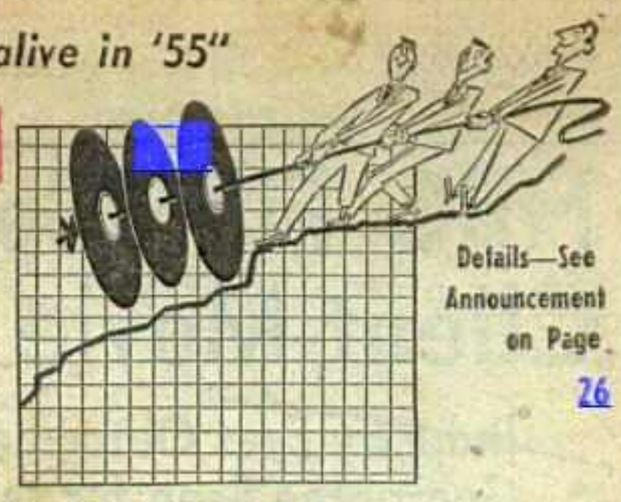
The Billboard

JULY 16, 1955 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

"keep the pops alive in '55"

OPERATION PUSHPOP '55

starts this week



Details—See Announcement on Page 26

Midways to Glitter With Brand Names

Outdoor Show Concessionaires' Prizes With Known Tags Provide Better Lure

By IRWIN KIRBY

NEW YORK, July 9.—Brand name premium merchandise valued in the millions of dollars will find its way into homes from coast to coast within the next few months, in the form of prizes won at bingo, Fascination and other concessions on the nation's midways.

Once the exclusive property of the department store and neighborhood retail outlet, the name brand items—watches, toasters, scales, kitchen appliances, etc.—have been giving the display shelves of games the appearance of a pretty high-class store.

It was somewhere in the 1930's that the tendency to offer more recognized merchandise and less of the pretty but nondescript origin took hold. Today, in a field which is impossible to isolate with statistics, the most conservative guesses are that the combined retail value of premium merchandise prizes mounts well into the millions.

Brand Conscious

What this has done has been to perpetuate the already popular group games of carnivals, amusement parks and resorts, and to encourage the expansion of many merchandise jobbing houses. The public knows its brands, specializing firms like Cuttler and Company, Inc., realize, and the jobber is compelled to stock large supplies of widely varied goods with which to rush-fill orders from concessionaires during the current outdoor amusement season.

Altho permanent installations can offer the more lavish and costly items, Coleman Cuttler points out, since they can put coupon point values on their prizes, the brand stuff is demanded by the repeat patrons they draw—ordinary people who have been conditioned by advertising to search out the well-known brands. The mobile operators—bingo leaders such as Bill Jones, Bennie Weiss and others—no matter what limitation they place on the wholesale price of their prizes, can stock their shelves with countless popular numbers of slightly lesser-priced merchandise.

The American housewife is the major participant in group activities such as bingo, and she is drawn only partly by the need for relaxation. The other reason is the glittering display of recognized toasters, clocks, kitchen and glassware, and other prizes. The housewife has developed rather astute shopping habits, and the game operators are catering to her whims.

Premium merchandise, however, is only one phase of the many-sided prize and novelties field of the outdoor fun business. From all of these, novelties, souvenirs, jewelry, stuffed toys, can be obtained an impression of what kind of season "the boys" have been experiencing in 1955, the boys being the concession trade. This is the picture:

The boys had a wet and discouraging time of it thru early

(Continued on page 48)

U. S. Split on Favorite Dolls

NEW YORK, July 9.—Demands by midway concession game operators for stuffed doll prizes this year have fallen into a definite and interesting pattern, according to manufacturers Julie Levine and Phil Geschwer of Tee-Jay Toys. Last year's big new midway item was the poodle dog which earned widespread favor. This year, the choice is reportedly as follows:

In the Midwest they are going for black or red Teddy bears, Southeast, pastel-shaded bears; Florida, pandas; Eastern Seaboard, clown dolls, and Southwest and Far West, Davy Crocketts. As for the reason behind the concessionaires' buying habits, there is none offered. A doll is a doll, Geschwer points out.

KENTON SHOW HAS NEW IDEA ON MUSICAL TV

NEW YORK, July 9.—A new attempt to come up with a music show that overcomes the obstacles of the TV medium will be made by CBS-TV this month when it unveils its Stan Kenton show, "Music '55," on July 12.

It's generally agreed that the major problem that's kept music shows from achieving heavy popularity on TV has been lack of visual excitement. About the only show that's successfully hurdled the obstacle has been NBC-TV's "Hit Parade," which dramatizes songs to the hilt with sets, costumes, etc.

The CBS approach, which CBS Executive Producer Dick Lewine is masterminding, abandons the use of standard sets. It concentrates on lighting, unique camera angles and movement, and fluid staging of dancers, singers and other performers.

The Kenton show will be written by Leonard Feather, produced by Bob Bloch, and directed by Mel Ferber. Among the guests pretty definitely set thus far are Ella Fitzgerald, Lena Horne, Louis Jordan, Johnny Mercer, Oscar Levant, Sarah Vaughan, Louis Armstrong, Vincent Gomez, George Shearing, and Yehudi Menuhin and Duke Ellington working as a duo.

It's Bargain Day for Sponsors on Armed Forces TV Stations

Growing Overseas Chain Presents Film Shows at 3⅓c Per Thousand

By LANE BLACKWELL

NEW YORK, July 9.—Three and one-third cents per 1,000 viewers is the approximate cost of reaching the 60,000 potential dialers of the growing chain of overseas TV stations currently being set up by the United States Defense department.

Programming on the current seven airman-operated stations is made up of kinescopes and films of top U. S. shows loaned by their agencies and sponsors (plus small amount of local origination).

These shows are run off complete with their commercials, in contrast to Armed Forces Radio shows from which commercials are cut out before distribution. Since, of course, time is not for sale, the only sponsor-cost involved is the $2 print-handling fee charged to sponsors by most nets. The value to the sponsor is further enhanced by the fact that many of the advertised products are for sale in Post Exchanges

Rotation Plan

Another plus is the fact that the rotation plan brings thousands of these overseas consumers back stateside each year. Furthermore, Armed Forces TV has virtually a captive audience, because stations are set up only where other entertainment is unavailable. Thus the set-in-use figure usually pushes 100 per cent, and each show's "share-of-audience" is absolutely 100 per cent!

The official "mission" of the stations is morale building and entertainment at remote bases. Base commanders seem to consider them a great success. At Loring Air Force Base in Limestone, Me., the pioneer Armed Forces TV station (and incidentally, only one in U. S.) began broadcasting on Christmas Eve, 1953. Within six months, the monthly number of AWOL's and Courts Martial had dropped substantially and the rate of re-enlistments had soared by 300 or 400 per cent.

Colonel Lewis

The commanding officer there, Col. J. W. Lewis, told The Billboard he considers his television station a major factor in creating this improvement, and that he was "enormously enthusiastic" about it.

Equipment costs for each station are extremely low, averaging only $50,000 apiece. This includes 50-watt transmitter, antenna, film-chain, vidicon camera-chain, and audio and control equipment.

Stations go on the air with terrific speed once contracts are signed. Only 41 calendar days elapsed between contract signing for the Azores unit and the start of broadcasting there. In Keflavik, Iceland, 107 days elapsed between the site survey and the first broad-

(Continued on page 10)

NEWS OF THE WEEK

One-Shot "Spectaculars" Appealing to Big Sponsors . . .

The sponsor market for one-shot spectacular shows is increasing. Big advertisers have found that this kind of show can do a job for them and are beginning to look upon it as a basic method of using TV. .....Page 2

First-Run Feature Films To Become Network Staple? . . .

The production of feature films specifically for first run on a TV network is now a definite possibility. The networks and major sponsors may go directly into the underwriting or financing of pictures for this purpose. This prospect is an off shoot of NBC-TV's "Spectacular" policy. All three networks are now understood to be in the market for feature films. .....Page 2

Warners Music Firms Insist On 2c Per Tune Disk Royalty Rate . . .

A frontal attack on the accepted formula of mechanical royalty rates on LP and EP records has been launched by the Music Publishers' Holding Corporation. The giant publishing firm has put disk manufacturers on notice that they will be held to the 2-cent-per tune statutory fee across-the-board. .....Page 12

Set Juke Boxes for Two Nickels In Move to Meet Rising Costs . . .

Music operators who have turned to dime play in an effort to meet rising operating costs are beginning to discover the advantages of setting equipment to play a tune for two nickels as well. .....Page 80

Ringling Press Policy Stirs Comment From Agents Union . . .

Revamping of the press department of Ringling Bros.-Barnum & Bailey Circus has stirred up caustic comments from the press agents union. It sees implications of non-union hiring practices in a circus official's statement that "fresh blood" may prove necessary for the show's publicity staff. .....Page 48

Stage Set for Bulk Vending Meet at Chi's Conrad Hilton . . .

Bulk vending operators, distributors, manufacturers and suppliers flock into Chicago this weekend for the sixth annual convention of the National Association of Bulk Vendors at the Conrad Hilton Hotel. This year's meet promises to be the best attended in NABV's history. .....Page 73

DEPARTMENT AND FEATURES

Amusement Games	85	Magic	47
Burlesque	47	Merchandise	65
Carnival	55	Music	12
Circus	62	Music Charts	26
Classified Ads	68	Music Machines	80
Coin Machines	71	Parks & Pools	53
Coin Machine Market	84	Pipes	65
Coming Events	60	Radio	12
Drive-In Theaters	64	Review Digest	11
Fairs & Expositions	54	Rinks	64
Final Curtain	47	Roadshow Repertoire	64
General Outdoor	48	Routes	52
Honor Roll of Hits	26	Television	2
Legitimate	11	TV Film	7
Legit Routes	11	Vending Machines	72
Letter List	70		

Army to Use Toll Scramble

NEW YORK, July 9.—Officials of Armed Forces TV Service are considering use of toll TV scrambling equipment at some overseas bases to get around the objections of local governments and broadcasters. For instance, it's figured that at Air Bases in France and Germany where local TV is well-developed a scrambled signal would make establishment of a military transmitter acceptable.

At Keflavik, Iceland, the local government agreed to a station, providing the signal could be kept completely out of the non-American areas of the town. Corner-reflectors were mounted on the antenna, and now the signal stays on the base.

NEW RECORDING! Oklahoma! SOUND TRACK Coming on Capitol Records

Copyrighted material

www.americanradiohistory.com

NBC Film Specs May Start Client-Movie Chain Reaction

Industry Eyes Outcome of Big Buys; Guarantee Seen for Indie Producer

NEW YORK, July 9.—NBC-TV's purchase of feature films to run as spectaculars may set off a chain reaction that will have a lasting impact on major national sponsors as well as independent movie producers. Top TV spenders such as General Motors, Ford and General Foods, along with the networks, will be studying the pay-off (in ratings and box office) of "The Constant Husband" and "Richard III" — if the deal on the latter comes off — with an eye toward getting more deeply into the first-run movie market.

A top advertiser or network that wants to be assured of tying up the right kind of picture will not necessarily have to wait until it is completed. He can go right to the producer and make a deal before shooting even begins. The big boys are in a position to offer a guarantee for a TV ride that would be tantamount to a picture's first run theatrically. The advertiser might even finance the picture himself in return for a participation in the second-run theater revenue and foreign distribution.

Such a deal is not unprecedented. It has happened in the legit field a couple of times and as recently as last week. Big record labels have angeled a number of musicals in order to get the record rights. Last week CBS singlehandedly financed the musical version of "Pygmalion" to the tune of $75,000, which will assure it a crack at the show for TV.

Big sponsors are not unaware of the poser of feature films on TV. Procter & Gamble and Philip Morris have recently bought spot rides on the features of General Teleradio and Associated Artists Productions. WOR-TV here is going all out to get an all blue-chip slate on its "Million Dollar Movies" this season.

A couple of hot indie picture producers are now heavily involved in TV sales. Eliot Hyman, president of Associated, for example, is a partner in the forthcoming "Moby Dick." It is not unlikely that some sponsor-producer talks have already begun with an eye toward producing movies to go on TV first.

CBS-TV Sked

In a sense, this has already been accomplished. A number of the 90-minute shows scheduled by CBS-TV for this season will be on film. At least one of the Bing Crosby shows will be filmed. And, as revealed by The Billboard in the July 2 issue, Orson Welles will make a series of 90-minute color films in England, the first of which may be George Du Maurier's "Trilby" with Welles as Svengali. The Welles series will be produced by Harry Saltzman, who is also

(Continued on page 8)

JOHN U. REBER DIES AT 61

NEW YORK, July 9.—John U. Reber, the radio and TV veepee at the J. Walter Thompson agency, passed on at the age of 61 early this week. Reber was with the agency for 38 years and was responsible for a great number of programming contributions, both in radio and in TV. He will be remembered for such radio shows as the "Kraft Music Hall," Burns and Allen, "Major Bowes Amateur Hour." In TV, it was he who pioneered network drama with the "Kraft TV Theater," the longest running show on the air today.

Ted Mack Sold By ABC, 'Life' In For Summer

NEW YORK, July 9.—ABC-TV plugged another of its still open fall time slots this week with the pacting of Pharmaceuticals, Inc., to sponsor "Ted Mack's Amateur Hour" Sundays, 9:30-10 p.m., starting in October.

The advertiser, however, will bring its "Life Begins at 80" stanza, which currently airs in that time period on Du Mont, to ABC-TV for the summer. At the end of the 13-week summer run, Pharmaceuticals, it's understood, will be seeking an additional time spot in which to air "Life Begins at 80." If no suitable network time period can be found, the bankroller may put the "Life" show on film via Du Mont's Electronicam technique and spot book the show nationally.

Another sponsorship change at ABC-TV this week saw Delco, the battery division of General Motors, drop out as projected alternate sponsor of "M-G-M Parade," which it had planned to share with American Tobacco in the post-"Disneyland" time slot. A product conflict between Delco and American Motors, one of the "Disneyland" sponsors, was responsible for Delco's withdrawal. The move leaves American Tobacco again seeking an alternate-week bankroller for the M-G-M stanza.

The Pharmaceutical buy, meanwhile, leaves "Stork Club" without an ABC-TV berth as of July 31, when "Life Begins at 80" moves into the period.

CBS Now Plans Ayem Kid Show

NEW YORK, July 9.—In what shapes up as a radical departure in morning network programming, CBS-TV is thinking of ditching the idea of going after housewife viewers in the early morning hours and getting the attention, instead, of a pre-school smallfry audience.

The web has asked Martin Stone Associates, originators of "Howdy Doody," to come up with a kine of a two-hour, across-the-board kiddie show that Stone would package. If acceptable, the show will be slotted this fall in the CBS-TV time slot currently occupied by "The Morning Show," which has been revamped for the summer.

It's understood the same team that built up "Howdy Doody"—Martin Stone, Edward Stone and Edward Kean—will work on the projected CBS stanza. No format details were available, but according to a spokesman for the Stone office, the show will feature material about the world in which children actually live rather than a fantasy world of puppets and similar non-realistic items that up to now have been the mainstay of most kiddie programs. The projected stanza will combine material that is educational, as well as entertaining, for children, the spokesman said.

CBS-TV's shift from housewife to children's programming undoubtedly is the result of a close study and re-evaluation of the a.m. audience picture. Its attempts to draw in a housewife audience with its Jack Paar "Morning Show" didn't fare too well against NBC-TV's "Today," which similarly is aimed at adult viewers. On the other hand, "Tinker's Workshop," a local WABC-TV, New York, show, has provided CBS-TV with an eye-catching example of what a pre-school kiddie show in that time slot could do.

The WABC-TV stanza, which is up against both "The Morning Show" and "Today" in the 8-9 a.m. spot, has been pulling in ratings that equal the total of the ratings of both the "Morning" and "Today" stanzas.

'CLASS VS. MASS'

Du M Station Going After 2-Set Market

NEW YORK, July 9. — Local station programming specifically aimed at second set viewers will become a reality this fall. Ted Cott, general manager of WABC-TV, here and WTTG-TV, Washington, both Du Mont owned, expects to blueprint programming geared to second set owners. He calls it "class programming instead of mass programming."

There are now 430,000 second set owners in New York City and environs, which makes it the 30th market in the United States. Cott believes that by programming specifically for this audience, at peak hours, when he cannot hope to compete with the big network shows, he will find a public for his station's fare.

Consequently, he is readying several hours of Sunday night programs for next season based on the British Broadcasting System's "Third Program." These, of course, would consist of cultural shows—music, lectures, perhaps an intellectual quiz game, and classic drama, if they could be produced cheaply enough.

Cott does not intend to do more than offer several hours of such programming. He still intends to compete with the networks in areas in which they are weak and his New York station is strong.

For example, his "Looney Tunes" show has gotten 11.0 ratings in the mornings, and "Waterfront," the syndicated vidfilm series, also does well rating-wise. These shows, of course, will be retained, and others will be added to its schedule which will cater to mass audiences.

The Cott second set theory will, no doubt, be made to order for advertisers interested in reaching second set owners. Because most expensive products have no mass markets, their selling problem is primarily a local one. They can use low cost programming which will sell the second set market, according to him.

McCARTY

Flack Org Staff All Over U. S.

NEW YORK, July 9.—Film distributors and bankrollers of nationally spot booked shows who are seeking ways of publicizing their stanzas in local markets across the country will have available to them a new comprehensive public relations operation that has been organized by Milburn McCarty Associates.

The firm, with headquarters in New York, has set up a public relations network that will be manned by representatives who live and work in 212 cities in the U. S. and Canada. McCarthy Associates feels that thru these representatives they will be able to get better placement of news stories in local papers than it could by servicing the publications from its offices in New York.

Spec Success Opens Market For More 1-Shot Sponsoring

NEW YORK, July 9.—The potential market for one-shot network sponsorship spreads has increased considerably this season under the impetus of the success already engendered by the NBC-TV spectaculars. There always has been a small number of big advertisers—General Foods, Ford Motor Company and a few others—who were ready to stake their money on a big special show. Now that market is on the upswing.

Philco several weeks ago on ABC-TV did a big special show of their sales convention. The American Petroleum Institute has one set for early fall over NBC-TV in connection with Oil Progress Week. And Deering-Milliken & Company, Inc., a textile firm, is talking about doing a big show for Thanksgiving. The Fisher Body Craftsmen are looking for time for their one-shot, as is Allis-Chalmers. Frigidiare wants to spend $300,000 on TV to introduce its new line in November.

There are many reasons for the interest in this type of program. Basically it offers advertisers impact—splash that can impress the consumers and dealers. It can counteract the multitude of product impressions that the public continually gets, and it can give fresh strength to a campaign by the mere force of its advertising power. Magazines have been used rather successfully for big double page advertising, the equivalent of big show sponsorship.

TV Attributes

TV has been found uniquely for making a splash. The medium offers plus values that few others do. Along with sponsorship of the show comes tremendous nationwide publicity and interest. And along with it can come a loyalty and gratitude to the advertiser for making possible fine entertainment, if the show is a hit.

Aside from these considerations, there are many firms who want only a big one-shot. They do not want to pay for a season's sponsorship of a series. Or they may have a limited budget which they feel will be better employed by on one sock show, rather than on spots or local programming.

There are always, of course, the sponsors who tie in their advertising to holidays, and they are always good bets for such sponsorship. Elgin, Tums, Longines and a host of others have found that the holidays are the time to move goods, because people are more inclined to spend freely.

Still another category of potential client is the one that finds itself with a nice bundle of unspent advertising funds as, for example, General Foods last season. To celebrate its anniversary, the client

(Continued on page 6)

The Billboard Spotlights:

• NATIONAL SPOT IS BIG BUSINESS

a top agency time buyer looks at the spot picture, tells what attracts — and repels — the agency spot buyer.

The Billboard
Spotlight on Fall Television Program and Time Buying

coming in the August 6 issue
distributed August 2

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

Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans ..... Pres. & Treas.
K. Kemper ..... Vice-Pres.
M. L. Reuter ..... Vice-Pres.
Lawrence W. Catto ..... Secy.

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

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

Offices
Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUnbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-8761
Hollywood 28, 6000 Sunset Blvd.
Sam Abbott
Phone: HOllywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHestnut 1-0413
Washington 5, 1426 G St., N.W.
News Bureau
Phone: NAtional 8-4749

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

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

Subscription rates payable in advance. One year, $10 in U.S.A. and Canada. All foreign countries, $20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, $6.50, and Vend the monthly magazine of automatic merchandising; one year, $4. 19

Vol. 67 No. 29

Copyrighted material
www.americanradiohistory.com

THE BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from June 19-26

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

(Campaigns placed in more than one region)

Product and Advertiser

Amm-I-Dent Tooth Powder & Paste, Block Drug
Chef-Boy-Ar-Dee Quality Foods, American Home Foods
Kool Aid, General Foods
Kraft Foods, Kraft Foods Co.
Maxwell House Coffee, General Foods
N B C Bread & Milk-Bone, National Biscuit Co.
Nucoa Margarine, Best Foods
Philip Morris Cigarettes, Philip Morris, Ltd.
Purex Liquid Trepd, Purex Corp.
Salad Dressing, Kansas City Wishbone, Salad Dressing Co.
Top Value Stamps, National Enterprises

REGIONAL SUMMARIES

Eastern

Amm-I-Dent Tooth Powder & Paste, Block Drug
Chef-Boy-Ar-Dee Quality Foods, American Home Foods
Crest Toothpaste, Procter & Gamble
Dale Pineapple, Hawaiian Pineapple
Flash Frozen Meats, Armour & Co.
Good Luck Products, Leyer Bros.
Lipton Tea, Thomas J. Lipton
Maxwell House Coffee, General Foods
N B C Bread & Milk-Bone, National Biscuit Co.
Nucoa Margarine, Best Foods
Pamper Shampoo, Toni Co.
Philip Morris Cigarettes, Philip Morris, Ltd.
Portable TV Sets, General Electric
Purex Liquid Trend, Purex Corp.
Rolaids, American Chicle
Roto-Broil, Roto Broil Corp.
Sage Bleach & Starch, Sage Labs.
Salad Dressing, Kansas City Wishbone, Salad Dressing Co.
Top Value Stamps, National Enterprises

Southern

Baby Products, Mennen Co.
Blue Bonnet Margarine, Standard Brands
Charles Antell Hair Preparations, Charles Antell
Colgate Dental Cream, Colgate-Palmolive
E Z Starch, Hood Chemical Co., Inc.
Kool-Aid, General Foods
Maxwell House Coffee, General Foods
N B C Bread & Milk-Bone, National Biscuit Co.
Slim Cheese, Beatrice Foods
Top Value Stamps, National Enterprises
Vaseline Hair Tonic, Chesebrough Mfg. Co.
Wax Paper, Resolute Paper Co.

Midwestern

Amm-I-Dent Tooth Powder & Paste, Block Drug
Bus Transportation, Continental Trailways
Camel Cigarettes, R. J. Reynolds
Chef-Boy-Ar-Dee Quality Foods, American Home Foods
Folger's Coffee, J. A. Folger
Kool-Aid, General Foods
Nair Lotion, Carter Products
Nestea Instant Tea, Nestle Co.
Nucoa Margarine, Best Foods
Paint Roller, Rolliton Co.
Scratchex Flea Powder, Easteo, Inc.
Salad Dressing, Kansas City Wishbone, Salad Dressing Co.
Top Value Stamps, National Enterprises
Vel, Colgate-Palmolive
Wiedemann's Beer, Wiedemann's Brewing
Wonder Bread, Continental Baking

Southwestern

Air Conditioners, Utility Appliance Corp.
Country Club Malt Liquor, Goetz Brewing
Knife Sharpener, Grant Tool Co.
Kraft Foods, Kraft Foods Co.
Love Me or Leave Me (Movie), M-G-M
Maxwell House Coffee, General Foods
No Bugs M'Lady Shelf Paper, Paper Products
Salad Mixers, Ratner Promotions
Shade Screens, Kaiser Aluminum
Spiral Saw, Ratner Promotions

Rocky Mountain & West Coast

Circus Peanuts, Circus Foods
Gold Shield Coffee, Lang & Co.
Kraft Foods, Kraft Foods Co.
Miniature Marshmallows, Kraft Foods
Philip Morris Cigarettes, Philip Morris
Purex Liquid Trend, Purex Corp.
Rath Chopettes, Rath Packing
Richfield Gasoline & Oil, Richfield Oil Corp. of N. Y.

Residuals Snag SAG-Alliance Negotiations

HOLLYWOOD, July 9.—Following a month of negotiations, the Screen Actors' Guild and Alliance of TV Film Producers this week became deadlocked over the issue of residual payments. The SAG's contract with producers expires July 20.

The principal fly in the ointment is the Guild's demands for 100 per cent of minimum pay to actors on each of the second and third runs, a demand which producers are almost unanimously set to resist (Billboard, June 25.) Apparently both the SAG and the Alliance would be willing to give some ground on other points, but are standing firm on this.

Even if no agreement is reached by the deadline, chances are that a strike will be averted. The SAG has extended contracts in the past while negotiations continued, and indications are that it will again. On the other hand, with production for fall just swinging into high gear, the Guild is undoubtedly in a strong position to apply pressure. There is also a possibility that federal mediation will be asked.

Negotiators for the SAG have called a meeting for Thursday (14) with independent TV producers, a move which is interpreted by some as an effort to outflank the Alliance, a group of 18 producers which to date has usually set the pace for the industry.

Hardest hit by the new formula would be the makers of syndicated film, since they depend largely on second and third runs to break even and reap a return on their investment.

Closed Circuit Sponsor Deal

NEW YORK, July 9. — In a unique twist in the use of theater television, local advertisers next fall may get an opportunity to sponsor one or two Notre Dame football games that would be closed-circuited to theaters in the Midwest, according to plans now being made by Box Office Television.

BOTV's plans provide that the local advertisers who sponsor the games would be able to fill the house by giving away free tickets to the telecasts to its customers, dealers and anyone else as a merchandising gimmick.

Wally Ross, BOTV veepee, is working out a deal with Notre Dame that would tie in with the university's own plans to telecast the games to Notre Dame alumni groups in certain cities. In these cities, the games would be picked up by Sheraton Hotels. They would be sponsored by the Notre Dame Alumni Association, which would raise funds by organizing an alumni affair that would be held in conjunction with the telecast. BOTV will have the right to sell the games either to advertisers along the lines outlined above or to theaters, themselves, who would sell tickets to the public.

The two games that will be telecast are the Notre Dame-Navy event on October 29 and the Notre Dame-Iowa game on November 19.

Split Sponsors For 'Crusader'

NEW YORK, July 9. — R. J. Reynolds is opening its new "Crusader" series on CBS-TV to an alternate sponsor.

CBS-TV is currently out pitching the show to potential bankrollers in an effort to help Reynolds come up with a partner for the series, which will air Fridays, 9-9:30 p.m. in the fall.

Reynolds' move is in line with the still-growing trend among major bankrollers to spread their money over a wider range of TV time and programs via the alternate sponsorship pattern.

TV Commercials in Production for New & Current Campaigns

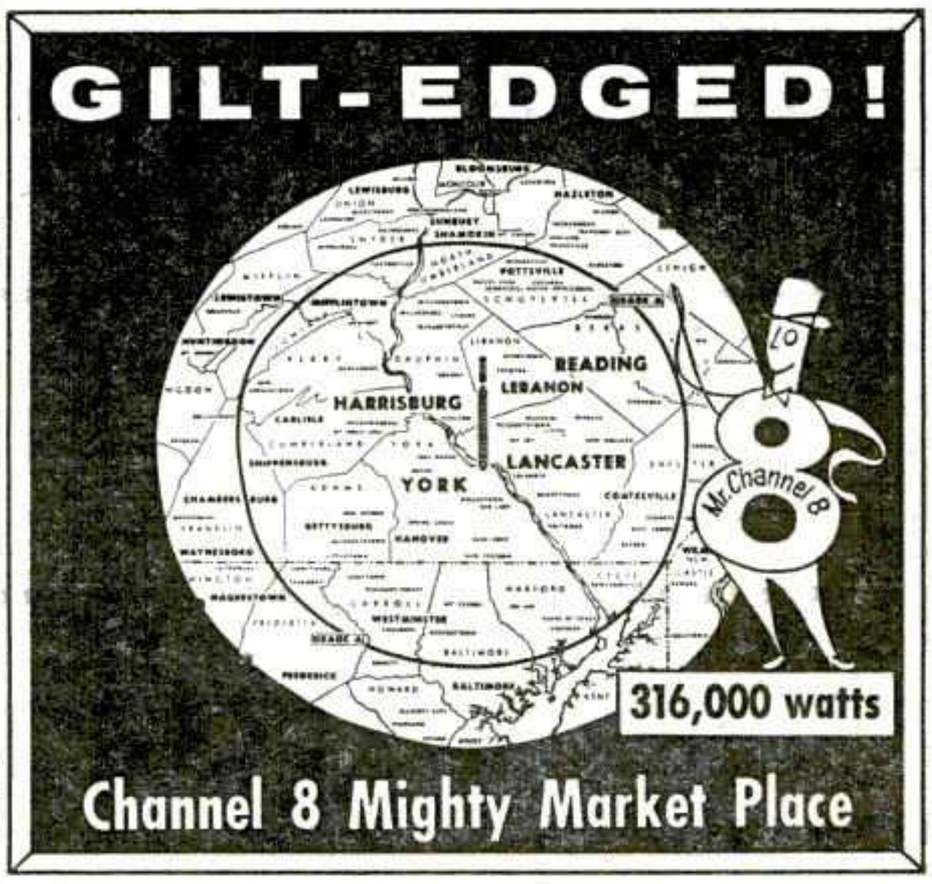
This weekly chart is one part of a month-long study of TV film commercials produced during the last full preceding month. The chart is broken down by industry and company, with a different group of advertisers spotlighted in each issue. The information below provides a guide to forthcoming spot campaigns and program sponsorship plans.

The following symbols are used to designate types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effect; J—Jingles; M—Music; S—Slides; ID—Station Break; NA—Not Available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	Seconds	Type (C-Color)	Commercials Producer
HOUSEHOLD APPLIANCES, FURNISHINGS, SUPPLIES				
Westinghouse, Air Conditioner, McCann-Erickson (Studio One)..	1	20	LA	Talley & Love
Norris-Thermador Corp., Stoves, West-Marquis, Inc. (Thermador Electric)..	1	60	SA	Ray Patin Prodns.
	1	20	SA	Ray Patin Prodns.
JEWELRY AND ACCESSORIES, WATCHES, CAMERAS, ETC.				
Bulova, Watches, McCann-Erickson.....	1	50	LA	Screen Gems
	2	30	LA	Screen Gems
	1	40	LA	Screen Gems
	1	10	LA	Screen Gems
LAUNDRY SOAPS, POLISHES, SYNTHETIC DETERGENTS				
Procter & Gamble, Ivory Flakes, Compton..	2	60	FA	United Prod. of Amer.
Cameo Cleanser, Kitchen cleansing powder, Maxon..	1	20	FA, LA, J.	Lewis & Martin Films
	1	60	FA, LA, J.	Lewis & Martin Films
Floor Show, Floor wax, Campbell-Mithun..	4	60	LA	Lewis & Martin Films
	6	20	LA	Lewis & Martin Films
	2	10	LA	Lewis & Martin Films
TOILET REQUISITES, TOILET SOAPS, COSMETICS				
Bristol-Myers, Mum, Doherty, Clifford, Steers & Schenfield..	2	60	NA	Sound Masters
Oramist, Oramist, Dowd, Redfield & Johnstone..	1	60	NA	Sound Masters
	1	20	NA	Sound Masters
Lever Bros., Lifebuoy soaps, Sullivan, Stauffer, Cowell & Bayles..	1	60	SA	United Prod. of Amer.
Bristol-Myers, Vitalis, Doherty, Clifford, Steers & Shenfield..	1	60	LA, FA	Fletcher Smith
DENTIFRICES, SHAVING CREAMS, MOUTHWASHES, TOOTH BRUSHES				
Gillette Co., Razors, Maxon.....	2	60	SA	Loucks & Norling Studio
Bristol-Myers, Ipana toothpaste, Doherty, Clifford, Steers & Shenfield, Inc...	1	60	LA, SA	American Film Producers

(To be continued next week)



3 million people • $5¼ billion annual effective buying income

WGAL-TV
LANCASTER, PA.
NBC • CBS • DuMont
STEINMAN STATION
Clair McCollough, Pres.

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

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $10 (a saving of $3 over single copy rates). Foreign rate $20.

☐ Payment enclosed ☐ Bill me

792

Name_____
Occupation or Title_____
Company_____
Address_____
City_____ Zone____ State_____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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

Copyrighted material
www.americanradiohistory.com

NOW PRODUCING

Cisco gets the ratings!
Syndicated Western-Adventure Shows

PROGRAM	HOUSTON PULSE FEB 1955	DETROIT ARB FEB 1955	CINCINNATI ARB FEB 1955	BALTIMORE ARB FEB 1955	CHICAGO ARB FEB 1955	San Francis ARB FEB 19
"CISCO KID"	30.2	28.1	31.8	27.8	25.3	21.7
SHOW "A"	20.0	16.3	10.1	18.9	9.4	15.5
SHOW "B"	11.2	7.1	15.8	25.2	11.8	★
SHOW "C"	18.4	6.2	★	12.2	★	★
SHOW "D"	15.4	14.7	15.1	★	5.5	21.2

Names of Western-Adventure Shows in comparison chart available on request.

★ Not running

- 6th year for Interstate Bakeries in 10 markets
- 6th year for Nolde in 8 Midwest markets
- 6th year for Wrigley Stores in 10 Northern markets

FOR FULL FACTS WRITE, PHONE OR WIRE . . .

ZIV Television

Copyrighted material

www.americanradiohistory.com

6th GREAT YEAR!

O. Henry's
Famous Robin Hood
of the Range

"THE CISCO KID"

Starring
Duncan Renaldo
as "CISCO"

Leo Carrillo
as "PANCHO"

NEW YORK . . . CINCINNATI . . . HOLLYWOOD

This One
TGBT-508-3F4D
Copyrighted material
www.americanradiohistory.com

News in Brief

LANOLIN BUYS INTO ROBERT Q. STANZA . . .

CBS-TV wrapped up a quarter-hour sale of its daytime Robert Q. Lewis stanza to Lanolin this week, bringing sales on the stanza up to eight quarter hours per week. The sale leaves the show with two quarter-hour segments still sponsorless. The Lanolin buy, which takes effect in the fall, is for the Monday, 2:15-2:30 p.m. period.

NBC PEDDLING TIME FOR DAVIS CUP PLAY . . .

NBC-TV has acquired TV rights to the Davis Cup tennis championship matches, which will be held the afternoons of August 27-28. The web is asking a total of $166,000 from potential bankrollers for the event.

DAYTIME SALES BOOM AT NBC . . .

Daytime sales at NBC-TV this week were booming. The web unloaded alternate week quarter hours of both its Tennessee Ernie and "Mr. Sweeney" shows to Dromedary. Additionally, it sold R. J. Reynolds a total of 19 quarter hours of "Feather Your Nest" for the rest of the year.

'T-H-T' TO GET FRENCH VERSIONS . . .

Jean-Paul Blondeau, French program packager and owner of "Dollar Second," has acquired from NBC-TV rights to produce European versions of "Today," "Home" and "Tonight."

CBS BUYS VHF HARTFORD OUTLET . . .

CBS-TV has bought, subject to FCC approval, General Teleradio's Hartford (Conn.) UHF station, WGTH-TV. The purchase brings CBS-TV's UHF station holdings to two, the maximum permitted by the FCC. The web last year acquired WXIX, Milwaukee, Wis.

SWIFT GIVE UP ON HEIDT SHOW . . .

Swift Foods this week failed to renew its sponsorship of the Horace Heidt show on NBC-TV next season. The web has been after the client to program a stronger property in the Saturday 7:30-8 p.m. time period.

LONDON TRIP FOR VIDEO EDITORS . . .

Johnson & Johnson, Wildroot, and CBS-TV will go in for one of the most lavish press promotions in TV history when they fly 65 TV editors to London August 30 for a one-week briefing session in connection with the network showing of "Robin Hood." The two advertisers jointly will sponsor the show on CBS-TV next fall. The tab is expected to run between $25,000 and $50,000. The vidfilm series will also be seen in England on commercial TV, and in Canada.

WILLIAM DIX HEADS WOR JOINT SALES . . .

WOR and WOR-TV will henceforth operate under the aegis of a single sales manager, William Dix, who up to now has been sales manager of only WOR-Radio. The consolidation of radio and TV sales chiefs into one office follows the resignation this week of WOR-TV's sales manager, Charles Philips, who left to join Edward Petry as manager of a newly formed TV sales development department.

McConnaughey Seeks 'Protest' Clause Change

WASHINGTON, July 9.—Federal Communications Commission Chairman George C. McConnaughey told the Senate Subcommittee on Communications Tuesday (5) that the need to amend the "protest" provision of the Communications Act is "probably the No. 1 item on the commission's legislative program for this year." The disputed section, 309C, legislated into the act in 1952 over FCC opposition, permits "any party in interest" to protest commission authorizations made without hearings, with a resultant automatic stay of grant.

McConnaughey told the Senate subcommittee that 309C "has been used as an instrument of delay" by those in competition with the station grantee. "The result has been that in many communities, the public has been deprived of new television service," he stated.

Bills have already been introduced in the Senate and in the House that would prevent "party in interest" protests from autotically staying an FCC grant or forcing the disputed station off the air pending the outcome of hearings or court action.

Spec Success

• *Continued from page 2*

spent about $500,000 on a Rodgers and Hammerstein show.

The money, however, according to the trade, had not been budgeted in its advertising appropriation for that year, but was taken from a surplus that developed afterward. The trend is still in its early stages and, bolstered by the CBS-TV and NBC-TV programming patterns, will undoubtedly continue to flourish.

The Billboard Spotlights:

• TIPS ON TYPES OF SYNDICATED FILM SHOWS

the most complete list available of syndicated shows by types . . . including source, talent and indicated popularity.

coming in the August 6 issue
distributed August 2

THE SPECTACULARS

They're Sock Shows, Says Board, But It's Still Studying Ad Potential

Almost everybody on the Advisory Board likes the spectaculars. Said one Western station manager, "NBC specs are a great step forward in TV programming." "Something extra special to look forward to," said a station manager in the South.

However, not everyone waxed so enthusiastic about the 90-minute shows. Of the 61 station men who indicated the specs were a better entertainment value, 25 checked without making any further comment.

Another 13 stations gave 'if' comments. These generally showed they weren't impressed by the hour-and-a-half format in itself. Some of them were good, some not so good, they said. A few said they were best when they were adaptations from the stage, but that the TV originals were disappointing.

On the whole, the stations showed more enthusiasm than the ad agencies, even tho the latter also gave a heavy vote in favor of the specs. While only eight of the agency respondents checked "better" without commenting, 16 of them, a far higher proportion, gave conditional replies.

"How can one compare 'Peter Pan' with 'Satins and Spurs'?" asked one. "Have seen both good and bad. Do feel, however, that they are highly overestimated," said a Midwest ad man. "When a specific show such as 'Merry Widow' or 'Chocolate Soldier,' yes. When merely musical variety, no," said a Philadelphia agency. "Except on Saturday nights," said a Chicago agency. "The specs are mostly from Broadway. That's fine for New York and other metropolitan areas, but not for the 'grass roots'," said a small Western agency.

Despite these several instances of faint praise, keep in mind that nearly 75 per cent of the respondents on this question voted that the spectaculars were a better entertainment value, generally speaking, than the traditional type programs.

That's how the picture looked from in front of the screen. Behind it, the story was rather different. When asked to rate the spectaculars as an advertising medium, the board was less generous with bouquets. On this question, the stamp-of-approval column carried 48 less votes than on the programming question. This is not to say that the bouquets were all replaced by brickbats. Not entirely, for the "don't know" answer swelled considerably also.

The specs still came out on top (see "How They Voted" box), but note that whereas 73 per cent voted for them as programs, only 47 per cent voted for them as ad vehicles.

A large proportion of the board was frank to admit that it was unable to evaluate the specs at this point. Particularly in the advertiser categories, there were lots of remarks to the effect that they wouldn't comment without seeing the sponsor's cost and sales figures. Even many "pro" voters, however, stated that they doubted the specs could stand up under a cost-per-thousand analysis.

But the specs cannot be evaluated on the usual cost per-thousand basis, said a number of "pro" voters. Beyond their accountable viewership, they had a publicity and discussion value and they engendered dealer enthusiasm to a degree that cannot be measured, they stated. One voter cited the success of Sunbeam as proof of the specs' potential.

On this basis, it was noted by a couple of top agency men that their value was suitable for only certain advertisers, namely big, prestige companies.

A question was also raised by a number of board members about the commercial impact of the spectaculars. The shows are so big that they overpower the blurbs, said one. They're so long that there's a big inducement to walk to the kitchen during the commercials, said another. A couple complained that the sponsors were failing to integrate their commercials with the content of the shows.

NEXT WEEK

The TV Editorial Advisory Board will tell . . .

EFFECT OF SPECS ON THEIR BUSINESS

HOW THEY VOTED

1. Do you feel the spectaculars generally gave you as a viewer better or worse entertainment value than the traditional type of programming?

	Better	*Worse*	*No Opinion*
Networks and Stations	61	9	7
Ad Agencies	34	8	4
Network Sponsors	4	3	1
Regional, Local and Spot Advertisers	12	2	0
Distributors	21	5	4
Producers, Labs, Equipment	24	9	4
Grand Total	156	36	20

2. Do you think the advertisers get a good buy in these 90-minute spectaculars?

	Yes	*No*	*Don't Know*
Networks and Stations	45	20	20
Ad Agencies	22	15	11
Network Sponsors	3	5	2
Regional, Local and Spot Advertisers	9	5	3
Distributors	15	9	5
Producers, Labs, Equipment	14	13	12
Grand Total	108	67	53

FOR QUOTATION

STATIONS SAY . . .

H. W. SLAVICK, general manager, WMCT, Memphis: "As a rule, 'bigness' in show business allows for greater entertainment value, all other factors being equal."

JULIAN KAUFMAN, general manager, XETV, San Diego, Calif.: "It appears to me that the spectaculars are a 'class' item rather than 'mass.' As an independent, we are happy to see this restricted appeal type of program on our competition."

RICHARD MOORE, president, KTTV, Hollywood: "They're about the same, except when they put the cameras on the Broadway hit, 'Peter Pan.' But the shows produced for TV were only fair. Comparatively most advertisers, dollar for dollar, can make a better buy on TV than this."

PRODUCERS AND DISTRIBUTORS SAY . . .

JAMES MORGAN, Don Fedderson Productions, Beverly Hills Calif.: "The material used could not have been done in less time."

JACK PARKER, president, Television Films of America, Beverly Hills, Calif.: "I have talked with some of the key men of the sponsors' organizations, and they feel that results to date do not put the 90-minute show in the 'good buy' class. This may change later, but to date this is the opinion."

PETER PIECH, national sales manager, Screencraft Pictures, Inc., New York: "No imagination in creating the commercials. Those used had a repetitive rate to such a degree that they became obnoxious."

SPONSORS AND AGENCIES SAY . . .

RICHARD DUFF, advertising vice-president, Pearson Pharmacal: "Like the girl with the curl, when good—very good; when bad—glad we're not the sponsor."

BOB HAYWARD, TV director, Brisacher, Wheeler & Staff, San Francisco: "The answer must be predicated on programming and production. It is further complicated by the fact that an advertiser on a given show gets his money's worth, generally speaking, only when the preceding spectacular has been good. In this way, the viewing of the subsequent show is made an emotional requirement for the majority of viewers."

KEITH MATHERS, TV director, Lowe Runkle Company, Oklahoma City: "There's no doubt that they get good audiences, but so does a well-planned spot."

ALFRED HOLLANDER, TV vice-president, Grey Advertising, New York: "They cannot be evaluated on the traditional cost-per-thousand basis since their talk value, dealer excitement and prestige mean a great deal."

THE BILLBOARD PUBLISHING COMPANY
TV EDITORIAL ADVISORY BOARD

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

Julian M. Kaufman

Richard A. Moore

Al Hollender

J. C. Morgan

Copyrighted material
www.americanradiohistory.com

THE BILLBOARD SCOREBOARD

Top 25 Vidfilms Among Men

and Their Pulse Multi-Market Ratings

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. May Rtg.
1	Inner Sanctum (NBC)	89	6.6
2	Boston Blackie (Ziv)	88	9.2
3	Colonel March of Scotland Yard (Official)	87	3.6
4	Foreign Intrigue (Official)	86	9.6
5	The Falcon (NBC)	85	11.9
5	Counterpoint (MCA-TV)	85	6.9
5	Guy Lombardo (MCA-TV)	85	9.5
8	Dangerous Assignment (NBC)	84	5.6
8	Eddie Cantor (Ziv)	84	10.5
8	Police Call (NTA)	84	9.0
11	City Detective (MCA)	83	14.1
11	Ellery Queen (TPA)	83	10.1
11	Files of Jeffrey Jones (CBS)	83	5.1
11	Mr. and Mrs. North (ATPS)	83	6.5
15	The Whistler (CBS)	82	15.5
16	I'm the Law (MCA-TV)	81	9.4
16	I Led Three Lives (Ziv)	81	15.8
16	Mr. District Attorney (Ziv)	81	14.0
19	Beulah (Flamingo)	79	5.7
19	Doug Fairbanks Presents (ABC)	79	13.2
19	Waterfront (MCA-TV)	79	14.8
22	Amos 'n' Andy (CBS)	77	19.9
22	Death Valley Days (Pacific-Borax)	77	13.9
22	Man Behind the Badge (MCA-TV)	77	10.5
25	New Adventures of China Smith (NTA)	76	2.6

NBC's Push on Brit. Films to Aid Distribs in Hinterlands

By GENE PLOTNIK

NEW YORK, July 9. — British movies, long an object of contempt from TV critics, have swiftly moved into a position of prominence that will assuredly get them on hinterland stations that once considered them rating poison. The biggest impetus has come not from any distributor, but from a network, NBC-TV, which has scheduled two British pictures and is dickering to get a third, the impressive "Richard III."

For distributors, the NBC push comes at a propitious moment. Two of them are currently heavily stocked with British features: National Telefilm Associated with its Korda and Rank pictures, and Associated Artists Productions with its British Lion group.

These two packages are acknowledged to contain the newest and best quality British films ever offered to TV stations. Nevertheless, NBC's push is expected to help open doors for them at far flung stations.

The network can do this because it is assured both stations and audiences. For one thing, the time on the stations is already committed to the network for its regular run of spectaculars. For another, the money is already set on the rate card. For a third, the network's prestige and promotion is behind them.

NTA and AAP hope and expect that the rating pay-offs for NBC's "Constant Husband" and "Richard III" will make the stations eager for more of the same on their local schedules.

To a large extent NTA and AAP have already broken thru the traditional barrier. AAP tied the British films, it offered the earliest post-theatrical play dates ever offered TV. And it brought in national sponsors for a number of stations. It has sold the package to over 75 stations to date.

"Magic Box"

NTA helped bolster the network push by selling it one of the pictures from its "Fabulous Forty" group, "The Magic Box." NTA already has its story before the public in a few situations. Anthony La Camera, TV editor of The Boston Evening American, gave the "Fabulous Forty" a big write-up on June 27 with plenty of bouquets. The package is still not sold in Boston, tho a deal is understood to be close. NTA hopes to continue going right to the public with its pitch. It has sold the pictures in some 30 markets so far and is just in the height of its sales drive.

If this effort succeeds with stations and viewers it will be to the good of all concerned. For there is still quite a bit of top grade British product that could be brought into TV if the market is available.

Tafon Buys 'Hunter' For 250 Markets

NEW YORK, July 9.—The biggest national spot deal ever made on a TV film show was concluded this week between Official Films and Tafon Distributors, Inc., seller of RX-30 vitamins and other drug products. Tafon will book "The Hunter" in some 250 markets beginning next month. There are an estimated 285 TV cities in the U. S. all told.

The deal is for two years and will represent over $1,000,000 in time and program costs. There are only 26 episodes in the series, 13 of them starring Barry Nelson and 13 with Keith Larsen. They were produced by Ed Montaigne for the William Esty agency and sponsored first run on NBC-TV by R. J. Reynolds Tobacco.

Tafon for the past year has been getting its TV exposure in nearly 200 markets via "Wrestling From Hollwood," which it booked via a barter arrangement. It gave stations the films in return for a limited number of participations, allowing the stations to pick up addional sponsors locally.

Official's acquisition of "The Hunter" was reported on these pages two weeks ago, but this is the first confirmation. The deal was made on the West Coast by Herman Rush, Official veepee; George Johnston of Tafon, and Frank Miller, head of his own ad agency.

Official Films Sets 'Willy' Syndication

NEW YORK, July 9.—Official Films confirmed this week that it has taken over distribution of "Willy" and will put it into syndication immediately for a fall start. The show stars June Havoc in the role of a lady lawyer.

It was produced by Desilu and was sponsored on CBS-TV this season by General Mills.

Du Mont O&O's Subscribe for Electronicam

NEW YORK, July 9.—WABD, here, and WTTG, Washington, recently became among the first customers for the Electronicam device owned by their parent company, the Du Mont Laboratories. The stations have ordered 24 films running from five to seven minutes for a series which will open and close their telecasting days.

They will feature top talent and important business executives in readings from The Bible. The series will cut across religious denominations and use Protestants, Catholics and Jews. As the films are consumed more in the series will be shot.

MCA Preps Anthology Series for Day Fare

NEW YORK, July 9.—Advertisers interested in going daytime on the TV networks will soon be exposed to a new type of property. MCA-TV is readying a batch of 60 hop half-hour anthology type vidfilm shows to submit to potential sponsors for this fall. They are mainly second run, but only in some markets.

The half-hour films have been culled from the top anthology series packaged by MCA for network clients—including the "Pepsi-Cola Playhouse," Heinz's "Studio 57," and the "Revlon Theater." These films usually feature name or semi-name talent such as Charles Bickford, Ronald Reagan, Joanne Dru, Ruth Hussey and Dane Clark. Budgets for the half-hour shows usually run over $20,000.

MCA-TV has had such signal success with syndicating its station library packages, which consist of anthology films and other of its film product, that it feels there is a market among advertisers for the better of its anthology shows. These anthology films, of course, would also be available for large regional deals.

Sponsors interested in network exposure will be able to buy the anthology series and either spot book them, or else see whether they can come up with time on ABC-TV, or NBC-TV. CBS-TV is pretty well s.r.o. daytime. MCA-TV has a new batch of 78 other half-hour anthology shows available for local sponsors and stations.

Background for 2 New Skeins

HOLLYWOOD, July 9.—Deals have been concluded for the use of the files of the California Youth Authority and of the Honolulu, Hawaii, Police Department for two proposed new vid series.

Harris Kattleman, of packager Goodson-Todman, conducted the negotiations for the C.Y.A. files, from which John M. Lucas is now turning out the first script for the pilot.

The Honolulu deal was finalized by the Ashley-Steiner agency's Paul Rabin. Files will be used for info for a mystery-intrigue series, tentatively titled "Crossroad of the Pacific." The agency has entered into negotiations with NBC-TV for possible fall airing.

CBS-TV presently is working on a Hawaii-based vidfilm program titled "Heart of Honolulu."

Jungles Open To Stations

NEW YORK, July 9. — Local sponsors seeking jungle film shows will have two new ones to choose from as of this month.

"Jungle Jim," a Screen Gems property, and "Sheena, Queen of the Jungle," which ABC Film Syndication has nurtured, have both been taken out of national sale and are being released for regional and local sponsorship. The move follows several weeks of pitching at national sponsors by Screen Gems and ABC Film.

Both shows in recent weeks have been under option by ABC-TV network, which pitched first one and then the other to national advertisers for its Monday, 7:30-8 p.m. time slot. The web, however, failed to close deals on either of the properties.

'MOST INTRICATE AND DRAMATIC DEAL'

RKO Feature Deal Still Sizzling At Gen-Tele & Associated Artists

NEW YORK, July 9.—The RKO Radio deal is still hot. An air of expectancy pervades the halls of both General Teleradio and Associated Artists Productions these days. The rank and file seem to expect a determination at any moment. One member of one of these organizations was heard to mutter, "As far as we're concerned the deal should have been closed two weeks ago."

This anxious waiting extends outside the confines of GT and AAP. ABC-TV, which is planning to run feature films 7:30-9 p.m. Sundays, expects to have a package of pictures sewed up within the next couple of weeks. The network is known to have been speaking to officials of GT recently. It is being speculated in the trade that ABC may have already put in a bid for some RKO product.

WOR-TV, which is part of the GT family, is holding up planning its "Million Dollar Movie" for this season with the hope that it may be able to include some RKO pictures. WOR-TV will be shooting for top bankrollers when it starts its sales drive in another couple of weeks. It figures that the inclusion of some big RKO titles will be a potent attraction.

The negotiations have undoubtedly reached a climax. Observers close to the top have described it as the most intricate and dramatic deal in the history of the business.

But it is admitted that however close, it may still fall thru at the last moment. The reason is that Howard Hughes, sole owner of RKO Radio, is unpredictable as a businessman. It is also speculated by some that Hughes is pursuing these negotiations as a hedge against Floyd Odlum in his maneuvering for control of RKO Pictures, the holding company whose only assets now are in cash.

It appears definite that Hughes himself has entered into the TV negotiations. This means that the deal has more substance than when the Irving Trust Company was acting on his behalf, without his personal advice. However, Hughes is by no means making the transaction simple. For example, it is understood that he has offered no warranties on the numerous assets involved, which would prolong completion of the deal considerably.

It is still a matter of speculation how Eliot Hyman and Tom O'Neil will divvy up the catch. It was rumored recently that one would get all the TV rights and the other the theatrical rights and studios. But actually it appeared unlikely that either would take such a setback in his TV operation.

Disney Scouts Europe Talent

COPENHAGEN, Denmark, July 9.—Walt Disney representatives on the continent of Europe and in Great Britain are displaying considerable activity in scouting for talent for TV films, which apparently are to be used in connection with "Disneyland." Apart from this, the Disney interests have made deals for the producing of a large number of 15-minute shorts in Europe to be used on the program. The Nordisk Film, junior studio of Copenhagen, has received an order for 16 of these shorts, dealing with kiddie activities and interests.

Working on the Disneyland angle are Umberto Schichtholz-Bedini, European representative of Ringling Bros. and Barnum & Bailey, and representative of the London office of Music Corporation of America, Ltd. No details are being disclosed but it is evident that circus talent, including clown groups, is being lined up for TV film productions.

The Billboard Spotlights:

• NEW BLOOD FOR NETWORK ARTERIES

what new shows are coming . . . who will be the season's new performers . . . the techniques and production talent behind the shows.

The Billboard
Spotlight on Fall Television Program and Time Buying

coming in the August 6 issue
distributed August 2

Copyrighted material
www.americanradiohistory.com

SITTING ON THE BRINK

All Industry Eyes NBC Film Spec Outcome; Move to Movies Seen

• Continued from page 2

producer of the forthcoming Bob Hope-Katherine Hepburn movie, "Not for the Money."

These 90-minute TV film shows are obviously the equivalent of feature films—at least as far as length is concerned. If "The Constant Husband" proves to have second-run theatrical value, these made-for-TV features may also. There is no doubt that they will have considerable potential for foreign distribution, especially since they feature names.

A big question still remaining is how much theatrical revenue can a picture get after it has been aired on a TV network. A number of competent trade observers believe the answer is "plenty." For one thing, the experience of Walt Disney's "Davy Crockett" in the theaters has been pretty good. Thru numerous Southern towns it opened to s.r.o. At the Globe Theater here it grossed $25,000 its first week, which was only slightly less than expectations. The previous week the house had grossed $6,000.

For another thing, NBC-TV plans to put a promotion behind "Constant Husband" which will be as powerful as any picture gets in its first theatrical run, from which the producer rarely realizes profits.

This entire prospect of producing features for TV is a child of Pat Weaver's spectacular concept. It was this development that brought TV program budgets up to $250,000 and now $450,000. This brought first-run pictures within the grasp of TV. The other parent is the trend toward big one-shots. (See separate story this issue.) Big bankrollers have and will spend $500,000 for a single, special-occasion TV show. This can put them in the market for movies.

All Nets All Out

It is now clear that all three networks are hot after feature films, and that includes new ones. NBC-TV itself is reported to be studying the possibility of running a movie every other weekend, and has been talking to producers. NBC-TV some time ago was interested in features for daytime, but couldn't figure how to get enough runs to warrant the price.

ABC-TV is expected to have a deal in another couple of weeks for a package of first-run features to run 7:30-9 p.m. Sundays. This will be ABC-TV's adaption of the spectacular concept, but on a more frequent basis.

CBS-TV is reported to be interested in movies also. It has been rumored for some time that the network might some day put in features at 11:15 or 11:30 p.m. to compete with NBC-TV's "Tonight." The Steve Allen show has been giving CBS-TV affiliates a rough time. But WCBS-TV's "Late Show" here in New York has been holding its own nicely.

Fairbanks Co. In Expansion

HOLLYWOOD, July 9.—Expansion of Jerry Fairbanks Productions got under way this week with purchase of a tract of land for a new sound stage by Fairbanks. The Vine Street property, which presently is occupied by a market, will be converted for a large sound stage, as well as cutting and projection rooms and offices.

Reasons for the move is primarily an expansion in production. Fairbanks, one of the leading producers of industrial films as well as TV commercials, has already grossed $400,000 from industrial footage in the first six months of this year, approximately the same amount as during the entire 12 months of 1954. Clients include Texaco, Parke-Davis, Greyhound, Chrysler and Oldsmobile.

The stage will also be used for the production of entertainment films, Fairbanks said, declaring that he has a vidpix series in the preparatory stages. The producer made "Public Prosecutor," the first film series ever shown on TV.

Graham Given 'Amigo' Role

HOLLYWOOD, July 9.—VanRic Productions this week signed Vance Graham, radio-TV emsee of Latin-type musical programs, for the lead in "Amigo," a romantic adventure-type vidseries.

Production is scheduled to get under way shortly, with several thousand feet of background material shot in South America already on hand. Fred B. Venderhurst is producing.

DAYTIME KTTV SHIFT

Trade Speculates on Effects if Successful

HOLLYWOOD, July 9.—Los Angeles' Channel 11, KTTV, which has become one of the pace setters among independent station operations, is causing something of a stir by its decision to reshuffle its daytime programming beginning July 18.

Altho the upcoming shuffle is still somewhat of a trade secret, it is already resulting in considerable speculation among top industry execs as to what effect it may have should it prove successful.

Previously on the air from 10 a.m. to 2 a.m., KTTV is now moving its starting time to 7 a.m. It will program the first hour with its "Sheriff John" strip, a highly successful kid show which had previously been aired at 5:30 p.m. as well as at noon. The theme of the noon program has been "Lunch With Sheriff John." This is now being extended to the morning hour in an effort to capture the youngster audience before it takes off for school.

In addition to the usual cartoons, the station plans to take the kids on a once weekly tour via TV, e.g. the harbor area, possibly having personalities from some of the kid film shows on hand.

Bill Leyden, a leading local TV emsee, hosts "Top o' the Morning," an informal program aimed at both kids and adults from 8 to 9:20 a.m. Following this, until 10:30, the station will strip two TV film series back to back. Aimed at the housewife audience, the first two programs to be used will be "Janet Dean, Registered Nurse," and "Heart of the City." (The channel previously stripped "Mr. and Mrs. North" from 10 to 10:30.)

The remainder of the day's schedule—consisting of programs for shoppers and youngsters, another hour-long TV strip, and a motion picture—remains the same until 5 p.m. Here the station pulls another switch, scheduling "Mr. & Mrs. North" and "Boston Blackie" until 6 p.m. in place of the usual "Children's Hour."

The reasoning behind this move is apparently that Disney's "Mickey Mouse Club" will have the kids sewed up during this time period anyway, so the outlet might as well go after the adults. In addition, it's been increasingly difficult to obtain new cartoons to program for youngsters.

Prime interest in the trade, of course, is centered on the theory that the kids can be drawn to the TV set before school as well as on the practicability of programming vidpix so early in the morning.

Station Relations Becomes a Science

NEW YORK, July 9.—A new look has come over the networks' station relations departments in the past year. In the heydays of radio, station relations was largely a matter of personal relationships. Today it has become a highly scientific operation that plays no favorites.

CBS-TV described this new approach to its affiliates at their full dress meeting here in May. According to Ed Shurick, s. r. director at CBS-TV, the stations gave them an overwhelming vote of confidence.

Now when an affiliate applies for a rate increase on the network card, s. r. hands the request to research and engineering for study. It is mainly on the basis of their advice that s. r. makes its decision. While Shurick and Herb Ackerberg, s. r. vice-president, will consider any additional information that the station may include in its plea, there is no room left for playing politics.

There have been a number of rate increases made since this policy has been put into effect. Insofar as the network is now in a position to justify every one on the basis of coverage data, there can be no complaints from other stations. There will never be any downward revisions, Shurick said. But, he pointed out, there are certain markets that were overrated in the early days and which therefore, under this policy of objective scrutiny, will probably have to wait some time before they get another increase. These situations were mainly in single-station markets.

CBS-TV now has some 45 stations in its basic network, the so-called "must buy" stations. Shurick expects that the number of primary basic stations will level off at 60.

REAL CORLISS TO PLUG SHOW

NEW YORK, July 9.—"Meet Corliss Archer," the Ziv-TV film series, is going to get some promotior from the original and genuine Corliss. Pamela Herbert, daughter of F. Hugh Herbert, author of the stories and the play on which the TV show is based, has joined Rogers & Cowan, Ziv's publicity agency. R&C is planning to have Miss Herbert do some personal appearances for the show.

'Space' Series By Consolidated

HOLLYWOOD, July 9.—New "Space Riders" series will be filmed by Consolidated Tele-pictures, Inc., formed here this week by James Nasser, Philip Zrike and Philip Nasser.

It's understood that the company has independent financing and will shoot 39 half-hours regardless of whether or not a sponsor can be found immediately. Cost problems are somewhat alleviated by the fact that James Nasser is head of General Service Studios, where the series will go before the cameras.

Budget has been set at $775,000, or approximately $25,000 per pic. About 20 per cent of that is expected to go for special effects that will be utilized to provide the sensation of interplanetary travel. September starting date has been set.

Plan now is to aim for national sponsorship, and, barring that, place the program in syndication.

Rodgers Quits Atlas, Joins NTA

NEW YORK, July 9. — Pete Rodgers resigned from Atlas Television this week and joined National Telefilm Associates. He will sell on the West Coast, headquartering in Hollywood. He reports to Ed Gray, West Coast sales manager. Rodgers was with Atlas since 1951 and was vice-president in charge of the Western Division.

Bowman Buys MCA's 'Hudson' For 17 Cities

NEW YORK, July 9.—MCA-TV this week had a flurry of sale activity. Its newest vidfilm series "Dr. Hudson's Secret Journal," was purchased by the Bowman Biscuit Company for 17 Southwestern and Rocky Mountain markets.

And the Great Atlantic & Pacific Tea Company extended its sponsorship of TV film by purchasing six more cities for the Guy Lombardo show. The program has done a satisfactory job for the advertiser in New York City, where it is telecast over WRCA-TV. New markets for Lombardo include Atlanta, New Orleans, Dallas, Birmingham, Ala., Charlotte, N. C., and Jacksonville, Fla.

Bowman Biscuit bought such cities as Dallas, Fort Worth, San Antonio, and El Paso, Tex., and Denver and Albuquerque, N. M., among others. It has been a consistent buyer of syndicated film. This is the first large regional for the drama film, which stars John Howard.

Drop Deal for Mystery Segs

NEW YORK, July 9.—Negotiations whereby CBS-TV Film Sales would acquire two additional properties, "Fabian of Scotland Yard" and the reruns of "Mr. and Mrs. North," reportedly have fallen thru.

Owners of the properties, it's understood, are now seeking to turn their shows over to other distributors. "Fabian" is the property of Charles Wick, while the "North" series is a John Loveton package.

New Format For WOR Pix

NEW YORK, July 9.—WOR-TV is trying a new programming gimmick on its "Million Dollar Movies" with the aim of giving them an opening impact appropriate to TV. Wherever possible it is going to put in a few frames of the picture as a teaser before it runs thru the opening balop and sponsor billboards. The teaser will be a high point of the picture or the opening sequence, depending on the nature of the film. It was tried this week for the first time with "Lucky Nick Cane."

Ziv Begins Sales Push On New 'Highway Patrol'

NEW YORK, July 9.—Ziv-TV has quietly begun its sales effort on its next release, "Highway Patrol" starring Broderick Crawford. The distributor was this week reported to have made a regional deal with Wiedemann Brewing of Newport, Ky. Ziv officials were unavailable for comment at press time. As far as could be learned, it has not yet called a sales clinic on this show, as it does with the release of every new property. But this was expected shortly.

Wiedemann, a key regional advertiser in the Midwest, is a long-time customer of Ziv's. Its last buy was the "Eddie Cantor Comedy Theater." Its first-year contract on the latter series is only half run out. Whether Wiedemann is boosting its TV budget or dropping Cantor to take on the new show was not clear this week. But it was reported that Wiedemann and its ad agency, Tatham-Laird, were not entirely satisfied with the results it garnered with the Cantor show.

"Cantor" was something of an innovation for brewery sponsors. Previously they had tended to mystery and adventure shows in syndication. Many of them turned to Cantor in the hope of catching more fem viewers, who were considered responsible for supermarket purchases of beer.

In the tough competitive situation the beers now find themselves in, it is considered possible that Wiedemann, for one, got impatient waiting for the experiment to pay off. In "Highway Patrol," an adventure show, it may feel it has a proven format for its purposes.

The Billboard Spotlights:

• FEATURE FILMS . . .
TODAY and TOMORROW

an analysis of the feature market of today, and the direction it is likely to take in the months ahead.

The Billboard
Spotlight on Fall Television Program and Time Buying

coming in the August 6 issue
distributed August 2

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

MCA-TV Film Division

www.americanradiohistory.com

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

All film shows listed are sold on a syndicated basis unless the title is preceded by a dagger (†), in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

NEW YORK .....7 STATIONS

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

1. Jackie Gleason, WCBS.....56.8
2. You Bet Your Life, WRCA.....40.0
3. I Love Lucy, WCBS.....35.3
4. Toast of the Town, WCBS.....34.4
5. What's My Line? WCBS.....34.1
6. Shower of Stars, WCBS.....33 8
7. This Is Your Life, WRCA.....33.4
8. Beat the Clock, WCBS.....33.1
9. Disneyland, WABC.....32.4
10. Person to Person, WCBS.....31.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. **D. Fairbanks Presents (Drama), ABC**	15.3	WRCA—W, 10:30-11:00	Blue Ribbon Bouts, 13.2
2. **Star and the Story (Drama), Official**	11.6	WRCA—S, 7:00-7:30	Gene Autry, 13.4
3. **Superman (Adv.), Flamingo**	10.8	WRCA—M, 6:00-6:30	Various, 4.3
4. **Wild Bill Hickok (West.), Flamingo**	7.8	WRCA—W, 6:00-6:30	Various, 7.0
4. **Little Rascals (Comedy), Interstate**	7.8	WPIX—M-F, 5:30-6:00	Howdy Doody, 5.5
6. **Dangerous Assignment (Adv.), NBC**	7.0	WABC—S, 10:00-10:30	M. Liebman Presents, 29.1
7. **Sherlock Holmes (Mys.), UM&M**	6.9	WRCA—M, 7:00-7:30	Various, 8.0
7. **Waterfront (Adv.), MCA-TV**	6.9	WABD—T, 7:30-8:00	Various, 9.5
9. **Fabian of Scotland Yard (Mys.), Telefilm**	6.8	WRCA—W, 7:00-7:30	Various, 9.1
10. **City Detective (Mys.), MCA-TV**	6.5	WPIX—Su, 9:30-10:00	TV Playhouse, 24.5
10. **Meet Corliss Archer (Comedy), Ziv**	6.5	WRCA—T, 7:00-7:30	Various, 8.8
10. **Racket Squad (Mys.), ABC**	6.5	WABC—Th, 10:30-11:00	Lux Theater, 30.4
10. **Man Behind the Badge (Mys.), MCA-TV**	6.5	WCBS—S, 6:30-7:00	Range Rider, 5.6
14. Ramar of the Jungle (TPA), M-F-6:00	6.0		
15. Science Fiction Theater, (Ziv), F-7:00	5.7		
16. Guy Lombardo (MCA-TV), Th-7:00	5.6		
16. Range Rider (CBS), S-6:30	5.6		
18. The Whistler (CBS), Su-9:00	4.9		
19. Mr. District Attorney (Ziv), F-10:30	4.8		
20. Amos 'n' Andy (CBS), S-4:30	4.6		
21. Mayor of the Town (MCA-TV), S-11:15	4.2		
22. Buffalo Bill Jr. (CBS), S-5:00	4.0		
23. Hopalong Cassidy (NBC), S-6:00	3.8		
23. I Led Three Lives (Ziv), F-10:00	3.8		
23. Inspector Mark Saber (Thompson-Koch), Su-10:00	3.8		
26. Life With Elizabeth (Guild), F-7:30	3.5		
26. Foreign Intrigue (Official), S-10:30	3.5		
28. Liberace (Guild), M-F-6:30	3.3		
29. Life With Elizabeth (Guild), M-7:30	3.2		
29. Capt. Z-Ro (Atlas), Su-11:30 a.m.	3.2		
31. Secret File, U.S.A. (Official), F-8:00	3.1		
31. Annie Oakley (CBS), S-5:30	3.1		
33. Little Rascals (Interstate), S-6:30	3.0		
34. Joe Palooka (Guild), S-7:30	2.9		
35. My Hero (Official), Su-6:30	2.7		
36. Heart of the City (MCA-TV), F-9:30	2.4		
36. Foreign Intrigue (Official), Su-8:30	2.4		
38. Rev. Oral Roberts (Kling), Su-12:45	2.3		
39. Your All Star Theater (Screen Gems), M-F-11:00	2.2		
40. †Soldiers of Fortune (Seven-Up), S-6:00	2.1		
40. China Smith (NTA), W-7:30	2.1		
42. Your All Star Theater (Screen Gems), Su-11:00	2.0		
43. I Led Three Lives (Ziv), Su-6:00	1.9		
43. Biff Baker, U.S.A. (MCA-TV), T-10:30	1.9		
43. Orient Express (NTA), W-10:30	1.9		
43. Dick Tracy (Combined), S-9:00	1.9		
43. Famous Playhouse (MCA-TV), S-9:30	1.9		
48. Eddie Cantor (Ziv), M-10:00	1.8		
48. Hopalong Cassidy (NBC), M-F-4:00	1.8		
50. Colonel March (UM&M), S-9:00	1.6		
50. Counterpoint (MCA-TV), F-8:30	1.6		
50. Cowboy G-Men (Flamingo), Th-7:00	1.6		
50. Hollywood Preview (Flamingo), T-9:30	1.6		
54. Terry and Pirates (Official), S-7:00	1.5		
55. Cowboy G-Men (Flamingo), S-5:00	1.4		
56. Wild Bill Hickok (Flamingo), Su-11:30 a.m.	1.3		
56. Story Theater (Ziv), Th-8:00	1.3		
56. Hollywood Preview (Flamingo), Th-7:30	1.3		
56. Mr. and Mrs. North (ATPS), M-F-9:00	1.3		
56. Cases of Eddie Drake (CBS), Su-10:30	1.3		
61. Big Playback (Screen Gems), T, F-7:30	1.2		
62. Heart of the City (MCA-TV), Su-7:00	1.1		
62. Paris Precinct (UM&M), Su-10:30	1.1		
62. †Ames Bros. (R. C. Cola), F-7:00	1.1		
65. Conrad Nagel Theater (Guild), Su-7:30	1.0		
66. Hopalong Cassidy (NBC), S-3:00	0.9		
67. Boss Lady (M & A Alexander), Th-8:30	0.8		
67. International Playhouse (NTA), Th-10:00	0.8		
67. Cisco Kid (Ziv), S-6:30	0.8		
70. Hopalong Cassidy (NBC), Su-4:00	0.7		
70. Old American Barn Dance (Kling), S-9:15	0.7		
72. Movie Museum (Sterling), M, T, W, F-7:00	0.5		
72. Liberace (Guild), M, T, Th, F-11:00	0.5		
72. Fulton Lewis Jr. (Gen. Teleradio), M-7:15	0.5		
75. TV's Baseball Hall of Fame (Flamingo), W, F-7:15	0.3		
75. Liberace (Guild), T-11:30	0.3		
77. Florian ZaBach (Guild), Th-9:00	0.2		
77. Sports on Parade (Sterling), M, F-7:45	0.2		
79. Story Theater (Ziv), Th-2:30	0.5-		
80. Renfrew of the Mounted (Bagnall), Su-12:00 noon	0.3-		
80. Fulton Lewis Jr. (Gen. Teleradio), S-7:15	0.3-		

BALTIMORE .....3 STATIONS

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

1. Jackie Gleason, WMAR.....54.8
2. You Bet Your Life, WBAL.....45.7
3. I Love Lucy, WMAR.....44.2
4. I've Got a Secret, WMAR.....43.6
5. Godfrey and Friends, WMAR.....42.3
6. Two for the Money, WMAR.....39.5
7. Godfrey's Talent Scouts, WMAR.....39.2
8. Disneyland, WAAM.....36.7
9. This Is Your Life, WBAL.....36.5
10. Lux Video Theater, WBAL.....34.8

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. **Superman (West.), Flamingo**	27.1	WBAL—W, 7:00-7:30	Various, 6.0
2. **Wild Bill Hickok (West.), Flamingo**	15.1	WBAL—F, 7:00-7:30	Various, 3.7
3. **I Led Three Lives (Adv.), Ziv**	14.9	WBAL—W, 10:30-11:00	Front Row Center, 17.1
4. **Annie Oakley (West.), CBS**	14.6	WBAL—S, 5:30-6:00	Movie, 0.8
4. **Mr. District Attorney (Mys.), Ziv**	14.6	WBAL—S, 10:30-11:00	Premium Playhouse, 18.5
6. **Cisco Kid (West.), Ziv**	13.4	WBAL—T, 7:00-7:30	Various, 3.1
7. **Little Rascals (Comedy), Interstate**	12.5	WBAL—W, 6:00-6:45	Early Show, 10.5
8. **The Whistler (Mys.), CBS**	12.2	WMAR—Su, 11:00-11:30	Various, 6.3
8. **Badge 714 (Mys.), NBC**	12.2	WBAL—T, 10:30-11:00	Wrestling, 18.3
10. **Waterfront (Adv.), MCA-TV**	11.0	WMAR—Th, 10:30-11:00	Lux Video Theater, 34.7
11. †Soldiers of Fortune (Seven Up) Th-7:00	9.1		
12. Little Rascales (Interstate), F-6:00	8.5		
13. Little Rascals (Interstate), T & Th-6:15	7.8		
14. Hopalong Cassidy (NBC), S-9:00 a.m.	7.7		
15. †Sky King (Nabisco), Su-6:30	7.6		
16. Eddie Cantor (Ziv), M-10:30	7.2		
17. Times Square Playhouse (Ziv), F-8:30	7.0		
18. Little Rascals (Interstate), S-4:00	6.4		
19. Buffalo Bill Jr. (CBS), S-11:00 a.m.	6.1		
20. Wrestling From Hollywood (Paramount), S-11:00	5.7		
21. Flash Gordon (UM&M), S-6:30	5.5		
21 †Ames Bros. (R. C. Cola), W-7:15	5.5		
21. Lillte Rascals (Interstate), M-6:30	5.5		
24. Ellery Queen (TPA), Su-10:30	5.2		
24. Hopalong Cassidy (CBS), S-6:00	5.2		
26. Science Fiction Theater (Ziv), S-7:00	4.8		
27. Little Rascals (Interstate), Su-11:30 a.m.	4.5		
28. World's Greatest Fights (Big Fights), F-11:00	4.0		
29. †Kit Carson (Coca-Cola), M-6:00	3.6		
30. Dangerous Assignment (NBC), M-11:30	2.9		
31. Beulah (Flamingo), T-8:00	2.7		
32. Your All Star Theater (Screen Gems), W-11:30	1.8		
33. Paris Precinct (UM&M), Th-10:30	1 5		
34. Wild Bill Hickok (Flamingo), Su-11:30 a	1.2		
35. Post Time, U.S.A. (Tel Ra), S-4:45	0.9		

PHILADELPHIA .....3 STATIONS

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

1. Jackie Gleason, WCAU.....54.5
2. Disneyland, WFIL.....43.0
3. I've Got a Secret, WCAU.....42.1
4. You Bet Your Life, WPTZ.....39.4
5. I Love Lucy, WCAU.....37.5
6. This Is Your Life, WPTZ.....34.9
7. Shower of Stars, WCAU.....32.7
8. Our Miss Brooks, WCAU.....31.4
9. Two for the Money, WCAU.....31.1
10. Toast of the Town, WCAU.....30.8

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. **I Led Three Lives (Adv.), Ziv**	18.3	WCAU—W, 7:00-7:30	Award Theater, News, 16.7
2. **Little Rascals (Child.), Interstate**	17.5	WPTZ—M to S, 6:00-6:30	Various, 7.3
3. †**Death Valley Days (West.), Pacific-Borax**	16.4	WCAU—Th, 10:30-11:00	Mystery Hour, 14.4
4. **Liberace (Music), Guild**	15.4	WPTZ—S, 11:00-11:30	Ford Film Playhouse, 12.8
5. **Waterfront (Adv.), MCA-TV**	14.9	WCAU—Su, 6:30-7:00	Baseball, 16.7
6. **The Falcon (Adv.), NBC**	13.5	WPTZ—W, 10:30-11:00	Various, 27.4
7. **Annie Oakley (West.), CBS**	10.5	WCAU—Su, 5:00-5:30	Baseball, 20.3
8. **Boston Blackie (Mys.), Ziv**	10.4	WCAU—Th, 7:00-7:30	Award Theater, News, 14.4
9. **Superman (Adv.), Flamingo**	9.6	WCAU—M, 7:00-7:30	Award Theater, News, 7.3
9. **Badge 714 (Mys.), NBC**	9.6	WCAU—F, 7:00-7:30	Award Theater, News, 8.8
11. Mr. District Attorney (Ziv), T-10:30	9.3		
12. †Ames Bros. (R. C. Cola), Su-9:15	8.7		
13. Mayor of the Town (MCA-TV), M-10:30	8.3		
14. Meet Corliss Archer (Ziv), Su-6:00	7.1		
15. Ramar of the Jungle (TPA), Th-8:00	6.7		
16. Hopalong Cassidy (NBC), M to F-5:00	5.7		
17. City Detective (MCA-TV), M-7:00	5.5		
17. Inspector Mark Saber (Thompson-Koch), S-7:00	5.5		
17. Man Behind the Badge (MCA-TV), S-10:30	5.5		
20. Eddie Cantor (Ziv), S-7:00	5.4		
21. Follow That Man (MCA-TV), Su-4:30	5.2		
21. Paris Precinct (UM&M), S-7:30	5.2		
23. Wild Bill Hickok (Flamingo), S-5:00	5.1		
24. Racket Squad (ABC), Su-10:30	4.9		
24. †Soldiers of Fortune (Seven-Up), S-6:00	4.9		
26. Drew Pearson (UM&M), Su-11:00	4.2		
27 Hopalong Cassidy (NBC), Su-12:00 noon	3.8		
28. Inner Sanctum (NBC), S-11:30	3.6		
29. My Hero (Official), S-10:30 a	3.1		
30. Little Rascals (Interstate), S-9:30 a	3.0		
31. Ellery Queen (TPA), Su-2:30	2.6		
32. Ramar of the Jungle (TPA), Su-11:00 a	1.9		
33. Inspector Mark Saber (Thompson-Koch), Su-12:00 noon	1.8		
34. Racket Squad (ABC), T-Th-S-12 mid	1.1		
35. Call the Play (Station Distrib.), S-11:15	1.0		
36. Ramar of the Jungle (TPA), Su-11:30	0.3-		

(Continued on page 10)

ELECTRONICAM CATCHING ON FAST

New Du M Camera Will Be Used by Gleason on 'Honeymooners,' Others

NEW YORK, July 9.—The Du Mont Electronicam device this week took a long step forward towards establishing its position in the industry when Jackie Gleason agreed to use the vidfilming technique for his new fall series, "The Honeymooners." The Gleason step was taken after several months of studying conventional filming methods and presumably was made to give the show the same kind of spontaneity. It was not made to save money because Buick is paying Gleason $65,000 per show.

Du Mont is also negotiating with several other producers interested in Electronicam. Wilbur Stark and Colgate, the packager and sponsor, respectively, of "Modern Romances," are on the verge of signing for one week's shooting of their soap opera by Electronicam. And deals for the filming of two other soap operas are in the works.

In addition, Warren Wade has also made an hour-and-a-half pilot film of his "Broadway TV Theater" by Electronicam. And an important local university is close to signing for 11 half-hour documentary shows to be made via the filming system.

There have been a number of pilot films already shot in the radically new filming method, one a mystery, another an anthology, and a third made by Hal Roach Jr. All this filming activity adds up to a growing indication that Electronicam is not a fancy gadget, but a filming method that may be the answer to many production problems, especially cost.

For example, "Modern Romances" will be shot on Electronicam for an estimated $15,000 for the five days of programming. Its live cost is about $10,000. By employing the conventional methods of shooting film, it was estimated that its cost would run between $15,000 and $20,000.

But the $15,000 budgeted for Electronicam is maximum, and it is hoped that the series can be brought in for about $12,000, after experience is gained with the filming technique. The soap opera consequently will be placed into syndication in cities that have not been bought by Colgate.

And it also makes possible the production of soap opera strips for syndication only. Several producers have toyed with this idea, but have given up because production costs were too high to risk the gamble.

The Electronicam is owned by Du Mont and can only be bought from it here. Later, when more Electronicam cameras are made, they will probably be leased or sold to an agent on the West Coast, and most likely to one in the Midwest. But, meanwhile, producers here have a low-cost filming system at their disposal. There is no question but that Electronicam should help induce them to produce in the East.

NEW DEALS

More U. S. Series Go To Britain

NEW YORK, July 9.—Sale of American series to the British market have begun picking up steam. Four more American shows have been definitely set for airing in England next season on British commercial outlets.

Among the sales that came to light this week were that of two shows by the NBC Film division and one each by Producer Don Sharpe and the Interstate Television Corporation.

The NBC Film division's properties, which were sold to Associated-Rediffusion, Ltd., are "Inner Sanctum" and the half-hour "Hopalong Cassidy" series. The Sharpe show, which was sold to one of the British program contractors, is "Four Star Playhouse." Interstate, thru the overseas office of its parent company, Allied Artists, sold its "Hans Christian Andersen" stanza to Associated Broadcasting, Ltd.

you'll love
"Eddy Arnold Time"

A thrilling half-hour musical show with Eddy Arnold and his all-star group—26 films in the can.
Walter Schwimmer Co.
75 E. Wacker Drive, Chicago 1, Ill
FRanklin 2-4392

REVOLVING DOOR

By CHARLOTTE SUMMERS

Oliver Unger, executive veepee of National Telefilm Associates, is flying to Europe next week for a month. He plans to talk to British program contractors about buying NTA shows, to check production of "Theater" the new anthology being filmed by **Harry Alan Towers** 19 episodes are completed and to scout for other new properties. . . . **Fluff Blome,** promotion coordinator for Television Programs of America, resigned her post this week and will take a vacation. . . . **Seymour Kaplan,** New York account exec at TPA, became the father of a girl, Jane Suzanne.

Another new father is **Peter Keane,** Screen Gems' technical director, whose new daughter's name is Karin. . . . The new Chicago offices of Associated Artists Productions, under the division managership of **Robert Hoffman,** have been opened at 203 North Wabash. . . . Robert Lawrence Productions, producers of TV film commercials, has established a Canadian subsidiary in Toronto, Robert Lawrence Productions (Canada) Limited.

John Murphy has joined the film department of Kenyon & Eckhardt. Murphy was formerly associated with Biow, Beirn, Toigo and has done major studio work in Hollywood. . . . Dora Weissman of "The Goldbergs" marks her 50th year in show business this month. . . . One-reel versions of the American Petroleum Institute's feature motion pictures, "Crossroads, U.S.A.," are being distributed gratis to most of the nation's TV stations by members of local Oil Industry Information Committees.

Merrill (Red) Mueller, NBC's noted war and diplomatic corespondent and more recently the net's radio news executive, has been appointed Mediterranean director of NBC news, with headquarters in Rome. Mueller, whose new territory includes, Italy, Austria, Yugoslavia, Greece, Turkey, Isreal, Spain, Portugal and part of Africa, replaces **Jack Begon** effective August 1. . . . The San Francisco Brewing Corporation, brewers of Burgermeister Beer, have purchased a year of "spot" announcements on KTLA, Hollywood.

2 TALENTED GIRLS
to do a
WEEKLY ½ HOUR TV SHOW
within commuting distance of New York City. TV experience unnecessary. Apply in person:
Mr. Micel—Bolling Co., Inc.
247 Park Avenue, New York, N. Y.
Monday and Tuesday, July 18 & 19, 9:30 a.m.—1:00 p.m.

www.americanradiohistory.com

CLIENT BARGAIN DAY

Films Over AFTV At 3½c Per 1,000

• Continued from page 1

cast. This speed results from "packaging" techniques pioneered jointly by AFTV and Dage Television, manufacturers of most of the equipment used.

The Set-Up

A projected station's entire personnel (usually one officer and six enlisted men) spends two or three weeks at the Dage plant in Michigan City, Ind., actually dry-running their station, which is set up on a duplicate of the floorplan of the unit's actual future location. Then the crew (plus a borrowed Dage engineer), the entire equipment and two weeks' packaged programming are loaded into a Globemaster and flown to their base. All that remains is to set up the gear and start work.

Stations are at present operating at Loring Air Force Base in Maine and at bases in Bermuda, the Azores, Iceland, Greenland, Tripoli and Saudi Arabia. Plans are for a total of about 50 stations in the next few years, at bases of all three services.

Planning and programming for the stations are under the supervision of an old commercial radio-TV hand, Lt. Col. Melvin Williamson, formerly with Russell M. Seeds in Chicago. He is now chief of the TV branch, Office of Armed Forces Information and Education, Washington.

Program procurement is still the big headache, despite the 50 hours a week which his stations average on the air. In spite of having in his files blanket clearances from every technical and talent union and despite having specific sponsor authorization from some 200 series, Williamson gets only about 90 of them. The unavailability of the others is usually explained as being "because your clearances aren't in order" or "because there is no print available."

Industry resistance could be partly a result of problems such as one arising in Guam. AFTV wants a station there, but the local commercial radio licensee has told the Federal Communication Commission that the granting of AFTV's application could kill his business by giving his AM sponsors a free TV ride. However, Williamson points out in contrast plenty of instances in which sponsors deliberately bought both media in one market.

Another big programming problem for Williamson and his microscopic (three-man staff) is the crying need for more than the single print they now get for each show. A given show often takes three months to travel even the present circuit.

What single type of programming do the overseas fans request most? Sports, says Williamson. However, things like baseball are a problem. The Armed Forces Radio stations carry the Series by shortwave, but apparently hearing the Series doesn't stop the AFTV fans from wanting to see it too. This is tough, because there is no budget for making the prints that would be necessary. Armed Forces TV officials keep hoping some sponsor or network will want to win himself a bundle of publicity and goodwill that would come from paying the print costs to bring the Series to those 60,000 Americans who are busy overseas keeping the world safe for a World's Series.

UPCOMING FILM SERIES

This chart is a compilation of all new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart. The C listed after title and type of a program indicates it will be shot in color. The symbol (P) listed after the production dates refers to a pilot film.

Program (Type)	Producer	Prod'n. Date	No. Scheduled	Distributor (If any)	Info in BB Issue:
Scarlet Pimpernel (Adv.)	—	—	—	Official	6/18
Tugboat Annie (Drama)	TPA	Aug., '55	—	TPA	6/18
The Big Idea (Misc.)	Donn Prod'ns.	Current	—	—	6/18
Pathfinder	Charles Skinner	—	—	—	6/18
Crime Lab (Mys.)	Charles Skinner	—	—	—	6/18
John Nesbitt Show (Misc.)	Hal Roach Jr.	—	—	—	6/18
Dial Emergency (Drama)	Global Prod.	July, '55	—	—	6/18
Power, U.S.A. (Drama)	Mercury Intl.	—	—	—	6/18
The Texas Ranger (West.)	Four Star & Intl.	Aug., '55	—	—	6/25
Ken Curtis Song Stories (Music)	Pardee Enterprises	Shot	—	—	6/25
Untitled Calif. Youth Authority (Docum.)	Goodson-Todman	(P)	—	—	6/25
Ice Capades of 1955 (Variety)	Jack Mosher	July, '55 (P)	—	—	6/25
The Dancers (Music)	NBC-TV	July '55 (P)	—	—	6/25
O'Henry Playhouse (Drama)	Gross-Krasne	Current	—	MCA-TV	7/2
Adventures of Sir Pazooka (Child.)	Hemisphere Prod'ns.	Fall, '55	—	—	7/2
Sir Henry Morgan (Adv.)	—	Sept., '55	—	Official	7/2
Adventures of Don Carlos O'Hara	Atracciones-Inter-Americana	Fall, '55	—	—	7/2
Young Sheriff (Adv.)	Gannaway-Ver Halen	—	—	—	7/2
Tramp Steamer (Adv.)	Gannaway-Ver Halen	—	—	—	7/2
Tarzan Show (Adv.)	Lesser & Denove	Fall, '55	—	—	7/9
Silver Spurs (West.)	Michael Miluck Prod.	—	—	—	7/9
Gridiron Cavalcade (Sports)	Sportsvision	Current	—	—	7/9

NBC Sets 2 Regional 'Gildersleeve' Deals

NEW YORK, July 9.—The NBC Film division this week began its sales activity on its "Great Gildersleeve" vidfilm series with two big regional deals. Together with another small two-station sale, the property has been moved into 48 different markets.

Lucky Lager Beer bought the film show for about 36 markets in eight Western States. And Heckman Biscuit, a subsidiary of the United Biscuit Company, bought "Gildersleeve" for 10 cities in Michigan and Northern Ohio.

Lucky Lager will use the vidfilm series in California, Washington, Oregon, Montana, Idaho, Nevada, Arizona and New Mexico. It will also sponsor the situation-comedy in Alaska and Hawaii. KPRC-TV, Houston, has also bought the program for itself and its satellite station, KTRE-TV, Lufkin, Tex.

The syndication arm of the network has only been selling the show for two weeks, and its reception has been very good. Several other regional deals are also in the works.

This is the second show that the NBC Film division has been able to move regionally this year. It has had similar success with "Steve Donovan" earlier this week when Brock Candy bought it for seven Southern markets and since then has moved it into many more.

Flamingo to Distrib 'Look Photo-Quiz'

NEW YORK, July 9.—Flamingo Films has taken over distribution of "Look Photo Quiz," which was produced by the Telenews Film Company. The series was last handled by United Television Programs and has been out of distribution since UTP was absorbed by MCA-TV.

It contains enough film for a 52-week strip, half hour or quarter hour.

MCA Shifts Sales Staff

NEW YORK, July 9.—MCA-TV this week moved several of its sales executives around. Hugh Long was named Western sales manager, reporting to Wynn Nathan, head of the operation. In Minneapolis, Marty Williams has joined Charles Richter to double-team stations and agencies there.

In Chicago, Karl Von Schallhern was named to work with Paul Kent. And MCA-TV has hired Warren Linnert to cover Connecticut.

• Continued from page 9

CHICAGO .....4 STATIONS

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

1. I Love Lucy, WBBM.....45.1
2. Jackie Gleason, WBBM.....43.5
3. This Is Your Life, WNBQ.....36.2
4. Your Hit Parade, WNBQ.....34.1
5. You Bet Your Life, WNBQ.....33.2
6. Person to Person, WBBM.....32.6
6. I've Got a Secret, WBBM.....32.6
8. Our Miss Brooks, WBBM.....32.0
9. Disneyland, WBKB.....31.6
10. December Bride, WBBM.....30.7
10. Bob Cummings, WNBQ.....30.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Mayor of the Town (Drama), MCA-TV	**21.7**	WNBQ—S, 10:00-10:30	Pee Wee King, 9.5
2. Science Fiction Theater (Adv.), Ziv	**15.7**	WNBQ—S, 10:30-11:00	Pee Wee King, 8.2
3. Badge 714 (Mys.), NBC	**15.5**	WGN—T, 8:00-8:30	Make Room for Daddy, 15.4
4. I Led Three Lives (Adv.), Ziv	**15.1**	WGN—T, 9:30-10:00	It's a Great Life, 25.0
5. Eddie Cantor (Comedy), Ziv	**14.5**	WNBQ—M, 9:30-10:00	Studio One, 19.2
6. Racket Squad (Mys.), ABC	**12.7**	WGN—T, 8:30-9:00	U. S. Steel, 20.5
7. Front Page Detective (Mys.), Consolidated	**10.6**	WBKB—Th, 10:00-10:30	Various, 11.9
8. Gene Autry Time (West.), CBS	**10.5**	WBBM—M to F, 5:30-6:00	Various, 4.8
9. Mr. District Attorney (Mys.), Ziv	**10.4**	WBKB—F, 9:30-10:00	Person to Person, 32.6
10. Annie Oakley (West.), CBS	**9.8**	WBKB—Su, 2:00-2:30	Baseball, 22.0
11. †Soldiers of Fortune (Seven-Up), Th-7:00	9.2		
12. Inner Sanctum (NBC), Th-9:30	8.9		
13. Little Rascals (Interstate), M to F-4:30	8.8		
13. †Death Valley Days (Pacific-Borax), M-10:00	8.8		
15. Stories of Century (Hollywood), F-9:00	8.6		
15. Liberace (Guild), W-9:30	8.6		
17. Wild Bill Hickok (Flamingo), Su-1:30	8.5		
18. Life of Riley (NBC), T-9:00	8.0		
19. Superman (Flamingo), S-5:00	7.6		
20. Range Rider (CBS), M to F, 5:00	7.5		
21. Sherlock Holmes (UM&M), Th-8:30	7.4		
22. Mr. and Mrs. North (ATPS), T-7:30	7.1		
23. Famous Playhouse (MCA-TV), Th-9:30	6.8		
24. Championship Bowling (Schwimmer), M-7:00	6.2		
25. H. C. Andersen (Interstate), Su-2:30	5.7		
26. Paris Precinct (UM&M), T-7:00	5.4		
27. Joe Palooka (Guild), T-10:30	5.1		
28. Buffalo Bill Jr. (CBS), S-4:30	5.0		
29. Royal Playhouse (MCA-TV), M-10:30	4.4		
30. Cisco Kid (Ziv), Su-5:00	4.2		
30. †Ames Bros. (R. C. Cola), Su-10:15	4.2		
32. Ramar of the Jungle (TPA), Su-12 noon	3.9		
32. Meet Corliss Archer (Ziv), Th-9:00	3.9		
34. Gene Autry (CBS), Su-12:30	3.3		
34. Paragon Playhouse (NBC), M-10:30	3.3		
36. Walt's Workshop (Schwimmer), F-7:30	3.2		
37. Cisco Kid (Ziv), S-4:00	2.9		
38. Hopalong Cassidy (NBC), S-6:00	2.7		
39. This Is the Story (Sterling), Th-10:30	2.6		
40. Range Rider (CBS), Su-12:00 noon	2.3		
41. Times Square Playhouse (Ziv), T-7:00	2.0		
42. Life With Elizabeth (Guild), Su-5:30	1.8		
42. Big Game Hunt (Sterling), S-5:30	1.8		
44. How Does Your Garden Grow? (Int'l Films), Su-1:00	1.5		
44. Call the Play (Sta. Distribs.), Su-10:30	1.5		
46. Into the Night (Sterling), F-9:30	1.2		
47. Fulton Lewis Jr. (Gen'l Teleradio), Su-9:45	0.9		
48. Old American Barn Dance (Kling), Th-11:00	0.5		
49. Cowboy G-Men (Flamingo), Su-11:30 a.m.	0.3		

DETROIT .....4 STATIONS

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

1. Jackie Gleason, WJBK.....39.9
2. What's My Line? WJBK.....36.9
3. I Love Lucy, WJBK.....35.8
3. This Is Your Life, WWJ.....35.8
5. Disneyland, WXYZ.....34.1
6. I've Got a Secret, WJBK.....34.0
7. You Bet Your Life, WWJ.....31.6
8. Your Hit Parade, WWJ.....30.5
9. Toast of the Town, WJBK.....30.0
10. Godfrey's Talent Scouts, WJBK.....27.8

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Waterfront (Adv.), MCA-TV	**24.2**	WXYZ—T, 10:00-10:30	Motor City Fights, 11.3
1. Mr. District Attorney (Mys.), Ziv	**24.2**	WWJ—W, 9:30-10:00	Fights, 15.1
3. Badge 714 (Mys.), NBC	**23.5**	WWJ—Su, 10:00-10:30	Bandstand Revue, 4.7
4. I Led Three Lives (Adv.), Ziv	**19.3**	WJBK—F, 9:30-10:00	Cavalcade of Sports, 19.5
5. Amos 'n' Andy (Comedy), CBS	**18.5**	WWJ—W, 10:00-10:30	I Am the Law, 14.4
6. I Am the Law (Mys.), MCA-TV	**14.4**	WJBK—W, 10:00-10:30	Amos 'n' Andy, 18.5
7. Eddie Cantor (Comedy), Ziv	**12.4**	WJBK—Th, 9:30-10:00	Lux Video Theater, 24.7
8. Little Rascals (Child.), Interstate	**12.0**	WXYZ—M to F, 6:15-6:30	News; Weather, 4.0
8. Inspector Mark Saber (Mys.), Koch	**12.0**	WJBK—Th, 10:00-10:30	Michigan Outdoors, 18.2
10. Secret File, U.S.A. (Adv.), Official	**11.7**	WWJ—M, 9:30-10:00	Studio One, 21.1
11. †Soldiers of Fortune (Seven-Up), S-10:00	11.3		
12. Mayor of the Town (MCA-TV), M-10:00	11.1		
13. Cisco Kid (Ziv), Th-7:00	10.9		
14. Passport to Danger (ABC), Su-10:30	10.7		
14. Telesports Digest (MCA-TV), F-10:00	**10.7**		
16. Superman (Flamingo), W-5:30	10.2		
16. The Whistler (CBS), F-10:30	10.2		
16. Man Behind the Badge (MCA-TV), S-9:30	10.2		
19. Range Rider (CBS), M-6:30	9.5		
19. Liberace (Guild), Th-10:30	9.5		
19. Sherlock Holmes (UM&M), F-10:30	9.5		
19. Dangerous Assignment (NBC), F-10:30	9.5		
23. Guy Lombardo (MCA-TV), T-9:30	8.7		
24. Abbott and Costello (MCA-TV), T-6:30	8.6		
25. City Detective (MCA-TV), T-10:30	8.0		
26. Laurel and Hardy (Governor), T-5:30	7.6		
27. Movie Museum (Sterling), M-10:30	7.1		
28. Tales of Tomorrow (Sterling), T-10:00	6.9		
29. Laurel and Hardy (Governor), Su-2:00	6.6		
30. Wild Bill Hickok (Flamingo), M-5:30	6.5		
31. Little Rascals (Interstate), Su-12:00 noon	6.2		
31. Follow That Man (MCA-TV), Su-10:30	6.2		
31. The Visitor (NBC), T-7:00	6.2		
31. Police Call (NTA), T-10:30	6.2		
35. Science Fiction Theater (Ziv), Th-9:30	6.0		
36. Wild Bill Hickok (Flamingo), S-4:00	5.5		
37. Heart of the City (MCA-TV), M-10:30	5.3		
37. Play of the Week (NTA), T-7:30	5.3		
37. Beulah (Flamingo), M to F-12:30	5.3		
40. Buffalo Bill Jr. (CBS), Su-10:30 a.m.	4.8		
41. Cowboy G-Men (Flamingo), Su-1:30	4.7		
41. My Hero (Official), Su-3:00	4.7		
41. Bandstand Revue (Paramount), Su-10:00	4.7		
41. Paris Precinct (UM&M), W-10:00	4.7		
45. My Hero (Official), S-9:30	4.6		
46. Star and Story (Official), Su-9:30	4.4		
46. Boston Blackie (Ziv), F-6:30	4.4		
48. Biff Baker, U.S.A. (MCA-TV), M to F-5:00	4.3		
49. Conrad Nagel Theater (Guild), T-10:30	4.0		
49. The Falcon (NBC), F-8:30	4.0		
49. Beulah (Flamingo), M-12:45	4.0		
52. Hollywood Preview (Flamingo), Su-3:30	3.6		
52. Championship Bowling (Schwimmer), S-11:00	3.6		
54. Yesterday's Newsreel (Ziv), M, T, W, F-10:15	3.1		
55. Mr. and Mrs. North (ATPS), Su-6:00	2.6		
56. Joe Palooka (Guild), Su-10:00	2.5		
57. Meet Corliss Archer (Ziv), Su-6:00	1.8		
57. Colonel March (Official), Su-10:30	1.8		
57. China Smith (NTA), W-10:30	1.8		
60. How Does Your Garden Grow? (Int'l Film), 10:30 a.m.	1.1		
60. Hollywood Off-Beat (MCA-TV), Su-11:30	1.1		
60. Renfrew of the Mounted (Geo. Bagnall), S-4:30	1.1		
63. Johnny Jupiter (Amer. Newsreel), S-4:30	0.9		
64. Captain Z-RO (Atlas), W-6:30	0.7		
65. Your TV Theater (Ziv), Th-7:00	0.6		
66. Story Theater (Ziv), Th-7:30	0.4		
67. Yesterday's Newsreel (Ziv), Th-10:45	0.4-		
67. The Passerby (NTA), S-7:30	0.4-		

WASHINGTON .....4 STATIONS

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

1. You Bet Your Life, WRC.....44.8
2. Disneyland, WMAL.....38.5
3. Dragnet, WRC.....36.8
4. Ford Theater, WRC.....34.6
5. Lux Video Theater, WRC.....33.9
6. I Love Lucy, WTOP.....33.7
7. Jackie Gleason, WTOP.....33.5
8. Fireside Theater, WRC.....32.5
9. I've Got a Secret, WTOP.....31.2
10. Robert Montgomery Presents, WRC.....30.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Wild Bill Hickok (West.), Flamingo	**23.8**	WRC—Th, 7:00-7:30	H. C. Andersen, 4.7
2. Superman (Adv.), Flamingo	**21.8**	WRC—T, 7:00-7:30	Foreign Intrigue, 6.5
3. Little Rascals (Comedy), Interstate	**19.5**	WRC—W, 7:00-7:30	Ramar, 13.6
4. I Led Three Lives (Adv.), Ziv	**18.0**	WRC—M, 10:30-11:00	Studio One, 16.9
5. Badge 714 (Mys.), NBC	**15.5**	WRC—F, 7:00-7:30	Annie Oakley, 11.3
6. Little Rascals (Comedy), Interstate	**11.8**	WRC—S, 9:00-10:00 a.m.	Various, 1.4
7. Sherlock Holmes (Mys.), UM&M	**11.3**	WRC—M, 7:00-7:30	Soldiers of Fortune, 3.9
7. Annie Oakley (West.), CBS	**11.3**	WTOP—F, 7:00-7:30	Badge 714, 15.5
9. Waterfront (Adv.), MCA-TV	**9.1**	WTOP—Th, 10:30-11:00	Lux Video Theater, 33.6
10. Liberace (Music), Guild	**8.2**	WTTG—T, 9:00-9:30	Fireside Theater, 32.5
11. Range Rider (CBS), M to F-6:00	7.9		
12. Little Rascals (Interstate), M to F-9:00 a.m.	7.7		
13. Buffalo Bill Jr. (CBS), S-11:30 a.m.	7.1		
14. Foreign Intrigue (Official), T-7:00	6.5		
14. Inspector Mark Saber (Thompson-Koch) T-9:30	6.5		
14. Man Behind the Badge (MCA-TV), F-10:00	6.5		
17. Mr. District Attorney (Ziv), T-10:30	6.4		
18. Gene Autry (CBS), M to F-4:00	5.8		
19. Ellery Queen (TPA), Su-10:00	5.3		
20. Town and Country Time (RCA), M to F-6:00	5.2		
21. Times Square Playhouse (Ziv), T-8:30	5.1		
22. Cowboy G-Men (Flamingo), Su-6:00	5.0		
23. Stories of the Century (Hollywood TV Serv.), S-6:30	4.7		
23. Lone Wolf (MCA-TV), Su-9:00	4.7		
23. H. C. Andersen (Interstate), Th-7:00	4.7		
26. China Smith (NTA), Su-4:00	4.5		
27. Police Call (NTA), S-10:00	4.2		
28. Follow That Man (MCA-TV), F-10:30	4.0		
29. †Soldiers of Fortune (Seven-Up), M-7:00	3.9		
30. Man Behind the Badge (MCA-TV), S-10:30	3.4		
31. My Hero (Official), Su-3:00	3.3		
32. Meet Corliss Archer (Ziv), T-8:00	2.8		
32. City Detective (MCA-TV), F-9:00	2.8		
34. Eddie Cantor (Ziv), M-10:00	2.6		
35. Joe Palooka (Guild), Su-3:30	2.4		
35. Science Fiction Theater (Ziv), Su-9:30	2.4		
37. Rev. Oral Roberts (Kling), Su-1:30	2.3		
37. Hand to Heaven (NTA), Su-6:00	2.3		
39. Colonel March (Official), Su-11:45	2.2		
39. Beulah (Flamingo), S-7:30	2.2		
39. Wild Bill Hickok (Flamingo), Su-11:30 a.m.	2.2		
42. Bandstand Revue (Paramount), Su-5:30	2.0		
42. Secret File, U.S.A. (Official), Su-6:30	2.0		
42. Paris Precinct (UM&M), Su-10:30	2.0		
42. Paris Precinct (UM&M), F-9:30	2.0		
46. Facts Forum (Facts Forum), Su-5:30	1.6		
46. Your All Star Theater (Screen Gems), M to F-3:30	1.6		
48. Terry and Pirates (Official), S-10:30 a.m.	1.4		
49. †Ames Bros. (R. C. Cola), T-7:45	1.1		
49. Heart of the City (MCA-TV), M-10:30	1.1		
51. Fulton Lewis Jr. (Gen. Teleradio), T-7:30	0.8		
51. This Is the Story (Sterling), Su-6:30	0.8		
51. Fulton Lewis Jr. (Gen. Teleradio), Su-11:00	0.8		
54. This Is the Story (Sterling), S-6:30	0.7		
55. Yesterday's Newsreel (Ziv), M & F-7:15	0.5		
56. Call the Play (Sta. Distrib.), F-11:30	0.3		

Copyrighted material

www.americanradiohistory.com

LEGIT

New Cast Keeps Up Pace for 'Anastasia'

By BOB FRANCIS

After something better than six months, a second visit to "Anastasia" again leaves this pewsitter convinced that the czar's youngest daughter just might have survived the massacre of the Russian imperial family back in 1918. However, whether you're a skeptic or a believer that the youngest of the Romanoffs actually survived is beside the point. "Anastasia" remains an exceedingly entertaining as well as a poignant play.

This is due to an exceptional adaptation of Marcelle Maurette's French script by Guy Bolton, to perceptive staging and to a corps of actors who can turn a fantastic premise into reality. The current visit to the Lyceum was engendered by the fact that some new faces are on deck in the cast roster.

To recapitulate, "Anastasia" is concerned with the efforts of a group of White Russian scoundrels to foist an imposter on their compatriots with a view to getting their claws on impounded czarist funds. Their plot backfires when their puppet turns out to be genuine. The crux of the matter is the recognition by the emigre dowager empress of her bemused, purported granddaughter. On opening night, Eugenie Leontovitch presented a superb portrait of the aged empress, a regal imperiousness leavened with dry humor and underlying compassion. Today, Cathleen Nesbitt, another fine character actress, is offering the same sort of performance, sharp and incisive in every nuance—acting that makes for great theater.

John Emery has taken over the role of the conniving Prince Bounine, a bravura spot that fits him right down to his Cossack bootheels. Emery is always at his best in matters requiring a touch of slickly saturnine villainy, and if anything he is better than his predecessor Joseph Anthony. Robert Duke is the current choice for Anastasia's childhood sweetheart and does well by the assignment.

In sum, all remains well with "Anastasia." However, someone should point out to Viveca Lindfors, who plays the title role with such distinction, that dialog needs to be heard. For some reason she has permitted herself to play in whispers. In the big recognition scene many of her lines were unintelligible or completely lost. This is far from good either for herself or the play.

---

ohnny Johnston
a Vie, New York

Monte Proser has now eliminated evue-type entertainment from he room and substituted four acts, eadlinging **Johnny Johnston** for a eturn engagement. The singer egisters elegantly on all counts, articularly via a novel wireless ike which permits him to roam bout at will. He gets a solidly eserved reception, and should ake La Vie popular these hot ights.

Sharing homors with Johnston is **Gene Baylos,** who when he wants o be funny is very funny indeed. Currently, he is in top clowning orm, and on opening night had the ustomers laughing themselves out f their chairs. His comedy teamp with Johnston for a finale is a ighty happy notion and bows he agenda out for a fine finish. Between them, they're the whole how.

The opener spots the **Mombo ace,** Latin stepping duo. The pair re skillful, but repetitious. They lo about twice too much. Also on and is singer **Barbara Black,** who as power and then some, but little r no change of pace. She's out of er class on a bill with pros like ohnston and Baylos. Francis.

---

ohnny Morgan
alace Theater, New York

The new bill spots four return cts and four newcomers to the ouse. **Johnny Morgan** is back for ext-to-closing clowning for anther solid reception of his standrd monolog routine.

The stepping of the **Four Evans,** apa Evan, Mama Evan, son Lesr and daughter Marietta, again raws spontaneous hands—a wonerfully paced terping combo. **Valter Walters Jr.** is back with is good ventro stunts, and **Al and arl Martin** again contribute their uperior marionetteering.

On the new side, young **Jimmy aesar** makes a Palace debut. The ad has fine mimicry talent and is mart enough to do some off-theackneyed-beam impressions. His inging wind-up needs clarifying, ut he has the stuff to go places hen more seasoned. **Robey and ells,** man and fem acro duo, put lenty of class into their rhythmical and-balancing routines for a topracket opening act. Likewise, **os Wladas** offer an exceptionally ovel exhibition of trained doves or the closer. All three of these ewcomers rate solidly in the Palce entertainment class. Fem teenter **Leslie Uggams** rounds out the ebbing acts. The gal sings.

Francis.

---

ony Martin
lamingo Hotel, Las Vegas

Tony Martin's performance in he Flamingo Room appears to ave improved enormously since e became a 2 per cent owner of he hotel last year. The "new" Martin now actually appears to njoy his work, which hasn't alays been the case in the past.

His selections include such items s "Cherry Pink," "I Love All of ou," "Unchained Melody," "Surity," "Something's Gotta Give," Stranger in Paradise," and There's No Tomorrow."

Backing up the star is funnyman **Jackie Kannon,** one of the top comics to play Vegas, who consistently pleases more than some headliners with more name and less genuine humor.

Tappers **Coles and Atkins** open the show with a hard-working routine. Chorus numbers are by the **Flamingo Starlets** (male and fem).

Oncken.

Spanish Fantasy
Statler Hotel, Los Angeles

"Spanish Fantasy" is a sort of condensed version of **Jose Greco and His Spanish Dancers.** As such it suffers from comparison. If taken on its own merits, however, it's a pleasant 45 minute of flamenco and Spanish folk dancing, pseudo ballet, and some topnotch vocaling by **Manolo Mera.**

High spot on the program is **Rafael Ruiz's** dance interpretation of "Malaguena." Others in the group of seven—four girls and three males—include **Jolio Torres,** who was with Greco till this season. Beautiful costuming accentuates the routines.

Most likely to make his way on his own merits, however, is **Mera,** who starts with "Granada" and winds up with an aria from "Pagaliacci." He has a big voice with good control, and only needs to develop some more self-assurance to get top billing. **Al Donahue** ork backstops effectively.

Spielman.

Jay Seiler,
Bradford Roof, Boston

This versatile entertainer, who formerly worked with his brother Lou, emsees, gags and pantomimes his way thru a show which, with the help of a couple of slick chicks, generally pleases the customers. **Jay Seiler** has some mad stunts, most of which come off for big laughs. His new partner, **Miriam Seabold,** goes over well with a stunt which has the crowd counting her ballet pirouettes. Their combined efforts on a fancy fencing match get a big hand.

Trim, blonde **Ethel Rider** draws good reaction with a nice manner and pleasing soprano in semi-classical and pop. She goes gracefully from **Victor Herbert** to "Unchained Melody" and seems like a gal who may register in a big way.

Dewar.

Yma Sumac
Cocoanut Grove, Los Angeles

If exoticism alone can generate interest, then **Yma Sumac's** stand here will prove to be more profitable than her opening night was. No longer a novelty, Miss Sumac's three-octave singing of Andean chants was noticeably hampered by mechanical difficulty of her echo-chamber effect mike. As a result, much of the vivacity of her unusual voice was lost into inaudibility. Staging of her turn, tho, is highly dramatic, with the **Don Keigo** dancers preceding her in a series of interpretative dances native to Peru. Miss Sumac worked at a disadvantage in that virtually all of her repertoire was completely foreign to the audience, with hardly an opportunity arising in which ringsiders could get interested. Applause galore, tho, is reserved to maestro **Freddy Martin,** who had the difficult task of cutting a show with hardly a familiar lilt.

Friedman.

Dick Shawn
Mocambo, Hollywood

Why **Dick Shawn** insists on hanging his night club act on a comic routine instead of his voice is somewhat of a mystery. It isn't that his comedy is so bad. It's just that his singing is so much better.

The TV star does about half an hour of stand-up patter and, whereas he doesn't have any great degree of trouble holding the audience, it isn't exactly a strong embrace. Mainly, it's a question of material, but other things, especially subtetly, are lacking also.

When Shawn unleashes his operatic voice, the situation changes, and a certain current of excitement runs thru the ringsiders. Despite the fact that he makes a habit of hamming it up, the vocal talent is definitely there. He ought to make more use of it.

Spielman.

Bill Haley's Comets
Chicago Theater, Chicago

Haley and His Comets are masters of mob psychology and mass hysteria. They build slow but hard and by the time they hit their last three numbers, there's hardly a member of the audience, young or old, who isn't keeping cadence clapping and foot stomping going. The Comets are master showmen and instrumentalists as well as accomplished solo vocalists. Included in the repertoire were "Shake, Rattle and Roll," "Rock Around the Clock," "Birth of the Boogie" and "Razzle Dazzle." This unit should prove one of the biggest money-makers of the year and are definitely destined to carve a bigger niche in the one-nighter concert field.

Pretty pert **Peggy King** didn't even need the Gobel lure to hold her share of the audience. She performs more than capably and surprised the audience with her accomplished pipes and stage know-how.

Schickel.

Arthur Blake
Black Orchid, Chicago

This stanza racks up as one of the best presentations put on in this spot so far, thanks mainly to the efforts of **Arthur Blake** and a complete rundown of impressions of great names in vignette blackout style. Included among adept impersonations were **Luella Parsons, Charlie Chaplin, Charles Laughton, Sophie Tucker, Greta Garbo, Tallulah Bankhead, Mary Pickford, Jose Ferrer, Gloria Swanson, James Stewart, Bette Davis, Noel Coward, Marlene Dietrich,** and **Mae West.** Needless to say, he does the impersonations with an almost uncanny sense of accuracy. His turn lasted over an hour, and he received many return calls for his efforts.

Schickel.

Dick Contino
Ciro's, Hollywood

Accordionist **Dick Contino** manages to get more music from the squeeze box he so deftly maneuvers than most leaders do from a 20-piece band. His current turn shows more poise and sublety than when previously caught locally. Musically, there's little Contino can't do, as he offered a potpourri of pop tunes, standards and Neopolitan airs. His vocal stint and turn at the piano were kept thoughtfully short, tho he might have added a bit of patter to loosen the audience somewhat. Thrush **Kay Brown** precedes and via only three numbers drew a thunderous ovation. Her purring of "My Funny Valentine" is the best these ears have heard in many a moon. **Clark Brothers** (2) are pleasing in fast paced tap routines, with the **Arwoods** dog act a surprisingly good opener. **Joe Stabile** alternates with the **Bobby Ramos** five in dishing danspantation.

Friedman.

Florian ZaBach
Mocambo, Hollywood

So what can a fiddler do in a nitery? This show us attitude of ringsiders changed quickly once Florian ZaBach took command of the stage, and by the time he'd run thru some half dozen numbers the patrons refused to let him get off. The personable violinist proved once again that he's one of the most underrated performers in the club circuit.

Possessed of remarkably nimble fingers, he has good technique and a sure sense of audience. "Tenderly," "Fiddler's Boogie," "Pizzicato" and "Tomcat Waltz"—no matter what the piece—it got top reaction. His biggest problem seems to be to get the people into the niteries he works. Once he's got 'em all is well. Spielman.

Paulette and Renee
Liseberg Park, Gothenberg, Sweden

Paulette and Renee, nifty team of American trampolinists, are talented and easy to look at. They share top spot with the (3) **Charlivels,** who have been held over. The change of pace is provided by novel shadowgraphs of the (3) **Joannys,** the plate-spinning of **Eric Brenn** and the excellently presented marionettes of **Rene Strange. Carl Elving** offers a few imitations.

Wolfram.

Stuart Harris
Hotel Radisson, Minneapolis

Young **Stuart Harris,** playing his first hotel date in this spot, has a fine voice, good showmanship and has smartly programmed his act. Fem customers mitted him loud and long for a showstopper, but he wisely did two bow-offs to leave them wanting more.

Eddie and Lucille Roberts, mentalists, are perennial favorites in this spot and continue to get good reception. Only one thought, however: A little less of Eddie's jokes and a little more of Lucille's mental work wouldn't make the pewsitters quite so restless.

Weinberg.

Eartha Kitt,
Salisbury Beach Frolics

In her first nitery date since her operation, Miss Kitt pleased the big crowd so much she had a tough time getting away. After the removal of two cysts from her larynx she has greater projection, a clearer voice and has deepened her range. When she appeared in her famous red gown and sashayed into "Come By Sunday," the 82-degree mercury rose to a white heat.

Her signature piece, "C'est Si Bon," took the close to 1,200 audience right out of this world, and when she had gone thru "Let's Fall in Love," "Heatwave" and several of her sure-fire standbys, it looked as tho she'd spent the night chirping.

Dewar.

BROADWAY SHOWLOG

Performances Thru July 9, 1955

DRAMAS

Anastasia	12-29, '54	221
Anniversary Waltz	4- 7, '54	525
Bus Stop	3- 2, '55	149
Cat on a Hot Tin Roof	3-24, '55	123
Inherit the Wind	4-21, '55	92
Lunatics and Lovers	12-12, '54	240
The Bad Seed	12- 8, '54	244
The Desperate Hours	2-10, '55	172
The Seven-Year Itch	11-20, '52	1,102
The Teahouse of the August Moon	10-15, '53	727
Witness for Prosecution	12-16, '54	236

MUSICALS

Ankles Aweigh	4-18, '55	96
Arabian Nights	6-23, '55	19
Damn Yankees	5- 5, '55	76
Fanny	11- 4, '54	284
Pajama Game	5-13, '54	478
Phoenix '55	4-23, '55	89
Plain and Fancy	1-27, '55	188
Silk Stockings	2-24, '55	155
The Boy Friend	9-30, '54	324

CLOSED

Almost Crazy	6-20, '55	16
Seventh Heaven	5-26, '55	44

NIGHT CLUB

Le Cupidon Reveals A Whole New Vallee

By BOB FRANCIS

It is this reporter's contention that nobody can sing the "Whiffenpoof Song" and the "Maine Stein Song" better than Rudy Vallee. So he's singing 'em over at Le Cupidon. But that doesn't mean that Vallee's new night club routines as a single are nostalgic returns to his heydays of the Turbulent Twenties.

