me Hearts and Flowers	9	5
10. How Important Can It Be?	11	14
11. Darling Je Vous Aime Beaucoup	10	6
11. Heart	—	1
13. Blossom Fell	—	1
14. Young and Foolish	13	5
15. Two Hearts	15	2

## HONOR ROLL OF HITS

Trade Mark Reg.

### The Nation's Top Tunes

For survey week ending May 11

This Week	Last Week	Weeks on Chart
<b>1. Unchained Melody</b>	2	7
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.		
<b>2. Ballad of Davy Crockett</b>	1	13
By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058; F. Parker, Columbia 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 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
<b>3. Cherry Pink and Apple Blossom White</b>	3	9
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.		
<b>4. Dance With Me, Henry</b>	4	8
By Jules Taub, Joel Josea and Saul 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.		
<b>5. Melody of Love</b>	5	20
By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; F. McCormick, 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.		
<b>6. Whatever Lola Wants</b>	6	4
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70595. OTHER RECORDS AVAILABLE: G. Gibson, M-G-M 11961; Hi-Lo's, Starlite 1363; L. Jordan, X 0116; Mello-Larks, Epic 9101; B. May, Cap 3104; G. MacRae, Dec 29472; P. Prado, Vic 20-6122; D. Shore, Vic 20-6077. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>7. How Important Can It Be?</b>	8	15
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORD: J. James, M-G-M 11919. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, Vic 20-5993; J. Smith, Majar 138; S. Vaughan, Mercury 70534. ELECTRICAL TRANSCRIPTION: David LeWinter, Standard.		
<b>8. Tweedle Dee</b>	7	17
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; T. Brewer, Coral 61366; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, Vic 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTION: David LeWinter, Standard.		
<b>9. Play Me Hearts and Flowers</b>	9	8
By Mann Curtis and Stanford Green—Published by Advanced (ASCAP) BEST SELLING RECORD: J. Desmond, Coral 61379. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61380. ELECTRICAL TRANSCRIPTION: Paul Smith, Standard.		
<b>10. Open Up Your Heart</b>	13	18
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61332; Little Sister Gail & Big Sis R. Clooney, Col 40422; McGuire Sisters, Coral 61334; J. Owen, International 1801; G. B. Shea, Vic 20-6021. ELECTRICAL TRANSCRIPTION: Paul Smith, Standard.		

### Second Ten

11. HONEY BABE	14	3
Published by Witmark (ASCAP)		
11. HEART	18	2
Published by Frank (ASCAP)		
13. DARLING JE VOUS AIME BEAUCOUP	11	12
Published by Chappell (ASCAP)		
14. BLOSSOM FELL	20	2
Published by Shapiro-Bernstein (ASCAP)		
15. TWO HEARTS	12	7
Published by Hill & Range (BMI)		
15. SINCERELY	10	19
Published by Arc (BMI)		
17. MOST OF ALL	16	3
Published by Arc (BMI)		
18. DON'T BE ANGRY	16	3
Published by Crossroads (BMI)		
19. BREEZE AND I	15	5
Published by E. B. Marks (BMI)		
20. LEARNIN' THE BLUES	—	1
Published by Barton (ASCAP)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

## Tunes with Greatest Radio-TV Audiences

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

### Radio

A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	
All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Berry Tree (R)—Miller—ASCAP	
Breeze and I (R)—E. B. Marks—BMI	
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	
Church Twice on Sunday (R)—Harms—ASCAP	
Dance With Me, Henry (R)—Modern—BMI	
Danger, Heartbreak Ahead (R)—Robbins—ASCAP	
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP	
Heart (R)—Frank—ASCAP	
Hey, Mr. Banjo (R)—Mills—ASCAP	
Is This the End of the Line? (R)—Broadcast—BMI	
Keep Me in Mind (R)—Famous—ASCAP	
Learnin' the Blues (R)—Barton—ASCAP	
Love Among the Young (R)—Meridian—BMI	
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Shuefoot (R)—Robbins—ASCAP	
Something's Gotta Give (R)—Robbins—ASCAP	
Strange Lady in Town (R) (F)—Witmark—ASCAP	
Take My Love (R)—Feist—ASCAP	
Tweedle Dee (R)—Progressive—BMI	
Two Hearts, Two Kisses (R)—Hill & Range—BMI	
Unchained Melody (R)—Frank—ASCAP	
Whatever Lola Wants (R)—Frank—ASCAP	
When You Wish Upon a Star (R)—Bourne—ASCAP	
World Is Mine (R)—Paramount—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

### Television

All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Berry Tree (R)—Miller—ASCAP	
Chee Chee-Oo Chee (R)—Hill & Range—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	
Farwell (R)—Wonderland—BMI	
Hard to Get (R)—Witmark—ASCAP	
Heart (R)—Frank—ASCAP	
Hey, Mr. Banjo (R)—Mills—ASCAP	
How Important Can It Be? (R)—Aspen—ASCAP	
I Gotta Go Get My Baby (R)—Springfield—BMI	
Just One More Time (R)—Paxton—ASCAP	
King Size (R)—Rubank—ASCAP	
Learnin' the Blues (R)—Barton—ASCAP	
Let's Get the Show on the Road (R)—Cahn—ASCAP	
Little Miss Tippytoe (R)—E. H. Morris—ASCAP	
Melody of Love (R)—Shapiro-Bernstein—ASCAP	
Oh, Yeah (R)—Jungnickle—ASCAP	
Play Me Hearts and Flowers (R)—Advanced—ASCAP	
Sand and the Sea (R)—Winnerton—BMI	
Siamese Cat Song (R)—Disney—ASCAP	
Silver Dollar (R)—Hampshire House—BMI	
Silver Moon (R)—Harms—ASCAP	
Sincerely (R)—Arc—Regent—BMI	
Tweedle Dee (R)—Progressive—BMI	
Unchained Melody (R)—Frank—ASCAP	
Whatever Lola Wants (R)—Frank—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

## England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

Stranger in Paradise—Frank (Frank)	
Cherry Pink and Apple Blossom White—Maddox (Chappell)	
Softly, Softly—Cavendish (Sherwin)	
Under the Bridges of Paris—Southern (Hill & Range)	
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)	
If Anyone Finds This I Love You—Michael Reine (Ardmore)	
Tomorrow—Cavendish (Reis)	
Prize of Gold—Victoria (Shapiro-Bernstein)	
Let Me Go, Lover—Aberbach (Hill & Range)	
A Blossom Fell—John Fields (Shapiro-Bernstein)	
Mobile—Leeds (Ardmore)	
Unchained Melody—Frank (Frank)	
Open Up Your Heart—Duchess (Hamblen)	
Ready, Willing and Able—Berry (Daywin)	
Unsuspecting Heart—Berry (Teespe)	
Tweedle Dee—Robbins (Progressive)	
Where Will the Dimple Be?—Cinephonic (Rogers)	
You My Love—Dash (*)	
I Wonder—Macmelodies (Leeds)	
The Naughty Lady of Shady Lane—Sterling (Paxton)	



# HIS GREATEST!

# Billy Vaughn



ON ANOTHER TWO SIDER

## THE WALTZ YOU SAVED FOR ME

*Coupled with*

## BILLY VAUGHN'S BOOGIE

DOT  
15374

*Dot*

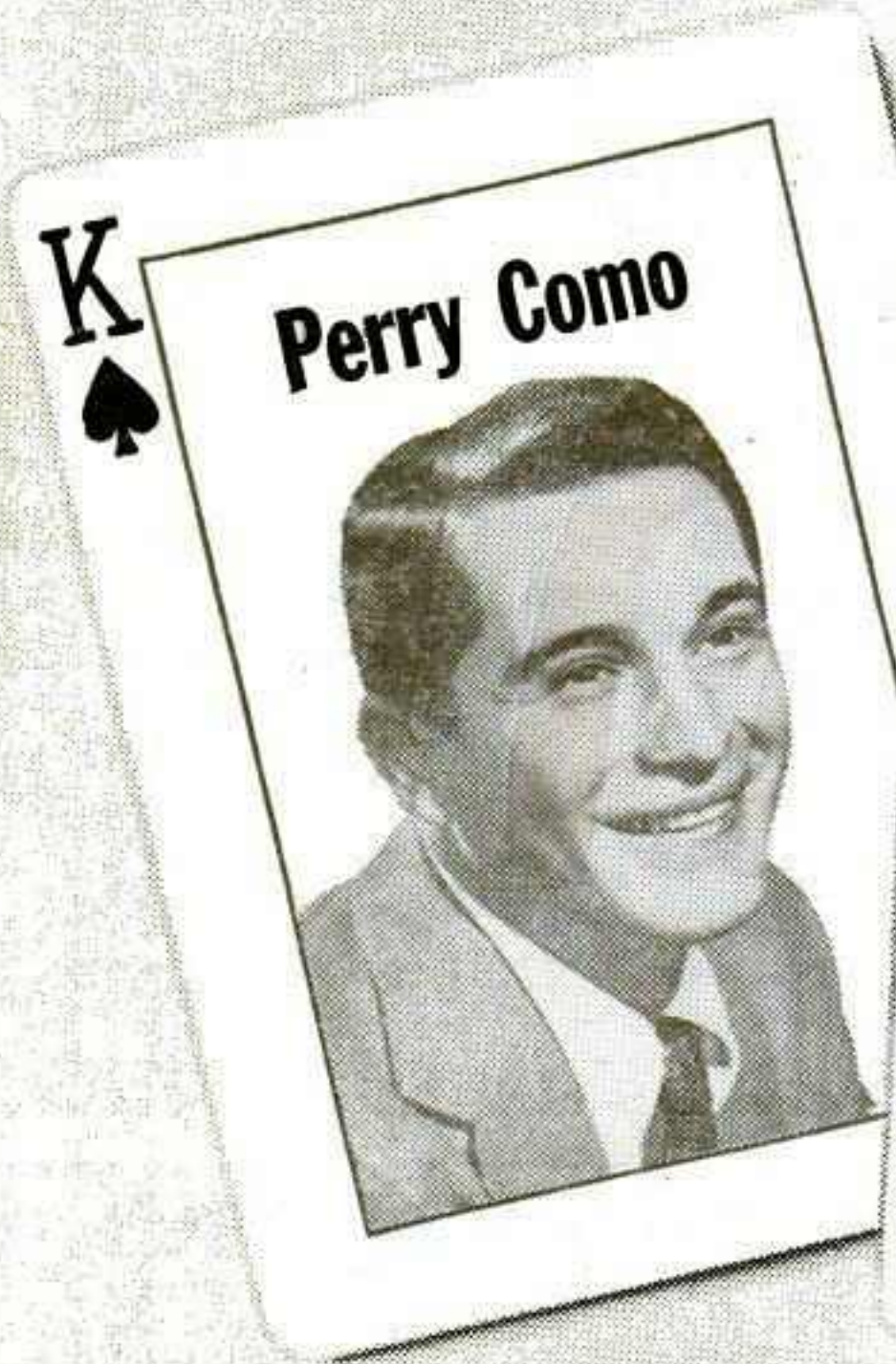
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# RCA VICTOR'S

Four of the most exciting



## CHEE CHEE- OO CHEE

(with Mitchell Ayres' Orch. Arr: Joe Reisman)

## TWO LOST SOULS

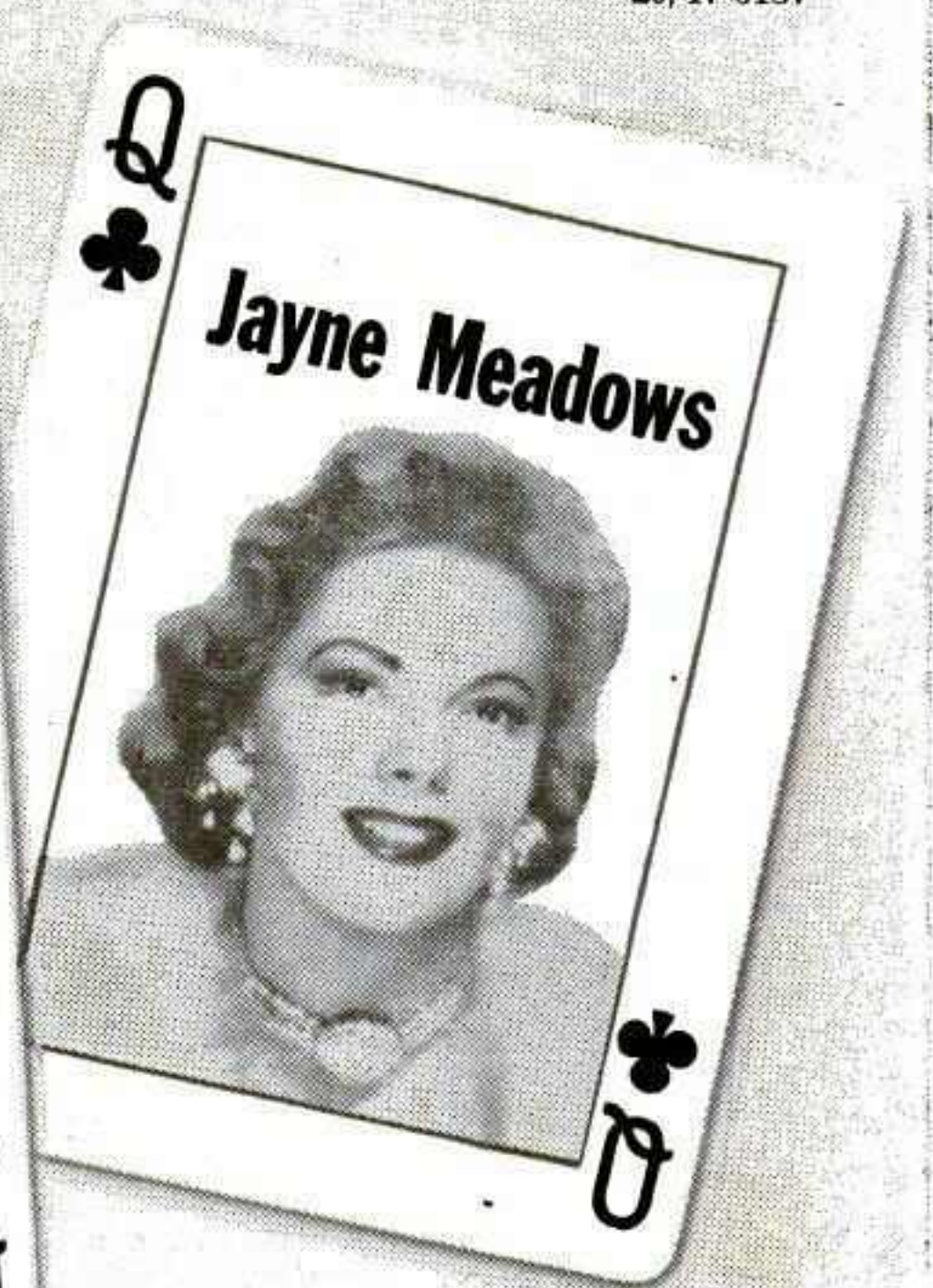
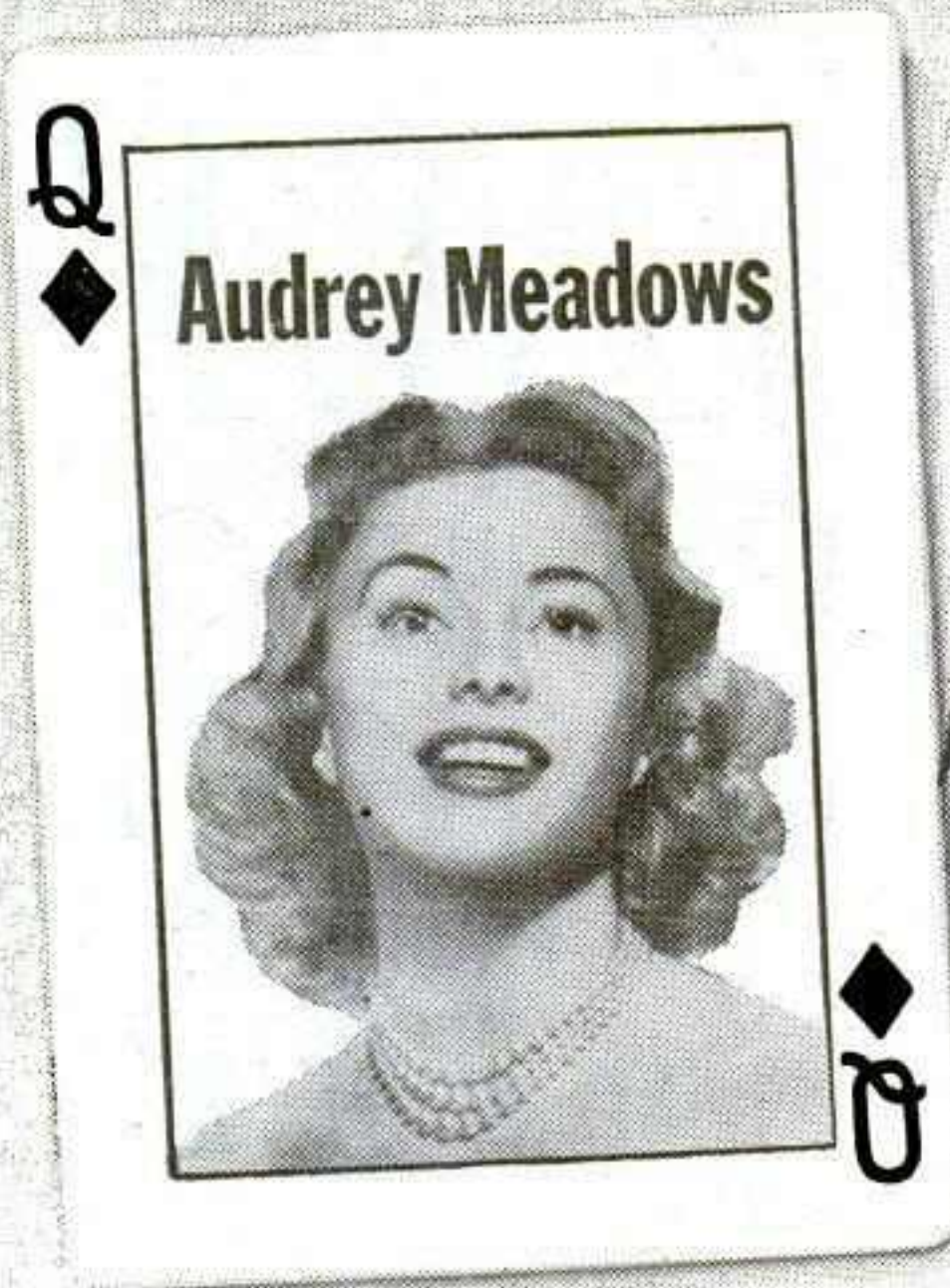
(from the musical production "Damn Yankees")

20/47-6137

## HOT POTATO MAMBO JAPANESE RHUMBA

(with Hugo Winterhalter's Orchestra)

20/47-6132

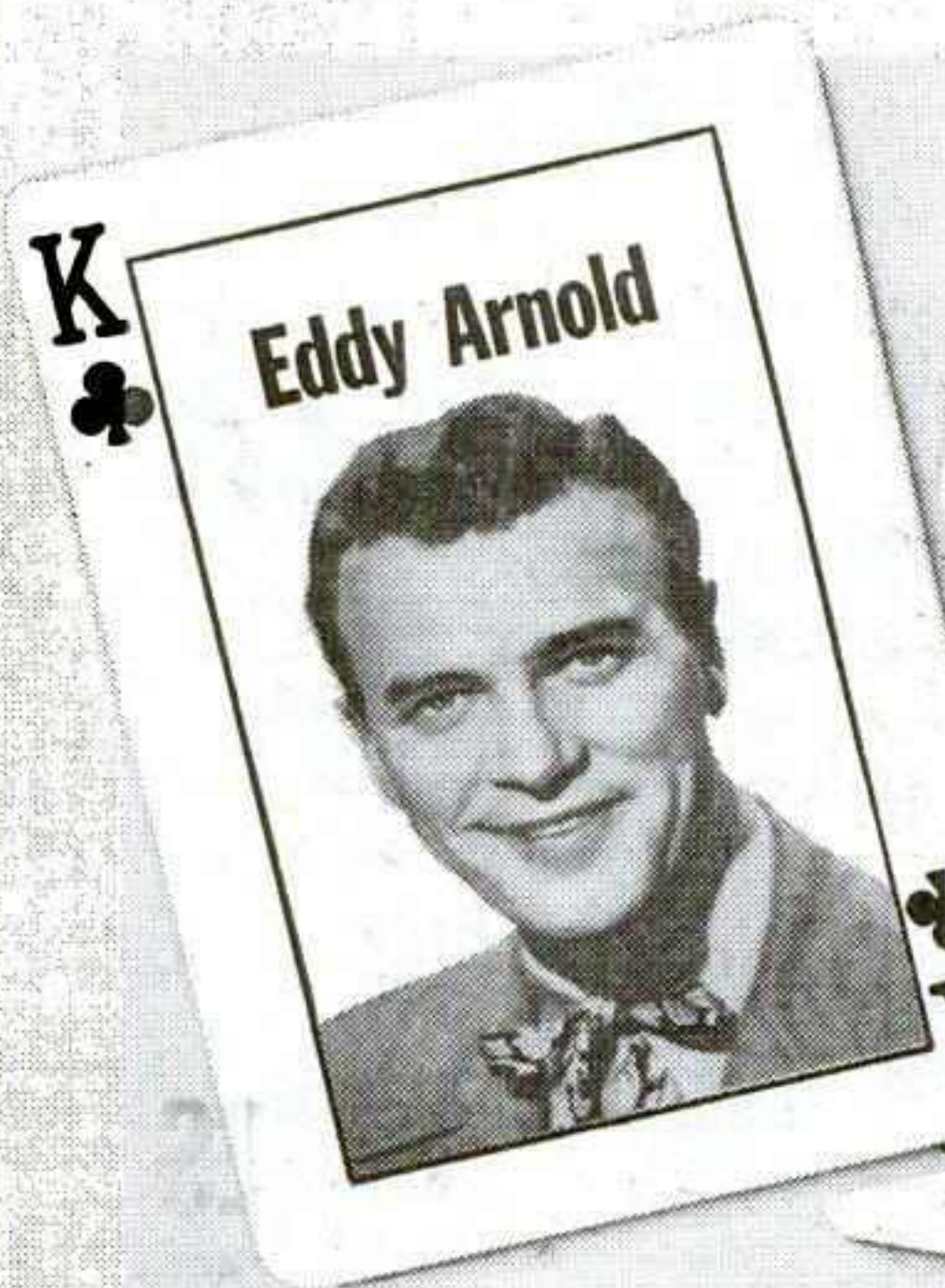


**RCA VICTOR**  
FIRST IN RECORDED MUSIC



# UNBEATABLE PAIRS!

“Double-dates” in record history!



Eddy Arnold



Hugo Winterhalter

The **CATTLE CALL**

The **KENTUCKIAN SONG**

(from the Hecht-Lancaster production "The Kentuckian"—a United Artists Release)

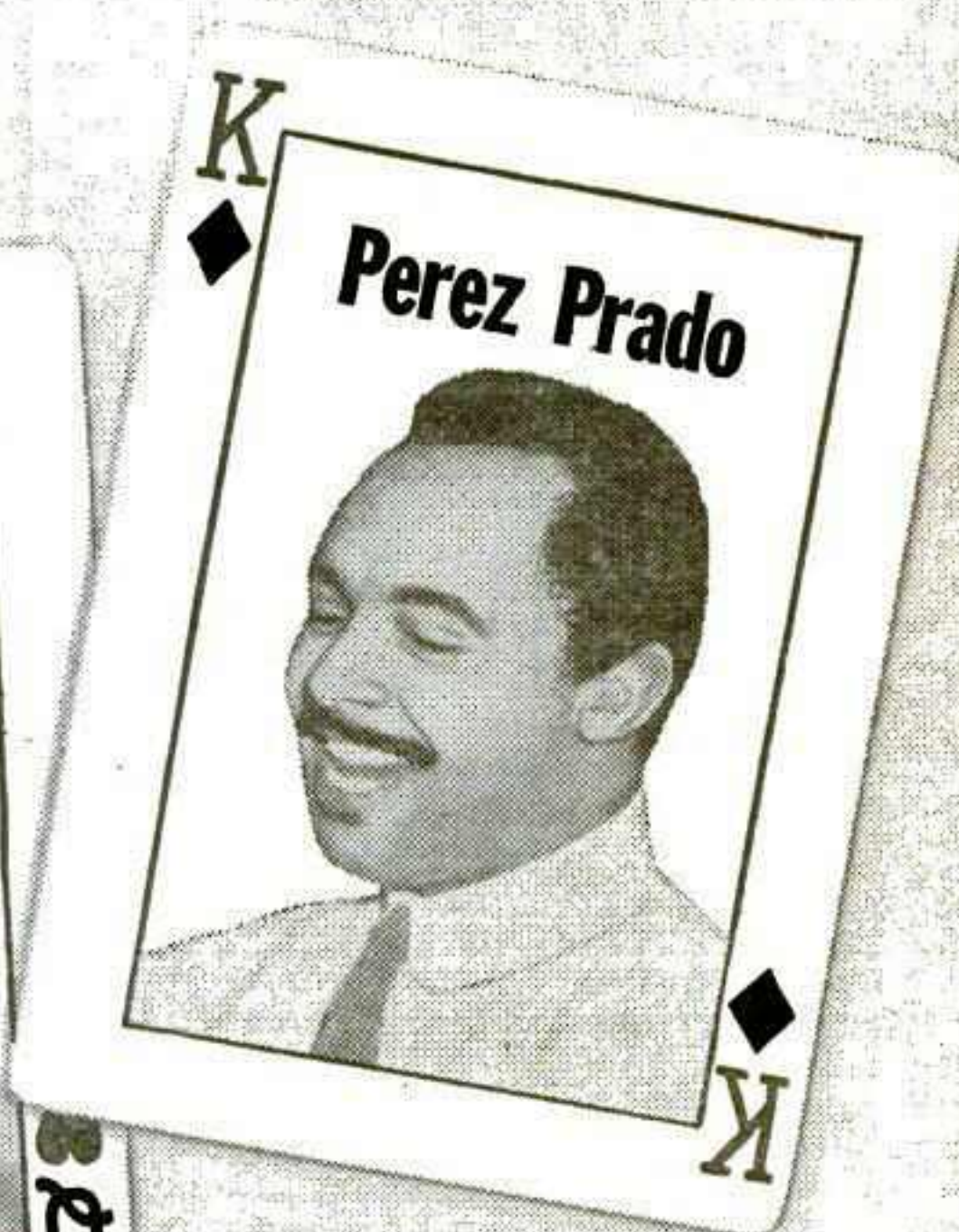
20/47-6139

**SWEET AND GENTLE  
FREDDY**

20/47-6138



Eartha Kitt



Perez Prado



“NEW ORTHOPHONIC” High Fidelity Recordings



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 11

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

This Week	Last Week	Weeks on Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	1	12
Marie Elena Rumba (ASCAP)—Vic 20-5965		
2. DANCE WITH ME, HENRY (BMI)—G. Gibbs	3	9
Every Road Must Have a Turning (BMI)—Mercury 70572		
3. UNCHAINED MELODY (ASCAP)—L. Baxter	2	7
Medic (ASCAP)—Cap 3055		
4. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	4	13
Farewell (BMI)—Cadence 1256		
5. BALLAD OF DAVY CROCKETT (BMI)—F. Parker	6	11
I Gave My Love (BMI)—Col 40449		
6. UNCHAINED MELODY (ASCAP)—A. Hibbler	5	7
Daybreak (ASCAP)—Dec 29441		
7. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	7	10
Farewell (BMI)—Cap 3058		
8. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	8	16
Humoresque (BMI)—Dot 15325		
9. UNCHAINED MELODY (ASCAP)—R. Hamilton	9	5
From Here to Eternity (ASCAP)—Epic 9102		
10. HONEY BABE (ASCAP)—A. Mooney	11	5
No Regrets (ASCAP)—M-G-M 11900		
11. BLOSSOM FELL (ASCAP)—Nat (King) Cole	20	3
IF I MAY (BMI)—Cap 3095		
12. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	10	12
SAND AND THE SEA (BMI)—Cap 3027		
12. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	13	5
Oh Yeah (ASCAP)—Mercury 70595		
14. ROCK AROUND THE CLOCK (ASCAP)—B. Haley	22	2
Thirteen Women (BMI)—Dec 29124		
15. TWEEDLE DEE (BMI)—G. Gibbs	12	17
You're Wrong, All Wrong (ASCAP)—Mercury 70517		
15. DON'T BE ANGRY (BMI)—Crew Cuts	14	4
CHOP CHOP BOOM (BMI)—Mercury 70597		
17. BREEZE AND I (BMI)—C. Valente	15	7
Jalousie (ASCAP)—Dec 29467		
18. MELODY OF LOVE (ASCAP)—B. Vaughn	17	24
Joy Ride (ASCAP)—Dot 15247		
19. TWO HEARTS (BMI)—P. Boone	16	8
Tra-La-La—Dot 15338		
20. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	18	8
My Baby Just Cares for Me—Epic 9093		
21. LEARNIN' THE BLUES (ASCAP)—F. Sinatra	25	2
If I Had Three Wishes (ASCAP)—Cap 3102		
22. MOST OF ALL (BMI)—D. Cornell	26	2
DOOR IS STILL OPEN (BMI)—Coral 61393		
23. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	19	14
This Is My Confession (ASCAP)—M-G-M 11919		
24. HEY, MR. BANJO (ASCAP)—Sunnysiders	—	1
Zoom, Zoom, Zoom (ASCAP)—Kapp 113		
25. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond	21	9
I'm So Ashamed (ASCAP)—Coral 61379		
26. HEART (ASCAP)—E. Fisher	—	1
Near to You (ASCAP)—Vic 20-6097		
27. DON'T BE ANGRY (BMI)—N. Brown	28	4
It's Really You (BMI)—Savoy 1155		
28. OPEN UP YOUR HEART (BMI)—Cowboy Church Sunday School	23	21
The Lord Is Counting on You (BMI)—Dec 29367		
29. PLANTATION BOOGIE (BMI)—L. Dee	—	14
Birth of the Blues (ASCAP)—Dec 29360		
30. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale	—	2
I'm Sincere (BMI)—Coral 61373		
30. SINCERELY (BMI)—McGuire Sisters	—	19
No More (BMI)—Coral 61323		

This Week's Best Buys

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

JOHNNY'S MEDLEY — Johnny Maddox — Dot 15365

The pianist's latest release is shaping up nicely in quite a few Midwestern markets and is beginning to spill over into adjacent territories. This past week, sales were reported good to strong in Chicago, Milwaukee, Cincinnati, Pittsburgh, Baltimore, Buffalo, Durham, Nashville and St. Louis. Juke box sales generally were excellent. Flip is "The Whistlin' Piano Man" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending May 11

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

This Week	Last Week	Weeks on Chart
1. DANCE WITH ME, HENRY (BMI)—G. Gibbs	1	8
Every Road Must Have a Turning (BMI)—Mercury 70572		
2. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	3	7
Marie Elena Rumba (ASCAP)—Vic 20-5965		
3. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	2	11
Farewell (BMI)—Cadence 1256		
4. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	4	14
Humoresque (BMI)—Dot 15325		
5. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie	5	6
Farewell (BMI)—Cap 3058		
6. UNCHAINED MELODY (ASCAP)—L. Baxter	15	3
Medic (ASCAP)—Cap 3055		
7. SINCERELY (BMI)—McGuire Sisters	6	18
No More (BMI)—Coral 61323		
7. UNCHAINED MELODY (ASCAP)—A. Hibbler	7	4
Daybreak (ASCAP)—Dec 29441		
9. UNCHAINED MELODY (ASCAP)—R. Hamilton	13	3
From Here to Eternity (ASCAP)—Epic 9102		
10. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	9	13
This Is My Confession (ASCAP)—M-G-M 11919		
11. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond	11	7
I'm So Ashamed (ASCAP)—Coral 61379		
12. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	14	2
Oh Yeah (ASCAP)—Mercury 70595		
13. MELODY OF LOVE (ASCAP)—B. Vaughn	12	15
Joy Ride (ASCAP)—Dot 15247		
13. TWEEDLE DEE (BMI)—G. Gibbs	10	23
You're Wrong, All Wrong (ASCAP)—Mercury 70517		
15. MELODY OF LOVE (ASCAP)—Four Aces	7	19
There's a Tavern in the Town (ASCAP)—Dec 29395		
16. TWO HEARTS (BMI)—P. Boone	19	6
Tra-La-La—Dot 15338		
17. IT MAY SOUND SILLY (BMI)—McGuire Sisters	15	6
Doesn't Anybody Love Me? (ASCAP)—Coral 61369		
17. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	18	21
Sand and the Sea (BMI)—Cap 3027		
17. HONEY BABE (ASCAP)—A. Mooney	—	1
No Regrets (ASCAP)—M-G-M 11900		
17. BOOM BOOM BOOMERANG (BMI)—DeCastro Sisters	—	1
Let Your Love Walk In (ASCAP)—Abbott 3003		

Most Played by Jockeys

For survey week ending May 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	2	6
Marie Elena Rumba (ASCAP)—Vic 20-5965		
2. UNCHAINED MELODY—L. Baxter	1	7
Medic (ASCAP)—Cap 3055		
3. DANCE WITH ME HENRY—G. Gibbs	3	7
Every Road Must Have a Turning (BMI)—Mercury 70572		
4. BALLAD OF DAVY CROCKETT—B. Hayes	4	11
Farewell (BMI)—Cadence 1256		
5. UNCHAINED MELODY—A. Hibbler	5	5
Daybreak (ASCAP)—Dec 29441		
6. UNCHAINED MELODY—R. Hamilton	11	3
From Here to Eternity (ASCAP)—Epic 9102		
7. WHATEVER LOLA WANTS—S. Vaughan	7	4
Oh Yeah (BMI)—Mercury 70595		
8. BREEZE AND I—C. Valente	8	5
Jalousie (BMI)—Dec 29467		
9. PLAY ME HEARTS AND FLOWERS—J. Desmond	6	8
I'm So Ashamed (ASCAP)—Coral 61379		
10. LEARNIN' THE BLUES—F. Sinatra	15	3
If I Had Three Wishes (ASCAP)—Cap 3102		
11. BALLAD OF DAVY CROCKETT—Tennessee Ernie	9	9
Farewell (BMI)—Cap 3058		
12. BLOSSOM FELL—Nat (King) Cole	19	2
If I May (ASCAP)—Cap 3095		
13. HEART—E. Fisher	16	2
Near to You (ASCAP)—Vic 20-6097		
14. MOST OF ALL—D. Cornell	—	1
Door Is Still Open (BMI)—Coral 61393		
15. DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	18	12
Sand and the Sea (ASCAP)—Cap 3027		
16. SINCERELY—McGuire Sisters	12	19
No More (BMI)—Coral 61323		
17. BALLAD OF DAVY CROCKETT—F. Parker	10	7
I Gave My Love (BMI)—Col 40449		
18. MELODY OF LOVE—B. Vaughn	14	19
Joy Ride (ASCAP)—Dot 15247		
19. CHERRY PINK AND APPLE BLOSSOM WHITE—A. Dale	—	2
I'm Sincere (ASCAP)—Coral 61373		
20. WHATEVER LOLA WANTS—D. Shore	20	2
Church Twice on Sunday (ASCAP)—Vic 20-6077		

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The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio





**SWINGING HIGH AGAIN** *with another winner!*



**THE  
CREWCUTS**

**“A STORY UNTOLD”**

AND

**“CARMEN'S BOOGIE”**

MERCURY 70634



CHICAGO 1, ILLINOIS



# Your move for More Good Music!

**JONI JAMES**  
**IS THIS THE END OF THE LINE?**  
 and  
**WHEN YOU WISH UPON A STAR**  
 MGM 11960 78 rpm  
 K 11960 45 rpm

**ART MOONEY**  
**HONEY BABE**  
 and  
**NO REGRETS**  
 MGM 11900 78 rpm  
 K 11900 45 rpm

**BILLY ECKSTINE**  
**ONLY YOU**  
 and  
**LOVE ME OR LEAVE ME**  
 MGM 11984 78 rpm  
 K 11984 45 rpm

**BETTY MADIGAN**  
**WONDERFUL WORDS**  
 and  
**I HAD A HEART**  
 MGM 11988 78 rpm  
 K 11988 45 rpm

**DAVID ROSE**  
**TAKE MY LOVE**  
 and  
**LOVE IS ETERNAL**  
 MGM 30875 78 rpm  
 K 30875 45 rpm

**MITZI MASON**  
**YOU ALL YOU**  
 and  
**ME!**  
 MGM 11978 78 rpm  
 K 11978 45 rpm

**SAM (The Man) TAYLOR**  
**HARLEM NOCTURNE**  
 and  
**RED SAILS IN THE SUNSET**  
 MGM 11977 78 rpm  
 K 11977 45 rpm

**THE NATURALS**  
 With Joe Lipman and his Orchestra  
**MARTY**  
 and  
**THE JITTERBUG WALTZ**  
 MGM 11970 78 rpm  
 K 11970 45 rpm

**JAMES BROWN**  
 (Lt. Rip Masters of Rin Tin Tin TV Show)  
**THE BERRY TREE**  
 and  
**I LOST WHEN I FOUND YOU**  
 MGM 11987 78 rpm  
 K 11987 45 rpm

ATTENTION, D.J.'s: DESTINED TO BECOME THE MOST REQUESTED RECORD of the YEAR!

**Leroy Holmes and his Orch.**  
**JUST FOR THE BRIDE AND GROOM**  
 B/W SAMARRA  
 Love Theme from MGM's "THE PRODIGAL"  
 m6m 11992 • K11992

**MILT HERTH**  
**ECHO TANGO**  
 and  
**BOOGA DA WOOG**  
 MGM 11971 78 rpm  
 K 11971 45 rpm

**FRANK PETTY TRIO**  
**TEN LITTLE FINGERS AND TEN LITTLE TOES**  
 and  
**UNDER THE DOUBLE EAGLE—MARCH**  
 MGM 11968 78 rpm  
 K 11968 45 rpm

**MARION SISTERS**  
**THE SIAMESE CAT SONG**  
 and  
**HE'S A TRAMP**  
 MGM 11963 78 rpm  
 K 11963 45 rpm

**ART WANER and his Orchestra**  
**DIPPY DIPPY DOODLE**  
 and  
**SMILES**  
 MGM 11974 78 rpm  
 K 11974 45 rpm

**GENE SHELDON and The ENCORES**  
**HEY, MR. BANJO**  
 and  
**HALLELUJAH!**  
 MGM 11982 78 rpm  
 K 11982 45 rpm

**KAY ARMEN**  
**BELLA NOTTE**  
 and  
**LA LA LU**  
 MGM 11967 78 rpm  
 K 11967 45 rpm

**TOMMY EDWARDS**  
**WELCOME TO MY HEART**  
 and  
**SPRING NEVER CAME AROUND THIS YEAR**  
 MGM 11993 78 rpm  
 K 11993 45 rpm

**BOB STEWART**  
**BUT, I DON'T CARE**  
 and  
**YOU ARE MY DESTINY**  
 MGM 11991 78 rpm  
 K 11991 45 rpm

**CHARLIE CALHOUN and his Orchestra & Chorus**  
**SMACK DAB IN THE MIDDLE**  
 and  
**WHY THE CAR WON'T GO**  
 MGM 11989 78 rpm  
 K 11989 45 rpm

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending May 11

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

- Atlanta**
1. Dance With Me, Henry, G. Gibbs, Mer.
  2. Ballad of Davy Crockett, F. Parker, Col.
  3. Unchained Melody, A. Hibbler, Dec.
  4. Cherry Pink and Apple Blossom White P. Prado, Vic.
  5. Melody of Love, B. Vaughn, Dot
  6. Blossom Fell, Nat (King) Cole, Cap.
- Balti.-Wash.**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Unchained Melody, L. Baxter, Cap.
  3. Ballad of Davy Crockett, B. Hayes, Cdc.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Two Hearts, P. Boone, Dot
  6. Unchained Melody, A. Hibbler, Dec.
  7. Honey Babe, A. Mooney, M-G-M
  8. Don't Be Angry, N. Brown, Sav.
  9. Rock Around the Clock, B. Haley, Dec.
  10. Blossom Fell, Nat (King) Cole, Cap.

- Los Angeles**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, F. Parker, Col.
  3. Unchained Melody, L. Baxter, Cap.
  4. Crazy Otto Medley, J. Maddox, Dot
  5. Ballad of Davy Crockett W. Schumann, Vic.
  6. Dance With Me, Henry, G. Gibbs, Mer.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Love Me or Leave Me, L. Horne, Vic.
  9. Breeze and I, C. Valente, Dec.
  10. Bo Diddley, B. Diddley, Che.

- Boston**
1. Ballad of Davy Crockett, B. Hayes, Cdc.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Whatever Lola Wants, S. Vaughan, Mer.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Unchained Melody, R. Hamilton, Epi.
  6. Ballad of Davy Crockett, F. Parker, Col.
  7. Heart, E. Fisher, Vic.
  8. Honey Babe, A. Mooney, M-G-M
  9. Learnin' the Blues, F. Sinatra, Cap.
  10. Love Me or Leave Me S. Davis Jr., Dec.

- Milwaukee**
1. Unchained Melody, L. Baxter, Cap.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, F. Parker, Col.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Learnin' the Blues, F. Sinatra, Cap.
  6. Breeze and I, C. Valente, Dec.
  7. Honey Babe, A. Mooney, M-G-M
  8. Hey Mr. Banjo, Sunnysiders, Kap.

- Buffalo**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Unchained Melody, L. Baxter, Cap.
  4. Ballad of Davy Crockett, B. Hayes, Cdc.
  5. Most of All, D. Cornell, Cor.
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Tweedle Dee, G. Gibbs, Mer.

- Mpls.-St. Paul**
1. Unchained Melody, L. Baxter, Cap.
  2. Ballad of Davy Crockett, F. Parker, Col.
  3. Cherry Pink and Apple Blossom White P. Prado, Vic.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
  6. Don't Be Angry, Crew Cuts, Mer.
  7. Ballad of Davy Crockett, B. Hayes, Cdc.
  8. Crazy Otto Medley, J. Maddox, Dot
  9. Whatever Lola Wants, S. Vaughan, Mer.
  10. Breeze and I, C. Valente, Dec.

- Chicago**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, B. Hayes, Cdc.
  3. Honey Babe, A. Mooney, M-G-M
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Unchained Melody, L. Baxter, Cap.
  6. Unchained Melody, A. Hibbler, Dec.
  7. Unchained Melody, J. Valli, Vic.
  8. Blossom Fell, Nat (King) Cole, Cap.
  9. Crazy Otto Medley, J. Maddox, Dot
  10. Whatever Lola Wants, S. Vaughan, Mer.

- New Orleans**
1. Ballad of Davy Crockett, T. Ernie, Cap.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Rock Around the Clock, B. Haley, Dec.
  4. Unchained Melody, L. Baxter, Cap.
  5. Ballad of Davy Crockett, F. Parker, Col.
  6. Dance With Me, Henry, G. Gibbs, Mer.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Unchained Melody, A. Hibbler, Dec.
  9. Unchained Melody, R. Hamilton, Epi.
  10. Whatever Lola Wants, S. Vaughan, Mer.

- Cincinnati**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Dance With Me, Henry, G. Gibbs, Mer.
  3. Honey Babe, A. Mooney, M-G-M
  4. Unchained Melody, L. Baxter, Cap.
  5. Ballad of Davy Crockett, F. Parker, Col.
  6. Unchained Melody, R. Hamilton, Epi.
  7. Ballad of Davy Crockett, B. Hayes, Cdc.
  8. Unchained Melody, A. Hibbler, Dec.
  9. Blossom Fell, Nat (King) Cole, Cap.
  10. Medie, V. Young, Dec.

- New York**
1. Ballad of Davy Crockett, B. Hayes, Cdc.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Dance With Me, Henry, G. Gibbs, Mer.
  4. Unchained Melody, A. Hibbler, Dec.
  5. Crazy Otto Medley, J. Maddox, Dot
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. How Important Can It Be? J. James, M-G-M
  8. Tweedle Dee, G. Gibbs, Mer.
  9. Blossom Fell, Nat (King) Cole, Cap.
  10. Melody of Love, B. Vaughn, Dot

- Cleveland**
1. Ballad of Davy Crockett, B. Hayes, Cdc.
  2. Unchained Melody, L. Baxter, Cap.
  3. Unchained Melody, A. Hibbler, Dec.
  4. If I May, Nat (King) Cole, Cap.
  5. Dance With Me, Henry, G. Gibbs, Mer.
  6. Don't Be Angry, N. Brown, Sav.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Rock Around the Clock, B. Haley, Dec.
  9. Come Back, My Love, Wrens, Rma.
  10. Bo Diddley, B. Diddley, Che.

- Philadelphia**
1. Unchained Melody, A. Hibbler, Dec.
  2. Ballad of Davy Crockett, B. Hayes, Cdc.
  3. Dance With Me, Henry, G. Gibbs, Mer.
  4. Cherry Pink and Apple Blossom White P. Prado, Vic.
  5. Ballad of Davy Crockett, F. Parker, Col.
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. Hey Mr. Banjo, Sunnysiders, Kap.
  8. Crazy Otto Medley, J. Maddox, Dot
  9. Don't Be Angry, N. Brown, Sav.
  10. Don't Be Angry, Crew Cuts, Mer.

- Dallas-Fort Worth**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Unchained Melody, L. Baxter, Cap.
  3. Ballad of Davy Crockett, T. Ernie, Cap.
  4. Ballad of Davy Crockett, F. Parker, Col.
  5. If I May, Nat (King) Cole, Cap.
  6. I Belong to You, R. Flanagan, Vic.

- Pittsburgh**
1. Unchained Melody, L. Baxter, Cap.
  2. Ballad of Davy Crockett, B. Hayes, Cdc.
  3. Blossom Fell, Nat (King) Cole, Cap.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Cherry Pink and Apple Blossom White P. Prado, Vic.
  6. Whatever Lola Wants, S. Vaughan, Mer.
  7. Rock Around the Clock, B. Haley, Dec.
  8. Whatever Lola Wants, D. Shore, Vic.
  9. Unchained Melody, A. Hibbler, Dec.
  10. Melody of Love, B. Vaughn, Dot

- Denver**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, T. Ernie, Cap.
  3. Dance With Me, Henry, G. Gibbs, Mer.
  4. Rock Around the Clock, B. Haley, Dec.
  5. Unchained Melody, L. Baxter, Cap.
  6. Ballad of Davy Crockett, F. Parker, Col.
  7. Unchained Melody, A. Hibbler, Dec.
  8. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
  9. Crazy Otto Medley, J. Maddox, Dot
  10. Tweedle Dee, G. Gibbs, Mer.

- St. Louis**
1. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
  2. Blossom Fell, Nat (King) Cole, Cap.
  3. Unchained Melody, L. Baxter, Cap.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Unchained Melody, R. Hamilton, Epi.
  6. Honey Babe, A. Mooney, M-G-M
  7. Cherry Pink and Apple Blossom White P. Prado, Vic.
  8. Ballad of Davy Crockett, B. Hayes, Cdc.
  9. Is This the End of the Line? J. James, M-G-M
  10. Hey Mr. Banjo, Sunnysiders, Kap.

- Detroit**
1. Unchained Melody, A. Hibbler, Dec.
  2. Don't Be Angry, Crew Cuts, Mer.
  3. Opus One, Mills Brothers, Dec.
  4. Love Me or Leave Me, S. Davis Jr., Dec.
  5. Whatever Lola Wants, S. Vaughan, Mer.
  6. Most of All, D. Cornell, Cor.
  7. Hey Mr. Banjo, Sunnysiders, Kap.
  8. Breeze and I, C. Valente, Dec.
  9. Cherry Pink and Apple Blossom White P. Prado, Vic.
  10. Dance With Me, Henry, G. Gibbs, Mer.

- San Francisco**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, F. Parker, Col.
  3. Crazy Otto Medley, J. Maddox, Dot
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Unchained Melody, A. Hibbler, Dec.
  6. Unchained Melody, L. Baxter, Cap.
  7. Tweedle Dee, G. Gibbs, Mer.
  8. Whatever Lola Wants, S. Vaughan, Mer.
  9. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

- Kansas City**
1. Honey Babe, A. Mooney, M-G-M
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Dance With Me, Henry, G. Gibbs, Mer.
  4. Ballad of Davy Crockett, T. Ernie, Cap.
  5. Unchained Melody, A. Hibbler, Dec.
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. Two Hearts, P. Boone, Dot
  8. Don't Be Angry, Crew Cuts, Mer.
  9. Hey Mr. Banjo, Sunnysiders, Kap.
  10. Blossom Fell, Nat (King) Cole, Cap.

- Seattle**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Ballad of Davy Crockett, F. Parker, Col.
  3. Unchained Melody, A. Hibbler, Dec.
  4. Truly, Dinning Sisters, Ess.
  5. Dance With Me, Henry, G. Gibbs, Mer.
  6. Unchained Melody, L. Baxter, Cap.
  7. Tweedle Dee, G. Gibbs, Mer.
  8. Ballad of Davy Crockett, B. Hayes, Cdc.
  9. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
  10. Breeze and I, C. Valente, Dec.



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<b>ALL</b>	<b>LIVE</b>
<b>SAID A</b>	<b>AND</b>
<b>PRAYER</b>	<b>BREATHE</b>

With Chorus and Orchestra dir. by JACK PLEIS

DECCA 29524 (78 RPM) and 9-29524 (45 RPM)

*sung by . . .*

*Frank* **VERNA**

*America's Fastest Selling Records*





# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Review Spotlight on . . .

### RECORDS

#### THE CREWCUTS

**A Story Untold** (Rush, BMI)—Mercury 7063—This group has racked an enviable string of smashes with their own styling of similar hits out of the r.&b. field. This is the ballad currently kicking up a storm in the Nutmegs' version on Herald, and the Crewcuts hand it one of their better vocal efforts, loaded with feeling. The flip is a lively, impressive "Carmen's Boogie" (Broadcast, BMI).

#### DORIS DAY

**I'll Never Stop Loving You** (Feist, ASCAP)—Columbia 40505—This is the sound track version of the new tune from the forthcoming flick, "Love Me or Leave Me," the Ruth Etting bio in which Miss Day is featured. The tune is a rich, retentive schmaltzer, and the thrush's rendition calls to mind her "Secret Love" triumph. Besides the Les Baxter version cited below, there's another highly impressive waxing on London by David Whitfield, which also could grab some of the money. Flip of the Day disk is "Never Look Back" (Daywin, BMI).

#### LES BAXTER

**I'll Never Stop Loving You** (Feist, ASCAP)—Capitol 3120—The lush ballad from the above-named Doris Day-Ruth Etting flick gets still another highly-promising rendition from the perpetual seller, Les Baxter, who is hot currently with "Unchained Melody." Rich, relaxed orking and chorus make for great listening here. Flip is "Wake the Town and Tell the People" (Joy, ASCAP).

### CHILDREN'S

#### FESS PARKER AND BUDDY EBSEN

**Old Betsy** (Wonderland, BMI)  
**Be Sure You're Right** (Wonderland, BMI)—Columbia 40510—This team, which has taken the country by storm via the Davy Crockett TV business, has clefted

its own follow-ups to the current "Ballad of Davy Crockett" smash. And with all the other Crockett material already on the Children's Best Selling lists, it's difficult to see how these delightful ditties can miss out.

### SACRED

#### TENNESSEE ERNIE

**His Hands** (Hamblen, BMI)—Capitol—Ernie hands in one of his most impressive hunks of vocalizing on this inspiring Stuart Hamblen tune. It's dramatic, sincere and should sell over a wide area for many, many months. The flip is "I'm a Pilgrim."

#### THE MAKE WAY FOR YOUTH CHORUS

**If We All Said a Prayer** (United, ASCAP)—Columbia 40501—This Detroit group, whose long-time popular radio series emanates every Sunday from WJR, Detroit, has a great piece of material with which to launch its Columbia disking career. The youthful sound and meaningful lyrics should make this side standard spin fare on hundreds of stations. "God Be With You Till We Meet Again" is the overside (Kjos, SESAC).

## Reviews of New Pop Records

#### THE GAYLORDS

**Chee Chee-oo-chee** . . . . .86  
MERCURY 70630 — A Billboard "Spotlight" 5-14-'55. (Hill & Range, BMI)  
**Who's Got the Pain?** . . . . .76  
This mambo novelty is from "Damn Yankees." Undoubtedly it's more effective in the production than on wax. (Frank, ASCAP)

#### PERRY COMO AND JAYE P. MORGAN

**Two Lost Souls** . . . . .85  
VICTOR 6137—A Billboard "Spotlight" 5-14-'55. (Frank, ASCAP)  
**Chee Chee-oo-chee** . . . . .85  
A Billboard "Spotlight" 5-14-'55. (Hill & Range, BMI)

#### COWBOY CHURCH SUNDAY SCHOOL

**Go On By** . . . . .84  
DECCA 29530 — A Billboard "Spotlight" 5-14-'55. (Hamblen, BMI)  
**The Little Black Sheep** . . . . .80  
This moral tale is sung with great, simple child-like charm by the junior soloist and chorus. Could be a big follow-up to "Open Up Your Heart." A strong coupling. (Hamblen, BMI)

#### JOHNSTON BROTHERS

**Chee Chee-oo-chee** . . . . .80  
LONDON 1565—An excellent version of a great new rhythm tune. There's lots of competition on this one, but the Johnston Brothers should pull a considerable number of spins. (Hill & Range, BMI)  
**The Right to Be Wrong** . . . . .76  
A breezy vocal of an appealing rhythm tune with a good beat. However, flip has most commercial appeal. (Burlington, ASCAP)

#### THE MARINERS

**Chee Chee-oo-chee** . . . . .80  
COLUMBIA 40514—One of the better versions of the much-covered novelty import, this figures to pull a good part of the action as the opus builds. The group hands it a robust performance.  
**Rusty Old Halo** . . . . .73  
The impressive religious ballad is handed a danceable performance, which doesn't mate with the meaning of the lyrics.

#### VICTOR YOUNG

**The World Is Mine** . . . . .77  
DECCA 29523—Both sides of this disk feature themes from top movies, and as such they should reap many deejay spins. This ditty is featured in the James Stewart picture, "Strategic Air Command." It's a lovely melody, and Young accords it his usual lush, instrumental treatment. (Famous, ASCAP)  
**Theme From "East of Eden"** . . . . .77  
"East of Eden" is from Kazan's new movie of the same title, based on the Steinbeck best-seller. Young gives the haunting theme a moving performance. (Whitmark, ASCAP)

#### FELICIA SANDERS

**Blue Star** . . . . .77  
COLUMBIA 40508 — Some lush thrashing of the lovely "Medic" TV theme with a pleasant set of lyrics. Good romantic programming for deejays, who will give the disk plenty of spins. (Chappell, ASCAP)  
**My Love's a Gentleman** . . . . .77  
Miss Sanders sings a poignant ballad with warmth and tenderness. Jockeys will probably play this one for some time to come. Dorothy Collins also has a fine waxing of the tune which was released a few months back, with a slightly different lyric. (Mon-tauk, BMI)

#### JAYNE AND AUDREY MEADOWS

**Japanese Rhumba** . . . . .77  
VICTOR 6132—A cute novelty with an infectious beat. This should attract lots of deejay play, and it could pull goodly numbers of juke spins. The gals sing out strongly in gay style. (Peer, BMI)  
**Hot Potato** . . . . .75  
The gals in their first effort for the label have a mighty cute side. It's a novelty mambo that is good listening fare and could serve terpers well. Fine support from the Hugo Winterhalter ork. (Box & Cox, ASCAP)

#### RICHARD MALTBY ORK

**High Tide Boogie** . . . . .76  
"X" 135—A swiny boogie instrumental version of the p.d. ditty, "Over the Waves," with a catchy beat. (Sheraton, BMI)  
**Jumpin' Trumpets** . . . . .75  
A brassy instrumental with infectious pacing and interesting trumpet work. Good juke wax. (Goraston, SESAC)

#### BUDDY MORROW ORK

**23 North—82 West** . . . . .76

MERCURY 70626 — Whatever geographical spot the title co-ordinates pinpoint, the aural result is a swiny rhythmic waxing that's loud and exciting. (Pulse, BMI)  
**Blue Prelude** . . . . .74  
The standard opus is shaped sensitively for an atmospheric side that many will like. Should win jockey attention. (Jones, ASCAP)

#### GRADY MARTIN

**Gorgeous** . . . . .75  
DECCA 29468—Cherry teams with the Martin sax for a happy, toe-tapping ditty rendition that could surprise. (Northern, ASCAP)  
**Long John Boogie** . . . . .74  
Warbler Don Cherry, who since has left the label, gets secondary billing, tho he carries the load on an entertaining hybrid boogie shout about long underwear. (Forrest, BMI)

#### HARMONICATS

**Bo Diddle** . . . . .75  
MERCURY 70629—There's quick appeal in this happy-sounding reading of the rhythmic opus. The side could pull good juke loot. A honking sax helps retain some of the original flavor of the r.&b. item. (Arc, BMI)  
**Southern Cross** . . . . .74  
The beautiful oldie is gently played by the Harmonicats in a treatment that's slick and smooth. Fine program wax. (E. H. Morris, ASCAP)

#### JACK HARRIS

**Come Back, My Love** . . . . .75  
CORAL 61420—A well-produced disk. Jack Harris belts out a strong vocal. Instrumental backing and a chorus add much to the effect. Nice item both for deejays and operators. (Billy Jr., BMI)  
**His and Hers** . . . . .73  
The pretty tune from "Ankles Aweigh" is chanted with considerable charm by Harris. (Chappell, ASCAP)

#### GORDON MacRAE

**Follow Your Heart** . . . . .75  
CAPITOL 3122—A fine legit rendition of the soaring opus from the current Broadway musical, "Plain and Fancy." Good wax. (Chappell, BMI)  
**Bella Notte** . . . . .73  
A warm warble of the pretty ballad from Disney's "Lady and the Tramp." (Disney, ASCAP)

#### GARY CROSBY AND PARIS SISTERS

**Truly** . . . . .75  
DECCA 29527—Young Crosby and the girl group do a good job on a ballad out of r.&b. Could get spins. (Modern, BMI)  
**His and Hers** . . . . .72  
The sisters sing in a salable De John-Fontaine groove. The tune is a homey hunk of spinworthy fluff from "Ankles Aweigh." (Chappell, ASCAP)

#### DENNIS HALE

**Chee Chee-oo-chee** . . . . .75  
LONDON 1575—Still another version of the new rhythm ditty. Hale warbles personally, but there are stronger versions around. (Hill & Range, BMI)  
**Stealin'** . . . . .72  
An okay vocal job on a pretty ballad, but flip will probably get most play. (Leeds, ASCAP)

#### PAULETTE SISTERS

**Lonely One** . . . . .74  
CAPITOL 3121—The gals create a sentimental mood in this dreamy warble of the slow ballad. Easy listening and good jockey program material. (Beatrice, ASCAP)  
**Ring-a-Dang-a-Doo** . . . . .72  
Rhythmic novelty is sold spiritedly by the canaries to a solid beat set by Dave Cavanaugh and his ork. There's some juke potential here. (Roosevelt, BMI)

#### BILLY MAY ORK

**The Cha Cha Cha** . . . . .74  
CAPITOL 3123—Slow mambo, with a beat that even beginners can follow, has an appealing tune. The May ork does right fine by it. Will pull coin in juke located in spots where

dancing is permitted. (Beechwood, BMI)  
**Shaner Maidel** . . . . .71  
Old-fashioned ditty in the Yiddish idiom is sung amiably by the Four Mayds to May's solid orking. There's some fancy trumpet work mid-disk. (Bradshaw, BMI)

#### MARLENE DIETRICH

**Peter** . . . . .74  
COLUMBIA 40497—A song that has been a favorite of Dietrich fans for many years in a modernized arrangement, but with the sex appeal of old. Sizzling as the lyric is, language is no barrier; anyone susceptible to superb styling is a good potential customer.  
**Ich Hab' Nock** . . . . .73  
Einem Koffer in Berlin . . . . .73  
Another nostalgic tune that Miss Dietrich has made her own, and which will get widespread hearing as the theme in the film "I Am a Camera." Material like this has a better-than-average chance in today's market and has to be watched. (Dartmouth, ASCAP)

#### SACASAS ORK

**Mamsaca** . . . . .73  
KING 1471—A good mambo instru-  
(Continued on page 68)

the "PICK" of WASHINGTON  
THE COMPLETELY AIR-CONDITIONED  
**Lee House**  
Four Blocks from the White House  
ROOMS WITH \$5 RADIO AND BATH FROM TELEVISION  
No Charge for Children  
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Jubilee # 5197

the four tunes  
**"TIME OUT FOR TEARS"**  
and  
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**"IN THE STILL OF THE NIGHT"**  
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**THE MCGUIRE SISTERS**

sing

SOMETHING'S GOTTA GIVE // RHYTHM 'N' BLUES

DICK JACOBS  
CORAL 61423 (78 RPM) and 9-61423 (45 RPM)



**JOHNNY DESMOND**

sings

TOGETHERNESS // A STRAW HAT AND A CANE

CORAL 61410 (78 RPM) and 9-61410 (45 RPM)

**EILEEN BARTON**

sings

HOW COULD YOU FORGET ME? // HE ASKED ME

(Seven Days a Week)  
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**PAUL WHITEMAN**

and His "New" Palais Royale Orchestra

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**THE THREE RAYS**

sing

THERE HE GOES // MISTER CLARINET MAN

(Clarinet Marmalade)  
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**BILLY WILLIAMS QUARTET**

sing

FOOLS RUSH IN // HE FOLLOWS SHE

CORAL 61346 (78 RPM) and 9-61346 (45 RPM)



**JIMMY WAKELY**

sings

ARE YOU MINE? // YELLOW ROSES

CORAL 61428 (78 RPM) and 9-61428 (45 RPM)

<b>DON CORNELL</b> UNCHAINED MELODY ALL OF YOU	61407 9-61407
<b>LES BROWN and His Band of Renown</b> SOMETHING'S GOTTA GIVE SATURDAY NIGHT MAMBO	61425 9-61425
<b>ART LUND AND JOHNNY LONG</b> SIDETRACKED THOSE TEXAS WOMEN	61405 9-61405
<b>JIMMIE KOMACK</b> THIS IS THE PLACE ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY	61414 9-61414
<b>BUDDY WEED</b> WHEN YOU WORE A TULIP AND I WORE A BIG RED ROSE HARPSICHORD RAG	61404 9-61404
<b>JACK HARRIS</b> HIS AND HERS COME BACK MY LOVE	61420 9-61420
<b>MUSIC BY CARRETTA</b> DREAM WORLD MUSIC BOX CLOCK	61415 9-61415
<b>MARCO POLO</b> SWEET MARY ANN YOU SAID	61418 9-61418

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JOHNNY DESMOND**



Play Me Hearts and Flowers  
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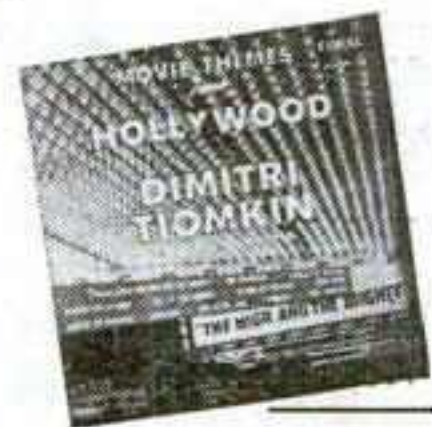
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**LOU STEIN • CRL 57003**

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**SIDNEY TORCH**

It's True • Falling in Love All Over Again • The Last Spring • Should I Dream? • The Long Hours • This Is a Dreamer's Romance • Open Your Heart • That's the Time I Dream of You • La Femme • Spring It Was • Melancholy Waltz • I'll Be Around.

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**CORAL RECORDS**  
America's Fastest Growing Record Company





# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • This Week's Best Buys

**ROLLIN' STONE** (Excellorec, BMI)—The Marigolds—Excellor 2057  
 In the past few weeks, this disk has been kicking up a lot of action in Southern areas. At the present time, it is on both the Atlanta and Charlotte territorial charts, and is selling well in Baltimore, St. Louis and Nashville also. The record is also beginning to move nicely in Cleveland, Pittsburgh and New York. Flip is "Why Don't You" (Excellorec, BMI).

**HEY, HENRY** (Gallo, Otis & Modern, BMI)—Etta James—Modern 957  
 From the fast take-off of this record, one could conclude that it has the makings of another big seller for the singer. Strongest sales reports to date have come from Philadelphia, Baltimore, Pittsburgh, Buffalo, Nashville and St. Louis, with other areas reporting good initial action. Flip is "Be Mine" (Flair, BMI). A previous Billboard "Spotlight" pick.

## • Reviews of New R & B Records

**THE MIDNIGHTERS**  
**Henry's Got Flat Feet**.....80  
 FEDERAL 12224 — With "Switchie Witchie Titchie" still going great guns, the group comes up with a very cute take-off on the "Wall-flower" material. Hot as both the group and the tune are, sales should be easy on this disk. (Jay & Cee, BMI)  
**Whatsoever You Do**....77  
 A closely harmonized ballad that shows another facet of the group's talents. Backed with a swinging ork, the group might see action on both sides here. (Jay & Cee, BMI)

**DEAN BARLOW**  
**Don't Leave Me, Baby**.....78  
 JAY-DEE 803—This upbeat material crackles with excitement all the way as Barlow makes his most serious bid so far for the big money. He knocks himself out to give a compelling performance, and he succeeds, without a question of a doubt. (Beacon, BMI)  
**Forever**....78  
 In its own way, this ballad, which is styled quite differently, has an appeal that is just as strong as the flip. Using the broad, impassioned attack Barlow projects the message with such feeling that it, too, must have a telling effect. (Beacon, BMI)

**MEMPHIS SLIM**  
**She's Alright**.....78  
 UNITED 189—The singer expresses his satisfaction with the kind of loving he is getting from his girl. The wailing band backing him, with its terrific rocking beat, helps Slim work up a real head of steam. One of his best waxings in some time. (Pamlee, BMI)  
**Two of a Kind**....76  
 In this slow blues Slim lets his girl know that if she's going to have her fun behind his back, he is going to do the same. The singer's expert handling of this type of material is well known, and this is up to his usual standard. (Pamlee, BMI)

**EARL BOSTIC ORK**  
**Cherry Bean**.....77  
 KING 4799—If the title looks odd, it's because it should be "Ciribiribin." The perennial gets a vigorous work-out from the Bostic ork, and it should be popular with their wide following, especially the young dancers. (Lois, BMI)  
**Remember**....76  
 Another evergreen that can always stand re-hearing, especially when Bostic gets the spirit, as he does here, and swings high, wide and handsome on sax, inspiring the rest of the ork to well-calculated frenzy. (Berlin, ASCAP)

**ELMORE HAMES**  
**No Love in My Heart**.....77  
 FLAIR 1069 — To a flavorsome Southern backing, James lets his girl know he is going to leave her. The singer's extrovert personality and smooth styling make a pleasant listening experience of this catchy beat material. (Flair, BMI)  
**Happy Home**....74  
 James shouts out some good advice on how to find happiness and peace in domestic affairs. A solid beat lays down a firm foundation for the singer's dynamic warbling. (Flair, BMI)

**THE DAPPERS**  
**Come Back to Me**.....76  
 PEACOCK 1651—The lead pours out heart and soul, entreating his girl to return to him. A recited chorus near the end adds emotional weight and ought to provoke above-average response. A good commercial record that will do well if given enough exposure. (Lion, BMI)  
**Mambo Oonh**....72  
 A ballad woven expertly over a mambo rhythm pattern. The melody and close harmony of this material are appealing and will undoubtedly get its deserved share of radio play. (Lion, BMI)

**JOHN LEE HOOKER**  
**Taxi Driver**.....76  
 MODERN 958—Hooker relates his troubles to a taxi driver in this wailing Southern style blues. A real tear-jerker set to a good solid beat. Commercial potential, particularly in Southern and Western areas, should be good. (Modern, BMI)  
**You Receive Me**....72  
 A quiet blues backed with a sympathetically crying guitar. Another good example of the accomplished blues singer's art. (Modern, BMI)

**RICHARD BERRY**  
**Don'cha Go**.....75  
 FLAIR 1068—Berry pleads tearfully with his girl friend to stay. This upbeat material has a driving beat that fires the singer to an unusually dynamic performance. A good juke box side. (Flair, BMI)  
**God Gave Me You**....71  
 Berry's delivery of this ballad is relaxed and heart-felt. His fans should enjoy this attractive song in such a personable styling. (Modern, BMI)

**BOBBY BLUE BLAND**  
**It's My Life, Baby**.....75  
 DUKE 141 — After a slow start, Bland warms to his subject, and by the end of the disk he is pretty worked up. The Bill Harvey ork starts getting agitated, too, and really works the beat home. (Lion, BMI)  
**Time Out**....70  
 Bland complains bitterly to his girl about her two-timing in this blues. (Continued on page 67)

## • Best Sellers in Stores

For survey week ending May 11

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

This Week	Last Week	Weeks on Chart
<b>1. UNCHAINED MELODY (ASCAP)—R. Hamilton</b> ....	3	4
From Here to Eternity (ASCAP)—Epic 9102		
<b>2. DON'T BE ANGRY (BMI)—N. Brown</b> .....	2	6
It's Really You (BMI)—Savoy 1155		
<b>3. WHAT'CHA GONNA DO? (BMI)—Drifters</b> .....	4	8
Gone (BMI)—Atlantic 1055		
<b>3. FLIP, FLOP AND FLY (BMI)—J. Turner</b> .....	6	9
Ti-Ri-Lee (BMI)—Atlantic 1053		
<b>5. MY BABE (BMI)—Little Walter</b> .....	1	11
Thunder Bird (BMI)—Checker 811		
<b>6. THAT'S ALL I NEED (BMI)—L. Baker</b> .....	9	2
BOP TING A LING (BMI)—Atlantic 1057		
<b>6. BO DIDDLEY (BMI)—B. Diddley</b> .....	10	2
I'M A MAN (BMI)—Checker 814		
<b>8. WALLFLOWER (BMI)—E. James</b> .....	5	14
Hold Me, Squeeze Me (BMI)—Modern 947		
<b>9. UNCHAINED MELODY (ASCAP)—A. Hibbler</b> .....	8	5
Daybreak (ASCAP)—Dec 29441		
<b>10. I'VE GOT A WOMAN (BMI)—R. Charles</b> .....	7	17
Come Back (BMI)—Atlantic 1050		
<b>11. DOOR IS STILL OPEN (BMI)—Cardinals</b> .....	11	5
Misirlou (BMI)—Atlantic 1054		
<b>12. MOST OF ALL (BMI)—Moonglows</b> .....	13	6
She's Gone (BMI)—Chess 1589		
<b>13. AIN'T IT A SHAME? (BMI)—F. Domino</b> .....	14	2
La La (BMI)—Imperial 5348		
<b>14. CHOP CHOP BOOM (BMI)—Danderliers</b> .....	—	3
My Autumn Love (BMI)—States 147		
<b>15. THIS IS MY STORY (BMI)—Gene &amp; Eunice</b> .....	—	1
Move It Over, Baby (BMI)—Aladdin 3282		

## • Most Played in Juke Boxes

For survey week ending May 11

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
<b>1. MY BABE (BMI)—Little Walter</b> .....	4	10
Thunder Bird (BMI)—Checker 811		
<b>2. BO DIDDLEY (BMI)—B. Diddley</b> .....	2	3
I'M A MAN (BMI)—Checker 814		
<b>2. FLIP, FLOP AND FLY (BMI)—J. Turner</b> .....	3	9
Ti-Ri-Lee (BMI)—Atlantic 1053		
<b>4. PLEDGING MY LOVE (BMI)—J. Ace</b> .....	1	16
No Money (BMI)—Duke 136		
<b>4. UNCHAINED MELODY (ASCAP)—R. Hamilton</b> ....	—	1
From Here to Eternity (ASCAP)—Epic 9102		
<b>6. I'VE GOT A WOMAN (BMI)—R. Charles</b> .....	5	17
Come Back (BMI)—Atlantic 1050		
<b>7. WHAT'CHA GONNA DO? (BMI)—Drifters</b> .....	7	8
Gone (BMI)—Atlantic 1055		
<b>7. UNCHAINED MELODY (ASCAP)—A. Hibbler</b> .....	8	2
Daybreak (ASCAP)—Dec 29441		
<b>9. YOU DON'T HAVE TO GO (BMI)—J. Reed</b> .....	6	8
Boogie in the Dark (BMI)—Vee Jay 119		
<b>10. BOP TING A LING (BMI)—L. Baker</b> .....	—	1
THAT'S ALL I NEED (BMI)—Atlantic 1057		

## • Most Played by Jockeys

For survey week ending May 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
<b>1. WALLFLOWER—E. James</b> .....	2	14
Modern 947—BMI		
<b>2. FLIP, FLOP AND FLY—J. Turner</b> .....	4	10
Atlantic 1053—BMI		
<b>3. PLEDGING MY LOVE—J. Ace</b> .....	3	18
Duke 136—BMI		
<b>3. WHAT'CHA GONNA DO?—Drifters</b> .....	8	8
Atlantic 1055—BMI		
<b>5. MY BABE—Little Walter</b> .....	1	11
Checker 811—BMI		
<b>5. CLOSE YOUR EYES—Five Keys</b> .....	7	12
Cap 3032—BMI		
<b>7. DOOR IS STILL OPEN—Cardinals</b> .....	10	6
Atlantic 1054—BMI		
<b>8. DON'T BE ANGRY—N. Brown</b> .....	13	4
Savoy 1155—BMI		
<b>9. UNCHAINED MELODY—R. Hamilton</b> .....	6	3
Epic 9102—ASCAP		
<b>10. TWO HEARTS—Charms</b> .....	10	8
DeLuxe 6065—BMI		
<b>11. MOST OF ALL—Moonglows</b> .....	5	7
Chess 1589—BMI		
<b>12. DON'T YOU KNOW?—F. Domino</b> .....	—	1
Imperial 5340—BMI		
<b>13. BO DIDDLEY—B. Diddley</b> .....	—	1
Checker 814—BMI		
<b>14. UNCHAINED MELODY—A. Hibbler</b> .....	—	1
Dec 29441—ASCAP		
<b>15. AIN'T IT A SHAME?—F. Domino</b> .....	—	1
Imperial 5348—BMI		

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 by JIMMY REED

#132 Vee-Jay  
**DO-WAH**  
 by THE SPANIELS

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending May 11

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. That's All I Need, L. Baker, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Bop Ting a Ling, L. Baker, Atl.
4. Switchie, Witchie, Titchie, Midnights, Fed.
5. Wallflower, E. James, Mod.
6. I'm a Man, B. Diddley, Che.
7. I Wanna Rumble, Little Jr. Parker, Duk.
8. Rollin' Stone, Marigolds, Exc.
9. Unchained Melody, R. Hamilton, Epl.
10. Ain't It a Shame, Fats Domino, Imp.

