

The Billboard



AUGUST 6, 1955 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

Day of Lush Disk Contract on Wane

Industry in Changing Cycle, With Only Top Popular Artists Getting Guarantees

By PAUL ACKERMAN

NEW YORK, July 30.—The day of the large financial guarantee to pop recording artists may not be over—but it has certainly reached a low ebb. RCA Victor has but six artists on the roster whose contracts include guarantees. Columbia has a similar number, and will likely have seven when the Doris Day pact is renewed. Decca has about four, and Capital has two.

The statistics are more intriguing than the names of those holding guarantees, for the statistics indicate that a cycle has come upon the pop business. This cycle has been marked by the rise of unknown artists; by the capacity of relatively small labels to come up with hits; by the failure of many top, or once-top, artists to hold their hit-maker status with any consistency.

This situation, unparalleled in recent years, has drawn a number of more or less pithy comments from disk execs on artists and repertoire and administrative levels.

Decca's Leonard Schneider crisply remarked that the facile granting of big guarantees are a thing of the past. Certain of the label's stalwarts, as Bing Crosby and Guy Lombardo, have them, of course, and the Four Aces are asking for a lush one (The Billboard, July 23). Schneider claims Decca works just as hard on records by artists without guarantees, and it is freely admitted in the trade that the label in the past year has proved itself well able to build new talent.

Big Labels Agree

Victor's Joe Carlton states the label is definitely cutting down on guarantees, except in the case of what might be called "institutional artists"—artists who are proven over several years.

"If a guarantee is merited, we will pay, but it is unfair for an artist who has had one or two hits to expect a guarantee," he said.

Columbia's Mitch Miller concurs in this general point of view, and notes that the fast talent turnover in the disk business has necessarily reduced the number of artists on guarantees. "Some artists," says Miller, "even want complete choice of material." Miller noted that

every Columbia artist with a guarantee has made it the past year—including Rosemary Clooney, Jo Stafford, Frankie Laine, Sammy Kaye, Mahalia Jackson and Ken Griffin.

Capitol Records' execs are of the opinion that big guarantees are over. "Even established names don't have guarantees," one said. A&R Chief Alan Livingston stated "artists go up and down so fast, one can't take the risk."

Dissenting Voices

A number of dissenting voices point out, however, that the current situation does not necessarily represent a trend.

Mercury's Art Talmadge holds to the view that the disk business is experiencing a cycle rather than a trend, that it is a matter of timing and artist availability rather than anything else. Many new artists have been built, and when contract time comes up some of these will be of sufficient stature to command guarantees, in Talmadge's opinion. Too, a number of artists have staged strong comebacks, and whereas they might have been acquired by their present labels at relatively easy terms, some of these artists are likely to command heavy guarantees at the expiration of present pacts.

Frank Sinatra, for instance, is an outstanding example. He was cold for several years at Columbia.

(Continued on page 36)

EVERYONE WINS ON CBS TALENT WHIRL-AROUND

NEW YORK, July 30.—CBS-TV reportedly has worked out a neat plan for grabbing top record names on its 7:45-8 p.m. "Upbeat" summer sustainer at moderate fees. The web gives the artists considerable leeway on production ideas, and afterwards lets them use kines of the program for agency and sponsor showings.

It's a convincing clincher since, in effect, it gives the artist a "pilot" audition film for a prospective TV series of their own, either live or film, yet doesn't involve any production expense on their part. To date "Upbeat" has spotlighted Mindy Carson, Don Cornell, Georgia Gibbs and Teresa Brewer in the Tuesday and Thursday segs, with Joan Weber, Tony Bennett, Connie Russell, and the Four Lads scheduled for upcoming shows.

In addition to helping the web get names at sustainer prices, the plan also benefits CBS-TV production-wise, since it follows that the artists are bound to give their best performances and use their effective material for the shows, whereas they would usually save their top routines and new costumes for guest shots on better paying sponsored telecasts. "Upbeat" is the summer sub for CBS-TV's Jo Stafford and Jane Froman shows, and has already pulled better ratings than either of the two regular airers.

New Stars, Shows Zoom to Top in Third TV Film Poll

'Disneyland' Sweeps; Jack Webb, Loretta Young Top All Talent

By LEON MORSE

NEW YORK, July 30.—"Disneyland," Jack Webb and Loretta Young were the three top winners in the balloting for The Billboard's Third Annual TV Film Program and Talent Awards. "Disneyland" was voted TV's top film show while Webb and Miss Young repeated last year's victories as best actor and actress respectively.

The season was notable for the number of new properties it projected into top places. Unquestionably the show that hit the medium with the power of a blockbuster was "Disneyland," which added still another feather to Walt Disney's coonskin cap. The program won first-place awards in seven individual categories, more than any other show. It hit the top as best over-all series, best new series, series contributing the most toward raising cultural TV's standards, best network series, best new network series and best "other" network series.

Second-place winner for best TV film series on the air was "Medic," which won over "I Love Lucy," a remarkable showing since it has only been on TV a season and is slotted against the program it edged out. "Lucy" moved down a notch from its showing of last

year. Fourth place was occupied by "I Led Three Lives," a program that is in syndication and whose anti-Communist dramatics has built it a solid following of viewers around the country.

In fifth was a new property, Bob Cummings Show, which very well for a program started late in the season and much less time to develop audiences. Last season's winner, "Dragnet," moved down into sixth position to be followed by the Loretta Young Show. "It's a Great Life," another new TV vehicle, was in seventh, and three other programs all of which are in syndication—Liberace, "Science Fiction Theater" and "Stories of the Century" filled out the first 10. The last two programs were tied for 10th place in the voting.

The fact that four syndicated vid-film properties did so well against the strong competition given them by network film stanzas marks a further stage in the growth in popularity of this type of program. These shows are sold regionally and locally and do not have the tremendous promotion behind them that networks and network sponsors give their programming.

In spite of "Dragnet's" moving back in the voting for best film series, Jack Webb's popularity seems to be as high as ever. The actor has been concerned this season with the making of feature film pictures. Nevertheless, his following seems as great as ever and he more than doubled the number of votes of his closest competitor, Robert Cummings, whose return to TV is in the nature of a comeback, for his first video venture, "My Hero," did not fare too well.

Provided with a better vehicle, Cummings has soared into a top spot in the video horizon rapidly. Third place was won by Danny

(Continued on page 3)

NEWS OF THE WEEK

CBS-TV Blockbuster Spectaculars In Paley-de Rochemont Deal . . .

CBS-TV this week was on the verge of a deal with Louis de Rochemont to produce three full-length features for showing on its spectaculars next season. Deal is being personally handled by William S. Paley, the chairman of the board of CBS Inc. . . . Page 2

Hard-Sell Fight for Spot Money Is Hot Despite GT-RKO Deal . . .

The entry of the RKO pictures into TV distribution is not expected to make any radical changes in the nature of the market. Features will probably continue to be sold in limited size packages topped by high-quality titles. The feature distributors are now embarking on a hard-sell campaign, and taking on the half-hour syndicators in fighting for spot money. . . . Page 31

New Plan With Mail-Order Ideas Near Launching By Major Diskery . . .

Another new plan, utilizing mail order techniques to expand the total record market, but affording satisfactory protection to established retailers, reportedly is near the launching stage. Altho no details could be confirmed, a major diskery is known to be involved. . . . Page 35

Amusement Park Employees Organized By AFL Union . . .

One of the first cases where one union became

Starting on Page 11

spokesmen for all workers at an amusement park occurred last week when Willow Grove Park's employees and concession agents in Philadelphia signed with the Seafarers' International Union, AFL. A two-year contract was agreed on, keyed to a minimum wage increase. . . . Page 77

Supermarkets Eyed By Coin Ops In Music, Ride, Vending Fields . . .

Some 975 new supermarkets opening for business this year will furnish top locations for operators of background music, kiddie rides and vending machines. The Billboard charts point out markets opening to the trade this month. . . . Page 97

DEPARTMENTS AND FEATURES

Amusement Games . . . 109	Magic . . . 71
Burlesque . . . 71	Merchandising . . . 91
Carnival . . . 79	Music . . . 35
Circus . . . 88	Music Charts . . . 48
Classified Ads . . . 94	Music Machines . . . 102
Coin Machines . . . 97	Parks & Pools . . . 77
Coin Machine Market . . . 110	Pipes . . . 91
Coming Events . . . 92	Radio . . . 35
Drive-In Theaters . . . 90	Review Digest . . . 34
Fairs & Expositions . . . 78	Rinks . . . 90
Fall TV Spotlight . . . 11	Roadshow Repertoire . . . 90
Final Curtain . . . 71	Rosies . . . 76
General Outdoor . . . 72	Television . . . 2
Honor Roll of Hits . . . 48	TV Awards . . . 3
Legitimate . . . 34	TV Reviews . . . 29
Legit Routes . . . 34	Vending Machines . . . 98
Letter List . . . 93	

HONORS POUR ON FIVE STARS AND 8 SHOWS

"It never rains but it pours" is an adage that might be deemed true for some of the winners of The Billboard's Third Annual TV Film Program and Talent Awards.

Eight programs and five performers were popular enough with the voters to cop more than one first place award for themselves. Heading this list of the select few is ABC's "Disneyland," which came off with no less than seven awards—Best Over-All Series, Best Over-All Series Contributing the Most Toward Raising Cultural Standards, Best Over-All New Series.

(Continued on page 3)

Rustic Stars Riding Steadily

NEW YORK, July 30.—As indicated in the above story, sales consistency has become a will-o-

WINDY RECORDING ARTISTS
No artist in the field, it may be said with the possible exception of King Cole, approximates the momentum of a Webb Pierce country field.
every disk Pierce hits the best selling—it high up—often buyers' loyalties, ride at a

Network Scene. The Station Picture. Syndicated Film. Feature Film.

CBS-TV Skeds Blockbuster Million-Dollar Features

Video Shaping Up as Competitor To Hollywood as Movie Purveyor

By LEON MORSE

NEW YORK, July 30.—CBS-TV this week was getting ready to sign another major deal in its race for properties to be used on spectaculars. William S. Paley, chairman of the board of CBS, Inc., is personally handling negotiations with film producer Louis de Rochemont for three full-length features to cost between \$500,000 and \$1,000,000 each.

The network several weeks ago made a similar blockbuster type deal with Orson Welles. The actor is to star in two features in color, which are to be shot in England and which will cost an estimated \$300,000 to \$500,000 per picture. Welles may make more such films later.

The properties that de Rochemont will make for CBS are not known. It is speculated, however, that included in the deal will be "The Cardinal," de Rochemont's newest feature which is about to go into production. The film producer decided to release the picture without a major distribution tie-up, after negotiating unsuccessfully with Columbia Pictures. "The Cardinal" is an adaptation of Henry Morton Robinson's best sellers.

CBS thus is moving swiftly to re-stake its claims to the big programming presentations which were the sole province of NBC's president, Pat Weaver, last season. Weaver has already captured a major feature property in "Richard III," a deal which was firmed up this week. The three-hour spectacular is still slated to be programmed Monday, January 1, under the sponsorship of an important institutional advertiser.

UA to Distribute

United Artist will distribute "Richard" here. UA, at first, screamed when it heard about the "Richard" TV deal, but has evidently since reconsidered. Once the CBS features are shown on TV, the web will also make deals with important distributors to handle its new properties theatrically. The network will probably own the rights in the Western Hemisphere. This kind of arrangement will allow theatrical release to make up the difference in the cost of the features to the network. If CBS owns world rights, it can, of course, also realize a great deal of revenue abroad, ranging from \$250,000 up, depending on the quality of the picture.

Consequently, theatrical release abroad and in American, plus sponsors' revenue, will allow the network to come out with a tidy profit on most pictures, unless they turn out to be low-grade—which is the risk any movie financier must take. De Rochemont is a good risk because his last feature picture, "Martin Luther," was a sleeper that ran up a gross of several millions, mainly on the strength of its press notices.

In Flicks Now

And de Rochemont has turned out several other profitable pictures, among which was "The House on 92d Street." The CBS deal with de Rochemont puts the networks squarely in the movie business in a manner such that they are now beginning to compete with the top movie companies. The major Hollywood studios this season jumped into TV on a wholesale basis. The reverse has now occurred, and next season will see feature properties owned, in part or whole, by TV companies competing for the movie theater patron's buck with those owned by Hollywood studios.

The TV companies will also have the benefit of the tremendous promotion that the medium can engender to back these pictures. The "Richard, III" premiere on NBC-TV will be as close to a Hollywood version as can be devised. Laurence Olivier and other

English stars may be on hand for the premiere and, probably, for weeks in advance, there will be a tremendous amount of on-the-air promotion to build audiences. Rex Harrison, star of "The Constant Husband," another feature NBC bought for a one-shot deal, will be here for its premiere.

It goes without saying that TV is now out to capture every top star unaffiliated with a studio, and every top independent film-maker, and put them to work making big features for use on spectaculars. In the next several years, consequently, the movie companies will have to meet the competition of the networks both for talent and

for producers, and they may wonder why they were asleep at the switch and didn't move into TV quicker so as to stake out a more substantial piece of the video pie.

Where CBS will slot the de Rochemont pictures, when its agreement is concluded with the production firm, is a guess. It will probably be, however, on a weekend, so that maximum audiences can be reached.

The next big picture deal to be concluded will probably be with Harry Allan Towers, who has presented "Horatio Hornblower," starring Michael Redgrave, to NBC for its consideration.

DAWN-DUSK PARLAY

Alcoa Saturates 8 NBC-TV Shows

NEW YORK, July 30.—Something new in the way of saturation TV advertising has been devised for the Aluminum Corporation of America by Fuller, Smith & Ross, its agency. The sponsor is buying 16 participations on eight different shows on NBC-TV, Tuesday, December 6, at an estimated cost of \$140,000. The participations will begin in "Today," and continue thru most of the web's daytime shows, finishing with "Tonight."

The advertiser will thus get the benefit of an extensive pre-Christmas promotion for all of its aluminum products by the top salesmen at the network—Dave Carroway, Arlene Francis and Steve Allen. It will also be in a strong position to reach different viewers and different homes because of the larger number of programs it will be using. Furthermore, the buy will be made at the four-brand rate which means that Alcoa will be paying 25 per cent of the hour rate instead of 40 per cent which the purchaser of one quarter hour pays. Vertical contiguity as a buying principal is not new in TV, but smaller sponsors are just now beginning to take advantage of it, and Alcoa is playing it to the hilt.

Johnson & Johnson, and Standard Brands are also buying the vertical contiguity, but on a more regular basis than Alcoa. J. & J. is buying three Tuesday quarter-hours for seven weeks this fall, and Standard Brands two alternate

quarter-hours on Fridays. NBC has estimated that, when a sponsor buys three different programs on the same day, 30 per cent more homes are reached than when the same program is used on three days.

NBC Near Closing Fat Sunday Deals

NEW YORK, July 30.—NBC-TV this week was a shade away from two of the most lucrative sales achievements in its history. General Motors has optioned all of "Wide, Wide World," a \$4,800,000 20-show spread, after buying the initial third of the Sunday afternoon program. The network is also a bare 13 participations away from a sell-out of "Color Spread," and has seven of those under option to an unnamed sponsor. There were 80 participations available in the show.

Should NBC sell out, it would gross \$5,680,000 from that property alone, of which \$4,657,000 is already under contract. "Color Spread" will run for 13 Sunday nights thru the season. An indication of the sponsorship interest in the program is the buy of four participations by the United States Savings and Loan Foundation, the

GRAHAM MAY HIT TV TRAIL

NEW YORK, July 30.—Colgate is playing around with the idea of presenting Billy Graham on its Sunday "Variety Hour" this fall in a special one-shot. The evangelist's spectacular successes abroad have made him one of the top personalities in the nation. The advertisers figure that his large following, plus the number of viewers who might tune in just out of curiosity would be sufficient to guarantee it a strong rating. Details are being worked on.

Two Webs Set Split Deals

NEW YORK, July 30.—Both CBS-TV and NBC-TV made major alternate-week deals this week. Whitehall Pharracal bought half of "Wanted" on CBS, Thursday, 8-8:30 p.m. And Pond's bought alternate week of Friday, 9:30-10 p.m. on NBC-TV. It will share the new MCA-TV dramatic anthology, "Star Stage," with Campbell Soup, which has owned that time period for the past three years. The new show will replace "Dear Phoebe."

The alternate week of "Wanted" is still open. The show is produced by Walter McGraw, and was agented by CBS-TV Film Sales.

Pond's, which is dropping its hour-long "TV Theater" on ABC-TV, is represented by J. Walter Thompson.

first time that the banking industry has gone into network video.

The sale of "Wide, Wide World," to run Sunday afternoons next season, is even more of an achievement because it is not in what is considered prime time. Getting \$240,000 each hour and a half for time which two seasons ago was only partially sponsored on NBC is a tribute to the programming and sales acumen of Weaver, Sarnoff & Company.

The order that put this show over the top was the United States Rubber purchase of 29 participations at a cost of close to \$2,000,000. Add to this the major Sunbeam buy of 15 participations, several by Standard Brands, Tums and Maybelline, and the network is in terrific shape.

The "Wide, Wide World" sales interest was stimulated by its success. (Continued on page 27)

Speed Preparations for Jan. Probe of Network B'casting

WASHINGTON, July 30.—While hearings have been put off until January, 1955, on government probes of network broadcasting, preparatory steps have speeded up in both the Senate and the Federal Communications Commission. The Magnuson Subcommittee on TV Investigation is apparently changing horses in midstream, with Sen. John D. Pastore (D., R. I.) to be strongly featured in prospective hearings, and the ailing majority counsel, Sidney Davis, dropping out. Pacing the Senate Interstate and Foreign Commerce investigation, the FCC has announced (22) appointment of a committee staff of four commissioners to lead off its own network study, for which it recently received an \$80,000 appropriation.

Rumors multiplied about a

tougher network investigation, with Pastore slated to preside at a good portion of the hearings on network TV, but Sen. Warren G. Magnuson (D., Wash.), chairman of the full commerce committee, disavowed any intention of losing close touch with the investigation. He gave reporters this rundown on the situation at an informal press talk this week (27):

Magnuson Explains

1. Hearings based on the TV subcommittee's staff studies would not begin until January, 1956, when Congress reconvenes. 2. The Magnuson Special Engineering Committee will proceed with its allocations study (Billboard, July 2) on the UHF-VHF situation, reporting to the full investigating committee in the fall. 3. Liaison

will be maintained between the Magnuson investigators and the FCC group in its network inquiry.

Magnuson gave no detailed rundown as to precisely what the subcommittee investigation would cover, but emphasized the intention of the staff study to cover "the entire field of broadcasting, UHF and network problems." This is understood to include monopoly aspects of the networks' role in broadcasting. Concerning the stepped-up assistance he would ask of his hard-hitting Democratic colleague, Magnuson pointed out that the job of alternate in the hearings would naturally all to Pastore as next majority ranking member of the committee. A head of the Senate Communications Subcommittee, Pastore has been a vigorous (Continued on page 27)

COLOR COMICS

Roach, NBC Mull Laurel, Hardy Specs

HOLLYWOOD, July 30.—Hal Roach Jr. will produce three Laurel and Hardy spectaculars for NBC-TV this year if present negotiations culminate successfully. The trio will each be one and one-half hours long and be filmed in color.

It's understood that NBC would underwrite most of the production cost of the pix. The net already has signed to air two British films, "Richard III" and "The Constant Husband," on TV prior to their theatrical exhibition. Orson Welles will produce at least one, and probably two or three, spectaculars for CBS.

After the TV screening Roach will distribute the pix overseas for theatrical showing. There seems to be at least some possibility, tho, that they'll be shown in theaters in the U. S., too (the "Davy Crockett" feature originally was intended only for foreign release).

E. Beckjordan Reps KROC-TV

NEW YORK, July 30.—Elizabeth Beckjordan, who has been acting as network representative here for KELO-TV, Sioux Falls, S. D., takes on the same assignment for another NBC-TV affiliate next week, KROC-TV, Rochester, Minn. In situations where network sponsors do not order these stations, Mrs. Beckjordan makes a direct pitch to the sponsor on the market values of these stations.

Mrs. Beckjordan doubles as head of the radio-TV desk of Personnel Associates, employment agency.

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. Gatto Secy.

Editors

R. S. Littleford Jr., Editor in Chief, New York Paul Ackerman Music-Radio Editor, N. Y. Herb Dotson 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: DUbar 1-6450 New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2800 Chicago 1, 188 W. Randolph St. Maynard L. Reuter Phone: CEtral 6-8761 Hollywood 28, 6000 Sunset Blvd. Sam Abbott Phone: HOLlywood 9-5831 St. Louis 1, 390 Arcade Building Frank B. Joering Phone: CHEstnut 1-0443 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. Vol. 47 No. 32

502 TOP EXECS PICK FILM AWARD WINNERS

Voting in The Billboard's Third Annual TV Film Program and Talent Awards was again on an all-industry basis this year, with 502 of the foremost executives in television selecting the winners.

The voting was restricted to one ballot per company, with the official ballots going to the leading organizations involved in the buying, selling and airing of programs. A total of 2,067 ballots were mailed to the major national, regional and local sponsors and their advertising agencies, to TV stations and networks, and to TV film producers and distributors. The 502 responses constituted a return of nearly 25 per cent.

Of those voting, 178 were top officials of TV stations and networks, 139 were key executives of advertising agencies and 84 were top men among the sponsors who foot the bills. From the TV film industry, the 52 leading distributors returned ballots, and 49 producers, labs and suppliers also were represented.

The ballots contained a list of every eligible show in each program category, as well as the stars of those shows, wherever practicable. Voters marked their first, second and third choices on the ballot, and these votes were weighted. A first place vote was worth five points, a second place vote was worth three points, and a third place vote was worth one point.

Voting for best performers and best new programs, as well as for the over-all bests, was strictly by write-in vote, with no listing of names. Each such vote was worth one point.

To illustrate, in winning first place as best series in the "other" or miscellaneous category of network shows, "Disneyland" racked up a total of 2,005 points. This is the cumulative total of first, second and third place votes cast for the show. But in winning the grand award as best series of any kind on the air, "Disneyland" secured 138 points. This is the exact number of the 502 voters who marked their ballots for "Disneyland" for the top award. Of course, not all voters participated in the balloting for all awards.

'Disneyland,' Cummings Top New Shows, Talent

Of all the new TV film shows that hit the air last season, either on network or in syndication, ABC's "Disneyland" far and away beat all competition as the show that deserved being called "best," according to the votes cast in The Billboard's Third Annual TV Film Program and Talent Awards. Similarly, Robert Cummings, star of the Robert Cummings TV film series, won top honors as the best performer or emcee appearing regularly in a new TV film series, either on network or in syndication, last season.

The votes that "Disneyland" racked up were almost twice the number that the show winning the No. 2 spot, NBC's "Medic," garnered. "Disneyland" pulled in 171 votes, while "Medic" got 84. The race for best performer, however, was a much closer one. Cummings pulled in 80 votes to receive the first place award, only eight votes more than Ronald Reagan,

who took second position for his stint as star of CBS' "General Electric Theater."

Other winners in the new program category saw the Bob Cummings Show finish up in third place with 64 votes; Ziv's "Science Fiction Theater," with 40 votes, followed in fourth place, while NBC's "It's a Great Life" scored fifth with 28 votes.

It's interesting to note that of the five top new TV film shows hitting the air last season, four of them came from the ranks of network stanzas. The only exception was "Science Fiction Theater," which was put into syndication by Ziv.

On the performing side, the networks scored even more solidly. All five of the best performers starring in new TV film series came from shows that were on the networks. None of them was drawn from the shows in syndication. (Continued on page 6)

OVER-ALL WINNERS ARE TOPS IN WEB RACE, TOO

NEW YORK, July 30.—The power of several new TV properties—such as "Disneyland," "Medic" and the Bob Cummings Show—was well in evidence in the voting for the top network shows in The Billboard's Third Annual TV Film Program and Talent Awards. Equally in evidence was the loyalty that Jack Webb and Loretta Young have built up over their years in TV, for this season, as last, they won first honors as the best actor and actress, respectively, to appear regularly in network film shows.

"Disneyland" won as best film show on a network, network TV series contributing the most to raise cultural standards, and best new network series. "Medic" was second as best network series, and as network TV series contributing the most to raising of cultural standards. It was first for network TV film series performing the greatest public service and second in best new network series. The Robert Cummings Show was third for best new network film series, first for best performer appearing regularly in a new network film series, and fourth among best network film series, barely being edged out for third place by "I Love Lucy."

Two other newcomers which scored high in the balloting for best network series are the General Electric Theater, which placed seventh, and "It's a Great Life," which ran tenth. In the best actors category,

newcomers to the top 10 list are Ronald Colman, Leon Ames, Richard Boone and Ronald Reagan. In the best actress category, newcomers are Jane Wyatt, Spring Byington, Polly Bergen and Marcia Henderson, all of whom have only been on TV one season.

In the best new network TV (Continued on page 6)

'Disneyland' and 'Medic' Win New Cultural, Pubserv Kudos

This year The Billboard's TV Film Awards have gone beyond the commercial and entertainment merits of TV film shows. Six categories of the competition were designed to give recognition to programs that have helped raise the cultural standards of TV film and have performed a public service.

The results prove more significant than anyone might have anticipated. For they made clear that culture and public service can be good business. Three of the top vote getters in these categories were also top winners in the competition over-all. Furthermore, all three of them are highly successful shows commercially.

The networks made a far stronger showing than syndicated shows.

'Disneyland,' Loretta Young, Jack Webb Top Third TV Poll

'Medic,' Cummings Multiple Bests; 'Disneyland' Scores Seven Firsts

• Continued from page 1

Thomas, marked as the best comedy find of last season and whose program continues to provide top situation comedy week in and week out. Robert Young, who has just finished his first season on TV, won fourth place for his work in "Father Knows Best," and fifth place was occupied by David Niven, one of the acting quartet entertaining on "Four Star Playhouse."

Richard Carlson, the star of "I Led Three Lives," was voted the sixth most popular actor, and one vote behind him was veteran actor Thomas Mitchell, the lead in "Mayor of the Town." The ever popular Ronald Colman was eighth, a tribute to his popularity since his show, "Hall of Ivy," has already been canceled on CBS-TV.

In ninth place is one of the top comedians on TV, Groucho Marx, the mustacheed laughmaker, whose work in "You Bet Your Life" continues to make this program a favorite. Tenth place was won by another newcomer, Leon Ames, who portrays the paterfamilias in "Life With Father," another show which has been canceled on the network, but which will go into syndication this season.

Runnerup to Loretta Young was the dynamic Lucille Ball, as popular an actress as has appeared on video. In third spot among the top actresses appearing regularly in TV film series is Jean Hagen.

HONORS Poured ON FIVE STARS AND 8 SHOWS

• Continued from page 1

Best Network Series, Best Network Series Contributing the Most Toward Raising Cultural Standards, Best New Network Series, Best Other Network Series.

The other programs that won more than one first place award were the Robert Cummings show, which won three such awards: "Medic," which copped four; "Victory at Sea," three; "Dragnet" ("Badge 714"), two; "Lassie," two; "I Led Three Lives," two, and "Science Fiction Theater," two.

The five performers who won more than one first place award were Loretta Young, winner of three such honors; Robert Cummings, who similarly took three first places; Thomas Mitchell, star of "Mayor of the Town," who won two; Jack Webb, who won four, and Tommy Rettig, star of "Lassie," who won two.

"Disneyland" and "Medic" in particular were the most honored in these categories.

The five shows that contributed "the most toward raising the cultural standards of film programming" were all network shows, with "Disneyland" the winner and "Medic" second. Of the five that performed "the greatest public service," the top three were network, with "Medic" the winner and "Disneyland" tied for second with "The Search."

The one commercially syndicated show that placed in the over-all public service category was Ziv-TV's "I Led Three Lives," which this year also zoomed to the top as the best syndicated show.

The other top public service

who plays opposite Danny Thomas in "Make Room for Daddy." The scerbic Eve Arden continues to captivate her public in "Our Miss Brooks," and this year she won fourth in the actress category. Betty White, a personality made thru the syndication of "Life With Elizabeth," was fifth, while sixth was Ethel Barrymore, a great name in the American theater. She is featured in the Ethel Barrymore Theater, another syndicated property.

Pert and popular Ann Sothern won seventh place for being TV's version of a "Private Secretary" for many years on CBS-TV. Eighth and ninth respectively in the awards were Ella Raines, of "Janet

Dean," a syndicated show, and Jane Wyatt of "Father Knows Best." Tied for 10th spot were Harriet Nelson and Gail Davis, who stars in "Annie Oakley."

New shows ran so strong in the voting that six out of the top 11 were seen for the first season on TV, a remarkable indication of their power to build audiences in so short a period of time. They were "Disneyland," "Medic," Bob Cummings Show, "It's a Great Life," "Science Fiction Theater" and "Stories of the Century." Six of the best film series are straight drama, three are situation-comedies, one is musical, and "Disneyland" (Continued on page 27)

NON-NETWORK RACE

Stars and Programs Play Musical Chairs

"I Led Three Lives" scored a smashing victory over "Badge 714" as the best syndicated program in The Billboard's Third Annual TV Film Program and Talent Awards, reversing its standing of last year.

It was an impressive showing for Ziv-TV. For, while its "Three Lives," which is just completing its second year of production, won first, Ziv's new "Science Fiction Theater" moved into third place, close behind "Badge 714."

As almost a natural consequence, "Science Fiction" won first place as the best "new" syndicated series.

"Stories of the Century," which ran a weak three-way tie for seventh place last year, moved into fourth place, followed closely by Official Films' dramatic "Star and the Story," which was not on the boards last year.

Another drastic move-up was "Waterfront," which last year got a few stray votes to place it in a broad tie for 16th. This year it ran a fairly close sixth.

An unusual turn occurred in voting for best actor in the syndicated division. Thomas Mitchell zoomed into first place, tho his show, "Mayor of the Town," did not place in any of the over-all voting.

Richard Carlson, star of the first-place "Three Lives," held second place, while Jack Webb moved down from first to third. "Waterfront" had a big improvement in this category too, for its star, Preston Foster, moved up from 12th to fourth place. Robert Cummings, star of "My Hero," moved up from 10th to fifth.

The voting for best actress followed closely the order of last year. Again it was Betty White first and Gail Davis second. But whereas the latter last year tied second with Ella Raines and Lilli Palmer, she had it all to herself this year. Ethel Barrymore, as hostess of the Interstate dramatic series, moved up from fifth to third, Miss Raines, star (Continued on page 6)

New Shows to Fore In Web Balloting

New shows again dominated the voting in network category of The Billboard's Third Annual TV Film and Program Awards. Winning shows were "Lassie," the Robert Cummings show, "Medic," "Dragnet," Roy Rogers and "Disneyland." Four of the programs are on NBC-TV, one on CBS-TV and one on ABC-TV.

In the voting for best adventure

series, two dog shows ran neck and neck, with "Lassie" winning the steak bone by a mere 219 votes over "Rin Tin Tin." Third place winner here was "Captain Gallant," and fourth place winner, surprisingly enough, was "The Hunter," now going into syndication. The same three shows placed in the same position in the best new network adventure series classification.

The Robert Cummings show bested "I Love Lucy" among network comedy presentations, moving the latter out of the first place position it had occupied in this classification last year. "Lucy" ran second, "Make Room for Daddy" third, "Our Miss Brooks" fourth and Burns and Allen fifth. Cummings also led "Father Knows Best" and "It's a Great Life" as the best new network comedy film series.

"Medic" and "General Electric Theater" were the first and second place winners among best network dramatic TV film series. The same shows duplicated their success by a wide margin in the new dramatic show category. "TV Reader's Digest" took third place. "Dragnet" still retained its popularity among best network mystery TV film series, winning by a large number of votes over "The Line-Up."

Among best network Western TV film series, Roy Rogers led the parade. Second place winner was the old radio and TV property, "The Lone Ranger," and third, Gene Autry. "Disneyland," of course, (Continued on page 27)

The Billboard's 3d Annual TV Film Program and Talent Awards

The Top Programs and Talent of the 1954-1955 Season, Selected by All-Industry Vote

OVER-ALL WINNERS

(Including Network, Nationally Spot-Broadcast and Syndicated Series)

• Best TV Film Series on the Air

- 1. DISNEYLAND, ABC138
- 2. Medic, NBC 64
- 3. I Love Lucy, CBS 52
- 4. I Led Three Lives, Ziv 32
- 5. Bob Cummings Show, NBC 30
- 6. Dragnet, NBC 26
- 7. Loretta Young Show, NBC 25
- 8. It's a Great Life, NBC 22
- 9. Liberace, Guild 19
- 10. Science Fiction Theater, Ziv 17
- 10. Stories of the Century, Hollywood TV 17

• Best Actor in Any TV Film Series

- 1. JACK WEBB, DRAGNET, NBC111
- 2. Robert Cummings, Bob Cummings Show, NBC .. 63
- 3. Danny Thomas, Make Room for Daddy, ABC 42
- 4. Robert Young, Father Knows Best, NBC 32
- 5. David Niven, Four Star Playhouse, CBS 28
- 6. Richard Carlson, I Led Three Lives, Ziv 24
- 7. Thomas Mitchell, Mayor of the Town, MCA 23
- 8. Ronald Colman, Halls of Ivy, CBS 21
- 9. Groucho Marx, You Bet Your Life, NBC 17
- 10. Leon Ames, Life With Father, CBS 15

• Best Actress in Any TV Film Series

- 1. LORETTA YOUNG, LORETTA YOUNG SHOW, NBC124
- 2. Lucille Ball, I Love Lucy, NBC 66
- 3. Jean Hagen, Make Room for Daddy, ABC 33
- 4. Eve Arden, Our Miss Brooks, CBS 30
- 5. Betty White, Life With Elizabeth, Guild 23
- 6. Ethel Barrymore, Ethel Barrymore Theater, Interstate TV 18
- 7. Ann Sothorn, Private Secretary, CBS 15
- 8. Ella Raines, Janet Dean, R. N., UM&M 13
- 9. Jane Wyatt, Father Knows Best, CBS 10
- 10. Harriet Nelson, Ozzie and Harriet, ABC 9
- 10. Gail Davis, Annie Oakley, CBS Film 9

• Best New TV Film Series

- 1. DISNEYLAND, ABC171
- 2. Medic, NBC 84
- 3. Bob Cummings Show, NBC 64
- 4. Science Fiction Theater, Ziv 40
- 5. It's a Great Life, NBC 28

• Best Performer in a New TV Series

- 1. BOB CUMMINGS, BOB CUMMINGS SHOW, NBC 80
- 2. Ronald Reagan, G. E. Theater, CBS 72
- 3. Richard Boone, Medic, NBC 61
- 3. Walt Disney, Disneyland, ABC... 61
- 5. Robert Young, Father Knows Best, NBC 45

• TV Film Series Contributing the Most Toward Raising the Cultural Standards of Film Programming

- 1. DISNEYLAND, ABC108
- 2. Medic, NBC 81
- 3. The Search, CBS 63
- 4. You Are There, CBS 60
- 5. Cavalcade of America, ABC 43

• TV Film Series Performing the Greatest Public Service

- 1. MEDIC, NBC156
- 2. The Search, CBS 54
- 2. Disneyland, ABC 54
- 4. I Led Three Lives, Ziv 24
- 5. This Is the Life, Westheimer & Block 21

OVER-ALL NETWORK WINNERS

• Best Network Film Series

- 1. DISNEYLAND, ABC176
- 2. Medic, NBC 64
- 3. I Love Lucy, CBS 48
- 4. Bob Cummings Show, NBC 35
- 5. Dragnet, NBC 34
- 6. Ford Theater, NBC 31
- 7. G. E. Theater, CBS 25
- 8. Loretta Young, NBC 22
- 8. Our Miss Brooks, CBS 22
- 10. It's a Great Life, NBC 17

• Best Actor

- 1. JACK WEBB, DRAGNET, NBC... 88
- 2. Danny Thomas, Make Room for Daddy, ABC 56
- 3. David Niven, Four Star Playhouse, CBS 44
- 4. Robert Young, Father Knows Best, CBS 35
- 5. Ronald Colman, Halls of Ivy, CBS 33
- 6. Dick Powell, Four Star Playhouse, CBS 31
- 7. Groucho Marx, You Bet Your Life, NBC 28
- 8. Leon Ames, Life With Father, CBS 27
- 9. Richard Boone, Medic, NBC 25
- 10. Ronald Reagan, G. E. Theater, CBS 19

• Best Actress

- 1. LORETTA YOUNG, LORETTA YOUNG SHOW, NBC 95
- 2. Lucille Ball, I Love Lucy, CBS .. 61
- 3. Eve Arden, Our Miss Brooks, CBS 48
- 4. Jean Hagen, Make Room for Daddy, ABC 45
- 5. Ann Sothorn, Private Secretary, CBS 36
- 6. Jane Wyatt, Father Knows Best, CBS 23
- 7. Spring Byington, December Bride, CBS 18
- 8. Polly Bergen, Pepsi-Cola Playhouse, ABC 15
- 9. Harriet Nelson, Ozzie and Harriet, ABC 12
- 10. Marcia Henderson, Dear Phoebe, NBC 11

• Network Film Series Contributing the Most Toward Raising the Cultural Standards of Film Programming

- 1. DISNEYLAND, ABC153
- 2. Medic, NBC121
- 3. You Are There, CBS 89
- 4. The Search, CBS 61
- 5. Cavalcade of America, ABC 36

• Network Film Series Performing the Greatest Public Service

- 1. MEDIC, NBC191
- 2. The Search, CBS 93
- 3. Disneyland, ABC 59
- 4. You Are There, CBS 44
- 5. Cavalcade of America, ABC 28

• Best New Series

- 1. DISNEYLAND, ABC181
- 2. Medic, NBC 76
- 3. Bob Cummings Show, NBC 51
- 4. You Are There, CBS 32
- 5. Father Knows Best, CBS 32

• Best Performer in a New Series

- 1. BOB CUMMINGS, BOB CUMMINGS SHOW, NBC108
- 2. Ronald Reagan, G. E. Theater, CBS 78
- 3. Richard Boone, Medic, NBC 57
- 4. Walt Disney, Disneyland, ABC... 45
- 5. Donald O'Connor, Donald O'Connor Show, NBC 36

OVER-ALL NON-NETWORK WINNERS

• Best Non-Network Film Series

- 1. I LED THREE LIVES, ZIV 59
- 2. Badge 714, NBC Film 48
- 3. Science Fiction Theater, Ziv 45
- 4. Stories of the Century, Hollywood TV 39
- 5. Star and the Story, Official 34
- 6. Waterfront, MCA-TV 31
- 7. Victory at Sea, NBC Film 27
- 8. Annie Oakley, CBS Film 19
- 9. Liberace, Guild 18
- 10. Douglas Fairbanks Presents, ABC Film 14
- 10. Amos 'n' Andy, CBS Film 14

• Best Actor

- 1. THOMAS MITCHELL, MAYOR OF THE TOWN, MCA-TV ... 72
- 2. Richard Carlson, I Led Three Lives, Ziv 66
- 3. Jack Webb, Badge 714, NBC Film 51
- 4. Preston Foster, Waterfront, MCA-TV 44
- 5. Robert Cummings, My Hero, Official 40
- 6. Adolph Menjou, Favorite Story, Ziv 32
- 7. Henry Fonda, Star and the Story, Official 29
- 8. Ronald Howard, Sherlock Holmes, UM&M 24
- 9. Douglas Fairbanks, Doug Fairbanks Presents, ABC Film..... 23
- 10. William Bendix, Life of Riley, NBC Film 20

• Best Actress

- 1. BETTY WHITE, LIFE WITH ELIZABETH, GUILD 87
- 2. Gail Davis, Annie Oakley, CBS Film 66
- 3. Ethel Barrymore, Ethel Barrymore Theater, Interstate 54
- 4. Ella Raines, Janet Dean, R. N., UM&M 43
- 5. Barbara Britton, Mr. and Mrs. North, ATPS 37
- 6. Ann Baker, Meet Corliss Archer, Ziv 35
- 7. Jane Nigh, Heart of the City, MCA-TV 33
- 8. Lilli Palmer, Lilli Palmer Show, NBC Film 25
- 9. Ethel Waters, Beulah, Flamingo 23
- 10. Joan Weldon, This Is Your Music, Official 18
- 10. Lynn Bari, Boss Lady, M&A Alexander 18

• Non-Network Film Series Contributing the Most Toward Raising the Cultural Standards of Film Programming

- 1. VICTORY AT SEA, NBC FILM . 75
- 2. Liberace, Guild 59
- 3. Mayor of the Town, MCA-TV ... 55
- 3. Science Fiction Theater, Ziv 55
- 5. This Is the Life, Westheimer & Block 39

• Non-Network Film Series Performing the Greatest Public Service

- 1. VICTORY AT SEA, NBC FILM .108
- 2. I Led Three Lives, Ziv 68
- 3. Uncommon Valor, General Teleradio 47
- 4. CBS Newfilm, CBS Film 45
- 5. This Is the Life, Westheimer & Block 33
- 5. Science in Action, TPA 33

• Best New Series

- 1. SCIENCE FICTION THEATER, ZIV 96
- 2. Sherlock Holmes, UM&M 73
- 3. Man Behind the Badge, MCA-TV. 68
- 4. Captain Gallant, TPA 66
- 5. Florian ZaBach, Guild 57
- 5. Eddie Cantor, Ziv 57

• Best Performer in a New Series

- 1. CHARLES BICKFORD, MAN BEHIND THE BADGE, MCA TV 66
- 2. Eddie Cantor, Ziv 59
- 3. Ronald Howard, Sherlock Holmes, UM&M 54
- 4. Florian ZaBach, Florian ZaBach Show, Guild 48
- 5. Cesar Romero, Passport to Danger, ABC Film 45
- 5. Eddy Arnold, Eddy Arnold Time, Walt Schwimmer 45

The Winners in the Balloting on Each Program Category

NETWORK FILM SERIES

● Best Adventure Series	
1. LASSIE, CBS	1,144
2. Rin Tin Tin, ABC	1,125
3. Captain Gallant, NBC	536
4. The Hunter, NBC	429
5. Captain Midnight, CBS	299
● Best Adventure Performer	
1. TOMMY RETTIG, LASSIE, CBS	123
2. Buster Crabbe, Captain Gallant, NBC	102
3. Barry Nelson, The Hunter, NBC	78
4. Lee Aaker, Rin Tin Tin, ABC	51
5. Jan Clayton, Lassie, CBS	31
● Best New Adventure Series	
1. LASSIE, CBS	156
2. Rin Tin Tin, ABC	134
3. Captain Gallant, NBC	69
● Best Comedy Series	
1. BOB CUMMINGS SHOW, NBC	626
2. I Love Lucy, CBS	604
3. Make Room for Daddy, ABC	503
4. Our Miss Brooks, CBS	266
5. Burns and Allen, CBS	251
6. Father Knows Best, CBS	203
7. It's a Great Life, NBC	192
8. Donald O'Connor Show, NBC	163
9. Private Secretary, CBS	154
10. Life of Riley, NBC	132
● Best Comedy Performer	
1. BOB CUMMINGS, BOB CUMMINGS SHOW	141
2. Danny Thomas, Make Room for Daddy, ABC	102
3. Lucille Ball, I Love Lucy, CBS	84
4. Donald O'Connor, Donald O'Connor Show, NBC	49
5. Eve Arden, Our Miss Brooks, CBS	40
● Best New Comedy Series	
1. BOB CUMMINGS SHOW, NBC	189
2. Father Knows Best, CBS	78
3. It's a Great Life, NBC	63
4. Donald O'Connor Show, NBC	60
5. December Bride, CBS	51
● Best Dramatic Series	
1. MEDIC, NBC	532
2. G. E. Theater, CBS	496
3. Four Star Playhouse, CBS	470
4. Ford Theater, NBC	458
5. Loretta Young Show, NBC	443
6. You Are There, CBS	375
7. Schlitz Playhouse, CBS	244
8. Reader's Digest, ABC	190
9. The Millionaire, CBS	168
10. Big Town, NBC	155
● Best Dramatic Performer	
1. LORETTA YOUNG, LORETTA YOUNG SHOW, NBC	165
2. Ronald Reagan, G. E. Theater, CBS	121
3. Richard Boone, Medic, NBC	73
4. David Niven, Four Star Playhouse, CBS	55
5. Walter Cronkite, You Are There, CBS	49
● Best New Dramatic Series	
1. MEDIC, NBC	225
2. G. E. Theater, CBS	129
3. TV Reader's Digest, ABC	51
4. The Millionaire, CBS	46
5. You Are There, CBS	39
● Best Mystery Series	
1. DRAGNET, NBC	1,736
2. The Line-Up, CBS	1,018
3. Public Defender, CBS	489
4. T-Men in Action, ABC	460
● Best Mystery Performer	
1. JACK WEBB, DRAGNET, NBC	263
2. Reed Hadley, Public Defender, CBS	55
3. Tom Tully, The Line-Up, CBS	41
4. Warner Anderson, The Line-Up, CBS	28
5. Walter Graeza, T-Men in Action, ABC	13
● Best Western Series	
1. ROY ROGERS, NBC	1,923
2. Lone Ranger, ABC-CBS	1,538
3. Gene Autry, CBS	969
● Best Western Performer	
1. ROY ROGERS, NBC	228
2. John Hart, Lone Ranger, ABC-CBS	147
3. Gene Autry, CBS	77
● Best Other Series	
1. DISNEYLAND, ABC	2,005
2. You Bet Your Life, NBC	982
3. The Search, CBS	364
4. People Are Funny, NBC	318
5. Barker Bill's Cartoons, CBS	95

NON-NETWORK FILM SERIES

● Best Adventure Series	
1. I LED THREE LIVES, ZIV	1,379
2. Waterfront, MCA-TV	746
3. Foreign Intrigue, Official	675
4. Dangerous Assignment, NBC Film	391
5. Passport to Danger, ABC Film	374
6. Soldiers of Fortune, Seven-Up	311
7. Captain Gallant, TPA	306
8. Ramar of the Jungle, TPA	195
9. The Falcon, NBC Film	171
9. Superman, Flamingo	171
● Best Adventure Performer	
1. RICHARD CARLSON, I LED THREE LIVES, ZIV	241
2. Preston Foster, Waterfront, MCA-TV	78
3. Cesar Romero, Passport to Danger, ABC Film	37
4. Brian Donlevy, Dangerous Assignment, NBC Film	23
5. Robert Alda, Secret File, U.S.A., Official	19
5. James Daly, Foreign Intrigue, Official	19
● Best New Adventure Series	
1. CAPTAIN GALLANT, TPA	118
2. Soldiers of Fortune, Seven-Up	109
3. The Falcon, NBC Film	94
4. Jet Jackson, Screen Gems	73
5. Passport to Danger, ABC Film	65
● Best Children's Series	
1. LITTLE RASCALS, INTERSTATE	871
2. Art Linkletter and the Kids, CBS Film	726
3. Hans Christian Andersen, Interstate	531
4. Crusader Rabbit, Consolidated	513
5. Time for Beany, Consolidated	426
6. Junior Science, UM&M	217
7. Captain Z-Ro, Atlas	188
8. Johnny Jupiter, Associated Artists	103
9. Jim and Judy in Teledand, Louis Weiss	72
10. Animal Time, Sterling	47
● Best Dramatic Series	
1. SCIENCE FICTION THEATER, ZIV	987
2. Star and the Story, Official	639
3. Douglas Fairbanks Presents, ABC Film	588
4. Favorite Story, Ziv	585
5. Mayor of the Town, MCA-TV	525
6. All Star Theater, Screen Gems	252
7. Ethel Barrymore Theater, Interstate	181
8. The Unexpected, Ziv	156
9. Your Star Showcase, TPA	153
10. Conrad Nagel Theater, Guild	147
● Best Dramatic Performer	
1. THOMAS MITCHELL, MAYOR OF THE TOWN, MCA-TV	192
2. Adolphe Menjou, Favorite Story, Ziv	73
3. Douglas Fairbanks, Douglas Fairbanks Presents, ABC Film	65
4. Henry Fonda, Star and the Story, Official	49
5. Ella Raines, Janet Dean, R. N., UM&M	37
● Best Comedy Series	
1. LIFE OF RILEY, NBC FILM	894
2. Amos 'n' Andy, CBS Film	858
3. My Hero, Official	633
4. Life With Elizabeth, Guild	504
5. Meet Corliss Archer, Ziv	393
6. Eddie Cantor Comedy Theater, Ziv	384
7. Abbott and Costello, MCA-TV	264
8. Laurel and Hardy, Governor	255
9. Stu Erwin Show, Official	244
10. His Honor, Homer Bell, NBC Film	177
● Best Comedy Performer	
1. WILLIAM BENDIX, LIFE OF RILEY, NBC FILM	153
2. Bob Cummings, My Hero, Official	129
3. Betty White, Life With Elizabeth, Guild	86
4. Eddie Cantor, Eddie Cantor Comedy Theater, Ziv	65
5. Gene Lockhart, His Honor, Homer Bell, NBC Film	43
● Best Music Series	
1. LIBERACE, GUILD	1,362
2. Guy Lombardo and His Royal Canadians, MCA-TV	723
3. Frankie Laine Show, Guild	571
4. Florian ZaBach Show, Guild	553
5. This Is Your Music, Official	458
6. Eddy Arnold Time, Walt Schwimmer	327
7. Stars of the Grand Ole Opry, Flamingo	282
8. Bandstand Review, Paramount TV	168
9. Ames Brothers, Royal Crown Cola	129
10. Horace Heidt's Family Night, George Bagnall	102
● Best Musical Performer	
1. LIBERACE, LIBERACE SHOW, GUILD	244
2. Frankie Laine, Frankie Laine Show, Guild	65
3. Florian ZaBach, Florian ZaBach Show, Guild	59
4. Eddy Arnold, Eddy Arnold Time, Walt Schwimmer	41
4. Joan Weldon, This Is Your Music, Official	41
● Best New Music Series	
1. GUY LOMBARDO AND HIS ROYAL CANADIANS, MCA-TV	118
2. Frankie Laine Show, Guild	108
3. Florian ZaBach Show, Guild	106
4. Eddy Arnold Time, Walt Schwimmer	81
5. Stars of the Grand Ole Opry, Flamingo	60
● Best Series of Drama, Mystery, Adventure or Readings, 1/4 hour or less.	
1. JAMES MASON SHOW, NTA	567
1. THIS IS CHARLES LAUGHTON, STERLING	567
3. Playhouse 15, MCA	339
4. The Passerby, NTA	261
5. Public Prosecutor, Consolidated	258
6. Top Secret, Flamingo	219
7. Invitation Playhouse, Sterling	192
8. Pulse of the City, Telescene Productions	135
9. On Stage with Monty Woolley, Dynamic	126
10. Armchair Adventure, Sterling	124
● Best Mystery Series	
1. BADGE 714, NBC FILM	1,094
2. Mr. District Attorney, Ziv	680
3. City Detective, MCA-TV	588
4. Sherlock Holmes, UM&M	527
5. Racket Squad, ABC Film	459
6. Lone Wolf, MCA-TV	408
7. Man Behind the Badge, MCA-TV	365
8. Mr. and Mrs. North, ATPS	316
9. Paris Precinct, UM&M	279
10. Inner Sanctum, NBC Film	237
● Best Mystery Performer	
1. JACK WEBB, BADGE 714, NBC FILM	183
2. David Brian, Mr. District Attorney, Ziv	81
3. Ronald Howard, Sherlock Holmes, UM&M	68
4. Louis Hayward, Lone Wolf, MCA-TV	64
5. Rod Cameron, City Detective, MCA-TV	43
5. Reed Hadley, Racket Squad, ABC Film	43
● Best New Mystery Series	
1. SHERLOCK HOLMES, UM&M	181
2. Man Behind the Badge, MCA-TV	159
3. Paris Precinct, UM&M	66
4. Fabian of Scotland Yard, Telefilm Enter	37
5. New Orleans Police Department, UM&M	29
● Best Western Series	
1. ANNIE OAKLEY, CBS FILM	691
2. Wild Bill Hickok, Flamingo	649
3. Stories of the Century, Hollywood TV	557
4. Death Valley Days, Pacific-Borax	523
5. Cisco Kid, Ziv	474
6. Range Rider, CBS Film	375
7. Hopalong Cassidy, NBC Film	268
8. Buffalo Bill Jr., CBS Film	194
9. Gene Autry, CBS Film	163
10. Kit Carson, Coca-Cola	138
● Best Western Performer	
1. GAIL DAVIS, ANNIE OAKLEY, CBS FILM	144
2. Guy Madison, Wild Bill Hickok, Flamingo	123
3. Jim Davis, Stories of the Century, Hollywood TV	87
4. Duncan Renaldo, Cisco Kid, Ziv	49
5. Bill Boyd, Hopalong Cassidy, NBC Film	43
● Best Religious Series	
1. THIS IS THE LIFE, WESTHEIMER & BLOCK	1,476
2. Man's Heritage, NTA	561
3. Living Book, Ziv	213
4. Thrilling Bible Dramas, Major TV	192
5. Oral Roberts, Kling	188
6. The Bible, Lakeside	147
7. Layman's Call to Prayer, NTA	135
8. Out of the Past, Lakeside	52
8. Reading the Bible, Lakeside	52
10. God's Animals, H. Hack	35
● Best Sports Series	
1. ALL AMERICAN GAME OF THE WEEK, SPORTSVISION	615
2. Championship Bowling, Walt Schwimmer	569
3. Greatest Fights of the Century, Craftsman Films	520
4. Big Playback, Screen Gems	447
5. Madison Sq. Garden, Winik Films	441
6. Telesports Digest, MCA-TV	279
7. Big 10 Highlights, Sportsvision	253
8. Football This Week, Du Pont	248
9. Jimmy Demaret Show, Award TV	244
10. This Week in Sports, INS	216
● Best New Sports Series	
1. CHAMPIONSHIP BOWLING, WALT SCHWIMMER	233
2. Bill Corum's Sports Show, NTA	132
3. Sports Mirror, George Bagnall	49
● Best Quiz Series	
1. PANTOMIME QUIZ, NTA	1,353
2. Beat the Experts, Sterling	561
3. Look Photoquiz, Flamingo	378
4. Professor Yes 'n' No, Screen Gems	363
5. Sportscholar, United World	136
6. What's the Record? Sterling	117
7. View the Clue, Cheryl TV	108
8. Headlines on Parade, United World	96
9. What's Wrong With This Picture? Sterling	91
10. Viz Quiz, Flamingo	72
● Best Documentary, Commentary, or Instruction Series	
1. VICTORY AT SEA, NBC FILM	1,627
2. Crusade in Europe, Unity	624
3. Crusade in Pacific, NBC Film	415
4. Uncommon Valor, General Teleradio	387
5. Where Were You? MCA-TV	280
6. Movie Museum, Sterling	251
7. Candid Camera, Associated Artists	216
8. Kieran's Kaleidoscope, ABC Film	175
9. Abe Lincoln's Story, Walt Schwimmer	168
10. Science in Action, TPA	164
● Best Filmed News Service	
1. CBS NEWSFILM, CBS FILM	592
2. NBC News of the Week, INS-Telenews	568
3. Telenews Daily, INS-Telenews	498
4. Washington Merry-Go-Round, UM&M	356
5. U. P. Movietone News, United Press	349
6. Exclusive, General Teleradio	186
7. Telenews Weekly, INS-Telenews	128
8. Washington Spotlight, Standard	66
9. Adventures in the News, Sterling	43
10. Pathe Hy-Lights, Du Mont	39
● Best Women's Series	
1. LILLI PALMER SHOW, NBC FILM	989
2. Eva Gabor Show, NTA	645
3. Etiquette, NTA	601
4. For the Ladies, Sterling	569
5. Feminine Touch, Sterling	286

Vet Shows Retain Non-Network Honors

'Little Rascals,' 'Annie Oakley,' 'Science Fiction' Among New Champs

Last year's winners repeated their victories in most of the categories of syndicated shows in The Billboard's Third Annual TV Film and Program Awards. In only three major categories did the accolades change hands. The new victors ranged from very new film to very old.