In fact, this is quite a new brand of Vallee and, if his opening night reception by Le Cupidon's customers may be taken as a criterion, one which can prove a hefty nitery seller. Now he sings as of yore and his pipes still project plenty of that old charm, but he likewise makes with the jokes. "Whiffenpoof" somehow or other leads into a few political gags. "Me Father's Drinkin' Cup" calls for some Irish japeries. Fractured French jests intro an excellent impression of Chevalier, etc. Some of the gags, I'm sure, were rib-busters in his New Haven days, but he gives them a triumphant face-lift, and likely some of them are just old enough to be new. For a finale he has developed a rousing, audience-participation bit with "Aluetta," which gets him off for a sock finish.

In sum, he has patterned a solidly entertaining hour. There's enough nostalgia in it for a salute to oldsters with happy recollections of the Connecticut Yankees, but it is likewise stocked with a full quota of laughs.

The swank little Le Cupidon looks to have a live show on its floor this time. Spots like the Versailles and the Cotillion Room could well eye it for future agendas.

DRAMATIC & MUSICAL ROUTES

Can-Can: (Cass) Detroit.
D'Oyly Carte Opera: (Auditorium) Central City, Colo.
King and I: (Royal Alexandra) Toronto.
Kismet: (Curran) San Francisco.
Pajama Game: (Philharmonic) Los Angeles.
Solid Gold Cadillac: (Geary) San Francisco.
Tea and Sympathy: (Auditorium) Portland, Ore., 12-14; (Moore) Seattle 15-16.
Teahouse of the August Moon: (Biltmore) Los Angeles.
Tender Trap: (Harris) Chicago.

Copyrighted material
www.americanradiohistory.com

MPHC Adopts Rigid Statutory Rate Policy on Disk Royalties

Move, of Prime Industry Importance, Catches Diskery Execs by Surprise

By IS HOROWTIZ

NEW YORK, July 9.—All major record manufacturers and many indies have been put on notice by the Music Publisher's Holding Corporation that no reduction in the statutory rate on mechanical royalties would in the future be permitted on LP and EP use of MHPC material.

Viewed as a move of prime industry importance, it caught most diskery execs by surprise, and late this week they were still mulling the attack and trying to come up with a solution.

Use of MPHC music, which comprises a large block of standard material frequently featured on packaged records, is practically a necessity on the diskery level. If the MPHC step is enforced, and it will be, according to topper Herman Starr, it could cost diskeries a bundle of loot.

Further, it could lead the way to a more "courageous" attitude on the part of other publishers, many of whom have balked at diskery rate demands, but went along because "everyone else does."

Tho the statutory rate calls for two cents per tune use, it has been common industry practice to permit rates of about one and three-quarters cents on LP's and one and a half cents on EP's. This formula has also been followed by MPHC.

Price Change Blamed

While the move by the giant publisher is also directed against LP rates, it is believed that one of the main motivating factors has been the change in EP price earlier this year.

It will be recalled that up to this year pop EP's generally sold at $1.47 a disk. Like other publishers, MPHC agreed to mechanical royalty rates of one and a half cents per tune for such platters.

But in January of this year the prices of EP's were raised to $1.49 by most diskeries, as part of a general industry price readjustment. Apparently, MPHC never agreed to the reduced mechanical rate in connection with $1.49 EP's.

In its letter to diskeries, the publisher tagged the adjusted rate on EP's as a "unilateral action" on the part of record companies. It is apparently seeking to recover the difference between the reduced and statutory rates on EP's retroactively to January, wherever applicable.

"We shall expect a statement and payments covering all additional royalties due us for the entire period during which you have paid the reduced rate," the letter read.

Strong Letter

In at least some cases, the letter took a stronger turn with the following statement:

"May we request that this adjustment be forwarded to us promptly, as we do not choose to permit you to take an unreasonable length of time to comply with adjustment requests as in the past."

When asked for comment this week, Starr stressed that his publishing firm will permit no rate reductions on any records in the future. The only exception, he

(Continued on page 16)

DEFIED UNION, PLAYED IN U. S.

LONDON, July 9.—Bandleader Johnny Dankworth, just back from a promotion tour of the United States in connection with his Capitol recording contract, revealed here that both he and British instrumentalist Allan Ganley sat in with American bands, despite the union ban on such participation.

Altho he refuses to reveal exact locations, for fear of jeopardizing the musicians concerned Dankworth says he found nothing but dislike in American music circles for the existing ban on exchange of players between American and Britain.

Victor Names Amaru Sales Head for 'X'

Replaces Delaney; Will Revise Label's Distributor Set-Up

NEW YORK, July 9. — Frank Amaru this week was named general sales manager of Label "X," replacing Joe Delaney, who recently resigned the post to take a similar job with Cadence Records. Amaru, who has served the RCA organization most recently as manager of Victor's international division, was appointed by Howard Letts, record operations manager, who has taken over active administration of the Victor subsidiary.

The Amaru appointment is expected to kick off a possible overhaul of the Label "X" distributor set-up. It is known that the firm has been giving its distrib net a more careful look lately, with the view toward pruning non-producers and assembling a more aggressive set of outlets.

The label generally is undergoing some reorganization that may soon lead to definite steps in artist roster and product matters. Some retrenchment of activities has already taken place, pending decisions on future policy.

One of the problems known to be under discussion is the "right" price for Label "X" 10-inch LP's. These have listed at $2.98, in common with all Victor 10-inchers. But there has been some feeling that these disks are overpriced in the current market. Tradesters look to a price decision on these disks in the near future.

Jimmy Hilliard remains as director of artists and repertoire. Both he and Amaru report to Letts. No replacement for Amaru's international division post has been announced yet.

Panart Plans to Press in U. S., May Cut Price

NEW YORK, July 9. — Panart Records, a leading Cuban label, is making arrangements to press disks in this country, with the attendant possibility of a price reduction on the entire line in the near future.

Ramon S. Sabat, head of the diskery, arrived here from Cuba last week to set up arrangements with pressers on both coasts. The line at present is handled here as an import product by Marlow Productions, who will continue to represent the label under the new set-up as well. Marlow also produces its own Reina Records here.

Panart's catalog now contains over 35 10-inch LP's, plus several 12-inch items, including popular Cuban and Spanish music, zarzuelas and classical music played by the Havana Symphony ork.

Stan Steinhaus, head of Marlow Productions, foresees a reduction of Panart prices from the current $3.85 and $4.98 levels to $3 and $3.98 for 10- and 12-inch respectively. Single records will probably continue to list at $1.

DISKERIES JUMPING

Cover Activity High On New Tune Crop

NEW YORK, July 9.—The summer season notwithstanding, this week saw an exceptionally strong flock of tunes entering the disk sweepstakes, with cover activity by top artists at a high level.

Outstanding entrants are the Sammy Fain-Paul Francis Webster ballad, "Love Is a Many-Splendored Thing," title ditty of the Twentieth Century-Fox film produced by Darryl Zanuck and scheduled for a big ride by the film company and Miller Music; and "The Yellow Rose of Texas," published by Planetary Music.

"Love Is a Many-Splendored Thing," cut by Don Cornell on Coral, was immediately covered by the Four Aces on Decca, with other diskeries scheduling dates. Interestingly enough, Coral and its parent company will be fighting for the top record on the tune. The tune is on the restricted list until July 22.

"Yellow Rose of Texas," cut by Mitch Miller for Columbia, is scheduled for a big push, and the diskery already claims strong action on the record. It's already been covered by Johnny Desmond on Coral. The Crew Cuts on Mercury and other covers are expected momentarily.

Second Flurry

This activity comes on the heels of a flurry of similar covering action last week on the tune, "Sailor Boys Have Talk to Me in English," cleffed by Bob Hilliard and Milton DeLugg for the "Ziegfeld Follies" in Las Vegas. Helen O'Connell cut the novelty first for Kapp Records, and was quickly followed by Rosemary Clooney on Columbia and the De Marco Sisters on Decca.

(Continued on page 16)

F. A. Bittaker, Cap Exec, Dies In Germany

HOLLYWOOD, July 9.—Floyd A. Bittaker, 57, West Coast manager of the international department of Capitol Records, Inc., died of a heart attack in Munich, Germany, July 2. Death came while Bittaker was on a six-week business trip of Europe with Sandor A. Porger, director of the firm's international division.

Bittaker joined Capitol in April, 1942, after eight years with the Fay Thomas Company of Los Angeles, record and radio distributors, where he had been sales supervisor. As executive vice-president in charge of sales and distribution, Bittaker organized Capitol's distribution system known as Capitol Records Distributing Corporation. Because of his success with CRDC, he was assigned to head the Hollywood office of Capitol's expanding foreign setup in February, 1954.

Born in Ohio, he is survived by his widow, Pauline; a daughter, Marilyn, 16; a son, Bruce, 11; his father, Henry Bittaker, and a sister, Mrs. Evelyn Harper, of San Diego.

A-V Issuing Sampler Tape

NEW YORK, July 9.—The sampler technique, frequently used in the record business, has been adapted by A-V Tape Libraries to promote its line of pre-recorded tapes.

Just issued by the company is a short reel containing six complete selections from the A-V catalog, with both pop and classical selections featured. It will be sold thru regular channels to consumers, and also will be plugged as a demonstration tape for dealers handling tape recorder equipment.

Available in two speeds, the 7 1-2 i.p.s. sampler reel lists at $2.95, and the 3 3-4 i.p.s. reel at $1.95.

Capitol Shifts Sales Staffers

HOLLYWOOD, July 9. — Mike Maitland, national sales manager for Capitol Records, this week announced a series of changes in the firm's sales department.

Bill Tallant, former staff assistant in New York, has been transferred to Hollywood as staff assistant to Maitland. Bob Camp, formerly staff assistant to Bill Wardlow in New York, has been named district sales and promotion manager, with headquarters in Los Angeles.

Ed Nielsen, formerly district sales and promotion manager in Los Angeles, moves to the San Francisco branch to become branch sales manager, replacing James Peterson. Latter has been moved to the company's new Des Moines branch.

Effective July 1, Capitol assumed operation of its own branch in Des Moines after Gifford-Brown, Inc., was discontinued as an independent distributor for the firm. Capitol now maintains 25 of its own offices in the nation, with contracts for independent distribution in effect in 11 other cities in the United States and Hawaii.

M-G-M BAKER'S DOZEN

One LP Extra for 12 Ordered From Group

NEW YORK, July 9.—In a move to spark special sales interest in its 12-inch LP line this summer, M-G-M is launching a "Baker's Dozen" album promotion. The summer sales plan is built around 11 M-G-M packages, with the label's distributors offered an extra LP (of their choice) for every 12 packages they order.

The offer is effective from now until August 31. Orders will be accepted in any quantity, regardless of item, and there are no restrictions on frequency of orders during this period. The campaign features a special "teaser" mailing to dealers to stimulate their interest in the "Baker's Dozen" plan and incentive contest prizes for distributor sales personnel.

Each distributor has been assigned a dollar-quota for the promotion, and if the value of their total purchases (from the package of 11 12-inchers) reaches the quota, they (distributor not dealer) will earn a return privilege. M-G-M is also encouraging its distributors to stage special salesmen contests, with the label promising to provide each winning salesman with a $25 government bond if his distribution company has reached or exceeded its quota.

The group of 12-inch LP's includes sets by Robert Maxwell, George Shearing, Leroy Holmes, Paul Britten, Billy Eckstine, Roger Roger, Cyril Stapleton, David Rose and Hank Williams.

Savoy, Brit. Decca Sign Benelux Pact

NEW YORK, July 9. — Savoy Records has closed a deal with British Decca calling for the latter's London label to distribute its entire catalog of LP and single jazz disks in Europe. The pact covers all but the Benelux countries, where Savoy has separate arrangements.

Sunset Maps Hickok Album

HOLLYWOOD, July 9.—Independent Sunset Records this week concluded negotiations for the rights to produce a "Wild Bill Hickok" album from the television film property of the same name, with feature actors Guy Madison and Andy Devine scheduled to record.

Bill Bowers, president of Sunset Records, handled the negotiations with the producer of the TV series, William F. Broidy. Further negotiations for the release in album form of the soundtracks from the TV film property will continue.

Sunset has thus far inked contracts with Meg Myles, Sam Alessi, Peggy Dietrick and the Bill Thompson Singers. Bowers, a motion picture writer, also revealed negotiations for albums to be done with Dan Dailey, Dick Powell and June Allyson.

Fox to Boost Rates To Offset Audit Cost

NEW YORK, July 9.—According to publishers' agent and trustee Harry Fox, the amount of money recovered for publishers thru special auditing of indie record company books isn't enough to offset his costs, and he proposes to boost his service rates.

This week, along with his statements and checks, Fox informed his publisher clients that, in order to maintain a complete audit coverage of all disk manufacturers in all parts of the country, it will be necessary to raise his rate from the present 3½ per cent against royalties to 10 per cent, for "small companies." The 3½ per cent assessment would remain in effect for the major companies and their Canadian affiliates.

Fox made clear that the high percentage of overhead stemming from his work with the "independent" labels is "not necessarily a reflection upon the accuracy of the accountings rendered by them. It simply means that more time must be spent working with companies lacking the clerical help and machine systems of the larger manufacturers." He believes that more royalties will accrue immediately if his own audit staff is enlarged.

Majors Defined

The major companies, as listed by Fox, would be Capitol Records,

(Continued on page 16)

Copyrighted material

www.americanradiohistory.com

Hyped Op Services Pace 1-Stop Growth

Offer Big Inventories, Running Accts., 24-Hour Delivery, Free Title Strips, Etc.

By JIM WICKMAN

CHICAGO, July 9.—One of the biggest developments in the rapid growth of record one-stops has been the transition of these outlets from a neighborhood convenience for music operators to an important record service for the entire juke box industry.

This is the second article in a series dealing with the growth of record one-stops, their influence and role on the juke box operators' record buying habits. The series is based upon a survey made by The Billboard of leading one-stops thruout the country.

As recently as 1950 one-stops, which accounted for only approximately 24 per cent of disk sales to operators, were generally satisfied with local operator business. Today they account for approximately 48 per cent of all operator buying and serve areas covering hundreds of square miles.

The basic reason for this rapid expansion in sales volume has been service.

Within the last five years one-stops have enlarged their inventories, opened running accounts, offered 24-hour service, supplied free title strips, designed special programming features, prepaid transportation costs and even promoted good will between operators and location owners.

And one-stop services are still improving. According to the survey made by The Billboard, three out of four one-stop owners are planning to expand their operations. New services in the offing include branch offices, mailed promotion, direct salesman contact, still larger inventories, special sound rooms and sample disk mailings.

The survey also pointed out that (Continued on page 80)

LUBINSKY

Pawn Shop Op's a Fast Guy on Sax

NEW YORK, July 9.—Herman Lubinsky, owner of Savoy Records and reputedly a man of many talents, inadvertently helped a hock shop sharpie make a killing last week.

Lubinsky, it seems, has been doing his own photography for his Savoy LP covers. Recently, he went to this particular pawn shop and borrowed an old battered alto sax which he then posed for the cover photo on his latest Charlie Parker Memorial album.

When the cover was finished, Lubinsky sent a copy to the loan merchant. The latter, an enterprising chap, immediately put the cover and the sax in the window with a sign that said "Charlie Parker's Sax." It was sold the next day for $150.

B. L. (before Lubinsky) you coulda had it for a fast $50.

S-B Seeking Song Ads Deal

HOLLYWOOD, July 9.—Negotiations for a working agreement with Song Ads, Coast music jingle firm, have been instituted by Shapiro-Bernstein. Dick Volter, general professional manager of the publishing company, arrived here this week for conferences with Bob Sande, president of Song Ads.

Should such an agreement come to fruition, Song Ads reportedly would have access to the S-B catalog for jingle use, with original music composed by Song Ads staffers either going into the Shapiro-Bernstein catalog or a separate firm.

Under the new ASCAP jingle logging system, preformances of radio-TV musical jingles would be of great importance to a pub firm.

Sande also reported that offers had been made for similar arrangements by other major publishers, among them Leo Feist, Inc., of the Big Three firms.

Merc. Distribs Set Chi. Meet

CHICAGO, July 9. — Mercury Records distributors will meet here July 18 for an all-day confab at the Conrad Hilton Hotel. The meet is designed as a preliminary to four or five regional meetings which the label will conduct in various parts of the country next month.

Mercury prexy Irving B. Green will lead the July 18 meeting in a discussion of the label's future plans. The regional events will spotlight more detailed discussions on the same theme, and will be attended by distributors, branch managers and all sales and promotional personnel on the factory and distributor levels.

ICELAND ASCAP FILES U. S. SUIT

REYKJAVIK, Iceland, July 9.—The Icelandic equivalent of the American Society of Composers, Authors & Publishers, has recently filed suit against the United States government. The suit alleges that music from American military bands and juke boxes constitutes performances "for" Icelanders.

It seems that waiters and other employees at military installations are hired locally and that the U. S. music is being overheard by these Icelandic employees, thus constituting a "public performance."

Birdland's Levy Bids For Piece Of Gale Agency

NEW YORK, July 9. — Morris Levy, club owner, music publisher and intrepreneur, currently is known to be negotiating for a fair-sized piece of the Gale Agency. Acquisition of an interest in this major booking firm would extend Levy's music interest into virtually every facet of the industry.

Levy, who is part owner of the Embers and Birdland niteries here, also is with Phil Kahl in the Patricia, Kahl and Planetary publishing firms. Several weeks ago, he purchased a half interest in Roost Records, which will be known henceforth as Birdland Records. He also organized and promoted the touring Birdland show and has been involved in the Alan Freed "Rock and Roll" promotions.

This week, Levy's publishing associate, Phil Kahl, organized a new set-up, Variety Personal Management, which will be handled for him by Lee Kraft and Thomas Vastola. Kraft recently exited Mercury Artists. Talent already inked by the management firm includes the singers, Alan Dean, Brook Benton and Billy Valentine. The outfit will specialize in both pop and rhythm and blues acts. Kahl denied that Levy was connected with this operation.

Battle Looming for R&B Disk Artists

Bob Astor Moves From Shaw to Gale Agency Midst Heavy Signing Spree

By BILL SIMON

NEW YORK, July 9.—A battle for top rhythm and blues properties loomed this week when booker Bob Astor moved over to the Gale Agency from Shaw Artists. Astor's shift occurred in the midst of heavy r.&b. signing sprees by the top three agencies in the field—Shaw, Gale and Universal Attractions.

Simultaneously, Joe Marsolais, former locations booker for Gale, moved into the Shaw set-up to handle similar duties, as well as to strengthen that office's theater department. Nick Zale, recently road manager for the Five Keys, moved into Shaw's one-nighter department to work with Jack Archer, Walter Thomas and Dudley Thomas.

At Gale, Astor will join Frank Sands in the one-nighter division. Irving Siders, locations topper, is co-ordinator of the various divisions, and organizer of the general r.&b. push.

In this field, an act rarely is signed until it has produced at least a fair hit record. The agencies follow the record scene closely, but in only a few instances do they actually negotiate an r.&b. record deal.

In the last couple of weeks Gale snared such acts as Muddy Waters and Howling Wold (Chess), the Nutmegs (Herald), the Sweethearts (Groove) and Brook Benton (Epic). The jazz unit of Kay and J. J. was also inked. This group signed with Columbia Records last week.

New names signed up by Shaw include Hadda Brooks (now between disk deals), Bo Diddley (Checker), Willie Bryant, the Miller Sisters (Herald), mambo maestro Alberto Socarras (RCA Victor), Luis Rivera, Jesse Powell, Chris Powell (Groove), Jimmy Witherspoon (Checker). Orkster Paul Williams (Savoy) was re-signed for a long term, as was Lynn Hope (Aladdin).

In the jazz idiom, Shaw has (Continued on page 16)

SAD DAYS

It's Too Hot For Love And Disks

NEW YORK, July 9.—It's no secret that the music-record industry views with alarm the unprecedented heat wave of the past and present weeks. It's just too hot for love and for its proper delineation on wax and vinyl. That old devil Sun has not only driven the kids to the beaches where they spend the old man's moola on doughnuts and hot dogs instead of disks, but it's even slowed up disk production at the pressing plants.

The pressing plants are loathe to admit this. Jack Caiden, of Empire, says he has three giant suction fans blowing away, and people are coming in to keep cool. "But I hear it's pretty bad at other plants," says Caiden, his sadness reflecting genuine concern on an industry level. Many plants are working with diminished crews, (Continued on page 16)

AQUI SE HABLA ESPANOL

Means $20 Mil Annual Melon To Publishing Disk Trades

By JOEL FRIEDMAN

HOLLYWOOD, July 9. — Aqui se habla Espanol means Spanish spoken here. In the face of an estimated $20 million-a-year publishing and record industry, it is apparently spoken quite prolifically elsewhere to have carved somewhat of an empire for the giants of Spanish-language music business.

While the foregoing figure is not complete, since few statistics are available, it does represent the total industry revenue derived from the sale of phonograph records and income from music publishing. Trade figures active in the Latin-American field put the figure even higher, admittedly tho thru sheer enthusiasm.

While competition in the publishing and disk avenues of the Spanish-language music field are fierce, there nevertheless appears to be several firms that stand head and shoulders above their cohorts, largely thru close contact maintained in Mexico and the South American countries. In the field of music publishing both Peer International and E. B. Marks are among the most noteworthy, while RCA Victor, Seeco, Tico, Peerless and Musart do the lion's share of disk sales.

It's interesting to note that each of the South American countries represents a field of its own, with small and seldom heard of firms, that virtually hold a monopoly of the business, supplying music for an entire populace.

Just as there are music tempos which may be said are associated with the United States, so are there music tastes which are closely identified with each country. The (Continued on page 16)

OPERATION PUSHPOP '55

starts in this issue . . . .

- New streamlined Pop Charts start page 26.
- New "10 TOP TUNES" and "COMING UP STRONG" Poster Display pages for Dealer and Juke Box Locations — see pages 38, 40.

Foreign Deals For Clef; JATP Jaunt in Sept.

HOLLYWOOD, July 9.—Further expansion of Norman Granz's Clef Record label in all foreign markets appeared imminent with the return of Granz from a month-long tour of Europe this week.

Granz revealed that his foreign sales represents a sizable percentage of the company's total dollar volume. Firm releases both its Clef and Norgran labels on Clef only in Europe thru a network of independent distribution and manufacturing affiliates abroad.

Tho negotiations are pending for distribution in a number of countries in Europe, Granz has successfully concluded contracts in a total of eight countries thus far. These are: Carousel in Sweden, Norway and Finland; Tono in Denmark; Blue Star in France and Belgium; Bovema in Holland, and Guertler in Switzerland.

In addition, Granz has existing contracts with Electric Products, Ltd., for Australia and New Zealand, Trutone in South Africa, Blue Star in North Africa, and Trans-Mundo in Argentina. Further distribution arrangements exist thruout Canada, Japan, Hong Kong and the South American countries.

Granz is scheduled to kick off his annual Jazz at the Philharmonic tour in Hartford, Conn., September 16, with a total of 42 dates inked thus far. Personnel includes Gene Krupa Quartet, Oscar Peterson Trio, Dizzy Gillespie, Roy Eldridge, Flip Phillips, Stan Getz, Buddy DeFranco, Buddy Rich and Ella Fitzgerald. JATP's annual European tour has been tentatively set for February, 1956.

Wing Label Skeds Meet

CHICAGO, July 9. — Mercury's new subsidiary label, Wing, will hold its first national distributor meeting here July 19 at the Conrad Hilton Hotel.

Wing has named as Midwestern promotion manager Eddie Mathews, formerly with James H. Martin distributing firm here. The label has acquired three new artists—vocalist Frankie Castro; the Honeytones, a fem singing group assigned to the rhythm and blues field; and pianist Sid Nierman. Castro's and Nierman's first Wing releases were out this week.

Copyrighted material
www.americanradiohistory.com

THE ROMANTIC TITLE SONG FROM A GREAT NEW MOVIE!

"LOVE IS A MANY-SPLENDORED THING"

From 20th Century-Fox CinemaScope Production
"Love Is a Many-Splendored Thing"

sung by

Don Cornell

with Chorus and MUSIC BY CARRETTA

CORAL 61467 (78 RPM)
and 9-61467 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

P.S.....

Movie hits are a habit with Don. Remember "Hold My Hand" from "Susan Slept Here"

Copyrighted material
www.americanradiohistory.com

Como Say's it's His Greatest!
RCA Victor says it's His Greatest!
We Say it's His Greatest!

Feelin'

Recorded by: PERRY COMO

RCA #20/47-6192

HARMS, INC. ■ 488 Madison Ave., New York 22, N. Y.

Copyrighted material

www.americanradiohistory.com

VOX JOX

By JUNE BUNDY

CONTESTS: Nelson Bragg, WBZ, Boston, is running a contest in connection with the spinning of harmonicist-composer Eddy Manson's new Label "X" record, "Oh No!" The disk features a gossip theme, with the harmonica filling in between explanations (e.g. "And then—Oh no!" etc.) Bragg is asking listeners to write and tell him what they think the harmonica is saying, with Manson's EP waxings of movie themes going to the winners. . . . Art Tacker, WHIL, Bedford, Mass., is also running a contest on "Oh No!" with a record player as first prize while Dave Maynard, WORL, Boston, features a gimmick, wherein he fills in what he thinks the harmonica is saying himself.

Manson (who was doing the New England deejay circuit to plug both "Oh No!" and the flip "The Lovers") also guested on the following deejay shows: Larry Welsh, WCOP, Boston; Jack McDermott, WLYN, Lynn, Mass.; Stan Richards, WCOP, Boston; Norm Nathan, WHDH, Boston; John Scott, WEEI, Boston; Jim Pausulo, WVDA, Boston; Sherm Feller, WVDA, Boston, and Alan Deering, WORL, Boston. . . . The "Oh No!" contests have been so successful that Label "X" and Manson hope to talk up the promotion to other deejays across the country.

GIMMIX: Al (Jazzbo) Collins, WRCA, New York, aired a "Christmas in July" program on the Fourth this year and played an entire seg of yuletide music in hopes of helping his listeners beat the heat wave. . . . Edwin Child, WRUM, Rumford, Me., has taught his trained monkey Sid to act as an assistant deejay. Sid has learned to throw the switch to start the disks after Child cues them. Child has taped the sound of Sid jabbering, and if he thinks the record is good he plays one of Sid's "happy" tapes. A "squawk" tape fills in when the verdict is thumbs-down. The black and white ringtail, who claims to be the

(Continued on page 44)

DEALER DOINGS

By GARY KRAMER

COMO CUTS UP: Perry Como dropped in on one-stop Joe Williams in Philadelphia this past week and impreseed him as a "real down-to-earth guy." Not only did he make a hit with everyone in the Williams' establishment, but he caused a sensation on the avenue when he walked into a local barber shop, snatched the razor from the barber and finished shaving a startled customer.

On June 27, the Intercity Music Company of Kansas City, Kan., opened a new retail operation. Intercity has previously been a coin machine operation. In its new store, the company will feature a complete line of records, albums, accessories, shelf appliances and television. The record department buyer is Miss Irene Stofas. . . . Sattler's in Buffalo, has begun a well-advertised clearance sale with many 45's and 78's selling for as little as 9 cents. Big segments of the EP and LP inventory are also being offered at special reduced prices. The record department of the store, run by Music House, reports that in intercity bus strike, just called, may prevent customers from taking full advantage of the sale.

SUGGESTION: For years customers have been keen about the relative standings of pop, country and r.&b. disks, and do their best to keep abreast of their positions on the charts. The Billboard's best-selling classical and pop album charts are still quite new, and some dealers are still not aware of the potential in them for arousing customer interest. Clippings of album charts around the counter or in listening booths have been successful sales stimulants, according to several reports. Many outlets have window or wall space for 10 to 15 album covers, and by displaying the current chart favorites and prominently identifying their current numerical position on it, customers become "chart conscious" in this area also, and will want to have new items placed on the charts in their own collections.

NAMM CONVENTION: Dealers planning to attend the National Association of Music Merchants Convention in Chicago July 18-21 will find a wide variety of exhibits, panel discussions and special events there to occupy them. Panels now definitely scheduled include "Organ Merchandising," "Record Department Operations," "Television-Radio Merchandising," "Band Instrument Merchandising" and "Piano Merchandising."

BEEFS: Supreme Radio Service, Patchogue, N. Y., is irritated with manufacturers that send out LP's that are returns from other dealers. So-called "new" records come in fingermarked, scratched, dirty and sometimes mutilated, he complains. . . . Poor delivery service frequently comes in for complaint. From Shaw's Record Shop, Orleans, Ind., a criticism of Decca, RCA Victor and Columbia service was received. "It seems that one ought at least be able to get some of the current top hits. Yet even these are sometimes two or three weeks in getting here, by which time the demand for the disk often has stopped."

JUKE BOX WRAP-UP

Music operators begin to set juke boxes in many parts of the country for two-nickel play. System, already old stuff to candy and drink machines as well as telephones, gives operators charging 10 cents a play the opportunity of still using nickel. Operators find that it also helps them take advantage of customer buying habits—using nickels in coin chutes.

Altho one-stops are a relatively new major disk outlet, there are a few old-timers around who can remember back to the '30's when record distributors and manufacturers were not quite as willing to co-operate as they are today. Vera Foster, manager of Acme Music, Minneapolis, since 1941, compares some of the services of today's one-stops with those featured before the war.

Dime play on juke boxes continues to expand. Colorado Springs, Colo., reports conversions past the 85 per cent mark. Denver operators mull possibilities.

Operators from Cleveland, Akron, Youngstown, Massilon and Canton, O., select "In My Heart," by Pearl Eddy, as their hit tune selection for July. Operators belong to Phonograph Merchants' Association of Ohio. Promotion will be via special colored title strips, newspaper ads, car cards and location banners.

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

Espanol Means $20 Mil Melon

• Continued from page 13

samba is typical of Brazil; the tango of Argentina; the porro to Colombia; the ranchero, concion, and corrido of Mexico; the rumba, mambo and other Afro-Cuban music closely allied with Cuba. In each of the South American countries and Mexico there also are independent recording companies, and the world-wide organizations, such as RCA Victor, Phillips, Columbia, who literally control the reins.

Including Spanish-language disk manufacturers in the United States, there are more than 40 active labels that regularly release records, among them such firms as Ideal, Rio, Azeteca, Aquila, Montilla, SMC, Peerless, Falcon, Vaya and the previously mentioned labels. Other companies, like Caracas, Iberia and Major of Venezuela; Fuentes, Ondina of Colombia, and Continental of Argentina are known generally within their own orbit.

Music publishing interests and record releases appear to be integrally bound with each other in most of the Latin-American countries. In Mexico, for instance, a national must own the controlling interest in a business. In the latter case, Manuel Escaraga is associated with both RCA Victor and Peer International. The same is true of Ernesto Rocca, RCA Victor's artist and repertoire representative, who is also associated with Peer. The latter firm is singularly important in the Latin-American music business thru the maintenance of a far-flung network of offices in South America and Mexico. Similar tie-ups exist in a majority of the other countries.

The music source of supply is also closely linked to the disk business, with the most predominant composers under contract to both American and Latin publishers. Ernesto Leucona is under contract to E. B. Marks, for example. Other important composers include Augustine Lara, Elisio Granet, Gabriel Ruiz, Bobby Capo, Moises Simons, Noro Morales and Tony Fuentes.

Trade figures report the Spanish-language disk and music publishing business to be a thriving one, tho not without its own share of headaches and complaints. Domestically, the market is limited to the major cities such as Los Angeles, New York and the numerous cities which dot the Texas-New Mexico border. There appears to be enough of a volume, tho, for publishers to continually travel the South American countries in search of new material, and a like number of record manufacturers who continually enter the field here.

MPHC Policy

• Continued from page 12

noted, is in the case of Little Golden Records, the 25-cent Simon & Schuster line, for which a special allowance had long been made.

"We don't propose to sell (our music) at wholesale," he said.

Tho he declined additional comment, stating that "The letter speaks for itself," it was believed that one of the major reasons back of the "letter-of-the-law" rate attitude is an attempt by the publisher to regain some initiative lost by publishers generally to record manufacturers.

Diskeries in Control

It has long been a needle in the side of publishers that diskeries have grasped the controlling reins in the music business. It is a record-based industry today, and some publishers are known to feel that they can no longer nurse along their copyrights to their full potential. What the record companies do, or don't do, largely determines the outcome.

At week's end it was not known whether other publishers would follow MPHC's lead. The office of Harry Fox, publishers' agent and trustee, reported that none of the firms he represents had as yet made any declaration of intention.

MPHC is one of the few major publishing firms which does not use the Fox office as an agent in diskery negotiations.

Diskeries Jump

• Continued from page 12

"Song of the Dreamer," cut by Billy Brooks on Duke, was also covered rapidly by Columbia's Johnnie Ray and Victor's Eddie Fisher.

Strong cover activity was also precipitated on the c.&w.-sacred disk, "The Bible Tells Me So," written by Dale Evans and published by Paramount-Roy Rogers Music. Nick Noble's Wing disk was followed by Coral's Don Cornell and Decca's Ralph Young.

"Piddley Patter Patter," which started life in the r.&b. field via a Nappy Brown etching on Savoy, has also caused a stir in the pop market via Mercury's Patti Page disking. Ed. B. Marks Music purchased the copyright. Marks also acquired from Cash Records, r.&b. label, "Two Things I Love," already covered by the Cardinals on Atlantic and the Gadabouts on Wing.

Fox Boosts Rates

• Continued from page 12

Columbia, Decca, London, M-G-M, Mercury and RCA Victor.

A number of publishers, preparing to ask Fox's clarification of several points, are especially concerned as to whether or not this list includes such subsidiary labels as Epic, Coral, Groove, "X," etc.

Several intend to question also why companies like Cadence and Dot, both of which have produced a large quota of hits and which have good reps on royalty accountings, aren't on the lower rate list. At the same time, some don't completely concur with Fox's faith in his own list of reliables, or even with his claim as to their "major" status.

In light of the proposed 300 per cent increase, Fox will be asked for a detailed report of his last survey, and for more specific information on how he plans to increase his audit staff to handle the indies.

Sad Days

• Continued from page 13

owing to vacation schedules. Joe Meyerson, at M-G-M, says it's not too rough at his Bloomfield, N. J., establishment. "The men are not as quick, and they take more time to drink water, but we're getting along okay." Like many other plants, M-G-M is not working with a full crew currently.

Abbey Records, too, has about one-half of its crew at the presses.

Meanwhile, a lot of passionate ditties are in the works. The Brill Building grapevine figures they'll all man the presses—maybe in Bermuda shorts — if the temperature continues unabated.

Gotta take care of those disk jockeys.

Battle Looming

• Continued from page 13

corralled trumpeter Miles Davis (Prestige), vibist Joe Roland (Bethlehem), bassist-cellist Oscar Pettiford, baritone saxist Serge Chaloff (Capitol), and drummer Art Blakey and his Messengers.

Ben Bart's Universal Attractions has pacted Titus Turner (Groove), Earl King (King), Linda Hayes (formerly Specialty, now with King), the Whispers, Boots Johnson Trio and Little Willie John (King). The jazz thrush Mary Ann McCall also was signed.

According to Dick Boone, Universal exec, the agencies are, more than ever, at the mercy of the record companies. "Without them, we're not in business." A huge problem, says Boone, is the fact that several of the diskeries are playing agency favorites. It's his contention that these diskeries consistently put pressure on their artists to sign with a specific agency, for reasons best known to the diskers.

Canada Jukes' 10-Cent Play Aided by RCA

TORONTO, July 9.—Juke box operators in Canada are being given an important promotional assistance from RCA Victor Company, Ltd., in selling dime play to the public. The company is also helping itself thru the promotion of 45 r.p.m. speed disks.

With each new Canadian installation of a 45 r.p.m. machine, a special offer on the disks is given the operators.

Singles, formerly costing the operator 54 cents, are now offered at 45 cents. EP's formerly 90 and 96 cents, now cost the operator only 75 cents. The offer ends July 31.

These prices apply to a minimum of 25 records selected from a list of 100 EP and 50 single titles, all 45's. Pops, country and western, mood, semi-classical and French comprise the list.

To operators, EP's are being delivered in Kraft containers instead of the usual and more expensive sleeves. The extra savings on EP's favor the purchase of these disks.

Operators are being given gummed stickers to place on their machines. They read: "RCA Victor Extended Play 45 r.p.m. records give you twice as much music for your money."

NEW RELEASES!

EDDIE FISHER
DON'T STAY AWAY TOO LONG
RCA VICTOR

AMES BROS.
MERCI BEAUCOUP
RCA VICTOR

ED BALLANTINE
BYE, BYE, BLUES
WING

BANJO BOYS
SOMEBODY
(Is Nobody But Me)
CAPITOL

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

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

"CHEE CHEE-OO CHEE"

Recorded by:

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

*records listed alphabetically by companies.

HILL & RANGE SONGS

(We're Gonna)
"ROCK AROUND THE CLOCK"
Theme of MGM's "BLACKBOARD JUNGLE"
Recorded by BILL HALEY and his Comets, DECCA

Still Going Strong!
"MAMBO ROCK"

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

GIVE TO DAMON RUNYON CANCER FUND

www.americanradiohistory.com

UNANIMOUS "PICK" BY THE TRADE—
2 Great New Sides—

Kitty Kallen

Singing

LETS

MAKE

JUST BETWEEN FRIENDS

THE MOST OF TONIGHT

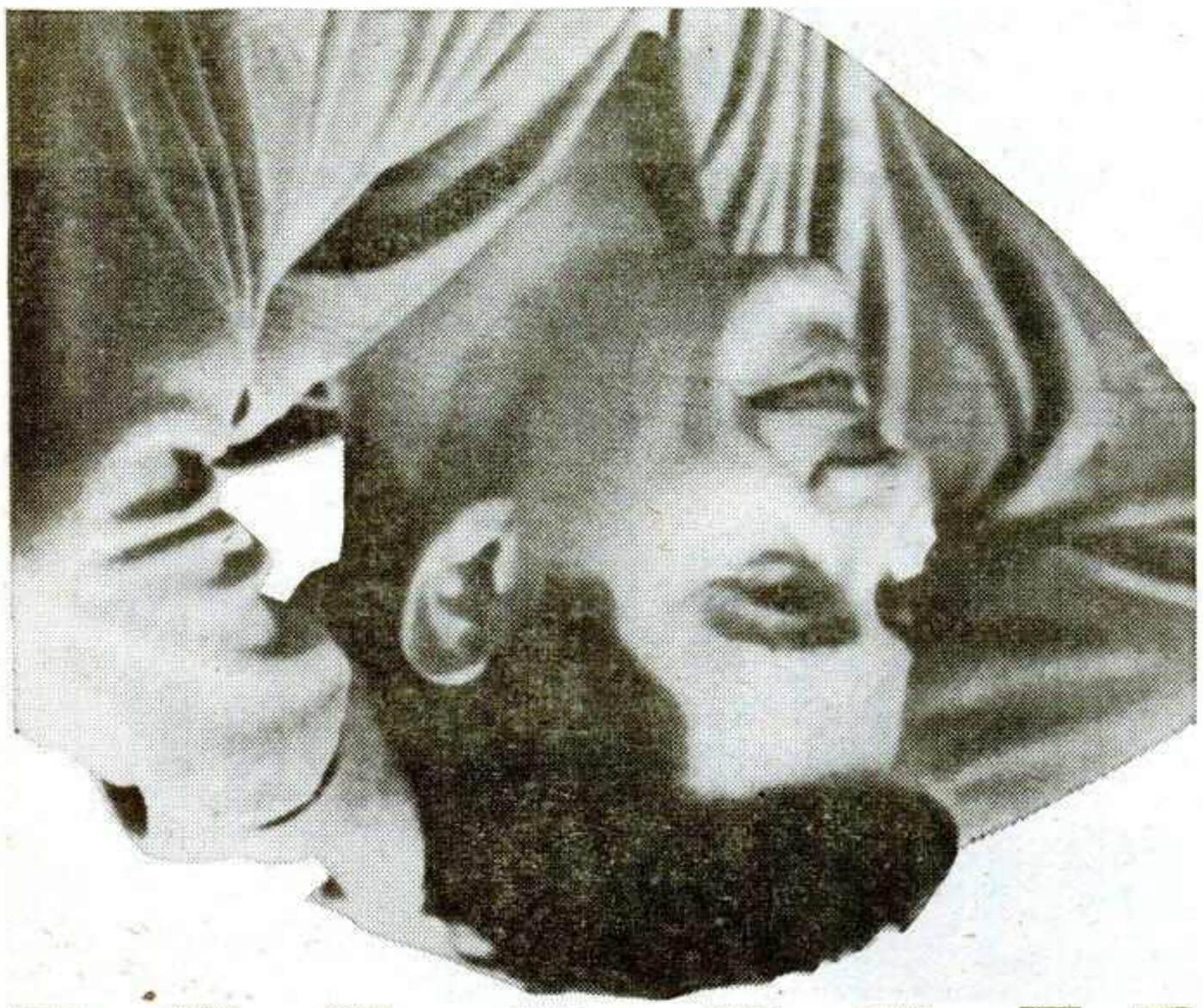
Decca 29593-9-29593

America's Fastest Selling Records

DECCA RECORDS

Copyrighted material

www.americanradiohistory.com



WOW!

is that me rockin' and rollin'?

Eddie Fisher

sings SONG OF THE DREAMER

with Hugo Winterhalter and his Orchestra

20/47-6196

"New Orthophonic" High Fidelity

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Connie B. Gay, prominent country music promoter, last week applied to the FCC for permission to purchase WWKO, 5,000-watt, daytime radio station at Ashland, Ky., from the States Broadcasting System, Inc. Last month Gay made application to buy WVVW, ABC affiliate in Fairmont, W. Va., from Donn Baer. If FCC approves the purchases Gay plans to inaugurate improved c.&w. programming at both spots. Gay, who spins the country wax on WARL, Arlington, Va., is owner-producer of "Town and Country Time," TV film now showing in over 40 markets. He is also producer of a transcribed radio series under the same name now being carried on over 1,800 radio stations, sponsored by the U. S. Department of Defense.

A rumor eminating from Nashville has one of the nation's top c.&w. stars and his personal manager calling it quits. With both parties out of town over the weekend, press-time efforts to verify failed. . . . The Porter Wagoner "Ozark Jubilee" troupe played to an estimated 14,000 paid at Camdenton, Mo., over the Fourth of July weekend. Wagoner, who has been off the ABC-TV show three weeks due to Saturday night personals, returns to the TV lanes Saturday (16). Red Foley's guests on "Ozark Jubilee" on the same date will be Arlie (Y'All Come) Duff and the Commodores Quartet, Dot waxers out of Dallas.

WLW's "Midwestern Hayride," which inaugurated a series of weekly Friday-night appearances at Milt Magel's Castle Farm, Cincinnati, June 3, will switch to once-a-month shows there for the remainder of the summer, beginning Friday (15). Unit's opening there attracted 2,800 payees at $1 a head, with some 400 turned away. Hot weather and lack of promotion cut business considerably on succeeding weeks. It is planned to return to the weekly policy with the advent of cooler weather. Next Sunday (17) "Midwestern Hayride" begins a weekly show-dance policy at the Lyric Theater, Indianapolis. Negotiations are on to put the unit into Lakeside Park, Dayton, O., and the Roller Rink, Columbus, O., under a similar policy soon.

Sonny James, of "Big D Jamboree," Dallas, hops into Nashville August 6 for a guest shot on "Grand Ole Opry," and the following week guestars with Red Foley's "Ozark Jubilee" from Springfield, Mo. The Coon Creek Girls, of "Renfro Valley Folks" fame, are sporting a new Capitol contract. Their first session under the label includes two sides with Ferlin Huskey which are up for immediate release. . . . Out with several new Label "X" releases is Cecil Luna, who holds down the band chores at the Bridgeport Club, Dallas c.&w. nitery.

Ernest Tubb played to one of the biggest crowds of his career June 26 when he and his Texas Troubadours (Rusty Gabbard, Dickie Harris, Billy Byrd, Jack Drake and Tommy Jackson) were featured in their first park concert program at Centennial Park, Nashville. Other c.&w. folk on the park pragram were Cedric Rainwater, comedy musician, and Patsy Kline, of Winchester, Va. The crowd was estimated at better than 15,000. . . . Charlene Arthur is set for the Round-Up Club, San Antonio, Friday (15). . . . Elvis Presley will sign in as guest with "Big D Jamboree," Dallas, July 23.

Johnny Hicks, emsee with "Big D Jamboree," Dallas, is on a three-week jaunt thru California and the Pacific Northwest on a combined vacation and talent-scouting expedition. . . . Cowboy Howard Vokes has launched Vokes Records in New Kensington, Pa., in association with Matt Furin, of Michealle Music Company (BMI). Latter is currently vacationing in Canada. . . . The Bob Kennedy "Band Wagon" put on an hour's show to a packed house at the Alameda County Fairgrounds, Pleasanton, Calif., June 23, with the result that they were signed for a return there July 5. Other California

(Continued on page 44)

RHYTHM-BLUES NOTES

By BILL SIMON

The DuDroppers were in town last week to cut a session for Groove prior to their opening at the Surf Club, Wildwood, N. J. The group has been booked into the resort spot for a minimum of four weeks. Groove's artists and repertoire chief, Bob Rolontz, reports that he has signed the fem thrush Zilla Mays. Miss Mays' previous wax work has been for Mercury and Coral.

The talent line-up for Lou Krefetz's "Big Ten Revue" was completely set this week with the inking of thrush Faye Adams. The other acts were reported here several weeks back. According to Jack Archer, Shaw Artists veepee who is booking the tour, the package is being sold at $3,000 for week nights and $3,500 on weekends. Nick Zale has joined the Shaw office to handle the one-nighter department for the Florida and Southeast territory. Formerly he was road manager for the Midnighters.

John L. Cooper, deejay on WOLS, Florence, S. C., flips over warbler Bubber Johnson, and would like some info on the artist. . . . A perfume company in Miami has introduced two new perfumes into the Atlanta market, both named after favorite sayings of Jockey Jack, WERD, Atlanta. One is "Sugar, Sugar," and the other is "You, Girl With Your Red Dress." . . . WLBS, Birmingham, has switched from r.&b. to become a principally country and western outlet. . . . Carl Fimmano, of WGAT, New Hartford, N. Y., is now doing his r.&b. show every Saturday afternoon from the window of a department store in the heart of Utica, N. Y.

Atlantic Records rushed Ruth Brown into town this week to cut just one side. It's understood to be a "cover" job of a hot territorial item. The thrush is appearing this week at the Patio, Washington. This club, which has been featuring top "cool" jazz names, is making its first foray into r.&b. with Miss B. Atlantic has signed a new canary, young Pauline Rogers, a New Jersey girl who cut her first sides some months back for Original Records.

Della Simpson, Baton Records vocalist, has formed her own group, the Delltones, and will now work with the unit rather than as a single act. The group's first coupling, "Don't Be Long" and "Baby, Say You Love Me," features Maurice Simon on the jump tenor. . . . Savoy Records has landed the much sought-after blues singer Irene Reed. The gal signed an exclusive paper this week. . . . Savoy's Freddie Mendelson is plugging the line down South this week. . . . Jimmy Crane has cut some sides with Big Jack, which will be released on the T.N.T. label in about three weeks, he says.

Copyrighted material

www.americanradiohistory.com

EVEN MINUS TIES

Cap Goes All-Out On Artist TV Plug

NEW YORK, July 9. — Altho Capitol Records has no TV network affiliation, the label has as many if not more of its artists on video (either on their own shows or in regular guest spots) than any other disk company, according to Capitol's national sales promotion manager, Dick Linke.

The heavy emphasis on TV promotion, says Linke, is a deliberate attempt by the label to balance the weight of record exposure strength held by the CBS-Columbia and NBC-RCA Victor combines. Jackie Gleason, of course, is Capitol's prime example of TV sales power, and the label has benefited greatly from the comic's extensive plugging of his own best-selling Capitol LP's and his use of new Capitol artists (e.g. Bob Manning, etc.) in guest shots on his show.

Other Capitol artists with regular TV shows (on which they regularly plug their latest Capitol releases) are Stan Kenton, CBS-TV; Dean Martin, NBC-TV; Frank Sinatra, NBC-TV; Nat (King) Cole, signed for 13 special guest shots on CBS-TV this year; Les Paul and Mary Ford, a film series; Margaret Whiting, "Those Whiting Girls," CBS-TV; Gordon MacRae, "Colgate Hour," NBC-TV; Axel Stordahl, Eddie Fisher show, NBC-TV; Faron Young, "National Barn Dance," NBC-TV and the new TV film series "The Young Sheriff," as well as Cliffie Stone and Hank Thompson.

Capitol artists making regular guest appearances on major TV shows include Jane Froman, who had her own show on CBS-TV last year; Ray Anthony, featured on Chesterfield's CBS-TV show for last two summers; Stan Freberg, Les Brown, Billy May, Duke Ellington, Woody Herman, Connie Russell and Andy Griffith.

Since Capitol has always been strong for bands, Linke is making a special pitch to line up the label's roster of orchestras on Gleason's summer replacement show, "America's Greatest Bands," on CBS-TV. Anthony, Kenton, Brown, May and Ellington have already been set on the series.

Retail Record Trade Hit by L. A. Bus Strike

HOLLYWOOD, July 9. — The three-week-old bus strike that has tied up transportation for millions of Los Angeles residents has resulted in a continued decline of disk sales for numerous dealers, with the heavy concentration of record shops in the downtown shopping area most seriously affected.

Reports from the major department stores and independent record dealers indicate disk sales have fallen appoximately 30 per cent. A number of dealers have used the lull as an appropriate time in which to take a semi-annual inventory.

Jim Kenworthy, May Company disk buyer, reported foot traffic at the store's record department had fallen substantially, with emphasis shifting to mail and phone orders. Kenworthy is also using a total of 14 display windows in a tie-in of package goods with fashions.

Other dealers substantiated the slack in disk sales, tho some reported equipment sales were up.

'OUR TIMES'

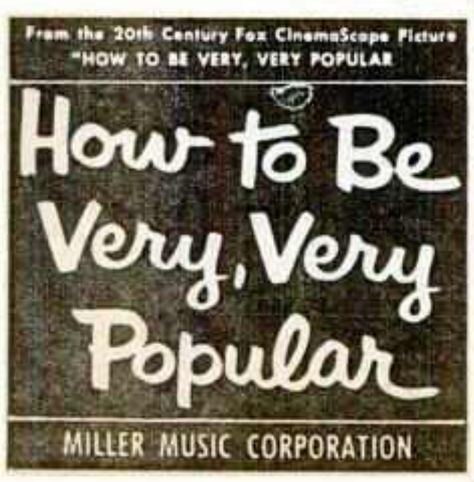
Decca Puts Out Hits of Yesterday

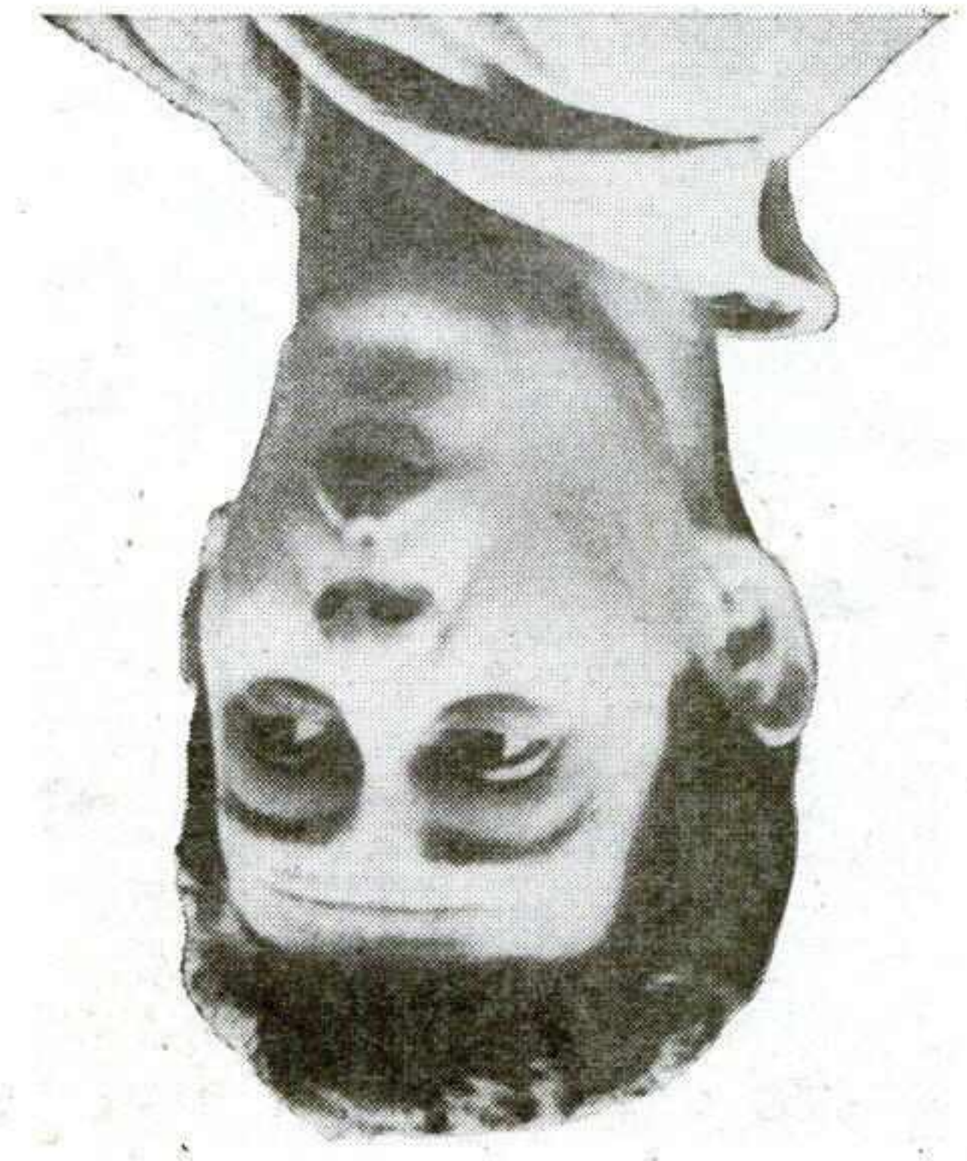
NEW YORK, July 9.—"Songs of Our Times," one of the important Decca recording projects initiated by the late Jack Kapp, is being reactivated by the diskery. This week Decca issued "Song Hits of 1944," a 10-inch LP recorded by Roy Ross' orchestra, with vocals by Tony Russo. Work is now going forward to prepare and release hits of succeeding years.

The series includes the years from 1917 onwards. Hits of 1943 was released years ago, and then production stopped following the advent of LP. The series has now been converted, and the diskery feels that the idea is very merchandisable on LP disks.

The Roy Ross package contains liner notes by Louis Untermeyer which are in the vein of the general philosophy of the series, that is—a succession of historical highlights which captures the mood of the period.

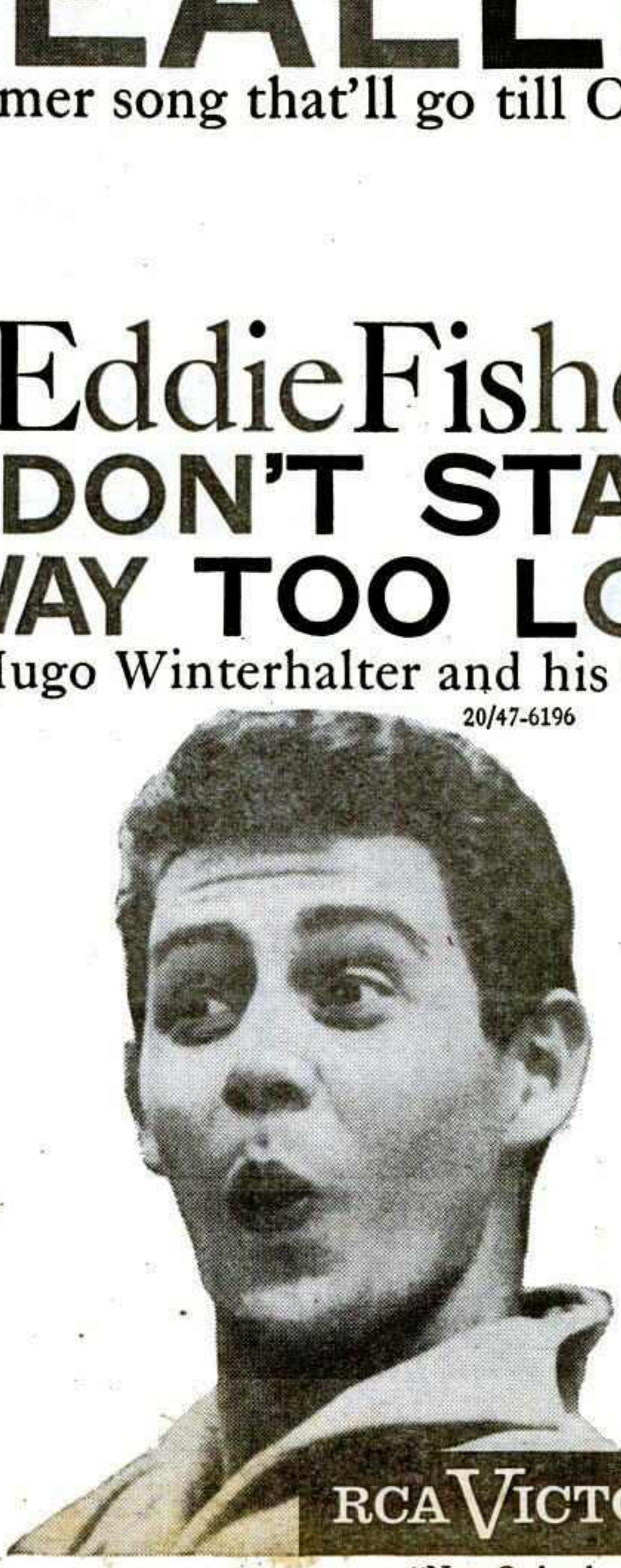
BREAKING WIDE OPEN FOR A SMASH HIT
"EATIN' GOOBER PEAS"
RUSTY DRAPER
MERCURY #70619
PURE MUSIC
B.M.I.





REALLY?
a summer song that'll go till Christmas?

Eddie Fisher
sings
DON'T STAY AWAY TOO LONG
with Hugo Winterhalter and his Orchestra
20/47-6196



RCA VICTOR
"New Orthophonic" High Fidelity

Copyrighted material
www.americanradiohistory.com

MUSIC AS WRITTEN

CONN. BALLROOM BOOKS ARMSTRONG, DORSEYS . . .

One of Connecticut's largest summertime ballroom operations—Ocean Beach Park Ballroom, New London—has resumed its season, with attractions again being booked via Charles Schribman. Upcoming bands include Louis Armstrong tomorrow night (10), and the Dorsey Bros. later in the month. Admission scale calls for $1.35 charge, plus tax.

AMPAS MUSIC MEN NAME 9 FOR EXEC COMMITTEE . . .

Edward B. Powell and Robert Emmett Doland, music division representatives of the Academy of Motion Picture Arts and Sciences, have named a slate of nine to serve on the executive committee for the coming year. Appointed were Sammy Cahn, George Duning, Herschel Burke Gilbert, Andre Previn, Leith Stevens, Dimitri Tiomkin, Ned Washington, Paul Francis Webster and Victor Young.

WEEKLY LUNCHEONS SET BY L. A. MPCE . . .

The Los Angeles branch of the Music Publishers Contact Employees' Association has scheduled a series of weekly luncheons in Hollywood, kicking off its first July 12. Guests for the inaugural luncheon will be Henri Rene, RCA Victor Records; maestro Freddy Martin, and disk jockey Al Jarvis.

GLOBE DESIGNS NEW JACKET FOR LP'S . . .

Globe Albums, Inc., has come up with a newly-designed LP jacket which it is now pitching at record manufacturers. It features a dust-proof inner sleeve which is removed from the outer jacket by easy manipulation of a swivel hinge. A three-sided spine on the outer jacket provides rigidity.

NEW LABEL IN NEW ORLEANS . . .

Joseph S. Buccola has organized the Carnival Record Company in New Orleans. First releases are by songstress Molly Duncan and the Frankie Mann ork. The Research Craft Company, of Los Angeles, will handle national distribution except for the State of Louisiana, where A-1 Distributors, headed by Dick Sturgil, will cover the territory.

DECCA OUT WITH NEW KID SERIES . . .

Decca Records this week kicked off a new platter series titled "Children's Hall of Fame." Standards and new recordings will be included. First release, an EP set called "Songs from Disneyland," is sung by Cliff Edwards. The selections in the package are also being released on two 78 r.p.m. disks.

SATCHMO TOPS GATE AT OLD ORCHARD . . .

Louis Armstrong broke Guy Lombardo's record at Old Orchard Beach, Me., Thursday (7) and took home $3,000 as his share of the $5,000 gate. Armstrong, who is booked solidly into January, will open at the Sands Hotel, Las Vegas, Nev., August 3. Bob Bundy, of Associated Booking, also reports that Woody Herman is booked thru November 24, thus pointing up the current healthy state of the band business.

GEORGIA GIBBS, GAC RE-SIGN PACT . . .

Thrush Georgia Gibbs has been re-signed by General Artists Corporation. The unique part of her deal is that the Mercury disking canary retains the rights to package her own TV and film deals. Among her TV appearances already set are CBS-TV shows on July 26 and 28 in the 7:45 p.m. slot.

ASCAP DOWNS CORAL IN SOFTBALL GAME . . .

In Music League softball this week, the American Society of Composers, Authors and Publishers downed Decca-Coral 8 to 4, with the aid of the season's first triple play. With bases loaded and none out, the Decca batter lined to ASCAP shortstop Leroy Abbott. Abbott stepped on second, then fired to 1st baseman Nat Simon for the third out.

DECCA'S STONE TO LATIN AMERICA . . .

Hubert Stone, head of Decca Records' export division, takes off on a tour of inspection of the diskery's operations in Latin America. He'll report on market trends and conditions in Cuba, Mexico, Panama, Chile, Argentina, Brazil and Uruguay.

New York

Wing's new warbler **Nick Noble** wound up a date at the Horizon Room, Pittsburgh, July 9. He'll head next for the deejay circuit in Boston, Baltimore, Philadelphia and Detroit. . . . **Les Brown** will open here at Basin Street Saturday (16). He has also been booked for a guest spot on CBS-TV's "America's Greatest Bands" (Jackie Gleason's summer replacement) the same night. . . . **Lee Scheinman**, Cadence and Mercury promotion gal in Atlanta, stopped over here this week on the return lap of her European vacation trip. . . . Singer **Bob Jaxon** is at Bronx Hospital recovering from a serious operation.

The **Bob Thieles** (he's Coral Records a.&r. director; she is the former **Jane Harvey**) are the parrents of a son, **Robert.** The baby was born July 3 at Mt. Sinai Hospital, New York. . . . **Louis Armstrong** celebrated his 55th birthday July 5 at Basin Street, where he's currently playing. . . . Two new vocalists have been signed to the Decca roster—**Jon Hendricks** and **Ralph Young.**

Lilyann Carol, one-time **Louis Prima** and RCA Victor thrush, is now featured with **Jane Raye Quartet.** The entire package has been signed by Baton Records. . . . Anthon Management Bureau, the **Ray Anthony-Fred Benson** office, has signed Columbia disk orkster **Pete Rugulo** to a personal management deal. . . . Jazz critic **Nat Hentoff,** who has been ill for several weeks, is resting up at the New York Hospital.

DOLLBERG SHAPES UP '56 BMI CLINIC SKED

NEW YORK, July 9.—The 1956 Broadcast Music, Inc., Program Clinic schedule is already being crystallized by Glenn Dollberg, vice-president in charge of station relations.

The 1955 series ended only several weeks ago, but conferences with broadcasters have convinced the BMI execs of the desirability of working well in advance, so that broadcasters may avoid conflicts with other dates and occasions. Dollberg's letter to presidents of state broadcaster associations—which tie in with the clinic schedule—is now on the way with suggested routes and dates.

During the five years the clinics have been held, 17,309 broadcasters attended. Some 3,000 attended the 1955 series and examined every phase of AM programming. One of the prime considerations the past season was programming for the woman audience—the housewife. To cope with this aspect each of BMI's 14 teams included one woman, an authority on some phase of programming.

Generally, Dollberg states, the basic ingredients of AM programming remain the same. What the program execs are interested in is an increase in quality, a more thoughtful presentation. They feel this is the best way to program versus TV.

One of the highlights of the 1955 series was the fact that four commissioners of the Federal Communications Commission attended the sessions to gain first hand knowledge of AM program problems. These men were Edward Webster, Rosel Hyde, Robert T. Bartley and Robert E. Lee.

In 1955, the clinics totalled 38. In 1956 the schedule will call for 40. There has been no diminishing interest in the clinics. Last year, 30 per cent of the broadcasters were attending for the first time. This is illustrative of the fact that a constant stream of new blood is entering the radio industry.

Fraternity Disks Set With Polygon

CINCINNATI, July 9.—In a deal made this week with Walter Moody, New York, Harry Carlson, of Fraternity Records, with headquarters here, planted two of his firm's disks with Polygon Records, Ltd., London, for distribution in England. Sides are "I Really Never Stopped Loving You" and "Warm Your Heart," waxed by Cathy Carr, and "Lies, Nothing But Lies" and "I Thought You Might Be Lonely," vocaled by the Anderson teen-age group.

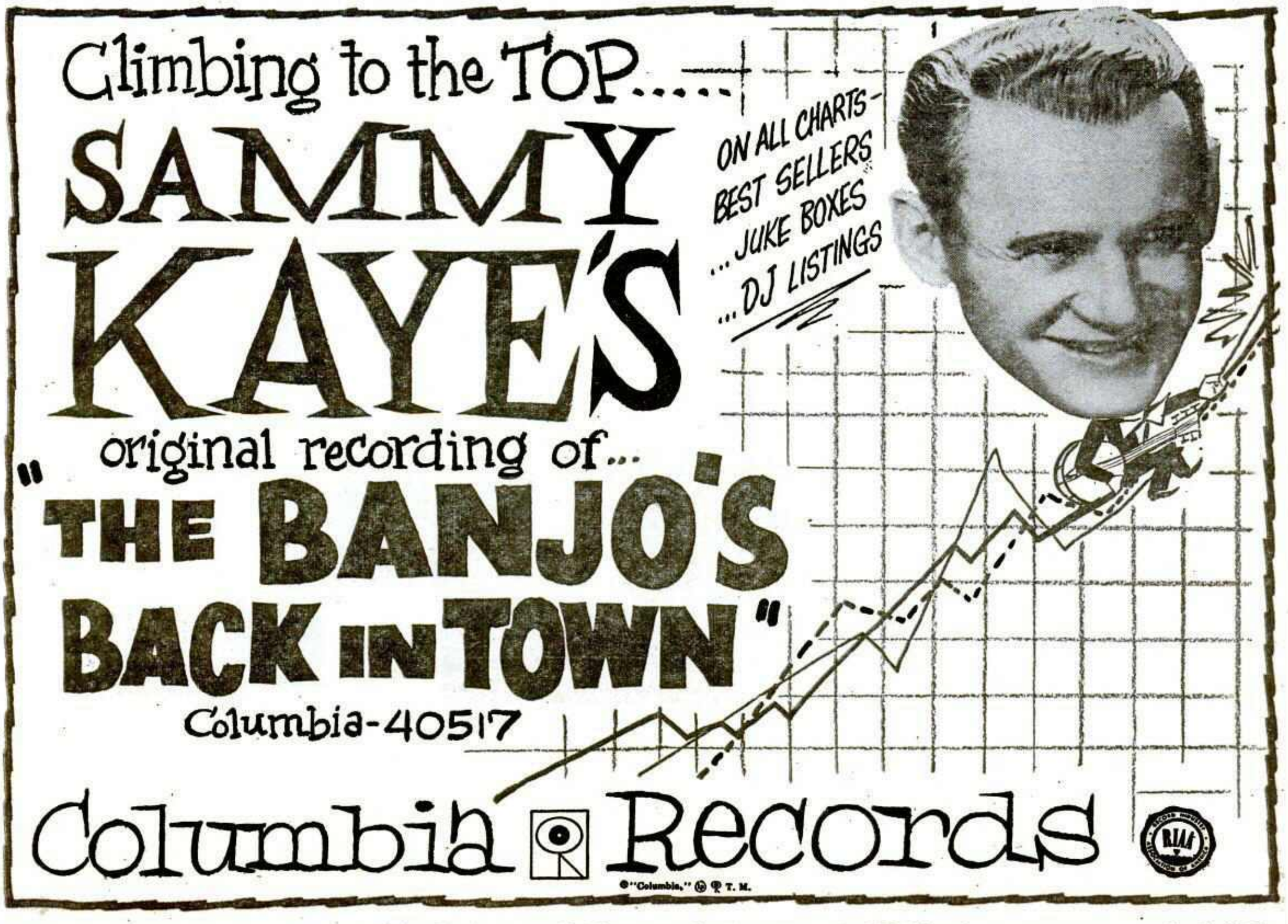
Carlson was in Detroit Friday (8) to play host to local disk jockeys and music men at a cocktail party at the Manhattan Club, where Cathy Carr winds up a two-weeker July 17.

Judy Garland Tour May Chalk $118,000

HOLLYWOOD, July 16.—With $62,000 in advance mail order business already accounted for, singer Judy Garland's 10 appearances in six Northwest cities are expected to rack up a gross of $118,000, according to Harry Glickman, president of Oregon Attractions, who promoted the dates. Box-office sale for the dates opened in Seattle and four other cities last week.

Glickman attributed the heavy ticket sale to a radio and TV saturation campaign in addition to heavy disk jockey play of Miss Garland's records in those areas.

Appearing with Miss Garland on the dates are the Hi-Lo's, the Wiere Brothers, Frank Fontaine and the Jerry Gray orchestra. Troupe plays Eugene, Ore., July 14; Portland, 15-16; Seattle, 17-18; and Spokane, July 21.



Copyrighted material
www.americanradiohistory.com

WING

proudly announces its FIRST record hit!

NICK NOBLE

'The Bible Tells Me So'

(HAVE FAITH, HOPE AND CHARITY)

WING 90003

spreading like wildfire from coast to coast!

climbing up FAST

RONNIE GAYLORD

'Ain't That A Shame'

AND

"CHE SERA, SERA"

WING 90000

CURRENT NEW RELEASES		
"BYE, BYE BLUES" • "BANJO BLUES"	EDDIE BALLENTINE	WING 90001
"EIGHT TO THE BAR" • "CARELESS LIPS"	MALCOLM LOCKYER	WING 90002
"CHA, CHA, CHA" • "I LOVE YOU STOP"	LOLA DEE	WING 90004
"SWEET AND GENTLE" • "HOW CAN YOU SAY"	LEW DOUGLAS	WING 90007
"TWO THINGS I LOVE" • "GLASS HEART"	THE GADABOUTS	WING 90008
"PLEASE BE KIND" • "SLIPHORN SPECIAL"	BUDDY MORROW	WING 90009
"HOP, SKIP AND JUMP" • "WHISPERING"	EDDIE BALLENTINE	WING 90010
"I'M INNOCENT" • "PAMPER ME"	FRANKIE CASTRO	WING 90011
"BARTENDER'S RAG" • "CHARLIE MY BOY"	SID NIERMAN	WING 90012
RHYTHM AND BLUES		
"WELL I TRIED" • "YOU'RE ALL OF LIFE TO ME"	JAY HAWKINS	WING 90005
"ALL AROUND THE WORLD" • "DO YOU KNOW"	TITUS TURNER	WING 90006

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

Copyrighted material
www.americanradiohistory.com

PHONOS—HI FI

MATTISON MARKETS AC, DC PHONO MODEL . . .

Mattison Television & Radio, New York, is marketing a new AM radio-phono, claimed to be the first such model which operates on both AC and DC current. The unit also serves as a TV table with legs and a pull-out drawer. It is available in three finishes and also comes in AC only. The AC-DC models retail from $139.95 to $175.95. The set is represented nationally by the Leonard Gladstone Sales Agency.

M-G-M SEEKS RENEWAL OF PHONO DEAL . . .

The B. & R. Electronics Company's license to manufacturer phonos under the M-G-M record name has expired, and the label is dickering with other phono manufacturers to bring out new models under its name tag.

B. & R. marketed two M-G-M models—a portable three-speed automatic set at $99.95 and a portable three-speed, non-automatic unit at $49.95. M-G-M distributors will continue to handle B. & R. sets already in stock.

CRESCENT HAS NEW TAPE, 45, 3-SPEED SETS . . .

Crescent Industries, Inc.'s new line showing at the Music Show in Chicago this month will include three tape recorders, two 45 phonos and four three-speed phonos. The tape models range in price from $99.95 to $149.95. The 45 portable players retail from $34.95 to $39.95, and the three-speed phonos are marked from $89.95 down to $29.95 for single play set. Also scheduled for debut is a new hi-fi, three-speed record changer incorporating a GE cartridge, which lists at $54.95 pan-mounted, and at $51.50 without pan.

DYNAVOX TO SHOW NEW LINE IN CHICAGO . . .

The Dynavox Corporation will unveil a new line of phonos and radio-phonos at the Chicago Music Show this month. The line (ranging in price from $17.95 for a 78 portable phono to $159.50 for a three-speed portable) is highlighted by a $44.95 portable radio-phono. The model has a ceramic cartridge with "permanent" needle for all speed records, and plays all size disks with the lid closed.

KINGSWAY TO INTRO 1st ALL-BRITISH HI-FI . . .

Kingsway of London, Ltd., a division of Applied Electronics, Ltd., London, will introduce at the Chicago Music Show a new line of packaged high fidelity units, featuring Elnglish made components in English-made cabinets. The models range in price from $129.95 to $750. According to Applied Electronics' new veepee-general manager, Henry Goldsmith, this will be the first time that a British-made assembled hi-fi package will be offered on the American market. Delivery of the units will begin in September. Meanwhile, Kingsway will appoint distributors in the larger cities and will sell direct to one dealer per area in the smaller cities. The first distributor appointed is H. U. Mann, Chicago. The line will be shown at the Gladstone Hotel, New York, July 11, 12 and 13.

LINER NOTES

By IS HOROWITZ

OPPENHEIM TO PLAY AT '55 PRADES FESTIVAL . . .

David Oppenheim, Columbia Masterworks director of artists and repertoire, has an independent reputation as a noted clarinetist. In the latter capacity he is now in Europe where he is schedule to perform with Pablo Casals at the 1955 Prades Festival. He will be featured in the clarinet repertoire of Brahms.

While in Europe, of course, Oppenheim will visit recording men in France, England, Holland, Germany and Austria. Next season he is booked to fill chamber music engagements with the Budapest and Loewenguth String Quartets in this country.

RCA CAMDEN TO REVIVE YESTERDAY'S SELLERS . . .

Disks being readied for August release by RCA Camden include some that may have special appeal for collectors with long memories. Among them is an important best-seller of yesteryear: Mozart's "Sinfonia Concertante in E Flat" for violin and viola, as performed by Albert Spalding, William Primrose and the New Friends of Music Orchestra conducted by Fritz Stiedry. Also due is a set of Josef Lhevinne piano solos.

TELEFUNKEN TO RE-ISSUE MENGELBERG, KRAUSS . . .

London's Telefunken line will soon release some Richard Strauss re-issues in performances led by Willem Mengelberg and Clemens Krauss. These were highly-regarded disks in the days of 78 r.p.m. classics, and the label plans to issue others later if collector demand makes itself felt.

Also due for early release in the diskery's international category is a Oiseau-Lyre set featuring harpsichordist Ruggero Gerlin, who is already on the way to carving a solid niche in collector libraries. The disk will present hitherto unrecorded harpsichord concertos by Neapolitan School composers Giovanni Paisiello, Francesco Durante and Domenico Auletta. Louis de Fremont is the conductor, and the disk program will be rounded out with a chamber concerto by Neapolitan Francesco Mancini.

INDIE CONCERT MGRS. RE-ELECT ALLEN . . .

Kenneth L. Allen Jr., of Kenneth Allen Associates, has been re-elected president of the Independent Concert Managers' Association. Other officers elected include Herbert Barrett, veepee; Eastman Boomer, veepee; David Libidins, secretary, and J. H. Meyer, treasurer. Among the ICMA directors are Henry Colbert, Janet Lauren and Cesar Searchinger.

CAEDMON PREPS LP'S OF MARSHALL SERMONS . . .

Caedmon Records, specializing in non-musical literary diskings, has issued the first of a series of recorded sermons by Peter Marshall, late chaplain of the United States Senate. Marshall, of course, is the subject of the novel and movie "A Man Called Peter." In all, four 12-inch LP's are being readied for release by Caedmon, containing eight Marshall sermons.

• Classical Best Sellers (All Categories)

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

1. **OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS**—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. **MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE**—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
3. **RIMSKY-KORSAKOFF: SCHEHERAZADE** — Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
4. **BEETHOVEN: SYMPHONIES NOS. 1 AND 9**—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
5. **THE ART OF THE ORGAN**—E. Power Biggs . . Columbia SL 219
6. **RACHMANINOFF: SYMPHONY NO. 2** — Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8293
7. **THE FAMILY ALL TOGETHER** — Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
8. **J. STRAUSS: WALTZES**—Kostelanetz Orchestra . . . . . Columbia ML 4993
9. **RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME**—Symphony (Toscanini) . . . . . RCA Victor LM 1768
10. **RACHMANINOFF: SYMPHONY NO. 3**—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4961
11. **MAHLER: SYMPHONY NO. 1** — New York Philharmonic (Walter) . . . . . Columbia SL 218
12. **DVORAK: SYMPHONY NO. 5 ("New World")**—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
13. **IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA**—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4983
14. **OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES**—Philadelphia Orchestra (Ormandy) . Columbia ML 4878
15. **BEETHOVEN: SYMPHONIES NOS. 5 AND 8**—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
16. **MENOTTI: THE SAINT OF BLEECKER STREET**—Original Cast . . . . . RCA Victor LM 6032
17. **FRANCK: SYMPHONY IN D MINOR**—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4939
18. **MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY; VIOLIN CONCERTO**—Francescatti, New York Philharmonic (Mitropoulos) . . . . . Columbia ML 4965
19. **RESPIGHI: ROMAN FESTIVALS; CHIRCH WINDOWS**—Minneapolis Symphony (Dorati) . . . . . Mercury MG 50046
20. **SAINT-SAENS: SYMPHONY NO. 3**—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1874

• Reviews and Ratings of New Popular Albums

PETE KELLY'S BLUES 78
Ray Heindorf and the Warner Bros. Ork; Matty Matlock and His Jazz Band (1-12")
Columbia CL 690
Altho not actually a sound track album, this package—featuring music from Jack (Dragnet) Webb's forthcoming Warner movie "Pete Kelly's Blues" — carries approximately the same sales impact. It spotlights music from the film as performed on the sound track by Heindorf's lush orchestra and the Matlock jazz aggregation. The package also has tri-fild appeal, in that it offers something for movie fans, jazz enthusiasts and those who like romantic mood music. Heindorf supplies pleasant portions of the sweet-and-lush school, while Matlock and his name-musician-lineup (Nick Fatool, Eddie Miller, etc.) wrap up the jazz with such oldies as "Smiles," "Bye, Bye, Blackbird," and "Hard-Hearted Hannah." However, the album cover lacks sales appeal. A still from the flapper age musical or a close-up shot of Webb alone would have made for better display.

THE MOST INTIMATE 77
Charlie Shavers (1-10")
Bethleham BCP 1021
Jazz trumpeter Charlie Shavers makes like Bobby Hackett here, suavely etching a half dozen tried-and-true standards by Harold Arlen and Johnnie Green against a silky string background. Like in the Gleason sets, a mistily nostalgic mood is conveyed with the trumpet embroidering intricate melodic lines over heaving banks of violins and violas. The commercial value of background listening sets like this has been demonstrated over and over, and this has more than enough schmaltz to do nicely. Sy Oliver conducts the ork.

THE REAL DAVY CROCKETT 75
Bill Hayes, Narrator (1-10")
Folkways FP 205
Here's a slick promotional package, featuring readings from the Citadel Press' new printing of the frontiersman's autobiography "Davy Crockett's Own Story." Hayes, who doesn't do any warbling on the LP, reads with sincerity and a refreshing lack of dramatic affectation, (e.g. with the possible exception of a couple of ultra-folksy passages.) There's considerable joint-promotion planned for the book and the album, all of which should pay off in additional sales.

POP CONCERT IN MANHATTAN 74
D'Artega and his Orchestra (1-12")
Mercury MG 2060
D'Artega is well represented in the LP field this month. In addition to this Mercury package, he is also featured on a 12-inch Cavalcade album. "Pop Concert in Manhattan" is styled in the lush, lyrical instrumental vein of most D'Artega LP's, and, as such, shapes up as fine romantic programming material for deejays. Selections include a stand-out piano solo by Rosa Linda on "Concerto Pathetique," Victor Herbert's "Dagger Dance," "In the Blue of the Evening," and D'Artega's own three part "Fire and Ice Ballet." The cover—a striking photo of the Manhattan skyline—is a nice sales-plus.

MABEL MERCER SINGS COLE PORTER 73
(1-12")
Atlantic 1213
Mabel Mercer, who is virtually a cult to the swank East side crowd who frequent the Byline Room of the Showspot, sings 13 show ditties taken from 10 Cole Porter shows. They range from "Looking at You," from the 1929 revue "Wake Up and Dream," to "It's All Right With Me," from 1952's "Can Can." This album captures much of Miss Mercer's special gifts—her understanding of the sophisticated show lyrics, and her apparent quality of singing specifically to the listener. Collectors of show music will love this album. The accompaniments by pianists Cy Walter and Stan Freeman are excellent.

SONGS BY BOBBY SHORT 71
(1-12")
Atlantic 1214
Here is another excellent package in Atlantic's new series of 12-inch pop LP's. Pianist-warbler Short is a high-stylist vocal-wise. He sings a group of standards with taste, imagination and his own unique vocal pattern, registering best with a vivid interpretation of the relatively obscure oldie "You Make Me Feel So Young," and "Autumn in New York." Seven of the 13 selections are Vernon Duke tunes. Duke also contributed the liner notes.

THE SOUNDS AND MUSIC OF THE RCA ELECTRONIC MUSIC SYNTHESIZER 69
RCA Victor LM 1922
We have here the first public utterance of the much publicized electronic music maker fabricated by RCA engineers. And the record business being what it is, a good many collectors whose prime interest is sound, are likely to grab up copies of this fascinating platter. On one side the synthesizer is described by engineer John Preston in somewhat pompous fashion, but he manages to get across a clear commentary on the characteristics of musical sound. And the machine "plays" a selection of items ranging from Back to Berlin. It's not much musically, but it provides a unique glimpse into the future.

MUSIC FROM THE SOUTH, VOL. 1 . . 65
(1-12")
Folkways FP 650
Here is the first disk in a projected series that should add significantly to recorded Americana. This is music as played in the rural South by musicians without professional experience, much as they have for many generations. It will not necessarily prove a pleasurable experience for the sophisticated listener, but if he's concerned at all with the American Negro heritage in music he will find much to intrigue him here. The

(Continued on page 24)

DEEJAY HUNT

WRCA Seeks Ayem Slot Personality

NEW YORK, July 9. — Steve White, program director of NBC's radio flagship, WRCA, has instigated a country-wide hunt for a "fresh" deejay personality to fill the station's early morning show spot from 6:30 to 9:30.

All NBC's o.&o. salesmen have been alerted to keep their radios on when they visit other cities, and to send back reports on promising deejay talent. NBC has been looking for a new morning deejay for some time now. Bill Cullen took over when Allyn Edwards bowed out last April, but Cullen left last month to become emsee on TV's "Place the Face" show. Pending the inking of a permanent spinner, Gene Hamilton is filling in temporarily on the program.

To Battle Slump

LONDON, July 9.—To combat the decline in sale of sheet music here two of the largest publishers—Chappell and Francis, Day & Hunter—axed their pop prices to 21 cents a few weeks back. And this week another leading firm, Mills Music, joined the parade.

Most other publishers plan to continue selling their songs at regular prices. There is no sign of decline in the sale of records, which continue to be show business' biggest boom here.

PANCHO LOPEZ NEW 'CROCKETT'

HOLLYWOOD, July 9.—There's a new hero in the making among Latin-American youngsters, and his name is Pancho Lopez.

Pancho happens to be the Latin disk version of "Davy Crockett," and was recorded here by Lalo Guerrero on Real Records. Tune, which has shown heavy sales in this area, follows the melody line of "Crockett," with Pancho Lopez substituted for the American pioneer. As a result of its current sales activity, label is pitching its line at distributors thruout the nation. Heretofore, the firm had distribution in nine areas in the United States, in addition to coverage in Mexico.

Firm is headed by Paul Landwehr and Guerrero, latter formerly with RCA Victor.

Cleffer Ed Curtis Signed by Richmond

NEW YORK, July 9.—Eddie Curtis, writer of "Song of the Dreamer," has been signed to an exclusive writer pact by Howard S. Richmond's Ludlow Music firm. Ludlow is BMI-affiliated, and Curtis is a BMI writer. The agreement calls for Curtis to turn over to Ludlow between 40 and 50 compositions, many of them already recorded on indie labels, and many on masters.

Curtis, who supervised the Billy Brooks-Red Saunders recording session on "Song of the Dreamer" on Duke, will move from Dallas to New York shortly. He will headquarter in Richmond's offices.

Armstrong Europe Bookings Settled

LONDON, July 9. — At long last, see-saw arrangements for Louis Armstrong to visit Europe this fall have settled into definite bookings.

According to impresario Harold Davison, who is promoting the deal, Armstrong and His All Stars open in Stockholm, Sweden, on October 2, continuing thru other cities in Denmark, Holland and Germany and winding up at the Olympia Theater, Paris, from November 15 to December 6.

Copyrighted material

www.americanradiohistory.com

THE MOST EXCITING RECORD IN THE FABULOUS CAREER OF . . .

THE 5 De Marco Sisters

singing

SAILOR BOYS HAVE TALK TO ME IN ENGLISH

HOT BACCAROLE

DECCA 29607 9-29607

America's Fastest Selling Records

DECCA RECORDS

Copyrighted material

www.americanradiohistory.com

• Reviews and Ratings of New Classical Releases

MOZART: VIOLIN SONATA IN D MAJOR (K. 306); VIOLIN SONATA IN E FLAT MAJOR (K. 481); VIOLIN SONATA IN G MAJOR (K. 11); VARIATIONS ON THE SONG "HELAS, J'AI PERDU MON AMANT" (K. 360) (1-12") — Amsterdam Duo. Epic LC 3131 75

The Amsterdam Duo, composed of the husband-wife team Nap de Klijn, violin, and Alice Heksch, piano, were responsible many months ago for one of the finest disk collaborations (also of Mozart sonatas—Epic 3034) in recent years. Unheralded by advance publicity, the earlier disk enjoyed only moderate success in its field. The lot of this latest should be happier. Some word among knowing collectors is already around, and this follow-up should reap the benefit. Dealers with chamber music customers could suggest this disk with profit. Miss Heksch again uses a "Mozart piano" for added period authenticity.

HANDEL: TWELVE CONCERTI GROSSI, OP. 6 (3-12")—Boyd Neel String Orchestra; Boyd Neel, Cond. London LLA 21 76

The Boyd Neel readings of the Concerti Grossi have for some time occupied an honored place in the Handel discography. But until now they have been available only on 10-inch vinyl, no longer a popular medium for classical repertoire. This transference, therefore, should inject new sales life into the set. Even more so, since competitive complete versions are held on four LP's, rather than the three here. Wonderful music, beautifully recorded. Staple merchandise for any store doing more than token classical business.

LISZT: SONATA IN B MINOR; MEPHISTO WALTZ; LA CAMPANELLA; CONCERT ETUDE NO. 3; (1-12")—Geza Anda, Piano. Angel 35127 73

This collection of demanding virtuoso compositions reveals anew the technical abilities and future promise of this young pianist. An aural delight are the sensitively turned lyric passages and the dexterity with which difficult arpeggios and cadenzas are negotiated. It is only when bravura is called for that Anda pales beside well-remembered performances of Horowitz and other more seasoned Liszt interpreters.

KODALY: QUARTET NO. 1 (1-12")—Roth String Quartet. Mercury MG 80004 70

Mercury's new 80,000 Series, reserved for chamber and solo works, has its most interesting release to date with this finely engineered quartet disk. Kodaly, enjoying a modest upswing in popularity, should win further adherents via this entry, a penetrating reading by the Roth ensemble which, incidentally, has been too rarely used on disks lately. The work, tho lengthy, is quickly enjoyable and should prove engrossing to experienced chamber music listeners. It's a catalog first, too. Good big store merchandise.

JANACEK: AUS EINEM TOTENHAUS ("From the House of the Dead") (2-12")—Soloists, Choir and Orchestra of The Netherlands Opera; Alexander Krannhals, Cond. Epic SC 6005 70

JANACEK: TAGEBUCH EINES VERSCHOLLENEN ("Diary of One Who Vanished") (1-12") — Ernst Haefliger, Tenor; Cora Canne Meyer, Mezzo-Soprano. Epic LC 3121 65

These recordings, made at last year's Holland Festival, will do much to add to the growing critical estimate—and the popular appeal—of this recent Czech composer. "From the House of the Dead," a three-act opera freely adapted from a Dostoievski novel, is a sketch of life in a Siberian prison camp. It is powerfully set forth in a musical idiom that is grim and dramatically compulsive. For the intense quality and close-knit texture of this performance, conductor Krannhals deserves much credit. "Diary of One Who Vanished" is a fascinating, entirely unconventional song cycle in which tenor and mezzo alternately develop its romantic motif. They do an excellent interpretive job, bringing out its genuine folk flavor with obvious relish. Complete English texts are provided in both instances. As Janacek's reputation grows, the commercial prospects of sets like these will become better.

CARL RUGGLES: LILACS; PORTALS; EVOCATIONS; HENRY COWELL: TOCCATA (1-12")—Juilliard String Orchestra; John Kirkpatrick, Piano; Frederick Prausnitz, Cond. Columbia ML 4986 61

One of Columbia's Modern American Music Series, this disk presents examples of the work of the mystic, Carl Ruggles, and the experimentalist, Henry Cowell, recorded by artists of their own selection and under their supervision. The performances, therefore, are uniquely authentic, and will be eagerly sought by serious students of contemporary American music. Not for the average store, tho.

HILDING ROSENBERG: SYMPHONY NO. 3 ("The Four Ages of Man") (1-12") — Stockholm Symphony; Tor Mann, Cond. London LL 944 60

This is the first work of Rosenberg's to be made available on records here, and, happily, it is one worthy to represent this remarkable Swedish modernist. Written in 1939, this symphony represents a turning point in his career. His earlier penchant for a radical, highly dissonant mode of expression was suppressed and a rather lyric idiom took its place. The sturdy texture of this music with its inspired melodic development is well calculated to make a good impression on collectors to whom Rosenberg's music is still unknown. Tor Mann has a well disciplined ensemble and they play in a dedicated spirit.

• Reviews and Ratings of New Popular Albums

• Continued from page 22

project, accomplished last year by Frederic Ramsey Jr. under a Guggenheim grant, will find its way into many libraries, as well as to collectors concerned with the origins of jazz.

Jazz

THE SWINGING MR. ROGERS 82
Shorty Rogers and His Giants (1-12")
Atlantic 1212

This is Shorty Rogers first album for Atlantic—and the first in which he uses his own night club band, rather than a studio-assembled crew. There's Jimmy Ciuffre on clarinet, Pete Jolly on piano, Curtis Counce on bass and Shelly Manne on drums. Rogers' trumpet and his performance with his men are fine expressions of the inspired jazz being practiced on the West Coast. It swings, and it has wit. Jazz buffs will also like the lucid liner notes by Nesuhi Ertegun. The tunes include two Rogers' originals, "Martians Go Home" and "Oh Play That Thing."

HAPPY MINORS 76
Red Mitchell, Bass (1-10")
Bethlehem BCP 1033

Bassist Red Mitchell is a New Yorker, who after working with various top-flight Eastern groups, has now settled on the West Coast. From the Hollywood crowd, he has selected Zoot Sims, Bob Brookmeyer, Conte Candoli, Claude Williamson and Stan Levey to wail with him on this date. The solo bass is featured here in two Mitchell originals, two pop standards and two modern jazz standards. In all, Mitchell shows impeccable technique and highly original ideas, exploiting his instrument in an unusually bold manner. While the work of the horns is interesting, the most absorbing moments result from the swinging work of the rhythm section. A fine album in the modern vein with enough "names" and top-notch playing to move the hipsters.

INTRODUCING FREDDIE REDD 67
(1-10")
Prestige LP 197

Pianist Freddie Redd, making his first appearance on records, shows himself to be a modernist of promise. Self-confessed disciple of Bud Powell, he essays the spare melodic line, abrupt harmonic changes and the liberal dissonances of the master. His inventiveness is amply set forth in the three contrasting original compositions included. He gets assistance in the rhythm department from bassist John Ore and drummer Ron Jefferson.

JAZZICAL MOODS, VOL. 1 65
(1-10")
Period SPL 1107

Charlie Mingus and Teo Macero have attempted before to adapt avant-garde longhair concepts and techniques to the jazz medium. In this sextet of theirs, Oliver King on trumpet, John La Porta on alto, Jackson Wiley on cello and Clem De Rosa on drums, seem to get kicks out of this polytonal ride, but only sporadically do they seem actually to understand what is wanted of them. A lot of food for thought is here for the most modern of the modern.

Country & Western

SWING WEST 75
Pee Wee King Ork (1-10")
Victor LPM 3280

The noted interpreter of country and western music has cut eight tunes for this lively, melodic package. They are "Flying Home," "Melody of Love," "Woodchopper's Ball," "Steel Guitar Rag," "Seven Come Eleven," "Tippin' In," "Farewell Blues" and "Dragnet." Ditties have general appeal rather than being limited to the country market, and King's band stylings here are Western, rather than country.

BMI Check List OF New RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AIN'T THAT A SHAME (Commodore)			
PAT BOONE (Dot)	Best Buy	Sure Shot	
RONNIE GAYLORD (Wing)	71 (Good)	Best Bet	
CLOSE THE DOOR (Trinity)			
JIM LOWE (Dot)	75 (Good)	Sure Shot	
EVERY DAY (Golden State)			
PATTI PAGE (Mercury)	75 (Good)	Disk of the Week	Good
COUNT BASIE (Clef)	R & B Best Buy	R & B Sleeper	
FORGIVE THIS FOOL (Sheldon)			
ROY HAMILTON (Epic)	Spotlight	Sleeper of the Week	Very Good
GO ON BY (Hemblen)			
ROSEMARY CLOONEY (Columbia)	Spotlight	Disk of the Week	Excellent
I'VE GOT SO MANY MILLION YEARS (Hamblen)			
JOHNNIE RAY (Columbia)	75 (Good)	Sleeper of the Week	Best Bet
JUST BETWEEN FRIENDS (Mellin)			
KITTY KALLEN (Decca)	Spotlight	Sleeper of the Week	Excellent
MAKE ME (Montauk)			
MINUCCI ORCH. (Coral)		C+ (Good)	Very Good
MAMA WANTS TO CHA CHA CHA (Peer)			
RALPH MARTERIE (Mercury)	75 (Good)	B+ (Excellent)	
PIDDILY PATTER PATTER (E. B. Marks-Crossroads)			
PATTI PAGE (Mercury)	77 (Good)	Disk of the Week	Best Bet
BURTON SISTERS (Victor)	77 (Good)	B (Very Good)	Very Good
SEVENTEEN (Lois)			
RUSTY DRAPER (Mercury)	77 (Good)	Best Bet	
BOYD BENNETT (King)	Best Buy	B (Very Good)	
SONG OF THE DREAMER (Ludlow)			
JOHNNIE RAY (Columbia)	78 (Good)	Sleeper of the Week	Very Good
BILLY BROOKS (Duke)	R & B Spotlight	R & B Sleeper	
BUNNY PAUL (Capitol)	73 (Good)		
TENNESSEE SATURDAY NIGHT (Hill & Range)			
PAT BOONE (Dot)	76 (Good)	C+ (Good)	
TWO THINGS I LOVE (Cash Songs)			
THE GADABOUTS (Wing)	76 (Good)	C+ (Good)	
THE CARDINALS (Atlantic)	R & B Spotlight	R & B Award	
YOU WANTED TO CHANGE ME (Kahl)			
ROY HAMILTON (Epic)	Spotlight	Sleeper of the Week	Best Bet

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PROMOTIONS • PRODUCTIONS • PUBLICITY

Announcing Steve Schickel* ENTERPRISES

* Starring in:
"INSIDE SHOW BUSINESS"
WGN-Chicago, Sunday, 1 to 2 p.m., CDT

* Promotions and Press Relations:
• DUKES OF DIXIELAND

WHitehall 4-3540
430 N. Michigan Ave.
CHICAGO 11, ILL.

NAMM Convention-Bound?

Be sure to stop at

BOOTH 1—THE BILLBOARD'S OFFICIAL

NAMM CONVENTION SERVICENTER

The Palmer House, Chicago, July 18, 19, 20, 21—9 A.M.-6 P.M.

- The place to meet, call, locate your friends at the Convention.
- Complete telephone facilities—paging and message-taking service for the convenience of all our friends on the floor at the Convention.
- The place to pick up your copy of The Billboard big NAMM Convention Special Issue.

Make a note of our special phone number . . .

DEARBORN 2-0627

For your own convenience, keep this number with you at all times. Leave it at home or at the office or store, for the convenience of those who may want to reach you at the Convention.

Attention: Advertising for the NAMM Special Billboard can be accepted through July 14 . . .

Wire or call right away—

New York 36
Dan Collins
1564 Broadway
PLaza 7-2800

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

Cincinnati 22
Ralph Wuest
2160 Patterson
DUnbar 1-6450

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

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

Copyrighted material

www.americanradiohistory.com

COLUMBIA CHECK LIST

NEW POP RELEASES

☐ The Yellow Rose of Texas Blackberry Winter	Mitch Miller	40540 4-40540
☐ Banjo Woogie Plink, Plunk, Plinety Plunk	The Ban-Joes with the Textor Singers	40536 4-40536
☐ Don't Throw My Love Away Anything, Everything for Love	Joan Weber	40535 4-40535

BEST-SELLING POP SINGLES
Week Ending July 1, 1955*

☐ Humming Bird My Little One	F. Laine	40526 4-40526
☐ I'll Never Stop Loving You Never Look Back	D. Day	40505 4-40505
☐ Blue Star My Love's a Gentle Man	F. Sanders	40508 4-40508
☐ Don't Tell Me Why May I Never Love Again	T. Bennett	40523 4-40523
☐ Joe, Joe, Joe The Banjo's Back in Town	S. Kaye	40517 4-40517
☐ You and You Alone The Kentuckian Song	P. Weston	40527 4-40527
☐ Strange Lady in Town Cool Water	F. Laine	40457 4-40457
☐ Love Me or Leave Me When Yuba Plays the Rhumba on the Tuba	L. Elgart	40525 4-40525
☐ Three for the Show The Great Lie	H. James	40503 4-40503
☐ His Hands I See God	M. Jackson	40529 4-40529

NEW FOLK RELEASES

☐ Somebody's Pushin' Carolina Waltz	Johnny Bond	21424 4-21424
☐ Go On By I Whisper Your Name	Rosemary Clooney	21423 4-21423
☐ Stand-In Sweetheart Someone Parted Our Love in the Middle	Johnny Ragsdale	21422 4-21422
☐ Seven Years Blues Road of Broken Hearts	The Webster Bros.	21421 4-21421
☐ Paid in Full My Wedding Song to You	Frankie Miller	21420 4-21420
☐ Never, Never, Never Walking the Streets	Jimmy Little John	21417 4-21417

BEST-SELLING FOLK RECORDS
Week Ending July 1, 1955*

☐ Sweet Little Miss Blue Eyes Let Me Talk to You	R. Price	21402 4-21402
☐ Old Lonesome Times There She Goes	C. Smith	21382 4-21382

*Based on Actual Sales

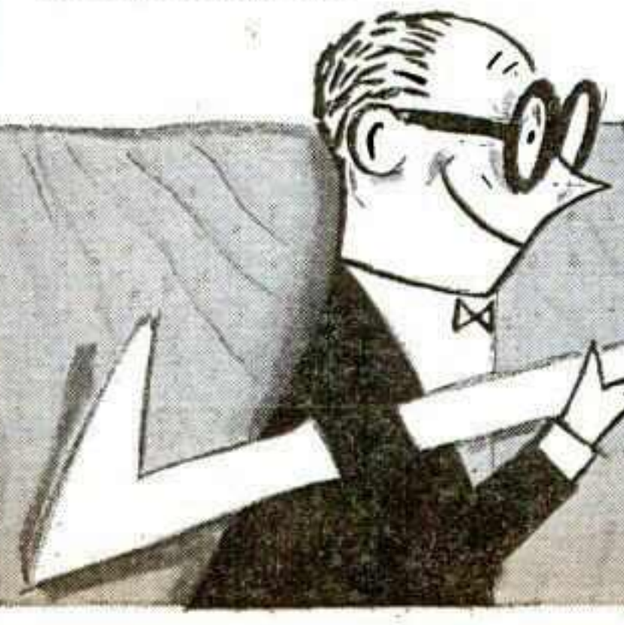
☐ A Man Called Peter Call the Lord and He'll Be There	R. Price	21404 4-21404
☐ Loose Talk More Than Anything Else in the World	C. Smith	21317 4-21317
☐ No Letter Today Born to Lose	Daffan's Texans	21400 4-21400
☐ Drinking Wine Spoli Oli Crazy Little Heart	Five Strings	21403 4-21403

BEST-SELLING POPULAR ALBUMS
Week Ending July 1, 1955*

☐ Love Me or Leave Me	D. Day	B 540	CL 710 B 2090
☐ Holiday in Rome	M. Legrand	B 497	CL 647 B 498 B 1993
☐ Walt Disney's Davy Crockett	F. Parker & B. Ebsen	C 517 C 518	CL 666 C 516 B 2031 B 2032 B 2033
☐ Jazz Goes to College	D. Brubeck	B 435	CL 566 B 436
☐ Brubeck Time	D. Brubeck	B 473	CL 622 B 1946 B 1947
☐ I Love Paris	M. Legrand	B 441	CL 555 B 442
☐ After Hours	S. Vaughan		CL 660 B 490
☐ All Time Favorites	Harry James	B 117	CL 655 B 2014
☐ Music for Tired Lovers	W. Herman & E. Garner		CL 651 B 503 B 2012
☐ Frankie	F. Sinatra	B 1984	CL 606 B 1985 B 1986

MASTERWORKS BEST-SELLERS
Week Ending July 1, 1955*

☐ Kismet	Original Bwy. Cast A-1100	M-4850 M-1100
☐ Pajama Game	Original Bwy. Cast	ML-4840 A-1098
☐ Mandelssohn/Tchaikovsky	Violin Concertos Z. Francescatti	ML-4965
☐ Archy and Mehitable	Wayne, Channing and Bracken	ML-4963 A-1107
☐ Ruth Etting		ML-5050 A-1120
☐ Ports of Call	Philadelphia Orch.	ML-4983
☐ The Art of the Organ	E. Power Biggs	SL-219
☐ Strauss Waltzes	Kostelanetz	ML-4993
☐ Scheherazade	Philadelphia Orch.	ML-4888 A-1103



Check with the man from COLUMBIA

"Columbia" ® T.M.

Copyrighted material

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 6

This Week | Last Week | Weeks on Chart

1. Unchained Melody — 1 — 15

By Hy Zaret and Alex North—Published by Frank (ASCAP)
BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. **OTHER RECORDS AVAILABLE:** C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078.
ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.

2. Rock Around the Clock — 3 — 8

By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP)
BEST SELLING RECORD: B. Haley, Dec 29124. **OTHER RECORDS AVAILABLE:** S. Doe, Arcade 123; C. Wilcox, M-G-M 12028.

3. Cherry Pink and Apple Blossom White — 2 — 17

By Louiguy and Mack David—Published by Chappell (ASCAP)
BEST SELLING RECORD: P. Prado, Vic 20-5965. **OTHER RECORDS AVAILABLE:** G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387.
ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.

4. Learnin' the Blues — 4 — 9

By Dolores Vicki Silvers—Published by Barton (ASCAP)
BEST SELLING RECORD: F. Sinatra, Cap 3102. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

5. Blossom Fell — 5 — 10

By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: Nat (King) Cole, Cap 3095. **OTHER RECORDS AVAILABLE:** V. Barett, London 1566; D. Valentine, London 1554.
ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.

6. Something's Gotta Give — 6 — 7

By Johnny Mercer—Published by Robbins (ASCAP)
BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425; S. Powell, Groove 111.

7. Honey Babe — 8 — 11

By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP)
BEST SELING RECORD: A. Mooney, M-G-M 11900. **OTHER RECORD AVAILABLE:** Sauter-Finegan, Vic 20-6025.
ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.

8. Hard to Get — 11 — 4

By Jack Segal—Published by Witmark (ASCAP)
BEST SELLING RECORD: G. MacKenzie, X 0137.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

9. Ballad of Davy Crockett — 7 — 21

By Tom Blackburn and George Burns—Published by Wonderland (BMI)
BEST SELLING RECORDS: T. Ernie, Capitol 3058; B. Hayes, Cadence 1256. **OTHER RECORDS AVAILABLE:** S. Allen, Coral 61368; J. Brown, M-G-M 11914; B. Ives, Dec 29423; R. Draper, Mercury 70555; F. Parker, Col 40449; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240.
ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.

10. Dance With Me, Henry — 9 — 16

By Jules Taub, Joel Josea and Sam Ling—Published by Modern (BMI)
BEST SELLING RECORDS: G. Gibbs, Mercury 70572; E. James, Modern 947. **OTHER RECORDS AVAILABLE:** Leslie Sisters, Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

Second Ten

11. It's a Sin to Tell a Lie — 13 — 6

By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP)
RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & the Redheads, Epic 9093.
ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.

11. Sweet and Gentle — 12 — 3

By Otilio Portan and George Thorn—Published by Peer (BMI)
RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Franklin, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822.

13. Heart — 10 — 10

By Dick Adler and Jerry Ross—Published by Frank (ASCAP)
RECORDS AVAILABLE: N. Brooks, X 0125; E. Fisher, Vic 20-6097; Four Aces, Dec 29476.
ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.

14. Ain't It a Shame — — — 1

By D. Bartholomew and A. Domino—Published by Commodore (BMI)
RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348.

15. If I May — 16 — 5

By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI)
RECORDS AVAILABLE: Nat (King) Cole, Cap 3095.
ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.

16. Chee Chee OO Chee — 15 — 5

By John Turner, Godfrey Parsons and S. Seracini—Published by Hill & Range (BMI)
RECORDS AVAILABLE: Ambrose Ork, M-G-M 12013; P. Como-J. P. Morgan, Vic 20-6137; Gaylords, Mercury 70630; Dennis Hale, London 1575; Johnston Bros., London 1565; Mariners, Col 40514; D. Martin, Cap 3133.

16. Hummingbird — — — 1

By Don Robertson—Published by Ross Jungnickel (ASCAP)
RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; L. Paul & Mary Ford, Cap 3165; Don & Lou Robertson, Epic 9110.

18. Love Me or Leave Me — 19 — 5

By Gus Kahn—Published by Bregman, Vocco & Conn (ASCAP)
RECORDS AVAILABLE: S. Davis Jr., Dec 29484; B. Eckstine, M-G-M 11984; L. Horne, Vic 20-6073; L. Welk, Coral 61408.
ELECTRICAL TRANSCRIPTION: Jimmie Blade Ork., Standard.

19. Hey, Mr. Banjo — 14 — 8

By Freddy Morgan and Norman Malkin—Published by Mills (ASCAP)
RECORDS AVAILABLE: Banjo Boys, Cap 3103; G. Lombardo, Dec 29516; G. Sheldon, M-G-M 11982; Sunnysiders, Kapp 113; L. Welk, Coral 61408; F. Yankovic, Col 40506.

19. Man in the Raincoat — — — 1

By W. Webster—Published by Canadian Limited (BMI)
RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; P. Wright, Unique 303.

Third Ten

21. Melody of Love — 16 — 28

By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP)
RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; Four Aces, Dec 29395; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye Col 40417; W. King, Vic 20-0024; F. MacCormack, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039; B Vaughan, Dot 15274.
ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.

22. Story Untold — — — 1

By LeRoy Griffin—Published by Rush (BMI)
RECORDS AVAILABLE: Crew Cuts, Mercury 70634; Four Coins, Epic 9107; Nutmegs, Herald 452.

23. Alabama Jubilee — 18 — 3

By Jack Yellen and George Cobb—Published by Remick (ASCAP)
RECORDS AVAILABLE: Big Ben, DeLuxe 2036; D. Carroll, Mercury 70642; Ferko String Band, Media 1010; Firehouse Five Plus Two, Good Time Jazz 90; A. Mooney, M-G-M 12000; J. J. Spoons, Pennant 329; C. Steward, Coral 61446.

23. That Old Black Magic — — — 1

By Mercer and Arlen—Published by Famous (ASCAP)
RECORDS AVAILABLE: S. Davis Jr., Dec 29541.

25. I'll Never Stop Loving You — — — 1

By Kahn and Bradszky—Published by Feist (ASCAP)
RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298.

26. Domani — — — 1

By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI)
RECORDS AVAILABLE: J. LaRosa, Cadence 1265; T. Martin, Vic
ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.

26. Medic Theme (Blue Star) — — — 1

By Heyman and Victor Young—Published by Chappell (ASCAP)
RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.

28. Good and Lonesome — — — 1

By Coleman-Ebb-Klein—Published by Porgie Music (BMI)
RECORDS AVAILABLE: K. Starr, Vic 20-6146.
ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.

29. Experience Unnecessary — — — 1

By Shelley, Whitman, Peritti and Cretore—Published by Pincus (ASCAP)
RECORDS AVAILABLE: S. Vaughan, Mercury 70646.

30. Whatever Lola Wants — 20 — 12

By Dick Adler and Jerry Ross—Published by Frank (ASCAP)
RECORDS AVAILABLE: G. Gibson, M-G-M 11916; Hi-Lo's, Starlite 1363; L. Jordon, X 0116; Mello-Larks, Epic 9101, B. Mays, Cap 3104; G. McRae, Dec 29472; P. Prado, Vic 20-6122; D. Shore, Vic 20-6077; S. Vaughan, Mercury 70595.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

KEEP THE POPS ALIVE IN '55

Copyrighted material

www.americanradiohistory.com

Maggie at her greatest

A MAN

MAMA'S PEARLS

CAPITOL RECORD NO. 3189

MARGARET WHITING

...and be sure to see

"THOSE WHITING GIRLS"

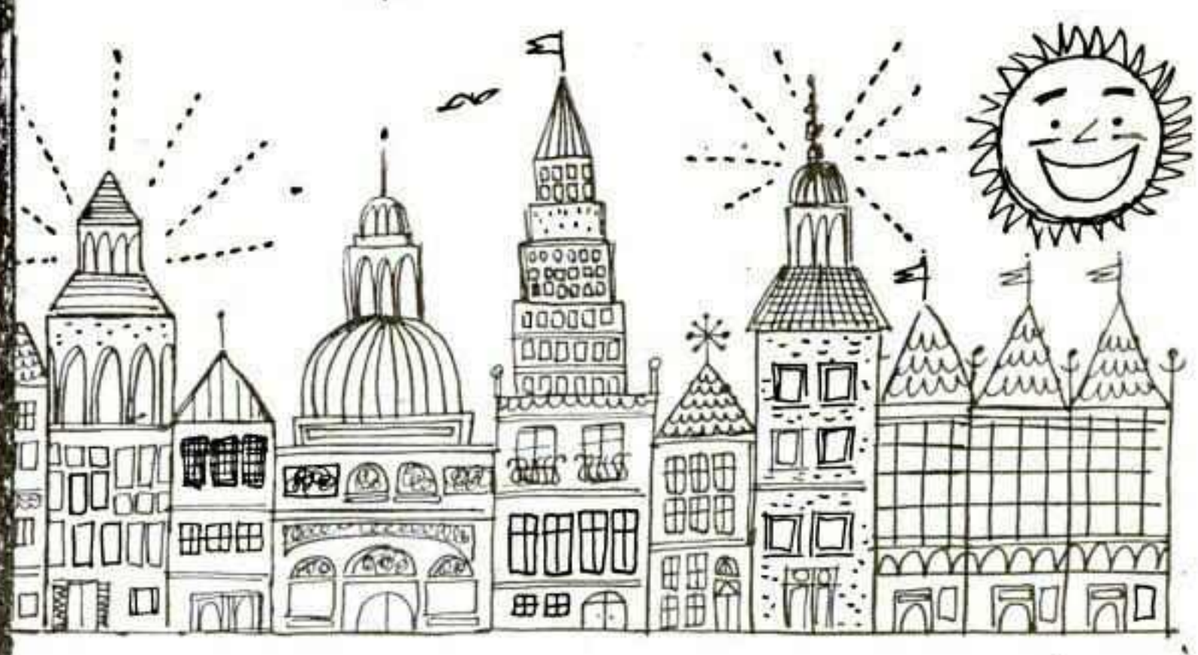
(Margaret and Barbara)

NOW ON CBS-TV

in the "I Love Lucy" Spot

EVERY MONDAY NIGHT

Wake the town and tell the people



Les Baxter

has another smash hit

b/w

I'LL NEVER STOP LOVING YOU

CAPITOL RECORD NO. 3120

Capitol RECORDS

Copyrighted material

www.americanradiohistory.com

The Billboard Music Popularity Charts — POPULAR RECORDS

• Best Sellers in Stores

For survey week ending July 6

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.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	1	10
2.	**CHERRY PINK AND APPLE BLOSSOM WHITE** (ASCAP)—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	2	20
3.	**BLOSSOM FELL** (ASCAP)—Nat (King) Cole IF I MAY (BMI)—Cap 3095	3	11
4.	**UNCHAINED MELODY** (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	4	15
5.	**LEARNIN' THE BLUES** (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	5	10
6.	**HONEY BABE** (ASCAP)—A. Mooney No Regrets (ASCAP)—M-G-M 11900	6	13
7.	**SOMETHING'S GOTTA GIVE** (ASCAP)—McGuire Sisters Rhythm 'n' Blues (BMI)—Coral 61423	7	7
8.	**HARD TO GET** (ASCAP)—G. MacKenzie Boston Fancy (BMI)—X 0137	8	7
9.	**SOMETHING'S GOTTA GIVE** (ASCAP)—S. Davis Jr. LOVE ME OR LEAVE ME (ASCAP)—Dec 29484	10	8
10.	**IT'S A SIN TO TELL A LIE** (ASCAP)—S. Smith & the Redheads My Baby Just Cares for Me (ASCAP)—Epic 9093	12	16
11.	**UNCHAINED MELODY** (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	9	15
12.	**SWEET AND GENTLE** (BMI)—A. Dale You Still Mean the Same to Me (ASCAP)—Coral 61435	14	3
13.	**UNCHAINED MELODY** (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	13	13
14.	**DANCE WITH ME HENRY** (BMI)—G. Gibbs Every Road Must Have a Turning (BMI)—Mercury 70572	11	17
15.	**HEART** (ASCAP)—E. Fisher Near to You (ASCAP)—Vic 20-6097	17	9
16.	**AIN'T IT A SHAME?** (BMI)—P. Boone Tennessee Saturday Night (BMI)—Dot 15377	19	2
17.	**HOUSE OF BLUE LIGHTS** (ASCAP)—C. Miller Can't Help Wonderin' (ASCAP)—Mercury 70627	22	5
18.	**STORY UNTOLD** (BMI)—Crew Cuts Carmen's Boogie (BMI)—Mercury 70634	20	4
19.	**ALABAMA JUBILEE** (ASCAP)—Ferko String Band Sing a Little Melody (BMI)—Media 1010	21	5
20.	**AIN'T IT A SHAME?** (BMI)—F. Domino La, La (BMI)—Imperial 5348	—	1
21.	**THAT OLD BLACK MAGIC** (ASCAP)—S. Davis Jr. Man With a Dream (ASCAP)—Dec 29541	16	4
22.	**SEVENTEEN** (BMI)—B. Bennett Little Old You-All (BMI)—King 1470	24	2
23.	**BREEZE AND I** (BMI)—C. Valente Jalousie (ASCAP)—Dec 29467	25	14
24.	**MAN IN THE RAINCOAT** (BMI)—P. Wright Please Have Mercy (BMI)—Unique 303	18	4
24.	**MY ONE SIN** (BMI)—Nat (King) Cole Blues From "Kiss Me Deadly" (BMI)—Cap 3136	—	1

DEALERS AND OPERATORS...

Top Ten Tunes Poster is on page 38

Tomorrow's Hits . . . Today Poster is on page 40

• THIS WEEK'S BEST BUYS

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

THE KENTUCKIAN SONG (Frank, ASCAP)—**The Hilltoppers—Dot 15375**

While the film, "The Kentuckian," has not yet been released, this theme has gradually been building into a powerful tune in its own right. This week, the Hilltoppers appear on the Cleveland and Minneapolis-St. Paul territorial charts and were also selling well in Cincinnati, Detroit, Nashville, Atlanta, St. Louis, Richmond, Milwaukee, Pittsburgh and Philadelphia. The Eddy Arnold version of the tune is also experiencing easy acceptance in many areas. The flip of the Dot record is "I Must Be Dreaming" (Quintet, BMI). A previous Billboard "Spotlight" pick.

FORGIVE THIS FOOL (Sheldon, BMI)—**Roy Hamilton—Epic 9111**

Hamilton's latest release is stepping out quickly in both the pop and the rhythm & blues markets, and threatens to be a chart contender in both categories. With each release, however, Hamilton shows more rapid take-off in the pop field, indicating that acceptance as a pop artist is now almost complete. Areas that were seeing particularly good action on this disk included Boston, Providence, Baltimore, Philadelphia, Detroit, St. Louis, Durham and Nashville. Flip is "You Wanted to Change Me" (Kahl, BMI). A previous Billboard "Spotlight" pick.

CLOSE THE DOOR—Jim Lowe—Dot 15381

This novelty has been breezing merrily thru a number of Middle Western areas and has now built up a solid core of devotees there. Cleveland, Kansas City, St. Louis and Chicago have witnessed strong sales to date. The disk is now also moving out handsomely in New York, Baltimore, Nashville and the Carolinas. Flip is "Nuevo Laredo."