Balti.-Wash.

1. Door Is Still Open, Cardinals, Atl.
2. What'cha Gonna Do? Drifters, Atl.
3. Unchained Melody, A. Hibbler, Dec.
4. Close Your Eyes, Five Keys, Cap.
5. I've Got a Woman, R. Charles, Atl.
6. You Don't Have to Go, J. Reed, VJ
7. Unchained Melody, R. Hamilton, Epl.
8. Don't Be Angry, N. Brown, Sav.
9. Bo Diddley, B. Diddley, Che.
10. Lonely Nights, Hearts, Btn.

Charlotte

1. Wallflower, E. James, Mod.
2. Flip, Flop, Fly, J. Turner, Atl.
3. Most of All, Moonglows, Chs.
4. Don't Be Angry, N. Brown, Sav.
5. Rollin' Stone, Marigolds, Exc.
6. Unchained Melody, R. Hamilton, Epl.
7. Two Hearts, Charms, Del.
8. Don't Take It So Hard, E. King, Kng.
9. Bop Ting a Ling, L. Baker, Atl.
10. What'cha Gonna Do? Drifters, Atl.

Chicago

1. That's All I Need, L. Baker, Atl.
2. I've Got a Woman, R. Charles, Atl.
3. Chop Chop Boom, Danderliers, Sta.
4. Earth Angel, Penguins, Dtn.
5. Unchained Melody, A. Hibbler, Dec.
6. Loving You, L. Fulson, Che.

Cincinnati

1. Unchained Melody, R. Hamilton, Epl.
2. Unchained Melody, A. Hibbler, Dec.
3. Don't Be Angry, N. Brown, Sav.
4. Door Is Still Open, Cardinals, Atl.
5. Chop Chop Boom, Danderliers, Sta.
6. Pardon My Tears, Moroccos, Uni.

Detroit

1. What'cha Gonna Do? Drifters, Atl.
2. Chop Chop Boom, Danderliers, Sta.

3. Unchained Melody, A. Hibbler, Dec.
4. I've Got a Woman, R. Charles, Atl.
5. I Didie, D. Washington, Mer.
6. Eagle, Rev. C. L. Franklin, Chs.
7. Jump With Me, Baby, B. B. King, RPM
8. Unchained Melody, R. Hamilton, Epl.
9. Don't Be Angry, N. Brown, Sav.
10. My Babe, Little Walter, Che.

Los Angeles

1. Bo Diddley, B. Diddley, Che.
2. Flip, Flop, Fly, J. Turner, Atl.
3. Don't Be Angry, N. Brown, Sav.
4. My Babe, Little Walter, Che.
5. Ain't It a Shame, Fats Domino, Imp.
6. Unchained Melody, R. Hamilton, Epl.
7. Unchained Melody, A. Hibbler, Dec.
8. Pledging My Love, J. Ace, Duk.
9. Loving You, L. Fulson, Che.
10. Close Your Eyes, Five Keys, Cap.

New Orleans

1. Ain't It a Shame, Fats Domino, Imp.
2. Bo Diddley, B. Diddley, Che.
3. Flip, Flop, Fly, J. Turner, Atl.
4. Unchained Melody, R. Hamilton, Epl.
5. Bop Ting a Ling, L. Baker, Atl.
6. Don't Be Angry, N. Brown, Sav.
7. I'm a Man, B. Diddley, Che.
8. What'cha Gonna Do? Drifters, Atl.
9. Don't Take It So Hard, E. King, Kng.
10. That's All I Need, L. Baker, Atl.

New York

1. Unchained Melody, A. Hibbler, Dec.
2. This Is My Story, Gene & Eunice, Ala.
3. Don't Be Angry, N. Brown, Sav.
4. My Babe, Little Walter, Che.
5. Unchained Melody, R. Hamilton, Epl.
6. I've Got a Woman, R. Charles, Atl.
7. Story Untold, Nutmegs, Her.
8. I Got a New Car, B. B. Groves, Spk.
9. Flip, Flop, Fly, J. Turner, Atl.
10. That's All I Need, L. Baker, Atl.

Philadelphia

1. Unchained Melody, R. Hamilton, Epl.
2. My Babe, Little Walter, Che.
3. Don't Be Angry, N. Brown, Sav.
4. Unchained Melody, A. Hibbler, Dec.
5. Chop Chop Boom, Danderliers, Sta.
6. I Didie, D. Washington, Mer.
7. This Is My Story, Gene & Eunice, Ala.
8. Door Is Still Open, Cardinals, Atl.
9. Lonely Nights, Hearts, Btn.
10. Most of All, Moonglows, Chs.

St. Louis

1. Unchained Melody, R. Hamilton, Epl.
2. Bo Diddley, B. Diddley, Che.
3. My Babe, Little Walter, Che.
4. You Don't Have to Go, J. Reed, VJ
5. All Right, Ok, You Win, E. Johnson, Mer.
6. Loving You, L. Fulson, Che.
7. Chop Chop Boom, Danderliers, Sta.

Review Spotlight on . . .

RECORDS

VARETTA DILLARD

You're the Answer to My Prayer (Savoy, BMI)—Savoy 1160—The thrush sings out with rich-voiced intensity and plenty of feeling on a moving ballad. She scored recently on the charts with "Johnny Has Gone" and this one may prove even a bigger coin-draw. Flip is "Promise, Mr. Thomas." (Savoy, BMI).

JACK DUPREE

Let the Doorbell Ring (Jay & Cee, BMI) Harelip Blues (Jay & Cee, BMI)—King 4797—Here are two great sides, which should prove particularly strong sales bait for operators. "Let the Door Bell Ring" is an amusing rhythm number about a guy and a girl who are too busy to answer the door bell. "Harelip Blues" is not for the squeamish, since Dupree sings in a vocal style inspired by the title, but it's done so well it's bound to get plays. Dupree scores on both sides with his personable warbling and driving beat.

Reviews of New R & B Records

Continued from page 66

There is little in the material that is unusual, but Bland does a good selling job and gets solid rhythmic support from the ork. (Lion, BMI)

LIGHTNING JUNIOR

Somebody Changed the Lock . . . . .74  
HARLEM 2334 — Good lyric idea coupled with a traditional blues, and it's sung with heart by Lightning Junior to a good backing. Watch it. (Kase, BMI)

Ragged and Hungry . . . . .74

Another good blues. Junior and his group have sound and style. (Kase, BMI)

STICKS MCGHEE

Get Your Mind Out of the Gutter . . . . .74  
KING 4800 — McGhee, whose best records have always had something to do with alcohol, tried a new tack here and makes a good impression, backed as he is with a big, solid beat. (Jay & Cee, BMI)

Sad, Bad, Glad . . . . .73

A whining blues that is given sparkle and flavor by McGhee's dry inflection of these stereotyped lyrics. Either side makes a good dance disk, having a solid rhythm that never lets up. (Jay & Cee, BMI)

LITTLE WILLIE LITTLEFIELD

Sitting on the Curbstone . . . . .74

FEDERAL 12221—Littlefield plunks down a slow, moody piano blues that's effective as dim lights stuff, or dance music, or deejay theme material. (Armo, BMI)

Jim Wilson Boogie . . . . .70

This side's a down-home boogie with Littlefield on the piano. Forceful and spirited, but not distinctive. (Armo, BMI)

BIG TINY KENNEDY ORK

Country Boy . . . . .74  
GROOVE 106 — Bradshaw should ingratiate himself with the non-urban sectors of the r.&b. belt via this personable shout. (Pine Ridge, ASCAP)

I Need a Good Woman . . . . .70

The former Tiny Bradshaw vocalist debuts on Groove as an impressive shout, tho his material here is routine. (Pine Ridge, ASCAP)

EARL KING

Old Faithful and True Love . . . . .74  
KING 4798—Infectious material and imaginative rhythm make for good listening here. (Jay & Cee, BMI)

My House Is Not a Home . . . . .68

King, in forceful fashion, pleads for domestic union. This falls between ballad and blues and may have trouble finding its way out. (Jay & Cee, BMI)

CHICK GREEN ORK

Greensleeves . . . . .70  
GROOVE 107—The traditional ditty dressed in r.&b. garb. A flavorsome item for deejays looking for the unusual.

Intermezzo . . . . .69

Interesting r.&b. instrumental treatment of the noted number. Arrangement has a slow, swiny beat, and there's a chorus to added effect. (Schuberth, SESAC)

THE FIVE OWLS

I Like Moonshine . . . . .69  
VULCANS 1025—An amusing group vocal on a funny novelty. (Pennant, BMI)

Pleading to You . . . . .67

Some sincere warbling by the group on a plaintive weeper. (Pennant, BMI)

THE EMPIRES

Make Me or Break Me . . . . .68  
HARLEM 2333—The Empires chant a slow, bluesy item. A fair job. The label features Johnny Ace Jr. (Kase, BMI)

Magic Mirror . . . . .68

More of the same. (Kase, BMI)

of Carl Reese's all night show on WERE, Cleveland.

Frank Ward's 9 p.m. to midnight show over WKBW, Buffalo, has been extended to 4 a.m. . . . Herb Allen, WCKB, Dunn, N. C., has a new hour and a half Sunday phone-request show, "Party Line." . . . H. Arthur Brink, KGFV, Kearney, Neb., who joined the staff a couple of months ago, has taken over the station's record library as well, and hopes to build up a better representation of current pop disks, with the co-operation of record manufacturers. . . . Bill Dawson, WNXT, Portsmouth, O., has a new show, "Driving With Dawson," aired at 5 p.m. for the benefit of car-radio listeners driving home from work. . . . Mike Heuer, KMA, Shenandoah, Ia., has a new show, "Platter Party," which is heard on Sundays, immediately preceding and following the ball game broadcasts.

Murray Kaufman, WMCA, New York, will originate his Friday evening shows from the Palisades Amusement Park again this year. (Continued on page 68)

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"DON'T BE ANGRY" NAPPY BROWN Savoy 1155

"EVERYBODY NEEDS SOMEBODY" JIMMY SCOTT Savoy 1154

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Continued from page 42

GAGS & GASPS: E. W. Morris, KFSA-TV, Fort Smith, Ark., has compiled a booklet of gags and "ad libs" for the deejay tagged "Gag Bag," with free sample copies available to spinners on request. . . . Greater love hath no deejay than to give up his breath for his listeners. Dave Maynard, WORL, Boston, did just that last month when he did a remote from a local Buick dealer's store. Dave crawled into the trunk of a Buick, shut the lid on himself and broadcast from inside for 10 minutes.

CHANGE OF THEME: Don Wallace, formerly with KGLC, Miami, Okla., has joined KTUL, Tulsa, Okla., and is now doing four daily shows and two special segs on Saturdays. A new game, "1430 Club Scrabble," is featured on Wallace's new show, with listeners invited to make as many

YESTERYEAR'S TOPS—The nation's top tunes on records as reported in The Billboard

1. My Dreams Are Getting Better All the Time
  2. Candy
  3. Laura
  4. Sentimental Journey
  5. I'm Beginning to See the Light
  6. Dream
  7. Just a Prayer Away
  8. There! I've Said It Again
  9. Bell-Bottom Trousers
  10. All of My Life
- MAY 20, 1950:
1. Third Man Theme
  2. My Foolish Heart
  3. If I Knew You Were Coming I'd've Baked a Cake
  4. Sentimental Me
  5. Bewitched
  6. It Isn't Fair
  7. Hoop-Dee-Do
  8. Dearie
  9. Daddy's Little Girl
  10. Music! Music! Music!

words as possible out of the station's call letters and the city T-U-L-S-A. Prizes will be awarded to winners in the near future. . . . Jerry Howard has a new midnight show over WBZ and WBZA, Boston. . . . Duane Brady has joined WTVN, Columbus, O. . . . John Farley, producer-director at WHAS-TV, Louisville, has started his own deejay show on Saturday afternoons over the station's AM outlet, WHAS.

Bill Browning, formerly program manager of KFSD, San Diego, Calif., has started a new morning deejay show over another San Diego station, KFMB. . . . Sterling Beer recently signed a 52-week sponsorship contract for Sam King's deejay show over WFTM, Maysville, Ky. . . . Bob Beattie has left KPQD, Portland, Ore., to join KBCH, Oceanlake, Ore. . . . George Simpson, WJNO, West Palm Beach, Fla., is expanding his night show to 1 a.m., and will feature swing, pops and jazz, "both modern and traditional." . . . John R. Clement is the new morning man at WKLV, Blackstone, Va.

Jimmy Bell, ex-KMAC, San Antonio, has joined 50,000 watter KWBW, Corpus Christi, Tex. . . . Sid Dickler, WAKU and WEDO, Pittsburgh, is "interested in hooking up with a small town station as manager, assistant manager—handling deejay duties, library, promotion, etc." . . . In addition to his regular deejay chores, Ralf R. Smith has been appointed music librarian at WMNS, St. Paul. . . . Bobby Aro, WHLB, Virginia, Minn., has added another commercial hour on Saturdays to his WHLB schedule and a new 15-minute sustainer seg on WEBC, Duluth, Minn. . . . Universal Motors, one of the largest used car dealers in Ohio, has purchased half



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Reviews of New Pop Records

Continued from page 64

mental, with a danceable beat and a pleasing melodic strain. (Renros, BMI) Mambo Jet...73 A fast mambo instrumental with a hard driving beat for dancers who can move their feet. (Hansen, ASCAP) THE THREE CHUCKLES You Should Have Told Me...73 "X" 134—Rhythm tune gets a lively reading here by the Chuckles. Supporting instrumentation is strong. (Jefferson, ASCAP) So Long...72 The Chuckles do a tender standard ballad on this side. Considerable heart in the reading. (Shapiro-Bernstein, ASCAP)

LOU MONTE Bella Noite...73 VICTOR 6133—Several versions of this tune from "Lady and the Tramp" have appeared with little happening so far. Monte has as strong an entry as any; his reading is forthright and affecting. His fans should take to it readily. (Disney, ASCAP) With You Beside Me...69 High-spirited as this material is, and energetic as Monte's performance is, the net result is not much above the so-so line. A bouncy, but not very effervescent, backing is given by the Winterhalter ork. (Bloom, ASCAP)

DONALD O'CONNOR Here Comes Donald...72 DECCA 29474 — This is the catchy theme used to introduce O'Connor's TV show this season, and the waxing sounds very much as tho the sound track for the credits was used intact. The disk should get some spins on the strength of its identification with the show. (O'Connor & Miller, ASCAP) Chihuahua Choo-Choo...70 O'Connor warbles personally. (E. H. Morris, ASCAP)

THE DEL MONACOS Teardrops...72 AA 111—Nice vocal by the Del Monacos of the Sunny Skylar-Paul Insetta ballad. Lads sing out well. (Milford, ASCAP) Don't Do Anything...68 This side's a rhythm number. Fair. (Milford, ASCAP)

CHUCK MILLER House of Blue Lights...72 MERCURY 70627—Against a boogie backing, the warbler socks out a telling novelty jazz vocal in the old Ray McKinley "Down the Road Apiece" groove. Should get spins. (Robbins, ASCAP) Can't Help Wonderin'...68 Miller's sound is half way between Crosby and Como, and here he dubs himself in as a quartet. Lightweight stuff, however. (Robbins, ASCAP)

ORQUESTA FALCON Yo Sabia Que Un Dia...71 REINA 807—Great rhythmic chanting and well-recorded orking make this a good cha-cha-cha investment. Abigail...71 This one's a mambo-cha-cha-cha, which means it's a bit brighter than the flip. It's a Kenton-inspired score with screaming brass and strong beat. Should sell well.

DIZZY BROWN Georgia on My Mind...71 TEEN 105—Here's a fetching small combo instrumental of the Carmichael standard. Has flavor and beat. Sound is mostly piano and tambourines. (Peer, BMI) Am I Blue?...68 Same combo on this side. But the great standard doesn't come off as well as the flip. (Witmark, ASCAP)

RONNIE DEAUVILLE Who But You?...71 FORECAST 301 — Deauville is a carbon of Sinatra in this pretty ballad effort. Perhaps the one-time Ray Anthony warbler can raise his national stature with this one. (Harvey, BMI) Ma-Bu-Hay...67 Another good try with a pretty, but puzzling, beguine. What's "Ma-Bu-Hay?" (Harvey, BMI)

THE DOLPHINS Roses and Revolvers...70 "X" 133—Adequate version of the novelty by this singing group. (E. H. Morris, ASCAP) Cancel the Flowers...70 Dolphins give the old ballad a fair treatment. (Cherio, BMI)

FRANKIE YANKOVIC AND HIS YANKS Hey, Mr. Banjo...70 COLUMBIA 40506—The noted polka band knocks off one of the almost countless covers on the novelty. Routine instrumental with vocal. (Mills, ASCAP) Pretty Music...70 Another routine side. (Harvard, BMI)

GOOD TIME CHARLIE Weasel Stomp...70 MEDIA 1009—This is "Pop Goes the Weasel," "Crazy Otto" style. The

rhythm is infectious, and it could garner some juke play. (Eastwick, BMI) Rockin' Rollin' Polka...69 Some flashy pianistics are diluted by the tonky instrument, which is more hindrance than help here. (World, ASCAP)

FRANK VERNA If We All Said a Prayer...69 DECCA 29524—Decca's new warbler sings with sincerity and warmth on an inspirational ditty. (United, ASCAP) As I Love and Breathe...69 Verna sings out appealingly on a ballad with a melody based on "Sorrento." (Skidmore, ASCAP)

EDDIE PLATT ORK Rock-Em...69 EPIC 9105—A swing instrumental with a solid beat. (Blackwood, BMI) Chinese Lullaby...69 A humorous instrumental treatment of a classic theme, "In a Persian Garden." (Schirmer, ASCAP)

LIONEL NEWMAN ORK Adios Argentina...69 Liberty 55004—A rhythmic instrumental version of the catchy Cole Porter oldie, with pleasing vocal surroundings in the background by a chorus. More Than Wonderful...69 Nice choral work on a pretty ballad with attractive lyrics.

GEORGE GEYER Please Be Mine...69 AA 108—The ballad gets a legit-styled vocal by Geyer. (Robert, ASCAP) Come Back My Love...67 More of the same—but the song and instrumentation are more bombastic. (Alleganey, BMI)

CHIQUITO ORK Whatever Lola Wants...68 REINA 808 — The hit ditty from "Damn Yankees" is rendered with a slow mambo beat. Chirping by the Betty Sheppard Trio is on the cute side. (Frank, ASCAP) Just One of Those Things...65 The evergreen is reworked into a danceable meringue in this attractively arranged instrumental. (Harms, ASCAP)

EARTHA KITT-PEREZ PRADO Sweet and Gentle...68 VICTOR 6138—Eartha Kitt is not in top form on this side, a novelty mambo, tho the Prado ork performs with rhythmic sparkle. On the evidence, this is an effort that looks better on paper than it sounds. (Peer, BMI) Freedy...65 This, too, is many notches below expectation. (Duchess, BMI)

JACK CARROLL Stealin'...66 MAJAR 142—Cute ballad is ably presented by the chanter. (Leeds, ASCAP) Loretta...62 The theme from the Loretta Young TV show is tastefully sung. (Studio, BMI)

BEA AND BOB WELDON You're Nothin'...66 MASQUERADE 10302 — Cute material is in the "special" or show category, and that's the way this personable duo handles it. It's not necessarily commercial wax, however. MASQUERADERS Wherever I Go...55 MASQUERADE 10301 — Group's sound lacks personality or color.

BUDDY COSTA Street of Make-Believe...65 PYRAMID 4062 — Costa offers a quality job on a limited item that nods nostalgically to the Great White Way on Old Broadway. (U.S., BMI) Dancing on a Cloud...65 The big-voiced hani, who made a splash with "The Mask Is Off" a couple of years back, has a pretty, but innocuous, ballad going for him here. (ASCAP)

JO ANN LEAR What Can I Say?...64 MASQUERADE 10303 — Miss Lear impresses much more than the dull-edged material. What Have You Got to Lose?...60 Nothing fresh here.

FRANKIE CASTRO Hurry Home...63 MERCURY 70625 — Weeper ballad has Frankie Castro shedding vocal tears. He has a recognized sound here, tho. (Sper, ASCAP) So Help Me...63 Another distinctive performance. (Remick, ASCAP)

DICK MULLINER ORK Crazy Is the Baby...60 PENNANT 327—Rhythmic novelty is performed energetically by the ork's gal trio and baritone Eddie Antone. (Pennant, BMI) I Fell in Love Too Late...58 Gentle ballad is tuneful, and the featured vocalist, Eddie Antone, chants it pleadingly. Weak stuff in today's market. (Pennant, BMI)

material that will be a solid seller in the Bible Belt. (Blazon, BMI) The Sure Hand of God...77 Another nicely harmonized tune with a jumpy beat and a religious message that is sold with real conviction by the singers. (Lowery, BMI)

(T) TOMMY Get Your Reservation...74 MERCURY 70623 — Tommy makes his debut in this field with an original and engaging song that urges everyone to prepare for life in the next world. Fine backing by the Chanter Choir. (Tree, BMI) Salvation Is Free...72 Tommy and the choir engage in spirited give-and-take in this peppy material, offering a performance that effectively sells an unvarnished truth. (Tree, BMI)

Spiritual

SENSATIONAL NIGHTINGALES Go Where Jesus Is...77 PEACOCK 1739 — Tenor and bass leads take turns spurring on the group in the exciting, highly traditional material. The pitch of their fervor holds to a high level to the end. Excellent disk for this market. (Lion, BMI) I'm Serving the Lord...73 A more peaceful spiritual with a calm, regular beat as befits this testimony of the blessings of faith. Lead Ernest James gets pleasantly harmonized backing from the group. (Lion, BMI)

Children's

SONS OF THE PIONEERS Old Betsy...84 VICTOR WBY 27 — The rousing march-beat ballad about Davy Crockett's trusty rifle is chanted with infectious spirit. A great item for kids, and it should sell mighty well. (Wonderland, BMI) A Whale of a Tale...82 Catchy sea ballad from Disney's "20,000 Leagues Under the Sea" is also handed a vibrant performance by the group. Outstanding coupling. (Wonderland, BMI)

Other Records Released This Week

Popular

Give Me a Second Chance; Forget Her—Clive Dill, Masquerade 10305 I Didn't Mean to Be Mean to You; (For You Mean the World to Me); I Only Want a Buddy, Not a Sweetheart—(Talkin') Dinny Thomas, Manhattan 612 In Time; Hands Off—Bud Harvey, Liberty 55002

VOX JOX

Continued from page 67

Jerry Clement is doing the early morning show now for WIDE, Biddleford, Me. . . Carmelita Gibbs, the "first gal deejay in Dallas," is steering KLIF's all-night platter show, "Night Beat," replacing Ed Winton, who has moved to KELP, El Paso, Tex. . . Jack Mock, WTBC, Tuscaloosa, Ala., is taking over the station's morning shift. . . Hal Murray, WOKY, Milwaukee, is now doing two five-minute video shows over WXIX-TV every morning. . . Herb Fontaine, WCOU, Lewiston, Me., is doing his three-times-weekly deejay stint from the Lisbon Drive-In Theater for the fourth year in a row.

Bob Fuller, KAVE, Carlsbad, N. M., has augmented his deejay show schedule with an alternate Sunday night stint "Melody Time" from 10 to midnight. . . Odie O'Donnell, WJEH, Gallipolis, O., has started his telephone request show, "Sunset Boulevard," again and averaged close to 300 phone calls the first three days the show was back on the air. . . Al Wiman, WLAU, Laurel, Miss., has turned his "Capers" program over to Ralph Stribung. . . April 4 marked the beginning of the fifth year for Charles Preston's WAGA, Atlanta, program "Top Five." . . Joe Brakovac, KXLJ, Helena, Mont., has started a new Saturday night show, "The Helena Hit Parade," which invites listeners to phone in anytime between 6 p.m. and 10:30 p.m. to vote for their favorite pop platter. Then at 11 p.m. Brakovac plays the top 10 in Helena.

Sacred

THE SMITH BROTHERS Live, Live for Jesus...78 CAPITOL 3125 — The Brothers remind Christians of the moral precepts by which one must live in order to be saved. A fast, lively piece of

Number of Releases This Week

Table with columns: Label, Pop, C&W, R&B. Lists various record labels and their corresponding release counts.

SEMI-FLEX 10" or 45 RECORDS PRESSED-15c-INCLUDING labels, carton sleeves, etc. Write for full particulars BEST PRESSING DEAL ANYWHERE ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio

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Two New Releases Honky Tonk Town Travelin' Blues by Bennie Hess Memories of You Lonesome Blues by Marie Corby

RECORD PRESSINGS Shellac—Vinyl—Flex 78 RPM—52315 Test Pressings Free Small or Large Quantity. Labels—Processing—Masters. SONGCRAFT, INC. 1650 Broadway New York 19, N. Y.

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# HOCUS-POCUS

By BILL SACHS

**F. M. SHORTRIDGE**, who in the past has handled the managerial reins on Harry Blackstone, Maurice Raymond and Percy Abbott, is now handling Voilan the Magician, with two assistants and a panel truck load of equipment. Shortridge, who maintains a booking office in Des Moines, has had Voilan on a number of Iowa dates recently and has him set on a string of fairs and celebrations later on. Voilan does a half-hour program of fast magic consisting of larger tricks that may be seen to advantage across the track. Shortridge is also handling exclusively Phenomenal Phelan, who does a speedy 20-minute turn at clubs and conventions. . . . **George Dexter**, the magicker, has opened the International Magic Exchange at 308 West 49th Street, New York. In addition to manufacturing and repairing magic, Dexter will give lessons in magic, juggling, vent and hypnotism. . . . **Chuck Burns**, formerly stage manager and first assistant for Don Brandon, is clowning this season with the Ringling Bros.-Barnum & Bailey Circus. After leaving Brandon last season he clowning for a time with the Clyde Beatty Circus on the West Coast. . . . **Ralph Pierce** is appearing in Northern Illinois with his midnight spook opra. He carries two assistants. . . . **Grable**, who features a floating piano a la Thurston, is working sponsorship dates thru the Midwest. . . . **Professor Barron** is touring the same territory with his "Miracles of the Mind" turn under auspices. . . . **Jack Courtney**, Columbus, O., held down the feature spot on the show held in connection with the Akron Society of Magicians recent banquet at the Chesterfield Hotel in the Rubber Capital. . . . **Billy Balfour** is playing in and around Long Island, N. Y., with a new comedy magic turn written for him by **George Schindler**, Brooklyn baffler-humorist.

**CORP. JACK H. DE HOLT**, juggler and specialty dancer and son of Mr. and Mrs. S. H. Houdeen, pro magicians, has just returned

from Japan and Korea, where he put in a hitch for Special Services. . . . **Dr. Marcus Block**, of the Eastern School of Hypnotism, New York, has just released his first of a series of bulletins on hypnotism and magic. He plans to issue four bulletins a month, with subscription pegged at \$1 a year. . . . We are holding important mail for **Jack Jones**, the West Coast trixster. Please shoot us your address. . . . **Mr. and Mrs. Leon Pinter**, after winding up the school season with their magic, have begun their second season with the Plunkett Family Stage Show in Texas, presenting their magic specialties and doubling in parts and orchestra. . . . **Earl Lockman**, of Alhambra, Calif., has embarked on an extended tour with his magic, escapes and sand pictures. His wife assists. . . . **Charles Ruben**, West Coast magus and escape artist, is on the move again after being laid up for several months with a severe ankle fracture. Genii magic mag has resumed with Ruben original escape-ideas series. Rubens is trying to get a line on the genial little trixster, **Conde de Saa**. . . . **Clark (The Senator) Crandall** emceed and presented his own turn at the 11th annual banquet and show presented recently by the Magicians' Guild of America at Hotel Henry Hudson, New York. Others who showed their wares during the evening were the **Three Wives**, **Derby Rogers**, **Count Artell**, the **Clintons**, **Al Flosso**, **Viggo and Jane**, and **Al DeLage and Shirley**. . . . More than 200 magi and friends of magic gathered at the Hamilton Hotel, Chicago, May 6 to pay homage to the one and only **Werner C. (Dorny) Dornfield** with a surprise testimonial. **Chick Schoke** put in six weeks planning the affair, the greatest task being to keep the affair a secret from Dorny. A local theatrical agent co-operated by booking (?) Dorny to emcee a show at the Hamilton May 6. He was left speechless when he entered the hotel room and found his friends gathered to honor him. After the show and shindig all adjourned to Drake's Restaurant, the home of Chicago Magicians' Round Table.

# BURLESQUE BITS

By UNO

**Vicki Welles**, adorned with a new stunning wardrobe, has for her big production strip number two new male dancing assistants in **Jack Crawley** and **Jay Hogan**, the latter from the now closed musical, "Kismet." . . . **Paul Morokoff**, one of burly's most painstaking and ingenious producers, leaves the Hudson, Union City, N. J., May 29 to spend two weeks with his mother, **Floreen Lacy**, at the family home in Cedar Rapids, Ia. After that he returns East to start rehearsals for the Globe, Atlantic City, skedded to launch another season of summer stock on June 18. **Grace Reed**, capable talking woman, is back on the Hirst wheel after an absence of eight years, during which she played houses in the Midwest and on the Coast. At the Hudson, Union City, N. J., the week of May 1 she was held over for the week following as a tribute to her histrionic talents. . . . **Bob Hassan**, husband of strip tease **Rita Cortez**, writes that it is true he and his wife own the equipment for the Side Show on the Royal American camy, but that it was leased to **Dick Best**, who will operate the show this season. Also that his wife has no connection in the operation of the other Side Show on the Ringling circus with which he will continue for the rest of the current season as Sid Show manager. . . . **Brigida O'Neil**, former show girl at the Empire, Newark, N. J., is now a vocalist with a mezzo soprano range with which she is luring the opera, radio and TV fields. . . . **Comic Mac Denison**, who has been working with **Hank Henry** and **Sparky Kaye** in Las Vegas, Nev., the last three months, is returning to Manhattan to prepare for another summer in the Catskills.

**Benita Francis** is co-featured with **Marie Burnell**, **Wanita Danez**, **Eve DuBrock** and **Jerry Parks** at the Downtowner nitery in Milwaukee, where another local club, the Melody Room in the Roosevelt Hotel, has **Anita Gray**, **Rose Mitchell**, **Tania**, **Gerry Perry**, **Fatima** and **Kazan** on its menu of exotics. . . . **Augie Circella**, owner of the Follies in Chicago, has, according to **Bob Goodman**, local booker, a wonderful show. Producer **Russell LaValle**, out with a heart attack, is back to work. **Mitch Todd**, pinch hit in his absence. LaValle's daughter, **Sheila Ryan**, known as "Sheila, the Peeler," is part of the cast of which the others are **Charlene**, **Ming Lee**, **Betty DeQue**, **Marilyn Faye**, **Vini Faye**, **Dexter Maitland** and **Sammy Price**. **Harry Meyers**, comic, in Chicago for a long stay, returned to the West Coast. . . . **Betty Dixon** returned to **Abe Neiman's** King Cole Show Bar in Denver after a tour of three months of the Southwest. With her came new costumes, routines and other gimmicks to dress up a strip act. Sharing the striptease with her is **Chris Nolan**. **Tony Knight** and his trio continue to provide good burly comedy and backing the parade of exotics. . . . From **Harrisburg, Pa.**, comes word that Pennsylvania's Liquor Control Board has warned tavern ops to go easy on strip acts and other nearly nude girlie shows and that it would enforce a State law banning the outside advertising of inside bare talent. First target was Philadelphia's nitery rows the owners of which were apparently not entirely displeased with the order which means that the competition for top strips will come to an end. The battle for good strip acts ran pay from say \$150 a week a couple of years ago to \$650 a week today.

# FOLK TALENT AND TUNES

Continued from page 44

**Playboys**, the **Cavalier Quartet** and a special guest each week. . . . "**Jean Shepherd's 'You Sent Her an Orchid'** has caught on real big here after lots of plugging," writes **Buddy Covington**, of **KNUZ**, Houston. "This is easily her best record." . . . **Sammy Lillibridge**, of **KFRO**, Longview, Tex., visited recently with **Jimmie Davis** and the **Sunshine Boys** during the latter's engagement at **Kilgore, Tex.** "Jimmie's 'Taller Than Trees' is going great in these parts," infos **Sammy**.

**Bill Bentley**, country twirler at **KSTV**, Stephenville, Tex., calls attention to **Tater Pete Hunter's** latest release on the **Feature** label. "Tater is a good deejay and does a pretty good job of singing, too," typewrites Bentley. "Around here we like the 'Everybody Needs Somebody' side. It's surprising just what talent can frequently be found on the smaller labels, if one will only take the time to listen occasionally." . . . **Hopalong Joe Hoppel**, country deejay at **WLOW**, Norfolk, is now doing a live show from the **Rendezvous**, local dance hall, from 10-10:30 each Friday night, featuring **Clyde Moody** and **His Woodchoppers**.

"**Jimmie Rodgers** certainly deserves the spins on his revised modern version of 'In the Jailhouse,'" writes **Biff Collie**, c.&w. whirler at **KPRC**. "This is the great master of yesteryear with modern backing. If Victor follows thru with this idea on Rodgers' material, there'll be a new old favorite or an old new fave. **Hank Snow's** band, plus **Jimmie**, really is something." . . . "A youngster named **Cheesie Nelson** brought down the house here recently with the **Elvis Presley** unit, singing an old one, 'Worry, Worry, Worry,'" writes **Cousin Jim Lefan**, of **KOSY**, Texarkana, Ark. "Nelson has a style similar to Presley's and he's just as great."

**Red Ford**, **WRIB**, Providence, typewrites: "The interest in c.&w. music has reached an alarming low in New England, and unless something startling should happen, we can kiss it goodbye. Too many artists have tried to copy the rhythm and blues field and have used poor taste in doing so—so much so that we must screen every record carefully before spinning it." . . . **Lew Banks** has rejoined **WHIE**, Griffin, Ga., and is now spinning the "Sunrise Jamboree" and "Bar None Ranch" shows over the station. . . . **George Mizelle**, formerly of **WMEV**, Marion, Va., is now riding the "Wythe County Jamboree," 1:05-2 p.m. daily, over **WYVE**, Wytheville, Va. . . . **Roy Hines** has picked up additional time on his "Saturday Round-Up," heard over **WPAG**, Ann Arbor, Mich. Hines recently teamed up with **Henry Boye**, Brooklyn, to pen the tunes, "Love Words" and "Somebody's Lonely."

**Ace Ball**, artist-deejay at **KLVT**, Levelland, Tex., reports that he's now a regular on **Amarillo's (Tex.) "Downtown Jamboree."** Appearing at **Fair Park Auditorium**, Lubbock, Tex., recently was the "Grand Ole Opry" show, with **Roy Acuff**, **Kitty Wells** and **Johnny and Jack**, infos **Ball**. An all-night singing and variety show was also held at the park recently, with the **Imperial Quartet**, the **Norman Petty Trio** and the **Crowder Family**.

"Are You Mine?" by **Tom Tall** and **Ginny Wright**, continues the No. 1 tune in the **WCRA**, Effingham, Ill., listening area, according to deejay **Jack Lee**. Tune has been averaging 15 requests a day, he says. . . . **Chuck Neer**, of **WIAM**, Williamston, N. C., reports that **Decca** is the latest recording company to start sending him the wax. . . . The **Ridge Runners**, **Chuck Willit** and **Bill Sherman**, are sharing the mike with **Bob Devine** on his "Bear Spring Mountain Jamboree," which airs over **WICA**, Ashtabula, O., 4:05-5 every afternoon. . . . **Jim Small**, **Eddie Zack's**

# THE FINAL CURTAIN

**ALEXANDER—J. Don**, 70, president of the Alexander Film Company, Colorado Springs, Colo., May 6 in that city of a heart ailment. He and his brother, **Don M. Alexander**, began their careers in screen advertising as teen-agers in Keokuk, Ia., with a kerosene burning projector. They moved their business to Colorado Springs in 1928. He was a member of the International Screen Advertising Services, which had headquarters in London. Survived by his widow and two sons, **Don Jr.** and **John**.

**ALLARD—Jimmy**, 63, manager of the Palace Theater, Dallas and a former vaudeville performer and producer, May 6 in Dallas of a heart attack. During his years as a performer he played all the major vaude houses including the Palace, New York. At one time he also operated his own stock company and minstrel shows. Survived by his widow, **Bonney**, and a sister, **Mrs. May Hardin**. Burial May 9 in Restland Memorial Cemetery, Dallas.

**BENIK—Adam**, 81, one-time bass horn player in **John Philip Sousa's** Band, May 4 in Fairhope, Ala. Survived by his widow, **Emma**; two sons, **Alphonso** and **Edward**, and two daughters, **Mrs. Marion Schafarzsek**, Solon Springs, Wis., and **Mrs. Jean Tell**, Mobile, Ala. Burial May 6 in Fairhope.

**BRAY—Mrs. Nan**, 71, mother of **Richard G. (Dick) Bray Jr.**, widely known Cincinnati sports-caster, May 9 in Good Samaritan Hospital, Cincinnati. Survived by her husband, **Richard G. Sr.**, and one other son, **Robert B.**

**DANIELS—Lloyd**, chef with the **James E. Strates Shows**, May 5 in Philadelphia. Burial was in Tampa.

**DOUZY—Nicholas**, 85, singer and composer, May 10 at his home in Elkins Park, Pa. For 25 years he was tenor soloist with the **Bethlehem (Pa.) Bach Choir** and other organizations throughout the country. He taught singing, composed numerous songs and had been on the staff of the "Etude" music magazine in Philadelphia. For some years he conducted the **Petit Ensemble** of the Philadelphia Matinee Musical Club. Surviving are his widow, **Frieda S.**, and a son, **Services** May 12 in Philadelphia.

**FAIRCHILD—Josephine**, 81, former actress, April 19 in Englewood, N. J. She made her debut as a "boy" in London pantomimes and was for many years a member of the **Herald Square Stock Company**, New York.

manager, dropped in on **John Canty**, at **WOTW**, Nashua, N. H., recently to plug **Zack's** recording of "Lover, Lover."

**Station KENM**, Portales, N. M., ran a contest recently which had listeners writing in giving their reasons why they liked country & western music. Winners received a year's subscription to **Country Song Round-Up** magazine, according to **Maunay George**, **KENM** staffer. . . . Performer-deejay **Don Reynolds** has taken over the c.&w. turntable at **WCUM**, Cumberland, Md., where he is programming two and a half hours of folks stuff in the morning and an hour in the afternoon. Reynolds, who claims to be the only country & western spinner in Cumberland, is in need of lots of wax. . . . **Don Whitney** informs that **Jimmie Rodgers' "In the Jailhouse Now No. 2,"** which is backed with "Peach Pickin' Time in Georgia," is drawing more mail and listener response on his five-hour c.&w. record show than any other one recording has in the past seven years. Whitney spins the platters over **KLCN**, Blytheville, Ark.

**Mel Ammerman**, who helms the "Farm and Ranch Time," which goes out over **KCNY**, San Marcos, Tex., 5-6 a.m., Monday thru Friday, pens: "Had the premiere of **Jimmie Rodgers' 'In the Jailhouse Now No. 2'** two weeks before any other station had it. **Mrs. Carrie Rodgers** was here to make the first playing a memorable occasion. I taped the interview with her and sent it on to **RCA Victor**." . . . **Bill Mack's "Big Six Jamboree,"** seen and heard on **KWFT-TV**, Wichita Falls, Tex., has been moved to a Saturday night time slot. Show is now two hours long.

**Sonny Houston**, spinner of country wax at **WORC**, Worcester, Mass., and the **Trailmen** have entered their second year at the **West Wind** on **Route 9**, West Brookfield, Mass., where they appear each Friday and Saturday. The **West Wind** has been using country talent the last two years. . . . **Uncle Dudley Hackworth**, country deejay at **KOSY**, Texarkana, Tex., in association with **Benny Wood** brought **Jimmie Davis** and the **Sunshine Quartet** to Texarkana recently, with the unit chalking a winner at the box office. . . . **Forrest A. Hobbs**, who whirls 'em at **KDYL**, Salt Lake City, reports that the station is carrying "Grand Ole Opry" stars (Continued on page 90)

**GARDNER—George W.**, 56, veteran circus band musician, May 1 in Gibsonton, Fla. Burial in Veterans Cemetery, Tampa.

**GARRISON—Mrs. Gladys**, staff member of **Station WICC**, Bridgeport, Conn., April 28 in that city. Survived by her husband, **E. Rhey**, pianist and orchestra leader, and a son, **E. Rhey Jr.** Cremation May 2 in Mountain Grove Cemetery, Bridgeport.

**GILBERT—Mrs. Bernard E.**, 55, the former **Anna Krakauer**, pianist and singer, May 7 in Temple University Hospital, Philadelphia. While a child she played in many Philadelphia movie houses as "Baby Krakauer." In addition to her husband she is survived by a son, a daughter, two brothers and a sister. Services May 9 in Philadelphia, with burial in Montefiore Cemetery there.

**GREINERT—Emil**, 78, retired chief librarian of the **New York Philharmonic Symphony Orchestra**, May 3 in New York. He joined the orchestra as second violinist and assistant librarian in 1920. He was appointed chief librarian in 1927 and held that post until 1944. Thereafter he served for three years as librarian at the **City Center**, New York. Survived by his widow, **Mary**.

**JOHNSON—Mary A.**, 89, mother of **Edward K. Johnson**, contracting agent on the **Cetlin & Wilson Shows**, May 8 in Chester, Pa.

**KOLZER—Heinrich**, 81, for many years head of **Circus Mische**, oldest circus establishment in Denmark, May 2 in Thisted. (Details in Circus section.)

**LASH—John**, 60, carnival concessionaire and veteran member of the **Miami Showmen's Association**, May 4 in New Haven, Conn.

**LAURIE—Joseph III**, 36, son of the late comedian **Joe Laurie Jr.**, May 10 in Port Jefferson, N. Y., of injuries sustained when his private plane crashed May 4.

**McREAVY—Mrs.**, stepmother of **Vernon L. McReavy**, circus agent, recently in Minneapolis. Burial May 7 in that city.

**MUNDT—Bernard**, 72, veteran vaude performer and acrobat, April 29 in Milwaukee of a heart attack. Known professionally as **Ben Mareena**, he worked most of the time with an act billed as **Mareena, Nevaro** and **Mareena** and traveled most of the U. S. and many foreign countries. Survived by his widow, **Crystal**; a son, **Sidney**; a daughter, **Mrs. Gwen Smitko**, and a sister, **Mrs. Ida Zander**, Chicago.

**NEAL—Frank**, 38, dancer, choreographer and painter, May 8 in New York. As a dancer, he had been a member of the **Chicago Civic Opera Ballet** and the **Katherine Dunham** troupe. He danced in Broadway productions of "Carmen Jones," "On the Town," "Finian's Rainbow" and "Peter Pan." Neal had also appeared in the movie "Stormy Weather." His widow and two daughters survive.

**PANZER—Louis A.**, 72, Ringling-Barnum circus harness maker for 35 years before his retirement in 1938. He filled the position from 1922 on without his sight. Survived by his widow, two daughters and a sister. (Details in the Circus section.)

**REPASS—H. H. (Jack)**, 51, recently in Victoria, Va. He was killed while engaged in a gun battle, in his capacity as town police sergeant, with a man he was trying to arrest. Prior to taking up police work he was well known in outdoor show business, having for 10 years trouped with **Wallace & Murray Lawrence**. Greater, **Sterling Crown** and **Triangle** shows. Survived by his widow, **Elizabeth**, Farmville, Va.; a brother, **Morris**, and two sisters, **Lois Repass** and **Mrs. J. C. Ireson**, Marion, Va. Burial in **Roselawn Cemetery**, Marion.

**ROSENBERG—Louis**, 59, carnival concessionaire known as **Spot Murphy**, May 6 in New York. (Details in Carnival section.)

**SOMMER—Mary**, 75, former musician and music teacher, May 8 in Milford Hospital, Milford, Conn. Survived by her sister, **Mrs. Agnes J. Noland**. Burial May 11 in Holy Cross Cemetery, Brooklyn.

# MARRIAGES

**ALESSANDRO-DRISKE—**Victor Alessandro, conductor of the **San Antonio Symphony Orchestra**, and **Ruth Driske**, flutist and piccolo player in the orchestra, May 1 in Houston.

**RABIN-GROSSMAN—**Arnold Rabin, writer-producer at **WCAU-TV**, Philadelphia, and **Sydell Grossman** May 8 in Philadelphia.

**FOSTER-HAMMOND—**Nell Foster, well-known magician, and **Jeane Hammond**, non-pro, April 29 in Delray Beach, Fla.

**MARLOW-PUCK—**Marion Marlow, singer, and **Larry Puck**, television producer, May 6 in St. Louis. Both were formerly with the **Arthur Godfrey** television shows.

# BIRTHS

**THERON—**A daughter, **Diana Louise**, to **Mr. and Mrs. Guy Theron** April 24 in St. Louis. Parents are the **Cycling Theron**, circus and sports show act.

**PIOUS—**A daughter, **Kathleen Rose**, to **Mr. and Mrs. George Pious** April 28 in Philadelphia. Father is a member of the sales staff of **WCAU-TV** that city.

**SCHMITZ—**A daughter to **Joann and Inge Schmitz** May 10 in Fort Wayne, Ind. Parents, known professionally as the **Namedella**, are performers on **Mills Bros. Circus**.



## ROYAL AMERICAN UNVEILS POWER-PACKED LINEUP

Leon Claxton Show Stands Out; L. & N. Strike Increases Rail Nut

By HERB DOTEN  
MEMPHIS, May 14.—The biggie of the carnival world—the Royal American Shows—ushered in its season Saturday (7) at the Memphis Cotton Carnival with a lineup of attractions as powerful, if not more powerful than any previous year.

Lining up one side of Front Street for four, long blocks, the array of rides, shows and concessions comprised not only vast earning power but an impressive sight. All of the many units reflected intensive winter quarters work and a substantial outlay by Owner Carl Sedlmayr to further dress up the show.

Crowds were good thru the first four days of the engagement, but the per capita spending was reported off from last year. This came as no surprise, for most other segments of show business in the Memphis area reported their recent business down from a year ago. Only better weather than last year enabled the Royal American to approach last year's ride and

show take during the first four days.

### Route Changed

From Memphis, the Royal American this year for the first time in many will take a different route. St. Louis, a perennial on the route, is to be by-passed, as the St. Louis lot at Grand and Laclede is unavailable this season. Hereto, this lot had been good for stands running from two to three weeks. As a replacement for St. Louis, the show will play Nashville; Pa-

ducah, Ky., and Evansville, Ind., in that order. But with the added costs involved in making three spots itself is not expected to fare nearly as well financially than if it played its customary long stand in St. Louis.

To move to Nashville, the Royal American, instead of railing direct over the Louisville and Nashville, will make a two-rail move because of the recently concluded strike on the L. & N. This two-rail move will be about 90 miles longer and cost \$3,200 more than the L. & N. move.

The long L. & N. strike ended early this week but meanwhile the Royal American had contracted to move over the Illinois Central to Hopkinsville, Ky., thence over the Tennessee Central to Nashville. Even when the strike ended there was no assurance that the L. & N. tracks would be freed of a backlog of freight in time to enable the Royal American to make the trip into Nashville.

### Claxton Clicks

Big topic on the Royal American lot this week was the outstanding show again turned out by Leon Claxton. His "Harlem in Havana" (Continued on page 81)

## Conn. Range Adds Batting

WESTPORT, Conn., May 14.—Westport Golf Range, operation of Stanley Backiel, will change its title to Westport Baseball and Golf Range shortly on delivery of three I. Q. batting units with cage, it is understood.

Backiel's operation is on U. S. Route 1 just north of Westport, and consists of a golf driving range, miniature golf and restaurant. The miniature golf is neatly flowered and landscaped.

## Rodeo Execs Open Central News Bureau

KANSAS CITY, Mo., May 14.—A news bureau at 2233 Grand Avenue here was set up this week by the Rodeo Information Commission for 1955 to assemble and distribute news on the rodeo industry which last year drew an estimated 12 million spectators at 567 events.

Members of the commission were announced after ballots from professional rodeos had been tabulated. The commission is made up of three members, representing committees that put on rodeos, and three members representing the contestants.

Elected were Harry B. Nelson, president of the J-Bar-H Rodeo in Camdenton, Mo., representing rodeo committees in the Eastern and Central time zones; Robert D. Hanesworth, manager of the Wyoming Stock Growers Association, Cheyenne, representing the mountain time zone, and Dr. E. J. Leach, president of the California Rodeo, Salinas, Calif., representing the Pacific zone.

Members of the commission representing the contestants, appointed earlier by the Rodeo Cowboys' Association, Inc., are Lex Connelly, Fresno, Calif., chairman; Gene Pruett, Ozark, Ark., and Paul Bond, Carlsbad, N. M. All three are directors of RCA.

All except Bond and Hanesworth had been members of a temporary commission named at a January meeting.

## ESE Changes Program Size

SPRINGFIELD, Mass., May 14.—After 33 years the size of the Eastern States Exposition program is being changed to 8½ by 11 inches to conform with advertising cuts used by most exhibitors and national advertisers. Jack Reynolds, general manager, noted that the new size was best suited to attractive layouts.

The exhibition is one of the few major fairs in the country which publishes a program devoted solely to the attractions to be found on its grounds. Its livestock catalog and premium list are separate publications.

## Hamid Sets Midway For Dominican Fair

Named Agent to Supply Complete Fun Zone Package for World's Fair This Winter

NEW YORK, May 14.—George A. Hamid has contracted to furnish midway attractions at the Dominican Republic's World's Fair next winter. The fair will operate for 60 days beginning December 20.

The New York agency head returned here last weekend after spending three days at the ocean front site in Ciudad Trujillo. He said that some 20 massive buildings are under construction, with several already near completion, in a project that will cost some \$32,000,000. The fair is being financed by the government.

Planned midway units include 12 major rides and 16 to 18 children's rides. About four shows, especially adapted for the country and its people, are planned.

### Complete Package

In addition to furnishing the mechanical and show units, Hamid will also book game concessions, refreshments, souvenirs and novelties, to make for a complete midway package.

Hamid said that all equipment would probably be secured from one of the Eastern carnivals for the date. His proposition calls for sufficient money to be placed in escrow in this country to insure against possible operating losses and the safe return of all equipment to this country. Plans call for equipment to be shipped from and returned to Baltimore. The midway will operate on percentage against the money on deposit in this country.

The monetary arrangements have not yet been completed, but Hamid stressed the fact that he would not undertake the booking until this was done. The cost of transporting all equipment will be borne by the Dominican Republic.

### Success Prospects

Gauging the prospects for the success of the amusement zone, Hamid said the island's population is two and one-half million and that government officials seemed sure that virtually every one would attend the event. The population of the city itself is 300,000. In addition, it is expected that many

thousands of persons will be drawn from neighboring islands.

Hamid brought back a number of photographs which he took of the grounds and buildings under construction. All of the buildings appear massive and well designed for fair purposes. Hamid said the structures are on a par with those of the New York World's Fair.

The success of this year's presentation, which will help mark the 25th anniversary of the Dominican Republic, will determine the future use of the grounds and buildings. It is possible that the fair will run for two weeks in succeeding years.

## URGES UP-DATING

### Plant Study Points Up Needs at Detroit

DETROIT, May 14.—Results of an architect's study of the Michigan State Fair here indicated the event should remain in Detroit, but expenditures totaling \$8,155,000 were needed to expand and modernize the present plant.

Victor J. Basso, Detroit architect, who made the study for the State, cautioned that removal of the fair to another location would be unwise. He said there are 5,000,000 people living within a 100-mile radius of the present site. He advised that the present 164-acre plot should be expanded and many new buildings should be constructed with an eye to more non-fair use.

Specific recommendations were that \$2,500,000 be spent for 40 acres which cut into the northwest corner of the present fairgrounds; \$2,000,000 be spent to replace existing buildings, and \$1,725,000 be invested on improved electric service, walks, roads, parking areas and other utilities. The report stated that replacement of the grandstand would cost \$740,000 and renovation of the bleachers \$475,000.

Basso warned that the general

## Pa. Park Gets Franchise for College Queen

ASBURY PARK, N. J., May 14.—The third annual college queen contest is adding Rocky Glen Amusement Park in Moosic, Pa., to its list of outdoor amusement locations which are sponsoring State-wide eliminations. The North Carolina event was held at the Drexel Community Fair in 1954 and is repeating, and the New Jersey eliminations at Palisades Amusement Park.

The national winner appeared last season at the opening day of the New Jersey State Fair and was well received. As designed for sponsorship, according to director Max Rosey, the contest's State franchise is available for a \$1 token fee, with the obligation that the sponsoring organization provide round-trip transportation to Asbury Park for the state winner.

Finals are held in Convention Hall here, with the winner getting prizes totaling \$5,000 including a tour of Europe. Rosey, with a New York office at 218 West 47th Street, provides promotional and other assistance to the various sponsors.

## New Ill. Rule Sought for 'Lucky Dogs'

SPRINGFIELD, Ill., May 14.—An amendment or change in the ruling issued here last week by the State attorney — prohibiting the planned staging of Lucky Dogs, a greyhound racing show, on July 4 at the Metropolis fairgrounds—was sought by show producer Jack Kochman this week.

Kochman contended that the outline of the show format as submitted by a Metropolis police official, and on which the State attorney based his ruling, did not completely or accurately outline the workings of the show.

Kochman said the correct working plans of the show, involving a considerable element of skill, had been submitted, and he expressed confidence that the Lucky Dogs show would be presented at the 11 Illinois fairs which have booked it. Metropolis was to have been a still date.

Bob Skinner, manager of the Griggsville Fair, aided Kochman in seeking a ruling for fairs.

## 3 TO GO

### 'Lucky Dogs' Rate Okay In 6 States

PATERSON, N. J., May 14.—Lucky Dogs, the new racing greyhound attraction produced especially for fairs, has been definitely approved by the officials of six States, it was announced at the offices of Jack Kochman, the producer, here this week.

The States which have approved the show format, which includes a quiz before the awarding of prizes, are Virginia, the Carolinas, Maryland, Indiana and New Jersey.

Kochman, currently occupied with securing all necessary sanctions in the States which he will tour, has made preliminary contacts in Pennsylvania, New York and Ohio. Confidence in the outcome, based on preliminary surveys, was expressed at show headquarters.

### Bookings Complete

Close to 90 dates, virtually all at fairs, have been set for the canines to make for practically a capacity schedule. Bookings were completed early and a number turned down because of time limitations, show official said.

More than the minimum 64 dogs required to stage the eight-race programs are already in show quarters in Florida. More are scheduled to be added to the kennels this week. It is planned to carry at least 100 dogs to insure full and fresh fields for every performance.

Press books, designed by agent Bob Conto and Stan Fisher, unit manager, are set for shipment to contracted fairs.

## 'Capades' Adds 3 New Stands For '56 Route

LOS ANGELES, May 14.—"Ice Capades," playing to top business here during its 14th annual run, will add three cities to its 1956 route, extending its tour to 47 instead of 44 weeks.

Show opened at the Pan-Pacific Auditorium Thursday (5) for 18 days, the shortest engagement ever played in this arena. In the past engagements have been about a week longer. Business for the condensed run is reported ahead of 1954.

The show has scheduled performances in Baltimore; Charlotte, N. C., and Rochester, N. Y., each for about a week.

## Joseph Hughes Dies in N. Y.

NEW YORK, May 14.—Joseph H. Hughes, veteran booking agent, was found dead in his apartment here today. He lived alone and had been under a doctor's care for about a year, altho he remained active in business.

About 70, Hughes was one of the best known outdoor show business personages in the East. He had functioned in virtually every branch of outdoor showbiz for close to half a century.

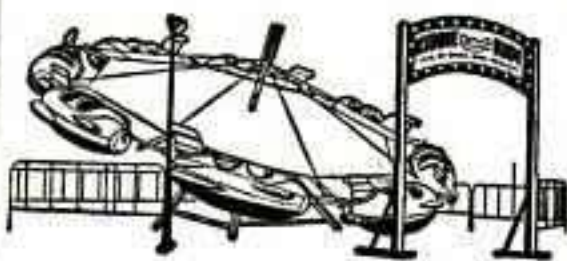
For the past 20 years Hughes had been associated with the George A. Hamid Booking Agency here. He was active in showmen's affairs and charitable pursuits, and was long a prominent member of the National Showmen's Association.

A daughter, Jane, of North Dakota, survives. Funeral services are expected to be held at Riverside Memorial Chapel here Tuesday (16).



### Sensational NEW JET FIGHTER

KIDDIE RIDE



- NOISE MAKING GUNS
- NEW FLYING SENSATION
- NEW LIGHTWEIGHT PLANES
- MODERN COLORFUL DESIGNS

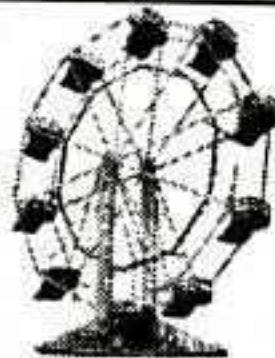
Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Trailer Mounted Auto Rides, Boat Rides and Ferris Wheels.

**SMITH AND SMITH**  
INC.  
SPRINGVILLE, NEW YORK

### NEW! KIDDIE RIDES

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.



**NEW OWNERS OF THE GARBRICK WHEEL:**  
Jack Barstow, New Brighton, Penna.; Robert H. Smith, Minersville, Pa.; Sney & McCullough, Cuyahoga Falls, Ohio; Emil F. Minet, Allentown, Penna.; Laurent & Taffers, Amusements, Old Forge, Pa.

Johnny Moffa, of South Greensburg, Pa., writes: "We can set up our wheel in two hours and no high-paid operator is needed. All ride help can operate it."

Be sure of years of profit with the Garbrick Wheel.  
**Garbrick Engineering**  
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★ MERRY-GO-ROUND 3 abreast-children & adults  
**FINEST KIDDIE RIDES**

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L.I.; N. Y.  
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**GIVE TO DAMON RUNYON CANCER FUND**

## CONEY ISLAND, N. Y.

By UNO

With Steeplechase Park launching its 59th season on May 14, Coney became officially open for the 1955 summer. General Manager Jimmie Onerato played generous host at a pre-opening preview on May 11 to 400 youngsters and adults from the Henry Street Settlement. The entire gathering enjoying the rides and the freedom of the park were televised on the Arthur Godfrey CBS-TV program. Outside of a fresh coat of paint thruout the interior and exterior, the only other thing new in the park for this season is a changed schedule of prices and rides which gives the patrons 15 rides for a dollar on Tuesdays thru Fridays and 12 for a dollar on Saturdays, Sundays and holidays. The park is not open Mondays unless that day falls on a holiday. Continuing for his fourth season as publicity man is Milton H. Berger in the department always headed by Frank Tilyou.

Abe Rapps, new owner of the carousel fronting the former Feltman Park on Surf Avenue, leaves the ride in charge of his partner Bennie Sharkin on May 27 to go to the Rockaways where on 35th Street he has in operation Fascination, coffee and ball roll games. Assisting Sharkin is Howard Clayton, now celebrating his 45th year as an employee connected with the same Merry-Go-Round. . . . The question in regards to the engagement of free aerial acts for Wonderland Park, the expense of which is to be borne by the concessionaires, will be settled next week upon the return of Nathan Handwerker who, with his family, has been an all-winter vacationist at Miami Beach. . . . Sam Wertheimer, the man who gave Coney that widely operated game, the Coke bottle, last season from his Pleasureland Arcade, has, besides new equipment, another novel feature, a rack game.

A new pretzel ride, labeled the Garden of Eden-Spook Ride, 35 capacity, extends from the Bowery to the Beach on Jones Walk heretofore occupied every season by the late John Long's ponies. Operators of the 1,000-foot course are Fred Garms, Paul Kleinstein and Jack Camello. The ride, a 20-center, skirts the big Wonder Wheel, another Garms Coney landmark, newly electric lighted this season with a red sunburst effect.

Both the Wheel and the Eden structures have changed the block into a brilliantly illuminated center. . . . With the retirement of Dan Lane after 29 years of operating Lane's Irish House on the Bowery and West 15th, the only real Irish spot in Coney, serving entertainment with singing waiters, comes another tenant in Frank Gulmi, who will offer a different show menu in the newly named Ocean Side Tavern, Inc.

Seymour Machson, long-time Bowery concessionaire, has enlarged his holdings. Alongside his donkey and glass pitch games he has installed a Magic Carpet fun and spook house, the first of its kind to appear in Coney. . . . Max Packman, who left a Fascination game job to be a taxi driver, returned to his first love at Seaside Park at Virginia Beach. . . . Harry Kaufman, formerly with Morris Goldberg and Hymie Nickenstein manipulating a guess-your-weight in Palisades Park, N. J., has switched to a similar operation at South Beach, Staten Island, where he is partnered with Lou Sperling and Rockie Fennelly.

### PNE Exhibit Space Nears Sellout Point

VANCOUVER, B. C., May 14.—The Pacific National Exhibition is running out of space for exhibitors and concessionaires, V. Ben Williams, general manager, reported.

Exhibit space for this year's event, August 24-September 5, is mostly all spoken for and capacity entries are indicated in livestock, poultry, home arts, horticulture and both 4-H and FFA shows.

Dave Dauphinee, concessions manager, disclosed that all concession spots, and ride and show space on the midway proper, is booked.

A new ice surface was laid in the Forum recently at the expenditure of \$16,000. Due to an upheaval in the freezing system pipes, the old ice had to be removed, the pipes repaired and a new surface laid. "Ice Follies" was the first show to play on the new surface.

J. S. C. Moffitt, president of the fair, and Williams both said there is a chance the event may top last year's record attendance mark of 871,426.

### FIRST CLASS

## Elsie Display Traveling in Trailer Home

NEW YORK, May 14.—Borden's cow Elsie will go to the fair in top style this year, being housed in a costly red trailer to replace the immobile exhibit which has been showing at countless events since the New York World's Fair.

The unit was unveiled this week and as scheduled so far it will begin its tour with a June 29-July 7 showing at Willow Grove Amusement Park in Philadelphia. It will play thru the summer and fall at many one-week dates in- (Continued on page 94)

**CAROUSELS—ORGANS**  
**KIDDIE RIDES—TRAINS**  
Complete line. Write for catalog and terms.

**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

**ILLINOIS FIREWORKS**  
WORLD'S LARGEST  
MANUFACTURERS AND EXHIBITORS  
Known everywhere. Catalogue mailed upon request. Write or call Box 792, Danville, Ill. Ph 1716

## Comic Books Set for Raleigh And Reading

NEW YORK, May 14.—Comic book promotional aids have been bought by the North Carolina State Fair, Raleigh, and the Reading (Pa.) Fair. Deals for the special booklets, created as an attendance stimulant for fairs by Promotional Comics, New York, were set this week by Mac Culver, publisher and sales manager.

Russ Moyer, Reading Fair publicist, said that he would use 25,000 copies of the booklet, distributing them thru supermarkets, home service companies and other retail outlets catering to family trade.

### Plan New Arena

BLAIRMORE, Alta., May 14.—Blairmore voters, by a large majority, authorized the town council to borrow \$100,000 from the provincial government for construction of a curling rink, arena and ice-making plant. The turnout of electors was the largest in the town's history. The arena is expected to be ready for next winter.

### J. S. Huskisson Bedded

TAMPA, May 14.—J. C. Huskisson, manager of the Florida State Fair, is in Municipal Hospital here, recuperating from a recent heart attack.

## YOUR SHIP WILL COME IN WITH AN A-H WATER BOAT RIDE



### KIDDIE BOAT RIDE

**SUMNER RITTENBERG, PLAYLAND CENTERS BOSTON, MASS.**

"Of all the kiddie rides we have, I consider the Allan Herschell Boat Ride to be outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and unloading and it is completely safe!"

**LLOYD D. SERFASS, PENN PREMIER SHOWS STROUDSBURG, PA.**

"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season. With this I have every kiddie ride made by your factory and not one will conflict with any others. I can truthfully say this as my gross receipts on all my past rides still hold up to the same grosses that they have in the past."

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE GASOLINE SPORT CARS • RECORD PLAYERS • MERRY-GO-ROUND RECORDS TAPES • RIDE TIMERS • CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES FOR ALLAN HERSHELL AND SPILLMAN RIDES

**ALLAN HERSHELL COMPANY, INC.**

"World's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

### YOU CAN PLACE YOUR CONFIDENCE IN NATIONAL RIDES

Rides built by National over 30 years ago are still in operation and considered too good to replace.

#### National Is Famous for . . .

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

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## FOR SALE—FOR SALE—FOR SALE

Eyerly Fly-o-Plane, factory rebuilt, now in like new condition. Special built 34 ft. semi-trailer to haul if required. Requires 70 ft. circle.

Smith & Smith Chairplane, used only a short time, nearly new condition, complete with gasoline engine and fence. Requires 70 ft. circle.

Allan Herschell Little Dipper Coaster, a real buy, requires space 55x105.

Immediate delivery, priced for immediate sale. Terms of one-third down payment with the balance over two operating seasons.

**KING AMUSEMENT COMPANY**

MT. CLEMENS, MICHIGAN

## LOOK! PARKER DOES IT AGAIN

We are moving to NEW and LARGER Quarters. Increased Production, No Disappointments, Spring Delivery on All Rides. Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER CARRY-US-ALL for as little as \$5,500.00. Time sales arranged for particulars. Address:

**PARKER AMUSEMENT CO. MONTICELLO, IOWA**

## THE TILT-A-WHIRL Ride

"Best Buy in Rides Today"

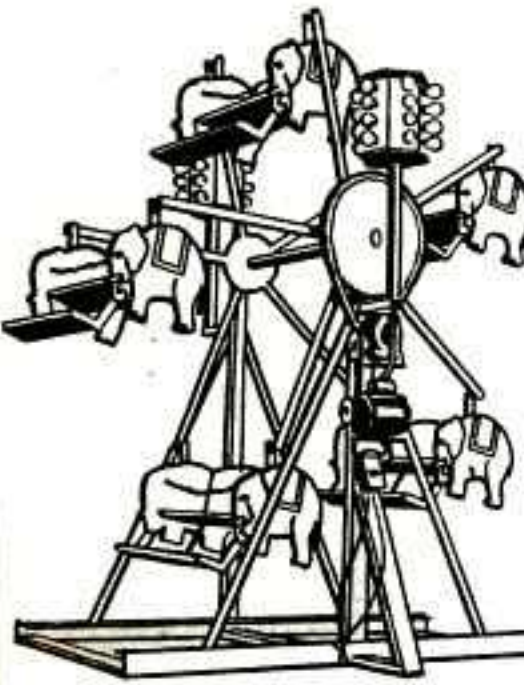
- ★ Very Popular and Profitable
- ★ Good Looking
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- ★ Economical
- ★ Repeater!!

**SELLNER MFG. CO.**  
Faribault, Minnesota





**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.

**Hamid Plans Florida Spot Development**

NEW YORK, May 14. — Three and one-half acres recently acquired by George A. Hamid & Son in Dania, Fla., on the main highway between Miami and Fort Lauderdale will be used as a talent developing grounds, the senior partner announced here this week.

The property, bought thru the firm's Atlantic City Steel Pier Company, will be used as a winter training site for Carver's Diving Horses, a pier feature, and other show features. A grandstand will probably be erected and admission charged.

Altho operating plans are still sketchy, it is likely that four shows a day will be presented with five or more on Saturdays and Sundays, depending upon patronage, Hamid said.

**Prince Albert Ups Premium \$\$**

PRINCE ALBERT, Sask., May 14.—Premium money for the 72d annual Prince Albert Exhibition, August 11-13, has been boosted to \$11,700, an increase of \$500. The extra money will go toward special events organized by the Prince Albert Agricultural Society in conjunction with Saskatchewan's Golden Jubilee observance this year.

The fair has granted the use of exhibition buildings to the Civil Defense set-up in case an emergency arises in the Prince Albert area, D. F. Kelly, exhibition manager, reported.

**Gridley, Calif., Sets Ascensions**

GRIDLEY, Calif., May 14.—Balloon ascensions will be featured at the Golden Feather Fair here during its four-day run starting August 25, Joseph E. Whitaker, secretary-manager, announced.

Whitaker booked the Badger Balloon Company, Los Angeles, for the ascensions, of which there will be four each day. Victor Heisler is manager of the balloon company.

**AUDITORIUMS-ARENAS**

**Louisville Armory Promotions Based on Early Preparations**

By TOM PARKINSON

Advance sales mean advance work, and Herman J. Penn, manager of the Louisville Armory, is one whose promotions accomplish both. His ice show promotions have shown increases each of the past five years, with "Holiday on Ice" moving 12 per cent ahead this year.

Penn starts by spinning the Mimeograph during summer months. Onto shelves in September go the sets of press releases that he will mail weekly to 260 newspapers during the two months prior to the February 1 show start. Ready far in advance are the kits of material for use by 83 radio and TV stations in the area. All are addressed, ready to go six months ahead of the busy time when they are needed.

Penn points out that everything possible is done early so the procedure will be nearly mechanical in the critical time before the show comes in. And this leaves valuable hours for extras that might otherwise never be done.

**Sets Annual Goal**

At the outset, he establishes a goal; this year it was for an 8 per cent increase. That was exceeded, but he believes there is such a thing as a saturation point and so margins probably will be less.

A 10 per cent budget increase was invested to produce the 12 per cent gross increase. The way the total breaks down shows 28 per cent went to television—where most of the increase was concentrated—and 40 per cent went to outdoor advertising and allied media. For some of the weekly newspapers, Penn's system is to mail a set of three five-inch ads with a letter stating he will pay in cash or tickets. Often enough it is tickets, and he reasons that his weekly newspaper ads average only \$8 per paper.

Television material includes slides which Penn himself has made and now one-minute film

clips which the show supplies. For outdoor, he takes a 50 per cent showing of 24-sheets plus quantities of one and three-sheets. Bus cards go out three weeks ahead of the icer.

One of Penn's points is to place a heavy quota of table tents, the small signs for tables in restaurants and cafes. This year he put out 10,000 of them, and here is his secret: A local TV personality, a sports commentator, is enlisted to distribute the tents. Penn finds that the restaurant owners don't turn him down.

The whole program is paced to the advance sale. So after blasting shotgun style for early buyers, he zeros in on special customers. These include block ticket buyers. Personalized telephone calls are made to industrial leaders with a pitch for general block sales. Two certain industrial plants are selected, on the basis of past performance, for a special two-for-one deal limited to opening night. As Penn points out, this guarantees a full house for the opening, since the sale usually produces 3,000 customers. And he finds this better than using tax tickets. A pass deal goes to grocery store managers thru a tie-in with General Mills distributors, a hang-over from when General Mills carried on a nationwide tie-in for promotions.

**Advance Reaches 96C**

The program also includes direct mail to 12,000 persons, the opening of extra advance ticket offices, including three in other cities; and the judicious upping of the ticket scale for certain seat sections after capacity is assured.

What did it all amount to? In 1946 the first major icer to play Louisville grossed \$50,000 in all. This year's advance sale alone was \$96,000, or nearly twice the first gross. The 11-performance run took in \$145,459, a show gross which Kentuckians say is exceeded only by the Derby and the Kentucky State Fair. It amounts to a solid 65,000 attendance.

**Set Remodeling Of Denver Aud For Mid-Summer**

DENVER, May 14.—Aged municipal auditorium begins to receive its face lifting in June to add more than \$700,000 worth of improvement to the structure. T. L. Seymour, general manager, said that the building would be closed from June 1 until early fall of 1956. The reconstruction work will not affect the newer annex portion of the auditorium which will still be used whenever possible.

Present remodeling plans call for the gallery seats and the side rows of seats to be removed, which will reduce the seating capacity from 3,280 to 2,100, but two or three rows will be added to the present gallery. By eliminating the second balcony the acoustics will be improved and the addition of new and better sound proofing thruout the auditorium will eliminate the echo-chamber effect of the high-beamed structure.