The very new was "Science Fiction Theater," which ran off with the best dramatic award. It was followed by another new entrant, "Star and the Story." Between them they pushed last year's first and second place winners down to third and fourth, the latter two being "Douglas Fairbanks Presents" and "Favorite Story."

The very old film was "The Little Rascals," which won as best children's show. Made up of the old "Our Gang Comedies," this series has since last fall proved one of the fabulous sleepers of the business.

The third major new winner was neither very new nor very old. At last year's voting "Annie Oakley" had been on the air six months. It came in fifth place in the voting for non-network Western series. This year "Oakley" won top spot among syndicated Westerns.

Sports Victor

This year also saw a new victor in the sports category. "All-American Game of the Week" moved up from second place last year to be tops in this category.

A new syndicated category was created this year, replacing the miscellaneous grouping in last year's poll. The new category was

for shows of a quarter hour or less whose formats were drama, mystery, adventure or reading. As it turned out, two reading shows—the only two of their type on the air—were first. They were the James Mason and Charles Laughton shows.

For the rest, last year's winners prevailed again. In adventure, comedy, mystery, music, news, religious, women's and documentary there were repeat winners. For the rest of the hot new blood in syndication, one must look to the "new show" categories created for this year's voting.

"Captain Gallant of the Foreign Legion" was voted the best new adventure show in syndication, with "Soldiers of Fortune" close behind. A great deal of "Gallant's" impression apparently spilled over from its network booking. It is on 60 stations via NBC-TV and is sold via syndication in the remaining cities.

Lombardo Wins

"Guy Lombardo and His Royal Canadians" was voted the top new music show in syndication. It ran second to Liberace in the over-all voting for syndicated music shows.

The best new mystery series was "Sherlock Holmes," which ran behind three veteran shows in the mystery category. In the sports division a good showing was made by "Championship Bowling," which ran second, and then was voted best new sports show.

The only other new switch was in the voting for best performer in a dramatic series. Thomas Mitchell, star of "Mayor of the Town," was runaway winner here, grabbing the prize away from Adolphe Menjou. As in the over-all voting, Mitchell ran ahead of his vehicle. "Mayor" was fifth in the voting for best dramatic series, even running behind Menjou's "Favorite Story."

FILM DISTRIBS AND THEIR WINNING PROGRAMS AND TALENT

Following are the TV film distributors whose series and talent won first place awards in The Billboard's Third Annual TV Film Program and Talent Awards:

CBS TV FILM SALES
Annie Oakley—Best Non-Network Western Series.

Gail Davis, Annie Oakley—Best Performer Appearing Regularly in a Non-Network Western Series.

CBS Newsfilm—Best Non-Network Filmed News Series.

GUILD FILMS COMPANY
Betty White, Life With Elizabeth—Best Actress Appearing Regularly in a Non-Network Series.

Liberace—Best Non-Network Music Series, Best Performer Appearing Regularly in a Non-Network Musical Series.

INTERSTATE TELEVISION
Little Rascals—Best Non-Network Children's Series.

MCA-TV
Thomas Mitchell, Mayor of the Town—Best Actor Appearing Regularly in a Non-Network Series, Best Performer Appearing Regularly in a Non-Network Dramatic Series.

Charles Bickford, Man Behind the Badge—Best Performer or Emcee Appearing Regularly in a New Non-Network Series.

Guy Lombardo Show—Best New Non-Network Musical Series.

NBC FILM DIVISION
Victory at Sea—Best Non-Network Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Best Non-Network Series Performing the Greatest Public Service, Best Non-Network Documentary, Commentary or Instruction Series.

Life of Riley—Best Non-Network Comedy Series.

William Bendix, Life of Riley—Best Performer Appearing Regularly in a Non-Network Comedy Series.

Badge 714—Best Non-Network Mystery Series.

Jack Webb, Badge 714—Best Performer Appearing Regularly in a Non-Network Mystery Series, Best Actor Any Series.

Lilli Palmer Show—Best Non-Network Women's Series.

NATIONAL TELEFILM ASSOCIATES

James Mason—Best Quarter-Hour or Less Non-Network Series of Drama, Mystery, Adventure or Readings.

Pantomime Quiz—Best Non-Network Quiz Series.

WALTER SCHWIMMER PRODUCTIONS

Championship Bowling—Best New Non-Network Sports Series.

SPORTSVISION

All American Game of the Week—Best Non-Network Sports Series.

STERLING TELEVISION

This Is Charles Laughton—Best Quarter-Hour or Less Non-Network Series of Drama, Mystery, Adventure or Readings.

TELEVISION PROGRAMS OF AMERICA

Lassie—Best Network Adventure Series, Best New Network Adventure Series.

Captain Gallant—Best New Non-Network Adventure Series.

Tommy Rettig, Lassie—Best Performer Appearing Regularly in a Network Adventure Series.

UM&M

Sherlock Holmes—Best New Non-Network Mystery Series.

WESTHEIMER & BLOCK

This Is the Life—Best Non-Network Religious Series.

ZIV TELEVISION PROGRAMS

I Led Three Lives—Best Non-Network Series, Best Non-Network Adventure Series.

Richard Carlson, I Led Three Lives—Best Performer Appearing Regularly in a Non-Network Adventure Series.

Science Fiction Theater—Best New Non-Network Series, Best Non-Network Dramatic Series.

BESTS IN 1954 WIN AGAIN IN 23 CATEGORIES

The following programs and performers, winners in The Billboard's Third Annual TV Film Programs and Talent Awards, repeated their victories of last year in the following categories:

- Best Actor, Over-All..... Jack Webb
- Best Actress, Over-All.... Loretta Young
- Best Actor, Network..... Jack Webb
- Best Actress, Network.... Loretta Young
- Best Performer (Actress) in a Network Dramatic Show..... Loretta Young
- Best Mystery, Network.... Dragnet
- Best Performer (Actor) in a Network Mystery Show... Jack Webb
- Best Performer (Actor) in a Network Western..... Roy Rogers
- Best Actress, Syndicated Program..... Betty White
- Best Adventure, Syndicated..... I Led Three Lives
- Best Performer (Actor) in a Syndicated Adventure Show..... Richard Carlson
- Best Comedy, Syndicated... Life of Riley
- Best Performer (Actor) in a Syndicated Comedy Show..... William Bendix
- Best Mystery, Syndicated... Badge 714
- Best Performer (Actor) in a Syndicated Mystery Show... Jack Webb
- Best Musical Series, Syndicated..... Liberace
- Best Performer (Artist) in a Syndicated Musical Show..... Liberace
- Best Performer (Actress) in a Syndicated Western Show..... Gail Davis
- Best Documentary, Syndicated..... Victory at Sea
- Best News, Syndicated.... CBS Newsfilm
- Best Quiz, Syndicated.... Pantomime Quiz
- Best Religious Program, Syndicated This Is the Life
- Best Women's Show, Syndicated... Lilli Palmer Show

Over-All Winners

Continued from page 3

film series voting. "You Are There" and "Father Knows Best," in that order, fill out the first five shows. On the talent side, following Cummings as best performer or emcee to appear regularly in a new network TV film series, are Ronald Reagan, Richard Boone, Walt Disney and Donald O'Connor, in that order.

Two network programs which figured prominently in the voting for the cultural standards category, and for public service were "The Search," and "Cavalcade of America." They placed fourth and fifth among the network shows which have contributed the most toward raising the cultural standards of film programming. And among the network series which have performed the greatest public service "The Search" was second to "Medic," and "Cavalcade of America" ran fifth.

Non-Network Race

Continued from page 3

of "Janet Dean," held fourth this year.

Charles Bickford ran ahead of his show in the voting for new syndicated product. Bickford, host of "The Man Behind the Badge," was elected best performer in a "new" syndicated show. The show itself ran third in the voting for best new series.

Sheldon Reynolds' "Sherlock Holmes" was second among new shows. But its star, Ronald Howard, was third in the voting for performers in new shows. Eddie Cantor, placing second in this category, also ran ahead of his show, for the "Eddie Cantor Comedy Theater" was tied for fifth.

FILM PRODUCERS AND THEIR WINNING PROGRAMS AND TALENT

Following are producers whose film series and talent won first place awards in The Billboard's Third Annual TV Film Program and Talent Awards:

WILLIAM F. BROIDY PRODUCTIONS
Pantomime Quiz—Best Non-Network Quiz Series.

CBS
CBS Newsfilm—Best non-network filmed news service.

DISNEY PRODUCTIONS
Disneyland—Best Over-All Series, Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Best Over-All New Series, Best Network Series, Network Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Best New Network Series, Best Other Network Series.

FAMILY FILMS
This Is the Life—Best Non-Network Religious Series.

FLYING A PRODUCTIONS
Annie Oakley—Best Non-Network Western Series.

Gail Davis, Annie Oakley—Best Performer Appearing Regularly in a Non-Network Western Series.

FRANTEL, INC.
Captain Gallant—Best New Non-Network Adventure Series.

GUILD FILMS
Betty White, Life With Elizabeth—Best Actress Appearing Regularly in a Non-Network Series.

Liberace—Best Non-Network Music Series.

Liberace—Best Performer Appearing Regularly in a Non-Network Musical Series.

CHARLES KEBBEE
Lilli Palmer Show—Best Non-Network Women's Series.

LEWISLOR PRODUCTIONS
Loretta Young—Best Over-All Actress Appearing Regularly in a Series, Best Actress Appearing Regularly in a Network Series, Best Performer Appearing Regularly in a Network Mystery Series, Best Performer Appearing Regularly in a Network Dramatic Series.

GUY LOMBARDO PRODUCTIONS
Guy Lombardo and His Royal Canadians—Best New Non-Network Musical Series.

MCCADDEN PRODUCTIONS
Bob Cummings, Bob Cummings Show—Best Over-All Performer or Emcee Appearing Regularly in a New Series, Best Performer or Emcee Appearing Regularly in a New Network Series, Best Performer Appearing Regularly in a Network Comedy Series.

Bob Cummings Show—Best Network Comedy Series, Best New Network Comedy Series.

MEDIC TV PRODUCTIONS
Medic—Over-All Series Performing the Greatest Public Service, Network Series Performing the Greatest Public Service, Best Network Dramatic Series, Best New Network Dramatic Series.

NBC
Victory at Sea—Non-Network Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Non-Network Series Performing the Greatest Public Service, Best Non-Network Documentary, Commentary or Instruction Series.

PORTLAND PRODUCTIONS
James Mason Show—Best Quarter-Hour or Less Non-Network Series of Drama, Mystery, Adventure or Readings.

PYRAMID PRODUCTIONS
Charles Bickford, Man Behind the Badge—Best Performer or Emcee Appearing Regularly in a New Non-Network Series.

RAWLINS-GRANT PRODUCTIONS (with Gross-Krasne)
Thomas Mitchell, Mayor of the Town—Best Actor Appearing Regularly in a Non-Network Series, Best Performer Appearing Regularly in a Non-Network Dramatic Series.

SHELDON REYNOLDS PRODUCTIONS
Sherlock Holmes—Best New Non-Network Mystery Series.

HAL ROACH JR.
Life of Riley—Best Non-Network Comedy Series.

William Bendix, Life of Riley—Best Performer Appearing Regularly in a Non-Network Comedy Series.

ROY ROGERS PRODUCTIONS
Roy Rogers—Best Network Western Series, Best Performer Appearing Regularly in a Network Western Series.

WALTER SCHWIMMER PRODUCTIONS
Championship Bowling—Best New Non-Network Sports Series.

SHERRY TV
Jack Webb, Dragnet-Badge 714—Best Actor Appearing Regularly in any Series, Best Actor Appearing Regularly in a Network Series, Best Performer Appearing Regularly in a Network Mystery Series, Best Performer Appearing Regularly in a Non-Network Mystery Series.

Dragnet-Badge 714—Best Network Mystery Series, Best Non-Network Mystery Series.

SPORTSVISION
All-American Game of the Week—Best Non-Network Sports Series.

TELEVISION PROGRAMS OF AMERICA (with Bob Maxwell)

Lassie—Best Network Adventure Series, Best New Network Adventure Series.

Tommy Rettig, Lassie—Best Performer Appearing Regularly in a Network Adventure Series.

ZIV TELEVISION PROGRAMS
I Led Three Lives—Best Non-Network Series, Best Non-Network Adventure Series.

Richard Carlson, I Led Three Lives—Best Performer Appearing Regularly in a Non-Network Adventure Series.

Science Fiction Theater—Best New Non-Network Series, Best Non-Network Dramatic Series.

VIDEO NETWORKS AND THEIR WINNING PROGRAMS AND TALENT

Following are the networks whose film programs and talent won first place awards in The Billboard's Annual TV Film Program and Talent Awards:

ABC
Disneyland—Best Over-All Series, Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Best New Series, Best Network Series, Network Series Contributing the Most Toward Raising the Cultural Standards of Film Programming, Best New Network Series, Best Other Network Series.

CBS
Lassie—Best Network Adventure Series, Best New Network Adventure Series.

Tommy Rettig, Lassie—Best Performer Appearing Regularly in a Network Adventure Series.

NBC

Dragnet—Best Network Mystery Series

Jack Webb, Dragnet—Best Over-All Actor Appearing Regularly in a Series, Best Actor Appearing Regularly in a Network Series, Best Performer Appearing Regularly in a Network Mystery Series.

Loretta Young, Loretta Young Show—Best Over-All Actress Appearing Regularly in a Series, Best Actress Appearing Regularly in a Network Series, Best Performer Appearing Regularly in a Network Dramatic Series.

Medic—Series Performing the Greatest Public Service, Network Series Performing the Greatest Public Service, Best Network Dramatic Series, Best New Network Dramatic Series.

Robert Cummings, Bob Cummings Show—Best Over-All Performer or Emcee Appearing Regularly in a New Series, Best Performer or Emcee Appearing Regularly in a New Network Series, Best Performer Appearing Regularly in a Network Comedy Series.

Bob Cummings Show—Best Network Comedy Series, Best New Network Comedy Series.

Roy Rogers—Best Network Western Series, Best Performer Appearing Regularly in a Network Western Series.

Disney, Cummings

Continued from page 3

tion. Following Cummings and Reagan, winners of first and second place awards respectively, Richard Boone, star of "Medic," and Walt Disney, host of "Disneyland," tied for the third place spot with 61 votes each. The fifth

place position was filled by Robert Young, star of "Father Knows Best," which was on CBS last season but which will be on NBC this fall.

One of the reasons, perhaps, that the network shows and performers pulled more votes than the programs and talent in syndication is that the network stanzas are seen in more markets usually than most syndication shows.

THE BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from July 10-16

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	Product and Advertiser
Duz, Procter & Gamble	Libby Products, Libby, McNeil & Libby
Electric Spray Kit, Labor Savers, Inc.	M & M Candy, M & M Co.
Folger Coffee, J. A. Folger	Morton Frozen Foods, Morton Packing
Ford Cars & Trucks, Ford Motor Co.	Purex, Liquid Trend, Purex Corp. Ltd.
Griffin Shoe Polish, Griffin Mfg. Co.	Roto-Broil, Roto Broil Corp.
Hostess Cake, Continental Baking	Vel, Colgate-Palmolive
Ivory Flakes, Procter & Gamble	Viceroy Cigarettes, Brown & Williamson
	Zerone-Zerex Anti-Freeze, DuPont Co.

REGIONAL SUMMARIES

Eastern

Beech-Nut Chewing Gum, Beech-Nut Packing	Le High Acres, Grant Co.
Blue Bonnet Margarine, Standard Brands	Libby 100 Famous Food Products, Libby, McNeil & Libby
Cabett Beer, John Cabett, Ltd.	M & M Candy, M & M Co.
Duz, Procter & Gamble	Morton Frozen Foods, Morton Packing
Electric Spray Kit, Labor Savers, Inc.	Mounds Candy Bar, Peter Paul, Inc.
Ford Cars & Trucks, Ford Motor Co.	Oldsmobile Motor Cars, Oldsmobile Div.
Frozen Foods, Mrs. Paul's Kitchen	Quaker Puffed Wheat, Quaker Oats Co.
Griffin Shoe Polish, Griffin Mfg. Co.	Robert Burns Cigar, General Cigar Co.
Holiday Magazine, Curtis Publishing	Roto-Broil, Roto Broil Corp.
"It Came From Beneath the Sea" (Movie), Loews Theaters	Sal Soda, Church & Dwight
Krueger Beer and Ales, Krueger Brewing	Salad Mixer, A. Meyerhoff
	Sealy Mattress, Sealy, Inc.
	Super Paint Sprayer, Power Products

Southern

Anacin, Whitehall Pharmacal	Obelisk Flour, Pillsbury Mills
Buster Brown Shoes, Brown Shoe Co.	Robin Hood Shoes, Brown Shoe Co.
Coca-Cola, Coca-Cola Co.	Roto-Broil, Roto Broil Corp.
Duz, Procter & Gamble	Vel, Colgate-Palmolive
Ivory Flakes, Procter & Gamble	Vigofac, Charles Pfizer
M & M Candy, M & M Co.	White Rain Shampoo, Toni Co.
Mars Candy, Mars, Inc.	Zerone-Zerex Anti-Freeze, DuPont Co.
No Bugs M' Lady Shelf Paper, Paper Products	

Midwestern

Canada Dry Beverages, Canada Dry, Inc.	Meats, Obise Meat Co.
Clorets, American Chicle Co.	Miniature Marshmallows, Kraft Foods
Cream of Wheat Cereal, Cream of Wheat Corp.	Pfeiffer Famous Beer, Pfeiffer Brewing
Electric Spray Kit, Labor Savers, Inc.	Pillsbury Cake Mix, Pillsbury Mills, Inc.
Falstaff Beer, Falstaff Brewing	Purex Liquid Trend, Purex Corp., Ltd.
Folger Coffee, J. A. Folger	Ringling Bros. Circus, Ringling Bros.
Ford Cars & Trucks, Ford Motor Co.	Salad Dressing, Kansas City Wishbone, Salad Dressing Co.
Griffin Shoe Polish, Griffin Mfg. Co.	Salad Mixer, Ratner Co.
Hostess Cake, Continental Baking	Tenderleaf Tea, Standard Brands
Kool Cigarettes, Brown & Williamson	Vel, Colgate-Palmolive
Libby Products, Libby-McNeil & Libby	Viceroy Cigarettes, Brown & Williamson
M & M Candy, M & M Co.	Zerone-Zerex Anti-Freeze, DuPont Co.

Southwestern

Art Talent Hunt, Knox Reeves Adv.	Hostess Cake, Continental Baking
Fluffo Shortening, Procter & Gamble	Salad Mixer, Grant Co.

Rocky Mountain & West Coast

Art Course, Art Instruction, Inc.	Plumite Drain Cleaner, Iyano, Inc.
Burgermeister Beer, San Francisco Brewing	Poli-Grip, Block Drug
Crackers, American Biscuit Co.	Purex Liquid Trend, Purex Corp., Ltd.
Fisher Blend Flour, Fisher Flouring Mills	Rosarita Mexican Foods, Rosita Products
Heaters, Quincy-Monogram	Shredded Wheat, Nabisco
Ivory Flakes, Procter & Gamble	Sunbeam Bread, Sunbeam Products
Ken-L-Ration Dog Food, Quaker Oats Co.	Transistor Radios, Raytheon
Maxwell House Coffee, General Foods	Viceroy Cigarettes, Brown & Williamson
Miller High Life Beer, Miller Brewing	Zerone-Zerex Anti-Freeze, DuPont Co.
Morton Frozen Foods, Morton Packing	

Official Sees Big Profit in First Quarter

HOLLYWOOD, July 30.—Profits for the quarter ending September 30 of this year are expected to exceed profits before taxes for the entire fiscal year ending June 30, Harold L. Hackett, president of Official Films, reported to stockholders this week.

Hackett indicated that much of the reason for this rosy financial picture is the success Official is having in its expansion drive, both in the national and syndicated fields.

Official more than quadrupled its 1953-'54 profits for the 1954-'55 fiscal year. Earnings for the latter were \$317,172.67 as against \$76,882.04 for the previous year. The figures still are subject to a final audit.

Altho in comparison to Ziv-TV or MCA-TV these figures are probably quite small, the overall rise of Official in the film distribution field is becoming more and more evident. The company has added four network reruns ("My Little Margie," "Stu Erwin Show," "Willy" and "The Hunter") and three new series ("Robin Hood," "The Scarlet Pimpernel" and "Sir Henry Morgan") to its showcase in recent months, and is offering the largest variety of new product of any syndicator this fall.

In an interesting sidelight, Hackett points out the salability of costume and adventure dramas on the current market.

Official Films Has 13 Series In Syndication

NEW YORK, July 30.—Official Films this week put its 13th half-hour series into syndication. The new show is "Crosscurrent," produced by Sheldon Reynolds and starring Gerald Mohr. There are 39 episodes.

This is the show that Ballantine Beer has had in 12 markets this past season under the "Foreign Intrigue" title. Its format actually is quite different from the original "Foreign Intrigue."

Official, of course, also has the 117 episodes of the first three years of "Intrigue." The 78 with Jerome Thor are now titled "Dateline Europe," and the 39 starring James Daly are titled "Overseas Adventure."

With Official's take-over of the Mohr group, the "Foreign Intrigue" title, after four years, finally disappears from the program logs. It was one of the first TV film shows produced in Europe. It was one of the first big regional film deals. For a long time it was one of the highest rated syndicated film shows.

TV Rights to Bromf'd Works To Preminger

HOLLYWOOD, July 30.—The Ingo Preminger Agency this week acquired TV rights to all of Louis Bromfield's works. Mal Stewart, who is handling the deal, said he did not know the exact number of properties involved, but that they include all novels and short stories.

All of these are available for live TV. Film rights to a number, including "The Rains Came" and "Night in Bombay," had previously been acquired by motion picture studios, however, and these cannot be utilized for TV film presentation.

THE BILLBOARD SCOREBOARD

Sponsor and Industry Breakdown Of New TV Film Commercials

Produced Since June 1

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

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

Sponsor, Product & Agency (show, if any)	No. Seconds	(C-Color)	Type	Commercial Producer
AGRICULTURAL AND PET FOODS				
Gaines Dog Food, Dog Food, Benton & Bowles..	—	—	LA, FA	Lalley & Love
AUTOMOTIVE (CARS, TIRES, ACCESSORIES)				
General Motors, Oldsmobile, D. P. Brother (Patti Page-NBC Spec)..	18	75, 40	LA	Video Pictures
American Motors, Nash, Geyer (Disneyland..)	—	—	LA, FA	Lalley & Love
BEER AND WINE				
Ballantine & Sons, Ale, Wm. Esty (Yankee Games)..	1	60	LA, J	Transfilm
	2	20	NA	Transfilm
	1	7	NA	Transfilm
	1	15	NA	Transfilm
NON-ALCOHOLIC BEVERAGES				
Coca-Cola, Coca-Cola, D'Arcy	3	90	LA	Screen Gems
Coca-Cola, Coca-Cola, Wm. Esty	1	60	LA, SA, J	Transfilm
	1	20	LA, SA, J	Transfilm
	1	10	FA, J	Transfilm
CLOTHING AND ACCESSORIES				
Robert Hall Clothes, Clothes, Frank Sawdon..	6	50	LA, FA, J	Transfilm
De Liso Debs, Shoes, Wilten	1	60	LA	Kling Film
CONFECTIONS				
Oh Henry, Candy Bars, Aubrey, Findlay, Marley, Hodgson..	1	8	FA	Kling Film
DAIRY & MARGARINE PRODUCTS (Shortenings, etc.)				
Dairy Dell, Dairy Products, Bernard King..	1	8	FA	Kling Film
Swift Co., Sherbert, McCann-Erickson..	1	60	LA	Kling Film
DRUGS AND DRUGSTORES				
Block Drug, Sentrol, Grey Advg.	2	60	LA	Video Pictures
Sterling Drug, Unnamed New Product, Compton Advg.	—	—	NA	ATV Film Prod.
Vicks, Cough Drops, BBD&O	1	10	FA	Screen Gems
H. F. Ritchie, Brylcreem, Atherton & Currier..	2	60	LA	Bill Sturm Studios
FINANCIAL, INSURANCE & BANKS				
First Federal Bank, Bank, Campbell Mithun..	1	8	SA	Kling Film
American Fire and Casualty Co, Direct..	2	20	FA	Richard H. Ullman
BAKERIES				
General Mills, Betty Crocker Cake Mixes, BBD&O..	2	60	FA, J	Transfilm
Mrs. Baird's Bread, Bread, Tracey, Locke..	2	60	LA, SA	Dynamic Films
Grocer's Baking, Bread, Doe-Anderson..	8	20	FA, J	Kent Lane Films
National Biscuit Co., Milk Bone, Kenyon & Eckhardt..	3	60	LA	Screen Gems
	2	30	LA	Screen Gems
National Biscuit Co., Wheat and Corn Thins, McCann-Erickson (Halls of Ivy)..	2	20	SA	Bill Sturm Studios
Ideal Bread, Bread, Wm. F. Finn	1	20	FA	Richard H. Ullman

(Continued next week)

AMERICA'S 10TH TV MARKET

for a bright sales future

\$5 1/2 billion market **CHANNEL 8 MIGHTY MARKET PLACE** **316,000 WATTS**

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 814

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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





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



Babette J. Doniger



Philip Merryman



John W. Haley



Harmon L. Duncan

COLOR TV

Will Cost 20 to 25 Per Cent More, But Worth It

Color TV will most likely cost the sponsor 25 per cent more than a comparable black and white show. But, despite the increased cost, color will attract more advertisers to TV. This is the consensus of the TV Editorial Advisory Board. A mere 28 out of 108 respondents denied that color will attract more business to TV. Almost every member who replied predicted that advertisers such as fashions and furnishings, to whom color is so essential, will be attracted to TV by the tint conversion.

Of the 80 stations replying, 10 mentioned that retailers and department stores will be induced TVward by color. (Last week the Board predicted that 1957 will see the big color swing.)

A couple of members pointed out that new gimmicks will have to be found to spread the cost of sponsorship thinner because few companies can afford TV even at black-and-white costs.

Tho the consensus of the Board had 25 per cent as the added cost of color, the curve of opinion was downward rather than up. The next most favored figure was 20 per cent and not

far behind that was 10 per cent. The stations were the most bearish, spreading their votes almost equally among these three figures. It was the station voting that weighted the 10 per cent prediction so high.

The ad agencies, on the other hand, gave proportionately as big a vote to 15 and even 30 per cent. The agencies, however, were the one category in which 25 per cent did not get the biggest vote. Slightly more agencies voted for 20 per cent.

After the 10 per cent pre-

diction, the curve was up and then down again. In close order came predictions of 30 per cent greater cost than b&w, 50 per cent and then 15 per cent.

The upshot of the trade's expectations of the costs and values of color TV, then, is: look for color to cost 20 to 25 per cent more—both time and program—than the same show in black-and-white. If it is anything outside this, it will more likely be less than more. However much color costs, it will be worth it.

HOW THEY VOTED

1 How much more than a comparable black-and-white program do you believe an advertiser must expect to pay for sponsorship of a color show?

Table with columns for Per Cent (0, 10, 12, 15, 20, 25, 30, 33, 35, 40, 45, 50, 60, 80, 100) and rows for Networks & Stations, Ad Agencies, Network Sponsors, Regional, Local & Spot Advertisers, Distributors, Producers, Labs & Equipment, Grand Total.

2 Will the expansion of color telecasting attract more or fewer advertisers to TV?

Table with columns for More, Fewer, Same and rows for Networks and Stations, Ad Agencies, Network Sponsors, Regional, Local and Spot Advertisers, Distributors, Producers, Labs, Equipment, Grand Total.

NEXT WEEK

The TV Editorial Advisory Board will tell . . .

ITS THOUGHTS ON NETWORK CONTROL

FOR QUOTATION

ADVERTISERS AND AGENCIES SAY . . . EUGENE COLIN, TV director, PHIL GORDON AGENCY, Chicago: "I can't see it attracting someone "unsellable" now."

GARY LEE, TV production manager, STOCKTON, WEST, BURKHART, Cincinnati: "It will attract more, but that attraction will be short lived, I believe, unless provisions are made for co-sponsorship enabling the increase in telecasting costs to be spread among more sponsors. Fewer will be attracted to color if each sponsor must carry the full load alone. Few TV advertising budgets are that expandable."

JOHN W. HALEY, advertising manager, NARRAGANSETT BREWING, Providence: "Color TV when perfected will be the ultimate for both entertainment and advertising. The quicker it comes the better for my product—malt beverages. A foaming glass of sparkling beer is most photogenic in color."

HERMAN C. CENTLIVRE, advertising manager, CENTLIVRE BREWING, Ft. Wayne, Ind.: "Understand cost is \$70,000 for one 20-second spot announcement on national chain hookup. Sounds possible but improbable. Conversely, if color TV rates are lower than expectations but still attractive enough for large budgets, the local black and white TV may reduce their rates (as local radio stations did with coming of TV) and there could be a climate created for more b&w TV advertising. Local radio station sales have skyrocketed from 172 million to 268 million or more since the advent of TV. Contrastedly, national radio chains have lost sales since the advent of TV."

STAN COLBERSON, advertising manager, LANGENDORF BAKERIES, San Francisco: "Costs almost prohibitive now. Extra cost will force more advertisers back into other media where they can compete more evenly at less cost. This, I think, will be especially true of local and regional advertisers."

PRODUCERS AND DISTRIBUTORS SAY . . . REUB KAUFMAN, president, GUILD FILMS, New York: "Color will give more impact to programs thus enabling the sponsor to expect a higher intensity of results. This alone should induce more advertisers to use the medium."

BABETTE J. DONIGER, TELEVISION SNAPSHOTS, New York: "Most fashion people have expressly waited for color altho cosmetic companies and food companies have managed to do an excellent job in b&w. I feel the entire field of fashion and home furnishings (draperies, rugs, etc.) will join the army when color is within easy reach."

WALTER SCHWIMMER, president, WALTER SCHWIMMER CO., Chicago: "Everything will move up. High budget advertisers will move to color and in turn new advertisers will be developed for black and white at lower cost."

MAURICE BECK, manager, TEXAS RASS-LIN FILMS, Dallas: "More at first, until novelty wears off. Color will not replace quality. There is still a demand for quality stories, plots, production and telecasting."

STATIONS SAY . . .

GEORGE T. FRECHETTE, general manager, WSAU-TV, Wausau, Wis.: "Believe added costs will discourage rather than encourage advertisers."

ROBERT F. SCHENKKAN, director of television, WUNC-TV, Chapel Hill, N. C.: "Sales effect of color will be so tremendous, cost will not deter new advertisers."

HARMON L. DUNCAN, president, WTVD, Durham, N. C.: "It will do a superior product and package identification job for sponsors."

A. J. MOSBY, president, KGVO-TV, Missoula, Mont.: "Look at the slick magazines and you have the answer to this one."

PHILIP MERRYMAN, president, WICC-TV, Bridgeport, Conn.: "Shouldn't affect it. Other factors far more important such as coverage and circulation. Real problem facing industry is how to increase competition by increasing number of operating stations with opportunity to compete on equal terms."

JOHN J. KEENAN, commercial manager, WSJB, Elkhart, Ind.: "Department stores and women's apparel shops alone should increase TV revenue tremendously. Think of a style show in color and the impact on Mrs. Housewife."

News in Brief

'MATINEE' PRICES: \$9,927-\$18,853 . . .

NBC-TV this week set the rates on its upcoming hour-long dramatic daytime strip, "Matinee." There will be eight participations per show. The cost of one will be \$9,927. The cost of two will be \$18,853. It is expected that some of the shows will originate in the East because of the shortage of facilities on the West Coast. "Matinee" will be slotted 3-4 p.m.

THEY'LL LOVE LUCY' SATURDAY NIGHTS . . .

CBS-TV is expected to move the reruns of "I Love Lucy," which have been running early Sunday evening since early summer, to Saturday evening, either 6 p.m. or 6:30 p.m. It is likely that Lehn & Fink will continue sponsorship.

SCRIPTERS TRIPLE PAY IN 9 MONTHS . . .

Earnings of TV film writers tripled during the past year, hitting \$2,400,000 in the nine months ending June, 1955, compared with \$800,000 over the 1953-1954 season. It is estimated that the average TV film writer will earn close to \$12,000 this year. Some, of course, are doing much better.

STATIONS GET CO-OP BREAK ON FOOTBALL . . .

After selling three-fourths of its college football schedule for the coming season, NBC-TV has decided to turn the remaining fourth over to the stations for co-op sales. The three network sponsors are Schick, General Cigar and Crosley.

'HOME' XMAS FESTIVAL SET FOR NOV. SUN. . . .

NBC-TV will air a special edition of "Home" on Sunday, November 20, as a Christmas promotion. It will be called a Christmas Shopping Festival.

NBC-TV, MERMAN CAN'T AGREE ON SPEC \$\$\$. . .

Negotiations between NBC-TV and Ethel Merman to air a spectacular celebrating the star's anniversary in show business broke down this week. It was reported that Miss Merman was demanding more money than the network was willing to put up.

NATIONAL AM-TV WEEK READIED BY NARTB

The National Association of Radio and TV Broadcasters is sponsoring "National Radio and TV Week," September 18 thru 24. It is preparing a kit of institutional spots for distribution to all radio and TV stations and networks.

BIG PAY-OFF

TV Film Sells Chinchillas in Jacksonville

TV film has produced impressive results in the current chinchilla breeding promotion. Alton Whiteside, salesman for Television Programs of America, went into Jacksonville, Fla., recently, where he found that the local agent was using radio spots. This advertising was drawing an average of 15 inquiries a week, which produced an average of 10 per cent sales.

Whiteside sold the agent "Your Star Showcase" hosted by Edward Arnold. After the show's first week on WMBR-TV there the agent received 40 inquiries and closed 20 sales.

Each deal was for a pair of chinchillas, male and female. They went for a minimum of \$1,800 the pair and as high as \$2,500. Thus, "Showcase" produced a minimum gross of \$36,000 for the local agent. The show for that one week cost the agent \$225, the time cost \$500 for a total ad expenditure of \$725.

New 'See It' Cost: 100-125G

NEW YORK, July 30. — When "See It Now" returns to CBS-TV next fall in its new hour and hour-and-a-half length, it will cost sponsors \$100,000 in its shorter version, and \$125,000 for the lengthier time. There will be at least four of these shows, which the network is calling, "See It Now," in depth.

It is not known what day of the week they will be slotted, but the chances are they will be presented on Wednesdays. Tuesdays and Thursdays are reserved for mid-week spectaculars at the web.

WABD Signs 7 Film Deals In Six Weeks

NEW YORK, July 30.—In the past six weeks, WABD here has signed seven half-hour deals on syndicated film shows. Heinz, which last year had its "Studio 57" partly on the Du Mont network, partly spot, is now going all spot with the MCA-TV dramatic series, and for its New York outlet it bought WABD.

Tafon Distributors, which bought "The Hunter" nationally, is placing it on WABD. Old Dutch Coffee is sponsoring "The Goldbergs" on this station. The Finley Strauss Stores have taken the Bulova Watch co-op deal on the "Ford Theater" reruns, and is showcasing it on WABD. Canada Dry placed "Mr. Executive" on WABD, which will televise it in color. Petri Wine bought alternate weeks of "Waterfront," which La Rosa has already been carrying on this station.

The General Electric dealers bought the "Star Playhouse" dramatic series, which the station had bought from ABC Film Syndication. Most of these deals were on the sponsors' packages rather than the station's. Six more such half hour buys are in the works.

KOWL Block Programs Negro, Mex., L-A Segs

HOLLYWOOD, July 30.—George Baron, vice-president of indie Radio Station KOWL, this week announced a switch to block programming of its Negro, Mexican and Latin-American shows. Largest foreign-language station in this area, Baron explained the KOWL position in declaring, "The trend by advertisers toward specialized markets demands that its top shows have the additional time."

Baron aired the view that foreign-language programming was on a downhill trend, and predicted the eventual demise of such radio presentations.

The Top "TRACK RECORD" for a Sports Show

The TV SPORTS CHAMP is "Championship Bowling"—now racking up ratings that can only be described as astonishing. Not even baseball, fights or pro football can compete. Sounds almost unbelievable, but it's true!

Look over just a few of our typical ratings, and bear in mind these are for "slots" in fringe times.

WKJG-TV	Ft. Wayne, Ind.	• 5:30 Sat. aft.	40.4
WHAM-TV	Rochester, N. Y.	• 2:30 Sat. aft.	30.0
WDAF-TV	Kansas City, Mo.	• 1:00 Sun. aft.	18.0
WKRC-TV	Cincinnati, Ohio	• 1:00 Sun. aft.	22.4

CHAMPIONSHIP BOWLING

A "NATURAL" for Breweries

Now sold in a big list of markets to such outstanding firms as Hamms, Genesee, Griesedieck Bros., Schlitz, A-1 Beer and others. They get a big "merchandising plus" thru tie-ins with the bowling alleys.

Is a one-hour film show (shot specifically for Television)—52 now in the can—featuring match elimination games between champions of the bowling world for major cash awards. America's top stars under our exclusive contract. This show will build a big rating overnight in any time slot regardless of competition—even the best feature films.

**For descriptive brochure, prices, and
audition film, write, wire or phone**

WALTER SCHWIMMER CO.

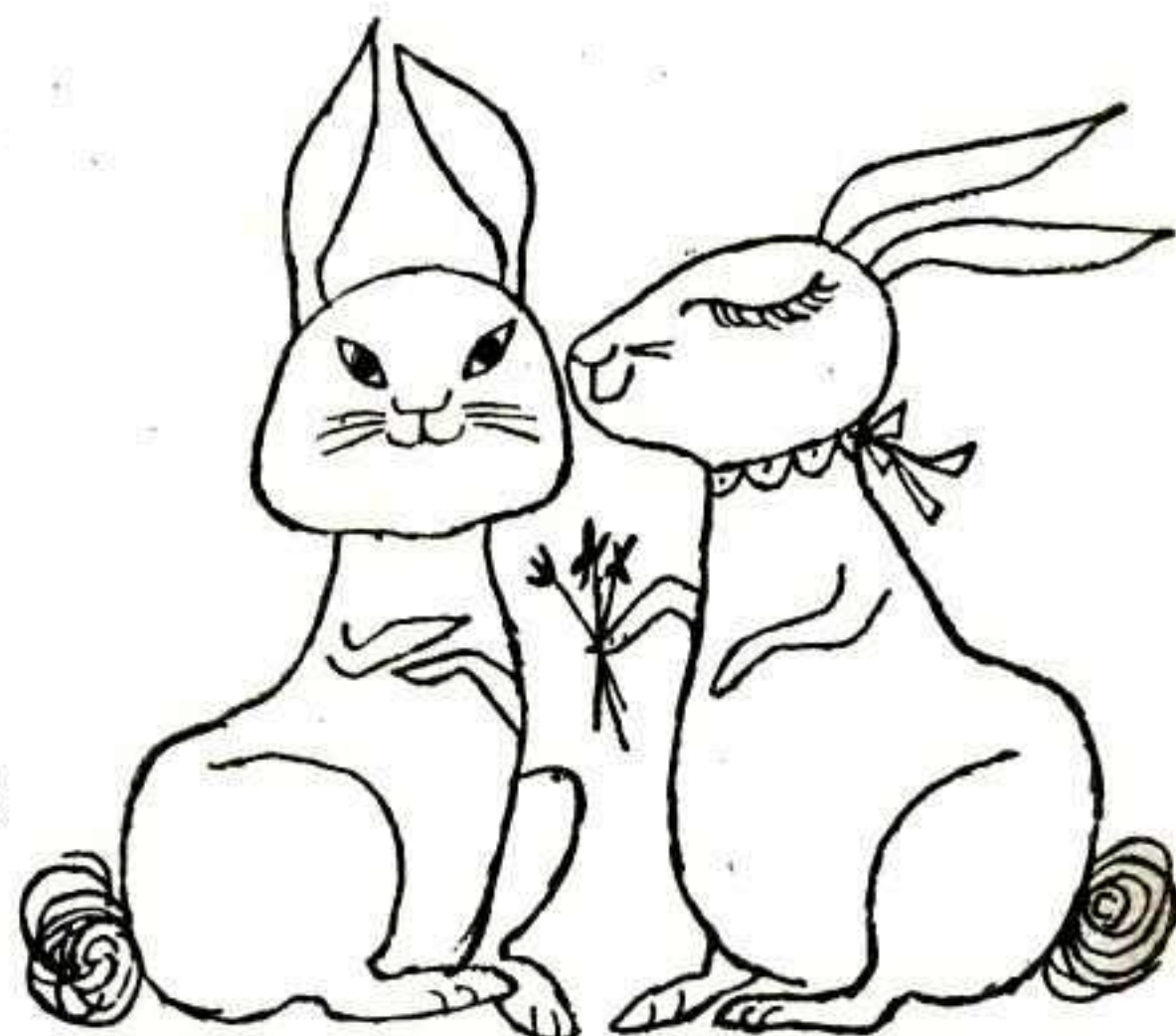
75 E. Wacker Drive, Chicago 1, Ill. Franklin 2-4392

New York Office: Howard Henkin, 16 E. 41st St., LExington 2-1791

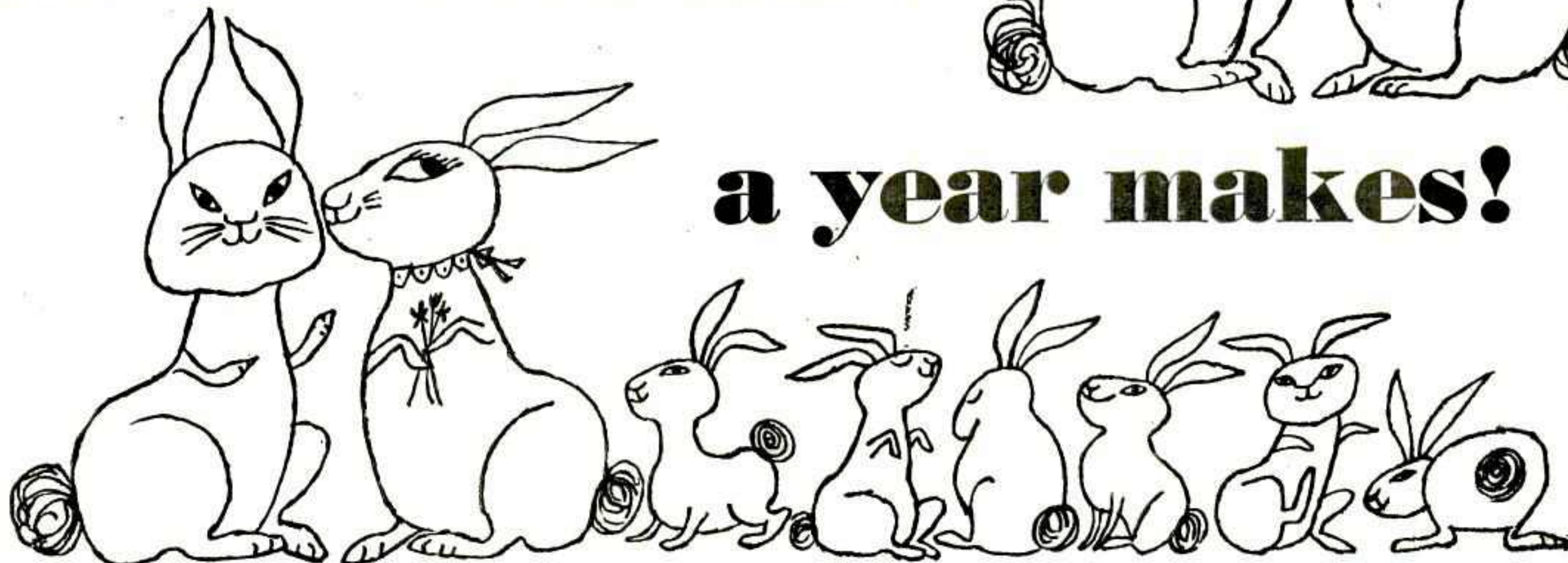
Hollywood Office: Tom Corradine, 5746 Sunset Blvd., HOLlywood 2-4448

Canada: Spence Caldwell, 447 Jarvis, Toronto, WALnut 2-2103

what a difference



a year makes!



JUNE, 1954

TWO FIRST RUN NATIONAL PROGRAMS

65 1/2-HOURS OF FILM ENTERTAINMENT

JUNE, 1955

EIGHT FIRST RUN NATIONAL PROGRAMS

273 1/2-HOURS OF FILM ENTERTAINMENT

Screen Gems 1955-1956 Production Schedule

PROGRAM

Adventures of Rin Tin Tin... ABC-TV... Fri., 7:30 p. m.
 Captain Midnight... CBS-TV... Sat., 11:00 a. m.
 Celebrity Playhouse... National TV Spot
 Father Knows Best... NBC-TV... Wed., 8:30 p. m.
 Ford Theatre... NBC-TV... Thurs., 9:30 p. m.
 Patti Page Show... National TV Spot
 Damon Runyon Theatre... CBS-TV... Sat., 10:30 p. m.
 Tales of the Texas Rangers... CBS-TV... Sat., 11:30 a. m.

SPONSOR

National Biscuit Co.
 Wander Co.
 Falstaff Brewing
 Scott Paper Company
 Ford Motor Company
 Oldsmobile
 Anheuser-Busch
 General Mills

ADVERTISING AGENCY

Kenyon & Eckhardt
 Tatham-Laird
 Dancer-Fitzgerald-Sample
 J. Walter Thompson
 J. Walter Thompson
 D. P. Brother & Co.
 D'Arcy Advertising
 Tatham-Laird

SCREEN GEMS Inc.



TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y. • Circle 5-5044

The Billboard Spotlight on Fall TV Program and Time Buying

TV Filming Heads Toward the Coast

Majors Entry, New Shows, Death of Old Types in Trend; Full Move Involves Ifs

The trend toward the ownership and production of TV properties on the West Coast was stepped up this season when the major film companies entered the medium. Out of the 19 new vidfilm series to be offered to viewers this fall only two will be filmed in New York, which will continue to build Hollywood's financial stake in the video industry.

Almost two-thirds of the new properties will be on film since the medium will be presenting, in total, 28 virgin programs for the new season.

The casualties this season were great. TV will start the new year with about one-fourth of the network shows exposed to audiences for the first time. The reason for such a high death rate was apparently the satiety of the video public with such old properties as "Danger," "Fireside Theater" in its old version, "I Married Joan" and "My Little Margie." And the satiety with situation-comedy, at least in its old form.

Majors Smiling

The major film outfits jumped into TV with both feet this season. Metro-Goldwyn-Mayer, 20th Century-Fox, Warner Bros. and Paramount Pictures, thru Yorke Productions, a subsidiary, took the plunge and came up smiling as they found sponsors. Screen Gems, a subsidiary of Columbia Pictures, has been making a name for itself over the past several seasons, and its "Ford Theater" is one of the top-rated shows in the medium.

The trend away from situation-comedy encouraged a trend toward adventure. Since film is a certain tool for broadening video horizons, it naturally has come into greater use. Such shows as "Navy Log," "My Friend Flicka," "Sergeant Preston of the Yukon" and "Brave Eagle" go after not only kid audiences, but adults, too, and they offer scenic values which go beyond the living-room set. Adults, too, will be offered something new in the way of the adult Western, a type of video programming not seen previously on TV. Such shows as "Gunsmoke" and "Frontier" are good examples.