• Most Played in Juke Boxes

For survey week ending July 6

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are 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 Marie Elena Rumba (ASCAP)—Vic 20-5965	1	15
2.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	5	5
3.	**BLOSSOM FELL** (ASCAP)—Nat (King) Cole IF I MAY (BMI)—Cap 3095	2	8
4.	**DANCE WITH ME HENRY** (BMI)—G. Gibbs Every Road Must Have a Turning (BMI)—Mercury 70572	3	16
5.	**LEARNIN' THE BLUES** (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	6	5
6.	**UNCHAINED MELODY** (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	4	11
7.	**HONEY BABE** (ASCAP)—A. Mooney No Regrets (ASCAP)—M-G-M 11900	7	9
8.	**UNCHAINED MELODY** (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	7	12
9.	**SOMETHING'S GOTTA GIVE** (ASCAP)—McGuire Sisters Rhythm 'n' Blues (BMI)—Coral 61423	9	6
10.	**HARD TO GET** (ASCAP)—G. MacKenzie Boston Fancy (BMI)—X 0137	11	2
11.	**UNCHAINED MELODY** (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	10	11
12.	**IT'S A SIN TO TELL A LIE** (ASCAP)—S. Smith & The Redheads My Baby Just Cares for Me (ASCAP)—Epic 9093	12	7
13.	**BALLAD OF DAVY CROCKETT** (BMI)—Tennessee Ernie Farewell (BMI)—Cap 3058	15	14
14.	**SWEET AND GENTLE** (BMI)—A. Dale You Still Mean the Same to Me (ASCAP)—Coral 61435	16	2
14.	**CHEE CHEE OO CHEE**—P. Como & J. P. Morgan Two Lost Souls (BMI)—Vic 20-6137	18	3
14.	**ROLLIN' STONE** (BMI)—Fontane Sisters Playmates (ASCAP)—Dot 15370	—	4
17.	**HEART** (ASCAP)—E. Fisher Near to You (ASCAP)—Vic 20-6097	13	7
18.	**BANDIT** (ASCAP)—E. Barclay Neu Piao—Tico 249	—	1
18.	**AIN'T IT A SHAME** (BMI)—P. Boone Tennessee Saturday Night (BMI)—Dot 15377	—	1
20.	**HEY, MR. BANJO** (ASCAP)—Sunnysiders Zoom, Zoom, Zoom (ASCAP)—Kapp 113	18	8

• Most Played by Jockeys

For survey week ending July 6

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	**ROCK AROUND THE CLOCK**—B. Haley Thirteen Women—Dec 29124—ASCAP	3	8
2.	**LEARNIN' THE BLUES**—F. Sinatra If I Had Three Wishes—Cap 3102—ASCAP	1	11
3.	**UNCHAINED MELODY**—L. Baxter Medic—Cap 3055—ASCAP	2	15
4.	**CHERRY PINK AND APPLE BLOSSOM WHITE**—P. Prado Marie Elena Rumba—Vic 20-5965—ASCAP	5	14
5.	**BLOSSOM FELL**—Nat (King) Cole If I May—Cap 3095—ASCAP	4	10
6.	**SOMETHING'S GOTTA GIVE**—McGuire Sisters Rhythm 'n' Blues—Coral 61423—ASCAP	6	7
7.	**UNCHAINED MELODY**—A. Hibbler Daybreak—Dec 29441—ASCAP	7	13
8.	**IF I MAY**—Nat (King) Cole Blossom Fell—Cap 3095—BMI	14	7
9.	**HARD TO GET**—G. MacKenzie Boston Fancy—X 0137—ASCAP	16	3
10.	**UNCHAINED MELODY**—R. Hamilton From Here to Eternity—Epic 9102—ASCAP	9	11
11.	**SWEET AND GENTLE**—A. Dale You Still Mean the Same to Me—Coral 61435—BMI	10	2
12.	**SWEET AND GENTLE**—G. Gibbs Blueberries—Mercury 70647—BMI	20	2
13.	**HEART**—E. Fisher Near to You—Vic 20-6097—ASCAP	8	10
14.	**EXPERIENCE UNNECESSARY**—S. Vaughan Slowly With Feeling—Mercury 70646—ASCAP	—	1
15.	**IT'S A SIN TO TELL A LIE**—S. Smith & The Redheads My Baby Just Cares for Me—Epic 9093—ASCAP	—	3
16.	**AIN'T IT A SHAME**—P. Boone Tennessee Saturday Night—Dot 15377—BMI	—	1
17.	**DANCE WITH ME HENRY**—G. Gibbs Every Road Must Have a Turning—Mercury 70572—BMI	13	15
18.	**HUMMINGBIRD**—L. Paul & M. Ford Goodbye My Love—Cap 3165—ASCAP	18	2
19.	**THAT OLD BLACK MAGIC**—S. Davis Jr. Man With a Dream—Dec 29541—ASCAP	15	2
20.	**HONEY BABE**—A. Mooney No Regrets—M-G-M 11900—ASCAP	11	6
20.	**MAN IN THE RAINCOAT**—M. Marlowe Heartbeat—Cadence 1266—BMI	—	1

Copyrighted material

www.americanradiohistory.com

Great, BLAZING Hits on DOT

PAT BOONE

AIN'T THAT A SHAME

b/w

Tennessee Saturday Night

Dot 15377

TWO HEARTS

b/w

Tra-La-La

Dot 15338

THE FONTANE SISTERS

ROLLIN' STONE

b/w

PLAYMATES

Dot 15370

JOHNNY MADDOX

ALABAMA JUBILEE

b/w

Memphis Blues

Dot 1023

Still selling! Johnny's fantastic hits

CRAZY OTTO MEDLEY — Dot 15325

JOHNNY'S MEDLEY — Dot 15365

THE COMMODORES

RIDIN' ON A TRAIN

b/w

Uranium

Dot 15372

THE HILLTOPPERS

THE KENTUCKIAN SONG

b/w

I Must Be Dreaming

Dot 15375

BILLY VAUGHN

THE WALTZ YOU SAVED FOR ME

b/w

Billy Vaughn's Boogie

Dot 15374

Still Selling—The Industry's Best Seller—BILLY VAUGHN'S

MELODY OF LOVE

Dot 15247

THE ESQUIRE BOYS

DARK EYES

b/w

MAMBO GUITAR

Dot 15380

JIM LOWE

CLOSE THE DOOR

b/w

Nuevo Laredo

Dot 15381

A TREMENDOUS SMASH!

His First Release on Dot

SNOOKY LANSON

WHY DON'T YOU WRITE ME — LAST MINUTE LOVE

Dot 15385

Out Only 3 Days — Already A Tremendous Hit!

JIMMY WORK

THAT'S WHAT MAKES THE JUKE BOX PLAY

b/w

Don't Give Me a Reason to Wonder Why

Dot 1245

JIMMY NEWMAN

DAY DREAMIN'

b/w

Crying for a Pastime

Dot 1237

BLUE DARLIN' — LET ME STAY IN YOUR ARMS

Dot 1260

MAC WISEMAN

THE KENTUCKIAN SONG

b/w

WABASH CANNON BALL

Dot 1262

THE BALLAD OF DAVY CROCKETT

b/w

Danger, Heartbreak Ahead

Dot 1240

Dot RECORDS • GALLATIN, TENNESSEE • PHONE 1600

THE NATION'S BEST SELLING RECORDS

Copyrighted material

www.americanradiohistory.com

HOT HITS from M-G-M

JONI JAMES
IS THIS THE END OF THE LINE
and
WHEN YOU WISH UPON A STAR
MGM 11960 78 rpm • K 11960 45 rpm

DAVID ROSE
SUMMERTIME IN VENICE
(Movie theme from "Summertime")
and
VIOLIN—Let Your Song Begin
MGM 30882 78 rpm • K 30882 45 rpm

BETTY MADIGAN
TEDDY BEAR
and
PLEASE BE KIND
MGM 12022 78 rpm • K 12022 45 rpm

PAT O'DAY
SOLDIER BOY
and
REWARD! REWARD!
MGM 12025 78 rpm • K 12025 45 rpm

CHARLES WOLCOTT
and the MGM Studio Orch.
(from sound track)
ROCK AROUND THE CLOCK
and
LOVE THEME FROM "BLACKBOARD JUNGLE"
MGM 12028 78 rpm • K 12028 45 rpm

ROBBIN HOOD
MIRROR, MIRROR
and
ONE LOVE IS ENOUGH FOR TWO
MGM 11997 78 rpm • K 11997 45 rpm

ACQUAVIVA
and His Orchestra
A MAN WITH A DREAM | A MISS YOU KISS
MGM 30881 78 rpm • K 30881 45 rpm

SPECIAL!
BILLY FIELDS
THE GIRL UPSTAIRS
(from the Fox film "Seven Year Itch")
and
SIMPATICO
MGM 12040 78 rpm • K 12040 45 rpm

HANK WILLIAMS
ALONE AND FORSAKEN | A TEARDROP ON A ROSE
MGM 12029 78 rpm • K 12029 45 rpm

ART MOONEY
HONEY BABE
and
NO REGRETS
MGM 11900 78 rpm • K 11900 45 rpm

ART MOONEY
ALABAMA JUBILEE | PADDLIN' MADELIN' HOME
MGM 12000 78 rpm • K 12000 45 rpm

BILLY ECKSTINE
CARELESS LIPS
and
A MAN DOESN'T KNOW
MGM 11998 78 rpm • K 11998 45 rpm

THE MASCOTS
THE OTHERS I LIKE
and
RELAX-AY-VOO
MGM 12027 78 rpm
K 12027 45 rpm

THE CLOVERLEAFS
FOUR SEASON SWEETHEART
and
RED HEAD
MGM 12026 78 rpm
K 12026 45 rpm

CONNIE FRANCIS
FREDDY
and
DIDN'T I LOVE YOU ENOUGH
MGM 12015 78 rpm • K 12015 45 rpm

DORYCE BROWN
EARLY TIMES
and
A LITTLE LOVE CAN GO A LONG, LONG WAY
MGM 12014 78 rpm
K 12014 45 rpm

THE ELLIOTT BROTHERS
and Orch.
SOLDIER OF FORTUNE
and
AIN'T SHE SWEET
MGM 12023 78 rpm
K 12023 45 rpm

Original Cast Album
INTERRUPTED MELODY
E 3185 33⅓ rpm
long play
X304 45 rpm
extended play

THE WIZARD OF OZ
Orchestra and Chorus by
JOEL HERRON
X1151 45 rpm
extended play

RIAA
M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts

POPULAR RECORDS

• Territorial Best Sellers

For survey week ending July

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

Atlanta

1. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
2. **Learnin' the Blues,** F. Sinatra, Cap.
3. **Unchained Melody,** L. Baxter, Cap.
4. **Chee Chee Oo Chee** Johnston Brothers, Lon.
5. **Blossom Fell,** Nat (King) Cole, Cap.
6. **Breeze and I,** C. Valente, Dec.
7. **My One Sin,** Nat (King) Cole, Cap.
8. **Honey Babe,** A. Mooney, M-G-M

Balti.-Wash.

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

Boston

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Sweet and Gentle,** A. Dale, Cor.
3. **Cattle Call** E. Arnold & H. Winterhalter, Vic.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
6. **Unchained Melody,** R. Hamilton, Epi.
7. **Hard to Get,** G. MacKenzie, X
8. **That Old Black Magic,** S. Davis Jr., Dec.
9. **Something's Gotta Give** McGuire Sisters, Cor.
10. **Ballad of Davy Crockett,** M. Katz, Cap.

Buffalo

1. **Razzle Dazzle,** B. Haley, Dec.
2. **Heavenly Lover,** B. Carey, Cor.
3. **Man in the Raincoat,** P. Wright, Unq.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Sweet and Gentle,** A. Dale, Cor.

Chicago

1. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
2. **Learnin' the Blues,** F. Sinatra, Cap.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Ain't It a Shame?** P. Boone, Dot
5. **Domani,** J. La Rosa, Cdc.
6. **Hard to Get,** G. MacKenzie, X
7. **Something's Gotta Give** McGuire Sisters, Cor.
8. **Blossom Fell,** Nat (King) Cole, Cap.
9. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
10. **Man in the Raincoat,** M. Marlowe, Cdc.

Cincinnati

1. **Learnin' the Blues,** F. Sinatra, Cap.
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Blossom Fell,** Nat (King) Cole, Cap.
4. **Seventeen,** B. Bennett, Kng.
5. **Something's Gotta Give** McGuire Sisters, Cor.
6. **Unchained Melody,** L. Baxter, Cap.
7. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
8. **That's the Way Love Goes** Bon Bons, Lon.
9. **Hummingbird,** L. Paul & M. Ford, Cap.
10. **Unchained Melody,** R. Hamilton, Epi.

Cleveland

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Seventeen,** B. Bennett, Kng.
3. **Ain't It a Shame?** F. Domino, Imp.
4. **Razzle Dazzle,** B. Haley, Dec.
5. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
6. **Wake the Town and Tell the People** L. Baxter, Cap.
7. **If I May,** Nat (King) Cole, Cap.
8. **I'll Never Stop Loving You** Doris Day, Col.
9. **Hard to Get,** G. MacKenzie, X
10. **Kentuckian Song,** Hilltoppers, Dot

Dallas-Ft. Worth

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Ain't It a Shame?** F. Domino, Imp.
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **That Old Black Magic,** S. Davis Jr., Dec.
5. **Honey Babe,** A. Mooney, M-G-M
6. **My One Sin,** Nat (King) Cole, Cap.

Denver

1. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
2. **Learnin' the Blues,** F. Sinatra, Cap.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Unchained Melody,** L. Baxter, Cap.
5. **Something's Gotta Give** S. Davis Jr., Dec.
6. **Blossom Fell,** Nat (King) Cole, Cap.
7. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
8. **Heart,** E. Fisher, Vic.

Detroit

1. **That Old Black Magic,** S. Davis Jr., Dec.
2. **Learnin' the Blues,** F. Sinatra, Cap.
3. **House of Blue Lights,** C. Miller, Mer.
4. **Gum Drop,** Charms, Del.
5. **Seventeen,** B. Bennett, Kng.
6. **Sweet and Gentle,** A. Dale, Cor.
7. **Hard to Get,** G. MacKenzie, X
8. **Hummingbird,** L. Paul & M. Ford, Col.
9. **Something's Gotta Give** S. Davis Jr., Dec.
10. **Story Untold,** Crew Cuts, Mer.

Kansas City

1. **Ain't It a Shame?** P. Boone, Dot
2. **House of Blue Lights,** C. Miller, Mer.
3. **Popcorn Song,** C. Stone, Cap.
4. **Honey Babe,** A. Mooney, M-G-M
5. **Blossom Fell,** Nat (King) Cole, Cap.
6. **Learnin' the Blues,** F. Sinatra, Cap.
7. **Rock Around the Clock,** B. Haley, Dec.
8. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
9. **Unchained Melody,** A. Hibbler, Dec.
10. **Close the Door,** J. Lowe, Dot

Los Angeles

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Unchained Melody,** L. Baxter, Cap.
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **Learnin' the Blues,** F. Sinatra, Cap.
5. **Blossom Fell,** Nat (King) Cole, Cap.
6. **Honey Babe,** A. Mooney, M-G-M
7. **Something's Gotta Give** McGuire Sisters, Cor.
8. **Bandit,** E. Barclay, Tic.
9. **Dance With Me, Henry,** G. Gibbs, Mer.
10. **Pancho Lopez,** Lalo Guerrero, Rel.

Milwaukee

1. **Ain't It a Shame?** P. Boone, Dot
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Hard to Get,** G. MacKenzie, X
4. **Unchained Melody,** L. Baxter, Cap.
5. **Honey Babe,** A. Mooney, M-G-M
6. **Learnin' the Blues,** F. Sinatra, Cap.
7. **Dance With Me, Henry,** G. Gibbs, Mer.

Mpls.-St. Paul

1. **Rock Around the Clock,** B. Haley, Dec.
2. **House of Blue Lights,** C. Miller, Mer.
3. **Learnin' the Blues,** F. Sinatra, Cap.
4. **Man in the Raincoat,** P. Wright, Unq.
5. **Story Untold,** Crew Cuts, Mer.
6. **Hard to Get,** G. MacKenzie, X
7. **Kentuckian Song,** Hilltoppers, Dot
8. **Unchained Melody,** L. Baxter, Cap.
9. **Blossom Fell,** Nat (King) Cole, Cap.
10. **Honey Babe,** A. Mooney, M-G-M

New Orleans

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Unchained Melody,** L. Baxter, Cap.
3. **Blossom Fell,** Nat (King) Cole, Cap.
4. **Sweet and Gentle,** A. Dale, Cor.
5. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
6. **Learnin' the Blues,** F. Sinatra, Cap.
7. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
8. **Hard to Get,** G. MacKenzie, X
9. **My One Sin,** Nat (King) Cole, Cap.
10. **Guilty Shadows,** C. Johnson, Col.

New York

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

Philadelphia

1. **Hard to Get,** G. MacKenzie, X
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **Alabama Jubilee,** Ferko String Band, Mda.
5. **It's a Sin to Tell a Lie** S. Smith & The Redheads, Epi.
6. **Bandit,** E. Barclay, Tic.
7. **Something's Gotta Give** McGuire Sisters, Cor.
8. **Sweet and Gentle,** A. Dale, Cor.
9. **Unchained Melody,** L. Baxter, Cap.
10. **Unchained Melody,** A. Hibbler, Dec.

Pittsburgh

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Hard to Get,** G. MacKenzie, X
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **Blossom Fell,** Nat (King) Cole, Cap.
5. **Something's Gotta Give** McGuire Sisters, Cor.
6. **Unchained Melody,** L. Baxter, Cap.
7. **Heart,** E. Fisher, Vic.
8. **The Verdict,** Five Keys, Cap.
9. **I'll Never Stop Loving You** D. Day, Col.
10. **Honey Babe,** A. Mooney, M-G-M

St. Louis

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Something's Gotta Give** McGuire Sisters, Cor.
3. **Man in the Raincoat,** P. Wright, Unq.
4. **Hard to Get,** G. MacKenzie, X
5. **Story Untold,** Four Coins, Epi.
6. **Sweet and Gentle, A. Dale, Cor.**
7. **Learnin' the Blues,** F. Sinatra, Cap.
8. **My One Sin,** Nat (King) Cole, Cap.
9. **Unchained Melody,** L. Baxter, Cap.
10. **Cherry Pink and Apple Blossom White** P. Prado, Vic.

San Francisco

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

Seattle

1. **House of Blue Lights,** C. Miller, Mer.
2. **Honey Babe,** A. Mooney, M-G-M
3. **Unchained Melody,** A. Hibbler, Dec.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **Cattle Call** E. Arnold & H. Winterhalter, Vic.
6. **Rock Around the Clock,** B. Haley, Dec.
7. **Learnin' the Blues,** F. Sinatra, Cap.
8. **Story Untold,** Crew Cuts, Mer.
9. **If I May,** Nat (King) Cole, Cap.
10. **Something's Gotta Give** S. Davis Jr., Dec.

Toronto

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Learnin' the Blues,** F. Sinatra, Cap.
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **Blossom Fell,** Nat (King) Cole, Cap.
5. **Something's Gotta Give** S. Davis Jr., Dec.
6. **Unchained Melody,** A. Hibbler, Dec.
7. **Honey Babe,** A. Mooney, M-G-M
8. **Something's Gotta Give** McGuire Sisters, Cor.
9. **Dance With Me, Henry,** G. Gibbs, Mer.
10. **Man in the Raincoat,** P. Wright, Unq.

Copyrighted material
www.americanradiohistory.com

The secret of what made Perry Como great is in

20/47-6192 **FOOLED**

and **TINA MARIE**

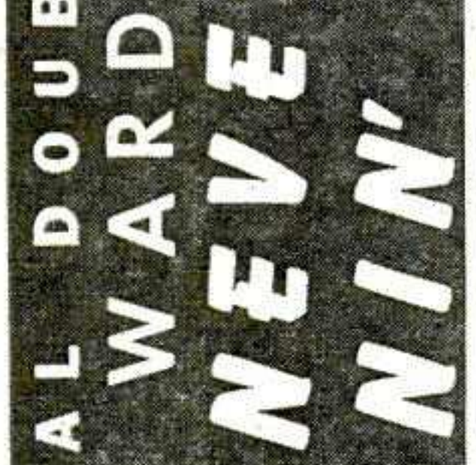
with Mitchell Ayres and His Orchestra and the Ray Charles Singers. Arrangement by Joe Reisman

"New Orthophonic" High Fidelity

RCA VICTOR

Copyrighted material

www.americanradiohistory.com

KING 1492
TWO HITS!
PLEASE!!!
BILLY WARD and his DOMINOES
BARREL RELEASE
AGAIN
LOVE BLUES
A SENSATIONAL DOUBLE
I NEVER LEARNIN'
MAY THAT
BILLY WARD


The Billboard Music Popularity Charts — POPULAR RECORDS

• COMING UP STRONG

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

1. **Razzle-Dazzle** ..... **Bill Haley**
(BMI) Decca 29552

2. **I'll Never Stop Loving You** ..... **Doris Day**
(ASCAP) Columbia 40505

3. **The Cattle Call** ..... **Eddy Arnold**
(ASCAP) RCA Victor 6139

4. **Hummingbird** ..... **Les Paul & Mary Ford**
(ASCAP) Capitol 3165

5. **Hummingbird** ..... **Frankie Laine**
(ASCAP) Columbia 40526

6. **The Popcorn Song** ..... **Cliffie Stone Ork**
(BMI) Capitol 3131

7. **The Kentuckian Song** ..... **The Hilltoppers**
(ASCAP) Dot 15375

8. **Domani** ..... **Julius La Rosa**
(BMI) Cadence 1265

9. **Banjo's Back in Town** ..... **Teresa Brewer**
(ASCAP) Coral 61448

10. **Experience Unnecessary** ... **Sarah Vaughan**
(ASCAP) Mercury 70646

• Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabectically, 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
Alabama Jubilee (R)—Remick—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Banjo's Back in Town (R)—World—ASCAP
Berry Tree (R)—Miller—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Blue Star (R)—Chappell—ASCAP
Breeze and I (R)—E. B. Marks—BMI
Chee Chee-oo Chee (R)—Hill & Range—BMI
Cherry Pink and Apple Blossom White (R)—ASCAP
Hard to Get (R)—Witmark—ASCAP
Heart (R)—Frank—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP
Honey Babe (R)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Land of the Pharaohs (R) — Remick — ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
Man in the Raincoat (R)—Canada Ltd.—BMI
May I Never Love Again (R)—Broadcast—BMI
My Love Came Back to Me (R)—Southern—ASCAP
Something's Gotta Give (R)—Robbins—ASCAP
Sweet and Gentle (R)—Peer—BMI
That Old Black Magic (R) — Famous — ASCAP
Two Lost Souls (R)—Frank—ASCAP
Unchained Melody (R)—Frank—ASCAP
Whatever Lola Wants (R) (M)—Frank—ASCAP
Young and Foolish (R)—Chappell—ASCAP

Television

A Little Love Can Go a Long, Long Way (R)—Northern—ASCAP
A Whale of a Story (R)—Shapiro-Bernstein—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Chee Chee-oo Chee (R)—Hill & Range—BMI
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Dixie Danny (R)—Southern—ASCAP
Foxfire (R) (F)—Northern—ASCAP
Give a Fool a Chance (R)—Ample—BMI
Heart (R)—Frank—ASCAP
Hero of All My Dreams (R)—Shapiro-Bernstein—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP
Honey Babe (R)—Witmark—ASCAP
How to Be Very, Very Popular (R)—Miller—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
Man in the Raincoat (R)—Canada Ltd.—BMI
Open Up Your Heart (R)—Hamblen—BMI
Pass the Plate of Happiness Around (R)—Shapiro-Bernstein—ASCAP
Pretty Little Missy (R)—International—BMI
Rock Around the Clock (R) — Myers — ASCAP
Smack Dab in the Middle (R)—Roosevelt—BMI
Something's Gotta Give (R)—Robbins—ASCAP
Swimmin' (R)—Mood—ASCAP
That Old Black Magic (R) — Famous — ASCAP
Two Lost Souls (R)—Frank—ASCAP
Unchained Melody (R)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Whatever Lola Wants (R) (M)—Frank—ASCAP
Young and Foolish (R)—Chappell—ASCAP

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	Unchained Melody.... Frank	1	14
2.	Cherry Pink and Apple Blossom White..... Chappell	2	15
3.	Ballad of Davy Crockett ..... Wonderland	3	19
4.	Learnin' the Blues.... Barton	4	5
4.	Rock Around the Clock ..... Myers	8	4
6.	Melody of Love..... Shapiro-Bernstein	5	27
6.	Honey Babe..... Witmark	6	6
8.	Something's Gotta Give ..... Robbins	7	7
9.	Blossom Fell..... Shapiro-Bernstein	9	9
10.	Hard to Get..... Witmark	11	4
11.	Heart ..... Frank	10	9
12.	Hey, Mr. Banjo..... Mills	12	7
13.	It's a Sin to Tell a Lie. Bregman, Vocco & Conn	13	5
14.	Sweet and Gentle..... Peer	—	1
15.	Blue Star (Medic)..... Chappell	14	2

JUBILEE'S BIG ACTION HITS
•
DELLA REESE
"IN THE STILL OF THE NIGHT"
Jubilee 5198
•
THE RAVENS
"GREEN EYES"
Jubilee 5203
•
THE FOUR TUNES
"TIME OUT FOR TEARS"
Jubilee 5200
•
THE HEARTBEATS
"FINALLY"
Jubilee 5202
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

NEW RECORDING!
Oklahoma!
SOUND TRACK
COMING ON
Capitol RECORDS

The original ! The Best!
ALABAMA JUBILEE
by THE FIREHOUSE FIVE PLUS TWO
GOOD TIME JAZZ 90-45090

Fastest Seller!
Tape-o-matic®

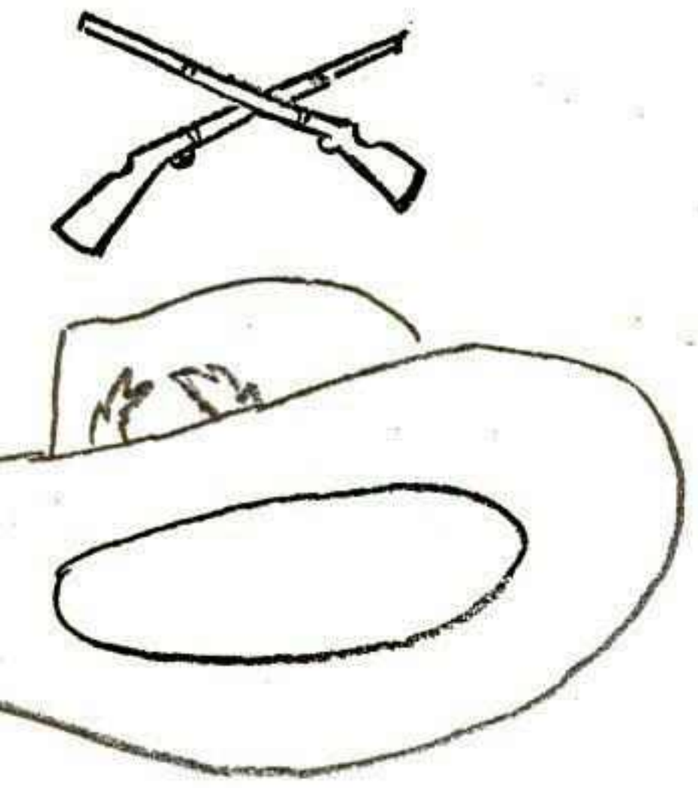
by Voice of Music

JOHNNY NELMS on AZALEA RECORDS
"AFTER TODAY" b/w
"CRY, BABY, CRY"
No. 015/16
AZALEA RECORDS
P. O. Box 1346, New Orleans 10, La.

Copyrighted material
www.americanradiohistory.com

BIG as Texas itself

Mitch Miller's Dramatic Recording of...



The

100,000 Shipped

YELLOW ROSE of TEXAS

Columbia 40540
4-40540

Columbia Records

"Columbia" and ◎ Trade Marks Reg. U.S. Pat. Off. Marcas Registradas

Copyrighted material

www.americanradiohistory.com

WURLITZER OPERATORS

NEW COBRA CARTRIDGE RE-TIP OFFER

By Pfanstiehl

SAVE $1.25 to $1.60 apiece

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

PFANSTIEHL GUARANTEES TO: (1) Check each cartridge in actual play test. (2) Remove the old needle point. (3) Thoroughly clean entire cartridge. (4) Affix a new M47B precious metal alloy tip (you indicate choice of 45 rpm, 78 rpm or all purpose—speed will be plainly stamped on package for you.) (5) Give each cartridge a final play test. Contact your distributor or use coupon below . . . Today! Note: Pfanstiehl does not sell Cobra Cartridges, but will replace the worn-out needle point on your cartridges.

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

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

Indicate number to be made at 45 rpm...

Indicate number to be made at 78 rpm...

Indicate number to be made all purpose....

NAME.....

ADDRESS.....

CITY..... STATE.....

HIGH FIDELITY

Coming Soon
The Hi Fi Sensation
Thurston Knudson's
ALIBI FOR DRUMS
Worthy successor to his "Tropic Drums" Series

TEMPO
RECORD CO. OF AMERICA
8540 Sunset Boulevard, Hollywood 46, California

SEECO
The World's Leader in Latin-American Recordings
Complete Catalogue
Featuring
• Long Play • Extended Play
• 78 and 45 RPM
Write for new Long Play Catalogue.
It pays to stock SEECO

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

PANCHO LOPEZ!
(Davy Crockett Spanish Style)
SPANISH #218
ENGLISH #1301
★
REAL RECORD CO.
1486 N. Fair Oaks, Pasadena, Calif.
RYAN 1845

RECORD PRESSINGS
Shellac—Vinylite—Flex
78 RPM—45-33⅓
Test Pressings Free
Small or Large Quantity.
Labels—Processing—Masters.
SONGCRAFT, INC.
1650 Broadway New York 19, N. Y.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

EDDIE FISHER . . . RCA Victor 6196 . . . . SONG OF THE DREAMER (Ludlow, BMI)

Fisher's rendition here is his first foray with material from the rhythm and blues idiom, and he belts it to a fare-thee-well. And the tune is rising fast in r.&b. via the original Duke waxing by Billy Brooks. Flip is a bright Fisher-type ballad, "Don't Stay Away Too Long" (Bourne, ASCAP).

FOUR ACES . . . Decca 29625 . . . . . LOVE IS A MANY-SPLENDORED THING (Robbins, ASCAP)

The ebullient group offers one of its most polished readings on this tune from the forthcoming flick of the same title. The flip, a snappy, flavorsome version of "Shine On, Harvest Moon," should add greatly to the box strength of the coupling.

MITCH MILLER . . . Columbia . . . . . THE YELLOW ROSE OF TEXAS (Planetary, ASCAP)

Newly garbed, this revival from the last century shapes up as a stirring wax production, replete with drums, fifes, male chorus and the type of excitement Miller introduced to disks several years back. The flip is "Blackberry Winter" (Acuff-Rose, BMI).

JOHNNY DESMOND . . . Coral 61476 . . . . . THE YELLOW ROSE OF TEXAS (Planetary, ASCAP)

In its orking, the Desmond version is close to Miller's, tho taken at a slightly brisker pace. The warbler solos against the drums and voices, and whips up a mighty happy sound. The flip is a ballad, "You're in Love With Someone" (Supreme, ASCAP).

DON CORNELL . . . Coral 61467 . . . . . THE BIBLE TELLS ME SO (Paramount—Roy Rogers, ASCAP)

Cornell offers a fine cover job on the stirring sacred tune, which has been showing some territorial strength in the Nick Noble version on Wing. Sincere feeling and warmth shine thru here. The flip, a dramatic reading of the pic-tune, "Love Is a Many-Splendored Thing" (Robbins, ASCAP), will help.

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

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

JONI JAMES

Where Is That Someone for Me? 79
M-G-M 12020—This tune from "Seventh Heaven" has the wistful quality that has been a trademark of Joni James' most popular slicings, and her fans will not be slow in latching on to this handsomely tailored item. **(Chappell, ASCAP)**

The Moment I Saw You 77
Miss James' free-ranging reading of this ballad is in her characteristic vein and, while not as strong as the flip, will get plenty of deejay spins, too. **(Mellin, BMI)**

RUSS MORGAN ORK

The Popcorn Song 78
DECCA 29606—Sleeper action on the Cliffie Stone Capitol rendition of the novelty is the reason for this cover. The Morgan aggregation, with Russ chanting, do right by the clever opus, projecting it with humorous glee. Should be plenty of potential left for this entry to grab off coin. **(Central, BMI)**

Alabamy Bound 71
The happy evergreen is played brightly by the ork, with vocal combo helping out. Banjo sounds are right for the current market.

MINDY CARSON

Wake the Town 77
COLUMBIA 40537—A fresh appealing vocal on an attractive ballad. The Les Baxter version is beginning to show action, but this waxing should grab off a sizable share of the play. **(Joy, ASCAP)**

Hold Me Tight 75
The canary sings brightly on a catchy rhythm ballad with a swingy pace. **(Joy, ASCAP)**

DeMARCO SISTERS

The Hot Barcarolle 77
DECCA 29607—The girls belt out a pop r.&b. take-off on the familiar classic (e.g. "Rock and roll with the Hot Barcarolle") with a driving beat and ace showmanship. Should see action.

Sailor Boys Have Talk to Me in English 74
The sisters wrap up the clever novelty with considerable charm and humor. The waxing should rack up plays, but Rosemary Clooney's version is still the one to beat.

RALPH MARTERIE ORK

(Mama Wants to) Cha Cha Cha 77
MERCURY 70655—There's bright humor in this infectious waxing of the Latin opus. And it includes a tongue-in-cheek vocal that's a plus factor. Certain to get spins, and it could grab sales loot, too.

One Fine Day (Un Bel Di Vedremo) 73
More and more Puccini is finding its way into the pop catalog, and here is a danceable version of the beautiful melody from "Madame Butterfly," also featured in the current hit film "Interrupted Melody."

ETHEL SMITH

Sweet and Gentle 77
DECCA 29592—Ethel Smith, an organist with long-time appeal, shows why in this slick reading of the click cha-cha-cha. With the ditty still on the way up, this entry figures to get many relief spins, and the sales should be better than average Smith, which ain't bad. **(Peer, BMI)**

Rico Vacilon 73
Another tuneful cha-cha-cha with an irresistible beat. Coupling makes the disk doubly attractive for terpers experimenting with the new beat. **(Music of Today, BMI)**

MARTHA TILTON

True Love 76
CROWN 155—Here's a happy little novelty, and it's warbled with carefree charm by Miss Tilton. With a little push this side could gain lots of play and do mighty well on the coin boxes. **(Brandon, ASCAP)**

My Dog Has Fleas 75
Youngster's lament about how Mama won't let her pooch in the house is etched wonderfully by the thrush, supported here by a quartet of wailing hounds (or reasonable facsimile). This, too, is an effective novelty and, together with flip, spells good action for the disk. **(Christopher, ASCAP)**

DAVID CARROLL

The Girl Upstairs 76
MERCURY 70658—An attractive instrumental treatment of the sultry theme from the new Marilyn Monroe movie "The Seven Year Itch." Jockey play is bound to be heavy. **(Robbins, ASCAP)**

You're Here, My Love 75
A dreamy instrumental arrangement of a pretty ballad. Good romantic programming for deejays. **(Famous, ASCAP)**

THE BAN-JOES WITH THE TEXTOR SINGERS

Plink, Plunk, Plinkety Plunk 75
COLUMBIA 40536—One to watch. There's a happy gang-sing flavor about this side, and more than a touch of the nostalgia which goes with the better banjo disks lately. Will likely get strong exposure by deejays.

Banjo Woogie 74
Here's a strong contender for honors on this tune which is stirring some action. Smart pickin' and singin' coupled with a lively beat.

(Continued on page 36)

Winging its Way to Another CADENCE Hit!
HUMMINGBIRD
The Chordettes
#1267
CADENCE RECORDS, INC.
40 E. 49th St. New York City, N. Y.

TRUE HIGH ffrr FIDELITY
LONDON RECORDS

Essex RECORDS
THE LABEL WITH A FUTURE . . .
3208 So. 84th St.
Philadelphia 42, Penna.

SLOTKIN RECORD
1-STOP DISTRIBUTING CO.
4095 Lancaster Ave.
Philadelphia, Pa.
• Complete Title Strips
• Back Listings
• Same Day Shipments
• Immediate Delivery on Special Orders
FANTASTIC PRICE REDUCTIONS ON RECORD ACCESSORIES
CALL BAring 2-4919

SHAW
QUALITY RECORD SERVICE
PLATING PRESSING
ALL SIZES and SPEEDS
FLEX and VINYL
Specializing in Custom Work Only
PROMPT SHIPMENT
STUDIO AVAILABLE
SHAW RECORD PROCESSING, INC.
1914 DANA AVENUE
CINCINNATI 7, OHIO
Phone: MElrose 1870

IN ST. LOUIS
IT'S PREMIER
Complete recording facilities for phonograph sessions
MODERN STUDIOS • FINEST EQUIPMENT
MUSICAL ENGINEERING KNOW-HOW
PREMIER
FILM AND RECORDING CORPORATION
3033 Locust Street • St. Louis 3, Missouri
JEfferson 1-3555

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

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted material

www.americanradiohistory.com

LOVE IS A MANY SPLENDORED THING

A Powerful Performance That Even Tops Their Academy Award Rendition of "Three Coins in the Fountain"

The fabulous song from the 20th Century Fox CinemaScope production of the same name.

b/w SHINE ON, HARVEST MOON

29625
9-29625

FOUR ACES

"LOVE IS A MANY SPLENDORED THING"

Starring

Academy award winner WILLIAM HOLDEN
Academy award winner JENNIFER JONES
Directed by Academy award winner BUDDY ADLER
Title song by Academy award winners SAMMY FAIN and PAUL FRANCIS WEBSTER

America's Fastest Selling Records

DECCA RECORDS

Copyrighted material
www.americanradiohistory.com

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 3

LEO DIAMOND

Theme From "Female on the Beach" ..75
VICTOR 6194—Diamond's harmonica projects the tune from the U-I pic prettily to beautiful backing by the Henri Rene ork. Mighty fine listening and above average spin material. **(Northern, ASCAP)**

Destiny....72
The soaring melody is phrased with rare understanding by Diamond, and the fiddles in the Henri Rene ork support him ably. More good wax. **(Boston, ASCAP)**

SHEPHERD SISTERS

Love's Not a Dream 75
BENIDA 5034—Here's a well-produced disk, with a smart lyric, swingy backing and a strong vocal performance. Watch it. **(Baker, ASCAP)**

I'll Be There....72
The sisters do a very interesting performance. The side swings, and has touches of r.&b. and sacred styling. **(Sanford, BMI)**

DOLORES HAWKINS

My Girl Friend's Boy Friend 75
EPIC 9112—Slow, dreamy waltz of young love and a problem related thereto is sung with simple and intimate effectiveness by Miss Hawkins. She does a fine job, and the side could gain fans with exposure. **(Valyr, ASCAP)**

I'm a Rhymer....70
Bouncy novelty with clever lyrics based on a popular indoor sport is projected with gay enthusiasm. Deejays will probably spin it frequently. **(Korwin, ASCAP)**

MARGARET WHITING

A Man 75
CAPITOL 3189—The canary thrushes agreeably on an unusual item about her willingness to settle for anything as long as it's a man.

Mama's Pearls....72
A bouncy rhythm tune in a minor key is sung with pert vivacity by Miss Whiting, who deserves better material than she has on these two sides.

THE McGUIRE SISTERS

If It's a Dream 74
CORAL 61454 — This ballad from "Seventh Heaven" is performed tenderly by the girls. **(Chappell, ASCAP)**

Kiss Me and Kill Me With Love....74
Slow and swingy is the tempo and arrangement, as the sisters chant the song from "Ankles Aweigh." Jockeys will like it. **(Chappell, ASCAP)**

BOB CROSBY AND THE MODERNAIRES

Just Like You Used to Do 74
CORAL 61449—The Modernaires and Bob Crosby's band do this one smartly. Not the least of its charms is the melodic and persuasive riff in the backing. **(Lantern, ASCAP)**

La Festa....73
A rousing performance of the "Ankles Aweigh" tune. Good item for deejay programming. **(Chappell, ASCAP)**

LEROY HOLMES ORK

The Kissing Dance.....74
M-G-M 12030—Novelty instrumental, full of sound gimmicks and abrupt rhythmic breaks is performed attractively by ork and chorus. Deejays spins due. **(Robbins, ASCAP)**

Forbidden Love....72
Tune from the Columbia film "Tight Spot" is a sinuous hip swinger which the Holmes fiddles sing out strongly. Good program wax. **(Columbia, ASCAP)**

THE GALLAHADS

If It Wasn't for You 73
CAPITOL 3175—The group has an apt piece of material in this bouncy opus. They swing it gently and make a sparkling impression. **(Tee Pee, ASCAP)**

Do You Believe Me....72
The old-fashioned charm of this tune will appeal to many, particularly in a smoothly harmonized reading like this. **(Goday, BMI)**

GUY LOMBARDO ORK

Far Away From Everybody 73
DECCA 29591—This one is a tango, and it's taken from the Monte Proser nitery revue "C'est La Vie." Dancers will like. **(E. H. Morris, ASCAP)**

Simpatico....72
The beguine from the film "You're Never Too Young" is handed a typical Lombardo reading, with Bill Flanagan handling the lyrics capably. **(Leeds, ASCAP)**

MINUCCI ORK

Domani 73
CORAL 61450—The lilting melody of this current hit is prettily set forth by a bank of strings. A very attractive instrumental that will get generous deejay exposure. The composer conducts, and both sides are excerpts from his LP. **(Montauk, BMI)**

Make Me....71
Another appealing instrumental making effective use of string choirs and featuring a lovely cello solo. Fine for background programming. **(Montauk, BMI)**

THE MULCAYS

Harbor Lights 73
ESSEX 400—The Mulcays demonstrate their harmonica artistry in an appealing arrangement of the lovely oldie, with nice guitar backing by Ernest Tavares. **(Chappell, ASCAP)**

Dipsy Doodle....70
A tasteful harmonica instrumental treatment of the catchy novelty hit of the 1930's. **(Lincoln, ASCAP)**

THE McGUIRE SISTERS

Young and Foolish 72
CORAL 61455—A sensitive reading of the pretty tune from "Young and Foolish" from the McGuire Sisters' LP. **(Chappell, ASCAP)**

Heart....72
The tune from "Damn Yankees" is done by the sisters with an arrangement similar to the performance in the show. Well-produced side is from a McGuire Sisters' EP. **(Frank, ASCAP)**

EDDIE FONTAINE

The Rain Song 72
"X" 151—Fontaine socks over a tribal-folk-song theme (e.g. "God Send the Rain") with showmanly drive and vitality. **(Goday, BMI)**

Poor Little Monday....71
The warbler does a nice—albeit surprisingly subdued—vocal job on a charming little ditty with an appealingly simple lyric line. **(Planetary, ASCAP)**

BUDDY MORROW ORK

Please Be Kind 72
WING 90009—A tasteful, swingy instrumental wrap-up of the charming oldie. **(Harms, ASCAP)**

Sliphorn Special....71
A solid instrumental take-off on a catchy rhythm tune with a danceable beat. **(Pure, BMI)**

FRANKIE DAY

Don't Forget 71
TREAT 507—Day shows his versatility with a tango on this side. Good material, and it's tastefully done. **(Raleigh, BMI)**

When I Dream of Home....70
A sentimental ballad. Day's quiet chanting and a sensitive backing make a tasteful side. **(Box & Cox, ASCAP)**

THE THREE CHUCKLES

Realize 70
"X" 150—The boys warble with warm sincerity on a romantic ballad with a loved-and-lost theme. Should get spins.

Blue Lover....70
The trio sings out with tenderness and a nice beat on an appealing ballad. **(Regent, BMI)**

THE CLASSMATES

Whoops Boom 70
CORAL 61463 — Here's a summer item. Lyric tells a love story as the couple watch a ball game. **(Studio, BMI)**

A Cozy Little Cottage....68
New group chants a love idyll built on a routine theme. **(Southern, ASCAP)**

GENE SHELDON

Coquette 69
M-G-M 12037—Sheldon contributes a pleasantly nostalgic banjo solo-treatment of the appealing oldie, with nice backing by Dick Stabile's orchestra. The banjo-comic's TV following should help hypo plays for the instrumental. **(Feist, ASCAP)**

Whispering....69
Same comment. **(Miller, ASCAP)**

WILD BILL DAVIS TRIO

Syncopated Clock 69
OKEH 7059—The Leroy Anderson staple is handed an appealing reading by the combo. Easy listening. **(Mills, ASCAP)**

Land of Dreams....68
Organ and rhythm combine handily in this ear-pleasing rendition. Good late-hour program stuff with some special interest for the jazz coterie. **(Meridian, BMI)**

LITA ROZA

The Man in the Raincoat 69
LONDON 1589—While this version of the current hit comes a bit late, the English songstress does such a stylishly turned out job on this tune, that many sales may still result.

Today and Ev'ry Day....68
Miss Roza brings off this lilting sentimental ballad with a quiet, unforced charm that is building a sizable following for her in this country.

THE DINNING SISTERS

Uncle Joe 69
ESSEX 398—Jean Dinning thrushes a pleasant multi-voice-tracked reading of a folksy tune with timely banjo backing. **(Eastwick, BMI)**

Hold Me Tight....68
Jean Dinning does an okay job as a one-gal vocal team on a bouncy little rhythm ditty. **(Babb, BMI)**

MARGIE RAYBURN

Alley Oop 69
CAPITOL 3180 — Margie Rayburn shows her versatility in this bright bouncer. Optimistic message and brisk backing will help it win spins. **(Criterion, ASCAP)**

I Laughed and Laughed....68
Romantic weeper is fabricated ably and is presented here with knowing charm. **(Iris, BMI)**

THE SMITH-GLAMANN QUINTETTE

Do It Yourself 69
BETHLEHEM 1306 — This group, which originally made its debut on A-V Tape, bounces happily thru this novelty, with the Smith Tones handling the vocal. The lyrics are clever and lightly turned.

Now Get Out!....67
This instrumental is a jazz side that will have more than specialized appeal. Unusually attractive is the instrumentation—not to mention the fine ensemble sound and the swinging beat.

JOSEPHINE PREMICE

How Did He Look? 68
CORAL 61451—Club material that has a nostalgic flavor and the smart, sure touch of a knowing song stylist. Those who enjoy Miss Premice's nitery routines will like this. **(Lincoln, ASCAP)**

My Melancholy Baby....65
While this is strictly for Premice fans, it's an imaginative re-working of the odlie that makes for pleasant listening. The Latin-American backing with a strong beat is particularly kicky. **(Shapiro-Bernstein & Vogel, ASCAP)**

EDITH LANZA

Dance the Tambourne 68
BARCLAY 1303—Adapted from a well-known gypsy melody, this ditty gets a fair reading from Miss Lanza. Frantic fiddles will appeal to the blue seltzer bottle set. **(Alroy, BMI)**

In the Chapel on the Hill....65
A romantic ballad, with Miss Lanza's vocal supported by a chorus. Adequate. **(Kohn, ASCAP)**

ARLYNE TYE

Talkin', Talkin', Talkin' 67
M-G-M 12032 — With quiet charm Miss Tye puts over a ditty of no great weight. She has a pleasant voice quality and could be quite persuasive with stronger material. **(Mellin, BMI)**

Your Flirty, Flirty Eyes....64
The singer gives this song a properly coquettish feeling and holds interest, tho the material bucks her all the way. **(Mellin, BMI)**

RUSH ADAMS

Happy Is the Man (Who Loves His Brother).....67
M-G-M 12031—A lively ditty adapted from a children's song, given a relaxed, personable interpretation by the talented young baritone. **(Milestone, BMI)**

Kiss! Kiss! Kiss!....63
Adams is a little heavy-handed with this material, which would require a more artful reading to sell. **(Raphael, ASCAP)**

LEW CAREY

You Can't Hear a Tear 65
TIARA 6001—A lilting, sentimental opus that is not outstanding material-wise, but showcases a bright, fresh vocal stylist in Lew Carey. **(Ferrer, BMI)**

Nobody Knows....63
Carey is uninhibited in the way he belts out this oldie, but needs more polish to make an impression in this item. **(Berlin, ASCAP)**

CLARIE HOGAN

Where To, My Love? 6
M-G-M 12033—The one-time Jimmy Dorsey thrush, essaying a comeback, offers little here for the present-day market. **(Meadowbrook, ASCAP)**

Please Do....60
This sophisticated item is not suited to the thrush's rather stiff piping. **(Weiss & Barry, BMI)**

• England's Top Twen

Based on cabled reports from England's top music jobbers. American publishe of each tune is listed in parenthesis Asterisk indicates no American pub lisher.

Unchained Melody—Frank (Frank)

Stranger in Paradise—Frank (Frank)

Cherry Pink and Apple Blossom White Maddox (Chappell)

Dreamboat—Leeds (Leeds)

Where Will the Dimple Be—Cinephon (Rogers)

I Wonder—Macmelodies (Sanson)

Stowaway—Morris (Melrose)

Evermore—Kassner (Piccadilly)

Softly, Softly—Cavendish (Sherwin)

Under the Bridges of Paris—Southern (H & Range)

Don't Worry—Lawrence Wright (William

You My Love—Dash (*)

Unsuspecting Heart—Berry (Teepee)

Sincerely—Dash (Arc-Regent)

Earth Angel—Chappell (Williams)

Melody of Love — Campbell, Connel (Shapiro-Bernstein)

Give Me Your Word—Campbell, Connel (Shapiro-Bernstein)

Ready, Willing and Able—Berry (Saywi

Tomorrow—Cavendish (Reis)

Chee Chee-oo Chee—Peter Maurice (Hill Range)

Sacred

TIM SPENCER FAMILY

The Hallelujah Song 76
VICTOR 6190—Brisk narration, an exhortation to join in religious activity, with banjo and chorus, is a mighty appealing sacred slicing. This could do right well. **(Hamblen, BMI)**

Friends I Know....74
Joyous hymn about happy reunions in the Hereafter is sung gayly by the choristers. **(Hamblen, BMI)**

THE STATESMEN QUARTET

Headin' Home 75
VICTOR 6191—The many followers of the fine sacred group will reach for this one quickly. It's a warmly sung opus, with trumpet interludes injecting a blues note. **(Hill & Range, BMI)**

Poor Old Adam....73
Bouncy and with more than a touch of Dixieland, this one is a clever novelty. Should get many spins. **(Jungnickel, ASCAP)**

Spiritual

BROTHER JOE MAY AND THE PILGRIM TRAVELERS

Speak! Lord, Jesus! 82
SPECIALTY 880—The rich baritone voice of Brother May is an ideal vehicle for this agonized appeal to Jesus. The quiet but steady beat and the tasty backing of the Pilgrim Travelers help to make for a disk that has almost every ingredient for great commercial success. **(Martin & Morris, BMI)**

It Don't Cost Very Much....78
Brother May styles this inspirational tune in his characteristic heartfelt manner. Good performance, but the material is not in the same class with the flip. **(Hill & Range, BMI)**

• Other Records Released This Week

Popular

Sailor Boys Have Talk to Me in English; Go On By—Rosemary Clooney, Columbia 40534

Twilight Time; Paradise Hill—Johnny Van, Coral 61443

Country & Western

It Looks Like I'm Just in Your Way; I'll Love You Till the Day I Die—Marty Robbins, Columbia 21414

Rhythm & Blues

Blueberry Hill; Polly Wolly Doodle O-Lay—Elaine Gay, De Luxe 2037

Bobby Sox; Manhattan—Luis Rivera, Federal 12226

Don't Cry Baby; Very Truly Yours—Jimmy Scott, Savoy 1163

Playing an out-of-town date?

...it's smarter to charter a GREYHOUND!

A chartered Greyhound coach solves many travel problems for band, orchestra, or troupe, *and at lowest cost!* Famous "name" groups in show business agree that a *chartered* Greyhound is the most convenient, low-cost way to move a group from date to date. Your Super-Coach is ready when and where you want it . . . going direct to the door of your next engagement. Your group enjoys adjustable, body-form easychairs . . . perfected air-conditioning, and you arrive rested, refreshed, ready for the show! Instruments, baggage, and props travel right with you. Why not write for charter details, or telephone your nearest Greyhound agent?

FREE: GREYHOUND CHARTER BUS INFORMATION. Mail to Greyhound Information Center, 71 W. Lake St., Chicago 1, Ill., for folder describing Greyhound Charter Service:

Name_____

Address_____

City & State_____ 55-7-55

My group of_____persons is planning a trip or tour on or about_____ (Date)

GREYHOUND®

Copyrighted material

www.americanradiohistory.com

The Most Exciting Record of the Year!

THE YELLOW ROSE OF TEXAS

Brilliantly Recorded by

Johnny DESMOND

WITH CHORUS AND ORCHESTRA
DIRECTED BY DICK JACOBS

61476 and 9-61476

CORAL RECORDS
America's Fastest Growing Record Company

Copyrighted material
www.americanradiohistory.com

PUSHPOP POSTER SHEET NO. 1

Here They Are—

The Nation's 10 Top Tunes

. . . based on The Billboard's weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

1.	UNCHAINED MELODY
2.	ROCK AROUND THE CLOCK
3.	CHERRY PINK AND APPLE BLOSSOM WHITE
4.	LEARNIN' THE BLUES
5.	A BLOSSOM FELL
6.	SOMETHING'S GOTTA GIVE
7.	HONEY BABE
8.	HARD TO GET — *First time in Top Ten*
9.	BALLAD OF DAVY CROCKETT
10.	DANCE WITH ME, HENRY

Copyrighted material
www.americanradiohistory.com

A Two PAGE Hit!

BREAKING WIDE OPEN IN ALL TERRITORIES!

"Piddily Patter Patter"

COUPLED WITH

"Every Day"

PATTI PAGE

MERCURY 70657

RUSTY'S GREAT NEW RELEASE!

'SEVENTEEN'

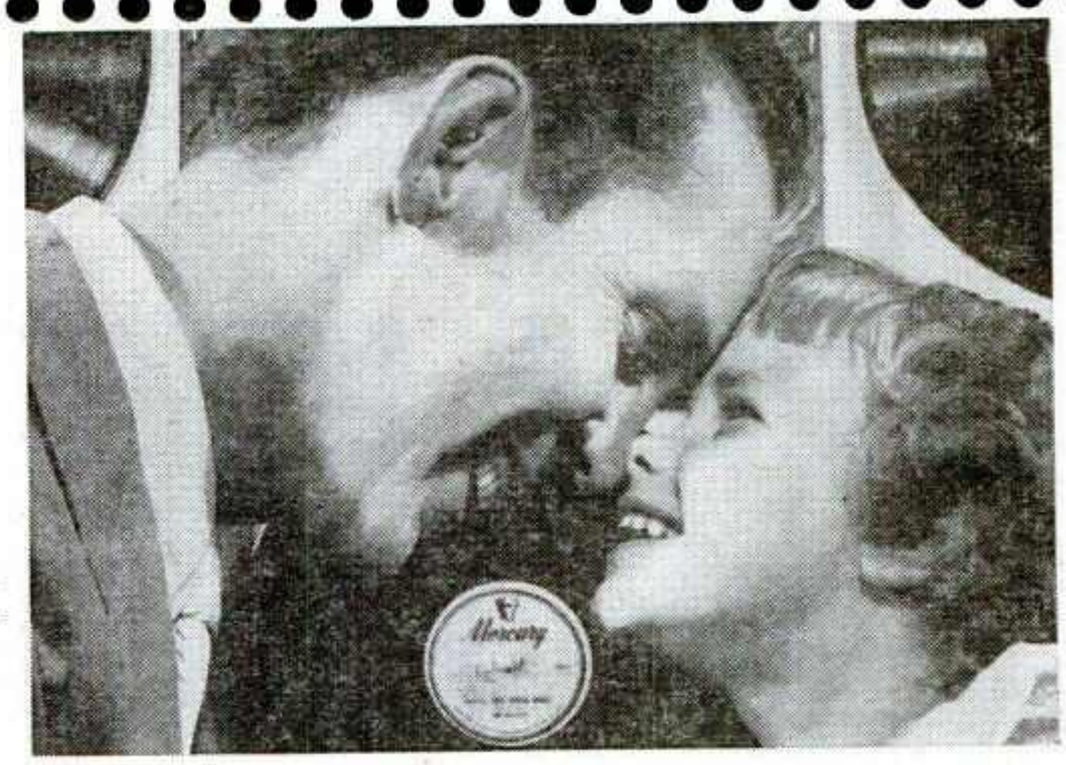
JUMPIN' IN ALL THE BOXES!

RUSTY DRAPER

COUPLED WITH

"CAN'T LIVE WITHOUT THEM ANYMORE"

MERCURY 70651



THE COUNTRY HIT TURNED POP!

'DADDY, YOU KNOW WHAT'

JIM WILSON

AND HIS DAUGHTER, JUNE

COUPLED WITH

"PLANS FOR DIVORCE"

MERCURY 70635

Mercury RECORDS

Copyrighted material

www.americanradiohistory.com

PUSHPOP POSTER SHEET NO. 2

The Best of the

NEWEST TUNES

...BASED ON EXCLUSIVE BILLBOARD SURVEYS

(one or more records now available for each)

THAT OLD BLACK MAGIC

MY ONE SIN

THE MAN IN THE RAINCOAT

THE ALABAMA JUBILEE

CHEE CHEE OO CHEE

IT'S A SIN TO TELL A LIE

HARD TO GET

HUMMINGBIRD

SWEET AND GENTLE

DOMANI

Copyrighted material

www.americanradiohistory.com

YOUR MODEST INVESTMENT IN ANY OF THESE SPECIAL

MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!

DEALERS AND OPERATORS . . .

Sign up HERE right NOW for The Billboard's Special

OPERATION PUSHPOP '55

EASEL DISPLAY CARDS!

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

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

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

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

Only $1 per set

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

OPERATION PUSHPOP '55

793

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

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

ORDERED BY _____

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

TODAY'S TOP TUNES

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

SPECIAL LOW RATES — MAIL ORDER TODAY

THE BILLBOARD
2160 Patterson Street
Cincinnati 22, Ohio

TODAY'S TOP TUNES DEPT.

794

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

CHECK ONE
☐ 1-week trial ☐ Twice a month
☐ weekly ☐ monthly

CHECK ONE
☐ 50 copies $1 ☐ 250 copies $3.50
☐ 100 copies $2 ☐ 500 copies $5.50

NAME _____
(please print clearly)

ADDRESS _____

CITY _____ ZONE ____ STATE _____

PHONE NO. _____ ORDERED BY _____

Operators—Use THE famous

STAR PIC STRIPS

to Build Your Take on Every Box!

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

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

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

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

MAIL THIS COUPON TODAY — START SERVICE NEXT WEEK!

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

795

☐ *Please send 10 weeks' trial service—2 cards (10 strips each) for each of six new Pop records weekly at 50c weekly charge. $5 payment enclosed.*

☐ *Send illustrated folder and price list.*

NAME OF COMPANY _____

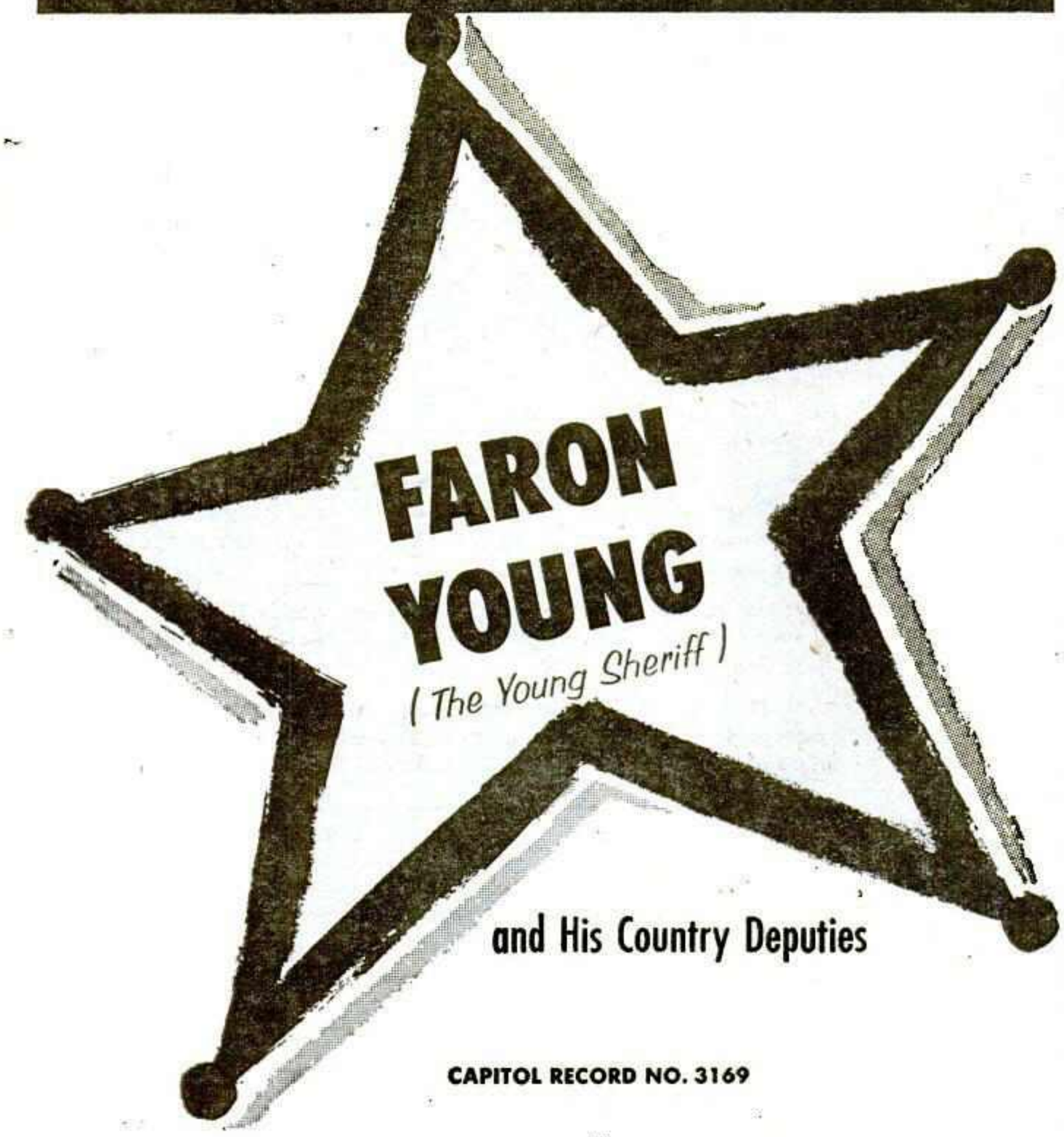
YOUR NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Copyrighted material
www.americanradiohistory.com

ANOTHER GREAT COUNTRY HIT BY



FARON YOUNG

(The Young Sheriff)

and His Country Deputies

CAPITOL RECORD NO. 3169

GO BACK YOU FOOL | ALL RIGHT

Capitol RECORDS

The Billboard Music Popularity Charts

WESTERN RECORDS COUNTRY &

• Best Sellers in Stores

For survey week ending July 6

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

This Week		Last Week	Weeks on Chart
1.	**I DON'T CARE** (BMI)—W. Pierce **YOUR GOOD FOR NOTHING HEART** (BMI)—Dec 29480	3	5
2.	**IN THE JAILHOUSE NOW** (BMI)—W. Pierce I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	1	24
2.	**MAKING BELIEVE** (BMI)—K. Wells **WHOSE SHOULDER WILL YOU CRY ON?** (BMI) Dec 29419	2	19
4.	**YELLOW ROSES** (BMI)—H. Snow **WOULD YOU MIND?** (ASCAP)—Vic 20-6057	4	15
5.	**SATISFIED MIND** (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	5	8
6.	**CATTLE CALL** (ASCAP)—E. Arnold & H. Winterhalter Kentuckian Song (ASCAP)—Vic 20-6139	6	4
7.	**THERE SHE GOES** (BMI)—C. Smith Old Lonesome Times (BMI)—Col 21382	9	10
8.	**SATISFIED MIND** (BMI)—R. & B. Foley How About Me? (BMI)—Dec 29526	8	4
9.	**LIVE FAST, LOVE HARD, DIE YOUNG** (BMI)—F. Young Forgive Me, Dear (BMI)—Cap 3056	7	16
10.	**SATISFIED MIND** (BMI)—J. Shepard You Can Take Possession (ASCAP)—Cap 3118	11	4
11.	**IN THE JAILHOUSE NOW, NO. 2** (BMI)—J. Rodgers Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092	13	8
12.	**I'VE BEEN THINKING** (BMI)—E. Arnold Don't Forget (BMI)—Vic 20-6000	13	24
13.	**HIS HANDS** (BMI)—Tennessee Ernie I'm a Pilgrim (BMI)—Cap 3135	15	2
14.	**BLUE DARLIN'** (BMI)—J. Newman Let Me Stay in Your Arms (BMI)—Dot 1260	—	1
15.	**WILDWOOD FLOWER** (ASCAP)—H. Thompson **BREAKIN' IN ANOTHER HEART** (ASCAP)—Cap 3106	12	7
15.	**BABY, LETS PLAY HOUSE** (BMI)—E. Presley I'm Left, You're Right, She's Gone (BMI)—Sun 217	—	1

• Most Played in Juke Boxes

For survey week ending July 6

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

This Week		Last Week	Weeks on Chart
1.	**IN THE JAILHOUSE NOW** (BMI)—W. Pierce I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	1	23
2.	**MAKING BELIEVE** (BMI)—K. Wells **WHOSE SHOULDER WILL YOU CRY ON?** (BMI)—Dec 29419	2	16
3.	**YELLOW ROSES** (BMI)—H. Snow **WOULD YOU MIND?** (ASCAP)—Vic 20-6057	3	10
4.	**I DON'T CARE** (BMI)—W. Pierce **YOUR GOOD FOR NOTHING HEART** (BMI)—Dec 29480	5	3
5.	**LIVE FAST, LOVE HARD, AND DIE YOUNG** (BMI)—F. Young **FORGIVE ME DEAR** (BMI)—Cap 3056	4	15
6.	**SATISFIED MIND** (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	6	2
7.	**THAT'S WHAT MAKES THE JUKE BOX PLAY** (BMI)—J. Work Don't Give a Me Reason to Wonder Why—Dot 1245	6	3
8.	**KENTUCKIAN SONG** (ASCAP)—E. Arnold & H. Winterhalter **CATTLE CALL** (ASCAP)—Vic 20-6139	8	2
8.	**SATISFIED MIND** (BMI)—R. & B. Foley How About Me? (BMI)—Dec 29526	9	2
10.	**IT TICKLES** (BMI)—T. Collins Let Down (BMI)—Cap 3082	—	5

• Most Played by Jockeys

For survey week ending July 6

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.	**SATISFIED MIND**—P. Wagoner Vic 20-6105—BMI	1	6
2.	**I DON'T CARE**—W. Pierce Dec 29480—BMI	5	4
3.	**LIVE FAST, LOVE HARD, AND DIE YOUNG**—F. Young Cap 3056—BMI	2	16
4.	**THERE SHE GOES**—C. SMITH Col 21382—BMI	7	7
5.	**YELLOW ROSES**—H. Snow Vic 20-6057—BMI	6	12
6.	**IN THE JAILHOUSE NOW**—W. Pierce Dec 29391—BMI	3	24
7.	**MAKING BELIEVE**—K. Wells Dec 29419—BMI	4	19
8.	**WOULD YOU MIND?**—H. Snow Vic 20-6057—ASCAP	9	14
9.	**SATISFIED MIND**—R. & B. Foley Dec 29526—BMI	10	3
10.	**CATTLE CALL**—E. Arnold & H. Winterhalter Vic 20-6139—ASCAP	—	1
11.	**IN THE JAILHOUSE NOW, #2**—J. Rodgers Vic 20-6092—BMI	12	9
12.	**ARE YOU MINE?**—G. Wright & T. Tall Fabor 117—BMI	13	26
13.	**CUZZ YORE SO SWEET**—S. Crum Cap 3063—BMI	8	13
13.	**YOU CAN TAKE POSSESSION**—J. Shepard Cap 3118—ASCAP	—	1
13.	**OLD LONESOME TIMES**—C. Smith Col 21382—BMI	—	1

Copyrighted material

www.americanradiohistory.com

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• This Week's Best Buys

GO BACK, YOU FOOL (Hill & Range, BMI)—**Faron Young—Capitol 3169**

Now that all country markets have gotten delivery on Young's latest disk, the sales reports are coming back pretty much true to form. He has another powerhouse here that is doing very well sales-wise in Nashville, Memphis, Richmond, Atlanta, Durham and the more important Middle Western markets. Some areas also report good action on the flip, "All Right" (Landcaster, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

EDDY ARNOLD

That Do Make It Nice (Trinity, BMI)

Just Call Me Lonesome (Forrest, BMI)—RCA Victor 6198—Arnold's latest seems destined for two-sided action. The topside is a cute novelty that should do well in both the country and pop markets. The flip is a plaintive country ballad that nobody does quite like Arnold. This should score fast.

HANK THOMPSON

Most of All (Texoma, ASCAP)—Capitol 3188—A highly appealing plaint, this doesn't happen to be the tune of same title that has been doing fairly well in the pop and r.&b. idioms. Thompson himself cleffed it, and he sells it strongly. The flip is a light novelty, "Simple Simon" (Brazos Valley Music, Inc., BMI).

• Reviews of New C & W Records

FERLIN HUSKEY AND THE COON CREEK GIRLS

Don't Blame the Children 83
CAPITOL 3183—Huskey pleads for people to blame the parents and not the children, in a highly effective rendition of a dramatic juvenile delinquency theme. Capitol is readying a special promotion on the disk, which should get many spins. **(Nash, BMI)**

Saith the Lord....81
A moving pop-sacred item pegged on the "love thy neighbor" Biblical passage. Huskey and the Coon Creek Girls sing it with sincere depth and feeling. **(Nash, BMI)**

ARLIE DUFF

Take It Easy on Me 80
DECCA 29589—Duff warbles a plaintive weeper with sock emotional impact and sincerity. Sure to get jockey and juke play. **(Starrite, BMI)**

Pass the Plate of Happiness Around....79
A cheerful reading of the bouncy tune, with a brezzy pace and a pleasing beat. **(Shapiro-Bernstein, ASCAP)**

JIMMIE RODGERS SNOW

Go Back You Fool 77
VICTOR 6189—The Faron Young version of this fine weeper is doing well, but this reading by the younger Snow should pull its share of play. He warbles with feeling and sincerity. **(Hill & Range, BMI)**

I Care No More....76
Snow wraps up an effective weeper with warmth and pathos. **(Willis, BMI)**

TOMMY COLLINS

You Oughta See Pickles Now.....77
CAPITOL 3190—Funny novelty finds Collins in top form, and that means prospects are good. He has a way with material of this type, and the side could take off for a whirl in the comfortable sales arena. Good juke and jockey wax.

I Guess I'm Crazy....74
Chanter hands the weeper a sympathetic reading, and the effect is powerful. This could also move out with exposure.

WILMA LEE

How It Hurts to Cry Alone 76
HICKORY 1028—Wilma Lee teams up with band leader Stoney Cooper on a poignant weeper. The vocal duet comes off exceptionally well, and the disk should get spins. **(Acuff-Rose, BMI)**

Just for Awhile....74
The canary sings an okay weeper with effective pathos and tenderness. **(Acuff-Rose, BMI)**

THE DAVIS SISTERS

I've Closed the Door 75
VICTOR 6187 — The girls thrush nicely on an appealing weeper about a gal who's "closed the door" on her ex-sweetheart. **(Tannen, BMI)**

I'll Get Him Back....75
A jauntily paced little ditty sung with charm and vitality by the sisters. Another gal stole their guy, but they're sure they'll "get him back." **(Valley, BMI)**

CARL HAYES

Go On With Your Dancing 75
CAPITOL 3182 — A good, wistful warbling job by Hayes on a moving weeper. **(Central, BMI)**

Has Been....75
Same comment. **(Acuff-Rose, BMI)**

TEX RITTER

September Song 75
CAPITOL 3179—The great Maxwell Anderson-Kurt Weill song gets a fine performance here. Ritter's strong vocal is done against a carefully worked out instrumental and choral background. Fine for deejay programming. **(De Sylva, Brown & Henderson, ASCAP)**

Wichita....73
Another strong side. This one's in the Ritter tradition—a Western-type tune from the film of the same name, telling the exploits of the town marshal. **(Robbins, ASCAP)**

MARGE AND HELENE

Magic Valley 75
M-G-M 12036—This colorful camp-meeting type material with its insistent beat and Dixieland band backing is unusually attractive and could easily catch on. Deejays will not be averse to giving this a push. **(Robbins, ASCAP)**

The "A" Triangle....65
The sound effects—coyotes, Indian tom-tom rhythms, etc.—distract the listener from the lyrics here, making for a generally weak effect. **(Robbins, ASCAP)**

FLOYD WILSON

Baby, Baby, Baby 74
VICTOR 6188—There's a lot of r.&b. flavor in this country side. Lyric tells the story of the old man who decided it was best to live alone. Wilson belts out the cute ditty well. **(Valley, BMI)**

The Last One to Know....73
"The one who's hurt is always blind," chants Floyd Wilson. It's a real sad weeper, well done. **(Valley, BMI)**

LESTER FLATT AND EARL SCRUGGS

I'm Gonna Sleep With One Eye Open..74
COLUMBIA 21412 — Flatt and Scruggs sound a little suspicious about their fun-loving girl. They ride this swingy material for all it's worth. The beat is made to order for dancing. **(Peer, BMI)**

Before I Met You....73
The boys pay handsome compliments to a girl with incomparable qualities. A bouncy ditty with a memorable melody. **(Driftwood, BMI)**

SONS OF THE PIONEERS

Epidemic 73
VICTOR 6184—The group's lead says he is infected with the "love-sick fever." He reads this diverting novelty with an appropriate light touch and gets a bright, snappy backing from the rest of the gang. **(Mountain, BMI)**

Be What You Want to Be....72
Like the reverse side, this is styled in a way to appeal to both pop and hillbilly customers. It has a lilting melody and a vigorous beat that fall easily on the ear. **(Ganiota, BMI)**

BILLY JACK WILLS

Hey Lula (Hey Lu-La).....73
M-G-M 12034—Billy Jack Wills' vocal on this lively ditty has enthusiasm and an individual sound. **(Peer, BMI)**

Four Beers and Forty Tears....60
A weeper, with plenty of sadness but little else. **(Roger & Van Buren, BMI)**

JOHNNY BOND

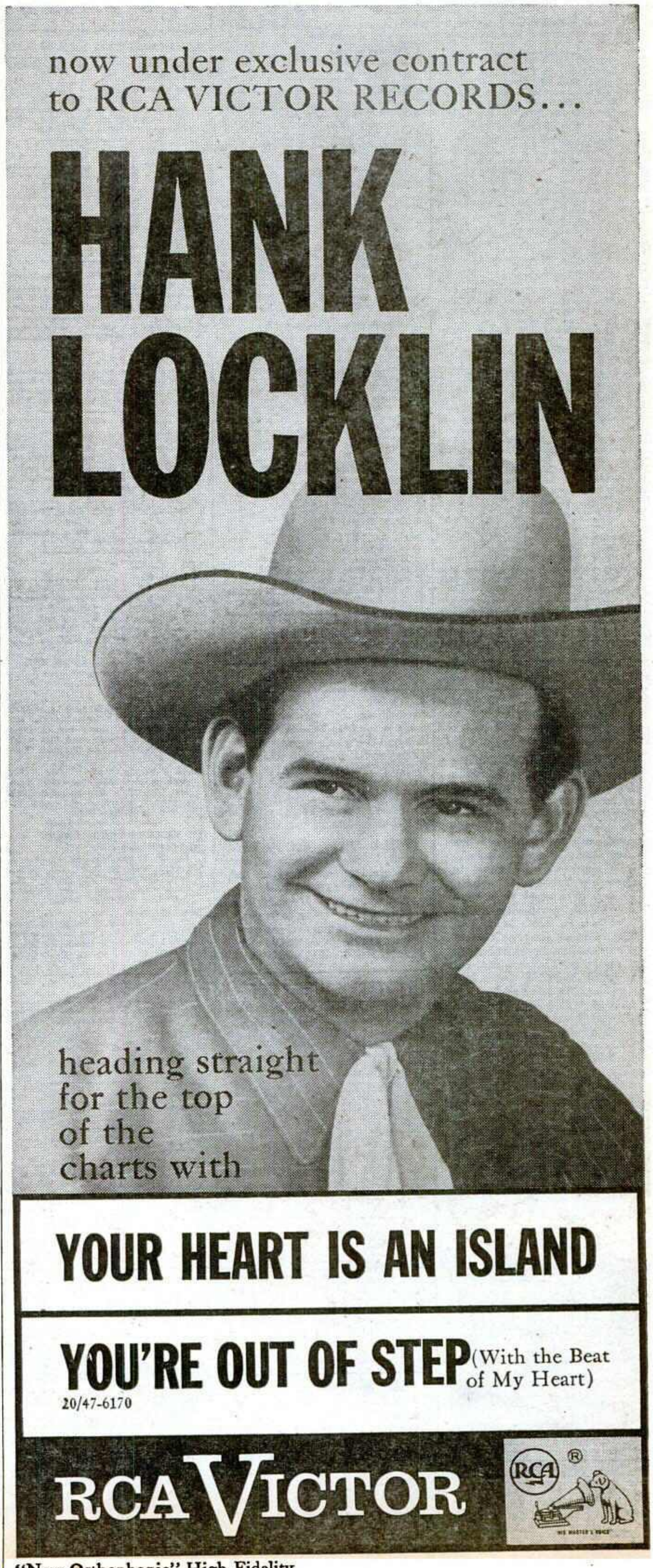
Somebody's Pushin' 72
COLUMBIA 21424—He always takes the rap. That's the burden of this novelty. Johnny Bond belts it out in adequate style. **(Nutmeg, ASCAP)**

Carolina Waltz....72
Pleasant three-beat country item, sentimental and danceable. **(Red River, BMI)**

JIMMY OSBORNE

Too Many Friends 72
KING 1484—Too many friends tell her he's no good. It's a weeper, and

(Continued on page 44)



Copyrighted material

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• C & W Territorial Best Sellers

For survey week ending July 6

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

Birmingham

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** J. Shepard, Cap.
3. **Cuzz Yo're So Sweet,** S. Crum, Cap.
4. **Making Believe,** K. Wells, Dec.
5. **In the Jailhouse Now,** W. Pierce, Dec.

Charlotte

1. **I Don't Care,** W. Pierce, Dec.
2. **Making Believe,** K. Wells, Dec.
3. **There She Goes,** C. Smith, Col.
4. **Satisfied Mind,** J. Shepard, Cap.
5. **Satisfied Mind,** R. & B. Foley, Dec.
6. **Would You Mind?,** H. Snow, Vic.
7. **In the Jailhouse Now,** W. Pierce, Dec.
8. **No One Dear but You** Johnnie & Jack, Vic.
9. **In the Jailhouse Now #2** J. Rodgers, Vic.
10. **As Long as I Live** R. Foley & K. Wells, Dec.

Cincinnati

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **In the Jailhouse Now,** W. Pierce, Dec.
3. **There She Goes,** C. Smith, Col.
4. **I Don't Care,** W. Pierce, Dec.
5. **I'll Never Stop Loving You** S. Whitman, Imp.
6. **Satisfied Mind,** J. Shepard, Cap.
7. **Yellow Roses,** H. Snow, Vic.

Dallas-Fort Worth

1. **Satisfied Mind,** R. & B. Foley, Dec.
2. **I Don't Care,** W. Pierce, Dec.
3. **Cattle Call,** E. Arnold, Vic.
4. **Whose Shoulder Will You Cry on?** K. Wells, Dec.
5. **In the Jailhouse Now,** W. Pierce, Dec.
6. **Breakin' in Another Heart** H. Thompson, Cap.
7. **If You Ain't Lovin',** F. Young, Cap.
8. **His Hands,** T. Ernie, Cap.
9. **Live Fast, Love Hard and Die Young** F. Young, Cap.
10. **In Time,** E. Arnold, Vic.

Houston

1. **Blue Darlin',** J. Newman, Dot
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **I Don't Care,** W. Pierce, Dec.
4. **In the Jailhouse Now,** W. Pierce, Dec.
5. **Satisfied Mind,** R. & B. Foley, Dec.
6. **His Hands,** T. Ernie, Cap.
7. **Making Believe,** K. Wells, Dec.
8. **I'm Hot to Trot,** T. Fell, X
9. **Hurry Back Home,** C. Walker, Dec.

Memphis

1. **Satisfied Mind,** R. & B. Foley, Dec.
2. **In the Jailhouse Now,** W. Pierce, Dec.
3. **In the Jailhouse Now #2** J. Rodgers, Vic.
4. **Blue Darlin',** J. Newman, Dot
5. **Live Fast, Love Hard and Die Young** F. Young, Cap.

Nashville

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **Live Fast, Love Hard and Die Young** F. Young, Cap.
4. **Satisfied Mind,** J. Shepard, Cap.
5. **There She Goes,** C. Smith, Col.
6. **That's What Makes the Juke Box Play** J. Work, Dot
7. **Cattle Call,** E. Arnold, Vic.
8. **Whose Shoulder Will You Cry on?** K. Wells, Dec.
9. **Making Believe,** K. Wells, Dec.
10. **Ballad of Davy Crockett,** T. Ernie, Cap.

New Orleans

1. **In the Jailhouse Now,** W. Pierce, Dec.
2. **Cattle Call,** E. Arnold, Vic.
3. **Satisfied Mind,** P. Wagoner, Vic.
4. **Baby, Let's Play House,** E. Presley, Sun
5. **I Don't Care,** W. Pierce, Dec.
6. **Satisfied Mind,** R. & B. Foley, Dec.
7. **Making Believe,** K. Wells, Dec.
8. **It Tickles,** T. Collins, Cap.
9. **That's What Makes the Juke Box Play** J. Work, Dot
10. **You're Right, I'm Left, She's Gone** E. Presley, Sun

Richmond, Va.

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **His Hands,** T. Ernie, Cap.
3. **Cattle Call,** E. Arnold, Vic.
4. **I Don't Care,** W. Pierce, Dec.
5. **In the Jailhouse Now,** W. Pierce, Dec.

St. Louis

1. **In the Jailhouse Now #2** J. Rodgers, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **Satisfied Mind,** P. Wagoner, Vic.
4. **In the Jailhouse Now,** W. Pierce, Dec.
5. **Drinking Tequila,** J. Reeves, Abb.

• Reviews of New C & W Records

• Continued from page 43

the lyric is a strong one. **(Cedarwood, BMI)**

You Can't Sometimes Always Hardly Ever Tell....72
Osborne belts out a novelty on this side. It's cute and lively, and merits deejay exposure. **(Tree, BMI)**

LOUIS INNIS

The Kissing Chain 72
KING 1485—Enchanting title. Lyric is a cute novelty based on a world-wide pastime, country-style. Louis Innis' vocal is smooth. **(Modern Age, BMI)**

Let's Make Up Tonight, Honey....68
Adequate presentation. **(Mar-Kay, BMI)**

NEAL JONES

I'm Playing It Cool 71
COLUMBIA 21415—The singer has his "Dear John" letter and is trying to act unaffected. Jones does a creditable job, tho this isn't the most likely material for him. **(Ridgeway, BMI)**

High Steppin' Baby....68
Jones gives a detailed description of his girl and the fancy clothes she affects. He handles the tune with warmth and spirit. **(Blackwood, BMI)**

BILLY WORTH

There's Good in Everybody 70
M-G-M 12035 — Worth sings this boogie styled blues with authority and good sense of timing. A nice performance that ought arouse interest in this artist. **(Acuff-Rose, BMI)**

Because I Cared....67
A melancholy opus giving Worth a chance to pull out all the stops. Material is only routine, however, **(Acuff-Rose, BMI)**

SLIM WILLET

Tell Me Now 69
FOUR STAR 1677—Willet, who did so much to popularize the ranchero with "Don't Let the Stars Get in Your Eyes," has another tune with unusual construction. But it doesn't make it. **(Four Star, BMI)**

Mata Hari....69
Same comment. **(Four Star, BMI)**

GRANDPA JONES

In the Future 69
VICTOR 6179—Grandpa complains about his girl's delaying tactics. His fans seemingly never tire of these humorous specialties, and they won't be disappointed with this one. **(Tannen, BMI)**

Herd o' Turtles....67
Another funny side. The clever lyrics and Grandpa's sly, tongue-in-cheek treatment will draw the usual response. **(Showcase, BMI)**

THE MILLER BROTHERS BAND

Broken Hearted Girl 68
FOUR STAR 1678—Bill Taylor is vocalist with the band, and he intones this weeper with feeling. The easy, bouncy tempo is nice for dancing. **(Four Star Sales, BMI)**

Trailways Blues....66
Here Taylor sings a traditional Western blues of a type not heard too frequently any more. Good for change-of-pace programming. **(Four Star Sales, BMI)**

FLOYD TILLMAN

Magnolia Garden Waltz 68
NUCRAFT 2026—Tillman sings the dreamy waltz ballad easily.

LINK DAVIS

Grasshopper....65
Cute rhythmic item is sung spiritedly. Link Davis is the chanter.

JACK BRADSHAW

Searching 67
MAR-VEL 751 — A nostalgic tune given a quiet, sincere reading by the singer and handsomely backed by steel guitar.

My Heart, My Heart....66
Picking up the beat, Bradshaw and his Tennessee Trio rush breathlessly thru this material, giving it a cute twist from time to time with unexpected hesitations.

CHUCK AUSTIN

The Jersey Moon 59
CREATIVE ARTISTS 202—Austin shows considerable vocal ability in this effective rendition of an original ballad.

My Daddy Boots....56
Nostaltic ditty is handed a warm reading by Austin.

FOLK TALENT AND TUNES

• Continued from page 18

events the unit is slated to play soon are the Grass Valley Fair, the San Mateo Flower Show, the Kerman Harvest Festival and the Firebaugh Cantaloupe Round-Up. **Tex Williams** and **Dickie Phillips**, recent features on the **Arthur Godfrey** TV show, appeared as guests on the Kennedy's "Hoffman Hayride" show over TV from Fresno, Calif., July 3.

"I've been getting lots of requests for **Elvis Presley** records since he and **Scotty and Bill** played Lawton and Altus, Okla., June 23-24 respectively," writes Clyde **Prestige**, who plugs the country wax on KSWO, Lawton. The talent line-up on the dates also included **Leon Payne, Cecil Lee, Joe Carson** and **Chuck Lee**. Cecil Lee played the Southern Club, Lawton, July 3, with Leon Payne, and last Thursday (7) Cecil appeared with the **Southernaires** at the M-B Corral, Wichita Falls, Tex. . . . **Al Terry**, of Hickory Records, appeared as guest with "Big D Jamboree," Dallas, Saturday (9), and introduced his latest release, "No, No, John" b.w. "Gone Again."

Judy Lynn Voiten, c.&w. entertainer of Boise, Idaho, was named Miss Idaho of 1955 in the finals of the sixth annual Miss Idaho Pageant held recently in Boise under sponsorship of the local Lions Club. She will compete in that capacity in the Miss America contest to be held in Atlantic City September 5-11. She will appear there in full Western costume, pick her own guitar, sing her own composition, with her own western band backing her up. From July 24 thru August 10 Judy Lynn will tour with a "Grand Ole Opry" unit which will also include **Minnie Pearl, Rod Brasfield, Cowboy Copas** and **Pat Kelly**. . . . **Sheriff Tex Davis**, of WCMS, Norfolk, spent last week in New York, calling on record companies and taking a well-earned rest.

Tom Hipps, recently inked by the Mutual network to head up a Saturday night jamboree show on 82 radio stations along the West Coast, features each week the three top country and western tunes as selected by The Billboard survey, plus a top name artist. Recently he has had **Roy Acuff, Kitty Wells, Johnny and Jack, Wade Ray, Benny Martin, Ted Rains** and **Billy Grey**. Set for future shots are **Tex Williams, Red Foley, Tennessee Ernie**, and the **Sons of the Pioneers**. . . . **Harry and Myrtle Chesire** stopped off in El Paso, Tex., recently for a visit with **Mr. and Mrs. Sam Cohen** and the **Red Browns**. Harry has just started work on the "Buffalo Bill Jr. Show" for the Flying A TV Company.

With the Jockeys

Justin Tubb and **Goldie Hill** guested on **Jolly Holly Bishop's** morning show over KWIE, Kennewick, Wash., recently. . . . **Bob Jennings**, WLAC, Nashville, advises that his first release on M-G-M hit the racks July 1. . . . Recent country artists making an appearance at **Johnnie Rion's** Hillbilly Park, St. Louis, were **Lefty Frizzell, Red Foley, Ray Price** and the **Carter Sisters**, according to **Cactus Joe Wesley**, WIBY, Belleville, Ill., who appears at the park each Sunday.

The **Smith Brothers** and the **TV Wranglers** have added six 30-minute shows a week to their six-day programming schedule over WAGA, Atlanta, according to **Boots Woodall**, c.&w. twirler at the station. . . . **Happy Wainwright**, WKRG, Mobile, Ala., reports that his Label "X" recording of "Red Lips and Red Roses" is kickin' up lots of action on the country and western shows over WKRG. Happy recently added two hours to his morning "Hoedown" show, which has kicked his total programming time to nine hours a day. . . . **Kermit Reid**, formerly with WDUN, Gainsville, Ga., for four and a half years, is now spinning 'em over WTJH, East Point, Ga.

Guesting recently with **Ralph Bassett** on his "Kowboy Kapers," heard Monday thru Friday, 8-9 p.m. over KWDM, Des Moines, were **Webb Pierce** and **Red Sovine**. Bassett, who also spins the "Western Review" each Monday, Wednesday and Friday from 5-5:30 p.m., relays that the **Wilburn Brothers'** recordings are the most requested on his shows. . . . **Hank Cutshall** is spinning the c.&w. wax six days a week over WMIE, Homestead, Fla. Says he has a hard time keeping a complete library, as he has to buy most of the records he twirls himself.

Jolly Cholly Stokely, WWEZ, New Orleans, renewed acquaintances with old friends on the "Big D Jamboree" in Dallas during his recent vacation. Dallas is Stokely's hometown. . . . **Tex Justus**, WBNL, Booneville, Ind., typewrites that he recently covered 3,400 miles of the Southwest in a week visiting friends and relatives in Texas and New Mexico. He also attended **Bob and Billy Jack Wills'** big dance at North Side Coliseum, Fort Worth. . . . **Joe (Uncle Dudley) Edge** has been running a contest over WESC, Greenville, S. C., on the M-G-M recording, "Feudin' Banjos," by **Don Reno** and **Arthur Smith**. Deejay has listeners writing in telling which of the two artists they believe could outpick the other. Thus far Edge has a slight edge on Smith. . . . **Nervous Ned Needham**, WMOP, Ocala, Fla., had **Carl Smith, George Morgan, Cedric Rainwater, Ferlin Huskey, Simon Crum** and **Terry Preston** as guests when he helmed the "Mr. Deejay, U. S. A." show over WSM, Nashville, recently. . . . **Doyle Cooke** informs that his "RFD 1330" show is still going strong over **WEBY**, Milton, Fla.

According to **Curley Sanders**, WTCO, Campbellsville, Ky., **Ody Martin**, lead guitar player who works with him, is the hottest thing to hit town in a long time. Lad is another **Chet Atkins**, says Sanders. . . . **Hank Harvey** sends out an invite to all the country & western folks who may pass his way to stop in and visit him at KVMA, Magnolia, Ark. Harvey always has a loaded tape recorder standing by for possible interviews which he uses on his three c.&w. shows that go out over KVMA. . . . **Slim Roberts**, who formerly toured with **Tex Ritter**, dropped in for a visit with **Happy Ison** on the latter's "Orange Blossom Special" show over WORZ, Orlando, Fla., recently.

Ted Kirby, of WZOB, Fort Payne, Ala., opened a jamboree in Fort Payne recently, which is aired over WZOB each Saturday afternoon from 1-3. Show, besides featuring bands from the local area, uses Kirby's new aggregation, the **Melody Mountain Boys**. Kirby signed recently to record for the Blue Ribbon Record Company. . . . **Dave Hendricks**, WBUX, Doylestown, Pa., participated in a special six-hour remote from a local used car lot recently, along with **Hugh Clintor** and the **Keystone Troubadours**. An estimated 4,000 attended the affair, according to Hendricks. . . . **Al (Singing Sheriff) Stokes**, of WARN, Fort Pierce, Fla., says he would like to get tips from those jockeys who are getting wax from Decca, Coral and M-G-M on how to get on the mailing lists of these companies. Stokes would also like to hear from new c.&w. artists.

From WHKK, Akron, **Cliff Rodgers** memos: "Received a big stack of new releases recently. Among the outstanding ones were 'Let Me Talk to You' b/w 'Sweet Little Miss Blue Eyes,' by **Ray Price**; 'In Memory of You,' by **Jim and Jessie**; 'In My Fairyland Dreams,' by **Jimmie Collie**, and 'Crazy Little Heart,' by the **Five Strings**. Had to discard three new ones on major labels because I

(Continued on page 46)

VOX JOX

• Continued from page 16

first "monkey-deejay," strolls the streets with Child, attired in a cowboy costume emblazoned with the station's call letters (Sid not Ed).

SURFACE CHATTER: Peg Mims, MJVB, Jacksonville Beach, Fla., writes, "Bill Alexander, a new deejay at our station, is using a new approach on commercials. He talks his sponsors up to people when they phone in requests for records, and it's beginning to show results. As for myself, instead of a staid type commercial I personally spend time as a customer in each of the sponsors' stores. Then I report on how I was treated as a customer. This has brought a good reaction from our sponsors. We are building our mail at WJVB by refusing to answer phone requests for the top bop tunes. Instead, listeners must send postcards. Mail has tripled." . . . In line with the question of mail-vs.-phone requests, Bill Hill, WEOA, Evansville, Ind., notes: "I decided to do away with phone calls and am happy to report that over 40 letters and cards came in the first week, 50 per cent adult. But what's wrong with kid mail? Nothing in my Book."

John Cheslo, WCDL, Carbondale, Pa., predicts that Jim Lowe's "Close the Door" will be a hit, because in my estimation it's a disk that's a lot like "The Thing," and that had the whole country giving a listen for it." . . . Bruce Lunsford, WARE, Ware, Mass., asks, "How about blasting the record companies for sending these thin things they call records. Too many come in either broken or warped."

Dick Dixon, KGFL, Roswell, N. M., is starting a new feature, tagged "Line-up of Labels," on his three-hour evening show. He will spotlight a different recording company and its latest releases on each seg. However, Dixon complains that he isn't getting any Victor or Decca records and that he could also use some improved service from Mercury. . . . Paul Coburn, KOL, Seattle, sends kudos to Ginny Gibson for sending him a taped interview for use on his show. Incidentally, Coburn is now on the air 36 hours a week with three shows.

CHANCE OF THEME: John Carlson recently left KAOK, Lake Charles, La., to join KLOU, in the same city. He acts as program director and is also doing a night show. Carlson says he needs records—both jazz and pop. . . . Ray Starr, formerly with KWWL, Waterloo, Ia., is now program director and deejay at WJAN, Spartansburg, S. C.

Stan Richards, WCOP, Boston, is the town's favorite deejay, according to a recent Pulse survey. Richards polled more votes than any combination of deejays on any individual radio station in greater Boston.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

July 14, 1945

1. Sentimental Journey
2. Bell-Bottom Trousers
3. There! I've Said It Again
4. Dream
5. You Belong to My Heart
6. Laura
7. The More I See You
8. I Wish I Knew
9. On the Atchinson, Topeka and Sante Fe
10. If I Loved You

July 15, 1950

1. Bewitched
2. The Third Man Theme
3. Mona Lisa
4. I Wanna Be Loved
5. Sentimental Me
6. Hoop-Dee-Doo
7. My Foolish Heart
8. Count Every Star
9. Tzena, Tzena, Tzena
10. The Old Piano Roll Blues

WANTED
COUNTRY AND WESTERN GIRL SINGING PARTNER
Single, White, 25-30, to travel. Professional experience unnecessary.
For Road Show, TV, Night Clubs.
Write Joe Omohundro
Apt. 406
3443½ W. Jackson Blvd., Chicago, Illinois
PHONE: Nevada 8-5160

www.americanradiohistory.com

The Billboard Music Popularity Charts — RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending July 6

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

This Week		Last Week	Weeks on Chart
1.	**AIN'T IT A SHAME** (BMI)—F. Domino La La (BMI)—Imperial 5348	1	10
2.	**STORY UNTOLD** (BMI)—Nutmegs Make Me Lose My Mind (BMI)—Herald 452	3	7
3.	**FOOL FOR YOU** (BMI)—R. Charles **THIS LITTLE GIRL OF MINE** (BMI)—Atlantic 1063	6	3
4.	**EVERYDAY** (BMI)—Count Basie Comeback (BMI)—Clef 89149	8	2
5.	**SOLDIER BOY** (BMI)—Four Fellows Take Me Back, Baby (BMI)—Glory 234	5	3
6.	**BO DIDDLEY** (BMI)—B. Diddley I'm a Man (BMI)—Checker 814	2	10
7.	**UNCHAINED MELODY** (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	4	12
8.	**IT'S LOVE BABY** (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 2056	—	1
9.	**AS LONG AS I'M MOVING** (BMI)—R. Brown **I CAN SEE EVERYBODY'S BABY** (BMI)—Atlantic 1059	10	6
10.	**DON'T BE ANGRY** (BMI)—N. Brown It's Really You (BMI)—Savoy 1155	9	14
11.	**DIDDLEY DADDY** (BMI)—B. Diddley She's Fine, She's Mine (BMI)—Checker 819	—	1
12.	**ROLLIN' STONE** (BMI)—Marigolds Why Don't You? (BMI)—Excello 2057	13	7
13.	**UNCHAINED MELODY** (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	7	13
14.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	12	4
15.	**THIS IS MY STORY** (BMI)—Gene & Eunice Move It Over, Baby (BMI)—Aladdin 3282	14	5

• Most Played in Juke Boxes

For survey week ending July 6

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of 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
1.	**AIN'T IT A SHAME** (BMI)—F. Domino La, La (BMI)—Imperial 5348	1	6
2.	**BO DIDDLEY** (BMI)—B. Diddley I'm a Man (BMI)—Checker 814	2	11
3.	**FOOL FOR YOU** (BMI)—R. Charles This Little Girl of Mine (BMI)—Atlantic 1063	4	2
4.	**IT'S LOVE BABY** (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 3056	—	1
5.	**STORY UNTOLD** (BMI)—Nutmegs Make Me Lose My Mind (BMI)—Herald 452	10	2
6.	**DON'T BE ANGRY** (BMI)—N. Brown It's Really You (BMI)—Savoy 1155	3	10
7.	**ROLLER COASTER** (BMI)—Little Walter I Got to Go (BMI)—Checker 817	6	2
8.	**UNCHAINED MELODY** (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	7	9
9.	**ROLLIN' STONE** (BMI)—Marigolds Why Don't You (BMI)—Excello 2057	—	2
10.	**SOLDIER BOY** (BMI)—Four Fellows Take Me Back, Baby (BMI)—Glory 234	—	1

• Most Played by Jockeys

For survey week ending July 6

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.	**AIN'T IT A SHAME?**—F. Domino Imperial 5348—BMI	1	9
2.	**FOOL FOR YOU**—R. Charles Atlantic 1063—BMI	5	2
3.	**IT'S LOVE BABY**—L. Brooks Excello 2056—BMI	2	2
4.	**ROCK AROUND THE CLOCK**—B. Haley Dec 29124—ASCAP	5	5
5.	**BO DIDDLEY**—B. Diddley Checker 814—BMI	10	7
6.	**UNCHAINED MELODY**—R. Hamilton Epic 9102—ASCAP	7	11
7.	**AS LONG AS I'M MOVING**—R. Brown Atlantic 1059—BMI	—	3
8.	**WHAT'CHA GONNA DO**—Drifters Atlantic 1055—BMI	3	15
9.	**DON'T BE ANGRY**—N. Brown Savoy 1155—BMI	13	12
10.	**MY BABE**—Little Walter Checker 811—BMI	4	19
10.	**BOP TING A LING**—L. Baker Atlantic 1057—BMI	—	6
12.	**UNCHAINED MELODY**—A. Hibbler Dec 29441—ASCAP	—	5
12.	**THIS IS MY STORY**—Gene & Eunice Aladdin 3282—BMI	8	4
14.	**THIS LITTLE GIRL OF MINE**—R. Charles Atlantic 1063—BMI	11	2
15.	**DIDDLEY DADDY**—B. Diddley Checker 819—BMI	—	1

• This Week's Best Buys

FORGIVE THIS FOOL (Sheldon, BMI)—Roy Hamilton—Epic 9111
See pop "Best Buys."

SONG OF THE DREAMER (Ludlow, BMI)—Billy Brooks—Duke 142
While national acceptance of this tune has been a bit slow in coming, it is now getting quite a whirl in both the r.&b. and pop fields, with several major artists now competing in the latter category. Brooks is currently selling well in New York, Philadelphia, Buffalo, Cincinnati, Baltimore, Durham, New Orleans, St. Louis, Houston and Dallas. Flip is "Mambo Is Everywhere" (Lion, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

JOHNNY ACE

Anymore (Lion, BMI)—Duke 144—This is the first Ace record issued since the top artist's recent death. It's a potent ballad similar in mood to his last, long-enduring smash, "Pledging My Love," and it could be the one his tremendous following has been waiting for. The flip is a rhythm opus from farther down in the barrel, "How Can You Be So Mean?" (Lion, BMI).

FIVE KEYS

Don't You Know I Love You? (Danby, BMI)

I Wish I'd Never Learned to Read (Rish, BMI)—Capitol 3185—The Keys have been clicking consistently of late, and both sides are capable of continuing the streak. "Don't You Know" is a brisk-beat plaint by Singleton and McCoy, while the flip is a weeper occasioned by receipt of a "Dear John" letter.

SPIRITUAL

SOUL STIRRERS

I'm So Glad (Venice, BMI)—Specialty 882—The highly popular group gives vent to an uninhibited expression of joy in God's grace. Melodic line is flowery over a pulsating rhythm foundation. Strong commercial chances for this one. Flip is also great, "One More River" (Martin and Morris, BMI).

THE ORIGINAL GOSPEL HARMONETTES

Jesus Laid His Hand on Me (Venice, BMI)—Specialty 881—The girls are superb in this item, which paraphrases a well-known Bible story. The lead fashions the narrative with great emotional power. The flipside, "I'll Be With Thee" (Venice, BMI) is only a slight notch lower on the potency meter.

• R & B Territorial Best Sellers

For survey week ending July 6

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta
1. **Ain't it a Shame?**, F. Domino, Imp.
2. **It's Love, Baby**, L. Brooks, Exc.
3. **This Little Girl of Mine**, R. Charles, Atl.
4. **As Long as I'm Moving**, R. Brown, Atl.
5. **Fool for You**, R. Charles, Atl.
6. **This Is My Story**, Gene & Eunice, Ala.
7. **Bop Ting-a-Ling**, L. Baker, Atl.
8. **Don't Be Angry**, N. Brown, Sav.
9. **Diddley Daddy**, B. Diddley, Che.
10. **Unchained Melody**, R. Hamilton, Epi.

Balti.-Wash.
1. **Ain't it a Shame?**, F. Domino, Imp.
2. **Story Untold**, Nutmegs, Her.
3. **This Is My Story**, Gene & Eunice Ala.
4. **Piddily Patter Patter**, N. Brown, Sav.
5. **Bo Diddley**, Bo Diddley, Che.
6. **Rollin' Stone**, Marigolds, Exc.
7. **Don't Be Angry**, N. Brown, Sav.
8. **Door Is Still Open**, R. Charles, Atl.
9. **Verdict**, Five Keys, Cap.
10. **Soldier Boy**, Four Fellows, Gly.

Charlotte
1. **Ain't it a Shame?**, F. Domino, Imp.
2. **Rock Around the Clock**, B. Haley, Dec.
3. **Bo Diddley**, B. Diddley, Che.
4. **Hippity Ha**, Miller Sisters, Her.
5. **Lonely Nights**, Hearts, Btn.

Chicago
1. **Bo Diddley**, B. Diddley, Che.
2. **Ain't it a Shame?**, F. Domino, Imp.
3. **Everyday**, C. Basie, Clf.
4. **Roller Coaster**, Little Walter, Che.
5. **I've Got a Woman**, R. Charles, Atl.

Cincinnati
1. **Everyday**, C. Basie, Clf.
2. **Ain't it a Shame?**, F. Domino, Imp.
3. **Story Untold**, Nutmegs, Her.
4. **Fool for You**, R. Charles, Atl.
5. **Unchained Melody**, A. Hibbler, Dec.

Detroit
1. **Ain't it a Shame?**, F. Domino, Imp.
2. **It's Love, Baby**, L. Brooks, Exc.
3. **Eagle**, Rev. C. L. Franklin, Che.
4. **Diddley Daddy**, B. Diddley, Che.
5. **Unchained Melody**, R. Hamilton, Epi.
6. **Fool for You**, R. Charles, Atl.
7. **Everyday**, C. Basie, Clf.
8. **Bo Diddley**, B. Diddley, Che.
9. **What'cha Gonna Do?**, Drifters, Atl.
10. **Story Untold**, Nutmegs, Her.

Los Angeles
1. **Diddley Daddy**, B. Diddley, Che.
2. **Story Untold**, Nutmegs, Her.
3. **Unchained Melody**, R. Hamilton, Epi.
4. **Soldier Boy**, Four Fellows, Gly.
5. **Rock Around the Clock**, B. Haley, Dec.
6. **Everyday**, C. Basie, Clf.

New Orleans
1. **Ain't it a Shame?**, F. Domino, Imp.
2. **Don't Take it so Hard**, E. King, Kng.
3. **Fool for You**, R. Charles, Atl.
4. **Bo Diddley**, B. Diddley, Che.
5. **Don't Be Angry**, N. Brown, Sav.
6. **Rollin' Stone**, Marigolds, Exc.
7. **Story Untold**, Nutmegs, Her.
8. **As Long as I'm Moving**, R. Brown, Atl.
9. **Everyday**, C. Basie, Clf.
10. **Unchained Melody**, R. Hamilton, Epi.

New York
1. **Soldier Boy**, Four Fellows, Gly.
2. **Story Untold**, Nutmegs, Her.
3. **Unchained Melody**, A. Hibbler, Dec.
4. **Unchained Melody**, R. Hamilton, Epi.
5. **Fool for You**, R. Charles, Atl.
6. **Don't Be Angry**, N. Brown, Sav.
7. **Verdict**, Five Keys, Cap.

Philadelphia
1. **Everyday**, C. Basie, Clf.
2. **Story Untold**, Nutmegs, Her.
3. **Soldier Boy**, Four Fellows, Gly.
4. **Fool for You**, R. Charles, Atl.
5. **Only You**, Platters, Mer.
6. **Ain't it a Shame?**, F. Domino, Imp.
7. **It's 'Bout to Break My Heart** E Johnson, Mer.
8. **Come Back**, R. Charles, Atl.
9. **Everybody Needs Somebody** J. Scott, Sav.

St. Louis
1. **Fool for You**, R. Charles, Atl.
2. **Everyday**, C. Basie, Clf.
3. **Ain't it a Shame?**, F. Domino, Imp.
4. **Soldier Boy**, Four Fellows, Gly.
5. **You Don't Have to Go**, J. Reed, VJ
6. **Unchained Melody**, R. Hamilton, Epi.
7. **Do Wah**, Spaniels, VJ
8. **Lonely Nights**, Hearts, Btn.

• Reviews of New R & B Records

WILBERT HARRISON

Darling, Listen to This Song.....82
SAVOY 1164 — A strong effort by chanter Harrison. Arrangement is marked by strongly repetitive riff. **(Crossroads, BMI)**

Florida Special....73
Nice instrumental catches a mood. **(Crossroads, BMI)**

THE DANDERLIERS

Shu-Wop 80
STATES 150—The boys are riding high right now with "Chop Chop Boom," and this waxing offers more of their unique vocal-lingo, with Dallas Taylor scoring as lead singer. The novelty has a funny lyric line and zingy pacing. Good deejay and juke wax. **(Pamlee, BMI)**

My Loving Partner....79
James Campbell is the lead singer on this rhythmic little ditty, which has an infectious beat and a swingy casual treatment. **(Pamlee, BMI)**

EARL BOSTIC ORK

East of the Sun 78
KING 4815—This Bostic instrumental

(Continued on page 46)

LET'S TALK ABOUT HITS!!!
The original will be #1 in all markets
PIDDILYA PATTER PAITER
NAPPY BROWN SAVOY 1162
Climbing to the top
EVERYBODY NEEDS SOMEBODY
JIMMY SCOTT SAVOY 1154
New and novel sensation
LISTEN TO THIS SONG
WILBERT HARRISON SAVOY 1164
Beautiful ballad for everyone
YOU'RE THE ANSWER TO MY PRAYER
VARETTA DILLARD SAVOY 1160
Great style by a great quartette
IT'S WRITTEN IN THE STARS
LUTHER BOND'S EMERALDS
SAVOY 1159
SAVOY RECORD CO 58 MARKET ST NEWARK, N J

A New Hit!
"EDNA"
c/w
SPEEDIN'
by the
MEDALLIONS
DOO #364
DOOTONE RECORDS 9373 So. Central Ave. Los Angeles 2, Calif.

Breaking Big!
in
LOS ANGELES-CHICAGO and NEW YORK
"SINDY"
THE SQUIRES
#105
MAMBO RECORDS
1486 N. Fair Oaks
Pasadena 3, Calif.
RYan 1-8545

VEE-JAY 146
"I WISH YOU WOULD"
b/w
"I WAS FOOLED"
by
BILLY BOY
VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAlumet 5-6141

LOWELL FULSON
"LONELY HOURS"
Checker #820
CHECKER RECORD CO.
4750 S. COTTAGE GROVE AVE., CHICAGO 15, ILL.
PHONE: KENWOOD 8-4242

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted Material
www.americanradiohistory.com

The Billboard Music Popularity Charts

FOLK TALENT AND TUNES

• Continued from page 44

can't use them—too much r.&b. A few months ago I played a few of these type recordings and received so many complaints that I decided not to spin anything that even suggests r.&b. again. There are still lots of good country & western releases and as long as there are I'll spin them."

Cecil Lee, country & western spinner at KSWO, Lawton, Okla., typewrites: "I've got a complaint to register with the record companies. I do this because it will help the deejays a dab when BMI or ASCAP is logging their station. We have just been logged by BMI at KTJS, Hobart, Okla., and it's sometimes impossible to determine whether a tune is BMI, ASCAP, SESAC, etc., unless the deejay record release has the publishing company printed on the label. Most releases have this information, but some do not. So, if I play a tune that does not have this information on the record, I list the song as played, but have no idea which agency gets performance credit. Is this a logical complaint, or am I talking thru my hat? On my programs, a record to watch is **Billy Gray's** Decca recording of 'Okie Blondie.' Another tune that people are requesting a great deal is 'A Fool You Are' on Imperial by **Bill Mack.**"

First Annual Country & Western Popularity Poll, a three-week contest run recently by **Bobby Ritter** over WTUP, Tupelo, Miss., drew 1,016 cards and letters from 16 States. In the contest's three categories, **Kitty Wells** placed first among the top 10 female singers; **Elvis Presley**, was first among the top 10 male vocalers, and the **Simmons Brothers**, WTUP artists, wound up in the No. 1 spot among c.&w. bands. . . . **Ozark Red Murrell**, who spins 'em over KYA, San Francisco, says he needs wax from **Ann Jones and Her Western Sweethearts** (Sims), **Ann Kaye** (Fine), **Buddy Deval** (Abbott) and **Bob Wills and His Texas Playboys** (M-G-M). . . . **Eddy Kirk** and **Farmer Red**, of KVSM, San Mateo, Calif., are in need of recordings from **Kitty Wells, Ann Jones, Martha Carson, Roy Acuff, Red Foley**, the **Wilburn Brothers** and **Faron Young.**

Bob Jennings sends out an S.O.S. from his bare turntable at WLAC, Nashville, to the record companies for more wax. Jennings is currently airing 14 hours of c.&w. and gospel wax a week over the 50,000 watter.

Ace Ball, KLVT, Levelland, Tex. relays that the "South Plains Jamboree," which he and **Bob Garrison** started at the Home Theater, Whiteface, Tex., is going along well. "Jamboree" is heard over KLVT from 9-10 p.m., Saturdays. . . . Station WJOB, Hammond, Ind., is erecting a new modern building to be completed by fall, and is planning new programs to promote country & western music. **Len Ellis** is c.&w. dejay at the station. . . . **Texas Tiny**, who airs the c.&w. staff four hours daily over KFOX, Long Beach, Calif., complains that he isn't getting releases from either Capital or King. . . . **Missouri Joe**, c.&w. jockey at KJAY, Topeka, Kan., kicked off a new show recently, "Jayhawk Jamboree," heard 10 a.m.-12 noon, Monday thru Saturday. . . . **Shorty Long** is still spinning country music over WPAZ, Pottstown, Pa., and WEEU, Reading, Pa.

Joe Morris, WACS, Bishopville, S. C., inquires if any deejay around the country has an extra copy of **Bill Boyd's** "Lone Star Rag," which came out on RCA Victor several years ago. Morris needs the platter for his theme. . . . **Ralph Keyser** infos that he's been spinning the c.&w. wax over KLBM, La Grande, Ore., for nine months now. Before that he manned the turntables at KBND, Bend, Ore., and KRWC, Forest Grove, Ore. . . . **Bob Jennings'** Saturday afternoon "Farmhands' Country Music Hit Parade," which spins out over WLAC, Nashville, has been extended from an hour to an hour and a half. Recent guests included **Jimmy Davis, Eddy Arnold, Slick Norris, Charlie Walker** and **'Tater' Pete Hunter.**

Happy Ison, WORZ, Orlando, Fla., types that **Jim Wilson's** recording of "Daddy, You Know What?" is popular on **Johnny Fairchild's** late-evening pop music show over WORZ. . . . **Donn Reynolds**, who spins an hour of the folk material, 3-4 p.m., Monday thru Friday, over WCUM, Cumberland, Md., sends out an SOS to the majors for 45's. Reynolds says he's the only c.&w. jockey in Western Maryland.

The Ole Night Owl, **Ben Blanchard**, is now spinning the wax from midnight to 6 a.m. over WIBM, Jackson, Mich. Combining c.&w., r.&b. and pops, Blanchard draws an average of 400 letters a month and a 150 phone calls an hour on his show, according to **George Lasley**, station manager. Blanchard also serves as engineer and staff announcer for the station. . . . Deejay **Dwight Gordon**, formerly with WOKZ, Alton, Ill., has joined Station WEW, St. Louis, where he's twirling c.&w. wax from 6-9 a.m. and 11 a.m.-1 p.m. across the board. . . . **Don Richardson**, publicity and promotion man for **RadiOzark** Enterprises, Springfield, Mo., letters: "Of particular interest to your disk jockey readers should be the 'Satisfied Mind' contest that Victor announced recently. The idea, a brain child of Victor's **Chick Crumpacker**, is promoting **Porter Wagoner's** release of the tune, and involves disk jockeys asking their listeners to write a 50-word statement on what a satisfied mind means to them, personally. There will be numerous prizes, both on the local and national level. But most important to our deejay friends is the RCA air conditioner which will be awarded to the jockey whose listener submits the best entry of all."

Guesting with **Jim Wilson**, c.&w. twirler of WAVE, Louisville, recently were **Skeeter Bonn**, RCA Victor artist from WLW's (Cincinnati) "Midwestern Hayride"; **Bob Rourk** and **Ginger Callahan**, both of whom brought in new releases on the Joyce Label; **Chick Crumpacker**, Victor country & western promotion director; **Pee Wee King**, who had **Bonnie Sloan** (Columbia) with him; the **Davis Sisters**, who were on their way to a Victor recording session in Nashville, and **Redd Stewart**. . . . Dropping in on **Sheriff Tex Davis** recently at his mike at WCMS, Norfolk, Va., were **Ed Rader, Joe Cannonball Lewis'** manager, and **Slick Norris**. . . . **Uncle Nate (Nathan Street)** infos that his Saturday program on WKSR, Pulaski, Tenn., is now being heard from 1-3 p.m.

Bill Bosse, KWHI, Brenham, Tex., notes that there seems to be a current trend towards the older tunes in his area. About record service, he says: "Would like to know if you could help us to get better service from the record companies? Some of the majors don't send us anything. They seem to have forgotten that stations without network affiliations rely almost entirely on recorded music. They should remember that the spins the deejays give their records is what helps to sell them. We broadcast with a power of 1,000 watts, cover quite a large area, and still have a hard time getting all the hit tunes. I would like to compliment Mercury for its excellent service."

From his turntable at WORC, Worcester, Mass., **Sonny Houston** spins: "**Jimmy Rodgers'** recording of 'In the Jailhouse Now, No. 2' is pulling in a lot of mail up in this area. Recently had a show in memory of Rodgers and the listeners went for it in a big way." . . . **Vern Lotz**, KOTA, Rapid City, S. D., booked **Martha Carson**, the **Carlisles** and **Ferlin Huskey** for Huron, Philip and Rapid City, S. D., June 22, 23 and 24 respectively. . . . **David Craig** (Imperial) shared the mike recently with **Ed Hamilton** on the latter's two-hour show over KRUS, Ruston, La. Singer Craig gave Hamilton's listeners a rundown on the activities at the recent Jimmie Rodgers' Day Celebration at Meridian, Miss.

Bill Mack, country & western jockey at KWFT, Wichita Falls, Tex., who recently added an hour-and-a-half show to his schedule, heard daily at 10:15 p.m., reports that the **Wilburn Brothers** and **Faron Young** unit played Wichita Falls recently to a packed auditorium, despite unbearably hot weather. Managing the unit was **Hubert Long.** The Wilburns' waxing of "I Wanna, Wanna, Wanna" has been the No. 1 tune on the most-played list on Mack's shows for the last six weeks, he says.

• Reviews of New R & B Records

• Continued from page 45

makes a tasteful, danceable side. **(Joy, ASCAP)**

Dream....78
Here's the fine Johnny Mercer standard. It's done with beat and a slow, persuasive tempo. Fine for deejays looking for tasteful r.&b. instrumentals. **(Goldsen, ASCAP)**

DAKOTA STATON
Abracadabra 76
CAPITOL 3181—A delightful novelty that is styled so as to catch the ear of pop customers, as easily as r.&b. Miss Staton proves herself a versatile and imaginative singer again, and one day soon she should make it with a big one. **(Fisher, ASCAP)**

I Never Dream! (You'd Fall in Love With Me)....74
Miss Staton hits a sensuous note in her treatment of this ballad that ought to win over many a listener. Her phrasing and intonation come closer to a jazz styling here, and on her it sounds good. **(Joy, ASCAP)**

BILLY WARD AND HIS DOMINOES
Learnin' the Blues 75
KING 1492—Ward and the Dominoes are still a salable act. They give this bluesy pop ditty excitement and drive. **(Barton, ASCAP)**

May I Never Love Again....73
The pretty ballad is done with good sound and heart, but doesn't equal the flip. **(Broadcast, BMI)**

BUDDY JOHNSON ORK
Bitter Sweet 74
MERCURY 70656—Buddy Johnson fans will show definite interest in this slick instrumental, slow and insinuating. Should sell okay over the long haul. **(Sophisticate, BMI)**

Send Out for a Bottle of Beer....72
Liquid refreshment to lubricate a party of boys and girls is the topic here. Solid orking by the Johnson crew, with a happy vocal by Nolan Lewis. **(Sophisticate, BMI)**

B. B. (BLUES BOY) KING ORK
Talkin' the Blues 72
RPM 435—A solid instrumental treatment of an expressive theme, with a fine beat. Should register strongly on the boxes. **(Modern, BMI)**

Boogie Rock....72
Same comment. **(Modern, BMI)**

JAMES BANISTER
Blues and Trouble 72
STATES 141—Banister shouts a blues chant to whining Southern backing. A good entry for the market. **(Pamlee, BMI)**

Gold Digger....70
She has cleaned out his pockets, Banister complains. Another good Southern etching. **(Pamlee, BMI)**

THE TWILIGHTERS
Little Did I Dream 71
M-G-M 55011—Expressive rendition of the slow ballad will win exposure for this etching. **(Republic, BMI)**

Gotta Get on the Train....70
Quick-beat blues is read handily by the group, with the ork selling strongly. Okay juke box fare. **(Republic, BMI)**

SONNY THOMPSON ORK
First Base 69
KING 4809—The band effects a familiar, derivative sound and produces a serviceable enough dance side. **(Armo, BMI)**

Lonely Moon....67
Piano and electric guitar make a haunting side of this bluesy instrumental. The quiet, mellow atmosphere of this will appeal to some late evening deejays. **(Armo, BMI)**

GLADYS PATRICK
Unchain My Heart 66
M-G-M 55010—Rhythmic ballad is warbled prettily by Miss Patrick. Could get pop spins, too. **(Winneton, BMI)**

The Blues....62
Blues chant of moderate appeal. **(Marlyn, BMI)**

Gospel Festival for Hwd.