New plush theater seats will be installed thruout the main floor and balcony, which Seymour pointed out will reduce present maintenance costs of the old-style seats now being used.

**Alter Outside**

The main entrance of the auditorium will be shifted to 14th Street from Curtis Street which require more than a dozen steps from the slanting street level to the higher entrance doors. A new modernistic marquee, a completely redesigned foyer and newly refurbished lobby will include new lighting fixtures, new carpetry, plumbing and ticket booths.

Technically, the remodeled auditorium will be a big improvement over the present one, with increased banks of stage lights, better-placed footlights and new lighting panel. Spots will be set so they can move about the apron of the stage, and a more versatile sound system will be added.

One of the biggest things to be done, Seymour pointed out, is the lowering of the grid irons from their present 106 feet to 80 feet. He said a new series of counterweights and hemp will be installed to facilitate the handling of backdrops, curtains and scenery.

**Calgary Ex Takes Over Spring Event**

CALGARY, Alta., May 14.—The Alberta Horse Breeders' Association has officially relinquished its control over the spring light horse show and horse sale and from now on these operations will be undertaken by the Calgary Exhibition and Stampede, Ltd.

With the turning over of these operations to the exhibition, the way is paved for the staging of the horse show in the spacious Stampede Corral. The show will be held in May, 1956, and plans are already under way to make the event the largest ever held between Toronto and Vancouver. Signing of the transfer documents ended a 54-year-old record of operation by the Alberta Horse Breeders' group.

Three senior executives of the Calgary event and an architect are touring United States cities where modern livestock buildings are located. They will study livestock centers preliminary to completing plans for the construction of a building at the fairgrounds to replace the present livestock building, now considered too small and practically obsolete.

Making the trip are W. A. Crawford-Frost, president; James B. Cross, chairman of the grounds and development committee; Maurice E. Hartnett, general manager, and John Stevenson, architect.

its predecessors, the book contains a complete fair program, complete premium listings and plenty of illustrations and advertising.

**Gwynn Park in Full Season's Sellout of Picnic Facilities**

BALTIMORE, May 14.—Gwynn Oak Park here has booked picnics to the full capacity of the park for the entire season, according to Operators David W. Price and Arthur B. Price Jr. They said this was the fifth consecutive season of sell-outs.

Hal Steward, director of public relations, supervises the picnic business and is assisted on non-commercial accounts by Mrs. Nancy Kepper.

Non-commercial bookings have filled every available date during the week, the park said, and commercial outings take over every Saturday date from May 9 thru September 24.

Four promotion days in which the park co-operates with WBAL and WBAL-TV, NBC outlets, began with Mother's Day (8), when all mothers among the 15,000 patrons were given perfume as a tie-in with a drug firm's TV show. Other promotion days will include a WBAL-WBAL-TV Day, a "Candy Corner" Day and another day tied in with the drug concern's program. Last year the four days brought more than 100,000 persons to the park.

Construction of two large pavilions at Gwynn Oak this winter increased outing capacity to 12,000. A steel bridge now is being built to give access to 28 acres across Gwynn Falls, which belongs to the park, and this space will be used for parking. It also will give a park entrance opening on a new housing development adjoining the

park and housing about 2,000 families.

The park opened Easter Sunday and has had three good weekends since, with others rained out. Fireworks and a military drill team will be used for Decoration Day weekend.

**Nine Additional A-H Caterpillars Sold Outdoor Ops**

NORTH TONAWANDA, N. Y., May 14.—Nine more Jolly Caterpillars have been sold this year by Allan Herschell Company, Inc., here, making a total of 14 thus far in 1955, officials announced.

Additional purchases made since late February were made by Columbus Zoological Society, Columbus O.; James H. Drew Shows, Waynesboro, Ga.; Joseph Koschnick, Stevens Point, Wis.; Mrs. Geneva Williams, Muskogee, Okla.; Glen Amusement Corporation, Williamsville, N. Y.; Leo Randell, Quincy, Ill.; Royal Canadian Shows, Vancouver, B. C.; Archie W. Sears, Manchester, N. H.; and Frank Tilyou, Steeplechase Park, Coney Island, N. Y.

**Wapakoneta Prem. Book**

WAPAKONETA, O., May 14.—Harry Kahn, secretary of Auglaize County Fair here, believes that the premium book for the August 6-12 annual is the first to be issued in Ohio. Twice the size of any of

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## Flower Shows Are Popular In California

WOODLAND, Calif., May 14.—Flower shows at fairs are attended by 79.3 per cent of the fairgoers and 95 per cent make return visits to expositions, Louis Merrill, Western Fairs Association general manager, told members of the Associated Chambers of Commerce of Yolo County at their monthly meeting here Thursday (28).

Merrill also urged that Californians sell California to its own people thru fairs. The State's resources, scenic points and other attractions must be brought to attention by impulse contact, he declared.

The history of fairs from ancient Egypt to modern times was reviewed by the speaker. He related that nearly 80 per cent of the people attending fairs stop in to see the flower show. Merrill attributed this interest to greater leisure enjoyed by Californians and the increasing number of new homes and gardens.

Merrill advised that 100,000 farm youths participated in fairs in the State in 1954. By the same token there are 450,000 youths in vocational education who did not.

Stuart Waite, manager of the Yolo County Fair, is the new C. of C. vice-president.

## La. State Seeks Funds for Big Building Plan

SHREVEPORT, La., May 14.—The Louisiana State Fair this month will ask the State Legislature for \$1,600,000 to finance the construction of livestock barns to house 4,500 head of stock.

The program, which will be submitted to the Legislature this month, was outlined in a folder sent to the board of directors and local legislators.

Fair officials stated that the fair no longer has adequate facilities to care for much of the stock which exhibitors want to display. They termed the expansion of livestock facilities an "urgent need."

## GM Caravan Tops '54 Draw

DETROIT, May 14.—General Motors "Motorama of 1955" ended its nationwide tour Sunday night (1) at Boston with attendance at the five cities where it appeared totaling a record figure of 2,147,126. This compared with attendance figures in 1954 in five cities totaling 1,926,864.

Both figures were the largest in history for General Motors' display of experimental "dream cars" and other attractions. An annual New York City tradition prior to 1953, the "Motorama" went on the road in that year and again in 1954 and 1955. This year it appeared in New York, Miami, Los Angeles, San Francisco and Boston. A fleet of 100 trucks carried it from city to city.

## Rocks' Ends NBC Tie-In, Moves to Du Mont Outlet

NEW YORK, May 14.—Rockaways' Playland has switched its tie-in arrangement from NBC to Du Mont television for this season, after having had a working set-up

with NBC for several years. The announcement came from Ted Cott, general manager of Du Mont's owned and operated stations, and A. Joseph Geist, Playland president.

The agreement calls for reciprocal plugging by each of the parties, with Du Mont using its WABD video outlet. The park will be providing midway illustrations of WABD personalities, loudspeaker announcements of TV shows, and mention of WABD in some of its advertising. The funspot will share time on the program's Times Square electric sign, and be the scene of public appearances of WABD personalities during the season.

Special days will be set up by the park to honor WABD performers, who will also judge some contests which the station and park will present. The Queens park initiated its NBC tie-in back when Cott was an official with that network, before he became affiliated with Du Mont. It was said that he first recognized the benefits of tying in with a local amusement park and the Geists have enjoyed their association with him. It was stressed that they voluntarily parted with NBC.

## Hoosier Fair Again Fights Over Streets

BLUFFTON, Ind., May 14.—Bluffton's annual street fair is again an issue of litigation in an Indiana court.

Attorneys for the State returned to the Wells Circuit Court this week to argue that the tribunal had no power or authority to allow the use of streets for a fair and that the fair association was without property rights in or to the streets or highways within the city limits.

The suit originated last September when Gov. George N. Craig asserted that the fair was using city streets which were a part of the State highway system. When he ordered the State police to clear the thoroughfares of the concession booths, Bluffton citizens sought and obtained a restraining order in Wells Circuit Court, an action which tied the hands of the governor, the State police and Indiana Highway department officials.

Now with another fair just three months off, the State is seeking dismissal of the order.

Even the Indiana General Assembly was called upon to wrestle with the problem last winter. Passed overwhelmingly in both houses of the Legislature, a bill to legalize the Bluffton fair was vetoed by Governor Craig.

## Name Syracuse Women's Director

ALBANY, N. Y., May 14.—Mrs. Gleason A. White, Duaneburg, has been appointed director of women's activities at the New York State Fair. She will head up a 16-member State-wide women's planning committee appointed by Daniel J. Carey, agricultural commissioner.

## Stern to Head Cent. Cele at Flint, Mich.

FLINT, Mich., May 14.—Alfred Stern, director of the Department of Community and Industrial Showmanship of the Congressionally chartered American National Theater and Academy, will serve as managing director of Flint's centennial this summer. The celebration will be highlighted by a musical pageant-revue on wheels.

## Extra Day at Hancock

DALTON, Mass., May 14.—An extra day is being added to Berkshire County Fair, Hancock, Mass., this year, according to Frank Mongue, of Dalton. The August 11-14 annual will operate four days and nights, offering the New England Amusement Company on the midway, horse show and horse pulling contests, vaudeville and larger youth exhibit departments. Admission is being cut from \$1 to 50 cents.

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# Food Equip't Makers Intro New Gear at Chi

CHICAGO, April 14.—Upward of 30,000 food purveyors and concession operators jammed the exhibit halls of the National Restaurant Convention and Exposition here this week to see hundreds of new products and food equipment on display. The show ran from Monday (9) thru Friday (13) at Navy Pier.

Of the new products being shown the trade, several dozen were slanted at the outdoor food concessionaire.

Selmix Dispensers, Inc., Long Island City, N. Y., featured their Selmix Cascade, a unit that dispenses three drinks, either still water or carbonated. Designed for intermissions, the top of the dispenser is honeycombed with 36 cup holders and the cups are filled with faucets attached to long rubber hoses.

J. J. Connolly, New York, featured its new Roll-a-Grills, the Model C-14, that cooks 14 franks at once and sells at \$239, and the A-35, with a capacity of 35 dogs, with a list price of \$432. Both models have rounded ends and operate on the same principle as their earlier rolling grills.

### Food Hut

One of the features of the show was the "Doggie in a Window" concession stand shown by Hollywood Servemaster Company, Kansas City. This building, of all metal construction, is on a 7-by-12-foot base foundation. It contains a drink dispenser, hot dog broiler, hamburger and bun grill, popcorn maker, six-foot base cabinet refrigerator and a roast oven. The model shown was painted red and white and carried its name and a picture on top. Hollywood also featured its 60-capacity hot dog Roto-Grills and its chili attachment.

The former lists at \$199.50, with the chili heater at \$39.95.

Steel City Manufacturing Company, Youngstown, O., unveiled its new animated soft drink dispenser. Unit featured a plastic dome with animated raindrop effect, seven-gallon capacity, stainless steel fast flow faucet and a convenient drip-catcher. Firm claimed the unit was easy to clean and cools beverages to 35 degrees in a short time.

Herb Asquith, of Dalason Products Manufacturing Company, Chicago, introduced hamburgers frozen in the shape of frankfurters to fit his firm's Bar-B-Frank rotisserie hot dog barbecuer. The new item was prepared by a local meat packer.

### New Dispensers

Two new Buckingham soft drink dispensers were shown by Heat Exchangers, Inc., Chicago. Model DR-75, a twin, holds 18 gallons of beverage, while the smaller model, the DR-260, has one bowl with a capacity of six gallons. Both are designed to keep the beverage in the bowls constantly cooled.

A rotisserie broiler for hamburgers was introduced by Medalie Manufacturing Company, Minneapolis. Design is similar to the firm's frank broiler but instead of spits, it has wire racks that hold the patties and is said to be capable of producing up to 120 broiled burgers an hour. Unit is fully automatic.

Soft-serve ice cream operators paid considerable attention to the one-motion dispenser being featured by Port Morris Machine & Tool Works, New York. Portions are drawn by pushing one lever, with no foot pedals or switches.

Quick cooking was the feature of a grill introduced by Sherwill Distributing Company, Chicago. Cooking both from above as well as below, the unit was said to grill a hamburger in 55 seconds, a three-quarter-inch steak in 2½ minutes, sausage in 2 minutes, poultry in 6 minutes and pork steak in 1½ to 2 minutes.

The new Rocket 12 griddling machine was the contribution of Hotpoint Company, of Chicago. According to officials, the unit can operate at full capacity under cold loads 24 hours per day with perfect results. Firm claims 720 four-ounce hamburgers can be cooked in one hour.

### Coated Dogs

Party Batter Company, Hollywood, Calif., reported plenty of interest in its hot dog on a stick. Firm announced it recently opened a St. Louis outlet for its batter. Dave Barham represented the firm at the show.

Orange Crush Company, Chicago, pushed a special offer of 40 gallons of its beverage with the purchase of its big OC-100 dispenser for \$379.50. With its OC-150 dispenser, the firm offered 24 gallons free for a total of \$289.50. Peerless Corporation, New York, featured its recently introduced Broil-Quik frankfurter grill. Unit operates on the infra-red system of heat, has a capacity of 240 franks per hour, and has a bun warmer that holds 18 buns.

Burger-Mat Corporation, New York, was pushing its Burger-Mat, a hamburger grill, said to eliminate smoke and odor, that broils four hamburgers and toasts four buns in two minutes.

### Pizza Ovens

Plug-in electric pizza ovens were the leaders in the Harvic Manufacturing Corporation booth. Features were low price, space saving, thermostat control, fast heat, heavy insulation and mechanical timing.

An oven that quickly heats prepared sandwiches, was shown by E. A. Green Distributing Corporation, Milwaukee. According to the sales reps, the sandwiches are prepared and wrapped during slow times and refrigerated; when the customers come, the item is put in the automatically timed oven and then served hot. Oven can be used for hamburger, barbecue, ham or steak sandwiches. Oven is listed at \$83.50 complete.

Helmco-Lacy, Chicago, featured

# UNDER THE MARQUEE

By TOM PARKINSON

Mary Henry writes from Siebrand Bros. that Harry Clark has a new colt in the pony drill. . . . The Harry Rosses' trailer is named the Coffee Cup since coffee always is ready there. . . . The Toni Madison dog act lost a 22-year-old hind leg walker that had been retired. . . . Cliff Henry put new dual-wheel equipment on the animal trailer and others checked over their rolling stock for the string of long jumps that began with the 379-mile hop into Sante Fe. . . . The Henrys and the Rosses drove to Las Vegas to see the show operated by Jake Jacobsen and Don Rey.

En route from Poplar Bluff to Fredericktown, Mo., the new trailer of Sid A. Stevenson, auditor and mail man for the Kelly-Miller show, was struck by a truck and demolished.

Ringling's Freddie Freeman tells that Ray Ollech suffered a painful facial injury in saving one of the Nocks from what could have been a bad fall. . . . Margot Margas will be out several days for surgery. . . . Louis Reed was out because of a virus infection. . . . Rose, Bill and Fred Hanlon returned to Sarasota after the New York engagement, with plans to retire from show business. . . . Jeannie Sleet returned to the flying act as did Clayton Behee. . . . Ernie Bursch's parents visited. . . . Dennis Stevens, Albert White, Gene Lewis and Freeman were subjects of a full-page feature in the New York News. . . . Joe Minchin hosted Jackie Gerlich, Frankie Saluto, Carl Stephan, Joe Noawrath, Paul Horompo, Harry Klima and Charley Bell and Freeman.

Visitors on the Ringling show included Carl Haussman, the Chapmans, of Coldwater, Mich.; Terrell Jacobs, Eva and Berio Barton, Hilda and Kurt Oranto, Victor Julian, Elly Ardely, Karl Holtz, Nate Eagles and His Midgets, Johnnie Johnson, Ray and Theol Marlowe, Johnnie Kora, the Australian Ashtons, the Tom Dunns, Oscar Lowande Sr., Danny and Coral O'Donnell, the Bernard Zenners, Jackie Bostock and Joe and Estrina Galazzo.

On "Super Circus" TV for May 22 are the Villenaves, bikes; the Nemedils, perch; Bernd-Karl & Company, hand balancing, and Willie Necker, Dalmatian dogs.

Majorie Towson is touring Europe and saw a horse show in Ireland. . . . Florida State Legislature is considering a bill to construct a mausoleum for some members of the Ringling family at the Ringling Museum property.

Ray Rayford will clown for Frank Wirth at the Springfield, Mass., date May 19-21. . . . M. H. Busch, fan, caught King-Cole at Vincennes, Ind., and stopped off to visit with Curley Vernon's United Exposition Shows in East St. Louis. . . . Jerry D. Martin's Fearless Stars closed at the Ruskin (Fla.) Tomato Festival and headed north to open May 9 for Al Martin. . . . Mr. and Mrs. Jake Metmecky, Tucson, Ariz., fans, hosted the Pojack promotional staff recently. Guests were Bill and Patricia Kay, Stan Shaw, Bob and Stella Forster, Bill Evans, Jack Hughes and Jim Mahoney.

Rogers Bros.' Circus fortunately missed most of the windstorms that have been hitting Arkansas, Joe Hodges Hodgini writes. Allen and Lee had to sprint what seemed to be a half mile to go on at one of the recent arenas Eddie Kuhn and his helper, Roy Mack, busy building animal chutes. Charlie (Gordo) Caldwell and Ed Boucher washed their cars in Warren just before the dust storm hit. Roy Valentine Romas, here with his Flying Royals, also rides his palomino in the spec. Rex Williams gives the elephants a daily bath. Happy Davis' having tooth trouble. Tom and Betty Hodgini showed their circus movies to a good au-

its Minut-Bun sandwich bar, its hot cups and complete line at its big booth at the pier exhibit hall.

dience. Jeanne Kuhn and Joe Hodges sporting pink costumes.

Von visitors at Yanceyville, N. C., included Rex M. Ingham and family, and Fred and Jack Cousins, with Fred clowning the show and presenting his juggling turn. . . . Fred Schmoeger, 76-year-old Sterling, Ill., fan, is confined to his bed and would appreciate letters. He lives at 201 Sixth Avenue. . . . Mike C. Piccolo, CFA, was a nightly visitor to the Hamid-Morton Circus in Pittsburgh. Also on hand was Father Ed Sullivan. . . . Clown Bob Lorraine had a rough time of it recently when he was caught in a violent sandstorm between Yuma, Ariz., and Indio, Calif. He was trapped for some seven hours but finally got his car started. Damage bill was \$600.

Pettus (Brownie) Brown and Jess Beadler, fans, visited the King-Cole show at Nashville and Owensboro, Ky., where they rode in the parade and spec. . . . The Terrell Jacobs animal show will be the featured backend unit on T. P. (Jimmy) Sullivan's World Finest Shows this season. Jacobs' cats will receive top billing. Bob Beck is handling the phone crews. A street parade is planned, Jacobs infos.

Gordon Pepion, of West Hartford, Conn., has been elected president of the Hartford District, CFA (Circus Fans of America), succeeding Alderman Albert Loeffler, of Waterbury. . . . Also named were vice-president, Armand Brodner, Waterbury; secretary, Howard F. Chamberlain, Waterbury; treasurer, Robert Bertini, New Britain, and historian, Robert Sweetser, Waterbury.

Win Partello, former circus superintendant now with "The King and I," closes with the legiter after (Continued on page 86)

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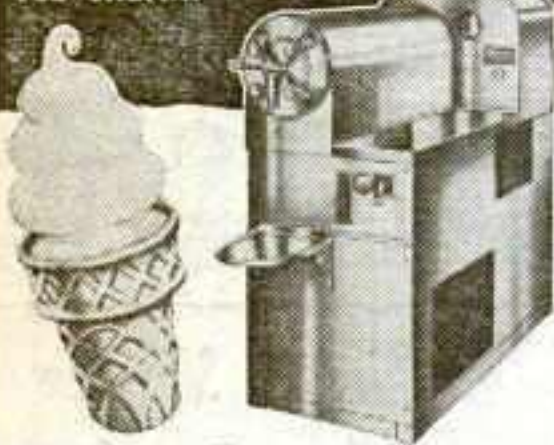
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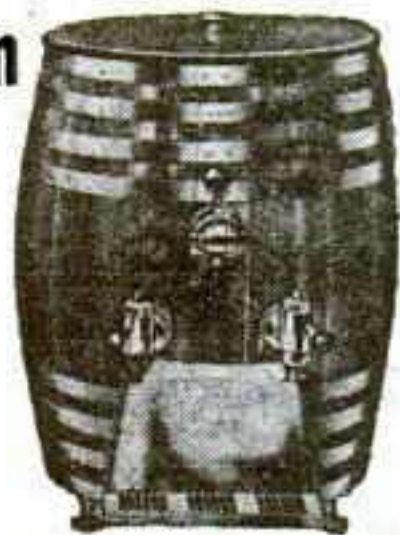
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NEW DEVELOPMENTS

Hamburger Griddle Boasts Big Output

CHICAGO, May 14. — A new griddle has been introduced by Hotpoint, called the Rocket 12; that is described by the maker as being one of the most powerful and fastest big production electric griddles on the market.

The grid is 36 inches long by 18 inches deep with the entire area usable for cooking. It is claimed it can produce over 700 quarter-pound hamburgers every hour. A high temperature setting is unnecessary and after the unit has reached the correct dialed temperature, the temperature drop is compensated for automatically and the griddle is returned to correct cooking temperature, officials point out.

Features include two sectional heat controls that permit the operator to use either side of the griddle independently; two thermostat controls that can hold any dialed heat between 200 degrees and 450 degrees; automatic signal lights that indicate when the griddle has reached correct cooking heat; front and back grease drain; grease guard on back and side, and a new six-quart capacity removable grease container.—Hotpoint Company, Commercial Equipment Department, 227 South Seeley Avenue, Chicago 12.

BARREL POP DISPENSER . . .

ST. LOUIS — A self-contained barrel dispenser that draws ice cold Coca-Cola or Pepsi-Cola and root beer with an additional draft arm for carbonated water, is being manufactured here. The unit is finished in solid oak and 17 and 45-gallon barrels have mechanical refrigeration, automatic carbonator, compressor condensing unit, and flexible connection to water and plug-in.—Multiplex Faucet Company, 1400 Ferguson Avenue, St. Louis 14, Mo.

SOFT-SERVE DISPENSER . . .

CHICAGO — Two new model continuous soft-serve freezers that are designed for economy-minded purchasers are being marketed. The Model 150 occupies four square feet of floor space and can serve soft ice cream or frozen custard. It features a dial which indicates at a glance if the product is at the proper serving consistency; freezer reservoir which automatically refills with mix as the finished product is drawn off, and a spigot or knife type draw-off gate. The Model 160 is said to serve up to 200 shakes an hour and is equipped with a 2½ quart refrigerated reservoir and 2½ gallon detachable mix

reservoir. Compressors in both models come with five-year warranties.—Freez-King Corporation, 2518 West Montrose, Chicago 18.

PIZZA OVEN TAKES LITTLE SPACE . . .

SOUTH BEND, Ind.—A pizza oven that occupies but 10 square feet of floor space, yet turns out 109 10-inch pies per hour, has been introduced here. Manufacturer lists features as rapid rate of oven pre-heat; porcelain enamel oven linings; stainless steel door, and a special heavy-duty thermostat, plus a convenient storage shelf. For a battery-type installation, the units stack two or three sections high.—Malleable Steel Range Manufacturing Corporation, South Bend, Ind.

VARIED SIZE PAPER CUPS . . .

NEW YORK — Continental Can Company has introduced a new line of paper cups and containers that embrace many new sizes and shapes. Sizes range from 2½-ounce to 8-ounce in the single-wrap field. Take-out cups, soda and jumbo sizes range from 6 to 24 ounces; cone-shaped rolled rim cold drink cups from 6 to 14 ounces; sundae dishes from 3 to 16 ounces and ice cream cups from 3 to 16 ounces. Stock cups come in a blue and pink circus design.—Paper Container Division, Continental Can Company, 100 East 42d Street, New York 17.

PIZZA BURGERS ARE INTRODUCED . . .

MUSKEGO, Wis.—A new quick-foot item, Pizza Burgers, has been originated here and franchises are being granted. Item consists of a sauce-flavored sandwich mixed in certain proportions to impart a taste similar to pizza pie. Prepared on the grill, it costs 10 cents in ingredients and sells for 35 cents, the firm claims. The franchise is granted by the Pizza-Burger System, which consists of the partnership of De Angelis & McCrorty. The trade name prevents others from selling the item in operator's territory.—Pizza Burger System, Muskego, Wis.

DEEP FRYER IS VERSATILE . . .

CONCORD, N. H.—Features of a new deep fat fryer here include interchangeable fry kettles. The shallow kettle is said to give fastest frying for unbreaded foods, while the cool zone under the heating elements in the deeper kettle traps crumbs and prevents fat breakdown and transfer of taste when breaded foods are fried. According to the manufacturer the unit pre-heats to 350 degrees in nine minutes. Front of unit is chrome with gray sides but is also available in all-stainless finish. It is rated at 12 kilowatts and operates on 208-230 volts. Fat capacity is 28 pounds in the shallow kettle and 33 in the deeper vat. Over-all height is 42½ inches with depth 30½ and width 20¼ inches.—J. C. Pitman & Sons, Inc., Concord, N. H.

NEW PLAN DISPENSER . . .

PITTSBURGH—A new juice dispensing plan is being introduced here by Reymer & Brothers. A non-carbonated drink with fresh lemon or orange flavor is drawn from a blue and yellow Jet Spray dispenser that properly mixes the firm's Blendd with water, keeps it cold and boasts flash. The unit takes up 2½ square feet of space for display and dispensing and profit possibilities are big, according to the firm.—Reymer & Brothers, Inc., Forbes and Pride Streets, Pittsburgh.

Deep Fryer Combinations . . .

NEW YORK—A complete line of aluminum fryer combinations is being marketed here. They range in size from 2½ quarts to 14 quarts. They are available with or without drain hooks. Combinations are also being made with steel fryer pans in the popular 9, 10 and 12-inch diameter sizes.—Spun Aluminum Products Company, 81 Spring Street, New York.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A-1 Amusements: (Crawford & Lawrence Ave.) Chicago, Ill.
Alamo Expo.: Austin, Tex., 16-21; Odessa 24-28.
American Beauty: Fulton, Mo.; Booneville 23-28.
Amusements of America: South River, N. J.
Badger State: Osseo, Minn.; St. Cloud 24-29.
Baker United: Martinsville, Ind.; Indianapolis 26-31.
Beam's Attrs.: Portage, Pa.
Becht, Lee: (Liberty & John) Cincinnati; Norwood, O., 23-28.
Bee's Old Reliable: Winchester, Ky., 20-28.
Belle City: Milwaukee 18-25; Oconto Falls 27-31.
Bernard & Barry: Hamilton, Ont., 17-20.
B&H Amusement: Charlotte, N. C.
Big Four Amusements: Rockford, Ill., 23-30.
Blue Grass: Bloomington, Ind.
Blue Valley: Edgerton, Mo., 18-21.
Bogle, F. C.: Augusta, Kan.
Brodbeck & Schrader: Herrington, Kan., 17-19.
Buck, O. C.: East Hartford, Conn.
Burdick's Greater: Eldorado, Tex.; Ozona 23-28.
Burkhart: Virden, Ill.; Joliet 23-30.
Burke, Harry: Baton Rouge, La.
Byers Bros.: Griswold, Ia.; Tama 23-28.
Capital City: Pulaski, Tenn.
Caravella Amusements: Ellwood City, Pa.; New Castle 23-28.
Carpenter Bros.: Bellevue, O.
Carroll's Greater: Litchfield, Minn.; St. James 23-25; Tracy 26-28.
Cariet: Greater: Merriam, Kan.
Central States: Kearney, Neb.; Grand Island 23-28.
Chanos, Jimmie: Farmland, Ind.; Anderson 23-30.
Cherokee Amusement Co.: Sapulpa, Okla.
Coleman Bros.: New London, Conn.
Continental: Schenectady, N. Y.
Crafts 20 Big No. 1: Montebello, Calif.
Cross Road Amusement Co.: Grandville, Mich., 18-22.
Cunningham Expo.: Parkersburg, W. Va.
Davis Amusement: Florence, Ore., 18-22; Roseburg 24-29.
Dobson's United: Willernie, Minn., 17-18; Woodville, Wis., 20-22; Antigo 25-30.
Douglas Greater: Hoquiam, Wash.; Longview 23-28.
Down River Amusement Co.: Flat Rock, Mich.; Monroe 24-29.
Drago: Huntington, Ind.; Peru 23-28.
Drew, James H.: Belle, W. Va.
Dudley, D. S.: Wichita Falls, Tex.
Dumont: Madisonville, Tenn., 16-21.
Dyer's Greater: Mounds, Ill., 16-25; Brookport 27-30.
Eastern Amusement Co.: Auburn, Me.
Eddie's Expo.: Clarion, Pa.; Natrona Heights 23-28.
Emshoff: Madison, Wis., 26-30.
Evans United: Trenton, Mo.
Fairtime: Angels Camp, Calif., 18-26; San Jose 27-30.
Franklin, Don, No. 1: Miami, Okla.; Coffeyville 23-28.
Franklin, Don, No. 2: Kansas City, Kan.
Garden State: Harmony, N. J.; Bethlehem, Pa.
G & B: Kingwood, W. Va.
Gem City: Urbana, Ill.; Rockford 23-30.
Gentsch, J. A.: Oxford, Miss.
Gladia Amusement: Toccoa, Ga.
Gladdstone Expo.: Paris, Tenn.; Dresden 23-28.
Glass City: New Boston, Mich.; Grand River (Detroit) 24-29.
Gold Bond: Ogleby, Ill.; Streeter 23-28.
Gold Medal: Bluefield, W. Va.
Gooding Amusement Co., No. 1: Columbus, O.
Gooding Amusement Co., No. 2: Ironton, O.
Gooding Amusement Co., No. 3: Washington, Pa.
Gooding Amusement Co., No. 4: Cleveland.
Gooding Amusement Co., No. 6: Toronto.
Gooding Amusement Co., No. 7: Columbus, O.
Gooding Amusement Co., No. 8: Steubenville, O.
Grand American: Muscatine, Ia.
Hagensick's Rides: Eldorado, Tex.; Ozona 23-28.
Hale's Shows of Tomorrow: Kansas City, Mo.
Hannah's Amusements: Cadogan, Pa.; Nemacolin 23-28.
Hannum, Morris: York, Pa.; Harrisburg 23-28.
Happy Attractions: Bellaire, O.; Point Pleasant, W. Va., 23-28.
Happyland: Hazel Park, Mich., 17-24.
Harrison Greater: Maxton, N. C.
Heller & Lewis Combined: (West Kinney & Broome Sts.) Newark, N. J.
Heih, L. J.: (7th Ave.) Birmingham; N. Birmingham 23-27.
Hill's Greater: Ponca City, Okla.; Kansas City, Mo., 23-28.
Holly Amusement Co.: Decatur, Ga.
Hotie, Buff, No. 1: New Orleans.
Hotie, Buff, No. 2: Ponchatoula, La.
Hugo's Novelty Expo.: Lawrence, Kan., 16-24; Topeka 26-June 4.
Imperial No. 1: Fairbury, Ill.; Alton 23-26.
Imperial No. 2: Beardstown, Ill.; Alton 23-26.
I. T.: Inwood (L. I.), N. Y.; East Meadows 23-28.
Johnny's United: Guntersville, Ala.; Cullman 23-28.
Ken-Penn Amusement: Coraopolis, Pa.
Key City: Valparaiso, Ind.
Keystone Expo.: Jonesville, S. C.
King Bros.: Derby, Colo.
King Shows, Ltd.: Niagara Falls, Ont.; (Fair) Richmond Hill 23; Port Credit 25-28.
Lagasse Amusement No. 1: Amesbury, Mass.
Lagasse Amusement No. 2: Hudson, Mass.
Lagasse Amusement No. 3: Wellesley, Mass., 19-21.
Leeright's Midway: Walsenburg, Colo., 18-22.
Lee United: Mount Morris, Mich.
Lone Star: BelPre, O.; Ripley, W. Va., 23-30.
Manning, Ross: Newburgh, N. Y.; Poughkeepsie 23-28.
Marion Greater: Orangeburg, S. C., 17-21.
Marks, John: Wilmington, Del.; Philadelphia 23-28.
Merriam's Midway: Atlantic, Ia.; Marshalltown 23-30.
Merry Midway: Oran, Mo.; Bismarck 24-28.
Metropolitan: Columbus, Ga.; Anniston, Ala., 23-28.
Midway of Mirth: Barry, Ill.; Winchester 23-28.
Mighty Hoosier State: Paris, Ky.; Lexington 23-28.
Mighty Interstate: Evansville, Ind.
Mighty Page: Altoona, Pa.
Milliken Bros.: Keysville, Va.
Moore's Modern: Checotah, Okla.; Cushing 23-28.
Motor State: Corunna, Mich.; Port Clinton, O., 23-31.
Mound City No. 2: St. James, Mo.
Mullin: Royal Pine: Kennebunk, Me.
New England Amusement Co.: Canton, Mass.
Nolan Amusement Co.: Mount Vernon, O.; Barborton 23-28.

- Norton's Rides: Great Bend, Kan.
Page Bros.: London, Ky.
Page & Ferris Combined: Altoona, Pa.
Pan American: Harriman, Tenn.
Parada: Anadarko, Okla.
Penn Premier: Levittstown, Pa.; Port Jervis, N. Y., 23-28.
Playtime: West Quincy, Mass.; Somerset 23-28.
Powelson Greater: Dayton, O.; Jackson 23-28.
Prel's Broadway: Salisbury, N. C.; Harrisonburg, Va., 23-28.
Pulaski, A. H.: Milford, Ill., 19-21; Rock Falls.
Rainier: Granger, Wash., 18-21.
Raley Expo.: West End, N. C.
Reid, King: Ogdenburg, N. Y.
Reithoffer: Freeland, Pa.; Dushore 23-28.
Reithoffer Blue: Milford, Conn.
Riley's Amusement Rides: Mount Vernon, Ind., 31-June 4.
Rose City Rides: Ironton, Mo.
Royal American: Nashville, Tenn.
Royal Midwest: Wilmington, O.; Kenton 23-28.
Schaefer's Just for Fun: Tyler, Tex.
Shamrock: Wewoka, Okla.
Siebrand Bros.: Flagstaff, Ariz.
Smith's Funland: Chesapeake, W. Va.
Smith, Geo., Clyde: Scalp Level, Pa.; Altoona 23-28.
Snapp Greater: Jefferson City, Mo.
Southern Valley: Texarkana, Tex.
Southland: Monroe, La.
Star Amusement Co.: Newport, Ark.
Stephens, C. A.: Big Stone Gap, Va.
Strates, James E.: Plainfield, N. J.
Stumbo's Tri-State: Wilburton, Okla.
Sunny, A. J.: (117th & Corlett) Cleveland, O.
Sunset Amusement Co.: Fort Dodge, Ia.; Newton 23-28.
Tassel, Barney: Alexandria, Va.; Washington, D. C., 23-28.
Tatham Bros.: Virginia, Ill.; Petersburg 23-28.
Tennessee Valley Amusement: Portsmouth, O.; Wheelersburg 23-28.
Thomas Joyland: Princeton, W. Va.
Tidwell, T. J.: Corsicana, Tex.
Tinsley, Johnny T.: Concord, N. C.
Tivoli: Mission, Kan.
20th Century: Parsons, Kan.
United Expo.: East Galesburg, Ill.
U. S.: Richlands, Va.
Van Billard: Elkton, Md., 16-30.
Van Billard, D., Unit No. 2: Oaks, Pa.
Virginia Greater: Easton, Md.; Salem, N. J., 23-28.
Volunteer: Lafayette, Tenn.; Cooksville 23-28.
Wade, W. G.: Battle Creek, Mich.; Kalamazoo 23-28.
Wallace Bros.: Carbondale, Ill.
Warwick, S. W.: Ironton, Mo.; Potosi 23-28.
West Coast: Chico, Calif.; Redding 23-29.
West Coast Expo.: Vallejo, Calif.; Tracy 24-29.
Wilcox, Dick: Dexter, Me.; Pittsfield 23-28.
Wilson Famous: Canton, Ill.; Galva 23-28.
World of Pleasure: Sandusky, O.
World's Finest: Barna, Ont.
Young, Monty: South Salt Lake City 19-29.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Bailey Bros. & Cristian: Prescott, Ariz., 17; Travel 18; Cedar City, Utah, 19.
Beatty, Clyde: Ventura, Calif., 17; Santa Barbara 18; Santa Maria 19; San Luis Obispo 20; Salinas 21; Monterey 22.
Carson, Tex: Cuba, N. M., 18; Bloomfield 19; Astec 20.
Clyde Bros.: Sarnia, Ont., Canada, 17-18; Windsor 19-21; Chatham 23; Woodstock 24; Simcoe 25; Kitchener 26-28.
Cole, Geo. W.: Stanberry, Mo., 17; Grant City 18; Leon, Ia., 19; Corydon 20; Mount Ayr 21; Afton 22; Lenox 23; Villisca 24; Griswold 25; Greenfield 26; Stuart 27; Guthrie 28.
Davenport, Orrin: Brandon, Man., 17-21; Regina, Sask., 23-28.
Hagen Bros.: Pontiac, Ill., 17; Kankakee 18; Homewood 19; Wheaton 20; Arlington Heights 21; Wheeling 22; Waukesha, Wis., 23; Watertown 24; Fond du Lac 25; Appleton 26; Green Bay 27; Manitowoc 28.
Hamid-Morton: Montreal 17-21; Quebec and Chicoutimi 22-29.
Hollywood Productions: Sweetwater, Tex., 17; Denton 21; Dennison 22; Ardmore, Okla., 23.
Hunt Bros.: Mayfair, Pa., 18; Flourtown 19; Flenside 20; Mount Airy 21.
Kelly-Miller: Effingham, Ill., 17; Robinson 18; Sullivan, Ind., 19; Bloomfield 20; Greencastle 21; (mat.) Danville 22; Martinsville 23; Franklin 24; Greenfield 25; Shelbyville 26; Greensburg 27; Rushville 28.
King-Cole: Akron, O., 17; Ashland 18; Mansfield 19; Marion 20; Lima 21; Sidney 22; Muncie, Ind., 23.
Mack, Fred J.: Nelsonville, O., 17; Logan 18; McConnellsville 19; Wellston 20; Pomeroy 21.
Mills Bros.: Gary, Ind., 17; Harvey, Ill., 18; Chicago Heights 19; Batavia 20; Rockford 21; East Chicago, Ind., 23; Benton Harbor, Mich., 24; Grand Rapids, Mich., 25; Lansing 26; Mount Morris 27; Midland 28; Adrian 30; Temperance 31; Wayne June 1.
Polack Bros. Eastern: Tucson, Ariz., 17; San Diego, Calif., 20-22; Albuquerque, N. M., 25-26; Grand Junction, Colo., 29-30.
Polack Bros. Western: San Francisco 17-22.
Ring Bros.: North Wilkesboro, N. C., 17; Sparta 18; Independence, Va., 19; Galax 20; Hillsville 21; Dublin 23.
Ringling Bros and Barnum & Bailey: Baltimore 17-18; Washington 19-22; Philadelphia 23-28; Scranton, Pa., 30; Wilkes-Barre 31; Allentown June 1; Reading 2; Lebanon 3; Lancaster 4.
Rogers Bros.: Danville, Ky., 13-14; Lexington 16-17.
Von Bros.: Elizabethtown, Pa., 17; New Holland 18; Hummelstown 19; Mount Joy 20; New Bloomfield 21; Burnham 23.
Ward-Bell: Portland, Ore., 17-22.

Ice Shows

- Holiday on Ice International, No. 1: Milano, Italy, 17-22; Torino 23-June 5.
Holiday on Ice of 1955: Mexico City 17-June 1.
Ice Capades: Los Angeles 17-22.
Ice Vogues of 1955: Pensacola, Fla., 17; Jacksonville 19-24.
Shipstads & Johnson's Ice Polles: Seattle 17-22.

Miscellaneous

- Marie O'Day's Palace Car: Marion, Ky., 17-18; Sturgis 19; Morganfield 20-21; Uniontown 22.

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## Network TV Shows Are Kick-Off Help For Parks Season

### Steeplechase, Rockaways Shine On Godfrey and Allen Programs

NEW YORK, May 14. — Some 28,000,000 people viewing television on Wednesday night (11) were treated to probably the greatest mass exposure to the amusement park business ever achieved. Both the NBC and CBS networks devoted time to the business, and both on top shows.

"Godfrey and His Friends" was devoted in its entirety to Steeple-

chase Park at Coney Island, being staged within the huge, covered Pavilion of Fun built around the turn of the century by George Tilyou. And Steve Allen on "Tonight" transformed part of his stage into Rockaways' Playland for a 15-minute stretch.

In all, the night served to remind millions throughout the country that the park season is under way, and the effects of the two shows will be known on hundreds of midways and thousands of riding devices this weekend.

#### Programs Foot Bills

Neither network was aware of the other's program plans for that night, it has been learned, but neither is likely to have viewed the similarity in shows as conflicting. One was a studio session, the other was on location. Neither program cost the participating parks anything outside of incidental costs as each offered its respective show anything necessary in the way of equipment, transportation, props and labor, with the show being responsible for production expenses. The idea is not new in the metropolitan area where park equipment of any type is usually available at any time to local or network TV people, the only desire by the funspot being an understanding that show reciprocate by plugging the source of its props.

The Godfrey session at Steeplechase spared no expense. It was a major eight-camera job, with the pavilion's TV Hall being turned into a control room and an antenna set on the roof. Some 400 children from the Henry Street Settlement were turned loose inside the pavilion to play the games and use rides, as did Godfrey and his cast. A filmed shot of the exterior, taken a week earlier from the Tilyou Theater roof across Surf Avenue, was shown to open the first and second halves of the program.

Among the elements featured were the Carrousel, Chairplane, Whirlpool, Giant Slide, Steeplechase Horse Race, stage (air blast gag), Parachute Jump, and three concessions, the long range gallery, milk bottles and goldfish bowls.

#### Pre-Opening Chosen

Park publicist Milt Berger posed the idea a month ago to Freddie Hendrickson, assistant to Godfrey as producer. He stressed the all-weather advantages of the enclosed ride and game area. Godfrey approved, with one exception.

(Continued on page 88)

## Dorney Sets Capt. Video For Preem

ALLENTOWN, Pa., May 14.—Captain Video has been set as the feature attraction for the opening of Dorney Park here next weekend. Also on the bill are Tony Lavalle, accordionist, and an animal act. The bookings were set by Robert Plarr, park operator, thru Abe Feinberg, New York.

A usual pre-opening party is slated with Plarr acting as host to representatives of news outlets and other prominent area figures.

## New England Rains Again Ruin Weekend

BOSTON, May 14. — Weekend rains spoiled another weekend for New England operators last week, holding down the pre-season earnings which are counted on to go a long way toward meeting the annual nut. Last season was looked on as pretty wet for early spring, and the same is the case this year.

Chill winds and dampness have affected adversely the business at Revere Beach, with group games indoors being about the only elements able to get any coin.

Big asset to the beach fun area this year is the extension of the Metropolitan Transit Authority with three more stations, two of which can bring patrons to key points along the bay. This direct public transportation has already had its effect on business, with more than half the Revere operations being open on weekday nights. It is viewed as the best transit access in nearly 20 years, since the days of the old narrow-gauge railroad.

Abe Shore, one of the area's major operators, is predicting a prosperous summer, with Revere sporting new rides, promotions and free entertainment.

## NAAPPB Sets Price For TV Spot Films

### Pro Rata Idea Amended as Managers Indicate Need for Price Quotation

CHICAGO, May 14.—A maximum price of \$300 for a full set of four animated television commercials has been set by the National Association of Amusement Parks, Pools and Beaches.

Paul H. Huedepohl, NAAPPB secretary, said he was ordering 25 sets and expected that additions might bring the total to 40.

NAAPPB is having the filmed commercials made by Harlequin Productions of Hollywood for \$10,000. Included are two open-end 60-second commercials and two open-end 15-second commercials. The open-end arrangement allows for individual parks to insert their own name and local information. The spots are designed to be used by any amusement park.

#### Initial Orders

Huedepohl said that initial orders from NAAPPB member parks revealed about equal interest on the part of large and medium-sized parks. He pointed out that pooling efforts of the NAAPPB means that members can benefit from TV material which otherwise would be prohibitively priced for all but a few parks.

## LeSourdsville Spot 'Sacks' Press-Radio

MIDDLETOWN, O., May 14.—Ordinary paper sacks imprinted with the statement "Let the cat out of the bag" served as envelopes for invitations sent out by LeSourdsville Lake for its annual press-radio-TV party.

Inside was a printed card with a cat design and information about the May 17 event. Novel mailing piece went to a large number of press and broadcasting people throughout the area. Press event includes cocktail hour, dinner and free rides.

Under the initial plan, NAAPPB budgeted \$10,000 for the project and expected to replace that fund when the films were sold on a pro rata basis. Price was to have been determined by the number of parks which signed up for the service. While a number of reservations were received immediately, some other members were reluctant to sign until they had a definite idea of the cost, and several set a \$300 limit. That led to the present set-up, Huedepohl stated. He said that under present plans the association will absorb any deficit that might develop thru setting a maximum price. Films are to be available June 7, he said.

## 2 Denver Parks Start Season, Use Big Bands

DENVER, May 14.—The summer season here got under way last week with the simultaneous openings of Lakeside and Elitch's amusement parks. Lakeside got a partial jump on the competitive Gurtler park, since stock car racing began there May 1, but no other facilities have been in operation in the park, according to Owner Ben Krasner.

Last week both parks opened with a flare of publicity and promotion that saw David Carroll and his band on the stand at Arnold Gurtler's Elitch's for the annual inter-collegiate dance sponsored by the half dozen colleges in the area.

#### Teen-Age Practice

Gurtler is continuing his practice of turning the Trocadero ballroom over to teen-agers on Monday nights with special parties, dancing and shows headlined by Fred and Fae, local teen-age TV show stars.

The summer stock legit season gets under way at Elitch's on June 19 when Laurence Hugo returns to play the lead in "King of Hearts," Jean Kerr's Broadway hit directed by New York producer and director George Somnes.

Both parks have signed name bands for the season with Ralph Flanagan, Ralph Marterier, Dick Jurgens and others sharing the bandstand with local organizations which will fill in between the traveling aggregations.

## Major Changes Mark Atlantic City Steel Pier

ATLANTIC CITY, May 14. — Several major changes, plus renovations running into thousands of dollars, have been made to the Steel Pier in preparation for the opening of the regular season on Memorial Day weekend.

The entrance to the funspot has been moved back 150 feet into the body of the pier, thus creating an Arcade to which the public has free access. Space in this area has already been leased completely, George A. Hamid said.

A presentation of Ripley Believe It or Not features has been installed in space bordering on the boardwalk. The John Arthur presentation occupies an area opposite the General Motors display and measures about 200 by 60 feet. The public also has access to this

show feature without entering the pier itself. In the past such show activities have been moved inside or to the regular season started.

#### New Offices

New air-conditioned offices have been constructed overlooking the ocean. A change in location was made necessary with the revamping of the front part of the pier.

The fun houses have been elaborated on, the theaters revamped and new dressing rooms constructed.

The pier was open on Easter weekend and business for that period was termed phenomenal by Hamid. Hamid said that if regular season business could show the same gains the season would certainly be the biggest in history.

## REPAIRS & NEW WORK LIVEN MYRTLE BEACH

MYRTLE BEACH, S. C., May 14.—Devastated last year by Hurricane Hazel, this shore resort has rebounded on the strength of millions of dollars of repairs and new construction. Local operators have virtually everything ready for the season, which is expected to be a good one if the weather holds favorable as it generally does.

Since 1949 the motor court business has spread fabulously in the beach area to where more than 35 are in existence where there used to be only five. All tourist facilities combined which have been added for this year represent nearly 500

more rooms, or some 2,000 visitors. The beach features a summer stock theater, two golf courses, fishing of all kinds, two ride spots, hunting, and numerous eating places.

The hurricane damage of more than \$3,000,000 has largely been repaired and building permits issued for new construction have topped another \$2,000,000. Featured new installation is 77-unit motel apartment Dunes Village, on the oceanfront. Myrtle Beach was featured last week in a special resort supplement of The New York Times.

## LeSourdsville In 34th Year

MIDDLETOWN, O., May 14.—Don Dazey's LeSourdsville Lake officially opened its 34th season today with all attractions in operation. For Saturday night dancing in Stardust Gardens was the Clyde Trask orchestra.

As was the case last year, the park will operate a six-day week, with all attractions, except the swimming pool, closed on Mondays. In the case of Monday holidays, the park will maintain normal operations.

New this year is a concrete barrier around the swimming area separating it from the lake proper. The wall is so constructed as to allow the lake's deep-well water to circulate thruout the swimming area, accomplished by a series of screened openings beneath the water. Park officials believe the wall will give the swimming area the effect of a large pool and thereby maintain better swimming conditions.

Back as hostess in the park restaurant after a year's absence is Mrs. Ethel Rammel. Chef Sherrod continues as kitchen director.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

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## RCA COLOR TV UNIT TO SHOW AT DALLAS

### Two Channels to Beam Daily Programs From Expo Grounds; Network Shows Muled

DALLAS, May 14.—The State Fair of Texas has completed arrangements with the Radio Corporation of America to bring to the 1955 exposition, October 7-23, the only mobile unit for color television in the world today.

Both Dallas television stations—WFAA-TV, the Dallas Morning News station, and KRLD-TV, the Dallas Times Herald station—have accepted invitations from the fairgrounds.

"Color television should be the most sensational thing on the program of the 1955 State Fair," said

James H. Stewart, executive vice-president and general manager of the expo. "It will not only bring the color and excitement of the fair into thousands of TV homes throughout this area as it has never been done before, but it will be a tremendous attraction for people visiting the fair to see color TV programs actually produced."

#### Powerful Ads

Needless to say, fair execs look on color TV deal as a super-powerful publicity booster, particularly the joint tie-in with both Dallas TV outlets. In previous years, one or the other TV station has maintained studios on the fairgrounds, but never both at the same time.

The two TV stations will share time in studio facilities to be set up by the fair and RCA in the Agriculture Building.

Live color TV programs will be presented by the two stations from the fairgrounds during the full period of the fair, 16 days and 17 nights.

In addition to the Agriculture Building set-up, a 15 by 20-foot motion picture size screen for reception of color TV by one of the few color TV projectors in existence will be set up in the Auditorium of the Electric Building thru co-operation of the Dallas Power & Light Company.

Dozens of color TV sets will be operated by exhibitors in the Electric Building, of course. Color is (Continued on page 91)

## Leaders Meet To Decide on Mineola Site

NEW YORK, May 14.—Location of this year's Mineola Fair and Agricultural Exposition may be decided Monday (16) when the association's 17 directors hold a conference.

The only definite things decided so far are that the fair will be held somewhere else than Roosevelt Raceway in Westbury, and that the dates will be Saturday thru Sunday, September 3-11. Shifting of location will be for this year only, in all probability, and the annual is expected to return to the harness track in 1956 permanently.

State Thruway work at the entrance to Yonkers Raceway may force the Yonkers race association to use its trotting dates at Roosevelt Raceway instead. The tracks have a reciprocal agreement for emergency use of each other's plant, and the pact compels the fair body to find another location for an all-under-canvas fair this season.

**WANTED**

Carnival for Old Fair Week of October 18 for Five Days.

Write or Phone 3102.

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## Fair Dates

Copyright 1955  
The Billboard Pub. Co.  
The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

### Mississippi

Louisville—Winston Co. Fair. Sept. 5-10.  
Claud Ming.  
Macon—Noxubee Co. Fair. Aug. 29-Sept. 3.  
T. C. Boggs.  
Magnolia—Pike Co. Fair. Sept. 19-24. Dec Mann.  
Philadelphia—Neshoba Co. Fair. July 25-30. Willard Hays.  
Waynesboro—Wayne Co. Fair. Sept. 12-17. Mr. Chastell.

### Pennsylvania

Arendtsville—South Mountain Fair. Sept. 5-10. Harry McDannell.  
Beaver Springs—Beaver Com. Fair. Sept. 21-24. Frank C. Gill.  
Cookport—Green Twp. Com. Fair. Sept. 8-10. Eugene Forsythe.  
Dalmatia—Lower Mahanoy Fair. Oct. 13-15. Mrs. Russell Tressler.  
E. Greenville—U. Perkiomen Valley Fair. Sept. 29-Oct. 1. V. S. Ensminger.  
Harford—Harford Agri. Fair. Sept. 8-10. Elton Robbins.  
Hollidaysburg—Hollidaysburg Com. Fair. Oct. 11-13. Robert Walker.  
Honesdale—Wayne Co. Fair. Sept. 13-17. R. W. Gammell.  
Iona—So. Lebanon Com. Fair. Oct. 4-7. A. L. Lamm.

Keating Twp.—McKean Co. Fair. Sept. 5-10. Lloyd E. Mulvihill.  
Kimberton—Kimberton Fair. July 20-30. Howard Wilson.  
Lakewood—Northern Wayne Com. Fair. Aug. 24-27. Everett E. Nicklow.  
Laurelton—West End Fair. Sept. 7-10. Charles W. Teichman.  
Martinsburg—Morrison Cove Com. Fair. Oct. 12-14. Ella S. Ebersole.  
Meyersdale—Somerset Co. Fair. Aug. 22-27. H. A. Finegan.  
Millport—Oswayo Valley Rural Com. Fair. Aug. 17-20. Laura B. Hemphill.  
Mt. Cobb—Jefferson Com. Fair. Sept. 1-3. Agnes C. Hreha.  
Nazareth—Nazareth Fair. Aug. 1-6. Julius Freed.

New Bethlehem—F & M Agri. Show. Aug. 10-12. Loudon Stuart.  
New Holland—New Holland Farmers' Day. Sept. 28-Oct. 1. S. O. Zimmerman.  
Newtown—Middletown Grange Fair. Sept. 27-29. Marie Adams.  
North East—North East Com. Fair. Sept. 29-Oct. 1. Hazel E. Phanco.  
Ox Hill—Ox Hill Com. Fair. Sept. 5-7. David W. Simpson.  
Oxford—Oxford Farm Show. Sept. 22-24. Mrs. Frank McMichael.  
Shanksville—Shanksville Com. Fair. Sept. 17-19. Mrs. Donald Stull.  
Spartansburg—Sparta Com. Fair. Sept. 8-10. Henry Bailey.

Tionesta—Forest Co. Fair. Sept. 15-17. Karl W. Flowers.  
Troy—Troy Fair. Aug. 9-13. Harry Lammy.  
Valley View—Hegins Twp. Com. Fair. Oct. 13-15. Isabelle Rummel.  
West Chester—Goshen Co. Fair. Aug. 1-6. J. R. Bair.

### Tennessee

Jackson—West Tennessee Dist. Fair. Sept. 12-17. Hunter Taylor.

### Wyoming

Lusk—Niobrara Co. Fair. Aug. 19-20. Clarence E. Mangus.  
Newcastle—Weston Co. Fair. Aug. 19-21.  
Rawlins—Carbon Co. Fair. Aug. 18-20. Dean Robinson.  
Rock Springs—Sweetwater Co. Fair. Aug. 19-21.  
Sundance—Crook Co. Fair. Aug. 26-27. Dorothy Twiford.

### CANADA

**New Brunswick**  
Port Elgin—Port Elgin Fair. Sept. 13-14.

**Quebec**  
Amqui—Matapedia Agri. Soc. Aug. 25-28. J. E. Belisle.  
Calixa-Lavallee—Vercheres Agri. Soc. Aug. 16. Gerard Chagnon.  
Papineauville—Papineau Agri. Soc. Aug. 30-31. Donat Thibodeau, Thuro.  
St. Jovite—Terrebonne Agri. Soc. Aug. 30. Albin Noel.  
St. Tite—Lavolette Agri. Soc. Aug. 10. Benoit Dupuis.  
Waterloo—Shefford Agri. Soc. Aug. 5-7. Allan Grainger.

## Texas State Themes Ag Show to Circus

DALLAS, May 14.—Agriculture Show at the '55 State Fair of Texas will be built around a circus motif. Plans are to call the show "Agricultural Big Top" and to use the slogan "The Greatest Show From Earth."

Produced in co-operation with the Texas A&M College System, the show will demonstrate thru animated dioramic exhibits how agricultural research and education makes for better living. Idea is to make the show interesting particularly to the home-maker and consumer, and papa who pays the grocery bills, as well as farmers and ranchers.

Individual exhibits again will be used for the 12 districts of the State designated by the A&M system—the Panhandle, Gulf Coast Area, East Texas, etc. There will also be exhibits for Prairie View A&M College, Texas Technological College and the Texas 4-H Clubs.

Three large central exhibits will feature a ring-master a big products display and an exhibit showing how much food is consumed in a year by an average family.

Peter Wolf Associates of Dallas, nationally known theatrical designers, will design and construct the exhibits in the fair's Agriculture Building.

## San Antonio Nets \$33,600

SAN ANTONIO, May 14.—The '55 edition of the San Antonio Livestock Shows racked up a profit of \$33,600, it was announced at the annual board meeting. All officers and directors were re-elected and dates for next year were announced as February 10-19. Expo will be staged between the Fort Worth show, January 27-February 5, and the Houston event from February 22-March 5. Denver show will run ahead of the Fort Worth event.

## Pomona Plans New Funspot For Small Fry

POMONA, Calif., May 14.—A novel supervised playground for children from 4 to 7 years old will be featured at the Los Angeles County Fair this year. C. B. (Jack) Afflerbaugh, president and general manager, announced. This will be in addition to the area for nursery age children.

The new play ground is designed for children too old for the nursery area but too young to have interest in the exhibits.

The tots from 4 to 7 years old will be entertained in a spacious enclosure near the center of activities. The area will feature a number of accident-proof devices. Entertainment, under watchful eyes, will include a three-decker rocket ship, a submarine, a two-story playhouse, a number of pedal devices such as tricycles, scooters and replicas of animals. No Charge will be made for the service and "keep off" signs are taboo.

## Calif. Reshuffle Proposal Renewed

### Plan Would Establish State Events At Pomona, San Francisco Cow Palace

SACRAMENTO, May 14.—A second proposal to establish State fairs in Los Angeles and San Francisco and change the status of the California State Fairs and Exposition here was introduced in the Legislature.

In an amendment to Assembly Bill 3060, Assemblyman Thomas Erwin, of Los Angeles, seeks to discontinue the 101-year-old State Fair. The bill was referred to the Assembly agriculture committee for a hearing.

Assemblyman Patrick D. McGee, Los Angeles, had previously proposed that two State fairs be created. He said the two were needed in Southern California and the bay area as they would be near to three-fourths of all the people in the State. With the fair in Sacramento, he added, the distance and expense prevent many people from attending.

#### Two Fairs Sought

The move for the two fairs was started last December 28 in Los Angeles when J. A. Smith, an oil man and horse show exhibitor of that city, proposed such an action before the Joint Legislative Committee on Fairs and Expositions. He urged that the State Fair facilities be converted into a Sacramento County Fair (Sacramento County Fair, formerly held in Galt, is now held on part of the State fairgrounds). Smith proposed that the committee recommend

against the expenditure of any funds for a new State Fair plant here; recommend the building of two State fairs, in Los Angeles and San Francisco, and pass legislation to reallocate current and future fairs on a more equitable basis.

Under the Erwin plan the Los Angeles State Fair would be held in Pomona, now the site of the Los Angeles County Fair, the largest in the State. The San Francisco State Fair would be staged in the Cow Palace. The present State fairgrounds would be turned over to the 52d District Agricultural Association, sponsor of the Sacramento County Fair.

The McGee proposal calls for the setting up of 10 regional fairs in addition to the two State fairs. Under his plan \$1,500,000 a year would be allocated to each of the State fairs and amounts from \$65,000 to \$225,000 for the regional annuals. Four specialized events would receive increased appropriations, but the others would face a (Continued on page 91)

## Eastern States Sets Pinkertons

SPRINGFIELD, Mass., May 14.—Pinkerton Agency men will be used on the gates of the Eastern States Exposition here this year for the first time. They will be used to replace some 30 ticket-takers in an operation designed to tighten up the gates.

## Wirth Sets McGuires for York Fair

NEW YORK, May 14.—The McGuire Sisters have been set for the York (Pa.) Interstate Fair the week of September 12, booker Frank Wirth announced here this week. York is the one Eastern fair which consistently plays name attractions.

Wirth said that other name attractions would be set for the five-day event, in keeping with fair policy. A number of possibilities are now under discussion between Wirth and fair president, Samuel S. Lewis.

Announcement of the signing was considered early for York since Lewis and Wirth usually wait as long as possible before signing names to insure both their availability and continuing top popularity.

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**WESTERN NEBRASKA'S LARGEST FAIR**  
**LINCOLN COUNTY FAIR, NORTH PLATTE, NEB.**

Due to a disappointment needs Carnival for Annual Fair, August 21 through 25. Fair last year in spite of bad weather had over 25,000 attendance. This is the fastest growing fair in the Middle West. Need fair-sized Carnival with own light plant as our power is 13,800 volts. Want good clean Show and can guarantee you a good deal.

Address all communications to:  
**H. B. MANNERS, Secretary-Manager, North Platte, Nebr.**



## FARROW MEMPHIS BOW AHEAD OF '54

Weather Builds Crowds, Hikes Grosses; Illinois Still Dates Precede Wisconsin Trek

MEMPHIS, May 14.—Ernie Farrow's Wallace Bros.' Shows launched their season here Saturday (7) to good business. The engagement, staged on a park site on famed Beale Street, is a feature of the Negro participation in the Cotton Carnival.

Opening day weather was hot and clear, contrasting with cold weather last year. The 31-year-old Farrow said the difference in weather enabled his show to top last year's opening day's gross.

From here, the Farrow organiza-

tion will jump to Carbondale, Ill., for the first of four weeks of still dates before moving into Wisconsin for a long stay. The show's first date in Wisconsin will open June 15 at a celebration in Appleton.

### Wisconsin Dates

Other Wisconsin dates, most of them fairs, to be played include Madison, Monroe, Darlington, Delavan, Janesville, Wausau, Manitowoc, Elkhorn, and Beaver Dam. After closing in Wisconsin, the show will move into Arkansas to play Monticello and Eldorado and then jump into Mississippi to play Kosciusko, Yazoo City, Jackson, Brookhaven and Gulfport.

Besides Farrow, the staff consists of Margaret Miller, secretary; Leroy Finley, billposter; Bradley Sutton, ride superintendent, and Earl Ricken, electrician-mechanic.

The ride line-up has nine major devices, a Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Little Dipper, Dodgem, Octopus, Rolloplane, Spitfire and J. T. (Whitey) Richards' dark ride, plus six kiddie rides, Autos, Airplanes, Boats, Sky-fighter and Charlie Noble's live pony ride.

The shows are Don Willander's snakes and chimps, Eddie Peterdio's Monkeydrome, John Martin's Funhouse, and Joe Sciortino's Minstrel Show.

Concessionaires include N. C. Taylor's glass pitch, Charlie Miller's cookhouse, Andy Rasmussen's Coke bottles; G. D. Duncan, 2; Van Jeeter's Arcade; Leonard Higgs, 5; Grover Botwick, 4; Elwood Brown, 7; Gene Cain, 6; L. S. Miller, 1.

## Continental Grosses Up At Winsted

HUDSON, N. Y., May 14.—Grosses for the Continental Shows surpassed those of 1954 by a wide margin last week at Winsted, Conn. The same lot, Community Field in the heart of town, was played.

Fair weather prevailed throughout closing Saturday (7) with the exception of rain on Thursday night (5) which lasted for an hour and curtailed the night's business.

Roland Champagne, general manager, is optimistic at the result of the dates played so far. It is possible, he says, that business may exceed that of last year with breaks in the weather.

The opening here on Monday (9) was considerably slowed down because of extreme cold weather. The same lot has been used for the past 12 years. The show has grown in the meantime, however, and several shows had to be left down.

Marie Scott joined here with two concessions.

## Sullivan, Crawshaw Will Day and Date In Regina, Sask.

REGINA, Sask., May 14.—Royal Canadian Shows and J. P. (Jimmy) Sullivan's World's Finest Shows will day and date here next month.

Royal Canadian will play 10 days on Broad Street park, near the heart of the city, June 15-25, and Sullivan's org will be in the fairgrounds, a couple of miles distant, June 20-25.

Royal Canadian's stand will not be sponsored while the World's Finest will be under Canadian Legion auspices.

City council, in granting a license to Gerry Crawshaw, manager of Royal Canadian, upped the lot cleaning deposit from \$100 to \$300.

### 1ST BENEFIT

## \$885 Raised For MSA on Vivona Org

LEIPERVILLE, Pa., May 14.—The first reported benefit of the season, held here last week on the Amusements of America, earned \$885 for the Miami Showmen's Association. Phil Cook, former executive secretary of the Miami group, managed the affair. Also on hand and aiding was Raymond (Shep) Blumberg, chairman of the club's ways and means committee.

The money was raised thru bingo on a Bill Jones unit managed by Bobby Negus. Introduced were John Vivona, Danny Dell, Mr. and Mrs. Harry E. Wilson, Catherine Vivona, Marie Vivona, Joe Ross; Michael Poman and his wife, Hilda, past president of the Ladies' Auxiliary; Aggie Ross, third vice-president of the ladies' group; Dom Vivona, Rosita Dell, Snoozey Goldberg, Louis Dell, Tony Masello and Jimmie Stabile.

## Harris Books Bunker Hill, Famed Cele

CHARLESTOWN, Mass., May 14.—Bunker Hill Celebration, famed area event which opens June 10 and includes two weekends and the holiday, has been booked by Jeff Harris, Boston promoter. The nine-day event, which ends June 18, is said to attract more than a half-million people.

Harris said he will personally manage the midway. He is booking shows, rides and concessions. Besides the fun zone, other celebration features include parades and contests. On Bunker Hill Day, June 17, and the night before, midway operations continue virtually uninterrupted for a 24-hour period.

Harris said he has another celebration date in East Boston set for June 20-25 and will shortly announce a Fourth of July date, also in the City of Boston.

## Good Press Marks Buck Albany Stand

ALBANY, N. Y., May 14.—The O. C. Buck Shows, in its second week at suburban Menands, earned notable publicity breaks in both Albany papers this past week.

In the Times Union the showman, a resident of neighboring Troy, was given the full treatment in a column authored by Edgar S. Van Olinda. In The Knickerbocker News the entire city editor's column, authored by Charles L. Mooney, was also devoted to Buck. Buck publicist Roy Peugh was given considerable mention.

The show, which opened in Troy, where it winters and then moved to Menands, has traveled only a few miles from its quarters. Except for a spell of bad weather, including rain and cold, business is reported good.

## Reverend Arrell Named Fargo Vicar

FARGO, N. D., May 14.—The Rt. Rev. Msgr. L. J. Arrell, well known in outdoor show business and a member of the Showmen's League of America, has been appointed vicar general of the Diocese of Fargo for a term of three years. He delivered the main address at the SLA memorial services in Chicago last fall.

## Reid Opens Strong At Glens Falls, N. Y.

GLENS FALLS, N. Y., May 14.—Ideal weather prevailing on each of the six days played here and the all-out co-operation of sponsoring firemen, the King Reid Shows kicked off its season to very satisfactory business.

Owner King Reid said that in former years inclement weather has held down grosses here and that the break in the weather was the best in several seasons. Due to the smallness of the lot the lineup of attractions was curtailed to 10 major rides, 6 kiddie rides and 10 shows. The midway, well lighted and decorated and flashing new shows facades, drew crowds from opening night thru closing.

Gloom was cast over the midway thru the sudden death of Andy Zane, a popular member of the Reid Shows for four seasons.

### Taylor Show Popular

Charles Taylor's Club Ebony revue arrived here Thursday (5) after a late start from Memphis. The Taylor ork, a 22-people show, got open the same night to two packed houses. Attendance mounted on Friday and capacity crowds resulted on Saturday. The new 90-foot modernistic front, designed and built by William Fritts, earned considerable favorable comment. The facade, a flash of lights and color, has an elevated bandstand at its very top. There is a large stage with well designed and lavish settings.

The building and redecorating of equipment will continue at a

### ADDS ONE

## Sam Solomon Buys Second Scrambler

JACKSONVILLE, Ill., May 14.—Sam Solomon, retired show owner, is keeping his hand in the business on a limited scale and will have two Scramblers on the road this season.

The former owner of Sol's Liberty Shows was here recently with William T. Collins, owner of the show bearing his name, to take delivery of a new Scrambler from the Eli Bridge Company. The device, which is owned equally by Solomon and Collins, will operate on the latter's midway this season.

Eli's No. 1 Scrambler, which is owned by Solomon and Alton Pierson, will be on World of Mirth Shows with the latter managing the device.

These operations will make up Solomon's participation in the business this season. He and Mrs. Solomon leave from New York on the Queen Elizabeth on June 1 for a three-month European tour with plans to visit France, Greece, Spain, Switzerland, Italy, Turkey, Holland and Israel. While here, Lee Sullivan Sr., president of the ride firm, appointed Solomon an Eli sales representative in those countries.

## Santa Rosa Fair Sets Concessions

SANTA ROSA, Calif., May 14.—The Sonoma County Fair, to be held here July 22-30, this week listed its major concessionaires who will operate during the run. Foley & Burk Shows will provide the midway attractions as usual. Independents will include Angelo Lombardi, cafeteria; Hap Young, cafe and four grab joints; Lou Basso, three bars and grandstand food, peanuts, popcorn, cigarettes, sandwiches and beverages. The women of the Episcopal Church Guild will again operate a tea room. Fair officials reported income from concessions would top \$32,000 this year.

pace to insure the completion of all projects before the show enters Canada for its first fair early in June.

Friday (6) a cold snap hit the midway and sent customers hurrying home by 10:30 p.m. However, it arrived late enough to give the midway a good break for the day.

### Good Matinee

According to Reid, the moppet matinee on Saturday (7) was one of the best in several years. Summer-like weather lasting thru the night kept the midway packed.

Many visitors from the O. C. Buck and Gillette organizations visited daily. Only three weeks remain before the show enters Canada for 12 weeks of fairs and celebrations.

## Crafts Expo Opens Cele In Las Vegas

LAS VEGAS, Nev., May 14.—Crafts Exposition Shows trucked here this week and opened Thursday (12) as the midway attraction of the Annual Helldorado. The caravan made a long move from the Lone Pine, Calif., Stampede, where weather was good all week and business comparatively good. Santa Paula, played the week previous, was hurt by two days of rain.

Additional rides came on here to augment the show's regular equipment. At Lone Pine, the organization's anglers were busy after trout, including Manager Roger Warren, James Lantz, Tony Correrio and Joe Duran.

Barney Corey reported that Marie Corey has booked their extra concessions with Cetlin & Wilson Shows. Carol Cummings celebrated her birthday, as did Etta Kotarakos.

On the front end are Barney Corey, Dick Havins and Johnny Lopez, add-'em-up marbles; Moxie Miller, Al Chibberg and Harry Berko, bear wheel; Jack Shaffer, ham wheel; Evelyn Lantz, Bill Nor-Jyke and Babe Miller, pan game; Spot Fowler and Ken Taylor, add-'em-up balls; Harry Lewis, Harry Baron and Bob Bernard, blower; Roger Warren and Bob Jones, hanky panks; Dotty Dolton and Joe Parks, bottles; Jack Travis and Don Lambert, duck pitch; Patty Jones and Tom Brett, glass pitch; Earl and Carol Benson, cat rack; Roger Warren, floss; Vincent Kuropatwa and Catherine Warren, floss; Guy Wheeler, floss; Dick Havins, 3; Vondale Havins, bear pitch; Red Strait and Hank Bair, coke bottles; Red Cardena, pitch; Sam Silver, 4; Al Barber, pitch till-you-win; Red Gordon, over and under darts; Slim Canis, roll ball game; Harry George, coke game; Oscar Shogren, long range; Andrew Creech, bear pitch; Illene Castelleon, short range; Jack and Kay Travis and Freda Bary, gold fish; LeRoy Wicks and Dick Shoemaker, grab joint; Patsy Duran and Carol Cummings, mug joint; Pop Johnson and Jack Levy, balloons; Frank Ingraham, Ray Turner and Johnson, six cat.

## Evans United Bows In Richmond, Mo.

RICHMOND, Mo., April 14.—Evans United Shows opened its season here Saturday (7) and will play most of the summer in Missouri and Kansas. Show is operated by Mrs. Pearl Evans and her two sons, Clay and William.

Ivan Michaelson again has his string of concessions on the show, marking the sixth season.

## Early Dates Prove Okay For Denton

BRISTOL, Va., May 14.—Gold Medal Shows has been hitting some good business at its early dates, especially with favorable weather. Bow in Atlanta was a good one and rides, shows and concessions all started out the season on the right side of the ledger.

Staff, in addition to Mr. and Mrs. Johnny Denton, owners, includes John Campe, concession manager; Dave Fineman, legal adjuster; Red Hicks, assistant concession manager; C. C. Leasure, general agent; Alton Sparks, assistant manager; Norman Anderson, bingo; Robert and Lucille, cookhouse and popcorn; Joe Pearl, mail and The Billboard; Shirley Sparks, assistant secretary of rides.