Live Demise

The trend toward Hollywood production has been encouraged by the virtual death of the live half-hour dramatic show. There are only a few remaining—the long-running "Big Story," "Star Tonight" and "Appointment With Adventure." These shows usually offer a low cost per thousand, but many advertisers and networks believe this is not enough. They want impact and names both of which can better be supplied by film or by the hour and hour-and-a-half spectacular stanzas.

The quiz and audience-participation show is another program type that has been having trouble. Tho sponsors get plenty of mileage out of them, few such new properties have been bought. The "\$64,000 Question" is the only new show of this type to be brought to the medium, and it has supplied plenty of impact via the biggest money giveaway in the history of TV.

The biggest single packager of new programs is CBS-TV, which

'Three Lives' Gets 21 Cincinnati Rate

NEW YORK, July 30.—In the American Research Bureau charts of the July 23 issue, Ziv-TV's "I Led Three Lives" was accidentally omitted from the listing for Cincinnati. In ARB's June report for this city, "Three Lives" had a 21.0 rating, which ranks it third among all syndicated shows there.

Many Hands Split the Melon On Ownership of Programs

Independent Control Outweighs Nets; Agencies, Talent Also Hold Shows

An analysis of the ownership of the nighttime programs to be presented during the coming season reveals that there is not as much concentration of control of TV properties as is generally believed. The networks, of course, are the dominant group of owners.

However, by far the vast majority of programs are independently owned. The networks actually have title to only 18 out of the approximately 97 regularly programmed shows. And CBS-TV by far outstrips its competing webs, NBC-TV and ABC-TV, in the ownership of properties. It has 12 such shows. NBC-TV has three, as has ABC-TV.

But the networks have control of many more video properties thru their pacts with talent. NBC controls the Ralph Edwards video stanzas, "This Is Your Life" and "Truth or Consequences," thru its contract with Edwards. And it has similar contracts with Milton Berle, Martha Raye, Worthington Minor, Jim Moser, Ray Singer and Dick Chevillat which adds another six shows to its domination.

CBS-TV, of course, has a contract with Arthur Godfrey which ties his two TV programs to its network, and also Jackie Gleason's two shows under the same kind of con-

rol. ABC has a contract with Walt Disney, its single strongest programming asset, which gives it firm reign on "Disneyland."

Talent Control

Otherwise, the strongest trend in packaging in the past several seasons is for talent to control their own TV shows. In no other entertainment medium has their ownership interest been as strong, probably because they were never able to work as harmoniously with the sources of distribution.

Jackie Gleason, Milton Berle, Martha Raye, Bob Hope, George Gobel, Edward R. Murrow, Arthur Godfrey, Tony Martin, Loretta Young, Danny Thomas, Robert Cummings, Robert Young, Robert Montgomery, Lucille Ball, Desi Arnaz, Sid Caesar, Ann Sothern, Perry Como, Jimmy Durante, Dick Powell, Charles Boyer, Jackie Cooper, David Niven, Ida Lupino and James Paige—all control in part, or in full measure, the shows on which they star. In many cases, their services are so much in demand that they control and package the programs to replace them during the summer. Jackie Gleason, George Gobel and Sid Caesar own their summer replacements. The same is beginning to be true

of writing talent. Worthington Minor, Jim Moser, Ray Singer, Dick Chevillat, Hal Kanter, Nat Hiken and Artie Stander possess substantial pieces of properties they have created even as network hirelings. This is a trend which will very likely continue, because talent is irreplaceable and vital to TV.

Outside of the networks the most important packagers are Goodson and Todman, with five shows (Goodson actually owns half of another show, "Stop the Music."); MCA, which controls five vidfilm series; Screen Gems, the owner of four vidfilm properties, and Talent Associates. The last-named is the most important packager of live drama on the networks. It has three dramatic programs and one new situation-comedy, "Joe and Mabel."

The agencies and sponsors, another important group, also own nine programs. J. Walter Thompson is the most active packager of programs among the agencies. To its long-run "Kraft TV Theater" and "Star Tonight," it has added "Medical Horizons." And Lever Brothers still owns "Big Town" and "Lux Video Theater," two of its radio properties it has converted to TV use. The movie companies, of course, this fall will become an important owner of TV properties. (See other story this issue.)

Stiff Battle

Selling a TV show is a major achievement because of the spirited competition for the fast buck that the medium can guarantee. Packagers can make anywhere from 5 to 10 per cent per week on programs, depending upon the kind of show they sell. Over a 39-week season, consequently, the packager of a dramatic program whose take is closer to 5 per cent stands to make about \$43,000. The usual dramatic show which is on film runs about \$25,000 per week. The packager of a quiz show makes closer to 10 per cent on a program whose weekly cost runs about \$15,000. He should net about \$48,000.

Opportunities for packagers will be opening up, and are at the moment. However, they are on a one-shot basis. Packagers who can sell networks spectaculars can make as high as \$20,000 each show. The possibility of making this kind of coin with just an idea is enough to attract a new host of idea men who want a crack at the TV packaging sweepstakes.

GAC Agenting Football Loop

NEW YORK, July 30.—The National Football League has named GAC-TV its exclusive agent for a package of eight games next season, seven of them Saturday nights plus Thanksgiving morning. Les Arries Sr., formerly sports director of ABC, is now TV consultant to the NFL and is serving as liaison with GAC-TV. They may assemble their own network for the games, set up directly with AT&T.

For the past several seasons Du Mont carried the pro football games on a vast network with an intricate system of cut-ins for regional sponsors.

SOMEWHERE IN THE WORLD...

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost no little as \$3 — 1

WHO OWNS WHAT NEW SHOWS ON THE TV WEBS

Herewith we present a complete line-up, to this date, of the programming entries for the coming season and their packagers. New programs have been designated by an asterisk (*) and vidfilm series by (F) immediately preceding the name of the

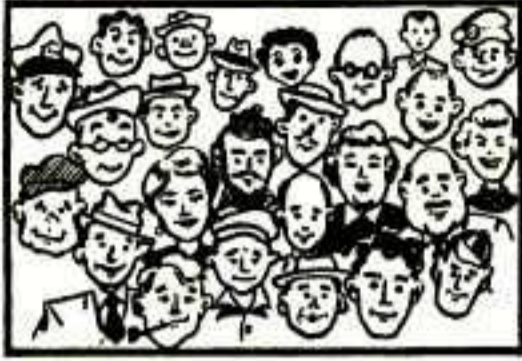
show. There has been no attempt to list all the owners of individual TV packages, but only those who control an important part of these shows.

- Packaged by CBS-TV**
 - Toast of the Town
 - (F) Burns and Allen
 - (F) Navy Log
 - (Together with Sam Galt)
 - (F) You'll Never Get Rich
 - (Together with Phil Silvers and Nat Hiken)
 - (F) See It Now
 - (Together with Edward R. Murrow and Fred Friendly)
 - (F) Our Miss Brooks
 - (F) Gunsmoke
 - (F) The Lineup
 - (Together with Lawrence Klee and Frank Cooper Associates)
 - Johnny Carson Show
 - Red Skelton Show
 - (Together with Red Skelton)
 - Person to Person
 - (Together with Murrow, John Aronson and Jesse Zousmer)
 - Jack Benny Show
 - *Saturday Night Spectacular
- Packaged by NBC-TV**
 - (F) Life of Riley
 - Dinah Shore Show
 - You Bet Your Life
 - Saturday Night Spectacular
 - Sunday Night Spectacular
 - *Sunday Afternoon Spectacular
 - Producer's Showcase, Monday night spectacular
- Packaged by ABC-TV**
 - (F) Make Room for Daddy
 - (F) Wyatt Earp
 - (F) Ozzie and Harriet
 - (Together with Ozzie and Harriet Nelson)
- Packaged by GOODSON-TODMAN**
 - I've Got a Secret
 - What's My Line?
 - The Name's the Same
 - Beat the Clock
 - Two for the Money
- Packaged by EDWARD WOLF**
 - Penny to a Million
 - Masquerade Party
 - Break the Bank
- Packaged by LOUIS COWAN**
 - Down You Go
 - *The \$64,000 Question
- Packaged by COWAN-GOODSON**
 - Stop the Music
- Packaged by JOHN GUEDEL**
 - People Are Funny
- Packaged by RALPH EDWARDS**
 - Truth or Consequences
 - This Is Your Life
- Packaged by TALENT ASSOCIATES**
 - (F) Joe and Mabel
 - Appointment With Adventure
 - Phico-Goodyear Playhouse
 - Armstrong Theater
- Packaged by McCADDEN PRODUCTIONS**
 - (F) Robert Cummings Show
 - (Together with Cummings)

- (F) People's Choice
- (Together with Jackie Cooper and Irving Brecher)
- Packaged by SCREEN GEMS**
 - (F) Ford Theater
 - (F) Father Knows Best
 - (F) Damon Runyon Theater
 - (F) Rin Tin Tin
- Packaged by 20TH CENTURY-FOX**
 - (F) My Friend Flicka
 - (F) Hour General Electric dramatic show
- Packaged by METRO-GOLDWYN-MAYER**
 - (F) M-G-M Parade
- Packaged by WARNER BROS.**
 - (F) Warner Bros. Presents
- Packaged by WALT DISNEY**
 - (F) Disneyland
- Packaged by YORKE PRODUCTIONS**
 - *Colgate Variety Hour
 - (One-third owned by Paramount Pictures and two-thirds by Jerry Lewis and Dean Martin)
- Packaged by PYRAMID PRODUCTIONS**
 - Big Story
 - (F) TV Reader's Digest
 - (Together with Chester Erskine)
- Packaged by DESHLU PRODUCTIONS**
 - (F) I Love Lucy
 - (F) December Bride
- Packaged by MCA**
 - (F) Dragnet
 - (F) Crusader
 - (F) GE Theater
 - (F) Campbell Starstage
 - (F) Studio 57
- Packaged by JACKIE GLEASON ENTERPRISES**
 - *Dorsey Brothers' Show
 - (F) The Honeymooners
- Packaged by UNICORN PRODUCTIONS**
 - (Owned by Arthur Godfrey)
 - Friends
 - Talent Scouts
- Packaged by LEVER BROTHERS**
 - Lux Video Theater
 - (F) Big Town
- Packaged by DU PONT**
 - (F) Cavalcade of America
- Packaged by AMERICAN TOBACCO COMPANY**
 - Hit Parade
 - Firestone Tire Company
 - Firestone Hour
- Packaged by J. WALTER THOMPSON**
 - Kraft TV Theater
 - (Together with Kraft Foods)
 - Star Tonight
 - *Medical Horizon
- Packaged by PROCTER & GAMBLE**
 - (F) Fireside Theater
- Packaged by HAL ROACH JR.**
 - (F) Screen Director's Playhouse
- Packaged by LEWISLOR PRODUCTIONS**
 - (F) Loretta Young Show
- Packaged by DON SHARPE**
 - (F) Four Star Playhouse
 - (Together with Dick Powell, David Niven, Charles Boyer and Ida Lupino)

- Packaged by WORTHINGTON MINOR**
 - (F) Frontier
 - (Together with NBC)
- Packaged by DANZIGER BROTHERS**
 - (F) The Vise
- Packaged by RAYDICK PRODUCTIONS**
 - (F) It's a Great Life
 - (Together with NBC)
- Packaged by SHELLART PRODUCTIONS**
 - (F) It's Always Jan
 - (Owned by Artie Stander, Sheldon Leonard and Janis Paige)
- Packaged by JIM MOSER**
 - (F) Medic
 - (Together with NBC and Worthington Minor)
- Packaged by TELEVISION PROGRAMS OF AMERICA**
 - (F) Lassie
 - (Together with Robert Maxwell)
- Packaged by DON FEDDERSON**
 - (F) The Millionaire
- Packaged by JACK CHERTOK-ANN SOTHERN**
 - (F) Private Secretary
- Packaged by TRENDLE-CAMPBELL**
 - (F) Sergeant Preston of the Yukon
- Packaged by JACK WRATHER**
 - (F) Lone Ranger
- Packaged by SAPPHIRE PRODUCTIONS**
 - (F) Robin Hood
- Packaged by ROY ROGERS**
 - (F) Brave Eagle
- Packaged by BERNIE SCHUBERT**
 - (F) Men in Black
- Packaged by CAROL IRWIN**
 - Mama
- Packaged by BOB JENNINGS**
 - Chance of a Lifetime
- Packaged by JOHN GIBBS**
 - Robert Montgomery Presents
 - (Together with Montgomery)
- Packaged by BLONDEAU-VITAL**
 - Dollar a Second
- Packaged by GOMELCO PRODUCTIONS**
 - George Gobel Show
 - (Owned by Gobel and Hal Kanter)
- Packaged by JIMMY DURANTE**
 - (F) Jimmy Durante Show
- Packaged by SHELLRIC PRODUCTIONS**
 - Sid Caesar Show
- Packaged by MARTHA RAYE**
 - Martha Raye Show
- Packaged by MILTON BERLE**
 - Berle Show
- Packaged by BOB HOPE**
 - Bob Hope Show
- Packaged by UNITED STATES STEEL-THEATER GUILD**
 - U. S. Steel Hour
- Packaged by TONY MARTIN**
 - Tony Martin Show
- Packaged by PERRY COMO**
 - *Perry Como Show
- Packaged by REJACK PRODUCTIONS**
 - *Original Amateur Hour

In Green Bay Packerland Your **DOLLAR** Buys **MORE on 11**



\$ MORE VIEWERS PER DOLLAR

Over 10% more unduplicated TV homes per dollar in primary coverage area. The ideal complement to your Milwaukee-Chicago TV coverage.

\$ MORE MERCHANDISING FOLLOW-THROUGH

Dealers stock up when WMBV's merchandising gives advance notice of up-coming campaigns on Channel 11. WMBV makes your TV dollar move more merchandising all the way along the line.



\$ MORE PROGRAM POWER

Unusually high percentage of top NBC shows gives you well-rated adjacencies.

Studios in both Green Bay and Marinette are finest in Packerland, make possible unprecedented live shows of regional interest.

Phone

VENARD, RINTOUL & McCONNELL

New York, Chicago, Los Angeles, San Francisco

WMBV-TV

Studios in
Green Bay & Marinette
Wisconsin



NOW! — A Second Printing

"32 TELEVISION TALKS"

transcribed from the
BMI TV CLINICS — 1954

Combines the knowledge and experiences of 32 TV leaders in every phase of TV programming and production . . . factual, informative and down-to-earth talks by men who have been in the industry from the ground up.

Published by BMI at \$7 and made available as an industry service at the cost of transcribing and printing — \$4.20 post paid.



"32 Television Talks" is an entirely fresh and stimulating report of the BMI TV Clinic sessions conducted in New York, Chicago and Los Angeles during 1954 . . . a new and up-to-date book which follows up "Twenty-Two TV Talks," published in 1952.

"How to do it" is the theme of "32 TV Talks," with complete data on such vital topics as: film buying and film programming . . . news and spe-

cial events . . . twists in production . . . educational and commercial programming . . . low cost production . . . local programming . . . promotion and public relations . . . ideas and imagination . . . as well as dozens of other essential elements in TV.

In addition to the 32 talks, the book includes transcripts of the QUESTION and ANSWER periods of the Clinics.

(If you attended one of the BMI TV Clinics you only heard about 1/3 of the talks.)



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

REEVES TICKS OFF DUTY OF DISTRIBS

Evaluates What They Can Do to Bolster Programming, Aid Station Co-Operation

(Note: The following was the address delivered at the TV Film Panel staged at this year's National Association of Radio & Television Broadcasters' Convention by The Billboard's TV Editorial Advisory Board. Because of the widespread comment it evoked, we herewith reprint it in full).

By **JEROME R. REEVES**
Program Manager, WBNS-TV,
Columbus, O.

Since the announcement in The Billboard of this film panel and my subject, "What TV Film Distributors Should Provide in Formats and Price Policies," I found in discussions with station associates that I was charged with a crusade. If I neglect this duty, it is because having been involved in film production, I am aware of the problems that prevent immediate answers to requests for more imaginative programs, new formats and standard pricing.

Thus in answering "what distributors should provide . . ." I will stick to what distributors can provide in formats and price policies without immediate reorganization or a trip to the Bank of America.

I shall also add, as a postscript, a provision for the stations.

The important consideration of the distributor should be to develop an awareness of station needs. In an analytical appraisal of station program logs, he might discover a few golden nuggets that gleam in Pittsburgh, Lubbock, Green Bay or Columbus. In this search he will find that there are program ideas that have been developed in answer to an immediate need of client, time, audience or service and do attract a large audience.

'Fun to Reduce'

Guild found the simple but effective "It's Fun to Reduce" in Pittsburgh, and it's dynamite in Portland, Ore. Atlas discovered an exciting combination of adventure and education in "Captain Z-Ro" on KRON, San Francisco, and it's pulling ratings in New York.

In addition to ideas, the logs will reveal the voids in type of programs needed. Hollywood Television recognized the lack of—and yet the popularity of—the adult Western and produced the award-winning "Stories of the Century." Flamingo with the "Stars of the Grand Ole Opry" is corraling sales in the neglected country and western music department, and Official gives every station its own hit parade with "This Is Your Music."

He might have found the need that prompts Ted Cott's experiment in late evening programming on WABD, titled "Featurama," consisting of a provocative wrap-around of filmed short subjects, cartoons, newsreels. At the moment, the bulk of production for syndication is projected to showing in "A" time periods. In shooting for this time bracket, the distributor is faced with three important factors:

Three Factors

1. Lack of time availabilities.
2. Stiff competition from other video films that are currently running in a cycle sparked by a previous success.
3. And the advertiser who can afford the market price, wanting the largest possible audience as a guarantee of cost per 1000, demanding the station that has no time.

In this concentration on the "survival of the fittest," distributors are overlooking the potentialities of "B" and "C" time. Increased programming and number of TV

homes are making these time periods important sources of revenue for stations that need program development . . . particularly in markets where television has aged and discriminating viewing has set in.

The use of film for programming, other than features, in these periods has scarcely been exploited.

This is pointed out in the NARTB Film Manual, 1955, in the section dealing with the daily breakdown of film programming. Currently 50 per cent of the film programming is shown in the evening, 36 per cent in the afternoon and 9 per cent in the morning. Of the film being used, 53 per cent is feature, 28 per cent syndicated and the rest is free film, short subjects or locally produced.

Real Needs

There is a need and a market for programs expressly designed for these time periods that have an aggressive, imaginative approach. And the needs run a gamut from service shows, personalities, sports, human-interest features, panels, women's specialties, news reviews, seasonal or special interest shows. And there's a continuing need for stronger children's programming in all age brackets.

At this point we might note that the original development of good children's (and family) programming came thru syndicated film. "Wild Bill Hickok," "Range Rider," "Ramar," "Crusader Rabbit," "Rocky Jones," "Laurel and Hardy," to name but a few. This scheduling set the sales pattern for the late afternoon or early-evening periods. This awareness of the child as a purchasing agent for the family viewing is now recognized by all as a potent factor in audience acceptance.

Library Plan

Another important development is the use of current syndicated shows in a strip pattern, as the Library Plan previously discussed.

This plan is perhaps one of the greatest innovations of film pro-

gramming, for it gives flexibility to syndicated film comparable to the current use of feature film. This elasticity for some stations would be a combination of first-run "A" and possible single or strip reruns in "B." For others it would be all "B" or "C" daytime stripping.

This is a responsibility and a challenge with the same opportunity for success that opened local and regional sales for syndicated film, children's programming and the use of features as late evening fare.

In a discussion of pricing in this short a time, the only safe assumption that can be made is that "it is relative." It has improved so much in the past four years—at least as far as our market is concerned—that I can only say that they are stabilizing into a standard, predictable scale.

Half Hours

That there are fluctuations is understandable, just as changes in station rates are acceptable. The first-run half hours are perhaps the most stable of all. And the only exceptions are the unusual types of program packages.

I mentioned earlier that I would add a postscript for stations. And although very simple, it's a very important one. All film salesmen should be seen and all products should be screened. In working with a number of stations in an advisory capacity, I found it rather amazing that they had so little knowledge of the field. Last year trade journals reported the most consistent shortcoming of applicants appearing at competitive TV hearings before Federal Communication Commission examiners is in the film buying field. Observers commented upon lack of indoctrination on how to buy and exhibit films for television. In programming a station you must be fully aware of what is available in order to match the factors of need, time and sponsor in the over-all station program log. You can't afford to make blanket rejections.

Proof: The "Little Rascals" series was opened for sales in March, 1954, and even tho Interstate had a strong sales push starting in July of that year, it was eight months later, with the success story of WXYZ, Detroit, that stations and their reps reversed the push and started getting in line.

BOTH TV AND RADIO

Spot Sales to Reach New Heights in Fall

By **TOM McFADDEN**

NBC Vice-President in charge of NBC Spot Sales

There is every reason to believe that this fall will initiate an increase in spot advertising equal to, if not greater than, the meteoric gains of past years.

The basis for spot's favorable prospects is its unmistakable emergence as a primary advertising medium. An ever-increasing number of agencies and clients have come to look upon spot, not as a supplementary tool, a filler-type appropriation, but as a basic selling medium.

Spot TV and spot radio have won their spurs by meeting the needs of a wide variety of advertisers, large and small, and by evoking such response to sales messages as to justify the medium's new stature.

This means that seasoned spot sponsors, particularly those in the food, drug and automotive industries, will in all likelihood expand their spot schedules this fall . . . and that more and more new advertisers will be coming into spot for the first time.

Even at this early date it is apparent that the limited number of choice spot television availabilities will cause an allocation problem rather than a selling problem for most major stations.

Bigger Yet

The excitement that NBC instilled in network television during the past year will be still more intense in the fall, including bigger

and better color spectaculars . . . and nighttime adjacencies will be SRO.

Logically, we can expect to see more spot advertisers in daytime television. Time and time again sponsors whose prospects are available in the morning and afternoon hours have found it a very fertile sales ground.

The future is bright for spot radio, too!

Led by "Monitor," the new NBC weekend radio service, programming changes are skillfully guiding radio closer to today's living habits and are making spot radio a better buy than ever before.

There is a new sense of immediacy conveyed to listeners. This immediacy, in combination with the "service" approach that presents news, traffic and weather reports frequently thruout the day, is drawing more listeners back to radio . . . and, with them, more spot advertisers.

Morning hours, because they are least competitive with TV, are the spot radio buys most in demand. The preoccupation with television is diminishing, however, and this fall will see a trend toward other periods of the day and night.

With complete freedom in the selection of markets, stations and time periods, and with the relatively low cost of spot radio, there is no question but that more advertisers will use saturation schedules, aware that the repetition of their sales messages will help build the brand recognition that makes customers.

In Live Programming

KTLA
CHANNEL 5

Towers over

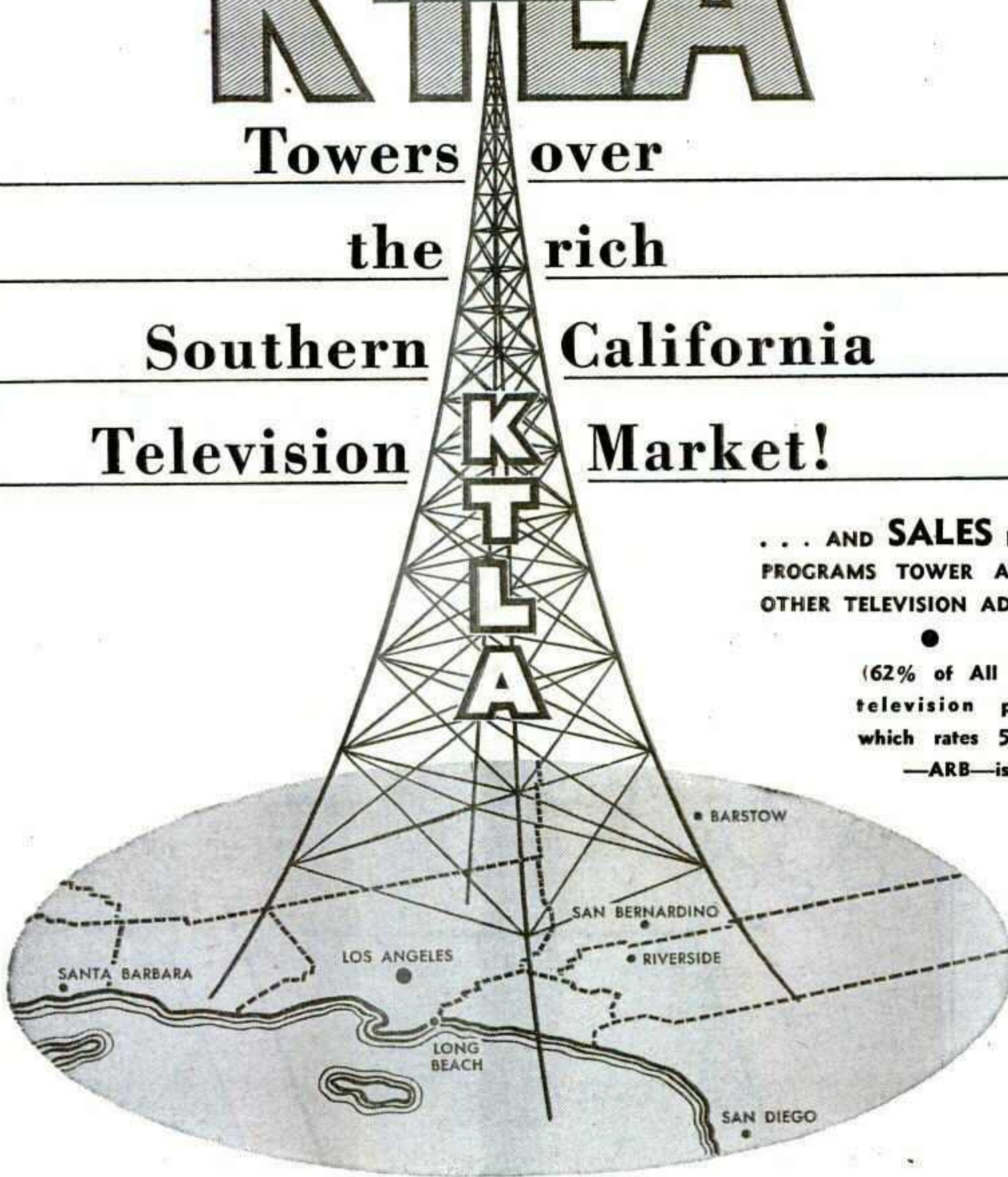
the rich

Southern California

Television Market!

... AND **SALES** FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

●
(62% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA)



IN KTLA'S SIGNAL AREA:

Population 7,004,800 • Retail Sales \$8,244,000,000 • TV Sets 2,200,000

7% of the nation's television homes can be reached by

Represented Nationally by **PAUL H. RAYMER COMPANY**



GO NNA BE A TOUGH FALL

Both Net, Local Operations Set for Hottest Race Yet

TV stations are aware that next fall will usher in the hottest competitive programming race on both the network and local levels that the industry has yet seen. In an effort to meet the increasing competition, they are putting renewed vigor and ingenuity into the task of coming up with attractive programming buys for advertisers.

One of the factors responsible for stations making greater use of their creative faculties than ever before is the heightened competition they will be facing from network programming in time periods newly programmed by the webs. Non-ABC-TV outlets, for instance, will for the first time be up against a formidable ABC vehicle in the shape of "Mickey Mouse Club" in the 5-6 p.m. period across the board.

Additionally, ABC's rapid growth has resulted in the web's scheduling programming for next season in several prime time periods which last season ABC had left for its stations to program locally.

Kiddie Front

Somewhat similar is the heightened competition non-CBS outlets will be facing on the early evening kiddie front from CBS-TV's lineup of children's shows in the 7:30-8 p.m. slot four nights a week. Last season, the only network competition for the kiddie audience that stations faced in that time slot came from ABC on three nights a week.

The continuing increase in the number of TV stations going on the air is another important factor contributing to the growing competition in local programming and sales.

As a result of this heavy competition, TV stations today are more selective than ever in the programs they are airing. So far as film is concerned, stations are buying only the best product available at the lowest prices they can. The large number of film shows—both first-run and rerun—in distribution has helped put the stations in a unique position to do this. And as a consequence, advertisers who are buying local film programs are today getting better value for their money than ever before. There is no doubt this situation will continue thru next season and probably for some seasons to come.

Locals' Film

One programming area in which stations are showing increasing ingenuity is in the use of film material in creating local shows, emceed by live local personalities. Such shows combine the advantages of using a local personality who can win a loyal following on his own, with film programming material which a station could never duplicate in live form.

Perhaps the most successful examples of this type of program are the shows that local stations this season have created from "The Little Rascals" shorts that Interstate Television Corporation has been distributing. Over 75 stations have bought the "Rascal" package, which consists of old "Our Gang" theatrical shorts, from Interstate thus far.

Ratings that the stanzas have been pulling in most of these markets are little short of phenomenal. In all cases, the shorts are used as the backbone of a show which features a local live personality as emcee. In most of these shows, groups of local small fry appear on the show live.

Jungle Shows

Another example of station ingenuity in the development of live shows whose backbone is the "Captain Safari" and "Captain Nemo" stanzas on WCBS-TV, New York, and WCAU-TV, Philadelphia, respectively.

Both shows consist of jungle footage being distributed by Sterling Television. The live emcees act as narrators and are so tied into the format of the show that they can almost be considered as

participants of the jungle action being shown on the film.

The growing trend that's seeing more and more stations developing their own shows from film is again exemplified by the "Featurama" shows which Ted Cott has created from TV short subjects for WABD, New York, and WTTC, Washington.

Next year, stations will have an even greater opportunity to use

their imaginations in creating new shows from film when Associated Artists makes available 199 old Monogram features which stations can cut up and program in any way they desire.

There's no doubt that stations today are striving harder than ever before to provide their advertisers with programs, both live and film, that will sell products at a reasonable cost per thousand.

Tele-Cine Changes Name to Bandelier; Preps 100G Studio

ALBUQUERQUE, N. M., July 30.—Tele-Cine Productions, TV film commercial studios here, changed its name to Bandelier Film Company, effective July 15. The name was changed because it conflicted with that of another firm.

Bandelier also announced plans for a new \$100,000 studio, construction of which begins in the fall. President Robert Stevens said the firm has outgrown its original studio. The new one will contain 10,000 square feet of floor space, housing sound stages, photographic facilities and art and animation departments.

Hwd. TV Sets Hillbilly Pkg.

HOLLYWOOD, July 30.—Hollywood TV Service, which last week announced a new 13-feature "Emerald" package, is this week readying still another feature package for release. In what is believed the first attempt by a distributor to put together a series of features that will appeal to a specific type of audience, Hollywood TV is placing 13 hillbilly pix in one package.

Composing the group are seven Judy Canova pix, two or three each by Roy Acuff and Jim Warren, and one or two others.

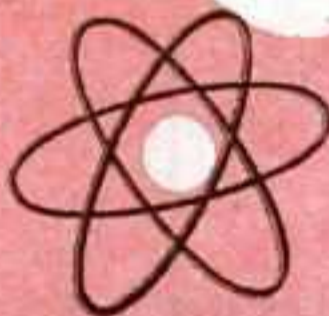
AT LAST!

A commercial, public service, award-winning program which will add prestige and profits to every station and sponsor

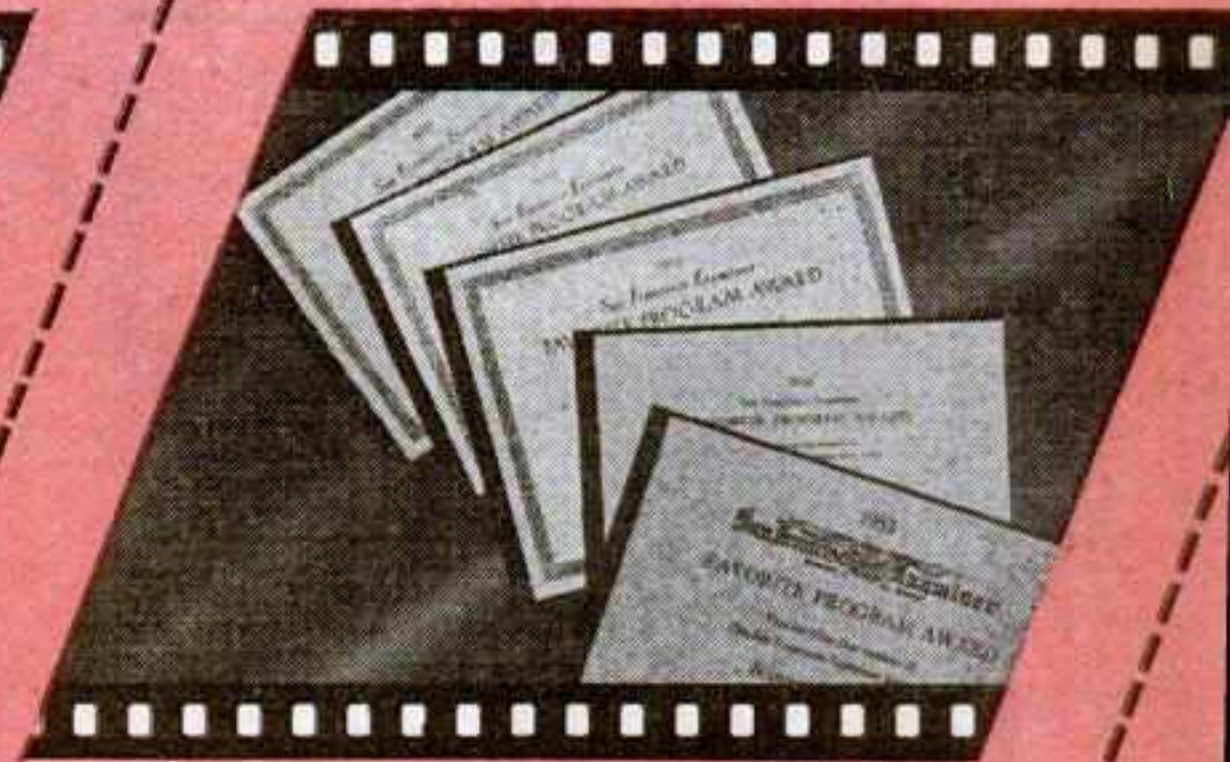
SCIENCE

EXCITING!

ENTERTAINING!



AWARDS — "for demonstrating an ideal situation between public service and commercial sponsorship."



FAVORITE local television program, for five successive years.

ABC-TV Racks Up First Sale For 'Sheenah'

HOLLYWOOD, July 30.—ABC-TV this week racked up its first sale on the new "Sheenah, Queen of the Jungle" vidseries. The net's film syndication division signed up Mother's Cakes and Cookies for seven Western markets in a regional deal.

Included are San Francisco, San Diego, the Sacramento-Stockholm area and four smaller markets, but not Los Angeles. The Hoenig-Cooper agency, San Francisco, handled negotiations.

Barbet Gets WXEX Outlet

NEW YORK, July 30.—Another station has begun buying film thru Sid Barbet's Buyers Associates, it was reported here. Barbet has begun placing orders for WXEX-TV, Petersburg, Va., VHF station that goes on the air around August 15. The new station is expected to have some coverage in Richmond.

Barbet only recently added WISN-TV, Milwaukee, to his roster, when the Hearst Corporation bought it. He has been buying film for Hearst's WBAL-TV, Baltimore, for a couple of years.

New Programming Concepts Prompt Review of Nat'l Spot

By JAMES LUCE
Supervisor of Time Buyers
J. Walter Thompson

The one thing that attracts an agency placing national spot is a good buy. Foremost in its mind is the aim of reaching the greatest number of people at the lowest possible cost. This is true whether it be in the purchase of announcements or programs.

Most stations are aware that much national spot revenue could just as well be placed on a net-

work basis. Nothing I have to say from this point on is intended to suggest that stations and their networks do not have a natural affinity of interests. I am sure everyone agrees that it is the networks that made television a national medium by their ability to produce the big shows and spread the cost over a large number of stations. This fall, however, if stations are anxious to maintain their volume of national spot, they are going to have to give serious consideration to

changed conditions. They will have to study what the networks have done in the way of sales formats. They'll have to compare what it costs an advertiser to use some of these network programs on a fairly wide list of stations against what it would cost on a spot basis. They may find that the advertiser can do much better on a network.

Rate Adjustment

Over the years, TV stations have announced periodic rate increases. These generally have been on a semi-annual basis. The base for these increases has always been their opening rate which, they acknowledged, was not based on circulation but was simply an arbitrary figure to cover part of the operating expenses. It may very well be that we are approaching a time when a number of these rates will have to be adjusted.

In radio rates corresponded very closely to potential homes. But this is certainly not the case today in television.

We were doing some figuring the other day as to what the cost would be to have five evening announcements in each of the top eight markets. Based on gross rates, the cost for 52 weeks would be in the neighborhood of \$1,700,000. It is all very well to point out how these eight markets embrace a large percentage of total U. S. sales, but the fact is that there still remains a tremendous potential completely untouched by television, and if any dealer or trade groups are important in the sale of the product, they are not being reached.

New Look

Whether one agrees with this concept or not, the networks today are rapidly changing the old radio concept of 52 programs a year sponsored by one advertiser. Network users of film are having to rewrite their contracts to take this into consideration. It certainly seems the same thing eventually may have to be done with film used for national spot. Many stations still have a long way to go in building local programs that can attract a large enough audience to make them pay. There seems to have been a good deal of success in developing kid programs and local news following the network sign-off. There has not been nearly so much success in developing local daytime programs and getting an adult audience during early evening station time.

This fall should, by far, be the most interesting one we have ever had in the history of broadcast advertising. It will bring even more headaches than we have had to date, if that is possible. It is a challenge to all of us—advertisers, agencies and media—to prove our ability to adapt and grow with this great force known as television.

TPA Adds to Sales Staff

NEW YORK, July 30.—Ted Rosenberg, reputed to be one of the top salesmen in film syndication, has resigned from Ziv-TV to join Television Programs of America. Two other account execs and a new promotion co-ordinator also joined TPA this week.

Jim Bonfils, former sales manager of KTVI, St. Louis, and before that with Ziv-TV, will cover that area for TPA, taking over from Jim Eells, who has moved to TPA's Chicago office. George Clark, formerly of WLS, Chicago, and WLW, Cincinnati, will work out of Kansas City for TPA.

The new promotion co-ordinator is Eleanor Gardiner, formerly director of the metropolitan division of the American Association for the United Nations.

These appointments make a total of 11 salesmen that TPA has hired in the past two months.

Ideal program—
for hard-to-suit prospects like banks, public utilities and institutional advertisers.

A proved success—
continuously sponsored for the past 5 years in San Francisco by the American Trust Company.

INFORMATIVE!

POPULAR!

Produced in association with the famed California Academy of Sciences, "Science in Action" is a program which wins unanimously enthusiastic endorsement of viewers, educational groups, stations and sponsors.

It boasts an eye-popping rating history—as well as a most impressive collection of awards and citations. It's a tremendous asset for any station, any sponsor, anywhere.

Call, write or wire for full details.

TPA Television Programs of America, Inc.
477 Madison Avenue, New York 22, N. Y.

OUTSTANDING guests on each program; leaders in science, industry and government — including five Nobel Prize Winners.

THE NEW FEATURE FILMS

On Washington's Birthday, 1954, Tom O'Neil, head of General Teleradio, made a deal with the Bank of America which was destined to produce a new look in feature film programming on TV. GT acquired the rights for four years to 30 motion pictures the likes of which had not come into TV in years.

This group of pictures so re-vitalized movie shows on TV that the stations went out on the prowl for more that would keep the ratings up after those 30 played out.

The distributors came thru, and they have been doing it quite regularly since then. Hygo got its "Big Ten" and followed it a year later with its "Showmanship Package." Interstate released a group of 28 Allied Artists pictures. Associated Artists was formed with a group of 55 first-run features. Hollywood TV Service released its 26-title Diamond group.

M. & A. ALEXANDER PRODUCTIONS, INC.

6040 Sunset Blvd., Los Angeles
7th Anniversary Feature Package—10 Features
It's a Wonderful Life
(James Stewart, Donna Reed)

Without Warning
(Meg Randall, Adam Williams)

The Man on the Eiffel Tower
(Charles Laughton, Burgess Meredith)

Try and Get Me
(Frank Lovejoy, Richard Carlson)
Queen for a Day (Jack Bailey)

Glory at Sea
(Trevor Howard, Sonny Tufts)
The Sword of Monte Carlo
(George Montgomery, Paula Corday)
The Lady Says No
(David Niven, Joan Caulfield)
Tokyo File 212
(Florence Marly, Robert Peyton)

Last week, O'Neil did it again with his deal to take over RKO Radio Pictures, and with it the 650-odd features in the RKO vaults. The Billboard last week (July 30 issue) carried the entire list of these features. But what about all the others that came to TV between the two O'Neil deals?

Herewith is a list of all the feature-length films (as complete as we could make it) that went into TV distribution in the 16 months between March 1, 1954, and July 1, 1955.

There are 522 titles in all here. The distributors list 174 as Westerns (there are others, of course, with Western locales). Of these, 115 are British made. Another 52 were produced abroad and dubbed.

Of the English-language pictures in this list 170 were produced since 1950.

Flaming Urge
(Harold Lloyd Jr., Cathy Downs)

Features—4
Cry Danger
(Dick Powell, Rhonda Fleming)
Black Beauty (Mona Freeman)
Tender Years (Joe E. Brown)
Secret Command
(Pat O'Brien, Carole Landis)

AMERICAN-BRITISH TV MOVIES, LTD.

200 W. 57th St. New York

British features—33

Edge of Divorce (Valerie Hobson)
Scotch on the Rocks
Murder Will Out (Valerie Hobson)
The Horse's Mouth
Miss Robin Hood (Margaret Rutherford)
Brandy for the Parson (Joseph Donald)
Wherever She Goes (Eileen Joyce)
Nothing to Lose
(Eddie Byrne, Hermione Baddeley)
Meet Mr. Callahan
The Runaway Bus (Margaret Rutherford)
Scarlet Web
Worm's Eye View
Police Dog
Radio Cab Murder
No Smoking
Ships With Wings
House of the Spaniard
Little Big Shot
San Demetrio: London
The Bells Go Down
Big Blockade
Gay Dog
No Resting Place

Second Mate
Fiddlers Three
Take Me to Paris
It's in the Air
Windfall
Return of the Vikings
High Command
Undercover
Black Sheep of Whitehall
Judgment Deferred

ASSOCIATED ARTISTS PRODUCTIONS, INC.

345 Madison Ave., New York 17

Features—55
An Inspector Calls—1954 (Alastair Sim)
Algiers—1938
(Hedy LaMarr, Charles Boyer)
Appointment in London—1953
(Dick Bogarde)
Babes in Bagdad—1952
(Paulette Goddard, Gypsy Rose Lee)
Belles of St. Trinians—1954
(Alastair Sim)
Big Night—1951
(John Barrymore Jr., Preston Foster)
Captain Blackjack—1952
(George Sanders)
Captive City—1952 (John Forsythe)
Case of the Frightened Lady—1939
(Marius Goring)
Chicago Calling—1952 (Dan Duryea)
Christmas Carol—1951 (Alastair Sim)
Confidence Girl—1952 (Tom Conway)
Conflict of Wings (Color)—1953
(John Gregson)
Cure for Love—1949 (Robert Donat)
Derby Day—1952
(Anna Neagle, Michael Wilding)
Devil on Horseback—1954
(Googie Withers)
Duffy of San Quentin—1953
(JoAnne Dru, Paul Kelly)
Eight o'Clock Walk—1953
(Cathy O'Donnell)
The Fighter—1952 (Richard Conte)
Forbidden—1947 (Douglas Montgomery)
Four Sided Triangle—1953
(Barbara Payton)
Front Page Story—1953 (Jack Hawkins)
Game of Danger—1954 (Jack Warner)
Green Scarf (1954)
(Michael Redgrave, Ann Todd)
Golden Marie—1952 (Claude Dauphin)
The Groom Wore Spurs—1951
(Ginger Rogers, Jack Carson)
Happiest Days of Your Life—1950
(Alastair Sim, Margaret Rutherford)
Heart of the Matter—1953
(Trevor Howard)
The Intruder—1953
(Jack Hawkins, Dennis Price)
Lady With a Lamp—1952
(Anna Neagle, Michael Wilding)
Large Rope—1953 (Donald Houston)
Long Dark Hall—1951
(Rex Harrison, Lilli Palmer)
Lucky Nick Cain—1951 (George Raft)
The Naked Heart—1950
(Kieron Moore, Michele Morgan)
Night of the Full Moon—1951
(Dermot Walsh)
Once a Thief—1950
(Cesar Romero, June Havoc)
One Big Affair—1952
(Evelyn Keyes, Dennis O'Keefe)
Over the Rainbow—1938
(full-length animated cartoon)
Pardon My French—1951
(Paul Henreid, Merle Oberon)
Park Row—1952 (Gene Evans)
Rapture—1951 (Eduardo Ciannelli)
Red Planet Mars—1952 (Andrea King)
St. Benny the Dip—1951
(Dick Haymes, Nina Foch)
The Scarf—1951
(John Ireland, Mercedes McCambridge)
The Second Face—1950
(Ella Raines, Bruce Bennett)
So Young, So Bad—1950 (Paul Henreid)
Speed Limited—1936
(Ralph Graves, Evelyn Brent)
Straw Man—1953
(Dermot Walsh, Clifford Evans)
Syncope—1942
(Adolphe Menjou, Jackie Cooper)
Teckman Mystery—1954
(Margaret Leighton, John Justin)
They Who Dare (Color)—1954
(Dick Bogarde, Akim Tamiroff)
Three Cases of Murder—1953
(Orson Welles, Alan Badel)
Tom Brown's School Days—1951
(Robert Newton)
That Winslow Boy—1950
(Robert Donat, Sir Cedric Hardwicke)
Woman on the Run—1950
(Ann Sheridan, Dennis O'Keefe)

Sherlock Holmes features—12
1942-1946 (Basil Rathbone, Nigel Bruce)

Hall of Fame Classics—12
Son of the Sheik (Rudolph Valentino)
Reaching for the Moon
(Douglas Fairbanks Sr.)
Be Yourself (Fanny Brice)
The Lottery Bride
(Jeanette MacDonald, Joe E. Brown)
Corsair (Chester Morris)
Big House for Girls (Maureen O'Sullivan)
The Swan (Lillian Gish)
Indiscreet (Gloria Swanson)
The Bad One (Dolores Del Rio)
New York Nights
(Norma Talmadge, Gilbert Roland)
Du Barry
(Norma Talmadge, Conrad Nagel)
Abraham Lincoln (Walter Huston)

Outdoor Action features—6
Midnight Phantom (Reginald Denny)
Millionaire Kid (Betty Compson)
Step on It (Richard Talmadge)
The Live Wire (Richard Talmadge)
Never Too Late (Richard Talmadge)
The Speed Reporter (Richard Talmadge)

Westerns—32
18 Tom Tyler
6 Jack Perrin
5 Rin Tin Tin
2 Bob Custer
1 Rex Lease

ATLANTIC TELEVISION CORPORATION
130 W. 46th St., New York

Features—10
Born to the Saddle—1950 (Leif Erickson)
Captain Scarface—1953
(Barton MacLane, Virginia Grey)
Country Parson—1950 (John Beal)
Great Dan Patch—1949
(Dennis O'Keefe, Gail Russell)
Love Island—1950 (Eva Gabor)
Pagliacci—1950
(Gina Lollobrigida, Tito Gobbi) English Titles
Return of the Plainsman—1954
(Chips Rafferty)
Robot Monster—1953 (George Nader)

Now in production on
the outstanding
CBS-TV series

"GUNSMOKE"

Starring James Arness
as "Matt Dillon"

Produced and Directed
by Charles Marquis Warren

On the air over the CBS-TV
network this fall, sponsored
by Liggett & Myers—
Chesterfield Cigarettes

Filmed in Hollywood

FILMASTER PRODUCTIONS, INC.

650 North Bronson,
Hollywood M 4, Calif.
Robert Stabler, President



(Continued on page 20)

Thanks Everybody...

see you all
October 8th
on . . .

**THE TEXACO
STAR THEATRE**

NBC TELEVISION

Produced and Staged by
William Harmon

Directors
Sidney Smith (Live)
Hal Yates (Film)

Words and Music by
Jackie Barnett

Writers
John Fenton Murray
Benjamin Freedman
Jack Elinson
Elon Packard

Musical Conductor
Roy Barge

Choreography by
Aida Broadbent

Associate Producer
Derrick Lynn-Thomas

Set Designer
Furth Ullman

Costumes by
Campbel



WILLIAM MORRIS AGENCY, Inc.

FROM MCA-TV FILM SYNDICATION.

GENE AUTRY



ROY

LLOYD C. DOUGLAS
"DR. HUDSON'S SECRET JOURNAL"



THE RAY M

...the first top situation

... top quality fall programming



ROGERS



starring **JOHN HOWARD**

MILLAND SHOW

comedy to hit syndicated TV

56

HOURLY FEATURES

Hand-picked, top budget Republic Pictures Corporation feature films (53 min., 20 sec.) starring Gene Autry and a cast of top supporting players. Immediately available for local or regional sponsorship.

67

HOURLY FEATURES

Republic Pictures Corporation high budget productions (53 min., 20 sec.) starring Roy Rogers and featuring a well-known supporting cast. Immediately available for local or regional sponsorship.

39

HALF-HOUR FILMS

A brilliant new series of dramas taken from the best seller by Lloyd C. Douglas, internationally famed author of "Magnificent Obsession" and "The Robe." Immediately available for local or regional sponsorship.

52

HALF-HOUR FILMS

First-run in over 100 markets. Hilarious comedies featuring Ray Milland, one of America's most popular actors. Sponsored for two straight years by General Electric. Immediately available for local or regional sponsorship.



AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

A SHOW FOR EVERY PRODUCT... EVERY MARKET... EVERY BUDGET!

- Guy Lombardo and His Royal Canadians • Mayor of the Town • Man Behind the Badge • Waterfront • The Lone Wolf • Abbott and Costello • Where Were You? • Famous Playhouse • Pride of the Family • Space Ranger • City Detective • Heart of the City • Biff Baker, U.S.A. • Curtain Call • Follow That Man • Hollywood Off-Beat • I'm The Law • Playhouse 15 • Royal Playhouse and Counterpoint • Soldiers of Fortune • Telesports Digest • Touchdown •

THE NEW FEATURE FILMS

Continued from page 16

Seeds of Destruction—1952
(Gene Lockhart, Kent Taylor)
Thief in Silk—1953
(Philip Reed, Jean Bradley)

ATLAS TELEVISION CORPORATION
15 W. 44th St., New York

Continental Group—6 features (English sound tracks)
The Eerie Hour
The Crown Jewels
The Secret of the Orplid
The Trial of Dr. Jordan
Death Had Black Eyes
City in the Fog

GEORGE BAGNALL ASSOCIATES
8827 Olympic Blvd.,
Beverly Hills, Calif.