HOLLYWOOD, July 9.—A midsummer Festival of Gospel Music has been set to play the Shrine Auditorium here July 22, sponsored by religious disk jockey, Clarence Welsh.

Based on the success of similar concerts in New York, Philadelphia, Chicago and Atlanta, Welch is currently organizing plans to make the affair an annual event.

Superbly Sung
I'VE HAD MY CHANCE
b/w I WANNA BE THERE
by SISTER JESSIE MAE RENFRO
Peacock #1732
PEACOCK RECORDS, Inc.
2809 Erastus St. Houston 26, Texas

A Two-Sided Smash!
"COME BACK MY LOVE"
and
"TWO THINGS I LOVE"
THE CARDINALS
Atlantic 1067
Atlantic RECORDING CORP
234 WEST 56th STREET NEW YORK 19, N. Y.

A BIG ONE!
THE JEWELS
"ANGEL IN MY LIFE"
#5351
Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

Going Big All Over!!
"IT'S LOVE, BABY"
(24 Hours a Day)
by Louis Brooks
ON EXCELLO 2056
Western trade, order from Monarch.
NASHBORO RECORDS
177 3rd Ave., No., Nashville, Tenn.
Phone 42-2215

NEW RELEASE!
B. B. KING
BOOGIE ROCK
RPM #435
RPM RECORDS
9317 W. Washington Blvd. • Culver City, Calif.

WANTED
Distributor Partner with capital for national distribution of Hit Rhythm and Blues Catalogue. Unusual investment opportunity.
EBONY RECORDS
417 E. 47th St. Chicago, Illinois

24 HOURS SERVICE ON REQUEST
Unsurpassed in Quality at Any Price
Genuine 8" x 10" Glossy Photos
5½¢ EACH In 5,000 lots
6¢ in 1,000 lots
$7.99 per 100
Postcards $23 per 1,000
Copy Negative 8"x10", $1.25—Postcards, 75¢
Mounted Enlargements (30"x40").....$3.85
FULL COLOR POSTCARDS, 3M $99.50
A Division of JAMES J. KRIEGSMANN
CopyArt Photographers
Plaza 7-0233
165 West 46th St. New York 19, N. Y.
WE DELIVER WHAT WE ADVERTISE

MINSTREL COSTUMES AND ACCESSORIES
Circulars Free

DANCE & CLOWN COSTUMES
For all other occasions
Get in touch with
THE COSTUMER
238 State St. Schenectady 5, N. Y.

3 REGIONAL OFFICES UNDER 1 OWNERSHIP
providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.
Write or phone for complete details
LUCE PRESS CLIPPING BUREAU
157 Chambers Street
New York 7, N. Y
BArclay 7-2096
104 West Linwood Blvd.
Kansas City, Mo.
715 Harrison Street
Topeka, Kansas

8X10 GLOSSY PHOTOS AS LOW AS 5¢ EACH IN QUANTITY
FAN MAIL GLOSSY PHOTOS IN ALL SIZES • POSTCARDS • BLOW-UPS • BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR • SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE • HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1936 •
SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!
MULSON STUDIO
P. O. Box 1941 • BRIDGEPORT, CONN.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc Written by show biz top gagmen. Or send $10 for $50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W 45 St., N. Y., N. Y. JU 2-0373.

SCENERY
Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.
Schell Scenic Studio
581 S. High Columbus, O.

Be a Booster for
MILTON SCHUSTER
Now booking Exotics—Theaters—Night Clubs—Carnivals.
BOBBY GOODMAN IN CHARGE CLUB DEPT.
127 N. Dearborn St. Chicago 2, Ill.

WANTED
Experienced Auditorium-Arena Manager. Must be available by Sept. 1. Give full information as to experience, age and salary expected. All replies will be treated in strict confidence. Address reply to:
Box D-124
Billboard, Cincinnati 22, Ohio

WHEN IN BOSTON
It's the
HOTEL AVERY
The Home of Show Folk
Avery & Washington Sts.
Radio in Every Room

www.americanradiohistory.com

HOCUS-POCUS

By BILL SACHS

RAY-MOND scribbles from Prout's Neck, Me., that he recently closed his full-evening auditorium magic show, sold his truck and put the equipment in storage. "The closing was due to conditions—not bookings but drinking, etc.," Ray-Mond writes, "which I have never held still for." He is now playing Maine resorts, assisted by a girl and young man. "Lot of magicians in this section," says Ray-Mond, "but the money's no good. It's okay for those who want to work for experience and vacation." Handled by **Bill Barnes**, Ray-Mond is currently being booked by **Ed Sturgis**, Boston. . . . **Preston**, magician-hypnotist, hopped into Lexington, Ky., recently to catch **Franz Polgar**, hypnotist, who played two days there under auspices of the local Sertoma Club. During his Lexington stay, Preston was guest at the home of **Lieut. and Mrs. Lee Allen Estes**, who also had as recent dinner guests **the Great Jarvis** and members of his company, now playing Kentucky with a Rural Electrification Association unit. . . . **Dell O'Dell** and **Charles Carrer** recently concluded a three-weeker at Iroquois Gardens, Louisville. . . . **Stuart Miller (Rellim the Magician)**, assisted by **Eileen MacDonnell, Ann Luckner, Dick Madigan** and **Norman Eddy**, did a Sunday matinee and night show recently at Eldridge Park, Elmira, N. Y., drawing well at both performances. **Frank Luckner** assisted on the music and lights. **Magicians Claireour, Roe, Landrus** and **Thrasher** caught the Rellim performance and were loud in their praise of the show. **Joan Brandon** was the feature at Eldridge Park Fourth of July week. **John Sardo**, magician-mentalist, is in charge of movies at Eldridge this summer. . . . **Neil Foster** and his new bride, the former **Jeanne Hammond**, of Ashtabula, O., are now settled in Lafayette, Ind., where Neil is working as stage manager and set designer with the summer stock show on Memorial Island in Columbia Park.

• • •

DR. **FRANKLIN (Franklin McKinnon)** and **Herschell Johnson**, both formerly with **Virgil the Magician**, are now engaged in commercial lines in Springfield, O., while doubling in their off-time on magic dates in the territory. Johnson says they have hit on a new field to garner the lucre with their mystery efforts, and they have bookings to carry them thru the summer and fall. Dr. Franklin is featured, with Johnson handling the booking chores. Franklin recently acquired the equipment of the late **J. C. Bisbee (Mahalla)**, pro magician who for many years operated his own tent show thru Tennessee and Kentucky. . . . **Lockman the Magician** is making Midwestern territory with his magic, illusions, rag pictures and escapes, assisted by his wife. . . . **Maddox**, ex-Hoosier magus, is now running the magic and novelty shop in Santa Monica, Calif., formerly operated by **Professor Crouse**. . . . **Marie and Boxley**, well known in the San Francisco sector, set to embark upon a string of fair dates soon with their magic. . . . Magicians' Guild of America, at its recent annual election, selected the following officers for the ensuing year: **Frank Clinton**, president; **Fred Estelle**, first vice-president; **Percy Haldeman Jr.**, second vice-president; **Justin F. Ratterman**, secretary; **Henry E. Ebel**, treasurer; **Drake V. Smith**, reporter; **Gerald R. Jacobs** and **George M. Ito**, sergeants at arms, and **Rev. John N. Warren**, chaplain. **Warren E. Simms** was elected chairman of the board of governors. Those elected to serve on the board as members were **Walter Coleman, Dick DuBois, Carl Rosini, Meyer Silberstein, Drake V. Smith** and all living past presidents, the incumbent president, the vice-presidents, secretary and treasurer. . . . Escapologist **Doc Weiss** typewrites from New York: "Visited one of the circus shows at Coney Island the other night and caught **Bobby Reynolds** as emsee. Was much impressed with his exceptional alertness. Youngster has a pleasing manner and good looks, and is bound to be one of the 'greats' in the future. Does outstanding manipulations and some excellent magical effects."

BURLESQUE BITS

By UNO

It will be very good news to all in showdom to know that the word burlesque is coming back to New York after it was declared guilty of naughtiness and made an enforced exit in 1937. The return will be in Brooklyn at the Orpheum now undergoing an extensive face-lift and paint job by **Tom Phillips**, head of the Burlesque Artists Association who fought a long, persistent battle in the courts for this burly resumption. He was eventually rewarded by a favorable decision from Supreme Court Justice **Aron Steuer**. Phillips, with a license to go ahead, plans to open the Orpheum on **Labor Day** with what he calls a "clean" burlesk show. All this, no doubt, will pave the way for someone to start burlesk in Manhattan where right now darkened theaters are at a premium and where the operators of those playing movies seem to be hesitant on making a change to a policy that will mean larger expense. Another house in Brooklyn, but in a different neighborhood several miles distant, is the Empire in the Williamsburg section. A former Columbia wheel spoke, it is skedded to change from pix to flesh. Opening is planned for September 15, and the show is to be billed "Bob Collins' Follies." Collins, a former comic, is to produce his own show. There should be wide rejoicing among all classes of workers for the theater, for it will mean a comeback to employment for them after so many years of lay-off from this heretofore lucrative field of entertainment.

Cy Messitti, former booker of top-notchers, on a recent visit to the Coral Room in Washington, found a comic-emsee, **Dave Aftor**, in his 72d week working for owner **George Harris** and with **Johnnie Johnson's** ork. A promising funster for New York's approaching burly arena, writes Messitti. . . . **Revalee** is sharing the striplight with **Millie Mingo** at **Abe Neiman's** King Cole Show Bar in Denver. In downtown Denver the Algerian Club is getting the hotel crowd, with **Adolfo** and **Nelida** featured in a knife-throwing act and exotic **Yvonne Michadd**, headlining as the strip feature. **Fay Elliott** fills in between shows along with **Chris Senakos** and his band. . . . Daytona Beach, Fla., niteries have **Hank Cowen**, comic, as emsee, with **Vonda Lee**, exotic, leading the floor show at the Club 400; **George Hopkins**, comic, sharing honors with **Diane Ross** and her monkey, backed by a line of **Winnie Noveler** girls, at the Beach Club, and **Snookie DeWitt**, featured. **Charlie and Rita Jenkins**, comic and emsee, and **Ned Woods**, vocalist, are at Laney's Supper Club. . . . **Carolyn Starr**, a recent discovery of **Lillian Hunt**, producer, opened as strip principal with **Harry Clexx** and **Tempest Storm**, July 1, at the New Follies, Los Angeles. Other strip headliners routined by Lillian Hunt are **Gay Dawn, Tempest Storm** and **Crystal Starr**. Future bookings at the New Follies in two-week intervals are **Gilda**, July 15, **Diane Ross**, July 29, and **Scarlet O'Hara**, August 12.

. . . **LeRoy Griffith**, concession manager at the Follies, Kansas City, Mo., and owner of the Missouri Coffee Shop, reports that his new air-conditioned stage door dining room celebrated an opening on July 9. . . . **Nikki** opened June 30 for two weeks at Geneva-on-the-Lake, O., a summer stop on the Kane circuit, and then returns to the Empire, Newark, N. J., a repeat booking. . . . **Joseph Martone** is public relations man for the Outpost Tavern in Poughkeepsie, N. Y. Two subjects for his releases are **Shelly Lynn** and **Billie Pascucci Jr.**

STRIP GIRLS WANTED
Steady work. Experience not necessary.
We will teach you. Good salary.
Write the Manager
EMPRESS BURLESK THEATRE
540 Woodward Ave. Detroit 26, Mich.

THE FINAL CURTAIN

ALGER—Mrs. Maude,
89, former owner of the Maude Hillman Stock Company, July 7 at Lynn, Mass. She leaves a son, Arthur Poole, of Newfield, N. H., and a niece, Mrs. Gretchen Golden, theatrical agent, Boston.

BITTAKER—Floyd A.,
57, West Coast manager of the international department of Capitol Records, Inc., July 2 in Munich, Germany. **(See details in Music department this issue.)**

BONNER—Isabel,
47, Broadway actress, on stage in Los Angeles, July 1, of a cerebral hemorrhage while playing the lead in "The Shrike," the 1952 Pulitzer Prize play written by her husband, Joseph Kramm. She had played the role of a psychiatrist in the Broadway and film versions of the play. Miss Bonner, a veteran of many Broadway plays, had appeared in "Let Freedom Ring," "Processional," "Trojan Women," "Uncle Harry," "Liliom," "Medicine Show," "Laura," "Foolish Notion," a revival of "Front Page," "The Biggest Thief in Town" and "The Shrike." Known to radio in the serials "Nora Drake" and "The Right to Happiness," Miss Bonner had also appeared on TV on the "Philco Playhouse," "Studio One," "Omnibus," "Armstrong Circle Theater," "Suspense," "Your Show of Shows," "Colgate Comedy Hour," "Ford Theater" and "Schlitz Playhouse."

BRAMPTON—Jean,
24, British actress, June 29 in her home in London.

CAMPBELL—Harry W. Sr.,
52, organist and composer, July 3 in Haddonfield, N. J. He was for many years organist at Radio City Music Hall, New York, and also served as organist at the Greenbrier Hotel, White Sulphur Springs, W. Va. At one time he was also soloist with the Philadelphia Orchestra. At the time of his death he was organist for Jacob Bros.' Music Company, Philadelphia music store. Survived by his widow, Margarita; a son and a daughter. Services July 7 in Vineland, N. J., with burial in Siloam Cemetery, that city.

CROSLEY—Mrs. Eva Emily,
43, wife of Powell Crosley Jr., owner of the Cincinnati Redlegs baseball team and former owner of the Crosley Radio Corporation, operator of stations WLW and WLWT, Cincinnati, July 3 in Holmes Hospital that city. In addition to her husband, she is survived by her parents and a sister.

DONNELLY—Andrew,
62, composer of lyrics and music for many popular songs, July 6 in New York. Among the songs he had published were "Baby Your Mother Like She Babied You," "Hudson River Moon," "The Song That Made You Mine" and "Little Red Riding Hood's Christmas Tree." His widow, three sons and three sisters survive.

FULTZ—Charles (Sticks),
49, veteran carnival midway worker known as Pin-Store Sticks, of a heart attack on a Minneapolis street July 5. He had been ailing two days. Deceased was with Raney's United Shows at the time of his death. He was formerly The Billboard and mailman on the Mighty Sheesley Midway and also had troupod with the 20th Century, Cetlin & Wilson and other shows. Body is being held at the Rainville Mortuary, 222 East Hennepin Avenue, Minneapolis, pending word from relatives.

GALLICO—Paolo,
87, composer-pianist and father of Paul Gallico, novelist and short story writer, July 6 in New York. He made his debut as a pianist at 15 and composed such music as "The Apocalypse," "Harlequin," "Euphorion," "Rhapsodie Mondiale" and "Rhapsodie Montereyan." His widow also survives.

GURVEY—Henry,
66, actor and vaudevillian, July 1 in Chicago. He had made his debut in vaude with the Two Black Crows, later working in support of Hugh Herbert. A performer in almost every branch of show business, he had been featured in the early days of radio in a circus series by Courtney Riley Cooper. Most recently he had appeared on television and in summer stock. Two sisters survive.

HOSBERG—Glenn,
veteran outdoor showman, July 9 in Lansing, Mich. Surviving are his widow, Marsha; a daughter, Delores Green; his mother, Maude Hadley; a grandmother, Nellie Reese, and a granddaughter, Glenna Green. Services July 11 at the Estes Leadley Funeral Home, Lansing.

JESSEL—Mrs. Bernetta (Precie),
49, former Broadway dancer and in more recent years a hostess at New York's Stage Door Canteen, July 4 in West Palm Beach, Fla. She had worked for three years as a dancer with Al Jolson. Her mother survives.

JOHNSON—Geraldine L. (Jerry),
52, actress often billed as Jerry Lewis, June 3 in Birmingham, Ala. She was the wife of the late George H. Johnson who starred on Broadway with Alan Hale and others in "Friendly Enemies." Among the many shows in which she played were the Graham Stock Company, Charles Kramer Players and in recent years with the Golden Rod Showboat, presented by Capt. Bill Menke in St. Louis. She also played in "Congo" and at another time introduced the song "Breezin' Along With the Breeze." Survived by two sons, Robert J. and George G. Burial June 6 in Elmwood Cemetery, Birmingham.

KELLY—Mike,
35, bicycle stunt man, July 4 in Hillsboro, Ore. **(Details in Outdoor section.)**

KIRALY—Victor,
85, theatrical press agent and company manager, July 7 at his home in New York. Among theatrical figures he represented were Florenz Ziegfeld, Charles Frohman, Charles Dillingham, the Shuberts and A. L. Erlanger. He managed such stars as Lily Langtry, Mrs. Patrick Campbell, Raymond Hitchcock, Nazimova and Billie Burke, and was business manager of the Amsterdam Roof and the old Hippodrome. He was co-author, with George Atkinson, of "A Great Curtain Falls," history of the National Theater at Washington. His last assignment was as an agent of the Columbia Pictures Corporation three years ago. He was a member of the Lambs Club, Association of Theatrical Agents and Actors' Fund of America. His widow, Ella; a daughter, Mrs. Bonnie Chabot, and five grandchildren survive.

KORMAN—Sam,
78, formerly a principal in Korman Theaters, Detroit, June 28 in that city. Survived by two sons, David and Saul, and three daughters, Mrs. Leah Balk, Mrs. Anna Talcowsky and Mrs. Lena Goldstein. Burial in Hebrew Memorial Park, Detroit.

LEGAL—Ernst,
75, a leading figure in the German theater for a quarter century, June 29 at Berlin. He was an actor with more than a hundred roles to his credit. He also wrote several successful plays, and was a manager and director.

MARKS—Bell,
92, formerly Mabel Reed, performer on John Robinson Circus, recently in Harrison, O. Starting out in show business at the age of 14, she became a member of the Bibb Forepaugh Family act in 1884. Two years later she joined the Robinson show and with the exception of one season each with B. E. Wallace and Irwin Bros.' shows, she remained with Robinson during her entire circus career. Survived by her sister, Mrs. Ida Mettler. Burial June 28 in Glen Haven Cemetery, Harrison.

MEREDITH—Edward E.,
78, widely known West Virginia historian and former theatrical booker and circus advance agent, July 1 in Fairmont General Hospital, Fairmont, W. Va. For many years he worked as advance agent for various circuses, including Hagenback and Wallace, Sells-Floto and John Robinson. He was also a theatrical booker in Chicago and at one time managed the old Rink Theater, Fairmont. Burial July 3 in Woodlawn Cemetery, Fairmont.

MERSON—Ben,
veteran kiddie ride operator, June 30 in Brooklyn. Survived by his widow, Ruth; two daughters and a brother, Irving, Baltimore ride operator.

PEARCE—Perce,
55, producer of "Treasure Island," "Rob Roy" and other films, July 4 in London. He had been associated with Walt Disney many years.

REBER—John U.,
61, radio and TV vice-president at the J. Walter Thompson Agency, July 6 in New York. **(See TV department for details.)**

ROUVEROL—Mrs. Aurania,
69, playwright and actress, June 23 in Palo Alto, Calif. She was the creator of the "Andy Hardy" series on radio and film and wrote several Broadway plays, including "The Great American Family," "Young April," "Growing Pains," "Money," "Skidding" and "It Never Rains." As an actress she made her debut in 1909 in New York as Meg in "Little Women" and was later in stock in St. Louis. For two years she was manager of the Century Play Company. Other scripts by Mrs. Rouverol were "Places, Please!"; "All in Marriage," written with Emile Littler, and "Dance, Fool, Dance," a film script. Survivors include a daughter.

SCHMIDT—C. W. (Dutch),
63, retired theatrical agent and producer, June 23 in St. Joseph's Hospital, Phoenix, Ariz. For many years, he produced and booked shows out of Des Moines. Survived by his widow, Eleanor, and a son, Lawson, New York. The body was cremated.

SMALE—Thomas,
for many years projectionist at the Van Dyke Theater, Detroit, June 28 in that city. He was formerly business agent for the Windsor, Ont., local, International Alliance of Theatrical Stage Employees. Survived by his widow, Theresa.

TAUB—Mrs. Bess,
63, wife of Sam Taub, sports broadcaster, June 24 in New York. Two sons, two daughters and a sister also survive.

WETSMAN—Bessie,
92, mother of Frank A. Wetsman, for many years head of the Wisper & Wetsman theater circuit, June 24 in Detroit. In addition to her son, she is survived by three daughters. Burial in Clover Hill Park Cemetery, Detroit.

WOOD—Charlotte L.,
72, veteran outdoor show personality, recently in North Little Rock, Ark. She was for many years a ticket seller for various ride operators. Survived by her son, Edward F. Small, and a daughter, Florence Small, concessionaire. Burial in Pine Crest Cemetery, North Little Rock.

YOUNG—Mrs. Sophie Swanstrom,
80, drama director of the Zion Passion Play from 1935 to 1952, July 1 in Zion, Ill. Much of her career as a playwright and poet was centered in Chicago. She had headed a number of drama departments and was the author of published plays and poems. A daughter, two sons, a sister, two brothers and six grandchildren survive.

BIRTHS

COOPER—
A daughter to Mr. and Mrs. Aaron H. Cooper, June 23 in Geneva-On-The-Lake, O. Father is concession manager of the Geneva-On-The-Lake Burlesk Theater.

DARAH—
A daughter, Denice Eleanor, to Mr. and Mrs. A. G. Darah recently in Mercy Hospital, Toledo. Mother is Margo, radio's Mrs. Music, disk jockey, song writer and owner of Margo Enterprises, Toledo.

DEL FLORE—
A daughter, Elizabeth Jean, to Al and Judy Del Flore recently. Father is owner of the Del Flore Amusements.

STREET—
A daughter, Debra Rose Marie, to Mr. and Mrs. Ronnie Street, recently in Buena Park, Calif. Parents are the widely known Street Family of Midgets.

MARRIAGES

HOLDER-DeLAVALLADE—
Geoffrey Holder, Trinidad dancer and painter, and Carmen DeLavallade, dancer, June 26 in Westport, Conn.

McLAIN-WHITE—
Paul J. McLain, former train master for Ringling Bros. and Barnum & Bailey Circus, and Ruth Frances White, former superintendent of baby gorillas, June 23 in Ventura, Calif.

PENN-SOLNOKY—
Herman J. Penn, manager of the Armory, Louisville, and Jean Solnoky, of South Bend, Ind., June 5. They will reside in Jeffersonville, Ind.

DIVORCES

DAVIS—
Josephine Keller Davis, former producer of the radio show, "Dialing for Dough," over Station WICC, Bridgeport, Conn., from John J. Davis, of United Artists Corporation, New York, recently in Bridgeport.

IRVING J. POLACK

In Loving Memory of My Dear Husband, Irving, Died July 13, 1949. You Are Greatly Missed.

BESSIE POLACK

Copyrighted material
www.americanradiohistory.com

Brandon Exhibition Gate Tops 1954 15%

Grandstand, Midway Receipts Also Up; Increases Scored Despite Three Rains

BRANDON, Man., July 9.—The five-day Brandon Exhibition closed Friday night (10) after registering a paid gate estimated about 15 per cent higher than last year.

The increase was chalked up in the face of heavy rains that fell twice Tuesday (5) and again late Wednesday night (6). Last year the exhibition missed hard rains but experienced drizzles and cool to cold weather daily.

Improved business conditions in the Brandon area, a stepped-up publicity campaign, the giveaway of a model home, and a stronger line-up of attractions were credited for the hike in attendance.

One night grandstand show, Tuesday's—was canceled due to rain after a few acts had been presented. Rain hit late Thursday night after the midway point had been reached in the second grandstand show of the evening. The Ernie Young Agency provided the night grandstand revue.

Grandstand business thruout was reported as bigger than last year. On closing night two performances of the Ernie Young show were given to capacity crowds. The closing night's turnout was hypoed by the giveaway of an $18,000 model home, offered by the Brandon Builders Exchange in co-operation with some of the city's service clubs. Ducats for the house went at $1 each.

Fair officials reported receipts on the midway for the Royal American Shows topped those of last year.

GM Plants Hum; Anderson, Ind., Receipts Climb

ANDERSON, Ind., July 9.—The Anderson Free Fair, which tonight winds up its six-day run, has cashed in heavily on excellent conditions in the Anderson area resulting from full employment—even overtime work—at two General Motor plants, which together employ about 25,000 persons.

Despite rain two nights—Monday, July 4th, and Kids' Day, Wednesday (6)—receipts on the midway going into the last day were running about 17 per cent ahead of last year. The Amusement Company of America is providing the midway attractions.

The strong ACA line-up of rides and shows also was given some credit for the higher midway receipts by Bill Hutton, fair secretary.

Big days were July 4 and Kids' Day, even tho rain hit both. Rain fell at about 5 p.m. on the holiday and forced the cancellation of the Canadian Hell Drivers thrill show appearance in front of the grandstand. Rain on Wednesday fell at night, too late to make much of a dent in the midway business piled up by a whopping turnout of kids during the daylight hours.

Huron, S. D., Launches Two New Buildings

HURON, S. D., July 9.—Major construction activity at the South Dakota State Fairgrounds will swing into high gear this month when contractors start work on two buildings recently contracted for by State officials.

Major project is a combined National Guard Armory and 4-H Club exhibits building, a 139 by 140-foot brick structure that will cost approximately $200,000. The building will quarter Huron's National Guard unit and will be used during fair week for 4-H Club exhibits. The 4-H will also have year-round facilities in the building, which will be located in the central section of the fairgrounds.

The Gust Jacobson Construction Company, th city, won the general contract for the Armory which will be ready for the 1956 fair.

Fish Exhibit

The State Game, Fish and Parks Commission let a contract June 30 for a new exhibit building. The contract was awarded the Arthur M. Pugsley Construction Company of Huron for $42,352. Work will get under way immediately so the

(Continued on page 52)

Offer CNE as New Site for Wash. Senators

NEW YORK, July 9.—A solution to the serious gate situation of the Washington Senators baseball club was posed this week by a major league official who suggested the Canadian National Exhibition grounds as a possible alternate site for the team francise.

Bill DeWitt, assistant general manager of the New York Yankees, was in Toronto last week at the invitation of the CNE heads. They are reportedly prepared to enlarge their stadium from a 22,000 capacity to 70,000 if Toronto can come into the American League. Parking would be increased from 8,000-car capacity to 12,000.

"Transportation facilities are ideal," De Witt said. "The situation is one which cannot fail to interest major league owners, since Toronto in the International League last year was reported to have been the only minor club comfortably in the black, and is doing quite well this summer."

GOVT. CORRALS HELIUM

Balloon Sales Up In Air Once More

NEW YORK, July 9.—The helium picture has tightened up again to the point where there is none available to the amusement industry for balloon use. Heading into the fair season, and with outdoor novelty stands everywhere big users of bobbing balloons, the new federal cutback in supplies of helium will deprive users of one of their top traffic builders and sales stimulants.

All helium is manufactured by the federal government, which has allotted all the production toward atomic energy and government defense contract work. Helium is a major welding element and has other uses in atomic production.

The last helium ban ended a year ago in time for the outdoor amusement season and the Christmas holiday business, when floating balloons are tremendous sales and decorative items for department stores. During the last ban there was a mass shifting by street and novelty workers to compressed air as an inflator, with the balloons sold on sticks instead of strings.

Tactics Switched Again

The same defense tactics are being used today as users go along with the tide, making the best out of a bad situation.

Altho not a defense usage, the helium balloons' importance to the public well-being is stressed by manufacturers as a reason for some sort of priority allocation. It is not known what sort of outlook the government has on this claim but it is conceded there has been an effect by the shortage on the wholesale sales of balloons.

The government own the helium patent, the tank cars used for transporting the gas, and the cylinders in which it is sold to users for balloons. Helium is manufactured by the Bureau of Mines in Amarillo, Tex., and shipped in tank cars to distribution points. A major distribution firm, Air Reduction Company, Inc., has plants in Bound Brook, N. J., and Lima, O., where it transfers the gas from cars into cylinders. During the last shortage a reason given was the diversion of tank cars to essential use.

(Continued on page 50)

Mike Kelly Killed Doing Bicycle Act

HILLSBORO, Ore., July 9.—Mike Kelly, 35, whose real name was Dean Pletcher, was killed here Monday (4) while performing his act at a holiday celebration. Death came when Kelly, who rides his bike down a chute, thru fire and a pane of glass, missed the ramp and struck an automobile that was one of the obstacles in his leap. His home was in Goshen, Ind., where he taught school in addition to being a stuntman.

CONCESSIONS' LURE

Midways to Glitter With Brand Names

• Continued from page 1

summer, especially in the coastal region. Easter weekend, a beaut in attendance and customer spending, enriched all who were prepared for it. But this was because of the weather, which let the boys down from then until the Fourth of July holiday period. There were some pretty mid-week stretches in April and May, but rain or threatening weather struck on virtually every weekend. This kept citizens from patronizing shore spots, parks, carnivals and roadside recreation centers. And with the absence of customers, so, too, was missing the spending money from which the boys derive their living.

Generally speaking, it was a late starting season during which considerable credit was extended, but the boys snapped out of it with a bonanza holiday weekend except in New England, where Saturday downpours washed out the peak night hours and left the boys there still awaiting their first perfect weekend.

Teddy Bear Still Standard

While the trend toward new prizes has featured the group games operations, this pattern has been only slightly followed by those midway people offering stuffed dolls to the winners. The giant 30-inch plush, cotton-stuffed Teddy bear is still the standard.

Some new items have appeared, but the major development has been the growing use of cotton stuffing as a replacement for excelsior, and shops of late have been using a $4,000 stuffing machine which forces the cotton out thru a tube in such amounts that the unit can turn out dozens of dolls hourly, equal to the output of five persons under the old hand-stuffing system.

A market is needed for this larger capacity, and doll makers, Tee-Jay Toys among them, have been turning toward new outlets for their products. In recent seasons department and chain stores have taken to selling dolls of the old carnival plush type, and the producers are actively soliciting this business in order to provide longer seasons, whereas they had been limited to the summer outdoor business until now for these items.

As well as being stimulated by increased capacities, firms like Ace Toys which deal with unions require added sales from which to meet increased worker benefits. Ace's Abraham Menzin notes that a new contract negotiated two years ago with the Toy and Novelty Workers, CIO, provided numerous fringe increases but did not result in any rise in wholesale prices.

Glassware distributors are not putting all their eggs in the amusement basket, either, but for a different reason. Not as many people are tossing into bowls, ashtrays and plates these years, the Sendar Company notes, but this does not mean the old glass pitch is on its way out. Peak years for this game, 1947-1952, have been followed by a definite slackening of business. Are people tired of the nickel-tossing game? Maybe. The distributors note, tho, that these declines in certain games have set in in the past and in all likelihood the glass pitch will come back okay before many seasons pass.

In the light of the decline the

(Continued on page 52)

Tatum-Haynes Frame New Cage Troupe

COLUMBUS, O., July 9.—Elwood Parsons, of Dayton, O., has been named business manager of the new basketball team, Harlem Magicians, which has been organized by Reece (Goose) Tatum and Marquis Haynes, long-time Harlem Globetrotters.

Parsons said the Magicians will open their season October 1 in Vancouver, B. C., and work their way east thru Canada, back west thru the United States and then embark for Australia in the spring of 1956.

Haynes quit the Globetrotters two years ago to barnstorm with his own club while Tatum split with the Saperstein organization at the end of last season.

According to Parsons the Magicians will use all the comedy routines formerly presented by Tatum and Haynes. Last year the Haynes-operated Magicians won 168 and lost four games. They do not carry their own opposition.

SLUM DELUGE SEEN

Hold Your Kimonas, Here Come Jap Crockett Items

NEW YORK, July 9.—A veritable deluge of Japanese-made Davy Crockett novelty items is expected to be unleashed in this country before very long, as additions to the already multitudinous numbers being offered by American manufacturers and jobbers.

How large in novelty items alone the Crockett bandwagon has become is evident in the stocks of jobbers. In Philadelphia, Morris Harris notes that Harris Novelties offers 34 Crockett numbers ranging in price from balloons at $5 a gross wholesale, to 24-inch plush at more than $30 a dozen. What the Japanese will add to the list remains to be seen.

With the majority of novelty pieces being supplied by Japan, and also with the knowledge that the import trade normally contains a large number of duplicated American items, the Japanese will doubtless turn loose a flood of merchandise with Crockett labels.

Importers, such as Reliance, note that while the island nation has all sorts of manufacturing facilities and cheap labor with which to maintain a leadership in slum items, the country shows little inventiveness. Its reputation has been one of ability to reproduce goods cheaply, but not to originate.

Generally speaking the concensus here is that the Japanese Crockett numbers may be a case of too much, too late. The Crockett craze has been cashed in on by countless manufacturers both of the Disney-franchised and non-franchised variety, and sales are starting to taper off in the slum field. At best, it is expected that this fad may go fairly strong perhaps thru the Christmas season, but that will be the end of the line for Davy items, as they go down in demand as have Hopalong Cassidy, Confederate and Yankee hats, and other recent fads.

R-B 'Fresh Blood' Statement Raises ATAM Pressure

NEW YORK, July 9.—A vigorous protest against contemplated press department activities on the Ringling show was filed this week by the Association of Theatrical Agents and Managers, AFL. Cause for the union's telegram to show executive director Michael Burke and promotion chief Milton Pickman in Pittsburgh was a recent statement by Burke, that the circus might have to "look elsewhere for new blood" if its present staff is not versatile enough to assume the responsibilities of press, radio and TV publicity.

The union emphasized here that relations with the show have been good thru the years but that the year-to-year contract, signed by general manager Frank McClosky, states flatly that the show will employ only union press agents. North was informed that if the circus means non-union workers in its "elsewhere" statement, it had better check with its legal department. The union also said it understands there are non-union publicity men and press apprentices now on the show.

The union had known earlier than this week about the departure of Beverly Kelley from the radio-TV press department, since it had asked him to be shop steward on the show and was informed he may be leaving. Allen Lester was named steward instead.

Knoblaugh Okay

Hal Olver, business agent of the union, said the union has no complaints about the abolishing of Kelley's job in the merging of Ringling press departments, since a contract clause provides for two weeks' notice to be given at any time by management or workers.

(Continued on page 62)

Copyrighted material

www.americanradiohistory.com

New Bingo Regulation Takes Effect in Conn.

HARTFORD, Conn., July 9.—Connecticut's new bingo legislation takes effect next weekend, with violations calling for possible fines and imprisonment instead of the former revocation of licenses.

A chief part of the new law concerns prizes, which will be limited to merchandise valued at $50 for a single game, and $250 total during a night's session. There must be no cash awards or prizes of alcoholic beverages.

There need be no new applications for permits from existing games, but those operating under old permits must comply with the new regulations, it was emphasized. Games can be sponsored only by veterans' groups, church or religious organizations, civic or service clubs, fraternal or benefit societies, education or charitable groups, and officially recognized volunteer fire companies.

Sponsors must submit statements including "the net profit derived from such games and the uses to which such net profit has been or is to be applied," and reports on the games will be compared with original applications to determine whether there has been a violation.

Cedar Point, O., Lures Big Weekend Turnouts

CEDAR POINT, O., July 9.—Favored with hot and dry weather over the July 4 weekend, this popular Lake Erie resort had its largest crowd in many years for the long holiday period. During the daytime hardly a square foot of the famous beach was unoccupied as thousands sought relief from near 100-degree temperatures.

All means of transportation were used to bring the throngs here. Parking lots about the large grounds and at Hotel Breakers were jammed to overflowing and resort police were busy all three days trying to keep the vehicles moving along the six-mile roadway from U. S. Route 6 to the grounds. The three passenger ferries disregarded printed schedules, moving back and forth from Sandusky just as quickly as possible.

It was SRO only on Sunday (3) when the Pennsylvania and Baltimore & Ohio excursion trains brought overflow crowds from Columbus and Cambridge respectively. This was the first Pennsy excursion here in years and was sponsored by The Columbus Dispatch. The B&O train stopped at Zanesville, Newark and Mansfield to pick up extra passengers.

The resort's speedboats operating out of Sandusky did capacity business over much of the holiday period. Several privately owned cruisers tied up at the resort dock and even a seaplane pulled up on the beach to discharge pleasure seekers.

When Tommy and Jimmy Dorsey brought their combined orchestra to the large ballroom on Thursday night (30) they were greeted by the largest throng to turn out in recent years. It was another case of SRO and advance reservations came in from as far away as Columbus (110 miles). Johnny Long played to a smaller crowd Monday (4) night as the radio and TV gave out weather bureau reports of threatening rain and winds up to 80 miles an hour, both of which failed to materialize. The heat (98) tended to keep people out of doors that night.

Thousands packed the beach and adjoining grounds both Sunday and Monday nights for the large displays of fireworks shot off by E. S. Starr, park manager. One of the resort's ferries was pulled off the regular passenger run in order to take a capacity crowd from Sandusky Bay into Lake Erie so that the fireworks could be watched across the water. Many cruisers and other pleasure boats anchored off the beach both nights during the pyrotechnics and one lake freighter paused for a short time off shore in order that crew members might witness the displays.

Band Line-Up

Name bands due at the ballroom yet this month include Sauter-Finegan on July 23 and Stan Kenton, July 29. During August the list calls for Russ Morgan (6), Ernie Rudy (13), Ralph Flanagan (25) and Pee Wee Hunt is due September 2-3.

Area bands coming up are: Vic Stuart, July 9 and August 20; Bernie Shepard July 16, and Will Keating, July 30, all at the ballroom. Bus Widmer and his combo are playing at the Tavern Terrace of the Hotel Breakers thru July 17.

Outdoor free acts resumed this week with the Aerial Earls playing thru July 17. Capt. Albert Spiller will have his seals here the week of July 18-24, followed by Josef Smiley and a five person magic show, July 25-30. August acts are to be announced later.

The Ohio State Junior Chamber of Commerce convention is expected to draw about 1,000 people to the resort next weekend (16-17) while the Ohio Knights of Columbus here July 22-24. 4-H Club members from Franklin County (Columbus area) are coming July 26 on a B&O train.

Melville, Sask., Starts Building 104G Ice Arena

MELVILLE, Sask., July 9.—Construction of a $104,250 arena to replace one destroyed by fire last November has started. The arena will have an ice surface 85 feet by 196 feet and seating for 3,000. The building is expected to be ready for use by October 31.

Jersey Fairs Rename String As President

TRENTON, N. J., July 9.—Alvin String, Harrisonville, was re-elected president of the New Jersey Association of Agricultural Fairs at its annual meeting Thursday (30). String, a director of the Gloucester County 4-H Fair, is starting his fifth term as head of the association.

Donald C. Bain, Augusta, was named vice-president, succeeding John J. Kennedy. Bain is president of the Sussex County Farm and Horse Show.

William C. Lynn, Trenton, was re-elected secretary-treasurer. He is Assistant Secretary of Agriculture for New Jersey.

Major discussions at the meeting centered around co-operation of the annuals with the Mid-Atlantic Farm and Home Show to be held in Convention Hall, Atlantic City, November 2-5. A number of the fairs plan wood-chopping contests and competitive grain and hay shows whose winners will participate in the winter event along with similar winners from Delaware and Maryland.

There are 18 agricultural fairs scheduled for the 1955 season in New Jersey, practically all of which hold membership in the association. Advance copies of the 1955 Fairs Directory were distributed at the meeting. These booklets have thumbnail sketches of all the annuals and will be widely distributed thruout the State prior to the fair season.

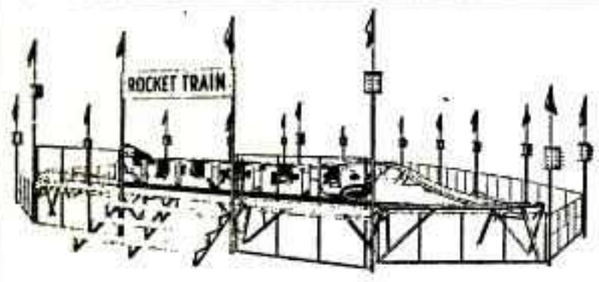
Bandits Take $2,500 From Chicago Kid Spot

CHICAGO, July 9.—Bandits bound a caretaker and his wife and escaped with $2,500 from the Kiddy Town amusement park on Chicago's far South Side early Tuesday (5). The robbers tied up the caretaker and his wife with sheets in their house trailer and took the safe from a concession stand.

★ MERRY-GO-ROUND 3 abreast-children & adults
★ ROLLER COASTER
★ WATER BOAT RIDE
★ WHIRL-A-ROUND
★ FERRIS WHEEL
★ LOCOMOTIVE TRAIN
★ ROCKET FIGHTER
★ CIRCUS RIDE
★ JET AEROPLANE
★ CHAIR-O-PLANE
★ ELEPHANT RIDE
★ TANK RIDE
FINEST KIDDIE RIDES
All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.
STANDARD KIDDIE RIDES MANUFACTURING CO.
201 E. Broadway, Long Beach, L. I., N. Y.
Phones: LOng Beach 6-7361 and 6-5594

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



ROCKET TRAIN
SENSATIONAL NEW MAJOR RIDE
Two years have gone into the planning and designing of this new high speed, full-sized major ride. Appeals to the kiddies, teen-agers and adults. Will outgross many rides costing twice as much. Requires a 57x57 ft. space, will load on one semi-trailer and requires only two men to set up. Long, easy terms arranged.
KING AMUSEMENT CO. Mt. Clemens, Mich.

HIT THE DECK

Manufacturers of Adult and Kiddie Chairplanes, Kiddie Space Plane and Atomic Jet Fighter Rides, Ferris Wheels and Trailer Mounted Auto Rides.
Ideal for Drive-Ins, Parks and other Permanent Locations.
Get your share of BIG profits with this modern money-making Boat Ride. Loaded with appeal for the kiddies—both large and small.
Send for details today.
SMITH AND SMITH INC. SPRINGVILLE NEW YORK

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

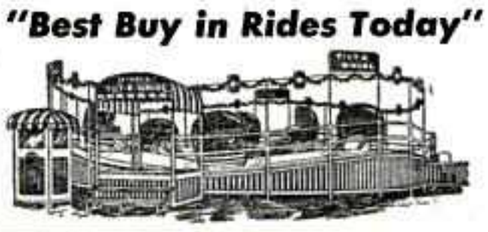
ADVERTISING IN THE BILLBOARD SINCE 1904
ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED
CASH WITH ORDER PRICES - - - 10M $12.60 - ADDITIONAL 10M's SAME ORDER, $2.60
Above prices for any wording. Each change of wording and color add $5.00. For change of color only, add $1.50. Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS 1 ROLL ..... $1.50 EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

The biggest profits come from the best rides

MERRY-GO-ROUNDS • BOAT RIDE • AUTO ROLLER COASTER • JOLLY CATERPILLAR • TANK SKY FIGHTER • BUGGY • GASOLINE SPORT CARS • RECORD PLAYERS • RECORDS • TAPES TIMERS • SIDE WALLS AND COVERS CANVAS TOPS
ALLAN HERSCHELL CO., INC. • EST. 1880
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

TUBS-O-FUN
48-PASSENGER KIDDIE-ADULT RIDE
Be Prepared for Those Big Days Ahead With This Huge Capacity Ride. Will Earn $50.00 to $60.00 Per Hour. Finest Quality, Heavy Duty Construction. A $4,500.00 Ride for Only $2,750.00.
HAMPTON AMUSEMENT COMPANY
Portage de Sioux, Missouri
(Phone: Skyline 3833)

YOU CAN PLACE YOUR CONFIDENCE IN NATIONAL RIDES
Rides built by National over 40 years ago are still in operation and considered too good to replace.
National Is Famous for . . .
★ Complete Kiddielands
★ Century Flyer (Miniature Train)
★ Trackless Train (No Rails Needed)
★ Comet Jr. (Roller Coaster)
★ Kiddie Buggy Ride (10-Horse De Luxe)
★ The Pony Trot (10 or 20 Ponies)
★ Kiddie Ferris Wheel (For Safety and Profits)
★ Streamlined Coaster Cars (Custom Built for your Coaster)
★ Funhouses (Designed for Big Profits)
★ Mirror Mazes (An Old Favorite)
★ Laughing Mirrors (Require Little Space)
★ Old Mills & Mill Chutes
Write for Descriptive Circulars
NATIONAL AMUSEMENT DEVICE CO.
BOX 488, VAF Phone MElrose 2646 DAYTON 7, OHIO

THE TILT-A-WHIRL Ride
"Best Buy in Rides Today"

★ Very Popular and Profitable
★ Good Looking ★ Good Quality
★ Well Built ★ Economical
and what a ★ Repeater!!
SELLNER MFG. CO.
Faribault, Minnesota

Copyrighted material
www.americanradiohistory.com

A BLUE RIBBON WINNER!

Dated JULY 30—Distributed JULY 25

featuring

The final publication of the 1955 Fair Dates with all late changes and additions . . . one of the many reasons why EVERYONE in Outdoor Show Business will welcome this Special Issue and will put it to good use many times over during the remainder of the Fair Season.

All the latest news . . . reports on business being done by Fairs, Amusement Parks, Kiddielands, etc. . . . developments of new equipment and supplies for the growing Food and Drink Concessions Field . . . and . . . the regular weekly features, Routes, Coming Events, Letter List, Merchandise Topics, Pipes for Pitchmen, more widely read at this particular time of the season.

Timed perfectly to reach EVERY Billboard reader just before the peak of the Fair Season . . . August, September and October when the majority of Fairs, large and small, take place.

Tried and proven an unusually effective Special Issue, producing immediate results . . . during a period when Food and Drink Concession equipment and supplies are in greater demand than at any other time of the year . . . when ALL types of equipment and supplies are greatly needed.

Assure yourself steady sales until the very end of the active Fair Season by using a large, sales-compelling advertisement in this Fair Special. Rush complete copy instructions TODAY, or authorize us to repeat a previous ad of yours.

ADVERTISING DEADLINE—JULY 21

CINCINNATI 22, OHIO
2160 Patterson St.
DUnbar 1-6450

CHICAGO 1, ILLINOIS
188 W. Randolph St.
CEntral 6-8761

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOllywood 9-5831

Helium Problem

• *Continued from page 48*

This time, it is said, there just isn't any helium available.

The government has cut its helium supply to Air Reduction by more than 50 per cent, and even specifies where the allotted helium is to be shipped. Balloons account for only 5 per cent of all Air Reduction's business in helium but the government has not allowed any of the gas for that purpose for the last six weeks.

Black Market Helium

As in the last shortage there are rumblings of black market helium. Retail price of the cylinders is about $16.50 hereabouts, and during the 1953 Christmas season under-counter gas was going for $25 to $30 per cylinder, with some department store concessionaires managing to come up with the stuff somehow. Offering price now is about $40, it is said, with some of the helium-filled balloons noted in the Boston area.

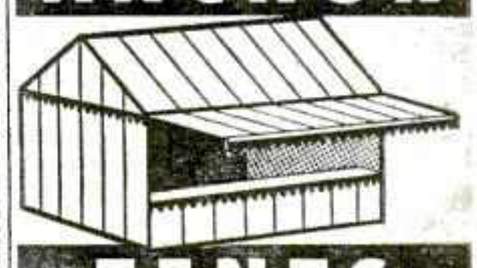
Round balloons and cat-head types eight-inches and larger, made with heavy walls for helium usage, can also be used with compressed air, but of course they will not float. Spirals, knobbies and airships are not normally used with helium anyway since they would stand on end and are not designed for floating.

Altho wholesale balloon sales have been harmed by the helium ban, biggest regret is expressed by novelty salesmen, park resort and midway operators. Clusters of floating balloons make top-notch decorations as well as being faster moving than stick balloons, in a sales sense. Commercial establishments using floating balloons lettered with sales messages have had this type of advertising and promotion squashed by the government action.

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.

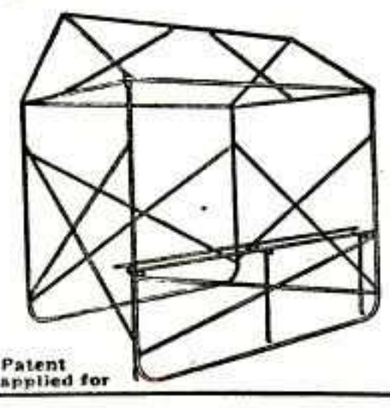
TENTS
ALL SIZES
ALL TYPES
Well Made for Over 75 Years
Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.
IMMEDIATE DELIVERY
"SID" T. JESSOP—GEO. W. JOHNSON
UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

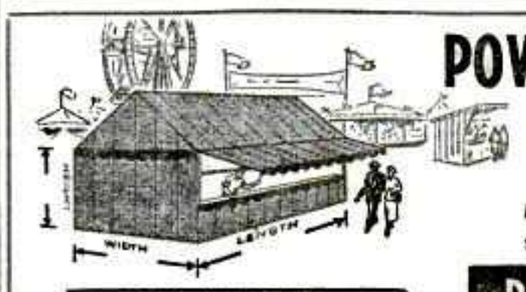
POPCORN—SNO-CONES—COTTON CANDY—CANDY APPLES
and other Equipment and Supplies
Send for free catalog.
VICTOR POPCORN SUPPLY CO.
211 W. 7th St. Richmond, Va.
PHONE 83-4806

ANCHOR

TENTS
Supplying Superior Show Canvas for 60 years. Any size or style made to order. Dyed and flamefoil fabrics.
Best delivery—Write today—Better prices.
ANCHOR SUPPLY CO.
EVANSVILLE, INDIANA

SHOW TENTS
CENTRAL Canvas Company
516-518 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

Shooting Galleries
And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St., Ocean Park, Calif.


"CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES
Sizes and Styles for Every Outdoor Purpose—
Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.
No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.
Patent applied for
TURNER EQUIPMENT COMPANY
432 St. Aubin Ave. Detroit 7, Mich.


POWERS TENTS
Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.
Largest manufacturer of show tents in the East. Write for prices
FILL IN ARROWS
SEND FOR QUOTATIONS
Powers & Co. 5929 Woodland Ave. Philadelphia, Pa.

AMERICA'S FINEST SHOW TENTS
O. Henry Tent & Awning Co.
SPECIAL! 70'x170' used Round End Tent—12' Wall—Blue Fire Resistant Fabric. Good Condition—Immediate Shipment.
BERNIE MENDELSON
4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

TENTS TENTS TENTS
Concessions • Cookhouse • Merry-Go-Round • Caterpillar Tops and Big Tops • Flashy Trimmings • Any Color • All Sizes • Flameproof or Regular Tarpaulins, Truck Covers, Drop Cloths • All Sizes • Immediate Delivery.
Write • Wire • Phone
ACE CANVAS CORPORATION
103 GREENE STREET DElaware 2-6893 JERSEY CITY 2, N. J.
JIMMY GUASTAMACCHIO

www.americanradiohistory.com

AUDITORIUMS-ARENAS

Conclave May Open Ranks Of IAAM to Stadium Mgrs.

By TOM PARKINSON

When the International Association of Auditorium Managers convenes next week (18-20) in Denver one of the top items on the convention agenda will be the proposal that membership be opened to managers of outdoor stadiums as well.

Merton E. Thayer, manager of the International Amphitheater and president of the IAAM, points up the belief that whether the big capacity structures are those with roofs or without the problems are the same.

Thayer will tell the convention that among the main concerns of auditorium managers are problems about labor relations, concession operations and promotion of events, and that the same concerns are uppermost on the list of stadium managers.

Even weather problems are much the same, Thayer stresses. Events at an open-air stadium can be rained out; at roofed arenas and auditoriums bad weather can have equally serious business results.

In welcoming stadium managers into the IAAM, backers feel that they would be furthering a co operative feeling that already exists in many places. Thayer pointed out that the General Motors "Powerama" show, big industrial exposition type of show, considered coming to the Amphitheater, but a major tool show's dates were in conflict. Thayer then referred GM to Soldier Field, and that is where "Powerama" will be. He believes this type of co-operation between his office and that of Erwin Weiner, Soldier Field manager, can be duplicated in many places. Weiner, incidentally, already belongs to IAAM.

Another point made by Thayer is that with such shows as "Powerama" going into stadiums, those structures are stepping into the same field as exposition halls, and thus the stadiums' common interests with arenas and auditoriums is even greater.

In cases of municipally owned buildings, frequently one man manages both the auditorium and the stadium-type facility. This also is true in the numerous cases in which fair associations operate a coliseum or arena as well as a grandstand, and more fairs are operating these facilities on a year-round basis.

How wide the membership might extend will be a convention topic. Managers of baseball parks might be invited to membership; no conflict is seen between membership in IAAM and membership in any other associations. Thayer also believes that managers of university football stadiums and a variety of other big-capacity facilities could be made eligible.

In many cases managers of roofed and unroofed buildings find their professional paths cross. The overlapping of problems and the mutual exchange of business leads and information are areas which already exist and which could be expanded advantageously by the closer association that common organization could give.

CONEY ISLAND, N. Y.

By UNO

The second of the season's three-day holiday week-ends, like the first (Decoration Day) was attended by ideal weather, this time of the red hot variety and as a consequence, drew record breaking crowds. Business was tops with all ops and concessionaires.

Phil Greenbaum is the new staff photographer succeeding old timer Harold Nishoff, and Gerry Duggan is the new secretary in the publicity office for Frank Tilyou replacing Diane Kelder, in Steeplechase Park. Greenbaum comes from The New York Journal-American staff. The Tilyous, closing a deal with the Borden milk firm, will present an unusual attraction consisting of Elsie the cow, and her daughter Beauregarde, July 15-24, in a roomy spot inside the park. Recent celebs, guests of the management, were Margaret Truman, accompanied by Leonard Lyons of The New York Post, Conrad Nagel, Phil Regan and Bert Lancaster, all ride enthusiasts. Following his park visit, Regan was the guest of Harry and Anna Nelson of high-striker fame. . . . Joan Marie Rapp, daughter of Larry Rapp, talker, and Jean Carroll, tattooed lady, in Palace of Wonders, became engaged to William Stanley Aponick, magician and lecturer, on June 29. Marriage date to be announced later. . . . Andy Melillo, after 20 years manipulation of a Spill-the-Milk game on Surf Avenue and West 10th, has switched to a ring-the-duck concession. His assist is Dottie Nugent.

Herbert Jacobs, son of Mike Jacobs, has taken over the management of the family's new Hot Rod ride and two concessions, a pan and a balloon game, on Surf Avenue and West 8th. Mike's brothers, Joe and Fred, have eight more concessions adjoining, a cat rack or Loop 'em Down, Ring Toss, Under-and-Over, Nickel Pitch, Doll Rack, pan game, Jet Speedway and balloon dart game. Their partner in the Jet Speedway is Libby Schwartz, who anticipates an increase from 10 to 15 cars because of the rush of patronage since its first operation this season. Frontage of all concessions is one of the best looking of any in the near vicinity. Schwartz has closed his vacuum cleaning business in New York to devote his entire time to his new acquisition. . . . Sid and Mildred Daiell, because of the Oceanarium construction, were forced to exit from their long stay on Surf Avenue and are now new Stillwell Avenue concessionaires. Their operations are a ciggie penny pitch and a ring-the-duck.

Whitey Anderson, or, as the sign over his pan game concession on Stillwell Avenue reads, "Big hearted Dick, the working girl's friend," is back on Coney after many seasons with the John Marks Shows on the road. His previous Island possessions were five stands on the Bowery and nine in old Luna Park. A return to carnies is planned after the end of the current Coney season. With Marks he operated three concessions, a pool game, Coke pitch and a 6-cats. . . . Susie, the Elephant Girl, the big draw for the annex attraction in Wonderland Circus, is under the personal management of Julius Kuehnel, a former Coney dealer and handler of reputable freaks.

COOKHOUSE OPERATORS!
SAVE $776.00 on this NEW
Double-Oven Heavy Duty Center-Fired
Army Surplus HART OIL RANGE
$1,075.00 value Only $299.00 WHILE THEY LAST
ONLY 93 LEFT

- RAY OIL BURNER Size 00, Type RCR, Model G-150, Horizontal Rotary Type Direct Connected Motor, Fan, Rotating Atomizing Cup & Nozzle.
- ELECTRIC POWER Use 115 Volts, 60 Cycle, Single Phase Electric Service. (Motor H.P. 1/12, Amps. 1.6.)
- FUEL PUMP (Wall Type) with Electric Motor, Volt 115, Cycle 60, H.P. 1/70, RPM 1550. Automatic Switch Control. (Fuel Transfer Pump No. CRC-733.)
- FUEL OIL of Grade No. 3, No. 2 or No. 1 may be burned.

—RANGE SIZE—
- TOP PART 4 Solid Top Panels, 1 Cover Ring and 1 Cover. N1-Resist. 84" long x 34½" wide + 2½" rail. Overall width 37".
- BODY PART Heavy Gauge Steel, 80" long x 23" wide x 23½" high + 8¾" legs. Overall height 33".
- SHIPPING WEIGHT 1700 lbs.

Completely Equipped—Consists of:
1—Range Body complete. 1—Burner Cpt., Ray Oil. 1—Fuel Pump, wall type. 1—Damper Control Automatic, 10" to 12". 6—Feet with Bolts and Nuts. 2—Oven Racks. 1—Coll Joint Pipe, 11". 1—Smoke Box Assembly, Cpt. 1—High Shelf complete, with Bolts and Nuts. 1—Scraper. 1—Towel Bar. 3—Towel Bar Brackets with Nuts and Bolts. 2—Grease Troughs and 2 Brackets with Bolts and Nuts. 2—Grease Tubes.

ORDER YOURS TODAY—
Money-Back Guarantee if not satisfied.
Subject to Prior Sale!
25% dep., bal. C.O.D., F.O.B. Chicago.

MERCANTILE TRADING CO., INC. 2435 S. Wabash Ave., Chicago 16, Ill. Phone: CAlumet 5-1788

BIG PROFITS with SOFT ICE CREAM

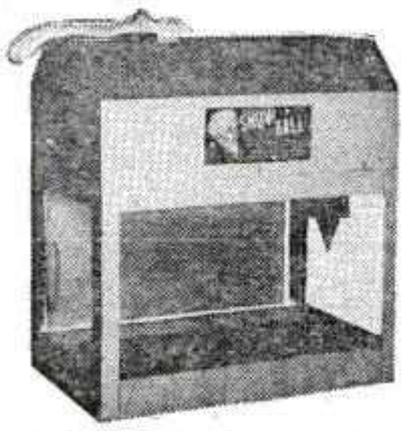
Sani-Serv DIRECT DRAW DAIRY FREEZER
WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

Multiplex Faucet Co. Serving the Trade 50 Years
Mechanical Refrigeration
NOW Available—
ROOT BEER BARREL
(17 and 45 Gallon Sizes Only)
Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

Exclusive!
8 Gallon Root Beer Barrel (single faucet)
17 Gallon Barrel (one or two faucets)
45 Gallon Barrel with draft Arm for plain soda plus two faucets with 2 different drinks
Also Dispensers for Coca-Cola, other Drinks
- VARNISHED OAK BARRELS
- STAINLESS STEEL HOOPS

Manufacturers: MULTIPLEX FAUCET CO. 1400-B Ferguson Ave. St. Louis 14, Mo.

SNOW BALL
Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

Equipment and Supplies
POPCORN • FLOSS • CANDY APPLES
SNOWBALLS • DRINKS
Plus . . . A Complete Line of Money Makers!
Get everything from one source!
STAR CRETOR ECHOLS DUNBAR GOLD MEDAL PRODUCTS and many others
POPPERS SUPPLY CO.
INC. OF PHILADELPHIA
1211 North 2nd St., Phila. 22, Pa. • GArfield 6-1616
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

our 70th year!
Cretors
POPCORN MACHINES
SALES OFFICE: Cretors, Popcorn Bldg., Nashville, Tenn.
FACTORY: Chicago, Ill.

CONCESSION SUPPLY CATALOGUE
Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.
POPCORN SNO-CONES | COTTON CANDY CANDY APPLES | COOK HOUSES GRABS
If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD ST. CINCINNATI 2, OHIO

NEW! ALL NEW
THE
TOLEDO 50
FLOSS MACHINE

$199.50
The latest . . . modern design . . . compact! Guaranteed to outproduce and outperform any other machine on the market. Don't buy without getting complete information on the new "Toledo 50" Floss Machine.
If You Haven't Received a 50th Anniversary Catalog, Write for It.
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 13, Ohio

Make DORE Your MIDWEST HEADQUARTERS for all your
CONCESSION SUPPLIES & EQUIPMENT
POPCORN • SNO KONES
COTTON CANDY • CUSTARD
Top Quality and Prompt Shipments
DORE POPCORN CO.
5913 W. North Ave. Chicago 39, Ill.

CHUNK-E-NUTS

POPCORN & CONCESSION SUPPLIES
★ SEND FOR PRICE LIST AND FREE CATALOG
"MIDWAY MARVEL" FLOSS MACHINES — Candy Apples, Ice Shavers, Popcorn Machines, Peanut Roasters, Bags, Boxes, Peanuts in bulk or ready bagged (100 per case). Same day service.
CHUNK-E-NUT PRODUCTS CO.
231 N. 2d St. Philadelphia 6, Pa. | 1261 E. 6th St. Los Angeles 21, Calif. | 2908 Smallman St. Pittsburgh 1, Pa.

STEADY SUPPLY
IMMEDIATE SHIPMENT
DIXIE HOT DOG MIX
(Hot-Dog-on-a-Stick)
Scientifically blended with spices. Packed 40 lbs. to the case (8—5 lb. bags), $16.00. Also Sticks and Bags at a minimum cost. Special price on Deep Fat Fryers with thermostat controls. All prices F.O.B. ¼ CASH WITH ORDER, BALANCE C.O.D. PHONE, WIRE OR WRITE
National Industries, Inc.
PHONE 290-1 WALLACE, N. C.

MAKE $100.00 A DAY
On Candy Floss

Our PERFECTION is just that —Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature.
ELECIRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

Copyrighted material

www.americanradiohistory.com

SHOW PRINTING
NEW PICTORIAL DESIGNS
For All Occasions
New Size 9x22 Card Pictorial 5.50 per 100 In Lots of 300 F.O.B. Phila.
500—$25.00 1000—$45.00
OTHER SIZES — LOW PRICES
Eze-Stik-On 3x9 Brilliant-Tint BUMPERETTES
250—$12.50 500—$20.00 1000—$35.00
Fluorescent Bumperettes—All Sizes.
Special Designs at Low Prices.
SEND FOR CATALOGUE.
Metropolitan PRINTING COMPANY
1609 N. 5th ST. PHILA 22, PENNA
union printers POPLAR 5-0526

Hotel Sinton
Hospitality at its Best!

CINCINNATI, OHIO
Convenient to All Activities — Business, Shopping, Theatres, and Points of Interest . Crystal Dining Room Serving Wonderful Food . . . Radio . . . Television .
Home of the Jet Chef .
700 Rooms . . . From $4.00 up.
JOSEPH MASSAGLIA, JR., President
JOHN SCHEIBLY, Manager
Other MASSAGLIA Hotels
Hotel RALEIGH WASHINGTON D. C.
Hotel BOND HARTFORD, Connecticut
Hotel SHERWYN PITTSBURGH, Pennsylvania
Hotel MIRAMAR & BUNGALOWS SANTA MONICA, Calif.
Hotel SENATOR SACRAMENTO, Calif.
Hotel EL RANCHO & BUNGALOWS GALLUP, New Mexico
Hotel PARK LANE DENVER, COLORADO
World-famed hotels—
Teletype service—Family Plan

DON'T BE LIKE THE OSTRICH!
When in trouble it buries its head in the sand.
Buy Your Insurance With Confidence
Secure Sound Protection
INSURE WITH
CHAS. A. LENZ
"The Showman's Insurance Man"

1492 Fourth St., N.,
St. Petersburg, Fla.
Phone: 7-5914

Get Our Low, Low Prices
*GLOWING EZY-STICK
BUMPERETTES
and 24-SHEET POSTERS
*Silk Screening at Its Best
DELAWARE VALLEY DISPLAY CO.
S.W. Cor. 8th and Jefferson Sts.
PHILADELPHIA 22, PA.

FOR SALE
VOLTAGE BOOSTER
Don't take chances on voltage trouble. Five, ten and fifteen per cent boost OR buck, 115 volts, 1500 watt. Raise or lower your voltage as needed. Economical, dependable, compact. Hundreds of satisfied users.
ONLY $19.50, f.o.b. Macon, Ga.
Deposit required.
W. R. DORSETT
Route 6, Box 16 Macon, Ga.

Brand Names for Midways

• *Continued from page 48*

distributors have also found a supplementary source of business, as have the stuffed dolls people. This is the increasing use of glassware as premiums by filling stations and supermarkets, and it is a lush, green field for the glass folks to explore. So far it has proved very successful.

Davy Demise Seen

What with all the production of Davy Crockett items, the outdoorsmen feel Davy has shot his wad partly due to oversaturation. There are dozens of Davy items on the market, especially in cheap novelties, and with the initial harvest of kiddie Crockett fans having been reaped, it is not expected that the fad will have the momentum to carry it past the Christmas holiday season. Davy Crockett dolls, for example, are not being stocked by manufacturers due to the uncertain demands of the trade, but are being made up quickly on short order.

Novelties are but another part of the multi-phased outdoor industry, but one in which the supplementary source of income has been standardized for many years. This is the Christmas season, accounting for as much as half the yearly business of some houses, such as Charles Shear and Schattur Novelty here, and Harris Novelty in Philadelphia. Shear also sells retail at sports events such as Kentucky Derbies and other racetrack features, World Series and championship fights.

In New York he maintains a store across from Madison Square Garden on a year-round basis, opening it merely for the eight weeks of the rodeo and circus. He supplies Garden hawkers with their items, and the store manager sets up outside the store and sells on percentage, himself. This type of business requires a huge inventory of souvenir buttons, which Shear makes up on short notice and stocks in such large supply that the house earned a reputation as a novelty button center.

There is no shortage of novelty items—leis, razzers, hats, puzzles, fans, birds on sticks, etc.—with this field being dominated in better than three-to-one ratio by Japanese products. There is no "novelties" category at the Foreign Trade Statistical division of the U. S. Department of Commerce, whereby one might figure out the extent of Japanese imports.

The items might be carried inconspicuously under wood products, paper products or others. Importers brought in $10,000,000 worth of Japanese "toys, athletic and sporting goods" last year, and another $6,400,000 in "precious stones, jewelry and plated ware," with both categories including many items common at the novelty stands, such as mechanical toys, leis, low-priced "slum" jewelry, parasols and coolie hats.

Big items in the novelty field are balloons, one product not taken over by the Japanese. Another is American flags, altho the Nipponese have a good silk Stars and Stripes priced comparable to U. S. cotton models. Altho it is finer-looking, it hasn't taken hold anywhere as well as the American versions of the American flag. In balloons, competition among makers has spurred such new and revised items as the cat-heads, clown-heads, atom bomb and balloon-in-a-balloon models.

Also going well this year are plastic fire helmets, once available only in red but selling nicely in 1955 in white also, as a 15-cent wholesaler. Standard Cellulose and Fanchon have perfected the hats in this area.

Thruout the merchandise and novelty field, prices have been trimmed in recent years by varying small percentages, due largely to great competition among manufacturers and jobbers. In fields where imported and domestic products are in conflict, such as cheap jewelry, made domestically chiefly in Providence, the price situation has become acute due to competition both within and outside the country, and also on the wholesale sales level. Houses such as McBride Jewelry stock well over half their inventory in foreign pieces, notably Japanese.

With the growing usage of brand products in the outdoor field, and the turning of manufacturers to new fields in which to sell items previously restricted to the midway, the outdoor amusement industry is developing a closer relationship yearly with the American consumer.

This tendency has been recognized over the years by leading advertising people who show a continuing interest in ballyhooing their nationally known goods on the midway and at parks and resorts. It is a healthy relationship, according to all who participate in it, and the good seasons being racked up by the outdoor fun industry should call for more of the same.

Huron Buildings

• *Continued from page 48*

new layout will be ready for this year's fair, September 5-10.

The building will be 40 by 84 feet and will include a large exhibit hall, connected with a 12 by 40-foot fish display. The two units will be connected by a breezeway. The building will replace the present structure, which will be razed.

Currently under way is renovation of an artificial lake area to the north of the game and fish department display center. This will be beautified and made into a park site. Nearing completion is a new steel race horse barn, replacing the old barn, one of the first buildings erected when the State Fair came to Huron in 1905.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Alamo Expo.: Rawlings, Wyo.
American Beauty: Moberly, Mo.; (Fair) Jefferson City 19-23.
Am. Co. of America: Fort Wayne, Ind.
Amusements of America: Fulton, N. Y.; Buffalo 18-23.
Badger State: Warren, Minn., 14-16.
Baker United: Beach Grove, Ind.
Beam's Attrs.: Ebensburg, Pa.; Huntingdon 18-23.
Bee's Old Reliable: Mount Sterling, Ky.; (Fair) Lawrenceburg 18-23.
Belle City: (Fair) Waterford, Wis., 14-17.
Bernard & Barry: Toronto; Valleyfield, P. Q., 20-24.
Big Four Am.: Melrose Park, Ill.
Blue Grass: Sterling, Ill.; Gibson City 18-23.
Blue Valley: Buckner, Mo., 14-16.
Bogle, F. C.: Arkansas City, Kan.; Anthony 18-23.
Briggs, A. R.: Woodsfield, O.; Pleasant City 20-23.
Brodbeck & Schrader: Gering, Neb.
Buck, O. C.: Poughkeepsie, N. Y.
Burdick's Greater: Copperas Cove, Tex.; (Fair) Riesel 18-23.
Burke, Harry: Oakdale, La.
Burkharts: Kewanee, Ill.; (Fair) Augusta 20-24.
Capital City: (Fair) Scottsville, Ky.; (Fair) Orleans, Ind., 18-23.
Caravella Am.: Bellefonte, Pa.; Altoona 18-23.
Carl, A. J.: Montague, Mich.
Carpenter Bros.: Whitehouse, O., 14-16.
Carroll's Greater: (Fair) Flaxton, N. D., 11-13; (Fair) Crosby 14-16; (Fair) Bottineau 18-20; Maddock 21-23.
Catlett Greater: Barnerd, Mo., 13-16; Blue Springs 18-20.
Central States: South Sioux City, Neb.
Cetlin & Wilson: Utica, N. Y.
Chanos, Jimmie: Rising Sun, Ind.; Dayton, O., 18-27.
Cherokee Am. Co.: Frankfort, Kan.; El Dorado Springs, Mo., 18-22.
Coleman Bros.: Hudson, N. Y.
Collins, Wm. T.: (Fair) Langdon, N. D., 11-13; (Fair) Hamilton 14-16; Devils Lake 18-25.
Continental: Newport, Vt.
Crafts 20 Big: Wilmington, Calif.
Cross Road Am. Co.: Howard City, Mich., 12-17.
Cumberland Valley: Fayetteville, Tenn.
Cunningham's Expo.: Lost Creek, W. Va.
Davis Am. Co.: Nyssa, Ore., 12-17; Elgin 20-24.
Del Flore Am.: Avonmore, Pa.; (Fair) Beaver Falls 18-23.
Deluxe: Chicopee Falls, Mass.; Easthampton 18-23.
Desbro: Hancock, N. Y.; Penn Yan 18-23.
Dickson United: Watonga, Okla.
Dobson's United: Augusta, Wis., 15-17.
Down River Am. Co.: (Fair) Stockbridge, Mich.; Vandercook Lake 19-21.
Drago Am., No. 1: Galveston, Ind.; Plymouth 18-23.
Drago Am., No. 2: Otterbein, Ind.; Kouts 18-23.
Drew, James H.: Columbus, O.; (Fair) Covington, Ind., 18-23.
Dudley, D. S.: Fort Collins, Colo.; Fort Morgan 18-23.
Dumont: Damascus, Va.
Dyer's Greater: De Kalb, Ill.; Galena 18-24.
Eddie's Expo.: St. Marys, Pa.; Seneca 18-23.
Emshoff: Walworth, Wis., 13-16; Lake Mills 22-24.
Evans United: Lebanon, Kan., 14-16; Centralia 21-23.
Fairtime: South San Francisco 13-17.
Fair & Expo.: Carrollton, Ky.
Fitzsimmons: Ordway, Colo.; Manassa 21-23.
Frame's Greater: Holly, N. Y.; Fredonia 18-23.
Franklin, Don, No. 1: (Fair) Stoughton, Wis., 14-17; Wiscon Dells 19-25.
Franklin, Don, No. 2: Atlantic, Ia.
Frontier: Panguitch, Utah.
Funland: Everton, Mo., 13-16.
G. & B.: Elizabeth, W. Va.
Gem City: (Fair) Salem, Ill.
Gentsch, J. A.: New Albany, Miss.; Armory 18-23.
Georgia Am. Co.: Cornelia, Ga.
Glades Am. Co.: King George, Va.
Gladstone Expo.: Bowling Green, Ky.; (Fair) Glasgow 18-23.
Glass City: South Lyon, Mich., 13-16; Petersbury 21-23.
Gold Medal: Carlisle, Pa.; (Fair) Red Lion 18-23.
Gold Coast: Woodburn, Ind.; Lagro 18-23.
Gooding Am. Co., No. 1: Greenfield, O.
Gooding Am. Co., No. 2: Bloomington, Ind.
Gooding Am. Co., No. 3: Ashtabula, O.
Gooding Am. Co., No. 4: Cleveland.
Gooding Am. Co., No. 5: (Fair) Marion, Ind.
Gooding Am. Co., No. 6: Coraopolis, Pa.
Gooding Am. Co., No. 7: (Fair) North Vernon, Ind.
Gooding Am. Co., No. 8: Cleveland.
Gooding Am. Co., No. 9: Niles, O.
Gopher State: Battle Lake, Minn., 16-17; Medicine Lake 22-24.
Grain Belt: (Station C) Omaha; Woodbine, Ia., 18-19; Correctionville 22-23.
Grand American: Wilton Junction, Ia., 14-16; Jesup 19-20; Plainfield 21-23.
Greater Dixieland: Adel, Ia.
Hale's Shows of Tomorrow: Bellevue, Neb.; Overland Park, Kan., 19-24.
Hames, Bill: Round Rock, Tex.
Hammond, Bob: Ardmore, Okla.; Yale 18-23.
Hannah's Am.: Black Lick, Pa.; Fayette City 18-23.
Hannum, Morris: (Fair) Conshohocken, Pa.
Happy Attrs.: New Washington, O., 12-16; Fremont 18-23.
Happyland, No. 1: Traverse City, Mich., 13-16.
Happyland, No. 2: Roseville, Mich.; Port Huron 18-23.
Harrison Greater: Kenly, N. C.; Faison 18-23.
Hartsock Bros.: La Belle, Mo.
Heller's Acme: Haskell, N. J.
Heth, L. J.: (Fair) Sparta, Ill.
Hiawatha: Perrysburg, O.; New Bremen 18-23.
Hill's Greater: Thief River, Minn.
Holiday Am. Co.: (Fair) Pomona, Kan., 13-16; (Fair) Polo 18-23.
Holly Am. Co.: Atlanta.
Hottle, Buff, No. 1: Newton, Ill.
Hottle, Buff, No. 2: Pinckneyville, Ill.
Howard, Ray S.: Northfield, O.
Hugo's Novelty Expo.: Hardin, Mo., 14-16.
Ideal Rides: Hymera, Ind.; Carlyle 18-23.
Imperial, No. 1: (Fair) Carrollton, Ill., 11-15; (Fair) Taylorville 17-22.
Imperial, No. 2: (Fair) Hillsboro, Ill.; (Fair) Taylorville 17-22.
Johnny's United: Danville, Ind.
Ken-Penn Am. Co.: Eastwood, Pa.
Key City: Lexington, Ill.; (Fair) Valley Mills, Ind., 18-23.
Keyman Am. Co.: Jeffers, Minn., 15-16; Marathon, Ia., 19-20.
Kile, Floyd O.: Cabool, Mo.
King Bros.: Philip, S. D., 15-17.
King Shows, Ltd.: Oakville, Ont., 14-16; Lakeview 21-23.
Klein Am. Co.: Arlington, S. D., 12-14.
Lagasse Am. Co., No. 1: Westville, N. H.
Leeright's Midway: Circle, Mont., 11-13; Jordan 14-16.
McKennas Rides & Am.: Lakewood, Wis., 15-17; Hartford 22-24.
Maddox Bros.: Summerfield, Kan., 13-16; Sterling 19-23.
Majestic Greater: Noblesville, Ind.; Sunman 18-23.
M. D. Am.: Middletown, Pa.
Manning, Ross: Hammonton, N. J.
Marks, John H.: Plainfield, N. J.
Marvel: Deer Creek, Ill.; Gladstone 18-23.
Merriam's Midway: Glenwood, Minn., 11-13; Buffalo 14-16; Pine Island 18-20; Sleepy Eye 22-24.
Merry Midway: New Sharon, Ia.
Metropolitan: Alton, Ill.
Midway of Mirth: French Village, Ill.
Mid-West: Hamilton, Mont.
Mighty Hoosier State: Shoals, Ind.
Mighty Interstate: Kenton, O.
Moser-Rundle: Lime Springs, Ia., 12-13; Rolfe 15-16; Monona 19-20; Martensdale 22-23.
Motor State: Bradner, O.; Plymouth, Mich., 18-23.
Mound City, No. 2: Salisbury, Mo.; (Fair) Warrenton 21-23.
Murphy's Tri-State: Iroquois, S. D., 11-12; Doland 13-14; Bristol 15-16; Summit 18-19; Raymond, Minn., 20-21; Belview 22-24.
Myers, Sonny: St. Joseph, Mo.; Fairfax 20-23.
Nelson, Geo. W.: Staplehurst, Neb., 11-12; Hallam 16-17; Defiance, Ia., 19-21; Beemer, Neb., 23-24.
New England Am.: West Brookfield, Mass.; Dedham 18-23.
Nolan Am. Co., No. 1: Canal Winchester, O., 13-16; Mount Sterling 20-23.
Nolan Am. Co., No. 2: Obetz, O.
North Star: Norwood, Minn., 12-14.
Northern Expo.: Wolf Point, Mont., 14-17.
Norton's Rides: Helena, Mont.; Bozeman 18-23.
Page Bros.: Owensboro, Ky.
Page & Ferris Combined: Scio, N. Y.
Palmetto Expo.: Siler City, N. C.
Pan American: Winchester, Ky.
Penn Premier: Lanesboro, Mass.; Syracuse, N. Y., 18-23.
Pepper's All State: Milton, Fla.
Playtime: Hyannis, Mass.; Provincetown 18-24.
Powelson Greater: Reynoldsburg, O.; New Holland 18-23.
Prell's Broadway: Newark, N. J.; (Fair) Harrington, Del., 25-30.
Putska, A. H.: Wheeling, Ill., 15-17; Grays Lake 21-24.
Raines Am. Co.: Bixby, Okla.; Stilwell 18-23.
Raley Bros.' Expo.: Hookerton, N. C.
Reithoffer Blue: Schuylkill Haven, Pa.
Riley's Amusement Rides: Owenton, Ky.
Rocky Mountain Empire: Gunnison, Colo., 12-17; Custer, S. D., 22-26.
Rogers Bros.: Ironton, Minn., 11-12; Lisbon, N. D., 14-16; Fergus Falls, Minn., 22-23.
Rohr's Modern: Cerro Gorda, Ill., 12-17; Rankin 18-24.
Rose City Rides: Edgar Springs, Mo., 14-16.
Royal American: Calgary, Alta.
Royal Expo.: Augusta, Ga.
Royal Midwest: Vienna, Ill., 11-23; Flora 25-29.
Royal United: New Virginia, Ia., 11-12; Baxter 13-14; Coggon 15-16; Bellevue 18-19; Clinton 20-23.
Rumble Greater: Loogootee, Ind.; (Fair) Cayuga 17-23.
Shorter: Rose Creek, Minn., 11-12; Hayfield 15-17.
Shugart & Son: Whitewright, Tex.
Siebrand Bros.: Kalispell, Mont., 12-17.
Skerbeck: Newberry, Mich.; Republic 19-23.
Smith, Geo. Clyde: Meyersdale, Pa.; Central City 18-23.
Snapp Greater: Plover, Wis.
Southern Valley: Clarksdale, Miss.
Stanley: Nevis, Minn., 13-14; Shelby 18-23.
Star Am. Co.: Reyno, Ark.
Stephens, C. A.: St. Paul, Va.
Stephens, Otto: Eddyville, Ia., 11-13; Milton 14-16.
Stipe's: Cameron, Wis., 12-14; Chetek 15-17; Pepin 22-24.
Strates, James E.: Plattsburg, N. Y.
Strong's Am.: Daykin, Neb., 13-14; Abie 16-17.
Sunny, A. J., Am. No. 1: Gerard, O.
Sunny, A. J.: Am. No. 2: St. Hedwig (Akron), O.
Sunset Am. Co.: Harmony, Minn.; (Fair) Wapello, Ia., 18-23.
Tatham Bros.: Gardner, Ill., 13-17; Chandlerville 20-23.
Tennessee Valley: Maysville, Ky.; Morehead 18-23.
Thomas, Art B., No. 1: Laurens, Ia., 11-12; Canistota, S. D., 13-14; Alexandria 15-16; (Fair) Wishek, N. D., 18-20; Garrison 21-23.
Thomas, Art B., No. 2: Garvin, Ia., 13-14; Montezuma 15-16; Clinton 20-23.
Thomas Joyland: Follansbee, W. Va.; Covington, Ky., 18-23.
Tidwell, T. J.: Salina, Kan., 11-23.
Tinsley, Johnny T.: Mount Airy, N. C.
Tip Top: Milwaukee 15-17; Barron, Wis., 22-24.
Tivoli Expo.: (Fair) Tama, Ia.; Mt. Sterling, Ill., 18-23.
20th Century: Pessenden, N. D.; Grand Forks 18-23.
United States: Marmet, W. Va.
Victory Expo.: (Kirtland Air Force Base) Albuquerque, N. M., 15-19; Albuquerque 22-26.
Virginia Greater: Dover, Del.
Wade Greater: St. Clair, Mich., 14-17; Carleton 20-24.
Wade, W. G.: Ignace, Mich.; St. Louis 18-23.
W. B. J.: Columbia Station, O., 12-16; Lambertville, Mich., 21-24.
Wallace Bros.: Appleton, Wis.
West Coast: Roseburg, Ore., 11-17; Springfield 19-24.
West Coast Expo.: (Fair) Vallejo, Calif.; (Fair) Martinez 19-24.
Western: Vashon, Wash., 13-17.
Wilcox, Dick; Jonesport, Me.
Wilson Famous, No. 1: Cuba, Ill.; Havana 18-23.
World of Mirth: Portland, Me.
World's Finest: Portage La Prairie, Man., 11-13; Carman 14-16; Yorkton, Sask., 18-20; Melfort 21-23.
Young, Monty: Ogden, Utah, 14-24.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Beatty, Clyde: Sunnyside, Wash., 12; Yakima 13; Ellensburg 14; Renton 15; Everett 16; Anacortes 17.
Burling Bros.: New Wilmington, Pa., 12; Cochranton 13; Sandy Lake 14; Jamestown 15.
Cole, Geo. W.: Liberty, Ind., 12; Camden 13; Lewisburg 14; Ansonia 15; Coldwater 16; Spencerville 17; Deshler 18; Edgerton 19; Pioneer 20; Reading, Mich., 21; Homer 22; Olivet 23.
Cristiani-Bailey Bros.: Glendive, Mont., 12; Miles City 13-14; Livingston 15-16; Helena 18-19; Polson 21; Kalispell 22-23; Yakima, Wash., 25-27.
Gould, Jay: Willmar, Minn., 14-16; Sumner, Ia., 18-19; Austin, Minn., 20-21.
Hagen Bros.: Syracuse, N. Y., 12; Oswego 13; Watertown 14; Ogdensburg 15; Massena 16; Malone 18; Plattsburg 19; St. Albans, Vt., 20; Winooski 21; Montpelier 22; Rutland 23.
Hunt Bros.: Stamford, Conn., 12; Meriden 14; Bristol 15; Weatherfield 16; Willimantic 18; Niantic 19; Westerly, R. I., 20.
Kelly-Miller: Viroqua, Wis., 12; Richland Center 13; Baraboo 14; Beaver Dam 15; West Bend 16; Mayville 17; Chilton 18; Kewaunee 19; Sturgeon Bay 20; Shawno 21; Waupaca 22; Antigo 23; Crandon 24.
King Bros.-Cole Bros.: Ludington, Mich., 12; Cadillac 13; Traverse City 14; Petoskey 15; Cheboygan 16; St. Ignace 17; Saulte Ste. Marie 18.
Mills Bros.: Sidney, N. Y., 12; Norwich 13; Hamilton 14; Cortland 15; Auburn 16;
Packs, Tom: Toledo, O., 12; Warren 14; Williamsport, Pa., 16; Fairmont, W. Va., 18; Parkersburg 19; Charleston 20; Alexandria, Va., 22-23.
Polack Bros. Eastern: Fargo, N. D., 14-15; Mankato, Minn., 18-19; Topeko, Kan., 21-23; Quincy, Ill., 26-28; Galesburg 29-30.
Polack Bros. Western: Chico, Calif., 12-13; Redwood City 15-17.
Ringling Bros. and Barnum & Bailey: Cleveland 12-13; Newark, O., 14; Dayton 15; Cincinnati 16-17; Anderson, Ind., 18; Logansport 19; Danville, Ill., 20; Peoria 21; Champaign 22; Chicago 23-31.
Von Bros.: Waddington, N. Y., 12; Heuvelton 13; Canton 14; Winthrop 15; Brushton 16; Chataugay 18; Dannemora 19.
Ward-Bell: Fairbanks, Alaska, 12-16; White Horse, Yukon Territory, 21-22; Dawson Creek, B. C., 26-27; Prince George Aug. 1-2.

Miscellaneous

Brunk's Comedians: Montrose, Colo., 12-16; Delta 17-23.
Hitler's Armored Limousine, Jim Stutz, mgr.: Lexington, Ill., 12-17; Palmyra 23-24.
Hitler Car Exhibit, Jack W. Burke, mgr.: Virginia, Minn., 12-13; Ely 14-15; Two Harbors 16; Ashland, Wis., 18-19.
O'Day, Marie, Palace Car: Georgetown, Ky., 12; Cynthiana 13-14; Flemingsburg 15-16.

INSURANCE
IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

JOHN BUNDY
President & General Manager
YOUNG-BUNDY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY
806 St. Louis Ave., East St. Louis, Ill.
Phone: Bridge 5313
ED MURPHY
Showmen's Representative
Several Makes and Models of
NEW AND USED
TRUCKS AND TRAILERS
"Special Finance Plan for Showmen"
See Us for a Good Deal on a
NEW OR USED CAR

www.americanradiohistory.com

Near-Record Crowds Jam Elitch Gardens

DENVER, July 9.—Following up one of the biggest July 4 weekend crowds in the 60-year-history of Elitch Gardens, the crowds have held up exceptionally well since as unseasonably hot weather continued to smother the Rocky Mountain area.

Eddy Howard and his band took over the band stand for a fortnight's stay, replacing Frankie Carle and his aggregation at the Trocadero while the re-modeled summer legit theater at Elitch's continued to draw excellent trade with a parade of Broadway hits.

In addition to the regular Kiddieland rides, Arnold Gurtler has added a new ride, labeled the "Elitch Turnpike," a miniature sports car oval with the moppets at the wheel of a variety of brightly painted toy sports cars with real headlights and a horn. A trained rabbit, billed as "The Cannon Rabbit," is attracting considerable interest for his ability to fire a miniature cannon while the youngsters stand back and hold their ears.

John Ebery, press rep for the park, has been garnering plenty of space with daily papers.

3D ANNUAL EVENT

Video Charity Sets Day at Woodside Park

PHILADELPHIA, July 9.—Bob Horn, his fans, and a cast of guest recording artists will take over Woodside Park again July 28 for the Third Annual Bandstand Picnic. Two WFIL-TV programs, a picnic supper, sports, and rides are among the features that have made the event one of the most popular amusement park promotions in the area.

The regular "Bandstand" show will be telecast from Sylvan Hall at Woodside from 3 to 5 p.m., and a special "Bandstand From Woodside" show will be telecast from 8 to 8:30 p.m. The open-air hall will provide ample room for dancing.

Among the many stars who have announced their intention of attending are Sunny Gale, Gloria Mann, Somethin' Smith and The Redheads, Tony Alamo, Mike Pedicin, and Dolores Hawkins.

Funds raised through this year's Bandstand Picnic, once again will go to the Philadelphia Chapter of the Pennsylvania Association for Retarded Children. Proceeds will be used to rehabilitate a building for clinical use.

Tickets are priced at $1 each, providing for several free rides on amusements, the picnic supper, and admission to the park. For the second year in a row the park will be completely taken over by "Bandstand," with a ticket necessary for admission.

Key Giveaways Set for Preem Of Disneyland

ANAHEIM, Calif., July 9.—Gold-plated Disneyland souvenir keys will be presented to several thousand newspaper, radio and television representatives when they attend the invitational premiere of the long awaited $17 million Walt Disney Park here Sunday (17).

Tickets and instructions along with maps showing the various routes were mailed to accredited representatives this week by the Hebert-Rose Organization.

While the original plan of operation of the park called for a six-day schedule, Disneyland will remain open seven days a week for the remainder of the summer, at least. In the instructions mailed newspapermen, radio and television representatives, they are advised that the outside gates will close at 7:15 p.m., and Disneyland itself 45 minutes later to allow preparations for the public opening at 10:00 a.m. Monday (18).

Souvenir Keys

The souvenir keys are reserved for those representatives whose requests for tickets have been ful-

(Continued on page 67)

New Boat Service for Rocky Point

PROVIDENCE, July 9.—A summer boat service between here and Rocky Point Park, Warwick, was approved this week by the State Public Utilities Division. The carrier will be the Nelseco Navigation Company. It has been more than 30 years since boats have made regular scheduled trips to the funspot.

Raymond H. Abell, president of the boat line, said he planned to begin operating with a 525-passenger, 120-foot diesel vessel on Monday (11).

Paul S. Haney, park manager, said that Vincent Ferla, park operator, and a group of concessionaires solicited the service. A new dock was built this year to replace the one destroyed by Hurricane Carol last August.

At first the service will be limited to two round trips every Monday. It will be expanded if business warrants. The round trip fee will be $1.

Swatara Holiday Biz Big; Features Added

MIDDLETOWN, Pa., July 9.—July Fourth business that was "terrific" was reported by Ray Farr, manager of Swatara Park here. The hefty gross was welcome after the park had operated to indifferent business earlier in the season due to poor weather.

Farr also reported enlarging of the park beach, plus the addition of two picnic pavillions, a Merry-Go-Round and speed boat.

Endy Reports Click Action With New Alexandria Spot

ALEXANDRIA, Va., July 9.—Grosses are climbing steadily at the Fun Fair, new amusement center established here recently by David B. Endy, former carnival and park operator.

Earnings apparently have climbed as the result of tie-ins with radio and television. Billy Johnson, local television personality specializing in kid programs, was credited with building a big crowd a week ago. Regular broadcasts emanating from the funspot are scheduled to begin today.

Phil Long's Lawn Party, WARL feature, will plug the spot 10 times daily thru the remainder of the season. In addition to being on television daily during the past week, seven papers were used in advertising and the promotional campaign appears to be paying off handsomely.

Pony Giveaway

Payl Ryals, general manager of the local Pepsi-Cola bottling company, is planning a Pepsi pony giveaway. Pepsi bottle cap days will also be inaugurated.

Joe Coleman is in charge of the kiddie rides. Roscoe Wiggins is in charge of the major rides with K. C. McNair as Skooter foreman. Calvin Davis and his son, David, have charge of the miniature golf and Florida shuffleboard units.

Special combination tickets are being promoted. Variously priced, they call for rides on the Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl, Roll-o-Plane, Auto Skooter, Pony Carts, kiddie airplane, autos and train, and for candy floss.

Dallas Pulls 90,000 to July 3-4 Cele

DALLAS, July 9.—State Fair Park had one of the most successful July 4 celebrations in history here, with fireworks shows in Cotton Bowl stadium sponsored by Tom Thumb Stores, Inc., far-ranging Texas grocery store chain.

Attendance for fireworks shows ran about 38,000 Sunday night (3) and over 52,000 Monday night (4). Jimmy Marchetta and Bob Udelle of Thearle-Duffield, Chicago, set up fireworks which included pyro portraits of Davy Crockett.

Acts preceding the fireworks display were the Great Eugene, comedy high wire turn; the Great Telesco, sway pole; and Cook and Enos, clown car act. Acts were booked by Charles Zemater.

Show was set up and arrangements for sponsorship made by Fred Tennant Jr., concessions manager for the State Fair of Texas. Heavy advertising by grocery chain during week preceding shows helped pull in crowds. Stores gave away one ticket with each $3 purchase of groceries; however, nobody was turned away at gates for lack of tickets. Chain was well pleased with results of stunt, according to Tennant.

Kiddieland Added to Bob Lo's Island Funspot Near Detroit

DETROIT, July 9.—Concentration upon kiddie offerings in new rides is paying off in multiplied business for Bob Lo Park, operated by the Browning interests on Bois Blanc Island, this season.

Four new kiddie rides were installed this year—Turnpike, Merry-Go-Round, Auto Ride and Comet—giving the park its first concentrated Kiddieland, along with the Brownie Coaster, installed several decades ago. The new rides are proving popular with family patronage, a major factor at this park which relies entirely upon a captive clientele, since access is only by boat.

The fifteen major rides provide diversion for the teen-agers and family groups, but the addition of a distinctive Kiddieland marks a new departure in this historic park. With the live ponies, this gives the spot six rides for the small fry.

A major landscaping project has been completed on the north bank approach to the park, involving planting in a difficult graded area. The park name has been planted in large floral letters facing the river.

Steamers Busy

Charter moonlight trips by the two steamers, Columbia and Ste. Claire, are providing excellent additional revenue. On Monday night, there were cruises by the Wyandotte-Trenton Sportsmen's Club and by the Voice of Christian Youth, carrying 4,000 people between them. The latter group has bought a total of six moonlights for the season.

Organized picnic business of all types is running a little ahead of last year, according to park manager Harold Gorry, building total park volume for the season to date to substantially more than for the same period of 1954.

The Michigan Central Railroad Pioneers drew attendance from a large area of Michigan and Ontario in their annual last Saturday (25). The Michigan Bell Telephone Com-

(Continued on page 67)

Big Weekend for All on Torrid 4th

NEW YORK, July 9.—Sizzling heat resulted in jammed eastern shore locations over the Fourth of July holiday week-end, but in many cases the torrid thermometer readings were said to have kept customers from standing around on midways for any length of time. Altho a good week-end was enjoyed by most outdoor operators, there were touches of rain which held business down somewhat on two of the key days—Saturday and Monday.

In the metropolitan area here there was no rain until 1:30 a.m. Sunday, too late to disturb any of the night's business. Beaches were mobbed thruout the holiday period. Parks without too much shade wound up having rides with frying pan seats. Well over a million persons were estimated to have been on Coney Island and also at the Rockaways in New York on Sunday (3) with the same crowds on Monday and nearly as many on Saturday.

Rye Beach had a very big week-end. With Playland's rides getting under way at 1 p.m., the beachside park filled up so quickly that by 3 p.m. the fire engine was taken out of service. The ride usually tours the midways but on Sunday they were so jammed that the kiddie carrier could make no headway and the ride was shut down. The Bridgeport, Conn. CYO added to the day's crowds there.

Coaster Death

There was one roller coaster fatality at Bertrand Island Park at Lake Hopatcong, N. J., when a 17-year-old boy stood up on impulse and was thrown off as the cars began a descent. He had dared his girl friend to stand up with him and withstood her pleas

(Continued on page 67)

Program Set For NAAPPB Summer Meet

MIDDLETOWN, O., July 9.—The program for the annual summer meeting of the National Association of Amusement Parks, Pools and Beaches, was announced here this week by Don Dazey and Edgar Streifthau, of LeSourdsville Lake. The meeting, scheduled for August 10 will be held here.

Included on the program is registration at noon, luncheon at 1 p.m., inspection of the park at 2:30 and a sight-seeing tour at 3 p.m. Evening will include cocktails at 5:30, dinner at 7 p.m. to be followed by an inspection of the park and dancing in Star Dust Gardens.

SECOND YEAR

Philco Video Arranged for A. C. Pageant

ATLANTIC CITY, July 9.—Growth of the Miss America Pageant was demonstrated with announcement that the Philco Corporation again will televise this year's finals to an audience of possibly 40,000,000 and has assisted in obtaining the services of a top master of ceremonies, Bert Parks.

The Philco Playhouse will be telecast from Convention Hall the night of Sunday, September 4. Lee Ann Meriwether, reigning Miss America, will star in a play about the Pageant. Also, a nighttime Pageant Parade is scheduled for the evening of Tuesday, September 6.

Announcement of the signed contracts was made by Philco vice-president Ray George and by Hugh Wathen, president of the Miss America Pageant Board.

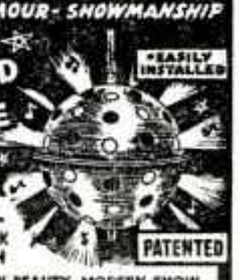
Parks succeeds Bob Russell as master of ceremonies for this September's production.

Signing of the Pageant's second advent into television assured it of generous terms and also that the 1955 production will be on a much greater scope than last year. Philco plans to televise the event on the final Saturday night for one and one-half hours, beginning at 10:30 p.m., interspersed with shots of the night parade and arrival of many of the 50 competing girls. Philco will also conduct an extensive advertising campaign prior to the Pageant.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW "REVOLVING" HOLLYWOOD SPOTS-LITE

EASILY INSTALLED



BETTER'N A CRYSTAL BALL

NO MIRRORS TO BREAK WASH OR POLISH

PATENTED

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details

HOLLYWOOD SPOTS-LITE CO.

Dept. B 3612 No. 16th St. Omaha 10, Nebraska

FOR SALE

Train with gasoline powered engine and 3 cars like National Amusement Device unit—600 feet 16 gauge track and ties; price $3,000.

Airplane Ride with six 2-passenger planes, ¾ hp. motor; excellent condition; price $500.

STENTON PARK, INC.
37 Schuyler Rd., Springfield, Dela. Cty., Pa. Phone: Swarthmore 6-7017.

FOR SALE

4 new King Rides, never used. Rocket, Train, Pony Cart, Boat Ride. Can't get license. Cheap.

WILLIAM BELZER
1523 East 35th St., Brooklyn 34, N.Y.
Phone: CLoverdale 3-5696 after 10 PM

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

www.americanradiohistory.com

LONGER RUN UPS WINNIPEG COUNT

Two Added Days Hike Gate to 125,000; Overcome Loss to Rain, Muddy Grounds

WINNIPEG, July 9.—Paid admissions at the eight-day Greater Winnipeg Fair, which closed Saturday (2), hit 125,000, an increase of 8,000 over the six-day run in 1954, when the site in suburban St. Vital was used for the first time.

A heavy rain Thursday (30) washed out the night. It also mired the grounds. Even the use of much manpower and equipment failed to put the grounds into shape Friday and Saturday (2).

Because of the condition of the grounds the paid gate was knocked off Friday (1) and closing day's attendance fell off sharply.

The fair nevertheless wound up a money-winner, according to E. J. Casey, manager. Receipts on the midway, where the Royal American Shows were spotted, were reported up slightly, the added days offsetting the losses sustained in the weak three-day wind-up caused by rain and a muddy lot.

A rodeo, in for the first five days, enjoyed good business. Gene Holter's ostrich races were scheduled for appearances the closing three days, but managed to show only on the closing day—and then only to light crowds due to the muddy condition of the ground.

Casey this week said that the fair planned to use the plant for such events as midget auto racing and possibly wrestling during the remainder of the summer. It also plans to improve the grounds. Since 1954, the entire 90 acres was fenced in, two horse barns were built, a commercial exhibit building was completed, and some gravel was laid.

New Grounds, Plant Ready For Morganton

MORGANTON, N. C., July 9.—New grounds for the Burke County Fair are nearing completion. The dates are August 15-20.

Corbin Green, secretary, said the major building erected this year will be a large exhibit hall to house agricultural displays and commercial booths. A cattle pavilion will also be erected to protect the 100-head of stock exhibited annually.

Light poles and water lines are being placed in every part of the grounds. Green said illumination will be a feature.

The Ross Manning Shows will be on the midway.

Calif. State Nixes Cuffo Art Exhibits

SACRAMENTO, July 9.—Request of the Northern California chapter of the Artists Equity Association for the removal of entry fees for the art show at the California State Fair & Exposition was rejected by the event's board of directors.

Dudley Fortin, secretary-manager of the fair, pointed out that $11,385 in premiums would be offered and that the establishment of entry fees from $1 to $3 were established in line with the demands of the Legislature to increase revenue. The amount set aside for artists is one of the largest for any classifications. The entry fees are reported to be the smallest.

The artist group argued that the charge would work a hardship on those in this field and that usually no entry fees are assesed for this type of exhibit. Grant Duggins, director of the fair's art show, said that the chapter was the only one in six that had protested the projected charge.

Following thru on his policy of increasing revenue, Fortin's recommendation that a $5 entry fee for the State Horse Show be collected was approved by the board.

MANNEN SAYS 'COME BACK, LITTLE SHEBA'

DEL MAR, Calif., July 9.—Sheba can come back. All he or she has to do is to call at the office of Paul Mannen, secretary-manager of the Southery California Exposition here. Mannen has the name and address of Sheba's owner, Lee Samson, Hollywood, on file.

Sheba, a pet monkey, escaped from Samson while he worked on the Frank W. Babcock United Shows playing the date. The monkey climbed to the top of the Agricultural Exhibits big top and scampered about until night. Under the cover of darkness, Sheba feasted on the exhibits, gorging itself with prime fruits, grains and vegetables.

Sheba can go back to Samson anytime. But Mannen frowns each time anyone says "Come back Little Sheba."

Calistog, Calif., Races Toward New Gate Mark

CALISTOG, Calif., July 9.—The Napa County Fair, which closed its annual three-day run here Monday (4), is expected to set a new gross attendance record when the figures are finalized. Roy F. Schoepf, secretary-manager, said the paid gate for the event was 9,000, about 3,500 over 1954. Last year's gross was 14,500.

The fair opened Saturday (2) with Children's Day featuring moppet competitions. The highlight attraction for the day, however, was automobile races on the dirt track in front of the grandstand. They were presented by the American Racing Association.

The second day's program included a rodeo and night auto racing.

Monday's program was probably the strongest with the Silverado parade in the morning, Western Horse Show in the afternoon, and vaudeville show and fireworks in the evening.

The vaude show was produced (Continued on page 64)

Auburn, Ind., Spends $20,000 on Grounds

AUBURN, Ind., July 9.—The De Kalb County Free Fall Fair Association will spend $20,000 this summer on structural improvements at the De Kalb County Fairgrounds, L. K. Mason, president, announced.

Attendance Marks Topped at Del Mar

New Record Set on Final Day As One-Day Gate Policy Clicks

DEL MAR, Calif., July 9.—The Southern California Exposition set a new closing day attendance record to outdistance its 1954 run by 13,076. The 11-day event closed Monday (4) with a gross attendance of 244,567, a paid gate of 187,052, both over last year's respective comparisons of 231,491 and 181,598.

In addition to the new closing day mark, the fair, managed by Paul T. Mannen, established records for the highest paid attendance, largest number of exhibitors and the highest premiums.

The wind-up was successful despite rain on the last two mornings, Sunday and Monday (3-4). The weather cleared in the early afternoon, allowing the event to pull from its nearest population center, San Diego, 20 miles to the south. The event was formerly known as the San Diego County Fair.

The July 4 crowd of 34,753 surpassed the 1945 closing record of 25,000 and put the fair in the black on counting patrons. At the end of the first six days, the turnstiles were trailing last year's comparative period by 5,000. However, at that time paid attendance was reported up about 1,000.

One-Pay Gate

The fair again used its one-pay gate policy, charging 85 cents for adults. Entertainment within the grounds included an RCA approved rodeo the first weekend, "Dancing Waters," a 10-day junior and national horse show, and the Don Diego Super-Circus, designed especially for the kids but attracting also an adult attendance.

The circus, staged near the carnival lot and credited by Frank W. Babcock, whose United Shows played the date, with pulling patronage to his area, included Hap Henry's dog, pony and elephant turns; Kayletta, high act and turn as "Sassy the Cat." Fine and Dandy (Johnson and Diehl), clowns; Pinky Jackson with Chico and Cheetah, and a local group of musicians.

The grandstand revue, like the circus, was produced by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency. This team handled the chore for the fourth consecutive year. The productions started Sunday (26) with a revue featuring the Marion Rankin Dancers (12); Montyn, (Continued on page 64)

$5,000 Fire Levels Barns At Detroit

DETROIT, July 9.—Two stables were destroyed at the Michigan State Fairgrounds Monday morning (4), with loss estimated at $5,000. A night watchman had chased some vagrants away from nearby stables during the night. The fire followed by a few hours the departure of the Ringling-Barnum circus which played on the grounds.

Phil Spitalny Ork Set for Syracuse

SYRACUSE, July 9.—The New York State Fair has signed Phil Spitalny and his All-Girl Orchestra to give two concerts daily during its nine-day run beginning September 3, William Baker, fair director, announced this week. Concerts are to be given in front of Empire Court and piped thruout the grounds.

Set Name Talent for Dallastown

DALLASTOWN, Pa., July 9.—Name acts headline the entertainment bill at the Dallastown Fair, August 8-13. Talent was secured thru Music Corporation of America.

Opening day only the regular features will be presented. Felecia Sanders is set for Tuesday, Merre Griffen for Wednesday, the Fontaine Sisters on Thursday and Friday and the Hilltoppers on closing Saturday.

Secretary John H. Kell said that a special tent seating 1,500 would house the name artists. A revue and vaudeville acts have also been booked. The Morris Hannum Shows will be on the midway.

One exhibit tent, 300 by 60 feet, is reported sold out. Two other tents will also be used for exhibit purposes.

Pleasanton, Calif., Aims At Record 330,000 Gate

PLEASANTON, Calif., July 9.—A new attendance record of 330,000 is expected to be set by the annual 14-day Alameda County Fair, which closed here Thursday (7). Last year's gross attendance was 234,705.

A second record for pari-mutuel handle of $4,000,000 is also anticipated for the 12-day meet.

Wray L. Bergstrom, secretary-manager, said good weather along with an increased number of exhibits would bring the total of turnstile clickers up. Opening day (24) the attendance was 20 per cent up over the same day last year.

Daily Average Up

According to Sam Whiting, director of racing, the new wager handle will up the daily average to $325,000 from $302,000.

Weather for the event was unusually good. During the run, which included two weekends, there were only a few days of inclement weather. Sunday (3) was slowed down thru the gate by the wind.

Jimmy Zeno handled the publicity for the seventh year. Promotions included telecasts with films over KPIX and KSAN in San Francisco. Radio coverage was supplied by KNBC and KCBS in San Francisco and KLX in Oakland.

The vaudeville shows were booked by Music Corporation of America and headlined by Wally Brown and the Sportsmen.

Foley & Burk Combined Shows were on the midway.

Rutland Dates

RUTLAND, Vt., July 9.—Dates of the Rutland Fair here are September 5-10. Arthur B. Porter, secretary-manager, in pointing to an error in fair date listings, observed that the fair here "always begins Labor Day."

FAIR—CENTENNIAL—
CELEBRATION COMMITTEES
CONTACT:
JIMMIE DOWNEY
PRODUCER
Acts — Stage Shows — Orchestras—
Hammond Organists — Grand Stand Attractions.
7733 Arthur Ave., St. Louis 17, Mo.

ATTENTION
SWAY POLE ACTS AND HIGH ACTS
We have opening for ABOVE for the 1st, 3rd and 4th weeks of August. This territory. Send photos, best price in first letter.
JOHNNY GUNIER'S ENTERTAINMENT AGENCY
3311 Virginia Sioux City, Iowa

SPACE NOW AVAILABLE
FOR BERLIN FAIR, BERLIN, CONN., SEPT. 30-OCT. 1-2
3 BIG DAYS 3 BIG NIGHTS
LAST YEAR'S PAID ATTENDANCE OVER 50,000
Address All Communications to
ANTHONY FANTASIA
ALTO ROAD R.F.D. #1
UNIONVILLE, CONN.
PHONE
9 a.m. to 12 a.m. only
FARMINGTON
ORCHARD 3-9783

WANT CARNIVAL FAST
TO RUN WITH VIGO COUNTY FAIR
Need for one week beginning August 14. Three to four acres available but could use less. Rides, Attractions and Concessions. Wire or call
E. J. ACREE, Sec'y.
WABASH VALLEY FAIR ASSOCIATION
Phone Crawford 2810—Terre Haute, Ind.

Currently
OSLO-TIVOLI
Oslo, Norway
P. O. Box 4037, Sta. A.
DALLAS, TEXAS

Available
for Engagements
The INTERNATIONAL ORCHESTRA
Including Organ, 8 Star Musicians.
7733 Arthur Ave., St. Louis 17, Mo.

DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event calls for a $50 display or a $5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
Continental Fireworks Co.
R. R. #6 Jacksonville, Ill.
Phone R-4913 or 1351

WANTED WANTED
A CARNIVAL FOR
THE WHITE COUNTY COLORED FAIR ASSOCIATION
September 12th through the 17th.
Contact
EMMA L. OFFICER, Secy.
108 N. Wilson St. Sparta, Tenn.

Copyrighted material
www.americanradiohistory.com

Still Dates Spotty For Cetlin-Wilson

Show Reroutes When Plans to Trek Thru Eastern Canada Fail to Jell

By JIM McHUGH

MENANDS, N. Y., July 9.—There was time for contemplation here this week with business at the lowest ebb of the season for the Cetlin & Wilson Shows. With the final abandonment of plans to enter Canada for the first time for a series of still dates, the show wound up here, some 300 miles away from its last stand at Niagara Falls, in a town that obviously has had its fill this season of carnival-type entertainment.

Until now business has followed the usual still date pattern with the up dates offset by as many downs. A couple of stands, notably Ambridge, Pa., have been notably good but, again in the still date pattern, have been spread too thin.

A formidable route of fairs lies ahead and the spirit of the personnel here was buoyed by the knowledge that prosperous sessions are certain. Little was expected here altho a full promotional effort was made to turn the 10-day stand into a winner. Buck, who winters but a mile or two away, played here and thru the surrounding district thoroly a month ago. The King Reid Shows cut thru en route to Canada. Only a couple of weeks ago the James E. Strates Shows played its own lot, a couple of blocks distant, for two weeks. Even then business appeared to be tapering off but Strates reported the stand okay, even so.

Fourth a Dud

The Fourth was as dull as an unexploded firecracker. The weather over the long weekend was hot and humid and the vacation resorts which surround the area took the play away.

Altho the show had previously announced its intention to by-pass Canada in view of the heavy new taxation levied against all of the

(Continued on page 58)

Circus Clicks For Tatham In Illinois

SULLIVAN, Ill., July 9.—Bill Tatham, owner of the show bearing his name, is racking up good business in Illinois with his combined carnival and circus.

The circus, a new '55 addition, is presented on a stage that's spotted at the end of the midway when possible. A high-fidelity sound system, foot lights and side spots are used during the show. The program, which is completely free, runs for a little over an hour and includes Sue Fedon's dogs; Roy Bible, dogs and monkey; Gordon and LaVenia, whips and ropes; Tracy Andrews, comedy juggling and monolog; Bonzo, chimp, and Bob Hodgson, pantomime comedy and slack wire. Rollie Hardin is stage manager.

Ride line-up includes a Merry-Go-Round, Ferris Wheel, Octopus, two kid rides and a Funhouse. A Coaster, Kiddie Train and live ponies where scheduled to join. Mickey Tatham is sporting a new concession trailer. V. L. Millers came on recently with long range and aerial bomber galleries.

Mr. and Mrs. Nash recently became the parents of a daughter, Deborah Sue. Lee Borchert is agent for The Billboard. Virgil Stone is electrician.

Continental A Winner on New Show Lot

WOODSVILLE, N. H., July 9.—A new lot was parlayed into a winning week for Continental Shows at Plattsburg, N. Y., last week. Never played before, the Diamond Match Company lot on Margaret Street, Route 9, was a busy location which drew well for everyone on the show.

Following disappointing stands in Ogdensburg and Fulton, N. Y., the Plattsburg date came as a welcome change, and the week proved far superior to the business done there last year. The lot was promoted by Agent Paul La Cross. It was Dominion Holiday on Friday and Saturday (1-2), and heavy Canadian traffic had to pass the show lot coming and going from Plattsburg.

Lot was obtained, no cost, it was reported.

La Cross had two live TV shows over WIRI, Plattsburg, which has good Canadian coverage. He also had a show over WMFT in Burlington to advertise the Fourth of July spot, Woodsville doing his knife and gun act and using Carroll Miller with a magic act. The 7 p.m. Sunday (3) opening was well attended here with the entire midway in operation, giving rise to high hopes for the holiday.

Oswego Okay For Vivonas

OSWEGO, N. Y., July 9.—Amusements of America set up early here after the haul from Geneva, N. Y. Business early on the Fourth was light, but night business proved satisfactory. New Side Show top was set up for the opening here.

Geneva proved fair under Lions Club auspices. Show was set to go in time here following a long jump from Clark, N. J. Danny Dell's concessions did well in Geneva, as did the Cisms' hanky panks.

John (Tiny) Dempsey and John Crawn are refurbishing much of the equipment with the approach of the fair season.

ILLNESS FELLS CETLIN, WILSON AT SAME TIME

MENANDS, N. Y., July 9.—It looked like a hex was on last week around the Cetlin & Wilson Shows. Owners Issy Cetlin and Jack Wilson were both patients in the Niagara Falls (N. Y.) Memorial Hospital, along with contracting agent Edward Johnson.

Wilson and Johnson underwent operations and are still hospitalized. Cetlin was discharged but continues with medication. Healthy, and looking it, and holding down things in the owners' absence, were Bill Moore, concession manager, and Bill Hartzman, secretary.

L. A. Troupers Raise $1,500 At Del Mar

LOS ANGELES, July 9.—The Regular Associated Troupers raised approximately $1,500 at its "Show Within a Show" Sunday (3) on the Frank W. Babcock United Shows at the Del Mar Fair.

The event was the second hosted by Frank W. Babcock this year. The goal for the Del Mar event was $1,400, which was to be added to $2,500 raised on the same carnival last February during the Riverside County Fair and National Date Festival in Indio. The total of nearly $4,000 will be used to pay off the second mortgage on the Troupers' clubhouse on West Adams Boulevard this city. This leaves about $10,000 yet due on a first mortgage, which the organization hopes to retire in the not too distant future.

Larry Ferris, show's manager, was the chairman for the day, with C. H. Allton and Fred Smith serving as co-chairmen.

Raise $1,500

Thru the combined efforts of the Troupers' members, $1,000 was raised by the sale of lunches and refreshments. Babcock contributed $500 to swell the total. Lunch was served in a big top loaned by Max Winkler, of Canvas Specialties, and erected on the lot behind the west concession row. The food was prepared by Allton, Inez Allton, Jennie Reigel, Florence Lusby, Eve

(Continued on page 58)

Bad Weather Tags RAS But Show Tops '54 Brandon Gross

Closing Three Days at Winnipeg Ex Hit by Rain, Deeply Mired Grounds

BRANDON, Man., July 9.—Bad weather this week tagged the Royal American Shows into the Brandon Exhibition, the first stop on the Western Canadian Class A circuit, but the Royal American nevertheless managed to top its '54 gross here.

Hard rains struck three times during the five-day exhibition, which closed Friday night (10). The first rain—a flash storm—hit at 3:30 p.m. Tuesday and was followed that night by another rain. The skies broke loose again Thursday night (9), this time after the second night performance of the revue in front of the grandstand had passed its mid-way point.

The Royal American opened on a strong note Monday (4), which was Kids' Day. An estimated 25,000 persons, many of them moppets, thronged the grounds moppets, thronged the grounds and the day's take was one of the biggest for an opening day here ever scored by the RAS.

Thursday's (9) weather was ideal. Skies were overcast on closing day.

Visitors to the midway included Gordon Love and R. J. Denning of the Calgary Stampede; S. N. Mac Eachern, Jack Warren, R. J. Murray and J. A. Mighton of the Saskatoon Exhibition; T. H. McLeod, C. B. McKee, Don Pells and Jack Swain of the Regina Exhibition, and Mr. and Mrs. Wilfred Walker of the Canadian Lakehead Exhibition, Regina.

Last week at Winnipeg, the Royal American succeeded in slightly exceeding its '54 take at the Greater Winnipeg Exhibition, despite a finish that was hard hit by a heavy rain that washed out one day and left the grounds in such a condition that discouraged patronage on the remaining two days of the eight-day event.

Bristol Okay For Kid Hope

BRISTOL, R. I., July 9.—Kid Hope did fair business over the holiday weekend at Bristol under Lions auspices. Kid Hope had his kiddie rides up and Larry Carr put in some rides and concessions.

Business was okay despite temperatures in the 90's thru the weekend, and rain on Saturday night (2). Among the concession people present were John P. Ciaburri, John Downing, Charles Tamponi, Danny Lynch, Wally O'Donell, Charlie Constantino, Frances McTeague, John Costa, and French Fry Joe.

Carr also has units at Winthrop and Bedford, Mass.

Wm. T. Collins' Jamestown, N.D. Gross Is Up 35%

JAMESTOWN, N. D., July 9.—The William T. Collins Shows, making their first appearance in four years at the Stutsman County Fair here, turned in a ride and show gross that exceeded by 35 per cent the midway take of last year.

"If this is any indication, business at North Dakota fairs this year will be big," William Collins, owner of the show, said Wednesday (6) at the wind-up of the three-day fair.

One reason for the whopping business, observers pointed out, was the vastly stronger line-up of attractions Collins is carrying.

Of the rides, the Scrambler was the biggest money-getter, topping even the show's new 16-car Dodgem. Bill Chalkias' Side Show was the No. 1 grosser among the shows, followed by the office-owned Girl Show, and two shows, snake and midget horse, owned by Swede Erickson.

Collins plans to add still other rides and shows to his line-up for coming fairs. A Caterpillar and another Ferris Wheel will be added starting with the Minot (N. D.) Fair and a Motordrome will also join on at that date.

From here, the shows moved into the Langdon (N. D.) Fair.

L. J. HETH, owner of the show bearing his name, was honored by his staff and personnel July 4 on his more than 50 years in outdoor show business. The ceremonies, which included the presentation of a plaque to the veteran owner, took place on the grounds of the Sparta, Ill., Fair. Heth is seated with his general agent, Joe Fontana, on his left. Standing (left to right) are Louis E. Heth, Mrs. Abe Franks and Floyd R. Heth.