Backend has Lee Huston and Fred Meyers' snakes, Kipp Stewart's Funhouse and Monroe Bros.' Side Show. Personnel of the latter are: Capt. Elmer Sutton, inside lecturer; Mrs. Sutton, illusions; Capt. Sutton, strong man; Jacob and Preacher Monroe, illusions and orations; Millie Nelson, floating lady; George Peach Andrews, escape; Mary Jones, fish bowl; Bozo, pin cushion; Henry the Eighth, vanishing birds, and George Adrian and Terry Brown, tickets.

Joe Denton, son of the owners, has been flying to spend the weekends with his parents. Their younger son, Dock, recently celebrated his fourth birthday with a party.

## Sand, Wind Hurts Crafts At Indio

ORANGE, Calif., May 14.—Crafts 20 Big Shows, organization's No. 1 unit, moved here this week for its second fair of the regular season—the Orange Community Fair. Show moved here after an Indio, Calif., stand under the VFW was lost to sandstorms.

The Annual Navy Relief Show at Coronada Island will be next on the route and additional equipment, mostly rides, will be added from winter quarters.

All rolling stock is being refurbished on the road under the supervision of Roy Meyers. Overhauling is being done away from winter quarters this year to leave the base free for a number of new projects being framed for the California State Fair, Sacramento.

Staff includes J. Frank Warren, general agent and manager; Pete Sutton, business manager; Mrs. C. Warren, secretary; Eldon Short, concession manager; Roy Meyers, maintenance superintendent; Walter Keiser, special agent and billposter; Bill Norwood, electrician, and Harold Hunting, mail and The Billboard.



# MIDWAY CONFAB

Peter Sokolowski, concessionaire with the Tennessee Valley Amusements, presented his wife, Becky, with a 27-foot Spartan Manor house trailer on Mother's Day.

Personnel with Marie Le Doux's Side Show on Amusement of America includes J. P. Graham, owner; Jolly Marie, fat girl; Mignon Davis, penguin girl; Minnie Rogers, monkey girl; Jay Graham, magic; Sig Anderson, tattoo; Georgette Vaughn, cat girl; Sandra Graham, picture artist; Fay Curran, mentalist; Julian Wilson, alligator skin; Louise Wilson, swords, and Bobby Kork, annex. Jack Rogers is front talker with Earl Davis and Mickey O'Brien on tickets.

Mr. and Mrs. Frank Lee have been entertaining their niece in making the rounds of restaurants and night spots in Nuevo Laredo, Mexico.

Lou Berger, chairman of the Showmen's League of America banquet program and directory, reports business for the book is on the upturn. Roy (Pepsi) Jones, co-chairman, is also hard at work on the volume.

Paul Olson, manager and co-owner of the Amusement Company of America, in company with Eddie Hackett, visited the Royal American Shows at Memphis, coming in from Hot Springs. . . . Other visitors to the Royal American at Memphis included Bill Carsky, Chicago; Mrs. Lue McGuinness, Regina, Sask.; Joe Simons, manager of several Memphis theaters; Cecil Vogel, former outdoor showman, now manager of Loew's Theater, Memphis; Mr. and Mrs. Chuck Moss, Dallas, and W. G. (Bill) Wynne, manager of the Mid-South Fair, Memphis.

A. Hymes, concessionaire, reports very good business for his novelty units at the Shrine circuses in Hartford, Conn., and Altoona, Pa. He next operates at the Shrine Circus in Springfield, Mass., with the Green Mountain Exhibition, Hartland, Vt., and Quebec City Circus to follow.

A fire of unknown origin destroyed the living top and all personal possessions of Mr. and Mrs. Earl Davis (Mignon, the Penguin Girl) last week on the Amusements of America. Show personnel, thru the efforts of Mrs. Catherine Vivona and John (Tiny) Dempsey,

made good all of the losses before the day was over. . . . John Vivona presented his wife, Marie, with a wrist watch engraved "From your son Anthony Daniel" for mother's day. . . . Agent Harry E. Wilson's mother is out of the hospital and doing well. Wilson and Morris Vivona are currently on a booking trip. . . . Bobby Kork is the annex attraction with the Amusements of America Side Show.

Mrs. Rocco Massucci, accompanied by Mrs. Betty Monroe, of the Virginia Greater Shows, made a hurried trip to her New Jersey home as the result of the illness of her niece, Doris Himpries.

Before leaving the Roxie Harris Shows with his Single-O Show to join the Drago Shows, Billy Logsdon hosted Wayne and Barbara LeMay with an anniversary party. Attending the affair were Pinky Pepper, Jackie Stevens, Candy Dolle, Anna Louise Daniels, Billy Dick, Robert Dick, Wayne LaMarr and Eugene Hoover.

DeWayne W. McClenahan and Lloyd G. Berglund have purchased the bingo formerly owned by C. A. Stephens and have booked it with the C. A. Stephens Shows. . . . Personnel of Billy and Bobby Taylor's recently enlarged Side Show on the Capital City Shows includes Jack Nealy, front; Red Hall, No. 1 ticket box; Whitey James, No. 2 box; Billy Taylor, magic and escapes; Bobby Bull, dog girl; Bill Mays, vent; Rose Smith, electric act; Olga, headless girl; Tiny Tim, double body wonder, and Wee Willie, fire and tattooing.

Anna Louise Daniels reports she plans no return to the road for at least two years, having undergone plastic surgery last January in Los Angeles. During the summer she will appear in the Rainbow Lounge, Salt Lake City, in a musical act. She plans to resume her ballet classes in September.

Van (Prince Singlee) Stokes, who was with Bill Kennedy's Side Show in '52, is back at his home in Long Beach, Calif., following a two-week stint in a hospital. His address is 2134 California Avenue, Apartment A. . . . Van Alder, formerly operator of a six cat, is now working a cigarette block pitch for Alton Sparks on Gold Medal Shows. . . . Hal Eifort, Gooding Amusement Company staffer, visited James H. Drew Shows at St. Albans, W. Va.

Mary A. Johnson, the mother of Edward K. Johnson, Cetlin & Wilson Shows contracting agent, died on Mother's Day, May 8, at her home in Chester, Pa. She was 89. Eddie plans to return to Petersburg, Va., and the show winter quarters on Wednesday (18) to prepare for his 18th consecutive season with C&W.

Charles (Bozo) Rafa, recently with the Royal American Shows, and Oscar Mongeles, from the Detroit area, are new concessionaires working at Rockaways' Playland, New York.

R. E. (Pat) Patterson, former partner in Dobson United Shows, is now a sales rep for Commodore Mobile Homes Corporation. . . . Recent visitors at the winter base of Lee United Shows included Whitey Bedard, Jon Cutter, Dave Finn and J. C. Patterson. Mrs. Annabelle Lee and her mother have been feeding the help.

Ben Glasse, World of Mirth concessionaire, visited the Venditto Shows in Providence, R. I., last week. Another visitor was Bill Pockar, of the Providence jewelry-novelty firm bearing his family name.

Sydney Daniels flew into Miami on Monday (9) to visit his sick wife, who is feeling better, then hopped a plane at 1:30 a.m. Tuesday to return to Baltimore where he is helping Archie Rothbard in his new store until it is time for Syd to hit the road.

John Lash died May 4 in New Haven, Conn. A member of the Miami Showmen's Association from its early days in 1945, Lash was 60 years old.

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

**Free Gate on All Still Spots**

WANT—Hanky Panks, Custard open, Long Range. What have you?

SHOWS—Fun House, Glass House, Motordrome, Monkey, any Show that can come up to the standards of this Show.

RIDE MEN—Can use Second Man on Wheels and Kiddie Rides; must drive.

NOW BOOKING—Rides, Shows and Concessions for Soldiers' and Sailors' Reunion, Salem, Illinois, June 20 thru 25. America's oldest Annual Veterans' Celebration. Olney, Ill. 4th of July Celebration, July 4 thru 9. Then solid with Fairs through October 1. All replies wire Western Union.

**W. R. GEREN**  
Paris, Ky., now; Lexington, Ky., May 23 to 28

# JOHNNY T. TINSLEY SHOWS

*America's Most Modern Midway*

WANT AT ONCE FOR KANNAPOLIS, WINSTON-SALEM, NORTH WILKESBORO, WEST JEFFERSON. ALL NORTH CAROLINA. ALL DOWNTOWN LOTS. GALAX, VA., 4TH OF JULY FIREMEN'S CELEBRATION, FAIRS TO FOLLOW.

SHOWS: Side Show, Fun House, Fat Show, Wildlife, Mechanical Show. RIDES: Sky Fighter, Coaster, Dark Ride, Train and Boat Ride. CONCESSIONS: Snow Balls, Custard, Ice Cream Bar, Long Range, Age and Weight, Jewelry, High Striker, Glass Pitch, Bear Pitch, Hoop-La, Coke Bottles, Basket Ball, String Game, Bumper and other Hanky Panks.

**WANT TO BOOK BINGO**  
WILL BOOK BINGO FOR ENTIRE SEASON. HAVE GOOD PROPOSITION FOR RIGHT PARTY.

ALL REPLIES TO: JOHNNY T. TINSLEY, MGR., CONCORD, N. C., THIS WEEK.



# GLADSTONE EXPO SHOWS

**DRESDEN, TENN., SPRING FAIR ON THE STREETS**

Want Hanky Panks of all kinds, Fish Pond, Pitch-Till-You-Win, Glass Pitch, Ball Games, Age & Scales, Hats, Novelties, Cork Gallery, Long and Short Range, Diggers, High Striker, Pan, Under & Over, Rat, etc. No gypsies or Flat Concessions wanted. Want Kiddie Rides, Autos, Swings, Boats, Pony, etc. None now on show. Will give "X." SHOWS with own equipment except Animal or Girl. 25% to office. Fairs start with Springfield, Ky., June 22, followed by 15 more in Kentucky, Tennessee and Mississippi.

**Contact F. O. POOLE, Owner—JACK OLIVER, Bus. Mgr.**  
PARIS, TENN., ALL THIS WEEK

# Want for the famous BUNKER HILL CELEBRATION

(like it used to be)

**June 10-18 inclusive — CHARLESTOWN, MASS.**

including 9 Big Nights, 2 Weekends and a Holiday. This is your chance to start the season with a Big Winner.

**RIDES — SHOWS — CONCESSIONS**

Novelties, Scales, Age, Eating Stands, Custard. Flaties, save your time and money. Event draws from 1,000,000 population in the heart of Boston. Time is short—space is limited. East Boston to follow.

**Contact: JEFF HARRIS**  
P. O. Box 88, or 103 Walnut Ave., Revere, Mass. Phone Revere 8-3525

# PENN PREMIER SHOWS

*worlds \* clearest \* midway*

**WEEK MAY 23, PORT JERVIS, N. Y.; FOLLOWED BY SCHENECTADY, N. Y.; THEN ALL CELEBRATIONS IN NEW HAMPSHIRE AND MASSACHUSETTS**

<b>CONCESSIONS</b>	Can place Age, Scales, Dart Balloons, Ball Games, Glass Pitch, Palmistry, Derby Racers, Novelties and all legitimate Concessions.
<b>RIDES</b>	Can place Roller Coaster or any Rides not conflicting with what we have. Exceptional ride territory. Good proposition.
<b>SHOWS</b>	Can place any Shows not conflicting. "Red" Crawford Motordrome wants all people who work for him to contact. "Red" wants Talkers and Grinders. Clark Wiley, answer.
<b>HELP</b>	Can place good, reliable Ride Help on all Rides who drive semis. Pay every week plus bonus.

**WANTED—OUTSTANDING FREE ACT FOR OUR NEW HAMPSHIRE AND MASSACHUSETTS CELEBRATIONS**

Address all mail and wires to **Lloyd D. Serfass, Gen. Mgr.**  
Levittstown, Pa.

All phone calls to **Harry (Buster) Westbrook, Bus. Mgr.**  
Stacy Trent Hotel, Trenton, N. Jer.



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ALL SIZES—ALL NUMBERS  
**CARDINAL PRODUCTS CO.**  
Les Berger  
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Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.  
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HOROSCOPES—ASTROLOGICAL READINGS  
Complete line of astrological forecasts and readings. How different ones and styles. Graphology, Facial, Personality Charts, Dream, Crystal Gazing, Psychical Books. Codes. 152 Pg. Illustrated Catalogue of Horoscopes. P. P. 30.

**POPCORN**

KEMPOP 40, the sensational new yellow hybrid. Pops 20% more volume than ever before. Write for sample. Also White Hulled, Bags, Salt.

**INDIANA POP CORN CO.**  
Muncie, Ind.

Over 67,000 ACTIVE BUYERS read  
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★ NOW BOOKING CONCESSIONS ★

# DEL MAR, CALIF.

June 24 thru July 4—\$20.00 per foot

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## SANTA MARIA, CALIF.

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## SANTA ANA, CALIF.

August 9 thru August 14—\$10.00 per foot

Now booking all Carnival Midway Concessions at the above Fairs. Also Frank W. Babcock United Shows at the above Fairs. Send 50% deposit with request to:

### CECCHINI & LEVAGGI ENTERPRISE

11138 Penrose St., Sun Valley, Calif. Phone CHase 76301

No PC or Grift need apply.

CECCHINI & LEVAGGI also wants Agents for all our units for remainder of the season.

## Vivona Marks Second Good Penny Stand

LEIPERVILLE, Pa., May 14.—The second week here proved okay for the Amusements of America, altho it was not as good as the initial stand. Peter Kazmark, president of the sponsoring fire department, announced that the committee earnings ran well ahead of last year.

The Vivona brothers, show operators, have been playing this date for the past five years. Manager John Vivona presented the fire company with an office desk. Tony Masiello presented a desk lamp.

Mother's night, Thursday (5), corsages were presented to 500 women. Attendance was good. Saturday matinee business was also good, altho short of the big matinee of the week before. Closing Saturday night was big.

Reporting good business were Mike Roman, Danny Dell for the front end, Marie LeDoux's Side Show and John (Tiny) Dempsey's Reptile Show.

## Spot Murphy Services Held

NEW YORK, May 14.—Funeral services were held Sunday (8) for Louis (Spot Murphy) Rosenberg, veteran concessionaire who died of a heart attack Friday night (6) at the home of his brother, Ben (Murphy) Rosenberg, with whom he had been living.

Rosenberg was 59 years old and had been in show business for some 40 years on several shows, including Mighty Page Shows. Survivors include two children; three brothers, Ben, Jack and Sam, and two sisters, Pauline and Rose. He was a member of the Miami Showmen's Association. Burial was in Montefiore Cemetery in Farmingdale, N. Y.

## McCarter, Parker Open Fair Office In Fort Wayne

FORT WAYNE, Ind., May 14.—Parker-McCarter Enterprises, operators of this year's Fort Wayne Free Fair, this week opened offices here at 1107 South Clinton. R. C. McCarter and Robert K. (Bob) Parker, veteran showmen, are head men in the organization.

Attractions at the fair will include harness races, AMA-sanctioned motorcycle races, Joie Chitwood thrill show and contests to be used as grandstand stimulants. Carl Hanson, treasurer of the organization, has been ill since he arrived here. Louie Berger, general representative for Amusement Company of America, which will provide the fair's midway attractions, visited this week.

## Gayland Contracts Taber, Alta., Rodeo

TABER, Alta., May 14.—Gayland Shows will provide the midway at the annual Taber rodeo, May 23-24. Children under 12 will be admitted free to the rodeo. Parade prize money totals \$500. Livestock has been contracted at a cost of \$1,000 and efforts are being made to bring in Brahma bulls and a bullfighter.

### WANT CARNIVAL

For Big Annual Celebration, June 29 to July 4 inclusive; featuring July 2, 3, 4—3 big days—Saturday, Sunday, Monday. Mammoth fireworks, free acts, bands, ye old time parade and contests. Last year's 4th attendance 35,000. Over 200,000 people to draw from within 25 miles. Advertised on radio and newspapers.

CAN ALSO PLACE CARNIVAL For bona fide Annual Street and 4-H Fairs and Home Comings in Indiana and Ohio in June, July and August. Address: E. G. BLESSINGER Phone: 3465-2859 c/o Assessor's Office, Muncie, Indiana

## Va. Greater Reports OK Early Dates

CRISFIELD, Md., May 14.—Business has been satisfactory for the Virginia Greater Shows since its opening several weeks ago at Suffolk, Va., its winter quarters home. The one bad spot was at Pocomoke, Md., where bad weather hurt earnings. Suffolk was good and the stand here was also reported good.

The American Legion, the sponsoring group here, opened up a new lot on its own property right on the shore of Chesapeake Bay.

Personnel additions include Calvin Nelson, replacing Ernest Roberson as chief electrician; Mylon Randall, replacing James Bowser on the Ferris Wheel; George (Tennessee Slim) Gillespie replacing Clyde Roberson on the Octopus; Elmore Layne in charge of the kiddie rides and Tommy Kinder, Albert Manely, George Kelefer and J. Hall on the various ride crews.

Mylon Randall is aiding in the posting of paper. Operating show-owned hanky panks are Leo (Midget) Matina, Mrs. Frank Jones, J. Brock and Ted Campbell. Manager Rocco Masucci has ordered two more hanky pank tops from Bill Saunders, of the American Tent Corporation.

Personnel with the Johnny Gamlino and Pete Catalino girl shows are: Fifi show, Marion Dawn, Pamela Zorrina and Tina De Von; Flame Revue, Fern Reynolds, Terry Keith and Rusty Randall.

## Venditto Notes Biggest Opener

PROVIDENCE, R. I., May 14.—Venditto Bros. Shows, operated by John Venditto, scored its biggest opening ever last week in Cranston Stadium, Cranston, R. I.

This week a switch in lots was necessary after the show had already set up. All equipment had to be taken down and moved for Tuesday opening on another location because of conflict with a local ordinance.

## CARNIVAL BIRDS

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- FINCHES
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### AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents  
201 E. Water St. Norfolk 10, Va.  
Representative G. C. Mitchell  
**BILL SANDERS**

### SEARCHLIGHT CARBONS

For Sale: 60" Searchlights, Generators, Arc Lamp Assemblies, Lamp Assembly Feed Boxes and all replacement parts. **\$3.75 per can**

PUBLICITY SEARCHLIGHT CO.  
52 W. 53rd St., N. Y. 19, N. Y. Plaza 5-6980

### WANTED

Non-conflicting Concessions for Madison, Wis., opening May 26. First in. Can use two Men who drive.

**EMSHOFF SHOWS**  
Box 145, Richland Center, Wis.

### WANTED

Two "First" and two "Second" Men for No. 5 Wheels; drivers preferred. Top wages and bonus.

**R. H. MINER**  
161 Chamber St. Phillipsburg, N. J.

## Want—RIDE FOREMEN—Want

— FOR FOLLOWING RIDES —

### FLYING SCOOTER and ROCK-O-PLANE

— 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

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## WANTED COOKHOUSE HELP

FOR SEASON STARTING FLAGSTAFF, ARIZ., JUNE 24-JULY 5

All former employees write at once. Lining up crew early.

**R. C. MILLS**

1400 Del Rosa Avenue San Bernardino, Calif.  
No wires or telephone calls.

## AGENTS WANTED

For Count Store and Peek Store on the best Show with the best route in the East. We work every week. Will consider giving the head of a beautiful Pin Store, the only Peek Store on the Show, to capable Man with crew. Also give the head of a beautiful Bucket Store to reliable Man with crew. No 10% on this Show. Contact

**MAX SHARP**

PRELL'S BROADWAY SHOWS SALISBURY, N. C.

## SCHAFER'S JUST FOR FUN SHOWS

WANT—OPENING TYLER, TEXAS, MAY 16-21—WANT

CONCESSIONS—A-1 Cookhouse, Hanky Panks of all kinds, Ball Games and Penny Arcade. RIDE HELP—Foremen and Second Men on Rides.

SIDE SHOW PEOPLE—Side Show Acts, Talker, Ticket Seller, Bally Girl, Magician, Armless Wonder, Tattoo Artist, good Freak for Annex. Contact TONY MORENO.

Address W. A. SCHAFER, Mgr., Tyler, Texas, this week.

## S. B. WEINTROUB WANTS

AGENTS FOR THE FOLLOWING CONCESSIONS:  
SIX CATS, PEA POOL, SLUM STORE AND SKILLO FLASHER.

Address c/o

**J. A. GENTSCH SHOWS**

Oxford, Miss., this week.

## BRODBECK & SCHRADER SHOWS

Want Ride Men for Merry-Go-Round, Wheel, Tilt, Rock-o-Plane, Fly-o-Plane, Octopus. Foremen for all Rides who drive semis. Also Hanky Panks that do not conflict. Charlie and Makla, contact Rocky at once.

Care BRODBECK & SCHRADER SHOWS, Per Route.

Herrington, Kans., May 15-19; Ness City, Kans., week June 1.

STOCK TICKETS	
1 Roll	..... \$ 1.50
5 Rolls	..... 4.50
10 Rolls	..... 8.25
25 Rolls	..... 18.75
50 Rolls	..... 24.00
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### We Manufacture TICKETS

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**THE TOLEDO TICKET CO.**

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### SPECIAL PRINTED

Roll or Machine	Cash With Order. Prices	Double coupon, double price
2,000	..... \$ 6.90	
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8,000	..... 8.70	
10,000	..... 10.50	
30,000	..... 15.50	
100,000	..... 33.00	
500,000	..... 133.00	
1,000,000	..... 250.00	

## WORLD'S FINEST SHOWS

CANADA—21 FAIRS—CANADA

WANT—Scales, Novelties, Guess Your Age, Frozen Custard. Operator of Frozen Custard in 1954 on "B" Circuit, kindly wire if not booked. Can also use Fun House and Round-Up. Want Talker for Midget Show. Address

**J. P. SULLIVAN**

SARNIA, ONTARIO, week of May 26.

HAMILTON, ONT., week of May 23.

## ALAMO EXPOSITION SHOWS

WANTED

WANTED

For 14 Fairs and the biggest 4th of July in Wyoming. Have two more Army Camps booked and one pending.

RIDES: Can place Train, Fire Fighter, Boat Ride, Round-Up or any other Ride not conflicting. SHOWS: Motor Drome, Side Show or any Show of merit. Joe Murphy on account of disappointment needs Girls for Hawaiian Show or will turn Show over to capable man and wife. CONCESSIONS: Photos, Short Range and Long Range Galleries, Glass Pitch, Diggers, Bear Pitch, Custard, Penny Arcade, Novelties and all Hankies. HELP: Can place reliable Ride Help who can drive semi trucks. Can use reliable Special Agent who will look after details and put up paper. Have first-class Monkey Show with two chimps. Will turn over to reliable man and wife or will sell the chimps and five cage monkeys. Art Spencer, contact me. All contact:

**JACK RUBACK, Manager**

Austin, Tex., Alamo Hotel, May 14 to 21; Odessa, Texas, May 24 to 28.

## IMPERIAL SHOWS UNIT #1

Want neat Photo, Ball Games, Hanky Panks. Experienced Electrician who can do light mechanical work. Slim Cochran, phone me at once. Ride Men with driver's license.

Open Fairbury, Ill., May 16-21; Alton, Ill., 23-26.

**BILL GULLETTE, Mgr. — Fairbury, Ill.**

## DRAGO AMUSEMENTS

NOW OPEN

Because of disappointment want Photo for the season; also Long Range, African Dip, Penny Arcade, Derby or any Concessions working for stock, Fish Bowl or what have you? This Show is reliable, clean and makes short jumps all in Indiana except for the big 4th of July in Hoopston, Ill. Bill Bernard wants Agents. All replies

**PAUL DRAGO**

Huntington, Ind., this week; Peru, next week.



# RAS FEATURES TOP 1954 LINEUP

## Leon Claxton Show Stands Out; L. & N. Strike Increases Rail Nut

Continued from page 70

show, everyone and his brother conceded, was the best yet of those he has turned out since he first joined the Royal 21 years ago.

Claxton's show teems with talent and, as usual with one of his productions, moves with spirited pace, abounds with sparkling dancing and solid comedy. Notable in the cast are the Three-Leggars, headed by one-legged Frank James who scores solidly with one-legged dances, with and without crutches;

Merced des Valdes and her Cuban dancers, and the Cubanos, five-member vocal group.

The other featured show, "Flashes of 1955," replaces the "Moulin Rouge" and it follows much the same pattern as that show. It is lavishly costumed, offers a better line of chorines than the '54 version, and features the Madcats, harmonica act which records for Decca.

In the line-up here is the Valare Rotor, handled by Charlie Goss. This ride will not tour the full Royal American route but will be on the show at Nashville; Paducah, Ky.; Evansville, Ind., and Davenport, Ia., then leaves to return for the fair at Oklahoma City and other fairs that follow.

Key staff personnel of the Royal American remains the same as in recent years. Besides Owner Carl Sedlmayr, his son, C. J., serves as assistant manager. Bob Lohmar is general agent, Walter Devoyne is in charge of the office, Sam Gordon heads up the concession department, with J. C. (Tommy) Thomas as his aide, and Frank Morrissey is press agent.

### Belle City

MILWAUKEE, May 14.—Opening day at the South First and East Lincoln lot here was marred by rain, but plenty of people turned out on the muddy lot just the same. Show had 6 major rides, 4 kiddie devices and 25 concessions in operation here. Fairman Charles Drewy was a visitor. Charles McBride has his Side Show and age guessing concession in operation. Show has added two 33-foot semis and now moves on 10 semis and five straight jobs.—IRENE JAMES.

### Gooding Amusement Co.

**WANT CONCESSIONS**

FOR FOLLOWING DATES

- JULY 4-9, GREENCASTLE, IND.
- JULY 18-23, BROWNS TOWN, IND.
- JULY 20-24, FRASER, MICH.
- JULY 24-30, LOGANS PORT, IND.
- JULY 31-AUG. 5, FRANKLIN, IND.
- AUG. 1-6, HASTINGS, MICH.
- AUG. 2-6, GREENTOWN, IND.
- AUG. 1-6, ELNORA, IND.
- AUG. 15-20, CORUNNA, MICH.
- AUG. 15-20, DELPHOS, O.
- AUG. 22-27, KALAMAZOO, MICH.
- SEPT. 5-10, NELSONVILLE, O.
- SEPT. 13-17, LAGRANGE, IND.
- SEPT. 12-17, WABASH, IND.
- SEPT. 26-OCT. 1, MITCHELL, IND.

Only legitimate Merchandise Concessions wanted. We do not book Mitt Camps, etc. Also can book Eats, Direct Sales and Confections at most dates listed above.

**BOOK EARLY—ALL SPACE LIMITED**

Contact

**GOODING AMUSEMENT CO.**

1300 Norton Ave., Columbus 8, O.

Attn., Hal F. Eifort

### Gooding Amusement Co.

### HAVE FOR LEASE SCHIFF ROLLER COASTER

Six months old. Also have transportation for same. Will rent or lease for season or year. Call or wire

**JOHN WALLACE**

3909 Wilkinson Blvd. Charlotte, N. C. Phone: EDison 3-1616

Interested in purchasing any Major Rides for park location. Must be in good shape and reasonably priced.

### SHORTER'S SHOWS LAST CALL

Want Balloon Darts, Glass Pitch, Break-the-Record, Milk Bottles, Hit & Miss, Ball Games, etc. Want Animal Show, Five-in-One, Ride Help in all departments. Will book Octopus and buy or book #5 Wheel. Also want Mitt Camp and Scales. Want couple for Girl Show. Opening Hudson, Iowa, May 27. Winter-quarters now open. Route 2, Waterloo, Iowa. Phone: Colfax 6-2920.

### WANTED

Photos, Ball Games, Coke Bottle, Cork Guns, Bumper, Roll-o-Ball, Cane Rack, Clothes Pin or any other Hanky Pank not conflicting. We play pay-roll towns every week. Will book any kind of clean Grind Show or an Athletic Show; Johnny Howard, contact. Want Six Cat Agent who can drive stock truck. No drunks or gypsies wanted.

### SHAMROCK SHOWS

Wewoka, Oklahoma, May 14-21

### WANTED RIDE HELP

Merry-Go-Round Foremen for 2-Abreast Parker, Eli Wheel, Chairplane, Loop and Kid Rides. Also Second Men on all Rides. Good pay each week and good treatment. Come on now. Need good Electrician.

### Nolan Shows #2 Unit

R. D. #2, South Zanesville, Ohio Phone 2-8252



HARRISBURG, PA., May 23-28, right in the city. First show in. June dates to follow include LANCASTER COUNTY FIREMEN'S CONVENTION; CAHILL FIELD, THE BIG PHILADELPHIA CHURCH DATE; QUAKERTOWN CENTENNIAL and the ST. MICHAEL'S CHURCH DATE IN LEVITTSTOWN, on the church property directly across from the big shopping center. We have the biggest July 4 date in Pennsylvania.

- RIDES**
- SHOWS**
- CONCESSIONS**
- HELP**

Any Rides that don't conflict. Will book Live Pony Ride. Wildlife, Mechanical, Snakes, Monkeys, Arcade and Crime. Photos, Scales, Jewelry, Darts, String Games, Glass Pitch, Ball Games, Water Games, Hoop-La and Basketball. Second Men on all Rides, drivers preferred. Man to handle Downey Light Towers.

NOTE—Some important exclusives are still for sale at our big Labor Day Week Fair at Cambria County, Ebensburg, Pa. Glass Pitch, Derby Racers, Weight and Age.

All replies to

**MORRIS HANNUM, Colonial Hotel, York, Pa., this week; then Penn Harris Hotel, Harrisburg, Pa., May 23-28**

## "500 MILE INDIANAPOLIS SPEEDWAY"

MAY 25 THRU MAY 30

### AUSPICES CIVIL DEFENSE "OPERATION SCRATCH"

CONCESSIONS OF ALL TYPES RIDES THAT DO NOT CONFLICT  
SHOWS—Motordrome, Circus Side Show, Illusion Show or any high-class Show with own outfit.  
CAN USE PITCHMEN CAN PLACE RELIABLE AGENTS

### PAUL MILLER

1006 FLETCHER AVENUE, INDIANAPOLIS, INDIANA. PHONE Hickory 9652 OR  
ASK INFORMATION OPERATOR FOR "OPERATION SCRATCH" PHONE NUMBER DIRECT TO LOT

### WADE GREATER SHOWS

WANT IMMEDIATELY fully experienced Foremen for Tilt and Wheel. Second Men on all Rides. Must be semi drivers. Ben McFadden, get in touch with me again.

WILL BOOK Octopus and Rolloplane. Good ride territory.

CONCESSIONS WANTED: Novelties, Names on Hats, French Fries, Jewelry, High Striker, Grab Trailer, or what have you? Ross Reed wants Agents for Hanky Panks.

Apply to **HARRY LOTTRIDGE, Mgr.**  
E. 55th & Huss Cleveland, Ohio

### STAN REED WANTS

Nail Store and Short Range Agents; Bob Anderson, contact. John Graves wants Blower or Pin Store Agents. Ray Chaulsett wants Six Cats and Count Store Agents. Curly Ogden, join now.

**NORTON'S RIDES**  
GREAT BEND, KANSAS

### WHEEL MAN WANTED

For Baltimore and Vicinity. Top salary and bonus. Must be sober and reliable. Call collect after midnight.

**IRVING MERSON**  
Plaza 2-5219  
512 East Baltimore St., Baltimore 2, Md.

### MERRY MIDWAY SHOWS

Oran, Missouri, May 17-21; Bismarck, Missouri, Firemen's Annual Celebration, May 24-28. Want Concessions such as Hi-Striker, Mug, Coke, Pitch-Till-U-Win or any Stock Concession that does not conflict. Want to book one more Ride: Roll-o-Plane, Octopus, Swing or any that we don't have. Contact **ALBERT BARKER, Oran, Missouri.**

### Want Side Show People

Good Acts and Freaks. Girl for Bally. Open with Cetlin & Wilson Shows May 27, Petersburg, Va.

**Carl J. Lauther**  
Millers Tavern, Pa.

### ARCADE HELP

2 reliable Men, middle-aged preferred. Milo Sawyer, contact. Will be in Plainfield, N. J., May 24, c/o World of Mirth Shows. **PAT RAZZANO, 2563 W. 16 St., Brooklyn 14, N. Y. Phone: ES 21215.**

### CAN PLACE SEX HYGIENE LECTURER

and **BOOK SELLER**

**LEW DUFOR**  
Hotel Sherman, Chicago, Illinois

### RIDE MEN WANTED

For Merry-Go-Round, Roll-o-Plane and Octopus. Also Man who can repair Rides. Steady yearly work and salary.

### PLAYLAND PARK

Call or Wire **MORT MESSIAIS**  
3909 Wilkinson Blvd. Charlotte, N. C. Phone: EDison 3-1616

Have some good locations for Hanky Panks, low privilege.

### FOR SALE—COOK HOUSE

20x30, strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Trucks newly painted. Must be seen to be appreciated. Booked with Michigan's largest carnival. Can be seen in action at Sandusky, Ohio, May 18-21; then Pontiac, Mich. Ill health reason for selling. Best offer accepted. Write **H. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich.**

### ROYAL MIDWEST SHOWS

Want for Spring Festival, Kenton, Ohio, May 23-28.

Want Photos, Stock Concessions of all kinds: High Striker, Diggers, Grind and Bally Shows, also Rides not conflicting.

**ROXIE HARRIS**  
Wilmington, Ohio, this week

### WANTED

Foremen for Rock-o-Plane, Merry-Go-Round, Wheel and Kiddie Rides. Can also place good, clean Concessions. Plenty of Fairs and Celebrations.

### MOUND CITY SHOWS

1417 Craftan St. St. Louis, Mo.

### CARAVELLA AMUSEMENTS

New Castle, Pa., May 23-28; then Meadville, Pa., and Mercer, Pa.

ALL BONA FIDE DATES and CENTENNIALS

WANT Glass Pitch, Long Range Gallery, Six Cats, Photos. Can place a few legitimate Concessions. No camps, please. SHOWS: Wildlife, Drome, Monkey, Mechanical City, Mickey Donahue, contact. RIDES: Book, buy or lease Merry-Go-Round. Can place any Major or Kiddie Rides not conflicting. Can place Second Men on Wheel, Coaster and Chairplane. Drivers preferred. No cars. Mr. and Mrs. "Red" Adams can use Help for Diner. Following please contact: Dorothy Miller, Neil Carlins, concessioners.

**Wire F. H. CARAVELLA, Ellwood City, Pa.**

### NOLAN SHOWS UNIT #2

Playing All Ohio Celebrations. Opening Byesville, O., May 30-June 4. AMERICAN LEGION & FIREMEN'S ANNUAL CELEBRATION—Bands & Parades Monday & Saturday. WANT Ride Help on all Rides. Foremen for new two-abreast Parker Merry-Go-Round, #5 Eli Wheel, Chairplane, Loop and Kiddie Rides. Semi drivers preferred. WANT Bingo, Long Range, Age & Scales, Coke Bottles, Fish Pond, Balloon Darts, Glass Pitch, Photos, Ball Games, Jewelry, Popcorn, Sno-Balls, Floss and Apples, Hi-Striker, Pitch-Till-U-Win, and all Hanky Panks and Percentage.

**MANAGER, NOLAN SHOWS #2 UNIT**

R. D. #2, South Zanesville, Ohio. Phone 2-8252.

P.S.: Frank Johnson and Sherman Lambert, contact.

### WANT—UNITED EXPOSITION SHOWS—WANT

RIDE HELP for all Rides. Especially want Dark Ride Man. (Neyland, wire.) SHOW PEOPLE: Account of disappointment want Manager for Girl Show with talent. Side Show Acts. CONCESSIONS: Hanky Pank Concessions and Agents for office Concessions. C. A. Vernon wants Count Store Agents for Leather Goods Store, also Bucket Agents. McCarthy wants Roll-Down and Razzle Agents. Slim Cunningham wants Clothes Pin Store and Razzle Agents. (Otto, come on—two joints.)

**Address C. A. VERNON, Mgr.**  
GALESBURG, ILL., THIS WEEK; THEN PER ROUTE.

### BEAM'S ATTRACTIONS

Now going into our big celebrations. Need Kiddie Ride Foreman and Operator, good wages. Eddie Everschor can place Concession Agents. Talker for Snake Show. Paul Batwin, call; important.

**Address all communications Beam's Attractions**  
Portage, Pa., this week, or to Windber, Pa., Office.

### WANT—BYERS BROS.' SHOWS—WANT

Playing 24 Fairs and Celebrations in Iowa, Then Six Fairs South

RIDE HELP: Must drive Semis. Come on. Good treatment. CONCESSIONS: Due to disappointment want Snow Cone, Candy Floss, Candied Apples, Popcorn. (All in one trailer to work on percentage). Scales and Age, Duck and Fish Ponds. Sit-Down Grab that will cater to Show People.

**Address: Griswold, Iowa, this week; Tama, Iowa, next week.**

### WANT DERBY CALLER

Reliable, no drinking, best of treatment, top wages. Must know the business. **TOMMY AUSTIN, wire immediately.**

**Reply to Ralph Sanders or Blackie Glass Pitch**

c/o **KEN PENN AMUSEMENT, Coraopolis, Pa., May 16 to 21**







**WANTED**  
**1ST-CLASS EXPERIENCED**  
**Boss Canvasman**  
 for the Playhouse in the Park, Philadelphia, to start end of May, continuing through mid-September. Good salary plus excellent living quarters. Apply immediately to S. M. Handelsman, Room 924, 55 West 42 Street, New York City 36. Tel.: LA 4-8335.

**FOR CONCESSIONAIRES**  
**PARAKEETS**  
 (YOUNG, FINGER TAME, ASST. 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

**HAGENSICK'S RIDES**  
 Starting May 31  
 Downtown Hubbard, Texas  
 Will place Photos, Glass Pitch, Scales and Age, Cork and Lead Galleries, Bumper, also Stock Concessions not conflicting. Rides: Merry-Go-Round, Mix-Up, Ponies, etc. Please contact  
**C. E. HAGENSICK, Mgr.**  
 Route: Eldorado, Tex., May 16-21; Ozona, Tex., May 23-29; Hubbard, Tex., May 31-June 4.  
 We have 28 Fairs and Celebrations booked and all on streets and uptown close.

**OLD HOME WEEK, INC.**  
 WEEK OF AUGUST 1-6  
 Want two Percentage Stores and Pea Pool; extra good, clean Bingo and other Concessions.  
**H. J. BENTY**  
 752 St. Clair Ave., East Liverpool, Ohio

**Holiday Amusement Co.**  
 Can place one Grind Show and Pony Ride; also Photo, Crab, Cork Gallery and Balloon Darts. Suburbs of Kansas City until July 1; then Peabody, Kansas, July 1 to 4.  
**Fielding Graham**  
 7415 State Line Kansas City, Mo.

**WANTED**  
 Ride Help for all type of Rides. Must be experienced—top salary.  
**DELGARIAN AMUSEMENT CO.**  
 2303 N. Melvina Ave. Chicago 39, Ill.

**WANTED**  
 First and Second Men for No. 5 Wheel, also Chairplane, Auto Kiddy Ride, Ten small booth Concession Agents, top salary. Can place legitimate Concessions.  
**D. VAN BILLIARD #2 UNIT**  
 Oaks, Pa., this week; May 25 to June 4, VFW, Dover, Delaware

**JOHN P. CIABURRI**  
 Wants capable Agents for Duck Pond, Watch-La, Pitch.  
**c/o LAWRENCE CARR SHOWS**  
 Needham, Mass., week May 16; Greater Boston follows. Charlie, Irick, contact.

**20th CENTURY SHOWS**  
**WANT TO BUY**  
 Monkey Speedway Track, Cars and Monkeys. Must be in good condition. Write or wire **CLAUDE BENTLEY** or 20th Century Shows, Parsons, Kansas.

**RIDE HELP WANTED**  
 Foreman for Merry-Go-Round. Foreman for Eli Ferris Wheel. Can place Second Men on all Rides. Must be sober and drive semis. Good wages, long season and all winter's work in Florida. Contact **MIKE WOLD**  
 Phone Longbeach 1-8486, 8-11 A. M. Chicago, Illinois

**WANTED**  
 Head and Agents for 6-Cats and Buckets. Also Hanky Pank Agents.  
**AL BROWN**  
**Royal United Shows**  
 Box 326, Sioux Falls, S. D.

**CLUB ACTIVITIES**

**Miami Showmen's Association**  
 1799 N. W. 28th Street, Miami

MIAMI, May 14. — With deep regret the club has learned of the deaths of two members — Johnny Lash and Louis (Murphy) Rosenberg. Johnny passed away on May 4 and Louis on May 6. They were both good workers for the Miami Showmen's Association.

Word has come from Al Weinberg who is now stationed at the Veterans Hospital in Memphis. He is coming along pretty good. Also, Mel G. Dodson, treasurer, reports his health is coming along much more satisfactorily.

A newspaper clipping from Roy F. Peugh, press agent for the O. C. Buck Shows, gives Buck and the show a very nice write-up. This was printed in The Albany Times Union. And a very nice clipping from The Daily Standard at Excelsior Springs, Mo., concerns the Sunset Amusement Company owned by Ken Carman.

A few reports have come in from various shows and they seem to be doing okay; as long as the weather is good, business is good, but they can't beat the rain.

Martin M. Weiss, executive secretary, would like to hear from chairmen and co-chairmen of all committees with some of their reports, so that he can get the bulletin ready for distribution.

Ed Strassburg has just written in that he is out of the hospital and will be confined to his home for a few weeks, but he is well on the road to recovery. The executive secretary would like to hear from James Ferenzi, Johnny Gambino, Sammy Borden, William Tara, David Endy and Ep Closser. Recent visitors to the club were John Keeler, Willie Lish, Bill Hornfeld, Syd Daniels, Lew Lange, Harry Meyers, Bill Tucker, Cliff Wilson, Fred Holtzman, Rip Weinkle and Tex.

**National Showmen's Association**  
 317 West 56th Street, New York

NEW YORK, May 14. — Sympathy is extended to Ben (Murphy) Rosenberg whose brother Louis passed away early Friday morning (6). Funeral services were held from the Riverside Memorial Chapel in New York City, and interment was in the Montefiore Cemetery, Farmingdale. Louis Rosenberg was known as Spot Murphy. Sympathy is also extended to Harry C. Nowrick who lost his father, Michael Bosco, on May 11. Funeral services were held on Thursday (12) from Inprocoas Funeral Parlor, Jersey City, N. J., with interment in the family plot. The club has been advised of the death of the mother of William P. Lynch but has no information as to details at this time.

Eligibility committee has approved the following two applications sponsored by Morris Batal-sky: Leo Beck and Leo Willens. This makes 16 new members to the credit of Batal-sky who is working for a gold life membership card.

Happy birthday greetings to brothers celebrating in May: May 1, Harry De Matteo; 2, James F. Conklin, Ross Manning, Harry Rosen, Frank Ross, David Silt; 3, R. Shep Blumberg; 4, Harry P. Rose, Joseph H. Schuler; 5, Robert A. Lawrence; 7, Harry Levine; 8, Nelson Beardsley, Morris Black; 10, Sam Applebaum, Joseph Baizman, Adolph K. Crowell, Abe Eisenberg, John F. King, Glenn B. Payne; 11, Al Howard; 12, Sam Kaminsky; 13, Arthur E. Gillette, Milton Whyard Jr.; 14, Sam S. Levy; 15, Louis Nuskind; 17, Norman Y. Chambliss, Mark P. Reilly, Joseph Salerno, Simon Stern; 18, Oscar C. Buck; 19, William C. Lish, Louis Schock, Michael Safarano; 20, Jack J. Perry; 21, Harry Greenberg; 21, Max Hofmann, Stanley Stern; 23, Henry M. Cogert; 25, Samuel Goldstein, Jack Green-; 26, Leo Eichholz; 27, Arthur Rothbard, Edward Rouch; 29, Ralph Decker, Joseph C. La-Porta; 30, Al Dorso; 31, Louis Levine.

Many members have already left for their respective shows, but still

seen around the clubrooms are Ward Graves, Steve Libitz, Tom Coffey, Jack Agree, Edward McKeon, Abe Steinberg, Jack Alfred, Percy Drillick, Harry Mansfield, Joe Gilbert, David Brown, Edward Elkins, Larry Neumann, Sam Weisser, Joseph Amico, Charles Reich, Al Janpol, Harry Weinraub, Sam Rothstein, Louis Reiben, George Bovino, Harry Levine, Louis Light, Morris Black, Jack Harris, Joseph Agule, Dan Thaler, Louis D. King and many others. During the playing of the Ringling circus we had Morris Gustow visit us.

Herber Pincus just left for the road. Al Burt who has been away for several years, residing in Florida, is back again with us. Sol Wahnish, who is recuperating after a long siege of illness, visited the clubrooms and was greeted by many of his friends. He is still on crutches and has one leg in a brace, but his condition is improving. Also a daily visitor is Frank Blatsky, who is feeling fine now.

Still on the sick list are Edward A. Kirshman, Veterans Hospital, Fort Hamilton, Brooklyn, and Ben Merson at his home in Brooklyn. Recently admitted to the hospital is Ray (Brigham) Young, St. Francis Hospital, Bronx, N. Y. Congratulations to Max Miller on his marriage to Eva Berkowitz on April 21 in New York City. Altho there are no more meetings during the summer months, the clubrooms are open and members are welcome when in this vicinity. The office is open all summer and the executive secretary would appreciate hearing from members as to what shows they will be with and if there are any changes in address, to so advise. Many times an urgent call comes in, or a special delivery letter, and the club would like to assist.

**Showmen's League of America**  
 54 W. Randolph St., Chicago  
 Ladies' Auxiliary

President Viola Parker handled the gavel at the last meeting of the season. Other officers present included Mrs. Carmelita Horan and Mrs. Frieda Rosen, first and second vice-presidents; Evelyn Hock, treasurer, and Mrs. Robert Miller, secretary. Third Vice-President Minnie Simmonds was in Miami and was scheduled to leave for her Canada home. Margaret Filograsso delivered the invocation. A moment of silent prayer was observed for Joe Striebich, secretary of the men's club, and Margaret Hock, both of whom are recuperating from recent illnesses.

Evelyn Hock, chairman, and Phoebe Carsky, co-chairman of the summer activities, reported books would be out soon with top giveaway being a portable television set. Carmelita Horan, chairman of the fall bazaar, reported on plans.

Lee Gluskin announced the sick list included Billie Wasserman, Margaret Hock and Billie Billiken. Card from Etta Henderson indicated she was on the mend following injuries received in an auto crash. Mae Smith also on the mend. Ann Belden scheduled to enter the hospital for surgery.

Carmelita Horan and Frieda Rosen were hostesses at the post-meeting party. A cake, baked by Carmelita, was cut by Elsie Miller, whose birthday was celebrated.

Next meeting will be on the first Thursday in October.

**Show Folks of America**  
 145 Turk St., San Francisco

SAN FRANCISCO, May 14.—The regular meeting was called to order Monday (9), by President Charlotte Porter. Attending officers included Treasurer Oscar Mattley, Executive Secretary Billie Hodges, and Recording Secretary Bonnie Townsend.

It was announced that the last regular weekly meeting would be held May 16. The next regular meeting will be June 6 and once a month thereafter until September. Clubrooms will be closed during the day after May 16, as Custodian Joe Ryan is leaving. Congratulations were extended Duke Navarro, who married Lorraine Hamel at St. Mary's Church.

**JOHN H. MARKS SHOWS**  
 MILE LONG PLEASURE TRAIL  
**WANT**  
 Concessions: Legitimate Merchandise Concessions of all kinds. Will sell EX. on Scale, Age and Novelties. Shows: Wildfire, Arcade and any other Shows not conflicting. Rides: Foremen for Merry-Go-Round and Dipper; top salary. Can always use experienced Ride Help on all Rides. All replies to  
**JOHN H. MARKS**  
 This week, Wilmington, Del.; next week, Philadelphia, Pa.

**HELLER'S ACME SHOWS UNIT #1**  
 Want Custard and Ride Foremen for Merry-Go-Round, Spitfire and Ferris Wheel. Also Ride Help for Unit #2. Clyde Hancock, phone me collect. FOR SALE—Two 75 kw. Transformers; two brand new, never used Tops for Allan Herschell ten-car Kiddie Auto Ride; one Marquee, 20x30; one Bingo, 20x40, seats 140 people, with cards, blower, lights; ready to go, in fine shape. One 5 kw. Generator, one 10 kw. Generator, 3 Organs, Hurdy Gurdy—Wurtitzer double roll and one Seeburg. All address:  
**HARRY HELLER**  
 FRANKLIN LAKES, N. J. PHONE: WYCOFF 4-0323-M.  
**HELLER & LEWIS COMBINED SHOWS UNIT #2**  
 Opens June 2-12, Hoboken, N. J.—Two Saturdays and Two Sundays—Heart of Town. Twenty weeks in the East—then South and Florida all winter.  
 WANT Ball Games, Duck Pond, Pitch Games, Balloon Dart, Age and Scales, Grab, Coke Bottles, Bumper (Tony, answer), Novelty Jewelry. Set of Kiddie Rides. Ride Foremen on Wheel, Merry and Chairplane; semi drivers preferred. Grind Shows with own outfits. Want Electrician and Mechanic. All address:  
**TED LEWIS**  
 This week, West Kinney & Broome Sts., Newark, N. J.

**ROHR'S MODERN MIDWAY**  
**WANTED** **WANTED**  
 For gigantic Memorial Day Centennial and Celebration, May 26 to 30, and long string of Celebrations on the streets to follow.  
 Novelties, Fish Pond, Basket Ball, Scales, Hats, High Striker, Hand Binging, Add Up Darts, String Game, Hoop-La, Pitch Till U Win, Duck Pitch, Arcade, or what have you? Only one of a kind booked. Will book Octopus, Rolloplane or any Major Ride that does not conflict.  
**D. J. ROHR**  
 CHEBANSE, ILL. PHONE 11.

**VOLUNTEER SHOWS**  
**WANT** **WANT** **WANT**  
 CONCESSIONS—Hanky Panks of all kinds, Jewelry and Novelties, Under and Over, Rat and Pan Game, Diggers, Bingo, Hi-Striker, Buckets, Six Cat, Bumper, Pitch-Till-You-Win, String Game, Short and Long Range Galleries.  
 SHOWS—Side Show, 3-in-One, Flashy Girl Show with own equipment, Snake or Geek Show, Monkey Show, Mechanical Show.  
 Jimmy Davidson wants Agents for Skillo, Count Stores, Pin Store. Only three Flat Stores on Show. Work every day. First Show in towns. All Agents who have worked for me, come on. Johnny Carlos, Buddy Stevens, Paul Evans. Will book Octopus or Tilt. Lafayette, Tenn., this week; then Cookeville, Harriman, and Spring City, Tenn. ELMER REID, Manager—JIMMY DAVIDSON, Business Manager.

**A. J. SUNNY AMUSEMENTS**  
**WANT RIDE FOREMEN FOR TILT, WHEEL, MERRY-GO-ROUND AND SCREW-BALL**  
 We pay top wages to Men who can handle Rides efficiently. Can also use Second Men on all Rides. Semi drivers preferred. Bonus for driving. This week, 17th & Corlett and 37th & Broadway, Cleveland, Ohio.  
**A. J. SUNNY**  
 30006 East 130th St. Phone: WASHINGTON 1-4679 Cleveland, Ohio

**OPAL WOLFE-TUDERS-WRIGHT!**  
**\$50.00 CASH REWARD FOR HER LOCATION**  
 She and Harry Wright have Cookhouse and Concessions. What Show? For reward call collect.  
**GEORGE TURNER**  
 PHONE: VICTOR 3-9888 OKLAHOMA CITY, OKLA.

**\$20,000.00 MECHANICAL CIRCUS**  
 200 Moving and Flying Acts. 56 feet of parade and railroad. Mounted in brand new all aluminum special built trailer 30 feet long. Can be shown indoors, outdoors, on the street, or anywhere. Must be sold to settle estate. No reasonable offer refused. Can be seen from May 30 to June 12 only. Second and Quaker Street, Fort Elizabeth, New Jersey.  
**E. BONNAFFON**  
 P. O. BOX 51 PORT ELIZABETH, N. J.

**Concessionaires: Start the Season With a Bang**  
**WANTED FOR HAVRE DE GRACE, MARYLAND, CIVIC ASSN. ANNUAL FAIR**  
 Right in the HEART OF TOWN, eight nights, Friday, June 3, to Saturday, June 11. This is not an ordinary still date.  
 Will book the following Concessions—one of a kind: Long and Short Range Galleries, Balloon Dart, Photos, Cork Gallery, Candy Floss, French Fries, Frozen Custard, Ball Games, Duck Pond, Fish Pond, Pitch-Till-You-Win and any clean Show (no girls), either Animal or Mechanical. No gypsies. Write to  
**KAY AMUSEMENT CO.**  
 2756 N. 46TH STREET Phone: Greenwood 3-8201 PHILADELPHIA 31, PA.

**CARNIVAL WITH RIDES WANTED**  
 For the summer season, June, July and August, to take over our Case River Park, located on Michigan Highway M-13, one mile from Saginaw, Mich., city limits. No other amusement carnival within 30 miles of Saginaw. Lots of organizations use park for homecomings, picnics, etc. If interested write, stating number and type of rides, etc.  
**ED. WISSMILLER, Secy., South Saginaw Businessmen's Assn.**  
 2012 LOWELL ST., SAGINAW, MICH. PHONE: SAGINAW 2-4318

**G & B SHOWS WANT**  
**FOR PHILIPPI, W. VA., AND PARSONS, W. VA., STREET CELEBRATIONS**  
 Popcorn, Scales, Coke Bottles, Glass Pitch, Ball Games, Balloon Darts, Jewelry, Penny Pitch or any Concession working for stock. Will book Shows for committee money, no girl. Need Ride Help on Octopus and Merry-Go-Round. This Show plays the largest Celebration in West Virginia, at Terra Alta. All replies to  
**GEORGE BROAS, Kingwood, W. Va.**

**GIRLS—\$75.00 PER WEEK—GIRLS**  
 Strip—Exotics—Specialties. Furnish wardrobe if necessary. Transportation after joining. Must work second show when necessary. Place A-1 Talker and Candy Man. All girls who worked for me in the past contact. Pay every night if wanted.  
**JOE MOONEY**  
 c/o Ross Manning Shows, Newburgh, N. Y., this week; Poughkeepsie, N. Y., next week.



# CETLIN & WILSON SHOWS

Fifteenth Annual Spring Opening  
PETERSBURG, VA., May 27 to June 4

## AMBRIDGE FREE FAIR

Ambridge, Pa. June 6 to 11 inclusive

### FIVE WEEKS OF CANADIAN EXHIBITIONS

CAN PLACE all legitimate merchandise Hanky Pank games. On account of disappointment can place Press Agent, Mar. who can handle sound equipment with a sound truck. Squeaky, answer. Want Man for towers and who can handle and operate Sky Lights. Want Foreman for Caterpillar. Can place a few experienced working Men in all departments. Ralk Johnson, Sailor Ross and Ray the carpenter, contact Ray Cramer immediately. Will place any worthwhile Attractions with own equipment that don't conflict with what you have. Please submit all details. CAN PLACE FIRST CLASS MONKEY CIRCUS. All address  
CETLIN & WILSON SHOWS Winter Quarters Petersburg, Va.



**SHOWMEN . . . DON'T MISS THIS EARLY PLUM**  
The Annual Exposition and Fair, Mount Clemens, Michigan  
9 Big Days and Nights—May 28 thru June 5  
2 Big Children's Days—Exhibits—Fireworks—Parades—Thrill Show—Free Acts—Free Gate—Free Parking. New fairgrounds located on busy Gratiot Avenue. This bona fide Fair backed by all merchants and civic bodies of Mt. Clemens. We repeat . . . Don't miss it.  
We can place for this date and our choice route of Fairs SEVERAL MORE SHOWS, especially want Side Show, Motordrome, Monkey Show, Fat Show, Snake Show or any other Show of merit. NO GIRL SHOW. Employment in this industrial area is at an all time high with no layoff in sight. Don't wait for money to come to you. Come where the money is.  
Also want sober, reliable RIDE MEN, including Tilt Foreman and Second Men for twin Ferris Wheels. All must drive semis. Drunks not tolerated.  
All Address: JOHN F. REID  
3426 IROQUOIS DETROIT, MICHIGAN

## JIMMIE CHANOS SHOWS

WANT FOR AMVETS CELEBRATION, ATHLETIC PARK, ANDERSON, IND. 8 DAYS.  
Want legitimate Concessions of all kinds, Pitch-Till-U-Win, Basketball, Jewelry, Balloon Darts, Ball Games of all kinds and Six Cats, Custard, Sno-Ball.  
Want Shows with own outfits, committee money only.  
RIDE HELP—Foremen for Caterpillar, Octopus, Roll-a-Plane and Kiddie Rides. Must be sober and reliable, and can drive semis. This is no place for drunks. All replies to  
JIMMY CHANOS, Farmland, Indiana

## CUNNINGHAM EXPO. SHOW

Playing Parkersburg, W. Va., May 16-21; Middleport, O., May 23-28;  
Ripley, W. Va., May 30-31-June 1-4  
Will book Shows with own transportation. CONCESSIONS—Bingo, with Concessions; Darts, String Games, Pitch-Till-You-Win, Lead Gallery, Cork Gallery, Coca Cola, Clothes Pin, Balloon Dart, Bumper, Guess Age-Weight, Spindle, Rat Game, Pea Pool, Pan Game, Jewelry, Bird Store. RIDE MEN—Eddie Miller, come on. Wire at the above dates, or write Manager and Owner.  
JOHN CUNNINGHAM, c/o Cunningham Expo. Show  
HOME ADDRESS: NEW MATAMORAS, OHIO.

## GEORGE CLYDE SMITH SHOWS

Wanted—Ball Games, Pitch-Till-You-Win, String Game, Hoop-La, Bowling Alley, High Striker, Age & Scales, Novelties Lead Gallery, Basket Ball, Photos, Penny Arcade, Agents for office Hanky Panks.  
Wanted—Side Show, Snake Show, Monkey Show, Girl Show, Wildlife, Truck and Tractor Drivers, General Ride Help. Wanted—Show Truck Mechanic. All replies  
GEORGE CLYDE SMITH SHOWS  
Scalp Level, Pa., this week; Altoona, Pa., next week.

## SOUTHERN VALLEY SHOWS

WANT NOW AND FOR ENTIRE 1955 SEASON  
CONCESSIONS: Bingo, Frozen Custard, High Striker, Fish Pond, Bumper, String Game, Watch-La, Hoop-La, Snow and Floss, Coke Bottles, Set Spindles, Jewelry, Scales and Age, Six-Cats, Swinger, Buckets, Foot-Longs; none of the foregoing here now.  
SHOWS: Shows with own outfits. Wildlife, any worth-while Walk-Thru Shows.  
RIDES: Want to book Chair-o-Plane for season. Can place useful Show People in all lines.  
ADDRESS: TEXARKANA, TEXAS, MAY 16-21; THEN PER ROUTE.

## WILLIAM T. COLLINS SHOWS

Want Foreman, Octopus, Roll-a-Plane and Scrambler; also Caterpillar Foreman (Bill Garner, answer). Can use Second Men on all Rides, must have chauffeur's license. Good treatment, long season and payday every week.  
Address WILLIAM T. COLLINS, Mgr.  
801 E. 78TH STREET MINNEAPOLIS, MINN.

## CHARLES LeROY WANTS

Bally Girls, Lecturer, Talkers, Canvasman, Annex Attraction, Pin Cushion, Sword Swallower, Magician, Armless Wonder, Fat Girl, and suitable Act for Side Show. Juggler (Chief Wannapony, get in touch at once). All salaries paid out of office, pay every week. Troy Pennell wants Man and Wife to handle Animal Show. All wire c/o THOMAS JOYLAND SHOWS, Princeton, W. Va.

# Royal American Personnel

MEMPHIS, May 14.—Show, ride, mechanical and concession personnel with Royal American Shows here included:

**Shows**  
"Flashes of 1955"—Leon Miller, producer; Murray Cohen, front manager and talker; Danny Avery and Jimmy Freeman, tickets; Carl Goss, superintendent of canvas, with crew members Ralph Duran, Lloyd Goodwin, James Golden, Ed O'Neal and Don Sharpless; Ed Sterling, organist; Vince Villanova, drums; Madcaps, songs; Robert Drank and Little Jeana, comedy; Bonanos, dancing; Robert Riddle, songs; Mital Taylor, fensee, and line (18), Beyna Vista Miller, Dorothy Goss, Jean Wunder, Lori Ford, Mildred Swords, Donna Ritter, Betty MacReynolds, Shirley Blackman, Betty Jo Pike, Sally Wentworth, Kaye Robins, Terry Montague, Anne Johnson, Anne Proctor, Nancy Williams, Chinese Stacy, Bobbie Seymore, Ann Gross, and Del Carol, tableau girl.  
"Harlem in Havana"—Leon Claxton producer-manager and emcee; Clay Tyson, comedy; Gilbert Nelson, songs; Cubanos, James, John and Herbert Myers and Charles Holloway and Benjamin Washington, songs; Frank James and Carol Wright, three-leggers; Jinx Simon's orchestra, Larrie Costello, Wendell Jenkins, George Hughes, Freddie Maxie, Emory Thomas, Henry Boostler, George Washington, Reginald Hall, John White, and Nathan Belvin; chorus line, Lorraine Lee Stovell, Gwendolyn Claxton, Geneva Smith, Pauline Shuff, Verna Mae Smith, Annie Jean Burnett and Janet Patterson; McGowan Trio, Shon McGowan, Shirley Wright and Dee Dee Lynn; Faye Lawrence, ingenue; Mercedes Valdes' dancers and musicians, Guillermo Martinez, Berta Serrano Piar, Levia De La Cruz Dole, Josefina Alonso, Giraldo Rodriguez, Gabino Fellove and Raoul Diaz, Louis Gene Summers, cook; Jack Jackson, tent foreman, with crew members Freddie Duncan Jr., Theodore Williams, Arthur Russel, Charles Dunningan and Cleon L. James; Bobby Johnson, porter; Henry Linden, front man; George Johns, foreman, with James Orchard; Skeeter Adams and Bob Winkler, talkers. Side Show—Dick Best, owner; John Arbogast, business manager; Paul Wunder, front manager and first talker; Frank King and Doc Crosby, talkers; Burton Littlefinger, Elmer McDaniels, and Kenneth (Shorty) Clark, tickets; Joseph Pollett, Clarence Christian, James Wellons, George Ferguson and Eli Garrett, canvasmen; Louis Osenbaugh, inside lecturer; Wenona Osenbach, sword box; William and Mary Cain, glass blowers; Johnny Kirk; Major O'Satyrdae, fire eater and Punch and Judy; Harriet O'Satyrdae, bally; Hoyt Shuemaker, armless and legless; Patsy Shuemaker, bally; Thomas Blackmon, Esther Blackmon, alligator girl; Harold C. Smith, musical; Roy Johnson, giant; Percy Pape, human skeleton; Estelaine Pike, sword swallower; Evelyn McCluskey, bally; Ed Anato Hayes, anatomical wonder; Rallie Gardner, chair illusion, and Grace McDaniels, mule-faced woman.

"Dancing Waters"—William Lowery and Charles Olcott, technicians; Kenny Revling, talker; Blackie Thompson, canvas superintendent; Euland Shoop; assistant canvas superintendent; Lloyd Greer, John Porcum, Azell Light, Langford Birmingham, canvas crew; Bill Kelly, tickets.  
Motordrome—Bill and Lolito Kemp, managers; Russell Thompson, George W. Murray, Florence Sautelle, Joe Ferris, Pat Simmons and Jim Hawthorne, riders; Buddy Gentry, talker; Bill Slea and Marvin Hokkia, tickets; Willis Simms, property man.  
Monkey Speedway—Glenn Porter, manager; Margie Porter, assistant manager; Richard Farnas, inside; C. M. Morton and James Chamdiel, tickets. Funhouse—Hal Hall, manager; Charles Van Aldale and Louis Rudick, Two-Headed Bull—Arnold Rayback and Bill Meyers. Glass House—Clover Fogle, manager; Willis Sedwick, foreman; Howard Nelson, second man. Snake Show—Charles Fogle, manager; William Patrick Poole, inside man; John R. Bradley, tickets. Dark Ride—Wenze C. Keller, foreman; Dorothea Newkirk, tickets; Edward Arley, World's Strangest Married Couple—Walter Kahn, manager; Princess Lola, Prince Arthur and George Saule. War Show—Archie J. Massey and Mrs. George Saule.

**Rides**  
Merry-Go-Round—Troy Scruggs, foreman; Thelma Evans, tickets; O. A. Wilson, Charles (Chuck) Kelly and Jack Drake. Dodger—Tom Isle, foreman; Robert (Water Wagon) Garner, Robert Sterling, T. F. Billman, Vernon Linn, Earl Pedersen and Shorty Davis. Round-Up—Frank Stuberfield, foreman; Ruby Gaze, tickets; Charles Norene, Richard Carlson, Looper—John Glover, foreman; Marie M. Feathers, tickets; George Kruger, Ralph Noles. Caterpillar—Earnest Evans, foreman; Mrs. John Glover, tickets; Frank Donahue, Roller Coaster—Warren Volk, foreman; Mrs. Tom Adams, tickets; Bob Hefferon, Al Ernst. Octopus—Danny Lowards, foreman; Margaret Dixon, tickets; E. Thomas, Jim Cliburn, Rotor—Charles Goss, manager; Mrs. Charles Goss and Mrs. Marie Boudreau, tickets; Pat Mewes, Bill Wells, Art Boudreau, Raymond Smith, G. E. Newkirk, Ed Courtney, Carl Brown, Rocket—Arehle Feathers, Frank Marley; Louise Stanley, tickets. Pony Ride—Larry Davis, manager; Albert Garette, Herb Sims, Boats, Kiddie Ferris Wheel and Jeeps—Danny Danielson,

manager; Emmett Holiday, foreman; Mercedes Victoria Bell and Esther Holiday, tickets; George Stanley, James Mobley and Gene Wood.  
Skyfighter, Tanks, Train and Choo-Choo—Ernest Morgan, foreman; Jimmy Smith, Tony Norleck, Sylvester Woods, William Shutter, Bob Wilson, Leopold Ziolkowski. Tilt-a-Whirl—George (Tex) Grimsell, foreman; Zelda Hercha, tickets; Whitey Erickson, Swede Kacafirk, Ferri Wheels (4)—Harold Brocius, foreman; Johnny Jackson, second man; Eleanor Thompson, tickets; Albert Seavey, Louis Allen, Jack Zimmerman. Midget Autos—Charlie Cohen, foreman; Mary Norega, tickets. Fly-o-Plane—Frank Gross, foreman; Ruby Hall, tickets; David A. Ray, Lindy Flowers. Rolloplane—Jimmie Owen, foreman; Ruby Mercer, tickets, Aldis Chambers. Scrambler—George Hercha, foreman; Allyn Adams, tickets; Floyd Harper, Henry Doyle. Sue Walters, Louise Warren and Emma Brocius, relief ticket sellers. Tax pass box—Rosalee Danielson. Lois Morgan, Mary Jane Thompson, and Jewel Remley, kiddie ride tickets.

**Train Crew, Etc.**  
Train—Wallace Cobb, trainmaster; Ray Milton, assistant trainmaster; C. W. Safford; O. D. Tyrone, William Bomleny, John Rogers, John Mohr, Alec Wacky, William Walker, James Holiday, John Glover, Bill Nelkoff, Anthony Witchgomey Dick Shelly, Earl Dixon, William McCain, Richard Sullivan, Dolphus Fournier, Heuy Varner, Danny Piper. Electric Department—Thomas E. Adams, superintendent; Marvin Curtis, assistant. Diesels—Lloyd Pulver and Henry Williams. Towers—Earl Staltman, Steve Loucey, J. Meyer, T. W. Stanley, W. Drake, M. E. Southar. Neom—William Cain. Paint—Bobby Wicks, superintendent. Carpenter Shop—Johnnie Mercer, superintendent. Porters—Willis Folliver, head porter; Isabel Tolliver, porter; Mildred Sweeting, Private Car 60; Mary Farmer, Milton Anderson, Clarence Bell, Garfield Chambers, Herbert Batter, James Burgess, James McCorkel, Willis Brown, Leander Pitts, Edward Moore. Pie Car—Cash Wiltsie, operator; Mrs. Cash Wiltsie, assistant manager; Ida Gaye, cashier; Bert Nimerick, C. G. Oliver, chefs; Robert Hudson, night chef; Roy McGovern, fry cook; E. Swanner, Bill Nenni, C. Rogers, Charlie Fernandez, waiters. Machine Shop—L. A. (Pop) Whitman; Levi D. Zimmerman, welder. Truck Department—Louis Tucker, William Clanc, James Sheppard, Willis Farnecannon, Jacob Kramer, Irwin Painter, Harry Kilen, Glenwood Drost, James Smith.

**Concessions**  
Sam Gordon, concession manager; J. C. (Tommy) Thomas, assistant manager; Vernon Korhn, secretary; L. B. (Hot Shot) DeMay, stock manager; Lon Solomon, assistant, stockman; Herman Burke and Tom Gough, night watchmen. Mrs. Sam Gordon, Frank P. Redmond, M. H. Mouchley, L. B. Moore, Kelley Bragg, bear hoop-la. Frances Deemer, Ruth Winters, mitt camp. Hazel Maddox, Eugene Bolger, Graham Smith, Arthur Ferris, balloon darts. Evelyn Clain, Ann Skie, Louise Pontico, ball game. Fred Murray, Bill Levitt, basketball. Helen Fields, Bill Bell, glass pitch. Benny Field, watch wheel. James Moeller, Tom Rathburn, string game. Blanche Sullivan, Ruth Petrantis and Ruth Grimsell, punk rack. Sam Aldrich, Claude (Bo) Burchett, Elmer Winters, Richard Dickens, Clyde Green, gift wheel. Fred Hovey, William (Whitey) Tara, William D. Smith, Russell Tuer, Clyde Green, blower. Blanche Sullivan, Jesse Wilhoit, Albert Garland, cigarette gallery. Vera Harrison, John Ashton, fish pond.  
Ann Tara, Bertha Zimmerman, Mary Sechowaki, Bob Swain, ball game. Phillip Waddle, Anthony Burke, Morris Blumberg, Earl Maddox, Arthur Lee Robertson, six cats. Evie Belew, Oreen Morin, pea pool. William (Bill) Clain, Louie Santalone, Curtis McKinstry, mouse game. Edward D. Walter, Earl Brown, Paul A. Kleider, bowling alley. Ernie Wenzik, Mickie Wenzik, Oscar Miller, Louis Strouse, percentage. George Ritch, Maryan Prystanski, rollo. Jack Valle, Alice Elliott, spindle. Issy Brodsky, Frank (Turk) Abraham, toy wheel. A. L. Roseman, Bill Cupps, Jim Morrin, Larry Mullin, pan game. Jimmie George, Myer Cohen, Joe Mandriek, Mike Petrantis, clothes pins. Lou Leonard, cigarette wheel. Mike Farino, Whitey Reynolds, Ed Hunter, Slim Collins, Joe Kartchoon, Nick Holub, roll down. Mr. and Mrs. Jesse Norwood, Frenchie Bechard, E. H. Wheat, long range gallery. Mat and Marosa Herman, Henry Herman, Tom Cuit, Roy Morgan, derby racer. Steve Mandriek, Canadian entertainment car. Robert and Jennie Wicks, Bobby Christmas, photos. Mr. and Mrs. Harry Julius, Coley Oenton, Thomas V. Neylon, William Davenport, Sportland Arcade. Tommy Arger, Mrs. Tommy Arger, C. R. Warren, Roscoe Rickey, bingo. Mr. and Mrs. Johnny L. Johnson, Alice Johnson, Margaret L. Cobb, Leona Scarborough, Harry VelJet, Mrs. Jane Gilbert, ice cream. Sam and Mary Delaney, Margaret Milton, O. T. Bratton, Pat O'Brien, John Kilpatrick, Frank Harvel, popcorn and candy apples. Blanche E. Scruggs, Mrs. Ernie Evans, dining cars. Mr. and Mrs. Charles McDougall, Tony Williams, Harold Baldwin, custard. Mrs. William Oren, George Schluter, Paul Bergeran, Wayne White, Warren Comstock, James Shields, Tom Harrington, Paul Sumner, Joe Siritzeberger, Charles Murk, Hest Atry, Paul Sullivan, Clyde Hudson, Ralph Sims, grab stands. Also with the show are Mrs. Dorothy Patty, Susan DeMay, Mr. and Mrs. Jack Anthony.

## CONCESSIONS—SHOWS

Have room for a few good Concessions or Shows for the  
**HINSDALE FIRE DEPT. FIELD DAYS**  
Located just outside Syracuse, N. Y., for June 2, 3 & 4. No flats or gypsies.  
Write or wire fast to  
**GEORGE MUNDY**  
103 Bremen Ave., Mattydale 11, N. Y.

## BELLE CITY SHOWS WANT

Ride Help, experienced, highest wages, must drive; all Wisconsin. Ferris Wheel, Tilt-a-Whirl, Octopus, Flying Scooter and Kiddie Rides. Can use a few more Skill and Science Concessions. Like to book for Northern Wisconsin, Fairs, 8 week's work, a Fly-o-Plane, Rock-o-Plane, Caterpillar or Scrambler.  
**BELLE CITY SHOWS**  
Charles Panacek, So. 1st & E. Lincoln Ave., till May 16; after that, No. 1st & Capitol Dr., Milwaukee, Wis.

## WANT FERRIS WHEEL FOREMAN

Must be sober, reliable and drive semi. Top salary. Also want Ride Help.  
**Stanley's Amusements**  
R.D. 1, CRAFTON, OHIO  
Route 82, No. Eaton Twp.