Features—5
Johnny Come Lately—1944
(James Cagney, Marjorie Main)
I Stand Condemned—1937
(Laurence Olivier)
The Barbarian and the Lady—1939
(Harry Bauer)
Dr. Jim—1947 (Stu Erwin)
Windjammer—1946 (Bob Burns)

CHERYL TV CORPORATION
639 9th Ave., New York

Features—3
Battles of Chief Pontiac—1953
(Lex Barker, Lon Chaney Jr.)
Run for the Hills—1953
(Sonny Tufts, Barbara Payton)
Hannah Lee—1953
(MacDonald Carey, Joanne Dru, John Ireland)

FLAMINGO FILMS
509 Madison Ave., New York 22

Princess features—13
Reckless Moment—1949
(Joan Bennett, James Mason)
The Sundowners—1950 (Robert Preston)
The Torch—1950
(Paulette Goddard, Gilbert Roland)
I Love Trouble—1947
(Franchot Tone, Janet Blair)
Journey Into Light—1951
(Thomas Mitchell, Viveca Lindfors)
The Capture—1950
(Lew Ayres, Theresa Wright)
Shadow of a Man—1954 (Paul Carpenter)
High Lonesome—1950
(John Barrymore Jr.)
Japanese War Bride—1952 (Don Taylor)
Nanook of the North—1939 (Documentary)
Sherlock Holmes Features—2
(Arthur Wontner) made in England

FORTUNE FEATURES, INC.
1501 Broadway, New York

Italian features—42 (English soundtracks)
Adventures of Fra Diavolo
(Enzo Fiermonte)
Alina (Gina Lollobrigida)
Barrier of the Law
(Rossano Brazzi, Lea Padovani)
The Black Mask (Cesare Danova)
Brigand's Band (Amedeo Nazzari)
Chained (Amedeo Nazzari)
Conflict With the Law (Luisa Rossi)
The Counterfeiters (Fosco Giachetti)
Desert Legion (Alberto Farnese)
Double Cross (Vittorio Gassman)
58 Via Del (Delia Scala)
Fighting Prince (Peter Trent)
The Flame (Eleanora Rossi Drago)
Frontier Wolf (Piero Lulli)
Genoese Dragnet (Lianella Carell)
Hawk of the Nile
(Silvana Pampanini, Vittorio Gassman)
The King's Guerrilla (Amedeo Nazzari)
Legend of Love (Armando Francioli)
Lovers of Toledo
(Alida Valli, Pedro Armendariz)
Magnificent Melody (Pierre Cressoy)
Milady and the Musketeers
(Rossano Brazzi)
Mountain Smugglers (Amedeo Nazzari)
My Beautiful Daughter (Gina Lollobrigida)
Night Cab (Beniamino Gigli)
Norma (Lori Randi)
Prince in the Red Mask
(Armando Francioli)
Prisoner in the Tower
(Rossano Brazzi, Milly Vitale)
Secret Assignment (Massimo Serato)

Sign of the Crocodile (Milly Vitale)
Singing Town (Nadia Gray)
Slaves of Venice (Armando Francioli)
Son of the Hunchback
(Rossano Brazzi, Milly Vitale)
Sword's Edge (Milly Vitale)
Ten Love Songs (Jacques Sernas)
The Three Points (Massimo Girotti)
Torment (Amedeo Nazzari)
Tosca (Rossano Brazzi)
Toto the Shiek (Toto)
Treachery (Steve Barclay)
Twelve Hours to Live (Jean Gabin)
Viva Capataz (Silvana Pampanini)
We Two Alone (Walter Chiari)

GENERAL TELERADIO
1440 Broadway, New York

Bank of America Group—30 features
Arch of Triumph—1948
(Ingrid Bergman, Charles Boyer)
Body and Soul—1947
(John Garfield, Lilli Palmer)
Casbah—1948
(Tony Martin, Yvonne de Carlo)
Force of Evil—1948 (John Garfield)
Double Life—1948
(Ronald Colman, Shelley Winters)
Mr. Peabody and the Mermaid
(William Powell, Ann Blythe)
The Fabulous Dorseys—1947
(Tommy and Jimmy Dorsey)
Macbeth—1948
(Orson Welles, Jeanette Nolan)
One Touch of Venus—1948
(Ava Gardner, Dick Haymes)
Ramrod—1947
(Joel McCrea, Veronica Lake)

The Senator Was Indiscreet—1948
(William Powell, Ella Raines)
So This Is New York—1948
(Henry Morgan, Rudy Vallee)
Live a Little—1948
(Hedy LaMarr, Robert Cummings)
Lulu Belle—1948 (Dorothy Lamour)
Magnificent Doll—1946 (Ginger Rogers)
Four Faces West—1948
(Joel McCrea, Frances Dee)
The Dark Mirror—1946
(Olivia DeHavilland, Lew Ayers)
The Other Love—1948
(Barbara Stanwyck, David Niven)
The Lost Moment—1947
(Susan Hayward, Robert Cummings)
The Countess of Monte Cristo—1948
(Sonja Henie)
Caught—1949
(James Mason, Barbara Bel Geddes)
Private Affairs of Bel Ami—1947
(George Sanders, Angela Lansbury)
Letter From an Unknown Woman—1948
(Joan Fontaine, Louis Jourdan)
Ruthless—1948
(Zachary Scott, Louis Hayward)
The Scar—1948 (Paul Henreid)
Northwest Stampede—1948
(James Craig, Joan Leslie)
No Minor Vices—1948
(Dana Andrews, Lilli Palmer)
Magic Town—1947 (James Stewart)
Secret Beyond the Door—1948
(Joan Bennett)

Moulin Group—17 features
Along Came Jones—1945
(Gary Cooper, Loretta Young)
Casanova Brown—1944
(Gary Cooper, Teresa Wright)
Woman in the Window—1944
(Edward G. Robinson, Joan Bennett)
Belle of the Yukon—1944
(Randolph Scott, Gypsy Rose Lee)
Movie Crazy (Harold Lloyd)
Strangers
(Ingrid Bergman, George Sanders)
The Stranger—1946
(Edward G. Robinson, Loretta Young)
Cariboo Trail (Randolph Scott)
Canadian Pacific (Randolph Scott)
Tomorrow Is Forever—1946
(Claudette Colbert, Orson Welles)
It's a Pleasure—1945
(Sonja Henie, Michael O'Shea)
Kill Him for Me
(Arturo de Cordova, Leticia Palma)
Fighting Man of the Plains
(Randolph Scott, Bill Williams)
Three for Bedroom "C"—1952
(Gloria Swanson)
Borderline—1950
(Fred MacMurray, Claire Trevor)
Boy From Indiana—1950
(Lon McAllister, Billie Burke)
Rogue River—1950 (Rory Calhoun)

GOVERNOR TV ATTRACTIONS
151 W. 46th St., New York 19

Bulldog Drummond features—8
1937 to 1939
(John Barrymore, John Howard, Ray Milland)

British features—16
Let the People Sing—1945
(Patricia Roc, Alistair Sim)
Condemned to Death—1940
(Edmund Gwenn)
It Happened in Soho—1949 (Patricia Rain)
The Street Singer—1940
(Margaret Lockwood, Arthur Tracy)
Death Is a Number—1951
(Terrance Alexander)
Accidental Spy—1946 (Neil Hamilton)
Beauty and the Barge—1940
(Gordon Harker)
Laugh It Off—1944
(Tommy Trinder, Jean Collin)
Second Best Bed—1944
(Tom Valds, Jane Baxter)
Honeymoon Merry-Go-Round—1944
(Sally Gray, Monty Banks)
Who Is Your Father?—1938
(Lupino Lane, Jean Kent)
Meet Mr. Penny—1946
(Vic Oliver, Kay Walsh)
The Second Mr. Bush—1947
(Kerrick DeMarney, Kay Walsh)
Room for Two—1944
(Vic Oliver, Frances Day)
Music and Millions—1944
(Claude Danipier, Jean Collin)
A Sister to Assist 'Er—1941
(Michael Howard, Muriel George)

HOLLYWOOD TV SERVICE, INC.
4020 Carpenter St., North Hollywood

Diamond Group—26 features
Hit Parade of 1943
(John Carroll, Susan Hayward)
Hit Parade of 1937
(Frances Langford, Phil Regan)
Someone to Remember
(Mabel Paige, Richard Crane)
Murder in the Music Hall
(Vera Ralston, William Marshall)
Earl Carroll Sketchbook
(Constance Moore, William Marshall)
Calendar Girl
(Jane Frazee, William Marshall)
Brazil (Tito Guizar, Virginia Bruce)
In Old Sacramento
(William Elliott, Constance Moore)
Rendezvous With Annie
(Eddie Albert, Faye Marlowe)
That Brennan Girl
(James Dunn, Mona Freeman)
Scatterbrain (Judy Canova, Alan Mowbray)
Sis Hopkins (Judy Canova, Bob Crosby)
Puddin' Head
(Judy Canova, Francis Lederer)
Sleepytime Gal (Judy Canova, Tom Brown)
Sleepy Lagoon (Judy Canova, Dennis Day)
Joan of Ozark
(Judy Canova, Joe E. Brown)
Chatterbox (Judy Canova, Joe E. Brown)
Village Barn Dance
(Doris Day, Richard Cromwell)
In Old Missouri
(The Weaver Brothers and Elviry)
Headin' for God's Country
(William Lundigan, Virginia Dale)
Oh, My Darling Clementine
(Frank Albertson, Irene Ryan)
Big Bonanza
(Richard Arten, Robert Livingston)
Hitch Hike to Happiness
(Al Pearce, Dale Evans)
Night Train to Memphis
(Roy Acuff and Smoky Mountain Boys)
Scotland Yard Investigator
(Sir C. Aubrey Smith)
Campus Honeymoon
(Lee and Lynn Wilde)
1 Sparkler
Bill and Coo (narrated by Ken Murray)

HYGO TELEVISION FILMS, INC.
60 W. 46th St., New York 19

Big Ten—10 features
The Black Book
(Robert Cummings, Arlene Dahl)
(Continued on page 26)

Creative programming



41 EAST 57 STREET • NEW YORK 22, NEW YORK • PLAZA 1-0600

449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

Titles That Show They're Tops In Entertainment!

Talent That Had The Critics Raving!

Stories By The World's Most Famous Writers!

Produced In The World's Most Famous Studios!

NTA's "FABULOUS... 40"

THE GREATEST PACKAGE OF 40 FIRST-RUN, FEATURE FILMS FOR TELEVISION EVER OFFERED!

FOR THE FIRST TIME ANYWHERE... the finest group of feature films for first-run television showings... some so new, they're still playing in top theatres all over the country... giving you an exclusive premiere attraction for all of these millions-of-dollars grossers at the box office!

"FABULOUS 40" are more than good films... they're the kind of films that excite sponsors and agencies... they offer superb television entertainment and a wealth of all-audience appeal. This tremendous package is supported by a powerful merchandising program that will help you sell, in any market!

Trailers and Press Books on request.

THE GREATEST ADVENTURE Story Of Our Time!
BREAKING THE SOUND BARRIER
 JET-Packed Excitement!
 JET-Packed Danger!

The Only Motion Picture Of Its Kind!
NOT A WORD IS SPOKEN!
RAY MILLAND IN THE THIEF
 Never has the screen told a story like this!

SUSPENSE!
THE FALLEN IDOL
 HAROLD MITCHELL MORGAN BOBBY HENRY GRAHAM GREENE

Tales of Hoffmann
 "SUPERLATIVE" "EXCELLENT" "FASCINATING" "SPECTACULAR"

ROBERT DONAT
THE MAGIC BOX
 LAURENCE OLIVIER
 LEO GERNY STANLEY HOLLOWAY
 CLYDE JONES BARRY JONES
 JACK PARKER ERIC PORTMAN
 JOHN PREST MICHAEL REDGRAVE
 HARGREAVE BISHOP BASIL SYDNEY
 RAY WALSH KATHLEEN WILLIAMS

GREAT
GREAT
THE GREAT GILBERT SULLIVAN
 BEAUTIFUL WIVES... BEST FRIEND... TRUSTING HUSBANDS... THE END!
Three Husbands
 WITH WILLIAMS THREE

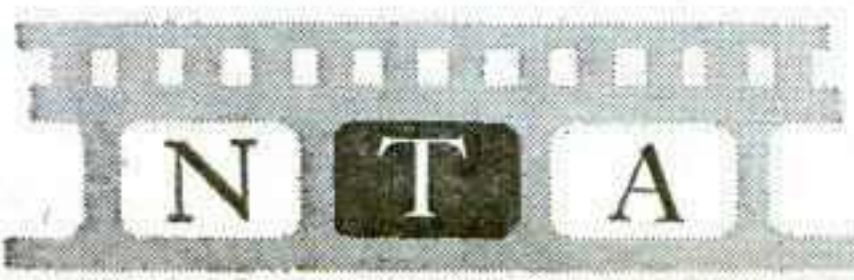
WILD... TEMPESTUOUS... SAVAGELY BEAUTIFUL!
OUTCAST of the Islands
 CAROL REED
 RALPH RICHARDSON
 TREVOR HOWARD
 ROBERT MORLEY
 WINDY HILLER
 GEORGE COLEBURN

THE MAN WHO WENT TO SEVEN HEAVENS
CAROL REED
 JAMES MASON
 AILEE BLOOM
 LEDDARDIE NEFF

"Cry, the beloved Country"
 GREAT BEST-SELLING NOVEL BECOMES AN IMPASSIONED MOTION PICTURE!
 ROBERT MORLEY
 MAURICE EVANS
 Filmed where it was lived in Africa.

NEW MEXICO

WRITE-WIRE-PHONE TODAY!
YOUR NTA MAN IS ONLY MINUTES AWAY!



National Telefilm Associates, INC.
60 West 55th Street, New York, N. Y. • Plaza 7-2100

AT LAST!

AVAILABLE TO
LOCAL ADVERTISERS
AND STATIONS —

**126 TOP RATED
COMEDY PROGRAMS
WITH 100% FAMILY
APPEAL**

AVERAGE
NATIONAL
AUDIENCE RATING
30.4
OVER PAST
3 YEARS

PRODUCED BY HAL ROACH, JR.
A ROLAND REED PRODUCTION

"MY LITTLE MARGIE"

starring GALE STORM & CHARLES FARRELL

DON'T BUY MAYBE'S!
LET "MY LITTLE MARGIE"
SELL YOUR PRODUCT
- The Results Will Astound You!

This Series sponsored for 3 successful years by Philip Morris Cigarettes and Scott Paper Co. over NBC and CBS Networks



OFFICIAL FILMS, Inc.

25 WEST 45th ST., NEW YORK 36, N. Y. PL 7-0100

Los Angeles—121 S. Lapeer Drive
San Francisco—150 Font Blvd.
Boston—419 Boylston Street
St. Louis—415 North 12th Blvd.
Dallas—Second Unit Santa Fe Bldg.

Chicago—360 No. Michigan Ave.
Minneapolis—3100 Raleigh Ave.
Atlanta—333 Candler Bldg.
Philadelphia—1420 Walnut Street
Memphis—2254 Madison Ave.

MOVIE RATINGS

The ratings of individual feature films have not been charted to any extent heretofore. Recognizing the emphasis on quality that has dominated the feature-film market for the past year, The Billboard has organized the following list of picture ratings on 14 major stations. The playdates and ratings were provided by the stations.

Two warnings are necessary. This chart does not tell how the pictures rated against the competition on other stations in the same city. That type of comparison has been given in previous issues of The Billboard and will be given again. Also, this chart does not give any basis for comparing one market with another. The sole purpose of this chart is to show the rating fluctuations from one picture to another on a single station.

Table with columns for station name, program name, and rating. Includes WSB-TV, Atlanta; WMAR-TV, Baltimore; WNAC-TV, Boston; and WBEN-TV, Buffalo.

Table with columns for station name, program name, and rating. Includes WGN-TV, Chicago; WGN-TV, Chicago; WGN-TV, Chicago; and WGN-TV, Chicago.

Table with columns for station name, program name, and rating. Includes WGN-TV, Chicago; WGN-TV, Chicago; WGN-TV, Chicago; and WGN-TV, Chicago.

Table with columns for station name, program name, and rating. Includes WGN-TV, Chicago; WGN-TV, Chicago; WGN-TV, Chicago; and WGN-TV, Chicago.

Table with columns for station name, program name, and rating. Includes WNBC, Cleveland; WTVN, Columbus, O.; KCMO, Kansas City, Mo.; and WTMJ, Milwaukee.

Table with columns for station name, program name, and rating. Includes WTMJ, Milwaukee; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

Table with columns for station name, program name, and rating. Includes WCCO-TV, Minneapolis-St. Paul; WCCO-TV, Minneapolis-St. Paul; and WCCO-TV, Minneapolis-St. Paul.

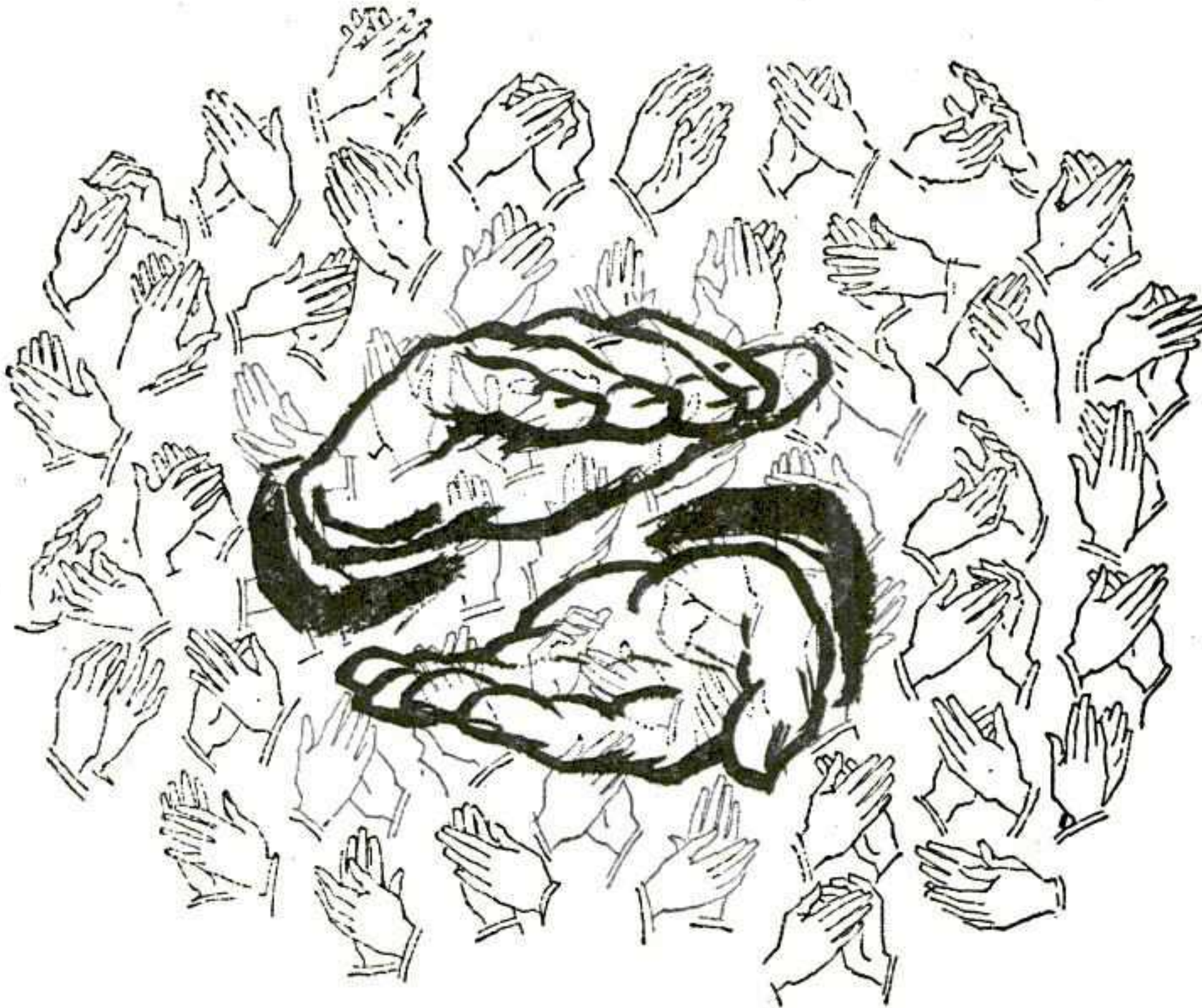
EDDIE CANTOR

EST. 1898



WM. MORRIS

ASCAP MUSIC WINS APPLAUSE!



The **ASCAP** membership is constantly creating and adding new musical works to the Society's repertory which covers every field of our nation's musical literature.

This **ASCAP** music helps build your audience. It provides the nostalgic music of yesterday, as well as the currently popular songs of today and tomorrow.

The American Society of Composers, Authors and Publishers is proud to provide the vast radio and television industry with its basic program material—**MUSIC.**

ATTENTION: Program Directors

Be sure you are receiving your copy of **ASCAP** Music on Records (Your Program Guide).



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.

Here's your BIGGEST T-V BUY ON THE EAST COAST

WVEC-TV
channel 15

LARGEST UHF CIRCULATION ON EAST COAST... NEW YORK TO MIAMI!

PHILADELPHIA
BALTIMORE
WASHINGTON
RICHMOND
RALEIGH
MIAMI

NEW YORK
NORFOLK
HAMPTON
NEWPORT NEWS
PORTSMOUTH
WARWICK
VIRGINIA BEACH

buy
WVEC-TV

- the number one Virginia market
- lowest cost - per-thousand
- a basic NBC station

NBC basic affiliate
represented by AVERY KNOEL

RERUN RATINGS

In the past The Billboard published many studies of the ratings garnered by reruns of TV film programs. During 1955 we published one such study a month. The gist of these reports has been that reruns can get very fine ratings, and on many occasions can actually get bigger audiences than in the first showing.

A recent survey of The Billboard's TV Editorial Advisory Board indicated that in the smaller markets sponsors are still putting up resistance to buying reruns, thus depriving themselves of an economical form of advertising. As long as this sales and programming technique is still a problem in the country, continued data is needed in order to show what this form of programming can do.

I. Network Rerun
The show: "LASSIE"
CBS-TV, Sunday, 7:30-8 p.m.
Distributor: Television Programs of America
Ratings: A. C. Nielsen

Episode	Run	Date	Share	Rtg.
THE INHERITANCE	1st run	Sept. 12	31.5	16.2
	2d run	March 13	47.7	29.3
THE COLT	1st run	Sept. 26	34.2	20.9
	2d run	March 20	47.0	31.2
MR PEABODY	1st run	Oct. 10	36.4	22.1
	2d run	March 27	47.2	33.0

II. Syndicated Rerun of a Network Show
The show: "DRAGNET" and "BADGE 714"
NBC-TV, Thursday, 9-9:30 p.m.
Distributor: NBC Film Division
Ratings: American Research Bureau—average over run

City	Dragnet		Time	Rating
	Series B 1953-'54	Series C 1954-'55		
Boston	55.8	28.8	W, 6:30	22.1
Dayton	49.1	34.4	S, 7:00	27.4
Detroit	51.5	34.9	S, 7&10	25.1
Los Angeles	57.3	42.7	Sa, 7:30	28.7
Minneapolis-St. Paul	44.4	32.0	M, 9:30	24.8
Phoenix	54.2	40.8	W, 9:30	27.3
Portland	52.0	36.9	M, 7:00	30.6
Salt Lake City	39.0	44.1	T, 9:30	36.2
San Francisco	56.7	39.0	W, 9:30	26.7
Seattle	54.0	40.5	F, 9:30	28.6

III. First Year Syndicated Rerun
The show: "RAMAR OF THE JUNGLE"
Distributor: Television Programs of America
Ratings: Videodex—average over run

City	Run	Dates	Average
			Rating
Atlanta	1st run	Sept. '53-Feb. '54	11.9
	2d run	March '54-Sept. '54	12.3
Baltimore	1st run	Jan. '54-Oct. '54	11.8
	2d run	Nov. '54-May '55	12.9

"Rerun," like many a trade term, has more than one meaning. There are actually four different situations that can cause a film to be rerun in any market. First, on its network run a show may be repeated, especially during the summer. Second, a network film show may and usually does go into syndication sales after its network run is completed. Third, a new syndicated show during its first year will be repeated, especially during the summer. And fourth, a syndicated show may be sold for a second or subsequent year after only one year's worth of production.

The following charts give examples of all four of these situations.

City	Run	Date	Rating
Birmingham	1st run	Sept. '53-Feb. '54	15.1
	2d run	March '54-Sept. '54	15.7
Boston	1st run	April '54-Oct. '54	10.5
	2d run	Nov. '54-Feb. '55	11.0
Charlotte	1st run	Sept. '53-Feb. '54	20.7
	2d run	March '54-Jan. '55	18.6
Cincinnati	1st run	Oct. '54-March '55	11.1
	2d run	April '55-June '55	13.7
Cleveland	1st run	Jan. '54-June '54	8.9
	2d run	July '54-Dec. '54	9.1
Columbus	1st run	Oct. '54-March '55	12.3
	2d run	April '55-June '55	13.9
Dallas-Ft. Worth	1st run	Feb. '54-June '54	11.4
	2d run	Nov. '54-April '55	10.0
Dayton	1st run	Oct. '54-March '55	15.2
	2d run	April '55-June '55	14.6
Pittsburgh	1st run	May '54-Nov. '54	17.0
	2d run	Dec. '54-May '55	18.9
San Antonio	1st run	May '54-April '55	15.0
	2d run	May '55-June '55	17.8
Washington	1st run	Jan. '54-May '54	12.2
	2d run	Oct. '54-June '55	11.8

IV. Subsequent year syndication
The show: "BOSTON BLACKIE"
Distributor: Ziv Television Programs
The Ratings: American Research Bureau

City	Run	Date	Rating
Dayton	1st run	Feb., 1953	20.9
	3d run	Feb., 1954	20.0
	1st run	March, 1953	21.8
San Francisco	3d run	March, 1954	18.2
	1st run	May, 1954	11.9
	3d run	May, 1955	11.5
Chicago	2d run	March, 1954	7.8
	4th run	March, 1955	7.9
	2d run	April, 1954	7.0
	4th run	April, 1955	9.3
Columbus	1st run	March, 1953	30.2
	3d run	March, 1954	22.6

THE NEW FEATURE FILMS

Continued from page 20

The Man From Texas (James Craig, Lynn Bari)
Tulsa (Susan Hayward, Robert Preston)
Mickey (Lois Butler, Bill Goodwin), Color
The Big Cat (Preston Foster, Lon McCallister)
Lost Honeymoon (Franchot Tone, Ann Richards)
Port of New York (Scott Brady, Yul Brynner)
Down Memory Lane (Bing Crosby, W. C. Fields)
Trapped (Lloyd Bridges, Barbara Payton)
The Amazing Mr. X (Turhan Bey, Lynn Bari)
Showmanship Package—13 features
The Sullivans (Thomas Mitchell, Anne Baxter)
Operation X (Edward G. Robinson, Peggy Cummins)
Genghis Khan (Manuel Conde, Elvira Reyes)
Ladies Courageous (Loretta Young, Geraldine Fitzgerald)
Outpost in Morocco (George Raft, Marie Windsor)
We've Never Been Licked (Richard Quine, Robert Mitchum)
Spitfire (Leslie Howard, David Niven)
Salome, Where She Danced (Yvonne DeCarlo, Robert Cameron)
A Lady Takes a Chance (John Wayne, Jean Arthur)
Eagle Squadron (Robert Stack, Eddie Albert)
Night in Paradise (Merle Oberon, Turhan Bey)
Smash-up (Susan Hayward, Lee Bowman)
Gung Ho! (Randolph Scott, Robert Mitchum)
Westerns—16
Featuring Bill Elliott and Tex Ritter
INTERSTATE TELEVISION CORPORATION
1560 Broadway, New York
Features—28
I Was an American Spy—1951 (Ann Dvorak, Gene Evans)

It Happened on Fifth Avenue—1947 (Gale Storm, Victor Moore)
According to Mrs. Hoyle—1951 (Spring Byington)
Sierra Passage—1951 (Wayne Morris, Lola Albright)
The Hunted—1948 (Preston Foster)
The Dude Goes West—1948 (Eddie Albert, Gale Storm)
Disk Jockey—1951 (Ginny Simms, Tommy Dorsey)
Badmen of Tombstone—1949 (Barry Sullivan, Broderick Crawford)
Stampede—1950 (Rod Cameron, Bonita Granville)
Gypsy Fury—1951 (Viveca Lindfors, Christopher Kent)
Bad Boy—1949 (Lloyd Nolan, Audie Murphy)
Yellow Fin—1951 (Wayne Morris)
Northwest Territory—1951 (Kirby Grant, Gloria Saunders)
Strike It Rich—1949 (Rod Cameron, Bonita Granville)
The Gangster—1948 (Barry Sullivan, Belita)
Father Takes the Air—1951 (Raymond Walburn, Walter Catlett)
Incident—1949 (Jane Frazee, Warren Douglas)
The Longhorn—1951 (Wild Bill Elliott)
Southside—1-1000—1950 (Don DeFore, Andrea King)
It's a Small World—1950 (Paula Dale)
Smart Woman—1948 (Constance Bennett, Brian Aherne)
Song of My Heart—1948 (Frank Sundstrom, Sir Cedric Hardwicke)
Yukon Manhunt—1951 (Kirby Grant, Gail Davis)
There's a Girl in My Heart—1949 (Lee Bowman, Elyse Knox)
Navy Bound—1951 (Tom Neal, Wendy Waldron)
16 Fathoms Deep—1948 (Lon Chaney Jr., Arthur Lake)
Rhythm Inn—1951 (Jane Frazee, Kirby Grant)

Casa Manana—1951 (Robert Clark, Virginia Welles)
Feature-length documentary—1
Tictaban—1951

MAJOR TELEVISION PRODUCTIONS, INC.
1270 Avenue of the Americas, New York
Features—10
Another Man's Poison—1952 (Bette Davis, Gary Merrill)
Whispering Smith vs. Scotland Yard—1952 (Richard Carlson, Greta Gynt)
Vienna Waltzes (Anton Walbrook)
Torreani—1950 (Rene Deluga, Gustav Frollich)
Mister Drake's Duck—1951 (Douglas Fairbanks Jr., Yolande Donlan)
South Sea Adventure—1953 (Leo Curley)
Captain Kidd—1945 (Charles Laughton, Randolph Scott)
The Passing Stranger—1954 (Lee Patterson, Diane Cilento)
The Years Between (Michael Redgrave, Valerie Hobson)
Obsessed (Geraldine Fitzgerald)
Classics starring Douglas Fairbanks Sr.—4
Mr. Robinson Crusoe
Black Pirate
The Gaucho
Man in the Iron Mask

MCA-TV, LTD.
598 Madison Ave., New York
Western features—123
67 starring Roy Rogers
56 starring Gene Autry

NATIONAL TELEFILM ASSOCIATES, INC.
625 Madison Avenue, New York
The Fabulous Forty—41 features
The Captain's Paradise—1953 (Alec Guinness, Yvonne De Carlo)
Breaking the Sound Barrier—1952 (Ralph Richardson, Ann Todd)
The Man Between—1953 (James Mason, Claire Bloom)
Tales of Hoffman—1951 (Moira Shearer, Robert Rounseville)
Cry the Beloved Country—1952 (Canada Lee)

The Great Gilbert and Sullivan—1953 (Robert Morley, Maurice Evans)
Outcast of the Islands—1952 (Ralph Richardson, Trevor Howard)
Three Husbands—1950 (Eve Arden, Howard DeSilva)
The Magic Box—1952 (Robert Donat, Laurence Olivier)
Pickwick Papers—1953 (Nigel Patrick, James Donald)
Blanche Fury—1948 (Stewart Granger, Valerie Hobson)
Dead of Night—1946 (Michael Redgrave, Basil Radford)
Man of Evil—1948 (James Mason, Stewart Granger)
Passport of Pimlico—1949 (Stanley Holloway, Margaret Rutherford)
The Adventurers—1947 (Deborah Kerr, Trevor Howard)
Captain Boycott—1947 (Stewart Granger, Alastair Sim)
The True and the False—1955 (Signe Hasso, William Langford)
Cage of Gold—1952 (Jean Simmons, David Farrar)
The Smugglers—1948 (Michael Redgrave, Joan Greenwood)
Highly Dangerous—1951 (Dane Clark, Margaret Lockwood)
Bad Lord Byron—1952 (Joan Greenwood)
The Secret People—1952 (Audrey Hepburn, Valentine Cortese)
Sleeping Car to Trieste—1949 (Jean Kent, Paul Du Puis)
Blackmailed—1951 (Mia Zetterling, Robert Fleming)
Woman Hater—1949 (Stewart Granger)
The Overlanders—1946 (Chips Rafferty)
Train of Events—1952 (Valerie Hobson, Susan Shaw)
The Blue Lamp—1950 (Jack Warner, Jimmy Hanley)
Diamond City—1951 (David Farrar, Mervyn Johns)
Valley of the Eagles—1952 (Jack Warner, Nadia Gray)
The Dark Man—1952 (Maxwell Reed, Natasha Parry)
Tony Draws a Horse—1951 (Ann Crawford, Derek Bond)
Johnny-on-the-Spot—1955 (Hugh McDermott, Elspeth Gray)
Death Tide—1954 (Betsy Palmer, Frank Silvera)
Flannelfoot—1955 (Ronald Howard)
Johnny in the Clouds—1945 (Jean Simmons, Michael Redgrave)
Waterfront—1944 (Richard Burton, Robert Newton)
Obsession—1950 (Robert Newton, Sally Gray)
Pink String and Sealing Wax—1950 (Mervyn Johns, Gordon Jackson)
Night Without Stars—1953 (David Farrar, Nadia Gray)
Fallen Idol (Ralph Richardson, Michele Morgan)
Additional features—6
Hundred Hour Hunt—1953
Coastal Command—1943
Next of Kin—1943
I Became a Criminal—1948 (Trevor Howard)
Solution by Phone—1954
A Girl in a Million—1950 (Joan Greenwood)

QUALITY FILMS, INC.
1040 N. Las Palmas, Hollywood
Features—10
Navajo—1952 (Docum.)
Fireball—1950 (Mickey Rooney, Pat O'Brien)
Millionaire for Christy—1951 (Fred MacMurray, Eleanor Parker)
Eyewitness—1950 (Robert Montgomery)
Unknown World—1951
Istanbul—1953 (Virginia Bruce)
First Legion—1951 (Charles Boyer)
Serpent Island (Sonny Tufts)
Key Man (Angela Lansbury)
Maomber Affair (Gregory Peck, Joan Bennett)

STANDARD TELEVISION
321 S. Beverly Drive, Beverly Hills, Calif.
Features—4
Little Fugitive
Heartbeat (Ginger Rogers)
Love Happy (Marx Brothers)
Mimi (Douglas Fairbanks Jr.)
UNITY TELEVISION CORPORATION
1501 Broadway, New York 36
Lucky 13 package—13
House of Blackmail (Mary Germaine)
Dangerous Cargo (Jack Welling)
Clue From a Corpse (Dermot Walsh)
This Was a Woman (Sonia Dresdel)
Profile (John Bentley)
Final Appointment (John Bentley)
Operation Diplomat (Guy Rolfe)
Blue Parrot (Dermot Walsh)
Men Against the Sun (John Bentley)
Private Information (Jill Esmond)
Burnt Evidence (Jane Hylton)
Murder Is News (Peter Reynolds)
The Mystery Man vs. Scotland Yard



To "tie-up" bigger television audiences... get in touch with



Fast action of ZIV-TV's CISCO KID ropes in a record-breaking 56.3 in New Orleans (*Telepulse May 1955) beating shows like Groucho Marx, Milton Berle and Toast of the Town.

CINCINNATI, NEW YORK, HOLLYWOOD

'Disneyland,' Young, Webb

• Continued from page 3

land" is a hybrid which contains most everything, but which emphasizes nature.

Five of the top 11 shows are on NBC, one is on CBS, two are produced and distributed by the Frederic W. Ziv organization, one produced by the Hollywood TV Service, another by Guild Films and "Disneyland" is shown on ABC. The success of the last show should do a great deal to curtail the argument that a program cannot be entertaining and yet contribute toward public enlightenment. Its awards for raising cultured standards are striking evidence of the job it has done along those lines.

The impact of shows like "Disneyland," "Medic" and Cummings indicates that TV producers more and more are learning how to attract viewing in relatively short periods of time. This, of course, is necessary because of the large cost of TV, but up to this season nothing has hit with the power of "Disneyland."

The attraction that such personalities as Loretta Young, Jack Webb and Lucille Ball hold for viewers is another indication that TV makes friends like no other medium. These people have remained at the top in The Billboard's TV Film and Program Awards virtually since the inception of the voting.

In each of the three classes the

NBC Sunday Deals

• Continued from page 2

cess as a one-shot on "Producer's Showcase." United Distributors, the parts subsidiary of General Motors, bought the first third. The further interest was stimulated this week by a trip by President Pat Weaver to Detroit in which the truck division and the Frigidaire division of the company said they wanted to move in.

NBC's next major project is the sale of a "Book-of-the-Month Club" Sunday afternoon spectacular to go with "Wide, Wide World," and the Maurice Evans spectacles. This program can be bought for \$140,000 each week, time and talent. The package is owned by George Wolf, Ruthrauff & Ryan radio and TV director. If it is sold, the NBC operas will be moved to 2:30-4 p.m. With the kind of top programming that NBC is providing next season on Sunday afternoons, the day may become must viewing for video audiences around the country.

January Probe

• Continued from page 2

chairman, known for his searching questions and his insistence that the public interest come first. No announcement of a replacement for Magnuson's majority counsel, Sidney Davis, hospitalized with a slipped spinal disk, has yet been made. It is felt that someone with a communications background will be chosen.

Pastore Tougher?

Current opinion in Washington on the outcome of the large-scale network probes is that under Pastore's questioning, a good deal of heretofore soft-pedalled monopoly activities on the part of networks will be brought into the open. Included in the scope of the hearings may be such touchy subjects as network affiliates shutting out local competition; network dominance of programming, talent and advertising rates, and network tie-ins with multiple-ownership. (FCC is currently petitioning the Supreme Court for a review of a Washington Appeals Court ruling in favor of Storer which knocked out the Commission's rule restricting the number of singly owned stations to five VHF and two UHF).

The FCC committee appointed to head up the Commission's network investigation consists of Chairman George C. McConaughy and Commissioners Hyde, Bartley and Doerfer.

winners won by very large margins. "Disneyland," for example, got 164 votes to "Medic's" 64 for best TV film series; in the actors' category Webb got 111 votes to Cummings' 66, and in the actresses' group Loretta Young received 124 votes to Lucille Ball's 66.

Altogether the season was a decided success. It was an important one for bringing new blood and programs into TV. Since both are so important to video, which chews up talent quicker than any other form of entertainment, 1954-55 can be chalked up as a year which has successfully contributed its measure of new programs and talent to the viewing audience. They are waiting hopefully for the new year, a year which promises even more in the way of entertainment.

New Shows Lead

• Continued from page 3

does not fit into any of these categories. But in best other network film series it won in a walkaway by more than doubling the number of votes received by its closest competitor, "You Bet Your Life."

Performers, generally speaking, duplicated the success of their shows in the network category classification. Tommy Rettig of "Lassie" won as the best performer to appear regularly in a network adventure series. Bob Cummings won best performer to appear regularly in a network comedy TV film series. Jack Webb repeated the success of "Dragnet" in its classification, Roy Rogers in the Western TV film category. The sole exception was Loretta Young, who won talent honors in spite of the fact that "Medic" topped her series as network dramatic film fare.

Guild Negotiating Own National Deal for 'Spy'

NEW YORK, July 30.— As a result of the modification of its agreement with the Vitapix Corporation, Guild Films this week was negotiating a national deal for one of its major new properties—"I Spy," the Raymond Massey vehicle. The Guild-Vitapix tie was recently modified to allow the syndicator to sell its vidfilm series thru other national channels—network principally.

The agreement was weakened because Guild has already had national offers for some of its shows, but found itself unable to accept them. The potential sponsors wanted to go network. Guild, of course, found itself unable to oblige.

Guild has sold one of its properties to Bardahl Oil alternate weeks on a Vitapix line-up of sta-

tions and has gotten fairly good clearances. Most big sponsors, however, prefer to use the established national networks because they offer stronger stations in many of the top markets and because their publicity and promotion is better.

The modification of the Vitapix agreement with Guild marks a further setback to the concept of stations grouping together to bypass the networks by the use of properties brought to them by outside producers. The problem seems to be that most stations are too dependent upon the webs for the major share of their income to risk throwing out this security.

Guild, meanwhile, passed the 60 station market in sales for its popular "Loony Tunes" cartoon series.

DANNY THOMAS

"MAKE ROOM FOR DADDY"

ABC-TV

Sponsored by

THE AMERICAN TOBACCO CO.

and

THE DODGE DEALERS OF AMERICA

WIDE FALL SELECTION

Biggest Choices in History Scheduled for Film Industry

HOLLYWOOD, July 30.—TV stations this fall will have the greatest offering of programs to choose from in the history of syndicated film. Distributors are coming up with some 38 shows, 75 per cent more than last year and 300 per cent more than in 1952, the first real year of the syndicated film industry.

Of the programs, 27 are being produced for syndication, the remaining 11 are net reruns. It is significant that of those 11, nine are situation comedies. Whether such a large number will flood the market—the syndicated field has not in the past been top-heavy with comedy as have the nets—

is problematical, but the facts are that there are more than twice as many comedies as any other single type of program or the fall market.

Also getting a heavy play are adventure and documentary-type series, while musicals, after a sudden outcropping last season, will definitely be on the shy side, a fact not too surprising since most of the 1954 vintage failed to make any great dent in the audience.

Kid Shows

Top dramatic programs and adult Westerns are, as in the past, few and far between, tho the situation does appear to be improving slightly. There's a new crop of

kid shows, as well as of mysteries, the latter having the most stable record in the business.

From pre-release reports the shows to be most closely watched should probably be MCA's "Dr. Hudson's Secret Journal," CBS' "Long John Silver," Guild's "Confidential File" and "I Spy," Official's "The Scarlet Pimpernel" and, for a series aimed at the youngsters, Screen Gems' "Jungle Jim."

Top reruns include Ray Milland, "San Francisco Beat (The Line-Up)," "Margie" and Ray Bolger. It is significant that out of the entire offering there is not one show that could be tagged as a "dog."

MCA and Ziv, the giants of the field, each will have two series, but their position is being challenged to some extent by the CBS Film division and Guild Films, the former of which will have six shows and the latter five. During the past few months Official Films seems also to be making its move and is coming up with five offerings.

Strong Survivors

These, plus the NBC and ABC film divisions, have survived as the major distributors. Screen Gems, which is taking the precedent step of syndicating two of its first-run properties, "Jungle Jim" and "Tales of the Texas Rangers," may become another. The status of TTA, as far as syndicated film is concerned, is still up in the air.

Thus, in three years the industry has developed from a mish-mash of small operations into a pattern of big distributors with large sales staffs and multiple shows (MCA leads with 70 salesmen, 26 series). Against such formidable competi-

tion it has become almost impossible for a producer or a small distributor to take a major program and sell it successfully, and those who do nearly always turn it over to one of the majors after a short period of time.

On the other hand, certain small syndicators, notably Sterling TV, can compete successfully because they carry a less pretentious type of programming.

Mergers, Etc.

The syndicated film industry actually did not become a recognized entity until the 1951-'52 season, with the various parts not jelling till 1953. That it is still in a state of flux is indicated by last season's purchase of United Television Programs by MCA, and Motion Pictures for Television moving out of production and distribution, thus wiping two major syndicators off the market.

What may become one of the more significant trends in the history of syndication is the increasing practice of national advertisers spotbooking series; for example, as Brown Shoes has done with "Andy's Gang," Seven-Up with "Soldiers of Fortune" and Taton with "The Hunter."

A complete list of shows offered during the fall presentation of each of the last four years follows. It must be remembered that in many cases series debut in the spring and these are not included. Those listed have either made their premiere in the fall, been announced at that time tho released later, or had made their debut earlier but not as yet been sold in a significant number of markets by September.

1955

Ziv-TV—Highway Patrol, Dr. Christian.

MCA—Dr. Hudson's Secret Journal, Ray Milland Show.

NBC—The Great Gildersleeve, Steve Donovan, Western Marshal, Hey Mulligan.

CBS—Long John Silver, Tales of the Foreign Legion, Champion, Red Ryder, San Francisco Beat, Life With Father.

Guild Films—Confidential File, I Spy, Brother Mark, The Goldbergs, Ina Ray Hutton.

TPA—Science in Action, Count of Monte Cristo, Halls of Ivy.

Official Films—The Scarlet Pimpernel, Margie, Stu Erwin Show, Willy the Hunter.

ABC—Ray Bolger Show.

Screen Gems—Jungle Jim, Tales of the Texas Rangers.

U.M.&M.—New Orleans Police Department.

NTA—Police Call.

General Teleradio—Uncommon Valor, Gangbusters.

Douglas-Lesser—I Search for Adventure, Kingdom of the Sea, The Golden Voyage.

Wm. & Edward Nassour—Sheena, Queen of the Jungle.

Ed Beioin—So This Is Hollywood.

*Indicates no definite release date set.

1954

Ziv-TV—Meet Corliss Archer, Eddie Cantor Comedy Theater.

MCA—Man Behind the Badge, Pride of the Family, Touchdown, Telesports Digest, Guy Lombardo.

UTP—Where Were You?

CBS—The Whistler.

Guild Films—Florian ZaBach, Frankie Laine.

MPTV—Paris Precinct, Sherlock Holmes.

Official Films—The Star and the Story.

ABC—Passport to Danger.

TV Co.—Tales of Tomorrow, This Is Charles Laughton.

Telefilm Enterprises—Fabian of Scotland Yard.

Jan Productions—This Is Your Music.

Hollywood TV Service—Stories of the Century.

Walter Schwimmer Associates—Championship Bowling, Eddy Arnold Time.

1953

Ziv-TV—I Led Three Lives.

MCA—Follow That Man.

NBC—Badge 714, Captured, Inner Sanctum, Watch the World, The Visitor.

UTP—Waterfront; Rocky Jones, Space Ranger; Lone Wolf

CBS—Art Linkletter and the Kids, Amos 'n' Andy, Annie Oakley.

(Continued on page 33)

I'LL BE BACK IN THE FALL
ON THE
CBS-TV NETWORK
tuesday, 8:30 to 9:00 p.m. EST
for
**PET MILK and
JOHNSON'S WAX**

RR. Brown

How do different shows of the same type make out, ratingwise, in the leading TV markets? This chart, compiled from Telepulse May Ratings, tells the story. Shows listed are playing in a minimum of four of the 22 markets. The first rating shows the 22-market weighted average is computed by weighting the value of each market according to number of TV homes.