Anderson, Ind., Fair Gives ACA Strong Grosses

ANDERSON, Ind., July 9.—The Amusement Company of America hit paydirt here this week at the Anderson Free Fair.

The ACA chalked up excellent business each of the first five days of the six-day event, which closes tonight. Even rain which hit at 5 p.m. Monday (4) and again Wednesday night (6) failed to prevent the ACA from piling up ride and show receipts in the first five days that topped those of last year by 17 per cent.

Rides enjoyed especially good business, tho all segments of the midway reported better than satisfactory business. Two new rides—a Fly-o-Plane and a Roller Coaster—were added to the ACA's line-up here.

The fair, a new one to the ACA's route, was the first of the season for the show. Next week it plays its second fair of the season at Fort Wayne, Ind.

Copyrighted material

www.americanradiohistory.com

RALEY BROTHERS' EXPOSITION

NO GRIFT ANYTIME

HAVELOCK, N. C., WEEK OF JULY 18, AT THE MAIN GATE TO CHERRY POINT MARINE BASE. Payday for 50,000 Marines. This is it. Get your winter bankroll here.

Place any and all Stock Concessions. No ex. Will sell ex on Custard, Novelties and flashy Bingo for balance of season. Place Glass Pitch and Fish Bowl; none here at present. Shows with or without, I have tops. What have you? Place Second Men on all Rides, must drive. Oak City and Roanoke Rapids, N. C., Exchange Club Fair follows this date. Then a solid route of Fairs until Nov. 15. Hookerton, N. C., this week. Send all wires to Kinston, N. C. No phone calls accepted.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent

F. C. BOGLE SHOWS, INC.

14 FAIRS—WANT—14 FAIRS

CONCESSIONS: Cookhouse, Popcorn, Floss, Snow, Apples, Novelties, Buckets, Glass Pitch. All Hanky Panks open. Burr is always reasonable. SHOWS: Side Show, Drome, Animal, Magic, Athletic or any Grind Show. We never overcharge. RIDES: Will book Kid Rides of all kinds, Autos, Live Ponies, Tractors, Roller Coaster, etc. HELP: Foremen on Wheel and Octopus; Agents for Skillo, Hanky Panks, High Striker; Man to operate Fun House.

Wire F. C. BOGLE SHOWS

Arkansas City, Kansas, this week; Anthony, Kansas, Fair, next week.

P.S.: Frankie Culver, can book you.

UNITED EXPOSITION SHOWS

WANT FOR OUR MONEY-MAKING ROUTE OF SMOKE-STACK TOWNS AND CHOICE FAIRS AND CELEBRATIONS.

SHOWS: Have complete Side Show. Want Fire Eater, Sword Swallower, Tattoo Man or Woman, Half and Half or any Freak to feature. Good Talker who knows "how"! (Joe Drake, answer.) Athletic Show Manager with talent. Have good frame-up. Ring on Trailer. We're going into the money territory. Can use Girls for Girl Show. CONCESSIONS: Good opening for Ball Game. Frozen Custard or Ice Cream. Want Hanky Pank Agents or will book Hanky Panks. Grind Store Agents who can stand to make money, come on. Also Clothes Pin, Razzle, Buckets and Nail Store Agents. RIDE HELP: Foreman for Ferris Wheel (salary no object if you can produce. No drunks—cause for this ad.) Also want Mix-Up Foreman and Ride Help for other Rides who drive. (Fuzzy, wire if you can manage your family.) WANT COOK HOUSE MANAGER WITH WIFE. Have nice frame-up. Kitchen on semi. You must know how. Cut the profits. Positively no drinking.

All address C. A. VERNON, Mgr.

Aurora, Ill., until July 12; Chicago Heights, Ill., July 13-23.

EVANS UNITED SHOWS

Want for all good Fairs and Celebrations ahead

Need Ball Games, Pitch-Till-You-Win, Glass Pitch, Fish Pond, Coke Bottles, Long or Short Range, Hoop-La, Novelties, Foot Longs, Grab; anything legitimate, come on. What have you? Will place you on a clean midway. No rocket, no gypsies. Use any Show except Girl or Athletic.

Lebanon, Kan., July 13-16; Centralia, Kan., July 20-23; Craig, Mo., July 28-31.

HELP—WANTED—HELP

FOR SOMERSET COUNTY FIREMEN'S CONVENTION, CENTRAL CITY, PA., JULY 18-23

Biggest doings in Western Pennsylvania this year, followed by Celebrations and Fairs in Maryland, Virginia and North Carolina until Thanksgiving.

Want one Skillo, one Pin Store and one Count Store Agent; also place Man for Line-Up. Want Crew for Six-Cats, inside and out. Fingers and Bob Roscoe, get in touch with me. Have good proposition for both of you. Want Girls for Girl Show. Peggy and Kitty, come on. Show is up and ready. Will place Operator with Girls. I have complete outfit. All you need is girls and wardrobe. Show can gross two G's at Central City.

Address KURT DECKER

Geo. Clyde Smith Shows, Meyersdale, Pa., this week.

PALMETTO EXPOSITION SHOWS

Ride Help Wanted—Want Foremen for Ferris Wheel and Roller Coaster, also Second Men on all Rides. Albert Henderson, please contact again.

Siler City, N. C., this week; then Wilson, N. C., for two weeks, beginning July 18-30.

All replies to MILTON McNEACE

PALMETTO EXPO. SHOWS

RIDE HELP WANTED

We need first-class Ride Help real quick. Salary will be no object and sure if you can produce and don't drink, drive semi and handle good equipment. Short moves, operate two and three days a week. We have Wheels, Merry-Go-Rounds and other Rides to make up units.

Join Owenton, Ky., Fair, this week, or Loretto, Ky., Church Picnic next week.

RILEY'S AMUSEMENT RIDES

PEPPERS ALL STATE SHOWS

GOING INTO TOBACCO COUNTRY. GEORGIA AND NORTH FLORIDA.

Want Ride Help, Foremen for Allan Herschell Merry-Go-Round and Ferris Wheel. Middle-aged Man for two Kiddy Rides. Second Men on all Rides. Must have driver's license, be sober and reliable. Wives to sell tickets or work on office Concessions. Whitey Britten, Shorty Baker, Slim Miller, Tennessee Glendon Williams, contact. Concessions wanted: Glass Pitch, Hoop-La, Photos; small, neat Grab, Milk Can, Penny Pitch, Scales and Age, Slum Jewelry and Dart Store. One of a kind. No gate, no racket, no gypsies. Want Agents for office Concessions, Popcorn, Sno-Ball and Cotton Candy operated in one new trailer. Pan Game, Balloon Darts. Johnny Temple, come on. Want Lady for Ball Game.

Wire BOB SICKELS, MILTON, FLA., THIS WEEK.

WANT TO BUY FOR CASH

Late Model 8-Tub Octopus, with 18 ft. Sweeps.

Call STEVE LEE

c/o TIVOLI EXPOSITION SHOWS, Tama, Iowa, this week.

IMPERIAL SHOWS UNIT #1

Want Ride Men—Foremen and Helpers; good pay. Must be sober men only.

BILL GULLETTE

Carrollton, Ill., now; Taylorville, Ill., July 17-22.

LEO BISTANY

WANTS FOR BUFF HOTTLE SHOWS

WITH THE FINEST ROUTE OF FAIRS, CLOSING IN MOBILE, ALA., OCT. 30. MUST JOIN AT PEORIA, ILL. FAIRS STARTING JULY 18.

Peek Store, Six Cats, Count Store, Skillo, Bucket Agents. Joe Miller, wire me. Those who worked for me before, come on. Clyde Wilson, wire me.

NEWTON, ILL., WEEK OF JULY 11.

P.S.: Good Man for Cigarette center concession.

MIDWAY CONFAB

Cameron Murray, veteran show unit manager for the W. G. Wade Shows, is very much alive, contrary to an earlier report. Murray is in Detroit, recovering from a recent automobile accident.

When Charles (Sticks) Fultz, of Raney's United Shows, dropped dead of a heart attack in Minneapolis July 3, his old friend, **J. J. Brown**, of the same shows, took charge of funeral arrangements. Fultz's body is being held at the Rainville Mortuary, 222 East Hennepin Avenue, Minneapolis, while Brown instigates a search for Fultz's relatives. Brown may be contacted at the Kenesaw Hotel, Minneapolis.

Rondo Rondell recently renewed acquaintances with **Carmen Del Rio**, who is with **Col. Lew Alter's** Side Show on the Page & Ferris Combined Shows . . . **Mrs. Irene Murphy and R. F. Murphy** have left Hill's Greater Shows and are now with Merriam's Midway Shows.

Louise Buckingham has returned to the James E. Strates Shows after three weeks of hospitalization with a heart ailment.

Playing Lowell, Mass., July 4 with his Wildlife and Unborn shows, **Charles Hillert** reported that hot weather spoiled daytime business, but good crowds and spending at night made the date a success for both shows. Hillert said he joined Prell's Broadway Shows for the remainder of the season in Newark, N. J. He reports that numerous visitors at Lowell complimented him on the Wildlife unit, which is entirely new. Among the vistors was **Bill Martin**, another Wildlife Show operator.

Mrs. Bertha (Gyp) McDaniels, Penny Arcade and Rocky Road to Dublin operator on the James E. Strates Shows, writes that her nephew, **Leo Benoiton**, who received his M.S. degree from University of Montreal June 3, will join her for a vacation during the show's Syracuse stand. Benoiton, who is well known to showfolks, having been with Mrs. McDaniels on the Johnny J. Jones Exposition and the World of Mirth Shows in past years, will resume studies in the fall for a Ph.D. Last year he worked on games for Mrs. McDaniels on the Strates org. Mrs. McDaniels says business has not been too good but reports high hopes for better grosses when fairs start in four weeks.

Paul La Cross, agent for Continental Shows, was visited in Woodsville, N. H., by his sister-in-law and brother, **Mr. and Mrs. Wilfred Frost**. Mrs. La Cross's family visited the show in Plattsburg, N. Y.

TRAVIS WARD

WIRE OR CALL ME AT ONCE

ART SPENCER

c/o FIREMEN'S CARNIVAL

ARCADIA, MD.

American Beauty Shows

WANT

Foreman for Tilt-a-Whirl. Second Men on other rides.

Can place Penny Arcade and a few more Concessions.

Moberly, Mo., this week.

HARRISON'S GREATER SHOWS

Want for Kenly, N. C., in heart of tobacco belt, followed by Faison, N. C., heart of produce country.

Want Agents for Skillo, Razzle and Pin Store and other Help. Want Man to up and down Concessions. Help for Merry-Go-Round, Ferris Wheel and Octopus. All answers to

FRANK HARRISON, Kenly, N. C.

ROYAL MIDWEST SHOWS

Want for Johnson Co. Fair, Vienna, Ill., July 17-22. 6 Big Days.

Want Stock Concessions of all kinds, Ball Games, Photos and High Striker. Want Rides not conflicting, Manager for Athletic Show, Agents for Hanky Panks, Swinger, Nail Store and Razzle.

ROXIE HARRIS

Vienna, Illinois

Maryland Bazaar Co.

District Heights, Md., this week; Capitol Heights, Md., next week.

Want Merry-Go-Round Foreman; top salary, bonus; Florida all winter. Also Second Man for Wheel, Man to put up committee outfits. Concessions wanted: Fishpond, Hi-Striker, few Hanky Panks open—only one of a kind.

—COME, LOOK THIS OVER—

SUNSET LAKE PARK, DEEP CREEK, VA.

7 miles from Portsmouth and 8 miles from Norfolk. Opened June 16 and have played to 53,000 paid admissions up to and including July 4.

THE ONLY PARK OF ITS KIND IN VIRGINIA

Can place Rides of all kinds, including Kiddie Rides, not conflicting, also strictly legitimate Concessions on percentage basis.

***Wire or write* BARNEY TASSELL**

Deep Creek, Portsmouth, Va.

P.S.—Can place Ride Help of all kinds. No downs or ups. No boozers tolerated.

CAPITAL CITY SHOWS

Want for Orleans, Ind., Home Coming, followed by Boonville and Huntingburg, Ind., Fairs, then Fairs thru November 12

CONCESSIONS—Age & Scales, Photos, Long and Short Range, Diggers, Hanky Panks of all kinds. SHOWS—Any non-conflicting Shows. Manager for Side Show with Acts for same; also Manager for Monkey Show.

All replies to J. L. KEEF

Allen County Fair, Scottsville, Ky.

WANT FOR MT. VERNON, ILL., STATE FAIR, Mt. Vernon, Ill., July 18-23; PALMYRA, ILL., CENTENNIAL to Follow, and 12 More Big Fairs Until November 1

CONCESSIONS: Hanky Panks of all kinds, such as Photos, Age and Scale, Long Range Gallery, Ball Games, Penny Arcade, Frozen Custard, or what have you? SHOWS: Wildlife, Monkey, Mechanical, Snake or Freak Animal. RIDE HELP: Foremen and Second Men for #5 Eli Ferris Wheel and Tilt-a-Whirl. Must drive semis.

TIVOLI EXPOSITION SHOWS

H. V. Petersen, Mgr., Tama, Iowa, this week; then Mt. Vernon, Ill., State Fair.

TED LEWIS SHOWS

Last Call for Mt. Carmel Celebration, Roseto, Pa., July 25-31

Want Free Act for this spot. Eating Stands and Hanky Panks of all kinds that work for stock. Set of Kiddie Rides—Merry-Go-Round and Rides that do not conflict. Shows with own outfits.

All replies TED LEWIS

BROOME ST., NEWARK, N. JER., JULY 11-23.

WANT AGENTS

Blower and Pin Store. Also sober, reliable Up and Down Help. Contact

JACKIE NELSON

Garland Hotel, Milaca, Minn., July 11 thru 18; or Parkway Hotel, Minneapolis, Minn., July 14 thru 18.

F. S. WOLCOTT'S

ORIGINAL RABBIT FOOT MINSTRELS

The Greatest Colored Show on Earth. Wanted: White Man for Sound Car and Front Door, must be neat, clean and strictly sober. Also Colored Pianist, Trombone and Trumpet, must read music and cut it. Girl Exotic Dancer; one more Novelty Act, single or team. Good pay every day. Opening July 16. Write, wire or telephone (no collects): **EARLE HENDREN, Chisca Hotel, or Telephone 2-4464, Memphis, Tenn., before July 16. Thereafter JOE HENDREN, Capitol Theatre, Erwin, Tenn.**

Burdick's Greater Shows

WANT FOR FOLLOWING CELEBRATIONS AND FAIRS

Copperas Cove, Texas, July 11-16; Riesel Fair, 18-23; Hays County Reunion, 25-30; Johnson City Fair, Blanco Fair, Junction Fair follow.

Second Man on Wheel, Jenny Man, place any Ride not conflicting. Cook House, Photos, Hanky Pank Concessions.

MID-WEST SHOWS

Want Ride Help and Stock Stores.

Write

C. YOUNG

Hamilton, Mont., Celebration, July 14-17; Three Forks, Mont.; Jerome, Ida.; Afton, Wyo.; Montpelier, Ida.; all Fairs, more to follow.

SHORTER SHOWS

Want Jewelry, Hit and Miss Ball Game, Grab Concession, Ice Cream, Sno Cone, Mitt Camp, etc.; Girl for Girl Show, 60-40 proposition. Want Ferris Wheel or other Major Ride. Fairs coming up. Street Celebrations now. Open for any deal. Jimmie Nolan, what happened?

Apply MANAGER, SHORTER SHOWS

Rose Creek, Minn., July 11 and 12; Hayfield, Minn., July 15, 16 and 17.

P.S.: Billy Craig needs Agents with no habits.

CAN USE CAPABLE AGENTS

who want to work and make money. Office-owned Concessions and you have the "X" on your game.

Kenneth Ayliffe

Lee Becht Amusements

Spring Grove and Colerain, Cincinnati, Ohio, July 12-17; Bank and Freeman, Cincinnati, Ohio, July 19-24.

FITZSIMMONS SHOWS

Want Concessions. Need Agents. Will book Octopus, Spitfire or other Major Ride. Have 13 Fairs and Celebrations. All contact **FITZSIMMONS SHOWS, Ordway, Colo., July 14-15-16; Mormon Pioneer Days, Manassa, Colo., July 21-22-23.**

FOR SALE

1954 Eli Wheel No. 5, 1950 Allan Herschell Merry-Go-Round, 1954 Tubs of Fun Ride, 1955 King Airplane Ride. None of these Rides have ever been out of the Park and are as good as new.

THOS. YANDA

Cedar Lake, Ind. c/o Coleman Hotel

CAN USE

4 good Phone Men for Circus Tickets, Fair Dates. Good going boys making money. Phones ready if you can stay sober and sell without heat. Come on to **610 W. 24th St., Charlotte, No. Carolina. Phone Franklin 69327.** No collect calls. Can also use 2 good Family Troupes and Acts for above dates—17 Fairs—Sparton Family, Antonettes, write in. Also Kriel Family, Chester Cable, write.

FOR SALE

Indiana-style Cookhouse, 14x28, complete with equipment; also 1947 Chevrolet Truck with van-type body, driven 40,000. Will give contracts for two Fairs. All for $800. Can get investment at one Fair.

C. H. RASOR

Ashville, Ohio

WANT AT ONCE

Spitfire Foreman and Wheel Foreman, must be sober and drive semi, $60.00 per week. Will sell X on Photo, Jewelry Spindle and Direct Sales and Novelties. Want Man and Wife for Bingo and Man for Fun House. Kewanee, Ill., Large V.F.W. Celebration; Augusta Fair & Livestock Show next week.

BURKHART SHOWS

ARTHUR E. HUNT

Waiting for you in Missouri Valley, Iowa.

ALMA

MECHANIC WANTED

For one of the Middle West's outstanding shows. Must be able to take complete charge of trucks. Good proposition to right party. Our Assistant Mechanic knows about this ad. Address:

BOX 716, c/o The Billboard

390 Arcade Bldg. St. Louis 1, Mo.

Copyrighted material
www.americanradiohistory.com

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR KANSAS CITY, MO., THEN THE OZARK EMPIRE FAIR, SPRINGFIELD, MO., TO FOLLOW

CONCESSIONS — Legitimate Concessions of all kinds. Cook House, Eating and Drinking Stands, Frozen Custard, etc. Can place Buckets, Swingers and Six-Cats. Roy McGovern, come back home.

SHOWS — Can place organized Side Show. Want Man to operate Monkey Show. Have Motordrome with Cycles—need good Operator. Penny Arcade, Wildlife and organized Girl Show. (Honey Lee Walker, contact.) (Joe Hatfield, get in touch.)

HELP — Ride Men. Want Foremen for Ferris Wheel, Roll-o-Plane and Caterpillar. Second Men on all Rides. Billposter and Lot Man. Welder, Carpenter, Electrician and Canvasman. Johnnie Reed wants Count Store Agents, also Help to up and down Concessions.

Address SAM LEVY, Mgr.

Alton, Ill. (Phone: 2-0642, Extension 1), this week; Kansas City, Mo., next week.

IDEAL RIDES

WANTED FOR HYMERA, INDIANA, THIS WEEK; CLINTON COUNTY FAIR, CARLYLE, ILL., NEXT WEEK, THEN FAIRS REST OF SEASON.

Concessions: Fish Pond, Basketball, Balloon Dart, Photos, Coke Bottle, Scales or any Hanky Panks. No flats or gypsies. Ride Men for Ferris Wheel, Merry-Go-Round, Kid Rides, Second Men on al Rides. Must have license and drive semi. Roy Moore, contact Chuck. Wire only.

HYMERA, INDIANA, THIS WEEK

MIGHTY INTERSTATE SHOWS

Will book any Show not conflicting with what we have. Have attractive proposition for Side Show, Penny Arcade, Fun House. Foremen and Second Men on all Rides. Good treatment, top salary, bonus. Must be licensed semi drivers. Will book any Flat or Kiddie Ride not conflicting with what we have. Have good proposition for Live Pony Ride. All legitimate Concessions open. Also Jewelry, Novelties, Photos, Gadgets, Hats, Age and Weight, Glass Pitch, Short Range, Long Range, Sno Cone, Floss, Custard, Ice Cream, Taffy. Want Agents for Six Cats, Pea Pool, Buckets, Pan Game. Man and Wife for Popcorn and Apples Concession. Help: Show Carpenter and Builder, Scenic Artist, Man to up and down front gate and sell tickets and take out sound truck. Man to look after office-owned Concessions. Want experienced Bingo Manager or Caller to join on wire. Also Bingo Countermen and Checker. Ray Johnson and Charles Lee, get in touch.

Replies to H. B. ROSEN, Mgr.

Mighty Interstate Shows, c/o Western Union or Gen. Del., Kenton, Ohio.

IMPERIAL SHOWS #2

Can place for Taylorville, Ill., Fair, next week, also Canna Festival at Gillespie, Ill., next week, with Aledo, Highland, Marshall, Warren and five more fairs following: Cookhouse, Grab, Scales, Short Range and Stock Concessions of all kinds. Want Agents for Balloon Darts, High Striker and three Trailer Concessions.

E. L. WINROD

Hillsboro, Ill., this week, then Taylorville, Ill., next week.

GEORGE CLYDE SMITH SHOWS

WANTED

SIDE SHOW, WHITE AND COLORED GIRL SHOW, SNAKE SHOW, MONKEY SHOW AND WILD LIFE. Also want Truck Mechanic. All replies to George Clyde Smith Shows, Meyersdale, Pa., this week; Central City, Pa., next week.

WANTED—AGENTS—WANTED

Agents wanted for Peek and Count Stores, also two Bucket Store Agents. Can place a few Hanky Pank Agents, also Men to up and down Concessions.
Wire, write or phone:

ART BOSCARINO
c/o Wilson Hotel
Tama, Iowa

or

FRANK SPINA
c/o Tivoli Exposition Shows
Tama, Iowa, this week

GOLD COAST SHOWS

Woodburn, Indiana, Fair, July 12-16; Lagro, Indiana, Street Fair, July 18-23; Richmond, Indiana, July 25-30.

Want Hanky Panks of all kinds. Brockton Bingo, come on. Jimmie Ackley wants Agents for Age and Scales, Hanky Panks, Swinger, Hit the Nail Store and Crew, Cookhouse Help, Six-Cat Gunner. Johnnie McCullum, come on. Want Foremen for Tilt, Rolloplane and Jenny; Second Men on all Rides. Can place set of Kiddie Rides.

R. JACKSON, Owner — JIMMIE ACKLEY, Conc. Mgr.

PAN-AMERICAN SHOWS

Want for Fairs till December, starting July 25

Concessions of all kinds. Agents for Buckets, Pin Stores. TOM MEHL WANTS RIDE HELP—Foremen for Wheel, Tilt, Octopus, Mixup; Second Men on all Rides. Bobby Shirley, come on. BOB RANDY WANTS Acts for Side Show.

WINCHESTER, KY., THIS WEEK.

P.S.: Sailor Jack Allen, painter, come on.

BUFF HOTTLE SHOWS UNIT #2

Want few more Stock Concessions. Leonard Neal wants Hanky Pank Agents. Want Shows with own outfit, especially Girl Show, Snake Show or Monkey Show. Join now for balance of season. Elmer (Blackie) Bullard, very important you get in touch with me immediately.

All replies to ROMEO DUNN

PINCKNEYVILLE, ILL., NOW.

Complete Line-Up of Concessions Available

Will book a complete line-up of well-framed Concessions for one week only, Aug. 8-13, on any Midwestern show with competent management. Competent Concession Manager and also Business Manager furnished if desired.

Contact DON GRECO

c/o PARK HOTEL, SALEM, ILL. (PHONE: 345), THIS WEEK.

HEDY JO STARR

WANTS GIRLS FOR TWO GIRL SHOWS. SALEM, ILL., THIS WEEK

Can use Specialty Dancers of all kinds. Pat Paris, Delores Lee Chambers and all girls who have worked for me before. Have terrific Fair route and Night Club dates this winter. Reply:

Hedy Jo Starr, c/o Gem City Shows, Salem, Ill.

★★★ W.G. WADE SHOWS ★★★

WGW

DELAWARE COUNTY FAIR, MUNCIE, INDIANA

10 DAYS AND NIGHTS, THURSDAY, JULY 28, THRU SATURDAY, AUG. 6

Considered the largest county fair in the country followed by a solid route of excellent fairs, including the MICHIGAN STATE FAIR at Detroit.

- - - CAN PLACE - - -

MAJOR RIDES FOR THE FAIRS

Octopus, Fly-o-Plane, Caterpillar, Round-Up, Flying Scooter or other such large capacity rides. Have opening for three weeks' work for one #5 Eli Wheel.

SHOWS

Have opening for four or five good Bally or Grind Shows. Particularly want Snake or Monster, Monkey Show or Monkey Drome, Wildlife, Unborn, Glass House, Motordrome or any outstanding big name attraction. We have the Fairs where these will get the money.

KIDDIE RIDES FOR THE FAIRS

Can place two more not conflicting with what we have, such as Bulgy the Whale, Roto-Whip, Tubs of Fun, Midgo Racer, Sky Fighter, etc.

CONCESSIONS

Legitimate Concessions of all kinds. (Note! We have the exclusive on games and will not overload.) Ball Games, Water Games, Dart Games, High Striker, String Games, Fish or Duck Pond, Hoop-La, or what have you? Also have outright sales privileges available, Grab, Popcorn, Candy Floss, Taffy, Snow, Apples, Root Beer, Foot Longs, Ice Cream, Jewelry, etc.

WE ARE NOW ENLARGING FOR THE FAIR SEASON. GET YOUR REQUEST IN EARLY. DON'T DELAY. WIRE NOW

W. G. WADE SHOWS, St. Ignace, Mich., all this week; St. Louis, Mich., all next week

PENN PREMIER SHOWS

worlds ★ cleanest ★ midway

SYRACUSE, N. Y., JULY 18-23, WITH BINGHAMTON, N. Y., TO FOLLOW, THEN ALL FAIRS

CONCESSIONS — CAN PLACE CUSTARD, Glass Pitch, Short Range, Photos, Fish Pond and other legitimate Concessions.

RIDES — Can place Caterpillar, Fly-o-Plane or any Flat Ride not conflicting.

SHOWS — MAN TO TAKE COMPLETE CHARGE OF MONKEY CIRCUS. WE HAVE COMPLETE OUTFIT, Midgets, Fat Show, Dillinger car. JEFFERIES SIDE SHOW can use Knife Thrower, Tattoo Artist and other capable Help.

HELP — Tilt Foremen, Octopus, Roll-o-Plane or any other general Ride Help who drive semis.

Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr.
Lanesboro, Mass.

All phone calls to
HARRY (BUSTER) WESTBROOK
Wendell-Sheraton Hotel, Pittsfield, Mass.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

Want for Gibson City, Ill., Soy Bean Fair, July 18-23; followed by Champaign County Fair, Urbana, Ill., and a continuous route of bona fide Fairs, including La Porte, Ind.—One of Indiana's Largest County Fairs

CONCESSIONS — Can place prize every time legitimate Hanky Panks of all kinds, including Six Cats for stock, Derby Racer, Direct Sales, Pitchmen and Demonstrators. Positively no flats.

SHOWS — Will place non-conflicting Shows catering to ladies and children. Dick Dillon, can place you.

HELP — Can place Painter and Scenic Artist immediately. Can also place several Foremen and Second Men or major rides—must be licensed semi drivers.

NOW BOOKING AND RESERVING SPACE for the Great La Porte, Ind., Fair, August 15-20. Can place several non-conflicting major rides for La Porte—liberal percentage.

All wires to C. C. GROSCURTH — Sterling, Ill., all this week; then Gibson City, Ill.
—NO PHONE CALLS—

CARAVELLA AMUSEMENTS

MAHONINGTOWN, PA., STARTING SUNDAY, JULY 17-20, ST. MARGARET FESTIVAL—BIG ITALIAN CELEBRATION

WANT WANT WANT

CONCESSIONS: Bingo, Grab, Fish Pond, Hoop-La, Buckets, High Striker, Six-Cats, Snow Cone and all kinds of Hanky Panks.
RIDES: Can use a set of Kiddie Rides, also Ferris Wheel and two Flat Rides.

All Concessions and Rides must be ready to operate by noon Sunday, July 17

Everything not conflicting may join main unit at Williamsburg, Pa., following week, July 25-30.

For the above date, phone or wire FRANK BLAND, NEW PENN HOTEL, NEW CASTLE, PA., this week

WANT WANT WANT

Altoona, Pa., July 18-23; Williamsburg, Pa., July 25-30 (Blair County Firemen's Convention)
Can use a few more Hanky Panks

RIDES: Can use Rides not conflicting. HELP: Experienced Ferris Wheel Man and other useful Ride Help. SHOWS: Girl Show and other Shows with own equipment.

Contact FRANK H. CARAVELLA, BELLEFONTE, PA., this week

BRAND NEW

32-ft. two-abreast Merry-Go-Rounds, 20 aluminum horses, 2 chariots, Anchor canvas top, electric motor. Cash price $6125 F.O.B. Fort Worth, Texas. These rides are the best. We offer nationwide service on new and used high-class carnival equipment at the lowest possible prices. Our new Fire Truck Ride, Texas built, sells at $2650 F.O.B.
Write or Wire

Young's Carnival Sales
Duluth 6, Minnesota — RA 2-1124

FAIR & EXPOSITION SHOWS

WANT WANT WANT

CONCESSIONS—Want legitimate Concessions of all kinds. Want Bingo, Lead Gallery, Diggers, Hi-Striker, Duck Pond, Fish Pond, Bumper, Glass Pitch, Penny Pitch, Ball Games or any Concession that works for stock. No flats tolerated.
HELP—Want Legal Adjuster to handle two Girl Shows and P.C. Tables. Want Foreman for Merry-Go-Round; no drunks. Our 12 Fairs start in August. Out all winter.
All wires and replies to

R. E. (BOB) STEWART, General Manager
Carrollton, Ky., this week.

Copyrighted material
www.americanradiohistory.com

JAMES E. STRATES SHOWS

Can place organized Revue with line of six or eight girls. Office owned. Top salaries paid weekly by office. Must be outstanding to play our route of major Fairs in East and South. We want the best. Our Fair route starts August 1 at Clearfield County Fair, Clearfield, Pa.

Want Boss Canvasman, Talkers and Ticket Sellers for Dr. Mess' Mad House of Mystery.

Colored Performers, Light-Skin Chorus Girls, Trumpet Player, Trombone, Drummer and Saxophone Player for Clarence Samuel's Ebony Revue.

Can place Monkey Circus, Mechanical City, Unborn Show and any other money-getting Grind Shows.

Can place Guess Your Weight and Scales, also any legitimate Concession.

Wire JAMES E. STRATES, Gen. Mgr.
SHOW GROUNDS
PLATTSBURG, N. Y.

or

Phone L. H. (DOC) CANN, Mgr.
WITHERALL HOTEL
PLATTSBURG, N. Y.

GLADSTONE EXPO SHOWS

Glasgow, Ky., July 18-23 — **Central City, Ky., July 25-30**
Russell Springs, Ky., August 1-8 — **Russellville, Ky., August 8-13**
Hodgenville, Ky., August 15-20

WANT Hanky Panks of all kinds, especially Basketball, Diggers, Long Range, Ball Games, Hi-Striker, Novelties, Hats, Coke Bottle, etc.

WANT SHOWS with own equipment—Side Show, Monkey, Glass, Fun House, etc.

WANT HELP on Wheel, Jenny, and Second Men on other Rides. Also Help on office owned Concessions—Buckets, Six Cats and P. C. Tables.

Russell Phillips wants sober Help in Cookhouse, Griddle Man, Cook and Dishwasher. Mickey Rider wants Girls for Girl Show. Otis Howell wants Help on Bingo and Agents for Pin Store.

Contact Bowling Green, Ky., all this week.

JACK OLIVER
Mansand Hotel, Bowling Green, Ky.

F. O. POOLE
c/o Show—Bowling Green, Ky.

GOLD MEDAL shows

WANT FOR RED LION, PA., FAIR NEXT WEEK
and BUTLER, PA., following

HANKY PANKS OF ALL KINDS. Custard, Snow Balls, Chocolate Dip and other legitimate Concessions. No flats or gypsies.

SHOWS — Can use Snake Show, Geek Show, Unborn and Mechanical. Have opening for Motordrome with own outfit.

RIDES — Can book Dark Ride, Rock-o-Plane and Roll-o-Plane.

HELP — Can use Help for fifteen Major and ten Kiddie Rides.

MONROE BROS.' SIDE SHOW wants Acts, Sword Swallower, Tattoo Artist and other outstanding Acts to feature. Good pay if you produce.

JOHNNY J. DENTON, Owner & Mgr. — **DAVID E. FINEMAN, Bus. Mgr.**

CARLISLE, Pa., this week

P.S.: Would like to hear from Billposter with own transportation.

AMUSEMENTS of AMERICA
A STAR SPANGLED MIDWAY

V.F.W. HOMECOMING AND WEEK LONG CELEBRATION — GENESEE AND HARLEM STREET, CHEEKTOWAGA (BUFFALO), NEW YORK, JULY 18-23. BEST LOCATION IN THE BUFFALO AREA.

Followed by Dansville, N. Y.; Western N. Y., Vol. Firemen's Convention; Mile Long Parade, Contests, 2 Matinees, 2 Nights of Fireworks, then our long route of bona fide Fairs including Sandy Creek and Henrietta (Rochester, N. Y.). Can place

CONCESSIONS — Hankys of all kinds, Cookhouse for balance of season.

SHOWS — Grind Shows with own equipment. Tony Masiello wants Girls, Canvasman and Talker (Brownie, answer) for newly framed Girl Show. Chris Ferrone wants Girls for "Cindi" Show.

HELP — Chairoplane Foreman, Second Men on all rides; must be licensed and drive semis. Can use Wives as Ticket Sellers.

Maxie, tried to call you at Trenton, contact at once.

All address: JOHN VIVONA, Fulton, N. Y., this week.

BUFF HOTTLE SHOWS UNIT #1

WANTS FOR HEART OF ILLINOIS FAIR, Peoria, Ill., July 19-24, and Sixteen Outstanding Fairs to Follow

Hanky Pank Concessions of all kinds. SHOWS—Want Grind Show with own outfit. "Doc" LaMont wants few more Working Acts for Side Show. "Kardo," come on back. Need Foremen on Ferris Wheel and Octopus. Second Men with driver's license who can stay sober. Will sell exclusive on Novelties and Hats at following fairs: Jackson, Tenn., Sept. 12-17; Lawrenceburg, Tenn., Sept. 26-Oct. 1; Tupelo, Miss., Oct. 3-8; West Monroe, La., Oct. 10-15.

Want Octopus and Tilt or any non-conflicting Rides to join #3 Unit at Leesville, La., Sept. 12 and play the following six fairs. Will also sell exclusive on Novelties and Hats at these fairs:

Leesville, La., Sept. 12-17; Thibodaux, La., Sept. 22-25; Oberlin, La., Sept. 28-Oct. 1; Covington, La., Oct. 4-10; Livingston, La., Oct. 11-15; Farmerville, La., Oct. 17-22. All replies to Buff Hottle, Newton, Ill., this week.

Still Dates Spotty

• Continued from page 55

individual units usually carried by a carnival, there was hope thru the Niagara stand that the cost problem could be overcome. The show, and its several auspices, claimed that their contracts preceded the change in law which raised the levies and so claimed immunity for this year. But officials in Ottawa refused to go along on this basis. The resultant costs would have made it impossible for the show to get in and out of the Dominion profitably.

Agent Curtis Bockus was reported working to save the planned route to the very last moment. Altho losing out, Issy Cetlin said that Canada would continue to be an aim in the future. In addition to looking for better revenue in Canada, the show thought of the route as providing an excellent showcase in its bid for Canadian fairs.

Some Good Weeks

Concession manager William Moore and Claude Sechrest reported stands both good and mediocre. The show got off to a good start in its first stand at Petersburg, Va., where it winters, and at Ambridge, which followed. The outlook for early dates then was excellent.

The show is trim with the ride compliment full and excellent. Big show presentations have been somewhat curtailed until the show is ready to enter its fair route. The costly and lavish Raynell presentation is not scheduled to operate thru the still date season. But there is sufficient power for any crowds likely to develop with Earl Purtle's Motordrome, Duke Jeanette's Side Show and a heavily populated minstrel show filling out the back end.

L. A. Troupers

• Continued from page 55

Scott, and Fred and Helen Smith.

The event was attended by Frank Warren, president of the Pacific Coast Showmen's Association and also a Trouper member who was with the Crafts 20 Big Shows, which he manages, in nearby Oceanside. He was greeted by Elmer Hanscom, Babcock's office representative.

Sizable donations were made to the fund, in addition to Babcock, by Steve Vaughn, Troupers' second vice-president; Ferris, Ed Butler, Smith, and Louis Cecchini.

Prize Donors

Prizes were donated by Berta Harris, Ted LeFors, Pul-Wal Novelty Company, Badger Sales Company and Ruth Wood. Awards were made to T. L. Johns, Bernard Stolgoff, Anthony Harner, William Choate, Martha Nathan and Rose Dolinger.

Refreshment donations were made by Pete Steinkellner, Smith, Allton, Jack Morris, Emily Bailey, Lilabel Williams, Lucille Dolman, Ed Kennedy, Ruth Wood, Mora Bagby, Jetta Clancy, Tillie Palmateer, Larry Nathan, Florence Lusby and Inez Allton. Ticket sellers included Elsie Kennedy, Ed Kennedy, June Armbrecht, Allton and Jennie Reigel. Four new members were obtained by Babe and Al (Moxie) Miller.

BINGO HELP WANTED

Bingo Callers, Counterman, Semi Driver. No experience necessary, will train you.

Contact DANNY DORSO
O. C. BUCK SHOWS
Poughkeepsie, N. Y.

FOR SALE

1—Kiddie Airplane Ride.
1—Jones Mix-Up.
1—Eli Ferris Wheel, Truck and Trailer.

Write
MRS. K. G. CLAPP
315 North 15th or call Sunset 36313, Ft. Smith, Arkansas

WANT AGENTS

For Shiv Rack and Hanky Panks for eight Wisconsin Fairs.

GENE CAIN
Wallace Bros.' Shows
Appleton, Wis.

WANT GAMES

FOR
HOWARD CO. (KOKOMO) FAIR
GREENTOWN, IND.
AUGUST 2-6
ALSO
JOHNSON CO. FAIR
FRANKLIN, IND.
JULY 31-AUG. 5

ALSO CAN USE ICE CREAM, FLOSS, CUSTARD & FOOT LONGS.

ALL GAMES MUST BE LEGITIMATE PRIZE-EVERY-TIME TYPE. WE WILL NOT HAVE MANY GAMES AT EITHER LOCATION. SPACE LIMITED.

WRITE
GOODING AMUSEMENT CO., INC.
1300 NORTON AVE.
COLUMBUS 8, OHIO
AXminister 9-1193

WANTED

Candy Butchers, Novelty Agents, also Scale and Guess Your Age Agents for Smithport, Pa., the week of July 12-17; Rochester, N. Y., the week of July 25-30; Harrington, Del., Fair; Ionia, Mich., Fair; Lewisburg, W. Va., State Fair; Sedalia, Mo.; Richmond, Va., State Fair; Macon, Ga., State Fair.

Plus 10 more big Fairs.

Please contact
A. HYNES
c/o Western Union or General Delivery.
Smethport, Pa.

CONCESSIONS

COME ON IN

Columbia Station, Ohio, July 12 to 16; Lambertville, Michigan, July 21 to July 24, inclusive.

WM. B. JACOBS
W. B. J. SHOWS
as per route

HAROLD EUTAH WANTS AGENTS

For Pea Pool, Six Cats, Balloon Darts, String Game, Bear Pitch, Add-Em-Up Darts. No more Still Dates. Fairs starting July 18 at Jefferson City, Mo., then Kahoka, Mo.; Donnellson, Ia.; Kirksville, Bloomfield, Elden, Mo.; then the Big Ones. P.S.: Tex and Amelia, come on. Address:

HAROLD EUTAH
c/o AMERICAN BEAUTY SHOWS
Moberly, Mo., this week; then Jefferson City, Mo.

SACRIFICE SALE

Illness has forced me to sell all our equipment. Long Range Gallery, new, special-built on 35 ft. trailer with modern living quarters. Compact, easy, all loads in trailer. Can be pulled with car. Also 2 Hot Dog Stands equipped complete for Foot Long and Pronto Pups. Neat, flashy pictorial panels. Best money makers on the road. Pay for selves first Fair. Also 5 kw. Onan Light Plant. Contact K. L. TAYLOR, Celebration, Middletown, Pa., July 6-11.

WANT TO LEASE SET OF RIDES

BOB K. PARKER
P. O. Box #111 Delavan, Wisconsin
Phone 8015

WANT

Side Show Acts of all kinds, Novelty Acts, Ticket Sellers, Lecturers, Runts for Bally, Bally Acts, Fire Workers, Glass Blowers, good Freaks. Sword Swallower, Bag Piper or Musical Act. (Bill Fitch and Wife, Bill Shaw and Rosalie Wood, contact or come on.)

MILO ANTHONY
General Delivery, Round Rock, Tex., until July 16; then Leonard, Tex.

WANTED

Ride Foremen for Merry-Go-Round, Ferris Wheel and Rock-o-Plane. Semi-Trailer Driver helpful.

DELGARIAN AMUSEMENT CO.
2303 N. Melvina Avenue Chicago, Ill.

Thank You
GEORGE (BLACKIE) WOODS
and
HILDA (BUTCH) WOODS
Cookhouse Operators, Mighty Page Shows, for your Lincoln purchase. "Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa. Phones 9347 or 3-0003

www.americanradiohistory.com

THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR MARTINSVILLE, ILL., FAIR (one of Illinois' outstanding County Fairs. Draws over 100,000 paid attendance for engagement. Grandstand sold out for both afternoon and night performances. Top Harness Horse Races, with individual purses up to $20,000.00), followed by ST. CLAIR COUNTY FREE FAIR (which includes Belleville, Ill.; East St. Louis, Ill., and St. Louis, Mo.). One of the country's biggest Free Fairs. Estimated free attendance last year, 455,000. ALL FAIRS TO FOLLOW, INCLUDING BURLINGTON, IOWA; MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA; DU QUOIN STATE FAIR, DU QUOIN, ILL. (one-half million paid attendance last year); CLARKSVILLE and COLUMBIA, TENN.; ROME and ALBANY, GA.; GADSDEN, TUSCALOOSA and ANNISTON, ALA.

CONCESSIONS — All types, including Cotton Candy, Snow Balls, Frozen Custard, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Diggers, Water Games or any other legitimate Concessions. (No exclusives during fairs.)

SHOWS — Side Show and Jig Show with own equipment. (Outstanding proposition to right parties.) Fun and Glass House, Fat Show, any well-framed Walk-Thru Show, large and small Horses, or other Grind Shows of merit. (We have the route that will give you money.)

RIDES — Dark Ride, Rock-o-Plane, Scrambler, Rocket. Will also book or lease Ferris Wheel or other Rides that do not conflict.

HELP — Can use Foremen and Second Men on most rides, also Women Ticket Sellers. Useful Help in all other departments. All help contact Mr. Hickey.

PONY RIDE — Will book, starting at Martinsville, an outstanding Pony Ride of which we can be proud. Prefer double track with 16 ponies.

ALL INTERESTED CALL OR WIRE EARLY TO GET IN ON THE GROUND FLOOR

THOMAS D. HICKEY or SAM GRECO
Salem, Ill., Fair Grounds,
Phone Salem Fair Grounds.

Phone or wire: DON GRECO
c/o Park Hotel, Salem, Ill.
Phone: Salem 345

AMUSEMENT COMPANY OF AMERICA

CAN PLACE STARTING

CHIPPEWA FALLS (WIS.) FAIR, followed by IOWA STATE FAIR, ILLINOIS STATE FAIR, CHATTANOOGA (TENN.) FAIR, LAUREL (MISS.) FAIR, ALABAMA STATE FAIR, MONTGOMERY (ALA.) FAIR, BEAUMONT (TEX.) FAIR

HANKY PANKS OF ALL KINDS

Must be Games of Science and Skill, also Pronto Pups.

PAUL OLSON Fort Wayne, (Ind.), FAIR

20th Century Shows

Want for complete office owned Motordrome. Rider-Manager with extra Boy or Girl Riders. Drome is hauled on one truck. (No drunks).

Want for large office-owned Girl Show: Manager with Girls and own P.A. set. Show to be set to open Greater Grand Forks State Fair, July 17, and all our Fairs until Oct. 8.

Want Man with Buckets and Swinger. Must also have Hanky Panks.

Will book Major Rides not conflicting. Also want Fun House, Snake Show or any Grind Show. Have openings for a few more Hanky Panks. Good opening for Custard.

Contact

JESS WRIGLEY OR CHARLIE TRAVERS
Fessenden, N. Dak., July 12-15; Grand Forks, 17-23.

WANT—DESBRO SHOWS—WANT

YATES COUNTY FREE FAIR, Penn Yan, N. Y., week of July 18 to 23;
NEW YORK PENN FIREMEN'S CONVENTION, week of July 25-30

WANTED—Will book all Stock Concessions. Ride Help wanted on all rides. Ned Bevans wants Girls for his Girl Show.

ANGE R. DESIDERIO, Gen. Mgr., Hancock, N. Y.

JACK ALLEN, Concession Mgr., Hancock, N. Y.

SOMERSET COUNTY FIREMEN'S CONVENTION

CENTRAL CITY, PA., WEEK JULY 18

Want Ball Games, Basketball, Fish Pond, Duck Pond, Pitch-Till-You-Win, Glass Pitch, High Striker, Photos, Floss, Hoop-La, Penny Arcade.

Want Chairplane Foreman, General Ride Help, Agents for office Hanky Panks, Truck and Tractor Drivers, Truck Mechanic. All replies

GEORGE CLYDE SMITH SHOWS
Meyersdale, Pa., this week; Central City, Pa., next week.

WHEEL FOREMAN, KIDDIE RIDE FOREMAN MERRY-GO-ROUND FOREMAN

Boys, this is no tall tale, we don't pay you in meal tickets, but only in good U. S. currency. Good wages plus good treatment. Sober, reliable Help.
This week #1 Unit Girard, Ohio; #2 Unit St. Hedwig (Akron), Ohio.

A. J. SUNNY AMUSEMENTS
3006 East 130th St. Phone WAshington 1-4679 Cleveland, Ohio

DRAGO AMUSEMENTS

"A CLEAN, MODERN MIDWAY"

Want for No. 1 Unit—Long Range, Short Range, African Dip, Penny Arcade (on per cents), or any Concession working for stock. Want to book two clean Girl Shows for Knox, Ind., only week of July 25-30. Want for No. 2 Unit—Any Hanky Panks working for stock. Want two Kid Rides, also one or two Major Rides not conflicting with Merry-Go-Round, Ferris Wheel, Octopus and Spitfire. Free Act wanted for Aug. 1-6 for Carroll County 4-H Fair, Flora, Ind. Get in touch with PAUL DRAGO SHOWS, Unit #1, per route, or Orville H. Furr, The Committee, Flora, Ind. All replies—Unit #1, Paul Drago, Galveston, Ind., this week; Plymouth, Ind., to follow. Unit #2—Contact Chet Pierce, Otterbein, Ind., this week; Kouts, Ind., to follow.

DEDHAM, MASS., CELEBRATION

Fireworks—July 18 to 23.

Want legitimate Concessions, Pitches, Stock Wheels, French Fries and Custard. No Six Cats or Buckets. Can use good Jenny Man and Electrician. All wires to

NEW ENGLAND AMUSEMENTS
West Brookfield, Mass., now.

Wally Yee Attractions

Want

Automatic Pianos with Attachments. (Organ, Violins, Drums, etc.)
Antique Musical and Arcade Equipment.
Band Organs, Calliopes.
Old Time Photos.

Send photo, price and description in first letter. All Acts interested in a Paid Hawaiian Vacation. Send brochures. Serving the entire Hawaiian Islands.

WALLY YEE
4955 Maunalani Circle
Honolulu 16, T. H.

HELP WANTED

ON ALL RIDES

Tilt-a-Whirl, Roll-o-Plane, Ferris Wheel, Merry-Go-Round. First and Second Men, must have driver's license.

FRED A. POTENZA
741 N. Wolcott, Chicago 22, Illinois
HAymarket 1-4121

WANT

Man and Wife to take over Grab, 50-50 after nut. General Help wanted. Sam L. Blackie or Wise Man Marshall, Campbell. Drunks, stay where you are.

BILLY SHAFER
Care Ideal Rides, Hymera, Ind.

BOBBY WICKS

is not with the Royal American.

For Sale—Nicely framed 7 by 12 all-plywood Photo Booth with two cameras and stock.

BOBBY WICKS
Ada, Minnesota

WILL FURNISH POWER

And not charge percentage for one or two Adult Rides for

29th Annual Legion & Lions' Picnic
BIG CROWDS—NO COMPETITION.
July 28-29-30.

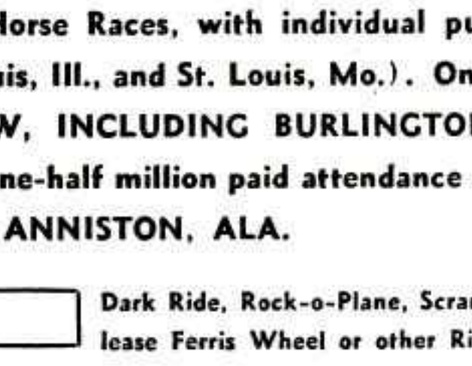
DON WEIR
Hull, Illinois

WANT FOR WANT

20th CENTURY SHOW

First-class Side Show Talker. All Fairs from now on. General Side Show Help. Laddie Faith, Lee Spain, Gene Jenkins, contact. Monkey Show Help. All contact CLAUDE BENTLEY, Side Show Mgr. Glass Pitch Help, contact ROCCI MARROLLETTI, week July 11 to 15, Lessenden, N. D.; July 18 to 25, Grand Forks, N. D.

WANT WANT



C. S. PECK presents **KEY CITY SHOWS**

Want for Valley Mills, Ind. 4-H Fair, July 18-23, 7 miles from center of Indianapolis; and Sangamon County Fair, New Berlin, Ill.; Jacksonville, Ill., Fair and others to follow.

Hanky Pank Concessions, no flats or gypsies.

Ride Help who drive semi. All replies to

C. S. PECK, Lexington, Ill., this week

WANTED For Tirza Wine Bath Review

ON ACA SHOWS, FT. WAYNE

Second opener, a Dance Team; Rosita and Johnny, Nancy Long, please contact. Any Novelty or Vaudeville Acts, Comic, MC, Tap Dancers, Exotic, Acrobatic and Attractive Girls.

TIRZA
c/o Amusement Co. of America, Ft. Wayne, Indiana, this week.

SUNSET AMUSEMENT CO.

Can place Six Cats, Custard, Ice Cream, Hi-Striker, Dip, Hats, Hanky Panks and Ball Games.

Shows: Have space from now on for own equipment.

No Rides needed. Ride Men who drive. Sweet Pea, contact Mac. Charley Amdrican wants sober Bucket Agents. John Hutchens wants Side Show Acts, Girl for 4 Legged Act, Working Acts, Man and Wife.

Harmony, Minn., Funfest this week; Wapello, Iowa, Fair next.

MAJESTIC GREATER SHOWS

Can Place for Sunman, Indiana, Fair, July 19-23, Followed by Osgood, Indiana, Fair; Gladwin, Luther, Big Rapids. All Michigan Fairs.

Concessions of all kinds—Popcorn, Bingo sold. Shows with own equipment, low percentage. Kid Rides except Auto. Capable Ride Help. All replies

SAM GOLDSTEIN
MAJESTIC GREATER SHOWS, NOBLESVILLE, INDIANA

CHEROKEE AMUSEMENT CO.

Want for El Dorado Springs, Mo., July 18 to 22; Rich Hill, Mo., Diamond Jubilee, July 27 to 30; Erie, Kansas, Aug. 2 to 6; with all Fairs to follow. Harrington, Osawatomie, Holton, Seneca, Hillsboro, Kansas; then Ralston, Chandler, Wewoka and Holdenville, Shawnee, Nowata, Oklahoma, and Sedan, Kansas.

Concessions Wanted—Cookhouse, Novelties, Scales, Fish Pond, Blower, Roman Target, Hoop-La, Basketball and Bumper. Virgil Turner wants Agents for Ball Games, Coke Bottles or Scales.

Contact J. W. MAHAFFEY, Frankfort, Kansas

PETE KORTES WANTS

Side Show People, 1 or 2 more Freaks or Novelty Acts.
Talkers for here, also Fairs at Toronto, London, etc.
Ticket Sellers who are good semi drivers.

Address: PETE KORTES, c/o Belmont Park, Montreal, Que., Can.
(Phone: Regent 1-5948)

Copyrighted material
www.americanradiohistory.com

WHY PLAY STILL?

Fairs Until We Close—All Kentucky

LAWRENCEBURG, July 18-23
COLUMBIA, July 25-30
SHELBYVILLE, Aug. 1-6
CAMPBELLSVILLE, Aug. 8-13
BRODHEAD, Aug. 15-20
And Five Others

CONCESSIONS: Want Custard, Jewelry, Novelties, Milk Bottles and Hanky Panks of all kinds.
SHOWS: Can place any and all types of Shows with own transportation and equipment.
All replies:

RAYMOND C. HULS, Mt. Sterling, Ky.

GIRLS - - - GIRLS - - - GIRLS

For two large Sit-Down Shows. Must be young and attractive. Can use experienced Dancers and Girls for Posing Show. Solary no object. Also Ticket Sellers and Candy Helpers; must up and down.

MIKE MILLER

CARE CENTRAL STATES SHOWS, SIOUX CITY, NEB., JULY 11-17.

PEGGY MINDEN WANTS AGENTS

For Tip-Over Coke, Flat Hoop-La, Ring-a-Coke. Also will book one of a kind X on midway for six more weeks on Long Island, then Fairs. Hanky Panks not conflicting with what we have, also Candy Floss, Snow Cones, Ball Game (no Bottles), Novelties, String Game, Basket Ball, Age and Weight, Custard or Ice Cream.

Wire PEGGY MINDEN, Box 96, Franklin Square Long Island, N. Y.

GIRLS $85.00 WEEK GIRLS

FOR GIRL SHOW

To join Peoria, Illinois, July 16.

Strippers, Hula, Rumba, Fan and Specialty Dancers. Want Girls of all kinds; can also use Beginners. Can use good Feature. Also want Ticket Seller and Grinder. Can place Candy Pitchman. Wire, no time to write; must join Peoria, July 16. Answer to:

JAHALA MILLER

c/o Hottle Shows, Peoria, Ill., July 13 to 23.

PAGE BROS.' SHOWS

WANT NOW AND FOR 12 FAIRS STARTING SOON

Bingo, Arcade, Jewelry, Scales, Lead Gallery, Penny Pitch, Glass Pitch, Hanky Panks of all kinds. Ride Help on all rides, must drive, top salary; Girl Show Operator, have beautiful front on semi. Tex Hunter, get in touch with Goody at once—important. Operator for office owned Monkey Show, 50-50. Can place Pony Ride, Geek Show or any Show not conflicting.

Owensboro, Ky., now.

LONG BARREL PAGE, Owner SHORT BARREL PORTER, Mgr

P.S.: Bill Porter wants Agents.

KAY AMUSEMENT COMPANY

WANT WANT WANT

For the following FAIRS: Hurlock, Md., week of July 18 to July 23; St. Michaels, Md., week of July 25 to July 30; and five other red hot spots that are well promoted with Car Give-Aways.

ONE OF A KIND ONLY—Long and Short Range Galleries (Frank Silverman, wire deposit); very good for a Mug Outfit, Pitch-Till-You-Win, French Fries, Cork Gallery, Age and Weight, Hi-Striker, American Mitt Camp, nothing else, $35.00 per week. Contact me at St. Hedwig's Church, 4th & Hayes St., Chester, Penna.; will be there until the 16th; or write to Kay Amusement Company, 2756 N. 46th St., Philadelphia 31, Penna. Greenwood 3-8201.

WILL BUY FOR CASH

Short Arm Octopus in good condition, with transportation; will give bonus to deliver to Minnesota. Also want Two Count Store Agents (only Store on Show), also Six Cat and Bucket Agents, must be sober. Want Hanky Panks, Fun House or Grind Show.

Muskie Days, Nevis, Minn., July 13-14; then Shelly, Minn., Celebration. Contact

WM. STANLEY SHOWS
NEVIS, MINN.

P.S.: Reward will be paid for any information of whereabouts of one Bill Hubbard or Howard Duckworth. Contact Nevis, Minn., July 13-14.

FOR SALE OR TRADE

Kenyon Built Kiddie Boat Ride

6 boats, capacity 24 kids. 2 boats, propeller driven, flood lights, automatic timer, canvas covers, equipment for 25-foot pool. Take $1000 or equivalent in any portable Kiddie Ride — newly painted—used two summers.

D. G. PARADIS

3234 S. Main Road Rockford, Illinois

AGENTS

WANTED FOR PIN STORE, SIX CATS AND PAN GAME. (DEAN PEACOCK, MARY AND MILT GRANT, CONTACT AT ONCE.) ONLY 2 OUTFITS ON SHOW. Rising Sun, Ind. (Fair), July 11-16; 10 Big Days, Dayton, Ohio, to follow. Then all Fairs. We work every day.

Sol (Lopalena) Grant
c/o Jimmie Chanos Shows.

WANT DERBY CALLER

Good salary, long season. Prefer experience. Bill Walker, Harry Harrison, answer. Wire or phone

Hudson 8-1890
"DERBY"
Coleman Bros.' Show
Hudson, N. Y.

SPITFIRE FOR SALE

Ride is in A-1 condition—
Price $4,500.00.
Can be seen at Ocean City, Maryland.

PEARL M. TRIMPER
Inlet Casino Ocean City, Md.

WANT AGENTS

Starting Frasier, Mich. All Gooding Fairs. Contact all this week c/o Hiawatha Shows, Perrysburg, Ohio; following week Frasier, Mich.

HERBERT PENCE
Phone MAin 6383, Toledo, Ohio.

PARAKEETS

SHIPPED DAILY
Write today for prices.

Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

WANTED

Young, Attractive Stripper to feature; nine weeks' work, 5 nites a week. Send late snapshot, salary expected. Show opens July 25. Ruth Swank, contact.

E. H. MILLER
Happyland Shows, July 11-16, Roseville, Mich.; 18-23, Port Huron, Mich.

WANTED

For Strasburg Homecoming, Aug. 17-20. Photos, Long and Short Range Galleries, Novelties, Ball Game, Glass Pitch, Snow Balls, Popcorn, Jewelry and Hanky Panks that work for stock. Will rent Bingo fully equipped except stock. Rides booked. Will give exclusive on Concessions.

L. R. HAMM
STRASBURG, ILLINOIS

CARNIVAL WANTED

FAIR & LIVESTOCK SHOW

SEPT. 22-23-24, 1955
HUNTSVILLE, ARKANSAS
CONTACT: Mr. LeRoy Barber, Sec. Madison County Fair Association, Huntsville (Phone: 49), Arkansas

AGENTS WANTED

FOR GUESS YOUR AGE IN ATLANTIC CITY
Call or Wire:

LOU VICTOR
126 Metropolitan Ave.
Phone: Atlantic City 5-9666

WANTED

ENTIRE CARNIVAL FOR

RAWSON CENTENNIAL

First week of August, or independent Rides and Concessions. Contact

W. A. OTTO
RAWSON, OHIO

COMING EVENTS

Arizona

Flagstaff—Northern Ariz. Square Dance Festival, Aug. 12-13.
Mesa—Pioneer Day Celebration, July 24.
Mesa—Pioneer Celebration, July 24.
Payson—Payson Rodeo, Aug. 12-14.

Arkansas

Crossett—Crossett Rodeo, Aug. 3-6.
Harrison—Harrison Rodeo, Sept. 15-17.
Little Rock—Parade of Homes, Sept. 11-18.
Mammoth Spring—Soldiers-Sailors-Marines' Reunion, Aug. 15-20. E. E. Sterling.
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.

California

Barstow—Barstow Rodeo, Sept. 24-25.
Bishop—Bishop Rodeo, Sept. 4-5.
Fortune—Fortuna Rodeo, July 30-31.
Lancaster—Lancaster Rodeo, Sept. 11.
Los Angeles—Sheriff's Rodeo, Aug. 21.
Marysville—Yuba-Sutter Rodeo, July 29-30.
Merced—County Fair Rodeo, Aug. 27-28.
Paso Robles—San Luis Obispo Co. Rodeo, Aug. 19-20.
Plymouth—Plymouth Rodeo, Aug. 28.
Salinas—California Rodeo, July 14-17.
San Diego—San Diego Rodeo, Sept. 24-25.
San Fernando—San Fernando Rodeo, Sept. 4-5.
Vallejo—Solano Co. Rodeo, July 15.
Yuba City—Yuba-Sutter Rodeo, July 29-30.

Colorado

Boulder—Pow Wow Rodeo, July 30-Aug. 1.
Brighton—Brighton Rodeo, Aug. 13-14.
Cheyenne Wells—Cheyenne Co. Rodeo, Sept. 2-3.
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 9-13.
Durango—Spanish Trails Fiesta, Aug. 5-7.
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.
Estes Park—Apaloosa Horse Show, July 16. Dr. A. G. Fiske.
Estes Park—Koshare Indian Show, July 21-22.
Estes Park—Roof Top Rodeo, Aug. 4-6.
Evergreen—Evergreen Rodeo, Aug. 6-7.
Gunnison—Cattlemen's Days, July 15-17.
La Junta—Legion Kids Rodeo, Aug. 9-11. John A. Brown.
Longmont—Legion Rodeo, Aug. 18-20.
Loveland—Larimer Co. Rodeo, Aug. 15-16.
Monte Vista—Ski-Hi Stampede, Aug. 2-4.
Montrose—Montrose Rodeo, Aug. 17-18.
Norwood—San Miguel Basin Rodeo, Aug. 13-14
Pueblo—State Fair Rodeo, Aug. 23-25.
Ridgway—Ouray Co. Rodeo, Sept. 4-5.
Sterling—Overland Trail Round-Up, Aug. 30-Sept. 1. W. K. Ring.
Walden—North Park Rodeo, July 17.
Woodland Park—Ute Trail Stampede, July 21-23.
Yuma—County Fair Rodeo, Aug. 9-10.

Connecticut

Bethel—State Firemen's Convention, Aug. 12-14.

Georgia

Atlanta—Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E.
Atlanta—Southern Jewelry Show, Aug 28-31. Burly Sacks, 1 Peachtree Bldg.
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.

Idaho

St Anthony—Fremont Co. Pioneer Days, July 22-23. Robert Smith.
Boise—Western Idaho State Fair Rodeo, Aug. 23-27.
Burley—Cassia Co. Rodeo, Aug. 18-20.
Caldwell—Caldwell Night Rodeo, Aug. 9-13.
Filer—Twin Falls Co. Rodeo, Aug. 31-Sept. 3.
Gooding—Gooding Co. Rodeo, Aug. 18-20.
Idaho Falls—War Bonnet Round-Up, Aug 3-6.
Jerome—Jerome Co. Rodeo, Aug. 11-13
Lewiston—Lewiston Rodeo, Sept. 9-11.
Montpelier—Bear Lake Co. Rodeo, Aug. 25-27.
Nampa—Snake River Stampede, July 19-23.
Pocatello—Frontier Days, July 14-16.
Preston—Preston Night Rodeo, July 28-30.
Soda Springs—Soda Springs Stampede, Aug. 6-7.
Weiser—Weiser Round-Up, Aug. 4-6

Illinois

Alexis—Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club.
Chicago—General Motors Powerami, Aug. 31-Sept. 18.
Chicago—Polka Festival, July 7-20 (at 51st & Cicero). L. Matura, 8322 S. May Field, Oaklawn
Davis—Celebration, July 28-30 William Brault.
Farmington—Legion Fall Festival, Aug. 17-20. James Vaira.
Hull—Legion and Lions Picnic, July 28-30. Don Weir.
Kampsville—Legion Picnic, Sept. 3-5. C. W Curtis.
Lexington—Centennial, July 10-17. T. M. Pation.
Maywood—Italian Festival of Chicagoland, July 18-27. Joseph De Serto, 1615 North 18th Ave., Melrose Park.
Moline—Rock Island Co. Rodeo, Sept. 2-3.
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.
Orangeville—Firemen's Celebration, July 14-16.
Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.
Peoria—Anitque Show, Sept. 9-12.
Rutland—Centennial, Aug. 4-7. I. M. Vinecore.
Stockton—Street Celebration, July 14-16. F. C. Niemeyer, Lions Club.
Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.

Indiana

Batesville—Fall Festival, Aug. 5-6. Vol. Fire Dept.
Brownstown—Homecoming & Reunion, July 18-23.
Columbia City—Old Settlers' Day & Legion Festival, Aug. 10-13. Dave Spence.
Covington—Street Fair, July 18-23.
Hartford City—Fall Festival, Sept. 13-17.
Huntington—VFW Celebration, Aug. 1-6.
Lagrange — Corn School—Golden Anniversary-Street Fair, Sept. 12-17.
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.
Odon—Old Settlers Meeting, Aug. 17-20. Lex Seneff.
South Bend—Summer Festival, July 25-30.
Terre Haute—Miners' Picnic, Aug. 12-14.
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

Iowa

Cedar Rapids—Al-Iowa Rodeo, Aug. 18-19.
Correctionville—Centennial, July 22-23.
Des Moines—Iowa State Fair Rodeo, Sept. 2-5.
Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.
Sidney—Iowa Championship Rodeo, Aug. 16-20.
Vinton—Celebration, Sept. 5.
Woodbine—Celebration, July 18-19.

Kansas

Abilene—Wild Bill Hickok Rodeo, Aug. 22-25.
Atwood—Atwood Rodeo, Aug. 20-21.
Cherryvale—Southeast Kansas Reunion, July 25-30.
Coffeyville—Inter-State Rodeo, Sept. 2-5.
Dighton—Lake Co. Rodeo, Aug. 3-4.
Goodland—Northwest Kan. Rodeo, Aug. 18-19.
Hanover—Celebration, July 25-27.
Hill City—Hill City Rodeo, Aug. 11-12.
Jewell—Celebration, July 28-30
Linn—Celebration, July 21-23.
Mound City—Linn Co. Fair Rodeo, Aug. 19-20.
Phillipsburg—Kansas' Biggest Rodeo, Aug. 4-6.
Pretty Prairie—Kansas' Largest Night Rodeo, July 19-21.
Scott City—Scott City Rodeo, Aug. 26.
Wichita—Jaycee Frontier Days, Sept. 22-25.
Winfield—Cowley Co. Rodeo, Aug. 30-Sept. 1.

Kentucky

Lexington—Jr. League Horse Show, July 11-16.

Louisiana

Alexandria—Lions Club Rodeo, Aug. 23-27.
Leesville—West La. Forestry Festival, Sept. 12-17. Pinley Stanly Jr., Rt. 4.
Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo.
Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.
West Monroe—N. Louisiana Rodeo, Sept. 5-9.

Maryland

Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.

Massachusetts

New Bedford—S. S. Sacramento Feast, Aug. 5-7.
New Bedford—S. S. Sacramento, Aug. 5-7.
New Bedford—Feast of the Blessed Sacrament, Aug. 5-7.

Michigan

Alston—Laird Twsp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen.
Ann Arbor—Gladiolus Show, Aug. 7-8.
Big Rapids—Centennial, July 17-23.
Carleton—Rotary Club Celebration, July 20-24.
Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.
Coloma—Gladiolus Show, Aug. 27-28.
Delton—Midsummer Carnival, July 13-16.
Detroit—Riverama Festival, Aug. 20-28.
East Lansing—Gladiolus Show, Aug. 6.
Fairgrove—Bean Festival, Sept. 5.
Flint—Centennial, Aug. 27-Sept. 11.
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.
Holly—Catholic Church Festival, Aug. 5-7. J. C. Patterson.
Ithaca—Gratiot Co.-Ithaca Centennial, Aug. 23-27.
Lakeview—Livestock Show, Aug. 2. H W. Reading.
Lapeer—Thumb Dist. Guernsey Show, Aug. 3. Harold L. Kingsbury.
Luther—Homecoming, Aug. 18-20. Dan D. Smith.
Menominee—Menominee Dairy Show, July 30. Gail E. Bowers, Court House.
Messick—State Gladiolus Show, Aug. 20-21.
Midland—Gladiolus Show, Aug. 15-16.
Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.
Rudyard—Eastern U. P. Jr. Fat Stock Show, Aug. 11-12. Wm. Dickinson, 139 Arlington, Sault Ste. Marie.
Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.

Minnesota

Buffalo—Buffalo Rodeo, July 23-24
Duluth—Anitque Show, Aug. 21-24
Duluth—Duluth Rodeo, July 30-31
Edgerton—Dutch Festival, July 20-21. Clifford H. Peterson.
Minneapolis—Aquatennial, July 15-24

Mississippi

New Albany—American Legior Celebration, July 11-16. Robert Owens Jr.
Newton—Newton State Dairy Show, Sept. 19-24. W P McMullan Jr

Missouri

Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 3-5.
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.
Cabool—Dairy Show, July 11-16
Cameron—Boots & Saddle Horse Show, Sept. 9-11.
Carthage—Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.
Cassville—Soldiers-Settlers' Reunion, Aug. 1-6.
Chillicothe—Eagle Club Rodeo, Sept. 16-18.
Fairfax—Four-State Rodeo, July 20-23.
Herman—Homecoming, Aug. 27-28. M. F. Kappelmann, Chamber of Commerce.
Higginsville—Higginsville Horse Show, Aug. 8. Alvin Rainey.
King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.
La Belle—La Belle Rodeo, Aug. 6-7.
Lexington—Saddle Club Horse Show, July 28. Dr. C. E. Watson, 1130 Franklin Ave
Liberty—Clay Co. Horse Show, Aug. 4-7. Leon Miller.
Louisburg—Old Settlers' Reunion, July 22-23. Harry W. Atchley.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Maryville—Northwest Mo. Horse Show, July 20-21. Lester Swaney, Box 56.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Monett—Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Sager.
Piedmont—Centennial, Sept. 2-5. Wm. Harris and son.
Pierce City—FA Stock Show, Sept. 15-16. Wayne Bowen.
Platte City—Platte Co. Fair Rodeo, July 27-29.
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.
Princeton—Mercer Co. Horse Show, Aug. 9-10. Q. E. Thogmartin.
Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey.
Ravenwood—Ravenwood Horse Show, July 29-30. Roy Moore.
Salisbury—Salisbury Horse Show, Sept. 1-2.
Sikeston—Bootheel Rodeo, Sept. 15-16.
Sikeston—Jaycee Bootheel Rodeo, Sept. 2-5.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
St. Joseph—Pony Express Rodeo, Sept. 23-25.
St. Louis—St. Louis Rodeo, Aug. 23-28.
Springfield—Ozark FFA Fat Stock Show, Sept. 8-9. John L. Kirby.
Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.
Unionville—Centennial Rodeo, July 16-17.
Urbana—Four Co. Dairy Show, Sept. 24-H. R. Klein.

Montana

Baker—Fallon Co. Fair Rodeo, Sept. 4-5.
Billings—Midland Empire Rodeo, Aug. 9-13.
Deer Lodge—Deer Lodge Rodeo, Aug. 20-21.
Dodson—Phillips Co. Rodeo, Aug. 6-7.
Ekalaka—Days of '85 Rodeo, July 30-31.
Forsyth—66 Ranch Rodeo, Aug. 16-18.
Great Falls—N. Mont. State Fair Rodeo, July 31-Aug. 4.
Kalispell—Northwest Mont. Rodeo, Sept. 9-10.

SHOWMEN REGARDING MEMPHIS & DALLAS FAIRS

CAN STILL PLACE ANYTHING CLEAN. NOTHING TOO BIG.
CONTACT ME
At 190 N.W. 93d St., Miami, Fla. Phone: Plaza 9-6536 until July 30.
Hotel Alms, Cincinnati, Ohio, Aug. 1 to 10.
Hotel Sherman, Chicago, Ill., Aug. 10 to 28.
Angus Hotel, St. Paul, Minn., Aug. 29 to Sept. 4.
Then the Louisville, Ky., Fair, Sept. 9-10-11, care of Western Union. Will Visit Other Large Fairs.
ALL CONTRACTED KEEP IN TOUCH WITH ME AS ABOVE ROUTE.

CLIF WILSON

BEN WEISS WANTS BINGO HELP

Fair season starts Selinsgrove, Pa., July 18. Call on Thursday, July 14. Do not come on unless you contact me.

BEN WEISS
418 Market St. Philadelphia
LOmbard 3-4255

WANTED EXPERIENCED ELECTRICIAN

Who can handle transformer for a large show. (20 rides, 15 shows, 16 concessions.)

Salary $125.00 a week

Must be sober and reliable and must have references.

WM. T. COLLINS
c/o Route

RIDES FOR SALE

New 1955 Miler Rollo Coaster, complete with fence, and 1955 DeLuxe GMC Truck, 21-foot stake body, equipped for hoist side loading; also Streamline Train, 24-inch gauge track, with new GMC Truck.

TOM EWALT
GENEVA, NEBR.

TOBY YOUNG WANTS

Agents for 6 Cats, Bucket, Coke Bottle, Balloon Dart. Lefy wants Agents for Roll-a-Ball, Glass Pitch, Kid Ride Help. Playing all Fairs and Celebrations.

c/o Maddox Bros.' Shows
Summerfield, Kansas, July 13 to 16; Sterling, Kansas, 19 to 23.

AL BROWN

Royal United Shows

Wants Agents for Buckets and Color Darts. Contact as per route. Don Miller wants Swinger Agents—Jack Wilson, contact.

CUMBERLAND VALLEY SHOWS

Want Ride Men on all Rides who can drive semis and stay sober. Payday every Monday night; top salaries. Ervin Heller (Organ Man), contact at once, please. Address all mail and wires to

LAVOY WINTON
FAYETTEVILLE, TENNESSEE

GEE GEES CLUB MIDWAY

WANTS EXOTIC DANCERS

Good pay, good treatment. Attention, Mary Lou, Lola Baby, Terri Lane and Gilda Lee. Also other Girls with or without experience. Contact Care NORTON RIDES, Helena, Mont., this week; Bozeman next week.

WANT BINGO CALLER

Year round work in park.

LEWIS P. PERRY
P. O. Box 130 Olcott, New York
Telephone: Newfane, N. Y., 8-0591

FOR SALE

ATTENTION, CARNIVALS

18 Car Caterpillar, electric or gasoline power unit, $6,500.00. Also 8-Car Kiddie Octopus, can easily haul in 2 wheel trailer; most unusual thrill ride. Also Kiddie Fire Truck, hauls 28 children, fully equipped with sound system and frame for large sign for ballyhoo, $1,500.-00. All Rides in perfect order operating at Chippewa Lake, Ohio. Contact

LOWRY CLARK, Phone 3433

Copyrighted material
www.americanradiohistory.com

CARNIVAL BIRDS

PARAKEETS
CANARIES
FINCHES
CAGES

Write us for prices

CONRICK BIRD FARM
8900 South Western Ave.
Los Angeles 47, Calif.
Phone PLeasant 8-5294

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
America's Largest Builders of Fine Show Tents
201 E. Water St. Norfolk 10, Va.
Representative C. C. Mitchell
BILL SANDERS

WILLIAM T. COLLINS SHOWS
WANT
Caterpillar Foreman to join at once. (Johnny Wilson, come on.) $75.00 per week.

Contact as per route.

RIDES FOR SALE
1950 Parker DeLuxe 36' Jenny, A-1 shape, $7,000; 10 Car Allan Herschell Car Ride, new top, $900; Smith Boat Ride (no tank), $950; King Airplane Ride, $900; 50 K.V.A. Transformer, wagon, wire, boxes, etc., $750; Trailer equipped with giant Cretors Gas Popcorn Machine, $350. All up and running at **3115 Auburn St., Rockford, Ill. Phone 4-5508.**

PARADA SHOWS
Want Truck Drivers, Ticket Sellers, Man for Fun House. Hanky Panks, Bingo for season, Diggers, Agents for Coke, Roll-a-Ball, Buckets. Spitfire on 31 ft. trailer for sale.

H. C. SWISHER
Wagoner, Okla., July 16-23.

FOR SALE
Diesel Light Plants, light towers on semis, exceptionally the best, $8000; Monkey Show on trailer, $500; new Fire Truck Rides, $2850; Park in Texas, $30,000. Terms. Can furnish you park rides, one or twenty-five, or build you a Roller Coaster. Have many elegant used rides at attractive prices. Write or wire for particulars. **YOUNG'S CARNIVAL SALES, RA 2-1124, 111 Park Ave., Duluth 6, Minn.**

AL VENTRES
CONTACT AT ONCE
Victor Amusement Service, Inc.
21 Hilldale Avenue, Haverhill, Mass.

MARVEL SHOWS
Can use Balloon Dart, Ball Game, Hi-Striker, Mug Outfit, Glass Pitch, Duck Pond. Small Show that can set on street. Ride Help who drive.

JAKE MERRIMAN
Deer Creek, Ill., this week; Gladstone to follow.

WANTED
Small Carnival for
WINDSOR, MO., CENTENNIAL CELEBRATION
Aug. 31-Sept. 3. Contact
HARRY ORDWAY
Windsor Post 82, The American Legion
Windsor, Mo.

WANTED
Merry-Go-Round Foreman and Second Men who drive to join at once.

Wilson Famous Shows
This week Cuba, Ill.

WANTED FOR OWYHEE COUNTY FAIR
Homedale, Idaho
Carnival attraction complete for August 18-19-20. Crowd of 3,000 and over daily—percentage. Runs day and night.
Contact
HAROLD McJUNKIN, Marsing, Idaho.

Lewistown—Central Montana Rodeo, July 28-30.
Plains—Sanders Co. Rodeo, Aug. 27-28.
Shelby—Marias Co. Fair Rodeo, July 21-24.
Terry—Prairie Co. Rodeo, Aug. 20-21.

Nebraska
Benkelman—Dundy Co. Rodeo, Aug. 13-14.
Bladen—Bladen Rodeo, Aug. 8-10.
Burwell—Nebraska's Big Rodeo, Aug. 10-13.
Chambers—Chambers Rodeo, Aug. 19-20.
Genoa—Commercial Club Rodeo, Aug. 12-14.
Gordon—Sheridan Co. Rodeo, Sept. 9-11.
Hastings—Hastings Rodeo, Aug. 29-30.
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.
Seward—Seward Co. Rodeo, Aug. 15-16.
Shelton—Celebration, Aug. 1-3.
Sidney—Cheyenne Co. Rodeo, Aug. 27-28.
South Sioux City—Police Carnival, July 11-17.
Wahoo—Saunders Co. Rodeo, Aug. 25-27.

Nevada
Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Mexico
Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box 1029.
Las Vegas—Cowboys' Reunion Rodeo, Aug. 5-7.
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.
Santa Fe—Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181.
Santa Fe—Rodeo de Santa Fe, July 14-17.

New York
DeRuyter — Firemen's Centennial Celebration, Aug. 18-21. Ray Wells.
Lackawanna—Legion Field Days, July 20-24. James Tarquin, 456 Ridge Road.
Oswego—Celebration, July 4-9.

North Carolina
Shelby—Shelby Rodeo, Sept. 20-24.

North Dakota
Bowman—Bowman Co. Rodeo, Sept. 10-11.
Hazelton—Hazelton Rodeo, July 23-24.

Ohio
Barnesville—Celebration, July 19-23.
Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S.
Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman.
Columbus—Marion Twsp. Firemen's Celebration, July 11-16.
Delphos—Homecoming, Aug. 15-20.
East Liverpool—Old Home Week, Aug. 1-6. H. J. Benty, 752 St. Clair Ave.
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.
Magnolia—Band Homecoming, Aug. 10-13.
Mount Sterling—Street Fair, July 20-23.
Nelsonville—Parade of the Hills, Sept. 5-10.
North Industry—Homecoming, July 19-23.

Oklahoma
Ada—Elks Rodeo, Aug. 9-13.
Anadarko—Indian Expo., Aug. 15-20.
Ardmore—Ardmore Rodeo, Sept. 20-23.
Chickasha—Chickasha Rodeo, July 13-16.
Elk City—Elk City Rodeo, Sept. 5-7.
Lawton—Lawton Rodeo, Aug. 3-6.
McAlester—Prison Rodeo, Sept. 8-11.
Pawhuska—International Round-Up Club Cavalcade, July 29-31.
Rush Springs—Watermelon Festival, Aug. 8-13.
Vinita—Will Rogers Memorial Rodeo, Aug. 24-28.
Walters—Walters Rodeo, July 14-16.
Woodward—Elks Rodeo, Sept. 1-4.
Yale—Northwest Okla. Reunion, July 18-23.
Yukon—Yukon Rodeo, July 29-30.

Oregon
Elgin—Elgin Stampede, July 23-24.
Eugene—Emerald Empire Round-Up, Aug. 5-7.
Joseph—Chief Joseph Days, July 29-31.
Myrtle Point—Coos Co. Rodeo, Aug. 20-21.
Nyssa—Nyssa Night Rodeo, July 15-16.
Pendleton—Pendleton Round-Up, Sept. 15-17.
Prineville—Crooked River Round-Up, Aug. 12-14.
Redmond—Deschutes Co. Fair Rodeo, Aug. 27-28.
Sisters—Sisters Rodeo, Aug. 6-7.

Pennsylvania
Arnold—Old Home Week, July 11-17. David V. Santore.
Avonmore—Firemen's Celebration, July 11-16.
Blairsville—Legion Mardi Gras, Aug. 8-13.
Clarksville—Firemen's Old Home Week, Aug. 2-6. George Liter.
Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St.
Mahoningtown—St. Margaret's Feast, July 17-20.
Middletown—Centennial, July 11-16.
New Castle—Italian Celebration, Aug. 15-20.
Philadelphia — National Aircraft Show, Sept. 3-5.
Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.
Roseto—Mt. Carmel Celebration, July 25-31.
Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug 1-6. A. L. Blackmon.
Wayne—Lions Fair, July 7-16.

South Dakota
Canistota—Sports Day, July 14.
Corsica — 50th Anniversary Celebration, Aug. 31-Sept. 1.
Custer City—Gold Discovery Days, July 24-26.
Custer—Gold Discovery Days Pageant, July 24-26.
Deadwood—Days of '76, Aug. 5-7.
Hot Springs—Miss. S. D. Talent & Beauty Pageant, July 16-17.
Kadoka—Labor Celebration, Sept. 5.
Lake Preston—Watermelon Day, Sept. 5.
Milbank—75th Anniversary Fete, Aug. 8-10.
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.
Mitchell—Corn Palace Festival, Sept. 18-24.
Parkinson—Community Days, Aug. 29-30.
Rapid City—Black Hills Range Days, Aug. 18-21.
Stickney—Golden Jubilee, Aug. 17-18.
Sturgis—Key City Riding Club Rodeo, July 16-17.
Vermillion—Old Settlers' Picnic, Aug. 21.
Vermillion—Days of '59, Aug. 25-26.
Wagner—Labor Celebration, Sept. 4-5.
Winner—Labor Celebration, Sept. 5.
Yankton—Saddle Club Rodeo, Sept. 4-5.

Tennessee
Adamsville—McNairy-Adamsville Horse & Stock Show, Aug. 13. J. D. Perkins.
Byrdstown—Pickett Co. Dairy Show, Aug. 6. A. C. Clark.
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale.
Greenback—Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr.
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27. Sue Hill.
Martin—Weakley Co. Dairy Show, Aug. 11-12. Wade Barton.
Memphis—Memphis Rodeo, Sept. 23-30.
Memphis—Shelby Co. Jr. Livestock & Jr. Dairy Show, July 20. James T. Guill.
Morristown—Centennial, Aug. 21-27. R. T. Bales Jr.
Nolensville—Williamson Co.-Nolensville Jr. Dairy Show, Sept. 2. Robert S. Mosley.
Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr.
Shelbyville—Bedford Co. 4-H Dairy Show, Aug. 12. Mrs. Grace Fly.
Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

Texas
Austin—Travis Co. Rodeo, July 28-30.
Big Spring—Big Spring Rodeo, Aug. 3-6.
Center—Center Rodeo, July 21-23.
Cleburne—N. Central Tex. Rodeo, Sept. 7-10.
Coleman—Coleman Rodeo, July 13-16.
Colorado City—Frontier Round-Up, Aug. 24-27.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 428.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dublin—Dublin Rodeo, Aug. 31-Sept. 3.
Floresville—Peanut Festival, Sept. 23-24.
Georgetown—Georgetown Rodeo, Aug. 24-27.
Gladewater—E. Tex. Quarter-Horse Breeders' Show & Races, Aug. 22-23. W. C. Holcombe, Longview.
Gorman—First Annual Peanut Festival, Sept. 8-10. Arlton E. Smith.
Granbury—Hood Co. Reunion, July 11-16.
Houston—Gift & Housewares Show, Aug. 14-16.
Kaufman—Kaufman Co. Livestock Show, Sept. 8-10. Ernest Bauerle.
Kerrville—S. Texas Sheep Dog Trials, Sept. 3.
Kerrville—Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Gulley, Uvalde.
Levelland—Sheriff Posse Rodeo, July 21-23.
Naples—Naples Rodeo, July 28-30.
Nocona—Chisholm Trail Round-Up, Sept. 3-5.
Orange—Orange Rodeo, Sept. 1-3.
Ranger—Ranger Rodeo, Aug. 10-13.
Rusk—Lions Club Rodeo, Aug. 11-13.
San Antonio—Charro Celebration, Sept. 15-16.
San Antonio—Expo. of Modern Living, Sept. 25-29.
San Antonio—Soap Box Derby, July 24.
Taylor—Taylor Rodeo, Aug. 4-6.
Texarkana—Fall Rodeo, Sept. 13-17.
Waxahachie—Ellis Co. Rodeo, Sept. 22-24.
Weatherford—Park Co. Frontier Days, July 27-30.
West—West Rodeo, Sept. 1-3.

Utah
Bingham—Galena Days, Sept. 26-Oct. 1.
Brigham City—Box Elder Co. Peach Days, Sept. 10-11. D. N. Mason.
Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr.
Cedar City—Suffolk Jr. Sheep Show, Sept. 2-4.
Deseret—Days of Old West Rodeo, Aug. 5-6.
Feron—Southeastern Jr. Livestock Show, Aug. 6-8.
Logan—Cache Co. Rodeo, Aug. 18-20.
Monticello—Monticello Round-Up, July 22-23.
Ogden—Pioneer Days, July 20-25.
Ogden—Pioneer Days, July 24-30.
Price—Black Diamond Stampede, July 27-30.
Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.
Salt Lake City—Days of '47, July 20-25.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.
Spanish Fork—Spanish Fork Rodeo, July 23-25.
Tremonton—Golden Spike Rodeo, Aug. 26-27.
Vernal—Vernal Rodeo, Aug. 18-20.

Washington
Ellensburg—Ellensburg Rodeo, Sept. 3-5.
Kennewick—Kennewick Rodeo, Aug. 26-28.
Monroe—Evergreen State Fair Rodeo, Sept. 2-5.
Moses Lake—Columbia Basin Rodeo, Sept. 10-11.
Omak—Omak Rodeo, Aug. 13-14.
Soap Lake—Soap Lake Rodeo, July 30-31.
Spokane—Spokane Rodeo, July 14-16.
Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.
Woodinville—Woodinville Rodeo, July 30-31.

West Virginia
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin
Pewaukee—Legion Fall Festival, Sept. 3-5. Ray Romens.
Racine—St. Lucy Parish Festival, July 29-31.

Wyoming
Casper—Central Wyo. Night Rodeo, Aug. 10-13.
Cheyenne—Cheyenne Frontier Days, July 26-30.
Douglas—State Fair Rodeo, Aug. 31-Sept. 3.
Lusk—Niobrara Co. Rodeo, Aug. 19-20.
Thermopolis—Thermopolis Rodeo, Sept. 4-5.
Torrington—Goshen Co. Rodeo, Aug. 25-27.
Wheatland—Platte Co. Rodeo, Aug. 27-28.

CANADA

Alberta
Calgary—Calgary Stampede, July 11-16.
Cardston—Cardston Stampede, July 18-19.
Medicine Hat—Medicine Hat Rodeo, July 21-23.

British Columbia
Penticton—Peach Festival, Aug. 18-20.

Manitoba
Flin Flon—Canadian Legion Carnival, July 13-15.
Flin Flon—Rotary Horticultural Exhn. Aug. 24-27.

New Brunswick
Fort Beausejour — Acadian Bicentenary, Aug. 13.
Memramcook—Acadian Bicentenary, Aug. 12.
Moncton—Acadian Bicentenary, Aug. 11.
Shediac—Lobster Festival, Aug. 5-10.
Woodstock—Old Home Week, Aug. 1-6.

Novia Scotia
Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.
Bridgewater—Water Carnival, Aug. 18.
Dartmouth—Natal Day Celebration, Aug. 8-13.
Deep Brook—Craftsmen-at-Work Exhn., July 25-29.
Parrsboro—Old Home Week, Aug. 8-13.
Yarmouth—Memorial Festival, July 17-24.

Ontario
Gravenhurst—Night Carnival, Aug. 11-13.
Leamington—Tomato Festival, Sept. 9-10.
London—Centennial, June 30-July 9. Tom Ringler, City Hall.

Prince Edward Island
Charlottetown—Old Home Week, Aug. 15-20.
Dundas—Provincial Plowing Match, Sept. 14-15.

Quebec
Montreal—Eastern Canada All Electrical Show, Sept. 19-23.

Saskatchewan
Regina—Golden Jubilee, July 22-Aug. 6.
Regina—Hereford Show & Sale, Aug. 1-6.

DELPHI, IND., HOMECOMING CENTENNIAL
6—DAYS—6 • AUG. 8-13 • ON THE STREETS
THE 100TH ANNIVERSARY OF INDIANA'S OLDEST BONA FIDE ANNUAL ALWAYS GOOD—THIS ONE WILL BE OUTSTANDING

Parades—Bands—Contests—Free Acts. Get in early on one you can depend on. Can place strictly legitimate Concessions of all kinds. Also outstanding Shows.

TOM L. BAKER
2257 MADISON AVE., INDIANAPOLIS, IND. PHONE: GARFIELD 4584.
OR
ERNIE ALLEN, BAKER UNITED SHOWS
AS PER ROUTE.
All can join now for Indiana and Illinois Fair route.

WANTED FOR MISSISSIPPI
Largest and Best County and District Fairs
New Albany, Miss., 11-16; Amory 18-23, then the Big One NESHOBA COUNTY FAIR, PHILADELPHIA, July 25 to 30
10 more to follow

Want Hanky Panks of all kinds. Shows with own Outfits. Sammy Craden wants capable Agents for Six Cat and Buckets; must be capable. Bob Wyouck, come on. Wire or phone.

J. A. GENTSCH SHOWS, New Albany, Miss.

Show Folk—*THANK YOU*—Everywhere
To those who contributed $500. This amount enabled me to hire a very capable attorney, Earle Wingo, of Hattiesburg, Miss., who will brief my case in the State Supreme Court. If we win a reversal on a motion of errors in the trial record, I will need almost $1,575.00 to continue my defense. However, if we do not win a reversal the money received will be used to present new evidence that will prove beyond doubt that I am innocent of the serious charge of murder. This is an earnest appeal to you Show Folk. I know you won't let me down.

Thanks to the people with Bee's Old Reliable, Skerbeck Amusement Co., Wallace Bros., Blue Grass, Johnny's United, C. A. Stephens and others who have already contributed.

Please send all donations to Mr. Mel Dodson, 403 E. 46th St., Savannah, Ga., or to Ray Cook, Hinds County Jail, Jackson, Miss.

PLACE FOR OUTSTANDING ROUTE
Of Illinois County Fairs, starting Vienna, Illinois, July 17-22; Flora, July 25-29; Olney, Aug. 1-5, and Albion, Aug. 8-13

CONCESSIONS of all kinds, Eats and Drinks, Photo, French Fry, Jewelry, Waffles, Hi-Striker, Short or Long Range. Shows or Rides not conflicting. Manager for Athletic Show.

ROXIE HARRIS, Royal Midwest Shows
VIENNA, ILLINOIS

GIRLS $85.00 WEEK GIRLS
FOR GIRL SHOW
Strippers, Hula, Cooch, Rumba and Shake Dancers; can also use Beginners with or without wardrobe. Also want Feature Dancers.

Want Ticket Sellers who can drive semis. Want Two Candy Pitchmen. Want good Grinder who can make second opening. Wire, pay your own. Want People to join Sunday, July 17, Columbus (Fair), Indiana. Wire

F. W. MILLER
Care Gooding Shows, Columbus, Ind., July 13 to 23.

HOLIDAY AMUSEMENT CO.
WANTS
For 14 Outstanding Fairs and Celebrations including Girard, Arma, Waverly, Burden, Burlington; Labor Day, Chapman—all Kansas.
Concessions: Grab, Short and Long Range, Custard, Novelties, Arcade, Ice Cream, Photo, Derby, Hoop-La, Roman Targets, Slum Spindle.
Shows: Fun House and Mechanical Show.
Rides: Have wonderful proposition for 2 Major Rides for these dates and others. Can use Wheel Foreman and Ride Help who drive.

FIELDING GRAHAM
Ramona, Kan., July 13 to 16; Polo, Mo., 18 to 23.

JAMES H. DREW SHOWS
COVINGTON FREE STREET FAIR, COVINGTON, INDIANA, JULY 13 TO 18 INCLUSIVE
Want experienced Second Man for Ferris Wheel. Also Ride Help on other Rides who are licensed drivers.
Will place outright sale and Merchandise Concessions of all kinds.
All address this week wire Western Union:

JAMES H. DREW SHOWS
(Whitehall) Columbus, Ohio

CAN USE GIRL SHOW
FOR WATERMELON DAYS, SANBORN, MINN., AUGUST 1 AND 2, AND CLINTON, MINN., FAIR, AUGUST 12-13-14
Can also use some Shows and Concessions not conflicting for Fairs ending at Wheaton, Minn., Fair. Contact

MURPHY'S TRI-STATE SHOWS
MADISON, SO. DAK.

DADE COUNTY FAIR AND PICNIC
EVERTON, MO., JULY 13-14-15-16
Can use Hanky Panks, Agents for office Concessions, Pin, Count, Skillo, Buckets, Roughies for Concessions, Ride Help. Bever Thomas wants Help for Bingo; Frank, call. Chief Little Wolf wants Help in all departments, have complete back end. Athletic Show, Snake and Girls; Jim Peterson, contact.

FUNLAND SHOWS, R. E. THOMAS, Mgr.
Phone 6-7720, Springfield, Mo., or Everton.

WANTED WANTED WANTED
Ride Help on all Rides, must drive semi, long season; drunks stay away.
Will book for Rockford, Ill.—Hanky Panks, Photo, Long Range, Short Range. **July 30 to Aug. 7; then Milwaukee, Wis., Feast 3rd Ward, Aug. 11 to 14; Momence, Ill., Aug. 17 to 20.**

BIG FOUR AMUSEMENTS
MELROSE PARK, ILL.

STOCK TICKETS
1 Roll ..... $ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED
Cash With Order. Prices
Roll or Machine — Double coupon, double price

2,000	$ 6.90
4,000	7.80
6,000	8.70
8,000	9.60
10,000	10.50
30,000	15.50
100,000	33.00
500,000	133.00
1,000,000	250.00

Copyrighted material
www.americanradiohistory.com

R-B Biz Improves After Long Drought

Pittsburgh Yields Okay Business; Blow Afternoon Show at Canton, O.

PITTSBURGH, July 9.—Ringling Bros. and Barnum & Bailey Circus broke into the win column here this week after a 10-day drought that included a losing three-day holiday weekend in Detroit.

The three-day stand here, which opened Wednesday (6), started off on a slow note at the first matinee but picked up in the evening when about three-quarters of the seats were occupied. The next day's matinee filled half the seats and another three-quarter house was registered that evening. Advance sales indicated good attendance at the Friday night (8) show.

The train moved into Pittsburgh this week after several dates in Ohio that proved anything but good. The Canton, O., matinee was canceled on Tuesday (5) after the train arrived late. The big top wasn't up until sometime after 3 p.m. Toledo, played the day previous, yielded two half houses. Competition was strong from a fireworks display, even tho the evening performance was started at 7 p.m. to overcome this factor.

Detroit Poor

The three-day Detroit stand was a mixture of third and quarter houses. Strong competition was evidenced from the International Aviation Exposition, which drew crowds of 36,000 and 52,000 on Sunday and Monday. Torrid heat also prompted many would-be circus-goers to swarm to the beaches. The parking concessionaire at the State Fairgrounds reported the circus, in its six performances, pulled only about 3,000 cars compared with approximately 10,000 in '54.

Good parking was a drawing card here in Pittsburgh, where the show played at Kennywood Amusement Park for the first time. Customers were able to walk from the parking lot to the midway. Heidelberg, the lot used in previous seasons, was less well located.

Upon arrival here show became defendant in a suit for $5,000 brought by the Socony-Vacuum Oil Company, for damage to a pipeline that occured last year at Heidelberg.

First Town In States Okay for King

PORT HURON, Mich., July 9.—King Bros. & Cole Bros.' Circus blew its first matinee here after crossing the border back into the U. S. but opened the night performance on time and pulled nearly a full big top.

Show was delayed moving here Tuesday (5) from Windsor, Ont., when one of the show's truck drivers, Ralph Fortune, 40, was found dead on the lot in the Canadian city. Following an investigation, Corp. Harold Lucas of the Provincial Police, said everything pointed to accidental death.

Stratford, Ont., played Saturday (2) yielded two three-quarter houses. Due to a series of truck accidents on the road to Stratford, the trucks carrying the seats and animals were late in arriving.

Canadian business as a whole was called spotty by the management. Good days were registered now and then, they said.

K. & M. Continues To Harvest Iowa $$

Rural Area Towns Produce Steady Flow of Business

ESTHERVILLE, Ia., July 9.—The Iowa trek of the Al G. Kelly & Miller Bros.' Circus this week continued to yield good crowds in almost every town. Three-quarter capacity was more the rule than the exception and few turnouts were below that level.

Weather in general was hot and clear, altho some rains hit the show but did little damage attendance-wise.

Stand here Tuesday (5) was typical. Approximately 75 per cent of the seats were filled at the matinee and the night show produced almost a full house. Emmetsburg, played on the Monday holiday, had a strong matinee with a half-house that night, due to a light rain around supper time and a free display of fireworks at night.

The matinee-only performance at Pocahontas on Sunday (3) found the tent three-quarters filled. Humboldt, played the day before, pulled a nearly full and a three-quarter crowd, while Webster City, had a half and three-quarter on Friday (1).

West Coast Business Variable for Polack

EUREKA, Calif., July 9.—Polack Bros.' Circus (Western) closes its annual three day stand tonight after jumping 700 miles from its July 4 engagement in the Pasadena Rose Bowl. Louis Stern, unit manager, said the long hops, however, are the exception rather than the rule, for the California route generally is tighter than usual.

With its three-day stand in Long Beach, June 30-July 2, the circus reached the half-way mark in its 1955 tour. Show had a 350-mile move to that city from Modesto.

Business has been variable. After a whopping 40 per cent increase at Bakersfield, on the heels of a record-breaking week in Los Angeles, the take was down from last year in Tulare, Fresno, Salinas and Merced. Between the last two towns, a new date was played at Monterey, where business was considerably above expectations. The close proximity of Monterey to Salinas, less than 20 miles away, was regarded as a factor in the drop at the latter spot.

In towns where business was off for the show, the prevalence of empty store rooms attested to a stringency in local conditions not in keeping with those in other parts of the State.

Show has encountered abnormally cool weather, not only in the coastal spots but also in the San Joaquin Valley, where temperatures were considerably short of the usual maximums around the 100-mark.

After the close of the local date and Chico, show will have another new date at Redwood City in mid-July, sponsored jointly by the Peninsula and Palo Alto Shrine Clubs of Islam Temple, San Francisco. Santa Cruz and San Jose follow. Then, after playing Reno, Nev., show will have its final California date of the season at Redding. The usual swing thru the Pacific Northwest has been tightened to end a week earlier this year, putting the show in Denver the end of September.

Packs Cracks All Records At St. Louis

134,352 Turn Out For Six Evening Performances

ST. LOUIS, July 9.—The Tom Packs Circus closed its six-night run here Monday (4) for the Moolah Temple of the Shrine after establishing a new all-time attendance mark of 134,352. A new one-night mark was also set on Sunday (3) when 26,174 patrons jammed thru the turnstiles.

On the final night, the turnout totaled 18,222. In addition to the big gate, the souvenir program grossed $168,000, officials reported.

HEAT FELLS 11

Barnum Parade Greatest Yet; 200,000 Attend

BRIDGEPORT, Conn., July 9.—An estimated 200,000 persons lined the route of march for the long-heralded Barnum Festival parade, held in memory of Bridgeport's most famed son, P. T. Barnum. Eleven persons were felled by heat which pushed temperatures to 90 degrees in clear sunlight.

There were 60 floats in the parade, as well as 33 musical units, 23 marching units, five mounted units and dozens of automobiles carrying dignitaries. The parade climaxed a weekend of events including concerts, contests and circus act performances.

It was estimated that this year's parade was the best in the event's history. Governor Ribicoff participated, as did U. S. Senator Prescott Bush, Rep. Robert Morano, Mayor McLevy and their wives. There was a U. S. Navy band and American Legion units from such far-off points as Syracuse and Geneva, N. Y., and Philadelphia. Floats were judged by Stevan Dohanos, William Tamburri and Norman Parsells.

Clowns entertaining along the line of march included Bozo Kelly (Lou Rich), William Lasalata and Edward Campbell.

Joseph H. Lederer was ringmaster of the 1955 festivities, and marshal was William Simpson.

EDITOR'S MAIL

Fields Raps R-B Press Dept. Policy

NEW YORK, July 9.—The following letter from William Fields was received this week by the editor of The Billboard. In addition to having aided Ringling press efforts over a long period of years in this country, Fields also handled press for the circus each winter in Cuba. He is the press representative for The Playwrights' Company and one of the best known and most successful of the Broadway tub-thumpers.

"Sir:

"As an ex-member of the Ringling Bros. and Barnum & Bailey press department, as one who resigned from that staff last April in protest over the then just instituted policy of drastically cutting press pass allotments as well as in revulsion at a couple of other dizzy directives issued by the 1955 management of the Greatest Show on Earth (God how P. T. Barnum must be spinning in his grave at such inept manipulation by amateurs of what was perhaps the most magnificent show business slogan of all time), I find myself fascinated by the statement in The Billboard of July 9 by Michael Burke, executive assistant to John Ringling North, relative of the show's firing of F. Beverly Kelley from his position as director of television publicity.

"Since Mr. Kelley, for probably good reason, declined comment on Burke's action, I should like to

(Continued on page 67)

Wyo., Mont., Yield Okay Biz for B-C

LEWISTON, Mont., July 9.—Bailey Bros. & Cristiani Circus is getting its share of business in the Northwest. Show opened a two-day stand here Monday (4) and on the holiday pulled around 3,500 in the afternoon and almost a full house that night.

The truck carrying the bear was late arriving here due to a breakdown en route.

The Casper, Wyo., date on Thursday (30) drew two three-quarter houses. This was done despite the fact that the show came in a week after the first annual Rocky Mountain Oil Show, which drew an estimated 20,000 to the fairgrounds. The show was loaded with name attractions, including Dick Jurgens orchestra and some 16 acts, many of the circus variety.

Cheyenne, Wyo., played June 27-29, under Shrine auspices, was fair with crowds of 2,000 to 2,500 for each performance. Many of the patrons were kids, however, with UPC tickets.

Pa. Cities Okay for Mills

HAZELTON, Pa., July 9.—Despite showers in the afternoon, Mills Bros.' Circus pulled nearly a full house to its matinee performance here Wednesday (6). Night show was almost as good with a three-quarters turnout.

Harrisburg, Pa., played Saturday (2), was almost a carbon copy of Hazelton.

Patrons Nix Mix

MICHIGAN CITY, Ind., July 9.—Business for the Joe Mix Circus continues to be anything but good, J. C. Admire, agent, announced here this week. Town after town has been much the same, he said, with few bright spots to help the cash register. Show is heading north and expects to go into Michigan about July 18.

Ill. Stands Show Up Well For Cole Show

MONON, Ind., July 9. — The George W. Cole Circus was trying its luck in the Hoosier State this week after a good run of business in Illinois.

Stand here July 4 was hurt by holiday activities. Afternoon turnout was about 25 per cent of capacity with a half house in the evening. Final few spots in Illinois were well attended. Gilman, on Thursday (30) yielded almost a full house at the night show. Fairbury, played the day before, was similar at two shows.

Wash. Okay For Beatty

EPHRATA, Wash., July 9.—Clyde Beatty Circus had a good stand here despite cool weather that was expected to hold down the crowd. Show played a matinee only Sunday (3) and the town yielded almost a full tent. Tacoma, played Wednesday (29), was hurt somewhat by showers and threatening weather. Seats were about 25 per cent occupied at the matinee, with the evening crowd filling about 75 per cent of the stands.

CFA Prez Appoints

WEST HARTFORD, Conn., July 9.—President Roger S. Brown, of the Circus Fans Association of America, this week announced a number of appointments. George L. Chindahl, Maitland, Fla., was named historian; Rev. Edward S. Sullivan, Roxbury, Mass., chaplain, and W. L. (Bill) Montague, this city, director of public relations.

R-B 'Fresh Blood' Statement Raises ATAM Pressure

• Continued from page 48

He also said there is no concern over Ed Knoblaugh, non-union man who is press department head, "so long as he doesn't make any papers."

Olver objected to what he termed implusive decisions and announcements involving union people. "These amateurs don't stop to ask questions," he noted. "We have no complaint when they try to use some old fashioned and outmoded exploitation stunt which never did the movies any good, but we don't want anything done which will affect our people."

He said that when it was learned Kelley was leaving, he sent the show an offer to provide a list of available qualified union press agents, for the department, but that there has been no reply.

As to what the union could do if the show takes on non-union help, Olver said it could pull its men off, declare the circus unfair, "and inform every AFL affiliate in the nation. We don't want to do that and we are sure the circus wouldn't want it either."

He named the union press men on the show as Kelley, Eddie Johnson, Frank Braden, Lester, and Eddie Howe.

Sask. Town Rebates Beatty License Fee

NORTH BATTLEFORD, Sask., July 9.—A rebate of $350 on the customary $600 license fee for circuses has been granted the Clyde Beatty Circus and the show will play North Battleford August 29. The original fee was set before the city amusement tax was in operation and was designed to act as such in conjunction with the ordinary license.

Carthage, N. Y., Treats Von Well

CARTHAGE, N. Y., July 9.—Von Bros.' Circus had a good day here Monday (4) under Legion auspices. Weather was warm and the show drew three-quarters of capacity at both performances.

Copyrighted material

www.americanradiohistory.com

7 PHONEMEN

Best deal in Ohio. Start Monday, July 11. No calls made yet — Pay once a week — Drunks, Limbsters and Gypsies stay away — our jails are full.

ROOM 1205
Knott Bldg., corner 4th & Main Sts., Dayton, Ohio

PHONEMEN

Fourteen for Jackson, Greenwood, Columbus, Mississippi, and Baton Rouge, Louisiana. Strong Military Sponsor solidly set; strong local Civic support. Four Men capable of getting the money without heat. 2 Crew Managers, must prove dependability as this is strictly business. Men now writing one to three hundred pay daily. If you fit the bill, come on in or call **ZACK FARRIS** or **SADLER**, 9 to 5, Daily 5-7515, Jackson, Miss.

Want Boss Canvasman

This show plays three and four-week stands. Excellent conditions. Address all replies:

BARDEX RADIO MINSTRELS
El Dorado, Arkansas
P.S.: Willie Jones, wire collect.

2—PHONE MEN—2

Pittsburgh Vet. City Police and Firemen's Association year book, also dance tickets, for Annual Police Ball, Wm. Penn Hotel. Cards with cut-offs repeats. $82,000.00 gross last year—work all year round. Ads, tickets, police auto plates. If you are capable of earning $150.00 and up a week and you are not a DRUNK, please answer; I can place you. Call or wire. **CAPT. TOM WILSHIRE**, 5723 Howe St., Pittsburgh 32, Pa. Phone: MO 1-1874.

GIRL AERIALIST WANTED
(Account injury)

To join at once. Must be experienced in High Ladder Act. $100.00 weekly. Work starting July 25 to October 22. Wire c o Western Union, or Air Mail, General Delivery, Providence, R. I.

JERRY D. MARTIN
Centerville, R. I., this week; but contact above address.

4 PHONEMEN 4

For Safety Drive. Office and Phones ready to go. $10,000 Tap List. Drunks and hot shots, don't answer, save your time and mine.

Contact
CARL DE LOACH
Phone 4-6082 Montgomery, Ala.

WANTED

Wild and Domestic Animal Acts; own transportation. Out all winter. Use two sober Phonemen now; thirty per cent; long sure season; make salary right. Write

MANAGER, COOK BROS.' CIRCUS
General Delivery Henderson, Ky.

PHONEMEN

This is it. 4 Months' Work. Exposition. General Admission Tickets, 25%. Pay daily. Unlimited leads with cutoffs. Doc Reickart, where are you?

RALPH W. STEVENS PRODUCTIONS
313 Houston Bldg., San Antonio 5, Tex.
Phone: CApitol 6-2922
If you drink, no go.

Von Bros.' Circus Wants

One Family Act, Calliope Player, Clowns, Girls for Swinging Ladder, Webb. Chester Gable, wire. Help in all departments, truck drivers preferred. Wire or call **HENRY VONDERHEID**, c/o Von Bros.' Circus, July 12, Waddington, N. Y.; 13, Heuvelton, N. Y.; 14, Canton, N. Y.; 15, Winthrop, N. Y.; 16, Brushton, N. Y.; 18, Chateau Gay, N. Y.

PHONEMEN

And one Promoter. A can't miss appeal. Office operating now — work all year for producer. Joe Candrea, Paul Reynolds, Lloyd Jackson,

Call CHARLEY
Phone 8-5278 Des Moines, Iowa

PHONEMEN (10)

Three States, Top Deal, Steady Work.

GEO. BURKE
12 E. Lewis Plaza Greenville, S. C.

★ **PHONEMEN** ★
KING BROS.' CIRCUS
ELKS' CLUB, sponsor
3 Phone Salesmen for Elephant Parade, Banners & UPC's. NO DRUNKS.
R. A. WALTON
Wire R. A. WALTON, Western Union
Spartanburg, South Carolina

WANT WANT WANT
PHONEMEN

Want Phonemen for top ticket deal. Now working Erie, Pa.; Johnstown, Pittsburgh and Philadelphia to follow. Drunks and limbsters, save my time. MR. MURRAY, 151 E. 12th St., Erie, Pa. Phone 5-8542. No Collects.

UNDER THE MARQUEE

By TOM PARKINSON

Jack Lewis has joined the advertising department of the Al G. Kelly & Miller Bros. Circus. . . . The **Denver Harmon** chimp act has completed its route of Western Canadian sportsmen's shows and is now set to work fair dates until October for the Boyle Woolfolk office.

CFA Paul H. Bowers, of Martinsburg, W. Va., spent a day on the Fred J. Mack Circus at Millersburg, O., and another day on the Hagen lot in Akron, where he renewed acquaintances with **Bob Cowls** and **Bob Stevenson**. . . . **Mr. and Mrs. Carl Woolrich** have moved from Tampa in their house trailer to visit with the **Walter L. Lankfords** in Warner Robins, Ga.

Jay Gould Circus activities, reported by **Beverly Allen**, indicates the personnel is enjoying the Western scenery. The jump into Aberdeen, S. D., was long but everything moved on schedule. The lot in Floodwood, Minn., was adjacent to a river and swimming and fishing were enjoyed. **Robin Gould Raiber** and **Dorothy Campbell** got the show much publicity in Wadena, Minn., with a radio interview. **Emil Schultz** is keeping the midway well lighted. **Mr. and Mrs. Bill Alcott's** son, **Ronald**, and his wife visited several days. Other visitors included **Mr. and Mrs. Chris Howe** and **H. W. Jacobsen.**

Frank Aichele, former strongman, was guest of honor at a surprise birthday party recently in his Philadelphia apartment. Entertainment was provided by **Zola** and **Earl Lewis**, **Albert Gates** and his two daughters, **Elaine** and **Carol.** Also attending were **Pauline Pends, Joy Pends, Mr. and Mrs. William Gates, Mr. and Mrs. Frank Campbell, Mr. and Mrs. Lewis J. Horton, Mr. and Mrs. Earl Lewis, Violet Gates, Albert Gates** and **Stella Aichele**. . . . **Billy Barton's** half brother, **Duane**, has rejoined the act after almost a year's absence. Barton recently visited his father and mother, **George and Marguerite Barton**, on the Fred J. Mack Circus. The aerialist is sharing the free act program at Buckeye Lake Park with **Kirk Adams'** dog act.

Irah Watkins and his chimps are appearing for the ninth consecutive year at Palisades (N. J.) Park. They go next to Olympic Park, Irvington, N. J.; Lincoln Park, Dartmouth, Mass., and Mountain Park, Holyoke, Mass., before starting fairs.

C. A. (Red) Sonnenberg spent four days with **Dick Scatterday** on the Kelly-Miller show and returned to his home at Prophetstown, Ill. . . . **Helen Haag's Chimps** are playing parks in Texas and Oklahoma. The act starts its fair dates July 31 for Barnes-Carruthers.

Albert and Judy Spiller's seal act appeared on the "Big Top Circus" TV show of June 25. . . . **Tommy Sales** is doing clown cop and comedy acro acts at New Joyland Park, Charleston, W. Va. . . . **Barney Groven**, who is slated to join the Army, will close July 11 with the press department of Mills Bros.' Circus.

From **Freddie Freeman**, Ringling scribe, comes word that new foreign acts had difficulty understanding Canada, since it is British and the people speak French, and in realizing that U. S. postage stamps were not good in Canada. They enjoyed buying things in the stores that cannot be purchased in the U. S. . . . **Pete Grace**, last year's head usher, joined as assistant to **Les Thomas**, seat superintendent. . . . **Margaret Smith**, teacher and boss of the web girls, now is a member of the **Whirlwinds'** acrobatic number, taking the place of **Mrs. Emmett Kelly**, who came from Germany with the act. . . . Hamilton, Ont., was a big day for the Freemans, with many relatives visiting. . . . **Evlyne Kent** is giving the other English girls lessons in the fine art of pressure cooking. . . . New rage on the show is vitamin pills. . . . **Frank Selock**, ring stock boss, who broke his leg in so many places last year and was confined to a Waterbury, Conn., hospital, now is in Sarasota and coming along fine . . . R-B visitors included **Freddie Freeman Jr.** and family, the **Frank Floydes** and **Teddy Floyde**, the **Albert Gilleno** family, and **Charlotte and Everett Smith.**

Kitten and Gabby Wendt, the **Aero-Styliets**, closed with Kelly-Morris in Oswego, N. Y. (June 18), and then played Summit Beach Park, Akron, which is Kitty's home town. They visited the **Red Danglers**, Navarro brothers and **Buzzy Potts** on Hagen Bros. Now they are making **Charles Zemater's** string of park dates.

John Brott and **Smokey Rouse**, former clown on Beatty, flew from Arlata, Calif., to Medford, Ore., to visit the Beatty show.

George L. Chindhal, Fred D. Pfening, Don Francis and **Dave Friedman** were Chicago visitors. . . . **Bill Elbirn**, Bridgeton, N. J., caught R-B in several spots, visiting with **Harry Bert** and **Bottles Vernotzy.**

Art Springer visited the Polack Western show and reported he is planning permanent retirement because of his health. . . . **Lucy and Dita Chaludi** adopted three kittens. . . . **Joe Sherman** and **Charley Cheer** seem to be racing with their collections of parking tickets. . . . **Dollye Green's** parents visited. . . . **Christa Clarkson** remained in Los Angeles with in-laws; **Tarzan** tired quickly of his own cooking. . . . **Lou Ann Jacobs**, daughter of the **Lou Jacobses**, celebrated her first birthday with a party and swimming.

Charles Hunt Sr., was ill several days with the grippe, which confined him to his trailer. Visitors to the lot at Syosset, Long Island, N. Y., included the **Rev. and Mrs. Frank Jennings**, of England. Jennings, honorary chaplain of the British Circus Ring, gave an opening prayer before a Monday (27) matinee full house at the request of **George Foster** and **Don Francisco.** The clergyman is exchanging pulpits for two months with the pastor of the Congregational Church in Northampton, Mass. **Harry Hunt** observed his 50th birthday July 26.

The Amazing Hoger was seriously injured during a park engagement last week in Worcester, Mass. (Story in Parks section.)

Burt Lancaster, of movie note, was a recent guest of **Capt. George Clancy** on board the Miss Liberty, Circle Line vessel that carries passengers to the Statue of Liberty. Lancaster, who was en route to France for movie work, cut up jackpots with Clancy and **Andy Stryker**, former troupers with Ringling-Barnum and Cole Bros.' Circus. Stryker was recently made second mate on the boat.

Harry Rogers closed with Kelly-Miller because of illness early this season and now is on the gate at Forest Park Highlands, St. Louis amusement park. . . . **Frances (California Skipper) Kirk**, who wintered and opened with the **Ben Davenport** show, now is with **Lou Dufour's** Life Show at Riverview Park, Chicago. She was with Dailey Bros.' Circus on wardrobe.

Siebrand Bros.' Circus and Carnival, with **Mary Henry** reporting, was in Pocatello, Idaho, and fishermen headed for the streams. **Bob Americo** and **Cliff Henry** walked 10 miles and caught a trout each. . . . The **Rojas Family** and **Poncho** and **Danita** had a barbecue. . . . The Henry kids head for the swimming pool each day; there are 21 kids on the show for the summer. . . . **Mary Henry** is making new wardrobe. . . . **Cliff Henry** tape-recorded Poncho's opening announcement on the circus and the organ music for the acts, with bits of background conversation making interesting listening when it was played back. . . . Prop boy **Clyde Ross** is busy painting props. . . . Show painter **Charley Howard** gave the stage a coat of summer green paint. . . . Mr. Clark has sold one colt and has four to go. . . . Jumps have been about 300 miles each, but the people get in early enough for a day off and for seeing movies. . . . **Ida Brayman**, organist, gave a party at La Grande, Colo.

Leading in Polack Western's blistered-back department were the **Dagenham Girl Pipers**, with **Soldier Longsdorf's** prop crew a close second. . . . The **Dagenham Girls** and the **Chaludis** made a rush return trip to Los Angeles to appear on the "Comedy Hour" following the Bakersfield, Calif., stand. . . . Camera fans on the Polack show include **Harold Barnes, Eddie Merky, Fedi-Fedi, Kurt Bokvist, George Keller, Chester Stanley, Al Lapcheck, Winnie Pyle** and **Margaret Walsh**. . . . **Chester Stanley** and **Al Lapcheck** have shown home movies between shows. . . . **Carol Brent** acted as model for a series of pictures. . . . At Stockton, **Melitta, Anita** and **Kurt Wicons, Peggy** and **Mac MacDonald**, and **Rudy Docky** went out for motorboating and water skiing. . . . **Ronnie Lombardi, Dollye Green** and **Berle Smith** visited the Beatty show. . . . **Charles R. Butler** and **Bob Morton** joined on elephants and **Ralph Purcell** on rigging. . . . **David Land** returned to England after a combination farewell and birthday party given by the **Dagenham Girls**. . . . **Albert Ostermaier** and **Harry Streeter** also celebrated birthdays.