## FOR SALE

Parker 40-ft. 2-abreast Merry-Go-Round. 24 Parker wooden horses, in very good condition; very good canvas, 16-section platform, Allis-Chalmers gasoline motor, new music cabinet with wire recorder, sound system. This ride in very good condition, all newly painted last summer. Ready to run as is—price \$4500.00.  
**Mrs. Marian D. Porter**  
30 Wolf Lake Road Muskegon, Mich.  
Phone 622446

## WANT RIDE HELP

Help on new #5 Eli Wheel, also useful Men on other Rides. Want Agents for Roll-a-Ball, Sets, other Hanky Panks. Will book Roman Targets, Basketball, Long Range, etc. Official opening June 1 at Fullerton, Nebraska. Contact  
**GRAIN BELT SHOWS**  
Box 475, Fullerton, Nebraska

## S. W. Warwick Shows

Want Hanky Panks of all kinds, Fish Pond, Pitch-Till-You-Win, Balloon Darts, Hoop-La, Roman Target, High Striker, Scales, Photos and Basket Ball. Want Second Man on Wheel and Foreman for Flying Scooter, must drive semis and have chauffeurs' licenses. Address:  
Ironton, Mo., May 16-21; Potosi, Mo., 23-28.

## GENERAL AGENT WANTED

For medium-sized Carnival, Truck Show, to join immediately. Have no racket. Give references and phone number.  
Address: BOX 521, c/o Billboard  
390 Arcade Bldg. St. Louis 1, Mo.

## FOR SALE 1947 CATERPILLAR

Complete except Tunnel. Best offer over \$2,000.00 cash. Have other interests.  
See **BUCK NELSON**  
A. C. of A. Shows, Hot Springs, Ark.

## WANTED

Rides of all descriptions for Catholic Church Festival, August 5-6-7.  
**J. C. PATTERSON**  
Route 2 Holly, Michigan

## CARNIVAL WANTED

for **THIRD ANNUAL FIREMEN'S HOMEcoming**  
Sawyerville, Ill., June 15-17.  
Estimated attendance 2500 to 3000. Any type Rides and Concessions, including Kiddie Rides. Contact:  
**FIRE CHIEF LLOYD HICKS**  
(Phone: 3303) Sawyerville, Ill.

## AGENTS WANTED

Feek Store, Count Store and 6-Cats, one good Wheel Man, also Hanky Pank Agents and Boys to up and down concessions.  
**HOWARD (RED) BURTON**  
Lee United Shows  
Mt. Morris, Mich., this week.

## WANT AGENTS

For Buckets, Jack Gates, head of Store proposition. 14 weeks in Ohio, then into Fairs. Charlie Gregg wants one Pin and one Count Agent.  
**BOB COLEMAN**  
c/o Tennessee Valley Shows  
Portsmouth, Ohio

## WANT FOR WAYSIDE PARK PANAMA CITY, FLORIDA

Where the happy thousands go to enjoy family picnics on the many free tables. Also free showers and many other free inducements, including lounging on the beautiful beach and swimming in the Gulf of Mexico. 12 miles W. of Panama City, on U. S. Highway 98.  
We have plenty of Rides, but have opening for several Merchandise Concessions. Wonderful opportunity for Lunch and Cold Drink Stand, also Photos and Lead Gallery. We furnish light, license and location, you give us 25% straight count. If interested contact  
**JOHN B. DAVIS, Panama City, Fla.**

## SUNSET AMUSEMENT CO.

Wants Hi-Striker, Short Range, Ice Cream or Custard, Bear Pitch, Fish Pond, Milk Bottles and Punks, Hanky Panks of all kinds. McManus wants Bucket Agents. Opening for Fun or Glass House, Unborn or Mechanical. Can use Ride Men who drive semis.  
**FORT DODGE, IOWA, THIS WEEK; NEWTON, IOWA, NEXT**



## Ringling Soars to \$250,000 in Boston

BOSTON, May 14.—It shaped up like a \$250,000 date or better for the Ringling show as it opened in the Boston Garden for six days on Tuesday (10). Previous years' averages have been below that figure, last season's being about a quarter-million.

The advance was heavy and the opening matinee drew some 10,000 persons to the arena, which seats 12,600 for the circus. Mail order business was reportedly good for an advance which got started earlier than usual. It was claimed that advance sales were nearly half again greater than last year's total.

Heavy use of newspaper and radio-TV advertising was evident, in much greater proportions than previous years here.

### Arrival Delayed

Arrival of the circus drew only a small gathering of curious, largely because of chilly winds and a six-hour delay in arrival. A broken draw bar on one of the flats necessitated repairs at Worcester. Scheduled to pull in at noon on Monday (9), the train's late show-up re-

quired unloading well into the night under floodlights.

There was only one mishap at the opening performance, this coming when William Ward took a 35-foot drop into the nets during a flying act as his weight broke the bar held by catcher Richard Anderson. His fall collapsed the net and tossed Ward to the ground, unhurt.

Several appearances were lined up on local outlets, including WBZ-TV's Swan Boat show which featured John Grady and Otto Griebing, WEEI radio with Felix and Amelia Adler, WBZA with Emmett Kelly and Harry Doll, and WGHB-TV with Ernie Burch.

It had been intended to apply the policy of full price only for kids, but Boston Garden treasurer Edward Powers reportedly advised against the system here. A new set of tickets was produced and kids got in under the traditional half-price scale. Press tickets were shaved to a minimum, only about a third of previous years' 1,900, it is understood.

Box-office sale was very good this week, and by Thursday (12) only some general admission seats were remaining. Weekday performances were at 2:15 and 8:15 and today there are three shows, something started with success here last season. Hours are 10 a.m., 2:15 and 8:15.

## Auspices, Mills Plan Mugivan Memo'al Service

PERU, Ind., May 14. — Mills Bros.' Circus was scheduled to conduct a memorial service for Mr. and Mrs. Jerry Mugivan when the show appeared under sheriff's auspices here Friday (13). Mugivan was the principal owner of the American Circus Corporation, which was quartered at Peru.

In addition to the show's own personnel, the services were to include participation by the Rev. Paul A. Welsh and Eddie Woeckner, former circus bandmaster, of Peru. Sponsors of the show's date here are Sheriff Arthur Johns and Deputy James McLeod, both of whom were formerly with Mugivan shows.

At Xenia, O., Thursday (5), Mills Bros. had a near-full afternoon house, when schools were out, and a full night house. The town was six years fresh. At Troy, O., on Friday (6) the show had 400 in the afternoon and 1,100 at night. At Richmond, Ind., Mills played Saturday (7) and King Cole played Friday (6).

## Missouri Good For Kelly-Miller

POPLAR BLUFF, Mo., May 14.—Business for Al G. Kelly & Miller Bros.' Circus, reportedly much ahead of that for the same period last season, got good boosts in recent Missouri stands.

West Plains on Friday (6) gave two three-quarter houses. Thayer, Saturday (7), came up with a light matinee and 60 per cent night because of rain. But Poplar Bluff came back with a near-full afternoon and a straw house at night.

## Hunt Scores 3-Show Days

MARCUS HOOK, Pa., May 14.—Business has been good for Hunt Bros.' Circus, altho rain was nearly continuous until Swedesboro (April 29). At Woodbury, N. J. (2), the show gave three performances. Norristown, Pa. (7), was another three-show stand, with one straw and two capacity houses included.

## 28G HARTFORD SHRINE PROFITS FOR CHARITIES

HARTFORD, Conn., May 14.—A total of \$28,755.23, representing a part of the earnings of the recent Shrine Circus here, was distributed to charitable endeavors, according to an announcement by Harold K. Bonnick, past potentate and general chairman for the sponsoring Sphinx Temple. The Shriners' Crippled Children's Hospitals received \$23,305.23; \$5,000 went to the Masonic Charity Foundation for the Masonic Home, Wallingford, Conn., and \$450 was distributed to local charities. The show was produced by the Frank Wirth Agency.

## Cristiani Plays Pecos, Amarillo

PECOS, Tex., May 14.—Bailey-Cristiani Circus had a fair turnout here under Eagles auspices. At Amarillo, Tex. (5), the show drew a light matinee and strong night house at the fairgrounds. Owner-Manager Lucio Cristiani said the fair's bull barn was an excellent building for circus use. Showers hampered the turnout.

In Pecos, the Zacchins escaped without injury when their safety net broke during their human cannonball act.

## Clyde Plays 20 Arenas On Strong Ontario Route

SAULT STE. MARIE, Ont., May 14.—Howard Suesz' Indoor Clyde Bros.' Circus opened its second annual Canadian tour here Thursday (5). The show is playing an eight-week route that will take it into 20 buildings, members of the Ontario Arena Managers' Association.

On the route are stands in Maple Leaf Stadium, Toronto; the Forum, Hamilton, and Memorial Arena, Kitchener, as well as the Auditorium at Ottawa. Routing has been

handled by Tom Parker, business manager, and the show has opened an office in Toronto. Suesz is with the unit, while Bob Couls manages his Hagen Bros.' Circus.

This year's Ontario route follows the show's successful tour of Canada last year. Clyde Bros. and Nat Lewis Circus crossed paths several times in Canadian routes. But the two are playing the area first, with Clyde in particular making key centers ahead of Ringling-Barnum and King-Cole.

### Ahead of Others

Of the five Canadian towns Ringling will make, Clyde Bros. will be first in three, Lewis already has played the fourth, and only Montreal will not be played by one of the two.

Included on Clyde Bros.' program are the Skating Rockets, Billy Irwin, Klara Benson, the Four Bumps, the Kolmans, Poodles Hanneford and Gracie Hanneford, Clyde's Bears, elephants, Liberty horses and pony drills, Jane's Dogs, Lona's Dogs and Janet's Dogs.

More acts are the St. Leon Troupe, the Hoffmans, the Gretona high-wire act, Violette Rooks, Montes De Oca, the Harrisons, the Sensational Ericksons, the Antaleks and the Flying Deislars.

## Cole Business Good at Night In Mo. Stands

GALLATIN, Mo., May 14.—Afternoon houses were generally light but nights brought out good business for the George W. Cole Circus at Missouri stands this week.

Fayette on Thursday (5) had a half house in the afternoon. At night the strawed turnout added up to the best single performance so far this season, Owner-Manager Herb Walters reported. Town was reportedly 15 years fresh.

Salisbury on Friday (6) gave the usual light matinee of busy farm areas and a near-full house at night. Brunswick, Mo., on Saturday came thru with two three-quarter houses, according to Ralph B. Osborne, newspaper editor who formerly was with rep shows. Weather was cold.

Hamilton on Monday (9) and Gallatin (11) were off from the average because of bad weather and local school events. Both had half houses thruout.

## Fred Mack Plays To 4 Big Houses

ARBRIDGE, Pa., May 14.—The Fred J. Mack Circus played to big business here Friday (6). Schools were out for the show and four full houses were scored in the single day. The show now is back in Ohio.

## CONCELLO MEN HOLD BEATTY FRONT DOOR

Name No Manager; Concello Not on Outfit; Doug Autry Concert On; Staff Listed

BAKERSFIELD, Calif., May 14.—Staffers of Arthur M. Concello remain in control of the front door on the Clyde Beatty Circus, but Concello himself has not been on the show for some time.

Front door men under H. D. Genders are John Logan, Ed Bridgeman and Frank Perez.

No one has been appointed general manager to succeed Concello, but Al Moss is doubling in some of the managerial and superintendent's duties.

### Petty, Lockett On

Red wagon is staffed with appointees of Beatty and Agent Bill Moore. On hand are Bill Petty and Ralph Lockett. George Hanneford Sr. has the tax box. Charles Frank has the white wagon. On Moss' ticket staff are Dave Murphy, Jimmy Hamiter and Johnny Syzdek.

Additional staffers and key men include Joe Applegate, big top boss, assisted by Henry Griffin and Pete March; Jimmy Millette, props boss, with Don Ross assisting; Joe Kuta, boss usher; Otis Leslie,

trainmaster; Billy Cox, transportation; Frank Schank, Side Show canvas.

### Concert Joins

Joining here was a concert troupe headed by Doug Autry and including Barbara Autry, Billy and Nora Hammond, Red Russell and Janie Statz.

Agent Bill Moore has been working out of Portland, Ore., and now is moving on to Vancouver, B. C.

New aluminum poles are in use in the big top. Two tigers, a puma and a chimp have been added to the menagerie. A large sign is placed over the ticket wagons to help flash the midway.

In Bakersfield Monday (2) the show gave three performances to accommodate the crowds.

## Death Claims Kolzer of Old Circus Miede

COPENHAGEN, Denmark, May 14.—Heinrich Kolzer, 81, one of the oldest circus operators in Denmark, died on May 2 in Thisted. For many years, in association with Eugen Pfanner, he operated Circus Miede, Denmark's oldest circus.

Kolzer was a German bareback rider, son of the owner of Circus Kolzer, and after his father's death assisted his mother in running this circus until it was decided to discontinue the show. For several years he worked in such places as Asia and America but returned to Germany in 1907. After World War I he was called in by Dora Miede Pfanner to replace her sick husband as manager of Circus Miede. After Pfanner died Kolzer became head of the circus. He continued to appear in the ring with his Liberty horses until a few years ago and traveled with the circus until obliged to enter the hospital in Thisted.

## Costine Recovers From Voltage Shock

PHOENIX, Ariz., May 14.—Arnold Costine, of Costine's Chimps, an act with the Eastern unit of Polack Bros.' Circus, was released from a hospital here early this week after recovering from an electrical shock. He was shocked while setting light and water connections for his trailer and was unconscious for some time.

## Ward-Bell Wins Crowds For Spokane Shriners

SPOKANE, May 14.—Ward-Bell Circus, first circus to play the new Coliseum here, played to about 30,000 people in five days and seven performances. Show played under Shrine temple auspices.

On Friday (6) the circus opened with a three-quarter night performance in the 6,000-seat building newly opened under management of Benjamin C. Moore. A calliope played downtown on the first day.

Cus Bell, managing director of the circus, said Saturday business began with a 70 per cent afternoon and drew a three-quarters house of 4,500 at night. Sunday (8) brought three-quarters and half houses.

Monday attracted about 4,200 for the night-only schedule and the final day, Tuesday (10), saw the

show play to a crowd of 5,000. Signing of a contract for the show to repeat in April, 1956, was announced.

Bell said the new building was ideal for circus use and that designers had provided tie-offs in the concrete floor for rigging. Animal accommodations are good.

The show came here from Nelson, B. C., where it wound up a tour of arena dates in Western Canada. Bell said attendance on that tour was generally good, but that business was light in two instances. The Ward-Bell Circus, switching frequently among building, ballpark and tent presentation, will play Portland May 16-22 under canvas.

## Horses Again The Feature At Schumann

COPENHAGEN, Denmark, May 14.—Circus Schumann started off its summer run on Friday (6) with both the matinee and night show playing to sellouts, and also drew full houses over the weekend. As usual, emphasis is on horse numbers but this season special efforts have been made to present smaller, disciplined groups of Liberty horses and novel displays of high-school riding.

Max Schumann scores with a presentation of six horses and six zebras from Knie Brothers Circus in Switzerland. The zebras arrived here on opening day and were being worked by Max for the first time but there were few slip-ups. Ernst and Paulina Schumann each worked four Liberty horses and Albert Schumann, as a climax, presented 12 sleek horses in darkened arena, lighted only by concealed light bulbs at base of plumes on the horses and by a circle of light-studded arches thru which the horses were put. Paulina, Albert and Max showed high-school routines.

The Bratuchins opened the show with a display of wild Cossack riding, and other acts were by Nino Rubio, tossing of saucers from foot to head while teetering on an unsupported ladder; Oswino, foot juggling; Arno and Rita van Bolen, illusion stunt; Viril, plastic pose routines on rotating pedestal; Three Craddocks and Topsy and Brow, comics; Three Dinats, casting act; three Oscar Fischer elephants, presented by Margaret Fischer; 16 assorted pooches of Mlle. Gabriella; clowns; Three Steckels, Charky, Cossy and Company (Karl Kossmayer and Miede Pfanner) and Nicklas; Eugene Petersen, band leader, and ringmaster Knipschild. Visitors were Kathleen Williams, manageress of Blackpool Tower Circus, Brian Roxbury, of the Lew and Leslie Grade London office, and Charles Vanda, producer of the "Big Top" TV show.

## Henry Circus Playing Okla.

RAVIA, Okla., May 14.—Henry Bros.' Circus, with the Glenn Henry and Todd Henry families, played here recently. Show carries about 20 people, four trucks and a 55-foot round top with four poles. A 50-foot top with two middle pieces is available for later use. Show is newly painted. Tickets are 50 cents to all, with 200 chairs available at 25 cents each. Wild life cages are spotted in the big top.



## KING WINS CROWDS FOR NIGHT SHOWS

DAYTON, O., May 14.—Big night crowds turned out for King Bros. & Cole Bros. Circus this week, with a near-capacity at Covington, Ky., Tuesday (10), and a full house at Dayton Wednesday (11).

Earlier in Anderson, Ind., for the Exchange Club, King-Cole had a near-full afternoon and three-quarter night house and large parade crowd. Richmond, Ind., played for the Jaycees a day before Mills Bros. was in the same town, gave King-Cole two three-quarter houses on a new lot that was somewhat small.

Parade crowd was big in Dayton, where Kiwanis was the auspices, but schools were still in session. Afternoon drew a half house. The capacity crowd turned out at night.

A camel bit the arm of Frank Parker at Covington, and he was hospitalized there. An elephant truck upset going into Richmond, and a grab joint truck was overturned en route to Dayton.

King circus enjoyed a fair measure of success in the Cincinnati area early this week. Show set up on the Lunken Airport grounds in Cincinnati Sunday and Monday (8-9) under auspices of the Junior Chamber of Commerce. Favored by clear but cool weather both

days, the circus attracted a full house Sunday afternoon, with about a quarter on deck for the night show. The same thing in reverse was true Monday. Matinee was meager, but the night show drew better than a three-quarter house.

On Tuesday (10), at the ball park in Covington, Ky., just across the Ohio River from Cincy, show had a scanty afternoon biz, but the night show found the big top comfortably filled. The show paraded in both towns.

Playing the Smith Farm lot in Middletown, O., last Saturday (7), the circus attracted 2,000 at the matinee showing. Final acts of the Saturday afternoon performance were canceled when the tail end of a thunderstorm accompanied by high winds caused brief excitement. Calmed by an announcement by circus attaches, patrons filed from the big top in orderly fashion. Clearing weather permitted the circus to resume Saturday night, when a half a house saw the performance.

En route to Cincinnati from Middletown early Sunday, two of the show's trucks were badly damaged when a pole truck attempted to pass an elephant truck on the highway.

## EDUCATION TV IN BEANTOWN GOES FOR JOEY

BOSTON, May 14.—Boston's new educational television station, WGHV-TV, featured Ernie Burch as Blinky the Clown this week in the first time the station had given time for a promotional feature for any form of entertainment. The half-hour program showed Burch applying his makeup, and the interview had a backstage flavor of great appeal to local parents and children.

## Louis Panzer, R-B Harness Maker, Dies

BRIDGEPORT, Conn., May 14.—Louis A. Panzer, 72, supervisor of harness manufacturing for Ringling Bros. and Barnum & Bailey Circus for 35 years, died at his home here Thursday (5) after a long illness.

He retired from the show in 1938, the year Ringling-Barnum discontinued use of baggage horses. He was known widely as the blind harness maker, having carried on from 1922 thru 1938 without his sight. Blindness had come suddenly but was attributed to an injury received as a child when a horse kicked him.

Panzer planned to quit when he became blind, but the circus management of that time insisted he remain with the show. During that period he was subject of a "Believe It or Not" cartoon.

Surviving are his widow, Theresa; two daughters, Mrs. Frank M. Brown and Mrs. Edward C. Byer, Bridgeport; and a sister, Mrs. Merrill Bennett, Tripoli, Ia. Burial was Monday (9) at Bridgeport.

## Von Doing Okay; New Canvas Coming

WOODSTOCK, Va., May 14.—Von Bros. Circus played to a three-quarters afternoon and near-full night here recently. At Purcellville (6), the afternoon was fair and the night house was stronger.

Show is to take delivery on a new big top at West York, Pa. There are 42 people with the show. The elephant Judy, formerly belonging to Will Hill, is featured. Visitors report the show is well maintained and newly painted. Henry Vonderheid is manager.

Francis Lacouline, of Springfield, Mass., cards that he and Mrs. Edith J. Landolf caught Frank Wirth's Hartford Shrine Circus on April 28. Mrs. Landolf is the widow of clown Bluch Landolf, and the pair were very well treated, Lacouline says. They also visited with Mickey Sullivan who had the band.

## Etta Carreon Dies in Calif.

LOS ANGELES, May 14.—Funeral services for Etta Carreon, circus equestrienne, were held here Friday (13). She died Wednesday night (11) in a North Hollywood hospital after having been ill for a year. She was 67.

Born Muzetta Bell Boettcher in Davenport, Ia., she entered show business when 16 years old. In later years she performed with her husband, Carlos, in the presentation of the Black Horse Troupe, a Liberty turn. The Carreons were with Polack Bros. for about 10 years prior to 1947. Before that they tramped with Sells Floto, Sparks, Ringling and other shows.

She is survived in addition to her husband by a sister, Mrs. Elsie Higgins, of North Hollywood, and a brother, Louis, Chicago. Burial was in Showmen's Rest of the Pacific Coast Showmen's Association.

## Ring Up, Down

CUMMINGS, Ga., May 14.—Franco Richards' Ring Bros. Circus had a fair afternoon and full night house in this busy town on Saturday (7) with Kiwanis auspices. At Acworth, Ga., Wednesday (4), the afternoon performance was canceled and the night show drew one-quarter of capacity.

## Lewis Show Draws in Ontario; Christy Injured in Lion Act

LONDON, Ont., May 14.—About 16,000 persons saw the Nat Lewis Circus during a three-day stand at the Arena, with auspices of the Shrine Temple. A parade was staged on the first day, Thursday (5), and out-of-town children were brought in by bus for shows on Thursday and Friday.

Capt. Eugene Christy, lion trainer, was mauled by his animals Friday night (6). A cat leaped from a stool at another lion on the ground. Christy jumped between them and as he did so he stumbled. During the scuffle he was bitten on the hand and severely clawed on the arm and leg. He brought the animals under control by firing blank cartridges and prodding them back to their stools with a cane.

Christy worked the Saturday shows with his arm in a bandage. At the afternoon show a lion tried to paw him as he was trying to perform a dance with it, and so he avoided the animal and went on to another part of the act.

The show raised a reported \$1,000 for Shrine work. Owner-Manager Nat Lewis was made an honorary member of the Temple. Performers made a hospital show on Friday.

## Calif. Business Termed Excellent for Polack Unit

SAN FRANCISCO, May 14.—Western unit of Polack Bros. Circus, which opened here Thursday (12) for its third 11-day stand in the State, has found business excellent since entering California a month ago.

Making its 20th annual appearance in Sacramento, the pioneer Polack date of California, the show shattered all previous records, it was announced, registering a 15 per cent increase over last year. Attendance was big from the start, and most of the 22 performances were capacity or turnaways.

Early Sunday night shows were scheduled for Sacramento and San Francisco.

### New Rigging

Marysville, a two-day stand inserted this year between the close at Sacramento (8) and the opening at San Francisco, was the first open-air date of the season and saw the inauguration of new outdoor rigging, using four aluminum center poles as its base. The equipment was designed by Barrette and built by Eddie Billette's Circus Supply & Hardware Company, Saratoga.

After cold and rain the day before, the show got a break in the weather at Marysville, with the result that attendance was good at all four performances. Because of a switch in dates from fall to spring, the show was there only seven months after its 1954 appearance.

A solid week of abnormally bad weather cut down attendance the first part of the run at Oakland which the turnaway business of the final weekend was not quite able to make up. Four special morning shows for children were given, all to packed houses, and afternoon matinees were omitted on those days. However, extra matinees were given both Sundays, making a total of 24 performances in 11 days.

### Odessa Takes Lead

The first California date of the season was at Santa Rosa. A morn-

ing show the second day accounted for a schedule of five performances in two days.

In previous seasons Santa Rosa had rated as Polack Western's biggest two-day date, but this year relinquished that distinction to Odessa, Tex.

Odessa was a new date played by the show en route to California the first two days of April. Occupying a brand-new Coliseum with a capacity of 5,000, all four performances were packed despite the duststorm season. The Shrine Club at Odessa belongs to El Maida Temple at El Paso, and a contract was signed with that temple for the show to play El Paso when it returns to Texas in October.

### Promoters on Move

The California dates are keeping the show's promotional organization busy. Mickey Blue, who rushed to Oakland from Chicago, moved immediately to Stockton, where the show plays after San Francisco (24-28).

George W. Westerman again was in charge of San Francisco and will handle a new date to be played for Shrine clubs of San Francisco's temple later in the season at Redwood City.

Joe O'Donnell jumped from Indianapolis to San Diego, which he is handling for the Polack Eastern show in association with Sam Ward. Ward is directing the Western unit's date at Los Angeles, which opens May 30. O'Donnell will return to the Western unit at Long Beach.

Odessa was handled by Jack Daugherty, of James Rison's staff, who next went to Marysville and is now in Merced. Santa Rosa was in charge of another of Rison's men, Dixie Hebert, who then went to Bakersfield. Rison, as usual, had Sacramento and is now supervising several other California stands, first of which after Bakersfield will be Tulare. New on the itinerary this season will be Monterey.

## UNDER THE MARQUEE

Continued from page 74

it moves to Detroit and he and his wife go to Lambertville, N. J., where he will be in charge of St. John Terrell's tent theaters in three locations.

Billy Pape, of the Pape and Renee perch act, confirms that he is in for a lengthy layoff because of illness. He'll be at home in Sarasota. . . . Jim Stutz says his Hitler Car staff caught Kelly-Morris at Savannah, Tenn., recently, and that Joe Fox, formerly with Ripley exhibits, joined the car unit.

Rex M. Ingham, Ruffin, N. C., caught Von Bros. recently and last week caught the Cherokee Ranch Rodeo at Leaksville, N. C., with the Cody Stanleys, former rodeo people, also visiting Cherokee Hammond's show.

Henry L. Vonderheid, manager of Von Bros., writes that visitors included the Henry Todds, Warren Buck, Gordon James, Harry Long, James L. Harshman, Charles Miles, Wilmer Mauma, the Hildreths and the Manns.

Lillian St. Leon, of South Gate, Calif., writes that her husband, George St. Leon, is critically ill at Los Angeles County General Hospital, and they want to hear from friends. He and his family were in circus and vaude, including "Polly of the Circus" and retired about 10 years ago.

Leon Pickett, Ringling contractor, was in Chicago Friday. . . . M. D. (Doc) Howe is managing the Palace Theater in Chicago. . . . Capt. Guy Leslie's seal act is playing the Western Canadian Sportsman Show in four cities. . . . Dewey D. Shannon, billposter and biller, had to leave the Clyde Beatty crew because of virus pneumonia but ex-

pects to be up and around in a couple of weeks.

E. E. Meredith, Fairmont, W. Va., newspaperman and former showman, is seriously ill in a Fairmont hospital. . . . A daughter was born Tuesday (10) to Johann and Inge Schmitz, of the Four Namedils, perch act. . . . Art (Doc) Miller is posting bills for the King Reid carnival. . . . Pete and Norma Cristiani reportedly closed with Rogers Bros. at Memphis and took their five elephants to the Ben Davenport show. . . . Chicago area members of CFA will meet on Hagen Bros. May 21.

Al Vernon reports that he is still the band leader of the Tom Packs Circus. It was recently reported that he was formerly connected with the show.

News from Polack Eastern, as forwarded by Paul V. Kaye, reports Peiffa Freddi now working in the comedy bar act. Captain David Hooper's cats joined for Canton and Akron. A number of members visited Mills. Pinky Madison is spotting the trailers. All the trailerites are happy with the new electricity set-up that provides fuse boxes for each mobile home. Hans Lorreanis celebrated his birthday a few days after his wife received flowers in the ring for her birthday. The Helmuth Gunthers are still shaken up from an auto accident in which their car was demolished. They escaped unscathed. Dick Slayton's brother visited, as did Fred B. Naylor and son, Harry. Visitors: Bill Hill, Mr. and Mrs. Pat Mardo, Jess Angard, Don Fosgate, Mr. and Mrs. Red Malloy, Jonesy and wife, Ralph J. Clawson, Tony Diano, Mr. and Mrs. Frank Epps, Fay and Bix Bratthen, Rufus and Kathryn Wells, Bill and Jean Jackman, Dean and Dorothy

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Wanda Lee, formerly with the old Cole Bros. and Mighty Haag show and carnivals, is ill in Columbia, Tenn., and would like to hear from friends. She receives mail care of general delivery. . . . Warren (Rube) Simonds, clown, is in Faulkner Hospital, Jamaica Plain, Mass., and would like to hear from friends. He sustained injuries in a fall early in the year and in March suffered a heart attack. . . . The Kriel Family, now with Bisbee's Comedians, recently visited Tommy O'Brien at the Memphis Zoo.

The Cordons, R-B whip-cracking act, modified their costuming in Boston after protests by circus priest Fr. Edward Sullivan over the scanty Bikini garb worn by

Coronet. Act has Fred Cordon picking rainments off Coronet until only the Bikini remains, and she finishes the act in that garb.

The five-day waiting period in Boston was waived Tuesday (10) to allow Luther James Cricker, 29, flying act catcher, and Joy Jean Frazier Veach, 23, web girl, to be married in Tremont Baptist Temple. They met in Sarasota quarters. Fr. Edward J. Sullivan, chaplain of the Ringling circus, escorted the couple to City Hall to get the license. It was the second marriage for both.

Rafael Wulf-Jover, former member of the Two Jovers, Continental clowns, died this month in Frauenfeld, Switzerland, at the age of 68. He came from the Jover Family of bar performers and acrobats.

Actress Dody Heath's parents in Seattle have announced the engagement of their daughter to John Ringling North, with a summer wedding planned. It will be the first nuptials for her, 26, and the third for North, 56.

Roland Butler is doing art work for new styles of King Bros.' paper and newspaper ads. . . . Ira Milllette. . . . Ringling contracting agent, caught Hamid-Morton in Pittsburgh. . . . Byron Gosh, of the All-American indoor circus caught King Bros. and the Kentucky Derby.

Glenn Trump, Omaha newspaperman, appeared in a flying act during Rink Wright's show there. . . . The Vernon McReavys have taken up residence in Minneapolis. . . . Johnny Fulghum caught Hunt Bros.

A daughter, Diana Louise, was born in St. Louis recently to Guy and Louise Theron, of the Cycling Theron's. The act played the Minneapolis sports show and the Theron Dollies, daughters of Guy and Louise, are playing the Wichita Sports Show.

J. C. Admire reports Ross Engle, Grover O'Day, the Marshalls, Edward Simmons, R. S. Thornton and Eddie DeComa are to be among those on the Gentry-Mix show. . . . Hunt Bros.' clowns are Ray Sinclair, producing, Frank Turner, Bobo Zoppe, Tiny Bond and Danny Mahony. . . . K. E. Simmons, of The Fresno (Calif.) Bee, chatted with Clyde Beatty, Harlan DeWitt and Victor Robbins on the Beatty show.

Roy Romas and Hank Carlisle, of Rogers Bros.' Circus, were initiated into the Grotto at Fort Smith, Ark., while the show was there. . . . L. R. Reynolds is posting bills for Leo Loranger ahead of the Ward-Bell Circus.

From the Beatty circus, Laurence Cross writes: The Hannefords have new wardrobe and Vic Robbins' bandmen have new uniforms. . . . Betty Alpaugh is making new elephant and camel blankets. . . . Truzzi had to omit his fire club finish in several stands. . . . Bud and Delores Selin have joined the Side Show. . . . A new large sign over the ticket wagons adds mid-way flash. . . . Elizabeth Clarke is the guest of her brother, George Hanneford, for a few weeks.

Toughie and Gracie Genders have joined the trailerites. . . . Charles Hilderra and George Hanneford Jr., are turning out the advertising manners. . . . Linares is back in the program after missing some shows following a fall. . . . Betty Broadbent, of the Side Show is hospitalized for surgery. . . . Abe Goldstein is doing an airplane bit in a walkaround. . . . Umbrellas the ballet uses for "Singing in the Rain" production came in handy at Riverside when the first rain of the season hit. . . . Clowns are using nine persons and a bass drum and a pony in the clown car. . . . Eddie Dullum is teaching school between shows for several of the youngsters.

Harold Barnes reports from Polack Western that Kurt Wicons has been assisting the McDonaldis with the Besalou Elephants. . . . Bee Carsey is using new music. . . . Elmer Ford, Tarzan Clarkson, Ernie Kessler and Pat Barron celebrated birthdays. . . . A baby shower was held for Krista Clarkson. . . . Virginia Powell, cousin

of Harry Dann, entertained the Wiswells, Roland Tiebor, the Sherman Brothers, Dollye Green, Elaine Millar, Sharon McFarland, Carol Brent, Irene Barnes and Harold Barnes at her home. . . . Rita Eastel has returned following an appendectomy. . . . Parley and Ernestine Clarke Baer flew in from Los Angeles to see the show. He will aid Justus Edwards in handling radio-TV later.

From Joe Hodges Hodgini on Pogers Bros.' Circus comes word that Billy Powell blew his wire ladder in Hot Springs but was able to pick it up two days later. . . . Personnel had a hot dog-hamburger outing after a show at Fort Smith, Ark. . . . Pat Romas and Buddy Brewer, of the Flying Royals, are practicing new leaps and Joyce Kuhn is breaking in. . . . Mrs. Tex Maynard has added two vocals to the show. . . . Walter (Ginsberg) McNeace, concession manager, is assisted by the Fitches, Bob Waldron and George Kilpatrick. . . . Staffers include Joe Wright, superintendent; Dale Madden Jr., boss props, with Bill Bateman assisting, and Billy Sheets as announcer-equestrian director. . . . Claude Myers visited, as did the Davieses, relative of the Kuhns. . . . Gee-Gee Powell is working out her Alaskan Huskies act between shows each day. . . . Joining at Paducah, Ky., were the Wendts and the Fred Valentine flying act. Show now carries acts of both Fred and Roy (Romas) Valentine. . . . Happy Davis and Merle Cook have added a clown boxing gag. . . . Mike Shegda is in charge of the lights. . . . Lois Madden is working her chimp act and the Allen and Lee dog act is in the show. . . . The Hodgins were hosted by Manolo Agullo and Charles Kirby, with whom Joe Hodges Hodgini formerly worked in a ballet company. . . . Mrs. Slim Kelly and the Kriel Family visited.

Ray Bicksford will clown the Springfield, Mass., show, May 19-21. . . . Vin and Winnie Carey caught Von Bros. in Maryland and will catch Ringling Tuesday (17) in company with the Rudy Rudynoffs. . . . Karl Wallenda and his troupe were guests of U. S. Ambassador Thomas Whelan in Managua, Nicaragua, and the embassy staff caught the Circus Royal Dumber three times.

Catching Von Bros. and spots near Washington were Melvin D. Hildreth, Dr. William Mann, Claire and Tony Conway and Charles Miles. . . . The Lindemanns, owners of the Catskill Game Farm in New York, were guests of Dr. and Mrs. Mann at the National Zoo recently. . . . Visiting at Hunt Bros.' Circus opening were J. Rudolph Conway, Reds Dolan and family, Arthur Carr, Scott Queen, Elmer Kemp, Ed Schuster and Joe Conway, the latter the former owner of Reo and Dix circuses.

From Mills Bros.' Circus comes word that Charlie (Vensel) Brady, superintendent, celebrated his 81st birthday recently. Joe Rossi's band played "Happy Birthday" and Jack Mills made an announcement during a performance. Visitors included a group from the lieutenant governor's office, Howard and Amelia Hydell, Colonel McKown, Bob King, Paul Bowers, Henry Varner and Jim Valdare.

E. D. Landers, Oregon, Ill., newspaperman and circus writer, is recuperating from a fall in his home. . . . Catching Polack Bros.' Eastern unit at Austin, Tex., were Dr. Ralph Hartman, John Beard, Jerry Branda, Spike Hansen, Tom Scaperlanda, Sam Chapman and the Frank Pahlmans.

The George E. Engessers and Roxy Engesser visited Rogers Bros.' Circus at Fort Smith, Ark., and also saw Kelly-Miller.

Dick Anderson, flyer on R-B, was the subject of a column by Bob Kelley on the sports page of The Wilmington (Del.) Morning News.

Mickey Sullivan and his band played the recent Hartford, Conn., Shrine Circus. Their next date is the Springfield (Mass.) Shrine Circus, Thursday-Saturday (19-21).

Freddie Freeman types the following from the Ringling Show:

Lots of new faces among the personnel this year. Clowns who were guests of the Saints and Sinners at the Waldorf-Astoria included Freeman, Frankie Saluto, Jackie Gerlich, Carl Stephan, Jimmie Armstrong, Albert White, Ernie Burch, Otto Greibling, Felix Adler, Frank Cromwell, Gene Lewis, Harry Nelson, Walter Guice, Myrton Orton, Billy Rice, Lou Nagy and Charley Bell. The Side Show was represented by Josephine and her snakes, Molav's comedy juggling, the Duggan contortion and Felix clay modeler. New in clown alley this year are Chuck Burnes, Mrs. Felix Adler, Ernie Burch, Lauro Moralez and Johnny Grady. Bob Dover, assistant to Pat Valdo, is back at work after time out for an appendectomy. Birthday celebrants were Nina Unas, Otto Greibling, Tommy Clarke, Carol Bidler, Daisy and Harry Doll, Evy Yong, Mrs. Joseph McCarty and Anna Martinez. Freddie and Ethel Freeman celebrated the 33d anniversary of their wedding. Big event of the New York stand was Emmett Kelly's marriage to Elvira Gephart. Visitors: Frank and May Wirth, Mr. and Mrs. Don Francisco, Don Edwards, Elsie Jung, Cathey Kramer, Mrs. Bill Webster, Mary Lou Mader and children, Welby Cook, Paul Kaye, Father Ed Sullivan, Joe Minchin, Jim Hoye, Ralph Holt, Jo and Slivers Madison, Mr. and Mrs. Dane Clarke, Billy Goodman from the Boston Red Sox, Mrs. Eddie Silbon, Westy Westervelt, Charlotte and Everett Smith, Henry Keyes, Ray Sinclair, Fritz and Betty Huber, Lewis W. Coboon, Parley Beare, Poodles and Grace Hanneford.

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of setting up in forty minutes. Can  
use Girl Show with man and two girls;  
Tallo, answer, Pit Shows on trucks,  
answer. If you can't move fast, don't  
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**B. C. DAVENPORT**  
Per Route: Altus, 25; Frederick, 26;  
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P.S.: Can use Banner Solicitors. Want  
African Dip using white girls. Will buy.

**KELLY & MORRIS CIRCUS WANTS**  
Promotional Directors for good towns.  
Ready to go. Press and Publicity Man.  
**FOR BIG SHOW**  
Boss Canvasser. Capable people in all  
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**"2" Phonemen or Women "2"**  
Steady work, phones in, Grotto sponsor,  
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**CONTRACTING AGENT**  
Must have car and understand fundamentals  
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Going to be in or around Omaha, June  
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General Agent, Press, Secretary, Ad-  
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This week, Leslie Hotel, New Castle, Pa.,  
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**WANTED**  
Advance Agent familiar with Minnesota,  
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BOOKS AND U.P.C. Office opens May  
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**VIC ANDRE**  
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**BANNERMAN WANTED**  
No phone crews here. Gene Christian,  
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**RING BROS.' CIRCUS**  
N. Wilkesboro, N. Car., 17; Sparta, 18;  
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FOR ALL OCCASIONS . . . ANYWHERE  
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FOR CIRCUS, PARKS, FAIRS  
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THE ARISTOCRATS OF THE CIRCUS RING  
Seven (7) people Bareback Riding Act. Six (6) people  
Juggling Act and other Acts. Finest, beautiful wardrobe.  
Just closed with King Bros.' Circus.  
**RIDING CONLEYS**  
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Must reach us by **THURSDAY, MAY 19**  
Through an ad in this section you can Economically SELL—TRADE or BUY all types of  
Collectors' Items pertaining to the Circus and Shows of the Past . . . Rare Photos  
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of a Historical Nature.  
— RATES —  
Regular Classified ads . . . Display Classified ads . . .  
set in usual want-ad style, one larger type permitted and displayed  
paragraph, no display. to best advantage. No illustrations  
or cuts permitted.  
15c a word—Minimum \$3.00 1 inch (14 agate lines) \$14.00  
Cash with copy Cash with copy  
Send Your Ad and Remittance Air Mail, Special Delivery to  
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**GIVE TO DAMON RUNYON CANCER FUND**



## Swallender Ice Studio Introduced in Detroit

DETROIT, May 14—A new type of commercial venture hitting the local entertainment front is the private rink studio for the teaching of ice skating by class or private instruction on a non-public rink. This is the newly opened business established by Carl W. Swallender at Swallender's Ice Skating Studio, 18622 West McNichols, on the northwest side of Detroit.

The ice rink business will be given a new emphasis when housewives are organized into morning kaffeeklatch sessions—on ice—for hour long sessions; when they meet again with husbands for couples' sessions in the evening for both instruction and exhibition skating practice; when youngsters attend after-school sessions daily, practice sessions on Sundays and star performers of these classes of all age groups participate in exhibition shows to be held at the rink and give television performances being planned by Swallender.

Swallender, who has been teaching skating for 20 years, was formerly with the privately run Detroit Skating Club before building his own studio rink which houses an ice area 1,600 square feet in size. The rink itself measures 43 by 37 feet. In the rear of the 60 by 70-foot brick building are offices and a supply shop, owned by Swallender, which has California styled costumes available for purchase.

Besides posters and word-of-mouth advertising, Swallender plans to promote his studio rink by radio and television, the chief purpose being to attract students from three years old and up, as the rink will not be open to any one other than students.

Special individual tutoring will be offered besides the classes, as Swallender plans to have at least three instructors.

## Hartford Palace Stages 'Follies'

HARTFORD, Conn., May 14.—One of Connecticut's largest roller skating revues, "Roller Follies," had its annual presentation this week (10-12) at the Hartford Skating Palace, with rink Co-Manager Irv Richland serving as producer.

The 1955 version featured over 100 participants, with Richland scheduling regular patron skating before and after showtime each night.

## Iowa Great Lakes Meet Set June 19 At Arnolds Park

ARNOLDS PARK, Ia., May 14.—The 1955 Iowa Great Lakes Roller Skating Championships will be held June 19 at Majestic Roller Rink in Benit's Park here on Lake Okoboji, it was announced this week by Mrs. Margaret J. Brown. Sponsor of the event is the Iowa Great Lakes Association. All rinks in the Midwest are invited to send participants.

Rink Manager C. A. Brown and his assistant, George A. Fetrow, this year are looking for an even greater turnout of participants and spectators than the fine crowd that made the 1954 event a success despite adverse weather. Altho hit by flood conditions in June last year, the event drew more than 100 contestants from 30 rinks in six States, plus hundreds of spectators who jammed the Majestic. An added lure is the rink's location in a resort area, a factor that attracts many for the entire weekend.

The competitive program will include junior racing for men, senior racing for men and women, junior pairs, juvenile and junior singles, senior dance, senior singles for men and women, senior pairs and mixed pairs. Gold, silver and bronze medals will be awarded winners.

## FIND NEW USE FOR SKATERY

CHICAGO, May 14.—City Furniture Company, local retailer, took over Art's Roll-Aire Rink in suburban Harvey, for four days this week for a warehouse sale of furniture. The event was advertised with full pages in Chicago's South Side newspapers.

## Three Entries Certain in AOW Racing Finals

ELIZABETH, N. J., May 14.—With the exception of Boulevard Arena, Bayonne, N. J., and Twin City Arena here, both in close contention for fourth place in the standings in the America on Wheels chair's inter-rink racing league, Northern division, it appears that the clubs standing one, two, three are virtually certain to participate in the June 4 grand finals to be held at AOW's new Levittown (L. I.) Arena.

In the finals the first four teams and the first four contestants in each class will be eligible for participation.

Barring a complete upset in the Saturday (21) competitions to be held at Peekskill (N. Y.) Arena, the speed clubs of Hackensack (N. J.) Arena, Peekskill and Paterson (N. J.) Arena will go to the post in the finals. Their current respective point standings are: Hackensack, 210; Peekskill, 180, and Paterson, 164. Boulevard, in the fourth slot with 130 points, is being pushed by Twin City with 122. A slump by the former at Peekskill or a strong showing by the latter would probably put Twin City into the finals.

## Mich. RSROA Chapter Mulls State Contests

DETROIT, May 14.—Discussion of Michigan State meet plans was resumed by members of the Michigan Chapter, Roller Skating Rink Operators' Association, at their monthly meeting Monday (2) at Ambassador Rink, Clawson, Mich.

Johnny Stone hosted the meeting, at which membership in the RSROA was given the Stadium, Hillsdale, Mich. The rink is operated by John McRitchie.

## Network TV

• Continued from page 76

Berger's proposal would have had the show taking place in the near future but the show people wanted it prior to today's Steeplechase season opener, in order to avoid any crush of traffic within the grounds.

Field trips by technical experts from the network established lighting requirements and eliminated audio dead spots in the hall. Godfrey tried out every riding device but no other member of the cast entered the park until show night, to induce an appearance of spontaneity during the program. Present during the program were Marie Tilyou and Eileen Tilyou McAllister. The production went something like \$20,000 over its usual budget, in part because of the problem of flooding the high-domed pavilion with light.

Area park people accepted the result as just about the best single park promotion of the young season, and certainly one of the best ever achieved. There was the difficulty of injecting an air of freshness and naturalness into the performances, which at times looked rather automatic and disinterested. A production source, however, said the general reaction was very favorable and that it is not unlikely that something similar will be tried this year.

The program certainly presented

## ROADSHOW REP

NEWS NOTES from Frank H. Thompson, Aurora, Ill., who was formerly well known in the rep business: William Hannaman, Winneconne, Wis., will not take out his tent vaudeville show this season, his first off the road in years. He plans to devote his time to the manufacture of small lake boats at his home there. Currently it appears that the Brooks Stock Company will be the only dramatic show under canvas to play Wisconsin this season. Frank Keith, of med, vaude and hall show note, spent the past winter in Florida. He plans to sell his business in Fort Smith, Ark., and retire in Florida. Art Holloway and his wife, Ruth, will leave Fort Smith soon to open their opera in the Dakotas. Leo A. Thompson and wife, Jule, will remain in Fort Smith this season. Has anyone heard from Lula Nethaway, of Wahoo, Neb., a versatile specialty and dramatic performer who formerly appeared with the three Gordineer companies and the Carl Simpson Stock Company? . . . Oscar V. Howland, for many years well known in dramatic stock and rep circles, is confined in Menorah Hospital, Kansas City, Mo. He expects to be there until May 25 and would like to receive mail from friends. . . . L. J. Fennel recently handled four minstrel promotions in Northern New York, but reports that none of them was anything cut of the ordinary. . . . Henry Lavine writes from Winnipeg that after a dull winter in Western Canadian towns he is making plans to take out an outdoor trailer-type show this summer for fairs and celebrations. . . . The Lisle Family Show has been working to slow business in the Hibbing, Minn., area. . . . Edward Carney has been promoting amateur shows in Northern Vermont to fair results. He is planning an "Expose" bill at outdoor spots after mid-June.

J. AUSTIN TRAINOR, veteran character actor and director, donned the burnt cork and floppy shoes of the minstrel man for the 30th anniversary performance of the Merry Minstrel Show and Revue in Holy Name Hall, Charlotte-town, P.E.I., April 18-20. Trainor offered two numbers that he did 53 years ago in the old Lyceum Theater there. He reported that press comments were favorable. . . . Ethan Allen, who got out of the business about 10 years ago and now operates a canvas shop in Dallas, takes issue with a recent comment by John D. Finch about non-payment of salaries by rep shows. Allen said that in the 40 years he was on the road, he lost less than \$200 because of non-payment, and listed the following companies, with which he appeared, that never missed a payday: Jessie Colton Stock Company, 1915; Triplet & Sandam, 1917; Kadell Kritchfield, 1917-18; Walter Savidge, 1918; Nestell Players, 1919; Gordonier Bros.' Stock Company, 1919; Jack Parson Stock Company, 1920; George D. Sweet, 1921; Fred Brunk Comedians, 1922; Nevius-Tanner Players, 1923-24; Robert Sisters, 1924-25; Harley Sadler, Mr. and Mrs. Hopkins, Nelson Loranger, Bobby Warren, Hila Morgan, Toby Gunn and Wayne Babb. . . . Otto Reese, of Buffalo, writes: "Recently there was mention of Burt Stoddard as a Toby comedian. As I remember it, Burt did a Toby sketch in burlesque before the character ever appeared in tent shows. Burt was with Charles Waldron's Trocadero show, which was burlesque-musical comedy. It's anybody's guess as to who was the best Toby comedian, but you can put Burt down as doing Toby long before the character appeared under canvas."

## Drivin' 'Round the Drive-Ins

THE 2,070-car capacity, \$600,000 drive-in theater being built in the North Meadows section of Hartford, Conn., by the Meadows Drive-In Theater Corporation, will be ready for a mid-June opening. The Smith Management Corporation, Boston, will lease the venture, believed to be largest in the world.

The builders, headed by A. J. (Jack) Bronstein, Hartford, will install some 800 in-car heaters. . . . E. M. Loew's Theaters' latest outdoor project, the 500-car Bridgeport (Conn.) Drive-In being erected on the site of the former Candlelight Stadium, will open about June 1. The project will cost over \$250,000. The circuit has installed a new screen, 120 by 45 feet, at the Hartford Drive-In, Newington, Conn. A similar unit is planned for the Farmington Drive-In, Bristol, Conn. . . . Manchester Drive-In, Bolton Notch, Conn., is the first

Coney Island and the park business generally in its most favorable light.

On the Steve Allen show, "Tonight," concessionaire Evelyn Currie appeared with three midway games, milk bottles, balloon darts, and African dip, altho Playland does not have one of the last-named. Park publicist Walter Kaner lined up the appearance and the information provided to Allen stressed Evelyn's carnival talker background. She showed how she whips up enthusiasm at the park games and discussed carnival terminology. She and husband Harry Currie are in their third season at the park after being on several Western shows, and operate some half dozen concessions there.

The action had the show cast playing the various games, with vocalist Steve Lawrence getting a dipping in the tank. Charles (Bozo) Rafal, a Currie agent from Detroit, was in clown makeup for the gag but Allen decided to put one of his cast in the high-and-dry seat at the last minute.

drive-in theater in the East to install the VistaScope screen. The screen, manufactured by Raytone, features a specially treated surface, offering approximately 4,000 square feet of picture with balanced light intensity.

Ellis Theaters, Philadelphia, assumed operation of the Brandywine Drive-In, near Wilmington, Del., last week. . . . Ground has been broken for a \$250,000 drive-in along Route 422, near Sinking Spring, Pa. Gordon F. White, president, West Reading Drive-In Theater Corporation, said the spot should be ready for a July 1 opening. The drive-in will accommodate 1,054 automobiles, and will have a screen 140 feet wide and 74 feet high, the largest in the United States, according to White. The spot will include a snack bar, a dance patio, and lawn tables and chairs. A swimming pool will be constructed on the grounds next year. . . . In Dickson City, Pa., the Circle Drive-In is having its buying and booking handled thru National Service Corporation, Philadelphia. . . . George Gatta is now doing his own buying and booking for his Dushore Drive-In, Dushore, Pa.

CinemaScope equipment has been installed at the I. B. Walker Dixie Drive-In Theater at Ranger, Tex. . . . A 60-acre tract has been purchased by North Houston Theater Company at Victoria, Tex., for \$56,000. The company is a subsidiary of Long Theaters, Inc. Plans are to build a drive-in in the near future. . . . The Rancho Drive-In at Denton, Tex., has been equipped for the showing of CinemaScope, according to Harold Robertson, manager. . . . Horace Falls, Eb Walker and Harry McKenna have purchased the Red River Drive-In at Texarkana, with McKenna as manager. The drive-in was formerly owned by Mrs. Ruth Ketchum. . . . CinemaScope has been installed at the Sunset Drive-In at Munday, Tex., which is operated by P. V. and Clyde Williams.

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NEW "CHICAGO" SHOE SKATES, Men's and Ladies' ..\$9.50 Pr.  
350 SETS BROWNIE PRECISION WHEELS ..... 2.50 Set

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 78SP reject wheels .....\$8.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$4.75. NOW .....\$5.50 Pr.  
3600 ECONOMY PRECISION Bearings, fit any wheel ..... .20 Ea.  
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350 SETS HOWARD FIBRE PRECISION WHEELS ..... .50 Set  
WOOL POM-POMS, all colors .. 3.00 Dz.  
BUNNY FUR POM-POMS, with bells, jumbo size ..... 4.00 Dz.

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42 x 102 IN STOCK  
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46'6" x 93'6". O.D.  
Flamefoil Duck. Immediate Delivery.  
12' Wall. Write for details.

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The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

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We invite you to bring your skates to Curvecrest and see for yourself!

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**The OAK RUBBER CO**  
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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Arlene Manufacturing Company, Philadelphia, has what it says is a brand new joke novelty. Called Atomic Smoke Bombs, it looks like a cigarette but when lighted and placed in an ash tray, it gives off dense clouds of harmless smoke. The firm says the item is non-explosive and that the smoke which mushrooms like an A-bomb quickly blows away. Packed 36 on a display card, they're offered at 75 cents per dozen or \$8.75 per gross. Minimum order, one card of 36, is \$2.25.

An outstanding value is the current complete three-piece matching luggage set by Hall of Distributors, Inc., Detroit. There is a 26-inch pullman bag, a 21-inch overnight case and a train case with removable mirror. The item nests, comes boxed and has top quality features. The firm claims the luggage is so durable you can stand on it. Available in ivory, blue or tan, a sample set may be had for \$12. If you order three or more, a set is \$11.50. Strong response to this offer has caused complete sellouts, but a new stock has arrived so the company is ready to give immediate delivery. Write for a free catalog containing thousands of items at low prices.

Harris Novelty Company, Philadelphia, was the first to introduce the Davy Crockett fur hat thru The Billboard. So terrific has been response to their low price of \$7 a dozen that Sam and Maurice Harris report they are sold out. A new shipment is on the way and all orders will be shipped at once. Called the current rage among juveniles, Davy Crockett hats are wanted by boys and girls. Concessionaires are reporting brisk sales on the item.

L'Argene Products Company, New York, manufacturer of Le Couturier and L'sn Dear perfumes, announces that it will display its inexpensive perfume lines in Booth 49 at the New York International

Trade Fair, Lexington Avenue Armory, May 15-19. Theme of L'Argene is "Glamour means so much, yet costs so little." L'Argene products, endorsed by Jolie Gabor, are within the reach of every American girl, the firm states. Jobbers and distributors are urged not to miss these items, which are advertised in leading national magazines.

The latest item by Arlington Hat Company, Inc., New York, is the Howdy Doody Parade Hat, worn by youngsters who make up the participating Peanut Gallery on the TV show, thus giving the merchandise a continuous daily plug. Carrying a suggested retail price of 39 cents, the hat, one of Arlington's "Adventure Series," is of regulation size of the peak brim type, is made of durable Celanese acetate plastic and is glossy white with bright red trim. Howdy Doody's grinning face, surrounded by those of his TV pals, appears on the high crown. Introduced at the recent American Toy Fair, Arlington experienced such a sell-out acceptance and reorder volume that it was necessary to expand production. Arlington also manufactures a large line of children's novelty Western hats at popular prices.

Tee Jay Toy Company, Inc., New York, reports that its complete line of cotton stuffed toys is making a hit with the carnival trade. Visitors to New York are invited to visit the factory showroom which features a wide variety of toys, plush and cotton stuffed, at no increase in prices over last year's.

Edward P. Womack, who formerly headed United Novelty Company, Detroit, is celebrating his first anniversary with his new firm, Variety Sales Company, established at Highland Mich., specializing in standard and seasonable merchandise and bazaar supplies. Womack, who was ill for a long time, is now in good health.

## PIPES FOR PITCHMEN

By BILL BAKER

WE GET THE WORD . . . that Billy (The Kid) Dietrich has made a few spots around Pennsylvania, Virginia and Maryland.

A SUCCESS STORY . . . that has few parallels in the annals of pitchdom (or any other "dom," for that matter) is recorded in the meteoric rise of Charles D. Kasher. Kasher, who at one time was one of the hepest of hep med workers, started a climb from the med counter to the top spot on the totum pole at Charles Antell, Inc., a real biggy in the field of drug and cosmetic manufacturing. Now a press release just received tells us that Kasher has sold his interests in the firm and has formed his own advertising agency thereby making his advertising and merchandising savvy available to other advertisers.

"DEAR BILL" . . . recently pens Mary E. Ragan from somewhere in the vicinity of Greeley, Colo., "Madaline wants me to write and thank everyone who was so kind to write her. Also she especially wants to thank the people who donated the 19 pints of blood. She was operated on May 4. It will be quite some time before she can leave the hospital so keep the letters and cards coming. Remember the address is Madaline E. Ragan, Ward 2B, Indianapolis General Hospital, Indianapolis, Ind."

CHARLEY COURTEAUX . . . who quit the pitch game some 10 years ago to enter commercial lines in Florida, has re-entered the field, assisted by his charming wife.

They breezed thru Cincinnati last Wednesday (11) en route to Dayton, O., where they're set the next four weeks at McCrory's with a cake decorator. Charley, one of the top money-getters in the field in rosier pitch days and who has long indulged in the hobby of furthering the breed at the various race courses, says he is giving the bookies and the bangtails a wide berth and that he means to hang on to some of the hard-earned scratch from now on in. Mrs. Courteaux made with a sort of a quizzical look as her helpmate was relating to us the tale of the new Mr. Courteaux.

AFTER AN ADMITTED . . . absence of several years, Joel Wilson, who hangs his hat in Oxford, Pa., takes his quill in hand and pens the following: "This, my first pipe to your column in years, altho I read it every week and get a considerable kick out of some of the copy that you publish. A lot of it is entertaining, instructive and, to those in the pitch fraternity, I would say it is priceless. I meet up with a lot of the boys and gals who have chosen pitching and demonstrating as a profession. I am also closely allied in selling to the public only on a larger scale, such as radio and TV time. A short while ago I was seated in the lobby of a hotel in Allentown, Pa., and with a number of other guests, we sat and listened to a character who was spouting off about the thousands of dollars he made and was going to make in the coming season. I was told by some of the regular guests that this fellow checks in about every three months (Continued on page 94)

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Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

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\$3.00 Sample Doz.  
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# COMING EVENTS

**Alabama**  
Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.

**California**  
Los Angeles—Home Show, June 9-19.  
Pasadena—Firemen's Rose Bowl Celebration, July 4.  
San Diego—El Cajon Community Fair & Home Show, May 25-30.  
San Diego—Portugese Fiesta, May 29.

**Colorado**  
Estes Park—Colorado Festival, June 17-19. James Johnson.  
Denver—Antique Show, July 5-8.  
Estes Park—Arapahoe Horse Show, July 16. Dr. A. G. Fiske.  
Estes Park—Koshare Indian Show, July 21-22.  
Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.  
Greeley—Horse Show, June 25-26. Chamber of Commerce.

**Connecticut**  
New Britain—American Legion Carnival, May 23-30.  
New Britain—VFW Carnival, June 13-18.

**Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E.

**Illinois**  
Brookport—Centennial, May 27-31.  
Chrisman—Homecoming and Street Fair, July 6-9. Homer Wolfe.  
Chicago—Celebration, July 4. (Soldier Field.)  
Davis—Celebration, July 28-30. William Brault.  
Iroquois—Celebration, July 2-4.  
Lexington—Centennial, July 10-17. T. M. Patton.  
Marks—Homecoming, July 1-4. Bruno Blight.  
Oney—Celebration, July 4.  
Onarga—Celebration, June 30-July 4.  
Pana—American Legion Veterans' Homecoming, June 28-July 4. Sydney DeWeerd.  
Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.  
Rockford—AFL Spring Festival, May 23-28.  
Salem—Sailors & Soldiers' Reunion, June 20-25.  
Sawyer—Firemen's Homecoming, June 17-18. Al Ondo.  
Stockton—Street Celebration, July 14-16. F. C. Niemeyer, Lions Club.  
Vandalia—National Crow Shoot, June 17-19.

**Indiana**  
Anderson—Amvets Celebration, May 23-30.  
Indianapolis—Negro Celebration, May 26-31.  
Montezuma—VFW Community Fair, June 21-25. Frank Willhete.  
North Webster—Mermaid Festival, June 28-July 4. Lions Club.

**Iowa**  
Carson—Pow-Wow, July 26-27.  
Correctionville—Centennial, July 22-23.  
Lewis—Homecoming, June 27-29.  
Osceola—Celebration, July 4.  
Riceville—Centennial, May 28-30.  
Tola—Allen Co. Centennial, June 3-7. Ed. Ward B. Porter.  
La Porte City—Centennial, June 6-8.  
Woodbine—Celebration, July 18-19.

**Kansas**  
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.

**Kentucky**  
Eminence—IOOP Celebration, June 27-July 4.  
Lexington—Jr. League Horse Show, July 11-16.

**Louisiana**  
New Roads—Baton Rouge-Pointe. Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.  
New Orleans—Home Show, May 21-29.  
New Orleans—La. Boat Festival—Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 32, Arabi.

**Maine**  
Houlton—Celebration, July 4.

**Maryland**  
Baltimore—Pimlico Yearling Show, May 18.  
Millington—Red Men's Celebration, June 13-18.

**Massachusetts**  
Charlestown—Celebration, June 13-18.  
Gaylord—Celebration, July 4.  
Gloucester—St. Peter's Fiesta, June 24-26. July 3.  
Charlestown—Celebration, June 13-18.  
Gloucester—Legion Celebration, June 27-July 4.  
Lowell—Celebration, July 2-4.  
Mazepa—Centennial, June 20-21.  
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.

**Michigan**  
Potoskey—Mich. Water Wonderland Festival, July 2-4. Chamber of Commerce.  
Menominee—Menominee Dairy Show, July 30. Gail E. Bowers, Court House.  
Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.  
Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.  
Sault Ste. Marie—Soe. Intl. Centennial Expo. & Marine Fair, June 28-July 17.

**Mississippi**  
Clarksdale—VFW Celebration, June 6-11. Mr. Matthews.  
Greenwood—VFW Celebration, May 30-June 4. Mr. Brown.  
Oxford—VFW Celebration, May 23-28. Jerry Hawkins.  
Starkville—American Legion Celebration, May 16-21. Joe Phillips.

**Missouri**  
Bolivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.  
Carthage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.  
Carthage—County 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.  
Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.  
Gallatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.

Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.  
Jefferson City—Lions Club Festival, June 30. David R. Newsam.  
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.  
Maryville—Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.  
Warrensburg—Centennial, July 3-9. C. L. Park, Station KOKO.  
Springfield—Oark FFA Lamb Show, June 3. John L. Kirby.

**Montana**  
Plentywood—Celebration, July 2-4.

**Nebraska**  
Broken Bow—75th Anniversary Celebration, July 1-5. Dr. L. E. Wallace, Box 219.

**New Hampshire**  
Canopic Lake—Sports Show, May 26-30. Maurice Holland.

**New Jersey**  
Dover—VFW Celebration, July 4-9.

**New York**  
Albany—Spring Fair, May 23-28.  
East Meadows (L. I.)—Firemen's Celebration, May 23-28.  
Haverstraw—Old Home Week, June 6-11.  
Hicksville—Celebration, May 30-June 4.  
Kingston—Hudson Valley Firemen's Convention, June 13-18.  
Lackawanna—Marine Corps Celebration, June 5-11. Fred V. Catuzza, 54 Jackson St.

**Ohio**  
Arcadia—Centennial, June 28-July 2.  
Bellair—Italian Celebration, June 4-12.  
Covington—Homecoming, June 14-19.  
Fort Recovery—Harvest Jubilee, July 4-9. B. B. Burke.  
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.  
McGuffey—Homecoming, June 21-26.  
North Industry—Homecoming, July 19-23. Geo. Marlow.  
Portsmouth—Charity Horse Show, May 28-30.  
Waco—Homecoming, June 21-25. Geo. Marlow.  
Woodville—Celebration, June 30-July 4. Henry Herkel.

**Oklahoma**  
Oklahoma City—Do-It-Yourself Show, May 15-19. James C. Burge, Okla. Pub. Co.  
Oklahoma City—Charity Horse Show, May 18-21. Walter Duncan, First National Bldg.  
Pawhuska—Ben Johnson Memorial Steer Roping, June 28.  
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.  
Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St.  
Mercer—American Legion Homecoming, June 27-July 2. H. H. MacMillan.  
Phoenixville—Firemen's Fair, June 27-July 2. Ben Stevens.  
Pittsburgh—Sports Show, June 24-July 1. Don Stone, Pitt Post Gazette.  
Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg.

**South Carolina**  
Beaufort—Celebration, May 30-June 4.

**South Dakota**  
Aberdeen—Knights of Columbus Carnival, June 8-12.  
Arlington—Diamond Jubilee, June 12-14.  
Bison—Gala Day, June 23.  
Bridgewater—Diamond Jubilee, June 7-8.  
Brookings—Shorthorn Show & Sale, May 23-24.  
Canistota—Sports Day, July 14.  
Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.  
Conde—Celebration, July 4.  
Custer—Gold Discovery Days Pageant, July 24-26.  
Dell Rapids—Diamond Jubilee, June 9-11.  
De Smet—Old Settlers' Day, June 10.  
Fort Pierce—Annual Celebration, July 4.  
Gregory—Celebration, July 3-4.  
Hot Springs—Miss. S. D. Talent & Beauty Pageant, July 16-17.  
Lenora—Celebration, June 7-9.  
Madison—75th Jubilee Celebration, July 3-6.  
Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.  
Plankinton—Tulip Festival, May 24-26.  
Redfield—75th Anniversary Celebration, June 14-15.  
Sioux Falls—Shrine Ceremonial, May 19.  
Spencer—Diamond Jubilee, June 27-28.  
Vermillion—Horse Show, May 30.  
Waubay—Diamond Jubilee, June 13-14.

**Tennessee**  
Livingston—Strawberry Festival, May 16-21.  
Martin—YMBC Celebration, June 27-July 4. Charley Pounds.  
Union City—American Legion Celebration, June 20-25. Sam Nailling.

**Texas**  
Belton—Independence Celebration, July 1-4.  
Brady—Jubilee, July 2-4. Joe T. Ogden.  
Fredericksburg—Horse Races, July 2-4. Wm. M. Petmecky, Box 466.  
McAllen—Celebration, July 3-5.  
Navasota—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.  
Rockdale—Celebration, July 4.  
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.

**Utah**  
Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.  
Ephraim—Sanpete Ramboulet & Jr. Fat Stock Show, May 21-22. Geo. Beal.  
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin.  
Ogden—Pioneer Days, July 24-30.  
Richmond—Black and White Days, May 21-22. Quentin Peart.  
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.  
Vernal—Unian Basin Jr. Livestock Show, May 27-28. Marvin Smith.

**Vermont**  
Hartland—Green Mountain Expo., May 27-30.

**Virginia**  
Eltrick—Jamboree, May 16-21. R. E. Nugent.

**Washington**  
Enumelaw—Enumelaw Jr. Dairy Show, May 21. Martin J. Teeter.  
Spokane—Inland Empire Home Show, May 21-29.

**Wisconsin**  
Milwaukee—Horse Show, June 3-5.  
Merrill—Legion Celebration, July 1-5. Edward Priche.

**Wyoming**  
Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.  
Lander—Pioneer Days, June 28-July 4.

# FOLK TALENT AND TUNES

Continued from page 69

on film on TV on Sunday night with local participation.

Red Smith, of WBOK, New Orleans, reports that Bud Deckelman's (Meteor) "Daydreaming" has broken all records in New Orleans. "The number has been on our hit parade for 30 weeks—29 weeks in the top 10," writes Red. "Bud's M-G-M recording of 'No One, Dear, But You' has reached the No. 1 position in four weeks. Looks like another big one for him." . . . Willie Jones, composer of "Even Tho" and other hillbilly favorites, now residing in Cuero, Tex., visited recently with David Haines, who spins the country wax on KWED, Seguin, Tex. He was accompanied by his daughter, Dotti, who has a release coming up soon on the Sarg label. . . . Lonnie Barron, deejay-performer at WSDC, Marine City, Mich., says that his newest release on the Sage & Sand label is clicking handily in the Michigan sector, thanks to the co-operation of his jockey brethren in the area. . . . Oppy Dickinson, 18-year-old country spinner, has returned to WRIC, Richlands, Va., where he's doing an hour show, "Hillbilly Star Time." Dickinson started at WRIC at the age of 15.

Besides a daily record show over KMOR, Oroville, Calif., Morris Taylor has added a two-and-a-half-hour c.&w. show over KHSL, Chico, Calif. With his Sierra Melody Gang, Taylor is also appearing in a weekly TV show over KHSL-TV, Chico. The Sierra Melody Gang has just opened its own dance hall in Cottonwood, Calif. "Would like to get on the mailing lists of several of the big record companies," writes Taylor. "Some tunes are slow to take to the air in this section because we have to wait and buy some of them at the music stores. And, we might add, this gets expensive." . . . Leon Murphree mans the country and gospel turntable at WAJF, Decatur, Ala., as a member of a new jockey staff recently installed there. . . . Happy Harvey Holcomb's "Hillbilly Hits" record show, heard daily over KWEW, Hobbs, N. M., has been made a weekly feature of "Bunkhouse Jamboree," originating from the same station.

Low Banks is now spinning the country and western stuff six hours daily over WHIE, Griffin, Ga. On Saturdays Banks appears with the Dixie Wranglers on "Country Jamboree" over the same station. David Rogers is the Wranglers' vocalist. . . . Cliff Rodgers has resumed his jockey chores at WHKK after a fortnight's vacation in Florida. While in Miami he was a guest on Cracker Jim Brooker's show. . . . Doyle Cooke, who recently celebrated his 17th birthday, is full-time announcer-deejay on WEBY, 1,000-watt, daytime station at Milton, Fla. His country disk show, titled "RFD-1330," is heard 8:30-10 a.m. and 3-4 p.m., Monday thru Friday, and on Saturdays from 11 a.m.-12 noon.

Henry Tuck, of WREV, Reidsville, N. C., enjoyed a visit recently from Russell Simms, of Simms Records, who was in town plugging his new disk, "Guilty" b.w. "Careful," cut by Jimmy Patton and Ann

Jones. . . Harry Gaines, who has been morning deejay at KTAE, Taylor, Tex., the last two years, on May 15 took over the three-hour afternoon hillbilly record show on that station, replacing Gene Fonden, who steps out of radio to begin a law practice. . . . Tommy Trent, who whirled the country biscuits at KTHS, Little Rock, has a new venture going for him these days in the form of Tommy Trent's Chuck Wagon, western-styled eatery which had its premiere May 12. Tommy is reported to have \$30,000 invested in the project. Tommy also opened the season at his hillbilly park there last Sunday (15). He's booking c.&w. talent from all over the country and is set up to handle both day and night shows.

## FREE! DAVY CROCKETT BUTTONS!

With Every Toy Ordered!  
Pin them on your toys and watch sales soar!

21" x 16" FRENCH POODLES  
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Rayon plush, long curly mane, asstd. colors, cotton stuffed . . . \$24.00

28" PANDA BEAR OR ASSTD. COLORS  
First quality high-grade regular rayon plush. Full size body. Cotton stuffed. \$24.00

We Manufacture the REAL DAVY CROCKETT FUR HAT!  
We are oversold! But . . . with every dozen toys purchased we will sell you 1/2 doz. hats at . . . \$9.00

No Extra Charge for Samples.  
4 of each toy and 1/2 doz. hats \$27.50

18 pc. (toy and 1/2 doz. hats)

FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

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3-Piece Retractable Set Writes Red, Blue and Green.  
\$60.00 per gr.  
\$6.00 sample doz.

Beautiful Machine Chromed  
Retractable . . . \$39.00 Gr.  
Sample Doz. . . \$3.50

All Metal Gold Tone  
Retractable . . . \$33.00 Gr.  
Sample Doz. . . \$3.00

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\$7.50 AUTO ACCESSORIES in eye-catching SCOTCH PLAID Plastic SEAT COVERS

Fit any car. Installed in seconds. Waterproof, stainproof (solid or split seat). New, heavy-weight, smart.