Telepulse Tips on Types

PROGRAM (DISTRIBUTOR)	22-Market Weighted Av.	Atlanta	Baltimore	Birmingham	Boston	Buffalo	Charlotte	Chicago	Cincinnati	Cleveland	Columbus	Dayton	Detroit	Los Angeles	Milwaukee	Minneapolis-St. Paul	New Orleans	New York	Philadelphia	San Francisco-Oakland	St. Louis	Seattle-Tacoma	Washington	
ADVENTURE																								
Dangerous Assignment (NBC Film)	5.6		4.9										4.9	6.8	19.7	6.3		4.0		5.9				
Falcon, The (NBC Film)	11.9					19.0					10.7		6.7	7.8		7.9			15.5		19.4		17.3	
Foreign Intrigue (Official)	9.6				23.7		54.3			14.2				10.4				3.3	13.0				13.7	
I Led Three Lives (Ziv)	15.8	16.4	14.5	30.8	30.5	31.5	12.0	15.5	21.5	19.5	23.4	26.5	25.5	13.9	25.2	24.4		5.4	11.4	18.4	22.9	16.9	17.7	
Joe Palooka (Guild)	4.9							5.4					9.4	2.8		11.5		4.0					5.5	
New Adventures of China Smith (NTA)	2.6												4.0	3.9				1.7					2.7	
Passport to Danger (ABC Film)	18.4						46.8		20.9			20.0		7.3		9.7	47.5		12.5		14.7		17.5	
Ramar of the Jungle (TPA)	9.4	9.8			11.0	19.9	41.8	7.5	10.3		12.8	13.0		8.3		17.5		8.5	4.9	3.0	17.4	11.5	12.0	
Rocky Jones, Space Ranger (MCA)	7.0				6.4			10.0		7.7			7.5	3.9										
Secret File, U.S.A. (Official)	5.9				1.3								16.7	8.4	17.5	6.5		2.9		2.0			6.0	
Superman (Flamingo)	13.0	16.9		23.8	18.5	22.5	32.3	14.0	7.2	9.2	16.9	13.8	14.3	12.2	7.2	18.3	32.8	10.3	19.9	16.0	18.5	18.2	15.7	
Terry and the Pirates (Official)	5.3	10.2			7.5							11.2		7.4					3.4				7.5	
Waterfront (MCA-TV)	14.8	22.4		35.5		24.0			9.2	19.4	16.0	25.5		23.7		10.0		6.7	13.9	25.2		18.7	13.7	
CHILDREN'S																								
Hans Christian Andersen (Interstate)	7.2							8.9						4.3		8.0						8.0	9.2	
Little Rascals (Interstate)	14.4		17.7			15.6		10.9		22.2			12.4	11.2	10.5	13.7		12.5	21.5	19.2	22.2	15.3	10.2	
COMEDY																								
Abbott and Costello (MCA-TV)	9.0			21.8									6.5	8.2					14.5				7.3	
Amos 'n' Andy (CBS-TV Film)	19.9			28.3		21.3					14.4		18.0	16.7	5.9		51.8	3.4		2.0				
Beulah (Flamingo)	5.7		5.5								8.4		6.7	3.6		5.9	11.8						5.9	
Eddie Cantor Show (Ziv)	10.5	6.5	15.7		3.3	26.0		15.9	16.2	12.9	13.7	21.3		9.7		9.5	53.8	2.0	9.0	20.7	20.9	15.5	5.7	
Laurel and Hardy (Governor)	7.3									6.7	14.4		14.0	3.0										
Life of Riley (NBC Film)	17.6							16.0						12.0	27.4	20.7				20.4			31.5	
Life With Elizabeth (Guild)	5.9			1.3			6.4						7.7					3.3			8.9	19.4		
Meet Corliss Archer (Ziv)	10.9	7.2		31.3	9.0	14.2	15.8	8.7		8.5	18.0	18.5	8.9	9.7		12.7	52.3	6.8		12.2	21.5	16.4	7.7	
My Hero (Official)	6.6			19.0									9.9	6.9		8.8		5.3						
DRAMA																								
All-Star Theater (Screen Gems)	7.3			1.0						5.7				11.8	11.7								2.8	
Conrad Nagel Theater (Guild)	5.0			15.7									13.2					1.6		12.9				
Counterpoint (MCA)	6.9			3.0				9.5			13.7		6.2									5.3	3.2	
Douglas Fairbanks Presents (ABC Film)	13.2													11.3		13.4		13.8					15.3	
Famous Playhouse (MCA)	5.8	10.4					7.4	11.7	6.7	5.2	20.8		2.8						2.7					
Favorite Story (Ziv)	14.5	19.2									22.2		14.7							9.2				
Heart of the City (MCA)	3.8	16.2											2.9	8.5		12.2		8			19.0			
Mayor of the Town (MCA)	17.2	10.2						21.4					13.5			9.3	39.5		13.0	2.5	13.0			
Orient Express (NTA)	2.3									3.2				3.1				1.7						
Paragon Playhouse (NBC Film)	4.4			5.0		6.2								2.1		6.2								
Royal Playhouse (MCA-TV)	7.3			12.6	3.7			7.5			12.4		9.9	4.2		3.2								
Science Fiction Theater (Ziv)	10.2			11.3	13.4	33.5	14.8	18.5	6.7	19.7	24.3	6.5	10.9		18.9		6.8	5.3	8.2		18.6	7.7		
Star and the Story (Official)	13.6	13.2		18.0					11.7		12.0	12.4	10.7						19.9	18.9	16.4			
Story Theater (Ziv)	4.1											5.7	3.2		5.0		4.6		1.2					
Visitor, The (NBC Film)	7.2			5.3		7.4							6.7			9.3								
Your Star Showcase (TPA)	6.9			10.2		4.4	7.2						7.7						11.5				8.0	
DOCUMENTARY																								
Victory at Sea (NBC Film)	11.4										9.5			7.7	9.5	16.2				18.0			15.4	
Where Were You? (MCA-TV)	7.7													6.8						3.5		14.2	8.5	
MUSIC																								
Florian ZaBach (Guild)	3.9				12.2						12.4			3.9				1.7					10.4	
Frankie Laine (Guild)	5.5													2.2		5.5				3.2			15.7	
Guy Lombardo (MCA)	9.5												4.0	5.2			50.0	9.8						
Liberace (Guild)	11.8	2.2	14.9	27.3	1.0	23.8		13.7	11.2	21.0	15.4		8.9	8.7	27.4	13.5	52.3	5.8	10.7	26.0	17.5	21.7		
This Is Your Music (Official)	9.5			10.4									8.9											
MYSTERY																								
Badge 714 (NBC Film)	16.0		12.9	36.0	22.3	18.4	57.5	15.9		21.9		22.0	21.2	18.2	6.5	24.7		5.9	18.4	25.9	23.7	25.1	15.2	
Boston Blackie (Ziv)	9.2								12.9				5.2	7.8		9.9			12.7	10.2				
City Detective (MCA)	14.1	19.5						16.8			14.7		6.7	13.8	24.7	24.2	45.0	9.6	9.5	15.7	2.7	19.0	7.7	
Col. March of Scotland Yard (Official)	3.6												8.2	4.2		8.0		2.2		2.2			4.0	
Dick Tracy (Combined TV)	12.5			14.8	17.2			7.2			12.3									9.7			6.1	
Ellery Queen (TPA)	10.1	11.9	8.2		9			5.9			15.7	22.3		4.7	21.2	10.5	54.8		2.7	23.2	13.6	9.7		
Follow That Man (MCA)	6.1	17.5						4.7			26.0	4.9	3.9	20.4	13.5			6.3	4.3	3.7			6.3	
I Am the Law (Ziv)	9.4									14.9			15.5	4.8	19.7	10.2			2.7				5.2	
Inner Sanctum (NBC Film)	6.6			8.2		11.9							3.2		7.0		5.3	4.9						
International Police ("Police Call") (NTA)	9.0												11.5	8.7			12.0						4.9	
Jeffrey Jones, Files of (CBS-TV Film)	5.1												16.4	3.7				3.4		3.3				
Lone Wolf (MCA)	14.0		21.0	17.4				13.5			14.7			5.4	20.0	20.5	40.8						16.8	10.9
Man Behind the Badge (MCA-TV)	10.5		28.8		20.4						30.4	34.8	16.9	8.1				6.6	9.4				17.5	6.2
Mr. District Attorney (Ziv)	14.0	18.9	13.2	19.5	19.9	59.8	11.9	16.9	9.9	23.7	27.8	20.7	13.7	22.4	34.2	29.8	5.8	10.2	20.0	19.7	22.7	11.5		
Mr. and Mrs. North (Advertising Services)	6.5			5.2	5.6		9.4				14.3	8.2	8.4		8.8			3.1			14.4		8.1	
Paris Precinct (UM&M)	7.0	8.9	8.2		12.2			4.2	14.7	5.5		3.2	7.2	6.2	7.2			8.5	5.0				8.9	6.2
Racket Squad (ABC Film)	10.0	20.5						14.7	10.2	7.7	16.2	21.3		6.6	20.4	16.2	47.5		12.5	7.4	20.2		20.0	
Sherlock Holmes (UM&M)	9.1	4.9		1.5			8.0			12.4			8.9	4.8		17.5		9.9	9.7	10.2	17.4		13.2	
Whistler, The (CBS-TV Film)	15.5		20.8	12.2						18.5			14.0	15.1				14.3			21.7		18.4	
WESTERN																								
Annie Oakley (CBS-TV Film)	12.0		23.7	18.3		3.3	8.2		21.0	14.2			15.0	18.1	10.9		36.0	6.7		17.5	13.5	25.4		
Cisco Kid (Ziv)	15.9	16.9	16.9		13.2	17.0		9.5	16.7				9.4	11.7	17.8	14.4	56.3	2.8		20.4	15.9	18.3		
Cowboy G-Men (Flamingo)	5.8							8.4			11.7			8.2	4.9		13.0	28.0	1.3				6.5	
Death Valley Days (Pacific-Borax)	13.9	14.4		29.8	27.5		51.8		25.7		36.7		17.4	11.9	22.0		27.8	2.4			26.2	24.4	11.9	
Gene Autry (CBS-TV Film)	10.7				17.7							18.0		6.3					2.7				20.1	
Hopalong Cassidy (NBC Film)	11.0		11.9		11.0	12.7		11.4				15.2	16.0	7.6	7.7		18.9		9.6	6.2	14.2		12.6	
Kit Carson (MCA-TV)	6.9	8.2	11.3		5							16.3		8.7										
Range Rider (CBS-TV Film)	10.4			1.6	14.9	31.8	11.1	8.9	18.4			11.0	5.5	5.9	6.4			27.5	12.2		5.8		13.2	10.6
Stories of the Century (Hywd. TV)	14.9	14.0			18.6			9.2				14.4		17.9			35.3		1.3	26.5	18.0		13.4	
Wild Bill Hickok (Flamingo)	11.8	10.9		20.5	14.5	30.0	9.0	9.2	8.9	16.5	14.5	14.5	5.9	10.7	1									

Vidfilm Strike Set for Aug. 4 As SAG, Producers Deadlock

Film Men Call Second-Run Payment Economic Suicide, Remain Adamant

By BOB SPIELMAN

HOLLYWOOD, July 30.—The TV film strike situation took a turn for the worse this week. A protracted work stoppage now seems a definite possibility. If this occurs, shows for some sponsors will undoubtedly not be ready for September delivery. Members of the Screen Actors' Guild will walk off the job at midnight Thursday (4).

Whereas until this week both sides had indicated that some settlement would probably be reached before too much time elapsed, attitudes changed considerably during the past few days. Primarily responsible is the fact that producers are turning thumbs down on compromise. They say that they're not being unreasonable, that there is undoubtedly some merit in the SAG position, but that to make payments on the second run would be economic suicide.

On the SAG side, the vote, heaviest in the 22-year history of the Guild, is running 96 to 97 per cent in favor of a strike.

Cue Other Demands

The ramifications involved are innumerable. Perhaps the one of greatest importance is the fact

that the SAG is running interference for other guilds. Once the principal of payment on the second run is established—and it doesn't matter whether this is 1 or 100 per cent—writers and directors will make the same demands, and others will not be far behind.

It is more and more evidence along this line that is causing producers to dig in for a long fight. For instance, the cameramen, teamsters and laborers have indicated

that they will fight for a 5 per cent of the gross, the same formula that now applies to the AFM. One producer, Jack Denove, estimates that these four unions make up only 10 per cent of the labor force in pic production. In other words, he hypothesizes, if they get 20 per cent of the gross, and everybody else goes after the same deal, a producer would wind up paying 200 per cent of the gross.

In the forefront of the battle are the syndicators, depending primarily on the second run for their profits. They feel that to give out any slice of the pie would be like cutting their own throats. Further, they are in a better position than anyone else to weather a long strike.

MCA Sitting Pretty

MCA, for instance, has 26 half hours of its fall offering, "Dr. Hudson's Secret Journal," already in the can. With 27 different shows on *(Continued on page 33)*

'Hudson' Sales Continue Brisk

NEW YORK, July 30.—Sales by MCA-TV of "Dr. Hudson's Secret Journal" this week continued brisk, with more than 40 stations already inked for the vidfilm series. Included in the sales were two small regional deals.

Heidelberg Beer bought the show for Yakima and Spokane, Wash.; Eugene and Medford, Ore., and Idaho Falls, Idaho. The South Carolina Power and Light Company bought it for Asheville, Raleigh and Wilmington, N. C., and Florence, S. C. Other sales were made to Rochester, N. Y.; Boston; Minneapolis; Wichita, Kan.; Fort Wayne, Ind.; Roanoke, Va.; Nashville; Salt Lake City, and Lake Charles, La. Bowman Biscuit has already bought the drama for 17 cities in the Southwest.

KCOP Boosts Al Fishler

HOLLYWOOD, July 30.—KCOP, Los Angeles indie TV station, this week promoted account executive Al Fishler to assistant sales manager. Fishler had previously been a Billboard staffer on the West Coast.

At the same time the station named Joe Coffin, one of the founders of Teleque, as head of the newly created department of research and sales development.

Two Stations For One Rate

SIOUX FALLS, S. D., July 30.—KELO-TV here is going to offer national spot advertisers a more than 20 per cent boost in coverage at no additional cost, come October. This sudden pick-up is being made possible by the operation of what President Joe Floyd calls his sister station, KDLO-TV in nearby Florence, S. D.

The sister station will start test patterns on September 15, and start programming with the World Series. It will be connected to KELO-TV by microwave relay. Network and national spot advertisers will get exposure on both stations for the card rate of KELO-TV alone.

Despite the combined airing of nationally sponsored shows, KDL TV will be a completely independent station. About 25 per cent of its time will be strictly local programming.

Ziv Location Work Up 46%

HOLLYWOOD, July 30.—Ziv-TV has increased its location shooting 46 per cent in the first six months of 1955 over the similar period in 1954, emphasizing the ever-widening search for reality by telepix producers (Billboard, June 18).

Even more impressive is the fact that Ziv spent 1,158 hours on the road on just three series, "Mr. District Attorney," "I Led Three Lives" and "Cisco Kid," during the first half of this year. In the case of the former two at least 50 per cent of the shooting is now on location, with whole episodes sometimes filmed entirely off the lot.

Location filming adds about 15 per cent to production costs, according to Executive Producer Babe Unger, but is worth it in terms of wider scope and movement, variety of locale and better all round quality.

Westinghouse Outlets Raise TvB List to 153

NEW YORK, July 30.—Westinghouse Broadcasting Company this week put its four TV stations into the Television Bureau of Advertising. This raises TvB's active membership to 153 stations.

'Long John Silver' To Blanket South

NEW YORK, July 30.—Lay Potato Chips this week bought "Long John Silver" from CBS-TV Film Sales for its 23 markets, spread thru the South, including all the major markets there. Lay got into TV a year ago with "Ramar of the Jungle," and backed it up with a heavy merchandising campaign thruout the South. Its buy of "Long John" seems to indicate it is dropping "Ramar."

This deal gets CBS Films' sales on "Long John" off the ground. This week it also made a four-market deal in the Midwest with Dean's Milk. This deal is for Chi-

cago, Rockford, Ill.; Madison, Wis., and South Bend, Ind.

"Long John" was produced in Australia by Joseph Kaufman, simultaneously with the production of the motion picture, which is just now going into second-run theaters. Both the movie and the TV show have Robert Newton in the title role. Both are based on the character in "Treasure Island." Both were produced in color.

A heavy merchandising campaign on "Long John" has already been started by the Mitchell Hamilburg Agency.

Vidfilms Might Go Overseas As Stop-Gap If Strike Hits

NEW YORK, July 30.—With the Screen Actors' Guild ready to strike (see other story) almost immediately, producers and syndicators of vidfilm series this week were moving to ready themselves for filming abroad. There are a large number of organizations which have produced in Europe and are in a good position to start shooting there should the necessity arise.

Official Films' "Robin Hood" is being shot by Hannah Weinstein in England. Douglas Fairbanks Jr. is shooting his vidfilm series in England and has a tie-up with Don Sharpe. Television Programs of America has filmed "Captain Gallant" in North Africa. CBS-TV Film Sales has contracted for "Tales of the Foreign Legion," the Errol Flynn vehicle, much of the footage of which has been shot in Spain, and the rest in England. And Sheldon Reynolds is shooting "Sherlock Holmes" in Paris but has extensive experience all over the Continent. Guild Films also has

its "Brother Mark" in production in Germany.

All of these countries easily could be used. In addition, France and Italy have large amounts of untapped studio space. UM&M, of course, had "Paris Precinct" shot in France. Another country which could easily be put into use is Mexico, where the Churubusco Studios are now partially owned by General Teleradio as the result of its buy of RKO Radio.

It would not be too difficult to use London, Paris and Berlin as backgrounds for mystery series. Westerns could be shot in Spain and North Africa; situation comedies almost anywhere. The major film companies are in a strong position to move their production to Europe because of their great experience with these facilities. Screen Gems recently appointed Jack Cron, head of its International Division, and he is now investigating filming in London.

Unions Would Yell
There is no question that, should

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	June Avg. Rating
1....	Badge 714 (NBC)	253	18.8
2....	Life of Riley (NBC)	202	16.1
3....	I Led Three Lives (Ziv)	218	15.9
4....	Douglas Fairbanks Presents (ABC)	193	14.9
4....	Passport to Danger (ABC)	168	14.9
6....	The Whistler (CBS)	201	14.3
7....	Waterfront (MCA-TV)	192	14.2
8....	Star and The Story (Official)	194	13.3
9....	Superman (Flamingo)	182	13.1
10....	Mr. District Attorney (Ziv)	195	13.0
11....	Stories of the Century (Hollywood TV)	193	12.9
12....	Annie Oakley (CBS)	211	12.5
13....	City Detective (MCA-TV)	192	12.3
14....	Little Rascals (Interstate)	213	12.1
15....	Liberace (Guild)	178	11.8
16....	Lone Wolf (MCA-TV)	198	11.7
16....	Meet Corliss Archer (Ziv)	197	11.7
18....	The Falcon (NBC)	191	11.5
19....	Eddie Cantor (Ziv)	211	11.2
19....	Racket Squad (ABC)	189	11.2
19....	Amos 'n' Andy (CBS)	206	11.2
22....	Boston Blackie (Ziv)	221	11.1
22....	Man Behind the Badge (MCA-TV)	203	11.1
22....	Mayor of the Town (MCA-TV)	198	11.1
25....	Science Fiction Theater (Ziv)	191	18.8

SUDSY 'PATROL'

Ballantine Beer Buys 'Highway'

NEW YORK, July 30.—Ballantine Beer this week bought Ziv-TV's new "Highway Patrol," starring Broderick Crawford. It is expected to place it in 30 markets, a larger spread than it has used on the "Eddie Cantor Comedy Theater" or "Foreign Intrigue." The spread includes all the major Eastern markets. This deal puts Ziv's sales of "Highway" at 75 markets.

Ballantine is the second "Cantor" sponsor to buy "Highway." The latter is expected to debut around October 1. According to a Ziv spokesman, after that date Ballantine will be carrying both shows. During the past season, the brewery carried "Foreign Intrigue" as well as "Cantor." But it had the former in only 12 markets, and its deal is now expiring.

Following the formation last week of a separate and autonomous national sales staff, Ziv this week made a few changes in its syndication sales staff. Jack Gregory was named Western division manager,

filling the spot vacated by Walter Kingsley when he was made national sales manager. Al Martini was upped to spot sales manager, filling Gregory's former post.

In addition, three new salesmen were added in the Western division. Paul Scheiner, former sales manager of KGO, San Francisco, has joined Ziv to cover that city. He replaces Allen Johnstone, who is working on national sales in the West. Also, Jack Martin, formerly of KOPO, Tucson, Ariz., and Terry Hatch, formerly of KOMO, Seattle, have joined Ziv.

In the Eastern division, Paul Kemper, formerly of the Richard Ullman Company, Buffalo, and Ralph Baron, former general manager of WAMS, Wilmington and WITH, Baltimore, have joined Ziv.

Following the promotion pattern it set with "Science Fiction Theater," Ziv has designed an Enthuse Kit for "Highway," by which the sponsor can stimulate interest in the show within his own company. In addition to this and the standard promotion kit, Ziv has made a Safety Kit to guide the sponsor in making public service promotions.

Besides the Ballantine deal, Ziv also recently sold "Highway" to Pfeiffer Brewing for 11 markets, mostly in Michigan.

The Ballantine deal was made thru the William Esty agency. When the sponsor bought the "Cantor" show from Ziv, it was still with J. Walter Thompson.

Desilu Preps 2 Properties

HOLLYWOOD, July 30.—Desilu Productions has started work on two new properties, "The Black Arrow" and "Fast Freight." Pilots will probably not be shot until late this fall or early next year.

"Fast Freight" is based on the adventures of two truckers and was created by Desilu Executive Vice-President Martin Leeds.

"Black Arrow," created and written by Ralph Rose and Charles Smith, follows the lines of the Robert Louis Stevenson story but is being transplanted to a Western setting.

New Les-Mary Strip Set for 150 Stations

NEW YORK, July 30.—Les Paul and Mary Ford will get another run on a five-minute strip this season but on a greatly expanded lineup of stations. Warner-Lambert Laboratories, thru Lambert & Feely, have signed to carry the show on 150 stations for 39 weeks with an option for 13 weeks of summer reruns. The show will go into production via Du Mont's Electronicam on August 22.

Last year, before the merger of Warner Hudnut and Lambert Pharmacal, the latter sponsored a five-minute series of Les and Mary on about 70 stations. It was dropped after 13 weeks.

The five-minute show is packaged by the Instructo Corporation, which is owned by Les and Mary and Gray Gordon, their manager. It was sold by GAC-TV. This is GAC-TV's second big national spot deal for the coming season. Earlier it sold the Patti Page show, a quarter-hour now showing twice weekly, to Oldsmobile. The Page show is being filmed by Screen Gems.

For the new Les and Mary show the sponsor is aiming for early evening slottings beginning around

October 1. Due to the speed of Electronicam production, they expect to complete all 39 weeks of shooting in eight days.

The show will be used to plug Listerine and Antizyme toothpaste. However, there is still a possibility the sponsor will give a ride to the Hudnut products also.

Vidfilm Version Of 'President'

HOLLYWOOD, July 30.—TV film version of "Mr. President," Edward Arnold starrer on the ABC radio network for several years, is being prepped by Stuart Reynolds.

Reynolds is having scripts on the lives of U. S. presidents prepared now, and will film a pilot later this year. The program is not intended for airing until the 1956-'57 season, however.

WABD Buys Classic Fights

NEW YORK, July 30.—WABD is going to try to buck the first half of "Disneyland" with something different, classic fight films. It just made a deal with The Big Fights, Inc., for the half-hour versions of 50 famous fights, which it will slot Wednesdays, 7:30-8 p.m. The station also got the rights to use shorter versions of the fight films in its late night "Featurama."

Beloin 'Hollywood' Going Theatrical

HOLLYWOOD, July 30.—Edmund Beloin has completed editing of three segments of his "So This Is Hollywood" series, telescoping them into a theatrical feature titled "It Happened in Hollywood." TV show was a last-minute replacement for Claudette Colbert last fall and never could get off the ground against Jackie Gleason.

HARD SELL IN CELLULOID

Feature Films Brings Biz; GT's RKO List No Threat

By GENE PLOTNIK

NEW YORK, July 30.—The news of General Teleradic's purchase of RKO Radio made no immediate impact on feature film distributors here. Most of them have just acquired or are about to acquire new packages of pictures. They are all girding their loins to sell harder than ever for the coming season.

Most competent observers maintained that, even in the long run, the release of RKO pictures to TV will not have as drastic an effect on the feature business as General Teleradio's first 30-picture break in the spring of 1954. They expected that the eventual sale of RKO titles to TV stations will only intensify the pattern that was then set.

This was confirmed to an extent by a statement this week by Tom O'Neil, GT president. In discussing the future of features on TV, O'Neil denied the possibility of any floodgates opening or logjams breaking, the traditional nightmare in this business. Rather, he described the prospects as a steady replacement for run-out pictures. This, of course, is aside from the possibility of selling features as network deals, which O'Neil acknowledged.

He further hinted that he will weed out the weak product in the RKO catalog before selling to TV stations.

The pattern of feature sales that has been established in the past 18 months has brought the feature distributors close, but not all the way over, to the mode of selling pursued in the syndication of half-hour series.

Like Program Buy

For sponsors, features are no longer strictly a media buy. They have some but not all of the aspects of a program buy. This is true to the extent that the showmanship values, prestige and promotion potential are now a factor in getting local and spot advertisers into features.

The feature distributors now recognize that they are to a great extent in direct competition with the half-hour syndicators. This prevails not only in station library selling. The movie boys are showing a growing inclination to take their sales story directly to sponsors. They believe they can prove that 99-minute features are their best programming bet. They maintain that the latest programming moves of the three networks support this.

One major feature distributor told The Billboard this week that feature films can stack up against the best syndicated half-hour shows in the top markets, as shown in the weekly American Research Bureau charts. A check of ARB reports for May on eight major markets did in fact show top feature programs placing second to 16th on these charts.

Some Examples

In Chicago, the "Courtesy TV Theater" on WGN-TV pulled a two-hour average of 23.5, which would rank it second on the syndicated show chart.

In New York, the first play of the 16-run "Million Dollar Movies" on WOR-TV drew a 90-minute average of 6.8 in May, which would have placed it 11th, right behind "Mr. District Attorney."

In Los Angeles, "Sunday Movies" on KTLA drew a 90-minute average of 16.6, which would place it eighth, behind the 17.0 of "Stories of the Century."

In Cincinnati, the Saturday night "Million Dollar Movies" on WCPO-TV pulled 16.1, which would have been sixth on The Billboard's ARB chart.

In Minneapolis-St. Paul, WCCO-TV's "Masterpiece Theater" drew 15.2, which would have been seventh.

"Better Buy"

This distributor further asserted that, on the basis of the premium participation rates by which these features are usually sold by stations, they turn out to be a far better buy than half-hour films.

For example, he pointed out, in Cincinnati a fairly typical top rated half-hour syndicated show costs a sponsor \$770 a week for both time and program. In the same city he can buy the same amount of commercial time in a half hour of the "Million Dollar Movies" for \$260. In New York a half-hour film

usually costs around \$2,000 a week. A half-hour in Class A costs at least \$900, and on the top stations it goes over \$2,500. In the face of these costs, WCBS-TV sells one-minute participations in its "Early Show" for \$900, meaning an advertiser can get a half hour for \$2,700. On a good night, the "Early Show" will pull around a 6.5 ARB, which is tantamount to being among the top 10 syndicated shows in New York.

Warner Hypos Tele Activity

HOLLYWOOD, July 30.—A considerable upbeat in TV activity at Warner Bros. was indicated by Jack Warner Jr. this week. While declining to go into detail, he said that a number of properties are already under consideration for filming next year. One of these would probably utilize the same set—tho, of course, completely done over—on which the "Casablanca" series is now being lensed.

Alcoa still has an option on Warner's "High Venture" series, a 16-minute presentation which was filmed with Wendell Corey in the starring role. One of the prime stumbling blocks is a time period.

Warner Bros. is consolidating all its TV production companies under one aegis, Warner Bros. TV, indicating a change in previous thinking, which would have had each series produced under a separate banner. For instance, Sunset Productions, which filmed "High Venture," has ceased to exist as a production company, altho it is still registered in New York as sales organization for the show.

QUALITY IS OUR BUSINESS

For COMPLETE FILM PROCESSING

in the EAST... it's **MOVIELAB**

Now Celebrating our 25th ANNIVERSARY

ROUND THE CLOCK SERVICES

- Negative Developing
- First Print Department
- Ultra Violet and Flash Patch Printing
- 16 mm and 35mm Release Printing
- Title Department
- 45 Cutting and Editing Rooms

for color it's **Rainbowlab**

MOVIELAB FILM LABORATORIES, INC.
619 West 54th Street, New York 19, N. Y. JUdson 6-0360

WGR-TV

Blankets WESTERN New York!

CHANNEL 2

BUFFALO

e b enright & f riendly inc

667 MADISON AVENUE.....NEW YORK 21, N. Y.....TEmpleton 2-8600

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

The Following Ratings Are Based Upon ARB's June Reports

OMAHA 2 STATIONS

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

- 1. George Gobel, WOW.....53.9
2. Jackie Gleason, KMTV.....48.7
3. Toast of the Town, KMTV.....47.6
4. Two for the Money, KMTV.....45.0
5. Person to Person, KMTV.....44.5
6. I Love Lucy, KMTV.....39.7
7. Private Secretary, KMTV.....39.6
8. Your Hit Parade, WOW.....39.4
9. *Waterfront, WOW.....39.2
10. This Is Your Life, WOW.....39.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns for Rank, Title, Station, and Rating. Includes entries like 'Waterfront (Adv.)', 'I Led Three Lives (Adv.)', 'Lone Wolf (Mys.)', etc.

TULSA 3 STATIONS

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

- 1. I Love Lucy, KOTV.....43.4
2. What's My Line? KOTV.....43.0
3. Jackie Gleason, KOTV.....41.7
4. Toast of the Town, KOTV.....40.8
5. George Gobel, KVOO.....35.3
6. Your Hit Parade, KVOO.....33.6
7. December Bride, KOTV.....30.3
8. *The Whistler, KOTV.....30.1
9. Studio One, KOTV.....29.6
9. Life of Riley, KOTV.....29.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns for Rank, Title, Station, and Rating. Includes entries like 'The Whistler (Mys.)', 'Life of Riley (Comedy)', 'City Detective (Mys.)', etc.

HARRISBURG 5 STATIONS

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

- 1. I Love Lucy, WGAL.....&54.1
2. George Gobel, WGAL.....&50.7
3. Jackie Gleason, WHP.....&46.0
4. Fireside Theater, WGAL.....&44.2
5. Godfrey's Talent Scouts, WGAL.....&43.7
6. Your Hit Parade, WGAL.....&41.5
7. Television Playhouse, WGAL.....&41.2
8. Variety Hour, WGAL.....&40.7
9. Milton Berle, WGAL.....&40.6
10. Robt. Montgomery Presents, WGAL.....&40.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns for Rank, Title, Station, and Rating. Includes entries like 'Buffalo Bill Jr. (West.)', 'I Led Three Lives (Adv.)', 'Waterfront (Adv.)', etc.

MINNEAPOLIS-ST. PAUL 4 STATIONS

THE TOP 10 TV SHOWS IN MINNEAPOLIS-ST. PAUL (* Indicates Non-Network)

- 1. You Bet Your Life, KSTP.....39.8
2. I Love Lucy, WCCO.....38.4
3. Our Miss Brooks, WCCO.....36.7
4. Person to Person, WCCO.....36.3
5. Disneyland, WTCN.....32.9
6. *Today's Headlines, KSTP.....31.3
7. Line-Up, WCCO.....29.5
8. Your Hit Parade, KSTP.....29.3
9. Jackie Gleason, WCCO.....28.8
10. Toast of the Town, WCCO.....27.8

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns for Rank, Title, Station, and Rating. Includes entries like 'Mr. District Attorney (Mys.)', 'Badge 714 (Mys.)', 'I Led Three Lives (Adv.)', etc.

PROVIDENCE 4 STATIONS

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

- 1. Television Playhouse, WJAR.....48.4
2. This Is Your Life, WJAR.....48.1
3. Robert Montgomery Presents, WJAR.....47.5
4. Fireside Theater, WJAR.....46.3
5. Milton Berle, WJAR.....43.9
6. Caesar's Hour, WJAR.....41.0
7. You Bet Your Life, WJAR.....40.7
8. Toast of the Town, WPRO.....36.7
9. Medic, WJAR.....35.5
10. Texaco Star Theater, WJAR.....33.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns for Rank, Title, Station, and Rating. Includes entries like 'I Led Three Lives (Adv.)', 'Elery Queen (Mys.)', 'Mr. District Attorney (Mys.)', etc.

SEATTLE-TACOMA 4 STATIONS

THE TOP 10 TV SHOWS IN SEATTLE-TACOMA (* Indicates Non-Network)

Table listing top 10 TV shows in Seattle-Tacoma with station and ratings. Shows include Disneyland, This is Your Life, You Bet Your Life, The Medic, Big Town, etc.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table listing locally originated film series in rank order with station and ratings. Shows include Badge 714, Mr. District Attorney, Racket Squad, etc.

Table listing TV shows in Quad City area with station and ratings. Shows include Dick Tracy, Playhouse 15, Your All Star Theater, etc.

QUAD CITY 2 STATIONS

THE TOP 10 TV SHOWS IN THE QUAD-CITY AREA (* Indicates Non-Network)

Table listing top 10 TV shows in the Quad-City area with station and ratings. Shows include Godfrey's Talent Scouts, George Gobel, Toast of the Town, etc.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table listing locally originated film series in rank order with station and ratings. Shows include Racket Squad, Waterfront, Death Valley Days, etc.

TV FILM SALES

ABC FILM SYNDICATION

ABC Film Syndication listings including Ahena, Queen of the Jungle, Douglas Fairbanks Jr., Racket Squad, etc.

CBS TV FILM SALES

CBS TV Film Sales listings including Amos 'n' Andy, Gene Autry, Cases of Eddie Drake, etc.

NATIONAL TELEFILM

National Telefilm listings including Police Call, New Adventures of China Smith, etc.

NBC FILM DIVISION

NBC Film Division listings including Great Gildersleeve, Steve Donovan, etc.

OFFICIAL FILMS

Official Films listings including My Hero, Paramount Television, etc.

PARAMOUNT TELEVISION

Paramount Television listings including Wrestling from Hollywood, Screenkraft Pictures, etc.

SCREENCRAFT PICTURES

Screenkraft Pictures listings including Judge Roy Bean, Screen Gems, Inc., etc.

SCREEN GEMS, INC.

Screen Gems, Inc. listings including Rin Tin Tin, Your All Star Theater, etc.

TOP PLAYS OF '55

Top Plays of '55 listings including Jet Jackson, Jungle Jim, etc.

JET JACKSON

Jet Jackson listings including KLFY, KUTV, etc.

JUNGLE JIM

Jungle Jim listings including KUTV, Sterling Television Co., etc.

KINGS CROSSROADS

Kings Crossroads listings including Tropic Hazard, Movie Museum, etc.

TELEVISION PROGRAMS OF AMERICA

Television Programs of America listings including Ramar of the Jungle, Your Star Showcase, etc.

ZIV TELEVISION PROGRAMS

Ziv Television Programs listings including Eddie Cantor, I Led Three Lives, etc.

SYNDICATED FILMS

Syndicated Films listings including Guild Films, TPA-Ellery Queen, etc.

SYNDICATED FILM BY TYPES

Table showing syndicated film by types with columns for 1952, 1953, 1954, 1955 and rows for Drama, Sit. Comedy, etc.

YOUR KEY TO SALES RESULTS

Your key to sales results - the advertising columns of THE BILLBOARD!

Vidfilm Strike Set for Aug. 4

Continued from page 30

hand, Vice-President Wynn Nathan says, "We're in good shape." The situation at Ziv-TV is more or less the same.

Small producers almost unanimously back the syndicators to the hilt. But, and this is significant, even the TV film companies which stand to lose the most are, at the moment, positive that they will hold out.

Primarily it is the new telefilm programs scheduled for fall airing that will suffer. Most producers, however, have at least three or four of these in the can (and some a good many more) and with most starting dates set for late September or early October they could, theoretically, hold out for as long as two months without too much harm to themselves.

The great unknown in this situation is the majors. TCF-TV has only one film for GE and two "Flicks" in the can. Warner Bros. is in a better position with about six weeks' programming ready. Their financial status being what it is, they may well decide that 25 per cent second-run pay (and the SAC would probably settle for that) is not worth jeopardizing their TV entry for. Should they sign with the Guild, other producers would almost certainly have to follow.

Hurt Small Producer

Basically it is the small producer who would be hurt most. There is no danger that the residual formula as proposed would kill off syndication, but there is definite possibility that it would be the end of the small film maker shooting one or two series for spot booking. One of them this week said he would go back into feature production if the SAC won.

Despite the intensity of the controversy, it has been remarkably free of recrimination. Martin Leeds, executive vice-president of Desilu,

says there's no question but that the SAC case has merit—when a film is rerun an actor is not working because of it. On the other hand, payment on the second run is economically impractical.

SAC Executive Secretary John L. Dales said no attempt will be made to interfere with the live production of a film show if the strike lasts into the fall and a sponsor decides that this is his way out. Pickets will be thrown up, however, if a pic producer tries to keep on filming after August 4.

The only other strike in the history of the SAC, against producers of commercials in 1952, lasted three months. The present strike does not affect either commercial, industrial or feature production.

Advertisement for M. C. Pictures, Inc. featuring 119 films available from the company, including 45 features and 35 westerns. Contact information for Jerome Balsom, Exec. V. P.

Advertisement for Premiere Artists & Production Agency, Office of Harold Jovien. Lists various artists and programs under direction, including Van Alexander, George Liberate, etc.

LEGIT

'Boy Friend,' Unwilting, Zips Thru in Great Style

By BOB FRANCIS

Any hit play after a prolonged run is likely to have a tendency to let down. With dressing rooms, which managements thoughtfully neglect to hook up to an air-cooling system, at dog-day temperatures, actors could easily be forgiven a tendency to get sloppy and hoke matters up stage-wise. With a show with a premise based on delicate satire, the result can be horrendous. Matters can degenerate into slapstick burlesque, and charm is out in the alley.

It is therefore particularly pleasant to find "The Boy Friend," after

a 10-month playing grind, and in the most torrid week of summer doldrums, is still the same spritely bit of song-and-dance fluff that it teed-off to be last September. As a great many people know by now, "Boy Friend" is that tongue-in-cheek, British lampoon of those idiotic musical comedies that some of us still hold nostalgically dear from the Turbulent Twenties, when gal met-lost-and-retrieved boy in two acts, and the chorus line squealed helpfully to the rhythm of the Charleston. To be successful, such an item has to be played as if the actors believed completely in what they are doing. There is a very narrow chalkline between satire and burlesque, and it takes a lot of skill not to rub it out.

But "Boy Friend's" cast manages it beautifully. It behaves toward Sandy Wilson's nonsensical book, lyrics and derivative, period tunes as if they were doing a "Show Boat" or an "Oklahoma!" The result is always rib-tickling, and frequently hilarious. Young Julie Andrews is as delightful as ever as the bemused poor little rich gal who falls in love with ingenious John Hever, her masquerading messenger boy. Eric Berry and Geoffrey continue solid contribution to the heavy father, comedy relief department. Dilys Lay's screaming flapper is still a high spot, and Anne Wakefield and Bob Scheerer provide a top-drawer team-up. Everybody, right down the line, is going at it with hammer-and-tongs enthusiasm.

"Boy Friend" packs the same zip and zest, when the mercury is hanging around the nineties, as it did when the steam was on in the Royale Theater.

never seems to lack for admirers. Estrellita & Raul carry off their Spanish dances effectively; Lenny Maxwell got a big hand for a clean comedy turn, and the Karpis Trio provided some thrills with their balancing act. Dewar.

The Typewriter
Tempo Theater, New York

This willing and considerably able downtown group is wrestling with a translation of Jean Cocteau's excursion into French provincial skullduggery. Program credits the English text to Ronald Duncan. How closely he sticks to the original, one wouldn't know; but, if it is an accurate translation, M. Cocteau wrote one of the longest detective plays on record—and, incidentally, an exceedingly dull one.

While there is never much lingering doubt as to who wrote some poison pen letters, which set a French village by the ears (it simply takes three terrifically talky acts to get to the point), some competent players are concerned along the way. Katherine Segava, who used to be one of our excellent ballerinas, has turned actress, and a right good one, too, in the lead stint. Bernard Tone plays a soft-hearted detective with understanding, and Tom Holland makes a character bit sound better than it is written. Nancy Ponder also adds a good moment or two as a slightly wacky villager. Francis.

Mel Torme
Crescendo, Hollywood

If Mel Torme ever hangs up his vocal cords he can get himself a job as drummer in any band of the land. From the way he's belting them out these days, however, that's not likely to happen. Full house at the Sunset Strip nitery gave him a sock reception.

A superb showman, the mellow crooner used a lot of special material, such as "April in Paris" sung in "occupied French." His ad libs were timed just right. Overall selection gave the crowd a little bit of everything.

Winding up, Torme did a stint

Wally Brown
Palace Theater, New York

An over-all entertaining bill this week, with six out of eight spots tenanted by returnees to the house, and Palace fave Wally Brown in next-to-closing. Brown spots his standard comedy routine for another sock reception.

James and Jardine Williams get matters off to a sharp start with their superior stepping. Pair sparks class and projection-plus. Youthful Gene Jimae is on hand again with his harmonica virtuosity. Lad is headed to be one of the best in his line before he gets thru. Roberto and Alicia contribute samples of their spirited flamenco dancing. Rex Ramer and Eilene are back again. Ramer can imitate about any instrument vocally and, along with his partner, gets a lot of good clowning into the doing. His one-man Spike Jones band bit is a stand-out. Landon's midget tumbler again provide a satisfactory wind-up.

Two acts are new to the house. Ricki Dunn's pickpocket routines (using audience stooges) are sock with the customers. Dunn is extraordinarily clever and has developed a good brand of patter to set off his nonsense. Billy Field, singer, has a power-house voice, but for these ears goes in too heavily for over-arrangement and projection. Francis.

Ann Sothern
New Frontier Hotel, Las Vegas

Television's "Susan McNamara," Ann Sothern, returns to the Strip at the New Frontier's Venus Room with much the same routine, escorts and all, as she displayed in her last Vegas stint at El Rancho Vegas.

While the act is no Sammy Davis Jr., who preceded her, Miss Sothern nevertheless is an old pro at this business, and is well-received in a series of novelty numbers backed by the five handsome escorts.

Backing up the main act are Bambi Lynn and Rod Alexander, whose dance routines, particularly with the chorus in a setting of an old-fashioned Old World drawing room, are fine and entertaining.

Opener is Bob Williams and his pair of four-legged canine comics, who bring enough laughs to make them the envy of many of their human rivals who play Vegas.

Chorus numbers are lavish and well done. Music is by Garwood Van and ork. Oncken

Johnnie Ray
Salisbury Beach Frolics

The weeper whipped a big crowd into a frenzy with a 50-minute act in a broiling night that didn't stop him from kissing the girls and whooping it up in a rough and tumble that even took the starch out of the customers. It seems as tho he can go on for ever, doing the same numbers and drawing terrific response. His "Little White Cloud," "Cry" and "All of Me" might have been brand new offerings the way the crowd screamed. He introduced his new recording, "I've Got So Many Million Years" which left the patrons pleading for more. With his gimmicks, Johnnie's act becomes more of a spectacle each time, but he

BROADWAY
SHOWLOGPerformances Thru
July 30, 1955

DRAMAS

Anniversary Waltz	4-7, '54	549
Bus Stop	3-2, '55	173
Cat on a Hot Tin Roof	3-24, '55	147
Inherit the Wind	4-21, '55	116
Lunatics and Lovers	12-12, '54	264
The Bad Seed	12-8, '54	268
The Desperate Hours	2-10, '55	196
The Seven-Year Itch	11-20, '52	1,126
The Teahouse of the August Moon	10-15, '53	751
Witness for Prosecution	12-16, '54	260

MUSICALS

Ankles Aweigh	4-18, '55	120
Arabian Nights	6-23, '55	40
Damn Yankees	5-5, '55	100
Fanny	11-4, '54	308
Pajama Game	5-13, '54	502
Plain and Fancy	1-27, '55	212
Silk Stockings	2-24, '55	179
The Boy Friend	9-30, '54	348

RECESSING

Anastasia	12-29, '54	229
Comedy in Music	10-2, '54	679

on the drums, beating out "Hawaiian War Chant" that had the ring-siders jumping and staying for the second show. Spielman.

Ella Fitzgerald
Basin Street, New York

The carriage trade and the Lindy set turned out en masse for Ella Fitzgerald's opening here Tuesday (26), with everybody from Margaret Truman to Eddy Arnold on hand to accord the thrush a sock reaction for her first show.

Altho she's a vet performer, Miss Fitzgerald still flutters engagingly on the stand. Vocally, of course, she's tops—warm, sweetly expressive and above all sincere. However, one feels she is erring material-wise, by opening on a high note ("Almost Like Being in Love") and "Here I Go Again" only to wind up her stint with a pair of less effective show tunes from her new movie, "Pete Kelly's Blues." While she handles them nicely, neither was as strong as her earlier songs.

The Oscar Peterson combo and the Calvin Jackson combo round out the bill. Bundy.

Erroll Garner
The Blue Note, Chicago

If Erroll Garner ever decides to give up playing the piano, which he shouldn't, he can always write a book entitled "How to Win Friends and Captivate Audiences" and make a fortune. Playing to what seemed to be a rather cold Blue Note audience, Garner, with his customary ease, nimble fingers and pure entertaining arrangements, soon had the crowd rapped from applauding.

When he finished his last number, a medley of "Sweet and Lovely" and "I Remember April," The audience seemed convinced that they had just heard the best piano performance in the country. Other tunes such as "First You Do and Then You Don't," "Mambo Garner" "Tenderly," "I Cover the Waterfront" and "More Than You Know" All added up to an evening of solid Garner entertainment.

Chet Baker and his quartet rounded out the show, with Baker receiving a fair hand on a few foggy type vocals. Wickman.

Dick Shawn
Chez Paree, Chicago

Any similarity between the standard brand of joke-telling and Dick Shawn is strictly accidental. He proved that in his second appearance here in showing an unusually refreshing and sometimes uncanny talent for humor. "Schizophrenia" and "Mastah Richard" are two skits in which he demonstrates a lively, off-beat comedy style. In the course of his act, he reverts back to the climax of first one and then the other with telling effect. His singing ranges from mimicry to comic version of such a number as "Dry Bones" to a bona fide rendition of the "Vesta la Juba" aria from "Pagliacci."

Jane Morgan, billed "The American Girl From Paris," appears equally at home singing in French or English, and whether it's a blues

NIGHT CLUB

All's Well at La Vie With Miles, La Mosier

By BOB FRANCIS

Everything is very pleasant at Monte Proser's La Vie. The p.a. system has got the frogs out of its throat and settled down to behave itself; ditto the air-cooling gadgets, which seem finally, harmoniously synchronized. All of this is very helpful to Jackie Miles, who heads up the entertainment.

Miles was in top form for opening night show, easy, relaxed and building steadily for laughs to keep the table gentry in stitches. His is just the brand of nonsense to tickle a cooled-off funny bone when the temperature outside is sweating it out. He could have gone on for another half hour and had the customers still lapping it up. Jackie is a very funny guy, indeed.

Sharing bill honors is songstress Diabann Carroll. What with Enid Mosier at the Village Vanguard, this seems to be a local ex-"House of Flowers" week. The Negro thrush makes a good cafe appearance with a rep of standard and show tunes. The ballad is obviously her forte. Naturally she includes her own particular "Bee Song" from the above-mentioned musical. Platform-wise she is likable, and her voice has quality. It

number, a ballad or a risqué ditty, she's able to handle it with ease. "I Love Paris," "Why" and "Baseball" were among the items covered. The Rudenko Brothers, a juggling act, completed the bill. Laucing Ly Chez Paree Adorables. Dietmeier

Barbara McNair, Enid Mosier
Village Vanguard, New York

Room features completely opposite projection approaches by two excellent fem Negro singers. Barbara McNair, svelte, modest, and playing down a sex appeal that could easily be emphasized, does splendidly with a program of standards and a couple of specialty ballads. Personally, I think she does "Come by Sunday" better than Eartha Kitt. She is certainly a young singer to be watched.

On the other hand, Enid Mosier, backed by the Trinidad Steel Drums (male trio), who scored a personal hit in the late "House of Flowers" on Broadway, belts out her Calypso rhythms with all the enthusiasm of a Martha Raye. The gal is personality-plus, has a real flair for comedy timing and showmanship. Her "Satan's Little Darling" number is a house-rocker. The boys get a great brand of novelty harmony out of the tops of old gasoline cans and give her top-flight support. It's an act that grows on you by the minute.

The combination of the diversified talents of the Misses McNair and Mosier should do fine summer business for the Vanguard. Francis.

Rita Hayes, Renato Rossini
Cafe Pierre, New York

Hotel Pierre's hot-weather rendezvous features a new, young singer, Rita Hayes, with Stanley Worth and his orchestra. The lass has eye-appeal and an ingenuous, likable projection. She very evidently knows how to sell a show tune. She could appear to far greater advantage in a room where the emphasis is less dominant on dancing and geared to the entertainment beam. Given the right kind of program with the inclusion of some specialty material, she has plenty of promise for intimate spots where her brand of chanting could be really spotlighted.

Also on the agenda is Renato Rossini, who can make a guitar really sing with anything from a Bach fugue or gavotte to pops in table-to-table requests. Signor Rossini is likewise something of a newcomer to the local scene, but his musicianship should build him a steadily increasing popularity. Francis.

seems to this reporter, however, that she is going to fall into the pit of over-arrangement if she is not careful. She has all the equipment to work with. Why not keep it simple and warm?

Baker Sisters
Bradford Roof, Boston

Thelma and Bobbi Baker, who did singles until recently, may some day give the Kean Sisters a run for it. That may be a little while away, but right now, even with the newness still showing in spots, they are a highly entertaining pair. Thelma might be what Sophie Tucker was many years ago. Bobbi is the impish type, but not too much so. In white-beaded sheaths, they warm up with a "Hello and How Are You" routine involving some pretty good clowning that routed any chill which might have existed. They harmonize well on "Smiles" and go into a rousing "Butcher Boy" with gags a la Rose Marie.

Their "Private Secretary" routine could stand some new business, but the customers were pleased. When they go into impressions of Sophie Tucker, Ethel Merman, Edith Piaf and a host of others, the place really rocks. With a few more months of polishing this could be a fast-stepping act. Dewar.

Cy Coleman
The Composer, New York

Cy Coleman, now in the second of two long stanzas in this room this season, has helped build a solid clientele of regular patrons for the spot. They keep coming back for fresh helpings of his witty, musically inventive brand of piano playing. Coleman, like Barbara Carroll and other sophisticated modern keyboard artists, sacrifices harmonic richness for the virtuosic possibilities of a style that concentrates on pure melodic line. The fast finger work makes a dazzling mental impression, tho some might find it lacking in lyric sentiment. Coleman exploits the formal qualities of this idiom with considerable aplomb, both in standards and originals. In the latter, he throws in a vocal or two with unnecessary modesty; he does them well and would please his audience if he offered them more.

Eddie Heywood and his trio alternate with the Coleman threesome. Pianist Heywood, at one time one of the bright hopes of the modernists, now has a dated sound—which, nevertheless, has a measure of nostalgic association that has appeal for many. Abetted by a swinger rhythm section than Coleman's, Heywood runs thru a group of perennials that offer few new kicks to the discriminating, but still have a comfortable, old-show charm. Kramer.

Vic Hyde, Charlivels
Chat Noir, Oslo, Norway

Vic Hyde, the American "one-man" band, is sharing top billing with the (3) Charlivels, acromusical gagsters, and both acts are wowing audiences. Meribeth Old, supple American contortionist, is also on this bill and proving that a "bender" can remain good-looking even when tied into knots. Line-up includes Donald B. Stuart, English magician; Rayros Trio, acro; Canadian Cowboy Trio and Two Marthys, in a novelty act. Wolfram

DRAMATIC & MUSICAL ROUTES

D'Oyly Cart Opera Company: (Geary) San Francisco.
Can-Can: (Shubert) Chicago.
King and I: (National) Washington.
Kismet: (Philharmonic) Los Angeles.
Pajama Game: (Curran) San Francisco.
Skin of Our Teeth: (Blackstone) Chicago.
Sold Gold Cadillac: (Temple) Tacoma, Wash., 2-3; (Auditorium) Portland, Ore., 4-6.
Teahouse of the August Moon: (Biltmore) Los Angeles.

Mail Sales Idea Gets Second Look

Rumors Buzz; Columbia Vetoing By-Passing of Dealers, Distributors

By BILL SIMON

NEW YORK, July 30.—A new approach to the problem of increasing packaged record distribution thru the use of some mail-order techniques is reported near the launching stage by a second major diskery. The first such plan was set in motion two months ago by RCA Victor.

Columbia's interest in using the mails to speed record sales has been known by insiders for some time. However, it could not be established that Columbia is the diskery in question. No confirmation of any plans involving such merchandising methods was forthcoming from the label.

A top Columbia spokesman did state that, when and if any such plan is ready to break, "our dealers and distributors will be the first to know about it."

Past declarations by the diskery brass, reiterated yesterday, have made it clear that Columbia will not undertake any mail-order operation, or variant, that will not include established dealers and distributors within its operational framework.

The details remained sketchy at week's end, certain industry listening posts were buzzing with rumors that the dealer problem may have been solved and that the plan was only three weeks away from its public debut.

BUBBLE BUSTS

Erratic Vinyl Troubles LP Disk Makers

NEW YORK, July 30.—The rash of blistered LP's which has plagued some dealers in the past few months is now under control, pressing executives reported this week. The faulty disks, which suffered from small bubbles, originated with a number of producing firms.

One factory exec asserted that situation was "the toughest in three years." But, he added, "it is now under control."

At least one manufacturer, Westminster Records, this week informed its distributors that it will permit returns of bubbled LP's and it set down a procedure for making

(Continued on page 40)

Valjo Files 'Henry' Suit

HOLLYWOOD, July 30.—Action for copyright infringement of "Dance With Me Henry" was filed in U. S. Federal Court this week (26) by Valjo Music Corporation against Modern Music Publishing Corporation, Modern Records and the brothers Jules, Joseph and Saul Bihari.

Suit marks the third action filed in connection with the pop hit, previous charges having been made by Lois Music in New York and by Frank Kelton here.

Valjo seeks \$150,000 in damages, an accounting of all royalties and an injunction restraining the defendants from further exploitation of the song. Action charges that disk jockey-band leader Johnny Otis wrote the tune while under contract to Valjo, and that the defendants "appropriated the composition for their own benefit and are unlawfully representing themselves as the owners."

Ambitious in scope, it was said to involve a major advertising splash, flashing the details to consumers via simultaneous pitches in more than 80 Sunday newspapers late in August.

Reportedly, one of the best known mail-order ad agencies has been retained, as has an industrial engineering firm, which had been instructed to set up the system to accommodate up to a half-million accounts.

Companies aware of these moves are manifesting considerable curiosity as to the role of the retailers and the nature of repertoire to be issued. It is expected that the latter will consist of general catalog material.

RCA Victor's plan, recently expanded to encompass more than

(Continued on page 40)

Robison Denies DeCastro Team Going to RCA

HOLLYWOOD, July 30.—Fabor Robison, president of Abbott Records, this week vehemently disputed reports that the DeCastro Sisters had been signed to an RCA Victor recording contract (The Billboard, July 30), adding that such a pact "would be in violation of a contract they hold with Abbott."

"The DeCastro Sisters have not been released from their contract," Robison said, "nor will they ever be granted such a release." According to Robison, the singing group still has another two years to go on the present agreement.

In New York, Victor execs said they had been led to believe the DeCastro Sisters were available and that a proposed contract with the label was now being studied by the girls. The William Morris Agency, which handles the act, declined to comment on the hassle at this time.

Robison, meanwhile, continued adding to his talent roster, inking girl vocalist Lafawn Paul, Art and Doty Todd, Lonnie Coleman and Jesse Robertson.

ITALIAN DISK ACTIVITY ON UPSWING

Round-Up Shows Demand High for U. S. Labels, But Costs Excessive

By BETTY REEF

MILAN, Italy, July 30.—American popular music artists and disks have stimulated Italian record sales, a series of interviews with radio and recording representatives disclosed here this week. The opinion was repeated by officials at RAI (Radiotelevisione Italiana), Voce del Padrona (His Master's Voice), Italy's top record company, and leading music dealers in Rome, Naples and Milan. They also pointed to the growing trade in music exports from Italy.

Record sales now total over 5,000,000 units a year, a phenomenal figure in view of the extremely high price of disks in this low-income country.