Don Philyso, unicycle juggler, is working a four-week engagement at Elmwood Casino, Windsor, Ont. Upon completing the engagement July 23 he will join his mother in Hutchinson, Kan. . . . **Phil and Bonnie Bonta**, perch act, are retiring from show business temporarily because of an accident in which

(Continued on page 66)

CLYDE BROS.' CIRCUS

Wants Acts and Clown for Indoor Dates starting in October.

HOWARD W. SUESZ
BELVEDERE HOTEL
319 West 48th St., New York, N. Y.

PHONEMEN!!!

"Cerebral Palsied Home" program good for two solid years in Miami.

P. O. BOX 1497
Perrine, Fla. Phone 817-7539

CIRCUSIANA COLLECTORS

YOU CAN SELL, BUY OR TRADE ANYTHING PERTAINING TO THE CIRCUS OR TRAVELING SHOWS OF YEARS GONE BY THRU A SMALL AD IN THE CIRCUSIANA MART JULY 30 ISSUE

Classified Rates:
15¢ a word—Minimum $3.
Display Rates:
$14 per inch.
CASH WITH COPY.

Your ad and remittance must reach Cincinnati no later than

THURSDAY, JULY 21

Send Your Ad Copy and Remittance Direct to

CIRCUSIANA MART
THE BILLBOARD PUBLISHING CO.
2160 Patterson St.
Cincinnati 22, Ohio

AL ANTONUCCI'S MOVIE PERFORMING CHIMPANZEES

Have open time from Aug. 28 to Sept. 12; Sept. 18 to Nov. 20. Available for Fairs, Parks, Nite Clubs, Circuses, etc.

PERMANENT ADDRESS: 631 N. Ramona Hawthorne, Calif.

5 BEARS • 18 TRICKS • 8 MINUTES

HAWTHORN BEARS

OPEN DATES: July 5-24, Aug. 1-5, Aug. 8-14, Aug. 20-30, Sept. 12-26, Oct. 8-16 and after Oct. 24.
HAWTHORN ZOO **LIBERTYVILLE, ILL.**

THE PARAMOUNT BEARS *Featuring*

ZERO World's only performing POLAR Bear—
Together with four other outstanding trained Bears.

OPEN AFTER OCTOBER 1, 1955
Booked 1955
HAMID-MORTON, TOM PACKS, BARNES-CARRUTHERS FAIRS
Write HAWTHORN ZOO, LIBERTYVILLE, ILL.

WANT PHONEMEN

RELIABLE AND SOBER
This is one of the best and largest Shrine Circus Deals in North America.
MAPLE LEAF GARDENS, TORONTO, CANADA
Auspices—Rameses Shrine Temple. Office open July 18.

LEN HUMPHRIES
41 Kildonan Drive, Toronto 13, Ontario No collect calls or wires.

Big Outdoor Rink For Detroit Area

DETROIT, July 9.—A huge new outdoor roller skating rink was opened recently by the Huron-Clinton Metropolitan Authority, representing a combined parks and recreation authority for several Southeastern Michigan counties, at Metropolitan Beach on Lake St. Clair, 25 miles northeast of Detroit.

The skating rink has several unique features allowing multiple-purpose use. With an oval layout, it has a total floor area of 27,500 square feet, and is 148 by 240 feet in maximum dimensions. It has been constructed during the past 10 months, directly on the ground, with a terrazzo floor. Special lighting, speakers and a sprinkler system have been installed. The inner area is about 60 by 120 feet and is designed for use by exhibition skaters and for skate dancing as well as beginners. The outer area, with 17,000 square feet, is designed for one-way speed skating, with a physical separation provided. The rink is designed to hold about 1,500 skaters.

A control building for the roller rink, which is located at the terminus of the large new boardwalk at the park, has been erected. This is at one end of the rink structure, with a canopy extending part way over the skating area to allow partial use during rainstorms. This building contains offices, food bar, skate repair concession, ticket room and skate stockroom. A double railing area is provided around the rink, allowing skaters to sit upon benches placed there. Bleachers are also set up around the rink as needed.

Cost of the rink alone is estimated at $60,000 to $70,000, with the entire project costing over $200,000. Designer was Richard Klenner. The rink is under management of the Metropolitan Beach director, Gerald Fairbanks.

8 Lexington Skaters To RSROA Nat'ls

PITTSBURGH, July 9.—Lexington Roller Skating Palace will send eight candidates to the American championships of the RSROA in Toledo, July 24-30, reports Edna Betz, skating instructor here for 10 years and now office manager.

Local entrants in the Toledo events are intermediate Eastern pairs champions Donna Kress and Patrick Riley, and Fours champions Donna Kress, Robert Varasse, Ida LeFace and Henry Hartman. Hartman also is junior boys singles champion. Eastern diaper division champion is Billy Betz.

SPECIAL PURCHASE!

Merchandise from the recently closed
SPRINGFIELD GARDENS!

1100 pr. Hyde Shoe Rentals, seconds, slightly used, men's or ladies', complete ..... $7.00 pr.
390 pr. Rink Skates, practically new, fibre 78 special wheels ..... 3.75 pr.
1 Gleba Grinder, like new...90.00

ALSO VERY SPECIAL!
Heel Straps, second hand..... 7¢ ea.
Canadian Precision Bearings....30¢ ea.

Write — Wire — Phone!
Terms: ⅓ Down, Balance C.O.D.

Authorized Distributor for "Chicago" Roller Skate Co.

JACK ADAMS & SON, INC.
723 Morris Park Ave., Bronx 62, New York
SYcamore 2-1110, 1111

SKATING RINK TENTS
42 x 102 IN STOCK
52 x 122 AT ALL TIMES
NEW SHOW TOP
1 Hip End, 1 Gable End.
46'6"x93'6". O. D.
Flamefoil Duck. Immediate Delivery.
12' Wall. Write for details.
CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to Curvecrest and see for yourself!

We BUY AND SELL NEW and USED RINK ROLLER SKATES
Lowest prices.
Write for quotations—1-day service.
JOHNNY JONES, JR.
representatives for CHICAGO ROLLER SKATE CO
51 CHATHAM ST., PITTSBURGH 19, PA.

Use The Billboard classified pages for RESULTS!

Neschkes Buy Garden Grove In Pasadena

PASADENA, Calif., July 9.—Moonlight Rollerway, Inc., Clifford Neschke, president, has announced recent purchase of Garden Grove Rollerdrome here from Vic Gudzunas.

The newly acquired rink, in operation only eight months, will reopen under the new management July 22. Special features at the grand opening will be exhibitions by national and State skating champions of the United States Amateur Roller Skating Association. New to skaters in the area will be the introduction of live organ music in the rink. Souvenirs and a special program will be distributed at the opening. The announcement stated that Neschke will shortly name a manager, organist and professionals for the new spot, to be renamed Moonlight Roller, Garden Grove.

The former Gudzunas-owned rink boasts an 85 by 188-foot plastic floor, a unique and attractive snack bar and sizable lobby and lounge area. Aisles are covered with vinyl plastic tile for easy cleaning and the building is cooled by six large circulating fans set into the walls and dome-type roof.

In addition to Neschke, corporation officers are Richard Neschke, vice-president, and Mildred Neschke, secretary-treasurer. They also operated Moonlight Rollerway here.

Resume at Sound View

HARTFORD, Conn., July 9.—Ocean Side Arena, Sound View, Conn., has resumed its roller skating schedule on Monday, Tuesday, Thursday and Saturday nights. Location has dancing on other evenings.

It's a PLEASURE to ROLLER SKATE on

No. 287

"CHICAGO" RINK SKATES
They're true and easy with a wide range of action. TRY THEM!
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.
Manufacturers of All Kinds of Roller Skates

Top Attendance Looked for at Greeley Clinic

GREELEY, Colo., July 9.—The seventh annual American Skating Institute will be held August 4-13 at J. W. Norcross' Warnoco Rink here. Officials point out that enrollment has doubled each year and attendance greater than ever is expected this year.

The school will be under the direction of Clifford (Satch) Wilkins, New York; Dick McLauchlin, St. Louis, and J. W. Norcross Jr., Warnoco Rink, Greeley. Jerry Nista, Raybestos Wheel Company, will be on hand to assist in the school. Last year 16 States were represented among roller skating amateurs, professionals and rink operators who attended the institute.

Norcross invites everyone in the skating industry to attend the institute, making the journey part of their vacation. He said that visitors are invited to bring their families to Greeley where hotel and motel accommodations are within easy reach of the rink, prices are reasonable and vacation facilities are nearby.

In addition to the daily institute meetings, a number of social activities have been planned, including an August 7 picnic and a mountain outing. Horseback riding, fishing, swimming, boating and hiking will make up the social part of the meeting. Reservations may be made by writing American Skating Institute, Box 304, Greeley.

School Plans

More skating instructors will be available than ever before for beginner and other specialized classes. The school will be divided into elementary and advanced sections. Both divisions will meet from 10 a.m. to noon and from 1 p.m. until 5 daily. In morning sessions teachers will conduct seminars on rink and class promotion, publicity, show productions, music and programming. There will be discussions of class schedules, teaching methods, rink newspapers, mailing lists, party promotions, direct mail promotions, skating tests and care of equipment.

Amateurs will hear lectures on preparations for tests and competition, analysis of rules governing tests, competition, judging, preparing for judging and classroom technical discussions.

Practical Work

Skating practice and instruction will take place in the afternoon with elementary classes learning stroking, planing, skate propulsion, turns and dance bar and bronze medal dances. Work will be offered for figure bar and bronze medal figures, single bar and bronze medal free skating, novice and bronze speed skating, cross roll and Dutch roll steps.

Advanced classes will work on one-foot turns, silver bar, silver medal and gold test dances. There will be advanced figure and free style skating, advanced speed skating and relay racing. There will be special classes during the evening.

At conclusion of the clinic, tests will be given to all who wish to take them with the exception of gold tests or prize dance tests.

Calistog Gate

• *Continued from page 54*

and staged by Isabelle Whall of Fun Unlimited Productions, San Francisco. Line-up included Jack Marshall, emsee and comedian; Boxley and Marie, illusions and magic; Francesca, ballerina; Ken Card, banjoist and humorist; the Wheelers, marimba trio, and Kathryn Kay, organist. Miss Kay also offered concerts thruout the entire run.

Roberts Amusement Company, headed by Lauren Roberts, Sacramento, was featured on the midway.

ROADSHOW REP

Brunk's Comedians, in their eighth week of a Colorado tour, have been doing excellent business at most stands, according to **Monte Montrose.** The show made its start after two weeks of rehearsal in Boise City, Okla. In addition to **Henry and Mercedes Brunk** and son, **Mike,** personnel includes **Douglas and Yvonne Ackley, Jack and Jill Knecht, Lila Harriman, Francine Pisano, Dick Wagaman, Gladys Bell and Montrose.** Feature bill is "The Careless Stork," which has been going over especially well and is offered for two nights in most towns. **Red Miller** is handling the big top with the assistance of **Bob Willis** and a crew of three. **Jack Vivian** is in advance. In addition to the dramatic bill, the vaude presentation offers **Dave and Eileen Piatt,** folk singers and novelty musicians; the Knechts, dancing and baton spinning; Ackley, Wakaman and Francine Pisano, singing; Gladys Bell, accordion, and Montrose, character songs and comedy. A special feature is the Brunk-Ettes, a line offering Strobelite dance routes, with choreography by Knecht. Recent visitors have included **Clarence Balleras and Don Lasley,** former Brunk leading man.

June 26 being an off day, members of the Sun Players trekked to Keosauqua, Ia., to visit the Schaffner show. Sun personnel reported that the play was one of **Neil Schaffner's** own and that it was exceptionally well done. A packed house saw the dramatic and vaude show. Those attending were **Patti and Bud Imig, Maureen and Dave Castle, Carl Park** and **Maxine and Leo Lacey.** The Sun show, in its fourth week under canvas in Iowa, has been doing good business.

Since moving into Kentucky, Bisbee's Comedians, now in their 12th week thru established Kentucky-Tennessee territory, have encountered improvement both in the weather and business, reports **Ralph Blackwell.** Previously the show had been hit by rain in Tennessee. It will return there after 11 more weeks of Kentucky dates. As in past years, the outfit makes a flash appearance, everything having been painted prior to start of the tour. New this year is a GMC truck which has been added to the fleet of five older trucks. Managing the show are **Billy Choate** and **Audra Hardesty.** Others on the roster are **John Foster,** advance; **Billy Choate,** director; **Cliff Malcolm,** concessions; **E. C. Hatchett,** in charge of trucks, and these members of the cast: **Otis Arnold, Octavia Powell, Dick** and **Lee Ellis, Charlie and Vivian McDowell, Vera Choate, Virginia Hardesty, Leon Block, Wendell Poe, Dick Lewis, Welby C. Choate, Mr. and Mrs. Lowell Kriel; Pat, Jeanie and Dickie Kriel; Ralph Blackwell, Mac Cannon, Leonard Huston, William Menser and Lee (Mississippi Slim) Osborne. Rod Brasfield,** star of "Grand Ole Opry," is a Thursday night feature with the show.

E. J. Daniels, who has a wall tent show in the Dillon, Mont., area, reports business okay. . . . Writing from Miller, S D., **Oscar Harburg** says that he has been making dates in the territory to good returns. The trick is a family show, playing short-cast bills. . . . Only fair business has been done by the Hanson Family Show in the Baraga, Mich., area, and plans are under way to take the outfit into Western Canada. Show is using "Ah, There, Professor" as a dramatic bill and also offers music and vaude.

Drivin' 'Round the Drive-Ins

Dollar Night is paying off for **R. L. (Mickey) Stranger,** owner-operator of the Evans Drive-In, Denver. A buck admission is charged for every car regardless of the number of occupants. Stanger reports good concession business, with per capita spending up considerably over last season. Installation of two triple dispensers for carbonated beverages and a roating hot-dog grill have pushed sales upward. . . . **Sperie Perakos,** general manager, Perakos Theater Associates, New Britain, Conn., has tied up with radio Station WKNB, that city, to broadcast local cowboy personality. **Tex Pavel's** show from the Plainville (Conn.) Drive-In on Monday and Friday nights, 7:30 to 8 p.m.

Richard Smith, of Smith Management Company, which will operate the 2,070-car capacity Meadows Drive-In, Hartford, Conn., under a 30-year lease from the **A. J. (Jack) Bronstein** interests, has extended an invitation to Broadway and Hollywood personalities to attend opening ceremonies Friday (8). The $500,000 project will have a screen 126 feet wide and 50 feet high. Bronstein, who heads North Meadows Realty Corporation of Hartford, indicated that he and associates are negotiating for additional outdoor theater sites in Connecticut.

Poquonock Drive-In Theater Corporation, newly formed corporation, has taken over Bridge Drive-In, Groton, Conn., formerly operated by Associated Management Corporation. **Harry Brandt,** the New York theater owner, is listed as president, with **Richard Brandt,** vice-president, and **Vivian Gruber,** secretary. **Ernest A. Grecula,** formerly with the Hartford (Conn.) Theaters Circuit, is resident manager for the Brandt interests.

Connecticut State Police Commissioner **John C. Kelley** has given a permit for construction of a drive-in theater at Berlin, Conn., to Attorney **George LeWitt,** veteran New Britain, Conn., theater owner. . . . **Joseph Bronstein,** son of **A. J. (Jack) Bronstein,** president, East Hartford Family Drive-In Theater Corporation, South Windsor, Conn., has been appointed general manager of the theater, succeeding **Teresa Locatelli,** resigned.

Opening of the $200,000 drive-in theater being built by Lockwood & Gordon Enterprises at Bridgeport, Conn., is slated for July 20. The theater, to be known as Pix Drive-In, will have a 70-cent admission scale, according to **Douglas J. Amos,** Lockwood & Gordon's Hartford division manager. **Don McPhee,** assistant manager of the Danbury (Conn.) Drive-In, will serve as manager.

Del Mar Fair

• *Continued from page 54*

balance; Ramses, acrobats, and Villenaves, French cyclists. Music was furnished by Smokey Rogers and band June 26 and 30, and Harlan Boucher June 29 and July 1 and 2. The revue line-up played seven days. Shows of Monday and Tuesday (27-28) were played by Lawrence Welk, with Welk returning Monday (4) for a concert. He is credited in some circles with putting the gate attendance over the hump.

Mannen gave the fairgoers a double-attraction on Saturday (2) when the stage revue was presented along with Aut Swenson's Thrillcade. The thrill show was the single feature the following day, Sunday (3).

San Diego television stations KFSD and KFMB did an effective on-the-scene job of covering the fair. KBIG, the John Poole Catalina radio station, broadcast from the grounds thruout the 11-day run.

Larry (Bozo the Clown) Valli performed on the independent midway. Harrald Harper, the nation's only "lost child car" operator, offered his singular services.

Frank W. Babcock United Shows played the midway with both adult and kiddie sections.

www.americanradiohistory.com

an old favorite with a new face

Oak's BIG FLASH!

No. 14KM

TIGER CAT BALLOON

STRIPED LIKE A TIGER

Available S-T-R-E-T-C-H-E-D

Workers Available

STREET TESTED and a GOOD JOINT

OAK-NYTEX TOY BALLOONS

The OAK RUBBER CO.

RAVENNA, OHIO.

FLASH BALLOONS

Spirals, s-t-r-e-t-c-h-e-d .....$5.50 Gr.
Spirals, extra large ..... 8.40 Gr.
Dragon Balloon ..... 7.50 Gr.
Giant Airship ..... 6.50 Gr.
#11 Two-in-One Balloon .... 6.25 Gr.
H-Bomb, stretched ..... 6.50 Gr.

Workers Available.
New Complete Novelty Price List—Free.

CHARLES SHEAR 150 Park Row New York 7, N. Y.

SAVE $34 ON THIS SPECIAL DEAL...

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Asst. with Yellow Exp. Band $75

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, $9.95
Sample Band, 95c

Send for Our New Big 100-page 1955 catalog, only 25¢ (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"

JUST IN!

PUFFING CIGARS

They're new! Real looking Paper Cigars, glow-tip ends, powder "smoke"; packed one gross to display carton.

Gross $4.50

PUFFING PAPER CIGARETTES

Gross $1.00
10 Gross 9.00

Minimum Order $5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

TERRIFIC PITCH ITEM

All Syndicate Store Approved.
Genuine Fair Money Taker.

TOWELS

Genuine Viskon Extra Large.
Retails for $1.00. Cost 27¢.

FREE WORKERS

Send 50¢ for working samples.
Overnight delivery anywhere.

PALMER CO.
P. O. Box 5002 Ph.: Walnut 3-9131
Detroit 36, Mich.

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.

Jim Trippe, Decatur, Ala., has what he calls a selling item with wide appeal—a new safety device, highly reflectorized, that shows up brightly when an automobile light strikes it. The device is a plate 2½ inches wide and 6 inches long of 20 gauge steel, and has patented clips to fit on the lip of a car trunk lid or bumper. It is water resistant and theft proof. The plate is lettered to read: Clergy, Press, Radio, Police or Dim Lights. Retails for $1.

A magic baseball fortune teller is being marketed by **Alabe Crafts, Inc.,** Cincinnati. This four-inch baseball combines the universal appeal of fortune telling with the features of a baseball. Written answers to questions on any subject rise mysteriously into view on a "spirit slate" when the ball is turned over. This gift novelty is a perfect baseball souvenir and paper weight, a fascinating conversation piece and "ice breaker" for parties, the firm says. The magic baseball is white, with red stitching and black printing. It is individually packaged in a handsome gift display box and is packed in master cartons of one dozen each with easel display. Suggested retail price is $2.49 each.

Pritt Novelty Company, New York, reports it will have a large quantity of Mexican jumping beans available from July 15 thru September 15. Games which may be played with the beans are supplied free by Pritt with each order. Prices: $7.50 per thousand in display boxes; three dozen bags (five beans per bag) on display card, $2.25 per card. Large-quantity prices are also available and jobber inquiries are invited. Pritt emphasizes the importance of immediate orders to insure shipment when the beans become available.

An inexpensive yet attractive and durable eye-catching sign for easy mounting on the top of the automobile, called Auto-Marquee, is announced by the **Auto-Marquee Company,** Oshkosh, Wis. Constructed of laminated composition and treated with high grade automobile lacquer, it will render years of service. With easy changeable letters, only a few minutes are required to prepare a traveling signboard. Background is blue and yellow with chrome trim, but other colors are optional. The letters, red on white, are easily seen on the sign which is 22 inches high, 65 inches long and ⅞-inch thick. Equipped with hinged supports, complete tilting to near horizontal position is accomplished for driving thru low garage openings. Weight is 32 pounds.

McKeand Handicrafts, Inglewood, Calif., has placed on the market a low-cost apron for children with utility and self-training advantages. Called Crayola work aprons, the garments are made of sturdy denim in a choice of blue, green or tan. The product is made in carpenter style for boys and household style for girls, and is designed with slots which hold 10 crayons and a pair of blunt-end scissors. The aprons promote orderliness in children, eliminate the mashing of crayons on the floor and protect children's clothing. Retail price is $1.95 postpaid, including apron, 10 crayons, pencil and scissors.

PIPES FOR PITCHMEN

By BILL BAKER

DOUGLAS NEWELL . . .
a former pitcheroo, is now holding down a desk at Coombs & Company, investment securities, Washington. He'll be glad to hear from the lads any time.

A REPORT HAS IT . . .
that C. D. Boyd is getting his share of the geedus working pokes in Murphy's, Washington. Joe Driver, veteran foot worker, is also doing okay at the same spot.

WHO WAS IT WHO SAID . . .
the life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he hoped to make it?

WE REGRET TO REPORT . . .
the passing of one of the real old time members of the fraternity, L. M. (Doc) Bettinger, a med man and concessionaire from way back, died recently in Chicago. At the time he was working cake decorators at one of the shows in the Windy City. Years ago he worked astrology and, just to ad a bit of the picturesque to his pitch, he always wore a Van Dyke beard, wing collar and carried a gold-headed cane. Later he started working med and, for several years, had a string of concessions on the Art B. Thomas Show. Among the veterans in the business who knew the old Doc pretty well were Don Napier, Jake Branholtz, Bill (Doc) Boise, Doc Raggett, Frenchy Thiebault, Charles Casher, Art Novotony, Blackie Beard and Sam Coe.

MANY OF THE . . .
old-time pitchmen and road boys will remember old Doc W. J. Blanton. Well, we had a note from the Doc recently and it seems that now, at the ripe old age of 85, he finds himself in a little bit of a tough spot. He's in the Rutherford, N. C., Hospital and would like to have some of the boys who remember him, toss him a little social and financial cheer. Remember that it has been said, "Almost always the most indigent are the most generous."

WE UNDERSTAND . . .
that Clyde Forkner is gathering the long green around the coastal areas of Virginia and enjoying life with his new Ford and 30-foot house trailer.

LOU YESNER . . .
is anxious to have Ervin and Teddy Goldstein contact him as soon as possible at the Dewey Office Building, 17 and Market Streets, Philadelphia, Pa.

DOC GEORGE BENDER . . .
pens a couple of notes which detail the passing of two of the real old timers of pitchdom, Doc Schultz in Camden, and Mike Sullivan in Pittsburgh. Doc recalls that "Schultz was known as a great man with the figures, a calculator and one of the best. For many years he worked all the shops and the ship yards." Doc writes that Sullivan died of a heart ailment a couple of weeks ago in Pittsburgh. He apparently didn't have any relatives, however, he always carried a card with him which bore instructions to notify Dewey in Philadelphia in the event that anything happened to him. After Dewey got the message from Pittsburgh, he had Mike's body shipped to Philadelphia where he arranged for and picked up the tab on a very respectable funeral. (Editor's note: We hasten to explain that Mike's more-than-kindly benefactor was Lou Dewey Yesner, the former pitchereo, who made good in a big way as the operator of a string of hot dog stands in Philadelphia.)

let these name brands work for you!

YOUR OWN GIANT NAME BRAND CATALOG . . . FREE

Here is your own NAME-BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

Appliances, Cookware, Silverware, Housewares, Dishes, Radios, Clocks, Costume Jewelry, Watches, Diamond Rings, Tools, Hundreds of Other Items.

NO INVESTMENT . . . USE OUR HUGE INVENTORY

You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want . . . when they want it. Orders filled within 24 hours.

HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS . . . FULL TIME OR PART TIME

Just fill out this coupon and mail it today. We will send you our new 1955 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars! With your catalog you will receive a self-mailing order form so you can rush your order to us for immediate shipment. Fill out the coupon below and get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

Order your FREE Catalog and Price List . . . Now!

THE HOUSE OF NAME BRANDS

All items stocked for immediate pick-up. All orders shipped same day as received.

H. B. DAVIS CORPORATION
145 West 15th Street, New York 11, New York

H. B. DAVIS CORP.
145 West 15th Street, New York 11, New York
Send my FREE copy of your new, illustrated NAME BRAND CATALOG.
NAME
NAME OF MY COMPANY
ADDRESS
CITY ZONE STATE

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.

FREE wholesale CATALOG

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera $15.50 Per Doz. Sample $2.00

$13.50 PER DOZ.
SAMPLE $1.75

Film for "Hit" Camera. Package of 6 rolls. 60¢

GEM Sales Co. 533 Woodward Detroit 26, Mich.

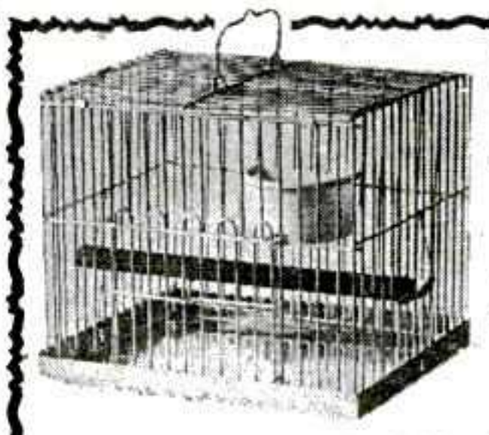
17-JEWELS

3-D DIAL (BRAND NEW) YELLOW CASE

Looks like $100 flash.
One year written guarantee with every watch.
25% dep., bal. C.O.D.

$6.95 EACH
BANDED
In lots of 3 or more
SAMPLE $7.50

NATIONAL DIST. CO.
222 CALUMET BLDG.
PH. 82-6473
MIAMI 32, FLORIDA



BIRD CAGES for PARAKEETS or CANARIES

Size: 6¼" long, 6" deep, 6" high. Shipped (K.D.) flat.

Packed 3 dozen to carton. Price 3 dozen lots 60¢ EACH

10 gross lots, 48¢ each, F.O.B. N. Y.
25% deposit with order, bal. C.O.D.

HERSHEY COMPANY
189 Washington St., New York 7, N.Y.
Tel.: WOrth 2-5234

FOR LOWEST PRICES!

6 PC. WATCH SET

Smartly Styled Handsomely Boxed.

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band . . . Smart cuff links . . . Matching tie clasp . . . Money Clip and Collar Pin. Gorgeous plush box. 1 year Factory Guarantee.

$5.25 SET
In Lots of 6
SAMPLE $6.00

SEND FOR FREE CATALOG
OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order. F.O.B. Boston.

EST. 1914 H. STONE, INC., 74 Hanover St., Boston 13, Mass.

Copyrighted material

www.americanradiohistory.com

A BLUE RIBBON WINNER!

Dated JULY 30—Distributed JULY 25

featuring

The final publication of the 1955 Fair Dates with all late change and additions . . . one of the many reasons why EVERYONE in Outdoor Show Business will welcome this Special Issue and will put it to good use many times over during the remainder of the Fair Season.

All the latest news . . . reports on business being done by Fairs, Amusement Parks, Kiddielands, etc. . . . developments of new equipment and supplies for the growing Food and Drink Concession Field . . . and . . . the regular weekly features, Routes, Coming Events, Letter List, Merchandise Topics, Pipes for Pitchmen, more widely read at this particular time of the season.

Timed perfectly to reach EVERY Billboard reader just before the peak of the Fair Season . . . August, September and October when the majority of Fairs, large and small, take place.

Tried and proven an unusually effective Special Issue, producing immediate "cash-with-order" results . . . when Concessioners, Pitchmen, Demonstrators, Novelty Workers, Jobbers and EVERY Merchandise, Premium and Novelty Buyer needs and buys in greater quantities.

Assure yourself steady sales until the very end of the active Fair Season by using a large, sales-compelling advertisement in this Fair Special. Feature ALL the hottest items along with many of the "old reliables." Get copy instructions off TODAY.

ADVERTISING DEADLINE—JULY 21

CINCINNATI 22, OHIO
2160 Patterson St.
DUnbar 1-6450

CHICAGO 1, ILLINOIS
188 W. Randolph St.
CEntral 6-8761

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOllywood 9-5831

UNDER THE MARQUEE

• *Continued from page 63*

the latter was involved. In partnership with **Tony and Mary Ridola** they have bought a trailer park, the Big Top on Route 50, in Hutchinson, Kan.

Gloria Pebbles, who appeared recently on the Sealtest "Big Top" show, was one of the features of the Melody Circus presentation of "Showboat" in Detroit last week.

Capt. Manning Distelman, who has had a mechanical fairyland show, writes that **Lew Henderson,** juggler, now is enlarging the chimp act he started last season. They work out of Galveston, Tex.

From the Jay Gould show, **Beverly Allen** writes that the Goulds celebrated their 48th wedding anniversary. There were gifts and a cake shaped like a Merry-Go-Round. . . . Ponies are furnished by **Doc Capell** for the Gould street parade floats, chariots and cages. . . . **Jesse James III** leads the parades. . . . **Chief Red Dancer** and his wife are with Jesse James Museum show on the circus.

Claude Baries, former circus man now with Warner Brothers studios, is back in Los Angeles after a location trip to New Orleans. . . . The Los Angeles Mirror carried a story by **Harry Nelson** about **Jake Posey.** . . . **MaBelle Chipman,** mother of **Harry Chipman,** caught Polack Western in Los Angeles as guest of **Justus Edwards.** She rode a horse on a wagon in the Floto parades of 1914-1917.

Arthur Hockwald, agent for Ward-Bell Circus up to this point, has returned to his North Hollywood, Calif., home. . . . **Sid Karp** no longer is with the Beatty show, where he had been promotional manager. . . . **Ted DeWayne Troupe,** teeterboard, worked a Shrine affair at Los Angeles in connection with an Arabian prolog directed by **Lloyd Bacon,** movie director. They will make the Elks Circus, El Monte, Calif., along with Rudy Bros.' Circus July 9.

Maxine Amber Bartlett Berglund, now of Hollywood, Calif., writes to recall her childhood on circuses and wonder who knew **Harry F. Bartlett.** . . . **Earl Shipley** appeared on a Chicago radio station's interview show in behalf of the Jimmie Lynch Death Dodgers.

Pete Pepke met **Al Aldrich,** former Mills Bros.' juggler, at a club date in Pennsylvania.

Los Angeles members of CFA honored **Jake Posey,** old-time boss hostler and 40-horse driver, on his 92d birthday. Group of 40 met at the **Lyman Sheldon** home, Hollywood. President **Bob Mathews,** former trouper and trainer, made arrangements for members to contribute blood for **Bernie Griggs,** clown, who was to undergo an operation at the City of Hope, Duarte. Those attending included **Mrs. Elizabeth Clarke, Mrs. Ernestine Clarke Baer,** former riders, and **Princess Olga Celeste,** former animal trainer. Members will catch Rudy Bros. and they scheduled meetings at Thousand Oaks, Calif., and at the **Harry Chipman** home.

Jerry Booker, San Francisco, has completed a model of the Beatty show train for **Clyde Beatty** and he put it on display recently at a party in honor of Mr. and Mrs. Beatty. The model was commissioned by Beatty more than two years ago, and he intends to put it in a circus museum planned at his winter quarters. Booker will deliver the model later. Among those at the party were the **Hanneford Family, Col. and Mrs. Claude Cox, Charles Cox, Barbara Nottingham, Bill Hammond, Hugo Zacchini,** and the Beattys, all of the Beatty show; the **Denny Helmses,** the **Lem Behlers,** the **Al Ellises, Floyd Blair, Don Francis, Robert Johnson** and **Mr. and Mrs. Booker.**

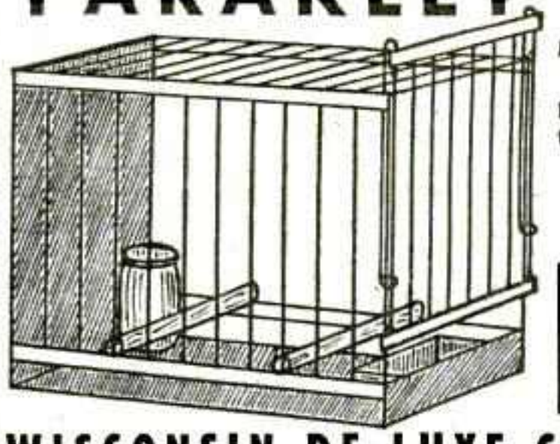
Laurence Cross, writing for the Beatty show, reports weather was cold recently and topcoats and charcoal fires were in order. . . . **Clyde Beatty** observed a birthday with a party for several guests. . . . **Kate Hanneford** has recovered from injuries and returned to the act. **Vicki Hanneford** took her place while she was out. . . . Trailerites report good roads and nice scenery on recent jumps. . . . **Betty Broadbent** is back on the show after a stay in a hospital. . . . **Jack Knight** was back on the show a day and has been keeping folks busy with radio and TV appearances. . . . **Charles Cox** is busy with Side Show and press-back duties. . . . **Curtis Genders** is vacationing on the show with his parents, **Toughie and Gracye Genders.** . . . **Golda Grady,** who has downtown ticket sale, was "home" two days, Ashland and Medford, and her son spent a few days with her. . . . **Alma James** was on the lot at North Bend to visit. . . . **Lem and Bea Behler** were guests of **Clyde Beatty** and **Lem** doubled in clown alley. . . . **Mrs. Beatty** designed new wardrobe for the ladder act. . . . **Betty Alpaugh** is turning out new elephant blankets. . . . **Lou Childers** is expected back after an illness.

ALL-WEATHER
Plastic Pennants

Durable—Tough—Brilliant
48 assorted color — 18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY $4.00 ea. Dozen lots $3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

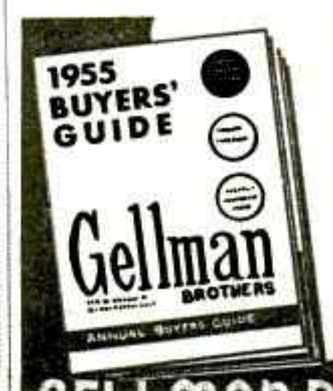
PARAKEET CAGES



Made of tinned metal 7" by 4½" by 5⅛" high.
Packed 60 to a carton, **60¢** ea. No less sold.
In 5 carton lots (300 cages) **53¢** each.

PLEASE WRITE FOR FREE CATALOG
STATE BUSINESS

WISCONSIN DE LUXE CO. 1902 N. Third St. Milwaukee 12, Wis.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!
AVAILABLE NOW
Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Copyrighted material
www.americanradiohistory.com

MILLIONS of WOMEN WAITING to be SOLD!

Electric SHAVER for Women! Shaves! Tones Skin! Stimulates Scalp! Massages Away Aches and Pains!

3 MAGIC ATTACHMENTS
Simply screw proper attachments to razor and presto! you have a facial massager, a massager for aching muscles, a massager for hair and scalp. What a boon to better health and beauty. All this PLUS a quality shaver at one low $4.95 price!

Nothing like it ever offered before! Brand new, with an eager market of millions of women waiting to be sold. Precision electric shaver (AC) whisks off hair from under arms and from legs ...leaves skin soft and smooth. But that's only the beginning! Just screw in proper attachment (see left) and shaver is ready to massage beauty in . . . pain and tiredness out!

Huge Market! Huge Demand! Huge Profits!

Be FIRST to cash in on the big demand! Retails for only $4.95, complete with plastic carrying case and all attachments. Order a sample now for only $3.50 (cash with order please) . . . or profit fast with a quick-moving stock. . . .

1 dozen SHAVERS.....$3.00 ea.
3 dozen SHAVERS..... 2.75 ea.
6 dozen SHAVERS..... 2.50 ea.

Individually boxed. Shaver in choice of petal pink or powder blue (specify when ordering). Send 25% deposit with order, balance C.O.D. plus postage on delivery. Send full payment and we ship postage paid. Start fast . . . profit first . . . profit BIG—rush your order today.

MODERN MERCHANDISING CO.
Dept 112
169 W. Madison St. Chicago 2, Illinois

#169

Ever-popular 1 carat center stone PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

$3.00 DOZ.
$33 GROSS
plus postage

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 5, Ohio
Phone: FAirfax 3123 Send for Catalog

BUY DIRECT FROM MFR.
TOP QUALITY SATIN, TAFFETA, COTTON DOLLS.
FINEST DAVY CROCKETT DOLLS MADE
21"—$11.70 doz.; 28"—$18.90 doz.; 42"—$29.40 doz.

TERRIFIC VALUES IN RAG DOLLS

14", 7 styles	$ 4.80 doz.
18", 7 styles	6.75 doz.
18", sitting, 7 styles	6.75 doz.
24", standing	8.00 doz.
30" Clowns	8.00 doz.
42" Dancing Clowns	18.60 doz.

FINEST PINNOCHIO MADE—$21 doz.

30" Cuddles Type, Bonnet Doll, Panda Bear, assorted ...$16.00 doz.
NO ORDER TOO LARGE—NONE TOO SMALL.
25% Deposit, Balance C.O.D., F.O.B. N.Y.

TOYCRAFT
528 West 43rd St. New York

GIVE TO DAMON RUNYON CANCER FUND

Fourth Weekend

• *Continued from page 53*

to remain seated, it was reported. Standing is forbidden and signs are posted to that effect. The accident occurred Saturday at 11:30 p.m. and was witnessed by many persons.

There was a possibility that the week-end could have surpassed 1953's all-time banner business in the east, but heat in the 90's kept the record from being broken.

On Sunday it was estimated by police that some 1,250,000 persons were at Coney Island, with the charter bus business bringing in some 50 busloads from points as distant as Scranton, Pa., Baltimore, Trenton, N. J., and others. The busses also resulted in big crowds up at Indian Point Park outside Peekskill, N. J.

Rockaways Playland had evening business reported as bordering on the fantastic by some operators, with the ride takes being excellent. A large new Martin W. Martin food corner was opened altho makeshift counters had to be used on the Edgemere Boulevard side. It did well as did a series of new game concessions on 98th Street outside the park, also rushed to completion for the weekend. The weekend grosses were curtailed somewhat by inactivity of the Wilson Line excursion vessel, Liberty Belle, which was taken out of commission Friday (1) for repairs, depriving the beach of weekend boat service.

Fields Raps R-B

• *Continued from page 62*

give Kelley for free some very valid comments of my own in answer to Burke's statement that the Ringling management feels its press staff "versatile enough" to include broadcast publicity but that if it developed otherwise the show would have to "look elsewhere for new blood."

"Now this is pretty tough talk from an individual who may or, to do him full justice, may not be aware of the fact that the Ringling press staff is the most pitifully paid group of publicists operating in the amusement field. With the one likely exception of department head Edward Knoblaugh, not a single man on the staff of this great show receives even the minimum wage designated by the press agents' union of which they are members. To men already working for less than minimum union scales, Mr. Burke is directing them to take on still additional duties with the warning that if they fail to cope with these added chores then there will be replacement by 'new blood,' implied non-union blood.

"No more effective choice of words could have been found in this management representative for the complete erasure of whatever little morale still exists on this show, minimum morale not alone on the press staff but widespread throughout all operational avenues of the Ringling Bros. and Barnum & Bailey Circus. And in this same connection may I remind Mr. Burke that since the start of the 1955 circus season a few short months ago more department executives and top assistants have resigned or been fired from R. B. and B. & B. in four months than ever occurred previously in any given decade.

"Off and on I have worked as a circus press agent for from 12 to 15 years, and at no time since John Ringling North assumed control of the show for the 1948 season, a year when salary cuts were instituted thruout the organization, at no time have I ever received under his management a salary equal that of the minimum union wage scale which prevails in the industry. And these same conditions applied, and still apply, to every press man working for this show. And it is to these people that the circus management is addressing its current threat about 'new blood.' I say in conclusion, and I say only after careful thought, that the circus is the last gasp of feudalism in America.

—WILLIAM FIELDS."

Key Giveaways

• *Continued from page 53*

filled. The keys were being supplied thru special arrangement with the Yale & Towne Manufacturing Company and will be available at the Yale Lock Shop, 606 Main Street, Disneyland.

Formal dedication ceremonies and special events are scheduled to start at 4:30 Sunday afternoon. The ceremonies will be telecast as a news event over the ABC-TV network from 4:30 to 6:30. Disneyland's gates will be temporarily closed from 4:20 to 5:30 p.m., the heighth of the ceremonies.

Food and refreshments will be supplied Disneyland's guests at Swift's Chicken Plantation in Frontierland; Swift's Red Wagon Inn on the Plaza, and the Pavilion Restaurant, also on the Plaza. The Carnation Company will also be hosts at its Ice Cream Parlor on Main Street.

Special parking stickers are being issued with the press ducats. A specially prepared map of the Richfield Oil Company is also supplied. Directional signs are to be posted along the Santa Ana Freeway and at other points near the park.

Lo's Kiddieland

• *Continued from page 53*

pany has another major industrial picnic set for Saturday (23).

Observe Holiday

Friday (1) was the celebration of Dominion Day, with steamers making the only scheduled stops of the year at Windsor, Ont., altho the park itself is located in Canada. This event represents a joint picnic promotion sponsored by St. John's Anglican Church, Canadian Legion, General Goods Recreation Club, and the 1858 Club of the Hiram Walker Distillery. Detroit residents, who constitute the bulk of regular Bob Lo patronage, are not required to pass thru either Canadian or American customs and immigration when they make the trip to Bob Lo without an intermediate boat stop in Canada.

You'll Bark Like a Fox!

AT LAST — A R-E-A-L-L-Y NEW RED HOT PITCH ITEM!

• PITCHMEN • DEMONSTRATORS • DEALERS •

How would you like to be on your feet again? Get on the "sunnyside" of the street for a change with the all-purpose SUNSHINE FOOT BRUSH.
The SUNSHINE FOOT BRUSH is made from natural volcanic lava and it's fitted into a beautiful Styrine plastic handle.
No gimmick, no gaff on the joint—strictly legit. You don't need a worker with this deal—everyone is the same.
The beautiful part about the joint is we have a wonderful bit for you to bally a tip and hold it by using live models from the tip. The joint turns $2.00 and is a bargain at that. You will be first to get the cream off the top of the crop. Never been pitched—easy to square anywhere in the shows or department stores, etc. Mail me a Buck for a sample or $72.00 for a gross and I'll enclose a pitch to work the joint.

This item originated in the Islands where everyone has happy feet. You, too, can get on the sunnyside of the street both literally and financially. By the way—it doesn't cost hardly anything to set up your joint.

WANTED — Distributors to introduce it around the world.

GET WITH ME NOW!

Sunshine Foot Brush
8844 W. Olympic Blvd.
Suite 203 Beverly Hills, Calif.

It's NEW! It's Sensational, the Completely Washable
(Immersible in Water)

ROTO-BROIL
Automatic Electric
SKILLET!

Sample $9.50
12 or More $8.50

- Built-in thermostat
- Bakelite handle and legs
- E-Z-Vue temperature chart
- Removable, plug-in wire cord

Engineered by the makers of America's leading kitchen appliances . . .
2¼ inches deep
11⅞ inches in diameter

HOTTEST ITEM IN THE COUNTRY
·COPPER CLAD·
ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX Cover

Completely automatic. Signal light. Advertised in Life and Good Housekeeping. Approved by U.L.

IT'S TERRIFIC
RETAIL $39.95

10 Exclusive Features:
- Fries
- Casserol
- Stews
- Bun Warmer
- All Purpose
- Food Warmer
- Cooks
- Roasts
- Blanches
- Steams
- Beautiful Server

COPPER FRYER
SAMPLE $8.50
3 OR MORE..... 8.00

AVAILABLE IN GLEAMING CHROME—SAMPLE, $8.25 • 3 OR MORE, $7.75

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

RETAIL $39.95 First Time Offered!

Complete 3-Pc. Matching Luggage Set!

26" Pullman, 21" O'nite Case. Train Case with removable mirror.

LOOKS AND LASTS LIKE $50 LUGGAGE

Top Quality Features!
NESTS AND BOXED
NEW! SMART!
DURABLE!

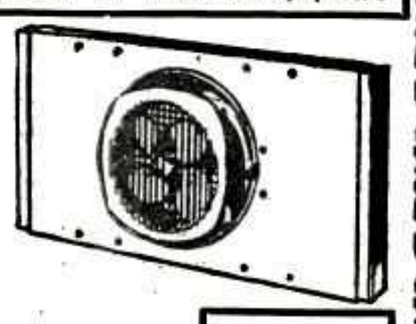
You Can Stand on It . . . Tough as Leather Covering!
Available in California Ivory, Caribbean Blue or Sunset Tan.

#300 SAMPLE, $12.00
3 OR MORE, $11.25

AVAILABLE IN COLORFUL DELUXE INTERIOR LINNING
#500 SAMPLE, $14.50 • 3 OR MORE, $13.75

HOTTEST SELLING ITEM TODAY

AURORA MAID
REVERSIBLE ROOM COOLER WINDOW FAN



Larger than any fan on the market. Well constructed, mechanically perfect. Venturi design. Adjusts to 33" width; can be used either intake or exhaust. 4 8" blades, fully guaranteed one year. Permanent lubricated motor.

RETAIL $39.95

SAMPLE, $10.00; 6 or More, $9.75; 50 or More, $9.25. Order Today.

Buy the Best • First Time Offered
3-Pc. SHEFFIELD Plier Set At a Low Promotional Price!

The finest Sheffield steel you can buy. Imported direct from Sheffield, England. Three-piece kit contains handy long-nose pliers, versatile cutters and all-purpose wire cutter and pliers. Packed in clear sectioned vinyl plastic. Has $9.95 retail price shown on package. We are one of the largest buyers of imported tools.

$1.45 Each Set in Doz Lots
$1.35 Each Set in Gross Lots
All prices F.O.B. Detroit.

Minimum Order One Doz. All Orders Require 25% Deposit, Bal. C.O.D. F.O.B. Detroit, Mich.

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Appliances	Watches	Radios & Recorders	Bicycles
Jewelry	Sporting Goods	Hand & Power Tools	1000's of other items
Diamonds	Photo Equipment	Housewares	Giftware

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders. Add 10% Federal Excise Tax If Not for Resale.

HALL of DISTRIBUTORS, Inc.
8713 TWELFTH STREET DETROIT 6, MICH.
Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items.
Write Today!

www.americanradiohistory.com

The bag for premiums, incentive awards, gifts or prizes!

The "WESTERNER" by Embassy in extra heavy 100% GENUINE LEATHER

FEATURES: FRONT, BACK, FLAP TOOLING. Inside zipper. 45" adj. shoulder strap with buckel. New tooled western design. Spring turn lock with lucky horseshoe. Saddle stitching. Safety gusset. Terms: 25% deposit with order, balance C.O.D.

Each bag luxuriously GIFT-BOXED (cellophaned window top)

$28.50 per dozen

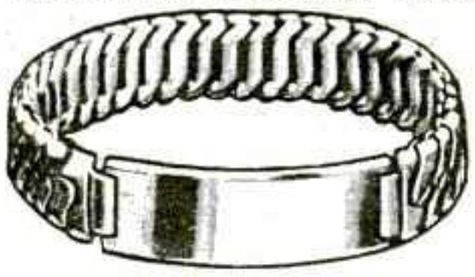
Sample bag, $3.00

Plus 50c for postage and handling.

Colors: Natural, Blond, Ginger, Red, Tan, Black, Brown, Navy, Avocado, White, White/Tan, White/Black.

WRITE FOR FREE CATALOG! Embassy P. P. INC. 38 WEST 32nd ST. NEW YORK, N. Y.

OVER 600 PINS AND IDENTS FOR ENGRAVING



Expansion Idents. Doz. ..... $ 4.00
Photo Expansions. Doz. 5.00
Pearl Anklets. Gr. 32.00

1955 CATALOG WITH NEW NUMBERS READY

DEXECO, INC.

Manufacturers of engraving jewelry

191 SOUTH STREET, PROVIDENCE 3, R. I.

FOR ENGRAVERS & DEMONSTRATORS

State your business

HEART DISC CLOVER NECKLACES

$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Idents

7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS

Phone WAterfall 8-8855

DAY AND NIGHT SERVICE

FREE! SEND FOR NEW 1955 CATALOG

A TRIAL ORDER WILL CONVINCE YOU!!

A BIGGER DEAL 6 Assorted Watches With yellow expansion band. Reconditioned and guaranteed like new. $49.

Guaranteed like NEW!

Benrus - Elgin Waltham-Gruen-Bulova WATCHES For MEN and WOMEN

$9.75 EACH

25% with order, balance C.O.D. 5-Day Money-Back Guarantee if not satisfied. Write for circular.

Original Gold-Filled Expansion Band. 95c extra.

WEINMAN'S 182 So. Main St., Memphis, Tenn.

It's Here! First Time in the U. S. A., the FAMOUS EUROPEAN NOVELTY

CORKSCREW BOY

Practical—Amusing—Different!

6 inches of naughty fun in pure non-breakable aluminum, wt. 12 oz.

SAMPLE $2 postpaid; cash or money order. Quantity prices on request.

KAHM CO., 2001 Hennepin, Minneapolis 5, Minn.

EARN $100.00 OR MORE A DAY

with our line of new sewing machines and vacuum cleaners at these LOW, LOW, PRICES!

Brand-new American Home Sewing Machines in beautiful portable case. Prices start at $34.00, including all attachments. 20-year guarantee on head—one-year guarantee on motor and accessories.

Elgin, Admiral, Modern DeLuxe, Remington Vacuum Cleaners. Prices start at $25.00 complete, with all attachments. Fully guaranteed for one year. Canadian inquiries invited.

DESCO APPLIANCES, INC.

53 E. 10th Street New York 3, N. Y.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

1 day Service ACME PREMIUM SUPPLY CORP. 1111 South 12th. St. Louis 4, Mo.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum $3

CASH WITH ORDER

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: $1 per agate line—$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

ASTOUNDING INTRODUCTORY OFFER! Forty per cent savings on comedy material. Write for info, and "Free" Comedy Guide. Showbiz Comedy Service, Dept. B25, 1613 East 29 St., Brooklyn 29, N. Y. jy23

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. se3

AGENTS & DISTRIBUTORS

A BEST SELLER—FIRST TIME EVER OFfered. Brand new. Amazing new novelty T-Shirts. Nothing else like them. 5 color silk screening; brightest colors obtainable. 100% profits. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. jy30

AGENTS, DEALERS, HOMEWORKERS! 1200% profit sealing photos, documents, licenses, etc., in clear "Permafilm" for lifetime protection. Self-sealing, no equipment needed. Fast 200% selling "Machineless Home Laminating Kits." Terrific demand. Everybody a prospect. Complete trial Laminating kit, $1 postpaid. All details. Satisfaction guaranteed. Garen Sales, 1569 E. Ridge, Zanesville, O.

AT LAST! SOMETHING NEW AND SENsational in latest tall Christmas Cards. Make extra money fast! Show satins, velours, metallics. Gets easy orders. Pays up to 100% profit. 30 free samples. With name, 50 for $1.50. Big line. Amazing convertible Pen-Pencil, Napkins, Gifts, Stationery. Several $1 boxes on approval. Puro Greetings, 2801 Locust, Dept. 5131-J, St. Louis, Mo. np

ATTENTION—HOSIERY: LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, $1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, $3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. jy30

BASKETS — STRAW, BAMBOO, SHELL with miniature fruit. Covered Wagon, Fruit Cart, Saddles, Guitars, Leather Boots, Cup-Saucer, Pitchers, Jugs, Jeweled Dice, Tiny Thermometers. Trial 3 dozen pairs handmade Earrings, $15. Lastufka Products, House of Miniatures, Box 10248, Tampa, Fla.

BUY WHOLESALE 100,000 ADVERTISED products! Profit selling others! Free details. National Buyers Service, Box 426FC, Oakland, Calif. jy16np

CASH IN ON THE FAIR-CARNIVAL SEAson with out lineup of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods. Catalog free. Mastercraft Jewelry Mfg. Co., 96 High St., Pawtucket, R. I., Dept. O. au6-ch

CLOSEOUTS—$1 SOUVENIRS: SALT-PEPpers, Slippers, Pitchers, Vases, Ashtrays; shell decorated, 6 dozen, $18; 6 dozen pairs handmade assorted Earrings, $18. Lastufka Products, Box 10248, Tampa, Fla.

DAVY CROCKETT 10¢ GRAB BAGS, $6 per-100 f.o.b. Sale guaranteed. 5 samples, 50¢ postpaid. Funbags, 1422 Poplar St., Terre Haute, Ind.

DECALCOMANTA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

EARRINGS — ASSORTED STONE AND tailored $6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. jy30

AMAZING CLOSEOUTS

Tailored earrings, asst. gr.	$15.00
Stone earrings, asst. gr.	18.00
Stone and tailored pins, asst. gr.	16.50
Rhinestone neck and earrings, boxed, asst. dz.	7.20
Bracelets, round and link, asst. gr.	30.00
Tailored tieslide sets, boxed asst. dz.	4.00
Stone tieslide sets, boxed asst. dz.	5.00
Ropes, all bead, asst. dz.	3.00
Ropes, chain & bead, asst. dz.	2.00
Men's Rgs., asst. boxed, dz.	2.95

Try a sample dozen of any items listed above at reg. prices: 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS
124 Empire St. Prov., R. I.
jy23

FAMOUS MFR. CLOSEOUTS

Summer Neck. & Earrings, boxed	$7.00 dz.
Summer Necklaces, asst.	1.95 dz.
White & Colored Earrings, asst.	1.75 dz.
Children's White Necklaces, asst.	1.00 dz.
Tailored or Stoned Earrings.	2.00 dz.

Send for descriptive literature on other terrific values on jewelery of all descriptions.

20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.
1820 Westminster St. Providence, R. I.

JOBBERS—HANDLE STAINLESS AND mild steel Citrus Peelers. Not in stores. Write for prices. The Bargain House, Box 642-BB, Tallahassee, Fla.

JOKERS FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. jy30

LOOK AGENTS! — SELL TV COLOR Screens. Puts television in color in two minutes. Sample only $1, jobber's prices. Moodys Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. jy16

MAKE MORE MONEY SHOWING ELMIRA Greeting Cards this Christmas! Why more? Because Elmira offers more variety; beautiful cards for every taste, every purse. You get heart-warming, old-fashioned favorites and smartly simple ones for today's tastes. No matter who you sell, Elmira has a style to please everybody from grandmother to young Mrs. executive! Send today for free personalized samples, catalog and sparkling assortments on approval with personalized stationery, imprinted napkins and lovely gift wrappings! Elmira Greeting Card Co., Elmira 107, N. Y. ch-np

MAKE $50, $75, $100 EXTRA MONEY! SELL friends new tall style Christmas, All Occasion greeting card assortments. Unusual novelties. Make up to $1 per box plus bonus. Write for feature boxes on approval; 77 free samples Personal Christmas Cards, Stationery. New England Art Publishers, North Abington 733-N, Mass.

MAKE $10,000 YEAR AND MORE WITH (2) great wholesale catalogs (64 and 300 pages), Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free catalog plans. General Wholesalers, Box 3058CH, San Francisco. jy16np

MILD STEEL CITRUS PEELER—WONDER household item of century. 200% mark up. Gross, $25 prepaid, or sample, 10 cents. Bargain House, Box 642-BB, Tallahassee, Fla.

NEW BATHROOM DEODORIZER—HANGS on wall. Banishes odors bathroom, kitchen. Lightning seller. Samples sent on trial. Kristee 73, Akron, O.

NEW COMEDY, RELIGIOUS, GENERAL 7"x11" signs. 2000 different slogans, 7¢; retail, 50¢. 15 samples, $1. Lowy, 812 Broadway, Dept. 883, New York 3. ch-np

NEW LOW PRICES—LIGHT REFLECTING Signs. Red hot and sensible 7"x11" illustrated color blended; 2000 varieties, 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. jy30

SELL MEN'S PRODUCTS—NOVELTIES, Sundries, Notions, Pocket Combs, 24 cards 12's, $3.60; Clip Combs, 24 cards 12's, $4.80. Assorted colors. Carleton House (BB), Texas City, Tex. jy23

SELL 8x10 ENLARGEMENTS, $2.95, $1 commission, plus bonus. Acme Enlargers, Box 57 (Levy), North Little Rock, Ark. jy23

YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218 AF, South Jefferson, Chicago. ch-np

31,000 COSTUME JEWELRY BOXED goods, just purchased from bankrupt firms. Send for latest catalog for terrific buys. Baldwin Ward Mfg. Co., 113 Munroe St., Lynn, Mass. jy16

ANIMALS, BIRDS, PETS

A BIG "COMPLETE REPTILE EXHIBIT," $100. Includes one 7 to 9 foot Boa Constrictor, one 8 to 10 foot Anaconda, two large Tagu Lizards, one great "Chinese Dragon," one 3 foot Louisiana Alligator and 10 to 15 other large assorted reptiles. Total value, over $150. World's largest and best Snake Dens, $25 to $150. Complete stock of all South American and native Wild Animals, Birds and Reptiles. World's largest stock captive raised, pen broken, feeding Louisiana Alligators. Indian Hooded Cobras, 4 to 7 foot, $25 to $60; Siamese Golden Cobras, $35 to $75; King Cobras, $250 to $350. Regal Pythons, 16 to 24 ft.; Rock Pythons, 12 to 18 ft.; Giant Monitor Lizards. "Special" young Brazilian Squirrel Monkeys, $12.50 each in lots of ten. Adults, $10 each in lots of ten. Write, wire, or phone Reptile Jungle, Slidell, La. Phone Daytime 322, night 6991.

ALLEN HAS DEODORIZED SKUNKS, $15.10. Large Timber Wolves, $90 pr. Large Prairie Wolves, $70 pr. Babies, $20 ea. Fox Puppies, $15. Tame Spider Monkeys, $35. Squirrel Monkeys, $30. Beautifully acclimated pink Flamingos, $125 pr. Large tame Coatimundi, $45. Bill Allen, Fredricktown, Mo.

ALLEN, ROSS—GREEN IGUANAS, BOA Constrictors, Rattlers, variety of Reptiles. Also Reptile Skins for display, Curios, snake handler's Tongs, Hooks, Nets, Antivenom. Write for bulletin. Ross Allen, Wholesale Division, 1112 North Miami Ave., Miami, Fla. Phone 3-4806. au20

A MUCH LARGER DEN OF SNAKES, $25—Poisonous, harmless or mixed; state which. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

ON HAND SNAKES THAT LIVE; SNAKE Dens, fast service, assorted large kinds, no water snakes or babies. Cubas Boa Constrictors, Cuban Racers, Giant Cuban Chameleons at $2.50, South American Boa Constrictors, Green Iguanas, medium size, $1.50; Baby Iguanas, 60¢. Cascobels. Ross Allen, 1112 N. Miami Ave., Miami, Fla.

PARAKEETS FOR CARNIVALS AND concessions. Write for price list. Immediate delivery. Murray's Bird and Animal Farm, 13133 Rainier, Whittier, Calif. jy16

PLENTY SNAKES, ALSO TERRAPINS, Prairie Dogs, Alligators, Horned Toads, Ferrets, Emus, Jungle Rats, Peafowl. Shipping to shows for forty years. Otto Martin Locke, Phone 141. New Braunfels, Tex. jy23

SNAKES ALL KINDS, ALSO BOAS, Iguanas, Horned Toads, Racing Terrapins; Alligators, many sizes, several over six feet. All fat Peafowl, Guinea Pigs, White Doves, Monkey Faced Owls, Parakeets, Spotted Hyena, Mandrill, Baboon; Black Leopard, male. Otto Martin Locke, New Braunfels, Tex. au6

TALKING MYNAH BIRDS, $30 EA. CINNAmon, Black Ringtails, $33; Spiders, $30; Owls, Squirrel Monkeys, $22. Bronson Birds, 149B Fortgeorge, New York 40, N. Y. Lorraine 9-0940. jy30

BUSINESS OPPORTUNITIES

ALL FAVORITE SNOWBALL FLAVORS—$1.50 quart; sample, 35¢ postpaid. Ice Shaver, Flavors and Cups for thousand snowballs, $8.50. Free catalog. Snowball Co., 9534 Lemturner, Jacksonville 8, Fla. jy16

CHRONICLE—AMERICA'S EXCITING LITtle Magazine. Features $1,000 prizes, articles, stories, hobbies, interplanetary travel, entertainment. Current edition, 25¢ coin. McPlastens, BBCO 103 South Flower, Los Angeles, Calif. jy16

COMPLETE, READY TO GO—DRIVE-IN Theater. Sacrifice for cash. Write C. S. Howard, Waverly, W. Va.

EARN $150 PER WEEK, SELLING STAINless steel Tableware. Free information. Quality Products, Suite 506, 20 W. Jackson Blvd., Chicago, Ill.

FOR SALE—ROLLER RINK, 150'x68' ON 200'x70' lot. Almost new. Good floor. 74 miles from San Francisco, Calif., in a chosen year round beauty spot. Wm. Wrigley Jr. just built a $3-million dollar gum plant here. This is a good year round rink. Write Mr. D. R. Sargeant, East Side, P. O. Box 7, Santa Cruz, Calif.

FOR SALE—SKATING RINK, MODERN building, 40x100. All equipped living quarters above; also 40x100 Portable Rink. Now operating in Winchester, Ill. Will sell together or separately. George Averse, Gen. Del., Meredosia, Ill. jy23

HOW WOULD YOU LIKE TO RECEIVE one hundred letters per day, each containing a quarter? Send 25¢ for "Sure Winner" Plan to R. Breen, 28 Roslyn Road, Halifax, N. S., Canada.

LOST LOCATION—MUST SELL COMPLETE Portable Rink, maple floor. No reasonable offer refused. Duane Armstrong, 811 Michigan, Mendota, Ill. Phone 5702.

THEATRICAL AND MASQUERADE COStume business for sale. Excellent location. Part or full time for lady or couple. 2,000 costumes, no competition. Must sell. Abdulla Realtor, 837 McKinley Ave., N. Canton, O. jy23

URANIUM MAKES MILLIONAIRES—GOVernment bonus for new strikes. Collect rock samples anywhere; test secretly with Geigergraph contact outfit, sent prepaid, $2. Eyerly Co., Newton, Iowa. jy16

16 FT. TRAILER—NEW, EQUIPPED; 6 foot counter, jumbo popcorn machine, karmel korn kettle, furnace, refrigerated root beer Bbl., orange dispenser, ice cream cabinet, refrigerator, stainless steel canopy and pans, 3 speed exhaust fan, aluminum grease filters, bottled gas, Star broiler and French fryer. Total inventory, $3,500. Sell account sickness, $2,200. S. M. Sutherland, Embarrass, Wis.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL CURTAIN (7x50), FLORAL designs, $25. Green satin (8x36), $50. Flashy colorful stripes (9½x35), $50. Girl Parade Costumes, $10. Ballys, Striptease, Flashy Chorus Costumes. Wallace, 2453 N. Halsted, Chicago.

WHITE TUXEDO COATS, $5; DERBIES, $2; Girl Show, Clown Outfits, Costumes, Wigs. Cheap. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. jy23

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—Caramel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jy30

BARGAINS, FLOOR SAMPLES, ECHOLS, Snokonette, Polar Peter Snowball Machines, Cretor Counter Popper. Also 41 Star Hot Dog Poppers, 146 Walton, Atlanta, Ga. jy16

FORCED TO SELL — COMPLETELY equipped mobile Soft Freeze Ice Cream business. V. L. Croxen, 824 Earl Road, Michigan City, Ind. Phone 2-6459.

SURPLUS NAVY TARGET BALLOONS—Inflate 6 feet. 50 only $17.50. Send $1 for sample. Advertise your local paper, dollars roll in. Harold Smith, South Lansing, Box 25, Lansing 9, Mich.

2,000 FOLDING CHAIRS, BLEACHERS, Theater Chairs, Tents, Sidewall, Park Benches, Picnic Tables. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

FOR SALE—SECONDHAND SHOW PROPERTY

CHEV. 12 PASSENGER AIR PORT LIMOsine, fine condition; must sell. Williams and Lee, 464 Holly, St. Paul, Minn. jy23

ELECTRO FROZEN CUSTARD ON TRUCK. Cost $12,000 (twelve thousand dollars) to equip. Fluoresent lighting, stainless steel all around, 10 kw. generator. Most elaborate on road. Asking $5,500 or reasonable offer. Phone or write Charles R. Cooke, 346 Paterson Plank Road, Jersey City, N. J. Journal Square 5-2332. jy23

FOR SALE — DOUBLE LOOP-A-PLANE with 21 ft. Diamond T Semi Trailer, $700. Marie Norberg, R.D. #3, Delaware, Ohio. Phone 20433.

FOR SALE—SNAKE AND PENGUIN Show, $300 takes all. Come and get it. c/o Baker United Shows as per route.

KIDDIE JEEP RIDE—6 CARS, IN GOOD condition. For quick sale, $600. Kiddie Wonderland, 50 Glen View Drive, Newington, Conn.

KIDDIE MERRY-GO-ROUND—LIKE NEW; used four months. Money-maker if you have the traffic. Eve Robinson, Frosty Freeze, Valentine, Neb.

KIDDIE TRAIN, DUCK BOATS, PONY Cart, Jeeps, Chairoplane, Merry-Go-Round. Percell's Park, South Williamsport, Pa. Bingo Top Frame, Big Six Horse Race Wheel.

MANUFACTURER, REPAIR, TRADE ANYthing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. au27

SHORT RANGE TARGETS — NEW SAMples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

SUNSHINE CHOO-CHOO, ELECTRIC Train; latest model in park since new. 2 years old, guaranteed good shape, $900. Airplane Ride, 8 place without planes, $150. Kiddie Playland, 5021 Alameda Ave., El Paso, Tex.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, $1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. jy30

16 MARE PONIES—BROKE TO RIDE. ALL for $960. Trucking 25¢ per mile, one way. No time for letter writing, this is bargain day. Call now, Day 7742, Night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. jy30

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Dasaro, 2300 South Michigan, Chicago 16, Ill. jy30

Copyrighted material
www.americanradiohistory.com

ORDER—COMPARE
BE CONVINCED!
QUALITY & PRICE!
30" CLOTH ★ DOLL ★
Cuddly cloth stuffed body. Washable face. Bright percale dress. Yellow Yarn Curls $21.00 Dz.

42" PINOCCHIO DANCING DOLL
Elastic attached to feet, plastic face, printed cloth, cotton stuffed, plio bag. $21.00 Dz.

21"x16" FRENCH POODLE
Rayon Plush. Assorted Colors. Cotton stuffed. Long chain ..... $21.00 doz.
Minimum Order: 1 Dozen Assorted

FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

Attention JOBBERS
Press To Write and Again To Retract
No Clip Mechanism
New! "FULLY" AUTOMATIC Retractable BALL PEN
$24.00 Gross
#R10 8 Colors. Sample Doz. $2.50
DIRECT from MFR.
New! LIQUID LEAD PENCIL
Erases in Seconds
8 Attractive Colors. Sample Doz. $2.00.
$17.28 gross
MODERN PEN MFG. CO., INC.
395 Broadway New York 13, N. Y.
CAnal 6-8016

$50 DAILY EASY
NEEDLE BOOKS with needle threaders, 2 numbers, containing 100 and 70 needles. Fast 25¢ seller. $1.00 value. GROSS COMPLETE $9.00 ..... $7.20
SCATTER PINS. The better kind, set to a box. Really beautiful. DOZEN BOXES 2.75
HIT CAMERA. Original, miniature candid type. It's a bargain. Retails $2.95. Sample 90¢. Gross $100.80. DOZEN 9.60
FILM for Hit Cameras. 12 rolls, 120 exposures ..... .95
SEND PAYMENT FOB NEW YORK.
MILLS SALES CO
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

FABULOUS SEASONAL VALUES!
5-FOOT BEACH UMBRELLA, rainproof ....$39.00 Doz. $3.50 Ea.
Pocket Grooming Kit. Nail Clippers, file, tweezer, comb. In plastic case. Carded. $36.00 Gr. $3.50 Doz.
Bean Bag Ashtray, chrome. Colorful plaid bottoms ..... $36.00 Gr. $3.50 Doz.
Sun Glasses, Men's and Ladies', in plastic case ..$36.00 Gr. $3.50 Doz.
5½" Hummel-Type Figurine ..... $27.00 Gr. $2.50 Doz.
Include Postage.
BURKE INDUSTRIES
Dept. B
10 West 27th St., New York, N. Y.

By "Crockett" You'll Hit the Jackpot with the New Sensational
DAVY CROCKETT MAP
Illustrated in fine colors and printed on heavy bond paper, 11"x17". Map will depict, in chronological order, Davy Crockett's adventures until his death at the Alamo. On this copyrighted map you will find the outstanding episodes of his life, the frontier days of the Indian era and many others.
Today's most wanted item by children and adults alike.
$1.20 per dozen
Lots of 10,000 to 100,000, 6½¢ ea.
Lots of 100,000 to 500,000, 4½¢ ea.
Samples 25¢.
Sorry, no C.O.D.'s.
Rush check or money order for prompt delivery.
JAY SALES 7057 N. Glenwood Ave. Chicago 26, Illinois

BIG FREE CATALOG

• Jewelry, Watches, Housewares Appliances & 1001 Name Brand items.
• Space on Cover for Own Imprint.
• Sell the Nationally Advertised Brands which Are Pre-Sold for You!
HARRY COHON & SONS, INC.
1065 Utica Ave., Brooklyn 3, N. Y.
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

very conceivable kind of
QUIPMENT, SUPPLIES AND SERVICES
as been sold in The Billboard.
What Do You Have To Sell?
Write BOX 666
2160 Patterson St. Cincinnati, Ohio

LOCATIONS WANTED

WANTED — RODEO FOR HIGHLAND County Fair, Monterey, Virginia, August 31 or September 1, or both. H. H. Terry, Monterey, Va. jy30

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading. Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. au6

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. au6

MISCELLANEOUS

BAND ORGAN, CALLIOPE, HAMMOND, Records. 6 for $5; Steam Calliope $1.50; Lp. $4. Carnival Record Co., 903 N. 7th St., Springfield, Ill. jy16

MEXICAN JUMPING BEANS OF THE NEW crop 1955. Send your order to Joaquin Hernandez, Exporter, Alamos, Sonora, Mexico. jy23

M. P. FILMS & ACCESSORIES

16MM. 5000 SOUND REELS, NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION MUSICIANS—20% DISCOUNT on name brand Reeds, Strings, Accessories, Instruction Books. Hervath Specialties, 1525 N. Frontier, Chicago, Ill.

EIGHT MUSICAL SKILLETS—COW OR Sheep Bells, ten dollars. Fifteen sticks Musical Stovewood, Sound Box and Mallets, twenty dollars. Fifteen Chromatic Cowbells, twenty-five dollars. Ten Diatonic Cowbells, twelve dollars. C. Runyon, Newcastle, Tex.

PERSONAL

F. BAM MORRISON, WANTED. Mr. MORrison, please contact A. E. Gibson, chairman "Sucker Day," Box 481, Wetumka, Okla.

HOW CAN I FIND OUT? YOU CAN, ANY person, problem anywhere in the United States. Anyone owe you money? We collect or no charge. Confidential, 212 Pacific Bldg. Miami, Fla.

LETTERS REMAILED, 25¢ CASH IN WASHington, D. C. Monthly rates. Write Patchen, P.O. Box 1420, Washington 13, D. C.

MIAMI, HUGE SUNDAY CLASSIFIED, $1. City map, $1. 6 Miami postcards, $1. Receiving, forwarding mail, monthly, $2. Personal or business information, $2. Remails, 25¢; 6 for $1. Mail Service, Box 36, Edison Center, Miami, Fla. jy23

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS IN HIGHLY ATtractive colors. Large Stock, quick service. Free illustrated circular. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. jy23

!SENSATIONAL PROFITS!

No. 185 Full of Life! Fire! Brilliancy
$3.50 doz.
Gold finish. White brilliant center. Red or Green sides.
$39.00 gross
No. 877 A Real Money Maker
$2.75 Dz.
$27.00 Gr.

No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.
PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

BRONZE WESTERN SADDLE HORSES
Height and Dozen Price:
10½" $16.80
4½" $3.60
25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.
COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

BRAND-NEW WATCHES
★ Water & Shock-Resistant
★ Swiss Movement
★ Sweep Second
★ Luminous Dial
★ Stainless Steel Back
GUARANTEED 1 YEAR
STAINLESS STEEL EXPANSION BAND
Minimum Order Half-Dozen, $5.75 Each. For Sample Add 75¢. Terms: 20% Deposit, Balance C.O.D.
STATE BUSINESS, PLEASE
Complete Line of Low-Priced Watches.
GLOBE TRADING CO.
424 S. Broadway, Los Angeles 13, Calif. Room 403 Phone: Michigan 3511

PRINTING

ALWAYS FASTEST SERVICE—QUALITY Posters. Three colors, 14x22 Window Cards, $8 hundred; larger, 17x26 size, $12.50 hundred. Cards for all purposes, auto and motorcycle races, fairs, carnivals, dances, home shows. Also cardboard Bumper Signs. Tribune Press, Dept. S-55, Earl Park, Ind. jy30

NEARGRAVURE EMBOSSO LETTERheads! Sparkling! Dynamic! Special engravings, golds and colors, for midways, circuses, orchestras, magicians, concessions. Samples, dime. Solliday's Colorprint, Knox, Ind. jy16

STICKON AUTO BUMPERETTES—DAYglow colors, 4x15 inches, printed to your copy, $13 hundred, postpaid. Tribune Press, Earl Park, Ind. jy30

200 8½x11 LETTERHEADS, 200 6¾ Envelopes, both for $3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. jy23

1,000 EMBOSSED BUSINESS CARDS, $2.95 postpaid. Maximum six lines. 2,000 Shipping Labels, $3.75 postpaid. John Peper, Box 822, Chattanooga, Tenn.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS. 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D-81, Chicago 32, Ill.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, $25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. au20

REAL TATTOO MACHINES — NEW DEsigns; outfits $19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. se24

TATTOO ARTIST WANTED—ONE WHO doesn't booze and can stand prosperity. Best location in Southwest. Playmart, 1111 Main St., Fort Worth, Tex.

WANTED TO BUY

AUTOMATIC CARD PRINTING PRESS—Hand crank operated. "Chicago" or "Wait" make. Write Box C-248, c/o Billboard, Cincinnati 22, O. jy23

USED KIDDIE HAND CAR RIDE FOR permanent location. Must be in good condition. Noble Park Funland, Route 7, Paducah, Ky.

WANTED—2 GOOD USED DIRECT POSItive Street Cameras. Any make, size 2½x3½ in. Quick cash if low priced. Paul Wisner, 3306 Dix Ave., Overland, Mo. jy30

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

ATTENTION: VENDOR SALESMEN ONLY! Electric hot dog machines are your best bet for steady quantity sales to new operators. Cooks sandwiches in 90 seconds. Locations want it on sight. You sell routes to operators. Not coin operated. Write, stating selling experience. Box C-501, Billboard, 188 W. Randolph St., Chicago, Ill. jy23-ch

HONKY TONK PIANIST OR ORGANIST—Boy or girl, play dance music sing and entertain. Salary $60 to $75 week. Box 117, Byesville, O. jy16

MECHANIC—FOR TRAVELING ARCADE. Must understand all types of amusement machines. Salary, what you can deliver. Drunks and floaters not wanted. Box C-252, c/o Billboard, Cincinnati 22, O. jy30

PIANIST—MALE OR FEMALE. EXPERIenced, reliable, neat appearing. Steady trio work. Top salary. Donna Dea Trio, Denny's Bar, Sheboygan, Wis.

PIANO MAN FOR MID-WEST TRAVELING orchestra. Sleeper bus. Steady pay fifty weeks a year. Need man about July 18th. Little John Beecher, 1611 City Nat'l Bank Bldg., Omaha, Neb. jy23

TENOR-CLARY SAX — VOCALIST PREferred. Read and cut shows. Steady locations only. Commercial combo, no jazz. State all. Box #C-251, c/o The Billboard, Cincinnati 22, O.

WANTED HAMMOND ORGANIST. PAY union scale, but not union. Will consider inexperienced if good musical background. Man preferred. Immediate opening. Roller Rondo, Indianapolis, Ind. Phone BElmont 9898. jy23

WANTED—BASS HORN MEN FOR POLKA band immediately; steady work. Write or wire Viking Accordion Band, 214 North 2d Ave. W., Albert Lea, Minn.

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

BANDS & ORCHESTRAS

THREE OR FOUR PIECE COMBO, AVAILable now, would like mountain or seashore resort anywhere. Versatile instrumental combo. Suitable for dance, dinner music. Violin solo floor work. Experience in all branches of music business. Contact (The Musical Cleffs) c/o Phil Munafo, 2615 N. Fla., Lakeland, Fla. Mutual 24-582. jy16

CIRCUS & CARNIVAL

REAL FLAGEOLET PLAYER FOR BALLY. Scientific bag puncher. Nick, Gen. Del., Bridgeport, Conn.

MISCELLANEOUS

BALLROOM DANCER — MIDDLE AGED, wants male dancing partner for Roseland and Harvest Moon Ball contests. Mary Cro, LO 3-4113 after 7 p.m., N. Y.

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

MAGIC—10 MINUTE ACT, TO 2 HOUR show. Now available, will travel. Phone Rollin's, Altoona, Pa., 2-0274. jy23

MAN AND WIFE DESIRE ROLLER RINK connection. 20 years' experience as rink owners, managers and professionals. Available short notice. Box C-253, c/o Billboard, Cincinnati 22, Ohio. jy23

MUSICIANS

A-1 ORGANIST FOR LOUNGE, HOTEL, restaurant, club, rink. Reasonable. Organist, 308 W. 49th, c/o Siems, New York, N. Y. jy16

A-1 STRING BASS PLAYER—TOPS. DOUble half dozen instruments, including violin. No junk. Read, fake and play any type of music. Union, sober and reliable. Available now. Fine appearance. Contact Phil Monfort, 2615 N. Florida Ave., Lakeland, Fla. Phone 24-582. jy23

ALTO, TENOR, CLARINET — EXPERIenced tone, read well. Available immediately. Will travel. Sober, reliable. Gerald B. Cheek, 2111 Gentry, North Kansas City, Mo., Phone Norclay 4106. jy16

AVAILABLE — ORGAN STYLIST, CONcert and popular music. Send for brochure. Art Bell, Rt. 1, Venetian Gardens, Box 59, Fox River Grove, Ill. jy23

DRUMMER—29, SOBER, RESPONSIBLE, shows, commercial, jazz. Local 10 card. S. Falls, 411 South Wabash, Chicago, Ill. jy16

EXPERIENCED DRUMMER—JOIN IMMEDIately; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. jy23

GUITARIST — MALE, 35, SING, AMP. Central or Florida; hotel, resort. Pictures on request. Union. Guitarist, 4940A Odell, St. Louis, Mo. PR 3-3040.

HAMMOND ORGAN-PIANO DUO — TWO young men, experienced, cocktail lounge, fairs, hotels. 10 month hotel engagement, New York, July 2. Organist has own organ. Go anywhere. Ray Mullin Presentations, 98 Broad St., Pawtucket, Rhode Island. Sole representatives. Write or wire for details. jy16

PIANO PLAYER — FOR REP., MED., dance, western, country, popular or honkytonk. Double stage, name best. Cody Thomas, 254 S. Avely, Los Angeles 31, Calif. jy16

SINGER—LYRIC TENOR VOICE, 32. EXperienced on minstrel and other shows. Seeks theatrical, radio or television job. Mr. Leonard G. Zanca, 1620 Mermaid Ave., Coney Island 24, N. Y. jy23

TRUMPET MAN—UNION, AGE 20, SOBER, experienced, travel anywhere. Desire commercial band. Frank Osborn, Chester Lever Rd., Jackson, Tenn. Phone 7-3889.

TRUMPET MAN—UNION. PREFER SECtion work, no lead. Experienced on commercial bands. Art Athey, R. D. #3, Madisonville, Ky. Phone 2000.

TRUMPET PLAYER DESIRES WORK WITH combo or large band, preferably in the South on a location job, 22 years old, reads well and fine at faking. Experience with different territory bands and combos. For additional information contact Tommy Senter, West Commerce Street, Aberdeen, Miss. Phone 345.

TRUMPET — WIDE EXPERIENCE; READ, fake. Will travel. Sober and reliable. Rex Perrin, Box C-250, c/o The Billboard, Cincinnati 22, O.

TRUMPETER, DOUBLING PERCUSSION, wishes to locate. Will give services to concert band that can find me employment. Union and married. William F. Brooks, 322 W. Magnolia St., Lakeland, Fla.

VIBIST DOUBLES BLOCK PIANO—BASS, drums, light vocals. Read, arrange. Small combo, much trio experience. Car and will travel. 802. Bill Youngs, 157 East 81st St., New York 28, N. Y. RH-4-6123. jy23

4-PIECE ORCHESTRA AND COMPLETE vaudeville show available after July 4. Fairs, celebrations, clubs. Modern, old time, country music, specialties and novelty acts. 1 to 2 hour show. Don Null, 2015 West 18th, Sioux Falls, S. D. Phone 8-2511. jy30

PARKS & FAIRS

AVAILABLE FOR PARKS AND FAIRS, Celebrations, one of Canada's most sensational sway pole acts; performed one hundred feet in the air. Would prefer southern dates. James Shannon, Box 463, Fredericton, N. B., Canada. au27

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au6

BEARS, PONIES, MONKEYS, DOGS, ACRObats, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

FEARLESS STARS — AMAZING HIGH trapeze act. Available, parks and fairs, celebrations and carnivals. Contact Jerry D. Martin, c/o The Billboard, Cincinnati 22, O. se10

FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EAstbrook 3312.

SPORTSMAN'S EXPOSITION, NEWBURY, Mass., July 28-31. Will rent concession and amusement space. For particulars write Dick Walsh, Newbury, Mass.

TOMMY THE HUMAN DOG PLAYS piano, clown. Novelty dog act, indoor, outdoor, any kind. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

7 POUNDS OF RUBBER FREE!

This beautifully colored sample personalized door mat puts you in business. You send just $1 for postage and handling!
Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors.
Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.
MITCHELL CUSTOM MADE RUBBER MATS
You pocket all the cash
You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for wedding, birthdays, showers and parties. It increased my sales by 20%."
Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.
MITCHELL RUBBER PRODUCTS, INC.
Att'n: Mr. Raymond Mitchell
2120 San Fernando Rd., Dept. 33
Los Angeles 65, California
☐ Please send me the money-making facts about your Rubber Mat exclusive territory offer.
☐ Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing $1 to cover postage and handling.
MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED
Name .....
Address .....
City ..... Zone.... State.....

Pittsburg Master Painters Products
Formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; $1.35 per gallon in ten-carton lots or more. Less than 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 6 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 3½" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—$1.15 per set.
25% deposit with order, balance C.O.D., F.O.B. Chicago.
COOK BROS. 916 S. Halsted Chicago, Ill.

LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

Dealer's Cost . . . $12.00 DOZ.
List . . . $1.95 ea.
Actually shoots blanks with terrific report . . . sells on sight with a bang!
DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog.
G & S Mfg. Co.
Dept. B, 504-506 Deaderick
NASHVILLE, TENNESSEE

Copyrighted material
www.americanradiohistory.com

Sell more with CEL-MAX Sensations!

The Complete Deal

Smart Sample Case is included FREE with sample assortment.

$12.95

Here's the set-up that puts you in business for terrific profits!! Two 4-pc. boxed sets, four gorgeous 3-pc. costume sets, assorted scatter pins, smartly boxed, high style earrings, carded for easy display. . . . ALL included in a handsome luggage style Sample Case. . . . THE COMPLETE DEAL for only $12.95! You re-order from samples to keep business booming!! Money-back guarantee!

Gold Plated—Boxed
Costume Jewelry
$9.60 DOZ.
12 gorgeous styles. Hand set sparkling stones. Send $1.00 for sample.

6-Pc. WATCH SET
$5.19 SET

Swiss Watch — sweep second hand — expansion band! Matching Cuff Links—Tie Clasp—Money Clip and Key Holder . . . EVERYTHING $5.19 (Sample $6.19). Other sensational bargains every two weeks in the CEL-MAX BARGAINTEER! Get on the list—it's FREE! Orders 20% Cash, Balance C.O.D.

CEL-MAX, INC. IMPORTERS EXPORTERS DISTRIBUTORS
582 So. Main St. (Dept. 10), Memphis, Tenn.

Levins' Catalog Ready
Write Today for Catalog 354CC
Listing Novelties—Slum—Bingo Goods

#5 Dart Balloons, Long Necks, 10 gr. for	$ 6.50
Ball Rack Baseballs. Doz.	2.40
Oak's Sag Balloons, Stretched, All Sizes	
NA10SAG Nobbies & Spirals. Gr..	6.75
#8120 Worker for NA10. Ea...	.55
30 in. Panda, Black & White. Doz.	30.00
30 in. Asst. Color Bears Doz...	30.00
#802 15 in. Asst. Color Bears. Doz.	15.00
Straw Cap with Visor, Asst. Colors. Doz.	4.80
#208 White Straw Cowboy Hat. Doz.	4.50
#4248 7½ in. Weighted Dart, Red and Black. Doz.	.60
#1041 12 in. Fur Monkey. Doz.	2.50
#126VG 6½ in. Metal Gold Horse. Doz.	10.00
#25A908 Love Thermometer, Box of 6 doz. for	2.00

F.O.B. Terre Haute—Postage Extra
Send 25% Deposit With C.O.D. Orders

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

Costume Jewelry Manufacturer
Men's 3-Stone Rhinestone Rings in Display Tray ...$2.75 Doz. Asst.
Men's Onyx and Cameo Rings in Display Tray ....$2.75 Doz. Asst.
Ladies' Adjustable Rhinestone and Jewelled Rings in Display Tray .....$2.75 Doz. Asst.
ALSO full line of Earrings, Scatter Pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, Idents, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.
CATALOG FREE CATALOG WRITE TODAY!
25% dep. on all C.O.D.'s.
PACKARD JEWELRY CO.
48 West 25th St., N. Y. C.

NEW! RED GREEN YELLOW BLUE
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

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Osborne, Mrs. Anna, 60c

Roach, John W. (2 License Plates, 20c

Alciedo, Mrs. Edna E.
Alderman, Mrs. Ralph
Allen, Dirie
Allen, L. T & Mrs.
Allen, Roy & Mrs.
Allen, Tex
Allison, Marietta
Anaya, Mrs. Edna L.
Anderson, Monkey Doc (White)
Annin, Ralph J.
Anthony, Mr. Pat (Lion Trainer)
Bagwell, Margaret Ann
Archer, Horace Lewis
Bailey, Dave
Bennett, Amelia
Bennett, Joe & Bea
Bergman, Leo H.
Berkowitz, Irving
Bernard, Vivian
Bishop, Jack R.
Bistany, Leo
Black, Mary (Holly)
Blasingame, Wm. T.
Bluesteen, M.
Boaz, H. "Sand"
Bona, Mrs. Raymond
Boykin, Kenneth
Brady, I. P
Bragg, Miss Mickey
Brajdic, Rudolph
Brant, Debbie
Braswell, Walter
Brill, Beth
Brooks, Mrs. Maude (Brook's Stock Co.)
Brown, Carlton (Bus) & Mrs.
Brown, Red
Browning, J. J.
Bryer, Mae
Brundell, E. W.
Burgen, Charlie
Burkstein, Carl
Burridge, Frank (Half)
Burton, Howard (Red)
Butter, Don
Caler, Whitey
Campbell, Mrs. Scharlene
Campi, John
Cardoza, Don J.
Cardwell, Heavy
Carson, Sam
Carter, Burt
Casey, James P
Cawley, Raymond
Chaille, James
Chalmers, Edward R.
Chase, Glen's Daughter of the
Clayton, Duke
Cheek, Ben
Cleman, Mr. Timmy (or Kleman)
Collins, Floyd Lee
Cook, Tommy & Mrs.
Cooper, John Calvin
Cooper, Nelson
Cousins, John
Cowan, Bill
Cox, O. C.
Craden, Sam & Mrs.
Crawford, Frank
Crosby, Wm. Cohen
Crow, Ned A.
Cunningham, C. O.
Curtis, Harold H.
Curtis, Richard
Cutsinger, "Curley"
D'Hooghe, Mrs. Mary E
Dale, Doris
Darlington, Cyrus
Darrow, Leon (Trumpet)
Davenport, Ben (Merchant's Free Circus)
Davidson, J. E.
Davies, Rodger
Davis, Mr. & Mrs. Earl
Davis, Eddie
Davis, V. A.
De Barragan, Eloisa D.
De Bold, Eddie
Decker, Harry
Denike, Mrs. Audrey
De Wald, Red
DiCinto, Florence
Dickerson, Joe
DiCorte, David
Dittenheimer, Mrs. Gerald
Dixon, Clarence & Wanda
Dove, Lyndell L.
Drake, Robt. B.
Drew, H.
Drewa, Madolon
Duffy, Roy
DuFour (Tv) Roger A.
Duggan, Dub
Dugan, Enoch
Duitch, Ralph E.
Dunn, Jeff & Beatty
Dunlap, Bill
Eichman, Pete
Elliott, Ralph S.
Emerling, Joe Tracy
Eule, Mrs. Helen
Evans, Dan
Evans, Mrs. Lena
Evans, Steve
Evin, W. E.
Farmer, Jimmy (Victory Show)
Feller, Whitey
Ferguson, Nolan F.
Ferrard, Arko
Ferrell, Mr. Pat
Finnerty, Patrick J.
Fisher, E. L.
Fisher, George
Fitzgerald, Al
Fleming, David
Flynn, Vincent M.
Forkum, Charlie Tex
Fortner, Cecil
Fox, A. J.
Franzel, M. E.
Frazier, James O.
Frazier, Raymond
French, Louise & Ottis
Fullerton, Dewey
Gallagher, Russell
Gantt, James D.
Garseon, Miss Bobby
Gattis, Glendon R.
Geiger, Mrs. Norma
Gibson, Mrs. Clifford
Gibson, Glenn G. & Wanda
Gibson, Oscar
Gilbert, Jack
Girouard, Anthony J.
Glosser, Ben & Mrs.
Gnagi, Howard & Martha
Goff, Johnnie (Candy Apples)
Goldsberry, Robert Nelson
Goodrich, Alma Jean
Gregory Jr., Harry
Green, Clarence E. & Mrs.
Grubb, M. E.
Gurley, Mrs. Johnnie
Gutherman, Eddie
Haghart, Bill
Hall, Marie
Hanlein, Evelyn
Haraway, Gerald Dean
Harris, Walter C.
Harrison, Mrs. Vera
Hart, Lewie
Hatcher, James
Hattfield, J. F.
Heinkle, John (Whitey)
Henderson, Warren
Herman, Howard M.
Hightower, H. I.
Hill, J. E.
Hillman, Bad Eye
Hinchliffe, Mrs. J.
Hinkle, Milt
Hoffman, John N.
Hoffman, Louis "Peazy" & Mrs.
Hoffman, Ruth G
Holden, Edward J.
Holland, E. C.
Hood, Drexel
Housner, Sam
Hubbard, Mrs. Betty
Huff, Marshall
Hughs, Robt.
Hunt, Al (Whitie)
Hunter, Miss Babe
Hunter, Mary Frances (Tucker)
Jackson, Mrs. Cathèrine
Jakubowski, Edw. E.
James, Bobby
James, Miss Terry
Jenkins, Alberta
Johnson, Mike & Mary
Johnson, Pete & N.
Jones, Harry E. & Swanee (Concessions)
Kaplan, Sam
Kelly, Tom
Kelley, Bubs
Kemp, Bobby
King, David
King, R. C.
Kiser, G. B. Jeff
Kleider, Paul A.
Knapp, Eddie
Knirk, John B.
LaBerta, Otis
LaDoux, Jay & Mrs.
LeLong, Lee R.
Lake, Floyd & Geo.
Lallor, Germaine
Landers, (Pete) Mark
Lane, Tommy
Langley, Walter (From Knoxville)
Laughner, Howard
Lee, Jack (Candy Man)
Lee, S. O.
Lewellyan, John
Lightsey, Mark
Lipsky, Morris
Lock, Bobie
Longinette Jr., Jess
Lowery, Mrs. Grace (Motor Drome)
Lowery, Jos. W.
MacGinnes, Mac & Mrs.
McAllister, Tate
McCarthy, Mr. Pat
McDaniel, James
McGinnis, Mrs. Kathrine
McHugh, Mrs. Betty V.
McIntyre, Bill
McKinney, Mrs. Ida May
McLaughlin, Wm. & Mrs.
McOwen, William
McRorie, A. L. Sykes
Mack, Mrs. Robt.
Malman, M.
Marks, Joseph
Marsh, Mrs. J.
Matter, Junior
Maynard, Everett
Mikloiche, Joseph
Milan, Alan V
Millen, John
Miller, Bernard George
Miller, Danny
Miller, Mrs. Don
Miller, Ralph A.
Millison, George Dallas
Mitchell, Jimmie G.
Moore, Mabel V.
Moores, Helen M.
Morgan, Cherie & (Doc) Charlie
Munn, Howard
Munroe, W. P.
Murphy, Bob
Murray, Tom
Niday, Doc
Nims Jr., Jos.
Noble, Forrest V.
Nubson, Ted
Nurney, B. S.
Null, Blackie
O'Brien, James
O'Brien, Thos. J.
Orchard, Willard
Osborne, J. L.
Osinski, Anthony
Owens, Buddy & Maudine
Owens, Red
Page, Jay
Pagel, Wm. C.
Pannebaker, George D.
Pannebaker, Mrs. G. D.
Pannebaker, Paul E.
Parshall, Mrs. Henrietta
Patton, Arnold
Penny, Ralph Edw.
Petty, Luke
Phillips, J. D.
Philmore, Philip
Piercy, Howard W.
Plase, Earl E.
Ponciano, Lola
Porter, Mrs. Florence
Porter, J. W.
Prado, Joe
Prevo, Frank
Price, Mrs. Alonzo (Gypsy Violinist)
Price, Harry
Prokop, Edw. Jos.
Prozer, Sam
Prusick, Chester J.
Ragan, Mary E.
Ranko, Sam
Raudenbush, Walter
Ray, Yoggie (Tattooer)
Red Cloud, Chief
Reece, L. P.
Regan, Madeline
Renton, Al (Renton's Concessions)
Renfro, Jack
Reynolds, Moses L.
Rhodes, William Richard
Rice, Ruth
Richard, Earl
Richards, Mrs. Pat
Rigdon, Clinton C.
Riggibs, Big Six
Rigsby, Douglas
Ringens, PeeJay & Mrs.
Ritchey, L. G.
Roach, John Wm.
Roach, Richard & Mrs.
Roberts, Nelson J.
Robertson, Wilborn S.
Rochman, Albert
Rogers, Ruby
Rosenfield, Sol
Ross, Jack
Ross, Nellie Mae
Rossi, Pater
Royal, Danie
Rue, Dotty
Rumbell, Red
Say, Edward
Scatton, Sammy (or Scanton)
Schaeffer, Chas. R.
Schaffer, Waldon
Scheible, Mrs. Eleanor
Schracka, Chas.
Schuch, Clarence John
Schue, Norman
Schuller, J.
Scott, Mrs. Elaine
Seifer, H. L.
Sealo
Shafer, Floyd
Shaffer, W. M.
Shelton, Marvin (Slim)
Shields, Wilmet (important)
Sickles, Bob
Sigon, Pee Wee
Simmons, Mrs. Lola
Skidmore Jr., F. O.
Slaughter, Kenneth
Soller, Stanley
Sordelet Sr., Henry
Spears, Mrs. Eleanor
Spier, Mrs. C. S.
Spitezer, Harry
Stacey, Bill
Stafford, Barabra Sue
Starbuck, H. G. or Lucille
Staton, J. M. & Mrs.
Stelzer, Mrs. J. C.
Stevenson, Louie E.
Stokes, Morris G.
Stout, L. (Shorty)
Striegel, Charles
Sturdivant, A. O.
Sullivan, Edw.
Taylor Bros.
Taylor, Geo. & Mrs.
Taylor, Robert J. (Buddy)
Taylor, Wm. (Lanky)
Temple, Johnny
Thomas, K. B.
Thomason, G. D. (Geo.)
Tilner, Harry
Todd, Dr. Donald
Todd, James H.
Todd, John W.
Tolley, Clifford
Towns, Paul
Townsen, Cal
Tropiano, Arthur G. (Lucky)
Umberger, Jos. Strong ncie Joes Amuse Co
Vandergrift, W. E.
Van Rossum, J. H. & Lois
Von Hagel, R. M.
Wade, Roscoe T.
Wages, Jimmy
Walden, Wm. D.
Walker, Mrs. Jack
Waller, Samuel
Wantz, Gerald
Warren, Mrs. Sylvia
Weaver, James H.
Weintraub, Mrs. Hazel
Wells, Hezekiah
Wells, Teddy
Wendell, Max Gordon
West, Chas. (Bud)
West, Paul
Westbrooks, C. A. & Mrs.
Western, Jim
Westfall, W. C.
Wheelock, Ray C.
Whitaker, Mrs. Betty D.
White, Al
White, Wayne
Whitmire, Toby
Wilkerson, Mildred
Williams, Miss Frances
Willis, James S.
Wilson, Ted (Daddy)
Wilson, Shan
Wire, Carl
Wolf, Slim (Donkey Baseball Operator)
Wolfe, T. A. (Tom)
Woods, John
Wurster, Arthur Edw
Yaznac, Mrs. Minnie
Yazvacs, Jack & Mrs.
Young, Edw. L.
Raina, Miss
Ramp, Bobby
Rays Sign Shop
Raymond, Emma
Reagan, Eddie
Read, Betty
Richards, Nellie
Ruse, Carol
Rodinguez, M.
Rosenfeld, I.
Roys, Willima
Rowe, Freddie
Rothifeld, George
Say, Edward
Sauber, M. H.
Sartin, J. P.
Secon, Paul
Schwarz, Albert
Schwartz, Laura
Seetton, Van R.
Shepherd, Marie
Sheaffers, James
Shaw, Joe
Sheldon, Stefi
Shelby, Paul
Siegel, Louis
Silverman, L.
Snyder, Thomas
Spector, H. C.
Strom, E. C.
Stoll, Hank
Suggs, Leo
Thompson, Willima
Thompson, Larry
Topps, Roy
Valdo, P.
Valasco, Lolita
Vanness, Thomas
Van Aken, Alexander
Vintaloro, Michael
Wallace, Ira
Walter, Lucky
Weaver, Claude
Weatherman, Jack
Whalen, Toma
Wiekman, Jim
Williams, V. G.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Baldwin, Harry
Barry, Kena
Benesch, Frank
Burnes, James
Cose, C. V.
Cutsinger, Curley
Dude, Fritz
Cry, Dianne
Hinkston, Charles
Karno, B.
Kirkland, Jimmy
Norman, Jack
Potter, Henry P.
Shaphran, Frank
Smith, Sunny
Walsh, Earl
Wenzel, Frederick
White, Frank
Wildey, Russ

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Adams, Mrs. W. J.
Allen, Terry
Armstrong, Matt
Arnold, Billy Ray
Baer, John (Dutch)
Balch, Matt
Barnes, Lowell E.
Bibbs, J. B. Omer
Boone, Sam
Borror, W. L.
Boudreau, Adrian A.
Boudreau, Mrs. Gil
Boudreau, Pete
Boyd, Kathy
Brown, Royal T.
Bungardner, Mrs. Lee
Burge, Lloyd
Burns, W. J.
Cagle, J. L.
Canipe, Walter
Carl, Robert E.
Carpenter, Keith
Cash, John
Chaney, Charles
Chidester, Wm. J.
Chisholm, Dave
Collier Jr., Lester N.
Collum, Frank (Corky)
Cook, James E.
Cooke, James
Cooper, Russell L.
Corry, Harry
Clark, V. S. (Jack)
Crew, Thomas Hamilton (Bama)
Crowe, Mrs. W. J.
Crumley, R. M.
Daniels, Eddie
Davis, Ken
Deal, James E.
Demetro, Steve
D. & H. Catering Co.
Dillon, Leonard L.
Dion, Theodore R.
Dixon, Mrs. Ora
Dodson, Troy Leon
Drake, Joe
Duffy, Roy T.
Duncan, Mr. & Mrs. Leonard
Dunlap, Pete
Eagle, Chief Ed
Eddington, Cecil
Edson, Brad John
Edwards, J. D.
Evans, Mrs. Thelma M.
Felix, Mrs. Andrea
Fisers, Karles
Foss, John D.
Fraker, Russell
Fulton, James
Fultz, Charles
Galvan, Robert
Gerard, Fred
Gibson, Clifford
Good, Buyrl T.
Goodman, Mrs. Helen Louise
Greene, Don S.
Guthrie, L. E.
Hall, Mrs. Ed
Hammond, Roy
Hampton, Dudley
Handler, William
Harnett, Beverley
Harrell, David
Harris, Edgar John
Harrison, James E.
Harvey, Henry F.
Hasbrouck, Ray E.
Hightower, Don
Hightower, H. D.
Hilderbrand, Roy
Hudson, DeWitt
Hudson, William
Hunt, Mr. & Mrs. Arthur E.
Hunter, Roy
Jacobi, Carl M.
Jacobs, Terrell
Jennings, Harold
Johnson, J. J.
Jordan, Dick
Kahle Jr., Mrs. Charles
Kelly, Catherine
Kerney, Mrs. Mary
Kirkbride, Francis Dale
Kirkland, Dan
Koepsell, Erna
Korman, Carroll
Krager, Walter
Lane, Charles
Lauther, William
Lee, Troy H.
Lewis Shows, Ted
Liles, E. Paul
Lipe, William B.
Longamore, Floyd
Lynch, Mack
McCarthy, C. P.
McDugald, R. R.
McEacheon, Johnnie
McMillan, R. J.
Marion, Robert B.
Martin, Larry
Mayberry, Wayne
Melbye, Viggo
Merritt, Freda C.
Miller, Adella
Miller, Cole B.
Minser, C. Clyde
Mofield, Mr. & Mrs. James
Moore, Raymond C.
Morgan, Katherine S.
Morgan, T. Lance
Morgan, Lorne
Morrison, F. Bam
Mrazek, Frank
Nelson, H. E.
Nelson, Jackie
Nix, Jeff & Jean
Peyton, Miss Pat
Phillips, Mrs. Evelyn
Pierce, Mr. & Mrs. Carl E.
Pierce, Mr. & Mrs. Charles L.
Pierce, Vivian M.
Ponciano, Lola
Qualls, Mrs. Veotta E.
Raiche, Rosalie
Raymond, Mr. & Mrs. Charles
Reed, Johnnie (Red)
Rendell, Miss Jo Ann
Richards, J. T.
Ridings, Mrs. W. T. Pat
Roberts, Jimmie
Robinson, Ralph
Robinson, Robert C.
Rose, James K. or Irene G.
Rowe, Jack
Ruscitto, Emil B.
Salerno, Mike
Schotzell, John
Settles, Wilton B.
Silcox, Joe
Simms, Freddie
Sinderson, Mrs. Henrietta
Slitzer, Robert
Smith, Henry Norman
Smith, Jim & Evelyn
Spinks, Bethel
Stanley, George
Starnes, L. M.
Sterner, E. E.
Stoddard Jr., Jack C.
Stokes, Mr.
Swan, Mr. & Mrs. Walter
Thompson, Bill & Dorothy
Tilley, Anna
Turner, William Edward
Veator, Mrs. Caryl
Vonne, Robert
Wales, H. E.
Waltrip, Robert G.
Ward, Dennis R.
Waters, J. A.
Watson, Mrs. Frederick
Wells, Tom
Whalen, Robert
Whitehead, Earl
Wickham, Earle
Widaman, Ed
Wilder, Hugh Leroy
Willette, Mr. & Mrs. B. H.
Williams, Don
Williams, O. C.
Williams, Richard L.
Wilson, Dutch
Wilson, Ernest
Wilson, Harvey
Zolin, John Albert

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Anderson, Lucille
Bachein, Al
Baker, Al
Baker, Robert
Beattie, Robert
Bishop, R. J.
Bodry, Ralph
Bonario, Abe
Boyer, Jack
Brandow, Jerry
Brent, Tommy
Caldwell, Willie
Cathalas, Charlie
Casey, Jean
Charnoff, Irving
Clair, N.
Cook, Frank
Cotton, Q. T.
Crawford, John A.
Dana, Eleanor
Dawn, Connie
Decker, Chickie, Lee
Dell, Danny
Dield, Wm.
Dolley, William
Earle, Beatrice
Eddington, Charles
Feinstein, S. S.
Farnum, Nat
Farkens, Marty
Finck, Jack
Fleischman, Manny
Flynn, Thomas
Fowler, Henry
French, Valerie
Fullenton, Dewey
Garcia, J. C.
Garey, Peter
Gerasi, Rosita
Getelbaum, Rose
Gilbert, S.
Goulde, Murray
Hale, Zackes
Harley, Cornelius
Harris Jr., Marion
Heath, Harold
Hebers, Fred
Herman, Pinky
Horne, Dave
Hymas, Barry
Ingram, Virginia
Jacobs, Terrell
Jackson, Rosalie
Jones, Adrin
Jullien, Eugene
Katz, Arron
Karp, Vincent
Kassou, Bunney
Keating, James
Kenny, Louis
Kincaid, Edna
Klein, Egon
Knight, H.
Kroll, Herman
Lampbell, Leonard
Laverne, Fifi
Lewis, Clarita
Lichtenstern, Mark
Livingston, PR.
McAvyl, Jim
McNair, Jo Ann
Mandel, Jack
Malone, Joann
Marteny, Alma
Martens, Fred
Martin, Leo
Milanese, Joseph
Momhlow, Don
Murphy, Danny
Murno, James
Neville, James
Normanton, Harold
North, Rexford
Nicholls, G.
Niller, D. S.
Oberwager, Sol
Patrick, Paul Friday
Parkenson, Madelaine
Padrone, Sam
Pelloni, Emino
Pidluski, James
Proper, Russell
Prout, Mary C.
Quincy, T. J.

NEW LOW PRICES POLISHED ALUMINUM IDENTS

NO. C-34—CHILD'S ASST. Gross—$3.00.

NO. C-31—ADULT—SPECIAL. Gross—$3.60.

NO. C-32—LADIES' DOUBLE HEART. Gross—$7.20.

NO. C-33—MEN'S IDENT. Gross—$7.20.

Send for FREE C55 CATALOG
25% Deposit With Order—Balance C.O.D.
OPTICAN BROTHERS
300 W. Ninth St., Kansas City, Mo.

HAWAIIAN "TI" PLANT LOG
Place the Log in Water and Watch the Green Leaves Grow.

YOU CAN ALMOST SEE THEM GROW
$70.00 per 1,000. Flash, 15 Plants, $17.50. Grows in water or soil—Grows by itself — We ship fresh, perfect logs — no spoilage — free sales aids. *Canadians, stocked in Vancouver! Write for prices.
ALSO: • Growing Orchid Bulbs • Anthurium Suckers
TERMS: 1/3 Deposit, Balance C.O.D.
SHERFY'S LTD
2126 BOYER SEATTLE, WASH.

Finished in 2 Minutes
Quick Photo Invention! PHOTOMASTER PDQ CHAMPION
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2½x3½ in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.
PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

You Can't Beat BRODY for Merchandise
We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS — Plastic Goods — HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls — BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.
72-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.
M. K. BRODY
1116 S. Halsted St., Chicago
L. D. Phone: MOnroe 6-95
In Business in Chicago for 37

SAVE ON MEN'S SOCKS
ORDER DIRECT—ALL FIRST QUALITY
5 Pr. White Cotton, Nylon Reinf. Toe and Heel $1.0
3 Pr. S-T-R-E-T-C-H Sox, Assorted Colors $2.0
Send M.O. for Prepaid Shipment.
FRED MICHAELS, MILL AGT.
Box 232, Asheville, N. C.

MEXICAN JUMPING BEANS
$5 per M postpaid (min. qty. 2M
SHAGGY STRAW HATS: STRAW VISOR CAPS; GAY, COLORFUL MEXICAN PAINTED SKIRTS; Baskets, Pottery, Tinware. Dealers, write for literature and price list.
BEACH IMPORTERS, Incorporated
104 Pioneer Plaza
P. O. Drawer 219 El Paso, Tex

CHAIRS • TABLES
IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—ASK PRICES
Adirondack Chair Co. Dept. T-4
1140 BROADWAY (27St.) N.Y. • MU 3-4834

GIVE TO DAMON RUNYON CANCER FUND

Order from PIONEER jobber today or write us.
THE PIONEER RUBBER COMPANY
407 Tiffin Road • Willard, Ohio

Free... 1955 WHOLESALE CATALOG
• General Merchandise • Watches
• Appliances • Jewelry
*Enclose 25c to cover postage and handling
WHOLESALE DISTRIBUTING
3324 W. Roosevelt Rd.
Chicago 24, Illinois

The Best Sales Boards and Jar Games
Write for information and prices.
GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana

FREE FRISCO SPINDLE WHEEL & BUMPER GAME
Write today for complete details
• Hand Polished ALUMINUM IDENTS $7.50 Gr. & Up
• GRAB BAG RINGS $5.00 Gr.
• HEART & DISC PENDANTS Hand Polished, Nickel Plated $39.00 Per Gr.
• MEXICAN EARRINGS $5.40 Dz. & 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

"GAS SHAVERS"
Greatest gag gimmick yet!
$1.00 Retailers—Dealer's Cost $6.75 Doz.
Send $1.00 for sample postpaid.
Jobbers, distributors, write, wire or phone for quantity prices.
G. & S. MFG. CO., Dept. "B"
Nashville, Tennessee

FLAMINGOS
Cast Aluminum, 30 inches high, $40.00 doz. pair. Samples postpaid, $4.95. Giant size, 50 inches high, $90.00 doz. pair. Samples postpaid, $10.50. Negro Hitching Post in authentic colors, $22.50.
All Birds True Life Color
BLOYD MFG. CO.
Valley Station, Ky.

Copyrighted material

www.americanradiohistory.com

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending July 2, 1955)

ARCADE EQUIPMENT

1. GENCO—Rifle Gallery
2. EXHIBIT—Shooting Gallery
3. UNITED—Carnival Gun
3. EXHIBIT—Shoot the Bear
5. EXHIBIT—Gun Patrol
5. EXHIBIT—Sportland

MUSIC MACHINES

1. WURLITZER—1015
2. WURLITZER—1100
2. WURLITZER—1500
4. SEEBURG—M-100-B
5. Tied for fifth place are machines listed below with 13 times advertised.

SHUFFLE GAMES

1. CHICAGO COIN—Double Score Bowler
1. UNITED—Olympic Shuffle Alley
3. UNITED—Cascade Shuffle Alley
4. CHICAGO COIN—Holiday Match Bowler
4. UNITED—Royal Shuffle Alley

VENDING MACHINES

1. UNEEDA—Model E (6 col.)
2. NORTHWESTERN—39 1c
3. SILVER KING—5c
4-5. Tied for fourth and fifth place are machines listed below with four times advertised.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY
1. Palm Springs
2. Beach Club
3. Varieties

GOTTLIEB
1. Lady Luck
2. Lovely Lucy
3. Shindig
(These machines tied with others below.)