AUTO TRAVEL BAG  
Hangs 54" long in car. Holds 3 to 6 suits or dresses. Full zipper opening. Folds in half for easy carrying. Clothes stay neat and wrinkle-free.  
Samples \$1.50 EACH

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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

- Beall, Mrs. Hiram, 31r
Aekley, Ann
Alvarez, Josephine A
Anderson, Frank
Andreano, Lawrence
Annear, Sally
Ansin, Jimmy
Archer, H. L.
Armstrong, Matthew
Asbury, Howard
Ashley, Mr. Jesse
Austin, Arthur
Ayers, Bill (Troy)
Ayers, Maurice C.
Babbs, "Speedy"
Bain, Debbie
Baker, Louis Peanut
Ballard, Horacia
Ballard, Chuck
Bandy, Odette
Barlow, Tom
Barlow, Mrs. Tom
Barnes, Roger
Barnes-Barnes Circus
Bates, Mrs. Albert
Bauman, Robt.
Beall, Mrs. Hiram
Bellows, Alice (Girl Show Operator)
Bergman, A. J.
Bergman, (Arne J.)
Bernard, Victor J.
Bernstein, Harry
Bireley, Eddie
Blankenship, Beatrice
Blom, Jr., Jimmie L.
Bluestein, Morris
Bona, Raymond S.
Bradford, Enoch O.
Brady, L. P.
Brooks, Norman
Brown, Erwin
Brown, Royal T.
Brownell, Patti
Brownfield, Chas.
Brunning, Wm. M.
Buchanan, Esther
Buckwitz, Ella M.
Budd, Charis
Burgess, Paul E.
Burgess, Paul
Burlingame, Dennis
Burridge, Frank
Burton, Howard (Red)
Byrd, Harry E.
Byrd, Thos. C.
Canipe, Jackie & Alma Lee
Carden, Catharine
Carey, R. J. (Cook House)
Casdorf, Calvin
Case, J. B. (Victory Show)
Chalkias, Bill
Chalmers, Edw. Rosco
Chapman, Mary
Chapman, W. D.
Chastain, Wm. & Mrs.
Chavanne, James & Louise
Chipman, Harry
Chord, Guy E.
Clark, Andrew J.
Clarkson, Robt.
Clay, John
Clayton, Mrs. Charlot
Collier, Les
Conlin, Gil & Mrs.
Conlon, Patrick
Cooper, Jerry
Couch, C. K.
Courtney, Mrs. Myrtle
Cousert, Robt.
Cox, Miss A. V.
Cox, Mrs. Esther
Crabtree, James (Jimmie)
Craig, Danny
Crawford, Jack
Crawford, Richard
Critzler, Walter B.
Crosby, Wm. C. (Doc)
Crow, Bill
Crowe, Mrs. Mary (and Kids)
Curtis, Mrs. Edna
Cutler, Nathan
Dailey, James Robt.
Davy, Earl & Mrs.
Davis, Fred
Davis, Joe & Margie
Davidson, Fred C.
Deeler, John (Modernistic Unit)
DelMar, Lisa
Delph, Tommy
Deneiro, Archie
DeWint, Leon
Doid, Calvin Milton
Donofio, Frank & Lucille
Dunkirk, Wayne
Dunn, Mrs. Kathryn
Eaves, G. T.
Edwards, C. L.
Edwards, Elbert L.
Edwards, Jack
Ellis, Buster
Eiser, Charyn
Engle, Geo. Willis
Enderge, Billy
Evans, Sam
Exler, Joe & V.
Fairbanks, Wm.
Faith, Ladd
Farmer, J. D.
Farnum, Nat
Fern, Thomas
Ferrin, Jimmy
Festo, Chas.
Fireside, Isadore
Fitch, T. Milford
Fitch, Mrs. Troy M.
Flynn, Mrs. Vincent
Fouse, Miss Ordra
Franklin, Mrs. Ruth
Frenzel, Mrs. Thelma
Frisco, Conrad
Froman Bros. Circus
Frost, Mrs. Joe
Gage, Mrs. R.
Galis, Glendon
Gaiser, Willard & Josephine
Gilechrist, Allan
Gillespie, Danny
Goodman, Sidney
Gordon, Buster & Audrey
Gordon, Miss Pat
Gowdy, Pamela
Grant, J. C.
Griffin, Jimmy & Mrs.
Griffin, Ray
Gutherman, Eddie
Habler, Geo.
Halin, H. (or Helin)
Halprin, David
Halseid, Glen
Halter, Mr. Gene
Hamid, Mrs. Maudine
Hardin, L. H. (Snake Harmon, Show Operator)
Harris, M. S. Sonny
Harris, Walter
Hasson, Fred
Heardink, Betty & Holly
Helma, Geo.
Hendley, A. F.
Hennis, (Houston, Tex.)
Hill, Bob & Benny
Hilton Sisters
Hobbs, Alvie R.

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- 1564 Broadway
New York 36, N. Y.
Alberta, Albert
Arnel, Fred
Avon, Buster
Beatty Jr., Harriette
Bennet, Elbert & A.
Bergen, Gene
Birmingham, Doris
Boston, Joe
Bouche, Albert
Braun Jr., Hubert J.
Braun, Henry
Brewster, Charles
Brynes, Martin
Budd, Walter
Butler, H. J.
Camber, Jules
Carlson, Joseph R.
Carrington, H. K.
Carron, Sol
Cathalas, Charles
Chandler, Bob
Chisholm, Dovey
Cibulky, Paul
Charlie's (Comedy Circus)
Clair, I.
Coates, Maria
Connelly, John
Cotter, F. J.
Cotton, Ray or Roy
Cummins, Sam
Daley, Jack
Deacon, C. W.
Decker, Chickie Lee
Dee, Paul
Denning, Thomas
Diamond, Eddie
Di Gaetano, Jack
Du Lac, Raymond C.
Earle, Beatrix
Ely, C. J.
Farnum, Nat
Fivel, Sam
Fox, Cuning
Fournier, Frances
Gardner, Gale
Gibert, Sol
Gasper, Joseph
Genduso, Patrick
Gennsburg, Pvt. Joel
Gervasi, R. & R. B.
Gilbert, Sadie
Gordon, Fran
Gordon, Stern I.
Gregory, Wilfred
Grossman, Marie
Halpin, George G.
Hasah, John
Heath, Harold
Heath, Janet Marie
Herman, Mitchell
Hilton Sisters
Hosteller, Keith W.
Kay, Bill
Keegan, Ralph
King, Rex
Kirkbride, T.
Knight, Al H.
Krasner, Danny
Krasner, Danny
Krasner, Danny
Lawn, J.
Lee, Geraldine
Leon, Jas Sede
Lichtenstern, Mark
Lewis, Eva Mae & Jo-Jo
Lorraine, Blanche
McAyl, Jim
McLaughlin, Andy
McLean, John Edward
McCauley, Billie
Mac, F. B.
Margolin, George
Marks, Dewey
Marvel, David
Miller, D. S.
Miller, Mark
Millett, Albert
Moffett, Len
Morales, Pedro
Mortimer, Al
Munson, Mary
Murphy, Jack
Nash, Lee
Nixon, James Curley
Nixon, Rexford
Oberwager, Sol
O'Brien, Wilmer J.
O'Brien, Thomas G.
Orchelby, Robert
Oricho, B.
O'Rourke, Texas
Parker, Dot
Parrott, Harry
Perry, Matma
Pippin, Eddie
Presnell, Al
Proper, Russell
Rafal, Andy
Rafal, R. W.
Reverdy, Rosita
Reynolds, Alfred
Reynolds, Rae
Richards, Nellie
Roosen, Esq. George
Ryan, Florence
Ryan, John
Say, Edward
Scanlon, John
Schwartz, Laura
Schwarz, Albert R.
Secon, Paul
Silverman, L.
Smith, H. W.
Smith, Rita
Smith, William O.
Sobel, James
Staicoff, Thomas L.
Steele, Isaac
Stevens, Michael R.
Strom, E. C.
Stutz, Jim
Sutton, Vivian R.
Taschoff, Sol
Vermont, W. B.
Wachtel, J.
Wahlshin, Sol
Wentworth, Frederick D.
Wallis, Lela
Warshaw, M.
Weaver, Claude B.
Weintraub, M.
Wilcox, Ramsey
Wolf, William
Wolfson, A.
Woodstone, Art
Wright, Wilbert A.
Yates, Robert
Zero, Bobby
Zlotkovich, Frank & Sallie
Zuill, Clifford A.

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Chicago 1, Ill.
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Avara, William
Bishop, Jack
Bolen, Tex.
Brotzky, T.
Burke, Bobbie
Burton, Bobbie
Evans, Les
Fassner, George
Hammond, Dee
Herdle, Bill
Hurd, Walter
Larsen, George
Loren, Kenneth
Madison, John
Murphy, David H.
Stafford, Helen
Takovitz, Sam
Vining, Ted

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Alter, Helen
Armstrong, Matt
Beckner, Cecil E.
Bell, Dorothy Jane
Bennett, Elbert M.
Bennett, Leon
Best, Wayne
Boatwright, B. E.
Boyd, Kathy
Brown, Mr. & Mrs.
Bryer, Robert
Bullock, Kenneth
Burke, Jimmy
Canipe, Walter & May
Carey Jr., Thomas P.
Carliand, Mr. & Mrs.
Carlyle, Malcolm A.
Carr, Kenneth
Chapman, Harry
Clark, Vaughn S.
Cooper, Paul R.
Cozart, John
Cowell, Harold W.
Crye, J. D. & M. P.
Cutris, Robert Eugene
Darlington, Cy
Denind, Mr. & Mrs.
Diaz, Mrs. Ted
Dinsdale, David
Edson, Brad John
Ehmann, Albert G.
English, Ralph W.
Fellowell, Leonard
Fester, Charles Guy
Fetta, Tex. & Audrey
Foss, John D.
Fraker, Richard
Freeland, Raymond F.
Fry, Mrs. Marion
Fultz, Charles
Girard, Mr. & Mrs.
Good, Buyrl T.
Goss, Mrs. Chas
Gray, Lewis
Greene, Mr. & Mrs.
Groves, Bernie
Guardalibeni, Mury, J., III
Hale, Ray E.
Hall, Ed L.
Hamilton, Jack R.
Harris, Albert J.
Hatfield, Mrs. Freida
Holston, J. F.
Hutchinson, Mr. & Mrs. E.
Hutchinson, Homer H.
Jacobi, Carl M.
Jennings, Harold
Johnson, Whitey
Joy, Kay

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Split Cloud, Chief & Mrs.
Speagle, J. A.
Stafford, Ed
Stafford, Mrs. Emma
Stanley Jr., Maurice S.
Stanley Sr., Maurice
Stanley, Robert G. & Lois
Stein, Louis
Stemm, Clyde
Stickle, Dorn
Stone, Jack
Stivers, George
Stoltz, George
Stone, B. & Mrs.
Sturdivant, A. O.
Sturms, Mrs. Ruth
Stutz, Jim
Swain, Cecil V.
Sward, Roger T.
Tarpley, Carmen
Tate Jr., Lester A.
Taylor, Billy & Bobb
Taylor, Buddy
Terrell, Mrs. Mild
Terrell, Jack Tim
Tetts Sr., Fletcher M.
Thomas, Dorothy T.
Thompson, A. C.
Thornton, Richard
Thorp, Matt & Mrs.
Travis, Cliff
Uncle Joes Amusement Co.
Van Ness, Kenneth
Van Wageningen, Thoma

- Jett, Mrs. Alma
Kahle, Mrs. Charles Jr.
Lamont, Harry
LaMont, Robert E.
Lane, Charles
Leewright, Robert
Legon, Mr. & Mrs. Eidon
Lindeman, Clarence E.
Lindie, Bernice C.
London, Tommie
Loy, Verna
Lundgreen, Mr. & Mrs. Edd
Lynch, Dimples D.
Lytton, Albert
McCabe, Mrs. V.
McGregor, Mrs. Gladys M.
Mahoney, Mrs. Shirley
March, Jesse B.
Marchand, Mr. & Mrs. Frenchie
Mathews, Sport & Alice
Medlin, James
Medlin, Mrs. Ruth
Merrill, Freda C.
Middletown, Mrs. Ann
Middletown, Col. Odell
Miller, Mr. & Mrs. A. I.
Mobile Midway
Moore, Jack
Moore, Pat
Moreno, Geraldine
Morgan, Mr. & Mrs. Lou
Morgan, Tod
Nelson, Claude L.
Nelson, LeRoy
Nielsen, H. N. (Whitt)
Noite, Mrs. Martha
Nowatny, Robert
Null, Blackie
O'Connell, Jack J.
O'Connell, Clifford
Pierce, Mr. & Mrs.
Pland, Jimmie
Pointer, Ervin Eugene
Pitt, Gene
Rambo, Wes
Rendelle, Jean
Resam, Mona
Reynolds, Mr. & Mrs. Hattie P.
Rowe, Jack
Salerno, Mike
Schafer, Ralph E.
Schantz, Raymond
Seidon Auto Devils
Senior, Glenn
Shelpton, Ken
Shipley, Leonard L.
Silcox, Mrs. Joe
Simmons, Miss Linda Lee
Simons, Joseph
Smith, C. W. Speeks
Smith, Gladys
Snook, Albert T.
Stanley, Mrs. Florence
Stanley, Robert B.
Stangel, Robert
Sutton, Mr. & Mrs. Bradley Ezell
Terry, Thomas L.
Trohanovsky, A.
Vaughn, Carl Edward
Van Hest, Frank
Waddell, Roy E.
Watson, Frederick
Webb, Mary
Webster, Thomas M.
Weiss, Louis
Welde, Johnny
Wells, Tom
Whalen, Thomas
Whithead, Mrs. Earl
Vickham, Earle
Vidaman, Ed
Williams, Mr. & Mrs. E. H.
Wilson, Harvey
Wingfield, Harry Red
Winters, Charles N.
Wiss, Mrs. Shirley
Woods, Larry (Pinkey)
Wright, F. L.
Wright, F. L.
Wimmer, Florence

RCA Color TV

Continued from page 77
expected to add considerable sell to the whole building.
See Yourself

The Agriculture Building studio also will feature a see-yourself-on-TV unit so fairgoers can see how they look on color TV.
A number of closed circuit shows which will be carried only on the fairgrounds proper will be presented by the two TV stations.
"There has also been definite interest expressed in originating network shows in color TV from the fair, since the equipment and the technicians will already be on hand," Steward said.

The RCA Color TV Caravan, which will be based at the fairgrounds, includes a streamlined 32-foot truck-trailer containing a complete RCA compatible color television system, the only unit of its type in the world specifically designed to stage on-the-spot color TV productions, Stewart was informed by the RCA home office in Camden, N. J.

Complete Set-Up
The unit contains a complete control room and all technical equipment—from camera to multiple receivers—to produce, pick up and show color TV programs, either live or filmed. It will be accompanied by a topflight staff of RCA experts—engineers, technicians and producers.

A new 1,521-foot television tower—now being erected jointly by WFAA-TV and KRLD-TV near Dallas—will be in operation by October 1, making it possible for the Dallas stations to transmit their pictures for a much greater range than at present. The RCA color TV system is compatible, so that people with black-and-white sets can pick up the color programs also.

Calif. Reshuffle

Continued from page 77
reduction in State financial assistance.
McGee also suggested that the Cow Palace be used as the nucleus in San Francisco. He added that the City of Los Angeles had indicated to make land in the downtown area available.

The Sacramento Bee came out editorially Monday (9) against abolishing the present State Fair. In an editorial, headed "Slicing Up State Fair Would Be Costly Mistake." The Bee stated, in part, "It would be the height of foolishness to slice up the State Fair into two or 12 segments. It would destroy the California State Fair as one of the top exhibitions of its kind in the United States. It would cost the taxpayers large sums of money."

The move is also reported opposed by Western Fairs Association. Fred Links, assistant State director of finance, is also against the move for new State fairs. W. C. Wright, president of the State Fair board of directors, took the stand that the fair was well located and that creation of two or more State fairs would prevent awards for top livestock or wine from bearing the full honorary meaning.

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA
FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES
Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.
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Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.
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\$13.50 PER DOZ.
SAMPLE \$1.75
Film for "Hit" Camera. Package of 6 rolls. 60¢
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NEW 6 MOTOR PLASTIC BOMBER—Min. order 1 Gr...\$20.00 per gr.
MOTORCYCLE CAPS AVAILABLE IN PASTEL COLORS AND BLACK.
WRITE FOR OUR SPECIAL LOW PRICES.
SPECIAL BUTTONS & PENNANTS MADE TO ORDER. WRITE FOR PRICES. 25% DEPOSIT WITH ALL ORDERS, BALANCE C.O.D.
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Scatter Pins, carded 1.75 dz.  
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**JAVA MACAQUES—HARDY DISPLAY** adults, \$30; young \$35; Cinnamon, White-face, Ringtailed, \$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. je11

**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 Anaheim 05783. je11

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**MEXICAN YOUNG BURROS—AROUND 6** months old, males only, \$50 each. Western style pony Saddles complete, \$35. Mexican style, \$25. Cash. National Products Company, Laredo, Tex.

**PLENTY HEALTHY SNAKES—ALL KINDS;** also Horned Toads, Black Iguanas, Green Iguanas, Alligators, Armadillos, Coati-mundis, Armadillo, mother and babies; young Puma, Peafowl, White Doves, Kangaroo Rats, deodorized Skunks. Phone 141. Otto Martin Locke, New Braunfels, Tex. my28

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It's NEW—Plenty of Action

**\$20.75** PER GROSS \$1.80 Per Dozen (No less sold) No. 3946

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Include postage with remittance; will refund any difference.

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To Order Classified or Display-Classified Ads

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1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

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The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....  
Address.....  
City..... State.....

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When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

**A REAL MONEYMAKER**  
#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.  
**\$4.25 Doz. \$48.00 Gross**

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**\$6.00 Doz. \$66.00 Gross**

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It's a Beauty!

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**Only \$12.50 each**  
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NOVELTIES TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

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SINCE 1909  
300 W. NINTH ST., KANSAS CITY 6, MO.

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4.50 DOZEN EXP. PHOTO IDENTS \$5.40 DOZ.

Send \$2.00 for Ass't. Samples.  
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**SURPRISE YOUR FRIENDS—WILL SEND** you ten picture post cards, and will re-mail them for you with Houston, Tex. postmark for one dollar. Letters remailed, 25¢ each. Earl Macon, Box 783, Alameda, Tex.

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In Two-Toned Bronze or Gold Finish with 40-hour wind movement.  
**\$5.40** Ea. in Lots of 6  
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A nationally known self-starting guaranteed electric movement with sweep second hand.  
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Send for free 1955 catalog, 25% deposit, balance C.O.D. F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.

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### TATTOOING SUPPLIES

**REAL TATTOO MACHINES—NEW DE-**signs; outfits \$19 and up; ready mixed colors. #12 needles. Mit Zeis, 728 Lesley, Rockford, Ill. je25

### WANTED TO BUY

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New, hot novelty sensation that's sweeping the nation. 3 dozen—3" red "fire crackers" on display card. Each cracker is cellophane packaged with 5 extra fuses.  
Card of 3 doz. \$2.25  
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Greatest gag gimmick yet!  
\$1.00 Retailers—Dealer's Cost \$4.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices.  
G. & S. MFG. CO., Dept. "B" Nashville, Tennessee

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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; \$1.55 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

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 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set.

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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 Thursdays for the Following Week's Issue ACCORDION—GOOD READER; PERMANENT for polka band. Present man on nine years. Write or wire Viking Accordion Band, Albert Lea, Minn. my21 ACCORDIONIST AND/OR PIANIST FOR TRAVELING STAGE SHOW. Salary, Box C-222, c/o Billboard, Cincinnati 22, O. ANIMAL MAN FOR ZOO—EXPERIENCED, sober and reliable; for York Beach Animal Forest, Maine. CIRCULATION MEN FOR SOUTHERN, central and western states; good proposition; age no handicap. Contact Gasoline News, 3134 N. High St., Columbus 2, O. my28 FORMING ALL-GIRL DANCE UNIT—NEED trumpet and piano. Working co-op basis. Traveling. Enclose photo. Box C-218, c/o Billboard, Cincinnati 22, O. my21 GIRL MUSICIANS WANTED—ALL INSTRUMENTS. Steady job. Six nights weekly. Send photo and dimensions. Beasley Music, 816 10th St., Port Huron, Mich. my21 NAVY MAGAZINE WANTS ADVERTISING men. Geo. L. Carlin, U. S. Navy, Retired, 210 Finance Building, Phila., Pa. Phone LO 4-3880. PREFER COUPLE—HAMMOND ORGAN player and man to drive truck and set up. Long season and good proposition. Interview. Jackson's Shows, Swanwick, Ill.

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 Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL DYNAMITE CRUMLEY AND HIS DEATH Daring Dynamite Casket. Open for booking. Will book reasonably for season. Show owners, contact immediately. Write or wire. Boyd Crumley, 1483 Highland, Benton Harbor, Mich. my21 PUNCH AND JUDY PERFORMER WHO really knows how. Also magic. Sober always. Ben Bernard, Box 990, Billboard, 1564 Broadway, New York 36. WHITE FACE CIRCUS CLOWN—GOOD entertainer; does magic, juggling, balancing, Punch and Judy, fairs, circuses, groves. Pee Wee, 131 Oley, Reading, Pa. my21

MISCELLANEOUS AT LIBERTY—TEAM FOR REP OR MED; wife, leads or as cast; no characters; man, heavy; gen. bus. Single, double comedy song and dancing specialties, and magic strong enough to feature. James Colley, 3817 Beauvais St., New Orleans 20, La. CIRCUS CALLIOPE—MOUNTED ON truck and musician available for parades, celebrations and advertising dates in middle west. Taggart, 1602 National Ave., Rockford, Ill. COLORED NIGHT CLUB ACT—MALE; singer, emcee, dancer, producer; formerly with name band. Plenty changes. Prefer location; night club, summer work. Experience, personality, wardrobe, reliable, sober. Will consider orchestra work. Photo on request. Box C-225, c/o Billboard, Cincinnati 22, Ohio. HYPNOTISM—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write: Neige E. Diehl, Post Office Box 2002, Seattle, Wash. #e17

MUSICIANS AT LIBERTY—FOR NIGHT CLUB AND radio work, preferably in Chicago. Brother and sister play large harmonica and female vocalist. Note and swing. Indian and Malayan blood. J. Bell, Jr., 732 S. Jackson Ave., Mason City, Iowa. DRUMMER—AVAILABLE JUNE 1. Dependable, reads, will travel. Twelve years' experience; all types bands. Prefer big band. 802 card. Write Joe Barnwell, 413 Circle Drive, Burlington, N. C. my28 DRUMMER—UNION; EXPERIENCED; commercial, society and Latin. Club or summer resort location preferred. Musician, 102 Rauber St., Rochester, N. Y. EXPERIENCED BASSMAN AVAILABLE. Read and fake. Write or call Ed Meyer, 301 S. Camp Jordan Rd., Chattanooga, Tenn. 9-1008. GIRL DRUMMER AND GIRL BASS player. Both sing. Male group preferred. Pianists, write. Musicians, 4322 Naples, Corpus Christi, Tex. my28 HAMMOND ORGANIST AND PIANIST—Will move own organ and celeste. Kim Smilo, Milligan Hotel, or Alta Club, Miles City, Mont. my21 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, Oh. JUNE 1. DRUMMER, DOUBLES VOCALS; age 27; 13 years' experience in dance combos. Play any style except Latin; don't read. Location or will travel if work is steady; no one-nighters. Union, sober, dependable. Don't misrepresent. Frank Brono, 403 Edgar Ave., Effington, Ill. Phone 1126W. my28 PIANIST—MALE, UNION, SINGLE, GENTLE. Trained musician; experienced concert, dance, soloist, accompanist, classic, popular, alone, orchestra. Box C-223, c/o Billboard, Cincinnati 22, O. PIANO—MODERN; EXTENSIVE SMALL combo experience. Summer job. Anywhere. Prefer West; sober, reliable. Jimmy Calif, Plantation Motel and Supper Club #8, Greensboro, N. C. RADIO STATIONS IN NEED OF COUNTRY singing disk jockey, alone or a band contact at once. Band leader or shows needing replacements. Age 33. Double 5 instruments, sing solo or trio, Western dress. 20 years country music radio and stage. Wide experience. New station wagon. All state best offer. Tumbleweed, P. O. Box 836, Clawson, Mich. TENOR, ALTO, BARITONE CLARINET; novelty vocals, comedy; desire society or commercial. Name experience. Ben Ross, 2513 Baylor St., Lubbock, Tex. PO 2-2970. my21 TENOR SAXOPHONE, CLARINET—EXPERIENCED; will play your style. Cut shows, Flanders 9-0202. Musician, 3463 Old St. Augustine Rd., Jacksonville, Fla. TRIO—COMMERCIAL; ENTERTAIN. Double 12 instruments; extensive experience, wardrobe. Will travel. Pictures on request. Trio, 180 Shelburn St., Greenfield, Mass. my28

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

Pipes for Pitchmen • Continued from page 89 and each time he has a different item or items which he happened to latch onto after watching somebody else get money with it. The result is, he ends up cutting the price trying to get his initial investment back, or else he discards it entirely and grabs off the next thing he sees a successful pitchman working. I am told that this fellow is a former bartender. Nothing wrong with that, of course, but if he has to undersell the other guy and cut up big jackpots, which mean nothing, he should go back to putting suds on tall schooners. POSTALING FROM... somewhere in the hills of West Virginia, Jack (Bottles) Stover reports that he recently worked the Moorefield, W. Va., Stock Sales to fair takes on the leaf. He also peeps that he recently met his good friend Chief and Mrs. F. W. Clark who also were apparently doing all right for themselves. As this is written Bottles is on his way to continue his operations along the eastern shore.

Elsie Display • Continued from page 71 cluding the following outdoor events: All-Iowa Fair at Cedar Rapids in August; Monroe (Wis.) Cheese Festival on September 10; Saginaw (Mich.) Fair, Oklahoma State Fair and Texas State Fair. Most of the dates will be at local bottlers' locations as the mobility of the exhibit will enable it to set up and tear down in very short time.

The Elsie's Boudoir concept of previous years has been transferred into the 35-foot Freuhauf trailer which opens up at the side to form a stage floor 17 feet by 16 feet, with barn walls and roof. Some \$10,000 went into the furnishing, done by The Displayers, Inc., and designed by Michael Grivas. The project responsibility was that of account executive Benjamin F. Miller.

Barn Furnishings The boudoir interior contains pegboard floors, charred-fir plywood walls, and numerous barnyard furnishings. There is a bed for the cow Elsie and her son Beauregard, family paintings on the walls, a magazine rack containing "Moosweek," "Cowlier's," and others, books such as "Bulliver's Travels," "The Bum Steer," and the "Packing House Murder Case," and perfumes such as Meadow Mud Pack, Hoof Nail Polish, Tail Wave Set, and Eau de New Mown Hay.

Outwardly, the trailer is red with simulated board siding, yellow and white trim, and Elsie announcements. Nowhere in the exhibit is there a mention of Borden's. The firm owns the trailer but will rent tractors from place to place. A herdsman will make the tour to care for the two cows, and Paul Castellanos will be tour manager, handling advance arrangements and publicity material. Ron Greiner is manager of this phase of Elsie Enterprises, including the booking. His office notifies various sales districts of the trailer's availability and they set up the dates. Also involved in the display is Paul Korson, company publicist.

In previous years the boudoir was carted on rail and had to be trucked to its location and set up, sometimes requiring 10 hours or more.

DEMONSTRATORS ATTENTION! SENSATIONAL VALUE Beautiful 3-piece set. H o o d e d, point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00. GROSS \$45.00 Including tax. Orders filled the same day as received. Send 25c deposit with the order. LINDEN PEN 28 East 22nd St., New York 10, N. Y.

ATTENTION!! PITCHMEN • CARNIVAL MEN WAGON JOBBERS CONCESSIONAIRES WE'RE OVERSTOCKED on NAME BRAND LUGGAGE and KITCHEN WARE Manufacturer will not allow us to disclose the name. You can't afford to pass up their sensationally low give-away prices! Write or Phone Today. SAVE \$34 ON THIS SPECIAL DEAL... BULOVA, WALTHAM, ELGIN BENRUS, GRUEN WATCHES 10 Ass't with Yellow Exp. Band. \$75 For men and women. New model cases and dials. Reasonable prices and guaranteed like new. Sample Watch, \$9.95 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 guaranteed if not satisfied. JOSEPH BROS. 5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details • Hand Polished \$7.50 Gr. ALUMINUM IDENTIS \$6.00 Gr. • GRAB BAG RINGS \$5.00 Gr. • HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr. • MEXICAN EARRINGS \$5.40 Dr. & Up SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: FRanklin 2-2567

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ATTENTION! CAR OWNERS AT LAST a new revolutionary Auto Wax NEW SHINE, bottle enough for six complete shine-ups. Easy to apply, wipe on and wipe off. This is no joke and this you will never know unless you try our NEW SHINE AUTO WAX. Can't lose, we guarantee our product with 100% satisfaction or your money back. RUSH \$1 NOW for a personal demonstrator bottle and free facts. NEW SHINE CO. 4126 Wainwright Oaklawn, Ill.

SENSATIONAL OFFER WHILE THEY LAST Mexican hand-tooled leather oval lady's bag. Large size, in dozen lots \$30.00 doz. Small size, in dozen lots \$27.00 doz. Assorted colors. F.O.B. El Paso, Texas. 25% cash with order—balance C.O.D. For sample prepaid add \$1.00, remitting full value. LATIN-AMERICAN HANDICRAFTS P. O. Box 553 El Paso, Texas "Merchandise that is different!"

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DAVE ROSEN, David Rosen, Inc.; Joe Ash, Active Amusement Machines, and Morton Savar, Savar Bros. (l. to r.), heads of the 1955 Philadelphia Allied Jewish Appeal, Coin Machine Division, map campaign.

## Juke Box Ops in 35 Cities Push Dime Play Conversions

By JIM WICKMAN

CHICAGO, May 14.—At no time in the six-year history of dime play have conversions been made more rapidly than in the first four months of this year. Operators in at least 35 cities have taken the plunge.

It has been estimated that the entire Eastern Seaboard will be converted to dime play by 1956. The Midwest, paced by Chicago, is well on its way in matching that estimate. The Western States, while somewhat behind these two areas in the number of machines converted, are moving quickly to the dime. Operators in Southern States, like Louisiana, are closely

watching the results of the move in New Orleans.

Cities like Detroit, Des Moines, Omaha; Scranton, Pa.; Providence, New York and Philadelphia have been added to the dime play ranks since the first of the year, as well as Richmond, Va.; Boston; Hartford, Conn.; Toronto, Akron, Baltimore and New Orleans.

The tidal wave of dime play activity has not been restricted to single cities either; whole counties have made the change within the space of a week. In fact, operators throughout an entire State have begun to convert. The move has even spread to cities in Canada.

First to add their weight to the dime play move this year were

Detroit operators. A highly publicized and well prepared program of the United Music Operators of Michigan went into effect January 1, and public reaction was better than hoped for.

Des Moines operators followed, taking the step on January 3. The move was decided at a meeting of the Music Operators of Iowa, when operators aired the pros and cons of such a move. Other operators throughout the State began to follow suit.

### EP's Help

Operators in Philadelphia; Hartford, Conn.; Scranton, Pa., and Richmond, Va., also began converting in January. In addition, Wur-litzer began promoting the use of EP's on juke boxes to aid in the move to dime play. During the unveiling of its 1955 models, Wur-litzer instructed its distributors to program the middle selection panels with EP's.

Even Cleveland, where dime play got under way during the winter months of last year, continued to promote dime play public relations. With the aid of a cartoon the Cleveland Phonograph Merchants' Association set forth the reasons for dime play in The Cleveland News.

In February whole counties in Ohio began converting. Trumbull and Mahoning counties switched to dime play following a meeting of the Eastern Ohio Phonograph Operators' Association. Summit County, including the city of Akron, also took the plunge.

### Canadian Ops

In Toronto music operators began converting to 10-cent play without eliminating the nickel chute, realizing the advantages of two-nickel play.

During February, the Music Guild of New Jersey outlined a

*(Continued on page 100)*

## Juke Good Will Stressed in UMO Program

DETROIT, May 14.—Building good will for the local juke box industry is stressed in the public relations program of the United Music Operators of Michigan.

Accordingly, last Thursday, Ed Carlson, president of UMO, headed a delegation of 15 association members and their wives at a wedding anniversary celebration for Gerald K. O'Brien, Wayne County prosecuting attorney.

Last week a special table was reserved for UMO members at a dinner meeting of the Tenth Precinct Businessmen's Association at the Hotel Sheraton-Cadillac.

Association officers and members attending the two events included Anthony Syracuse, treasurer; Pat Patton, head of Patton Music Company, and Mr. and Mrs. Roy Small, conciliator of UMO.

## Nu-Matic Sets Finance Plan

NEW YORK, May 14.—Harry Gerstein, head of Nu-Matic Machines, Inc., distributor of the McCann hot dog vender, announced that Nu-Matic now has available a finance plan thru Modern Factors, New York. A down payment of 15 per cent will be required, with from 12 to 24 months allowed on the unpaid balance.

Gerstein said that lack of such a plan had slowed up sales. He added that Bob Freeman and Bernie Howell have been hired as salesmen to cover the Northeastern States.

## Jan. Coin Exports Herald Top Year

Up 16.7% Over Jan., '54; Juke Shipments Set World Market Record for Month

CHICAGO, May 14.—Shipment of U. S. juke boxes, amusement games and vending machines to world markets in January topped the same month of 1954 by 16.7 per cent, and point to a record 1955 volume.

The biggest increase was chalked up in the juke box field, which set a record January volume of \$719,716. Game shipments hit \$176,670, venders \$100,413 during the month, accounting for a total of \$996,799 in foreign coin machine trade.

U. S. Department of Commerce figures show that a record total of 64,182 American-made coin machines, valued at \$14,941,849, were shipped out of the U. S. last

year. Juke box shipments accounted for 70 per cent or \$10,655,504, while game exports topped \$3 million for the second consecutive year. The market continues to expand at a fast pace, jumping in six years from a \$2 million annual business to nearly \$15 million.

### West Germany Leads

West Germany led the field as a market for U. S. coin machines in January, with a \$172,451 total volume, trailed closely by Canada's \$170,166 trade (see accompanying chart).

Venezuela, Belgium, the Netherlands, Mexico and Cuba were other top markets, in that order.

West Germany's January volume was due largely to juke box imports, which reached \$165,000. Canada led the game markets with a \$39,953 total, and also topped the vending machine field with a big \$70,930 run. Vender shipments to other countries were relatively slim for the month.

### Juke Sales Up

Compared to January, 1954, totals, juke shipments in the same month this year jumped from \$519,949 to \$719,716. Game totals dropped from \$240,330 to \$176,670; venders climbed from \$69,388 to \$100,413.

Total coin machine exports reached \$996,799 on shipments to 27 countries last January, compared to a total of \$829,667 on shipments to 32 countries in January, 1954.

Average price per juke box shipped to world markets during January was \$487. Games averaged \$122, venders \$236. This compares with the 1954 year's averages of \$464 for juke boxes, \$142 for games, and \$47 for vending machines.

## Westchester Ops Hold Annual Fete

TUCKAHOE, N. Y., May 14.—More than 400 operators, distributors, manufacturers and record industry representatives dined, danced and partied Tuesday night (10) at the New Parkway Casino here at the Fourth Annual Dinner of the Westchester Operators' Guild.

Highlighting the entertainment program were Bill Haley and the Comets, Decca, and Eydie Gorme and Steve Lawrence, Coral artists.

## CMMA Skeds 22d Annual Fete June 4

OAKLAND, Calif., May 14.—The California Music Merchants' Association will celebrate its 22d anniversary here June 4 at the Leamington Hotel.

George A. Miller, president of CMMA as well as president and general business manager of Music Operators of America, said that festivities would include a banquet, entertainment by top recording stars and an evening of dancing.

Miller added that a number of city, county and State officials would also be on hand for the event.

Other artists entertaining were Sonny Graham, RCA Victor; Robin Hood and Mitzi Mason, M-G-M; Richard Hayman, Mercury, and Danny Capri.

Guests included Dick Steinberg, Music Guild of New Jersey; Meyer Parkoff and Murray Kaye, Atlantic-New York; Barney Sugerman, Irv Kempner, Morris Rood and Lou Wolberg, Runyon Sales; Abe Lipsky and Joe Young, Young Distributing Company; Bob Slifer and Charlie Reissner, Seacoast Distributors; Lou Platen, Mercury; Jerry Eliot and Ben Blaine, Cosnat Distributors, and Al Simpson, Decca.

### Guest List

Also, Lou and Bernie Boorstein, Leslie Distributors; Sam Yolen, Modern Tobacco; Andy Yellin, Capitol; Perry Wachtel, de Perri Advertising; Bill and Jack Silver, Bruno-New York; Bernie Miller, RCA Victor; Al Denver and Sidney Levine, Music Operators of New York; Barney Young, National Juke Box Music; Jim Collins and Irv Weinstein, Times Distributors; Joe Delaney, Label "X"; Walter Maguire, London; Jack Wilson and Mrs. Gertrude Browne, New York State Operators' Association, and Harry Berger, West Side Distributors.

And Mike Munves, Mike Munves Corporation; Dave Simon, Al Simon; Leonard Wolf, Audivox; Lou Rosenberg and Claire Morano, Associated Amusement Machine Op-

*(Continued on page 100)*

## Muzak, Comax, AMI, Magnecord At NRA Show

CHICAGO, May 14.—The 36th annual National Restaurant Show, held at Navy Pier thruout the week, was not lacking in exhibitors of recorded music. Four firms, AMI, Inc.; Comax, Inc.; Magnecord, Inc., and Muzak Corporation displayed their products to restaurant owners from around the country.

AMI displayed three phonographs. Al Mason, factory representative, was on hand to answer any questions.

Comax and Magnecord showed tape recorders suitable for background music.

Muzak, also interested in prospective background users, explained how its system was being used in other locations.

## National Ready on New Shuffleboard

ORANGE, N. J., May 14.—The National Shuffleboard Company this week announced it is in production on the Deluxe Billiard Shuffleboard, with deliveries from stock.

The 12-foot game is basically the same as National's earlier model, with most changes in cabinet design. The manufacturer withheld price information.

## UNION MERGER N. Y. POSSIBILITY

NEW YORK, May 14.—Jim Caggiano, head of the New York Coin Machines Employees' Union, and Al Cohen, head of Local 433, Nassau-Suffolk, AFL coin machine union, will discuss merger possibilities Wednesday (18) in a joint meeting of the unions at the Hotel Capitol.

## Coin Machine Exports

January, 1955

Country	Phonographs		Amusements Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany .....	222	\$165,099	20	\$ 7,352	.....	.....	242	\$172,451
Canada .....	101	59,283	191	39,953	295	\$ 70,930	587	170,166
Venezuela .....	138	104,228	74	11,020	30	17,723	242	132,971
Belgium .....	270	108,755	144	13,753	.....	.....	414	122,508
Netherlands .....	187	67,416	44	3,749	2	800	233	71,965
Mexico .....	136	52,609	102	2,721	.....	.....	238	55,330
Cuba .....	118	37,886	106	6,950	.....	.....	224	44,836
Switzerland .....	34	18,937	23	19,064	.....	.....	57	38,001
Sweden .....	25	15,227	277	12,506	.....	.....	302	27,733
Peru .....	31	16,820	65	4,611	.....	.....	96	21,431
Philippine Republic ..	30	17,056	21	1,610	.....	.....	51	18,666
Colombia .....	72	15,987	1	625	.....	.....	73	16,612
France .....	25	6,138	34	7,500	28	550	87	14,188
Italy .....	10	4,850	40	4,500	.....	.....	50	9,350
Nan Islands .....	40	8,560	.....	.....	.....	.....	40	8,560
Japan .....	8	3,953	18	4,300	.....	.....	20	8,253
Nicaragua .....	13	6,894	.....	.....	.....	.....	13	6,894
French Morocco .....	6	3,702	10	2,225	.....	.....	16	5,927
Korean Rep. ....	2	975	16	5,600	.....	.....	18	6,575
Macao .....	20	4,165	.....	.....	.....	.....	20	4,165
Turkey .....	.....	.....	15	3,600	.....	.....	15	3,600
North Antiles .....	1	686	4	1,586	.....	.....	5	2,272
Guatemala .....	4	1,980	.....	.....	.....	.....	4	1,980
Austria .....	2	1,365	.....	.....	.....	.....	2	1,365
Costa Rica .....	1	670	.....	.....	.....	.....	1	670
British Malaya .....	3	600	.....	.....	.....	.....	3	600
Panama .....	.....	.....	1	500	.....	.....	1	500
Other Countries ...	40	8,600	190	10,220	70	10,410	300	29,230
<b>TOTALS .....</b>	<b>1,479</b>	<b>\$719,716</b>	<b>1,456</b>	<b>\$176,670</b>	<b>425</b>	<b>\$100,413</b>	<b>3,360</b>	<b>\$996,799</b>



## Top Management Studies Vending At Week-Long Kenilworth Session

Automatic Merchandising Firms Spread Gospel to 8,000 Industrial Executives

KENILWORTH, N. J., May 14.—The automatic merchandising industry this week was given the opportunity to tell its story to some of its crowned heads and, according to all indications, the story was well received.

The occasion was the annual Kenilworth Clinic, held Monday thru Friday (9-13) by the Kenilworth Steel Company here. Each year, Kenilworth halts production for a week to turn its plant over to industrial exhibitors. To be eligible for exhibit space, the firm

must have a new idea which may be applied by other firms.

The automatic merchandising section, approved by Kenilworth President Jack Berry, is the brainchild of Tenco, Inc., manufacturer of coffee for the vending industry. The object was to plant the seeds in the minds of the executives who make the decisions.

### Missionary Work

No attempt was made to sell equipment or line up locations. The executives were merely shown how an in-plant feeding set-up looks and how it operates. Any questions they had were answered by the following vending authorities:

Bill Furst, Furst & Schwartz, Stoner distributor; I. H. Houston and Al Panuzzo, Rowe-Spacarb; H. J. Foster, Bert Mills; Gerry McClosky, VenDime; Andy Seander,

Mills Industries, and Edward Aborn, Dave Hampton and Perc Arnsten, Tenco. Arnsten was in charge of the exhibit and organized the vending program.

Some of the firms represented at the meet were among the top in U. S. industry—steel firms like Bethlehem, U. S., Republic and Wheeling, as well as Alcoa, Yale and E. I. du Pont.

### Exhibitor List

Exhibitors were Rowe-Spacarb, Stoner, Bert Mills and Mills Industries. Supplies were furnished by Tenco, M&R Cream, Dixie Cup, Canada Dry and Pepsi-Cola.

Equipment displayed included a five-unit Auto-Snak, Stoner, Bert Mills and Mills Industries coffee venders, and Bert Mills soup and hot chocolate machines. No food  
(Continued on page 99)

## Sentinel Loses Appeal on Milk

NEWARK, N. J., May 14.—The Newark Sales Corporation, Cranford, N. J., milk vending operator, lost its case against the Newark Board of Health in Essex Superior Court Monday (9), Arnold R. Kent, attorney representing Sentinel, claimed a partial victory.

Some 10 Ideal milk venders in the Ivy Hill apartments had been banned by the Board on charges that they were "unsatisfactory" and that they were in violation of the zoning laws (The Billboard, May 14).

While Judge C. Dixon Speakman ruled that the venders were not unsatisfactory, he did find that they were in violation of the zoning laws. They go out.

## NAMA BALLAD: DAVEY CRUMPET—FOR '55 MEET

CHICAGO, May 14.—A feature of the 1955 National Automatic Merchandising Association convention will be the "Ballad of Davey Crumpet." Bernard Kiley, general chairman of the 1955 convention and head of Airport Vending Service, Inc., reported this week the title of the hour-long skit sponsored by the Coca-Cola Company and performed by the Jam Handy Players.

This year's skit will deal with sales — getting locations and increasing sales after the operator acquires a location.

The decision to repeat the educational skit feature was due to the successful presentation at the 1954 convention of "McNulty's Nightmare," also sponsored by Coca-Cola and performed by the Jam Handy group.

## Work With Ops, Caterers Told

Venders in Plants Spell Extra Sales For Feeders, Schreiber Tells NRA Meet

CHICAGO, May 14.—Automatic catering can and should mean more—not less—business for industrial contract feeding firms with the feeders preparing food for vending machines, and vending specialists operating them.

So stated G. R. Schreiber, editor and publisher of Vend magazine, in an address before the National Restaurant Association.

Schreiber, whose speech dealt with the impact of automatic cafeterias on industrial plant feeding, declared:

"The automatic cafeteria, with a few exceptions, will be used where the size or the physical layout of the plant is not conducive to manually staffed cafeterias. This means extra sales for those contract feeders who are progressive enough to go after the business of preparing foods for these machines."

### 3-Party Agreements

Schreiber suggested three-party agreements for feeding and vending contracts. "Under such a plan," he said, "commission rentals would be paid directly to industrial plant management. We would assume that management would use a portion, or all if necessary, of those commission rentals to defray the cost of the cafeteria." He pointed out that contractual relationships between feeders and venders is most pressing where vending companies are offering a nearly complete food service, and where a cafeteria is also in operation.

Schreiber explained that at present no one knows the real costs of

offering a complete meal service thru machines. But "it is a certainty that the costs involved in such an installation are considerably higher than the costs of maintaining more limited vending service."

"In the final analysis," he said, "it is quite likely that industrial management will have to forego commission rentals on completely automatic food service. The sales  
(Continued on page 98)

## EXPANSION AID

### Op Lands Locations With Sales Booklet

By BOB LATIMER

PHOENIX, Ariz., May 14.—A thoroughly "documented" sales portfolio carried on all location-developing calls proves highly instrumental in building candy vending locations for Valley Vendors, Inc., here, according to Art Kaufman, president.

Kaufman, who has developed a string of more than 700 locations in the desert capitol, subscribes to the old theory that a picture is worth a thousand words.

Thus, the first acetate-envelope pages of his portfolio are devoted to exterior and interior pictures of the company headquarters on Hilton Street, emphasizing the modern \$30,000 building, the attractive trucks, and efficient bookkeeping equipment utilized.

Subsequent pages show photo-

## OPS' SPOT GETS BITE—UPS TAKE

GOODLAND, Kan., May 14.—Making a study of lagging candy bar sales at one of his candy bar vender locations in the grain belt, Royall Schweitzer learned the reason for the sales dip:

Most of the potential customers were older farmers who either had no teeth or had false teeth.

A switch from tough chewing candy, containing nuts and peanut brittle, to marshmallow cream types of candy tripled sales the following week.

## New Beech-Nut Vending Packs

CHICAGO, May 14.—That the vending operator is wisely listened to by product suppliers was demonstrated with the new packaging innovations adopted by the Beech-Nut Packing Company. "Comments, recommendations and complaints of vending customers" were the basis for most of the changes, according to M. C. Bush.

Both Beech-Nut tab gum items—Peppermint and Spearmint—have been over-wrapped with laminated cellophane to protect the product and make it convenient to handle and include an easy opener tape on its Vend Pack.

The wrap on the packages in the Vend Pack boxes also are changed. The company is sealing the paper and foil wrap and then providing a separate cellophane wrap over the seal to prevent sticking in a machine in warm weather.

A new type divider has likewise been added to the tab box to eliminate spilling when one of the rows of gum is removed. Instead of  
(Continued on page 98)

## NEW LOCATION

### 6 Ops Service Gas Station Vender Stand

TEMPLE, Tex., May 14.—Anxious to stop a larger percentage of the flood of tourists down highway 190, south of Temple, brothers Joe and Jim Price, operators of the Premier Service Station here, worked out an unusual arrangement with local vending route operators.

Shortly after the new superservice station was completed a few months ago, the Price brothers contacted bottlers and candy and cigarette vender operators, with the invitation to install their equipment in the big 20-pump station.

A snag developed when the Prices found that most operators were inclined to look askance at locations which are 10 miles or more out of the city.

So the brothers decided to "make the location worthwhile for the operator," constructing a colorful refreshment stand which can accommodate six vending machines.

The refreshment stand to the right of the service station is 15 feet long, 6 feet deep, 8 feet high, is made of brick and building stone. It accommodates a confectionery vender, a pastry unit, two candy machines, a cigarette vender, and a soft drink bottle vender.

With a neon sign spelling out "Refreshment Stand" and a similar silhouette-letter sign atop the building, the novel structure has proved everything which the service station owners had expected.

Six operators service the stop at present. Soon after its construction,  
(Continued on page 99)

## Jo-Lo Bows Aroma Unit For Menfolk

JERSEY CITY, May 14.—Jo-Lo Perfumatic, U. S. distributor for Perfumatic of Canada, announced a new two-column aroma dispenser for men. Called the Refresh-Man, it will list for \$39.50.

Joe Tanzer, Jo-Lo head, said the unit has been field tested and will hold about 2,000 sprays. The functioning is the same as the Perfumatic. Cabinet is coppertone.

Meanwhile, Tanzer said that production efficiencies and increased volume have resulted in a price reduction of the four-column Perfumatic—from \$75 to \$37.50.

Jo-Lo is also debuting a two-column Perfumatic for \$37.50. Cabinet finish is pearlloid pastel pink.

## CONSTANT MERCHANDISING

### Equipment, Product Rotation Pays Off for Boston Firm

BOSTON, May 14.—Cycling of equipment and constant merchandising in the form of new signs, changing flavors and spotless machines, is the strategy that has paid off for Louis B. Gilman and Bernard Kalman, operators of Beacon Vending Company, Inc.

Gilman and Kalman, who service routes in industrial and office buildings as well as offices and several Hub newspaper plants, are now introducing multi-flavored ice cream machines into many of their locations with excellent results. Among their equipment are milk, candy and cigarette machines.

These items, says Gilman, are seldom any problem, but unless interest is kept up in the ice cream

venders, he finds that over a period the gross never equals the first year. The firm services approximately 150 machines on locations.

Milk is something the customer is drawn to as a habit even without the use of lures, but in the case of candy, cigarettes and ice cream, unless the purchaser is attracted to a new or different machine or to one placed in an alternate spot, sales will lag, according to Gilman.

A planned pattern of rotating the equipment has resulted in a yearly increase of 20 per cent for the Beacon firm. The operators are enthusiastic about the Bushway Ice Cream Corporation new plan in this area of making available 10 assorted flavors, allowing greater diversity of choice.

## Dari-O-Matic Gives Free Op Insurance On Mach. Purchase

LOS ANGELES, May 14.—An all-risk insurance policy is to be given to purchasers of the new Dari-O-Matic Model 505 combination carton-and-can vender, Howard Lewis, the company's president, announced.

The policy, good for five years and issued by an old line company, will insure operators against damage or loss caused by accident, fire, theft, vandalism, malicious mischief, riot, etc., up to the full value in excess of \$10. The same policy covers theft or spoilage of inventory up to \$50 and also provides coverage for the theft of cash from the machine up to \$25.

## Tobacco Wholesalers Eye Full-Line Vending

CHICAGO, May 14.—Tobacco wholesalers, whose major interest in vending has been and will continue to be cigarettes, are beginning to turn more attention to multi-product vending.

For the wholesaler who has a long-range program in automatic selling, the reasons for broadening his vending activity are simple: The addition of soft drink, coffee, soup, cookie, milk and ice cream equipment open new profit avenues and diversification would provide entry into the major location market today—industry.

But there is still another more basic reason. If a tobacco firm is to make important gains in cigarette vending—or even hold its own in its market area against diversified operations—it must expand into package or full-line vending. Especially if the wholesaler wants to service big industrial accounts. While approximately 70 per cent

of the wholesaler's dollar volume is in cigarettes, a comparatively low-margin product, the remaining 30 per cent (cigars, candy, sundries) is important because of the wider profit margins. To capture this better-margin product market via venders, the wholesaler must diversify his cigarette operation, and expand with soft drinks, coffee, milk, etc.

Said one large tobacco wholesaler: "Diversification is a must if the tobacco wholesaler is to service major locations. Venders fit right into his operation. He has the know-how, the organization to operate machines. He belongs in vending and should be the prime factor in it."

A recent survey of the nation's tobacco wholesalers conducted by Vend, magazine of automatic merchandising, shows the pattern of diversification among wholesalers  
(Continued on page 99)



**HUM-A-TUNE**



Location tested—results indicate this item will be the greatest sales booster since Playing Cards and False Teeth.

Hum-A-Tune is a miniature Kazoo . . . a small precision made instrument on which you can actually play a tune by humming on the larger end.

Send \$2.50

and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.



**Penny King Company**  
2538 Mission St., Pittsburgh 3, Pa.

**In Philadelphia or Anywhere FILLED CAPSULES Immediate Delivery Write for Lowest Prices**

**VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

EMPTIES MACHINES FASTER!



**PENNY KING COMPANY**  
2538 Mission Blvd. Pittsburgh, Pa.

Ad No. 3 of a series **YOU'RE GOING TO CHECK UP ON YOURSELF** at the N.A.B.V. CONVENTION Hotel Hilton, Chicago, Ill. Fri. to Sun.—July 15 to 17, 1955 See Doctor once a year, visit Dentist twice a year, attend Convention once a year. See EPPY EXHIBIT once a year. **SAMUEL EPPY & CO., INC.** Jamaica, N. Y. FIRST & LARGEST CHARM MANUFACTURER

**CLOSE OUT** 110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write or call **EDDIE COPPOLA** 934 4th Ave. Des Moines, Iowa. (Phone: 4-3245 before 5:00 P.M. or 4-5086 after 5:00 P.M.)

**GET ACQUAINTED WITH VICTOR'S** new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list. **VICTOR VENDING CORPORATION** 5701-13 Grand Avenue, Chicago 29, Illinois

**THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
Acorn Cabinet.....	\$9.00	\$9.00	\$9.00	\$9.00
Advance D 1c B.G.....	6.45	6.45	6.45	6.45
Advance No. 11 Mds.....	5.95	5.95	5.95	5.95
Andico Coffee.....	450.00	450.00	450.00	
Columbus Ball Gum.....	4.95	4.95	4.95	4.95
Columbus 5c.....	6.95	6.95	6.95	6.95
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50	6.50	6.50
Bert Mills.....	450.00	450.00		
DuGrenier Tab Gum (4 col.)	17.50	17.50	17.50	17.50
DuGrenier Tab Gum (6 col.)	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)			100.00	100.00
DuGrenier Champion (11 col.)			100.00	100.00
DuGrenier Model W (9 col.)	95.00	95.00		
Eastern Electric Cig. Vendor			90.00	
Electro (8 col.).....				125.00
Exhibit Post Card.....	15.00	15.00	15.00	15.00
Heide Tab Gum (6 col.)....	12.50	12.50	12.00	
Hershey.....				5.00
Hot Nut (2 col.).....	12.50	12.50	12.50	12.50
Hot Nut (3 col.).....	25.00	25.00	25.00	25.00
Jewel Vendors, 5c.....	7.50	7.50	7.50	7.50
Keeney Electric (9 col.)....				135.00
Mason Mint Machine.....				5.00
Master 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master 1c Bulk.....	6.50	6.50	6.50	6.50
Master 5c Bulk.....	6.50	6.50	6.50	6.50
Mills Single Drink.....	150.00	150.00	150.00	
Mills Tab Gum (6 col.)....	17.50	17.50	17.50	17.50
National 918.....	115.00			
National 930.....				115.00
National 950.....				95.00
Northwestern 39, 1c.....	7.50	7.95	7.50	7.95
Northwestern 33 Ball Gum..		6.50		6.50
Northwestern Deluxe 1 and 5c.....	12.00	12.00	12.00	12.00
Northwestern 49, 1c.....	12.50	12.50	12.50	12.50
Northwestern Standard....	6.95	6.95	6.95	6.95
Px (10 col.).....				110.00
Regal 5c.....	6.95	6.95	6.95	6.95
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.)....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....	145.00	145.00	145.00	175.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe Imperial (6 col.)....	85.00	85.00	85.00	85.00
Rowe President (8 col.)....	135.00	130.00	130.00	130.00
Silver King, 1c.....	8.50	8.50	8.50	
Silver King, 1c Ball Gum..	7.45	7.45	7.45	7.45
Silver King, 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	8.50	8.50	8.50
Silver King Hunter.....	10.00	10.00	10.00	10.00
Smokeshop.....	139.50			
Stoner Candy (6 col.)....	135.00	135.00		135.00
Super-Vendors (3-SEL.)....	225.00	225.00	225.00	
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneeda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
U-Select-It.....	52.50	52.50		52.50
Victor Model V 1c Cabinet..	9.50	9.50	9.50	9.50
Victor Model V B/G Wheel.	8.50	8.50	8.50	8.50

**BIG SAVINGS**

**BALL and VENDING GUMS LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. . . . .25¢ lb.  
Chicle Ball Gum, 130 ct. . . . .34¢ lb.  
Clor-o-Vend Ball Gum . . . . .40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . . .40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . .36¢ lb.  
Bubble Chicks, 320 & 520 ct. . . . .30¢ lb.  
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.

**NEW LOW PRICE!**

We sold out this exclusive import item when we introduced it last year. A new shipment just received and at a new low price. Order now—they won't last long at this price.

**COWBOY HEADS, \$6.75 M.** prepaid Hand colored—realistic—for 1¢ bulk vendors only. Write for free sample—get on our mailing list. Distributors' inquiries welcome.

**OHIO GUM SUPPLY CORP.**  
WICKLIFFE, OHIO

**Continental Enters 5-Cent Vend Field**

BROOKLYN, May 14. — The Continental Confectionery Corporation has entered the 5-cent bar field with eight items, packed in 120-count cases for the vending trade.

Vending packages are candy corn, chocolate babies, jelly beans, cinnamon imperials, cherry drops, lemon drops, spice drops and spearmint leaves.

**VICTOR'S 5-STAR BABY GRAND**

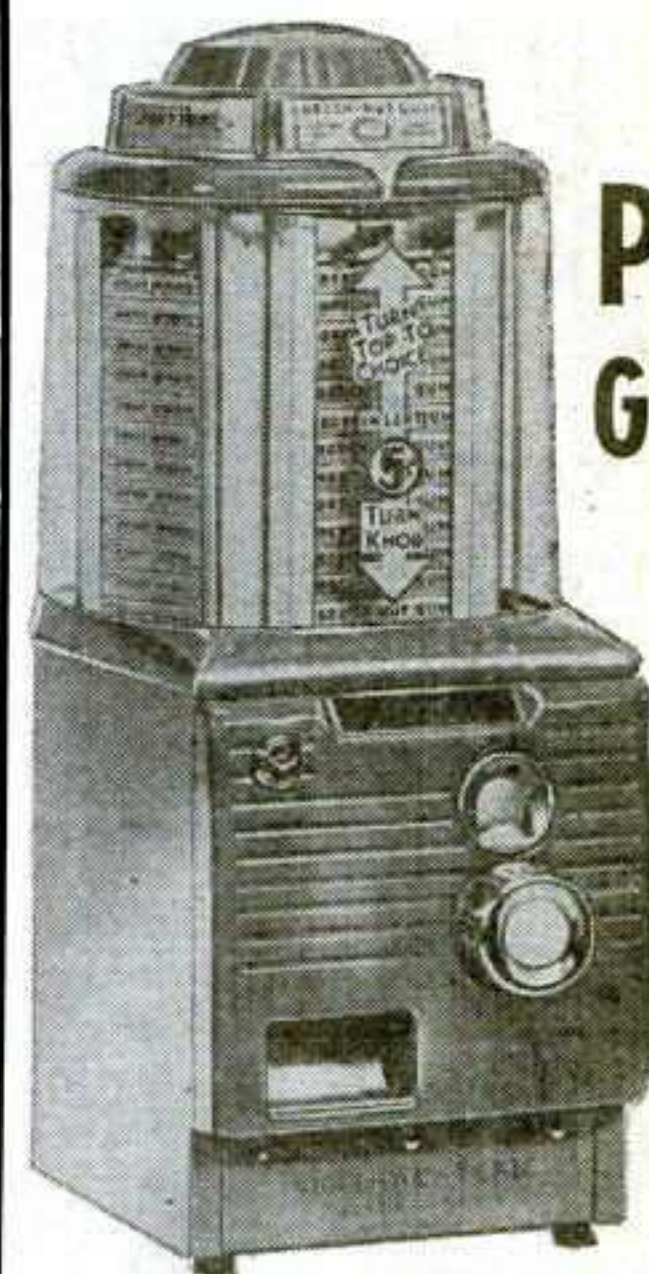
Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum.

**\$12.50** each less than cases or more.

**\$12.00**

**H. B. Hutchinson Jr.**  
860 North Ave., N.E., Atlanta, Ga. Emerson 4300

**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

**MANDELL GUARANTEED USED MACHINES**

N.W. Deluxe 1c & 5c Comb. ....	\$12.00
N.W. #29 1c Porc. ....	7.95
N.W. #33 1c Porc. B.G. ....	6.50
Master 1c Bulk Porc. ....	6.50
Master 5c Bulk Porc. ....	6.50
Master 1c & 5c Bulk Porc. ....	6.95
Columbus 1c Bulk ....	6.50
Silver King 1c B.G. or Mds. ....	7.45
Silver King 5c ....	6.50
Silver King 5c (Metal) ....	7.45
Exhibit Post Card (Metal) ....	15.00
Advance #D 1c B.G. ....	6.45
Advance #11 Mds. ....	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen .....	56
Pistachio Nuts, Vendor's Mix .....	51
Pistachio Nuts, Sheik .....	44
Cashew Whole .....	55
Cashew Butts .....	53
Peanuts, Jumbo .....	44
Spanish .....	36
Mixed Nuts .....	55
Almonds, 480 ct., 5 lbs., vac. pk. ....	85
Baby Chicks .....	33
Rainbow Peanuts .....	32
Boston Baked Beans .....	32
Jelly Beans .....	28
Licorice Lotenges .....	28
Leaflets (similar to M & M), 550 ct. ....	40
Assorted Fruit Charms, 190 ct. ....	42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum prepaid, per pound .....	28
100 ct. ....	30
Adams Gum, all flavors, 100 ct. ....	45
Wrigley's Gum, all flavors, 100 ct. ....	48
Beech-Nut, 100 ct. ....	48
Hershey's Chocolate, 200 ct. ....	1.40
Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.	

**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**

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

**MACHINES**

Northwestern Model #49, 1c .....	\$12.50
Silver King, 5c or 1c .....	8.50
Northwestern Standard .....	6.95
Cadillac Jr. ....	6.95
Victor V, B/G Wheel .....	8.50
Victor V, Cabinet, B/G .....	9.50
Northwestern #29, 1c .....	7.50
Columbus B/G .....	4.95
Columbus, 5c .....	6.95
Regal, 5c .....	6.95
Acorn Cabinet .....	9.00
2 Col. Hot Nut .....	12.50
3 Col. Hot Nut .....	25.00
4 Col. Tab Gum, DuGrenier .....	17.50
4 Col. Tab Gum, DuGrenier .....	17.50
4 Col. Tab Gum, Mills .....	17.50
6 Col. Tab Gum, Heide .....	12.50
4 Comp. 1c Nut Mach. (New) ..	5.00
Jewel 2 Compartment, 5c .....	7.50
S.K. Hunters .....	10.00

SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!

1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street Philadelphia 23, Pa. LOmbard 3-2676

**ATTENTION, OPERATORS**

**VICTOR'S SUPER CAPSULE MIX**

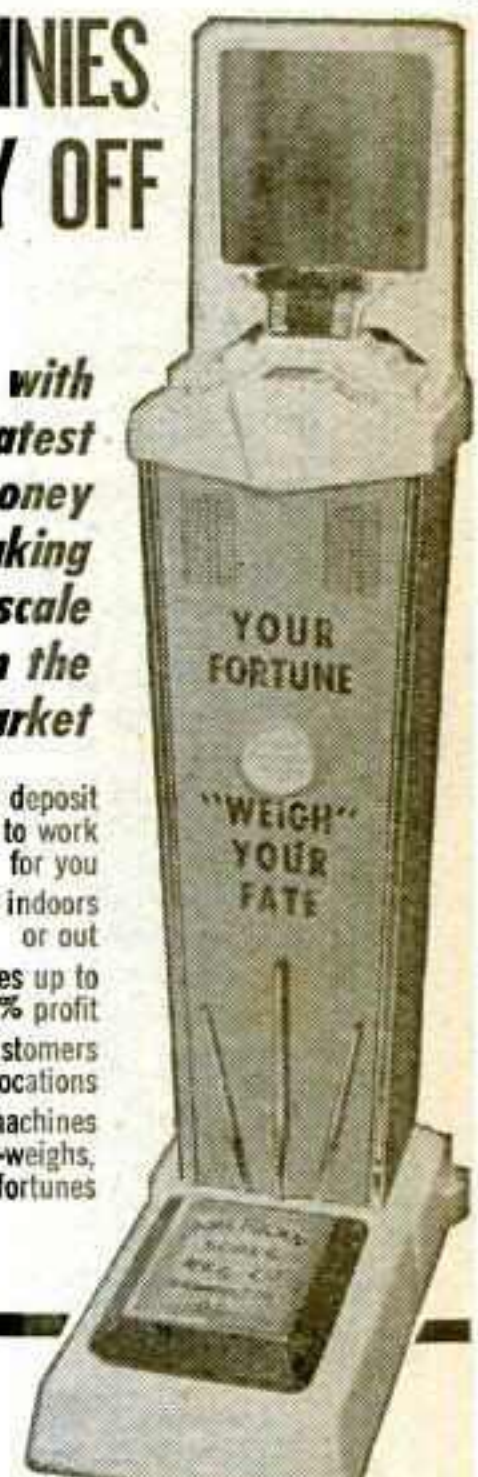
Consisting of 20 to 25 quality items, capsuled and mixed in a carton of 2500, for only \$48.75 per carton, F.O.B. Chicago. For "KING SIZE" value and service, get in touch with "LOGAN"—Your Vending Headquarters. 25% deposit with all orders, balance C.O.D.

**LOGAN DISTRIBUTING CO.**  
916 Milwaukee Ave. Chicago 22, Ill.

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you Good indoors or out Produces up to 200% profit Wins Customers for Locations Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**MINIATURE POLICEMEN'S WHISTLES**  
Assorted Colors  
Perfect for Bulk or Capsule Vending  
**\$7.00** per thousand  
**Guggenheim**  
33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL. 5-8393

**Fee-Cut Move Flops**

EDMONTON, Alta., May 14.—An amendment to the license bylaw which would reduce the license fees for candy, gum and nut vending machines from \$10 to \$3 failed to pass third reading at a recent city council meeting.  
The fee cuts were recommended by the bylaws committee after operators said the \$10 rate would put them out of business. The amendment also included setting a \$1 fee for stamp vending machines.

**A PRECEDENT? PHILLY COPS BECOME OPS**

PHILADELPHIA, May 14.—The Philadelphia Police Department with the blessing of Commissioner of Police Thomas J. Gibbons—has branched out into the hot coffee, cigarette and candy vending business.  
The business is permissible under Philadelphia's city charter. The Police Pension Fund shares in the profits. City officials approved the placing of venders in police stations and other department installations for police department personnel only.

Gibbons said: "In addition to obtaining revenue for a worthy cause, the machines will also tend to cut down on the men leaving their jobs to get coffee and cigarettes. We think the idea is worth a try."

**Arnsten Is Tenco Sales Manager**

LINDEN, N. J., May 14.—Percy S. Arnsten has been named Eastern regional manager for Tenco, Inc., David H. Hampton, director of vending sales, announced this week.

Arnsten will be in charge of coffee vending sales for New England, New York, New Jersey, Pennsylvania, Ohio, West Virginia, Virginia, Maryland, Delaware and the District of Columbia.

He has been with Tenco since 1952. Before then Arnsten had been president of the Da Costa Corporation, manufacturer of a coffee concentrate for the vending, food, candy and ice cream fields. He makes his home in Springfield, N. J.

**Work With Ops**

Continued from page 96  
feature of an automatic cafeteria is not how much money it will make in commissions, but how much money it will save by ending feeding subsidies.

**"More Dollars"**

Instead of costing the contract feeder dollars in sales, Schreiber stated that automatic catering could mean additional dollars (to them.) "As contract feeders, your business is first of all the preparation of quality, palatable foods at reasonable prices," he told the group. "As automatic catering grows, so will the market for the kind of foods which you prepare. You have the kitchens, the buying know-how, the equipment and the trained personnel to do a good job in food preparation."

The vending machine company, on the other hand, he declared, has a tremendous investment in capital equipment and it will be compelled to invest still more as automatic catering grows.

Declared Schreiber: "If I were a contract feeder, I would be doing a selling job on the vending machine companies with which I worked. Few of the vending companies I know want to get into the business of preparing foods. Their business is merchandising thru machines. Few of the contract feeders with whom I have talked really want to get into vending. But some vending companies feel they may be forced into food preparation just as some of you contract feeders feel you may be forced into vending."

Schreiber traced the growth of automatic selling from its early beginnings thru 1954, the nature of the vending operating business, and the growth of industrial vending, and outlined the reasons for vending machines doing a complete feeding job in some plants. Two factors offer the chief explanation, he pointed out: the vending machine can now be used "to sell a great number of food products and the mounting costs of maintaining even second-rate cart and cafeteria service."

**New Beech-Nut**

Continued from page 96  
using a simple divider between the two rows, the divider has a "T" shape cut-out at both ends. Thus when one row is removed, the divider remains in place, sufficiently rigid to prevent spilling.

The Vend Pack boxes, originally chipboard overwrapped in double thickness printed waxed paper, are now two-color printed boxes and the waxed paper has given way to cellophane because the two-color is easier to identify and the cellophane is "less messy" than waxed paper.

**FOR SALE**

- 4 WATLING HOROSCOPE SCALES
  - 2 WATLING GUESS YOUR WEIGHT
  - 35 WATLING 500
  - 25 WATLING 200
  - 35 WATLING FORTUNES
- Can be bought cheap. Call or write:  
**B. MAITLIN ENTERPRISES**  
20 Parkhurst St., Newark 5, N. J.  
Bigelow 8-7289

over **67,000 ACTIVE BUYERS**

read *The Billboard* classified columns each week.

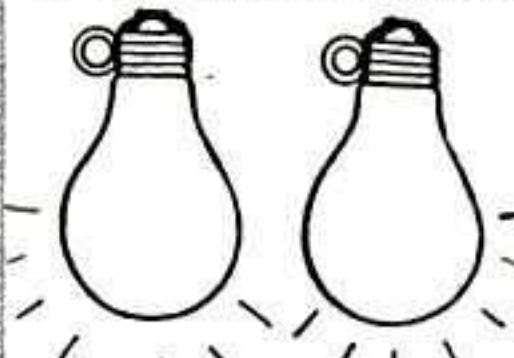
**Pistachios**  
BEST GRADE for VENDORS  
ask for **ZALOOM'S**  
**4 STAR JUMBOS**  
Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.  
DELICIOUSLY ROASTED and SALTED.  
Packed 5-Lb. Moisture - Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.  
Insist on **ZALOOM BRAND** for the finest quality.  
**ZALOOM'S PISTACHIO NUTS**  
Write us for the name of our nearest distributor if not obtainable from your present supplier.  
**JOS. A. ZALOOM & CO., INC.**  
America's Original Masters in Roasting and Salting of Pistachio Nuts  
8 Jay Street New York 13, N. Y.  
BEckman 3-7646

**5-STAR BABY GRAND INSTANT CHANGING . . . RIGHT ON LOCATION**  
Five Star Baby Grand can be converted to 1¢, 5¢ or 10¢ play in a matter of seconds. Also can be converted equally fast between any of the following Victor machines: Capsule, 5¢ or 10¢; Rocket Charms, 5¢; Ball Gum Charms, 1¢; Chiclé Trees, 1¢, or 100-Count Ball Gum, 1¢. Capacity: Chiclé Trees, 6 lb. 6 oz.—Century Rocket Charms, 350.  
**FIVE STAR BABY GRANDS ARE PACKED & SOLD 4 TO THE CASE**  
ONLY \$12 Less than 25 cases . . . \$50.00 per case per machine → 25 cases or more . . . 48.00 per case  
**QUICK CHANGE-OVER**  
The Five Star Baby Grand Quick Change-Over Merchandise Units can be purchased at only \$3.50 ea., giving a complete change of merchandise at any time. In a matter of seconds a brand-new machine working for you.



**VICTOR VENDING CORP.** 5701-13 W. Grand Avenue Chicago 39, Illinois

**A COMBINATION YOU CAN'T BEAT . . . LUMINOUS BULBS**  
That Glow-in-the-Dark and Advertising Stickers  
for your machines TELLING the Youngsters about the GLOW-in-the-DARK feature of this SOCKO GIMMICK



**\$8.75** per 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor.  
It was the combination of the BULB that GLOWS in the DARK and the informing ADVERTISING STICKER that made this the most successful SOCKO GIMMICKS we ever released. This same combination of LUMINOUS BULB and ADVERTISING STICKER will "repeat" again TODAY, NOW. Enough Time has elapsed to BRING IT BACK ALIVE and GLOWING in your machines.

**FACTORY DESIGNED—FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!**  
We have perfected conversions for all Du Grenier models starting with the "S" to permit 25c or 30c operation. All these models can be converted to vend at two prices simultaneously.  
**WRITE FOR COMPLETE DETAILS AND PRICES. ADVISE MODELS YOU WISH TO CONVERT.**



**Arthur H. Du Grenier INC.** HAVERHILL, MASS.  
America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

**NOW! KING SIZE VICTOR'S NEW "KING SIZE" 1¢ BALL GUM AND CHARM VENDER TAKES IN \$19.00**  
New king-sized capacity for king-sized locations. Large glass globe gives merchandise "all round display." Will vend 140, 170 and 210-count ball gum and charms. 5¢ Capsule Model holds 250 capsules. 5¢ Rocket Charm Model holds 600 rocket charms. 1¢ Ball o' Fire Gum Model holds 750 balls 100-ct. gum. All models same price, packed and sold 4 to the carton. **\$58.00 Per Carton of 4**  
**GOLD! GOLD! GOLD!**  
Beautiful gold-plated Top Hats. Most attractive charm item ever made. Don't miss on this charm, it is positively terrific! Packed bulk, \$12.50 per 1000. In capsule with Key Chain, \$25.00 per 1000. In capsule with Ear Ring, \$28.75 per 1000.