Translating lire into dollars, 10-inch 78's (light music and dance tunes) sell for between \$1.10 and \$1.30; 12-inch classical records cost between \$1.50 and \$1.75. Unbreakable 45's (popular) are priced between \$1.10 and \$1.50, and EP's run around \$2.10. Classical 45's

BILL HALEY WINS 3 CROWNS, PLUS

NEW YORK, July 30.—Bill Haley this week won a Triple Crown Award, but it wasn't the only cause for celebration in the Haley household. On Thursday, Mrs. Haley gave birth to Bill Jr., the fourth Haley youngster.

The winning record, of course, was Haley's Decca smash "Rock Around the Clock," which this week topped all the pop survey lists—retail best seller, juke box and disk jockey.

E. B. Marks Wins Suit on Howard Songs

Many Standards on List; Victor May Seek 100G Damages

NEW YORK, July 30.—Ownership of the renewal rights to 152 songs co-authored by Joe Howard, including such standards as "I Wonder Who's Kissing Her Now?" is vested in E. B. Marks Music Corporation, according to a decision this week by Judge Sylvester Ryan in U. S. District Court. Other tunes involved are "What's the Use of Dreaming," "Honeymoon," "Blow the Smoke Away," "The Umpire Is a Most Unhappy Man," "I Don't Like Your Family" and "Be Sweet to Me, Kid."

A major legal aspect of the decision is the court's statement that the right renewal is not a continuation of the old or original copyright, but the granting of a new one; and that the assignment of renewal rights cannot be inferred, but must, instead, be specifically stated in a contract.

Julian T. Abeles, attorney for Marks, estimated this week that his client would ask for approximately \$100,000 in damages. The suit for declaratory judgment was filed in 1944, and estimates for damages would be based upon uses—synchronizations, mechanicals, performances, etc.—covering the intervening years.

Charles K. Harris, one of the Ralph Peer publishing enterprises had originally published the 152 tunes. After the original publication agreement, Harris obtained a separate document from Howard in 1916 transferring rights to Harris. The defendant claimed this

(Continued on page 42)

Decca Fall Sked Includes 43 New Album Packages

Promotion, Discounts, Phono Line Embraced in Firm's Biggest Drive

NEW YORK, July 30.—Decca Records' new fall program, unveiled this week, includes an exceptionally heavy schedule of new album releases, an intensive promotion campaign, a special dealer discount plan, and the launching of a complete phonograph line of 11 models.

Titled "Fill Your Home With Music" and considered one of the largest over-all programs in the history of the company, the plan draws heavily upon the label's vast pop and standard catalog. The new album product totals 43 packages. Additional material will swell this figure, for the diskery will also re-release eight show albums dressed up in new covers. This latter material, which will retail at \$4.98, has not been serviced for some time.

The new albums include a deluxe edition, "Old Masters" by Bing Crosby, to retail at \$17.50, and including selections of Crosby masters which have been unavailable for a long time. Choice of material was predicated upon requests of consumers who had purchased the original "Bing" album last year. The new packages also include eight mood albums, featuring Carmen Cavallaro, Gordon Jenkins, Bill Snyder, Vic Schoen,

Andre Previn, Alfred Newman, Florian Zebach and Wayne King.

A group called Dance Sets, 12-inch LP's at \$3.98, will include such packages as "Enjoy Yourself" by Guy Lombardo, "Dancing in the Dark" by Carmen Cavallaro; and albums by Woody Herman, Jerry Gray, etc. There will also be a group of seven converted 10-inch albums by such Decca staples as the Mills Brothers, Ink Spots, etc. Also included are a series of new, live-concert packages by Louis Armstrong, Lionel Hampton, Steve Allen, Marais and Miranda, etc.

"Personality" Series

The Personality Parade series will include new recordings by name artists, such as Sammy Davis Jr.'s "Just for Lovers," Crazy Otto's "Crazy Otto Rides Again," "The Fabulous Mae West," a package by Lenny Dee, a Gay Nineties type album of "Memories" by Ethel

(Continued on page 70)

New Remote Trend Hypes Dance Bands

'Monitor' Pick-Ups Aid Niteries, Help Featured Combos

NEW YORK, July 30.—Network radio, niteries and dance bands have had the "Business Ain't What It Used to Be Blues" for some time now, but in recent weeks NBC's new weekend radio series "Monitor" has brightened the picture considerably via its extensive revival of dance band remotes from key cities.

"Monitor" currently carries 20 separate dance band remotes every weekend. Once the series goes nightly (as expected shortly), it should air a minimum of 40 band

(Continued on page 40)

PHILIPS DEAL

Epic Records To Showcase British Talent

NEW YORK, July 30.—Johnny Franz, pop artist and repertoire chief of Philips, has completed negotiations whereby his British artists will be released on the American market via Epic Records. Franz, who made his trip to the United States at the suggestion of Jim Conkling, president of Colum-

(Continued on page 40)

CBS Acquires 'Hot Mikado'

NEW YORK, July 30.—A TV version of the "Hot Mikado" reportedly is in the works, with Louis Armstrong, Lena Horne and Eartha Kitt in the running for the top spots.

CBS-TV is understood to have acquired the TV rights to the jazz version of the Gilbert and Sullivan operetta this week. It will be presented as part of the web's 90-minute color spectacular line-up during the 1955-'56 season.

Vox Drops LP Price to \$4.98

NEW YORK, July 30.—Vox Records is preparing a letter to its distributors notifying them that the new suggested list price of its 12-inch vinyl will henceforth be \$4.98. Tho the firm has been one of the last \$5.95 holdouts, it is known that recent allowances to the trade permitted some adjustment of that price level on Vox merchandise.

Exceptions to the \$4.98 price will occasionally be released in deluxe format by the diskery. Its special DL Series, for instance, will carry a \$19.95 tag for three-disk sets, while two-diskers in this series will list at \$14.95.

run higher. Eight-inch LP's of dance music range in price from \$4.15 to \$5.25 each, with classical disks running about \$6. Twelve-inch LP's are entirely out of reach of even middle-income Italians—\$7.50 to \$8.50. In addition, a number of cities put a special tax on disks, upping the prices still further.

In contrast to the U. S., Italy has only four manufacturing firms which also stamp for other Italian labels. Top manufacturer, with headquarters and plant in Milan, is La Voce del Padrone-Columbia-Marcophonone, which has rights to His Master's Voice, Victor and M-G-M labels. This material arrives by way of British EMI (Electric Musical Industries) on matrices made in England. Voce del Padrone now produces 60 per cent of all records sold in Italy. The company also has rights to the English Columbia label, from which it manufactures an important line.

Next comes Fonit of Milan, which produces Italian labels Fon-

it and Cetra and has the U. S. Capitol label concession which it stamps in Italy with the Capitol mark. Fonit, which makes 25 per cent of the records sold here, also stamps the Decca Italiana label from matrices shipped in from England.

Third company is Durium, also of Milan, with 10 per cent of the market, and finally RCA Italiana in Rome with 4 per cent. RCA here is no longer associated with Victor. It set up its own Italian branch about a year and a half ago.

The remaining 1 per cent is produced in tiny factories. These are Fonital in Milan, which makes 78's for Upim, Italy's version of the five-and-ten, and Rinascente, a department store chain; and Esposito in Naples, which records only Neapolitan music.

Columbia, U. S., is on the Philips label here, and the disks come in from Holland. Recently Philips established its own press in Milan,

(Continued on page 40)

DAY OF LUSH DISK PACT WANES

Changing Market Restricts Guarantees to Few Pop Vets

• Continued from page 1

then, on the heels of his film successes, proved a smash singles seller at Capitol. It is generally believed that come contract time, Sinatra will take his place with Nat (King) Cole and Les Paul and Mary Ford as an artist meriting heavy guarantee.

As Talmadge points out, plenty of labels are still waiting to corral big sellers, and every case must be judged individually. Like many others, however, Talmadge questions the general wisdom of the guarantee theory. "What does it prove for an artist? It often means pouring good money after bad."

Other Considerations

At Coral, three pop talents are under guarantee—Don Cornell, Teresa Brewer and the McGuire Sisters. Sales chief Norm Wiensdorfer notes that "most guarantees don't guarantee." The artists, he feels, are more interested in having the full co-operation of the company, and he adds that the label works just as hard on non-guaranteed artists.

M-G-M's Harry Meyerson, altho his label has only two pop artists under guarantee, believes, as Talmadge does, that no sweeping generalizations can be drawn. "If you want the artist badly enough, you go for a guarantee," Meyerson stated, adding that sometimes it is necessary to take the plunge in order to keep distributors happy, to show them you mean business.

Yet, there is no gainsaying the fact that a much more cautious attitude prevails today than years ago. Even the top artists lack the consistency which big sellers of previous years had, and which big sellers in the country field still do have. Victor's Perry Como and Eddie Fisher, for instance, surely rate their guarantees, and their records are avidly sought by publishers, but even in their cases there is no assurance each release will be a smash.

The risk, of course, is infinitely greater with other Victor artists, as Kay Starr, Dinah Shore, Vaughn Monroe, etc. Even such a topflight star as Mercury's Patti Page, now getting a lot of action with "Piddily Patter Patter," has had sparse periods. Her four sides prior to the current release were very quietly received.

The 'Fabulous' Deals

Not so many years ago, guarantees accorded disk artists were considered as virtual annuities. They

were part of the vast talent projects developed by such diverse personalities as Manie Sacks in his various capacities at Columbia Records and RCA Victor, by attorney Lee Eastman and others.

The acquisition of Sacks by RCA was followed by several large talent acquisitions in the early years of LP, including such artists as Dinah Shore, who had long been a Columbia staple, and, of course, Ezio Pinza, whose stock was at a peak owing to the outstanding success of his "South Pacific" album. Some of these contracts, naturally, were negotiated with the lure of TV as added bait.

Eastman set many of the "fanciest" deals in the business, including Vaughn Monroe's \$100,000 per year guarantee at Victor, Sammy Kay's 12-year Columbia deal involving what has been called a "fabulous" amount, etc. Eastman feels Tommy Dorsey had some of the greatest guaranteed deals. At Victor years ago the maestro was guaranteed \$2,000 per side. When he later went to Decca he was guaranteed \$52,000 per year and the label was obliged to release 50 sides during the year. A similar compulsory releasing clause was included in Louis Jordan's old contract. Eastman recalls that some of the old pacts had advertising

clauses making available to the artist a large sum of money for promotion purposes.

Still in Force

Many of the old deals are still in force, altho regarded as "relics." Dinah Shore, who was getting \$50,000 on her Columbia guarantee, supposedly is receiving the same terms at Victor. Kay Starr is also in the \$50,000 class at Victor, for a five-year period plus a five-year option.

Fewest of these guarantees exist, it is believed, among the bandmen—once a group which commanded lush coin on the line. Harry James, out at Columbia, has a one-album deal with Capitol. He had sought a \$25,000 annual guarantee at Mercury. Fred Waring, whose term has expired at Decca, is understood to be negotiating elsewhere. Les Brown, Tommy Dorsey, Duke Ellington are others available.

In the classical field, and in the country field the practice of guarantees has undergone little change. The day is not necessarily past in the pop field, either; it may merely be a matter of "availabilities." But for one reason or another—rise of new artists, success of indie labels, inconsistency of old artists—the pop a.&r. landscape has suffered a major change.

Epic Label Driving For Major Status

Erstwhile Subsidiary of Columbia Diskery Launching Full Scale Ad & Promotion Drive

NEW YORK, July 30. — Epic Records, known heretofore as a subsidiary label of Columbia Records, this week launched a set of long-range plans designed to give the label distinct and major status.

According to Columbia Vice-President Paul Wexler, who oversees the Epic operation, a huge institutional advertising campaign is being instigated this fall to establish the names of the diskery's album artists — classical, pop and jazz—in the minds of the public at large.

In line with the program to establish Epic as a separate entity, all Epic merchandise and advertising henceforth will carry the legend, "A Product of CBS." The ads, in tone, will be similar to those Columbia has been using for such artists as Bruno Walter, Sir Thomas Beecham, Andre Kostelanetz, etc. The artists available to Epic thru its connection with Philips in Europe will be played up to illustrate the theme, "A World of Music." This theme will be carried in major consumer mag-

M-G-M Preps 2 Pic Albums

HOLLYWOOD, July 30.—M-G-M Records will release two new sound track albums in the near future from features currently being produced at the parent company's film studios here.

Both packages are slated to get plush album treatment, with appropriate studio promotional tie-in being prepared. Firm is currently working on "It's Always Fair Weather," starring Gene Kelly, Dan Dailey, Dolores Gray and Cyd Charisse, with music by Andre Previn and lyrics by Betty Comden and Adolph Green.

Other album will be "Kismet," the film version of the Broadway musical, starring tenor Howard Keel. Both albums are being prepared under the direction of Jesse Kaye, Coast repertoire chief for the diskery.

azines and down to the local newspaper and radio levels.

Distributors will get mats for dealer co-op ads, and will be given five times the normal two per cent allowance, or a full 10 per cent allowance on purchases from now to the end of the year. This may be spent in newspapers, radio or direct dealer mailings.

Epic itself is buying time on four

(Continued on page 38)

Victor Moves to Ink European Ties

Sacks Leads Junket to Strengthen Foreign Operations, Sign on Talent

NEW YORK, July 30.—Manie Sacks, RCA Victor vice-president and general manager, leaves next week on a European trip that is expected to accomplish much to define the pattern of the diskery's operation abroad.

In addition to on-the-spot check-ups of the functioning of the company's new plants in Rome and Madrid, the Sacks junket has stop-offs scheduled in a number of European countries where Victor has licensing and distribution deals. He and accompanying execs also plan visits in England, Belgium, Switzerland and Germany during their six-week trip.

Included in the Sacks entourage are Howard Letts, operations chief; Al Waters and Pat Kennedy, of the international division; Alan Kayes, classical artist and repertoire exec.

Inclusion of Kayes in the group gains interest since it points to the probability that Victor may toss contract bids at a number of foreign classical artists now at liberty or pacted to competing labels. Such activity is to be expected as Victor strengthens its operations abroad.

In general, the trip has signifi-

PIERCE WINS 2D 3-CROWN AWARD

NEW YORK, July 30.—Webb Pierce this week became the first artist to win two Triple Crown Awards when his Decca waxing of "I Don't Care" topped all three country and western charts.

Earlier this year Pierce won the honor with his click "In the Jailhouse Now." The Billboard accolade is given any artist whose record racks in at the No. 1 spot on best-seller, juke box and disk jockey charts in any one week.

Am-Par Builds Toward Debut By Early Fall

NEW YORK, July 30.—In a move to build good will for Am-Par among publishers, the label prexy, Sam Clark, has decided not to set up any publishing companies within the firm itself. At the same time, Am-Par's artist and repertoire chief Syd Feller reports that, once he lines up an artist roster, he intends to veto any preferential treatment for songs published by Am-Par talent.

The move, of course, is designed to encourage publishers to give Am-Par a first listen to new material. Altho no name artists have been signed as yet, Feller has been dickering with several performers (including Vic Damone), and the label is still shooting at mid-October for its first release. Conductor-arranger Don Costa is officially set to join the a.&r. department in September as a partner to Feller.

Meanwhile, Clark is lining up distributors (with an initial goal of 35) and reports considerable dealer interest in handling the line, mainly because Am-Par is also set to carry the new Walt Disney Mickey Mouse Club label, with its first release set for late September. Once the distributor line-up is finalized, Clark believes Am-Par will be in a much stronger position to negotiate with any top record names that happen to be available. Am-Par has already put out feelers to a couple of major artists, and in one case reportedly offered an annual guarantee that tops any figure currently paid out by other diskeries.

Judge Yankwich Disagrees With Igoe Decision

Says Finding Not Fed. Law, May Be Negated Elsewhere

HOLLYWOOD, July 30.—The Hon. Leon Yankwich, chief jurist of the U. S. Federal Court here and an eminent authority in the field of copyright law, this week declared he disagreed with the far-reaching Igoe decision at a meeting of the California Copyright Conference here (28).

Judge Yankwich, who addressed the group on the subject titled "What Does Copyright Protect?" indicated that it was a popular misconception that the Igoe decision was federal law. He averred that jurists in jurisdictions other than Judge Igoe's could hold that a recording of an uncopyrighted song does not constitute publication, and as such would not fall in the public domain.

The Yankwich opinion, the previously published in legal circles, gave vent to hope among publishers attending the conference meeting that the judge would, for all intents and purposes, upset the Igoe

(Continued on page 38)

Wiswell Named For Cap's N. Y. Pop Rep Post

HOLLYWOOD, July 30.—Capitol Records' long dormant repertoire post in New York was filled this week with the appointment of Andrew M. Wiswell, named to head the firm's popular repertoire division in the East. Move, disclosed by Capitol Vice-President Alan W. Livingston, is effective August 1.

Wiswell will produce record dates for Cap artists living in the East, as well as conduct sessions of Coast and Midwest talent when they are in New York. Livingston averred that Wiswell will expand the pop roster for the company and will act as liaison between Capitol and Main Stem music publishers.

Wiswell joins Capitol with a lengthy and varied experience in the music business, having served as a vice-president of Muzak and a director of its Associated Program Service division.

Since Sid Feller exited the Gotham repertoire post for Capitol more than a year ago, Coast repertoire staffers have rotated between their home office here and New York. Dick Jones continues as the firm's classical director in New York.

'SATISFIED'

Click Ditty Gets Rush Among Pops

NEW YORK, July 30.—A sudden rush developed this week to cover the country and western click ditty, "Satisfied Mind," pop-wise. The tune, a Peer International copyright, has hit in the folk field, with three diskings currently riding the charts—Porter Wagoner, Red and Betty Foley, and Jean Shepard.

Already pop coverage debuted this week with cuttings by Jack and Betty on Teen Records, a Philadelphia label, soon followed by a Mercury slicing by Hugo and Luigi and Their Family Singers. Cut or committed are versions by Mahalia Jackson on Columbia, Ronnie Caylord on Wing, Bill Carey on Coral, and Ella Fitzgerald on Decca.

New Mailer, Classic Club, Makes Its Bow

NEW YORK, July 30.—A new mail order operation, the Classic Record Club of the American Recording Society, made its debut in nationally circulated publication ads last week.

Actually, this is the fifth record club sponsored by the partners, Milo Sutcliffe and John Stevenson, their other enterprises including American Recording Society (Music of American Composers), Young People's Records and Children's Record Guild, and Music Treasures of the World. The latter operation produces only 12-inch classical LP's, while the new Classics Club produces only 10-inch repertoire. All clubs offer a record-of-the-month plan.

The new club mails, at the subscriber's option, two 10-inch platters per month at \$1.65 per disk, whereas the Music Treasures deal is for one disk at \$2.98. The latter disks carry the names of the per-

(Continued on page 38)

A Great New Decca Release!



A ROOM IN PARIS

backed with **DO YOU KNOW**

DECCA #29629 • 9-29629

A ROOM IN PARIS

Words and music by Joan Whitney, Alex Kramer and Peggy Mann



Introduced and
Sung by

RALPH YOUNG

A
Song for
Anyone Who
Has Ever Been
in Love



Over 30,000,000 people will see and hear...

A ROOM IN PARIS

performed on the *Philco Television Playhouse*—SUNDAY AUG. 7 NBC-TV 9-10 P.M.

DON'T MISS IT!

VOX JOX

By JUNE BUNDY

DEEJAY DIZZY: Sandy Singer, KCRG, Cedar Rapids, Ia., recently interviewed Buddy Blattner, who assists Dizzy Dean on play-by-play telecasts of the baseball "Game of the Week" series. During the interview, which centered around the new Cactus Pryor parody of Dean-Blattner report on a game tagged "What's the Score Podner?" Blattner told the following yarn about a time Dizzy guested on a pop deejay show and was asked to introduce a few records on the air. Dean picked up the first record, looked at the label and then said confidently, "Here's one of my favorite vocalists. HE'S really got a great voice—Jo Stafford."

RECORD HOPS: Hilary Bogden, WJAS, Pittsburgh, visiting Manhattan this week on vacation, tells us that Pittsburgh deejays are very record-hop-conscious. He himself emcees a hop (tagged the Jumpin' Jive Bee Hive) on alternate Saturday nights at Charleroi, Pa. Bogden, billed as "The Old Timer," broadcasts over WJAS from 7:45 p.m. to 12:30 a.m. Monday thru Friday and pulls an average of 1,500 mail requests a week. He attributes a great deal of his current popularity to the personal contact he establishes with teen-age listeners at the record hops, at which he not only handles the mike, but also dances his young fans, and mixes with the crowd generally.

Jim O. Smith, deejay-program director of WHLL, Wheeling, W. Va., writes, "I have read gripes from 'ocks who complain that disk artists never get to their towns. We had much the same problem here in Wheeling, but Donn Caldwell, Fred Grewe and I decided to do something about it. We began booking acts into Wheeling for teen hops back in December of '54, and we have had successful and profitable engagements by the Harp-Tones, Fontane Sisters, Four Freshmen, Bill Haley, Eddie Grady and the Four Aces. Wheeling is not a great big city (population 75,000), so jocks in cities of similar size may be interested in what we've done for pop music here in the West Virginia Hills."

THIS 'N' THAT: Norman Wayne, WDOK, Cleveland, has started a regular record broadcast from Randall Park race track, which, according to Norm, makes him the only one at the track riding records instead of the nags. Wayne's daily show is slotted opposite Bill Randle's WERE program, which gives his current Randall Park assignment a certain ironic aspect. . . . Johnny Fairchild, Orlando, Fla., paid a quick visit to Manhattan last week. Johnny considers Nat Cole a prime example of a "common-denominator" artist, in that he appeals to an unusually wide market. For instance, Johnny points out that whenever he receives a request for a rhythm and blues disk that's just too wild to play the listener is always willing to settle for a Cole platter.

(Continued on page 70)

DEALER DOINGS

By GARY KRAMER

COUPON CRITICISM: A few letters critical of the RCA Victor Coupon plan have been received. Lura C. Wine, of The Record Shop, Richmond, Ind., voices this attitude: "Why should record dealers be any more pleased with RCA Victor's Coupon plan than with other club plans? Any gimmick that takes the customer out of the store is against the interests of the record dealer. If orders are sent directly to the customer, the store loses the additional sales that it usually gets when the customer comes in to pick up an order. A record franchise used to mean something. Today it seems that the record manufacturer is doing almost anything but protect their dealers. If the coupon will expedite shipment of records not currently in stock, it might help a dealer, but only if the records are sent to the dealer, not the customer directly."

Mary Jane and Rod Reid opened a new shop in Daytona Beach, Fla., this week and report excellent first-week sales. The store boasts a well-appointed hi-fi listening room, said to be one of the few of its kind in that area. A live 15-minute "Teen Time" show will originate at the store, and will be aired over radio Station WNDB. Youthful customers will select the program and will be interviewed. A straight platter program to be heard over WROD is also in the making.

Audrey Jennett Jolley, who runs the Record Rack in Detroit with her husband Bill, puts in a good word for her teen-age customers. "When Detroit teen-agers latch on to a pop record," she writes, "they generally send it straight to the top of the nation's best seller charts. They're strictly on beat when it comes to picking hits. Keeping pace sometimes leads to sheer madness; for, once a pop record hits the air, it isn't always easy to get it in stock right away. The kids keep flocking in, asking for it, and we keep spinning around like an old 78." Mrs. Jolley is also pleased with the receptivity of today's youngsters to classical music and to jazz. "When the young fry buy LP's they instinctively turn to better music," she maintains.

Harold Reeves, of Reeves Music, Lebanon, Ore., recently had Tex Williams as guest in his store. He writes: "We had a good supply of his Decca records on hand, and many of his fans in this area turned out to meet him." . . . Stan Platzer, of the Tri-Boro Record Shop, Jamaica, L. I., N. Y., is the proud papa of a baby boy, whom he has named William. . . . Spotts Music Center, Punxsatowney, Pa., is understandably elated over the publicity (and resulting sales) their town has gotten in connection with Lenny Dee's waxing, "Punxsatowney Boogie."

JUKE BOX WRAP-UP

The Rudolph Wurlitzer Company has launched a new premium merchandising campaign to stimulate juke box sales during the summer months. The premiums consist of mink stoles, mink jackets and three-quarter length mink coats. Wurlitzer arranged for all minks to come from New York furrier Milton C. Herman.

Thirty-second advertising records on the nation's juke boxes is being considered by the executive officers of Music Operators of America. The original plan called for two half-minute commercials, but national advertisers seem to be favoring the much shorter jingle these days.

A national accident and sickness insurance plan is about to get under way for MOA. Chicago group insurance administrators are ready to mail applications to every member-operator in the country. Plan a big 90-day charter enrollment campaign beginning August 1. Plan okayed by music operators during the MOA convention last March.

For full details on these stories see Music Machines department on Page 102.

Capitol Offers Dealers 3-Fold Discount Deal

HOLLYWOOD, July 30.—Capitol Records will offer record dealers a three-fold discount dating plan in line with the company's fall merchandising program.

Firm is extending a 100 per cent exchange policy on all new LP merchandise (The Billboard, July 23), and a blanket 10 per cent discount on all catalog LP goods purchased during the month of August except on 10-inch pop LP's, which recently were reduced to a \$1.98 list.

In addition, Capitol will offer dealers a 30-60-90-day deferred payment plan thru December, 1955.

Lou Krefetz Back in Sales For Atlantic

NEW YORK, July 30.—Lou Krefetz, sales manager for Atlantic Records in 1953, returns to that diskery this week in the same capacity. In addition to handling Atlantic, he also will direct sales for the subsidiary Cat label, and for the projected new indie affiliate, as yet unnamed.

The diskery, which had designated the name "Atlas" for the new label, discovered that the name was already attached, and currently is looking for another tag.

Krefetz, who departed Atlantic last year to devote time to his "Top 10 Rhythm and Blues Shows" and to management of the Clovers, has those operations rolling on an established basis now, freeing him for sales chores in the expanded Atlantic setup.

Coral Giving Build-Up to Steve Allen

NEW YORK, July 30.—Coral Records this week inked a new two-year contract with Steve Allen. The label plans to build the NBC-TV "Tonight" star as the mainstay artist of its album department, in hopes of developing a counterpart to Capitol's successful Jackie Gleason album series.

Allen's first mood-music album, "Music for Tonight," made the best-selling charts in record time for the label, and Coral's artist and repertoire chief Bob Thiele is now readying three more mood packages for the comedian-pianist, including "Tonight at Midnight," "Jazz for Tonight" and "Steve Allen Sings."

Allen is in Hollywood making "The Benny Goodman Story" at Universal-International. Chances are the sound-track version of the movie will go to Coral's parent company Decca. However, Coral plans to cash in on Allen's appearance in the title role by issuing a special LP of piano solos by the star on tunes from the picture, with the album cover featuring stills from the film.

Epic Label

• Continued from page 36

major classical disk stations: WQXR in New York; WXHR, Boston; WFMP, Chicago, and KFAC, Los Angeles. The noted critic, Edward Tattnal Canby, is writing scripts and programs which will be sent to 1,000 stations, along with white label classical LP's, starting with the new releases in September, Wexler said. Key jazz and pop albums will get similar treatment.

Tradewise, on Thursday (28), Wexler and the Epic sales staff kicked off the first in a series of distributor meets here, inviting the

Senate OK's Fisher Copyright Act Study

WASHINGTON, July 30.—Despite vigorous protest by the juke box industry, the Senate Appropriations Committee this week okayed Copyright Register Arthur Fisher's request for \$20,000 for a study of the revision of the Copyright Act of 1909. The bill incorporating the appropriation, reported to the Senate floor (28) by Sen. Earle C. Clements, chairman of the subcommittee on Legislative Appropriations, was passed yesterday (29).

With Congress trying for a Wednesday (3) adjournment, other copyright legislation, introduced by both senators and representatives to repeal the juke box operators' exemption from royalty payments, is apparently slated to be held over until after the recess. A lull in activity on these bills has been singularly noticeable, with interest centering in two competitive copyright investigations: The Copyright Office study and the Thompson study recently completed by the American Law Division of the Library of Congress.

The Copyright Office study will run a close parallel to the exhaustive history of copyright revision reported by Rep. Frank J. Thompson (D., N. J.), which is groundwork for his proposed bill to set up an impartial fact-finding commission to study the Copyright Act (Billboard, July 2). Telegrams protesting the Copyright Office study as "biased" were sent to chairmen and members of the Appropriations Committee and Subcommittee by top officers of Music Operators of America, George Miller and Hirsh De La Viez (Billboard, July 23). Other protests were wired by members of the industry and the Music Guild of America. A committee spokesman acknowledged receipt of the telegrams and said they "had been called to the attention" of the committee, but declined to estimate the number of wires received.

To Ask for More

The \$20,000 represents an initial appropriation for the Copyright Office's three-year study of the Copyright Act, which has had no substantial revision in 50 years. Further increases will be sought by the Copyright Office as it becomes

Victor Moves

• Continued from page 36

quiring resolution in the expected loss of EMI reciprocal benefits when their current pact run out in less than two years.

It is speculated in trade circles that the HMV wing of EMI, which has for many years distributed its wax here thru Victor, will move its product then thru the Capitol-Angel set-up, with Cap to exploit EMI pop talent and Angel to handle classical material.

Expiration of the pact will leave Victor unrepresented in England, a situation which the diskery cannot, of course, tolerate. Whether Victor plans to set up its own manufacturing operation there, or function thru another licensing arrangement, is not known at this time. It's certain, however, that the Sacks trip will concern itself with this problem.

At the present time, Victor records are distributed in France and the Benelux countries thru a licensing deal with the firm of Pelgrims di Bigard, which operates plants in Belgium and France. Other European countries, including Western Germany, are serviced thru importers.

personnel in from the indie Epic distrib firms in New York, Hartford, Philadelphia and Newark. Distributors were offered a 30-60-90 day dating plan for August and September package purchases, which they may pass on to dealers. The diskery has prepared a new LP-EP catalog, along with a complete new batch of easel-back covers and other point-of-sale material.

necessary to cover the costs involved, a committee spokesman said. A House Appropriations Committee cut the original request, which was for close to \$40,000.

While action has speeded ahead on these studies, the copyright legislation to repeal the juke box operators' royalty exemption came to a halt with the bill introduced in mid-June by Rep. James J. Delaney (D., N. Y.). A rundown on legislation to repeal the juke box royalty exemption would include: A bill by Sen. Harley M. Kilgore (D., W. Va.) and co-sponsored by nine other senators; House bills would include one hopped in January by Rep. Frank Thompson at the same time he introduced his fact-finding proposal; three exemption repeal bills were introduced in June by Reps. James C. Murray

(Continued on page 97)

KTLA, Welk In Hassle

HOLLYWOOD, July 30.—Maestro Lawrence Welk found himself in the middle of a minor imbroglio this week when Klaus Landsberg, vice-president of television Station KTLA, Los Angeles, took the band-leader's show off the local airwaves.

Both Landsberg and Welk's personal manager, Sam Lutz, of the Gabbe, Lutz & Heller office, charge each other with breaching Welk's pact with the station, which had aired the nationally Dodge-sponsored show here, while the ABC station was blacked out. Lutz charges Landsberg with inserting commercial spots other than Dodge on the show, "A breach of contract." Welk's representatives claimed they offered to appear on a week-to-week basis until a court could arrive at a decision.

Orrin Tucker band has been named by Landsberg to replace Welk.

Mailer, Classic

• Continued from page 36

forming artists, while the former do not.

The repertoire of the new club label will consist mainly of standard classics, many of which were recorded in Europe. As with the other classical clubs, however, some of the tapes were obtained on lease from other diskeries, for mail order use only.

Many of these 10-inch offerings are reported the same as those which figured in the recent circulation-building promotion sponsored by The Chicago American.

Oddly, according to present trade trends, the first-week rate of sale for the 10-inch disks ran noticeably ahead of the rate for the 12-inch club. A test was made by advertising both clubs in the same media, sometimes pitching one club in half an edition, and the other in the second run of the same edition.

Judge Yankwich

• Continued from page 36

decision were a similar action tried in his court.

Ben Oakland, chairman of the West Coast division of the Songwriters' Protective Association, specifically addressed such an appeal to Judge Yankwich. Initial query relating to the Igoe decision was broached by Mickey Goldsen, president of Criterion Music, who told the meeting that the Copyright Office had ruled against the copyright of a recording he had sent them, indicating that no facilities or machinery were available to conform with the Igoe decision.

Yankwich told the group that only the U. S. Supreme Court could sustain or overrule the Igoe decision, and until such time as the Supreme Court dealt with the question, no law in the matter existed.

wait
till you
see
what's
in it
for
you!



YOUR "BEST BUY" FOR 1955... The most fabulous release in RCA Victor's history...backed by the most comprehensive advertising and promotion the record industry has ever seen.

COMING SOON FROM

RCA VICTOR



FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Slim Whitman, in a deal just consummated with the execs of WSM, Nashville, joins "Grand Ole Opry" as a regular. He does his first show with the "Opry" October 29. Meanwhile, Slim will play a string of dates in the Pacific Northwest until mid-October. . . . Hank Thompson's album of 12 powerhouse c.&w. ditties on Capitol is reported shaping up as one of the top-selling albums of its kind ever to hit the field. Album is available as a single LP, as well as in three low-price, extended-play records, each containing four of Hank's best.

Nelson King, national prominent country & western deejay, who repeatedly has been voted the nation's No. 1 man in his line by the country disk jockeys themselves in The Billboard's annual voting, will be honored August 10 with a gala testimonial celebration by Station WCKY, Cincinnati, on the occasion of his 10th anniversary with that radio works. On that date Nelson will be dubbed King for a Day, and will participate in all of the station's programs, either live or via tape. At noon music men, record executives, brother deejays and civic dignitaries will gather at Cincy's Sheraton Gibson Hotel to pay special homage to the King of the country deejays. King, who is also president of the Country Music Disk Jockeys' Association, last year won dual honors in The Billboard's annual poll, being selected as the No. 1 c.&w. deejay by both the deejays and the artists.

Carl Stuart, feature WVOM's, "Downeast Hoedown," Brookline, Mass., and his personal manager, Herb L. Shucher, are in New York this week on business. Last Saturday (9) Stuart and his cowboy contingent, including Joe Dragan, Eddie Dyer and Cowboy Bator, hopped to Belfast, Me., for a personal. . . . Little Jimmy Dickens takes his show to Cleveland, August 3, for a feature shot on "Circle Theater Jamboree." . . . Grandpa Jones set for next Sunday (17) on a park date at Reading, Pa. . . . Cowboy Copas highlighted the Prince Albert portion of "Grand Ole Opry" last Saturday (9), when Hank Locklin was special guest of the "Opry" program itself.

Sonny Houston has taken a leave of absence from WORC, Worcester, Mass., to team with Barney Dorsey, one of his Trailmen, for an extended personals tour, opening at Jackson Hole, Wyo., August 1. The rest of his band will remain in Worcester for the summer. . . . George Morgan was honored in his hometown of Waverly, Tenn., July 28, which was officially designated George Morgan Day, and which had George headlining an ambitious program of folk entertainment. . . . Ernie Tubb's newest on the Decca label is "Yellow Rose of Texas" b.w. "A Million Miles From Here."

Roy Acuff and the Smokey Mountain Boys, Kitty Wells, Johnny and Jack and the Tennessee Mountain Boys, along with Ken Marvin and Benny Martin, racked up bang-up business at the 3,500-seat Auditorium at Norfolk July 15-16, according to Sheriff Tex Davis, director of c.&w. operations for Station WCMS, which promoted the appearance. Unit did one show a night. On the first night, Davis says, the house was jammed to capacity. On the second night, the unit played to a s.r.o. crowd, with some 500 being turned away. . . . Wanda Jackson appears as guest with "Big D Jamboree," Dallas, August 6.

Ked Killen's first release with the Mountain All-Stars on the new KYVA label has just been released. It's "Let Another Love Move In" b.w. "Lonesome Blues." Killen is still appearing with "The 920 Show" over WTCW, Whitesburg, Ky. . . . Linvil Ball, new 19-year-old coun- (Continued on page 68)

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

There's no end to the amount of new talent cropping up in the r.&b. field. Last week's Best Buys and Review Spotlight columns contain four talents who—if not new—have certainly just entered the ranks as strong contenders for the disk buyer's dollar. There's Little Willie John, for instance, spotlighted as one of the most stylized and individual warblers to come along in some time. It's no secret all deejays and labels are watching the action on his King etching of "All Around the World."

Bouncing into the Best Buys were the platters on Mercury, with "Only You"; Chuck Berry on Chess, with "Maybellene," and the Jacks on RPM with "Why Don't You Write Me?" The Jacks, incidentally, moved into the Disk Jockey chart for the current week (August 8) and would seem to be heading for bigger things in the near future. All the aforementioned artists had no recent disk action of consequence.

The Billboard's Best Selling r.&b. chart this week contains two added contenders. One is Berry's "Maybellene," which moved into 10th position. There's quick action! The other is the seemingly immortal Johnny Ace, whose latest Duke etching, "How Can You Be So Mean?" is 11th.

The noted New York jazz spot, Basin Street, goes r.&b. for two weeks starting August 11. Booked are Roy Hamilton, the Buddy Johnson ork and Ella Johnson. It's a return date for Hamilton. . . . Marve Holtzman, Epic and Okeh a.&cr. exec, is reissuing some sides cut for Okeh in 1952 by Joe Williams when the chanter was with the Red Saunders band in Chicago. Williams, hot new Count Basie singer, is currently riding with "Every Day."

Lou Krefetz, once again Atlantic Records' sales manager (see story in Music Department), has added the Charms to the line-up of his top 10 r.&b. show. With Jack Archer, of Shaw Agency, booking, the unit opens August 26 in St. Louis. . . . The Gale Agency has signed the Sweethearts (formerly the Copperettes), Groove Records artist, and blues singer Al Savage, of Herald Records.

Atlantic Records' Lavern Baker is keeping busy on personals. She opened July 24 at the Lord Calvert Hotel, Miami, closing August 7; thence into Gleason's for a week, followed by another engagement at Week's Tavern, Atlantic City, August 8. . . . Phil Rose, of Glory Records, has signed Betty McLaurin to a pact. . . . Baton Records' Saul Rabinowitz homeward bound from a trek thru the South on behalf of the Hearts' new disk, "All My Love Belongs to You." Their last, "Lonely Nights," has seen action a long time and is still coming into the territorials.

London Setting Up Distributions for Foreign Labels

NEW YORK, July 30.—London Records is lining up a group of distributor-selling agents to handle its London International roster of labels. This represents a switch in policy from the firm's earlier practice of handling all sales thru district managers.

Several months ago London took away the L.I. lines, comprising Telefunken, Oiseau-Lyre, Durium and London International, from its distributors on the theory that the bulk of package material on the regular London label was sufficient to occupy their full attention. Limited distribution to selected retail outlets was then undertaken.

Under the new plan the distributor-selling agents (10 or 12 are projected) will handle selling chores, but London will drop-ship to stores and handle all billing.

Meanwhile, London has begun printing the prefix "X" before the record number on all regular-line r multi-LP sets listing at \$4.98. Latter consist of opera and Gilbert & Sullivan packages. All other London LP's continue to list at \$3.98, while 12-inchers in the London International series remain at the higher \$4.98 peg.

Remote Trend

Continued from page 35

pick-ups each week. The band remotes, which are under the supervision of producer Parker Gibbs, average from 10 to 20 minutes on the air at a stretch.

Niteries currently covered by "Monitor" remotes include Basin Street, Birdland, The Embers, Hickory House, Nick's, and The Waldorf from New York; Pleasure Beach, Conn.; The Palladium, Hollywood, and the Blue Note, Chicago. Bands and combos featured to date are Stan Kenton, Xavier Cugat, Ralph Marterie, Dave Brubeck, Pee Wee Irwin, Van Damme Quintet, Count Basie, Whitey Berquist, Les Brown, Louis Armstrong, George Shearing, Marian McPartland, Jimmy McPartland, Dizzy Gillespie, Harry James, Sauter-Finegan, Dorsey Brothers, and others.

Niteries Pay Tab

An interesting aspect of the situation is the nitery owners' willingness to pick up the American Federation of Musicians' tab of \$3 a man per remote, with a separate fee charged every time the show leaves and returns to a spot during the evening.

In line with this, Morris Levy, of Birdland here, notes that the Broadway jazz spot concentrates the bulk of its promotional budget (four to one) on radio and TV, with radio doing a good job particularly on pulling in patrons. In addition to the "Monitor" remotes, Birdland buys nightly multi-hour segments over WINS and WOR here. Birdland also picks up the video union fee whenever talent is booked on Steve Allen's NBC-TV show "Tonight" while appearing at the club.

Bubble Busts

Continued from page 35

the exchanges. It told the outlets to send back the LP's in inner sleeves for prompt replacement, retaining the jackets to prevent damage to the latter.

The problem has recurred periodically and is still shrouded in mystery. No one seems to know for sure what causes the bubbles to appear, sometime as late as two months after the disk has been pressed. Many theories have been advanced: changes in the vinyl mix, excessive temperature, etc., etc.

A special brochure published by the Bakelite Corporation, suppliers of vinyl, recognizes the problems inherent in this unstable compound. In a technical discussion of the bubble trouble, the Bakelite booklet tags its product as "subtle, erratic and elusive in nature."

Italian Disk Business Booms

Continued from page 35

in order to cut down on shipment of records from Holland. U. S. label Mercury appears here as Music, and is stamped in Italy.

Leading Italian labels are Cetra, CGD (owned by Teddy Reno, the singer called Italy's Frank Sinatra), Fonit, Vis Radio, Odeon and Paraphon (associated), Voce del Padrone, RCA Italiana, and Pathe, which is an Italian branch of the French house.

Today Voce del Padrone holds a near monopoly of Italian-made LP's and 45's. This is due to the company's head start in this line and to the fact that, so far, few other organizations have been able to afford the required investment in special presses.

Since vinylite is not available in Europe, Italy uses polisterol for its unbreakable records. Europeans claim that this material is better, anyway, since it is reputedly easier to work, more durable, and cheaper.

American Pops

While there is a lot of commercial music interchange between Italy and U. S., the material going East is mainly American popular music and jazz, with Italian classics heading West. This is not surprising from the home of classics and opera. U. S. jazz has had a more difficult time catching on here than in other countries (notably, Germany, France, Scandinavia) because unlike these countries, Italy has its own strong tradition in light music. Italian songs, emanating mainly from music festivals organized by RAI and by certain music publishers, are still tops in popularity. Ballads and novelties in Neopolitan dialect are highly favored, tho Naples is not, as supposed, merely a city of folk music. After an uncreative period during Fascism, Naples bloomed again musically after the war. American style popular music and some jazz are composed there now. The big Italian hit, "Anima e Core," introduced last year in the States, came out of Naples four years ago and started a trend in vocals which has had enormous effect on public taste.

In jazz there is little creative work in Italy, but jazz aggregations here are just beginning to record for home consumption. Columbia Italiana recently produced 78's of a group called Milan College Jazz Society and another known as the Flavio Ambrosetti Quartet. A combo in Rome, New Orleans Roman Jazz, recently won some acclaim and the distinction of having Louis Armstrong, on a recent Italian tour, drop in to compliment them.

There are a number of good vocalists, tho many tend to sing in the slightly florid style which has acceptance mainly with an Italian audience. Top girl singers are Julia de Palma, Nilla Pizzi, Katyna Ranieri, and Carla Boni. Miss Boni was heard in the U. S. last year, and Miss Ranieri, whose forte is an intimate, whispered style, has been heard in the U. S. on an RCA Victor 12-inch LP.

Best-known male singers are Achille Togliani, Gino Latilla, and Teddy Reno.

Classical Music

As is to be expected in this home of the classics, there is a good business in the export of Italian classical recordings. Voce del Padrone, for example, records compositions of the 17th and 18th Centuries in performances by special orchestras using only instruments of that period. One is "I Musici," sold on the Angel label in U. S., and another is "I Virtuosi di Roma," and sells on the Victor label. Operas at La Scala and the Teatro del Opera are also recorded for export. La Scala performances appear on the Columbia label in Italy, which is sold in U. S. as Angel. In the last two years, Columbia Italiana has cut "Tosca," "Cavalleria," "Norma," "Forza del Destino," and Verdi's "Requiem Mass," etc., at Angel's request. British Decca holds recording rights at the Florence opera house. Dutch Philips has the Naples Teatro San Carlo. A second rank opera house, Massima di Palermo, and others which are not considered top rank, are still free for recording rights tie-ups.

The Italian market for U. S.

music has expanded both in classical recordings and in the popular field. Even cool jazz has achieved a certain amount of acceptance, under varied stimuli—an RAI popular disk jockey; tours in Italy by top U. S. combos; jazz clubs in major cities. One of the main problems interfering with the rapid development of the market for American popular music has been the fact that this material appeals to young people; in Italy these are the people with the least money to cope with the exceptionally high price of records.

Nevertheless, record shops in major centers carry EP's imported directly from the U. S. on a big assortment of U. S. labels, and selling for the same 1,300-1,400 Lire (\$2.10-\$2.35) as the home stamped product. These are in fairly high demand.

Mail Sales Idea

Continued from page 35

20 cities (The Billboard, July 23), is unlike any of the current club plans, in that it merely uses the mails to speed delivery directly to consumers of out-of-stock items which are, however, paid for in stores.

Columbia Statement

Columbia President Jim Conkling this week repeated his statement published in that issue, concerning mail order, but weighting his emphasis on the dealer-participation angle. His statement follows:

"Mail order record business is no subject to any record company. Columbia management, for one, has been watching very carefully for many months—years, in fact—the development of various record clubs. We have been approached by organizations with mail order plans. Our artists have been approached, too. We presume that the same has been true for other record companies. One of the newer labels recently made one of its recordings available.

"We have been discussing such ideas with the widest possible number of people—including our own artists, our distributors, and many of our record dealers. We feel that any major company faces a serious problem in such discussions: How can mail order business be conducted so that distributors and dealers, who do our regular business, can participate? Columbia would not consider any program which could not provide for such participation, and would notify its distributors and dealers first if such a program could be developed. But no one seems to have come up with a feasible plan."

Philips Deal

Continued from page 35

bia Records, says these releases will include sides by vocalist Frankie Vaughan, orkster Wally Stott, vocalist Robert Earl, pianist Bill McGuffie, and many others.

Franz, who leaves for England in a few days, states the British disk industry and market has developed tremendously in the last five years; that LP's are very popular, altho a large segment of the population still lack three-speed machines.

TV, Franz notes, is becoming a tremendously important song exploitation medium in England and will be even more so beginning in September, when commercial TV debuts. Many American kinescopes, he states, are being scheduled for commercial repeat in England.

Disk shows on the BBC and via Radio Luxembourg continue to constitute the general, chief exploitation medium—and, altho Britain has few deejays in the American sense of the term, a plug performance on a BBC disk show reaches massive audiences. Most popular disk show currently is the BBC's "Family Favorites," a request program aired Sunday at 12-12:15.

A
Great
Song—
A
Big
Hit
Record



by **THE
LANCERS**

"IT
TAKES
A HEAP
OF
LIVING"

Published by
SHEB WOOLEY
Cordial Music,
Hollywood, Calif.

CORAL RECORDS
America's Fastest Growing Record Company

CORAL 61468 (78 RPM) and 9-61468 (45 RPM)

PEARL BAILEY FOR 'KING OF HEARTS'

Singer Pearl Bailey was signed to star in the upcoming Paramount picture, "King of Hearts," this week, along with Bob Hope, Eve Marie Saint and George Sanders. A comedy with music, film assignment is Miss Bailey's first since doing "Carmen Jones." She recently starred in the Broadway stage production, "House of Flowers."

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

"CHEE CHEE-OO CHEE"

Recorded by:

DEAN MARTINCapitol
THE MARINERSColumbia
THE JOHNSON BROS.London
DENNIS HALELondon
THE GAYLORDSMercury
PERRY COMO and
JAYE P. MORGANRCA Victor

*records listed alphabetically by companies.

HILL & RANGE SONGS

BIG HIT!
Eddie Fisher's
DON'T STAY AWAY TOO LONG

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

(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.

EVERYBODY LIKES...

HEY MR. BANJO

MILLS MUSIC, INC.

BREAKING WIDE OPEN FOR A SMASH HIT
"EATIN' GOOBER PEAS"

RUSTY DRAPER
MERCURY #70619

PURE MUSIC
B.M.I.

From the 20th Century Fox CinemaScope Picture
"HOW TO BE VERY, VERY POPULAR"

How to Be Very, Very Popular

MILLER MUSIC CORPORATION

MILLS SKEDS HEAVY FOREIGN TUNE PLUGS . . .

Copyrights acquired by Mills Music during the recent trip abroad by proxy Jack Mills are now arriving Stateside, and several have been earmarked for heavy plug action by the pubbery. Among them is a ditty titled "Habanera," written by the same team responsible for "All My Love," Contet and Durand. Rights to this tune were purchased from the French firm of Editions S.L.D.E.M. Another song slated for a push is the French import "Heart of Paris."

Richmond Off to Hype Essex Activities . . .

Publisher Howard S. Richmond left for England this week to set up a professional department for Essex Music, Ltd., which has now acquired membership in the British Performings Rights Society. The firm's initial activity will be in connection with several songs of British origin, one of which is Jack Tyler's "Band of Gold." Another Essex project will be exploitation on "Song of the Dreamer." Warbler Johnnie Ray, who cut the disk here for Columbia, has a wide following abroad.

'SOLDIER BOY' BOUGHT BY SHAW FOR MARKS . . .

The Rhythm and Blues hit, "Soldier Boy," which has broken out via the Four Fellows' Glory dishing, has been acquired by Arnold Shaw for Edward B. Marks Music from Bryden Music. Shaw, who previously picked up "Piddly Patter" and "Two Things I Love" in the same idiom, already has landed several pop covers on his new acquisition.

New York

Lou Blum, a mainstay at Commodore Music Shop here for the past 12 years, and a producer of many a jam session on 52d Street, at the Central Plaza, and Glen Island Casino, has joined the music

Joe Howard

Continued from page 35

covered the renewal rights. This document was not recorded in the Copyright Office.

In 1933, Marks made an agreement with Howard whereby the latter assigned the renewal rights. This was not recorded within three months, as is stipulated in the Copyright Act, but was entered some time later. The court held that Marks had the renewals because, regardless of the original agreements, the separate assignments to Harris—while dated prior to the assignments to Marks—were not recorded within three months. Therefore the Marks assignments had precedence.

Harris' Side

Harris contended that Marks had knowledge of the 1916 agreement; and that, altho it was not recorded, it was binding on Marks. Marks contended he did not have such knowledge, but that Harris had knowledge of the 1933 agreement. Court held this was so; that the 1933 agreement was binding upon Harris.

Harris had contended that the 1916 agreement, having been executed subsequent to the original publication agreements, should be construed as assigning the renewal rights. In the words of the court: "The right of renewal is not a continuation of the old copyright, but is the grant of a new one. Thus, any assignment in 1916 to defendant . . . could not convey any interest in his renewal rights unless specific mention of them were made in the 1916 agreement."

Arthur Fishbein, defendant's attorney, late this week was studying the decision and, as of the moment, was of the opinion he would file an appeal.

The suit originally listed 202 compositions. Prior to trial, plaintiff withdrew claim to renewals on 28 songs. These belong to Harris. Of the remaining 174, defendant withdrew claims to 19. Concerning three of the remaining 155, it was stipulated that the defendant had not received an assignment,

publishing fraternity. His firm is Sanjud Music, Inc., and it's affiliated with ASCAP. . . . Raleigh Records' league-leading softball team was held to its lowest score last week when it got only four runs in tripping Decca-Coral 4 to 2. . . . The Four Coins open Friday (5) at the Moonlight Gardens, Cincinnati. They've been booked for the entire month of September at the Brown Derby, Honolulu.