UNITED
1. Cabana
2. Nevada
3. Rio

WILLIAMS
1. Big Ben
2. Hawaiian Beauty
2. Twenty Grand

PINBALL GAMES

	HIGH	LOW	Adv't'd Times
BALLY			
Atlantic City (5/52)	$115.00	$ 70.00	34
Beach Club (2/53)	225.00	165.00	41
Beauty (11/52)	225.00	125.00	32
Big Time (1/55)	525.00	495.00	6
Bright Lights (5/51)	95.00	49.50	16
Bright Spot (11/51)	95.00	69.50	17
Broadway	25.00	25.00	1
Coney Island (9/51)	85.00	59.00	16
Dude Ranch (9/51)	295.00	200.00	38
Frolic (10/52)	195.00	134.50	26
Hi-Fi (6/54)	295.00	225.00	29
Ice Frolics (1/54)	285.00	225.00	31
Palm Beach (7/52)	125.00	75.00	26
Palm Springs (11/52)	285.00	245.00	43
Spot Lite (1/52)	95.00	40.00	27
Surf Club (3/54)	325.00	240.00	37
Varieties	465.00	385.00	39
Yacht Club	150.00	95.00	24
CHICAGO COIN			
Band Box (12/50)	155.00	155.00	1
Basketball Champ (3/47)	195.00	195.00	5
Tahiti (10/49)	195.00	135.00	7
EVANS			
Saddle & Turf, Club Model (10/53)	275.00	275.00	1
Saddle & Turf (10/53)	250.00	228.00	6
EXHIBIT			
Circus	145.00	125.00	4
GENCO			
Basketball, Two Player	275.00	250.00	7
400 (10/53)	75.00	65.00	8
Golden Nugget (2/53)	95.00	45.00	8
Wild West	445.00	445.00	4
GOTTLIEB			
Arabian Knights (12/53)	165.00	145.00	3
Chinatown (10/52)	125.00	125.00	1
Daisy Mae (7/54)	190.00	185.00	4
Diamond Lil (12/54)	225.00	195.00	3
Flying High (2/53)	150.00	150.00	1
Gold Star (3/54)	195.00	190.00	5
Grand Slam (4/53)	140.00	140.00	1
Green Pastures (1/54)	195.00	140.00	5
Guys & Dolls (5/53)	150.00	95.00	5
Gypsy	225.00	224.50	2
Hayburner (6/51)	75.00	75.00	4
Hit 'n' Run (3/51)	75.00	75.00	3
Knockout (1/51)	49.50	45.00	2
Lady Luck (9/54)	200.00	195.00	5
Lovely Lucy (2/54)	175.00	140.00	5
Pinwheel (11/53)	130.00	130.00	2
Poker Face (9/53)	135.00	115.00	4
Queen of Hearts (12/52)	135.00	95.00	2
Shindig (10/53)	150.00	130.00	5
Skill Pool (8/52)	85.00	85.00	4
Twin Bill (1/55)	225.00	225.00	3
KEENEY			
Holiday (12/51)	35.00	35.00	1
UNITED			
ABC (3/51)	50.00	49.00	8
Cabana (3/53)	165.00	125.00	9
Havana (2/54)	275.00	130.00	6
Hawaii (6/54)	325.00	225.00	8
Leader (10/51)	60.00	45.00	5
Mexico (3/54)	225.00	200.00	4
Nevada (8/54)	295.00	125.00	9
Rio (11/53)	245.00	165.00	9
Stars (6/52)	85.00	50.00	7
Tropicana (1/55)	395.00	325.00	5
Tropics (7/53)	175.00	125.00	7
Zingo (10/51)	65.00	65.00	4
UNIVERSAL			
Five Star (5/51)	35.00	35.00	2
Singapore (10/54)	395.00	295.00	9
WILLIAMS			
All Star Baseball	255.00	255.00	1
Big Ben (9/54)	175.00	145.00	3
Army & Navy	120.00	120.00	1
Caravan (7/52)	50.00	50.00	1
Cinderella	49.50	49.50	1
College Daze	49.50	49.50	1
Deluxe Baseball	245.00	245.00	1
Dealer	140.00	140.00	1
Four Corners	89.50	89.50	1
Grand Champion	125.00	125.00	1
Hawaiian Beauty (4/54)	175.00	175.00	2
Jalopy (8/51)	95.00	95.00	1
King Arthur	49.50	49.50	1
Lazy Q (2/54)	135.00	135.00	1
Nine Sisters	140.00	140.00	1
Quarterback (10/49)	75.00	75.00	1
Samba	49.50	49.50	1
Saratoga	49.50	49.50	1
Screamo (4/54)	150.00	150.00	1
Struggle Buggie (12/53)	140.00	140.00	1
Super World Series (4/51)	145.00	145.00	1
Times Square	75.00	75.00	1
Twenty Grand (12/52)	95.00	75.00	2
MANUFACTURER NOT LISTED			
Duette Deluxe	335.00	335.00	3
Futurity	40.00	40.00	2
Jockey Club	165.00	165.00	2
Mystic Marvel	155.00	155.00	2
Quartet	120.00	120.00	1
Sky Way	165.00	125.00	2
Super Jumbo	375.00	375.00	2
Three-of-a-Kind	18.50	18.50	4

ARCADE EQUIPMENT

	HIGH	LOW	Adv't'd Times
ABT Challenger (5/46)	20.00	20.00	8
Astro Scope	175.00	125.00	5
Atomic Bomber (Mutoscope)	135.00	135.00	2
Auto Photo	1850.00	1850.00	4
Baseball (Scientific)	79.50	79.50	1
Basketball (Console) (Bally)	100.00	100.00	1
Bat-a-Score (Evans) (8/48)	175.00	165.00	7
Bat-a-Score (Senior) (8/48)	65.00	65.00	4
Big Broncho (1/51)	400.00	349.50	9
Big Inning (Bally) (47)	150.00	125.00	12
Big League (Williams) (3/54)	295.00	225.00	5
Big Top (6/54)	450.00	410.00	11
Bonus Deluxe (United)	395.00	375.00	5
Capital Projector 3-D	225.00	225.00	1
Carnival Gun (United) (10/54)	395.00	275.00	15
Champion Hockey	85.00	85.00	4
Chicken Sam (Seeburg)	95.00	95.00	4
Coon Hunt (Seeburg) (2/54)	275.00	179.50	13
Dale Gun (Exhibit)	89.50	29.50	12
Dedo Space Ships	395.00	395.00	1
Derby, 4 player (Chicago Coin) (3/52)	195.00	135.00	5
Drivemobile (Mutoscope)	165.00	165.00	1
Driveyourself Drivemobile (Mutoscope)	595.00	595.00	4
Duck Hunter	20.00	20.00	4
Exhibit's Jr. Jet (Exhibit)	185.00	185.00	1
Flash Hockey (Coinex) (9/46)	75.00	75.00	1
Field Goal (Scientific)	125.00	125.00	1
Flying Saucer (Mutoscope) (6/50)	149.50	95.00	6
Football, 2 player	195.00	195.00	1
Footease (Exhibit)	95.00	95.00	1
Goalee (Chicago Coin) (1/46)	99.50	95.00	10
Gun Patrol (Exhibit) (5/51)	150.00	95.00	14
King Pony Ride	285.00	285.00	1
King Sabre Jet Auto	165.00	165.00	1
Hi-Ball (Exhibit) (2/38)	75.00	75.00	1
Hockey (Chicago Coin)	75.00	75.00	4
Home Run, 6 player (Chicago Coin) (3/54)	245.00	195.00	4
Jet Gun (Exhibit) (12/51)	145.00	95.00	8
Jumping Jack (Genco) (11/52)	85.00	85.00	3
Jungle Gun (United) (7/54)	360.00	175.00	7
Kicker & Catcher (3/47)	35.00	35.00	4
Lee Carousels	395.00	395.00	1
Lite League (2/46)	75.00	75.00	4
Little Grandmother	195.00	195.00	1
Major League 6 player (Williams)	159.50	159.50	1
Mercury Counter Gripper	20.00	20.00	4
Merry-Go-Round Deluxe (Bert Lane)	395.00	395.00	1
Metal Typer (Standard)	250.00	250.00	4
Midget Movies	195.00	125.00	12
Midget Racer	285.00	285.00	1
Midget Skee Ball (Chicago Coin)	165.00	165.00	1
Moon Ride (Bally)	395.00	395.00	1
Musical Merry-Go Round	395.00	395.00	4
Panoram	325.00	325.00	6
Photomatic Deluxe (2/36)	375.00	365.00	7
Photomatic (Mutoscope) (1/50)	445.00 late	445.00 late	1
Pitch'm & Bat'm (Scientific)	185.00	145.00	6
Pistol Pete (Chicago Coin)	90.00	40.00	5
Quizzer	95.00	90.00	8
Race the Clock (Williams)	275.00	275.00	1
Rifle Gallery (Genco) (6/54)	350.00	225.00	26
Rocket Ship (Bally)	295.00	295.00	1
Round-the-World Trainer (Chicago Coin)	495.00	339.50	4
Scientific Boat	350.00	325.00	2
Set Shot Basketball (6/52)	345.00	345.00	1
Shoe Shine	125.00	125.00	4
Shoot the Bear (Seeburg)	165.00	95.00	15
Shipman Art Show	39.50	39.50	4
Shooting Gallery, 500 (Exhibit)	395.00	375.00	5
Shooting Gallery (Exhibit) (6/14)	275.00	175.00	19
Silent Salesman Card Vendor (3/52)	35.00	35.00	4
Silver Bullets (Exhibit)	95.00	65.00	6
Silver Bullets (Mutoscope)	135.00	135.00	1
Silver Gloves (Mutoscope)	185.00	185.00	4
Six Shooter (Exhibit)	125.00	95.00	12
Skeeball (Bally)	125.00	125.00	1
Skeeball (Lynco)	125.00	125.00	2
Skeeball (Phil. Toboggan)	395.00	395.00	2
Skee Ball (Wurlitzer) (8/36)	150.00	150.00	4
Skill Gun, ABT	20.00	20.00	4
Ski Roll (Evans)	95.00	95.00	4
Sky Fighter (Mutoscope)	150.00	125.00	6
Sky Gunner (Genco) (9/53)	175.00	109.00	9
Space Ship	375.00	325.00	3
Space Invaders	95.00	95.00	4
Spark Plug (10/51)	75.00	75.00	4
Sportland (Exhibit) (11/54)	425.00	225.00	14
Sportsman (Keeney) (11/54)	350.00	249.50	9
Star Series (Williams) (4/49)	89.50	89.50	1
Star Shooting Gallery (Exhibit) (9/54)	315.00	199.50	8
Steeple Chase	75.00	75.00	4
Super Bomber (Evans)	150.00	150.00	2
Super Home Run, 6 player	295.00	245.00	4
Super Jet (Chicago Coin) (4/53)	395.00	295.00	4
Telequiz (1/49)	150.00	95.00	11
Ten Strike (Evans) (46)	85.00	85.00	4
3-D Theater (12/53)	199.50	199.50	1
Three-Way Gripper (Gottlieb)	20.00	20.00	4
Undersea Raider (2/46)	125.00	125.00	3
Voice-o-Graph (Mutoscope) (4/46)	495.00	325.00	9
13-Way Athletic Scale (5/47)	69.00	69.00	4
Wilcox-Gay Recordio	125.00	125.00	2
Wizzard 5c	20.00	20.00	3
Wild West Gun (Exhibit)	95.00	95.00	3
Zidi-Horoscope	650.00	650.00	1
Zoo Ride (Bert Lane)	185.00	185.00	1

MUSIC MACHINES

	HIGH	LOW	Adv't'd Times
AMI			
Model A (46)	$125.00	$ 89.50	13
Model B (48)	185.00	150.00	6
Model C (50)	210.00	125.00	9
Model D-40 (51)	325.00	275.00	5
Model D-80 (51)	395.00	319.50	4
Model E-80 (53)	495.00	489.50	1
Model E-120 (53)	625.00	549.50	8
Aireon Phono	34.50	34.50	1
EVANS			
Constellation (Evans) (49)	175.00	175.00	4
ROCK-OLA			
Comet 1438 (54)	625.00	549.50	12
1422	59.50	39.50	4
1428 (48)	119.50	95.00	9
1426	39.50	39.50	2
1434 (52)	275.00	275.00	4
1434 Rockets (51)	325.00	325.00	2
1436 Comet	595.00	549.50	2
1436 (52)	375.00	295.00	13
1438	595.00	549.50	2
Hi-Fi (55)	725.00	725.00	2
1446 Hi-Fi (55)	725.00	695.00	4
Rock-Ola 1436 A-Fireball	335.00	335.00	2
Rock-Ola 1438 (52)	185.00	185.00	1
SEEBURG			
146 (46)	39.50	39.50	1
H-146 Hideaway	50.00	50.00	4
147 (47)	39.50	39.50	1
147-M	74.50	59.50	3
H-147 Hideaway	65.00	65.00	4
H-148 Hideaway	75.00	75.00	4
HM-100-A-Hideaway	275.00	249.50	7
Seeburg M-100	625.00	625.00	1
M-100-A (78 RPM) (50)	340.00	295.00	13
M-100-B (50)	569.50	495.00	14
M-100-BL (51)	589.50	550.00	6
M-100-C (52)	675.00	595.00	4
148 ML (48)	129.00	109.50	8
1946 Hideaway	59.50	59.50	1
1947 Hideaway (57)	50.00	50.00	2
WURLITZER			
1015 (46)	119.00	30.00	19
1017	59.50	59.50	1
1017-A	50.00	50.00	1
1100 (48)	175.00	109.50	15
1217 Hideaway	139.50	139.50	2
1250 (50)	179.50	179.50	3
1400 (50)	325.00	279.50	9
1450 (5)	325.00	325.00	8
1500 (52)	395.00	295.00	15
1500-A (52)	445.00	375.00	2
1550-A (52)	395.00	395.00	5
1550 (52)	425.00	325.00	13
1600	445.00	375.00	3
1650 (53)	395.00	369.50	9
1700 (54)	695.00	595.00	5

SHUFFLE GAMES

	HIGH	LOW	Adv't'd Times
Ace Bowler (United) (5/54)	$345.00	$310.00	10
Advance Bowler (Chicago Coin) (10/53)	195.00	195.00	6
American (Keeney)	350.00	350.00	4
Banner Shuffle Alley (United) (8/54)	385.00	325.00	11
Bowl-a-Matic (Universal) (3/51)	325.00	325.00	1
Carnival Bowler (Keeney) (5/53)	125.00	125.00	5
Carnival Bowler, 6 player	75.00	75.00	1
Carnival Deluxe (United) (10/54)	395.00	325.00	8
Cascade Shuffle Alley (6 player) (United) (2/53)	125.00	100.00	14
Champion Bowler (Bally) (5/54)	345.00	345.00	1
Chief Shuffle Alley (United) (11/53)	275.00	225.00	12
Classic Shuffle Alley, 6 player (United) (6/53)	145.00	135.00	7
Clover Shuffle Alley, 6 player (United) (2/53)	125.00	115.00	5
Criss-Cross Bowler (Chicago Coin) (12/53)	395.00	275.00	8
Criss Cross Target Match Bowler (1/55)	395.00	315.00	5
Criss-Cross Targette Deluxe	260.00	235.00	4
Criss-Cross Target Regular	295.00	295.00	2
Crown Bowler (Chicago Coin) (4/53)	145.00	110.00	9
Double Score Bowler (Chicago Coin) (3/53)	115.00	99.00	17
Feature Frame (Chicago Coin)	350.00	350.00	1
Five Player Shuffle Alley (United) (1/51)	40.00	39.50	5
Fireball (Chicago Coin)	425.00	425.00	3
Flash Bowler (Chicago Coin) (10/54)	365.00	365.00	1
Genco, 8 player (9/51)	50.00	50.00	4
Gold Cup Bowler (Chicago Coin) (7/53)	160.00	160.00	3
Hi-Speed Triple (Chicago Coin) (7/53)	225.00	215.00	5
Holiday Match Bowler (Chicago Coin) (9/54)	465.00	400.00	13
Imperial Shuffle Alley (United) (9/53)	250.00	215.00	11
Jet Bowler (Bally)	395.00	350.00	6
Keeney with Bottle Pins	40.00	40.00	4
League Bowler (Keeney) (8/50)	40.00	40.00	4
League Bowler (United) (1/54)	275.00	265.00	7
Leader Shuffle Alley (United)	295.00	245.00	4
Lightning Shuffle Alley (United)	445.00	445.00	1
Magic (Bally)	435.00	435.00	2
Mars (United) (1/55)	415.00	375.00	7
Mars Deluxe (United)	425.00	425.00	3
Match Bowler (Chicago Coin) (7/52)	95.00	65.00	5
Match Pool (Genco) (2/54)	175.00	139.50	12
Mercury Shuffle Alley	395.00	395.00	1
Mercury Deluxe Shuffle Alley, 11th Frame (United)	415.00	375.00	2
Name Bowler (Chicago Coin) (1/54)	100.00	100.00	4
National Shuffle Alley (Keeney)	419.50	419.50	1
Official Shuffle Alley, 4 player (United) (5/52)	95.00	95.00	4
Olympic Shuffle Alley (United) (6/53)	145.00	110.00	17
Rainbow Shuffle Alley (United) (8/54)	395.50	325.00	6
Rockets (Bally)	350.00	350.00	4
Royal Shuffle Alley (United) (9/53)	235.00	195.00	13
Shuffle Alley Deluxe, 6 player (United) (10/51)	89.50	44.50	8
Shuffle Alley, 6 Player (Chicago Coin) (2/51)	50.00	50.00	2
Shuffle Alley, 6 Player (Keeney)	75.00	75.00	3
Shuffle Alley, 6 player (United) (2/51)	50.00	50.00	5
Shuffle Alley, 2 player (United)	29.50	29.50	1
Shuffle Alley, 10 player (Keeney)	115.00	115.00	3
Shuffle Alley Deluxe 11 Frame (United)	355.00	355.00	1
Shuffle Pool (Genco) (11/53)	125.00	89.50	10
Six Player, 10th Frame (United)	89.50	75.00	11
Speedie (United) (8/54)	365.00	335.00	5
Special Bowler, 10th Frame (Chicago Coin) (12/52)	100.00	100.00	4
Star, 6 player (United) (7/52)	89.00	85.00	5
Star 10 Frame, 6 player (United)	99.00	95.00	10
Starlite Bowler (Chicago Coin) (5/54)	325.00	219.50	10
Super Frame Bowler (Chicago Coin) (3/54)	345.00	300.00	9
Super Match Bowler (Chicago Coin) (10/52)	100.00	95.00	6
Super Six Shuffle Alley (United) (3/52)	95.00	60.00	9
Targette (United) Deluxe (8/54)	375.00	375.00	5
Targette (United)	375.00	350.00	2
Team Bowler (United) (1/54)	295.00	250.00	8
Tenth Frame Bowler (Chicago Coin) (3/53)	75.00	75.00	4
Triple Score Bowler, 10th Frame (Chicago Coin)	150.00	150.00	4
Trpile Score Bowler (Chicago Coin) (6/53)	150.00	135.00	6
Thunderbolt (Chicago Coin)	435.00	435.00	3

VENDING MACHINES

	HIGH	LOW	Adv't'd Times
Acorn Cabinet	$ 9.00	$9.00	1
Advance D 1c BG	6.45	6.45	4
Advance No. 11 Mdse.	5.95	5.95	4
Columbus Ball Gum.	4.95	4.95	1
Columbus 5c	6.95	6.95	1
Cadillac Jr., 5c	6.95	6.95	1
Columbus 1c Bulk	6.50	6.50	4
DoVal's Penny Pack.	7.50	7.50	1
DuGrenier Tab Gum (4 col.)	17.50	17.50	1
DuGrenier Tab Gum (6 col.)	17.50	17.50	1
Dugrenier Model W (9 col.)	95.00	95.00	4
Electro (8 col.)	125.00	125.00	4
Exhibit Post Card	15.00	15.00	4
Heider Tab Gum (6 col.)	12.50	12.50	1
Hot Nut (2 col.)	12.50	12.50	1
Hot Nut (3 col.)	25.00	25.00	1
Jewel Vends, 5c	7.50	7.50	1
Keeney Electric (9 col.)	135.00	135.00	3
Master 1c & 5c Bulk	6.95	6.95	4
Master 1c Bulk	6.50	6.50	4
Master 5c Bulk	6.50	6.50	4
Mills Candy (5 col.)	55.00	55.00	4
Mills Tab Gum (6 col.)	17.50	17.50	1
National Candy (6 col.)	65.00	65.00	4
National 918	115.00	70.00	4
National 930	95.00	95.00	4
National 950	110.00	110.00	4
Northwestern 39, 1c	7.95	7.50	5
Northwestern 33, Ball Gum	6.50	6.50	4
Northwestern Deluxe 1c & 5c	12.00	12.00	4
Northwestern 49, 1c	12.50	12.50	1
Northwestern Standard	6.95	6.95	1
PX (10 col.)	115.00	115.00	4
PX Electric	85.00	85.00	3
Regal 5c	6.95	6.95	1
Rowe Candy (5 col.)	55.00	55.00	4
Rowe Candy (8 col.)	60.00	60.00	2
Rowe Candy Merchant (7 col.)	165.00	165.00	4
Rowe Crusader (8 col.)	150.00	150.00	3
Rowe Crusader (10 col.)	160.00	160.00	4
Rowe Diplomat Electric (8 col.)	160.00	150.00	4
Rowe Imperial (8 col.)	90.00	90.00	4
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	4
Silver King, 1c	8.50	8.50	1
Silver King, 1c Ball Gum	7.45	7.45	4
Silver King, 1c Mdse.	7.45	7.45	4
Silver King, 5c	8.50	7.45	5
Smokeshop	125.00	125.00	1

(Continued on page 72)

Copyrighted material
www.americanradiohistory.com

Bulk Vending Is Rich Field For Small Capital to Thrive

By ROLFE M. LOBELL

To the average man on the street, the inconspicuous machines that vend bulk gum, charms, candies and nuts represents a casual method of earning money. Actually, bulk vending is big business.

The story of the bulk vending industry is the story of growth. It is the story of little business getting big—with some which have grown to individual operations of 10,000 to 15,000 machines.

Just how does this happen? What makes it possible for someone with relative little capital to acquire equipment valued at thousands of dollars within a comparatively short time?

Actually, it has been done by a number of operators who started out with little more than the grim determination to work hard in a business of which they are complete boss. These men were not endowed with genius. They merely had the ability to make 2 and 2 add up to 4, the good sense to adhere to honest policies, a fair deal for the location owners, spotless machines and the best grade of merchandise in their machines.

Successful Men

These successful men were just smart enough to know that cheap and inferior goods rebound and make lasting growth unlikely, and that an unwillingness to spend time on the appearance and contents of their equipment can only produce nominal results.

In short, you have to fill the tank with gas if you want the car to go. How big are bulk vending operators? It's difficult to accurately estimate the number of operators because so many start in the business as part-time work, plow profits back into it until they have 100 or 200 machines, finally become full-time operators with 500 to 1,000 machines.

What are the prospects for bulk vending in the years ahead? Leading business analysts point out two factors:

1. The high employment ratio visible for the balance of 1955 and for 1956 means freer use of loose change, meaning more pennies and nickels which people will put into bulk machines.

2. The amazing population growth is also important because obviously a store owner who started with 600 customers will do more than if he had 500 customers—especially youngsters who are important bulk vender patrons.

Population growth is 201,600 per month or 2,419,200 more consumers every year. This means more people each year than the total population of New Hampshire, Vermont, South Dakota, Montana and Nevada. Translate this tremendous growth in terms of a growing market for your business in your area and you'll find the opportunities for sound development in bulk vending operation were never greater.

Earnings Good

In dollars and cents, earnings in the bulk vending industry are excitingly good. This starts with the fact that the investment per

(Continued on page 75)

About the Author

CHICAGO, July 9.—Vice-president in charge of sales for Leaf Brands, Inc., and general chairman of this year's convention of National Association of Bulk Vendors, Rolfe M. Lobell is singularly equipped to speak on the outlook and potential of the bulk vending industry.

Lobell, who completes 19 years with Leaf Brands, Inc., this year, has spent his entire business life in the candy and confectionery industry, except for a brief stint with a coffee manufacturer after graduation from high school.

Since joining Leaf Brands in 1936, he has been very active working with bulk vending operators in helping them solve their problems. He played a prominent role in setting up regional operator meetings and finally in organizing NABV. Well known in candy circles, he is a past president of the Chicago Candy Club. He chairmanned a U. S. Savings Bond drive during World War II which succeeded in raising the then-unprecedented amount of $7,400,000.

Lobell's business background includes association in an executive sales capacity with such firms in the candy and confectionery world as D. Auerbach & Sons and Rockwood & Company.

Early in his business career he became divisional sales manager of the Ideal Cocoa & Chocaiate Company, Lititz, Pa., and within a year, general sales manager of D. Auerbach, one of the largest chocolate and confectionery manufacturers in the U. S.

An offer by George W. Loft to open a midwestern division for wholesaling Loft candies brought Lobell to Chicago, but for personal reasons he returned to New York where he went to work for Rockwood as sales manager.

It was while with Rockwood that he developed flavored solid chocolate and the stack method of packing which won for Rockwood the Gold Medal First Prize at the National Packaging Show one year.

It was during this time that Lobell met Sol S. Leaf—a customer for Rockwood products. The results: Lobell was offered the general sales managership of Leaf interests in Chicago, which he accepted.

NABV's Story: United Effort Brings Individual Security

By MILTON T. RAYNOR
General Counsel
National Association of
Bulk Vendors

"Self-preservation" is a strong, dynamic and motivating force within all human beings. There are times, however, when self-preservation cannot be accomplished by the individual alone. There are times when no matter how strongly an individual may believe in the philosophy of "rugged individualism," he must get the help of others in order to survive.

In times of crisis, we turn to others for help, or more important, for strength. It was at such a time, in crisis, when the very existence of our industry was in jeopardy, that our national association was born. Thru this united strength, effort and action, a catastrophe was averted and our industry, and the people in it, were able to continue on in their pursuit of a decent livelihood.

Five years have come and gone since the founding of our organization—five years of striving and accomplishment; five years of service and results; five years of planning and achievement.

Thru NABV, we have been able to utilize the thinking and ability of leaders in all phases of our growing industry in order to attain bigger and better objectives for all; thru NABV, self preservation for the individual has become a semi-reality—and some day in the future this goal, too, will be fully realized.

Association—Progress

Thru the qualified and competent people at the helm of our association who are representing it thruout the country, we have built and are continuing to build a growing respect and recognitior. for our economic position as an industry with all governmental agencies, legislative personnel, business people, financing institutions and with all other i portant committees, Chambers of Commerce, etc.

This is a respect and recognition which has been earned by the industry and which today it well deserves.

Your association is also sensitive and alert to that kind of constructive action which will eventually result in the development of vast market potentials, new merchandising methods, additional consumer items and valuable selling devices and policies.

The association was born at the time of the now-famous decision handed down by a Federal District Court in the case of the "U. S. of America vs. Cavalier Vending Corporation."

This decision in effect stated that the vending of gum or peanuts or any other food, co-mingled with charms, was violative of the Federal Pure Food and Drug Act. Since virtually every State in the Union has similar Pure Food and Drug Act, this decision had the far-reaching effect of abolishing and eliminating this type of vending.

Thru the strength and unity achieved in the formation of our national association this decision was fought and eventually was reversed.

Bettering Industry

Since that time, our association had dedicated itself to building a better industry and to obtain for it proper niche in our nation's economy—a niche which today is recognized by all.

The vending industry is young and virile. Its future potential is tremendous and the surface has not yet been scratched. The penny vending business is an important part of this industry. The federal government has realized that the vending of gum, candy, peanuts, etc., with toy charms is a definite phase of the vending industry.

This was pointed out in a ruling which our association obtained from the office of the Commissioner of Internal Revenue in Washington, D. C., which stated in part as follows:

"A 1-cent coin-operated vending machine which has incorporated gaming features and which dispenses prizes of more than 5 cents retail value, is a gaming device ($150.00 tax). A similar machine which dispenses prizes of a

(Continued on page 79)

NABV Convention Program

Friday, July 15

9:00 a.m.- 9:00 p.m.—Registration in convention headquarters. Seventh Floor, Suites 719A-720A.
10:00 a.m.- 1:30 p.m.—Closed Board of Directors Meeting and Luncheon. Room 3, Third Floor.
2:00 p.m.-11:00 p.m.—Exhibits open.

Saturday, July 16

9:00 a.m.-10:00 a.m.—Registration for late arrivals. Wiliford Room, Third Floor.
10:00 a.m.-10:30 a.m.—Welcoming Address: President Warner C. Smith.
10:30 a.m.-10:45 a.m.—"The Change in Consumer Buying Habits and Its Effect on Our Business." Panel leader, Alvin Kantor, Chicago.
10:45 a.m.-11:00 a.m.—"Common Sense in Vending." Panel leader, Samuel Eppy, Samuel Eppy, Inc., Jamaica, New York.
11:00 a.m.-11:30 a.m.—"Equipment Financing." Panel leader, A. E. Lafferty, assistant vice-president, Walter E. Heller Company, Chicago.
11:30 a.m.-11:45 a.m.—"Diversification of Equipment and Merchandise." Panel leader, Moe Mandell, New York.
11:45 a.m.-12:30 p.m.—"Current Legal Issues, Legislation and Increasing Tax Problems in the Vending Field." General counsel, Milton T. Raynor.
12:30 p.m.- 2:00 p.m.—Luncheon.
2:00 p.m.- 2:15 p.m.—"Short Cuts to Repairing, Servicing, Filling and Maintaining Equipment." Panel leader, Philip Sparacino, Chicago.
2:15 p.m.- 2:30 p.m.—"Auto and Truck—Methods and Economies." Panel leader, Leonard Quinn, Columbus, O.
2:30 p.m.- 2:45 p.m.—"Potential of the Penny Vending Industry." G. R. Schreiber, editor and publisher Vend magazine.
2:45 p.m.- 3:15 p.m.—"How Getting New Members Helps You." Panel leader, Bernard K. Bitterman, Kansas City, Mo.
3:15 p.m.- 3:45 p.m.—"Panel Discussions." Moderator, Rolfe M. Lobell. Panel leaders, Milton T. Raynor (Legal), Ira Lipschuz (Insurance), Paul Crisman (Distributor), Charles Kanak (Distributor), and Roy Becker (Operator).
3:45 p.m.- 4:30 p.m.—Open Discussions.
4:30 p.m.- Evening —Exhibits Open.
9:30 p.m.-10:30 p.m.—"Leaf Buffet Party." Waldorf Room, Third Floor.

Sunday, July 17

10:00 a.m.-10:30 a.m.—Election of Officers.
10:30 a.m.-11:00 a.m.—"Gum Merchandising Thru Vending Machines." Panel leader, Major Bush, Beech-Nut Packing Company, New York.
11:00 a.m.-11:30 a.m.—"Movie in Color on Sales and Merchandising."
11:30 a.m.-12:00 a.m.—"New Horizons for Bar and Package Vending." Panel leader, Phillip Schnering, Curtiss Candy Company, Chicago.
12:00 a.m.- 1:00 p.m.—Introduction of New Officers.
1:00 p.m.—Farewell Luncheon.

Sample Bulk Vender Taxes

ALABAMA

Town	Type Unit	Tax
Bessemer	Penny machines	$ 1.00 per year
Birmingham	Penny machines	1.00 " "
	Up to 10 cents	7.00 " "
Dothan	One-cent slot	.75 " "
	Five-cent slot	6.00 " "
Gadsden	One-cent machine	1.00 " "
Mobile	One-cent machine	2.00 " "
Montgomery	Penny, postage & nickel machines	5.00 " "
Sylacauga	Penny machines	1.00 " "
	Nickels or coins of larger denomination	25.00 " "
Tuscaloosa	One-cent machines	.50 " "
	Over one cent	4.00 " "

CALIFORNIA

175 cities in this State have taxing ordinances relating to vending machines.

FLORIDA

De Land	Vending machines	2.00	"	"
Fort Lauderdale	Operator's license	5.00	"	"
Hialeah	Penny machines	5.00	"	"
Jacksonville	Occupational tax for privilege of operating 50 machines or less	50.00	"	"
	Over 50 machines, each	1.00	"	"
Miami Beach	Less than 10 cents on each machine	4.00	"	"
Orlando	Tax on scales.			
South Miami	One-cent machines	3.00	"	"
	Scales	3.50	"	"
Tallahassee	First five machines—each	1.00	"	"
	Next five machines	.75	"	"
	Next five machines	.50	"	"
	Over 15 machines	.25	"	"
	Scales	5.00	"	"
Miami	Per machine	2.19	"	"

ILLINOIS

Has 40 different cities which have tax provisions on vending machines.

Price Index

• Continued from page 71

	HIGH	LOW	Times Adv't'd
Stoner Candy (6 col.)	135.00	135.00	2
Stoner (6 col.) (Univender) (Postwar)	90.00	90.00	2
Stoner (8 col.) (Univender) (Prewar)	99.00	90.00	2
Stoner (8 col.) (Univender) (Postwar)	165.00	165.00	2
Stoner Pastry & Sandwich	175.00	175.00	2
Uneeda Model A	92.50	85.00	4
Uneeda Candy (6 col.)	65.00	65.00	4
Uneeda Model E (6 col.)	75.00	45.00	6
Uneeda Model E (8 col.)	92.50	80.00	4
Uneeda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	1
Victor Model V B/G Wheel	8.50	8.50	1

Copyrighted materia

www.americanradiohistory.com

KIDS HELP SALES

Shopping Centers Provide Top Spots

CHICAGO, July 9.—Shopping centers make top locations for bulk vending machines, according to Alvin R. Kantor, head of Confection Specialities, Inc., and operator of ball gum vending machines in this area.

Shopping centers are located handily in their communities, says Kantor, and are therefore easily accessible to all residents. The shops are usually of a better-quality to serve the home-owning type clientele, and do not stock 1-cent items, which means little or no competition for the penny venders.

But the main bulk vending advantage in a shopping center is its accessibility; the shops are patronized numerous times during the week, rather than once or twice a week as is usual in other shopping districts. The ball gum, being an "impulse" item, therefore has that many more times per week to attract its customers.

But of all the shopping centers where Kantor's machines are located—and he operates machines in 12 shopping centers in Illinois, Indiana and Iowa—the four-year-old shopping center in suburban Park Forest is his most successful, and most interesting.

Park Forest has an estimated child population of 33 per cent.

Kantor, who operates 11 ball gum machines in 20 per cent of Park Forest's shopping-center-located shops, says his sales there are 50 per cent higher than his average sales elsewhere.

He attributes this to the fact that the average mother brings her children with her when she visits the shopping center—convenient to her home. Added to the accessibility of the machine, the fact that the gum is only a penny and can keep the child occupied indefinitely (as opposed to candy), the mother is more than willing to buy her children the gum balls.

Kantor has been operating in the Park Forest shopping center since it opened four years ago. He came in on a contract with the Ford Hopkins Drug Chain, and has been expanding operations in Park Forest ever since. He now operates his 11 Park Forest machines in drugstores, supermarkets, bakeries, gas stations and snack shops.

Other bulk venders are operating in Park Forest, but Kantor claims his operation is the biggest.

Kantor has been in bulk vending for eight years, and was once president of the National Association of Bulk Vendors.

Norris Skeds Production of Milk Venders

MINNEAPOLIS, July 9.—Norris Dispensers, Inc., makers of restaurant manually operated milk dispensers, are slated to begin production on a coin-operated milk vender within the next three months.

It was learned the company has several coin-operated milk venders already out on an experimental basis, and expects full production to begin in the time stated, principally in the firm's outlet in Laurel, Miss.

Norris recently purchased a factory in Bald Knob, Ark., for production of the coin-operated machines. However, the plans for the Bald Knob plant have not yet been formalized and the entire program is still reportedly in its "embryo" stage.

Details on the machine were not available at press time.

LA. OP PROVES MONEY VENDED, MONEY EARNED

NEW ORLEANS, July 9.—A new vending machine is in operation here that works on 50-cent play and vends $5 worth of merchandise. The merchandise?—Money.

The machine is a check vending machine, invented by a New Orleans attorney, which acts as a small-loan agency. Upon insertion of a 50-cent piece, a certified check for $5 is delivered.

The checks are repayable within 15 days, and the "borrower" repays the money either by mailing the $5 to a post office box or bringing the money to the company's office.

The machine, however, is no "soft touch." When the person receives the certified check, he has it endorsed by the cashier at the establishment where the check was obtained. To have the check endorsed, the person must be known to the cashier and be considered reputable.

The company operating the machine hopes to have 300 on location by the end of the month.

The machines are already located in supermarkets, grocery stores and cocktail lounges. One machine is planned for location in a bus station.

King Bows 5-Lb. Mixed Nut Packs

CHICAGO, July 9.—Five-pound vaccum packed mixed nut packages, produced primarily for the small operator, have been announced by King & Company.

Ever-Fresh, as the packages are called, are available for the following nuts: Small Almonds, No. 1 Red Skins, No. 1 Blanched Virginias, Spanish, 450-Count Small Cashews, and Cashew Butts.

The packages are designed to provide operators, and particularly the small ones, with fresh merchandise at all times, and to save shipping costs.

King will also market one-pound vacuum packed cans of Ever-Fresh selections for the holiday trade.

Bulk Vending Industry Meets For 6th Convention Friday 15

Merchanising, Taxes, Consumer Buying, Legal Facts to Headline 2-Day Program

CHICAGO, July 9.—Bulk vend-operators, distributors, manufacturers, and suppliers will set up industry headquarters Friday at the Conrad Hilton Hotel for the sixth annual convention of the National Association of Bulk Vendors which runs thru Sunday (17).

Rolfe Lobell, general convention chairman and vice-president of Leaf Brands, Inc., announced this week that on the basis of advance registrations, this year's convention promises to be the best-attended in NABV's history.

Lobell also announced that the seventh floor of the hotel had been over-sold for exhibitors' rooms, but explained that all display suites would be located there.

The quality and scope of the program, new ideas and new merchandise provide the drawing power necessary for a record convention," Lobell said, "and since we will have all three, I'm convinced we'll set new attendance records."

Non-Members Exhibit

It is the second consecutive year that a three-day meet has been scheduled, and the second straight year that exhibit space has been made available to non-member firms and to manufacturers and suppliers of other than bulk-type machines and products.

Nickel versus penny vending, diversification, merchandising, current taxes and legal problems, and consumer buying habits will all figure prominently in panel discussions, to be led by key figures in the bulk vending industry, and addresses by nationally prominent business leaders.

At press time, 14 exhibitors—representing the major bulk equipment manufacturers, product suppliers and charm firms—were signed up (see exhibitor listing elsewhere in this section).

Lobell announced in a last-minute program change that Bernard K. Bitterman, Kansas City, Mo., NABV president last year, will speak Saturday on "How Getting New Members Helps You."

(Continued on page 86)

Blueprint '55 NAMA Convention Program

3-Day Business Meets on Management Problems, Products, In Plant Feeding

CHICAGO, July 9.—Program subjects have been blueprinted for National Automatic Merchandising Association's 1955 convention to be staged at the Conrad Hilton November 6-9, NAMA officials announced this week.

Themed "Cavalcade of Service," the convention will feature three days of business meetings—panel discussions, workshop sessions, speeches and open discussion periods.

A new special event—management day—has been planned for Saturday, November 5, the day preceding the convention. It is a one-day course in management techniques as applied to automatic merchandising and will be conducted by William R. Spriegel, dean of the school of business administration and professor of management at the University of Texas.

111 Exhibitors

A total of 111 exhibitors—machine manufacturers, product suppliers and makers of related vending components—have already reserved space for the show, according to Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, chairman of the exhibit sales committee (See separate story).

The convention business program will feature "The Ballad of Davy Crumpet," a dramatic quick revue-style professional production highlighting sales problems confronting vending operators, presented thru the courtesy of The Coca-Cola Company.

Other program features announced by General Program Chairman Meyer Gelfand, G. B. Macke Corporation, Washington, and Vice-Chairman William C. McConnell, Automatic Merchandising Corporation, Medford, Mass., include:

Workshop Session

"Problems of Owner-Serviced Operations," a workshop session of special interest to operators who personally service their routes, moderated by John W. Mock,

(Continued on page 77)

N. J. RIDDLE

When Is a Vender Not A Vender?

ELIZABETH, N. J., July 9.—The knotty problem of whether a vending machine is a mechanical device or a building will be attacked here Monday (11) at Union County Superior Court.

The holders of different views on the matter are the City of Westfield, which feels the vending machine is a building, and the Town & Country Dairy, which thinks the vending machine is a vending machine.

Westfield had ruled the mechanical milkman a structure, and hence subject to the building code. The building code provides that, among other things, buildings have three-foot concrete foundations.

T.&G. is also allegedly in violation because the name of the firm is on the vender or building—as the case may be—without a sign permit. T.&C. is appealing that one, too.

Architects will be called in to testify as to whether the mechanical milkmen can properly be classified as structures.

The action comes as an aftermath of the victory won by the milk operator, Jackson Meyer, here last week (The Billboard, July 9).

Meyer had protested the right of Westfield to place an outright ban on milk venders—or structures. The superior court had ruled that the municipality had no such right.

Penny Vs. Nickel: Bulk Vending Battleground

By SAM ABBOTT

LOS ANGELES, July 9.—Penny and 5-cent vending are non-competitive and holding their own in Los Angeles as bulk merchandise prices fluctuate to allow profit on one hand and cause tough sledding on the other.

The penny operators, however, are sticking to their guns but sometimes hoping that a coin similar to the old Canadian two pence and worth 2 cents would come into the American monetary system.

During the past few months, operators say, the cost of capsules has decreased. But so has the demand, with some.

The price of ball gum is stable and the demand is on an even keel.

Peanut prices have advanced, primarily because of the drought in the South, and operators are hoping that the harvesting of the new crop will afford a supply that will allow profit.

Charms cost depend upon the type and their use. One operator said he was using some charms that cost 6½ cents in nickel machines. But, he quickly added, they still serve as a good sales stimulator.

1 Cent—3 to 1

The demand for penny machines thruout the nation is about 3 to 1

(Continued on page 74)

CHICAGO, July 9.—The nickel coin chute is necessary to insure future development of bulk nut vending.

Nickel charm and capsule vending is losing ground in Chicago because of several factors, not the least of which is the need for greater variety.

Penny ball-gum is a mainstay of bulk vending.

These conclusions were drawn by Chicago bulk vending operators surveyed by The Billboard this week.

Increasing Costs

Increasing costs and decreasing per-machine takes are responsible for the main problem facing the bulk nut operator today—the need for a switch to the 5-cent price for nuts, operators polled agreed.

One operator said that even with an expected price drop in nuts in September, penny nut vending "is an impossible operation."

The cost of nuts is at an all-time high. The most expensive nuts for vending—cashews, pistachios and mixed nuts—were long ago dropped at a 1-cent vend. Cheaper unts—Spanish and Virginia—the last chance for penny nut vending, are no longer profitable at a penny.

How effectively to accomplish

(Continued on page 76)

MINNEAPOLIS, July 9.—Penny operations will continue to dominate bulk vending in the Twin Cities despite inroads of nickel machines.

That's the opinion of the majority of bulk vending operators and distributors in this area.

Nickel operations have held steady at about 10 to 12 per cent of total equipment on location.

Industrial operation is strictly penny territory, coinmen feel. However, it is the consensus that tavern and filling-station locations newly opening should be nickel trade only.

One operator said he had successfully vended Hersheyettes and M&M's in nickel units, but not on full-scale operation. Another operator, who had placed an order thru a distributor for 25 penny machines, was induced by the distributor to order nickel units also. They worked out so well for the operator that he ordered another 25 nickel units.

Current Profit

On three-way nut mix, current profit is 40 per cent on penny units and 50 per cent on nickels, vend operators said, with take on almonds not quite as high. Five-cent package gum machines are

(Continued on page 76)

Price Break Looms for Candy Ops

NEW YORK, July 9. — Candy venders may get their first price break in a long time. The Hershey Chocolate Company announced that effective Friday (1), candy wholesalers will pay 80 cents for a package of 24 bars, each weighing seven-eights ounces, a decrease of 5 cents a package.

P. A. Staple, Hershey president, said that retail bar prices may drop from 6 cents to 5 cents, and he added that the bar may be increased in size.

The Nestle Company is also expected to make a wholesale price reduction, while Cadbury-Fry would make no comment on the price decreases.

Rubenstein Sees Bulk Vending Off

NEW YORK, July 9.—The bulk vending business is off in the New York area, compared with a year ago, according to Sid Rubenstein, head of Pioneer Vending, local bulk supply house.

Rubenstein reports that while pistaschio and cashew sales are about holding their own, orders on Virginia and Spanish peanuts are trailing, with ball gum sales down considerably from last year's prices.

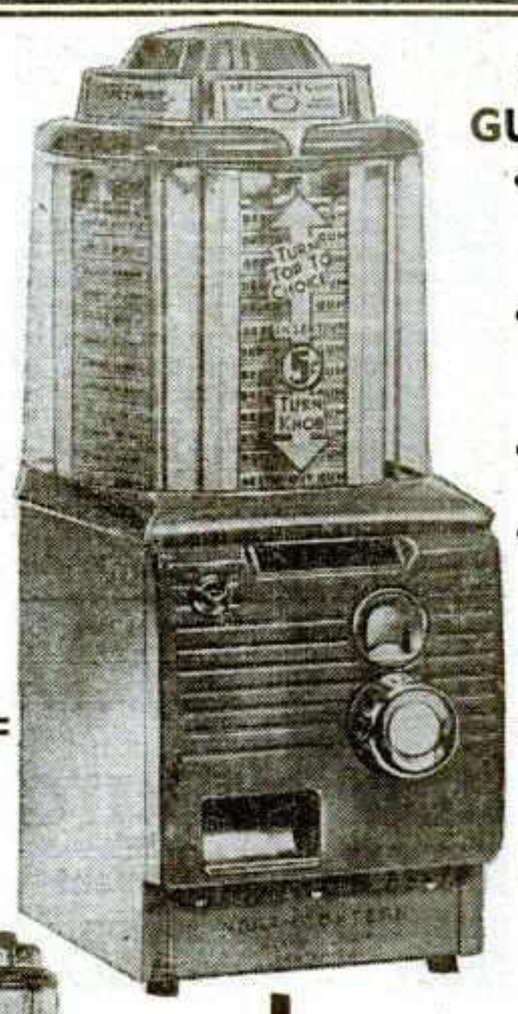
www.americanradiohistory.com

SEE Northwestern® VENDERS AT THE NABV CONVENTION!!

SUITE #706-A

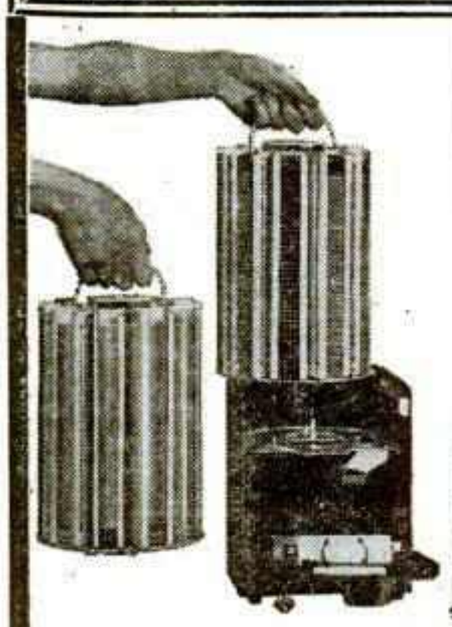
JET BALL GUM AND CHARM VENDER

- Entirely new vending principle designed to vend charms or ball gum and charms perfectly.
- Clear view plastic front provides outstanding display of charms and gum visible on three sides.
- Wide-opening top for easy dressing. Separate locks for top and bottom.
- Extra large capacity 8½ lb.—210 count.
- Available for 1¢ or 5¢ play.
- All metal construction.
- Durable baked enamel finish or bright chrome-plated finish.
- Available for capsule vending with capacity of 215.



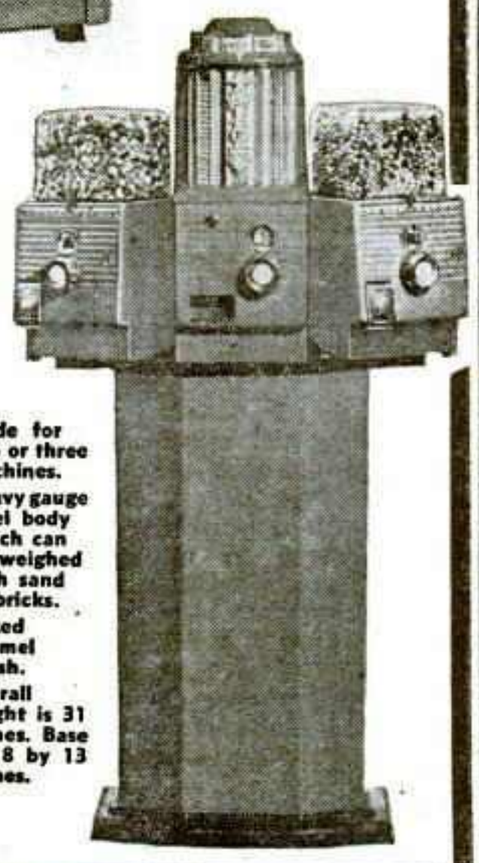
PACKAGE GUM VENDER

- Bigger gum profits are yours with Northwestern's newest unit — a sensational Package Gum Vender.
- Rotating Merchandise Drum — five columns vend a total of 95 nickel packs of gum with a retail value of $4.75.
- "Visidome" display top acts as merchandise selection.
- Foolproof mechanism rejects coins when merchandise column is empty. Customer may select from another column.



Northwestern

CABINET STAND



- Made for two or three machines.
- Heavy gauge steel body which can be weighed with sand or bricks.
- Baked enamel finish.
- Overall height is 31 inches. Base is 18 by 13 inches.

Northwestern

SELECTIVE TAB GUM VENDER

With "QUICK CHANGE" Merchandising Drum

- Window shows empty columns.
- Interchangeable merchandise drum.
- Pre-load extra drums at home.
- Quick servicing on location.
- Giant capacity—550 pieces.

SUPER JET CAPSULE VENDER

- Magic Flow Hopper for accurate vending of ALL capsules.
- Giant capacity; holds 325 to 350 large plastic capsules.
- Wide open top for easy loading.
- Distinctive three-dimensional display front.
- Baked enamel or bright chrome finish.
- 5¢ or 10¢ play.

Northwestern

49

- Interchangeable Sani-Carry globe enables operator to service location in about 30 seconds.
- Displays merchandise to best advantage; invites sales.
- Always a clean freshly filled globe on location.
- Empty globe is cleaned and filled in shop where work can be done swiftly, economically and without effort.
- Metal carrying cap insures freshness of merchandise at all times; handle makes for easy carrying.
- Also available in Hot Nut.

Be Sure to Meet Your Distributor at Northwestern's Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-16-17

THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST.- MORRIS, ILLINOIS

2 Cents Would Relax Pinch

• Continued from page 73

over the 5-cent one, Harold Probasco, production head of the Oak Manufacturing Company in Culver City, said. This figure also holds for the supply of Acorn bulk merchandisers sold in the local area.

Leo Weiner, an operator who supplies nuts to bowling alleys, ball gum in markets, and pistachios in bars, recently increased his 5-cent equipment. Last year he operated 75 per cent penny and 25 per cent nickel units. This year it increased to about 50-50.

Weiner has had a varied experience using toys. In a market, he added, he will always place a machine without the premiums. His line-up will include, for example, one with charms and three without. He has found that often the units without toys will do 25 per cent more business than the one that is loaded. He believes that in markets, mothers are more concerned with "food." Weiner uses charms that often costs 6½ cents each and are in 5-cent machines. These, he declares, are mixed in with cheaper premiums.

Frank Biro Jr., of Biro Distributing Company in Alhambra, and W. H. Siegle, of Bellflower, operate sponsored machines. In 1954 Biro's percentage of penny machines on the route was 99; it is the same this year. Siegle has not increased the number of 5-cent machines, giving his route a 98 per cent penny operation for last as well as this year. He added that he is not adding any 5-cent machines.

Neither Biro nor Siegle went for the capsule machines, but the latter did have a few. He reports that the demand is down, with the average about $5 per month.

Peanut Price Up

Biro does not use many charms but Siegle reports that the demand is "fair," not caring to give additional information. An increase in the price of peanuts from 25 to 34 cents per pound has hit both operators. Biro considers them "practically a non-profit item" doing as well as they are on his route only because the commission was cut two years ago.

Bob Leidenberger, an operator who is also president of the nearly 20-year-old Western Vending Machine Operators' Association, is disturbed by the increase in bulk merchandise costs. He admits that he does not know the answer, except for prices to come down. This operator believes a two-penny coin would go far in solving the problem. But, regardless, he continues, penny vending is here to stay. A diversified operator, 95 per cent of his machines operate on a penny, the same as in 1954.

In the profit department, Leidenberger declares that he never operated capsule machines. His charms run about $7.50 per M, a mix he buys locally. In this line there is a small percentage of increase in sales and margin in the last six months. Prices are stable for BB's and jelly beans. Pine nuts are considered by Leidenberger to be out of the question.

Because of the diversification of merchandise as well as locations, Leidenberger uses quite a few peanuts in his machines. Thru his supplier, he is paying 7½ cents per pound more for nuts than he did a couple of months ago. The price is "almost prohibitive," he declares, adding that he "is taking it on the chin." Leidenberger believes prices go in a cycle and is waiting for the other side of the perimeter to show up.

Phil Sreden, one of the largest if not the largest operator in this area, has not increased the number of 5-cent machines in the last year. The percentage of penny venders is still 99. He specializes in placing machines in supermarkets. Sreden said that capsules are down in price but that volume is kept up by the use of new items that have demand from the small fry. He buys the best of toys, he continued, for these machines, paying as high as $18 and $20 per thousand. These machines, he emphasized, account for 20 per cent of the gross.

Sreden's supplier of ball gum only this week dropped the price 2 cents per pound. This allows more profit. In his order one day after the decrease, Sreden saved $12 on 600 pounds. It is the corner cutting, he pointed out, that makes the profit in these categories of operation.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	$ .56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Sheik	.45
Cashew Whole	.57
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.36
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 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.	.47
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

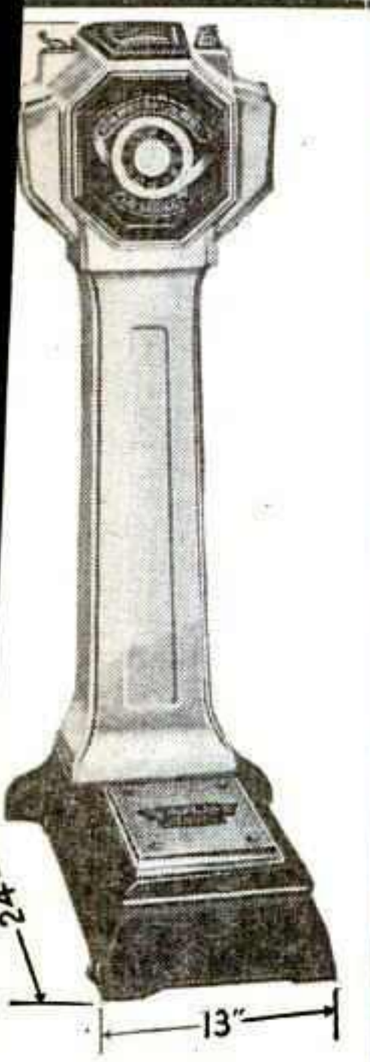
EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
PENNY KING CO.
2538 Mission Blvd.
Pittsburgh, Pa.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
STANDARD SPECIALTY CO.
5115 E. 14th St.
Oakland 1, Calif.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
RAKE COIN MACHINE EXCHANGE
605-609 Spring Garden St.
Philadelphia, Pa.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SIDMOR VENDING CO.
2137 Fifth Ave.
Pittsburgh, Pa.

Copyrighted material
www.americanradiohistory.com



$25
DOWN
Balance $10 Monthly
ALL WEATHER SCALE
OMPLETE CABINET AND
ASE, CAST IRON POR-
ELAIN ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
1650 W. Fulton St. Chicago 44, Ill
st. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINCITE, Chicago

Bulk Vending

• Continued from page 72

location is very nominal, and that it is readily possible to sell the equipment on location with either a fair profit or very little depreciation from cost.

How big is the bulk vending industry? Bulk vending of gum, plastic charms, candy and nuts, it is estimated that there 1,200,000 on location last year. Bulk vending of gum, plastic charms, candy and nuts, then, is a $78 million annual business—figuring average weekly sales of $1 per machine. That's big business.

Over the years, the bulk vending industry has grown from a loose knit fraternity into a more organized industry, especially after th formation of the National Associa tion of Bulk Vendors in 1951.

Assn. Roster

NABV now embraces hundred of operators, distributors and manufacturers of vending equipmen and vending supplies. Very active in this association work are most of the large operators and distributors, as well as many who pay minimum yearly dues for the many numerous benefits this association brings them in legal, trade and technical advice, and instructio on methods and materials.

Without an association back of him, many small businessman—in this case operators—feel like the forgotten man on whose toes everyone can step.

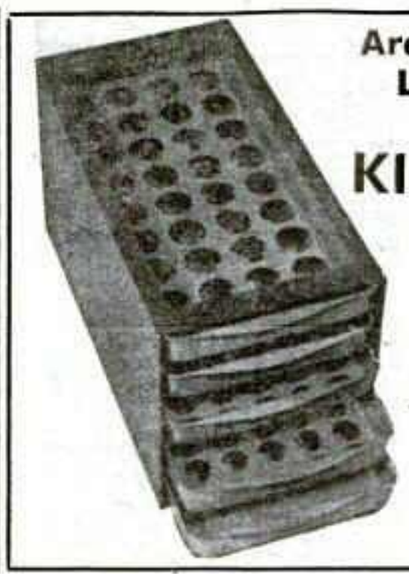
Collectively, however, the little businessman has a powerful voice, and is backed up by the federal anxiety to give the little businessman a chance to grow—for that is the American ideal on which our nation thrives. And in bulk vending there is large opportunity for growth.

R. I. Firm Bows New Match Vender

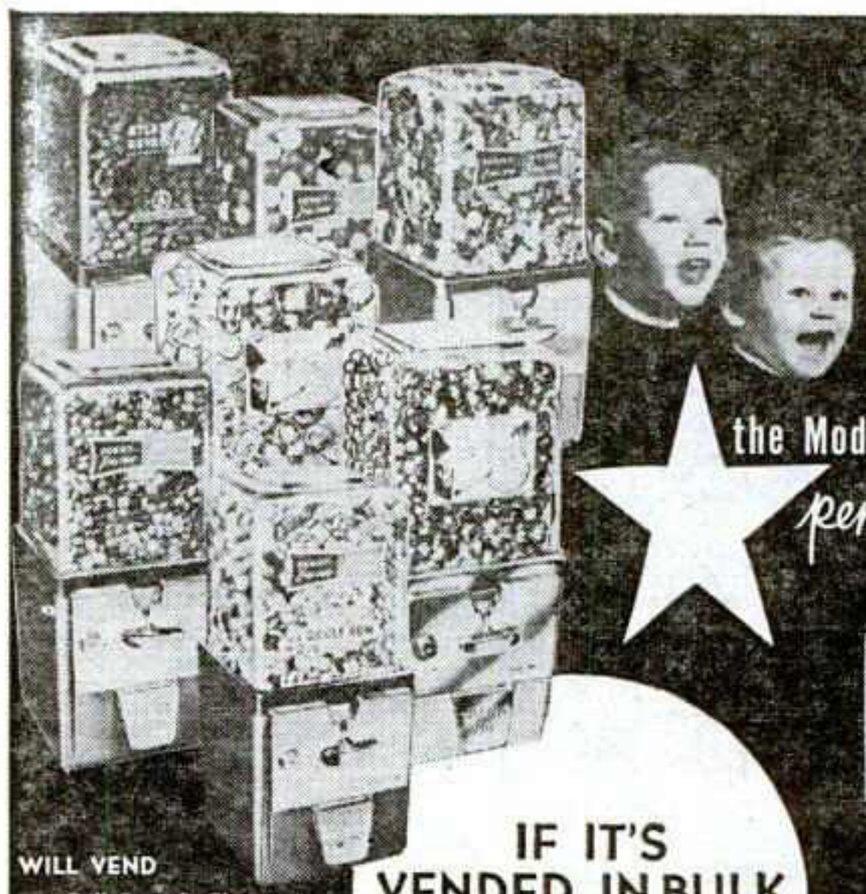
PROVIDENCE, July 9.—A new match book vending machine was announced by Plastic Vending Machines, Inc., here.

Dispensa-Match, as the new machine is called, is designed to vend any standard size book matches at two for a penny, and has a capacity of three boxes.

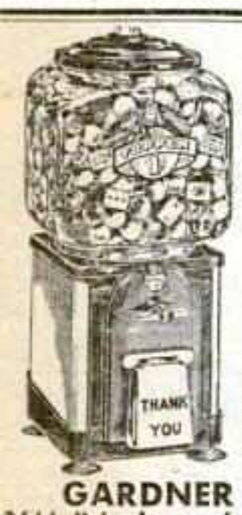
Made of polystyrene plastic in bright shades of red and yellow, the machine is molded by Bolta Products of Lawrence, Mass., a division of the General Tire & Rubber Company.



Are you SHORT on TIME but LONG on coins to SORT?
Then you need a
KING KOIN SORTER
Are you ready for the big summer business?
Let us help you with your coin sorting problem.
THREE models to choose from:
All steel at.....$24.75
Steel case with plastic drawers at...$27.50
All plastic interlocking sorter at....$27.50
Used successfully by hundreds of operators.
May we send you one on approval?
KING KOIN SORTER COMPANY
Department "B"
Box 1043 Lincoln, Nebraska



WORLD'S MOST VERSATILE VENDOR
ATLAS-MASTER
Model AM-800
the Modern
penny-nickel
Vendor
FOR TWO-WAY LOCATION PROFITS
faster emptying!
nickel sales—
Bigger Profits—
WILL VEND
Ball Gum & Charms
Large Ball Gum
Rocket Charms
Bulk Nuts & Candies
Tab Gum
Capsules
IF IT'S VENDED IN BULK THERE'S AN AM-800 TO VEND IT!
Attractive tubular floor stands for one, two, or three machines add extra drawing power for greater sales and less location resistance
The Vendor with
ONE SLOT PENNY-NICKEL Operation!
Write today for free descriptive information on the AM-800 Vendors
ATLAS
MANUFACTURING & SALES CORP.
12220 TRISKETT RD. CLEVELAND 11, OHIO
See us at the NABV CONVENTION—Rooms 714A and 715A,
CONRAD HILTON HOTEL, CHICAGO, ILLINOIS,
Friday to Sunday — July 15 to 17, 1955



VICTOR'S TOPPER
1¢ Ball Gum Machine, $12.50 each. $12.00—100 or more.
VICTOR'S FIVE STAR BABY GRAND
$12.50 each
Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.
GARDNER & LOSE
2611 Hale Ave. Louisville 11, Ky.
EM 6-6838

We've Got It! No Guessing!
Your Machines Will Move Again
with MAGIC TRICK CHARMS

Breaking with new, heavy 400 series. Plastic and Vacuum Plated. Send for Price List of complete line of Charms and Capsules.
PLASTIC PROCESSES FREEPORT, N Y

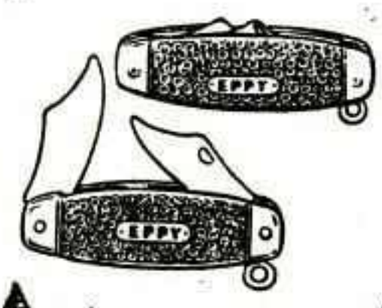
If it's EPPY's - it's Gotta be Good

DAVY CROCKETT FRONTIER PIN

$15.25 per M
Gold 8 Asstd.

MAN IN TUB

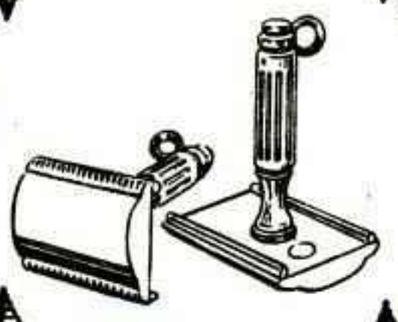
$15.25 per M
Gold

2-BLADED KNIFE


$17.75 per M
Gold

HOME SWEET HOME

$6.50 per M
Gold 4 Asstd.

RAZOR

$15.25 per M
Gold

CINDERELLA'S SLIPPER

$7.75 per M
Gold

Get there FIRSTEST - with the MOSTEST
SAMUEL EPPY & CO., Inc.
91-15 144th Place, Jamaica 35, N. Y.

Copyrighted material
www.americanradiohistory.com

BROOKLYN, July 9.—Hy Becker has been elected president of Korday Candies, Inc. He was formerly executive vice-president.

Mrs. Samuel D. Fried, who had succeeded her late husband as president, has been elected chairman of the board.

Diamond Match Names 3 to Board

NEW YORK, July 9.—The Diamond Match Company has named three new members to its board of directors, raising the total membership to 11. All were formerly officers of the General Package Corporation, recently acquired by Diamond.

The new directors are: John W. Cox, of Chicago, formerly president of General Package; Peter Berkey, of Chicago, formerly chairman of the board of General Package; Bert W. Martin, of Pasadena, Calif., formerly vice-chairman of the board of General Package. Cox has also been named as a Diamond vice-president and will head up the company's General Package division.

Northwestern
CABINET STAND

SPECIALS
Chef-Way (Chocolate and Soup) — $200.00, almost new.
Capsules Closeout — 120,000 extra good items in capsules at $12.00 per M in lots of 20M or more.

EARL GROUT
SEE YOU AT NORTHWESTERN EXHIBIT NABV CONVENTION

COMPLETE LINE OF ALL NORTHWESTERN VENDING EQUIPMENT, SUPPLIES AND REPAIR PARTS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Made for two or three machines. Heavy gauge steel body. Can be weighted with sand or bricks. Baked enamel finish. Overall height is 31 inches and the base is 18 inches by 13 inches.

VENDALL CO., INC.
816 W. 36th Street, Minneapolis, Minn.

WANTED
DISSATISFIED CUSTOMERS

We can give you immediate delivery on all VICTOR'S profit-making vending machines.

We carry the largest variety of CHARMS in the world.

We can ship your LEAF BALL GUM orders the same day they are received. We stock tons and tons of all shapes and sizes.

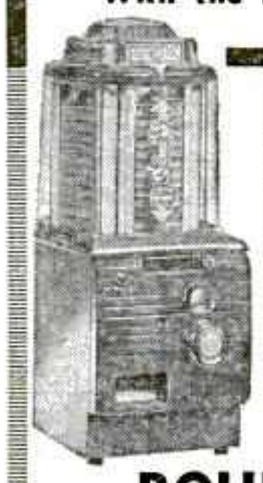
All parts for VICTOR machines on hand.

If you have been experiencing slow delivery and have not been receiving all the items you have ordered, please contact us. ALL ORDERS SHIPPED SAME DAY RECEIVED.

FREE order blank price list available
LET US HEAR FROM YOU— WE WANT YOUR BUSINESS

LOGAN DISTRIBUTING CO.
916 MILWAUKEE AVENUE CHICAGO 22, ILL.

Northwestern PACKAGE GUM VENDER...
With the New VISIDOME Plastic Merchandise Display and Selector Immediate Delivery



5 columns — Holds 95 National Brands of 5¢ Gum Packages.
Install it anywhere . . . counter, wall, stand or to another machine.
19" HIGH, 10" DEEP, 8" WIDE.

1—24 machines .. $29.95 ea.
25—99 machines .. 29.45 ea.
100 or more..... 28.95 ea.

COME IN—WRITE—WIRE—PHONE

WE CARRY A COMPLETE LINE OF NORTHWESTERN VENDING MACHINES AND PARTS

ROHR SALES COMPANY
9854 Twelfth Street (Distributor) Detroit 6, Michigan

5 Cents a Must for Bulk Nuts

Continued from page 73

the switch to a nickel for nut vending? Proper merchandising and top-quality service, says Chicago operators.

With the penny-vend, the cost of servicing is impossible to meet. By vending the nuts at 5 cents, it is true the machines would be emptied less quickly, but enough extra money would be made to take care of the costs of servicing.

And with a 5-cent vend, the better quality nuts could again be vended.

Consumer Resistance

The bulk-ending consumer is, of course, resistant to the switch to 5-cent bulk vending, but the polled operators maintain that if the product is promoted well, with pleasant-appearing, sanitary machines, and correspondingly interesting signs, desire will be created on the part of the consumer, and sales will be made. The operators agreed the day is over when an operator will merely have to refill his machine and collect the money. He must begin to "promote" his product.

The first 5-cent switch by nut venders followed the lines of removal from the machines of Spanish and Virginia nuts selling for a penny, and replacing them with cashews, pistachios and mixed nuts, selling for a nickel.

Conditioning Patrons

One Chicago operator has an interesting method of conditioning his customers to the switch to a 5-cent vend. He places a machine vending good-quality nuts at 5 cents, next to one of his already-located machines vending poor-quality nuts at a penny.

He allows the two machines to function side by side for approximately a month—to enable his customers to get used to the idea of the 5-cent vend. Then he removes the penny-vend machine, leaving the nickel vender alon. If the switch from 1 to 5 cents were made directly, the customer would resist the change, the operator said.

The mainstay of the penny bulk vending industry is ball gum, agree operators polled. A profit can still be realized from the sale of ball gum at a penny and, as far as the surveyed-operators are concerned, the penny vend of ball gum will be here for many years to come.

However, 1-cent tab and stick gum are not in as good shape. Altho 1-cent gum is not as costly from the profit angle as penny nuts, 1-cent gum servicing is still more expensive than a 5-cent gum pack, operators said.

Tab Gum Reduced

Beech-Nut and Wrigleys recently reduced prices for 1-cent tab gum from 45 cents per hundred to 42 cents. Chiclets were recently raised in price. Tho the operators do not see an immediate crisis in the penny tab and stick gum vending operation, they feel in the not-too-distant future a cost-problem will present itself. The cost of manufacture of the stick and tab gum will soon go up, they say. And with that, the price of gum will rise. The 1-cent vend of tab and stick gum therefore may eventually go out.

The Chicago operators also admitted that sales of capsules and charms, usually vended at a nickel, were decreasing.

Due to the fact there is not enough variety in the charms and capsules, there is no continuation of sales, say the operators surveyed. If a person gets the same charm several times, he is not going to patronize the machine further—unless new charms appear.

Operation Drawbacks

Other drawbacks to the operation: The capsules don't always vend well—they pop open in the machine and jam the mechanism, polled operators said. The customer, of course, loses his nickel everytime this happens. Also the charms that are received in a capsule for a nickel are sometimes the same as those given in a ball-gum vending machine for a penny. When a customer realizes this, he is finished with the capsule machine.

The main problem facing the bulk vending industry seems to be the necessary switch from the penny to the nickel. Most bulk vending manufacturers are supplying conversion kits for reasonable fees to facilitate the switch. But the main problem to be solved is one of product merchandising and quality—not machines. The industry must attempt to win the consumer to the 5-cent vend thru good promotion and service.

DAVY CROCKETT
COMES TO THE
NABV CONVENTION
with
Davy Crockett Magic Sponges
$12.50 M
(Stickers with all orders)
Davy Crockett Vacuum-Plated Badges
$10.00 M
Davy Crockett Blocks
$10.00 M

SPECIAL OFFER!!
1000 Each of Above Charms $29.75

Many other new numbers to be shown

SEE: M. J. Abelson
7th Floor, Conrad Hilton Hotel
OR WRITE: M. J. Abelson
2033 Fifth Ave., Pittsburgh, Pa.

Twin Cities

Continued from page 73

doing a tremendous job, with operators hard pressed to keep up with demand, it was reported. Tab gum in penny venders also gets heavy play, according to operators.

Actually, a large distributor pointed out, sale of nickel units to operators has not been promoted as heavily in this area as elsewhere, with the result that vending operators are not too interested in a switch-over.

Capsules, charms and ball gum vending operations here all have a satisfactory trade outlook, it was reported. Approximately 7,000 machines are on location in the Twin Cities, with only 700 to 1,000 nickel units included, the balance being penny venders.

SOMETHING NEW HAS BEEN ADDED

"EVER FRESH"
Special Quality MIXED NUTS

Brand new for Bulk Vending operators. "Ever Fresh" nuts are now packed in 5-lb. vacuum cans. These stay-fresh cans are filled with special quality mixed nut meats consisting of:

#1 RED SKINS
#1 BLANCHED VIRGINIAS
SPANISH
450-Count Small CASHEWS
CASHEW BUTTS

No spoilage—keep fresh for indefinite period.

"NOT THE CHEAPEST, BUT THE BEST"
Guaranteed fresh at all times.

SPECIAL
1-lb. EVER FRESH Mixed Nuts in cocktail size. Packed especially for Holiday trade.

Save on shipping costs by ordering 100 lbs. or more, as freight rates are based on 100 lbs. or more. Write for prices.

TOM KING

Tom King and Paul Crisman will meet you at Northwestern Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-17.

Northwestern 49
NUT VENDER

Interchangeable Sani-Carry globe enables operator to service location in about 30 seconds. Displays merchandise to best advantage; invites sales. Always a clean, freshly filled globe on location. Empty globe is cleaned and filled in shop where work can be done swiftly, economically and without effort. Metal carrying cap insures freshness of merchandise at all times; handle makes for easy carrying. Also available in Hot Nut.

$16.95 each
in lots of 100 or more.

We carry a complete line of vending machines, parts and supplies. Everything the operator needs.

PAUL CRISMAN

KING & COMPANY
2700 W. Lake St., Chicago, Illinois Tel.: KEdzie 3-3302

CLOSE OUT
110 12-Column Cigarette Vending chines. Must sell. Priced below Will sell all or any part of stock, new machines. For information or call
EDDIE COPPOLA
934 6th Ave. Des Moines,
(Phone: 4-3245 before 5:00 P.M. 4-5086 after 5:00 P.M.)

NORTHWESTERN
PACKAGE GUM VENDER
NORTHWESTERN
MODEL 49 BULK VENDER
NORTHWESTERN
NATIONAL POSTAGE STAMP VEND
Write for information
ADDEY VENDING COMPAN
2815 WEST PICO BOULEVARD
LOS ANGELES, CALIFORNIA

WELCOME
N.A.B.V. MEMBERS
We'll be happy to meet you so be sure to drop in and see us.
ROOM 709
HILTON HOTEL
OHIO GUM SUPPLY CORP.
Wickliffe, Ohio

PENNY KING CO. & OAK MANUFACTURING CO.

WELCOME YOU TO THE N.A.B.V.
Come to our suite for rest and refreshment

On exhibit will be SENSATIONAL new items as well as the world's largest selection of quality charms . . . scientifically produced in one plant, from raw material to finished product.

See for the first time Oak's Goldmine Tab Gum machine . . . perfection in vending.

There will be gifts for the ladies and cigars for the men.

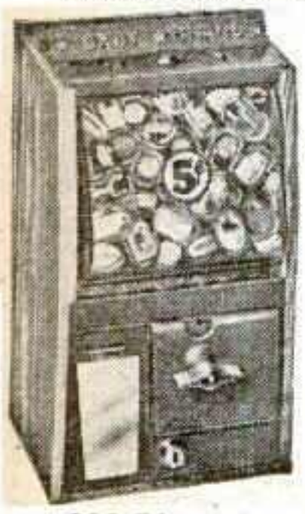
WELCOME!

www.americanradiohistory.com

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
GRAFF VENDING COMPANY
2817 W. Davis St.
Dallas, Texas

CHAMP BALL GUM
The BUBBLE GUM with the soft chew. Empties machines faster.
• • •
Write today for Prices and Information
BALL-GUM, Inc.
2610 W. 19th St. Chicago, Ill.
VEND THE BEST
Do not accept Substitutes

YOU'RE INVITED
TO ROOM 710A-711A CONRAD HILTON
TO SEE GUGGENHEIM'S SENSATIONAL NEW CHARM ITEMS!
•
If you cannot attend, be sure to write for new price list and information.
•
As ever Karl Guggenheim will continue to offer—
HIGHEST QUALITY—
LOWEST PRICES—
BEST SERVICE—
Karl Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL. 5-8393

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
5c—FIVE CENT—5c VENDING IS HERE

N.A.B.V. SPECIAL
2500 FILLED CAPSULES With many new items
AND
FOUR 5 Star Baby Grands
ALL for only
$98.75
Deal will gross you approximately $125.00.
$12.50 each
SEE BITTERMAN at the N.A.B.V. Show, Conrad Hilton Hotel, Chicago, Ill., July 15th through 17th.
DAVY CROCKETT CHARMS NOW IN STOCK. Complete stock of the FAMOUS VICTOR LINE.
Vending Machines and Supplies
Write for catalog
BERNARD K. BITTERMAN
4709 East 27th Kansas City, Missouri

'55 NAMA Meet

• Continued from page 73

management consultant; a workshop discussion session on "Automatic Feeding Service;' "Mr. Manager—Heel or Hero?" by Fen K. Doscher, vice-president of Lily-Tulip Cup Corporation.

"Motivating People" by Paul J. Mundie, partner in the firm of Humber & Mundie, Management Consultants, Milwaukee (Dr. Mundie, who first appeared at the 1953 NAMA Convention, is back by popular request; he will also conduct an evening business forum on personnel); an address by Robert Z. Greene, president of The Rowe Corporation, and second president of NAMA.

"Impact"—a presentation of points of view toward vending service, by prominent location representatives including Royal Cherry factory employment manager, Oldsmobile Division of General Motors, and L. B. Hudson, assistant director of Service Enterprises, Bloomington, Ind.; "Use It or Lose It" by Arthur H. (Red) Motley, one of the "top ten" salesmen in America.

Evening "Brass Tack" idea exchange discussion clinics have been planned for operators interested in candy, cookies, nuts and gum; cup beverages, coffee, hot chocolate, soup juices; sandwiches, pastry and other food products; cigarettes; milk and ice cream; automatic feeding.

The ladies will participate in program of entertainment and events arranged by the Ladies' Program Committee, under the chairmanship of Mrs. Frank J. Bradley, Buffalo.

The traditional banquet will be held November 9, the final evening of the convention, with entertainment arranged thru the courtesy of Philip Morris & Company, Inc.

The entire convention-exhibit is under the direction of Bernard J. Kiley, Airport Vending Service, Chicago, general chairman. Robert Kyle, American Chicle Company, Long Island City, New York, is chairman of the Trade Show Advisory Committee, responsible for the arrangements governing the exhibits.

Hollywood Brands Enlarges New Plant

CHAMPAIGN, Ill., July 9.—Hollywood Brands, Inc., is undertaking extensive reconstruction of one of its plants, announced F. A. Martoccio, president of the firm, last week.

Hoben Candy Corporation of Ashley, Ill., recently purchased by Hollywood, was discovered not large enough to accommodate the planned "automation" of the production line.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
FISHER BROWN COMPANY, INC.
2216-18 S. Harwood St.
Dallas, Texas

Badger Helps Vend Milk on Wis. Campus

MADISON, Wis., July 9.—Bucky Badger, the animal character which represents the University of Wisconsin on football pennants, is now decorating third-quart milk cartons vended from 14 milk vending machines in classroom buildings and dormitories on the university campus.

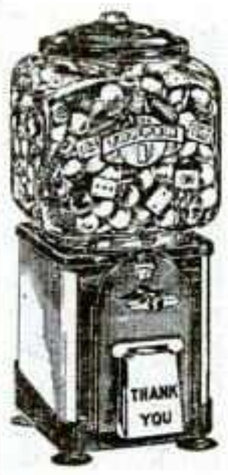
These milk venders are the first vending machines of any type permitted on the campus by the university board of regents.

Ten milk vending machines were initially installed January 31, 1955. Sales the first week were 5,000 units (100 per machine per day). Sales the third week were 8,000 units and sales the fourth week were 11,000 units.

For the first 15 days in March, from 12 milk venders, a total of 23,958 third-quarts were sold: 17,886 units of chocolate drink and 6,072 units of white milk. The next 15 days, from March 16 to 30, a total of 25,476 third-quart units were sold: 19,410 units of chocolate drink and 6,336 units of white milk.

University officials say that six more machines will soon be installed, bringing the total to 20.

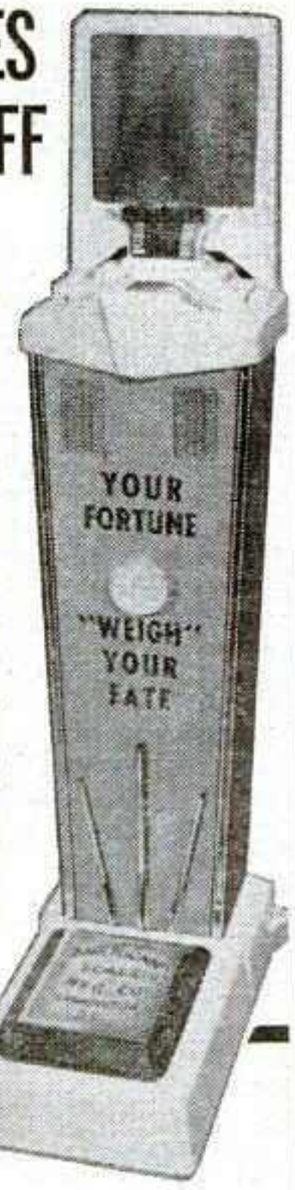
CIGARETTE and CANDY MACHINES
Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Latest prices anywhere—compare!
STONER 8-COLUMN UNIVENDOR, 160 capacity, prewar model ... $ 99.00
STONER 8-COLUMN UNIVENDOR, 160 capacity, postwar model ... 165.00
STONER 6-COLUMN UNIVENDOR, 102 capacity, postwar model ... 90.00
STONER PASTRY or SANDWICH, 80 capacity ... 175.00
ROWE CANDY 8-COLUMN, 120 capacity ... 60.00
NATIONAL 9-18, 162 capacity ... 70.00
UNEEDA 6-COLUMN CIGARETTE, king size ... 45.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.
NATIONAL VENDING
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

BULK OPERATORS
need a good 1-Stop Service to fill all their buying needs
and
PIONEER is the best 1-Stop of them all!

VICTOR STANDARD TOPPER
Case of 4, $50
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms, $61.00
All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule and charm list.
Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

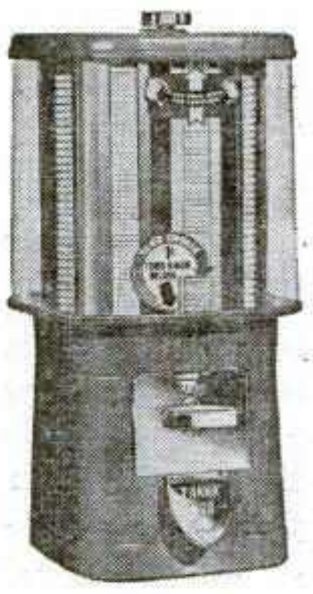
Northwestern
10 COLUMN SELECTIVE TAB GUM VENDER

ED RANDOLPH
"Meet me at Northwestern Suite #706-A, NABV Convention, July 15-17, Conrad Hilton Hotel, Chicago."
• 1¢ SELECTIVE TAB GUM VENDER, Giant Capacity—550 pieces
• Constructed of heavy pressed steel
• Clear Plastic Globe, Selector Display Top
• Assures maximum profits

Also Available
"QUICK CHANGE" MERCHANDISING DRUM
• Window shows empty columns
• Interchangeable merchandise drum
• Pre-Load Extra Drums at Home
• Quick Servicing on Location
Complete line of Northwestern Venders and Parts—also complete line of all supplies.
RITE-WAY DISTRIBUTORS
3206 Olive St., St. Louis, Mo.
Phones: JEfferson 5-7628
5-7629

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 mouldings; choice of colors. $20 deposit, $8 per month. Shipping weight, 150 lbs.
AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.
Send more details ☐ Send scale ☐
$20 deposit enclosed ☐
NAME_____
ADDRESS_____
CITY_____ZONE_____STATE_____

GIVE TO DAMON RUNYON CANCER FUND

The 2 Biggest Profit Making Bulk Vendors
READY FOR IMMEDIATE DELIVERY
Oak Goldmine
Precision built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK'S streamlined Goldmine, 10 columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.


Oak Acorn
The unqualified success of the ACORN All-Purpose Vendor makes it today the most popular and most wanted vending machine of its type in the world. Vends all bulk merchandise; nuts, gum balls, candy, charms. Has polished, easy-to-clean merchandise chute. Completely tamperproof. Held together by top lock and body clamps only.
Convert your present Acorns to Tab Gum or Capsule Vendors in just two minutes.
Remember, only the Acorn is instantly convertible.
Eastern office • National Sales Headquarters
PENNY KING COMPANY
2538 Mission Street • Pittsburgh 3, Pennsylvania
WESTERN SALES OFFICE
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Avenue • Los Angeles 15, California
OAK
MANUFACTURING COMPANY, INC.
11421 Knightsbridge Ave.
Culver City, California

Copyrighted material
www.americanradiohistory.com

VICTOR'S 5-STAR BABY GRAND

Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treets, 100-Count Ball Gum,

$12.50 each less than 25 cases;

25 cases or more. $12.00

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

PENNY KING STORY

Need to Increase Mdse. Variety Made Charm Mfr. of Bulk Op

PITTSBURGH, July 9. — The Penny King Company, one of the major charm manufacturers to exhibit at the annual convention of the National Association of Bulk Vendors in Chicago, July 15-17, operated thousands of ball gum venders before its entry into the charm field, shortly after the end of World War II.

The move into the manufacture of charms was motivated by the firm's need to increase merchandise variety. In the late 1940's Penny King contracted for molds and jobbed out the molding and plating to outside firms. In 1951 the firm opened a plant in Puerto Rico for the manufacture of charms.

All departments necessary to turn out the finished product are included in the factory—a die shop for making molds, modern injection and molding machinery and a new plating section. There is also an assembly department for hand work.

Manufacturing facilities contain 25,000 square feet. About 200 persons are employed.

The actual manufacturing process begins with the artist who makes the model, which is usually three to six times larger than the finished piece.

The model is then put on a duplicating machine and engraved into a piece of tool steel. After that, it is hand finished, polished and heat treated, the last-named process hardening and drawing the piece into the proper physical properties.

Press Department

Then it is repolished and sent to the press department, where it is forced into a soft piece of steel to form the final cavities of the mold. About 25 to 200 of such pieces are all pressed into soft steel.

Outsides are then machined in the die shop, and from there they go to the heat-treating department, where the pieces are carburized to give them strength and hardness.

With this press each piece is ground separately and fitted carefully into an injection mold. After the mold is completed, it is placed in an injection molding machine.

Clamping Plates

An injection molding machine is a hydraulically operated press in which a die is placed. It consists of clamping plates which hold the two parts of the mold.

The press opens and closes the mold, sealing it with pressures varying from 125 pounds to 500 pounds a ton, depending on the mold.

Another important part of the molding machine takes the plastic in powder form and forces it thru a heating chamber with pressures up to 20,000 pounds a square inch, and temperatures up to 500 degrees.

Tar Consistency

Materials subjected to these pressures and temperatures flow thru the nozzle of the heating chamber with a consistency approximately like that of tar.

The material is shot into the mold, and upon coming into contact with the relatively cold steel, solidifies, forming the piece. The mold opens automatically and the pieces are removed.

While this process is going on, all time sequences and temperatures are controlled automatically.

Two Types

Two types of plastics are used in charm molding—polystyrene, which produces bright, opaque and transparent pieces, and acetate, which produces a neutral or clear color used under plating.

The first plating step involves giving the pieces a microscopically thin coating of silver. Next, the pieces are put in large plating tanks, the base coats of copper are deposited electrolytically for the various finishes.

Copper-plated charms may be finished in gold, silver, brass, bronze or nickel, depending on the customer requirements. When the charm comes out of the finished plating baths it is burnished to a bright finish in large tumbling barrels.

Lacquer Coating

Next, it is given a protective coating of lacquer to stem oxydation. At least 12 hours is required for plating each piece. The process is called electroplating. It is desirable for charms vended with ball gum, as there are no small glass-like pieces to peel or chip off the plated charm.

Charms first appeared in vending machines about 25 years ago; these were mostly imported from Japan and came with silk strings attached. The operator removed the strings before placing them in his machines.

The charms were generally sold in penny vending machines with small candies. According to Mrs. M. H. Kelly, Penny King manager, the novelty of the charms lasted for a couple of years, but died because of lack of variety.

After World War II, she added, a ball gum operator mixed charms in his venders and met with immediate success. It was at this time that Penny King entered the field.

SCHOENBACH
STAMP VENDORS
Folder Type

ATTRACTIVE OUTSTANDING
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) $24.50 ea.

3 Col. Vendor $32.50 ea.

STAMP FOLDERS Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

COMPLETE LINE OF Northwestern VENDERS

5c PACKAGE GUM VENDER
$29.95 Each
$28.95 each in lots of 100 or more

JET BALL GUM and CHARM VENDER
$14.25 Each
$54.00 per carton of 4 in lots of more than 25 cartons

SELECTIVE TAB GUM VENDER $25.95 Each
$24.95 each in lots of 100 or more

NORTHWESTERN 49 NUT VENDER
$17.35 Each
$16.95 each in lots of 100 or more

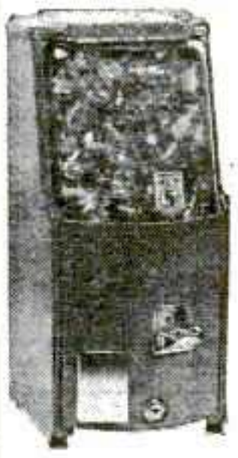
SUPER JET CAPSULE VENDER $16.00 Each 5¢ or 10¢ play
$61.00 per carton of 4 in lots of more than 25 cartons

Write for Our Special 25 Multiple Unit-Finance Plan With ⅓ Down, 12 Months on Balance.

M. S. GISSER
Sales Manager

Cleveland Coin
MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: ⅓ deposit with all orders, balance C.O.D.

ATTEND N.A.B.V. CONVENTION



See the Northwestern SUPER JET CAPSULE VENDER

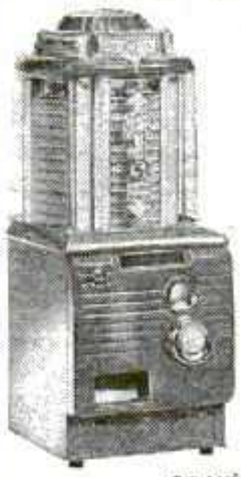
- Magic Flow Hopper for accurate vending of ALL capsules.
- Giant capacity; holds 325 to 350 large plastic capsules.
- Wide open top for easy loading.
- Distinctive three-dimensional display front.
- Baked enamel or bright chrome finish.
- 5¢ or 10¢ play.

Complete line of Northwestern venders and parts. Vending supplies for all operators.

MOE MANDELL
Will meet you at the Northwestern Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-17.

NORTHWESTERN Sales and Service Co.
446 W. 36th Street New York 18, N. Y. Tel.: LOngacre 4-6467

See it at NABV CONVENTION



The New VISIDOME Plastic Merchandise Display and Selector on the New

Northwestern
5c PACKAGE GUM VENDER

5 Columns — Holds 95 Standard 5¢ Gum Packages. Install it anywhere . . . counter, wall, stand or to another machine. 19" HIGH, 10" DEEP, 8" WIDE. 1-24 machines, $29.95 ea. 25-99 machines, $29.45 ea. 100 or more, $28.95 ea. Come In—Write—Wire—Phone.

COMPLETE LINE OF VENDERS AND SUPPLIES
FISHER BROWN COMPANY, INC. 2216-18 So. Harwood St. Dallas, Tex. Ph: HA 7314—HA 7315

WELCOME, N.A.B.V. MEMBERS!

For the best in 5c package gum venders

BUY NORTHWESTERN

There is nothing better

FREE 30 DAY money back guarantee if not satisfied

$29.95

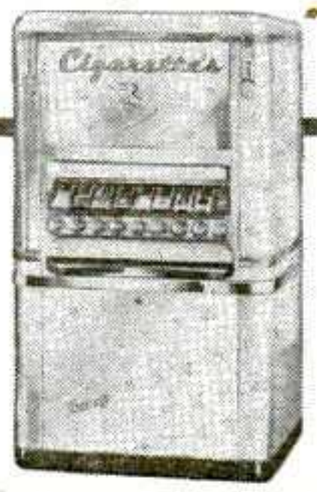
One-third deposit on all orders.

IRV KOVENS
Meet me at Northwestern Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-17.

PARKWAY MACHINE CORPORATION
701-733 ENSOR STREET • BALTIMORE 2, MARYLAND

New OPPORTUNITY FOR PROFITS WITH THE Keeney Deluxe HOT COFFEE VENDER

ALMOST UNBELIEVABLE PROFITS are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes all-dry ingredients *instantly* to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill.
Size: 19¾" W. x 15½" D. x 52" H.



The Keeney Deluxe Electric
CIGARETTE VENDER

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity • Coin changer optional
- Price adjustment on each column
- Swing-up top • 3-way match vending

The pack you see—is the pack you get!

Write TODAY FOR NEW CIRCULARS JUST OFF THE PRESS!

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

DAVY CROCKETT RINGS
(U.S. T.M. Reg. Pend.)
SERIES #3

Complete assortment consists of rings pictured above, as well as other characterizations of the Davy Crockett life story.

AVAILABLE IN:
Copper inlay .....$13.75 M
Nickel inlay ..... 14.00 M
Simulated gold inlay ..... 14.25 M

VENDS IN ALL MACHINES
DON'T WASTE A MINUTE—ORDER NOW!!

See us at NABV in Chicago
DAVY CROCKETT HEADQUARTERS
Suite #721, 722, 723
Conrad Hilton Hotel

paul a. Price co. inc.
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8

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.
BEekman 3-7646

Copyrighted material

www.americanradiohistory.com

BALL and VENDING GUMS
AT BIG SAVINGS
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..27¢ 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.

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
H. B. HUTCHINSON JR.
860 North Avenue, N.E.
Atlanta, Georgia

NUTS TO VENDORS
Salted Spanish Peanuts .....33c lb.
Blanched Peanut Halves.....30c lb.
Blanched Virginias .....42c lb.
Whole Cashews.....60c lb.
Cashew Butts or Halves.....55c lb.
Cashew Pieces.....47c lb.
Mixed Nuts .....50c lb.
Charms, Ball Gum
ASTER NUT PROD. CO., INC.
1004 Main Street, Evansville 8, Indiana

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
VENDOR DISTRIBUTING CO.
682 Madison St.
Memphis, Tenn.

NABV Exhibitor List

Equipment Manufacturers

Atlas Manufacturing & Sales Company, 12220 Triskett Road, Cleveland.

Midwest Postage Stamp Company, 533 S. Dearborn, Chicago.

Northwestern Corporation, 900 Armstrong Street, Morris, Ill.

Oak Manufacturing Company, Inc., 11411 Knightsbridge Avenue, Culver City, Calif.

Victor Vending Corporation, 5701-13 West Grand Avenue, Chicago 39.

Product Suppliers

Beech-Nut Packing Company, Canajoharie, N. Y.
Curtiss Candy Company, 1101 Belmont Avenue. Chicago.
Leaf Brands, Inc., 1135 North Cicero Avenue, Chicago 51.
Oak Sales Company, Pittsburgh.
Ohio Gum Supply, Wickliffe, O.

Charms

Samuel Eppy & Company, Inc., 9-15 144th Place, Jamaica 2, L. I., N. Y.
Karl Guggenheim, Inc., 33 Union Square, New York 3.
Penny King Company, 2538 Mission Street, Pittsburgh 3.
Paul A. Price Company, 55 Leonard Street, New York 13.

Trade Publications

The Billboard Publishing Company, 188 W. Randolph, Chicago.
Coin Machine Journal, 407 S. Dearborn Street, Chicago.

United Effort Brings Success

• Continued from page 72

retail value of 5 cents or less, is an amusement device ($10.00 tax). We have constantly held, however, that if the only prizes occasionally dispensed by these machines along with the candy, gum, peanuts, etc., for each penny inserted in the machine, are toy charms, such machines are considered **bona fide machines**, exempt from the special tax. We consider that individual charms which average less than 1 cent in cost to the operator are of such insignificant value that they do not come within the category of prizes within the meaning of Section 3267 (b) of the Code."

This ruling was obtained by your association thru its representative who went to Washington, D. C., for the purpose of clarifying our Federal Tax Status.

Faces Problems

During the time we have been in existence, we have been faced with many problems. We are proud to report that most of them have been successfully met and that our operators have continued to vend their merchandise without serious interruptions or without the loss of vital markets.

All vending is a service business. We sell consumer items which can be bought across the counter in most retail locations, but we do it without any inconvenience to or time consumption of the retail merchant. Our operators have branched into various facets of the vending business, and today handle numerous types of vending machines and commodities.

As a growing industry, our biggest problem is that of taxation. States, counties and municipalities are in dire need of revenue, and as a consequence, are scraping the barrel in every possible way to find new ways and means to levy additional taxes to raise that needed money. It is essential to the successful continuance of our business that each and every operator, distributor and manufacturer be alerted to every possible onslaught by taxing bodies seeking to levy new or additional taxes on our machines. They must be fought at every turn—mainly, thru the medium of statistics and education.

Tax Warnings

The headquarters of this association should be notified as quickly as possible of any indication of new or increased taxes on machines by any city, county or State. We have co-operated with operators and others in our industry thruout the country to prevent and minimize such action by taxing bodies and in most instances this co-operation has resulted in success.

A survey of the tax problem in the United States conclusively proves that this problem constitutes the biggest obstacle to future expansion and business growth. It is impossible in an article of this kind to give you the complete results of such a survey. To do so would require an entire volume of statistical data from thousands of cities. I have cited a few examples in the adjoining column.

The figures cited will give you a slight idea of what is involved in such a survey. Probably the most aggressive State today in the taxing area is New Jersey. Many cities, particularly in the State of Texas, have seen fit to exempt 1-cent machines. Other cities in other States have simply lumped the taxing problem by including penny machines with others. This is an erroneous concept and it is up to the operators to present statistics and educational information to the city council or representatives of the law-making body so that they can get a true and accurate picture of the profits derived from a single penny machine and thereby recognize that even a small tax can in most instances be confiscatory and put a man out of business. We must be constantly alert to the changing tax picture and work closely and diligently to close the flood gates before they drown us.

Another example of detrimental State legislation arose last spring where a bill was introduced in the Connecticut Legislature to abolish the vending of food co-mingled with charms, on the theory that it violated the food laws in that State. Thru the quick and intelligent actions of one of our operators, in co-operation with others, this bill was defeated in committee and never went out to the legislative floor.

Our association was created and exists solely for the purpose of helping operators build better businesses for themselves and a better industry for all within it. The association is your voice which will speak for you whenever it is necessary—a voice which has developed power and strength and consequently will be listened to, whereas in contrast your individual voice would be unheard. Its strength and power comes only thru your membership. The joining of operators, distributors and manufacturers within our industry to forge a strong chain. Each member becomes a new link in this chain and each link makes the chain much stronger.

It is therefore essential to your future preservation that others in our vending field be brought into the association thru your individual efforts. Only in that way will you be able to achieve security and your rightful position in our nation's economy. Together we can build a better and more successful industry. Alone, we remain prey to all of the destructive forces and elements which seek to destroy us. Join now for a better tomorrow.

USED MACHINE CLOSEOUTS
18 Northwestern 5¢ Super Jets ...$12.50
41 Northwestern 33s, all porcelain. 5.95
62 Acorn 1¢ Vendors, 8-lb. glass globe ball gum wheels 8.95
14 Victor Baby Grand 5¢ Rocket Vendors 8.95
16 Victor Baby Grand 1¢ Tablet Gum 8.95
21 Victor Baby Grand 1¢ Ball Gum & Charms 8.95
19 Victor Custom Built 1¢, glass globe, for Merchandise 6.95
For Ball Gum 7.95
BERNARD K. BITTERMAN
Vending Machines and Supplies
4709 East 27th Kansas City, Mo.

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!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
PEANUT PRODUCTS CO.
801 Second Ave.
Des Moines, Iowa

EMPTIES MACHINES FASTER!
LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
BIRMINGHAM VENDING CO.
540 Second Ave., N.
Birmingham, Ala.

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, 1¢ ...$12.50
Silver King, 5¢ or 1¢ 8.50
Northwestern Standard 6.95
Victor V, B/G Wheel 8.50
Victor V, Cabinet, B/G Wheel.. 9.50
Northwestern #39, 1¢ 7.50
Columbus, 5¢ 6.95
Regal, 5¢ 6.95
Acorn Cabinet 9.00
2 Col. Hot Nut 12.50
3 Col. Hot Nut 25.00
6 Col. Tab Gum, DuGrenier... 17.50
4 Col. Tab Gum, DuGrenier... 17.50
6 Col. Tab Gum, Mills 17.50
6 Col. Tab Gum, Heide 12.50
Jewel 2 Compartment, 5¢ 7.50
Doval's Penny Pack 7.50
SEND IMMEDIATELY FOR OUR SUMMER SPECIAL ON MACHINES!
1/3 Deposit, Balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

5¢—FIVE CENT—5¢
VENDING IS HERE
NEW Northwestern
5¢ Package Gum Machine. Hottest 1955 vending creation.
TRY ONE FREE for 30 days.
Priced right.
Only $29.95
Less in quantities.
★ ★ ★
Time-Payment Plan.
★ ★ ★
SEE BITTERMAN at the N.A.B.V. Show, Conrad Hilton Hotel, Chicago, Ill., July 15 through 17.
BERNARD K. BITTERMAN
Vending Machines and Supplies
4709 East 27th Kansas City, Missouri

SUPER V
The Ideal Capsule Vendor
featuring the greatest earning power ever built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity — 350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.
Packed and sold 4 to the case.
Less than 25 cases
$71.80 per case
25 cases or more
$67.80 per case
VICTOR VENDING CORP.
5701-13 W. Grand Avenue Chicago 39, Ill.

SEE Northwestern 5c PACKAGE GUM VENDER AT N.A.B.V. CONVENTION
Northwestern 5¢ Package Gum Vendor with the "Visidome" plastic top . . . merchandise display and selector. 5 COLUMNS . . . HOLDS 95 STANDARD 5¢ GUM PACKAGES. Use on Counter, wall, stand or attach to another machine. 19" high, 10" deep, 8" wide. 1-24 machines, $29.95 ea. 25-99 machines, $29.45 ea. 100 or more, $28.95 ea.
⅓ Deposit, Balance C.O.D.
ED FLANAGAN
Meet me at Northwestern's Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-16-17.
NEW ENGLAND'S COMPLETE ONE-STOP SERVICE FOR BULK VENDING OPERATORS
NORTHWESTERN SALES & SERVICE
1198 TREMONT STREET BOSTON 20, MASSACHUSETTS

CIGARETTE, CANDY and DRINK MACHINES!
ROWE CIGARETTE VENDORS
Imperial, 6 Cols., 180 Cap. .....$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢ 160.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢ 160.00
DuGRENIER MODEL W, 9 COLS., 270 CAP. 95.00
UNEEDA CIGARETTE VENDORS
Model A, 8 Cols., 240 Cap. .....$ 92.50
Model E, 6 Cols., 180 Cap. 75.00
Model E, 8 Cols., 240 Cap. 80.00
Model 500, 9 Cols., 350 Cap. 100.00
ROWE CANDY MERCHANT
with changemaker, 7 Cols., 158 Cap.
$165.00
CANDY MACHINES
U-Select-It, 74 Cap., Wall Model .$ 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
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

Copyrighted material

Increased Operator Services Pace Rapid One-Stop Growth

• Continued from page 13

the average one-stop currently handles approximately 56 record labels, an increase of 34 per cent, compared with 1950's total of 37.

Supply Title Strips

Two out of three one-stops said that they supplied title strips to operators. Typical of this title-strip service is the policy followed by Sam Ricklin, head of the California Music Company, Los Angeles. Ricklin said, "We supply operators with five printed title strips with every record that they buy. This service covers over-the-counter sales as well as sales thru the mail."

A slightly different title-strip system is practiced by Barney Kuehn, head of the Music Mart in Milwaukee. Kuelin provides operators with blank title strips with their record purchases. He also provides facilities for typing the strips in the rear of his shop.

Another service practiced by a growing number of one-stops is record sales by mail. The survey showed that nearly four out of five one-stops are selling records to juke box operators by mail.

It is not surprising these days to find a one-stop doing a regular repeat business with operators in three neighboring States. In fact, there are a few who can boast of repeat business with operators in as many as 11 States.

Mail Set-Up

The Elete Record Shop, Columbus, O., headed by Paul A. Lang, is a good example of a firm dealing with operators via Uncle Sam's letter carriers. Elite furnishes its out-of-town customers with printed title strips, prepays the postage and does business regularly with operators thruout Central and Eastern Ohio, in Eastern Indiana and in West Virgiina.

What per cent of operator record sales are made by mail? According to one-stops surveyed, approximately 25 per cent.

However, one-stop owners pointed out that sales by mail in the record business were considerably different than in the wholesale business. Unlike an average mail-order house where only items carried in stock are listed in customer catalogs, one-stops must be ready for orders calling for records five years old or two weeks new.

New Disks

New disk releases are a must in the juke box business, pointed out one-stops, and so, many operators leave standing orders for a given number of new releases every month.

But the biggest service offered to operators, according to one-stops, is "personalized service." As one one-stop put it, "We help them select records for their machines with particular locations in mind."

Le Beau Novelty Sales Company, St. Paul, is a good example of a firm with this "personalized service" policy. A. J. La Beau Jr., who heads the firm, said, "In addition to regular one-stop services, we send operators a list of all current hits in all categories every other week."

Special Order System

Slotkins Record One-Stop, Philadelphia, is another example. Herbert Slotkin, who heads the firm, explained his company's policy as follows: "We recommend records which we think are going to be hit tunes. We use a special order system for old numbers and we ship new tunes to out-of-town accounts as soon as we get them."

Dan Shea, owner of Dan Shea's Operators Record Service, San Francisco, carries "personalized service" one-stop further. Shea said, "We not only pick disks for operators, but we give them a 100 per cent money-back guarantee on all recommended records."

Budisco, one-stop outlet in Miami, pays special attention to quick order filling. Said Raoul Shapiro, who heads the six-month-old one-stop firm, "We do not hold orders for longer than 24 hours, nor do we back-order unless operators request it. Orders for specialty type disks are also filled as quickly as possible."

Quick service is also emphasized by One-Stop Record Sales, Inc., Buffalo. Ed Lyons, vice-president, declared, "We try to give 24-hour service to both mail and phone orders."

Other services ranking high among one-stops include breakage guarantees, exchange guarantees of recommended records, stocking nationality and specialty type recordings, stocking extended play disks for operators making conversions to dime play, typing services, programming in all categories and holding records aside for regular customers.

(Next week: The third and last article in this series will cover the relationships between one-stop and record manufacturers. It will point out the various promotions being directed at these relatively new operator outlets by manufacturers.)

PRE-CONDITIONED

2-Nickel Play Takes Root, Ops Say

CHICAGO, July 9.—Music operators in many parts of the country are finding a new way of circumventing dime play opposition: Two-nickel play.

Altho charging two nickels or a dime is far from new in the coin machine business, having been used in soft drink and candy machines for years, the system had never been applicable to the juke box industry until dime play was decided upon by operators to meet mounting costs.

However, even then the two-nickel coin chute was of little interest to operators because their main objective was eliminating nickels from their business.

Actually, two-nickel play on phonographs did not start to gain momentum until the last Music Operators of America convention, held here last March. Al Pierz, of National Rejectors, Inc., said that he first noticed a growing interest in two-nickel play among music operators while exhibiting at the convention.

Since then, Pierz said, orders for two-nickel conversion kits have flooded his offices.

The conversion kit, which is actually nothing more than a new 5-cent coverplate and coverplate spacer, lists for approximately $2.62.

The mechanical change from a three-in-one rejector to a two-nickel, one dime or quarter operation, is a simple procedure. The 5-cent coverplate and coverplate spacer are removed from the rejector and replaced with the new parts. Instruction sheets are available at all National Rejector offices and at most juke box distributor headquarters.

The same conversion kit, or replacement parts, are used on all rejectors. There are, however, slight changes required on he phonograph itself before the system will work properly. In most cases, the changes amount to little more than filing or shaving a part of the switch.

Since each phonograph is different, operators are advised to check with their local distributors for additional information.

The advantage of two-nickel play, according to operators, are that it offers customers a wider variety of coins when playing the

(Continued on page 84)

Ohio Ops Pick 'In My Heart' As July Hit

CLEVELAND, July 9.—The Phonograph Merchants Association of Ohio has picked "In My Heart," Label X, as its "Hit Tune" for July.

The disk, selected by the executive board of directors, consisting of operators from Cleveland, Akron Youngstown, Massilon and Canton, features vocalist Pearl Eddy. It is Miss Eddy's first recording.

As in the past, PMAO will promote the tune via special colored title strips, newspapers, car cards and location banners.

The last "Hit Tune" selection of PMOA was "Pledging My Love" by Tommy Mara.

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:

PUSH-POP FEATURES KICK OFF in this issue, including an expanded Honor Roll of Hits down to 30 places, a new "Coming Up Strong" chart, new record review format, among many others of interest to operators and other music men.

RCA VICTOR OF CANADA launches deal bringing 45 r.p.m. EP's to Northern operators at special prices. Promotion aids include stickers for juke boxes.

MERCURY AND WING DISTRIBUTORS are being called into Chicago for a series of meetings.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

YESTERYEARS

Old-Timers Remember Rugged One-Stop Pays

By JACK WEINBERG

MINNEAPOLIS, July 9.—Altho one-stops are a relatively new type of major disk outlets, there are a few scattered around the country that can trace their beginning back to the '30's.

Editors Note: The bulk of the nation's record one-stops sprang into existence following World War II, but it wasn't until 1950 that they began playing a major role in the national distribution of records at the operator level.

Acme Music Company here is one of the old-timers. The firm was started in 1936 by Ted Bush, then a Wurlitzer distributor in this area. When Bush moved to Miami several years ago, he sold all of his coin machine holdings to Harold Lieberman. Acme Music was included in the sale.

Vera Foster, who manages Acme, now a subsidiary of Lieberman Music Company, AMI distributor, started with the firm approximately five years after Bush launched the operation. Prior to that, she worked for Murry Kirshbaum, also a one-stop owner.

According to Mrs. Foster, Kirshbaum was the originator of the record one-stop, launching the business in 1935. Mrs. Foster entered the one-stop business a year later, working for Kirshbaum for about five years and then switching to Acme, where she has remained ever since.

"When I started in the business," Mrs. Foster declared, "we carried about one-third the amount of record inventory now being stocked. In those days, we considered ourselves lucky if we served a dozen customers a day. Today, combining operators and retail customers we sell to over 50 a day and our department has a staff of four persons."

In the old days, recalled Mrs. Foster, record companies were far from being enthusiastic about one-stops. In fact, she said, one record distributor absolutely refused to sell records to any firm resembling a one-stop. But, she added, that same distributor today is one of the staunchest supporters of one.

(Continued on page 84)

Dime Play in Colo. Springs Tops 85% Mark

COLORADO SPRINGS, Colo., July 9.—In less than six months, juke box dime play conversions in this area have topped the 85 per cent mark.

Conversion results have been better than hoped for, according to Pete Vandenberg, head of Modern Music Company. Play, which was expected to fall off as much as 40 per cent immediately following conversions, has remained normal. And opposition to the change from location owners has been negligible.

The reasons for switching to dime play in this area operators explained, were increased equipment costs and a sharp increase in wages as a result of the government's launching construction on the $25 million U. S. Air Force Academy.

REPEAT $$

Juke Rentals Climb Via Op Call Back Plan

DENVER, July 9.—Making an automatic 90-day "call back" on every phonograph rental customer is an excellent method to insure repeat business, according to William Storey, veteran music operator here.

Last year, Storey accidentally bumped into an old customer, who immediately asked for his business card, explaining that several persons had recently asked him about renting a juke box and that he could not remember the name of Storey's firm.

Convinced that it would be a wise policy to keep in touch with rental customers, Storey soon after adopted his 90-day call back system.

Storey keeps 12 phonographs in his shop for rentals only. His price includes delivery, pick-up, the customer's choice of records and service if needed. His rental business has increased until now most

(Continued on page 84)

S. D. Ops Meet Sept. 11-12; Dime Play Rolls

MOBRIDGE, S. D., July 9.—The next quarterly meeting of the South Dakota Phonograph Operators' Association will be held in Deadwood September 11-12, Harold Scott secretary-treasurer, announced this week.

Tony Trucano, a director of the organization, was appointed chairman of the event. All information regarding the meeting and all reser

(Continued on page 84)

Denver Ops Eye Dime Play Move

DENVER, July 9.—A group of leading operators and distributors will meet here soon to discuss the possibilities of dime play thruout this city and the suburban area, it was reported this week.

The planned get-together will include 13 local operating companies. A date for the meeting has not yet been announced.

Op Summer Outlook Brightest in Years

CHICAGO, July 9.—While extreme hot spells in some sections of the country are currently affecting juke box collections, the general outlook for operators during the summer months is brighter than it has been for years.

According to a spot check around the country made by The Billboard this week, music operators are expecting this year's summer collections to be higher than in '54, and in most cases only slightly below winter collections.

Reasons cited for these optimistic views were better results with dime play, less unemployment, booming general business conditions and more vacation spending.

Summer Takes Up

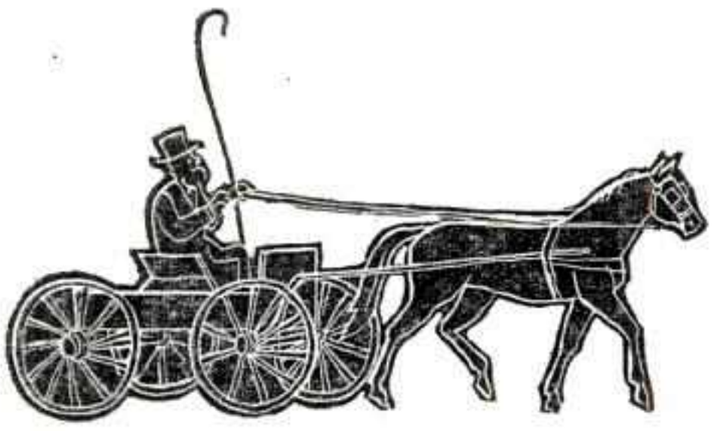
In a few areas, operators reported that six month collections were down compared with last year, but said that summer takes were expected to eliminate this decrease.

Harry Snodgrass, head of Borde Novelty Company, Albuquerque N. M., said that he was looking forward to an approximate 5 per cent increase in summer juke box collections this year. He said that altho some local spots were showing a decrease in collections, touris locations were showing a sub

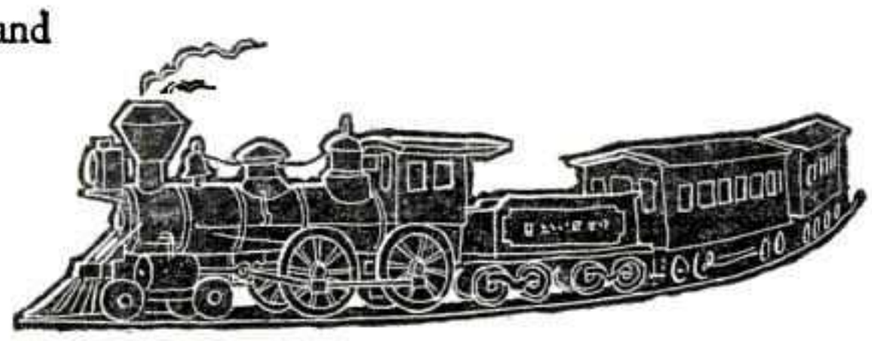
(Continued on page 84)

Copyrighted material
www.americanradiohistory.com

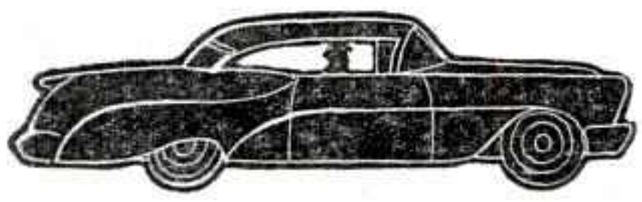
GETTING THERE!

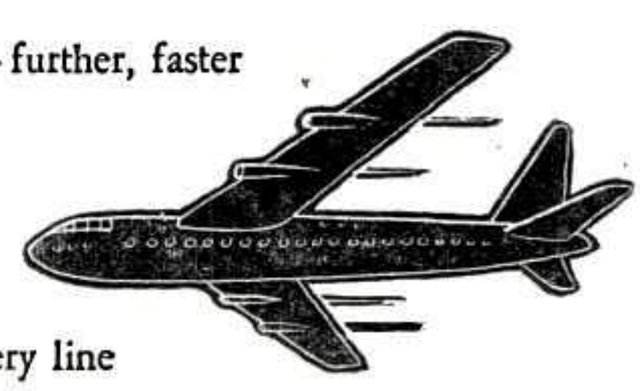


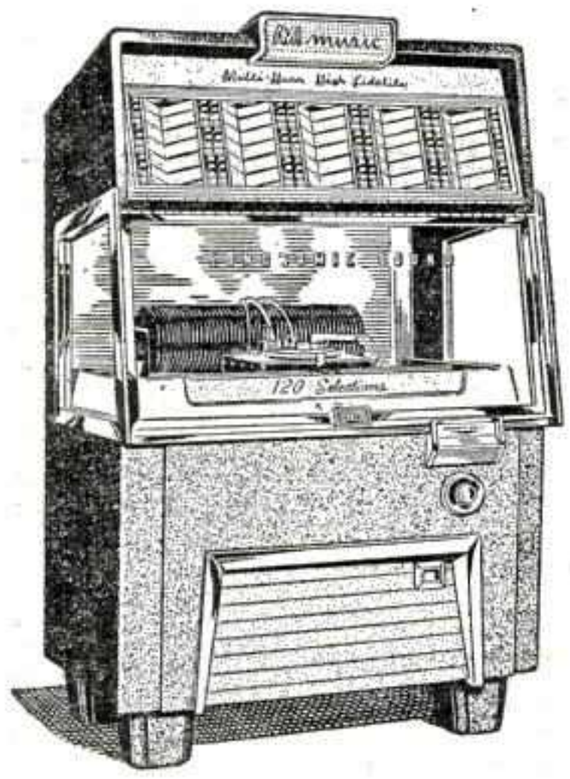
In his desire for mobility, man has come a long, long way since the days when the plodding oxen pulled his creaking ground sled. The horse-drawn carriage and the puffing steam locomotive came in turn as man sought better means of transportation.



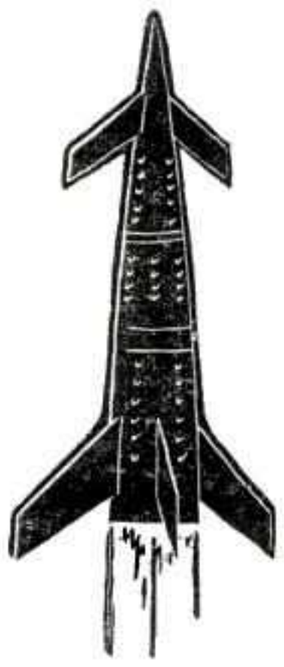
Today, he gets where he wants to go with speed and comfort, behind a diesel engine, in his car, or in a super constellation. Tomorrow, he'll blast off in a jet powered space ship — further, faster than ever before.







Every advance in transportation and in every line of endeavor, including music, came about because forward looking men dared to discard the old and outmoded. They sought and found different and better ways to go places.



Go Places with the AMI Model "F"

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
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

Copyrighted material
www.americanradiohistory.com

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **ONE-STOPS AIR JUKE OPS' BUYING HABITS.** Billboard survey of nation's one-stops reveals juke operators' disk buying habits. How an op selects tune recorded by more than one artist, how much time is expended in disk purchasing, how purchases in various categories compare with last year, are all learned from survey, second of a series. (Page 15, The Billboard, July 9.)

- **NABV CONVENTION PLANS ANNOUNCED.** Complete speaker roster and program for the National Association of Bulk Vendors Convention in Chicago, July 15-17, announced. Expected to be biggest bulk vending meet in history. (Page 75, The Billboard, July 9.)

- **MILK VENDING WINS VICTORY IN N. J.** First major victory for milk vending gained in New Jersey Superior Court when judge rules municipality has no right to impose ban on outdoor mechanical merchandisers. (Page 76, The Billboard, July 9.)

- **DIME PLAY HITS SNAG IN N. Y.** Some neighborhood New York juke ops return to five-cent play after initial jump to dime-play several months ago. Drastic falling-off of takes on converted stops given as reason. (Page 81, The Billboard, July 9.)

- **JUKE PLANT MOVES TO MEXICO.** Former phonograph division of H. C. Evans & Company of Chicago purchased by Mexico City men and equipment shipped there for installation as Fornografos Automaticos Evans, juke box manufacturing company. (Page 81, The Billboard, July 9.)

- **OP GAME RENTALS DECLINE.** Practice of ops renting amusement games from distributors declines in cities around nation. Current rental most active among ops in resort areas. Rental plans work both for and against op. (Page 86, The Billboard, July 9.)

IF YOU MISSED READING THE JULY 9 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

ABC Audited Paid Circulation — ABP Business Paper Leadership

A Continuing Story of *Leadership in Action*

N. J. Body Firm Bets on Ride Business Upswing

EDGEWATER, N. J., July 9.—A lively business of manufacturing fiberglass bodies for kiddie rides has developed for Cadillac Hobby Horse, Inc., here, selling to manufacturers and distributors for replacement purposes.

Cadillac was organized four months ago by Sid Koslow, a former Bayonne, N. J., restaurateer, and Samuel Frank, who was formerly associated with Bill Stayback's Lee Manufacturing Company, also a manufacturer of ride bodies.

Frank saw the initial surge of kiddie ride placements, then witnessed the falling off of takes. He reasoned that the business was fundamentally sound, but that the youngsters must be given new rides every few months if th grosses are to be maintained.

He further reasoned that if th cost of replacing rides every fe months knocks the profit out of th operation, an inexpensive metho must be devised to allow th operator to vary his rides. Inter changeable ride bodies, he figure is the best answer.

Cadillac makes six ride bodies ranging in price from about $35 t about $100. Conversions, sai Frank, may be made on location

Newest body is the Dav Crockett, 54 inches long and 2 inches high, with built-in saddle stirrups, bridle, neck band, and picture of the frontiersman molde into the saddle.

Other Models

Others are the medium Beauty 72 inches long and 37 inches high the small Palomino, 45 inches lon and 28 inches high; the sma Carousel, 37.5 inches high and 2 inches long, and the small Hobb Horse, 31 inches long and 2 inches high.

Customers include two manu facturers, Capitol Projectors, Ne York, and Deco, Linden, N. J and the following operators and di tributors:

Dave Lowy and Runyon Sale New York; Ajax Distributors, New ark, N. J.; Apco Vending, Unio City, N. J.; Standard Associate Pittsburgh; Standard Amusement Tacoma, Wash.; Harry Pearl, Eliza beth, N. J.; Lane Amusement Huntington, N. Y., and Ed Co rister, Palisades Park, N. J.

5,000 a Year

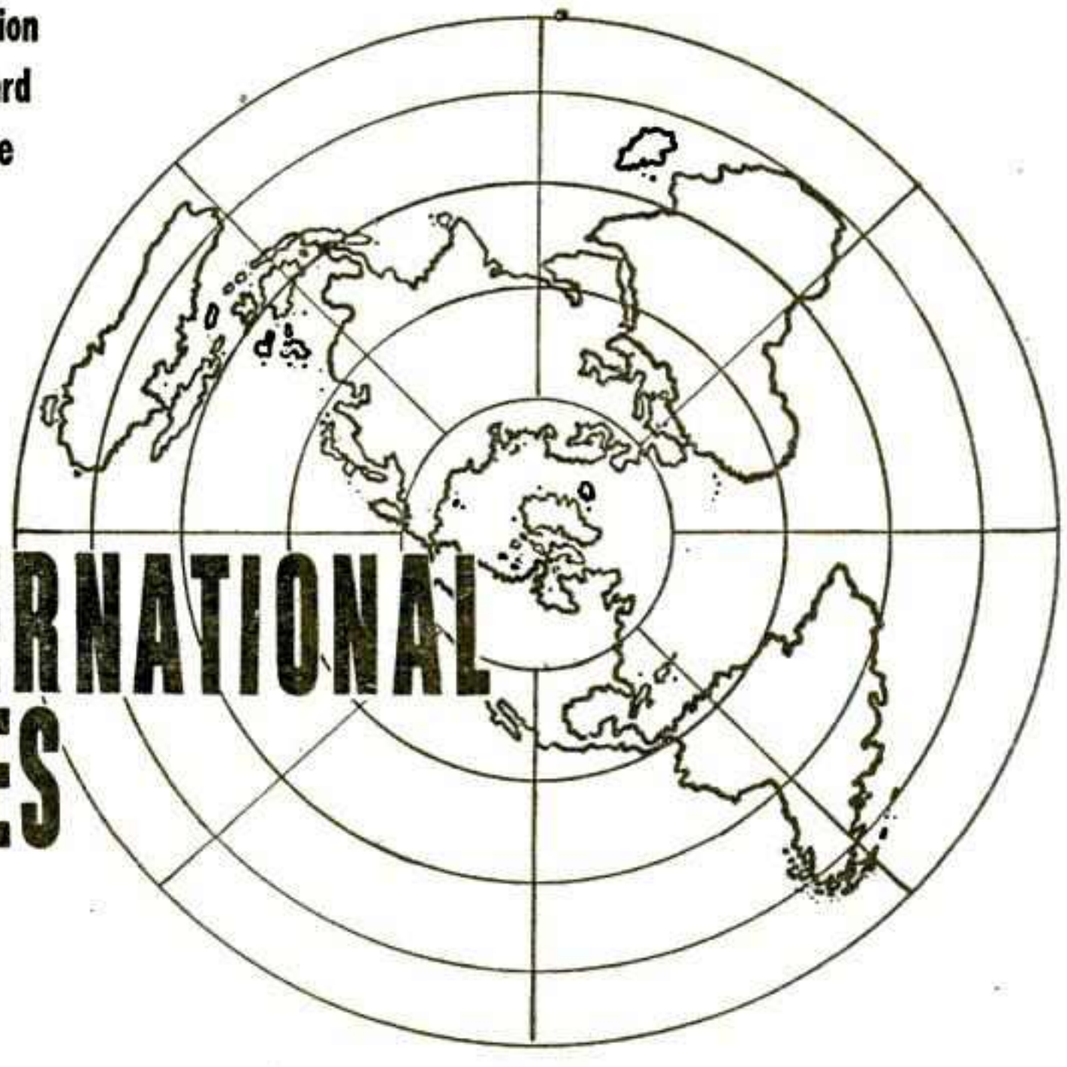
Current production is from 4 to 50 bodies a week, and plans ca for an annual output of 5,000. Th firm makes its own molds and ha a working force of 12 in a 40,000 square-foot plant.

The firm plans to make bodie of other animals and also vehicle for replacements.