For "King Size" Value and Service Get in Touch With "Logan." Your Vending Headquarters. 25% Deposit on All Orders, Balance C.O.D.  
**LOGAN DISTRIBUTING CO.** 916 MILWAUKEE AVENUE CHICAGO 22, ILL.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.  
World's First and Largest Charm Manufacturer

**EMPTIES MACHINES FASTER!**  
**LEAF Rain-Blo BALL GUM**  
**GRAFF VENDING COMPANY** 2817 W. Davis St. Dallas, Texas

**FOR SALE**  
25 Pop-Sez Popcorn . . . . . \$65.00  
100 Nickel Victor Rockets . . . 10.00  
100 Nickel Acorn Capsule . . . 10.00  
50 Acorn Nickel Bulk Charm . 10.00  
25 Nickel Jet Capsule Vendors 10.00  
CLEAN—READY TO USE—half deposit  
**CLEVELAND COIN MACHINE EXCHANGE** 2029 Prospect Cleveland, Ohio

**VICTOR SAVES YOU \$\$\$\$**  
and time by automatically sealing capsules. Also gives you better make for your dollar. Your Victor disp. is at your command. World's largest manufacturer of capsules, charms and bulk venders.  
**VICTOR VENDING CORP.** Chicago 39, Ill.

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change-over to CAPSULE VENDING ROCKET CHARMS BALL GUM & CHARMES CHICLE TREES 100-COUNT BALL GUM  
\$12.50 each less than 25 cases;  
\$12.00 each 25 cases or more.  
Time Payment Terms Available.  
**ROY TORR** LANSDOWNE, PA.

**EMPTIES MACHINES FASTER!**  
**LEAF Rain-Blo BALL GUM**  
**ACE VENDING & DISTRIBUTING CO.** 2702 West Pico Blvd. Los Angeles 6, Calif.

**HELP YOURSELF TO MORE VENDING PROFITS**  
Get VENDOR Every Month Thru a Money-Saving Subscription  
More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.  
Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.  
**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 998  
2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  2 years \$6  3 years \$8  
 Payment enclosed  Please bill me  
(Foreign rate, one year, \$6)

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .

**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) 992

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .

**GIVE TO DAMON RUNYON CANCER FUND**



**EXHIBIT'S**  
*Vacuomatic*  
**CARD VENDER**

**INCREASED PROFITS WITH**  
ASSORTED POPULAR PICTURE CARDS

**2 VACUOMATIC CARD VENDERS 2**

BUY A FULL SET • DECORATE YOUR DEN OR PLAYROOM

A "NATURAL" for all locations, for kid or adult sales.

CARDS FOR KIDS include movie, radio, TV, sports, celebrities, airplanes, sports cards and many others. We can supply you with cards at low cost. **TREMENDOUS SALES** from machine and opportunity for you to develop specialized business, using location printed cards, in tourist spots, parks, zoos, scenic locations and other natural high-traffic locations. **HOLDS 1500 CARDS**, vends on any coin or combination. "Honest John" mechanism insures delivery every time. Will also vend folders and large packages. **SPECIAL ADAPTATIONS** of this vender available for sales of books, packages similar to playing cards, etc. Advise of your special needs and probabilities.

**EXHIBIT SUPPLY COMPANY**  
4218-30 W. Lake • Chicago 24

**Top Management**

• Continued from page 96

was dispensed, but all vended drinks were on the house.

Most of the interest, naturally, was in the heavy industry displays. But a goodly portion of the industrial nabobs paused at the vending exhibit long enough to ask questions.

It is Arnsten's hope that they'll be carrying some of the answers back to their respective plants, and that when the question of automatic full-line feeding comes up, they'll remember the answers.

**Wholesalers**

• Continued from page 96

which can be expected to be increased in the future.

Of wholesalers surveyed, 32 per cent operate only one type of vender; 30 per cent two types, 16 per cent three types and 22 per cent four or more types. Over 95 per cent operate cigarette machines, 59 per cent candy machines, 33 per cent gum venders, 14 per cent soft drink machines, 16 per cent coffee and 21 per cent other products.

**Expansion Aid**

• Continued from page 96

course, many "blue chip" business firms with which the prospect is bound to be familiar. In many instances the list will contain the names of either associates or competitors in the same business, a factor which often is the deciding influence in getting the account.

**Sales Asset**

Kaufman added another powerful sales asset to his portfolio, in the form of several pages of canceled checks, paid as weekly commissions to location owners. Almost every company represented shows up in the form of two or three checks so that the "average weekly return" which the location can earn is graphically shown. The usual reaction of the prospect is to ask, "Can I count on returns like these?" which in turn brings an affirmative answer.

In the final section of the sales folder are offset-printed copies of articles on all aspects of vending, which have been clipped from popular magazines, *Vend*, and other sources. The location owner, who may be worried as to the effect of the controversy over cancer due to cigarette smoking, tooth decay from careless consumption of candy, etc., can always find an intelligent review of the subject in the portfolio.

During all of his location development, Kaufman has made continuous use of the book, frequently leaving it with a prospect to study at his leisure if the customer is too busy for an immediate review of its contents. Net results have been a far greater percentage of locations developed and, certainly, one of the most successful operations of its type in the Desert State.

**New Location**

• Continued from page 96

Temple operators "came begging" for a chance at the location, according to the Price brothers, who carefully selected each individual operator on the basis of his service reliability, as well as the lines handled. "We stop at least an extra 40 cars per day because of the refreshment stand," Joe Price said, "Without it we would probably be just one more station along the route."



**5c**  
**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, Ill.  
Est. 1889  
Telephone: COLUMBUS 1-2772  
Cable Address: WATLINGITE, Chicago

**CIGARETTE, CANDY and DRINK MACHINES!**

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
DuGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

**UNEEDA CIGARETTE VENDORS**

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model. . \$ 52.50  
Stoner Candy, Pre-war, 160 Cap. 135.00  
National Model 918, 162 Cap. 115.00

**SPECIAL!! ROWE PRESIDENT**  
8 Cols., 340 Cap. VENDS AT 25¢ & 30¢ \$135.00

**ROWE CANDY MERCHANT** with changemaker 7 Cols., 158 Cap. \$165.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED  
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

**NEW! NEAT! EYE-CATCHING!!**  
**SQUARE CUT RING**

A finely designed ring with unusual bevel shaped stones in assorted colors.

**ORDER TODAY IMMEDIATE DELIVERY!**

Copper	\$15.00 M
Nickel	15.50 M
Simulated Gold	15.50 M

For bulk or capsule vending

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**SPECIAL DEAL for MAY!**

**4 VICTOR STANDARD TOPPERS**  
With 25 Lbs. of Ball Gum, plus 1,000 Assorted Charms . . . \$60.50

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**

The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2539 Mission St. Pittsburgh 3, Pa.  
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

MORE THAN **90,000** NOW EARNING EXTRA PROFITS ON LOCATION

**MILLS famous 107**

FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.

**ORDER TODAY—PROMPT DELIVERY**

**J. SCHOENBACH**  
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NORTHWESTERN SALES & SERVICE  
1194 Tremont St. Boston, Mass.

**SENSATIONAL CHARMS!!**

OUR SILVER LUMINOUS FLASHLIGHT IS TERRIFIC \$10.75 per M

OUR NEW 3/4" VACUUM PLATED BASEBALL (All Teams) IS STUPENDOUS \$11.00 per M

**OAK SALES CO.**  
2033 Fifth Avenue, Pittsburgh, Pa. Phone: ATLantic 1-6478

**VEND—PUBLISHED BY THE BILLBOARD**

**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!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for *Vend* for  
 1 year at \$4.  3 years at \$8. (Foreign rate, one year, \$8)

997

Name .....

Address .....

City..... Zone.... State.....

Occupation .....



## Billboard Survey Panel Reveals Divided Reaction on Commercials

38% Favor Move, 50% Against Plan  
12% Undecided; Favor Operator Tests

CHICAGO, May 14.—Operator reaction is divided on Rodney Pantages' proposal to use commercial advertising records on juke boxes, according to a nationwide survey made by The Billboard.

The survey revealed that approximately 38 per cent of the nation's operators were in favor of the plan, nearly 50 per cent were "dead-set" against it, and 12 per cent were too unfamiliar with the plan to comment.

Editor's Note: This is the third article based on reports from The Billboard's Music Operator Survey Panel. Panel members are all music operators, representing cities both large and small in every State in the country. The purpose of the panel is to give all operators the opportunity to voice their opinions on major problems and topics within the music machine industry.

Of the operators, who said they were in favor of the proposal, the need for increased revenue was cited as the reason in nearly every instance. Other reasons for believ-

ing it would aid the juke box business included the need for play stimulant and the assistance it could provide in signing locations to contracts.

On the other hand, operators who were against the plan, stated that they thought the public would regard the plan as offensive. They said that commercials on juke boxes would result in loss of play and locations, not to mention the weakening of the industry's stand against licensing organizations which are trying to amend the 1909 Copyright Act.

Altho the majority of the operators, who took a stand against the

proposal, said that they did not think the plan should even be tested, a surprisingly large number, 35 per cent, said that they would be willing to see the plan given a fair trial.

Typical of the comments of operators in the latter group was that of John Scott, head of John Scott Music Company, Pomeroy, O. Scott said: "My answer of giving the plan a test contradicts itself, but I am willing to give any new idea a chance. I'd like to see what reaction the public and location owners would have."

Duane Knutson, head of Auto-  
(Continued on page 104)

## Dime Play Booms Across the Nation

Continued from page 95

five-point program for operators. It explained that altho conversions could be made in various ways, the best method was to up-grade the location's equipment.

The following month operators from all over the country converged on Chicago for the Music Operators of America convention. Record companies, both major and independent, were on hand to introduce operator packages of EP disks—a relatively new method of easing into dime play, each record offering the equivalent of two pop recordings.

### Wis. Counties

Also in March, two counties in Wisconsin launched into dime play, Waukesha and Washington counties, just outside of Milwaukee. Operators in Central Florida, in the Lake Okeechobee area, also decided to eliminate nickel chutes. And out West, sections of Colorado began to convert.

The largest city to begin converting this year was New York. Unlike operators in other cities, New York jukemen began their conversions without formal announcements. Starting in the Harlem area, the move began to spread on a block-by-block basis.

Westchester county's suburban area of New York, set the pace on the Eastern Seaboard in March, with an estimated 75 per cent of juke boxes going to dime play. Besides New York, Baltimore operators began conversions.

Before March ended, the big question regarding dime play was no longer how could it be done, but when it would be done.

### Omaha Sparks Move

Omaha led off in April with conversions thruout the entire city being accomplished in a matter of weeks. An advertising program, including plugs in newspapers and on radio, was organized by the Nebraska Automatic Phonograph Operators' Association, Inc.

Also in April AMI, Inc., and Wurlitzer announced that they were going to dime play production exclusively on their juke boxes.

Wurlitzer also began offering operators the option of straight dime play or two-nickel play.

Other cities launching dime play conversions during April included Providence; Middletown, O.; Memphis, Minneapolis; Great Falls, Helena, Havre and Shelby, Mont.; Manchester, N. H., and Worcester and Fall River, Mass.

Two other cities, New Orleans, and South Bend, Ind., started trial runs with dime play.

Like the 5-cent cigar, the 5-cent juke box is becoming hard to find. And if conversions continue to make headway as they have during the first four months of this year, the nickel juke box will soon be a collector's item.

## Westchester Ops Hold Annual Fete

Continued from page 95

operators of New York; Joe Fishman, Atlantic-Pennsylvania; Jack Mitten, AMI; Jack Gordon, Seeburg; Abe Fishman and Jim Tolisano, Connecticut Music Operators' Association; Sam Getlan, Local 105, United Coin Operated Machine Employees' Union; Ben Becker, United Manufacturing Company, and Paul Ackerman, Is Horowitz, Aaron Sternfield, Ron Carpenter, Henry Onorati and Marty Toohey, all of The Billboard.

WOG officers are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. On the board of directors are James A.

## N. H. Ops Sked Juke Takes to Cerebral Palsy

CONCORD, N. H., May 14.—Half of the proceeds from New Hampshire's 3,000 juke boxes each Friday during the month of June will be donated to the New Hampshire Chapter of the United Cerebral Palsy Association, according to John T. Lazar, secretary of the New Hampshire Music Guild.

Machines will be placed in hotels, railroad stations and other public places thruout the State for the entire month, Lazar said.

Other officers of the association are Paul D'Amica, of Salem, president; Louis Taube, of Manchester, vice-president, and Oscar Pratte, of Manchester, treasurer.

## JUKES ABROAD SCORES SPOT IN NEWSWEEK

CHICAGO, May 14.—Readers of Newsweek magazine this week were brought up-to-date on what's happening around the world in the juke box business.

The article, which credited The Billboard for its information, appeared in the May 9 issue, and pointed out that the American juke box was covering the world as effectively as foreign-aid programs, movies and Coca-Cola.

It stressed the increase of U. S. juke box exports during the past three years and listed the top markets. It went on to give a few highlights of European and Latin American juke box customs.

## Wilkes-Barre Assn. to Air 10c Proposal

WILKES-BARRE, Pa., May 14.—Members of the Anthracite Music Operators' Association of Wilkes-Barre will air the advantages and disadvantages of dime play during their next meeting, June 13.

Ben Sterling, president of the organization, said that the meeting place had not yet been determined but would be announced in ample time for operators to make arrangements.

Meetings are held monthly, Sterling said, and in a different city each month.

Other officers of the association are Andrew Boyko, of Avoca; Marvin Smith, of Pittston, and Buddy Hoblak, of Edwardsville. Boyko, Hoblak, Sketts Aquilina and Fred Shoop comprise the board of directors.

## Richmond Ops Forming New Juke Box Assn.

RICHMOND, Va., May 14.—Music operators here were forming a new association this week.

Altho several attempts to organize a juke box association have been unsuccessful during the past few years, the most recent one last November, operators here were enthusiastic about the new organization being planned.

A meeting was scheduled for Tuesday (17), which is expected to pull approximately 60 operators from thruout the city and the surrounding area. The new association format will be presented at the meeting.

Hirsh de la Viez, vice-president of Music Operators of America and head of the Hirsh Coin Machine Corporation, Washington, will be on hand to explain how the Washington association was set up.

### BOOSTERS

## New Record Label Hits S. D. Scene

PIERRE, S. D., May 14.—A new record label is appearing on the South Dakota juke box scene: It's called S.D.P.O.A.

The record, a home-grown product, is sponsored by the South Dakota Phonograph Operators' Association and features two South Dakota booster tunes: "I Come From South Dakota" and "Dakota Dan."

The tunes were recorded by Grace Lex, a contestant in the 1955 Miss Juke Box Contest, and Danny Hall, 9-year old country and western artist. Gordon Stout, president of the State juke box association, has written every operator in the State asking support in plugging the record.

Both tunes were copyrighted by Miss Lex, the composer, and are royalty-free to operators should any one of the amendments to the 1909 Copyright Act now pending in Congress be passed, according to Stout.

## JUKE BOX TO AID SALES IN 10 LANGUAGES

BIRMINGHAM, England, May 14.—Top salesman for a firm exhibiting at the British Industries Fair this month will be a juke box. It will give a three-minute sales talk on fuel oil additives and it will do it in 10 different languages.

The recordings will be in English, French, German, Italian, Spanish, Portuguese, Afrikaans, Arabic, Hindi and Russian.

The firm believes that the recordings will be a great sales booster in pointing out the advantages of its product to foreign buyers.

## Mass. Ops Draft Bylaws; Palsy Drive in Full Swing

BOSTON, May 14.—The Massachusetts Music Operators' Association met Thursday (5) at the Hampton Court Hotel in Brookline to draft a constitution. At least half of the articles of the bylaws were voted on. Dave Baker treasurer and president of Melo-Tone Music, Arlington, presided in the absence of James Geracos, hospitalized with a gall bladder infection.

Geracos' illness also delayed the appearance of five restaurant owners who were to have stated

the case for successful dime conversion. They are expected to appear at the next meeting, which is scheduled Wednesday (18) at the same place.

Saul Robinson, of Paramount Music; Peter Pompeo and Bob Rome comprise the committee entrusted with the formation of the bylaws and hope to be able to have things formulated at the next meeting.

Meanwhile the music operators' (Continued on page 102)

## UMO Official Offers Info In Trust Case

DETROIT, May 14.—Roy Small, conciliator of the United Music Operators of Michigan, voluntarily appeared in Chicago last Monday before Earl A. Jinkinson, head of the current anti-trust investigation of the juke box business, to offer information of UMO's activities.

Small said: "We wanted the investigators to know what we are doing. We are proud of our organization."

The meeting between Small and Jinkinson was strictly voluntary and he did not appear before the grand jury. He was not subpoenaed.

Small submitted records of all UMO meetings and proposed programs. He also pointed out that all understandings between UMO and Local 985, AFL, Teamsters' Union, headed by William E. Bufalino, appear in contracts, which are open to the public and were comparable with any union-business contract.

## Bow Juke Box For Home Use

NEW YORK, May 14.—Transco Sales Company here has introduced a full-size juke box for home use and also for use as a p.a. system.

Plans are to sell the unit, the Juke King, thru department stores, appliance stores, furniture and record stores. Distributors are being appointed.

Juke King features a V-M record changer with turnover cartridge, a five-watt amplifier, 12-inch speaker, and a microphone which can be cut in while playing the records. List price is \$199.95.

## MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

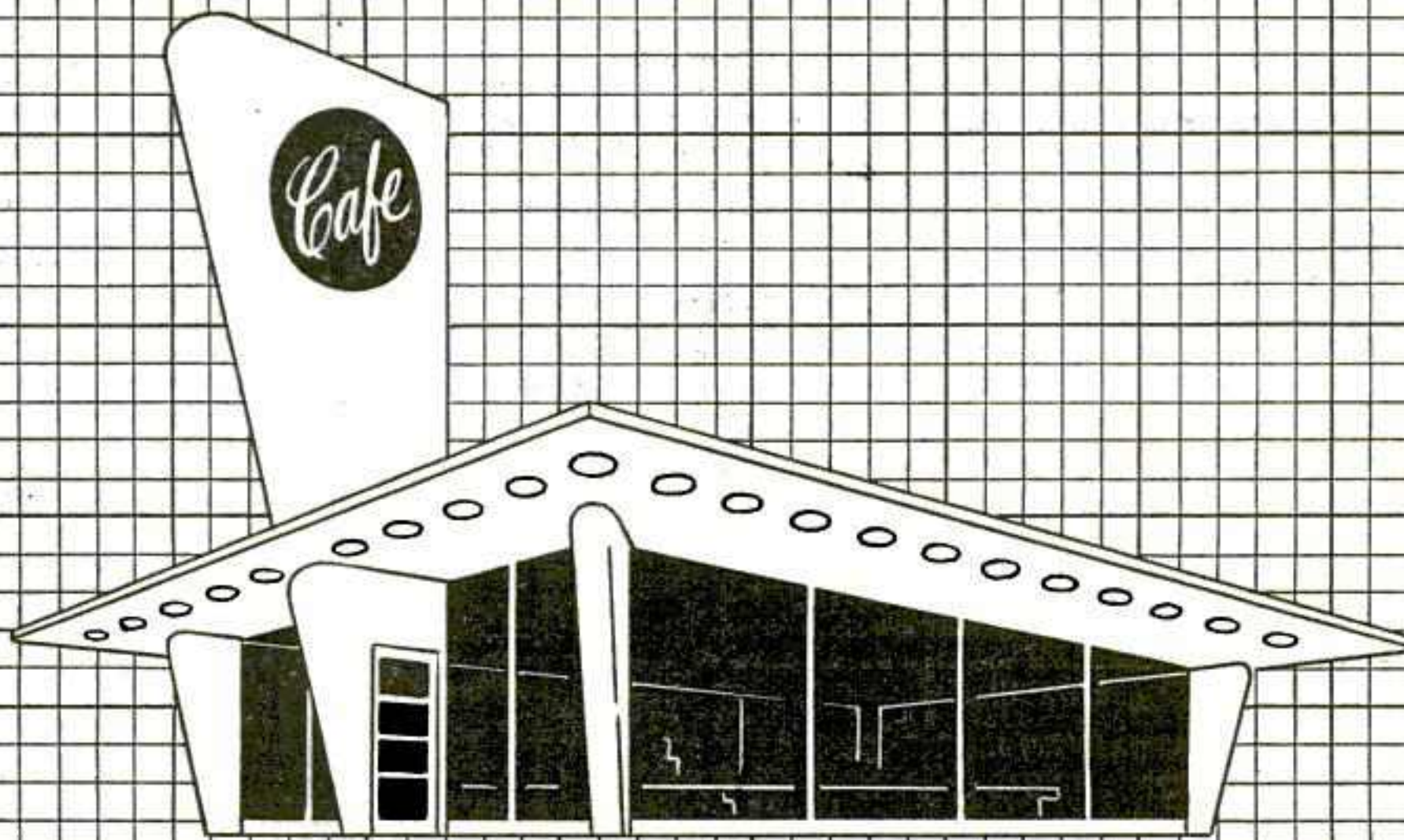
**THE LOS ANGELES OPERATOR ASSOCIATION** launches a record promotion involving deejay Jim Ameche. It will be a weekly event.

**CAPITOL RECORDS SIGNS** Patti Andrews and George Shearing. The pacting of the Les Brown ork by the label is expected to clear soon.

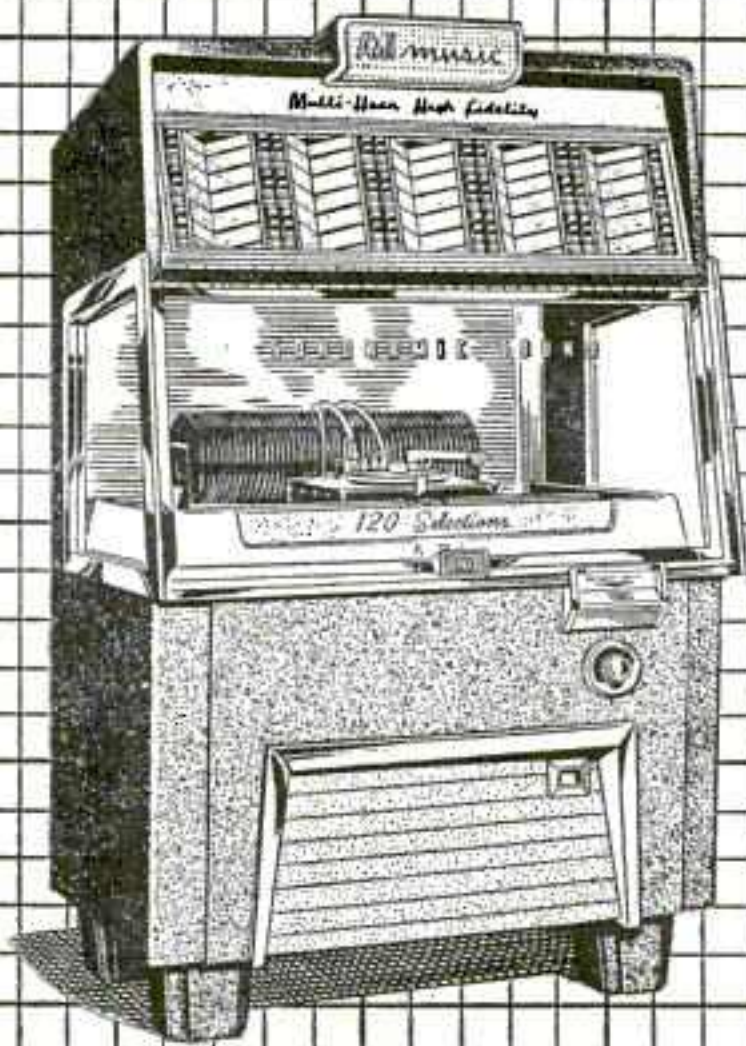
**COLUMBIA RECORDS RE-PRICES** its multi-EP packages. New formula pegs two-diskers at \$2.98, with each additional EP adding another \$1 to the list.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.





# INNOVATIONS DEMANDED



Hundreds of thousands of locations have redesigned their exteriors and interiors for bigger and better business. Certainly this type of location wants no commonplace phonograph; it demands the machine with the latest and greatest innovations, the

**AMI Model "F" —**

**The Only Coin Operated Phonograph  
with FULL RANGE MULTI-HORN HIGH  
FIDELITY and SONORAMIC SOUND with  
MODERN LINES and COLOR TO MATCH**

Originator of the Automatic Selective Juke Box in 1927  
AHEAD THEN — AHEAD NOW

**AMI** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



# COINMEN YOU KNOW

## Chicago

Ken Knauf  
Central 6-8761  
Communications to:

### Mrs. Bow New Coin Games . . .

D. Gottlieb & Company begins shipment of a new four-player pinball, Jubilee, this week, while United Manufacturing Company bowed a new roll-down racing game, Derby Roll. Williams Manufacturing Company has a new baseball game, King of Swat, now in production, to be shipped in the near future.

United Manufacturing Company's Twilight Golf League is off to a fast start, with R. Blankenship turning in the low game score for the week. Road man Al Thoele stopped at Western Distributing in Seattle during the week and is heading for Portland and San Francisco. Visiting the plant during the week was Francis Nardi, Ishpeming, Mich., operator, and Ed Kozel, of Escanaba, Mich.

Chicago Coin Machine Company's softball team opened its season successfully again this year by defeating United Manufacturing 13 to 12. The game was played at Wells Park on Chicago's North Side, and was viewed by an enthusiastic crowd from both companies.

Bernard K. Bitterman, Kansas City distributor of vending machines, is expecting Ray Greiner, sales manager for the Northwestern Corporation, Morris, Ill., and Moe Mandell, Northwestern distributor for New York, for an extended visit in Kansas City during the week.

Sam Lewis, Exhibit Supply executive vice-president, and Frank Mencuri, vice-president and

director of sales, took time out during the week to have their portraits taken . . . a sure sign of big things ahead at Exhibit.

Johnny Oomens, secretary of the Chicago Automatic Phonograph Bowling League, reports the end of the season, with ABC Music No. 2 team beating out Mercury Records Friday night (6) in a close finish. Ray Gallet took top men's honors in individual scoring with a 167.69 average. Myrna Sipora tabbed a 145.72 average to place first among the women.

Joe Kline, First Coin Machine Exchange, reported this week that the firm's April sales set a new record for that month, with May sales expected to also reach new heights. Wally Finke returned Friday (13) from a two-week combination business and pleasure trip to Cleveland, New Orleans, Florida and the Gulf Coast.

## Detroit

Communications to:  
Hal Reves  
Woodward 2-1100

### Brilliant Music Awaits Taylor . . .

Joseph Brilliant, of Brilliant Music, has been swamped with work since the illness of his manager, Ray Taylor, two weeks ago. Taylor has been just released from a hospital and his possible return to work is still indefinite, according to his medics.

William Sager, service operator at Frank's Music, has just returned from a week's relaxation up north around Gaylord, Mich., trout fishing. He brought back some actual proof of his angling.

Edward P. Womack is celebrating his first anniversary with the Variety Sales Company at Highland, 50 miles north of Detroit.

Louis Fisher, of Fisher Music Company, and Mrs. Fisher were in New York to take in a number of shows, with a side trip to Washington.

Mrs. Angela Siracuse, wife of Anthony Siracuse, of Circle Music Company, is back home following hospitalization.

Jimmie Dunn, of the Dunn Music Company, who was in the hospital for a nervous condition, has returned to his route. Marty Rice, of the Rice Music Company, handled his business during his illness.

## Pittsburgh

Communications to:  
Leon Leffingwell  
Walnut 1-0102

### Cigar Vender Ops Increase Prices . . .

Cigarette machine operators here have increased to 28 cents the price of king-sized cigarettes sold thru venders. The hike was necessitated by price increases by major tobacco companies and higher costs of book matches and other operating items. Regular-sized popular cigarettes continue at 25 cents here.

J. E. Simon, general counsel, Automatic Merchandisers' Association of Western Pennsylvania, says vending machine operators are converting their machines so that they can accept a quarter and a nickel and return change. It is expected to take several weeks before the changeover is completed.

Harry Rosen, president, Allegheny Cigarette Service Company, reports it will take three or four months for the average cigarette operator to adapt his equipment because of the price change.

M. J. Abelson has just returned

from a trip to California where he spent some time with executives of Oak Manufacturing Company. Sid Bloom, president; Sam Weitzman, another executive of the Oak firm, and Abelson are members of the Beverly Wilshire Health Club.

Harry Wyner, proprietor, Automatic Vending Machine Exchange, reports the DuGrenier vending machines are geared for the change in price of cigarettes with a manual mechanism that will accept any combination of coins totaling 30 cents.

## New York

Communications to:  
Aaron Sternfield  
PLaza 7-2800

### Seacoast Distribs Sked Op Schools . . .

Seacoast holds its service schools in New York, May 23-25, and in Elizabeth, N. J., May 25-26. Frank Schultz, from the Rock-Ola factory, and Charlie Reissner, Seacoast service head, will be in charge. Bob Slifer, Seacoast, spoke Thursday night (12) at the Garden State Music Operators' Association, Red Bank, N. J.

Jack Ehrlich, Hart Music, and Al Bloom, Speedway Products, joined the CMEU. Lou Leventhal has purchased part of Sol Tabb's game route and has joined the Associated Amusement Machine Operators of New York. He is father of Sol Leventhal, S&L Vending.

Bill Furst, Furst & Schwartz,

## 200 to Attend Chi Operators' Bowling Fete

CHICAGO, May 14.—Approximately 200 music operators, their wives and guests are expected to attend the third annual banquet of the Chicago Automatic Phonograph Bowling League, according to John Oomens, secretary.

The event, May 21 at Allgauer's Fireside Restaurant, will include the presentation of trophies and dancing. Oomens said that 28 trophies would be awarded.

Heading the banquet committee are Oomens, Bob Cnarro, Edith Davis and Ray Gallet.

## Mass. Ops Draft

Continued from page 100

Cerebral Palsy drive is in full swing, with approximately 2,000 machines thruout the State playing for the fund and displaying the "Music Helps Johnny" cards.

Each machine on the locations will give the proceeds of one day each week to the campaign. With the combined efforts of operators and distributors, juke boxes have been placed in key locations in the metropolitan area, from which 100 per cent of the take goes for the drive.

Trimount Automatic Sales Corporation (Seeburg), Redd Distributors (Wurlitzer), Atlas Corporation (AMI) and Music & Television Corporation (Rock-Ola) have lent their efforts to the cause. Hotels thruout the city have installed machines and cards as well as the three railroad stations. Two especially are taking in the coin at South Station and in the North Station, where circus crowds keep the machines busy.

### Other Stops

The Watertown Arsenal has a machine and two Loew's theaters have them in the lobbies. Springfield City Hall, a bank in Greenfield and a theater in Providence also are helping to boost the fund for CP.

This marks the first time that the music machine industry here has identified itself with any kind of fund-raising promotion. The result has been that more juke boxes are playing in Massachusetts than ever before and public interest in music has been heightened. The industry also has received a large amount of valuable good will in this manner as well as from the press, radio and television.

Stoner distributor, said he picked up a lot of location leads at the Kenilworth Clinic (see Vending department) and turned them over to operators. One plant, he said, had 6,500 employees.

A. D. Palmer, Wurlitzer executive, was in town this week. Joe Munves is currently on the road. Max Munves says the Williams Sidewalk Engineer is a fast seller.

Dave Stern, Seacoast Distributors, says his swimming pool will be ready by June 20. The \$500,000 Brookside Swimming Club, Union, N. J., is a joint venture of Stern; Dave Taub, former vending and music operator; Milton Gelman, ex-juke box operator, and Harry Roff. Estelle Potash, formerly secretary at Nat Cohn's Conat Sales, has joined the Seacoast office staff.

Abe Lipsky, Young Distributors, reports that the outlet has trouble keeping up with orders for the new Wurlitzer. Tom Reissner, son of the Seacoast service head, won a trophy in music competition at the Kearney, N. J., high school. He plays the accordion.

Nat Lerner has sold his Waldorf Music route to Charlie Bernoff, Regal Music. Bob Katlin has replaced Paul Taglione as manager of John Bilotta's Albany, N. Y., branch. Saul Brieter, Times Square mortgage house, is becoming active in the coin machine field.

Joe Connors returned from a Mexico vacation. Abe Witsen, International-Scott-Cross, is back from a Chicago business trip. His partner, Sol Groenteman, says that South America offers a greater potential for the export market than does Europe.

The New Jersey Music Guild  
(Continued on page 107)

## Wertz Music Hosts Norfolk Ops at Rock-Ola Showing

NORFOLK, May 14.—The Wertz Music Supply Company hosted music operators at Lou's Ringside Restaurant this week as it unveiled the new Rock-Ola phonograph, Model 1448.

The event marked the second showing staged by Wertz, the first being held in Richmond April 24-25.

Greeting operators and their guests at the showing were Dan M. Wertz, owner of the firm; Charles R. Montgomery, Norfolk area salesman, and Harry L. Nevins, service manager of the firm's main office in Richmond.

Among local operators who attended were Mr. and Mrs. O. N. Hilburn, Mr. and Mrs. H. B. Akers, Mr. and Mrs. Kenneth Schneider, Jack Shanks, Willie Gordon, W. T. Campbell, Howard Barton, Charles Johnson, Calvin Jeffers, J. Nelson Cothron, O. L. Etheridge, Cliff Wetzell, Dwight Casterline, Lee Lewis and Philip Warren.

Portsmouth visitors included Mr. and Mrs. E. M. Creech, Randy Butler, Mr. and Mrs. Bob Basham, R. Burnsh, E. H. Benton and A. P. Loudon.

Hampton guests included Mr. and Mrs. Martin W. Pamplin and C. George.

## U. S. JUKE BOX JAN. EXPORTS HIT \$719,716

CHICAGO, May 14.—U. S. juke box exports for the first month of this year hit \$719,716, according to Department of Commerce figures just released.

Western Germany, top importer of U. S. phonographs in 1954, led all other countries, purchasing 222 machines, valued at \$165,099. Canada, Venezuela, Belgium and Netherlands followed in that order. (See chart in general section for complete country breakdown.)

The \$719,716 figure represents an increase of \$200,000, compared to January's total in 1954 of \$519,949.

## COIN MACHINE NEWS QUIZ

Did you read these  
exclusive industry news  
items published in  
The Billboard—  
and only in The Billboard  
—last week?

- **NCMDA OBJECTIVES OUTLINED.** Complete story of program of the newly re-organized National Coin Machine Distributors' Association and general purposes of the organization. (Page 77, The Billboard, May 14.)
- **SHUFFLE GAME CONVERSIONS CLIMB.** Nationwide report of distributors and operators on the trend to conversions of shuffle games, details of conversion kits now offered, and the divided reaction the units have excited. (Page 78, The Billboard, May 14.)

- **USED GAME MARKET UP 25%.** Amusement game distributors surveyed report used equipment is hard to find forcing the market value up 25 per cent over what it should be compared to last year's prices. (Page 78, The Billboard, May 14.)
- **NY OPS PLAN CIG PRICE BOOST.** Vending operators in the metropolitan New York area plan to take advantage of the recent wholesale increases in the prices of king-size brands by stepping up prices. Complete details of price increases. (Page 79, The Billboard, May 14.)
- **U. S. OPENS TRUST PROBE.** The federal grand jury investigation of alleged anti-trust activities in the juke box industry opens this week when five juke box manufacturers and one distributor submitted records dating back to 1946. (Page 84, The Billboard, May 14.)
- **URGE OP SUPPORT OF 2d NJBM Disk.** Music Operators of America gets behind the second tune licensed by National Juke Box Music, Inc., with 11,000 letters to operators thruout the country. (Page 84, The Billboard, May 14.)

IF YOU MISSED READING THE MAY 14 ISSUE OF THE BILLBOARD  
YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND  
FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

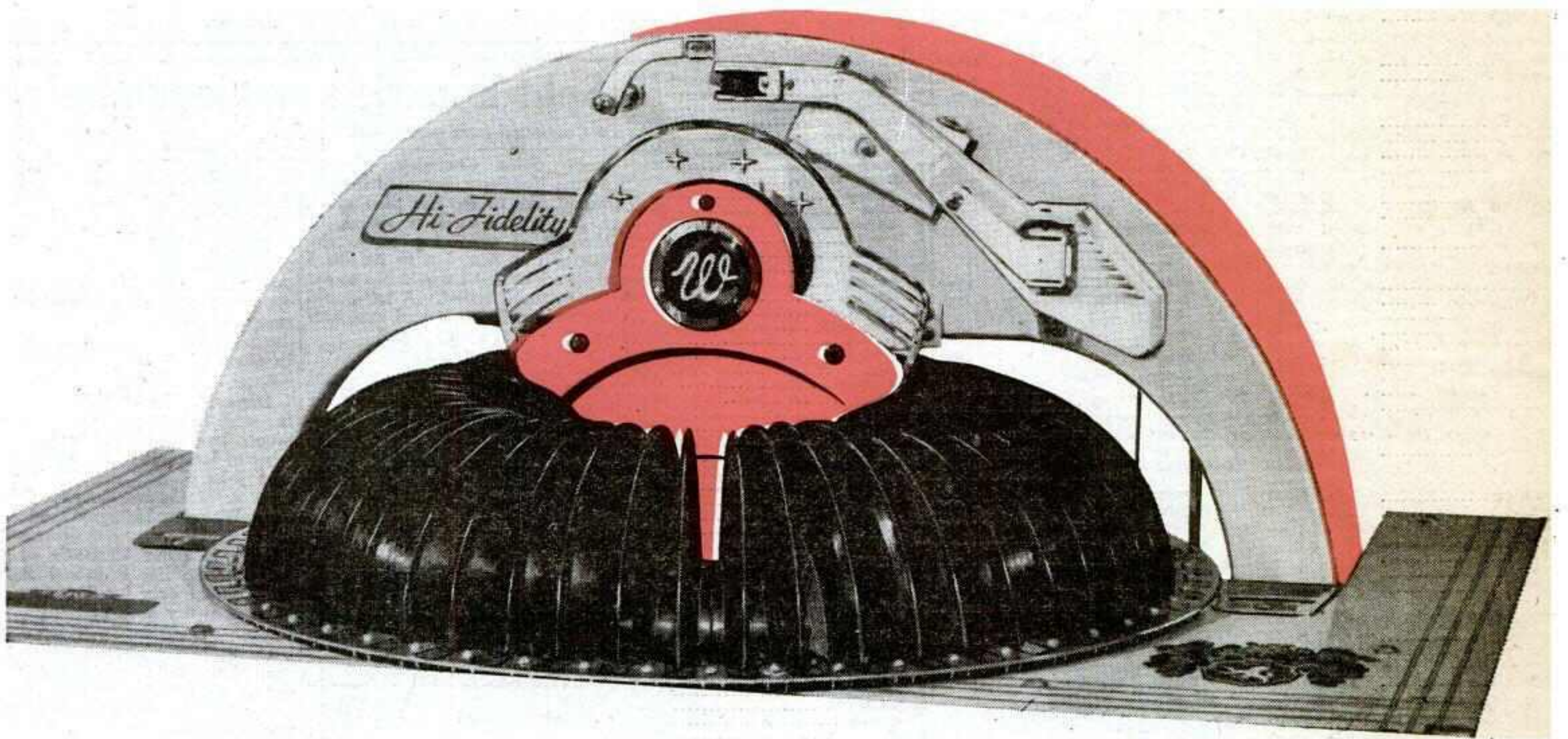


A Continuing Story of  
**Leadership**  
in **Action**



# WURLITZER

## AGAIN FIRST IN ACCEPTANCE



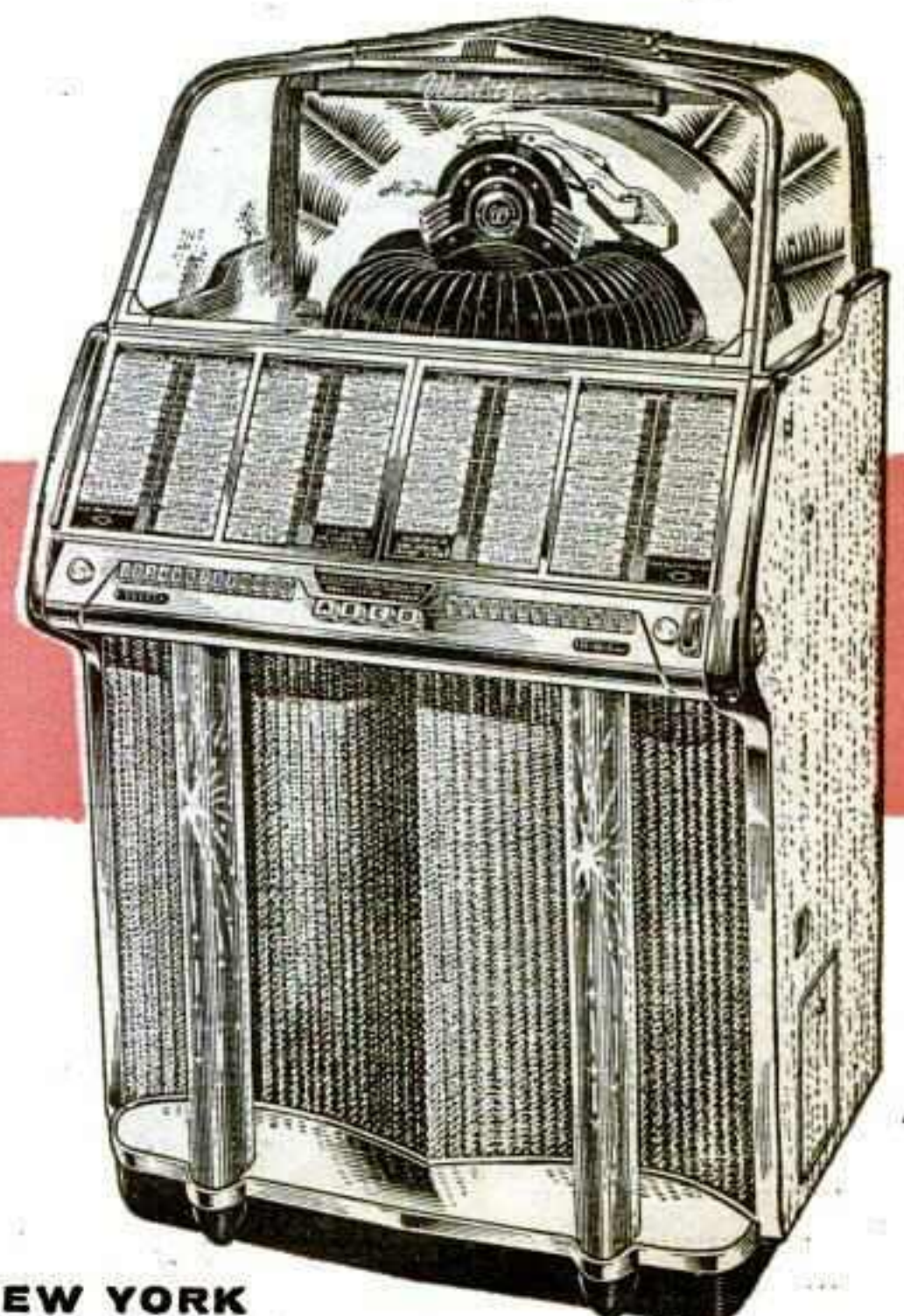
**WITH THE SIMPLEST...  
SUREST... FASTEST  
RECORD CHANGER  
OF ALL TIME**

*Wurlitzer 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**





THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
Model A	99.50 115.00	99.50 115.00	\$125.00 165.00	\$115.00
Model B	125.00 165.00	125.00 165.00	185.00	150.00
Model	150.00 185.00	149.50 150.00	185.00	150.00
Model D-40	150.00 165.00	150.00 165.00	245.00	245.00
E-40	210.00	210.00	245.00	245.00
Model D-80	245.00 275.00	225.00 245.00	245.00 295.00	245.00 275.00
E-80	279.00 295.00	279.00 295.00	350.00	350.00
Model E 120	375.00	375.00(2)	395.00 425.00	375.00 450.00
	650.00	395.00 450.00	450.00	450.00
		550.00		
		575.00 650.00	595.00 650.00	
<b>EVANS</b>				
Constellation (Evans)	175.00	175.00	175.00	
<b>ROCK-OLA</b>				
Comet	645.00 650.00	625.00 650.00	650.00 675.00	675.00
Comet 1438	675.00 700.00	675.00(2)	700.00	650.00
46			39.50 60.00	60.00
1422			99.00	99.00
1428	125.00	119.50 125.00	225.00	125.00
1432		275.00 295.00		
1434		325.00	325.00	325.00
1434 Rockets	325.00	325.00	325.00	325.00
1436	350.00	350.00(2)	375.00	375.00
	375.00(2)	375.00(2)		
1446 HI-FI		725.00		
<b>SEEBURG</b>				
46		65.00	44.50 65.00	65.00
47		75.00	54.50 75.00	75.00
146M		79.50		
H-146-Hideaway	50.00			50.00
147			75.00	75.00
H-147-Hideaway	65.00	65.00		65.00
H-148-Hideaway	75.00	75.00		75.00
HM 100-A Hideaway	275.00	249.50 275.00	275.00	275.00
M 100-A (78 RPM)	295.00(2)	295.00(2)	325.00(2)	325.00 349.50
	325.00(3)	325.00(2)	349.50 350.00	375.00 395.00
M 100 B	349.50 350.00	349.50 395.00	375.00 445.00	
	525.00(2)	525.00(2)	500.00	525.00(2)
	569.50	550.00 569.50	550.00 569.50	550.00 569.50
M-100-BL	550.00	575.00	575.00	575.00
M-100-C		685.00	625.00 645.00	685.00
			685.00	
146			95.00	
147-M			125.00	89.50
148				125.00
148 ML	139.00	139.00	109.50 139.50	139.50
<b>WURLITZER</b>				
1015	45.00 100.00	45.00 65.00	59.50 75.00(2)	69.50 99.50
	125.00	69.50 75.00	99.50	
		99.50 100.00	100.00(2)	
1100	150.00 175.00	110.00	150.00(2)	150.00
		150.00(2)	175.00(2)	
1017		195.00	89.50	
1217 Hideaway	139.50	139.50	139.50	139.50
1250	179.50	169.50	169.50 225.00	179.50
			265.00	
1400	325.00	325.00 385.00	385.00	325.00 385.00
1450	325.00	325.00	325.00	325.00
1500	295.00 325.00	295.00 385.00	365.00 389.50	395.00(2)
	395.00	395.00	395.00(2)	
1500-A		445.00	445.00	
1550A	395.00	425.00 475.00		445.00 475.00
1550	325.00	395.00	495.00	395.00
1650	395.00	395.00	450.00	395.00

ABC No. 2 Wins Chi Bowling Tournament

CHICAGO, May 14.—The third season of the Chicago Automatic Phonograph Bowling League ended here last Monday evening, with the team of ABC Music No. 2 winning first place honors.

Following are the final team standings:

Team	Won	Lost
ABC Music No. 2	62	43
Mercury Records	61	44
Walter Oomens Sons	59½	45½
Decca Records	57	48
Coral Records	55½	49½
ABC Music No. 1	55	50
Melody Music	53½	51½
Paschke Phono Service	53	52
Star Music	52	53
B & B Novelty	50½	54½
Western Automatic Music	49	56
Atlas Music	48	57
Coven Music	41	64
Gillette Distributing	38	67

Following are individual men standings:

Name	Average
R. Gallet	167.69
M. Pieroni	167.58
C. Latino	167.57
T. Galgano	165.26
J. W. Oomens	165.3
Rene Gallet	163.96
F. Tutomase	162.54
V. Jaccino Sr.	160.70
W. Paradee	160.29
J. Nolan	160.3
E. Walker	159.75
L. Wesson	158.30
R. Kick	158.2
R. Losasso	157.14
H. Sochacki	156.81
A. Rice	156.53
C. Alessi	156.6
L. Christiansen	155.97
R. Gnarro	153.88
J. Shuman	153.48
F. Dries	153.32
M. Blumberg	153.26
L. Taylor	153.25
E. Cicero	152.91
T. Ignoffo	151.46
C. Goldberg	151.8
R. Holl	150.76
I. Cairo	150.68
V. Jaccino Jr.	147.53
G. Losasso	147.53
D. Baxter	146.99
W. Nyland	146.83
W. Bender	146.75
F. Siplora	146.71
A. Hofert	145.91
M. Minkus	145.2
J. Mohill	144.47
R. Gallet	144.35
F. Mallak	144.23
M. Pomerance	144.7
T. Nyland	142.79
B. Bywalec	139.3
F. Lantz	137.67
R. Dolan	137.50
V. Bondioli	137.41
R. Bale	136.18
H. Chapman	136.15
P. Brown	136.1
T. Genovese	135.50
E. Gallet	134.53
M. Furler	127.6
G. Holl	123.69

Following are individual women standings:

M. Siplora	145.72
I. Oomens	139.87
M. Sochacki	135.43
J. Gallet	128.69
J. Wojciechowski	127.10
E. Brown	126.60
C. Strobl	125.
D. Kick	123.22
M. Gocal	121.10
M. Nyland	120.70
M. Bale	119.45
M. Jaccino	119.36
E. Davis	113.54
N. Rice	112.80
G. Lettieri	110.23
L. Lantz	104.75
C. Hughes	104.53

Music & TV Corp. Stages Rock-Ola Op Service School

BOSTON, May 14.—A factory-conducted service school will be held Sunday and Monday (16-17) at the headquarters of the Music and Television Corporation, Rock-Ola distributors in this area.

J. J. Columbo, president of the firm, said that the instruction would cover the new Rock-Ola, Model 1448, recently unveiled here. Columbo added that a large number of operators and their servicemen were expected to attend.

Frank Schultz, Rock-Ola field engineer, will conduct the classes, with George Currier and Stanley Sturgis, both of Music and Television's service department, on hand to assist.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

June 4—California Music Merchants' Association, annual banquet for all divisions, Leamington Hotel, Oakland, Calif.

June 4-5—National Automatic Merchandising Association, regional meeting, Region I, Sheraton-Plaza Hotel, Boston.

June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.

June 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 9—New York State Operators' Guild, Inc., annual banquet, Conrad Hotel, Kiamesha Lake, N. Y.

June 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.

Split Reaction on Commercials

Continued from page 100

matic Sales Company, Fertile, Minn., like Scott, admitted that he would like to see the plan given a fair test. Knutson stated, "I thought of answering no to the question at first, but to be fair I must admit that I would like to see the proposal tested. A lot would depend on location and customer acceptance of such a plan."

It was interesting to note that of all the operators, who said they would like to see the plan tested, 67 per cent asserted they wanted the tests conducted on the basis of operator reports. The remaining 33 per cent indicated that they would like to see the tests made by a private firm, which specializes in such surveys.

Reasons for operator tests were summed up well by J. D. Boyd, head of Boyd Music Company, Indianapolis, and Lloyd L. Kiester, president of Cap's Amusement Company, Inc., Gronetac, Minn., and Pete Boody, head of Maestro Music Company, Pueblo, Colo.

Boyd explained that only an operator would be in a position to determine whether the earning power of advertising disks would be greater than public disapproval. Kiester said that he believed that "MOA, since it is sponsoring the proposal, should try this plan out with various members for a limited time, informing operators of the results when finished."

Boody said, "A limited number of operators around the country should be picked and their locations should be surveyed after the advertising disks have been in use for several weeks."

Many of the operators, who came out in favor of the plan, said that they had discussed the proposal and had heard Pantages explain it during the Music Operators of America convention last March.

Basically the plan, as explained by Pantages during the convention, would set up a national advertising agency which would contact and sell national advertisers commercial time on juke boxes. Commercials would be two-minute records, following the pattern of other advertising disks such as "Sweet Muriel" and "Look Sharp, Be Sharp"—tunes that do not follow the pattern of everyday commercials.

Operators would be paid by the advertisers for playing these disks on their machines, the records being played automatically. Four records would be used on each machine, eight sides, and one tune would be played every 30 minutes, the cycle repeating every four hours.

There would be no charge to operators for the records or the timing mechanism, which trips the records automatically. The timer,

Pantages said, trips a selector button in the same manner that it is done when someone drops a coin into the chute.

The overwhelming majority of operators favoring the plan mentioned the need for additional revenue for the juke box business, but many modified this by saying that the plan should be used only in locations where owners were willing.

Dana M. Howell, of Belmont, Ia., said: "I believe the advertising proposal would be alright in some types of locations such as taverns." And John S. McCarthy, head of John S. McCarthy Novelty Company, Waterloo, Ia., agreed, saying: "I am willing to try the advertising records in those locations which desire them, but I do not think they should ever be forced on a location owner or the public."

Omar Dressel, of Olney, Ill., also wanted the right to pick his locations. He said, "I would want to give each of my locations the right to accept or reject the plan."

Negative opinions were generally stronger and more determined than the positive views. Typical was the remark made at Porter Music Company's headquarters in Asheville, N. C. "We do not have a captive audience at present, but these advertising records would certainly eliminate this. Legislation would be against us," a spokesman asserted.

L. E. Cooke, of Auburn, Calif., viewed the advertising proposal as "a short cut to less collections and less locations." He said, "I cannot think of a better way to lose some of my best locations and to set the public against the juke box business."

Another dim view of the plan was that of L. K. Kowalik, head of Kowalik Music Company, Richmond, Mich. Kowalik said, "I am in the music business and have no desire to enter the advertising business, nor have I the desire to run the risk of insulting my customers with some of the shallow huckster tunes that are now being played over the radio and television. There is entirely too much chance of abuse by greedy advertisers and too small a profit for my locations and me to run the risk."

But the biggest reason for rejecting the plan was just a general dislike for commercials, it was indicated. William E. Zelko, of Columbus, O., pretty well covered the sentiment of most of these operators when he said: "Customers of taverns want to get away from commercials. They can stay home and listen to their radio or television set if that is what they want."

And Darwin Hansen said, "Let's give them the music they want to hear when they want it—not commercials."

Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT OF RECORD SAVINGS!



NELSON MODERNIZATION KIT for Seeburg M100-A to 45 rpm. Cut your costs—Increase your profits—by installing the Nelson Modernization Kit on your Seeburg M100-A's. 45 rpm records are cheaper... last longer... takes less storage space... give better reproduction... AND gets you into 10¢ play thru 45 rpm disks. 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 and Mail TODAY!

D. W. PRICE CORP., Manufacturers 11167 W. Pico Blvd. Los Angeles 64, Calif.

Show me how I can convert Seeburg M100-A's to 45 rpm... and pay for conversion out of record cost savings!

Name.....  
Company.....  
Address.....  
City..... Zone... State.....

MGNJ to Hold General Meet

NEWARK, N. J., May 14.—The Music Guild of New Jersey holds its general meeting and dinner Thursday (19) at the Hotel Essex House here.

Subjects to be discussed will include current reports on location activity in all counties, reports on the influx of new operators and a proposed program for raising industry standards.

Also to be considered will be a previous recommendation that each member be required to furnish a \$1,000 performance bond.

West Side Sales On Conversions Hit 50-60 Week

NEW YORK, May 14.—Harry Berger, West Side Distributors, said his firm is currently selling an average of 50 to 60 converted shuffle games a week.

The conversions are Speedball and Beam, both six-player location pieces, and Prize Bowler, a single-player Arcade and resort piece.



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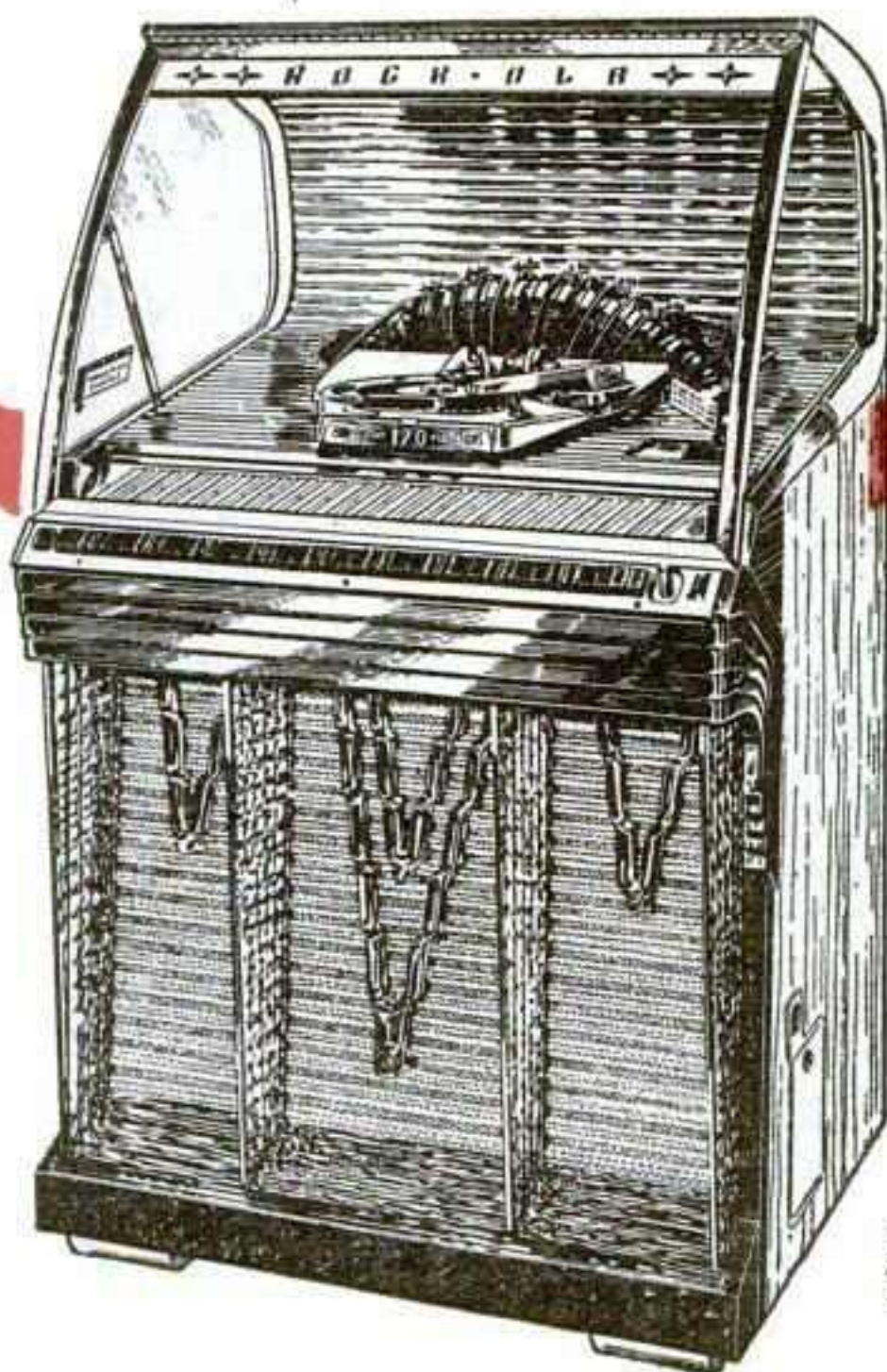
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<b>Hi-Speed Selector Panel</b>	<b>Robot Record Arm</b>



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800 N. KEDZIE AVE. • CHICAGO 51, ILL.



## Williams Sales Hit New Game Markets

**Distributors Sell Bulldozer Unit to Parks, Stores, Airports, Drive-Ins, Depots**

CHICAGO, May 14.—Williams Manufacturing Company has launched a sales campaign thru its game distributors aimed at new potential markets prompted by the company's Sidewalk Engineer bulldozer game.

The game is specially adapted for location at amusement parks, kiddie parks, drive-in theaters, bowling alleys, bus depots, airports, department and variety stores and other extra-route spots.

Williams distributors, who previously handled five-ball pinball,

gun game and Arcade game sales for the firm, selling to operators whose routes consist mainly of taverns and restaurants and other regular route locations, are now expanding sales thru the new markets.

### Dime Operated

Sidewalk Engineer, operated on dime play, features a scale model bulldozer at work within a glass cabinet. The player operates the bulldozer by working a lever on the outside of the cabinet, putting the bulldozer to work moving "sand" on a simulated construction job. The popular appeal of the bulldozer construction idea has done much to make the game a profitable location piece.

Sidewalk Engineer was introduced at the Music Operators of America convention here March 28-30. The game drew attention, according to Art Weinand, Williams sales manager, but potential customers asked, "What kind of a market do I have for it in my territory?"

### Sales Move

A sales move directed to new markets proved the answer to this question. Here's how it works:

Weinand, thru the Williams distributors, directs sales to locations where the unit will have the greatest commercial possibilities.

Distributors are alerted to the market by lists sent to variety store locations, parks, department stores, airports, depots, drive-ins, and other likely spots that exist in distributors' sales territories.

Sales circulars are sent ahead to these potential locations to produce

(Continued on page 109)

## United Bows Derby Roll, Novelty Game

CHICAGO, May 14. — United Manufacturing Company shipped samples this week of a new roll-down race horse game, Derby Roll.

One or two persons can play the game, each player getting 10 rubber balls, two inches in diameter, which are rolled down a Formica board into pockets at the end.

Six miniature race horses are advanced according to the numbers of the pockets in which balls are landed. The game operates on dime play.

With two players in competition, each player has three horses which he tries to move across the track and under the wire ahead of the other horses. Scores are registered on winning horses, also horses that place, show or come in fourth.

### Advancing Horses

Seven ball pockets score from 40 to 100 points, the higher bracket pockets advancing horses farther along the track. A flashing red light appears in front of one of the pockets on a mystery basis before each shot is made, awards a bonus of 100 when the player lands a ball in the lighted pocket, and advances the horse indicated 10 times.

Players advance only their own horses, not helping the competitive horses by landing balls in other pockets.

Scores are registered on two four-reel scoring units on the backglass. Balls are fed to the player from an opening at the front of the cabinet. Horses move along the miniature track in realistic fashion. Derby Roll measures 80 inches in length.

## Binks Readies New Coin Game

CHICAGO, May 14.—Binks Industries is readying for production a new type of coin-operated amusement game suitable for all types of locations, according to Mel Binks, president.

Binks expects the new game to be ready for shipment in another 30 days. The game will be set for dime play and for multiple player participation.

Binks said plans had been canceled for production of a new shuffle game conversion unit, but the Skill Tournament, shuffle game attachment, is still in production.

Price of the conversion includes the addition of new relays, backglass, wiring, motors, and has been set at \$150.

Among distributors and operators surveyed around the country, some see conversions as only a temporary means of boosting takes in certain dwindling-profit locations. Others believe they will result in increased new game sales by allowing operators to buy more new equipment and expand with increased revenues from used game locations.

Other firms active in conversion work include Edelco, Inc., Detroit; Marvel Manufacturing Company, Binks Industries, All State Coin Machine Exchange, Monarch Coin Machines, Leader Sales, Chicago; West Side Distributors, King Amusement, Al Gilbert, Dan Lowy, New York; Hastings Distributing Company, P. & P. Novelty Company, Milwaukee; Huffine's Coin Machine Service Company, New Orleans.

## Rosenberg Producing Shuffle Conversions

LOS ANGELES, May 14.—Herbert Rosenberg, veteran coin machine man of Miami and New York, has organized the H. Rosenberg Company with headquarters here for the manufacture of shuffle game conversion units.

The new enterprise further expands the growing trend around the nation to shuffle game conversions—the adding of new play features to used games (The Billboard, May 14). Firms in half a dozen cities are active in the conversion field. Reaction is divided as to the value of conversion units to the industry.

Tho not completely set up yet, Rosenberg expects to be geared for mass production by month's end, converting old model shuffle games to those with newer features.

Current production is limited to two conversions called Super Flash and Flash Alley, with Rosenberg planning a third for delivery in the near future.

## GAME EXPORTS DROP IN JAN.

CHICAGO, May 14.—Shipment of U. S. amusement games to world markets in January totaled \$176,670, a drop from \$240,330 in January, 1954.

Average price of games shipped abroad during the month was \$122, compared to a 1954 year's average of \$142.

Canada led the game markets in January with a \$39,953 total, followed by Switzerland, Belgium, Sweden and Venezuela, in that order. Total coin machine shipments were up 16.7 per cent for the month (see separate story in Coin Machine Section).

## REMODELS PINS

### La. Op Converts 1-Ball Units to 5-Ball Games

NEW ORLEANS, May 14.—The ability to re-design an amusement game to do a different job and do it profitably is a technique which has created extra income for Albert Huffine, operator in Huffine's Coin Machine Service Company here.

Last year Huffine developed a "conversion kit" to change over a one-ball pin game into a five-ball unit.

While it was possible for operators suddenly bereaved by the loss of one-ball profits by local legislation to ship their machines into the factory for conversion, the high cost of freight plus the long delays involved were such that the expense was prohibitive.

Huffine devised a practical kit shipped to the operator in a plywood box, complete with blueprints and parts, which would do the same job for a fraction of the cost. Turned out in his own shop, with the blueprints glued inside the lid of the box, these kits proved successful and Huffine shipped hundreds of them to operators thruout the South.

### Gottlieb Names Mondial Distrib For Game Exports

CHICAGO, May 14.—D. Gottlieb & Company this week named Mondial Commercial Corporation, New York, as amusement game export distributor for the firm in French Morocco and Algeria.

Mondial, headed by S. D. Fesjian, is opening offices in Casablanca this month. Gottlieb exports are handled by Judd Industries, world sales agency for the Gottlieb firm.

### United Holds Texas Schools

CHICAGO, May 14.—United Manufacturing Company conducted operator service schools this week in Corpus Christi and San Antonio, Tex.

The classes were sponsored by Dan Perotta, Commercial Music Company, San Antonio. Conducted by Leo Golonski and John Casola, of the United organization, the Corpus Christi school was held May 10, the San Antonio school May 11.

### Correction

Irvin Blumentfeld, General Vending Sales Corporation, Baltimore, is the secretary of the newly reorganized National Coin Machine Distributors Association.

His name was inadvertently misspelled in the May 14 issue of The Billboard.

## SPOT SERVICE

### Op Repairs Games On Scene--Saves \$\$

NEW ORLEANS, May 14.—On-the-spot maintenance work on amusement games has saved time and money for Rene Latour, game operator here.

Aware of the importance of maintaining the appearance of every coin machine on location, Latour formerly hauled into the shop machines in need of a "face-lifting," but now does the work right on the route.

Latour has some 200 pinball games thruout the Crescent City, including locations in the suburbs, in the downtown shopping district and in the world-famous French Quarter.

With so large a string and many miles covered daily by three collectors, "every minute counts," and Latour has found it isn't necessary to tie up a lot of time, a truck and extra personnel to maintain the games on the street.

### Hauling Practice

He formerly made an inspection trip once a month over all locations and where a machine had become marked by cigarette burns, stains, splashed paint, broken glass or other eyesores, it was picked up and hauled to his shop in the Gentilly section of the city.

In making a recap of expenses during 1953, however, Latour was struck by the high cost which had gone into machine pick-up and return and determined to develop some sort of practical substitute.

The result was a completely equipped "on location" maintenance system which has worked out so well that he now seldom hauls in more than one or two machines a month instead of the 15 to 20.

### Pins Excluded From Game Bill

SPRINGFIELD, Ill., May 14.—An anti-gaming bill approved recently by an Illinois House committee specifically excludes from its prohibition the manufacture of amusement-type pinball games.

The bill would outlaw the manufacture of slot machines and some other types of gambling devices.

### Atty. Gen. Rules Out Free-Play Pins

PIERRE, S. D., May 14.—Attorney General Phil Saunders has ruled that pinball games which yield free games after certain scores are made by the player are illegal gambling devices.

The attorney general admitted that the games "in some instances may be operated solely for amusement," but this did not alter the ruling.

The work is now handled right on the spot, with the location owner's permission and at hours that are convenient to the particular location.

Included in the kit which each of the three mechanics-collectors now carry is a handy ¼-h.p. electric drill, with a complete set of attachments which cover practically every need which the mechanic is likely to encounter.

"The attachments are the secret," said Latour, "since with one drill occupying only a small amount of space, we can use a sander, saw, jig saw, screwdriver, plane, grinder and other tools. Each man carries only the one drill and a com-

(Continued on page 110)

## Gottlieb Ships Jubilee, New 4-Player Pin

CHICAGO, May 14.—Jubilee, a new multiple-player five-ball game in which up to four players can compete, was shipped to distributors this week by D. Gottlieb & Company.

Jubilee is the third of a new line of pinball games to go into production by Gottlieb.

Each player shoots a ball in turn as individual scores are registered on scoring reels on the backglass.

If one player tilts the game, only that player's score is canceled and the other players continue to play. Numbers light up on the backglass to show which player is shooting and the number of balls he shoots.

### Triple Feature

The game has a triple match feature—number, star and diamond match—giving the player one replay for matching his score with the match number, five replays for matching the number and star, and 10 replays for matching number, star and diamond.

Button-operated ball flippers at the bottom of the playfield shoot balls back up the playfield for added action. A target at the center of the playfield builds up a "mystery" bonus score when hit.

A rollover switch at the top center of the playfield gives any of five different scores depending on when the switch is tripped by the ball. Two rollover buttons and a number of ball bumpers add to the scoring.

Jubilee is set for 10-cent, three-quarter play. It is equipped with metal score drums, elevator mechanism for servicing, fluorescent illumination at front of cabinet and protected coin box cover.

## Mfr. Sees Dime 5-Ball Play Predominant by '56

CHICAGO, May 14.—With 95 per cent of the new multiple-player five-ball games shipped from the D. Gottlieb & Company plant now set for dime play, the firm expects five-ball play thruout the nation to be predominantly in the 10-cent bracket by 1956.

Said Alvin Gottlieb, Gottlieb executive, "Dime play on five-balls is definitely catching on, and we see it as the salvation of the five-ball business."

Gottlieb said there was now an equal if not a greater demand for the multiple-player games set for dime play, as for the regular type nickel play five-balls.

The firm this week began shipments of its third multiple-player

five-ball model, Jubilee (see separate story). "We are recommending the dime play models to our distributors in all areas of the country," reported Gottlieb. The games are reported taking hold even in the South, long a nickel-play stronghold.

Williams Manufacturing Company, another large producer of five-ball games, meanwhile, is sparking a move to nationwide five-ball dime play thru its distributors.

Sam Stern, Williams executive vice-president, reported this week that the trend is advancing slowly but steadily. With operators' costs up, said Stern, the operators cannot continue with nickel play and realize a profit.



ARCADE EQUIPMENT

Table listing various arcade equipment items such as ABT Challenger, Air Raider, Astro Scope, Atomic Bomber, etc., with prices and issue dates.

COINMEN YOU KNOW

Continued from page 102

holds its annual general meeting and dinner Thursday (18) at the Hotel Essex House, Newark. Edward C. Decepoli, son of Carmine Decepoli, Sun-Glo Shuffleboard Supplies Company, has entered the U. S. Marines.

Milwaukee

Communications to: Benn Ollman Uptown 3-6018

Wurlitzer Distribs. Conduct Schools...

United, Inc., roadmen and the Wurlitzer factory service representative Reid Whipple are conducting two service schools up north this week. Schools are scheduled for operators in the vicinity of Iron

River, Mich., and another at Sault Ste. Marie, Mich.

Don Thorn, who has headed up the local Decca Records distributing office for the past 15 years, is reported anking his post for a job with an advertising agency. Up from the Chicago Decca office to take his place is Bob Blie.

Joe Pelligrino, of P. & P. Distributing Company, is spending his spare time readying his boat for the coming summer's fishing. Pelligrino this week closed a deal toward the purchase of a summer cottage on nearby Okauchee Lake. On the coin machine business front, Pelligrino adds that he and his

partner Bob Puccio have made several music purchases of late.

Vet coinman Louis Pesick, who recently expanded his appliance store facilities, has announced the sale of his juke box route. Purchase of the Pesick equipment and store was made by Mitchell Novelty.

Las Glassman, of the Radio Doctors one-stop diskery, is back on the job again following a lengthy vacation to the sunny Southlands.

Glenn Gaedtke, of the G. & W. Novelty Company, South Milwaukee coin firm, is spending a week or so on a fishing trip up north. Partner Herb Wagner meanwhile gives a guiding hand to the route-

(Continued on page 109)

THE MARKET PLACE for the COIN MACHINE INDUSTRY. Includes sections for ADVERTISING RATES, IMPORTANT INFORMATION, and Classified Advertising.

Business Opportunities

ADVANCE 25 MACHINES—\$23.55 EA. LOT of 50, Merchandise lowest prices. McDonald Distr. Co., 2316 W. Davis St., Dallas, Tex.

NEED SALES?

One of the country's leading vending machine salesmen and sales organizers is now available for immediate action.

P. O. Box 711

Dubuque, Iowa 1000 I.Q. FORTUNE TICKET, COUNTER Napkin Machines, brand new, in original boxes, \$7 ea. f.o.b. factory, Chicago.

Help Wanted

A-1 PIN GAME MECHANIC WANTED—Reliable, sober, Funland, York Beach, Me.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER: unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa.

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. my21

Positions Wanted

MECHANIC—EXPERIENCED, CAPABLE, reliable, wants to work for progressive operator or distributor. Best of references. Write Box M-129, c/o Billboard, Cincinnati 22, O.