Tiny Markle, program director at WAVZ, New Haven, Conn., and a popular maestro around the Ivy League, played a one-nighter at Prospect Park Brooklyn, last week. . . . Kal Ross, former station manager at WCAN, Milwaukee, has opened a personal management office in New York with Dick Zalud as associate. The outfit already has signed Benny Fields and Blossom Seely, Dorothy Claire and Jill Allen. Dick Gersh is flanking for the firm. . . . Jack Janoff, of Columbia Records' press department, announced his engagement to Esther Metz last week. . . . And Howard Roseff, domestic sales manager of Seeco Records, is the father of a brand new baby girl.

Mr. and Mrs. Sidney Siegel (he's the president of Seeco) leave this week on a month-long tour of Central America. Trip will combine business and pleasure, and Siegel will do some recording in Mexico. . . . Woodrow (Woody) Larson, former sales manager for Forster Distributing in Minneapolis, is the new sales chief at Columbia distrib in that city.

Neil Keating has joined the legal department at Columbia, reporting to department head Norman A. Adler. . . . Sherry Parsons, a secretary at Unique Records for the past six months, has been signed by that label as a vocalist. Unique plans to enter the package field in September, according to topper Joe Leahy.

Dave Blum, well-known music

man who was immobilized most of last year by a heart attack, is reactivating his own business. He'll concentrate on his Dennis Music Company catalog, which is affiliated with B.M.I. Recently, Blum was associated briefly with the Tommy Valando firms. . . . Vocalist-instrumentalist Don Elliott opens Monday (1) for a week at the Rouge Lounge, Detroit. . . . Epic Records signed a new vocalist, Don Heller, who cut a 12-inch LP for the label last week.

Antonio Contreras, who was a prominent retailer of Latin American records here some years ago, and more recently operated as an exporter, has settled in Puerto Rico. He has been appointed the factory representative in that country for Decca Records. . . . Alan Dean has been held over a week at the Henry Grady Hotel in Atlanta.

George Weiner, head of President Records, has acquired several Charlene Bartley masters from Al Donahue. . . . Promotion specialist Henry Okun is setting a tie-in promotion with the International Diaper Service to help plug Art Mooney's new dishing of "20 Tiny Fingers" on M-G-M.

Slim Whitman, Elton Britt and Shorty Warren drew more than 1,200 people at the Terrace Room in Newark, N. J., Wednesday (27) night. . . . Jo Ann Tolley's Jubilee waxing of "Dearest One," backed by "My First Love," was erroneously reviewed under r.&b. last week. The disk is a pop release. . . . Mercury's Eastern a.&r. men, Hugo Peretti and Luigi Creatore, head Monday (1) for Hollywood, where they will record Vic Damone, Kitty White and Dick Contino. . . . Coral's Eydie Gorme opens a two-week run at the Chicago Theater August 5. . . . Tom Reddy has started a weekly jazz record show over WIP, Philadelphia, from 8:30 to 9:30 p.m., Saturdays.

Hollywood

Capitol Records inked Texas Bill Strength to a record contract for the firm's country and western roster. . . . Joanne Gilbert, who signed her first recording contract with Decca last month, etched a brace of sides for repertoire topper Milt Gabler. . . . Jack Smothers has joined Capitol Records as an editorial assistant to Bob Willheim. . . . Les Brown ork into the Blue Note, Chicago, for four days this week, with Les scheduling an organizational meeting of Dance Orchestra Leaders of America while there. . . . Gisele MacKenzie headlining the show at the Flamingo, Las Vegas, for a month thru August 24. . . . Bobby Short inked for a spell at Court & Leo's, starting August 4. . . . Harry Talan, for six years an attorney with the Department of Justice in Chicago, has been added to the legal staff of Capitol Records. . . . Sam Clark, president of AM-Par Records, due in town this week, with distributor appointments slated to be announced shortly. . . . Hank Spalding is currently recovering from a heart attack suffered last week. . . . Nat Brandwynne has been inked to appear in the Columbia picture, "The Eddy Duchin" story. . . . Songwriter Jimmy McHugh hosted a party for singer Anna Marie Alberghetti last week. . . . Brandie Brandon, singing pianist at Art Williams' Eldorado, has had his option renewed for another eight weeks. . . . Bill Loeb setting up a series of one-nighters for Margaret Whiting, kicking off at the Amphitheater, Denver, August 20. . . . Champ Butler signed to record the title tune from the film, "Mustang." . . . San Salzman, Allied Record Manufacturing Company vice-president, has returned from a two-week business trip to New York. . . . Tony Travis set for a spot on the Gary Crosby CBS show. . . . Murray Arnold etched four sides for indie Marquee Records. . . . Jackie Barnett prepping special material for Carmen Miranda, latter planning a return to the nitery circuit.

DISK JOCKEYS-OPERATORS-MUSIC & RECORD DEALERS!

You've wanted it—
You've needed it—
Now here it is—
hot off the press . . .



The Billboard

music-record programming and buying guide

2ND EDITION

A GOLD MINE OF MUSIC-RECORD INFORMATION
and it's all yours for just \$1

80 Pages—Jammed full of Up-To-Date, Money-Making Programming and Buying Information, including . . .

- 55 YEARS OF SONGHITS—The big parade of the most famous tunes of all from the "Gay Nineties" and every single year through 1954.
- TOP RECORD HITS—Annual, end-of-the-year round-ups of top record hits are based on scientific tabulations of week-to-week survey data. Started several years ago, these lists have become more and more popular. Now for your benefit, all the lists—from the very start, are reprinted in composite form in this valuable book.
- RECORD MANUFACTURER AND LABEL LIST—Most up to date of its kind now available. Compiled from a special Billboard survey and carefully checked for accuracy. Over 1,200 listings.
- DIRECTORY OF RECORD DISTRIBUTORS—Prepared for greatest usefulness—geographically by State and city—then alphabetically by title under each city. More than 600 listings with "labels distributed" by each.

Supply Strictly Limited

First Come First Served

RUSH COUPON TODAY!

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

YES, Please RUSH postpaid your brand-new Music Record Programming & Buying Guide at once I enclose \$ for copies at \$1 per copy.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS

Popular

A BLOSSOM FELL—IF I MAY.....	Nat (King) Cole.....	3095
DAY BY DAY—HOW CAN I TELL HER.....	The Four Freshmen.....	3154
DUVID CROCKETT—TWEEDLEE DEE.....	Mickey Katz.....	3144
HIS HANDS—I AM A PILGRIM.....	"Tennessee" Ernie Ford.....	3135
HUMMINGBIRD—GOODBYE, MY LOVE.....	Les Paul & Mary Ford.....	3165
I WISH I'D NEVER LEARNED TO READ— DON'T YOU KNOW I LOVE YOU.....	The Five Keys.....	3185
IN THE GOOD OLD SUMMERTIME.....	Capt. Gleason's Garden Band.....	3172
LEARNIN' THE BLUES— IF I HAD THREE WISHES.....	Frank Sinatra.....	3102
A MAN—MAMA'S PEARLS.....	Margaret Whiting.....	3189
MY ONE SIN— THE BLUES FROM KISS ME DEADLY.....	Nat (King) Cole.....	3136
PETE KELLY'S BLUES—DC-7.....	Ray Anthony.....	3176
THE POPCORN SONG—BARRACUDA.....	Cliffie Stone.....	3131
UNCHAINED MELODY—MEDIC.....	Les Baxter.....	3055
THE VERDICT—ME MAKE UM POWWOW.....	The Five Keys.....	3127
WAKE THE TOWN AND TELL THE PEOPLE— I'LL NEVER STOP LOVING YOU.....	Les Baxter.....	3120

Country & Western

GO BACK YOU FOOL—ALL RIGHT.....	Faren Young.....	3169
I GUESS I'M CRAZY— YOU OUGHTA SEE PICKLES NOW.....	Tommy Collins.....	3190
SATISFIED MIND—TAKE POSSESSION.....	Jean Shepard.....	3118
SIMPLE SIMON—MOST OF ALL.....	Hank Thompson.....	3188
WILDWOOD FLOWER— BREAKIN' IN ANOTHER HEART.....	Hank Thompson.....	3106

Popular Albums

B. G. IN HI FI.....	Benny Goodman—Album No. 565
IN A BLUE MOOD.....	Kay Starr—Album No. 580
IN THE WEE SMALL HOURS.....	Frank Sinatra—Album No. 581
KALEIDOSCOPE.....	Les Baxter—Album No. 594
LES AND MARY.....	Les Paul & Mary Ford—Album No. 577
LONESOME ECHO.....	Jackie Gleason—Album No. 627
MUSIC FOR LOVERS ONLY.....	Jackie Gleason—Album No. 352
MUSIC, MARTINIS AND MEMORIES.....	Jackie Gleason—Album No. 509
MUSIC TO REMEMBER HER.....	Jackie Gleason—Album No. 570
VOICES IN MODERN.....	The Four Freshmen—Album No. 522

Single EP Albums

BLUE MIRAGE.....	Les Baxter—Album No. 599
LES BAXTER.....	His Chorus and Orchestra—Album No. 9125
MOODS IN SONG.....	Nat (King) Cole—Album No. 633
RAY ANTHONY SELECTIONS FROM 'DADDY LONG LEGS' SESSION WITH SINATRA.....	Frank Sinatra—Album No. 629

Children's Albums

BALLAD OF DAVY CROCKETT & FAREWELL.....	"Tennessee" Ernie Ford—Album No. 3229
BOZO'S SONGS ABOUT GOOD MANNERS.....	Pinto Colvig—Album No. 3210
GISELE MACKENZIE SINGS CHILDREN'S SONGS FROM FRANCE.....	Album No. 3224
LADY AND THE TRAMP.....	Original Cast—Album No. 3056
TWEETY PIE.....	Mel Blanc—Album No. 3074



Classical Albums

ECHOES OF SPAIN.....	Hollywood Bowl Symphony Orchestra—Album No. 8275
FAVORITE CLASSICS FOR PIANO.....	Leonard Pennario—Album No. 8312
STARLIGHT CONCERT.....	Hollywood Bowl Symphony Orchestra—Album No. 8276
STARLIGHT ENCORES.....	Hollywood Bowl Symphony Orchestra—Album No. 8296
PROKOFIEV "CONCERTO NO. 1 IN D MAJOR," LALO "SYMPHONIE ESPAGNOLE".....	Nathan Milstein, Violin with the St. Louis Symphony Orchestra—Album No. 8303

NEW RELEASES!

Nos. 479 & 480

JIM BOWIE
WHY BREAK THE HEART THAT
LOVES YOU..... Gordon MacRae..... 3191

DON'T SIT UNDER THE APPLE TREE
BELIEVING YOU..... The Four Knights.... 3192

SOCORRO
FLUTE INDIGO..... Julie Kinsler..... 3193

BEER BARREL POLKA
CUDDLE UP A LITTLE CLOSER,
LOVEY MINE..... Merle Travis..... 3194

THE SHRIKE
THE TOY TIGER..... Les Baxter..... 3195

RELAX-AY-VOO..... Dean Martin,
TWO SLEEPY PEOPLE..... Line Renaud..... 3196

PUT YOUR ARM AROUND ME
I CAN'T GET YOU OFF MY MIND... Vicki Young..... 3197

TOO MUCH
LET'S GO BUNNY HUGGIN'..... Sonny James..... 3198

SEVENTEEN
RAZZLE-DAZZLE..... Ella Mae Morse..... 3199

SEVENTEEN

ELLA MAE MORSE
HER GREATEST since "Blacksmith Blues"



PLUS RAZZLE-DAZZLE, PIDDILY PATTER
PATTER, and AIN'T THAT A SHAME
in Ella Mae's new Single EP Album No. EAP 1-9126

b/w RAZZLE-DAZZLE
on single Record No. 3199

LES BAXTER
His Chorus and Orchestra

DEAN MARTIN LINE **RENAUD**

THE SHRIKE
(From the Universal-International
Picture "The Shrike")

**THE TOY
TIGER**

(From the Universal-International Picture
"The Private War of Major Benson")

RECORD NO. 3195



RELAX-AY-VOO

**TWO SLEEPY
PEOPLE**

RECORD NO. 3196



PHONOS—HI FI

MAGNAVOX EXPECTS 50% HI-FI SALES RISE . . .

Magnavox expects to do about 50 per cent more high fidelity business this fall than it did last fall. According to prexy Frank Friemann, hi-fi equipment sales currently represent about 25 per cent of the firm's consumer business. On the basis of these figures, Friemann opines that business this fall will be greater than in any similar period in the industry's history.

SYLVANIA SHOWS TWO NEW HI-FI PHONOS . . .

Sylvania Electric Products this week introduced two new hi-fi phonos to its distributors in Chicago. The models, part of Sylvania's new line, are a custom console unit and a table model. Latter has "reflectone doors" for "surround" sound. Both models feature three speakers, and three-speed hi-fi record changers.

MUSIC MERCHANTS SET 1956 MEET PLANS . . .

The National Association of Music Merchants will hold its 1956 convention at the Hotel New Yorker, New York, July 23-26. According to official NAMM figures, buyer registrations at the 1955 Music Show totaled 3,718, topping last year's registrations by 144. Total attendance, tho, dropped from 7,955 to 7,408. The NAMM's board of direc-

tors has approved three regional conferences in 1956—a Northwestern regional meet, sponsored jointly with the Northern California Music Trades Association at the Hotel Mark Hopkins, San Francisco, February 13 and 14; a Southeastern regional conference, Dinkler-Plaza Hotel, Atlanta, February 27; and a Southwestern regional conference, jointly sponsored with the Oklahoma Music Merchants Association sometime in April.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

Kraft Brothers is marketing a new portable automatic phono retailing at \$39.95. The new unit features a three-speed automatic changer imported from England, with four-pole motor, complete intermix, stop after the last record, turn-over cartridge and built-in amplifier. . . . J. E. Hogg, formerly with General Electric, has been appointed export marketing manager for Ampex International, new division of Ampex Corporation, manufacturer of magnetic tape recorders. . . . Certified Appliance Distributors, independent Southern California wholesaler, has been appointed distributor for the Admiral radio and phono lines. . . . The Pentron Corporation will ship a tape player, retailing under \$50, in September. The unit (which, according to Pentron prexy Irv Rossman, may be priced as low as \$39.95) will not incorporate the American molded plastics tape cartridge, and Rossman opined it would be some time before his company would have a cartridge player.

LINER NOTES

By IS HOROWITZ

EMIL GILELS COMING, MAYBE OISTRAKH . . .

New Yorkers at least may have the chance to hear in person Emil Gilels this fall. He, of course, is the outstanding Russian pianist whose fame has preceded him here via distribution of a number of his records in this country by labels running the gamut from Colosseum to Angel. Columbia Artists Management is bringing the pianist here and has already reserved several Carnegie Hall dates. It is understood that the State Department has already been sounded out and will offer no objections.

Of even more interest, tho, is the likelihood that Columbia Artists will bring David Oistrakh to these shores next spring. Few record dealers haven't sold at least a few of his recordings during the past years since his phenomenal etching of Khatchaturian's Violin Concerto was released. Most recently Oistrakh has been featured on Decca and Angel LP's.

ESOTERIC TO LAUNCH OLD PIANO, FOLK TUNES . . .

Esoteric Records, like many of the independent LP manufacturers, has been holding back on new releases during the summer. But now it is readying several issues which soon will hit the trade. Two LP's will feature the Siena piano, a unique instrument embodying four different tonalities. It was built 150 years ago. Another of Esoteric's disks

will be a folk music set called "Shivaree" and presenting folk chanters Oscar Brand and Jean Ritchie, among others.

PERCUSSION PACKAGE READIED BY VOX . . .

Coming soon from Vox is a percussion tour de force that promises interesting possibilities among the hi-fi fraternity. The package, a de luxe unit, will list at \$6.95. It is to be called "Spotlight on Percussion." Heard on the disk are two performers. Kenny Clark holds forth on the pop side, and the classical idiom is represented by Arnold Goldberg. Al (Jazzbo) Collins is narrator, and the factory-sealed package was written and produced by Vox exec Ward Botstford.

ANNA RUSSELL SINGS IN TAGALOG, TOO? . . .

Anna Russell, who has been responsible for a couple of Columbia LP best sellers, is winding up a five-month, 74-date concert tour of Australia, Tasmania and New Zealand. Miss Russell, it is to be noted, wowed them in Wagga Wagga, Geelong, Toowoomba and Wollongong. In November and December she's booked for a couple of recitals in New York's Town Hall, which, it can be assumed from past practice, will result in at least one more LP entry from the concert comedienne. It is said that she will be accompanied in these recitals by the "Anti Antiqua Miserable Musici."

JAZZ ON THE UPBEAT

By BILL SIMON

Who ever thought we'd see the day when a strictly jazz album would sell 200,000 copies? . . . That day is here, and so is this column. The album, which actually is well over the 200,000 mark and still swinging would be Columbia's "I Like Jazz," the 12-inch promotional LP retailing at the bargain price of 98 cents. Aside from the price factor, the point is there are so many people who like jazz enough to want to own such an anthology—which includes samples of several different, sometimes incompatible, schools of jazz.

RECOGNITION SOUGHT BY JAZZ FLUTISTS . . .

The jazz flutists of America are organizing at the instigation of Herbie Mann (Bethlehem). Herbie and colleagues are exerting pressure for recognition of the instrument by the people who dream up the annual jazz popularity polls. In his next album, Mann will front a six-flute ensemble including himself, Frank Wess, Jerome Richardson, G. C. Gryce, Sam Most and Hal McKusick. Gryce, Wess and Quincy Jones are doing the writing.

BRUNSWICK PACKAGING 12-INCH LP REISSUES . . .

Brunswick, Coral's subsidiary jazz label, is stretching some of its important historical jazz packages to 12-inch LP's. Within a few weeks it will issue newly programmed sets comprised of masters cut in the '20's by Duke Ellington, Red Nichols and Benny Goodman—most of which were recorded originally for the old Vocalion label. Two of the Goodman sides have never been available in the modern era: "That's A Plenty" and "Clarinetitus."

FANTASY LABEL ON EXPANSION KICK . . .

Fantasy, the San Francisco diskery, is on a big expansion kick. Recent pactees are band leader Elliott Lawrence, the Honey Dreamers, the Sandole Brothers, trumpeter Red Rodney, thrush Lucy Reed. Lawrence, signed for two LP's per annum, finally got to cut 12 of those great old woodwindy arrangements written some years back by young George

Mulligan, with former Metronome editor George Simon supervising the dates. The Sandoles lead a "modern jazz experimental group" in Philadelphia, where things rarely are experimental. Fantasy plans to put out between 20 and 30 LP's in the coming year.

GEORGE SIMON SETS GRAND AWARD LP'S . . .

The above-named George Simon, Metronome editor for 20 years, now has his own office and devotes his energies to free-lance producing, writing and consultation in the fields of jazz and pop music. He's writing several radio and TV shows, including "America's Greatest Bands," and has also organized some jazz LP's for Enoch Light's Grand Award label. These included dates with Will Bradley, Bud Freeman and Rex Stewart. Light is selling his 12-inch LP jazz at \$1.98 per.

KEYNOTE ETCHES FIRST JAZZ DISK . . .

Keynote Records, soon to be revived, held its first session last week under the supervision of Harry Lim. Nat Pierce, ex-Herman pianist, fronted, with Don Fagerquist, Osie Johnson, Freddy Greene, Charlie Walp, Richie Kamuka, Frank Rehack and Johnny Beal also present. The disk will be out in September, according to prexy Eric Bernay.

EMARCY LABEL SIGNS FABULOUS 'CANNONBALL' . . .

Musicians around town have been spreading tales about a fabulous alto sax man out of Ft. Lauderdale, Fla., known simply as "Cannonball." Authoritative musicians who have heard him insist he's the greatest since the late Charlie Parker. Turns out his real name is Julian Adderley, according to his newly signed EmArcy contract, and he used to be a school teacher until he and his trumpet-playing brother were persuaded by Clark Terry and such to come North. Herman Lubinsky grabbed him for one Savoy LP before Bob Shad pinned him down to a paper. Shad, by the way, did so without ever hearing him play a note.

• Best Selling Popular Albums

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

LP'S

1. LOVE ME OR LEAVE ME—Doris Day Columbia CL 710
2. IN THE WEE SMALL HOURS—Frank Sinatra Capitol W 581
3. STARRING SAMMY DAVIS JR. Decca DL 8118
4. LONESOME ECHO—Jackie Gleason Capitol W 627
5. THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837
6. CRAZY OTTO Decca DL 8113
7. DAMN YANKEES—Original Cast RCA Victor LOC 1021
8. I LIKE JAZZ Columbia JZ 1
9. HOLIDAY IN ROME—Michel LeGrand Columbia CL 647
10. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol H 352
11. DEE-LIGHTFUL—Lenny Dee Decca DL 8114
12. SONG HITS FROM THEATERTLAND—Mantovani Orchestra London LL 1219
13. BRUBECK TIME—Dave Brubeck Columbia CL 622
14. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 509
15. SOFT AND SWEET—The Three Suns RCA Victor LPM 1041

EP'S

1. LOVE ME OR LEAVE ME—Doris Day Columbia EPB 540
2. STARRING SAMMY DAVIS JR. Decca ED 2214-6
3. IN THE WEE SMALL HOURS—Frank Sinatra Capitol EBF 581
4. LONESOME ECHO—Jackie Gleason Capitol EAP 627
5. SHAKE, RATTLE AND ROLL—Bill Haley Decca ED 2168
6. THE STUDENT PRINCE—Mario Lanza RCA Victor ERB 1837
7. CRAZY OTTO, PART I Decca ED 2201
8. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
9. MOODS IN SONG—Nat (King) Cole Capitol EAP 1-633
10. CRAZY OTTO, PART II Decca ED 2202
11. DAMN YANKEES—Original Cast RCA Victor EOC 1021
12. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057
13. SOFT AND SWEET—The Three Suns RCA Victor EPB 1041
14. LADY AND THE TRAMP—Walt Disney Capitol EAXF 3056
15. BLUE MIRAGE—Les Baxter Capitol EAP 1-599

• Reviews and Ratings of New Classical Releases

STRING QUARTET MELODIES (1-12")

—American Art Quartet. Bluebird LBC 1086 76

This type of catch-all program was a more familiar issue a couple of years ago, and the basic soundness of the idea has several times been proven. Here this fine ensemble plays nine selections, ranging from single quartet movements such as the perennially favorite "Andante Cantabile" by Tchaikovsky, to a Shostakovich excerpt and Percy Grainger's "Molly on the Shore." Also there is the short "Italian Serenade" by Hugo Wolf in complete form. At the Bluebird price this could be sold with profit to those novice chamber music fans, as well as to those who just would like some higher class background music.

MOZART: FAMOUS SOPRANO ARIAS (1-12")—Hilde Zadek. Soprano; Vienna Symphony Orchestra; Bernhard Paumgartner, Cond. Epic L 3135 75

Another in the welcome series of Mozart disks from Epic in preparation of jubilee celebrations next year, this holds an attractive collection of vocal material. Miss Zadek performs more than capably and she has outstanding support in the orchestra under Paumgartner's direction. The collection mixes familiar with lesser-known arias, with the stress on the latter category. In addition to arias from "Idomeneo," "Marriage of Figaro" and "Titus," there are "Basta, vincesti" (K.486a), "Alma grande" (K.578) and "Bella mia fiamma" (K.528). Mozart enthusiasts will award this set more than passing attention.

PROKOFIEFF: PIANO SONATA NO. 9; 10 PIECES FROM "CINDERELLA," OP. 97; (1-12")—Menahem Pressler, Pianist. M-G-M E 3192 73

Among Prokofieff's last published works (these have only recently become available in manuscript form here), these are among the most listenable. Dissonances are used rarely, and even then with a seeming reluctance. The Ninth Sonata is intensely romantic and constructed along strictly traditional lines. The piano transcriptions of various pieces from the ballet "Cinderella" are lighter and more capricious, and with them, too, Pressler does a magnificent job. These works have never been recorded before, and modernists will snap them up eagerly.

ITALIAN SONGS (1-12")—Licia Albanese, Soprano. RCA Victor LM 1857 72

The sales potential among vocal collectors would appear to be moderately good for this collection. It offers the noted soprano in 15 selections, some with orchestra and others with piano accompaniment. Composers range from the redoubtable Tosti to Puccini and Verdi, in addition to songs by lesser-knowns. Licia Albanese brings her considerable artistry to bear on even the slightest among them, and the results make for extremely attractive listening.

BRAHMS: CELLO SONATA NO. 1 IN E MINOR; CELLO SONATA NO. 2 IN F MAJOR (1-12")—Tibor de Machula, Cello; Timo Mikkila, Piano. Epic LC 3133 71

Altho this faces heavy competition in a coupling of the same works by Starker

on Period, as well as separate issues of the two sonatas by Piatigorsky, de Machula's performances and Epic's recording are highly creditable. The works are among Brahms' richest; typically autumnal and melodious, and the artists get right to the heart of them. Many lovers of the Brahms orchestral works are potential customers for this one, as well as discriminating chamber music buyers.

QUANTZ: FLUTE CONCERTO IN G MAJOR; GLUCK: FLUTE CONCERTO IN G MAJOR; DANCE OF THE SPIRITS (FROM ORPHEUS AND EURYDICE); MOZART: ANDANTE IN C MAJOR (K.315) (1-12")

Hubert Barwahser, Flute; Vienna Symphony Orchestra; Bernard Paumgartner, Cond. Epic L 3134 70

Epic has compiled a delightful, summery program here. It's all graceful, light and refreshing. All four pieces feature Barwahser's competent flute playing, and all the music dates from the courtly 18th century. The meat is in the soaring, melodious Gluck work, and in the elegant Mozart Andante, tho the other pieces provide tasty trimmings. This issue has little competition to worry about, and dealers should have little trouble moving this on recommendation.

KURT WEILL: VIOLIN CONCERTO, OP. 12; WEBERN: FOUR PIECES FOR VIOLIN AND PIANO (1-12")

Anahid Ajemian, Violin; M-G-M Wind Orchestra; Izler Solomon, Cond. M-G-M E 3179 70

Kurt Weill has established a strong reputation in several musical fields, but his association with "Lady in the Dark" and "Knickerbocker Holiday" should not lead dealers to present this item indiscriminately to quondam buyers of pop or light classical persuasion. His concerto dates from his avant-garde period and will prove difficult listening for all but the most experienced connoisseur of early 20th century "contemporary" music. Miss Ajemian plays the difficult fiddle part competently. In the four short solo pieces she is joined by her sister Maro (both are persistent protagonists of modern music). Likely to sell well in its class.

SCHONBERG: PIERROT LUNAIRE; (1-12") Alice Howland, Speaker; Ensemble, Arthur Winograd, Cond. M-G-M E 3202 68

Written 43 years ago, this group of 21 poems, half-spoken, half-sung to an eerie atonal accompaniment, is still pretty bidding to the average music-lover, no matter how impressive to others. The devilishly difficult part of the speaker-singer is admirably negotiated by Miss Howland, tho she is paler and less electrifying in this part than Erika Steidry-Wagner in the older Columbia set prepared under the supervision of the composer. The assisting instrumental ensemble, which includes the Schonberg specialist Eduard Steuermann at the piano, is top-notch. A provocative item that advanced modernists will want to sample.

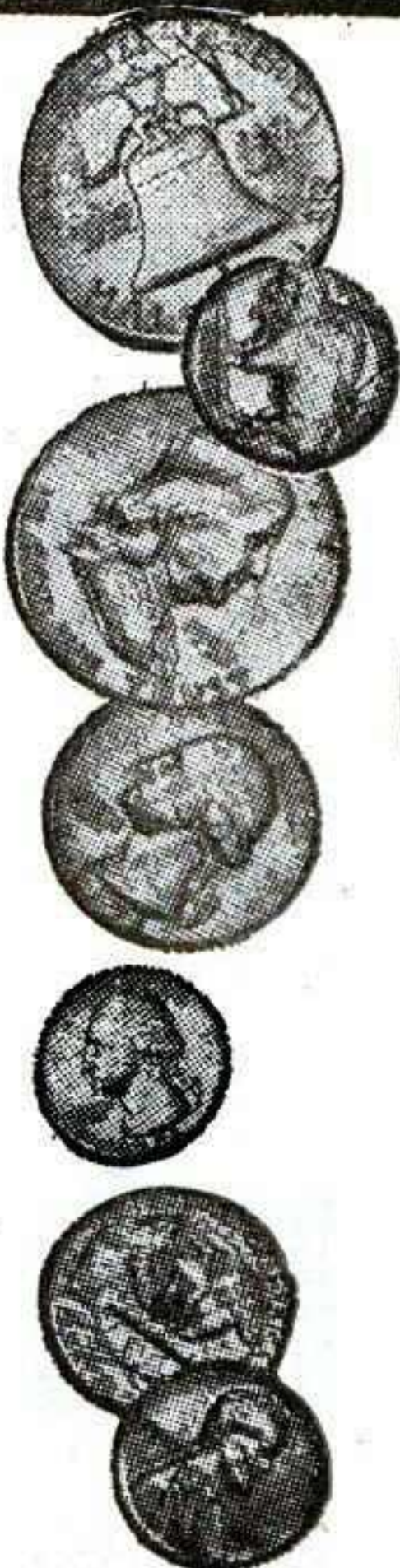
Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell? Write BOX 666 2160 Patterson St. Cincinnati, Ohio

TWO FOR THE MONEY!!!

RICHARD MALTBY

GORDON JENKINS



"THE BOOK OF LOVE"

"GOODNIGHT SWEET DREAMS"

c/w

MIDNIGHT MOOD

(The Original Maltby Theme)

c/w

YOUNG IDEAS

(Featuring Stuart Foster)

X-0158 (4X-0158)

"X" a product of Radio Corporation of America
RECORDS MARK THE HITS!

X-0159 (4X-0159)

THE NATION'S #1 C&W TUNE—BUSTIN' FOR A HIT IN THE POP FIELD

THE 1st POP HIT VERSION:

Published by
PEER INT'L INC.
Murray Deutch,
Prof. Mgr.

"A SATISFIED MIND"

by America's Newest Singing Sensations



JACK and BETTY

Teen 107 B

exclusively on . . .

TEEN Records

1322 LOCUST ST., PHILADELPHIA, PA.

• Reviews and Ratings of New Popular Albums

THE STORY OF JOHN HENRY, BALLADS, BLUES AND OTHER SONGS74

Josh White (2-10") Elektra 701
This album marks the 25th year of Josh White before the recording microphones, and it's an anniversary issue that will be received eagerly by the many fans of the balladeer, as well as many other collectors of folk material. Attractively packaged in a double-fold liner with striking art, it is recorded with startling fidelity. One of the 10-inchers holds the ambitious narrative-with-song on the fabulous folk hero John Henry. The other holds eight songs. A booklet with the complete lyrics is also furnished. An outstanding package of its type.

SONGS OF OUR TIMES: SONG HITS OF 191670

Roy Ross and His Ork (1-10") Decca DL 5511
Decca's "Songs of Our Times" series has been successful sales-wise, and this latest addition to the group (extending it now from 1916 to 1944) packs the same nostalgic appeal. Roy Ross and his orchestra contribute pleasant—albeit routine—instrumental treatments of 24 top tunes of 1916—"Pretty Baby," "Poor Butterfly," "Nola," "I Ain't Got Nobody," etc. Interesting display possibilities are offered by the cover, depicting news headlines of the day and a photo of President Woodrow Wilson; while Louis Untermeyer's literate liner notes on the period (1916) are both entertaining and informative.

HONKY TONK PIANO69

(Knuckles) O'Toole (1-12") Grand Avard 314
Ragtime piano is currently enjoying a revival of public interest (thanks to Crazy Otto) so this amusing package of "honky tonk" styled instrumental treatments of nostalgic oldies ("If You Knew Susie," "Maple Leaf Rag," "The Bowery," "Glad Rag Doll" and 19 others) should grab off its share of plays and paying cus-

tomers. The LP has an added sales plus in an interesting gimmick, wherein a reproduction of an original painting by Tracy Sugarman—depicting the title theme—is attached to the LP cover so buyers can remove it for framing and the album will still retain the record. The art reproduction gimmick is a regular feature of Grand Award LP's and a most commercial one.

Jazz

REX STEWART PLAYS DUKE ELLINGTON; ILLINOIS JACQUET AND HIS ALL STARS PLAY UPTOWN JAZZ66

Grand Award 33-315
The necessity of an album such as this does not become easily apparent. While a star-studded collection of instrumentalists was gathered for these sessions, everything done here has been done, not once, but several times—and better. A kind of authenticity is given the Ellington sessions by combining Stewart with other Ellington alumni like Lawrence Brown and Hilton Jefferson, but it is a weak re-echoing of performances still too well remembered under the Duke's own baton. With Jacquet are such luminaries as Charlie Mingus, Joe Newman, Freddy Greene and Denzil Best, but performances and recorded sound are tired and routine. Potency of some of the names here will undoubtedly snag some sales, and the low price will help.

Decca Adds 2 Groups

HOLLYWOOD, July 30.—Decca Records added two new vocal groups to its talent roster this week in signing the Four Winds and the Three Kittens. Both teams were inked by artist and repertoire topper Milt Gabler, here for a series of recording sessions.

LET AIRMAIL BRING YOUR BILLBOARD FASTER!

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

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

TRY IT YOURSELF—SPECIAL 13-WEEK TRIAL

THE BILLBOARD, Circulation Dept.
2160 Patterson St., Cincinnati 22, O. 813

NEW SUBSCRIPTION. I enclose \$15 (\$2.50 basic price plus \$12.50 airmail postage deposit). Send copies via airmail for 13 weeks.

CURRENT SUBSCRIPTION. I enclose \$12.50 airmail postage deposit. Convert my subscription to airmail service for 13-week trial.

NAME _____

COMPANY OR STATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

WANTED UNUSED RECORDS CAPITOL

Purple Label only (any quantity—78 and/or 45 rpm)

Any titles or number acceptable
Quote Best Prices F.O.B. our store

SAM GOODY

235 West 49th St., New York 19, N. Y., Circle 6-1710

2 Great Songs...

from the PRODUCERS' SHOWCASE
TV PRODUCTION—
"THE KING AND MRS. CANDLE"
August 22nd

"YOUNG IDEAS"

recorded by...
GORDON JENKINS
and his Chorus and Orchestra
Vocal by—
STUART FOSTER
"X" Record X-0159

A Double Sided Smash
recorded by...
TONY MARTIN
RCA Victor 20/47-6209

"WHAT IS THE SECRET OF YOUR SUCCESS?"

recorded by...
EYDIE GORME
CORAL 61481

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

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 27

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Rock Around the Clock		1 11	6. Hard to Get		6 7
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. Wolcott, M-G-M 12028.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
2. Unchained Melody		2 18	7. Blossom Fell		5 13
By Hy Zarek 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.			By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
3. Learnin' the Blues		3 12	8. Ain't It a Shame		8 4
By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominos, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348.		
4. Cherry Pink and Apple Blossom White		4 20	9. Hummingbird		10 4
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; I. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.			By Don Robertson—Published by Ross Jungnickel (ASCAP) BEST SELLING RECORD: L. Paul & M. Ford, Cap 3165. RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; R. Maddox, Col 21419; Don & Lou Robertson, Epic 9110.		
5. Something's Gotta Give		7 10	10. It's a Sin to Tell a Lie		11 9
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; R. Gaylord, Wing 90000; S. Powell, Groove 111. ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.			By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: S. Smith & The Redheads, Epic 9093. RECORDS AVAILABLE: J. Desmond, Coral 61436. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.		
Second Ten					
11. Man in the Raincoat		15 4	16. Medic Theme (Blue Star)		22 4
By W. Webster—Published by Canadian Limited (BMT) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.			By Heyman and Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.		
12. Honey Babe		9 14	17. If I May		16 8
By Pau Francis Webster & Max Steiner—Published by Witmark (ASCAP) RECORDS AVAILABLE: A. Mooney, M-G-M 11900; Sauter-Finegan, Vic 20-6025. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI) RECORDS AVAILABLE: Nat (King) Cole, Cap 3095. ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.		
13. Sweet and Gentle		12 6	17. Seventeen		- 1
By Otilio Portan and George Thorn—Published by Peer (BMI) RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Frank, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822; E. Smith, Dec 29592. ELECTRICAL TRANSCRIPTION: George Cook, Standard.			By Young-Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386.		
14. I'll Never Stop Loving You		13 4	19. Love Me or Leave Me		17 8
By Kahn and Bradszy—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Gus Kahn—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: S. Davis Jr., Dec 29484; D. Day, Columbia 2087; B. Eckstine, M-G-M 11984; L. Egart, Col 40525; L. Horne, Vic 20-6073; L. Welk, Coral 61408. ELECTRICAL TRANSCRIPTIONS: Jimmie Blade Ork, Standard; Tex Beneke, Thesaurus.		
15. Domani		18 4	19. House of Blue Lights		21 3
By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMT) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450. ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.			By Freddie Slack & Don Raye—Published by Robbins (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.		
Third Ten					
21. That Old Black Magic		20 4	26. Popcorn Song		- 1
By Mercer and Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: B. Daniels, Mercury 5721; S. Davis Jr., Dec 29541. ELECTRICAL TRANSCRIPTION: F. Warren, Thesaurus.			By Bob Roubian—Published by Central (BMI) RECORD AVAILABLE: C. Stone, Cap 3131.		
22. Dance With Me, Henry		18 19	27. Story Untold		25 4
By Jules Taub, Joel Josea and Sam Ling—Published by Modern (BMT) RECORDS AVAILABLE: G. Gibbs, Mercury 70572; E. James, Modern 947; Leslie Sisters, Marb's 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.			By LeRoy Griffin—Published by Rush (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70634; Four Coins, Epic 9107; Nutmegs, Herald 452.		
23. Heart		14 13	27. Ballad of Davy Crockett		23 24
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) RECORDS AVAILABLE: N. Brooks, X 0125; E. Fisher, Vic 20-6097; Four Aces, Dec 29576; McGuire Sisters, Coral 61455. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Tom Blackburn and George Burns—Published by Wonderland (BMI) RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11914; T. Ernie, Cap 3058; B. Ives, Dec 29423; R. Draper, Mercury 70555; B. Hayes, Cadence 1256; 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.		
24. Alabama Jubilee		23 6	29. Wake the Town and Tell the People		- 1
By Jack Yellen and George Cobb—Published by Remick (ASCAP) RECORDS AVAILABLE: Big Ben, DeLuxe 2036; D. Carroll, Mercury 70642; Perko 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.			By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537.		
24. Yellow Rose of Texas		- 1	30. Hey, Mr. Banjo		28 11
By D. George—Published by Planetary (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61476; M. Miller, Col 40540.			By Freddy Morgan and Norman Matkin—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. ELECTRICAL TRANSCRIPTIONS: Jenny Blade, Standard.		
			30. Bible Tells Me So		- 1
			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: D. Cornell, Coral 61467; N. Noble, Wing 90003.		

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

The Greatest Parade of Best Sellers in Our History...



1.	AIN'T THAT A SHAME DOT 15377	PAT BOONE	
2.	THE KENTUCKIAN SONG DOT 15375	THE HILLTOPPERS	
3.	CLOSE THE DOOR DOT 15381	JIM LOWE	
4.	SEVENTEEN IF I COULD BE WITH YOU DOT 15386	THE FONTANE SISTERS	
5.	WHY DON'T YOU WRITE ME LAST MINUTE LOVE DOT 15385	SNOOKY LANSON	
6.	RIDIN' ON A TRAIN DOT 15372	THE COMMODORES	
7.	MAYBELLINE DOT 15407	JIM LOWE	
8.	C&W BLUE DARLIN' DOT 1260	JIMMY NEWMAN	
9.	C&W THE KENTUCKIAN SONG DOT 1262	MAC WISEMAN	
10.	C&W THAT'S WHAT MAKES THE JUKE BOX PLAY DOT 1245	JIMMY WORK	

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending July 27

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	Leading side on top	Last Week	Weeks on Chart
1.	ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	1	13
	Thirteen Women (BMI)—Dec 29124		
2.	LEARNIN' THE BLUES (ASCAP)— F. Sinatra.....	3	13
	If I Had Three Wishes (ASCAP)—Cap 3102		
3.	BLOSSOM FELL (ASCAP)— Nat (King) Cole.....	2	14
	IF I MAY (BMI)—Cap 3095		
4.	AIN'T IT A SHAME? (BMI)— P. Boone.....	5	5
	Tennessee Saturday Night (BMI)—Dot 15377		
5.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)— P. Prado.....	4	23
	Marie Elena Rumba (ASCAP)—V 20-5965		
6.	HARD TO GET (ASCAP)— G. MacKenzie.....	6	10
	Boston Fancy (BMI)—X 0137		
7.	UNCHAINED MELODY (ASCAP)— L. Baxter.....	7	18
	Medic (ASCAP)—Cap 3055		
8.	IT'S A SIN TO TELL A LIE (ASCAP)— S. Smith & the Redheads.....	9	19
	My Baby Just Cares for Me (ASCAP)—Epic 9093		
9.	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters.....	8	10
	Rhythm 'n' Blues (BMI)—Coral 61423		
10.	SOMETHING'S GOTTA GIVE (ASCAP).....	10	18
	S. Davis Jr. LOVE ME OR LEAVE ME (ASCAP)—		
11.	HUMMINGBIRD (ASCAP)— L. Paul & M. Ford.....	13	3
	Goodbye My Love (ASCAP)—Cap 3165		
12.	SWEET AND GENTLE (BMI)— A. Dale.....	15	6
	You Still Mean the Same to Me (ASCAP)— Coral 61435		
13.	DOMANI (BMI)—J. La Rosa.....	18	3
	Mama Rosa (ASCAP)—Cadence 1265		
14.	SEVENTEEN (BMI)—B. Bennett.....	16	5
	Little Old You-All (BMI)—King 1470		
15.	HONEY BABE (ASCAP)—A. Mooney..	11	16
	No Regrets (ASCAP)—M-G-M 11900		
16.	HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller.....	14	8
	Can't Help Wonderin' (ASCAP)—Mercury 70627		
17.	YELLOW ROSE OF TEXAS (ASCAP)— M. Miller.....	—	1
	Blackberry Winter (BMI)—Col 40540		
18.	MAN IN THE RAINCOAT (BMI)— P. Wright.....	23	7
	Please Have Mercy (BMI)—Unique 303		
19.	AIN'T IT A SHAME? (BMI)— F. Domino.....	22	4
	La La (BMI)—Imperial 5348		
20.	UNCHAINED MELODY (ASCAP)— A. Hibbler.....	12	18
	Daybreak (ASCAP)—Dec 29441		
21.	STORY UNTOLD (BMI)—Crew Cuts..	17	7
	Carmen's Boogie (BMI)—Mercury 70634		
22.	KENTUCKIAN SONG (ASCAP)— Hilltoppers.....	24	2
	I Must Be Dreaming (BMI)—Dot 15375		
23.	THAT OLD BLACK MAGIC (ASCAP)— S. Davis Jr.....	19	7
	Man With a Dream (ASCAP)—Dec 29541		
24.	RAZZLE DAZZLE (BMI)—B. Haley..	21	3
	Two Hound Dogs (ASCAP)—Dec 29552		
25.	ILL NEVER STOP LOVING YOU (ASCAP)—Doris Day.....	19	3
	Never Look Back (BMI)—Col 40505		

DEALERS AND OPERATORS...

Top Ten Tunes Poster

is on page 60

Tomorrow's Hits... Today

Poster is on page 62

• THIS WEEK'S BEST BUYS

THE BIBLE TELLS ME SO (Paramount, ASCAP)—Nick Noble—Wing 90003

LOVE IS A MANY SPLENDORED THING
(Robbins, ASCAP)—Don Cornell—Coral 61467

Nick Noble's version of "Bible" has been available for a number of weeks and has gradually built up a solid core of strength. Currently it appears on the Detroit, Chicago and Cleveland territorial charts. Cornell has come up from behind to give Noble stiff competition in many areas. It has a good spread of favorable sales reports thruout the country. Both are now shaping up as chart threats. The flip side of the Cornell disk is showing good action, too, but the Four Aces have a decided edge on that tune. The Coral record was a previous Billboard "Spotlight" pick.

AUTUMN LEAVES (Ardmore, ASCAP)—Roger Williams—Kapp 16

One of the biggest records to hit New York,

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

Cleveland and Detroit in the past few weeks has been this instrumental featuring piano and strings. The record is now beginning to take off in Boston, Buffalo and Milwaukee, and promises to be a big seller in other territories once delivered and more thoroly exploited. The potential of this disk is burgeoning quite rapidly. Flip is "Take Care" (Ashland, BMI).

SEVENTEEN (Lois, BMI)—Fontane Sisters—Dot 15386

The Fontane Sisters are coming up fast with their recently released cover of this hit. While the Boyd Bennett waxing is still far ahead, reports from Boston, New York, Philadelphia, Baltimore, Buffalo, Providence, Nashville, St. Louis and Durham indicate that this has not prevented the girls from racking up very good sales in those areas. Flip is "If I Could Be With You" (Remick, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending July 27

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	Leading side on top	Last Week	Weeks on Chart
1.	ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	1	8
	Thirteen Women (BMI)—Dec 29124		
2.	CHERRY PINK AND APPLE BLOSSOM WHITE —(ASCAP)— P. Prado.....	2	18
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
3.	BLOSSOM FELL (ASCAP)—Nat (King) Cole.....	3	11
	IF I MAY—Cap 3095		
4.	LEARNIN' THE BLUES (ASCAP)— F. Sinatra.....	4	8
	If I Had Three Wishes (ASCAP)—Cap 3102		
5.	HARD TO GET (ASCAP)— G. MacKenzie.....	6	5
	Boston Fancy (BMI)—X 0137		
6.	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters.....	9	9
	Rhythm 'n' Blues (BMI)—Coral 61423		
7.	AIN'T IT A SHAME? (BMI)—P. Boone..	13	4
	Tennessee Saturday Night (BMI)—Dot 15377		
8.	UNCHAINED MELODY (ASCAP)— L. Baxter.....	5	14
	Medic (ASCAP)—Cap 3055		
8.	HONEY BABE (ASCAP)—A. Mooney..	7	12
	No Regrets (ASCAP)—M-G-M 11900		
10.	IT'S A SIN TO TELL A LIE (ASCAP)— S. Smith & the Redheads.....	10	10
	My Baby Just Cares for Me (ASCAP)—Epic 9093		
11.	UNCHAINED MELODY (ASCAP)— A. Hibbler.....	11	15
	Daybreak (ASCAP)—Dec 29441		
12.	DANCE WITH ME HENRY (BMI)— G. Gibbs.....	8	19
	Every Road Must Have a Turning (BMI)— Mercury 70572		
13.	HUMMINGBIRD (ASCAP)— L. Paul & M. Ford.....	16	2
	Goodbye My Love—Cap 3165		
14.	UNCHAINED MELODY (ASCAP)— R. Hamilton.....	12	14
	From Here to Eternity (ASCAP)—Epic 9102		
15.	BANJO'S BACK IN TOWN (ASCAP)— T. Brewer.....	18	2
	How to Be Very, Very Popular—Coral 61443		
16.	AIN'T IT A SHAME? (BMI)— F. Domino.....	16	2
	La, La (BMI)—Imperial 5348		
17.	GOOD AND LONESOME —K. Starr... —	1	
	Where, What or When?—Vic 20-6146		
18.	ALABAMA JUBILEE (ASCAP)— Ferro String Band.....	14	2
	Sing a Little Melody (BMI)—Media 1910		
18.	SOMETHING'S GOTTA GIVE S. Davis Jr.....	—	2
	Love Me or Leave Me (ASCAP)—Dec 29484		
18.	MAN IN THE RAINCOAT (BMI)— M. Marlowe.....	—	1
	Heartbeat—Cadence 1266		

• Most Played by Jockeys

For survey week ending July 27

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	Leading side on top	Last Week	Weeks on Chart
1.	ROCK AROUND THE CLOCK — B. Haley.....	2	11
	Thirteen Women—Dec 29124—ASCAP		
2.	LEARNIN' THE BLUES —F. Sinatra..	1	14
	If I Had Three Wishes—Cap 3102—ASCAP		
3.	AIN'T IT A SHAME? —P. Boone.....	3	13
	Tennessee Saturday Night—Dot 15377—BMI		
4.	BLOSSOM FELL —Nat (King) Cole... —	7	4
	-If I May—Cap 3095—ASCAP		
5.	HARD TO GET —G. MacKenzie.....	5	6
	Boston Fancy—X 0137—ASCAP		
6.	SOMETHING'S GOTTA GIVE — McGuire Sisters.....	6	10
	Rhythm 'n' Blues—Coral 61423—ASCAP		
7.	UNCHAINED MELODY —L. Baxter..	4	18
	Medic—Cap 3055—ASCAP		
8.	CHERRY PINK AND APPLE BLOSSOM WHITE —P. Prado.....	8	17
	Marie Elena Rumba—Vic 20-5965—ASCAP		
9.	HUMMINGBIRD —L. Paul & M. Ford..	12	5
	Goodbye My Love—Cap 3165—ASCAP		
10.	SWEET AND GENTLE —A. Dale.....	13	5
	You Still Mean the Same to Me— Coral 61435—BMI		
11.	IT'S A SIN TO TELL A LIE — S. Smith & the Redheads.....	17	6
	My Baby Just Care for Me— Epic 9093—ASCAP		
12.	UNCHAINED MELODY —A. Hibbler..	9	16
	Daybreak—Dec 29441—ASCAP		
13.	THAT OLD BLACK MAGIC — S. Davis Jr.....	15	5
	Man With a Dream—Dec 29541—ASCAP		
14.	MAN IN THE RAINCOAT — M. Marlowe.....	—	2
	Heartbreak—Cadence 1266—BMI		
15.	ILL NEVER STOP LOVING YOU — D. Day.....	20	2
	Never Look Back—Col 40505—ASCAP		
16.	MAN IN THE RAINCOAT —P. Wright.. —	1	
	Please Have Mercy—Unique 303—BMI		
17.	YELLOW ROSE OF TEXAS — M. Miller.....	—	1
	Blackberry Winter—Col 40540—ASCAP		
18.	IF I MAY —Nat (King) Cole.....	10	10
	Blossom Fell—Cap 3095—BMI		
18.	DOMANI —J. La Rosa.....	19	2
	Mama Rosa—Cadence 1265—BMI		
20.	HOUSE OF BLUE LIGHTS —C. Miller —	1	
	Can't Help Wonderin'—Mercury 70627—ASCAP		
20.	HEART —E. Fisher.....	11	13
	Near to You—Vic 20-6097—ASCAP		

SUMMER SIZZLERS



THE LAURIE SISTERS



"SUGAR BLUES"

COUPLED WITH

"You Take Your Road"

MERCURY 70659



House Of Blue Lights / Can't Help Wonderin'

MERCURY 70627 • CHUCK MILLER

Piddily Patter Patter / Every Day

MERCURY 70657 • PATTI PAGE

Gum Drop / Song Of The Fool

MERCURY 70668 • THE CREWCUTS

Seventeen / Can't Live Without Them

MERCURY 70651 • RUSTY DRAPER

Happy Time Medley / Madalaina

MERCURY 70660 • THE GAYLORDS

Only You / Bark, Battle And Ball

MERCURY 70633 • THE PLATTERS

Experience Unnecessary / Slowly With Feeling

MERCURY 70646 • SARAH VAUGHAN

Sweet And Gentle / Blueberries

MERCURY 70647 • GEORGIA GIBBS

I Hear Those Bells / The Cheat

MERCURY 70653 • DINAH WASHINGTON

The Girl Upstairs / You're Here My Love

MERCURY 70658 • DAVID CARROLL

Sugar Blues / You Take Your Road

MERCURY 70659 • THE LAURIE SISTERS

Gina / Tears On Satin

MERCURY 70669 • RICHARD HAYMAN

Daddy, You Know What? / Plans For Divorce

MERCURY 70635 • JIM WILSON

Cha, Cha, Cha / One Fine Day

MERCURY 70655 • RALPH MARGERIE

Kentuckian Song / Say A Prayer

MERCURY 70637 • GUY CHERNEY

Alright, Okay, You Win / Do Me A Favor

MERCURY 70662 • BILL FARRELL

BREAKING BIG!