ROCK-OLA
MODEL 1448
Worth More When You Buy It
Worth More When You Trade It

JUKE BOX OPERATORS
COMPLETE STOCK
Capitol—Columbia—Coral—Decca —Dot—Victor—X—and all other labels.
RECORDS
5¢ Over Regular Wholesale.
PRINTED TITLE STRIPS (furnished at no charge) with all Best Sellers and Top News Releases.
Shipment same day order is received by express, parcel post, truck, bus, air express, air mail.
Prompt handling of special requests.
ONE STOP RECORD SERVICE
2626 Olive St. St. Louis, Mo.
(Phone: JEfferson 5-4172)

A Special Section of The Billboard July 30 Issue



INTERNATIONAL SALES

MANUFACTURERS AND DISTRIBUTORS: Your advertising should be in the big July 30 International Sales Edition of The Billboard.

Think of it this way: "If your baker suddenly cut down the size of the loaf . . . you'd yell. And, if after he had again given you a full loaf, you'd fail to eat it . . . something's wrong!"

C'MON IN . . .
CROSSIN' THE WATER IS FINE!

• • •

There's no danger that we'll give you less than a complete market . . . and sales abroad is part of that complete market. NOW . . . it's up to you to direct your advertising to include the market abroad . . . and get the "full loaf" of sales.

There are quite a few "pieces of bread" involved in this market; here's what the Department of Commerce reports on coin machine sales to overseas points:

FOR THE FIRST THREE MONTHS OF 1955:

	Units	Dollar Volume
Juke Boxes	7,338	$2,901,384
Games	3,483	545,439
Venders	2,278	235,836
TOTAL DOLLAR VOLUME		$3,682,659

FOR ALMOST TWO DECADES The Billboard has been developing this business by using every possible device to get copies of this publication into overseas buyers' hands. On the July 30th issue the regular weekly market in the U.S. and thruout the world . . . PLUS 5300 SPECIAL COPIES sent to selected COIN MACHINE BUYERS in foreign countries.

A SPECIAL EDITORIAL SECTION with world-wide buying figures and reports on conditions within these countries, plus many other interesting stories!

MAKE SURE that your advertising "invites" this business. And, about language . . . our foreign sources indicate that "English is the international language of coin machine trade."

SO . . . MAKE SURE THAT YOU GET A "FULL LOAF" . . . aim your ad at the complete market in the July 30 issue. Inquire of any office listed below.

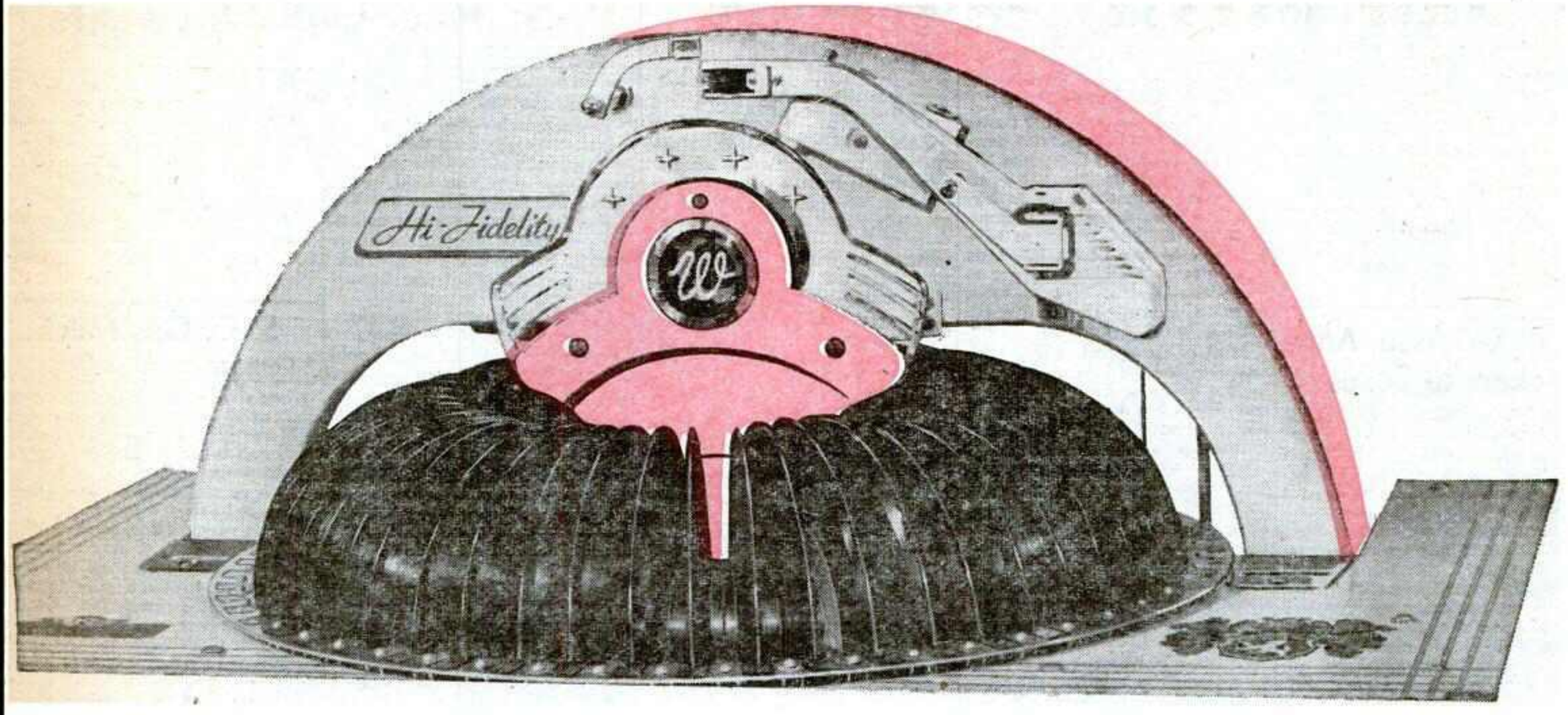
IMPORTANT INFORMATION
Call or wire collect today. Learn how sales abroad help the domestic market; increase business for you two ways!

ADVERTISING DEADLINE..... JULY 21
ISSUE DATED..... JULY 30

CONTACT YOUR NEAREST OFFICE TODAY

CHICAGO 1, ILLINOIS, 188 W. RANDOLPH ST., CEntral 6-8761 — Jack Sloan, Dick Ford, Dick Wilson
NEW YORK 36, N. Y., 1564 BROADWAY, PLaza 7-2800 — Ron Carpenter, Martin Toohey
HOLLYWOOD 28, CALIF., 6000 SUNSET BLVD., HOllywood 9-5831 — George Kelley
ST. LOUIS 1, MO., 390 ARCADE BLDG., CHestnut 1-0443 — Frank Joerling
CINCINNATI 22, OHIO, 2160 PATTERSON ST., DUnbar 1-6450 — Lou Schochet

Copyrighted material
www.americanradiohistory.com

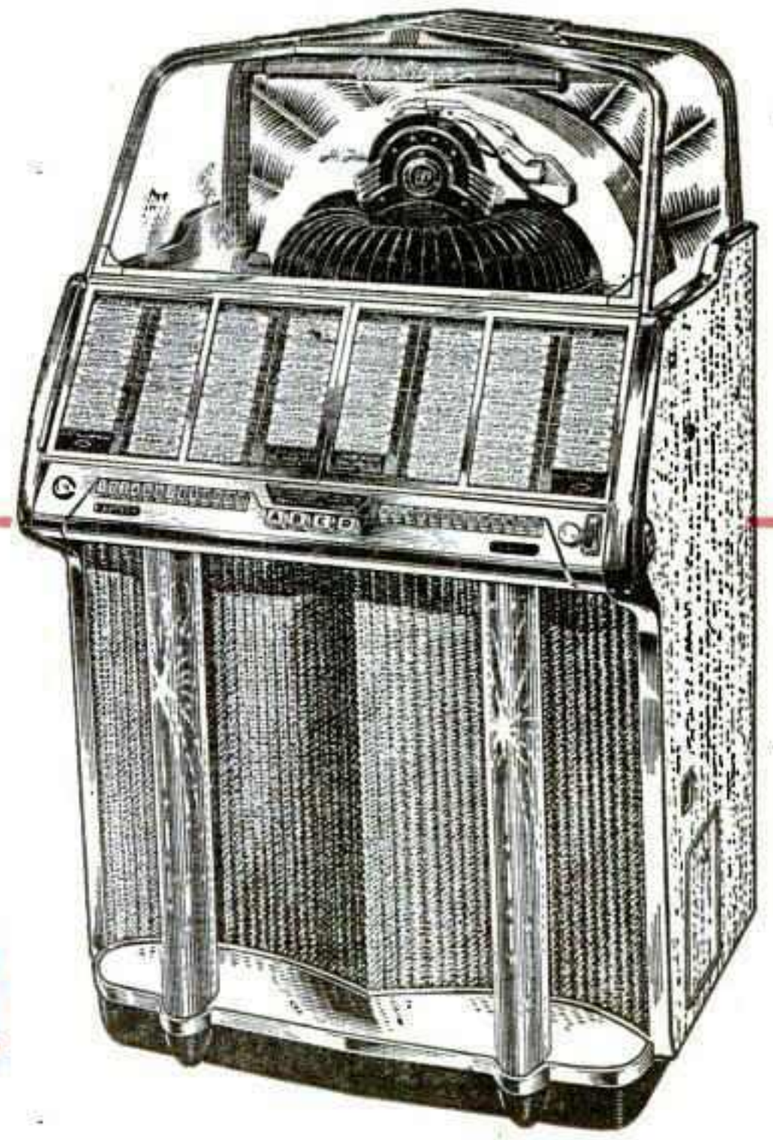


THE SUPER-SIMPLE WURLITZER CAROUSEL RECORD CHANGER

Utilizing One Tone Arm—One Cobra Stylus—and One Turntable Direction Has Proved One Terrific Mechanism for Simultaneously Increasing Take and Decreasing Service Costs.

ONE OF MANY FEATURES THAT HAS MADE THE

Wurlitzer 1800



THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS

WURLITZER

The Official Musical Instruments in Disneyland

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

Copyrighted material

www.americanradiohistory.com

Recall Old One-Stop Days

• Continued from page 80

stops and co-operates with them 100 per cent.

How does a one-stop know what new records to buy for operators? Mrs. Foster does it by taking home samples each night and playing them on her phonograph. She averages about 15 or 20 tunes every night of the week.

"I've had a few flops," she said, "but that's to be expected." She shows no partiality to any one label, and operators have come to rely on her judgment.

As a special service, Mrs. Foster recently set up an operator sampling system for her customers. As a result, approximately 100 operators have authorized her to buy sample tunes for their juke boxes. Thru this method, operators have a chance to test new releases on their machines without having to wade thru dozens of new tunes to select a few. They leave the picking to Mrs. Foster.

Most of the operators using this sampling method have orders calling for only one copy of a picked record, some order five, one takes 25. Sample records are shipped to operators every other week.

After picking a record suitable for sampling, Mrs. Foster places an initial order of 500 copies. Reorders follow just as quickly as operators begin giving the number action. Her all-time best sellers, she said, have been "Beer Barrel Polka" by the Musette Orchestra, and Gordon Jenkins' version of "Goodnight Irene."

Juke box operator conversions to 45 r.p.m. disks is indicated by the fact that Acme purchases 45's and 78's at a 60-40 ratio, the former taking the larger slice.

Irv Grosen, associated with Mrs. Foster in the operation of Acme, initiated Acme's policy of furnishing title strips for operators.

The latest Acme innovation is a self-service system for operators. The department was modernized to resemble a giant chain store super market, with all records available to operators for self service. Coinmen, Mrs. Foster said, like the idea because it speeds up service.

L. A. Op Assn. Adds Stickers to Boxes

LOS ANGELES, July 9.—The Los Angeles division of the California Music Merchants Association has launched a campaign to put the name LACMMA before the public.

In a bulletin to all members, Ben Chemers, business representative, urged all operator-members to obtain association stickers for display on their machines. Chemers asked operators to report new equipment to his office so that labels could be supplied for all.

Meanwhile, the local organization has under study alleged discriminatory licenses fixed by the municipalities of El Monte, Monterey Park and South Gate.

San Antonio 10c Switch Hits 5c Snag

SAN ANTONIO, July 9.—Music operators here have hit a snag in their efforts to go to dime play.

Altho conversions started off smoothly, operators soon found some of their best locations being solicited by out-of-town operators who were offering "big commissions" and nickel play.

As a result, many operators have been forced to convert back to the nickel chute to hold locations.

The San Antonio Coin Machine Operators' Association, representing the bulk of the operators in this city, plans to launch a good-will program between operators and their locations in an effort to check this setback in dime play progress.

Summer Outlook Brightest

• Continued from page 80

stantial increase, more than enough to offset the loss.

Snodgrass also pointed out that operators were spacing their equipment, buying better than ever before. Operators, he said, were finding that new machines installed in locations showing slight collection decreases during summer months, usually pull enough additional play to offset the normal drop.

Phillip Frank, general manager of Automatic Vending Company, Chester, Pa., said that there would be very little drop in summer collections in his own area even tho play during the first six months of the year was down due to local industrial slow-downs.

Frank added that as long as general business conditions continued to improve, juke box collections would not drop to any extent during the summer months.

Nate Pearlman, owner of L & N Music Company, Cleveland, predicted juke box summer play to be better than it was last year. Pearlman said that increased record activity during the summer months by major diskeries had helped considerably in eliminating the once customary juke box summer slow down.

A Wisconsin operator said that altho tavern business was down thruout the State, tourist trade was expected to be better than ever. He also pointed out that new equipment was doing a good job of boosting collections in spots normally slow during the summer months.

In Chicago, operators reported that an exceptionally hot spell was cutting collections, but all agreed that the over-all summer outlook was better than it was last year.

In areas where dime play is new, operators reported that they were confident that summer collections would average more than they did a year ago even if play falls, which was not likely, they said.

S. D. Ops Meet

• Continued from page 80

vations should be directed either to Scott or Trucano.

Meanwhile, the State association continues to expand its public relations program. To aid operators in their current move to dime play, to reduce location owner opposition to the increased price, Scott mailed a photo montage of recent headlines reporting the nation-wide change-over to dime play to all members of the association. Scott urged members to take the montage with them when making collections and to show it to their locations.

The move to dime play in their area was launched following the last quarterly meeting held in Pierre, June 19-20, when operators agreed to try dime conversions as a means of checking rising costs.

A few operators report that conversions are under way and that they are meeting little opposition. Distributors are aiding operators make the change by supplying decals and mechanical instructions.

Another public relations effort gaining ground is Gordon Stout's editorial-type advertising. Stout, who is president of the association, used his last ad to thank Pierre's city officials for attending the last operator meeting.

Pre-Conditioned

• Continued from page 80

machines, that it does not break down an age-old customer buying habit—using nickels in coin chutes, and that it solves the problem of dime shortages in such States as Louisiana and Texas.

One operator said, "Customers have been conditioned for two nickel play thru pay telephones and vending machines, why try to break them away from this custom when it can be used to our advantage."

Juke box manufacturers have also supported two-nickel play. Both Seeburg and Wurlitzer offer new equipment set with the new nickel system.

The system has also been used to good advantage by operators in areas where dime play has had trouble getting underway. New Orleans jukemen were stymied in their dime play conversion attemps because of a shortage of dimes. Two-nickel play answered their needs and played a big part in getting the changeover tested.

Music operators in Canada report that the two nickel system has helped them make conversions too.

Of course 10-cent play must be adopted before two-nickel play can be used. For this reason, the system has been slow in getting started. But, as more and more communities convert to the dime, two-nickel play will also increase.

So confident are proponents of two-nickel play that they predict that some day all juke boxes will be equipped with nickel chutes.

Repeat $$

• Continued from page 80

of the 12 machines are used every week.

Storey has found that the telephone system works far better than the customary business card hand out. "Cards become lost and are thrown away," Storey explained, "but a personal phone call makes an impression that sticks with the customer."

In re-contacting his rental customers, Storey simply introduces himself, tells the customer that he would appreciate his future business and asks to be recommended to other parties who might be interested in making a phonograph rental. The recommendations usually bring in about four rentals a year, Storey said, and then they too become regular customers.

Another sales booster which Storey has found useful in building up his rental business is to telephone local organizations from time to time informing them of his services. Such groups as union organizations, men's clubs, veteran organizations and private halls often remember the phone call when planning a party.

By keeping his machines in good condition and by planning deliveries and pick-ups carefully, Storey finds the phonograph rental business a profitable specialty.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum $3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: $1.00 a line—$14.00 per inch.

CASH WITH ORDER unless Credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

CAN GET DISTRIBUTORSHIP, NEED partner with some capital to invest in coin operated games, music, sales and route in Canada. Wonderful opportunity. Replies held confidential. Box M-139 Billboard, Cincinnati 22, O. jy23

FOR SALE—TAVERN AND GRILL, COMpletely equipped, building included, building large enough for another line also living quarters; sixteen thousand takes all; good opportunity for man and wife, will pay for itself in two years. Eastern Shore Maryland, P. & W. Bar & Grill, Greensboro, Md. jy30

EXCELLENT MONEY-MAKING OPPORTUnities for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-au13

SALESMEN WANTED—WITH COIN VENding, selling experience. Make $1,000 weekly, new greeting card deal. Write Standard, Box 11, Hubbard, Woods, Ill. jy16

Help Wanted

HELP WANTED, MALE—ARCADE MEchanic at New Jersey shore. Must be reliable. Coastal Amusement Co., Seaside Heights, N. J. jy16

WANTED — BINGO AND SHUFFLE MEchanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. se3

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. jy30 ch

VIKING POPCORN MACHINE PARTS—ALL new parts just purchased by Goldy, Harvey, Reese Enterprises, Inc., 7116 Laurel Canyon Blvd., North Hollywood, Calif. Unit 49. Phone Poplar 5-3286. Let us know your needs. jy30

Routes for Sale

PINS, ALLEYS AND MUSIC — GOOD equipment, established 1930; located Eastern Central Pa. Will sacrifice at Billboard prices, no goodwill. Finance to responsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. jy16

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES $25 and up. Other vending machines, $5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE MODEL D ONE CENT BALL Gum Machines. Clean. $3.50 each, lots of 100. F. T. Hawkins, Route 6, Palestine, Tex. jy23

CANADIAN OPERATORS—MUSIC MAchines thoroughly reconditioned and refinished, Rock-Ola 1422, 1426, 1428. Wurlitzer 750, 1015, 1100, AMI C, D-40, D-80. Lyons Music Co., Skowhegan, Me. jy30

CIGARETTE MACHINES—DU GRENIER 7 col. S, $45; 7 col. V, $50; 9 col. W, $55. Rowe Imperial, 6 col., $45; 8 col., $50; Uneedapak E, 6 col., $45; 8 and 9 col., $55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch-tfn

CIGARETTE MACHINES — REAL LOW prices; DuGrenier, Uneeda, Rowe, quarter or 30-cent operation; candy machines, U Select It; DuGrenier, Mills 5 column, all machines, $25 each. Klein Vend, 2717 N. Park Ave., Philadelphia, Pa.

VENDING AND ARCADE EQUIPMENT—SuperVend, 3 drink, 1,000 cup, good condition, 2 at $150 each; Dale Gun, $45; Williams Shuffle Baseball, $45; Hires 45 gal. Root Beer Barrel with carbonator, excellent, $185; Photomatic, 25¢ slot, good, $190; Hook & Ladder Kid Ride, coin operated, $85; Shoe Shine Machine, $55; Kicker and Catcher, $20; Challengers, $16; 1/3 deposit, bal. c.o.d. We buy, sell and rebuild antique music boxes. Roger Sullivan, Booneville, Ind., Phone 129.

Williams Lazy Q	$135.00
Williams Thunderbird	200.00
Williams Colors	230.00
Williams Starlite	75.00
Williams Spitfire	250.00
Gottlieb Hawaiian Beauty	200.00
Gottlieb Diamond Lil	250.00
Gottlieb Mystic Marvel	200.00
Gottlieb Flying High	115.00
Gottlieb Jockey Club	195.00

MIDWEST DISTRIBUTING CO.
8600 W. Colfax Ave. Denver 15, Colo. jy30

Wanted to Buy

FRENCHBOY POPCORN WARMERS—State price, condition & quantity. Carlene Popcorn, John Groves Company, 39 Skyline Drive, Duquesne, Pa. jy16

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pa. chtfn

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
   - ☐ Business Opportunities
   - ☐ Help Wanted
   - ☐ Parts, Supplies & Services
   - ☐ Positions Wanted
   - ☐ Routes For Sale
   - ☐ Used Coin-Operated Equipment
   - ☐ Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
   - ☐ Regular ☐ Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only

$_____ Payment enclosed

Name_____

Address_____

City_____ Zone____ State_____

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

July 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

July 13—Retail Amusement Association of Canton, O., montly meeting, Masillon, O.

July 15-17—National Association of Bulk Venders, annual convention, Conrad Hilton Hotel, Chicago.

July 18—Westchester Operator's Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

August 1-3—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

August 2—Los Angeles Division, California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

August 8—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

www.americanradiohistory.com

oungster Dies Phil. Kiddie ide Accident

PHILADELPHIA, July 9.—Philelphia kiddie ride operators are ll reeling from the shock last eek when a three-year-old boy as electrocuted while fooling ound with the cord of a coinerated kiddie ride.

The incident occurred in a Penn ruit Store outlet, where a horse ad been placed on location. Acording to a local operator, the oungster grabbed the cord, was vidently standing in a puddle, and as killed on the spot.

Normally, the 110 volts thrown ut by a kiddie ride is not enough o electrocute anyone.

Meanwhile, the Philadelphia Electric Bureau is making a citywide inspection of coin machines o make certain the wiring meets specifications. When a machine passes the test, it is issued a sticker, costing $3. No machines will be allowed to operate unless they have stickers.

The irony of the matter is that during the same week another youngster in the city was electrocuted when he shoved his fingers in a toaster.

While there has been an organized campaign to check wiring on coin machines, an operator bitterly complained that no such action is contemplated in regard to toasters.

Actually, the new wiring requirements will call for the routing of the circuit so that the possibility of shock from contact with any of the exposed parts is eliminated.

Meanwhile, takes have fallen off drastically on the 500 rides in Philadelphia, with some operators estimating drops of 30 per cent and others much more.

Harry Levitan World Wide Road Sales Rep

CHICAGO, July 9.—World Wide Distributors, Inc., has appointed Harry Levitan as sales representative in the field for the games and juke box distributing firm.

Len Micon, of the World Wide sales staff, said Levitan would act as a goodwill man, and as liaison between operators and the distributing firm.

Formerly in the novelty sales field, Levitan has 13 years' experience with coin machine operators. He will travel thruout the country for World Wide.

GREAT GUNS

A.B.T. Coin Pistol Game In 10-Yr. Run

CHICAGO, July 9.—The A.B.T. Manufacturing Corporation's Challenger pistol game, introduced to the coin machine market 10 years ago, is still shipped in large quantities today, Walter Tratsch, firm owner, said this week.

Tratsch said the company realized from 200 to 300 monthly orders for the pistol game, depending on the season. Right now the game is shipped in quantity to Arcades for the summer season.

The Challenger is mechanically rather than electrically operated, which, Tratsch said, gives the game a long life on location and keeps up demand from Arcades which require long-life units. The game retails at around $75. Small enough to fit most any Arcade location, the game's dimensions are 31 inches by 11½ inches by 16 inches. Shipping weight is 35 pounds.

Tratsch estimated that A.B.T. in the past 25 years has sold more than 300,000 gun games of various types.

Williams to End Vacation July 18

CHICAGO, July 9.—Williams Manufacturing Company will reopen July 18, following the regular two-week summer vacation for plant personnel.

A skeleton crew remained at the plant during the vacation period to handle orders and shipments.

Exhibit Supply Announces New Distrib Organization

42 Firms in Revamped Set-Up, Majority New; Map Plant Expansion for Sept. 1

CHICAGO, July 9.—A new distributor organization of 42 firms has been set up by Exhibit Supply, Sam Lewis, executive vice-president, and Frank Mencuri, vice-president and director of sales, announced this week.

The old distributor set-up has been scrapped and the majority of the firms in the new organization are handling the Exhibit line for the first time, according to Lewis.

"We are going to concentrate on amusement game production," said Lewis, "and the best way is to have a strong distributor organization."

"The new distributors have all expressed their confidence in what we are going to do in the future, and we are going to deal exclusively thru these distributors," Lewis explained.

Expand Plant

Lewis said plans had been made to increase plant space and set up new forms of straight-line production of amusement games. The greater part of the changes are expected to be in effect by September.

Along with the planned boost in game production, the company has already increased penny card business 20 per cent above last year, according to Lewis (See separate story in Amusement Machines section).

Development work is underway to produce new types of amusement games.

The new network of distributors is expected to give the firm the strength necessary in the sales field. The distributors will handle company products in their respective sales territories thruout the United States, Canada, and Europe. The distributors, and the areas they will cover, are as follows:

Advance Automatic Sales Company, San Francisco—Northern California and Northern Nevada; Birmingham Vending Company, Birmingham—Northern Alabama; Bush Distributing Company Miami and Jacksonville, Fla.—State of Florida, Cuba and Puerto Rico; Coin Automatic Distributing Company, Johnson City, Tenn. — Eastern counties of Tennessee including Sullivan, Washington, Carter, Johnson, Greene, Cocke, Jefferson, Knox, Blount and Hamblen.

Commercial Music Company, Dallas, and San Antonio—all of Texas with exception of the Houston trading area; Culp Distributing Company, Oklahoma City—State of Oklahoma; Dunis Distributing

(Continued on page 87)

FOR KIDS—AND ADULTS

Chi Kiddieland Decks Scene With Coin Games

CHICAGO, July 9.—Moving coin-operated games into the park for the first time this season, Kiddieland, large amusement spot on the West Side here, has found that the games not only serve as an added attraction to other concessions, but are profitable in themselves.

Placed on location under the roof of the large Merry-Go-Round at the kiddie park, the games are interspersed about 10 yards apart, following the circular outline of the big ride.

Ronald Rynes, owner of the coin machines, said the units were moved in this year "to give the adults something to do, as well as the kiddies."

The new operation has turned out so well, he says, that more coin games will be added, and there is a possibility that the park may add an Arcade filled with these machines.

Among the machines now on location are a Williams Sidewalk Engineer bulldozer game, electric rifle games, fortune telling units, penny card venders, weight scales and electric "foot relaxers."

The games are going over big with the kiddies, said Rynes, and the adults, who drive in to the park with their children to give them an hour or so of entertainment away from the confines of the city, can find diversion with the games while the kiddies ride the Merry-Go-Round or other units at the park.

Other Kiddieland features include kiddie train rides—with "diesel, steamer and suburban trains"; a coaster ride, boat ride Sky Fighter ride, miniature Ferris Wheel, live pony rides, motor car rides, refreshment stand, popcorn stand, cotton candy stand and novelty stand.

COIN MECHANICS

How Slug Rejectors Test Drop-In Coins

ST. LOUIS, July 9.—The slug rejector is one of the most important—yet least understood—mechanism in the coin machine field.

The rejector keeps the juke box, amusement game, or vending machine from functioning when slugs, foreign coins, and other spurious fares are inserted.

Combining a series of ingenious tests, the rejector unit accepts only pennies, nickels, dimes and quarters. It carefully checks every coin dropped in the machine.

First, coins are tested by the rejector for proper size and thickness. If a coin is badly nicked, warped or perforated, it is rejected.

Next, there is a check for metal content. A magnetic field of permanent magnets reveals coins which do not contain the proper metal or alloy, and these, too, are returned. This is done by having the coins roll down inclined rails past these magnets. Magnetic fields send eddy currents into the coins, tending to retard their travel.

Since different types of metal or alloys will be affected in different ways, the speed in which the coin leaves the incline rail will determine the type of metal. If the coin travels too fast or too slow, it will not follow the prescribed path which leads to the "accept" outlet in the rejector. Spurious coins strike deflectors or barriers which throw the coin into the "reject" outlet.

The weight of the coin, its hardness, and its elasticity may also be

• Continued from page 90

Conduct Bally Schools Near Arctic Circle

CHICAGO, July 9.—Bob Breither, Bally Manufacturing Company field engineer, recently conducted service schools for operators and servicemen a record distance from the home headquarters.

One school was held at Fairbanks, Alaska, only 75 miles from the Arctic Circle. George Thompson of Alaska Music, Inc., provided quarters for the Fairbanks school, held June 20-21.

Breither conducted another Bally school at Anchorage, Alaska, June 22-23, at the headquarters of Northern Music Company, where Cecil Poythress was host. Both schools reported good attendance.

Supermarket Service by Kiddies Firm

DETROIT, July 9.—A newly launched national operation of kiddie rides for supermarkets has been set up here as a local branch under the name of Kiddies Amusement, Inc., with Harry Buch acting as local agent for owner Bert Lane, Miami.

Buch will serve as representative for the State of Michigan territory, setting up the kiddie rides in supermarket chains. Locations have already been landed in the Big Bear market chain.

Rides handled by the firm include a carousel, Dipsey Doodle, and swings, offering free rides to youngsters of store customers.

Another firm, National Amusement Equipment Company, has been set up here to sell and locate amusement games and coin-operated carousels for kiddies in supermarkets and other heavy-traffic locations in this area.

Emil Smyles is acting agent for the firm. A newcomer in the field, he will head the corporation, with Vice-President Ray Bradford. Bradford formerly operated a similar organization in Texas prior to merging his firm with the National Amusement Company and operating out of Detroit.

United Ships Super Slugger, Baseball Game

CHICAGO, July 9. — United Manufacturing Company shipped to distributors this week regular and match models of a new pitch-'em and bat-'em baseball game, Super Slugger.

A two-player model, Super Slugger features easy, medium and strong batting, and plastic players that run the bases on hits.

Players press one of two buttons on the cabinet to "pitch a metal ball, and any of three other buttons to "bat" the ball at three elevated decks in the background. The batting buttons activate a miniature baseball bat pivoting over home plate.

Each of the home run decks score 10 extra runs for the player hitting a homer, with 50 extra runs scored for batting balls into each of the three decks. Selection of easy, medium and strong hitting makes this feat easier to accomplish.

Extra Runs

Players earn 50 extra runs, also, for socking a ball into a hole at the center of the top deck.

Holes on the playfield below the decks score singles, doubles, triples and outs. Three ramps near the center of the playfield shoot balls up into the decks for homers.

Each player deposits a dime to play the game, and keeps "swinging" until he makes three outs. Scoring reels on the backglass record runs made by each player. Outs flash on the backglass as they are made.

As hits are made, plastic baserunners round the bases on a miniature diamond below the backglass. The diamond is manned by plastic pitcher, infielders and outfielders.

Shielded lights align the playfield on two sides and on each side of the batter's box. The game is a little over 6½ feet long, and 2 feet wide.

Deluxe Super Slugger, the match play model, offers regular match play features.

Ore. Ops Await Court Ruling on Pinballs

PORTLAND, Ore., July 9.—With arguments completed in Portland's pinball game case, Circuit Judge Charles W. Edding announced he would give his decision July 14.

In the suit, Lou Dunis of The Portland Amusement Company seeks to enjoin the City of Portland from enforcing its ordinance banning pinball games.

The ordinance refers to coin-in-the-slot machines, and Portland operators converted their pinball games to games without slots to side-step the ordinance. Pinball players now pay for games directly to the operator of the place which has the machines. He triggers the mechanism to run the number of games purchased on the machine.

The city asks that a restraining order preventing seizure of such machines be vacated. The city insists the non-coin machines are included under the ordinance because the principle is the same, "play for pay."

In a brief submitted to the court this week, plaintiff's attorneys drew parallel between breeds of dogs and pinball games to explain their argument on interpretation of the ordinance.

Said the memorandum: "Counsel for the city would have the court adopt a syllogism to effect that since pinball games are not excluded from the operation of the ordinance, that therefore any machine which is a pinball game is directly prohibited by the ordinance.

"Such specious reasoning should never be applied in the construction of a legislative enactment.

"An ordinance which imposes a tax upon all male dogs (coin-in-the-slot amusement devices) excluding, however, brown dogs (vending machines, etc.) other than

(Continued on page 89)

www.americanradiohistory.com

"BUY THE BEST—WE DO"

BINGOS

Atlantic City	$110.00
Brite Lite	85.00
Beach Club	195.00
Beauty	195.00
Coney Island	75.00
Cabana	165.00
Dude Ranch	250.00
Genco 400	75.00
Gaiety	Write
Hi-Fi	250.00
Nevada	295.00
Palm Springs	275.00
Surf Club	275.00
Spot Lite	75.00
Singapore	350.00
Saddle & Turf	250.00
Tropicana	325.00
Tropics	175.00
Yacht Club	110.00

CIGARETTE AND CANDY VENDORS

Mercury 9 Col., new	$210.00
Latest 12 Col., new	225.00
Super Six, new	115.00
Super Nine, new	155.00
National 930, used	95.00
National 950, used	110.00
PX 10 Col., used	115.00
Electro 8 Col., used	125.00
Keeney Elec. 9 Col., used	135.00
PX Electric	85.00
4-Col. National Candy	65.00
5-Col. Rowe Candy	55.00
5-Col. Mills Candy	55.00
6-Col. Uneeda Candy	65.00

M. S. GISSER
Sales Manager

UNITED ALLEYS

5 Player	$ 40.00
6 Player	50.00
DeLuxe	60.00
Cascade	90.00
Royal	195.00
Olympic	110.00
10th Frame	75.00
Super	65.00
10th Frame Stars	95.00

CHICAGO COIN

10th Fr. Dble. Score	$110.00
10th Frame	75.00
Hi-Speed Triple Score	225.00
10th Fr. Tri. Score	150.00
Genco 8 Player	50.00
Ky. League Bowler	40.00
Ky. w/Bottle Pins	40.00
Criss Cross Targets	240.00
Super Match	95.00
Advance Bowlers	185.00

MUSIC

AMI—Model A	$125.00
AMI—Model C	210.00
1436-A Fire Balls	335.00
Evans Constellation	175.00
Wurlitzer 1550	350.00
Wurlitzer 1450	325.00
Wurlitzer 1100	150.00
Packard Wallboxes	10.00
Buckley Wallboxes	10.00

COUNTER MACHINES

ABT Skill Guns	$20.00
ABT Challengers	20.00
Gat, 3-Way Grippers	20.00
Kickers & Catchers, new	39.50
Merc. Counter Grips	20.00
Shockers, new	24.50
Three of a Kind	18.50
Wizards, 5¢	20.00

300 Mills 1¢ six-column selective Short Tab Gum Vendors, chrome plated, $12.50 each.

ARCADE EQUIPMENT

Bally Big Inning	$125.00
Champion Hockey	85.00
C.C. Hockey	75.00
Ex. Sportland Gun	425.00
Spark Plug	75.00
Steeple Chase	75.00
Mut. Driveyourself Drivemobile	595.00
Bat-A-Score, Sr.	65.00
C C. Basketball	195.00
DeLuxe Photo	365.00
Ex. Gun Patrol	145.00
Ex. Shooting Gallery	250.00
Ex. Six Shooter	110.00
Evans Bat-A-Score	165.00
Evans Ski-Roll	95.00
Genco Basketball	250.00
Genco Rifle Gallery	275.00
Flying Saucers	95.00
Lite League	75.00
Midget Movies, latest	135.00
Panoram, with Peek	325.00
Quizzer with film	95.00
Space Invaders	95.00
Standard Metal Typer	250.00
Sci. Pitch'm & Bat'm	185.00
Un. Carnival Gun	350.00
Wurlitzer Skee Ball	150.00
Silver Gloves	195.00
BIG BRONCO	350.00
Champion Horse	Write
Auto Photo	1850.00
Seeburg Coon Gun	225.00
Scientific Boat	325.00
Space Ship	325.00

NEW

Mut. K. O. Fiter	$495.00
Mut. Voice Recorder	1600.00
Wms. Sidewalk Supt.	275.00
Standard Metal Typer	450.00
Balloon-O-Mat	395.00

AMERICAN BANK SHOTS, brand new, 9', complete with scoring unit and coin operated. Write for special price.

Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

Industry Meets

● *Continued from page 73*

in place of H. B. Hutchinson Jr., Atlanta, as originally scheduled.

Speakers Listed

Two key representatives of nickel-product suppliers, Major Bush, of Beech-Nut Packing Company, and Philip Schnering, Curtiss Candy Company, will speak at the convention Sunday morning. Bush will talk on "Gum Merchandising Thru Vending Machines," and Schnering will address the group on the topic, "New Horizons for Bar and Package Vending."

Saturday morning, Alvin Kantor, Chicago operator and first NABV president, Samuel Eppy, Samuel Eppy, Inc., Jamaica, N. Y., and Moe Mandell, New York, will lead panel discussions respectively on these subjects: "The Change in Consumer Buying Habits and Its Effect on Our Business;" "Common Sense in Vending," and "Diversification of Equipment and Merchandise."

Milton T. Raynor, NABV general counsel, will talk on current legal issues and tax problems, and A. E. Lafferty, assistant vice-president of the Walter E. Heller Company, Chicago, will talk on equipment financing.

Panel Leaders

Lobell will moderate a series of panel discussions Saturday afternoon. Panel leaders will be Raynor, Ira Lipschutz, Paul Crisman, Charles Kanak and Roy Becker.

"Potential of the Penny Vending Industry" will be the subject of a speech by G. R. Schreiber, editor and publisher of Vend, sister publication of The Billboard, Saturday afternoon. (See complete program listing elsewhere in this section).

A Special Ladies' Day program will feature a Saturday luncheon at the Imperial House. Mrs. Rolfe Lobell, chairman of the ladies committee, expects 80 women to attend the event which will include special entertainment, individual gifts and door prizes.

Registration for all convention-goers will be held Friday from 9 a.m. to 9 p.m. at convention headquarters on the seventh floor, Suite 719A-720A. Lobell stressed that there will be no charge for badges or registration, altho badges will be required for admission to meetings and exhibit rooms.

MODERNIZE Your Cascades—Clovers—Olympics—Classics—Royals—Chiefs into Up-to-Date 4-DRUM SYNCHRO-FLASH SCORING!
Complete with colorful new backglasses!
Write, phone TODAY!
CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8
Write for Latest List

RECONDITIONED VALUES CIGARETTE MACHINES

Keeney 9 Col. Electr.	$11
DuGrenier 7 Col.	4
DuGrenier 9 Col.	6
DuGrenier 11 Col.	8
ATLANTIC CITY	$ 9
BRIGHT SPOT	9
ZINGO	6
SPOTLITE	6
PALM BEACH	11
FROLIC	14

ROCK-OLA 1438 COMET (120) 45 RPM $59
ROCK-OLA 1436 FIREBALL (120) 45 RPM 34
A. M. I. MODEL "C" 19
RECONDITIONED—REFINISHED LIKE NEW
Terms: 1/3 Dep., Bal. C.O.D.
Closed Saturdays during July & August

A Quarter Century of Service.
ATLAS MUSIC COMPANY
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

PUT NEW LIFE INTO YOUR OLD SHUFFLE ALLEYS
SPARKLER CONVERSIONS for Classics, Olympics, Clovers and Cascades.
FLASHER CONVERSIONS for Leader, Chief, Royal and Imperial.
4 Drum Synchro-Flash Scoring, New Attractive Back Glass

Two 22-ft. Rock-Ola Shuffleboards, refinished playfields and cabinet. New pucks, crated. Each $179.50
10 sets (2) used fluor. Shuffleb. lights, refinished, new bulbs. Per Set $12.50
Shuffleb. Adjusters. Set $12.00
Polished Chrome Pucks. Set of Eight ..$10.00
Shuffleboard Wax. Dozen Cans ...$3.00

NEW ELECTRIC SCOREBOARDS
SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. $139.50
WALL MODELS, same type scoring as above .. 95.00
USED OVERHEAD SCOREBOARDS
1 Monarch 15-21 & Frames ..... $ 75.00
1 Genco 15-21 & Frames 85.00
4 Rock-Ola ..... ea. 75.00
Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

KIDDIE RIDES—LET'S SWAP
We will trade: BALLY MOON RIDES, BALLY SPACE SHIPS, DECO SPACE SHIPS
In exchange for: HORSES. (Bally, Exhibit, Lee and small horses accepted.)

SPECIAL! Brand New GAYETY $495	TROPICANA---new. $425.00
	DUDE RANCH 275.00
	BEACH CLUB 165.00

WRITE—WIRE—PHONE (Collect)
Redd DISTRIBUTING CO.
298 Lincoln St., Allston 34, Mass.
ALgonquin 4-4040
WE WILL SHIP ANYWHERE
Exclusive distributors for
WURLITZER — BALLY — UNITED

FOR THE FINEST IN HOBBY HORSE BODIES
Call CADILLAC Hobby Horse, Inc.!
DAVEY CROCKETT KIDDIE RIDE
Model 109—54" Long, 29" High. Built-in saddle, stirrups, bridle and neckband. Picture of Davey Crockett molded into saddle.
★ THE FASTEST SELLING ITEM IN THE FIELD TODAY!
DAVEY CROCKETT HORSES FOR CONVERSIONS
MODEL 99—MEDIUM BEAUTY, 54" long, 29" high. (Bridle, stirrups and neckband with molded saddle.)
MODEL 88 — LARGE GALLOPING BEAUTY, 72" long, 37" high.
MODEL 77—SMALL PALOMINO, 45" long, 28" high.
MODEL 66—SMALL CAROUSEL, 37½" long, 23" high.
MODEL 55 — SMALL HOBBY HORSE, 31" long, 20" high.

REPAIR SERVICE
Send your broken down fiberglass horse bodies to the Cadillac Hobby Horse "Hospital" and let us "Doctor them up" to look like new! Maximum charge not to exceed $25.00 with a minimum of $15.00 depending on work required. Complete repainting included. Estimates submitted on your requirements without cost.
CADILLAC HOBBY HORSE, INC. 840 River Road, Edgewater, N. Jer. Call CLiftside 6-9646

PLANT CLOSED
July 1 to July 18
FOR ANNUAL VACATION
BUY THE BEST—WE DO!
D. GOTTLIEB & CO.
1140-50 N. Kostner Ave. Chicago 51, Ill.

Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

PINBALLS

GAYTIME	WRITE
GAYETY	$445.00
Bright Spot	75.00
Coney Island	75.00
Palm Spring	245.00
Variety	395.00
United Leader	45.00
Atlantic City	95.00
SURF CLUB	275.00
Beach Club	195.00
Hi-Fi	250.00
Ice Frolics	250.00
Big Time	500.00

ARCADE

Bally (Kiddie Gun) Bulls Eye	Write
Chicago Coin Deluxe (Baseball) Bulls Eye	Write
Chicago Coin (Baseball) Bulls Eye	Write
Bally Hot Rod	Write
Bally Champion	Write
Exhibit Shooting Gallery	$175.00
Exhibit Sportland (Moving Target)	225.00

ARCADE

Keeney Sportsmen (Moving Target)	$249.50
United Jungle	225.00

SHUFFLE ALLEYS

Bally Blue Ribbon	Write
Bally Gold Medal	Write
Chicago Coin Bonus	Write
Bally Magic Bowler	Write
Bally Jet Bowler	$375.00
Chicago Coin Criss Cross	325.00
Chicago Coin Holiday	400.00
Chicago Coin Starlight	295.00
United Deluxe 6-Player	49.50

MUSIC

Rock-Ola 1448	Write
Rock-Ola Hi-Fi Select	$725.00
Rock-Ola Comet 1438, 120 Select	599.50
Seeburg M-100A	295.00
Wurlitzer 1100	125.00

CALDERON DISTRIBUTING CO.
450 Massachusetts Avenue Indianapolis, Indiana
ME-Irose 4-8468

Copyrighted material

COINMEN YOU KNOW

iami

mmunications to: Raoul Shapiro. MOhawk 7-2710

Ops Look to Business Upsurge. Now that schools are closed l summer tourists are pouring into Greater Miami from all over country, operators are looking for a big upsurge in business. . . . s. **Oscar Garcia,** of Key West, on a record-buying trip in Miami, orts business up 50 per cent since switching over to dime play.

Red Gurkin, Belle Glade Music Company, Belle Glade, Fla., orts his route up about 30 per cent since going on dime play. Red s this is all the more remarkable since his route normally drops ut 25 per cent at this time of the year. . . . **Sam Marino,** Marino sic Company, shed 50 pounds and says he never felt better in his . He looks wonderful.

Looks as if **Willie Blatt,** Music Makers, will have to postpone California vacation. Unable to take off as much time as he wanted e to pressure of business, Willie and **Mrs. Blatt** will probably wind in the Carolinas. Maybe next year, Willie. . . . **Lou Lehrman,** L&L usement, a newcomer in the business, just moved his family down m up North. Lou bought a boat, and is fast learning how to enjoy e in Southern Florida.

Bernie Kaganofsky, Bishop Amusement, is smiling again these ys. His family is back home after an extended trip to New York, e to the illness of his mother-in-law. . . . **Bernie Morris,** A. A. Music mpany, was making the rounds of the record distributors with his ely wife, **Martha.** . . . **Harry Zimand,** Acme Music Company, is ghty proud of his niece, **Sheila.** She won the weekly Miami Beach amber of Commerce Courtesy Award.

George Caravasios, Southern Phonograph Company, was elected ate Athletic Director of the Order of Ahepa. Congratulations, George. . . **Maury Horawitz,** Bishop Amusement Company, is a real dyed-the-wool bridge fan. Maury traveled up to Tallahassee just to watch bridge tournament. . . . **Norman Rogers** and **Issie Stone,** formerly rtners in R&S Music, have now split partnership, with Rogers re-ining the name R&S and Stone operating under the name of Stoney usic Company.

Ed Hancock, Bush Distributing Company, is back from a week's cation in the central part of the State. . . . **Danny Hudson** hopes be able to get away for about three weeks from his job as routeman r Music Makers. Danny wants to take his family for a trip out West here he has a piece of an uranium mine; Danny says that if the ine comes thru, as he hopes it will, he may be able to retire some y.

Mannie Brookmier, Brooke Distributors, says that **Bill Haley's** Rock Around the Clock" is the biggest selling record he has ever ndled. And Manny has been in the record business for a long time. . . **Marvin Lieber,** Pan American Distributing Company, says that **oy Hamilton's** new disk may be as big as "Unchained Melody." "Our itial orders are even greater than on 'Unchained,' " he says. . . . **oy Gullo,** routeman for Marino Music Company, and secretary of e A.M.O.A. Bowling League, is already making plans for next sea-n's bowling activities.

etroit

ommunications to: Hal Reeves. WOodward 2-1100

Vacations Beckon Local Coinmen. Ray Taylor, store manager of rilliant Music, is away for the next two weeks. Now nicely recovered om his recent illness, Taylor is enjoying a vacation in Northern Michigan. . . . **Spencer White,** of Frank's Music, will be back on the b in the shop this week after several weeks vacationing in Florida.

Away from the local heat wave, and vacationing in the northern art of Michigan is **Max Koeppe,** General Coin Machine Sales and epair. Max will be gone for a week or so while **Ginner Koeppe** keeps e business going. . . . **Maurice Feldman,** Central Coin Machine, as been busy trying to get caught up with his work, having had a dden surge of it in his refinishing department. Maurice wants to take ff on vacation next month. Plans are tentatively set for Maine, but e says that he and **Mrs. Feldman** may just simply take a motor trip ith no definite destination in mind.

Twin Cities

Communications to: Jack Weinberg. HYland 2896

Coinman Passes Away. Earl McFarland, about 45, Minneapolis perator who ran his own juke box-games route and took service alls for other coinmen, died last week following a heart attack. His wife has sold the route to **Dave Chapman,** Minneapolis operator.

Irv Gorsen, of the Acme Music Company, one-stop station, is acationing at Webster, Wis., this week. . . . **Clayton Norberg,** of C&N Sales Company, Mankato, Minn., bought bingo games on his rip to this market this week. . . . **Johnny Galep** came to the Twin Cities from Menominee, Wis., to stock up on records for his juke oxes. . . . **Harold Lieberman,** head of Liberman Music Company, goes to Omaha next week to visit his office there, newly air-conditioned.

August Quade, of Rochester, Minn., bought music and records n his trip to this area. **Mrs. Quade** accompanied him. . . . Records were the prime reason for **Don Bolier's** trip to the Twin Cities from Baldwin, Wis. . . . **Avis Fike,** at Sandler Distributing Company, is

(Continued on page 88)

Distrib Set-Up

• *Continued from page 85*

Company, Portland, Ore., Seattle, Spokane—States of Washington, Oregon, and Idaho; First Coin Machine Exchange, Chicago—Northern Illinois and Northern Indiana to approximately South Bend.

Franco Distributing Company, Montgomery, Ala.—Southern Alabama; General Vending Sales Corporation, Baltimore — States of Maryland and Virginia and the District of Columbia; T. B. Holliday Company, Columbia, S. C.—North and South Carolina; Lieberman Music Company, Minneapolis, and Omaha—States of Minnesota, North and South Dakota, Nebraska and Iowa; Miller-Newmark Distributing Company, Grand Rapids, Mich., and Detroit—State of Michigan, including the Upper Peninsula.

Minthorne Music Company, Los Angeles, and Phoenix, Ariz.—Southern California, Arizona and Southern Nevada; Modern Distributing Company, Denver—States of Colorado and New Mexico; Mondial Commercial Corporation, New York—France and French Colonies; Monroe Coin Machine Distributing, Inc., Cleveland—Northern Ohio; Mike Munves Corporation, New York—New York City and surrounding area, Connecticut and Southern New Jersey.

New Orleans Novelty Company, New Orleans—States of Louisiana and Mississippi; Nova, Haburg, Germany—Germany; Redd Distributing Company, Inc., Boston — Massachusetts and all of New England except Connecticut; Roanoke Vending Exchange, Inc., Charleston, W. Va.—West Virginia; David Rosen, Inc., Philadelphia—Eastern Pennsylvania, Southern New Jersey and Delaware; Albert Simon—Syracuse Corporation, Syracuse—Upper New York State; S. L. London Company, Milwaukee.

Southern Automatic Music Company, Louisville, Lexington, Ky., Cincinnati, and Indianapolis — States of Kentucky, Indiana, and the Cincinnati trading area in Ohio; Frank Swartz Sales Company, Nashville—Central and Eastern Tennessee; University Coin Machine Exchange, Columbus, O.—Central Ohio area; Van Dusen Bros., Edmonton, Alberta, Canada —Alberta, Saskatchewan and British Columbia provinces.

Variety Distributing Company, Atlanta—State of Georgia; W. B. Distributors, Inc., St. Louis — Southern Illinois as well as Eastern and Southern Missouri; W. B. Music, Inc., Kansas City, Mo.—Northern and Western Missouri and the State of Kansas.

SEEBURG
M100A's.....$350.00
M100A's converted to 45 r.p.m.....399.50
M100B's.....535.00
M100BL's.....565.00

AMI
Model A's.....$100.00
Model B's.....175.00

WURLITZERS
1700's.....$695.00
1400's.....695.00
1450's.....265.00

AMI
Model C's.....$175.00
D40's.....215.00
E120's.....525.00

All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.

R. F. JONES CO.
1263 Mission Street
San Francisco 3, Calif.
KLondike 2-3579

SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS
MATCH BOWLER.....$ 65.00
10TH FRAME.....75.00
SUPER MATCH.....95.00
NAME BOWLER.....100.00
10TH FRAME SPECIAL.....100.00
DOUBLE SCORE BOWLER.....110.00
TRIPLE SCORE BOWLER.....150.00
ADVANCE BOWLER.....195.00
SUPER FRAME.....300.00

UNITED BOWLERS
10TH FRAME.....$ 75.00
CASCADE.....100.00
OLYMPIC.....125.00
ROYAL.....195.00
CHIEF.....250.00

BINGOS
RIGHT LITES.....$ 75.00
BRIGHT SPOT.....95.00
SPOT LITE.....75.00
A.B.C.....50.00
SINGAPORE.....350.00

RIDES
CHICAGO COIN SUPER JET....$395.00
BIG BRONCO.....400.00
BERT LANE MUSICAL MERRY-GO-ROUND (Two Ride—Fiberglass Horses—Like New).....395.00
LITTLE WHIP (New).....Write
CHICAGO COIN ROUND THE WORLD TRAINER (New).....Write

GUNS
CENCO SKY ROCKET (New).....Write
GENCO WILD WEST (New).....Write
GENCO BIG TOP.....$425.00
GENCO RIFLE GALLERY.....325.00
UNITED CARNIVAL GUN.....300.00

ARCADE
SIDEWALK ENGINEER.....WRITE
MUTOSCOPE K.O. FIGHTER....WRITE
SILVER GLOVES.....$185.00
SEEBURG BEAR GUN.....165.00
SEEBURG COON HUNT (Used)..275.00
GOALEE.....95.00
C.C. PISTOL.....90.00
GENCO 2 PLAYER BASKETBALL (New).....325.00
QUIZZER WITH FILM.....90.00
BALLY BIG INNING.....125.00
DELUXE PHOTOMATIC.....375.00
DALE GUN.....50.00
MILLS PANORAM (With Peeks)..325.00
TELEQUIZ.....150.00
WILCOX-GAY RECORDIO....WRITE
MUTOSCOPE VOICE-O-GRAPH 395.00
ASTRO SCOPE.....125.00
EXHIBIT SHOOTING GALLERY 265.00
EXHIBIT STAR GUN.....315.00
EXHIBIT SIX SHOOTER.....125.00
EXHIBIT GUN PATROL.....150.00
UNITED CARNIVAL GUN.....375.00
UNITED JUNGLE GUN.....360.00
GENCO RIFLE GALLERY.....325.00
GENCO BIG TOP GUN.....450.00
GENCO SKY FIGHTER.....150.00
MIDGET MOVIES.....125.00
MUTOSCOPE DRIVE YOURSELF MOBILE (Like New).....WRITE
SHOE SHINE.....125.00
HAY BURNERS.....75.00
ABT CHALLENGERS.....20.00
DUCK HUNTERS.....20.00
KICKERS & CATCHERS.....35.00
SHIPMAN ART SHOW.....39.50
AIR HOCKEY (New).....465.00
MERCURY ATHLETIC 13-WAY SCALE.....69.00
AUTO PHOTO.....WRITE
STANDARD METAL TYPER (Factory Rebuilt).....WRITE

We Have a Complete Line of Arcade Equipment. 1/3 Deposit With Order.

Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. : SUperior 1-4600)

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
The following models are available for prompt shipment:

SEEBURG
148ML.....$129
M100A.....340
M100B.....525
M100BL.....550
HM100A HIDEAWAY.....275
H146 HIDEAWAY.....50
H147 HIDEAWAY.....65
H148 HIDEAWAY.....75

WURLITZER
1400—1450.....$325
1500.....325
1550.....325
1550A.....395
1650.....395

ROCK-OLA
1428.....$119
1434.....275
1436 Fireball, 120 Selections...375
1438 Comet, like new.....595

AMI
A.....$115
B.....150
D-40.....275

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
PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING
Corp.
Davis
Exclusive Seeburg Factory Distributor
738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631
Telephone—Wire—or Write us your order.
1/3 Deposit Required.

SUMMER SPECIALS

KEENEY
American .$325.00
Domino ... 125.00
10 Player . 110.00
6 Player .. 75.00

UNITED
Targette DeLuxe $375.00
10th Frame Star 95.00
6-Player Star 80.00
Olympic ... 115.00
Cascade ... 100.00

SHUFFLEBOARD SUPPLIES
Shuffleboard Game Wax, Case (12) .$ 3.50
Pucks (Set of 8). 12.00
Fast Wax, Case (12) . 4.50
Score Sheets, 10 Pads .. 7.50
Fluorescent Lights, Pr. 22.50
Adjusters... 18.50

UNITED MARS $375.00

PURVEYOR DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

BINGOS
Variety ...$395.00
Surf Club . 265.00
Hi-Fi 245.00
Ice Frolics . 225.00
Beach Club 195.00
Beauty 175.00
Palm Beach 110.00
Bright Light 70.00

MISCELLANEOUS
Keeney Sportsman $345.00
Genco Rifle Gallery .. 275.00
Shoot-the-Bear 140.00
Ex. Shooting Gallery .. 165.00
Ex. Gun Patrol ... 130.00
Ex. Jet Gun 95.00
Telequiz, with film 95.00
Wurl. 1015. 95.00
Wurl. 1100. 175.00

www.americanradiohistory.com

AT SHAFFER'S LOWER PRICES

● REFINISHED LIKE NEW ● FULLY RECONDITIONED ● READY FOR LOCATION

WURLITZER

1500 (104 Sel.)	$339.50
1650	349.50
1100	109.50

ROCK-OLA

1432	$169.50
1428	109.50

SEEBURG

M-100-B	$569.50
M-100-A	299.50
148ML (Blonde)	109.50

AMI

E-120	$549.50
Model "C"	179.50

NEW COLUMBUS PHONE NUMBER—AXminster 4-4614

Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO 849 N. High St. AXminster 4-4614
CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310
INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571

BASEBALL

Williams King of Swat
United Fifth Inning
Genco Champion Baseball

5-BALLS

WILLIAMS WONDERLAND
WILLIAMS RACE THE CLOCK

Green Pastures	$195.00	Lazy Q	$135.00
Diamond Lil	195.00	Chinatown	125.00
Lovely Lucy	175.00	Grand Champion	125.00
Skyway	165.00	Army & Navy	120.00
Flying High	150.00	Quartet	120.00
Shindig	150.00	Twenty Grand	95.00
Guys and Dolls	150.00	Four Corners	89.50
Struggle Buggy	140.00	Saratoga	49.50
9 Sisters	140.00	Samba	49.50
Grand Slam	140.00	King Arthur	49.50
Dealer	140.00	College Daze	49.50
Poker Face	135.00	Summertime	49.50
Queen of Hearts	135.00	Cinderella	49.50
		Knockout	49.50

SHUFFLE GAMES

UNITED MARS

VENUS TARGETTE	UNITED CAPITOL
Bally Jet	$365.00
United Speedy	365.00
United Banner, Match Score	365.00
United Targette, Match Score	365.00
United Targette, High Score	345.00
United Ace, Match Score	335.00
United Rainbow	320.00
United Leader, Match	260.00
United Chief, High Score	250.00
United Team, S.A., Match Score	260.00
United League, S.A., High Score	250.00
United Imperial, Match Score	230.00
United Royal, High Score	220.00
United Classic, Match Score	145.00
United Olympic, High Score	135.00
United Clover, Match Score	125.00
United Cascade, High Score	125.00
United De Luxe, S.A., 6 Player	89.50
Chi. Super Frame	335.00
Chi Star Lite	325.00
Chi. Criss Cross, Match	300.00
Chi. Holiday, Match	465.00
Universal 18' Bowl-a-Matic	325.00
Genco Shuffle Pool	99.50
Genco Match Pool	139.50

CIGARETTE VENDERS

ROYAL "17" (17 Col.), Elec.—Request Circular

EXCLUSIVE DISTRIBUTOR NEW
AUTO PHOTO II
Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

AMI "C"	$175.00
AMI D-80	395.00
Seeburg M100B	565.00
Seeburg M100C	675.00

NEW STANDARD-RAPID
COIN-COUNTER
Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee..... 189.50

BASEBALL SPECIALS

Chicoin Super Home Run	$275.00
Major League Baseball	245.00
Chicoin Home Run	245.00
Wms. Super World Series	109.50
Star Series	89.50

—BINGOS—

UNITED TRIPLE PLAY
BALLY GAYTIME

Gayety	$495	Beauty	$160
Variety	425	Frolics	140
Saddle & Turf (Club Model)	275	Yacht Club	110
Havana	275	Palm Beach	110
Surf Club	265	Atlantic City	110
Palm Springs	250	Golden Nugget	95
Rio	245	Bright Spot	95
Ice Frolics	240	Bright Lights	95
Dude Ranch	225	Coney Island	85
Beach Club	200	Spot Lite	75
		Genco 400	55

ARCADE

UNITED DERBY ROLL
SIDEWALK ENGINEER
ROUND THE WORLD TRAINER
AUTO-PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN

Mighty Mike	$575.00
Air Football, New	295.00
Air Hockey, New	285.00
Set Shot Basketball	345.00
Photomatic, Late	445.00
Voice-o-Graph	495.00
Wms. Super Jet	295.00
3-D Theatre	199.50
Chi. 4-Player Derby	195.00
Ev. Bat-a-Score	175.00
Ch. Basketball Champ	195.00
Muto. Drivemobile	165.00
Exh. Jet Gun	145.00
Telequiz & Film	115.00
Muto. Flying Saucer	149.50
Undersea Raider	125.00
Goalee	99.50
Exh. Dale Gun	89.50
Scientific Baseball	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00

TARGET GUNS

EXHIBIT TREASURE COVE	
Williams Polar Hunt	Write
Genco Skyrocket	Write
United Bonus Gun	$425
United DeL. Carnival	345
United Reg. Carnival	300
Genco Rifle Gallery	300
Exhibit Sportland	275

BRAND NEW CLOSEOUTS

Genco 2 PL. BASKETBALL	$345
Genco 4 PLAYER SKEEBALL	350
MIGHTY MIKE SPARRING PARTNER	895
Genco SILVER CHEST	125

CHANGEMAKER
Dispenses 2 dimes
1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel..... $89.50

● ½ deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

COINMEN YOU KNOW

Continued from page 87

trying to sell her boss, **Irv Sandler**, the Wurlitzer King of the Nation's Breadbasket, on air-conditioning the Minneapolis office now that he has installed a den for visiting coinmen at his local headquarters here.

Sol Rose, of the Sandler staff, reports Wurlitzer phonos selling well, despite the hot and humid weather of the past several weeks. . . . **Sid Levin**, at Lieberman Music Company, said that Bally's new Gaytime game is getting good operator reaction and numerous orders are being booked for it. . . . Word from LaBeau Novelty Sales Company, in St. Paul, is that operators continue to show considerable interest in the new Rock-Ola juke box, with **Archie LaBeau** and staff busily writing up orders.

Milwaukee

Communications to: Benn Ollman. UPtown 3-6018

Game Conversion Interest Up. Interest in game conversion units perked up a bit here this week when the Hastings Distributing Company announced to the trade that it was going back into the field. Renewed emphasis is centered on the Edolite conversion unit, according to **Sam Hastings.** A visit from the Edolite factory executives pointing up the sales features of their unit, says Sam Hastings, has convinced him that there is a lot of conversion business to be had locally and from up-State coinmen.

Stopping in at the Hastings Bluemond Road headquarters to look at the floor model conversion unit this week were: **Roger Bookmeier,** Green Bay; **Bill Tillman,** Appleton; **Bob Klemente,** Fort Atkinson; **R. C. Dietrick,** Blackhawk Novelty Company, Madison, and **N. C. Tompkin,** of Two Rivers.

The road in front of the Banaco Music Company on South 13th Street is being torn up by a repaving crew. According to front office gal, **Alice Antczak,** the inconvenience is not directly affecting their business, and music machine takes are holding up fairly well during the hot weather. Currently escaping the heat wave is the firm's owner, **Frank Bartnik.** Last week he took off in his private plane for his cabin in Canada for some relaxing and fishing over the holiday period.

Summer candy bars are not proving conducive to vending machine sales, according to **Copeland Russell,** of Russell Vending. "The best thing that we did to help candy sales during the summer," says Russell, "was to air-condition our storage room. Once the bars get out on location, we just have to pray that they move before they melt." . . . New counterman **Tom Regan** at the Music Mart one-stopper is proving a big help, says owner **Barney Kuehn.** "He takes a lot of work off my shoulders, especially in handling the regular counter trade, so that I can spend more time with the operators," says Kuehn. Big operator favorites this week, according to Kuehn, were, "Ain't It a Shame," by **Pat Boone** on Dot, and "Hard to Get," by **Giselle McKenzie.**

Back home after a couple of months of consistent travel thru the country appearing on panels at the Regional NAMA meetings, **Herb Geiger** says he is probably the most traveled vending machine operator in the business. "Going to tend to my fences for a while, now," is the way Geiger puts it, adding that he expects to stay home for the next few months at least.

Exhibit Boosts Penny Card Trade—Up 20%

CHICAGO, July 9.—Expanding their penny card business to 52 different series of cards this year, Exhibit Supply has sold 20 per cent more cards thus far over last year, Sam Lewis, executive vice-president, said this week.

The cards, sold in conjunction with the firm's Vacuumatic Card Vender, are shipped to theaters, supermarkets, parks, beaches, Arcades and other locations.

Lewis said two new card series have just been added to the line—a Davy Crockett series and a Kodachrome four-color pin-up series.

Exhibit has initiated a new sales plan for the cards and the venders, selling both for the first time thru distributors. Previously sales were direct to operators and locations. Some direct sales, however, are still made.

In many cases, said Lewis, sales are now turned over to distributors after the sales have been made by Exhibit. Some firms such as Mike Munves, New York, and David Rosen, Philadelphia, which service large Arcade operations, place orders for as many as 1,000,000 cards to keep in stock, Lewis said.

Frank Mencuri, vice-president and director of sales, said improvements in card manufacture, which is done at Exhibit's own printing shop located at the plant, are being made right along.

New card paper has been developed, to be used beginning next year, which will double the number of cards which can be vended from one machine. The paper is thinner and has a glossy finish. New glossy type ink is already being used on the cards. Mencuri said Exhibit expects to expand the number of card series to over 60 by next year.

Two Exhibit traveling sales representatives are on the road and on the telephone, and sending out mail pieces on the cards and venders. Lewis said orders are averaging 5 to 10 pieces a day for new card venders.

An example of one location which has done an outstading job with the card venders and cards is Riverview Amusement Park, Chicago. Lewis said that Riverview last year had 10 card venders which averaged 41,400 cards sold per machine last season. Some 18 new card venders have been added to the Riverview Arcades this season.

The Exhibit Vacuum Card Vender was introduced about one year ago. Two steel compartments hold 1,500 cards which are vended from the top by a suction cup device. The switch repeats its operating cycle until a card is delivered.

The vender has a 26-card display panel, a visible operating mechanism, visible stock control system, slide-out units for front-door servicing and a drop-slot coin chute which is convertible for 1-cent or 2-cent operation.

Among the card series offered are pictures of film and radio stars, cowboys, sport cars, jet planes, baseball players, pin-ups, cartoon cards, horoscope cards and a wide assortment of novelty cards.

PAN OPERATORS, NOTE!
Brand New!
PIN-UP & BURLESQUE LOOPS
Lowest Prices. Satisfaction Guaranteed!
TRIUMPH PRODUCTIONS, INC.
7713 Santa Monica Blvd.
Los Angeles 46

SPECIAL

BIG TIME	WRITE
VARIETY	$450
SURF CLUBS	$295
PALM SPRINGS	265
ICE FROLICS	250

ARCADE SPECIALS
EXHIBIT SHOOTING GALLERY..$195

IMPERIAL	$235.00
HOLIDAY	465.00
MATCH POOL	150.00
ROYAL	185.00
SHUFFLE POOL	89.50

Call (ASCME)—BE 5-6770

ALL STATE COIN MACHINE EXCHANGE
2317 North Western Ave.
Chicago 47, Illinois

FOR A STEADY INCOME
OPERATE 100% LEGAL
STANDARD METAL TYPERS
NEW & USED
High quality, straight discs, packed 100 to a roll.
Complete line of parts.
WRITE FOR PRICES

STANDARD METAL TYPER CO.
1318 N. Western Chicago 22, Ill.

BINGO SPECIALS

VARIETY	$450.00
SURF CLUB	275.00
ICE FROLICS	265.00
PALM SPRINGS	255.00
DUDE RANCH	225.00
BEACH CLUB	200.00
BEAUTY	165.00
FROLICS	145.00
YACHT CLUB	110.00
PALM BEACH	110.00
ATLANTIC CITY	100.00

⅓ DEPOSIT WITH ORDER
WRITE TO
SUPERIOR SALES COMPANY
Frank Mills, Mgr.
Dept. R-6
7855 Stoney Island Ave.
Chicago, Illinois
PHONE: Bayport 1-1616

FOREIGN BUYERS
Immediate Delivery
INTERNATIONAL RECONDITIONED
MUSIC • GAMES
KIDDIE RIDES

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle alleys and kiddie rides.

Cable for Special Price List
Parts and Service Manual Available

INTERNATIONAL AMUSEMENT CO. 1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.
SCOTT-CROSSE COMPANY
Branch: 819-821 W. Lancaster Avenue, Strafford, Pa.

Copyrighted mate

www.americanradiohistory.com

OPPORTUNITY

Prominent, commercially rated operator of Kiddie Rides wants to hear from persons or firms able to secure first-class locations for him west of the Mississippi and if possible service same. Liberal cash commission and service fees.
BOX 811, The Billboard, Chicago 1, Ill.

Sam Solomon's Buys!
5
Genco's
RIFLE GALLERYS
(Very Clean)
$225.00
WIRE—PHONE—WRITE
UNIVERSITY COIN MACHINE EXCH.
858 N. High St. Columbus 8, Ohio
Tel.: KLondike 3529

BINGO MECHANIC WANTED
Good Pay and
Good Working Conditions
No Drifters
Write The Billboard
Box 809
Chicago, Illinois

Exhibits Dale Gun	$35.00
C.C. Pistol Pete	50.00
Seeburg Chicken Sam	50.00
Seeburg Shoot the Monk	50.00
Seeburg Shoot the Bear	95.00
Mutoscope Sky Fighter	95.00
Exhibits Silver Bullets	45.00
Exhibits Space Gun	75.00

Send a deposit for quick shipment
Alabama Vending Co.
TUSCALOOSA, ALABAMA

NATIONAL
RECONDITIONED BUYS!

5-BALL GAMES	
SUPER JUMBO	$350
DELUXE DUETTE	335
TWIN BILL	225
STAGE COACH	200
LADY LUCK	195
GOLD STAR	190
DAISY MAY	185
JOCKEY CLUB	165
ARABIAN KNIGHTS	145
GREEN PASTURES	140
LOVELY LUCY	140
PINWHEEL	130
SHINDIG	130
POKER FACE	115
MARBLE QUEEN	110
QUEEN OF HEARTS	95
GUYS-DOLLS	95
SKILL POOL	85
HIT 'N' RUN	75
SHUFFLE GAMES	
UNITED CLOVER	$115
UNITED CLASSIC	135
UNITED 10TH FRAME STAR	105
UNITED IMPERIAL	225
CHICOIN DELUXE CRISS CROSS TARGETTE	235
BINGOS	
VARIETY	$425
SURF CLUB	265
ICE FROLICS	245
PALM SPRINGS	255
HI FI	250
YACHT CLUB	110
DUDE RANCH	225
PALM BEACH	110
BEACH CLUB	200
NEVADA	265
BEAUTY	165
ATLANTIC CITY	100

Write for Complete List
NATIONAL
Coin Machine Exchange
1411-13 Diversey Blvd. Chicago 14
Phone: BUckingham 1-6466

Await Oregon Pinball Ruling

• Continued from page 85

cocker spaniels (pinballs) could certainly not be construed to impose a tax upon female (non coin-in-the-slot operated pinballs) cocker spaniels."

Denver Pinball Case Dismissed

DENVER, July 9.—A police test case aimed at stopping alleged gambling on pinball games here was dismissed by Municipal Judge George McNamara, who ruled that a free game on a pinball machine is "not a thing of value."

Safety Manager William P. Sullivan had filed the charges against the owner of a downtown bar after evidence of free game awards for high scores.

Leo S. Moses, attorney for the defendant argued that giving a free game does not constitute a violation of the city's gambling ordinance because only money, liquor or "any valuable thing" are forbidden in the specific law.

In substantiating his claim, attorney Moses pointed out that an earlier court ruled that free games cannot be classed as "tangible things of value" when offered as prizes on a pinball game.

Utah County Bans Pinballs

PROVO, Utah, July 9.—An ordinance outlawing pinball games in the county has been passed by the Utah County Commission. The ordinance is to become effective within 15 days.

The county commission followed suit of several communities that have banned pinballs during the past year. Officers are now permitted to remove the games from establishments found in violation of the ordinance without involving expensive court hearings.

Until the ordinance takes effect it is necessary in the county to prove in court that any confiscated machine is being used for gambling purposes.

Ore. City Rejects Op Pin License Try

PORTLAND, Ore., July 9.—An opinion, hand written by a judge the night he died, will be a key factor in the fight between the city administration and Portland's pinball operators.

Judge Lowell Mundorff, of the Multnomah County Circuit Court, who had heard arguments after the pinball operators succeeded in getting a restraining order halting the seizure by police of non-coin-in-the-slot games, died of a heart attack the night before the hearing was to have been completed.

The case has been reassigned to a new judge, Charles W. Redding, and was to be resumed July 5. Judge Mundorff's long-hand opinion was transcribed and made available to the new judge and to attorneys in the case.

The operators' restraining order was issued seven hours after city police started to enforce the anti-pinball ordinance which had been fought to the door of the Supreme Court since its passage in 1951. Police seized 27 machines and made 12 arrests in those seven hours.

Following the restraining order, pinball operators tried to hand checks to the city for licenses for non-coin-in-the-slot games, which they say are not covered by the ordinance. The city license bureau rejected the proffered checks.

Stan Terry, director, and William Goebel, president of the Coin Machine Men of Oregon, said 25 of the city's 70 operators tried to obtain licenses. A section of the city's license code, unchanged when the ordinance banning the machines was passed, provides for an annual license of $750 a year for wholesale operators, plus a fee of $30 for each machine owned or leased.

The suit was brought by Lou Danis, owner of the Portland Amusement Company. The complaint has been amended to define the devices as "pinball games . . . not coin-operated . . . mechanical games . . . which are not used as a part of or in aid of any gambling game or device."

In answer to Judge Mundorff's inquiries, the amended complaint says more than 1,000 machines, originally costing more than $1 million, are involved. It states present market value of each machine is $450, and that conversion to non-coin-in-the-slot has cost $60 each.

City Commissioner Stanley Earl meanwhile has asked the city attorney to draft a proposed addition to the city police code which would ban non-coin-in-the-slot games as well as other types.

Price and Abelson to Show Crockett Items

NEW YORK, July 9.—Paul A. Price, Inc., local charm manufacturer, will exhibit his new line of Davy Crockett rings and charms at the annual convention of the National Association of Bulk Vendors in Chicago, July 15-17.

Also to display a Davy Crockett line at NABV will be M. J. Abelson, Pittsburgh, who will show Davy Crockett magic sponges and badges.

AMI
Exclusive Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

1st AND STILL GROWING
FIRST IN QUALITY and SERVICE
Satisfaction Guaranteed!

ARCADE

New C.C. ROUND THE WORLD TRAINER	$575
Genco 2-PLAYER BASKETBALL	$275
C.C. SUPER HOME RUN, Match Play, 10-25¢	265
Bally BIG INNING	150
MIDGET MOVIES	145
C.C. 4-PLAYER DERBY	135
TELEQUIZ with film	115
C.C. GOALEE	95
Evans TEN STRIKE	85
SILENT SALESMAN CARD VENDOR	35

TARGET GUNS

EXHIBIT	
500 SHOOTING GALLERY	$375
SPORTLAND SHOOTING GALLERY	275
JET GUN	125
SIX SHOOTER	95
SILVER BULLETS	95
DALE GUN	65
GENCO	
SKY ROCKET	NEW
WILD WEST	$445
BIG TOP	410
RIFLE GALLERY	275
SKY GUNNER	145
UNITED	
BONUS DELUXE	$375
CARNIVAL DELUXE	325
SEEBURG	
COON HUNT	$215
SHOOT THE BEAR	150
CHICKEN SAM	95

Exclusive Distributors for
CHICAGO COIN
BIG LEAGUE BASEBALL
BONUS SCORE BOWLER
HOLLYWOOD BOWLER
EXHIBIT
TREASURE COVE SHOOTING GALLERY

GENCO UPRIGHTS
Brand New

SILVER CHEST	$125
GOLDEN NUGGET	125

First-Conditioned

GOLDEN NUGGET	$95
JUMPING JACKS	85
400	75

SHUFFLE GAMES

FIRST-Conditioned	
CHI. COIN—Match	
THUNDERBOLT	$425
HOLIDAY	460
STARLITE	295
CROWN	140
CHI. COIN—Reg.	
FIREBALL	$425
CRISS CROSS TARGET	295
SUPER FRAME	315
TRIPLE SCORE	135
DOUBLE SCORE	115
UNITED—Match	
MARS DELUXE	$425
ACE	310
TEAM	260
IMPERIAL	215
CLASSIC	145
CLOVER	125
STAR 10TH FRAME	99
OFFICIAL	95
LIGHTNING	445
UNITED—Regular	
MARS	$415
RAINBOW	325
LEAGUE	265
ROYAL	210
OLYMPIC	140
SUPER	95
GENCO	
MATCH POOL	$165
SHUFFLE POOL	125

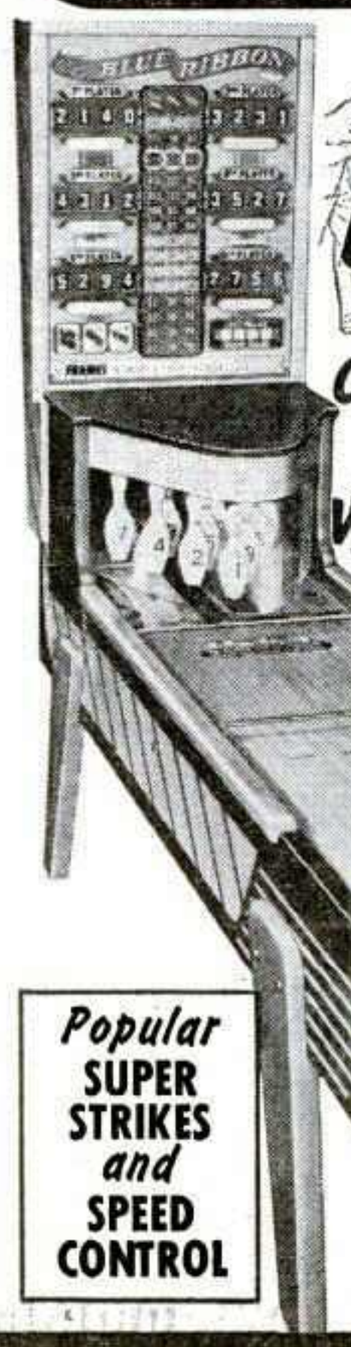
WANTED
UNIVERSAL 5-STARS

COUNTER GAMES

NEW	
BINKS ZIPPER	$29
M. & T. ZIG ZAG	29
KICKER & CATCHER	49
BINGO 5 BALLS	
VARIETY	$425
PALM SPRINGS	255
BEACH CLUB	195
BEAUTY	160
PALM BEACH	110
ATLANTIC CITY	110
SPOT LIGHT	75

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Gold Medal WITH MATCH-PLAY
Blue Ribbon WITHOUT MATCH-PLAY



New Bally bowlers
combine greatest bowler features
with new BONUScore play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature . . . plus popular SPEED-CONTROL and other famous Bally-Bowler features . . . and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

Popular SUPER STRIKES and SPEED CONTROL

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

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
EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St.
FRemont 7-4495 Phila. 30
Write or wire for prices
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

Copyrighted material

Coin Mechanics

• Continued from page 85

factors in determining whether it will follow the specific path necessary to be accepted or will fall short of, or beyond this path, and be rejected.

Most rejected coins and slugs are immediately channeled out of the unit; however, a slug which is perforated or of improper size, will be trapped in the rejector. When this occurs, a wiper linkage is provided. The main wiper blade sweeps the nickel and 25-cent coin paths and magnets, while the dime wiper blade, opened by a push bar, sweeps the dime path and magnets. Trapped slugs are then released simultaneously thru the "reject" outlet.

In making an adjustment on a slug rejector it is important to be extremely cautious so as not to throw off the delicate balance of the mechanism. Careful analysis as to the cause of the error should be made first. Then by taking the rejector off its mounting and setting it on a level surface, a close study of the coin paths can be made. In this way the slightest deviation can be caught and corrected.

SPECIAL
UNITED BINGOS

TROPICANA—NEW	$350
NEVADA	245
HAWAII	195
RIO	145
CABANA	95
STARS	65
LEADER	50

PIN GAMES

DIAMOND LILL	$225
STAGECOACH	210
DRAGONETTE	165
JOCKEY CLUB	155
HAWAIIAN BEAUTY	145
TWIN BILL	235
LADY LUCK	185

UNITED SHUFFLE ALLEYS

COMET TARGETTE	$375	ACE	$295
CLIPPER	450	TEAM	250
LIGHTNING	425	LEADER	235
DEL. MERCURY	375	IMPERIAL	215
SHUFFLE TARGETTE	325	CLASSIC	145
BANNER	325	CLOVER	115

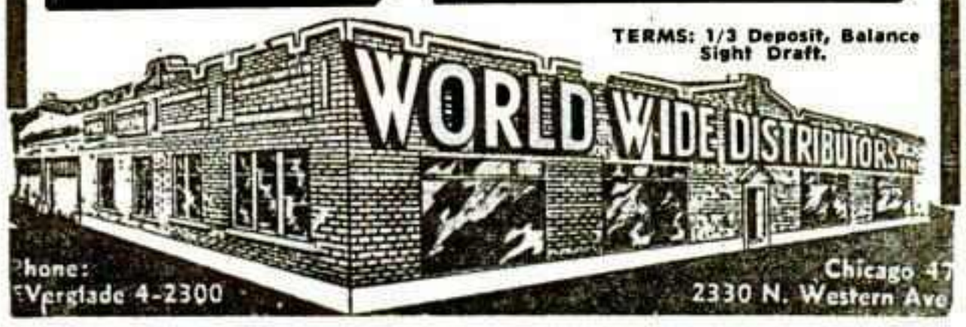
RECONDITIONED PHONOGRAPHS

SEEBURG M100C	$625
SEEBURG M100B	495
WURLITZER 1550	385
WURLITZER 1500	345
WURLITZER 1015	95
MILLS CONSTELLATION	125

MISCELLANEOUS

Exhibit GUN PATROL	$ 95
Williams STAR BASEBALL	235
Williams JALOPY	95
Williams RACE THE CLOCK	275
Genco MATCH POOL	170
Genco RIFLE GALLERY	225
United DEL. CARNIVAL GUN	315
United DEL. BONUS GUN	395

TERMS: 1/3 Deposit, Balance Sight Draft.



Charter S. C. Coin Firms

COLUMBIA, S. C., July 9.—Cig's Vendors, Inc., with principal office here, has obtained a State charter to sell all types of merchandising thru automatic vending machines; to own and sell such machines. Authorized capital stock was listed at $250,000. W. H. Gayden Jr. is president.

Ace-High Music Corporation, Dillon, S. C., obtained a charter to own, operate and deal in coin-operated machines and auxiliary equipment. Authorized capital stock was given as $50,000. Pryor J. Pate is president.

Capitalized at $250,000, Shanks Distributing Company, Inc., Columbia, S. C., has just been organized to buy and sell all types of vending machines. Sabel L. Shanks is president.

Court to Test Milwaukee Coin License Ruling

MILWAUKEE, July 9. — The Milwaukee law firm of Foley, Fairchild & Sammond has been retained by Kiddie Rides, Inc., Chicago, and the F. W. Woolworth Company, New York, to test a local ordinance on amusement devices.

Beer City regulations provide that operators and distributors of coin-operated amusement devices must live in Milwaukee for at least two years prior to filing applications for the $200 annual license fee.

Woolworth stores have been forbidden permission to install automatic ride machines in their stores because Kiddie Rides, Inc., a Chicago coin firm, operates the equipment. The law firm filed a complaint this week in Circuit Court testing the validity of the residence clause in the licensing ordinance.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Bally® KIDDIE-RIDES
Earn More Money for Operators!

3 GREAT RIDES PROVIDE TRIPLE APPEAL

HOT-ROD
COIN-OPERATED AUTO-RIDE

BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

THE CHAMPION
COIN-OPERATED HORSE-RIDE

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

Copyrighted material
www.americanradiohistory.com

UIDE TO OPS: HECK SERVICE HEN BUYING

CHICAGO, July 9.—There are ny reasons responsible for the id growth of record one-stops, certainly increased customer erator) service stands first on list.

Because one-stops are relatively v in the record merchandising iness, many of the services now ered are being overlooked by juke box operators. The following check list represents those services most often available to operators at record one-stop outlets:

- ✓ Specialty type records.
- ✓ 24-hour service.
- ✓ Prepaid transportation.
- ✓ Programming assistance.
- ✓ Title strips.
- ✓ Open accounts.
- ✓ Breakage exchange privileges.
- ✓ Recomended records guarantee.
- ✓ Standing order shipments.
- ✓ Record advice.
- ✓ Low cost (generally 5 cents above the wholesale price).

SPECIAL
BALLY GAYETY
Like New
$395.00 each
while they last.
Send one-third deposit with order.
FRANK SWARTZ SALES CO.
515-A Fourth Ave., S.
Nashville 10, Tenn.

GAME MECHANIC WANTED
For Leading Chicago Distributor
Good Pay, Excellent Working Conditions
Write Box #810,
The Billboard,
Chicago, Illinois

SUPER SPECIALS!
RECONDITIONED

CHICAGO COIN DOUBLE SCORE	$ 90
CHICAGO COIN CROWN BOWLER	100
UNITED CLASSIC	120
GENCO SHUFFLE POOL	90
BALLY PALM BEACH	95
BALLY HI FI	245
BALLY PALM SPRINGS	245
BALLY DUDE RANCH	225

Write for Complete List, New—Used.
Terms: 1/3 Dep., Bal. C.O.D.
IRV. OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill.
COrnelia 7-7272

COUNTER GAMES

A.B.T. Challenger, new	$55.00
Advance Electric Shocker, new	22.50
Bally Line-a-Basket, new	45.00
Kicker and Catcher, new	40.00
Touchdown, new	27.50

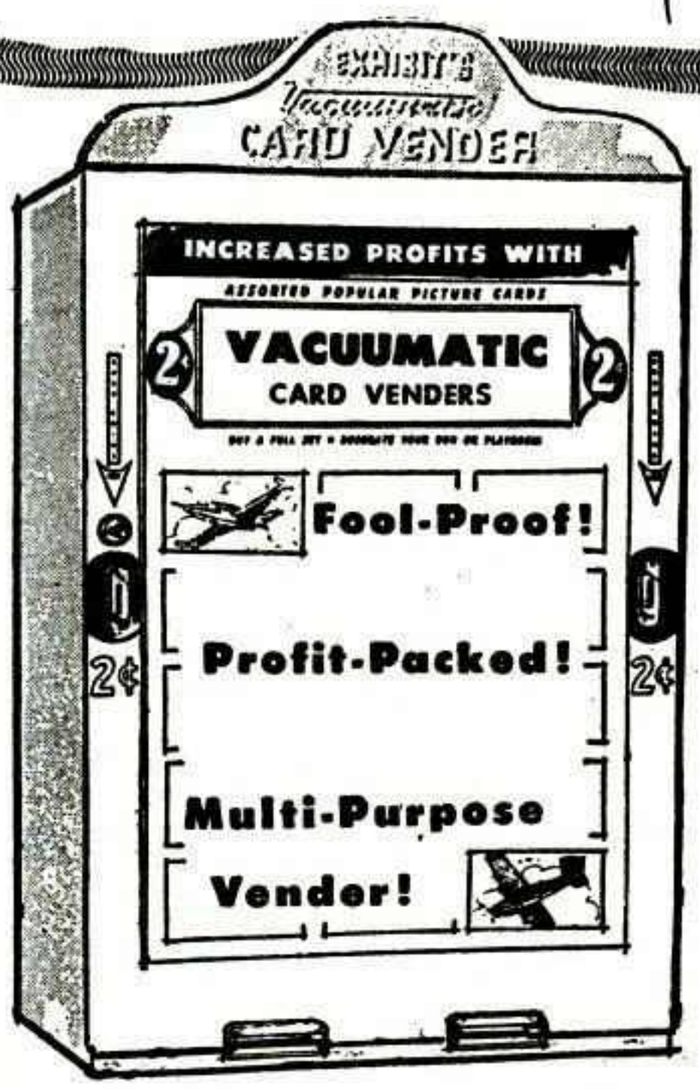
Machines Rebuilt—Equal to New

A.B.T. Challenger	$25.00
Bat-a-Ball Jr.	19.50
Mills Flip Skill	35.00
Gottlieb 3-Way Grip	22.50
Pop-Up	22.50
Skillerette Electric	25.00
Texas League Baseball	45.00
Texas Whirl-a-Ball	22.50

1955 Catalog 300 Illustrations FREE.
MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

Assorted KIDDIE RIDES FOR SALE
Cheapest in the Country
$25.00 up
SEND FOR LIST TODAY
DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA
PHONE: STEVENSON 2-2903

EXHIBIT'S GREAT NEW LINE
1. Vacuumatic Card Vender
2. Davey Crockett Card Series
3. Treasure Cove Shooting Gallery

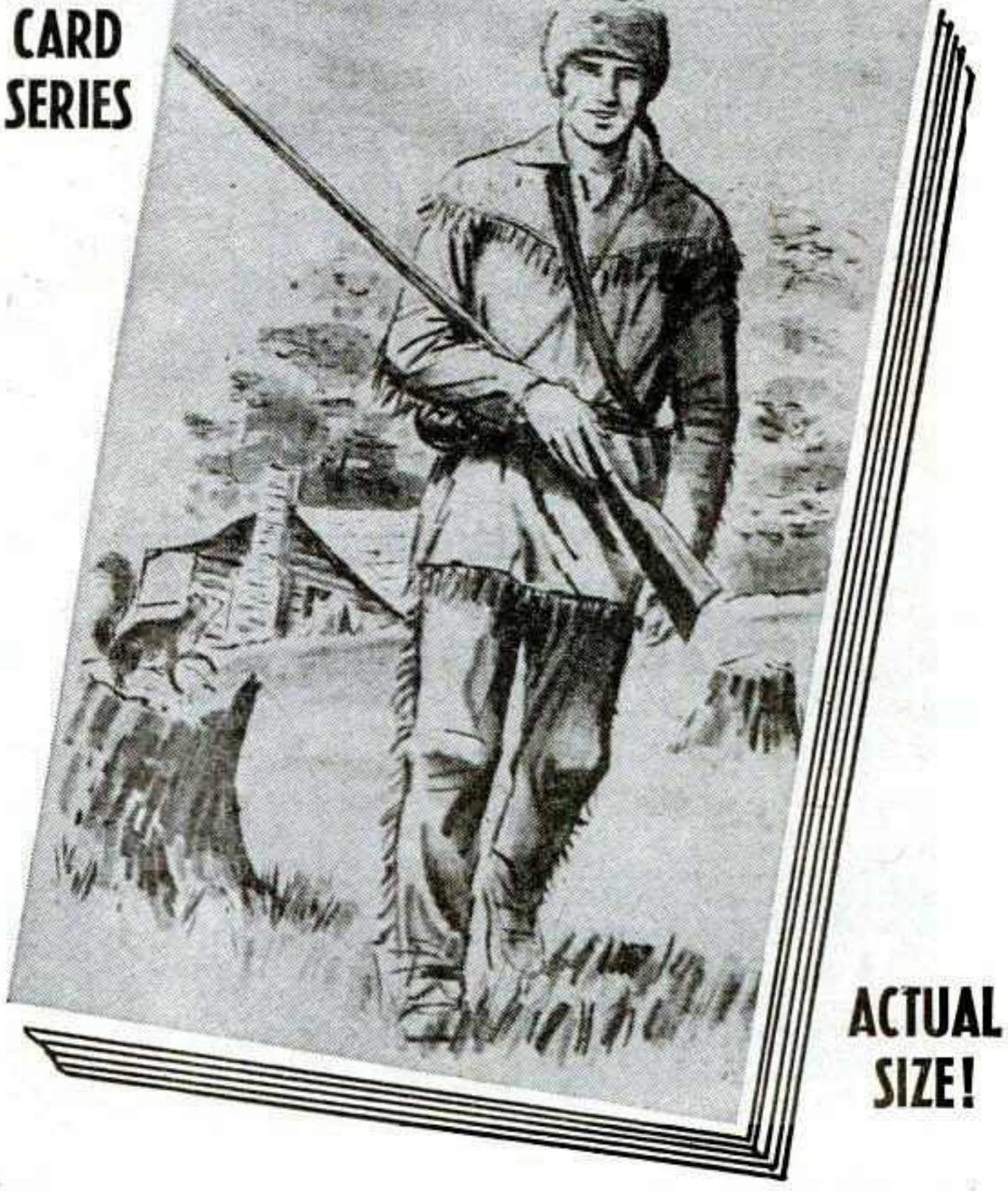


CARD VENDER Vends at any denomination. 51 great series of cards available from Exhibit with tremendous appeal to everyone. Also can be used with scenic, other location cards at thousands of locations. Can also vend, with adaptation, packs of cards, other packaged products.

DAVEY CROCKETT CARDS

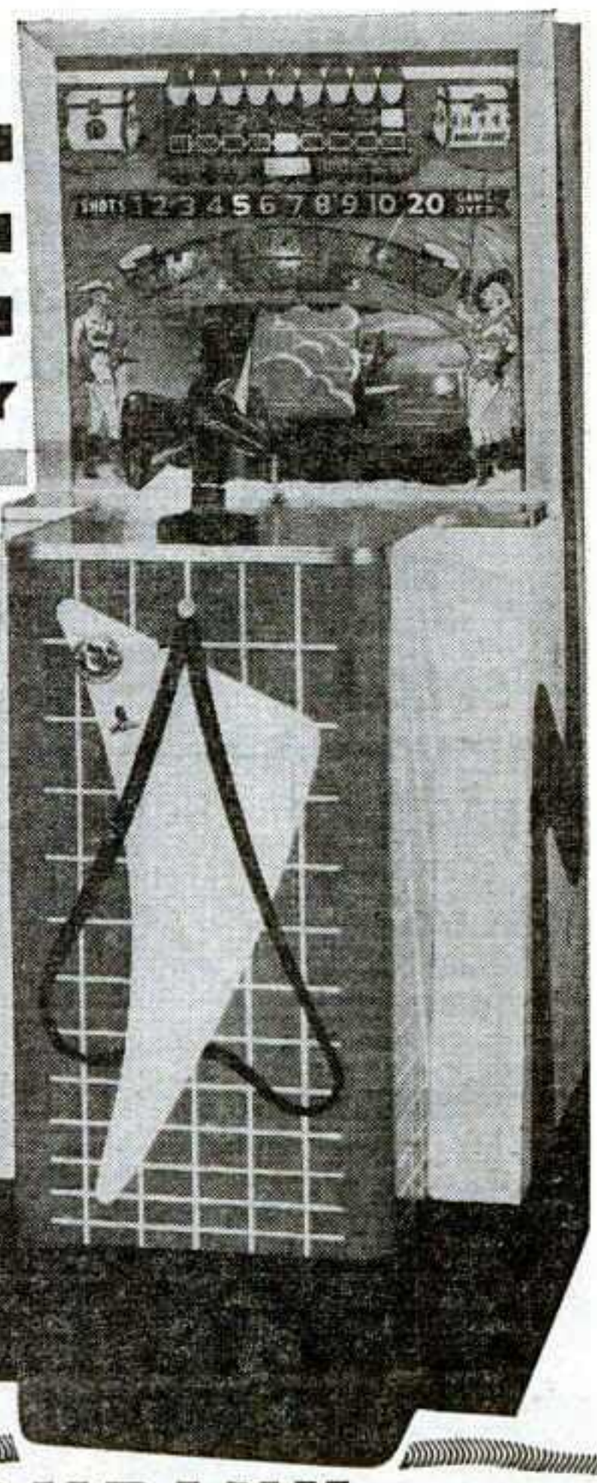
Brand New and Red Hot. Kids will storm the Vacuumatic Card Venders loaded with these new Davey Crockett cards . . . Dads and Moms will take them home by the handful! Available immediately. Profit from Davey alone will pay for your Vacuumatic Venders . . . and there are 50 other great card series. ORDER BOTH THE VENDER AND DAVEY CROCKETT CARDS TODAY!

NOW! 51 GREAT CARD SERIES
for the Vacuumatic Card Vender
DAVEY CROCKETT CARDS



ACTUAL SIZE!

EXHIBIT'S NEW TREASURE COVE SHOOTING GALLERY



Game Excitement

NEW "FAST-MOVING" TARGETS
- REVOLVING CLAY PIPES
- DESCENDING PARACHUTE
- WAVING "JOLLY ROGER" FLAG
- FLYING AIRPLANE
- SWIMMING DUCKS
- STATIONARY PIRATES

NEW BONUS SCORES FOR CONSECUTIVE HITS

Special Features

2 MODELS:

1 REGULAR NOVELTY 3-WAY MATCH

2 OPTIONAL FREE PLAY

- PLUG-IN MATCH FEATURE PANEL

Design

- NEW MODERN "SMART-LOOK" CABINET
- ALIVE . . . VIVID COLORS INSIDE AND OUTSIDE
- SMALL CABINET—ONLY 28" WIDE
- "CIGARETTE-PROOF" FORMICA TOP

Service

- EASY ACCESS TO ALL UNITS
- HINGED CASH BOX DOOR
- SEPARATE LOCK-IN CASH BOX
- LOCATION TESTED
- TROUBLE-FREE MECHANISMS
- "CIGARETTE-PROOF" FORMICA TOP

EXHIBIT SUPPLY COMPANY
4128-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Copyrighted material
www.americanradiohistory.com

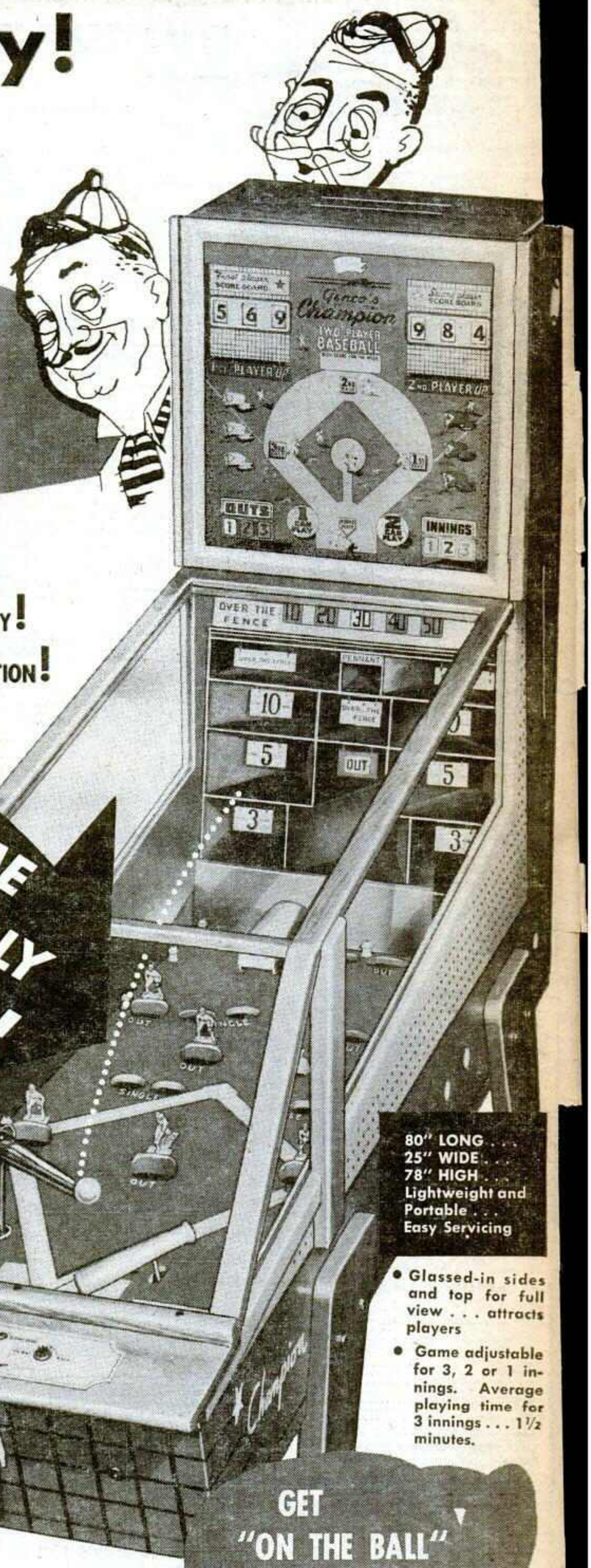
NOW! 2 Can Play! with GENCO'S NEW, EXCITING GAME

CHAMPION BASEBALL

for 1 or 2 Players

SCREAMING LINE DRIVES! HITS A-PLENTY!

THRILLING "LIVE" ACTION!



THE ONLY BASEBALL GAME WHERE PLAYERS ACTUALLY HIT HIGH FLY BALLS!

KING-SIZE WHITE PLASTIC BALLS
Realistic wooden bat!

Ball soars through the air for approximately 5 feet

NO RAMPS

OVER-THE-FENCE WALLOP SCORES UP TO 50 RUNS!
Keeps game "alive" until last man is out!

SPECIAL CARRY-OVER FEATURE
(OPTIONAL)
Plus 100 runs for hitting ball into press box!

LIFELIKE 3-DIMENSIONAL PLAYERS
on realistic playfield

80" LONG . . .
25" WIDE . . .
78" HIGH . . .
Lightweight and Portable . . .
Easy Servicing

- Glassed-in sides and top for full view . . . attracts players
- Game adjustable for 3, 2 or 1 innings. Average playing time for 3 innings . . . 1½ minutes.

MATCH PLAY WITH OPTIONAL SINGLE RE-PLAY OR ADJUSTABLE TO MULTIPLE RE-PLAYS ON HIGH SCORE.

GET "ON THE BALL"
SEE IT AT YOUR DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.

2621 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS

Copyrighted material

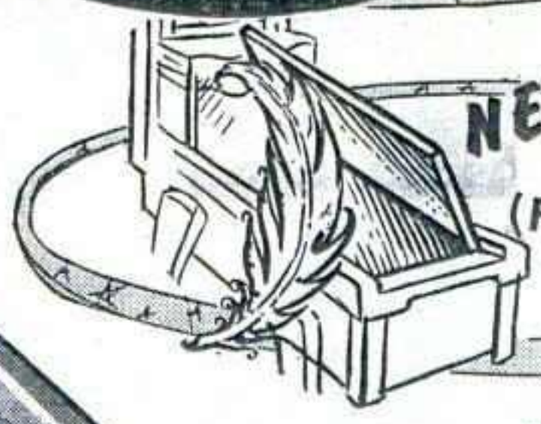
www.americanradiohistory.com

ACTION!... SUSPENSE!... THRILLS!...

chicago coin's HOLLYWOOD BOWLER

NEW Flashing "HOLLYWOOD BEAUTIES"

Animate Back Glass To Indicate Additional Scoring Points!



NEW Playboard (Feather Touch) "Power Lift"

NEW Larger Than Ever GIANT SIZE Scoring Features!

NEW Additional Multiple Score Adjustment Features!

Plus . . . Original Flash-O-Matic Scoring!

chicago coin's
DE LUXE (MATCH)
BIG LEAGUE
2 PLAYER BASEBALL GAME
MATCH a NUMBER and STAR
Plus . . .
NEW SPECIAL PENNANT FEATURE
Plus . . .
NEW BULL'S-EYE FEATURE SCORES ONE HOME RUN
Plus . . .
50 EXTRA RUNS

chicago coin's
BONUS SCORE
BOWLER

★ NEW TOURNAMENT STYLE PLAYING METHOD!

★ Each Player Up Shoots 3 Consecutive Frames Before the Next Player Gets His Turn!

★ NEW EXCITING BONUS SCORING SYSTEM!

NEW! National "Slug Rejector" Coin Chute!

Plus . . . 4 Drum Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin MACHINE COMPANY

Copyrighted material
www.americanradiohistory.com

Greater than GAYETY! Better than BIG-TIME!

Bally® Gay Time

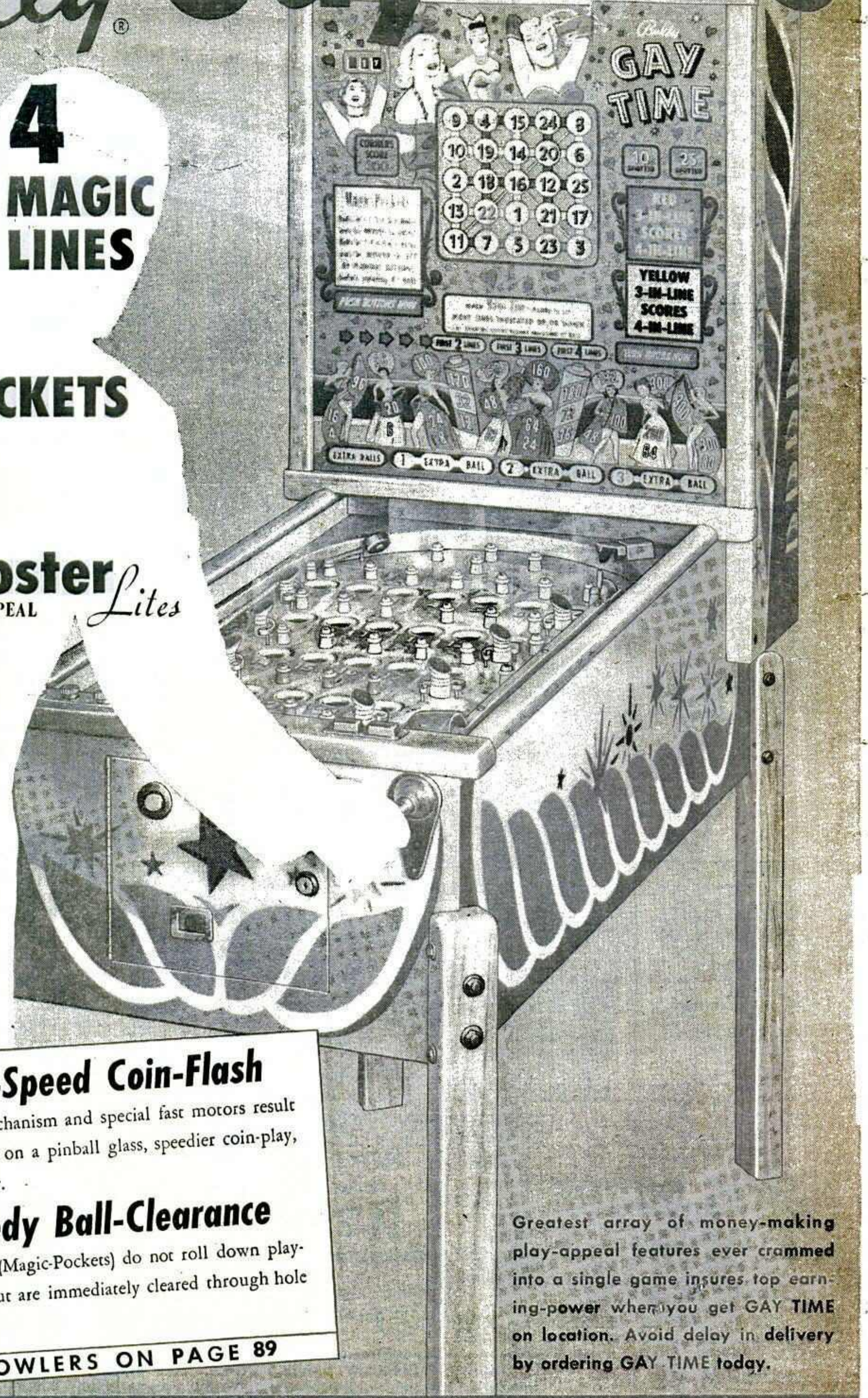
4 MAGIC LINES

MAGIC POCKETS

New **Score Booster** *Lites*
WITH SUPER-CARD PLAY-APPEAL

New 10-SERIES
Advancing Scores

CORNER SCORES
SPOT NUMBERS
EXTRA BALLS



New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down playfield at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 89

Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

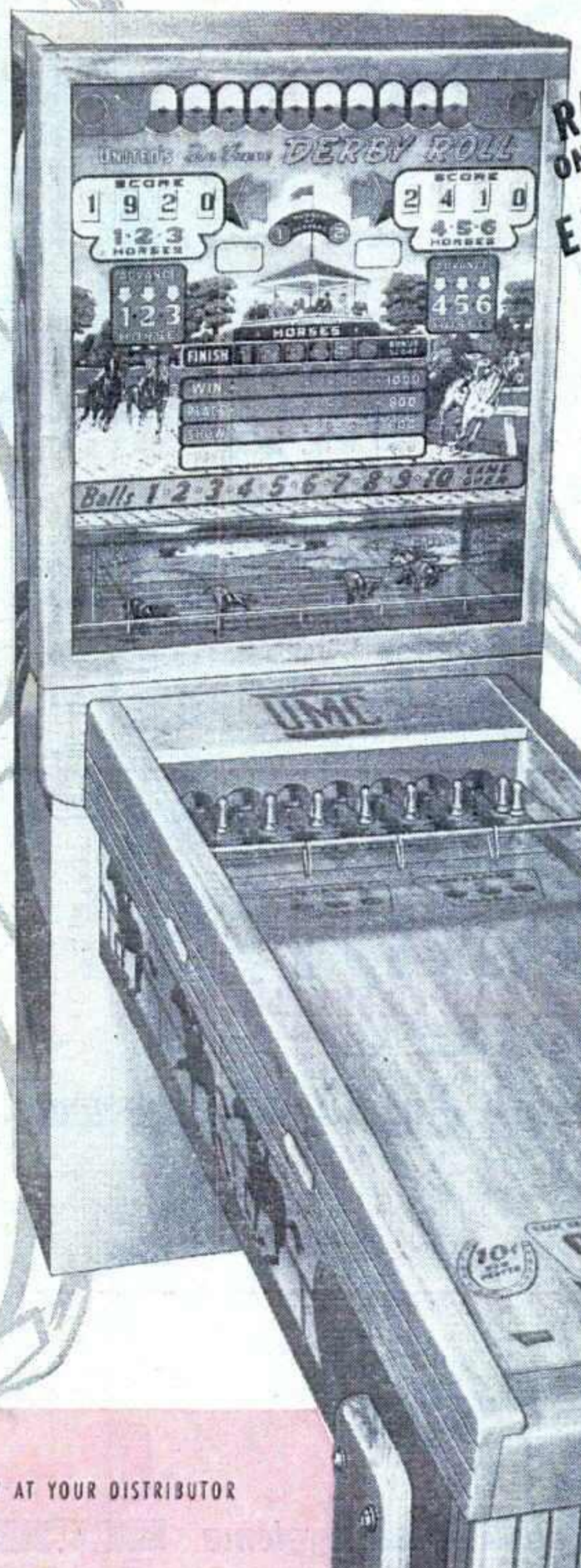
Copyrighted material
www.americanradiohistory.com

NEW... DIFFERENT... HIGH-SCORE AMUSEMENT GAME

UNITED'S DELUXE

DERBY ROLL

TWO-PLAYER BALL ROLL-DOWN



FASCINATING RACE-HORSE ANIMATION
ONE OR TWO CAN PLAY... IT'S FAST

EACH PLAYER GETS 3 HORSES
Horses are selected on mystery basis as coins are deposited

WIN-PLACE-SHOW-PURSE SCORES
BONUS SCORES 1000 - 800 - 600 - 400
For all horses reaching finish line

ROLL-OVER OPENINGS WITH 4 VALUES
40 - 60 - 80 - 100
80 - 60 - 40

FLASH-A-MATIC TIME FEATURE
Determines which horses advance

ROVING BONUS LIGHT
ADDS 100 TO SCORE

WINNING HORSES Posted on Back-Glass in a Flash

EQUIPPED WITH UNITED'S FAMOUS MATCH-A-SCORE FEATURE

NEW SIZE!
7 FT. LONG
2½ FT. WIDE
6 FT. HIGH
TO TOP OF BACK-BOX

EXTRA STURDY CONSTRUCTION

FORMICA PLAY BOARD

TREMENDOUS CROWD-PLEASER
KEEPS BUSY HOUR AFTER HOUR

LONG LOCATION LIFE
L-O-N-G PROFITS

10 SHOTS 10¢ EACH PLAYER

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES

VENUS Shuffle Targette
Smooth, Quiet Skee-Skill Game

TRIPLE PLAY
Fast Action In-Line Game

NEW BASEBALL GAMES

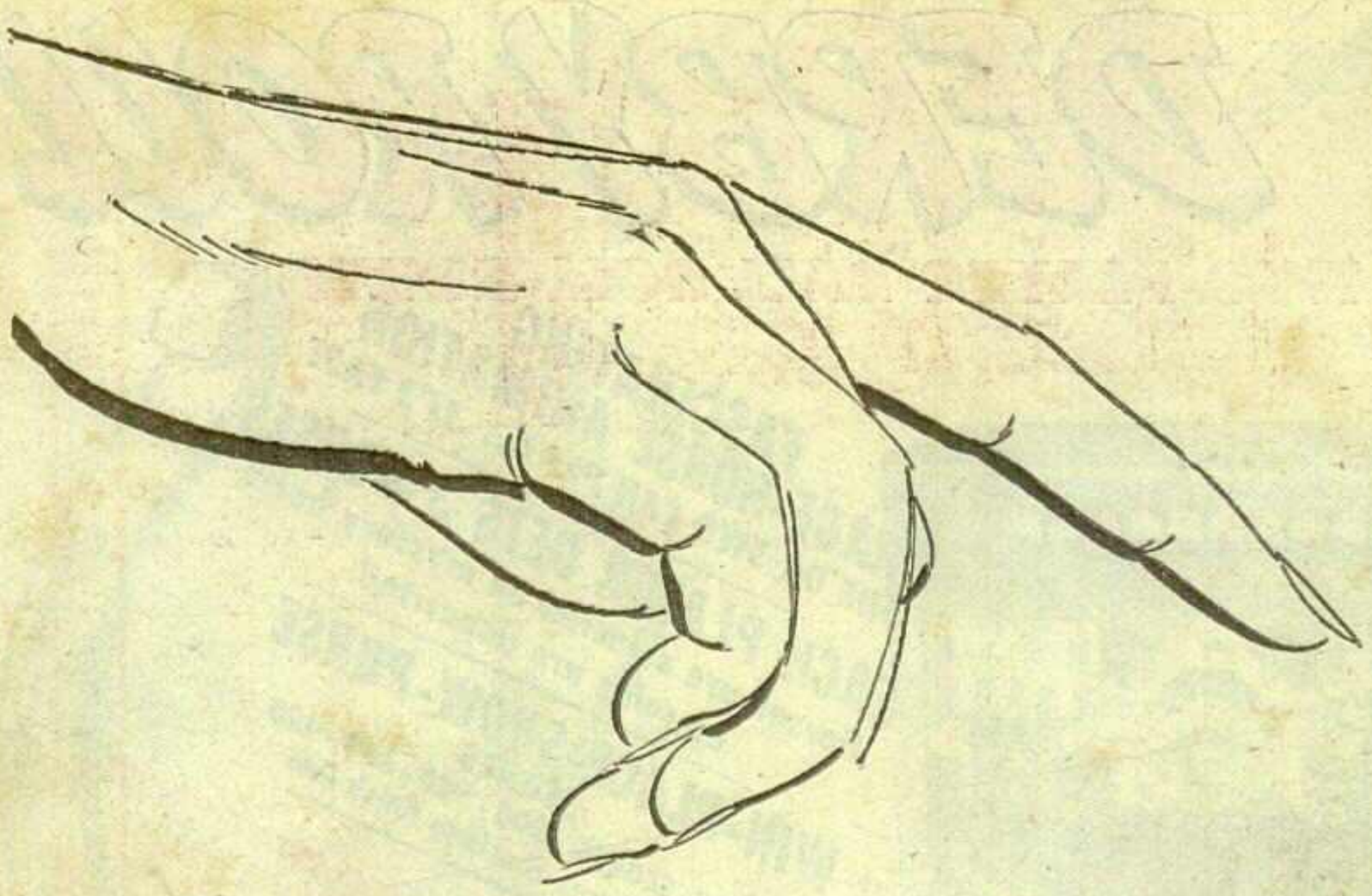
See Your Distributor Now!

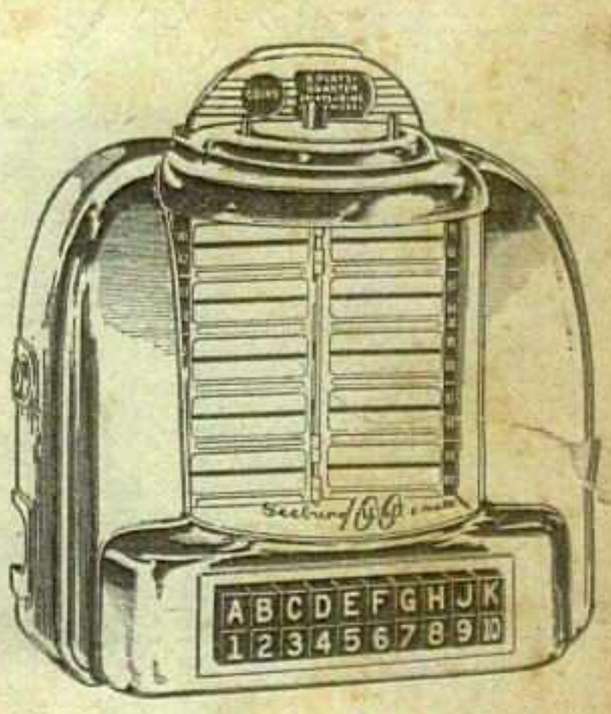
UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

DERBY ROLL IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH-A-SCORE

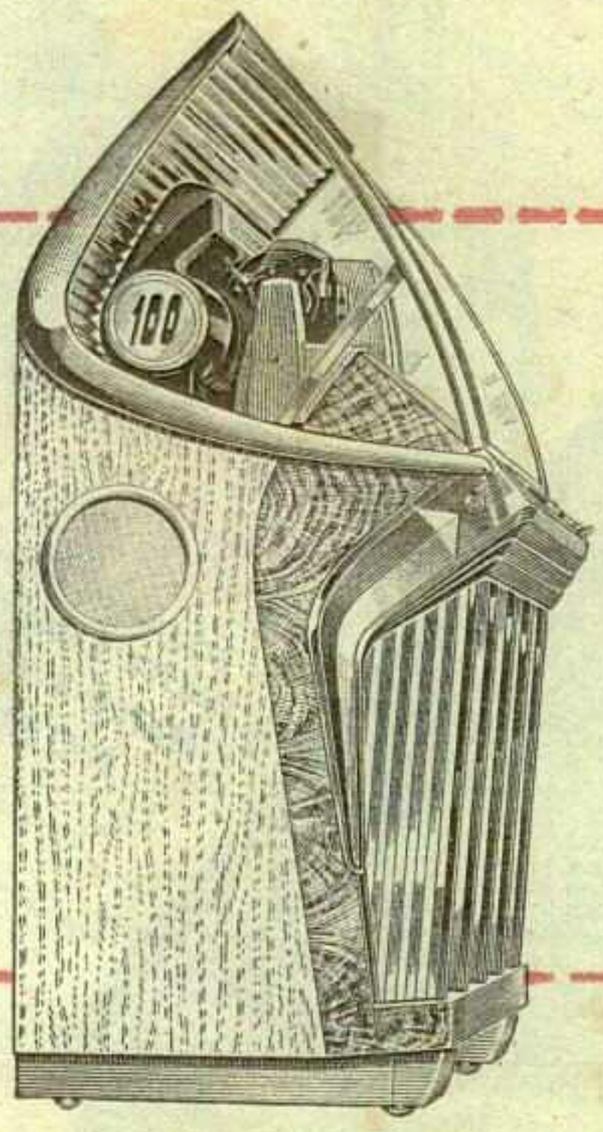
Copyrighted material
www.americanradiohistory.com





the **Wall-o-matic 100**

brings High Fidelity music right to your finger tips



that's because the

Select-o-matic 100

is High Fidelity all the way

America's finest and most complete music systems

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Copyrighted material
www.americanradiohistory.com