Routes for Sale

JUKE BOX AND GAME ROUTE IN MIDWEST; all machines in good condition; priced to sell. Box M-127, c/o Billboard, Cincinnati 22, Ohio. my28

TOP JUKE AND GAME ROUTE—145 pieces of top equipment in new condition showing excellent return. Music on dime play. Located in the fastest growing area in Michigan. Price \$95,000 on terms. Call or write Ward E. Partridge, Realtor, 43 W. Huron, Pontiac, Mich. Ph. Federal 2-6316.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES—DU GRENIER 7 col. \$, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 8 col. \$45; 8 col. \$50; Unedapak 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-1fn

CIGARETTE MACHINES — REAL LOW prices; DuGrenier, Unedapak, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGrenier, all machines, \$25 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

COIN-OPERATED TABLE AND CONSOLE Radios, \$8 to \$25. Send for list. H. C. O'Donnell, 1032 Robinson Avenue, Fresno 4, Calif.

FOR SALE—75, 1/2 MASTER GUM AND Merchandise Machines, \$4.50 each, or will trade for Hart Chrome Gum Machines, Paul Thomas, P. O. Box 1771, Jackson, Miss. my21

TEN KLEENEX VENDING MACHINES—5¢ slot, in perfect condition. Make offer. J. H. H., 1327 "G" Ave., West Columbia, S. C. my28

2 AUTO-PHOTO MACHINES, 1 HOROSCOPE, all 2 yrs. old, excellent condition. Many extra parts, motors, thermostats, tanks. \$3500. Write: phone. Joseph Raide, 431 S. Wilbur Ave., Syracuse, N. Y. 76-7328. my28

3 KICKERS AND CATCHERS, \$30; 10 GRIP machines, need repair, \$20; 5 peanut machines, \$19. American Machine Co., 505 E. Jefferson, Effingham, Ill.

4 EXHIBIT POST CARD MACHINES, \$5 each; 75 one and five cent combination Northwestern Vendors, new condition, \$8 each. Hanson Penny Nickel Counting Scale and case, \$10. Al Hoff, 1920 Rose, Baltimore 13, Md. my28

25 SELECT-O-VEND 8 COLUMN TAB GUM Machines, 1 1/2 yrs. old, top condition, \$9. 400 Advance D ball gum; extra clean, \$4.95. 1/3 deposit. Balance c.o.d. Hawkins, Route 6, Palestine, Tex. my28

Wanted to Buy

ACORN MACHINES AND SERVICE HEADS. Give full details, including lowest cash price. Young Vending, 2401 Fairway Dr., S.W., Roanoke, Va. my28

CIGARETTE, CANDY AND OTHER vending machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. 12

HIGHEST PRICES PAID FOR 1/2 SILVER Kines, 1 1/2 Vectors and Northwestern 48ers. Uptown Vending Dist., 1471 Westchester Ave., New York 72, N. Y. my28

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 509-C Spring Garden St., Philadelphia 23, Pa. ch-1fn

WANTED TO BUY ALL TYPES OF FREE play consoles like Draw Bella, Deluxe Draw Bella, Wild Lemons, Double Up, all types of Keeney and Universal consoles. Quote your cheapest price; will pick up. Write Box 403, Burnham, Pa. my21

USE THIS HANDY FORM TODAY. Forms close Thursday for the following week's issue. Please use pencil when filling in this form. Includes a checklist for ad types and a form for providing contact information.





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WILL PAY TOP DOLLAR  
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**BINGO GAMES**  
BALLY

HI-FI	\$295
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ICE FROLICS	295
DUDE RANCH	265
YACHT CLUB	125
BEACH CLUB	245
BEAUTY	195
FROLICS	195
CONY ISLAND	95
SPOTLITE	95
BRIGHT SPOT	125

**UNITED**

NEVADA	\$295
HAWAII	275
MEXICO	245
RIO	185
TROPICS	165
CABANA	150
TAHITI	175
LEADER	75
STARS	95
TROPICANA, LIKE NEW	395
Univ. 5-STAR	75

**NEW GAMES**

Wms. KING OF SWAT  
Bally GOLD MEDAL  
Bally GAYETY  
United DELUXE VENUS  
United DELUXE CLIPPER  
Gottlieb SLUGGIN' CHAMP  
Wms. POLAR HUNT GUN  
Wms. RACE THE CLOCK  
Wms. SIDEWALK ENGINEER  
Chicago Coin HOLLYWOOD

**UNITED SHUFFLE GAMES**

DELUXE MERCURY	\$425
11TH FRAME	395
DELUXE COMET	475
DELUXE TARGETTE	375
BANNER	385
ACE	335
LEADER	265
TEAM	265
IMPERIAL	235
CLASSIC	145
CLOVER	135

**LATE 5-BALL GAMES**

PETER PAN	WRITE
SPITFIRE	\$245
COLORS	225
STAR POOL	215
CUETEE	195
BIG BEN	145
DEALER	145
SCREAMO	165
THUNDERBIRD	185
STRUGGLE BUGGY	115
GUN CLUB	75
DISK JOCKEY	75
SLUGFEST	75
PALISADES	65

**ARCADE EQUIPMENT**

Un. Del. CARNIVAL GUN	\$375
Genco RIFLE GALLERY	275
Exhibit SHOOTING GALLERY	225
Seeburg SHOOT THE BEAR	150
Evans SADDLE & TURF	295

**WILLIAMS**

TWIN BIL	\$245
DIAMOND LILL	255
LADY LUCK	225
STAGECOACH	225
FOUR BELLS	235
DAISY MAE	210
GOLD STAR	210
DRAGONETTE	185
LOVELY LUCY	175
GUY-DOLLS	95
CORONATION	85
HIT 'N' RUN	75
ROSE BOWL	65
MERMAID	55

**COTTLEB**

GYPSY QUEEN	WRITE
TWIN BIL	\$245
DIAMOND LILL	255
LADY LUCK	225
STAGECOACH	225
FOUR BELLS	235
DAISY MAE	210
GOLD STAR	210
DRAGONETTE	185
LOVELY LUCY	175
GUY-DOLLS	95
CORONATION	85
HIT 'N' RUN	75
ROSE BOWL	65
MERMAID	55

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BALLY ICE FROLICS	275.00	BALLY CONY ISLAND	65.00
BALLY DUDE RANCH	250.00	UNITED'S HAWAII	275.00
BALLY BEACH CLUB	225.00	UNITED'S TROPICS	150.00
BALLY BEAUTY	175.00	UNITED'S CABANA	125.00
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ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT

**PARKER DISTRIBUTING COMPANY**

533 4th AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194

YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES

**THE BILLBOARD INDEX**  
**ADVERTISED USED MACHINE PRICES**  
**AMUSEMENT GAMES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
ABC (United)	\$49.50	\$45.00-49.50	45.00 49.50	\$45.00 49.50
All Star (Gottlieb)				99.50
All Star Baseball (Williams)	325.00	95.00 125.00	225.00 325.00	60.00 95.00
Army & Navy				160.00
Arabian Knights				95.00
Atlantic City (Bally)	90.00 95.00	90.00 95.00	85.00 95.00	95.00 100.00
	100.00 110.00	100.00	100.00	115.00(3)
	112.00(2)	115.00(3)	115.00(3)	
	125.00	125.00		
Atom Jets			25.00	
Un. Box (Chicago Coin)	155.00	155.00		
Basketball Champ (Chicago Coin)	195.00	195.00(2)	195.00(2)	175.00
				195.00(2)
Basketball, Two player (Genco)	225.00 250.00	250.00 295.00	225.00 250.00	250.00
	295.00	295.00	295.00	
Beach Club (Bally)	200.00	225.00(2)	200.00	225.00
	225.00(2)	745.00	225.00(2)	250.00(2)
	245.00(3)	250.00(3)	249.50	265.00 270.00
	250.00(3)	270.00	250.00(4)	
	259.00		265.00 270.00	
Beauty (Bally)	160.00 190.00	175.00	175.00(2)	175.00
	195.00 200.00	195.00(2)	200.00(2)	200.00(2)
	210.00(2)	200.00(2)	205.00 209.50	205.00
	225.00	205.00	210.00(2)	210.00(2)
		210.00(2)	225.00	225.00
		225.00		
Big Ben	165.00	165.00	200.00	175.00
Big Time	575.00	550.00		
Bolero	65.00			
Bowling Champ (Gottlieb)		59.50	59.50	59.50
Bright Lights (Bally)	75.00 85.00(2)	50.00 75.00	75.00 85.00(3)	75.00 85.00(3)
		85.00(3)		
		85.00(2)	85.00 95.00(2)	85.00(2)
	65.00 85.00	95.00(2)		95.00(2)
	95.00 125.00	125.00		
Button & Bows			49.00	
Cabana (United)	150.00 165.00	150.00 165.00	125.00 135.00	135.00 165.00
			165.00	
Caravan			59.50	59.50
Chinatown	90.00		125.00	125.00
Citation (Bally)			25.00	
Colors (Williams)	225.00			
Coney Island (Bally)	60.00 75.00(2)	60.00 75.00	60.00 70.00	60.00 75.00
	95.00	80.00 85.00	75.00 80.00	85.00 90.00
		95.00	85.00 90.00	
Coronation	85.00 90.00		65.00 85.00	85.00
Control Towers			240.00	
Daffy Derby (Williams)			225.00 295.00	
Daisy Mae	190.00 215.00	215.00	175.00	
Dealer (Williams)	165.00	165.00	95.00 165.00	325.00
Deluxe Baseball (Williams)			325.00	325.00
Diamond Lill	265.00	265.00		235.00
Disk Jockey (Williams)	85.00			
Double Shuffle		59.50	59.50	59.50
Dragonette	185.00 195.00	195.00	175.00	185.00
Dreamy	25.00	25.00	15.00	
Dude Ranch (Bally)	245.00 260.00	250.00 255.00	225.00(2)	255.00 270.00
	265.00(2)	265.00(2)	260.00 265.00	275.00(4)
	275.00(3)	270.00	270.00	295.00
		275.00(2)	275.00(4)	
		295.00		
Five Star	75.00			
400 (Genco)		55.00 60.00	39.50 55.00	59.50 60.00
			60.00	
			95.00	
Flying High	95.00			99.50
Four Bells	235.00	235.00		25.00
Four Horsemen (Gottlieb)			25.00	
Freshie (Williams)				99.50
Frolic (Bally)	135.00 150.00	140.00 150.00	150.00 175.00	150.00 175.00
	195.00	175.00 195.00		
Gold Star	200.00 210.00	210.00	225.00	
Golden Nugget		95.00	95.00	99.50
Gondola (Exhibit)			49.50	49.50
Grand Slam			65.00 85.00	
Green Pastures	150.00(2)		175.00	
Grand Champion	135.00	135.00	125.00	125.00
Gun Club	85.00	85.00	85.00 95.00	109.50
			109.50	
Guys & Dolls	100.00			135.00
Handicap				99.50
Havana	170.00 250.00	275.00(2)	175.00 275.00	175.00 245.00
	275.00			275.00
Hawaii (United)	295.00 325.00	300.00 310.00	310.00 350.00	275.00 310.00
	350.00	325.00 350.00		325.00(2)
				350.00
Hawaiian Beauty	175.00(2)	175.00	185.00	160.00
Hayburner	75.00(3)	75.00(3)	75.00(2)	75.00(2)
Hi-Fi (Bally)	280.00	295.00(4)	286.00	275.00
	285.00(2)	300.00 315.00	295.00(2)	295.00(2)
	295.00(3)	325.00	300.00 310.00	300.00
	315.00		315.00(2)	315.00(2)
			325.00	
Hit 'n' Run (Gottlieb)	85.00			
Ice Frolics	260.00 275.00	275.00 285.00	275.00(2)	295.00
	285.00	295.00	286.50 295.00	300.00(2)
	295.00(2)	300.00(2)	300.00(2)	310.00(2)
	300.00 310.00	310.00(2)	310.00(2)	
		315.00 325.00	315.00	
Invader Gun (Genco)	200.00	200.00		
Jalopy		99.50	99.50	99.50
Jockey Club	170.00	175.00	160.00	150.00
King Pin (Chicago Coin)				89.50
Lady Luck	225.00 235.00	235.00		220.00
Leader (United)	42.50 50.00	42.50 50.00	42.50 75.00	75.00
	75.00	75.00		
Lovely Lucy	150.00 185.00		175.00	175.00 195.00
Lucky Inning (Williams)		59.50	59.50	59.50
Lule			235.00 250.00	235.00

**Special Reconditioned Equipment Available For Immediate Shipment**

Big Time . . . . . \$545.00  
Variety . . . . . 445.00  
Hi-Fi . . . . . 275.00  
Surf Club . . . . . 305.00  
Palm Springs . . . . . 275.00  
Ice Frolics . . . . . 265.00  
Dude Ranch . . . . . 250.00  
Yacht Club . . . . . 125.00  
Beach Club . . . . . 215.00  
Bally Beauty . . . . . 175.00  
Frolic . . . . . 145.00  
Atlantic City . . . . . 85.00  
Palm Beach . . . . . 85.00  
Spotlite . . . . . 50.00  
Coney Island . . . . . 45.00

1/2 deposit, balance C.O.D.

**SOUTHERN AMUSEMENT COMPANY**  
628 Madison Ave., Memphis, Tenn.  
Phone 5-3609 or LD 524

Things Are **BOOMING** at **NATIONAL SHUFFLEBOARD**  
Get behind the **BOOM..**  
Don't Be Hit by It!  
WRITE  
**NATIONAL SHUFFLEBOARD COMPANY, ORANGE, N. J.**

**WANTED BINGO MECHANIC**  
Good pay—regular hours.  
No drifters or drunks.  
Write  
**BOX 802**  
The Billboard, Chicago, Ill.

**LIKE NEW RECONDITIONED EQUIPMENT**  
Send for Latest Price List  
JUKE BOXES • COUNTER GAMES • KIDDIE GAMES • CHARM, NUT & GUM VENDORS • CIG & CANDY VENDORS • ARCADE EQUIPMENT.  
**AJAX DISTRIBUTING CO.**  
123 Runyon Street  
Newark 8, New Jersey

**SAVE MORE MONEY MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!



# Williams After New Markets

Continued from page 106

inquiries, which are referred back to the distributors.

### New Locations

As a result, the game is now on location at such spots as airports in Detroit, Kansas City, Mo., and Minneapolis; the Boardwalk of Atlantic City; Grant Park, Atlanta; Riverview Amusement Park, Chicago; Asbury Park, N. J.; Kiddieland at Maywood, Chicago suburb; the Neisner variety store chain in Chicago and Detroit; Rockaway Beach, Long Island, N. Y. Shipments have started to locations in Canada, Germany, Panama, Cuba, and the Hawaiian Islands.

Despite the required shift to new markets, 80 per cent of the Williams distributors are now moving the game, and Weinand expects the remainder to join in Sidewalk Engineer sales in the near future. The firm has started its third production release. Sales are being "spaced," says Weinand, to gradually build demand for the game.

While the new markets are the main points of sales at this time,

some distributors are reported experimenting with moving the game into taverns and restaurants and other regular game spots. Expansion is expected in this field later.

The backbone of sales on the new unit, says Weinand, is the realism and simplicity of the game. Another factor, Weinand adds, is that right now the unit is unique to the amusement game field, and there is little competition at locations.

Sidewalk Engineer operates two minutes per play. Originally slanted at the kiddie trade, it is found to have almost an equal attraction to adult players. The game lists at \$345.

### National Rejectors Sked Vacation Time

ST. LOUIS, May 14.—The National Rejectors plant here will be closed for a two-week vacation period, August 6 thru August 21. During this time no shipments will be made and the plant will receive no materials.

	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
Madison Square Garden			49.50	49.50
Maryland (Williams)			69.50	69.50
Mexico (United)	\$245.00	255.00	255.00	295.00
Minstrel Man			25.00	
Miss America Boat				450.00
Mon Ride (Bally)				
Nevada (United)	295.00	325.00	295.00	295.00
Niagara	80.00			
Nifty			15.00	
Nine Sisters (Williams)			95.00	
Oklahoma (United)		69.50	69.50	69.50
Olympic			69.50	69.50
Palm Beach (Bally)	95.00	100.00	90.00	115.00
	110.00	115.00	125.00(3)	125.00(3)
	119.00	125.00		
Palm Springs (Bally)	260.00	265.00	275.00	275.00(3)
	275.00	295.00(3)	286.50	295.00
	295.00(4)	300.00	300.00	300.00(2)
	310.00	310.00(3)	310.00(3)	310.00(2)
Paratrooper (Williams)			25.00	
Pinch Hitter (United)		59.50	59.50	59.50
Pinky			20.00	
Pinwheel			130.00	
Poker Face	125.00			
Queen of Hearts	95.00		85.00	
Quintette			79.50	
Quarterback (Williams)		75.00	75.00	75.00
Rag Mop			15.00	
Rio (United)	160.00	185.00	195.00	215.00
	225.00	245.00	160.00	195.00
	65.00		245.00	245.00
Rose Bowl			35.00	
Saddle & Turf, Club Model (Evans)		325.00	295.00	325.00
Saddle & Turf	250.00	250.00	250.00	295.00
Samba (Exhibit)		49.50	49.50	49.50
Scream	165.00	165.00	150.00	
Shindig	145.00			
Shoo Shoo			19.50	
Shoot the Moon	50.00	55.00	50.00	49.50
Singapore	395.00	450.00	425.00	450.00
Skill Pool			359.50	450.00
Slugfest (Williams)			50.00	75.00
South Pacific (Genco)		54.50	54.50	54.50
Spot-Lite (Bally)	42.50	60.00	42.50	59.50
	65.00(2)	60.00	70.00	75.00(3)
	75.00(2)	75.00(3)	85.00(2)	85.00(2)
	79.00	85.00	90.00	95.00
Stagecoach (Gottlieb)	225.00			
Starpool	215.00	225.00	210.00	230.00
Stars (United)			39.50	
Struggle Buggie	115.00		95.00	
Summertime (United)		49.50	49.50	49.50
Super World Series (Williams)	195.00	95.00	195.00	195.00
	295.00	315.00	310.00	325.00
	325.00(3)	325.00(2)	325.00(2)	345.00(2)
Surf Club (Bally)	335.00	340.00	340.00	350.00(2)
	345.00	340.00	340.00	350.00(2)
		350.00(2)	345.00(2)	350.00(2)
		365.00	350.00(2)	
Tahiti	165.00	165.00	165.00	195.00
	175.00(2)	175.00(2)	195.00(2)	195.00(2)
		195.00		
Tampico (United)		69.50	69.50	69.50
Three-of-a-Kind	18.50	18.50	18.50	
Thunderbird	185.00		185.00	
Tropicana		495.00	495.00	450.00
				495.00
Tropics	165.00	175.00	175.00(2)	165.00
			175.00(2)	195.00
			195.00	
Turf King			35.00	
Twenty Grand (Williams)			49.50	
Twin Bill	265.00	265.00		
Varieties	415.00	475.00	450.00	475.00(2)
	495.00	475.00(2)	475.00(2)	495.00(2)
		495.00	495.00(2)	
Yacht Club (Bally)	125.00(4)	125.00(2)	110.00	125.00
	150.00(2)	130.00	130.00	135.00
		140.00	150.00(2)	150.00(2)
		150.00(2)		
Zingo	65.00			

# COINMEN YOU KNOW

Continued from page 107

men operating their music, game and cigarette vending business. According to Herb Wagner, direct sales to locations of cigarette machines has cut deeply into route receipts. He terms it, "the most serious problem on our hands right now."

Barney Kuehn, the Music Mart disk man, informs that a growing number of juke box operators are picking up the Camden EP's which retail at 70 cents per copy. "The price is attractive," he points out, "and the selection of standards and dinner music appears to please them very much."

According to Harry Jacobs Sr., of United, Inc., Wurlitzer distributor, "Business is better than ever." Jacobs is just back from his annual Florida vacation.

### Los Angeles

Communications to: Joel Friedman Hollywood 9-5831

**Hollywood Bowler Gets Hot Reception**  
Phil Robinson, Chicago Coin Machine Company, literally flooded with orders for the firm's new Hollywood bowler, reports the reception given the game has been unmatched in all his years in the industry. Operators are ordering the bowler by fives and tens, with all indicating the game's take is exceptionally high.

George Mahlum, Minthorne Music Company, is busier than ever these days via the addition of tape recorders, portable radios, tubes and other accessories to the Telefunken line. Hank Tronick, general manager of the firm, is much more relaxed after the birth of his daughter, tho he still finds it difficult to take time out for lunch.

Hymie Rosenberg, H. Rosenberg & Company, is thrilled with his new telephone communications method which utilizes a built-in mike and speaker. Hymie expects to have his new shuffle conversion unit ready within a few weeks.

Lyn Brown continues refurbishing his route of kiddie rides regularly; with a flock of machines newly painted and waiting to go out on location. Chuck Walker, Barstow operator, made the long trek into Los Angeles this week shopping for new equipment.

Ed Wilkes, Charley Daniels and Jimmy Wilkins, Paul Laymon Company, report operator interest in Bally's Gayety at a high pitch, with the shop working overtime shipping new equipment.

Operators in town last week included Phil Calhoun, Bakersfield; Cecil Ellison, Lancaster; Walter Hennings, Costa Mesa; Jimmy Williams, Twenty-Nine Palms; Jack Faust, Santa Ana; J. D. McGehee, La Verne, and Johnny Ketchersid and Charles Calhoun, of Long Beach.

### Boston

Communications to: Cameron Dewar Hancock 6-3000

Pearle Active at Reed Distribs... Redd Distributors (Wurlitzer) are happy about their aggressive new young advertising sales promotion man, Eddie Pearle, former show business press agent, who will also give Bob Jones, sales manager, a lift.

Redd's service schools for the Wurlitzer 1800 wound up this week with a happy occasion. Prizes were given operators who attended three out of four of the sessions. Among these were Charles F. Miller, Newport, R. I., a clock radio; also Gerald T. Pothier and Charles P. Pothier, of Gloucester.

Electric blankets went to William Sweeney, of Buzzard's Bay, and Bradford Ogren, Boston. Alphonse Riquier, Williamantic, won a Parker pen set and Stanley F. (Continued on page 111)

### New Products

Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to amusement game, juke box and vending machine operators, distributors and manufacturers to "New Products," The Billboard, 188 W. Randolph St., Chicago.

"Do-it-All" plastic screw anchoring kit. Houlup Industries, Inc., Sycamore, Ill. Plastic anchors for holding screws or nails in any material that can be drilled. Kit con-



tains screw anchors, screws and masonry drill. The 7 by 3 1/2 by 4 1/4 inch transparent plastic box is designed for later use for storage of small parts, etc. Kit introduced at net price of \$3.95. Plastic screw anchors available in nine sizes in various lengths for Nos. 5 to 20 wood screws (or equivalent) and for 1/4, 5/16, 3/8, 7/16 and 1/2-inch lag screws. Anchors can be cut to any required length with cutting pliers, knife or saw. Anchors made of ethyl cellulose, temperature resistant.

# SPECIAL

- BALLY MAGIC..... WRITE
- KEENEY SPORTSMAN... \$319.50
- SHUFFLE POOL..... 89.50
- SPOTLITE..... 42.50
- LEADER..... 42.50

### WANT TO BUY

- BIG TIME—VARIETY—RIFLE GALLERY—BIG TOP—WILD WEST—CIRCUS—FROLIC—SHOWBOAT—RODEO—GOTT. 5 BALLS—LATE SHUFFLE ALLEYS.

- BRITE SPOT..... \$ 95.00
- BRITE LITE..... 75.00
- SURF CLUB..... 325.00
- ICE FROLIC..... 295.00
- DUDE RANCH..... 275.00

- CRISS CROSS BOWLER.. \$325.00
- ROYAL..... 225.00
- HOLIDAY..... 510.00
- MATCH POOL..... 175.00
- CALL (ASCME)—BE 5-6770

## ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave. Chicago 47, Illinois

**TALK ABOUT EARNINGS!**  
You Can Depend on Big Ones With Equipment From **FIRST!**

**BINGO 5 BALLS**

NEW Bally GAYETY United MANHATTAN

FIRST-Conditioned BALLY

BIG TIME..... WRITE

VARIETY..... \$475

M-F-I..... 315

SURF CLUB..... 245

ICE FROLIC..... 318

PALM SPRINGS..... 318

DUDE RANCH..... 275

BEACH CLUB..... 250

BEAUTY..... 210

PALM BEACH..... 125

ATLANTIC CITY..... 115

SPOTLIGHT..... 85

**TARGET GUNS**

Exhibit SHOOTING GALLERY \$225

NEW Genco SKY ROCKET

FIRST-Conditioned

Genco BIG TOP..... \$470

KeeneY SPORTSMAN 385

Exh. SPORTLAND..... 335

Un. CARNIVAL

DE LUXE GAL..... 345

Genco RIFLE GAL..... 295

LEY..... 215

YOU SHOOT (Remington 22 with live ammo)..... 345

Seeb. COON HUNT..... 315

Seeb. SHOOT THE BEAR..... 150

Exh. JET GUN..... 125

Seeb. CHICKEN SAM 95

Exh. SIX SHOOTER..... 95

Exh. DALE GUN..... 65

**5 BALLS WRITE FOR NEW LIST!**

Chicago Coin BAND BOX (Animated Orchestra) \$155

**FIRST COIN MACHINE EXCHANGE**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

**WHAT DO YOU HAVE TO SELL?**  
Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio

**Importeure! VERGESSEN SIE ES NICHT!**  
Wegen der allerletzten Neuheiten in

**Unterhaltungs—Automaten und Musikapparaten**

verlangen Sie zunächst Auskunft und Preise von der

**INTERNATIONAL AMUSEMENT COMPANY**

**Scott Crosse Company**

1423 Spring Garden Street  
PHILADELPHIA, PENNSYLVANIA, V. St. A.

Auf Verlangen senden wir Ihnen kostenlos Abbildungen und Preislisten.

\* Ersuchen Sie um Zusendung unseres Katalogs über Teile mit Schemabildern für BINGOS und 1 Kugel-Maschinen.

**Vertreter für die BENELUX-Länder von BALLY—GOTTLIEB—GENCO—WILLIAMS—KEENEY—EVANS**

**GIVE TO DAMON RUNYON CANCER FUND**



"THERE IS A DIFFERENCE"

BINGOS		UNITED ALLEYS		ARCADE EQUIPMENT	
Atlantic City	\$115.00	5 Player	\$40.00	Bally Big Inning	\$125.00
Tropicana	425.00	6 Player	50.00	Champion Hockey	85.00
Beach Club	225.00	Deluxe	60.00	C.C. Hockey	75.00
Tahiti	165.00	Cascade	110.00	Ex. Sportman Gun	425.00
Ice Frolics	300.00	Royal	195.00	Ex. Wild West Gun	95.00
Palm Springs	295.00	League Bowler	275.00	Genco Sky Gunner	150.00
Beauty	225.00	Olympic	140.00	Silver Gloves	195.00
Coney Island	75.00	10th Frame	75.00	Spark Plug	75.00
Cabana	165.00	Mars	295.00	Steels Chase	75.00
Palm Beach	115.00	Super	65.00	C.C. Round the World	495.00
Brite Life	85.00	Official	50.00	Trainer	495.00
Tropics	175.00	Stars	65.00	Mut. Driveyourself	595.00
Spot Life	75.00	10th Frame Stars	95.00	Drivemobile	125.00
Singapore	395.00			Wilcox Gay Recordio	125.00
Saddle & Turf	250.00			Bal-A-Score, Sr.	45.00
Brite Spot	45.00			C.C. Basketball	195.00
Rio	225.00			DeLuxe Photo	365.00

**DRINK VENDORS**  
 Andico Hot Coffee \$450.00  
 Bert Mills 450.00  
 Hot Cof. 450.00  
 Mills, single drink 150.00  
 SuperVend, 3 drink 225.00

**COUNTER MACHINES**  
 ABT Challengers \$20.00  
 Duck Hunters 20.00  
 Got. 3-Way Grippers 20.00  
 Genco Pee-Wees 20.00  
 Mer. Counter Grips 20.00  
 Shockers, new 24.50  
 Ship. Art Show 35.00  
 Three-of-a-Kind 18.50  
 Wizards, 5c 20.00

**MUSIC**  
 AMI-Model A \$125.00  
 AMI-Model B 185.00  
 AMI-Model C 210.00  
 Seeburg 100A 325.00  
 Seeb. 100 sel. 75.00  
 w/box 175.00  
 Evans Constellation 10.00  
 Packard Wallboxes 10.00  
 Buckley Wallboxes 10.00

**NEW**  
 Mut. K. O. Filter \$495.00  
 Mut. Voice Recorder 1600.00  
 Wms. Sidewalk Supt. 275.00  
 Standard Metal 450.00  
 Typewriter 450.00  
 St. Metal Typers 395.00  
 Balloon-O-Mat 429.00  
 Harvard Metal Typewriter 429.00

**AMI** Distributors for Northern Ohio  
 NOW DELIVERING MODEL F

**Cleveland Coin MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715

**Idaho Ops Set Cig Venders For New Prices**

BOISE, Idaho, May 14.—Cigarette vending operators here are adjusting their machines to meet a rise in prices called for by cigarette manufacturers and to meet a new State tax on cigarettes.

Cigarette prices went up May 4 from 3 to 4 cents per pack. Most Boise outlets are passing increased prices along to their customers. Chain stores upped cigarettes a penny a pack.

State Tax Collector P. G. Neill said that the present tax of 3 cents a pack has brought in about \$3,500,000 each biennium and the higher rate of 4 cents is expected to bring in \$1,300,000 additional revenue unless sales strike unusually strong resistance.

**Mail Order Cigs Out**

BISMARCK, N. D., May 14.—Cigarette venders no longer compete with out-of-State "mail order" cigarettes in North Dakota, according to J. Arthur Engen, State tax commissioner. About \$8,000 has been paid in back taxes to the State from North Dakotans who bought the mail order cigarettes.

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Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
Ace Bowler (United)	\$345.00(2)	\$345.00(3)	\$345.00(2)	\$345.00(2)
Advance Bowler* (Chicago Coin)	195.00 200.00	200.00	200.00 225.00 285.00	200.00 285.00
Banner Shuffle Alley (United)	285.00 395.00	385.00 395.00(2)	365.00 385.00 395.00	385.00 395.00
Big League Bowler, 4 player (Keeney)	55.00	55.00	55.00	55.00
Bikini Shuffle Alley	285.00	285.00	285.00	285.00
Bowl-a-Matic (Universal)	325.00	325.00	325.00	325.00
Carnival Bowler (Keeney)	135.00	135.00	135.00(2) 159.50	135.00 159.00
Carnival Deluxe (United)	345.00	345.00 350.00	345.00 350.00(2) 375.00	350.00 365.00 375.00
Cascade Shuffle Alley, 6 player (United)	110.00(2)	110.00 120.00(2)	110.00 120.00(3) 120.00(2)	110.00 120.00(2)
Century Bowler (Keeney)	395.00	395.00	395.00	395.00
Champion Bowler (Bally)	395.00 400.00	395.00	395.00	395.00
Chief Shuffle Alley (United)	265.00 275.00	265.00(2) 275.00(2)	265.00(2) 275.00(2) 295.00	265.00 275.00(4) 295.00
Classic Shuffle Alley, 6 player (United)	145.00 149.00 150.00	145.00(3) 150.00(2)	125.00 145.00(3) 150.00(2)	145.00(2) 150.00(2)
Clover Shuffle Alley, 6 player (United)	135.00	125.00 130.00 135.00	125.00(3) 130.00	100.00 125.00 169.50
Comet Deluxe	475.00			
Cross-Cross Bowler (Chicago Coin)	255.00 325.00	325.00(2) 330.00(2)	325.00(2) 114.50	325.00(2) 130.00(2) 150.00 155.00
Crown Bowler (Chicago Coin)	99.00 110.00 119.00 130.00 155.00	110.00 155.00	110.00 130.00(2) 145.00(2) 155.00	110.00 130.00(2) 150.00 155.00
Deluxe Bowler (United)		50.00	50.00	
Domino Bowler (Keeney)	155.00	155.00	145.00 155.00	155.00
Double Score Bowler (Chicago Coin)	109.00	125.00(2)	125.00(4)	125.00(2)
Eastern League (United)	125.00(2)			250.00
Five Player Shuffle Alley (United)	40.00		24.50	
Flash Bowler (Chl. Coin)	385.00	385.00	385.00	385.00
Four Player Shuffle Alley (Keeney)			109.50	
Gold Cup Bowler (Chicago Coin)	160.00 165.00 175.00	175.00	145.00 164.50 175.00	175.00
Hi-Speed Triple (Chicago Coin)			125.00 295.00	295.00
Holiday Match Bowler (Chicago Coin)	425.00 510.00	510.00 525.00	510.00 525.00	510.00 525.00
Imperial Shuffle Alley (United)	235.00(2)	220.00 235.00(2) 240.00 245.00	220.00 235.00 240.00 245.00	220.00 235.00 240.00 245.00
League Bowler (Keeney)	40.00		265.00(2) 295.00	265.00 295.00
League Bowler (United)	275.00	265.00 295.00	265.00(2) 295.00	265.00 295.00
Leader Shuffle Alley (United)	275.00	275.00(3)	275.00(2)	275.00(2)
Mars (United)	175.00 185.00	175.00 175.50 185.00	175.00(2) 179.50 185.00	350.00 175.00 179.50 195.00
Mercury Deluxe Shuffle Alley 11th Frame (United)	425.00(2)	425.00(2)	425.00	425.00
Mercury Shuffle Alley				395.00
Name Bowler (Chl. Coin)	84.00 110.00	110.00	94.50 110.00	110.00
Official Shuffle Alley, 4 player (United)	50.00 95.00	60.00 95.00	49.50 60.00 95.00	60.00 95.00
Olympics Shuffle Alley (United)	139.00 140.00 145.00(2)	145.00(3) 150.00	135.00 145.00(3) 150.00 169.50 195.00	145.00(3) 150.00 195.00

**REDD-HOT BARGAINS**

**MUSIC**  
 WURLITZER 1700 CALL COLLECT  
 WURLITZER 1500 & 1550 \$295  
 WURLITZER 1015 (as is) 45  
 SEEBURG M-100-A 295

**KIDDIE RIDES**  
 Largest Stock in the World  
 BALLY CHAMPION HORSES MOON RIDE (Used)  
 BALLY SPACE SHIPS MERRY-GO-ROUNDS  
 DECO SPACE SHIPS BALLY BOATS  
 MISS AMERICA BOATS MIDGET MOVIES

**UNITED BINGOS** Tropicana - Singapore  
 Nevada - Mexico - Rio

**CABLE FOR LOW PRICES!** **CALL COLLECT!**

AMERICAN BANK SHOT SHUFFLE BOARD - \$185  
 UNITED SIX PLAYER SUPER ALLEYS - \$75  
 We Carry A COMPLETE STOCK of Reconditioned ALLEYS & BINGOS. WRITE - WIRE - PHONE!

**Redd DISTRIBUTING CO.** Exclusive distributors for **WURLITZER - BALLY - UNITED**

**WANTED** BALLY BIG TIME. We will pay CASH \$\$\$\$\$\$ or trade Music and Kiddie Rides for BIG TIME.

298 Lincoln St., Allston 34, Mass.  
 ALgonquin 4-4040



**Davis Guarantee**  
 • Mechanism Overhauled  
 • Worn Parts Replaced  
 • Amplifier Reconditioned  
 • Speaker Inspected  
 • Tonehead Renewed  
 • Cabinet Professionally Refinished

**EXPORT & AMERICAN BUYERS!**  
 DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED  
 MECHANISMS ARE STEAM CLEANED  
 Telephone—Wire—or Write us your order.  
 The following models are available for prompt shipment:

SEEBURG		WURLITZER		ROCK-OLA		AMI	
148ML	\$139	1015	\$125	1428	\$125	A	\$115
M100A	350	1400-1450	325	1434 Fireball, 120 Selections	275	B	150
M100B	525	1500	325	1550A	395	C	150
M100BL	550	1550	325	1650	395	D-40	275
HM100A HIDEAWAY	275						
H146 HIDEAWAY	50						
H147 HIDEAWAY	65						
H148 HIDEAWAY	75						

**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
WURLITZER 219 Steppers	14.95
WURLITZER 248 Steppers	35.00
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95

**World Export Corp.**  
 Western Export Distributing  
 Exclusive Seeburg Factory Distributor  
 738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

**On-Location Game Repairs**

plete set of attachments and with this he can do the same sort of repair work which formerly required a well-equipped shop.

**Replacement Supplies**  
 In each mechanic's car, or in a panel truck, according to the route, Latour sees to it that there are several sizes of plateglass replacement tops always at hand. Likewise, in the car are a complete selection of solenoids, relays, switches, micro-switches, replacement bulbs and coin chute parts. This means that whatever sort of damage may be encountered, electrical, mechanical or appearance, the necessary repair items are right at hand.

Most common damage to pinball games is broken glass, or glass so badly chipped and scratched that it detracts from the unit's appearance. Close behind is the bad appearance of the hardwood rails along either side of the glassed-in top, which bear the brunt of much abuse.

the game maximum eye-appeal is to remove the rails, sand them down swiftly with the small portable belt sander from the kit, replace the chromium rings around retaining screws and insert a new panel of glass, all at the same time. Then the glass top is covered with newspaper and the rails given a coat of quick-drying shellac which results in a like-new top appearance. Bent, corroded, or otherwise damaged coin chute plungers are quickly removed and replaced.

If possible, such work is carried out during the slack hours of the day from the location owner's standpoint, even if this may mean work late at night or early in the morning. In every case, Latour carefully checks with location owners and insures that the cocktail lounge, tavern or other location will not be tied up in the process.

Net results of this handy program have been a better profit return at every location, traceable directly to lighter operational expense.

The simplest solution of giving



# COINMEN YOU KNOW

• Continued from page 109

Juralewicz, of Boston, and Dean J. Wolfe, of Malden, got Hamilton Beach mixers. V. J. Wolkovski, of Boston, took home a watch.

Bob Kennedy, Redd's office manager, back after a nice rest in Florida, is the envy of all with his healthy tan.

James Geracos, president of Massachusetts Music Operators' Association and head of National Music Company, was taken suddenly ill in the midst of moving his business to Dorchester. He is undergoing surgery.

Jerry J. Columbo, president Music & Television Corporation, entertained Western Massachusetts operators at cocktail party and dinner in the Ivy House, West-Springfield, during the week (9) and showed his new Rock-Ola.

Irwin Margold, sales manager of Trimount Automatic Sales Corporation (Seeburg), reports operators from all over the six-State area showing great interest in firm's new line, the International Mutoscope. He also says the new Williams Sidewalk Engineer is causing a near sensation among visitors.

## W. Va. Cig Tax Takes Up 7.5%

CHARLESTON, W. Va., May 14.—State Tax Commissioner Milton J. Ferguson reports that West Virginia's cigarette tax collections in April showed a 7.5 per cent increase over the same month a year ago, but receipts for the first 10 months of the current fiscal year lagged 3.9 per cent behind the previous year.

According to Commissioner Ferguson, net cigarette tax collections in April were \$510,948, compared with \$472,231 in April of 1954. Collections for the fiscal year thru the end of April totaled \$5,248,792; down from \$5,466,642 in the corresponding 10-month period a year earlier.

## JAVA-ON-SPOT

# Venders Solve Coffee-Break Production Bug

CHICAGO, May 14.—The coffee break crisis—coffee break vs. fixed production quotas—has been solved in plants and offices across the country by the coffee vending machine.

With venders serving hot coffee to the worker's taste—black, with cream or with sugar, as selected, and located right in or close to the work area—employees can get their coffee "pick-up" with little production time lost.

A survey made among 300 companies by Rudd-Melikian, Inc., Philadelphia, shows that 87 per cent of the companies give breaks to their employees. Five years ago the proportion was about 60 per cent.

According to Gerald C. Lawler, general manager of Kwik-Kafe, Philadelphia, local distributor for R-M, there are now more than 1,200 coffee venders operated by the firm in the Philadelphia area, compared to 75 in 1950.

Many manufacturers see the coffee break as a production tool. Fact Finders Associates, Inc., surveying more than a thousand manufacturing companies in 48 States, found that coffee breaks pay their own way. Some 82 per cent of those surveyed noted reduction in worker fatigue thru coffee breaks; 75 per cent noted improved employee morale; 62 per cent increased worker productivity, 32 per cent reduced accident rate.

Rudd-Melikian and their distributors have pitched in to help management change-over from the old-fashioned coffee break to the controlled coffee break thru vending machines. Employees at new vender locations are often given free coffee from the machines for several days to get them started using the venders.

# SUPPLIES IN BRIEF

## Glass Containers

Manufacturers' shipments of glass containers during February totaled 9,398,000 gross, a decrease of 4 per cent from the previous month's total and 5 per cent above shipments in February, 1954, according to a Department of Commerce report. Shipments of returnable bottles in February amounted to 397,000 gross compared with 308,000 the previous February, while shipments of non-returnable bottles—totalled 58,000 gross compared with 42,000 gross in February a year ago. Figures are based on Census reports from 37 companies.

## Tobacco Quota Voted

The Department of Agriculture's new 334 million pound quota for the 1955 burley tobacco crop has been voted approval by close to 96 per cent of the 330,000 growers voting on the measure, according to Agriculture's Office of Information. The new reduced quota was set to relieve the burley surplus, with current supplies totaling 1,863 million pounds, the highest on record. Agriculture's Marketing Service predicts consumption of cigarette tobacco will be near the level of 1954.

## Candy Sales Down

Manufacturer's sales of confectionery and chocolate products amounted to \$83,611,000 in March, a decrease of 2 per cent from February, but no change from March of last year, according to the Census Bureau's estimate. March sales of manufacturer-wholesalers were \$64,377,000, slightly above February, but 3 per cent below the same month last year. Manufacturer-retailers' March sales went down 27 per cent from February, but were up 21 per cent above last year's March estimate. Reports from a group of large manufacturers put sales for the first quarter of 1955 at 2 per cent below last year's

level, while dollar sales were 1 per cent higher. Poundage sales of bar goods were down 6 per cent, while poundage sales of package goods retailing above 50 cents were the same as last year's. On the basis of a 1954 cocoa study, Commerce Department predicts a decline in chocolate use in the U. S. during 1955 by as much as 3 to 6 per cent from last year's consumption.

## ARCADE LOCATIONS

- Exhibit "500" Rifle, new ..... Write
- Williams Polar Hunt, new ..... Write
- Genco Invader, black lite, new ..... \$295.00
- Air Hockey, new ..... 325.00
- Air Football, new ..... 325.00
- Genco Basketball, 2 Player, new ..... 300.00
- Machines Rebuilt—Equal to New
- Scientific 3-in-a-Line, group game Write
- Scientific Pokerino ..... \$125.00
- Mutoscope Drivemobile ..... 165.00
- Chicago Coin Basketball ..... 195.00
- Chicago Coin Midget Skee-ball ..... 175.00
- Exhibit Footcase ..... 95.00
- 1955 Large Catalog 300 illus. FREE.

**MIKE MURVES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

**S S S H H H H**  
**DON'T TELL ANYBODY!**  
**WE DO HAVE LATE 5 BALLS AND BINGOS TOO!!**

**-BINGOS-**  
NEW: UNITED MANHATTAN

Variety ..... \$475	Tropics ..... \$195
Surf Club ..... 350	Frolics ..... 175
Air Hockey, New ..... 285.00	Yacht Club ..... 130
Ice Frolics ..... 310	Palm Beach ..... 125
Palm Springs ..... 310	Atlantic City ..... 115
Havana ..... 275	Golden Nugget ..... 95
Dude Ranch ..... 275	Bright Spot ..... 85
Beach Club ..... 250	Bright Lights ..... 85
Rio ..... 245	Coney Island ..... 75
Beauty ..... 205	Spot Lite ..... 75
Tahiti ..... 195	Genco 400 ..... 55

**ARCADE**

SIDEWALK ENGINEER  
AUTO-PHOTO  
HARVARD METAL TYPER  
HYDRO DUCK GUN

Mighty Mike ..... \$575.00	Wms. Big League, F.S. .... 295.00
Air Football, New ..... 295.00	Wms. Del. Baseball ..... 325.00
Air Hockey, New ..... 285.00	Williams Super Jet ..... 295.00
Set Shot Basketball ..... 345.00	3-D Theatre ..... 199.50
Photomatic, Late ..... 445.00	Chi. 4-Player Derby ..... 195.00
Voice-o-Graph ..... 495.00	Ev. Bat-a-Score ..... 175.00
Wms. Big League, F.S. .... 295.00	Ch. Basketball Champ ..... 195.00
Wms. Del. Baseball ..... 325.00	Muto. Drivemobile ..... 165.00
Williams Super Jet ..... 295.00	Ech. Hi-Ball ..... 145.00
3-D Theatre ..... 199.50	Telequiz & Film ..... 115.00
Chi. 4-Player Derby ..... 195.00	Muto. Flying Saucer ..... 149.50
Ev. Bat-a-Score ..... 175.00	Undersea Raider ..... 125.00
Ch. Basketball Champ ..... 195.00	Goalee ..... 99.50
Muto. Drivemobile ..... 165.00	Chi. Pistol ..... 89.50
Ech. Hi-Ball ..... 145.00	Wms. Star Series ..... 89.50
Telequiz & Film ..... 115.00	Ech. Dale Gun ..... 89.50
Muto. Flying Saucer ..... 149.50	Scientific Baseball ..... 79.50
Undersea Raider ..... 125.00	Flash Hockey ..... 75.00
Goalee ..... 99.50	Wms. Quarterback ..... 75.00
Chi. Pistol ..... 89.50	Ech. Hi-Ball (Club Mod.) ... 325.00
Wms. Star Series ..... 89.50	
Ech. Dale Gun ..... 89.50	
Scientific Baseball ..... 79.50	
Flash Hockey ..... 75.00	
Wms. Quarterback ..... 75.00	
Ech. Hi-Ball (Club Mod.) ... 325.00	

**5-BALLS**  
New Wms. RACE THE CLOCK

Green Pas-tures ..... \$210	Queen of Hearts ..... \$145
Hawaiian Beauty ..... 200	Struggle Buggies ..... 145
Screamo ..... 195	C.O.D. .... 135
Arabian Nights 185	Chinatown ..... 135
Lovely Lucy ..... 185	Army & Navy ..... 125
Guy-Dolls ..... 165	Fairway ..... 125
Shirts ..... 165	Quartet ..... 125
Flying High 160	Quintette ..... 125
Gun Club ..... 160	Hit and Run ..... 120
Pin Wheel ..... 155	Skill Pool ..... 120
9 Sisters ..... 150	Twenty Grand 120
Coaler ..... 150	Globe Trotter 110
United Slam ..... 150	Salony ..... 110
Lazy "Q" ..... 150	Niagara ..... 110
Mable Queen ..... 150	Times Square 110
Poker Face ..... 145	Silver Skates. 100

**SHOOTING GAMES**

**UNITED VENUS TARGETTE**  
**UNITED CLIPPER**

Chicoin Criss Cross Target	..... \$395.00
United Banner, Match Score	..... 395.00
United Targette, Match Score	..... 375.00
United Targette, High Score	..... 345.00
United Ace, Match Score	..... 340.00
United Rainbow	..... 275.00
United Leader, Match	..... 265.00
United Chief, High Score	..... 275.00
United Team, S.A., Match Score	..... 265.00
United League, S.A., High Score	..... 245.00
United Imperial, Match Score	..... 235.00
United Royal, High Score	..... 150.00
United Classic, Match Score	..... 145.00
United Olympic, High Score	..... 125.00
United Clover, Match Score	..... 120.00
United Cascade, High Score	..... 99.50
United Super 6 Player, S.A.	..... 89.50
United De Luxe, S.A. 6 Player	..... 325.00
Chi. Criss Cross, Match	..... 475.00
Chi. Holiday, Match	..... 245.00
Chi. Advance Bowler	..... 245.00
Universal 18' Bowl-a-Matic	..... 325.00

**SUPER SPECIAL**

Genco Shuffle Pool	..... \$139.50
Genco Match Pool	..... 179.50

**WURLITZER 1015 ..... \$ 99.50**  
**AMI D-80 ..... 450.00**

	Issue of May 14	Issue of May 7	Issue of April 30	Issue of April 23
Pacemaker Bowler (Keeney) ..	\$200.00	\$200.00	\$200.00	\$200.00
Rainbow Shuffle Alley (United) ..	340.00	350.00	340.00	350.00
Rockets (Bally) ..	350.00			
Royal Shuffle Alley (United) ..	195.00(2)	195.00(2)	195.00(2)	195.00(2)
	225.00(2)	225.00(2)	210.00	225.00(2)
		235.00	235.00	250.00
			235.00	269.50
Shuffle Alley, 4 player (Keeney) ..				109.50
Shuffle Alley Deluxe, 6 player (United) ..	60.00	75.00(2)	75.00	89.50
		75.00	89.50	34.50
			75.00	50.00
			75.00	89.50
Shuffle Alley, 6 player (Keeney) ..	75.00w/p	75.00w/p	75.00w/p	75.00w/p
Shuffle Alley, 6 player (United) ..	50.00			29.50
Shuffle Alley, 6 player (Chicago Coin) ..				39.50
Shuffle Alley, 10 player (Keeney) ..			125.00	129.50
Shuffle Alley Deluxe, 11th Frame (United) ..	415.00	415.00		395.00
Shuffle Alley Deluxe (Keeney) ..	89.50	125.00	135.00	139.50
Shuffle Pool (Genco) ..	129.00	145.00	145.00	145.00
			145.00(3)	
Six Player 10th Frame (United) ..	75.00(2)	75.00(2)	75.00(2)	115.00
Speedie (United) ..	375.00	375.00	375.00	375.00(2)
Special Bowler, 10th Frame (Chicago Coin) ..	110.00	110.00	110.00	110.00
Star 6 Player (United) ..	65.00	65.00	65.00(2)	65.00
Star 10 Frame, 6 player (United) ..	95.00	125.00	95.00	95.00
Starlite Bowler (Chi. Coin) ..	309.00	325.00	315.00	320.00
	335.00	325.00	325.00	350.00
Super Frame Bowler (Chicago Coin) ..	325.00	325.00	325.00	325.00
Super Match Bowler (Chicago Coin) ..	100.00	100.00	100.00	100.00
Super Six Shuffle Alley (United) ..	60.00	65.00	60.00	95.00
	95.00	99.50	95.00	99.50
Targette Deluxe (United) ..	375.00	375.00	375.00	395.00
Team Bowler Deluxe (United) ..	295.00			100.00
Team Bowler (Keeney) ..	265.00	275.00	275.00(4)	275.00(3)
Team Bowler (United) ..	265.00	275.00	275.00(3)	275.00(3)
		275.00(3)	325.00	
Tenth Frame Bowler (Chicago Coin) ..	75.00(2)	75.00	75.00(2)	75.00
Triple Score Bowler, 10th Frame (Chi. Coin) ..	155.00	155.00	150.00	155.00
			189.50	189.50
Triple Score Bowler (Chicago Coin) ..	150.00	150.00		
Victory Bowler (Bally) ..	345.00	345.00	300.00	345.00
Yankee Shuffle Alley (United) ..				350.00
				375.00

## Kiley Buys Ice Cream Operation

CHICAGO, May 14.—Bernard J. Kiley, head of Airport Vending Service, Inc., announced his firm's purchase of Ice Cream Sales, Inc., this week.

Ice Cream Sales, headed by Ernie Halvorsen, operated 188 ice cream machines in the Chicago area. Most of the equipment was installed in industrial locations with Kiley's units under a co-operative agreement between the two companies.

Halvorsen, who formed Ice Cream Sales five years ago, becomes manager of Airport Vending's new ice cream division.

## Canada Dry Adds New 10-Oz. Bottle

NEW YORK, May 14.—Canada Dry has introduced a new 10-ounce hand-grip bottle, modeled after the 8-ounce bottle previously placed on the market.

According to James W. Ellis, vice-president, the new bottle is the result of a survey which indicated regional preferences for the larger bottle "in markets where ounces count."

**WE HAVE IT!**  
**Send Us Your Bid**

MUSIC MACHINES  
GAMES • KIDDIE RIDES  
ARCADE EQUIPMENT  
BINGOS • AUTO PHOTO  
and everything coin operated, parts and supplies.

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Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**CIGARETTE VENDERS**

**ROYAL "17" (17 Col.), Elec.—**  
Request Circular

**NEW STANDARD-RAPID**  
**COIN COUNTER**

Counts and wraps Pennies to Halves.  
Rugged, Light, Accurate.  
Portable. Try One on **\$189.50**  
Money-Back Guarantee.....

**CHANGEMAKER**

Dispenses 2 dimes, 1 nickel for 25c;  
5 nickels for 25c; 5 pennies for nickel ..... \$89.50

**Brand New Closeouts**

Genco 2 PL. BASKETBALL	345
Wms. ALL STAR BASEBALL	375
Genco 4 PLAYER SKEEBALL	350
MIghty MIKE SPARRING PARTNER	895
Genco SILVER CHEST	125

**EMPIRE GUARANTEE**

- ✓ Mechanism overhauled
- ✓ Cabinet refinished
- ✓ Playfield renovated
- ✓ Rails refinished

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**Joe Ash Says . . .**

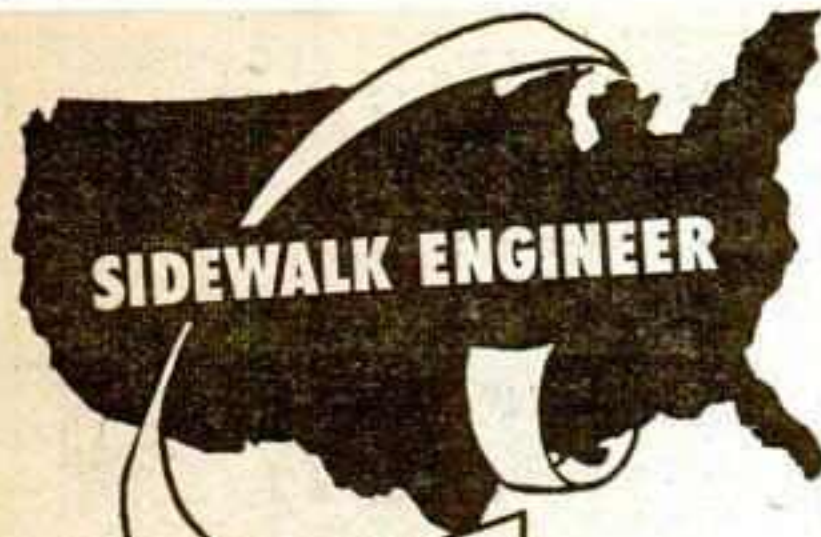
FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

CALL, WIRE OR WRITE FOR OUR **LOW PRICES** ON RECONDITIONED MUSIC MACHINES

**ACTIVE**  
AMUSEMENT MACHINES CO.  
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

666 N. Broad St.  
Phila. 30  
FRemont 7-4495  
Write or wire for prices





EVERYONE EVERYWHERE SAYS...

# Williams SIDEWALK ENGINEER

is a proven money-maker!

**ARCADE LOS ANGELES** ... WORKING FINE... \$26.90 IN 3 1/2 DAYS...

**VARIETY STORE LONG ISLAND N.Y.** ... TOOK IN \$25.60 FOR FRI. SAT. MON. ... TOTAL RECEIPTS \$60.90 IN 3 DAYS...

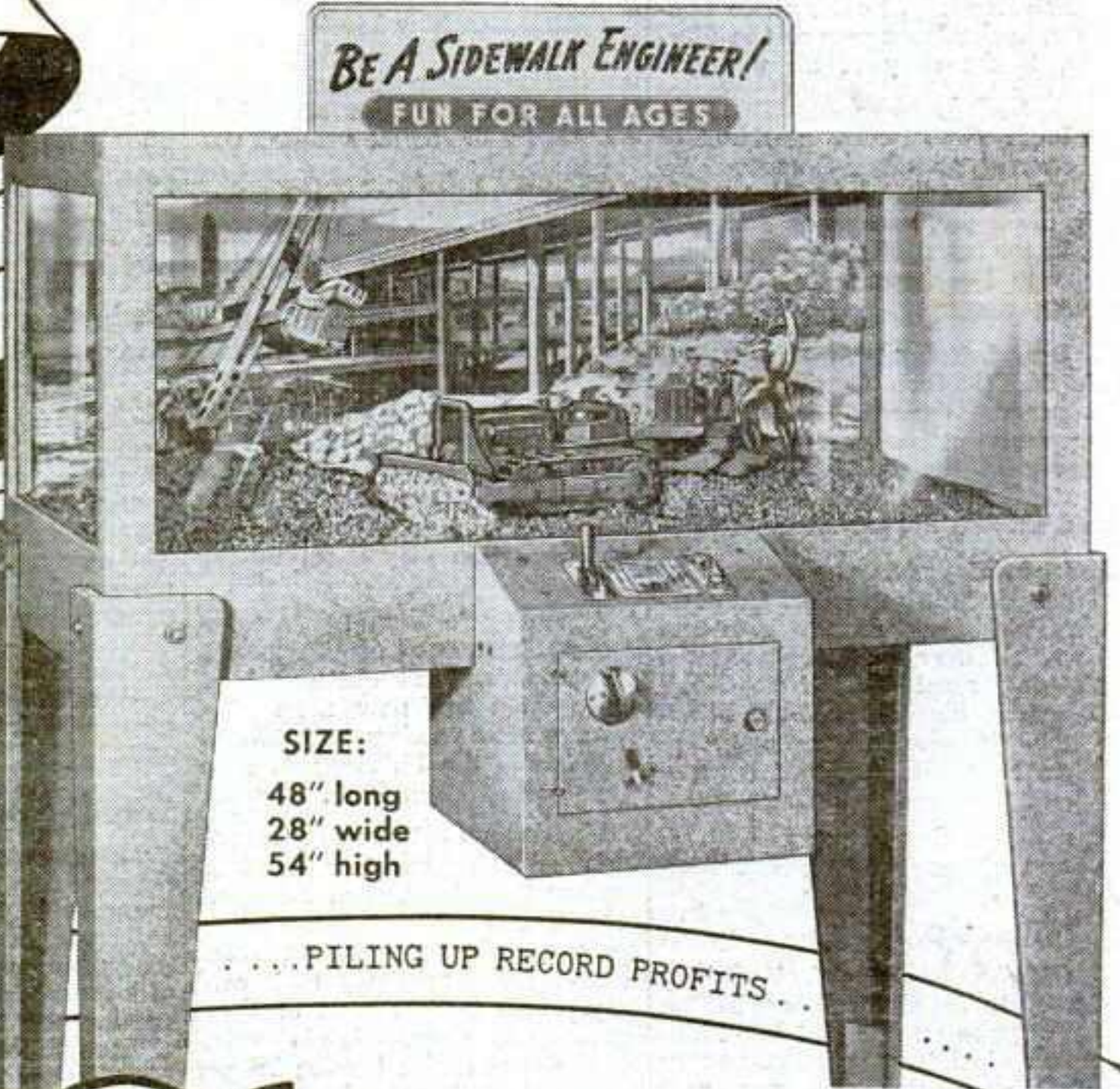
**DRUG STORE PHILADELPHIA PA.** ... GROSSED \$69.00 ONE WEEK ... GOING STRONG ... ONE NITE PLAY \$15.00 ...

**DIME STORE CHICAGO** ... \$33 FOR FIVE DAYS ...

**AMUSEMENT PARK COUNCIL BLUFFS, IOWA** ...

**AIRPORT MINNEAPOLIS** ...

**ARCADE BOSTON** ... \$7.90 IN 5 HOURS ...



BE A SIDEWALK ENGINEER! FUN FOR ALL AGES

SIZE:  
48" long  
28" wide  
54" high

... PILING UP RECORD PROFITS ...

ORDER *Williams* **RACE THE CLOCK** 4 PLAYER FIVE BALL

worth waiting for... *Williams* "KING OF SWAT" Champion OF ALL BASEBALL GAMES!

See Your Williams Distributor today!



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

SPECIALS • SPECIALS • SPECIALS • SPECIALS

**AUXILIARY SPEAKERS**  
Top quality, lowest possible prices. Territories open for distributorships. Write or phone for prices and samples.

**SPECIAL**  
Genco 2-Player Basketball ..... \$225

**NEW**  
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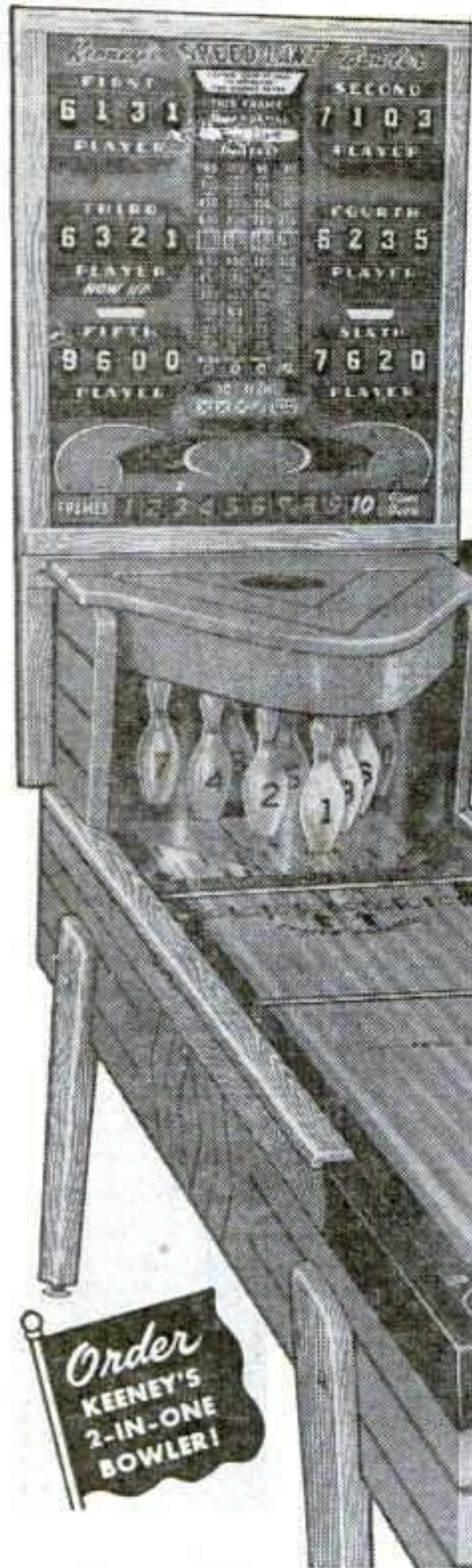
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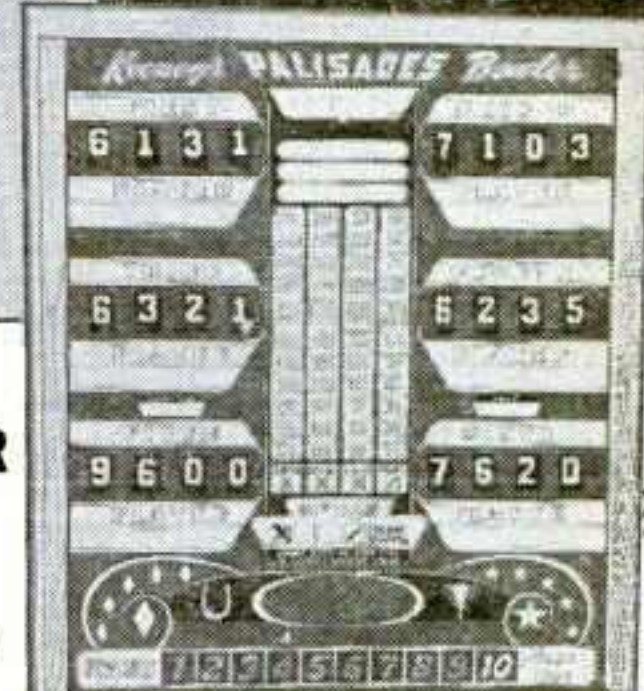
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TRIPLE MATCH FEATURE**  
Fills the Coin Boxes  
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4 can play  
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Feature permits play to  
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for 1 or 2  
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Twinkling stars create a new visual experience never before seen on a rifle gallery.

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 Scores  
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LIFETIME FORMICA PLAYFIELD

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1725 W. DIVERSEY BLVD. • CHICAGO 14



**Another FIRST!**

**Fastest Playing Bowler Ever Developed!**

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**NEW TOURNAMENT STYLE PLAYING METHOD!**

That's Right! Now Each Player up Shoots 3 Consecutive Frames Before The Next Player Gets His Turn. (Only The 10th Frame Plays as a Single Frame.)



**NEW EXCITING BONUS SCORING SYSTEM**

Look! At the End of Each 3 Frames Played, for Each Lit-up Strike Recorded on Back Glass Player Gets an Additional 300 Points! (600 Points for 2 Strikes in a Row—900 Points for 3 Strikes in a Row!)



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Game Adjustable to Advance Scoring!

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The 100% SKILL SKEE - TYPE GAME!



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**Balls JUMP OUT of holes and jump to holes that build up score**



GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES lit

player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit

player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.

Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

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BIG-TIME PLAY-APPEAL**

Popular In-Line Scoring with guaranteed Advancing Scores ... 200 and 300 Corner-Scores ... Spot-Numbers ... Extra Balls ... plus MAGIC-LINES and MAGIC-POCKETS insure strongest play-appeal and biggest earning-power.

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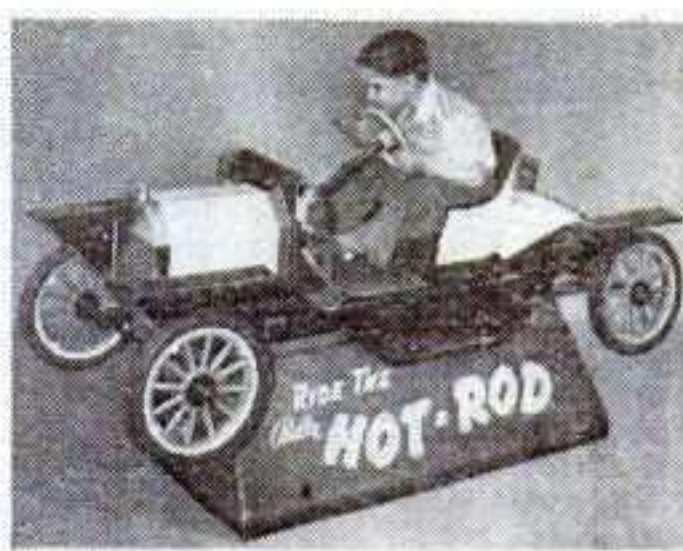


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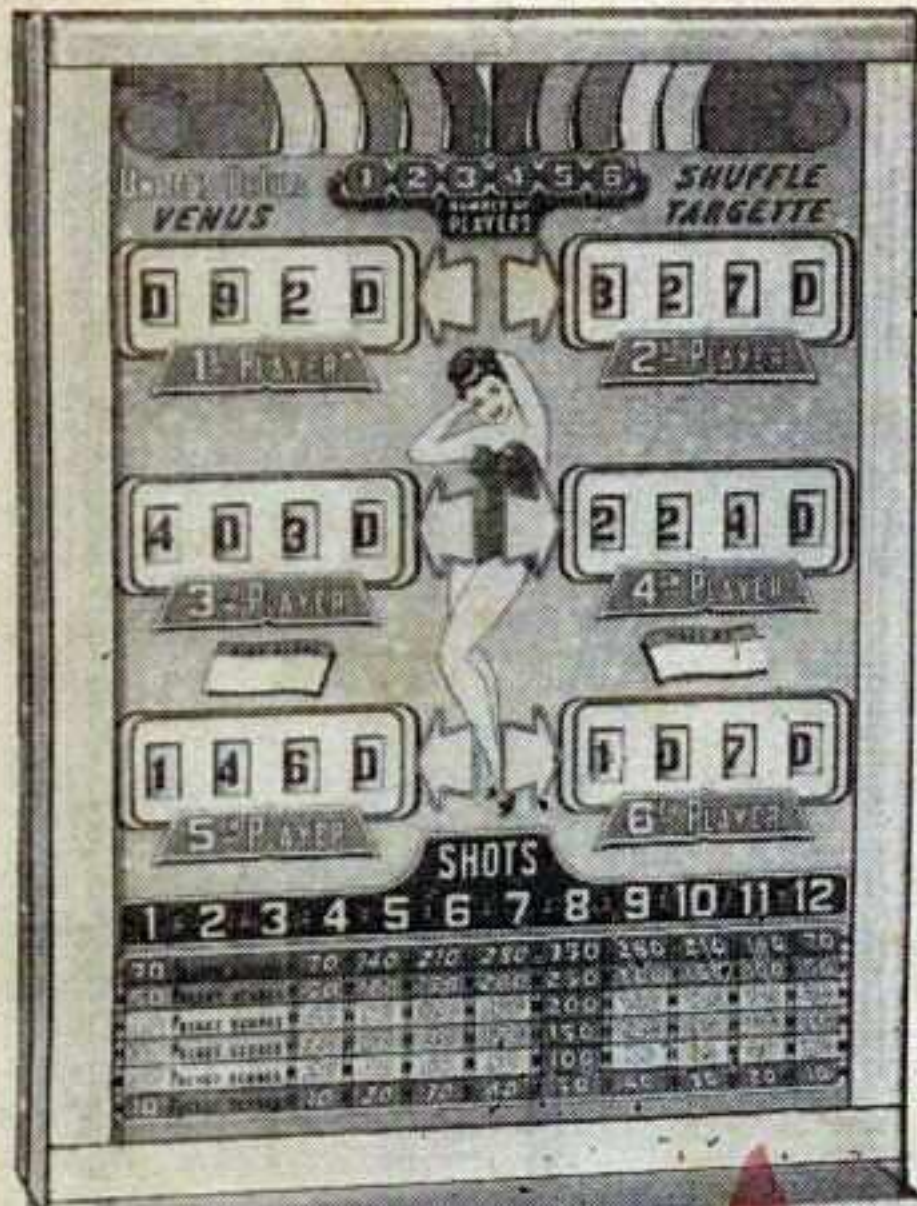
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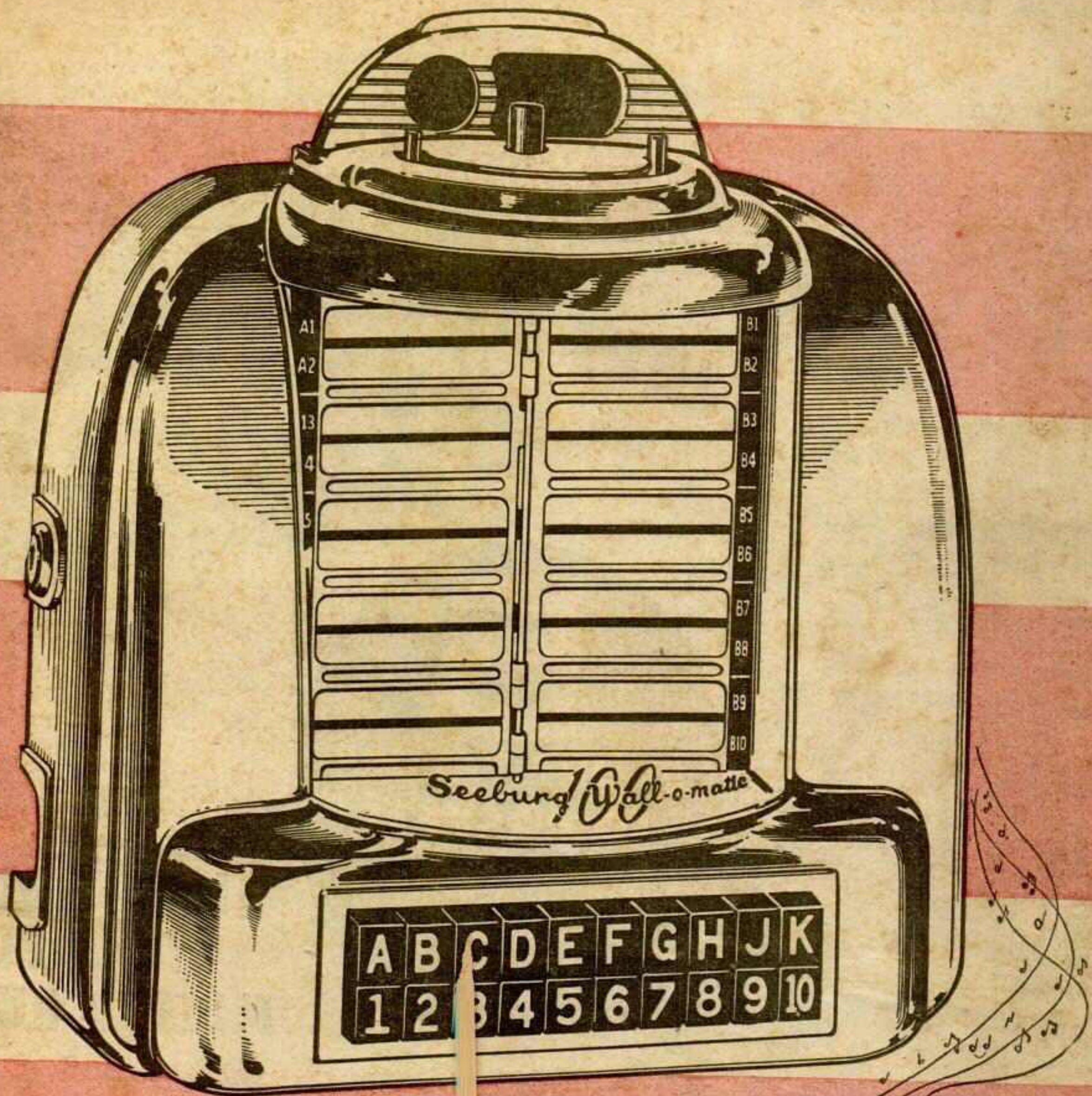
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