"ONLY YOU"

COUPLED WITH

"Bark, Battle and Ball"


MERCURY 70633

THE PLATTERS



CHICAGO 1, ILLINOIS

M-G-M HIT PICKS!



Hitmaker!

Top Rating in Billboard
Cashbox Hit of the Week
Variety Best Bet

Joni James

Victor Young's

WHERE IS THAT SOMEONE FOR ME **THE MOMENT I SAW YOU**

(from the musical "Seventh Heaven")

MGM 12020 78 rpm
K 12020 45 rpm

orch. conducted by DAVE TERRY

NEW SMASH

ART MOONEY and his Orchestra

TWENTY TINY FINGERS **A HAPPY SONG**

MGM 12039 - K 12039

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

ROSALIND PAIGE
FRANKIE AND JOHNNY CHA CHA
and
MY REVERIE
MGM 12042 78 rpm
K 12042 45 rpm

THE MARION SISTERS
HE DON'T WANNA LOVE ME
and
P-RECIOUS LOVE
MGM 12010 78 rpm
K 12010 45 rpm

BILLY FIELDS
THE GIRL UPSTAIRS
and
SIMPATICO
MGM 12040 78 rpm
K 12040 45 rpm

ACQUAVIVA and His Orchestra
PRAYER FOR PEACE
and
ALONE WITH YOU
MGM 30884 78 rpm K 30884 45 rpm

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

DAVID ROSE and His Orchestra
SUMMERTIME IN VENICE
from the UA film "Summertime"
and
VIOLIN Let Your Song Begin
MGM 30882 78 rpm K 30882 45 rpm

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

KAY ARMEN
THE BIBLE TELLS ME SO
and
I WONDER WHEN WE'LL EVER KNOW
MGM 12045 78 rpm
K 12045 45 rpm

GEORGE SHEARING QUINTET
ILL WIND
and
DRUME NEGRITA
MGM 12038 78 rpm
K 12038 45 rpm

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

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending July 27
Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
 1. Yellow Rose of Texas, M. Miller, Col.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. I'll Never Stop Loving You, Doris Day, Col.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. My One Sin, Nat (King) Cole, Cap.
 6. Honey Babe, A. Mooney, M-G-M
- Balti.-Wash.**
 1. Ain't It a Shame? P. Boone, Dot
 2. Rock Around the Clock, B. Haley, Dec.
 3. Unchained Melody, L. Baxter, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Seventeen, B. Bennett, Kng.
 6. Hard to Get, G. MacKenzie, X
 7. Razzle Dazzle, B. Haley, Dec.
 8. Love Me or Leave Me, S. Davis Jr., Dec.
 9. Learnin' the Blues, F. Sinatra, Cap.
 10. Something's Gotta Give, McGuire Sisters, Cor.
- Boston**
 1. Hard to Get, G. MacKenzie, X
 2. Rock Around the Clock, B. Haley, Dec.
 3. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Sweet and Gentle, A. Dale, Cor.
 6. That Old Black Magic, S. Davis Jr., Dec.
 7. Cattle Call, E. Arnold-H. Winterhalter, Vic.
 8. Autumn Leaves, R. Williams, Kap.
 9. Piddly Patter Patter, P. Page, Mer.
 10. Unchained Melody, L. Baxter, Cap.
- Buffalo**
 1. House of Blue Lights, C. Miller, Mer.
 2. Seventeen, B. Bennett, Kng.
 3. Popcorn Song, C. Stone, Cap.
 4. Day By Day, Four Freshmen, Cap.
 5. Yellow Rose of Texas, J. Desmond, Cor.
 6. Domani, J. La Rosa, Cdc.
- Chicago**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Ain't It a Shame? P. Boone, Dot
 3. Domani, J. La Rosa, Cdc.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Shepard Boy, R. Carlyle, X
 6. Close the Door, J. Lowe, Dot
 7. Man in the Raincoat, M. Marlowe, Cdc.
 8. Bible Tells Me So, N. Noble, Wng.
 9. Seventeen, B. Bennett, Kng.
 10. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
- Cincinnati**
 1. Seventeen, B. Bennett, Kng.
 2. Rock Around the Clock, B. Haley, Dec.
 3. House of Blue Lights, C. Miller, Mer.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Man in the Raincoat, P. Wright, Unq.
 6. Kentuckian Song, Hilltoppers, Dot
 7. Hummingbird, L. Paul & M. Ford, Cap.
 8. Gum Drop, Crew Cuts, Mer.
 9. That Old Black Magic, S. Davis Jr., Dec.
 10. Something's Gotta Give, McGuire Sisters, Cor.
- Cleveland**
 1. Maybellene, C. Berry, Che.
 2. Seventeen, B. Bennett, Kng.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Kentuckian Song, Hilltoppers, Dot
 5. Rock Around the Clock, B. Haley, Dec.
 6. House of Blue Lights, C. Miller, Mer.
 7. Domani, J. La Rosa, Cdc.
 8. Wake the Town and Tell the People, L. Baxter, Cap.
 9. Autumn Leaves, R. Williams, Kap.
 10. Bible Tells Me So, N. Noble, Wng.
- Dallas-Ft. Worth**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Ain't It a Shame? P. Boone, Dot
 3. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 4. Ridin' on a Train, Commodores, Dot
 5. Yellow Rose of Texas, M. Miller, Col.
 6. Unchained Melody, L. Baxter, Cap.
 7. Blossom Fell, Nat (King) Cole, Cap.
 8. Uranium, Commanders, Dot
 9. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
 10. Learnin' the Blues, F. Sinatra, Cap.
- Denver**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Man in the Raincoat, M. Marlowe, Cdc.
 3. House of Blue Lights, C. Miller, Mer.
 4. Honey Babe, A. Mooney, M-G-M
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Something's Gotta Give, S. Davis Jr., Dec.
 7. Learnin' the Blues, F. Sinatra, Cap.
 8. Hummingbird, L. Paul & M. Ford, Cap.
- Detroit**
 1. Bible Tells Me So, N. Noble, Wng.
 2. Hard to Get, G. MacKenzie, X
 3. Domani, J. La Rosa, Cdc.
 4. Seventeen, B. Bennett, Kng.
 5. Gum Drop, Charms, Del.
 6. Autumn Leaves, R. Williams, Kap.
 7. Rock Around the Clock, B. Haley, Dec.
 8. Day By Day, Four Freshmen, Cap.
 9. Tina Maria, P. Como, Vic.
 10. Yellow Rose of Texas, M. Miller, Col.
- Kansas City**
 1. Ain't It a Shame? P. Boone, Dot
 2. Green Eyes, Ravens, Job.
 3. Rock Around the Clock, B. Haley, Dec.
 4. Popcorn Song, C. Stone, Cap.
 5. Cattle Call, E. Arnold-H. Winterhalter, Vic.
 6. Seventeen, B. Bennett, Kng.
 7. I'll Never Stop Loving You, L. Baxter, Cap.
 8. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 9. Pancho Lopez, L. Guerrero, Rel.
- Los Angeles**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Unchained Melody, L. Baxter, Cap.
 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Cherry Pink and Apple Blossom White, P. Prado, Vic.
- Milwaukee**
 1. Yellow Rose of Texas, M. Miller, Col.
 2. Ain't It a Shame? P. Boone, Dot
 3. Kentuckian Song, Hilltoppers, Dot
 4. Rock Around the Clock, B. Haley, Dec.
 5. Seventeen, R. Draper, Mer.
 6. Yellow Rose of Texas, J. Desmond, Cor.
 7. Hard to Get, G. MacKenzie, X
 8. Close the Door, J. Lowe, Dot
 9. Domani, J. La Rosa, Cdc.
 10. Honey Babe, A. Mooney, M-G-M
- Mpls.-St. Paul**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Ain't It a Shame? P. Boone, Dot
 3. Kentuckian Song, Hilltoppers, Dot
 4. Hummingbird, L. Paul & M. Ford, Cap.
 5. Ain't It a Shame?, F. Domino, Imp.
 6. Hard to Get, G. MacKenzie, X
 7. House of Blue Lights, C. Miller, Mer.
 8. Story Untold, Crew Cuts, Mer.
 9. Something's Gotta Give, McGuire Sisters, Cor.
 10. Unchained Melody, L. Baxter, Cap.
- New Orleans**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Kentuckian Song, Hilltoppers, Dot
 3. If I May, Nat (King) Cole, Cap.
 4. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 5. Something's Gotta Give, McGuire Sisters, Cor.
 6. Maybellene, C. Berry, Che.
 7. Unchained Melody, L. Baxter, Cap.
 8. Blossom Fell, Nat (King) Cole, Cap.
 9. Domani, J. La Rosa, Cdc.
 10. Ain't It a Shame? P. Boone, Dot
- New York**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 3. Sweet and Gentle, A. Dale, Cor.
 4. Unchained Melody, A. Hibbler, Dec.
 5. Hard to Get, G. MacKenzie, X
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Man in the Raincoat, P. Wright, Unq.
 8. Yellow Rose of Texas, M. Miller, Col.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Honey Babe, A. Mooney, M-G-M
- Philadelphia**
 1. Hard to Get, G. MacKenzie, X
 2. Rock Around the Clock, B. Haley, Dec.
 3. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
 4. Alabama Jubilee, Ferko String Band, Mda.
 5. Sweet and Gentle, A. Dale, Cor.
 6. Domani, J. La Rosa, Cdc.
 7. Bandit, E. Barclay, Tic.
 8. Something's Gotta Give, McGuire Sisters, Cor.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Ain't It a Shame? P. Boone, Dot
- Pittsburgh**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 3. Popcorn Song, C. Stone, Cap.
 4. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Sweet and Gentle, A. Dale, Cor.
 7. If I May, Nat (King) Cole, Cap.
 8. Story Untold, Crew Cuts, Mer.
 9. Song of the Dreamer, E. Fisher, Vic.
 10. Hard to Get, G. MacKenzie, X
- St. Louis**
 1. Ain't It a Shame? P. Boone, Dot
 2. Rock Around the Clock, B. Haley, Dec.
 3. Domani, J. La Rosa, Cdc.
 4. Something's Gotta Give, McGuire Sisters, Cor.
 5. Hard to Get, G. MacKenzie, X
 6. Razzle Dazzle, B. Haley, Dec.
 7. Ace in the Hole, S. Smith & The Redheads, Epi.
 8. Hey, Mr. Banjo, Sunnysiders, Kap.
 9. Wake the Town and Tell the People, L. Baxter, Cap.
 10. Close the Door, J. Lowe, Dot
- San Francisco**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Cherry Pink and Apple Blossom White, P. Prado, Vic.
 5. Something's Gotta Give, S. Davis Jr., Dec.
 6. Hard to Get, G. MacKenzie, X
 7. Honey Babe, A. Mooney, M-G-M
 8. Unchained Melody, L. Baxter, Cap.
 9. Heart, E. Fisher, Vic.
- Seattle**
 1. Only You, Platters, Mer.
 2. Ain't It a Shame? P. Boone, Dot
 3. Rock Around the Clock, B. Haley, Dec.
 4. Man in the Raincoat, P. Wright, Unq.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Learnin' the Blues, F. Sinatra, Cap.
 7. Razzle Dazzle, B. Haley, Dec.
 8. Honey Babe, A. Mooney, M-G-M
 9. House of Blue Lights, C. Miller, Mer.
 10. Unchained Melody, A. Hibbler, Dec.
- Toronto**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Learnin' the Blues, F. Sinatra, Cap.
 3. Something's Gotta Give, S. Davis Jr., Dec.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Cherry Pink and Apple Blossom White, P. Prado, Vic.

WING SUMMER SPECIALS

LOLA DEE

A GREAT RENDITION OF
AN UP AND COMING HIT!
"ONLY YOU"

BACKED BY

"PAPER KISSES"

WING 90015



FRANKIE CASTRO

"I'm Innocent"

BACKED WITH

"PAMPER ME"

WING 90011

CURRENT NEW RELEASES

"AIN'T THAT A SHAME" • "CHE SERA, SERA"	RONNIE GAYLORD	WING 90000
"BYE, BYE BLUES" • "BANJO BLUES"	EDDIE BALLENTINE	WING 90001
"EIGHT TO THE BAR" • "CARELESS LIPS"	MALCOLM LOCKYER	WING 90002
"THE BIBLE TELLS ME SO" • "ARMY OF THE LORD"	NICK NOBLE	WING 90003
"SWEET AND GENTLE" • "HOW CAN YOU SAY"	LEW DOUGLAS	WING 90007
"TWO THINGS I LOVE" • "GLASS HEART"	THE GADABOUTS	WING 90008
"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
"HONEYBUN CHA CHA" • "FALSE ALARM"	THE HONEYTONES	WING 90013
"STOMPING ROOM ONLY" • "SCRUB-A-DUB-DUB"	BUDDY MORROW	WING 90014

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.

**A Wonderful Song ...
A Wonderful Artist ...
A Wonderful Record ...**

TRUDY RICHARDS

Singing

NEEDS
(Have Mercy)

JUBILEE 5209



Published by
DEERHAVEN MUSIC CORP.
667 Madison Ave., N. Y., N. Y.
IRVING DEUTCH
General Professional Manager

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. The Popcorn Song..... **Cliffie Stone**
(BMI) Capitol 3131
2. Close the Door..... **Jim Lowe**
(BMI) Dot 15381
3. Man in the Raincoat..... **Marion Marlowe**
(BMI) Cadence 1266
4. The Bible Tells Me So..... **Nick Noble**
(ASCAP) Coral 61476
5. Wake the Town..... **Les Baxter**
(ASCAP) Capitol 3120
6. Forgive This Fool..... **Roy Hamilton**
(BMI) Epic 9111
7. The Longest Walk
Swanee..... **Jaye P. Morgan**
(ASCAP) RCA Victor 6182
8. Tina Marie
Fooled..... **Perry Como**
(ASCAP) RCA Victor 6192
9. Love Is a Many-Splendored
Thing..... **The Four Aces**
(ASCAP) Decca 29625

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• Tunes with Greatest Radio-TV Audiences

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

Radio	Television
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	Banjo's Back in Town (R)—World—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Chee Chee-oo Chee (R)—Hill & Range—BMI
Blue Star (R)—Young—ASCAP	Domani (R)—Montauk—BMI
Cherry Pink and Apple Blossom White (R) (F)—Chappell—ASCAP	Every Day (R)—Golden State—BMI
Don't Stay Away Too Long (R)—Bourne—ASCAP	Fooled (R)—Harms—ASCAP
Fooled (R)—Harms—ASCAP	Good and Lonesome—Porgie—BMI
Hard to Get (R)—Witmark—ASCAP	Hard to Get (R)—Witmark—ASCAP
Heart (R) (M)—Frank—ASCAP	Heart (R) (M)—Frank—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP	He Needs Me (R) (F)—Mark VII—ASCAP
Honey Babe (R) (F)—Witmark—ASCAP	Honey Babe (R) (F)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	How to be Very, Very Popular (R) (F)—Miller—ASCAP
I'll Never Stop Loving You (R) (F)—Feist—ASCAP	I'll Never Stop Loving You (R) (F)—Feist—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP	It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Land of the Pharaohs (R) (F)—Remick—ASCAP	Kelly Hop (R) (F)—Mark VII—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Kentuckian Song (R) (F)—Frank—ASCAP
Longest Walk (R)—Advanced—ASCAP	Love is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Love Me or Leave Me (R) (F)—Bregman, Vocco & Conn—ASCAP	Love Me or Leave Me (R) (F)—Bregman, Vocco & Conn—ASCAP
Man in the Raincoat (R)—Canada, Ltd.—BMI	Man in the Raincoat (R)—Canada, Ltd.—BMI
May I Never Love Again (R)—Broadcast—BMI	McBible (R)—Ardmore—BMI
Pete Kelly's Blues (R) (F)—Mark VII—ASCAP	My Little One (R)—Glenwood—BMI
Piddly Patter Patter (R)—E. B. Marks—BMI	Oh Yeah (R)—Jungnickel—ASCAP
Rock Around the Clock (R) (F)—Myers—ASCAP	Pete Kelly's Blues (R) (F)—Mark VII—ASCAP
Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP	Rock Around the Clock (R) (F)—Myers—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP
Sweet and Gentle (R)—Peer—BMI	Something's Gotta Give (R) (F)—Robbins—ASCAP
That Old Black Magic (R)—Famous—ASCAP	Sweet and Gentle (R)—Peer—BMI
Tina Marie (R)—Roncom—ASCAP	That Sugar Baby of Mine (R)—Artists—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP	Tweddle Dee (R)—Progressive—BMI
Wake the Town and Tell the People (R)—Joy—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Whatever Lola Wants (R) (F)—Frank—ASCAP
	Yellow Rose of Texas (R)—Planetary—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... 1	17	17
2. Cherry Pink and Apple Blossom White..... 3	18	18
3. Rock Around the Clock 2	7	7
4. Hard to Get..... 4	7	7
5. Something's Gotta Give 11	10	10
6. I'll Never Stop Loving You 5	3	3
7. Hummingbird 9	2	2
8. Blossom Fell..... 10	12	12
9. Learnin' the Blues.... 8	8	8
10. Blue Star (Medic).... 14	5	5
11. It's a Sin to Tell a Lie. 6	8	8
12. Man in the Raincoat.. -	1	1
13. Honey Eab..... 6	9	9
14. Ballad of Davey Crockett 12	22	22
15. Love Me or Leave Me. 15	3	3

BIG hits are a habit on...



HEADED for the TOP

TERESA BREWER

Sings

**THE BANJO'S BACK
IN TOWN**



And

How To Be Very, Very Popular

CORAL 61448 (78 RPM) and 9-61448 (45 RPM)

the FIRST POP VOCAL on the ORIGINAL BOOGIE WOOGIE

JIMMY WAKELY

Sings

**PINE TOP'S
BOOGIE**



And

I Belong To You

With Chorus and Orchestra Directed by DICK JACOBS

CORAL 61475 (78 RPM) and 9-61475 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

A subsidiary of DECCA RECORDS, INC.

you've
Asked
for IT!
So Here It Is...

"THE COMEBACK"

PARTS 1 & 2

89151

NOW ON **78** RPM



COUNT BASIE

AND HIS ORCHESTRA

WITH VOCAL BY
JOE WILLIAMS

AND STILL THE BIGGEST BARGAIN EVER

"THE COMEBACK"

PARTS 1 & 2

B/W "EVERYDAY"

PARTS 1 & 2

89149 on 45 RPM

CLEF RECORDS

451 NO. CANON DRIVE
BEVERLY HILLS, CALIF.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on ...

MAYBELLENE...Dot 15407(Arc, BMI)

Jim Lowe's first Dot waxing, the novelty "Close the Door," was a sleeper-hit, and his latest disk may very well be another click. It's a pop version of the raucous Chuck Berry r.&b. novelty "Maybellene," sung in the same bouncy style and trigger-fast warbling tempo. This one should get plenty of spins. Flip is "Rene La Rue." (Trinity, BMI)

SAMMY DAVIS JR.-CARMEN McRAE...Decca 29620.....A FINE ROMANCE
(Chappell, ASCAP)

Sammy Davis Jr. teams up with Carmen McRae for some showmanly dueting on the fine Jerome Kern-Dorothy Fields standard. They make an appealing duo, getting the most out of the ditty's clever lyrics. Davis is hot right now, with two disks on the charts—both of them standards—and this charming platter could make it a third for the warbler and a first for the thrush. Flip is "I Go for You." (Famous, ASCAP.)

• 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**

TONY MARTIN

Young Ideas79

VICTOR 6209—Martin's resonant pipes are like a fine cello in this warm rendition of a pretty ballad from the Producer's Showcase production, "The King and Mrs. Candle." If the production sells the tune, this version could be the big one. (Harms, ASCAP)

What Is the Secret of Your Success....71

Tune, also from "The King and Mrs. Candle," suggests an answer to "Whatever Lola Wants," tho shorter on appeal than the latter. (Harms, ASCAP)

CORDEN JENKINS ORK

Young Ideas78

"X" 159 — This pretty ballad is from the forthcoming "Producer's Showcase" tele-musical "The King and Mrs. Candle," which is set for a big promotional send off shortly over NBC-TV. Tony Martin's version has good competition here, due to Stuart Foster's warbling on this face. That and Jenkins' lush backing should pull plenty of spins. (Harms, ASCAP)

Goodnight, Sweet Dreams....77

Highly melodic treatment of this folksy, warm ballad, with appealing vocal by the chorus. Should also pull excellent action, and could break thru. (Rogers, ASCAP)

JOHNNY LONG ORK

Maybellene 78

CORAL 61478—This, the first of many pop covers of the click Chuck Berry waxing, could get off the ground fast. It's a brisk, exciting cutting that could do mighty well on the coin boxes, in addition to pulling sales loot. Lem Johnson is the effective vocalist.

Toy Tiger....70

Novelty march instrumental is from the

CAMARATA

Celeste Aida75
DECCA 29618—Camarata contributes an excellent instrumental version of the Verdi theme, treating it straight. Decca pulled the platter out of Camarata's LP in a move to cash in on promotional bonanza piled up by current U. S. showings of the Italian movie based on the opera "Aida." Should get jockey spins. (PD)

Un Bel Di Vedremo (Some Day He'll Come)....72

Another fine instrumental treatment (of the famous Puccini aria from "Madam Butterfly"), from Camarata's album. (PD)

THE LAURIE SISTERS

Sugar Blues75
MERCURY 70659 — The fabulous Clyde McCoy seller is re-created imaginatively here by the girls. They even imitate muted trumpet sounds with great success. This styling has a nice swiny rhythm that will make the number all the more appealing to operators. (Pickwick, ASCAP)

You Take Your Road....70

Here the sisters essay a piece of pop sacred material with a folksy down-to-earth flavor. A good performance in close harmony that ought to do well with customers that go for this sort of thing. (Trinity, BMI)

LES BAXTER ORK

The Shrike75
CAPITOL 3195—This atmospheric music touched with melancholy is from the new film of the same name. The ork and chorus make an impressive production out of this tune. Since the film is off to a good box-office start, interest in the tune should be above average. (Fever, BMI)

The Toy Tiger....71

This is movie music, too, but of an almost directly opposite mood. It's light and playful. Just right for summer programming. (Southern, ASCAP)

(Continued on page 58)

U-I flick, "The Private War of Major Benson." Deejays may find it useful for between-vocal spins.

DEAN MARTIN-LINE RENAUD

Relax-Ay-Voo 77

CAPITOL 3196—In the forthcoming pic, "You're Never Too Young," Martin sings this tune with partner Jerry Lewis. On records, the lyric makes a lot more sense with sultry French songstress Line Renaud on the team. Movie promotion ought to be a big boost for this side. (Leeds, ASCAP)

Two Sleepy People....75

Martin and Miss Renaud harmonize quietly, and with relaxing effect on this pretty oldie. Miss Renaud, in particular, ought to intrigue deejays enough to warrant generous air play. (Famous, ASCAP)

JIMMY WAKELY

Pine Top's Boogie77

CORAL 61475—This is the ditty which sold millions via a Tommy Dorsey etching. Arranger Dick Jacobs, who worked on the T.D. disk, has given this the same arrangement. Lyric is new and well sung by Wakely. (Melrose, ASCAP)

I Belong to You....73

Here's a pretty ballad, tastefully chanted. (Robbins, ASCAP)

ART MOONEY ORK

A Happy Song75

M-C-M 12039—Mooney rides the current banjo fad with this one. In the grooves are crowd sounds and a chanting chorus. A nice summery item. (Ludlow, BMI)

Twenty Fingers....75

Swell for Deejays is this novelty, whose lyric tells how twins take over the household. Light and seasonal. (Hampshire, ASCAP)

A BIG HIT COMING UP!

**“A SATISFIED
MIND”**

MERCURY 70676

BY

**HUGO & LUIGI
WITH THEIR
FAMILY SINGERS**



**PUBLISHED BY
PEER INTERNATIONAL**



CHICAGO 1, ILLINOIS

YOUR MODEST INVESTMENT IN ANY OF THESE SPECIAL MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!

Acclaimed by Dealers and Operators Everywhere!

Why don't you sign up now for your set of
THE BILLBOARD'S 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
817

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.
818

Please print and mail TODAY'S TOP TUNES as follows:

CHECK ONE		CHECK ONE	
<input type="checkbox"/> 1-week trial	<input type="checkbox"/> Twice a month	<input type="checkbox"/> 50 copies \$1	<input type="checkbox"/> 250 copies \$3.50
<input type="checkbox"/> weekly	<input type="checkbox"/> monthly	<input type="checkbox"/> 100 copies \$2	<input type="checkbox"/> 500 copies \$5.50

NAME _____ (please print clearly)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PHONE NO. _____ ORDERED BY _____

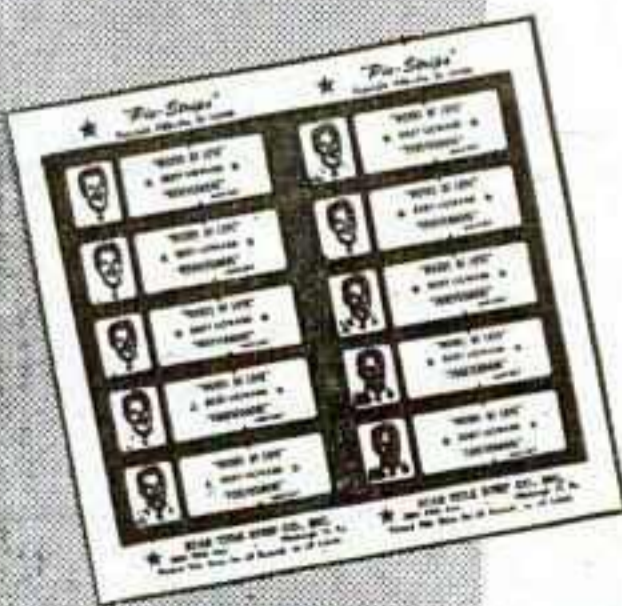
Operators—Use THE famous STAR PIC STRIPS to Build Your Take on Every Box!

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.

819

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 _____

PUSHPOP POSTER SHEET NO. 1

HONOR ROLL OF HITS

TRADE MARK REG.

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—JULY 30, 1955

...based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

- | | |
|------------|--|
| 1. | ROCK AROUND THE CLOCK |
| 2. | UNCHAINED MELODY |
| 3. | LEARNIN' THE BLUES |
| 4. | CHERRY PINK AND APPLE BLOSSOM WHITE |
| 5. | SOMETHING'S GOTTA GIVE |
| 6. | HARD TO GET |
| 7. | BLOSSOM FELL |
| 8. | AIN'T IT A SHAME |
| 9. | HUMMINGBIRD |
| 10. | IT'S A SIN TO TELL A LIE |

First time in Top Ten

COLUMBIA RECORDS



everything for
complete
Listening
Pleasure

RECORDS • PHONOGRAPHS • NEEDLES
"Columbia," Trade Mark Reg.
U. S. Pat. Off. Marcas Registradas

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$9.50



Hotel BEACON

Broadway at 75th St., New York
Oscar Wintrab, Managing Director

Winging its Way to
Another CADENCE Hit!

HUMMINGBIRD The Chordettes #1267

cadence
40 EAST 49TH ST., NEW YORK 17, N. Y.

HIGH FIDELITY

Dealers, Attention!
If you've ever before heard
anything quite like

ALIBI FOR DRUMS

(the new sound)
we'll cheerfully extend a
100% return privilege.

10" Microgroove TT2266

TEMPO RECORD CO. OF AMERICA

7140 Sunset Boulevard, Hollywood 46, California

Fastest Seller!



by
Voice of Music



LONDON RECORDS

GIVE TO DAMON RUNYON
CANCER FUND

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 58

THE SATISFIERS

Lies, Nothing But Lies 70
JUBILEE 5205—An energetic vocal on a swingly paced ballad. (Miller, ASCAP)

All Over Nothing at All... 70

Fresh vocalizing by the group on a jaunty up-tempo ditty with a good beat. (Witmark, ASCAP)

DICK THOMAS AND THE STYLERS

When Uncle Joe Plays a

Rag on His Old Banjo 70
JUBILEE 5208 — Happy sounding wax, with c.&w.-type vocalizing on a bouncy ditty, with standout banjo pacing. (Fels, ASCAP)

Anytime Is Lovin' Time... 68

Pleasant vocalizing on a catchy tune, with effective banjo backing. (Jefferson, ASCAP)

JULIAN PATRICK

Give a Fool a Chance 70
ACADEMY 5514 — Julian Patrick, possessor of a resonant and warm baritone voice, projects the romantic pleader effectively. Could win spins. (Ample, BMI)

A Woman's Love Is Never Done... 63

Hymn to the distaff side is not likely to excite great public acclaim. (Ample, BMI)

SANDY SOLO

My Love Came Back 69
JUBILEE 5207—An okay warbling stilt on a nice ballad. (Southern, ASCAP)

Nothing Has Changed... 69

Same comment. (Duchess, ASCAP)

THE DUKE AND DUCHESS

Borrowed Sunshine 69
KEM 2738—Bouncy lilters has a happy sound and the twosome sing out with cheerful spirit. Could pull juke coin. (Rich-Joy, BMI)

Get Ready for Love... 68

Same happy beat as on flip, with a march twist. (Rich-Joy, BMI)

LAURA MANNING

One Is Mine 69
JUBILEE 5195—An expressive vocal job on a pretty ballad with lush backing. (Jubilee, ASCAP)

I Don't Theenk

That You Lawe Me... 67
Miss Manning sings a so-so novelty in a Spanish accent, but the effect is more coy than comedy. (Jubilee, ASCAP)

ROSALIND PAIGE

My Reverie 69
M-G-M 12042—Larry Clinton's arrangement of the tune based on Debussy is still a neat one. Miss Paige's chanting is adequate. (Robbins, ASCAP)

Frank and Johnnie Cha Cha... 66

This, of course, is a take-off on the old folk ditty. Special lyrics and the chanting make up a mannered, artificial side. (Ludlow, BMI)

KAREL WAGNER

Happy-Go-Lucky 68
DECCA 29584—Tune from the "Rawhide Years" is sung sweetly by the thrush, winner of a diskery contest. Slight commercial prospects, tho. (Northern, ASCAP)

GENE BOYD

One Desire... 68
Another contest winner sings another flicker tune capably. (Northern, ASCAP)

LORRY RAINE

I Count My Blessings 68
ADVANCED 3002—A ballad of quiet feeling read with unaffected simplicity by the singer. The ork led by Nelson Riddle contributes a pretty string backing. (Ruby, ASCAP)

Contentment... 66

Miss Raine suavely styles another relaxing slow-tempo ballad here in similar manner. (Ruby, ASCAP)

BOB NORTON

Love Me, Hug Me, Kiss Me 66
FDS PARADISE 1—Norton chants a sentimental three-beat tune. Adequate. (BMI)

In the Silly Night... 60

This is wearier than the above.

DON BARI

Just Another Guy 59
TRI-TONE 1020 — Bouncy trifle is sung gracefully. (Marionette, BMI)

Prove It to Me... 59

More of the same. (Marionette, BMI)

TOMMY ADRIAN

Pretty Baby 52
RONGO 907—The warbler serves up a weak brand of schmaltz on the oldie. (Harms, ASCAP)

Raindrops... 50

Nothing of interest here. (Harman, BMI)

• Other Records Released This Week

Popular

It Is Heaven to Love You; The Unforgiven Minuet—Bob Norton, FDS Paradise 2
My Flag; Sweetheart Believe Me — Bob Norton, FDS Paradise 4

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. *Asterisk indicates no American publisher.

Unchained Melody—Frank (Frank)
Evermore—Kassner (Piccadilly)
Dreamboat—Leeds (Leeds)
I Wonder—Macmelodies (Sanson)
Stranger in Paradise—Frank (Frank)
Caery Pink and Apple Blossom White—Maddox (Chappell)
Where Will the Dimple Be? — Cinephonic (Rogers)
Stowaway—Morris (Melrose)
Don't Worry—Wright (Williams)
Softly, Softly—Cavendish (Sherwin)
You My Love—Dash (*)
Under the Bridges of Paris—Southern (Hill & Range)
Every Day of My Life—Robbins (Miller)
Earth Angel—Chappell (Williams)
Sincerely—Dash (Arc-Regent)
Everywhere—Bron (Mills)
Unsuspecting Heart—Berry (Teepee)
Tomorrow—Cavendish (Reis)
Melody of Love — Campbell, Connelly (Shapiro-Bernstein)
Ready, Willing and Able—Berry (Daywin)

• Number of Releases This Week

Label	Pop	C&W	R&B
ACADEMY	1	—	—
ADVANCED	1	—	2
ALADDIN	—	—	2
ATLANTIC	—	—	3
BSD	—	1	—
CAPITOL	3	1	1
CARDINAL	—	1	—
COLUMBIA	2	3	—
CORAL	4	—	—
DECCA	5	2	—
EPIC	1	—	—
EXCEL	—	1	—
FDS PARADISE	4	—	—
FLAIR	—	—	1
GROOVE	—	—	2
HICKORY	—	1	—
IMPERIAL	—	1	—
JOSIE	—	—	2
JUBILEE	7	—	—
KEM	1	—	—
MEDIA	1	—	—
MERCURY	2	—	—
M-G-M	5	2	—
MODERN	—	—	1
PENNANT	1	—	—
RPM	—	—	1
RAINBOW	1	—	—
RONDO	1	—	—
SAVOY	—	—	1
SPARK	—	—	1
TRI-TONE	1	—	—
UNIQUE	1	—	—
VICTOR	1	—	—
VULCAN	—	—	1
WING	1	—	—
"X"	2	—	—
TOTAL	46	13	16

Diskery Interest In Trend Masters

HOLLYWOOD, July 30.—Diskery bids for the rights to the bankrupt Trend Record Company masters took an upswing here this week, with the reported interest by a number of major and independent companies in the disposition of those Trend assets.

Masters include sides by Matt Dennis, Dave Pell, Carlos Molina, Claude Thornhill, Jerry Fielding, John Graas, the Hi-Lo's, the Lancers, Bobby Short, Herb Jeffries and Ken Hanna.

Tho a trustee has been appointed by the court, no official action relating to the Trend masters has been taken. Both Capitol and Columbia Records continue to hold mechanical liens against the masters, taken last March for pressing services.

LORRY RAINE sings

"... a natural for the jukes ... with stellar performance ..."
MIKE CROSS, VARIETY

"LAUGH, LAUGH, LAUGH"

Al Hendrix, banjo; the Mollo-Men & Russ Garcia's Dixieland All-Stars

and "BUT YES, MY SWEET"

Russ Garcia Orchestra and Chorus

"... Lorry is just great ... topped all disks on 'Platter Poll' ..."
DICK DOTY, WHAM, ROCHESTER

ADVANCE RECORDS

*TV, Nite-Club Act in Preparation.

THE "TEEN-AGERS" Picked this one for you

GUM DROP

B/W

SAVE ME, SAVE ME

OTIS WILLIAMS and his NEW GROUP

DELUXE 6090

THE ORIGINAL—THE MOST ASKED FOR

ANOTHER VERSION OF

GUM DROP

B/W

DON'T TAKE IT SO HARD

BY A SENSATIONAL NEW POP GROUP

!!!THE GUM DROPS!!!

TWO HIT SIDES ON THIS ONE

KING 1496

HEAR THESE VERSIONS—THEN DECIDE

DISTRIBUTED BY



Listening or Dancing

The Newest—Most Exciting Latin American Album of the Year!

SKITCH HENDERSON

(Featured on Steve Allen's TV show "Tonight")

plays

LATIN AMERICAN FAVORITES

Seeco SLP-62



Dealers

HOT off the presses—the SEECO 1955-'56 catalogue. Write for yours today.

Remember ...
"It Pays To Stock SEECO"



LORRY RAINE sings

"... a natural for the jukes ... with stellar performance ..."
MIKE CROSS, VARIETY

"LAUGH, LAUGH, LAUGH"

Al Hendrix, banjo; the Mollo-Men & Russ Garcia's Dixieland All-Stars

and "BUT YES, MY SWEET"

Russ Garcia Orchestra and Chorus

"... Lorry is just great ... topped all disks on 'Platter Poll' ..."
DICK DOTY, WHAM, ROCHESTER

ADVANCE RECORDS

*TV, Nite-Club Act in Preparation.



Exclusive Personal Management: TIM GAYLE • 3912 Blue Canyon Drive • North Hollywood, Calif. • SUNset 3-0196

PUSHPOP POSTER SHEET NO. 2

The Best of the**NEWEST TUNES**

FOR THE WEEK ENDING—JULY 30, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***CLOSE THE DOOR****BANJO'S BACK IN TOWN****WAKE THE TOWN****FORGIVE THIS FOOL****THE LONGEST WALK****PIDDILY PATTER PATTER****FOOLED****TINA MARIE****THE YELLOW ROSE OF TEXAS****LOVE IS A MANY-SPLENDORED THING**

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending July 27

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

This Week	Last Week	Weeks on Chart
1. I DON'T CARE (BMI)—W. Pierce	1	6
YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480		
2. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter	2	7
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
3. SATISFIED MIND (BMI)—P. Wagoner	3	11
Itchin' for My Baby (BMI)—Vic 20-6105		
4. MAKING BELIEVE (BMI)—K. Wells	5	22
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
5. IN THE JAILHOUSE NOW (BMI)—W. Pierce	4	27
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
6. SATISFIED MIND (BMI)—R. & B. Foley	7	7
How About Me? (BMI)—Dec 29526		
7. YELLOW ROSES (BMI)—H. Snow	6	18
Would You Mind? (ASCAP)—Vic 20-6057		
8. SATISFIED MIND (BMI)—J. Shepard	9	7
YOU CAN TAKE POSSESSION—Cap 3118		
9. CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow	12	3
I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154		
10. BABY, LET'S PLAY HOUSE (BMI)—E. Presley	14	4
I'M LEFT, YOU'RE RIGHT, SHE'S GONE (BMI)—Sun 217		
11. THERE SHE GOES (BMI)—C. Smith	10	13
Old Lonesome Times (BMI)—Col 21382		
12. THERE'S POISON IN YOUR HEART (BMI)—K. Wells	15	2
I'm in Love With You (BMI)—Dec 29577		
13. LIVE FAST, LOVE HARD, AND DIE YOUNG—(BMI)—F. Young	8	19
Forgive Me, Dear (BMI)—Cap 3056		
13. GO BACK YOU FOOL (BMI)—F. Young	—	1
All Right (BMI)—Cap 3169		
15. IN THE JAILHOUSE NOW, NO. 2 (BMI)—J. Rodgers	13	11
Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092		

• Most Played in Juke Boxes

For survey week ending July 27

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

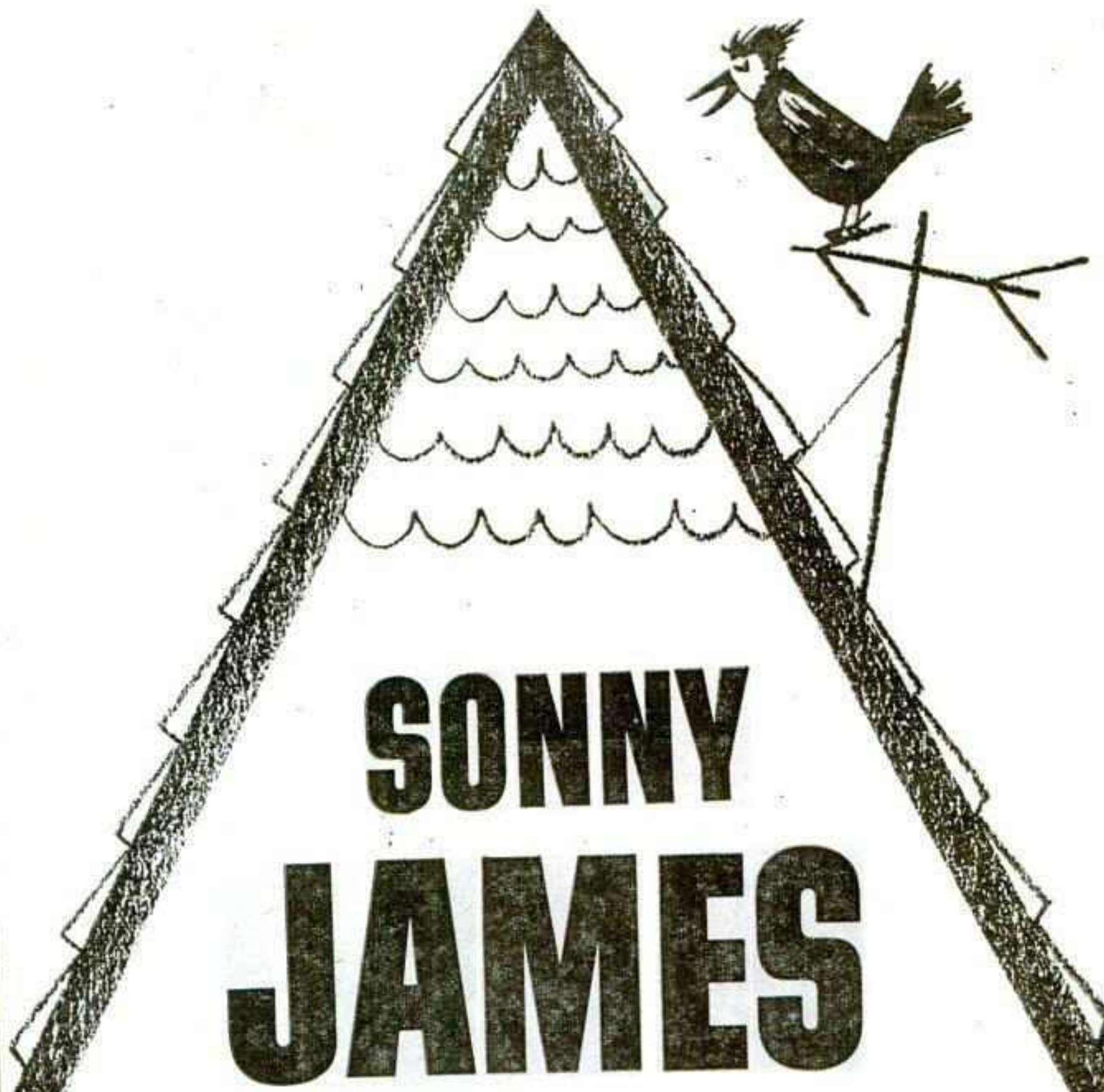
This Week	Last Week	Weeks on Chart
1. I DON'T CARE (BMI)—W. Pierce	1	6
YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480		
2. SATISFIED MIND (BMI)—P. Wagoner	4	5
Itchin' for My Baby (BMI)—Vic 20-6105		
3. YELLOW ROSES (BMI)—H. Snow	5	13
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
4. IN THE JAILHOUSE NOW (BMI)—W. Pierce	3	26
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
5. MAKING BELIEVE (BMI)—K. Wells	2	19
Whose Shoulder Will You Cry On? (BMI)—Dec 29419		
6. CATTLE CALL (ASCAP)—E. Arnold-H. Winterhalter	9	2
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
7. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young	6	18
Forgive Me, Dear (BMI)—Cap 3056		
7. SATISFIED MIND (BMI)—R. & B. Foley	7	5
How About Me? (BMI)—Dec 29526		
9. SATISFIED MIND (BMI)—J. Shepard	9	3
You Can Take Possession (BMI)—Cap 3118		
10. BLUE DARLIN' (BMI)—J. Newman	8	3
Let Me Stay in Your Arms (BMI)—Dot 1260		

• Most Played by Jockeys

For survey week ending July 27

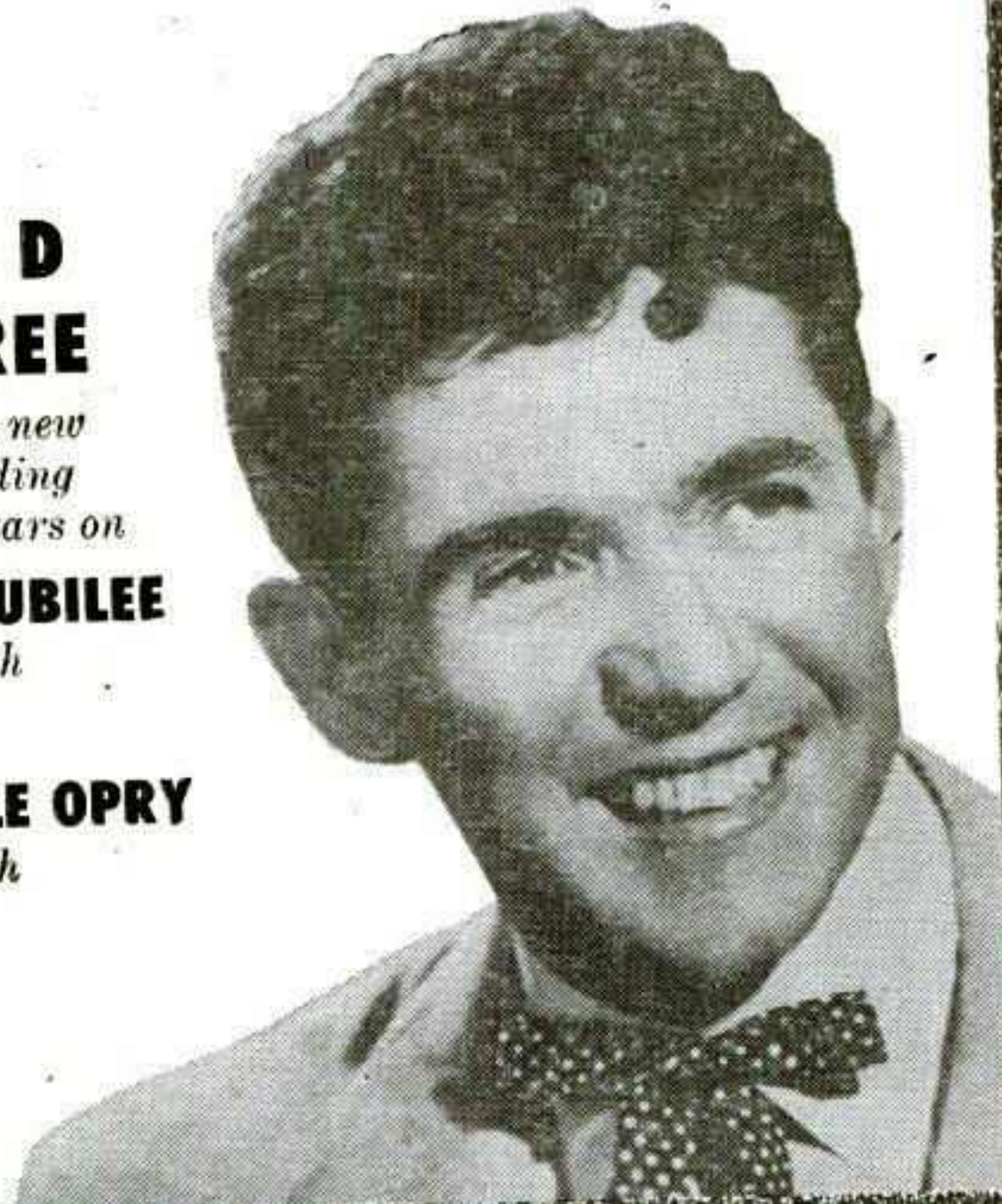
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T CARE—W. Pierce	2	7
Dec 29480—BMI		
2. SATISFIED MIND—P. Wagoner	1	9
Vic 20-6105—BMI		
3. MAKING BELIEVE—K. Wells	5	22
Dec 29419—BMI		
4. IN THE JAILHOUSE NOW—W. Pierce	7	27
Dec 29391—BMI		
5. YELLOW ROSES—H. Snow	6	15
Vic 20-6057—BMI		
6. THERE SHE GOES—C. Smith	3	10
Col 21382—BMI		
7. CATTLE CALL—E. Arnold & H. Winterhalter	8	4
Vic 20-6139—ASCAP		
8. LIVE FAST, LOVE HARD, AND DIE YOUNG	4	19
F. Young		
Cap 3056—BMI		
9. DADDY, YOU KNOW WHAT?—J. Wilson	11	3
Mercury 70635—BMI		
10. CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow	13	2
Vic 20-6154—BMI		
11. CUZZ YORE SO SWEET—S. Crum	9	15
Cap 3063—BMI		
12. BLUE DARLIN'—J. Newman	12	3
Dot 1260—BMI		
13. WOULD YOU MIND?—H. Snow	10	17
Vic 20-6057—ASCAP		
14. SATISFIED MIND—R. & B. Foley	13	6
Dec 29526—BMI		
15. SATISFIED MIND—J. Shepard	—	2
Cap 3118—BMI		



SONNY JAMES

of the **BIG D JAMBOREE**
introduces his new
Capitol recording
when he guest stars on
THE OZARK JUBILEE
August 13th
and
THE GRAND OLE OPRY
August 6th



TOO MUCH LET'S GO BUNNY HUGGIN'



Record No. 3198

celebrating a fabulous new
record and a brand new contract
with RCA VICTOR Records

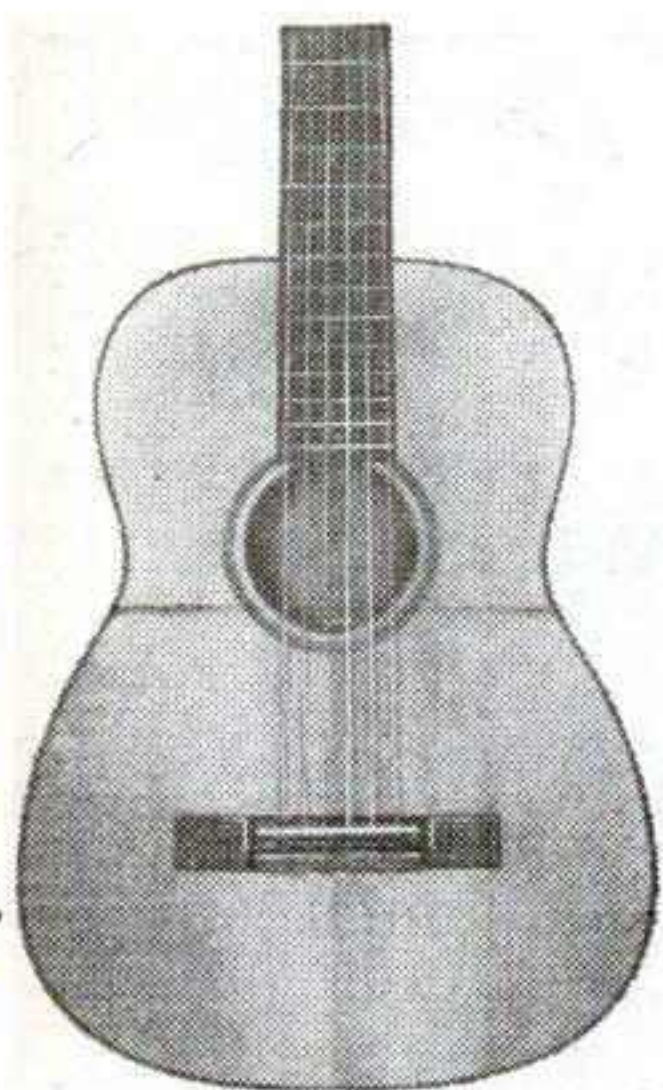
HANK

I'M GLAD
I GOT TO SEE YOU
ONCE AGAIN

20/47-6154

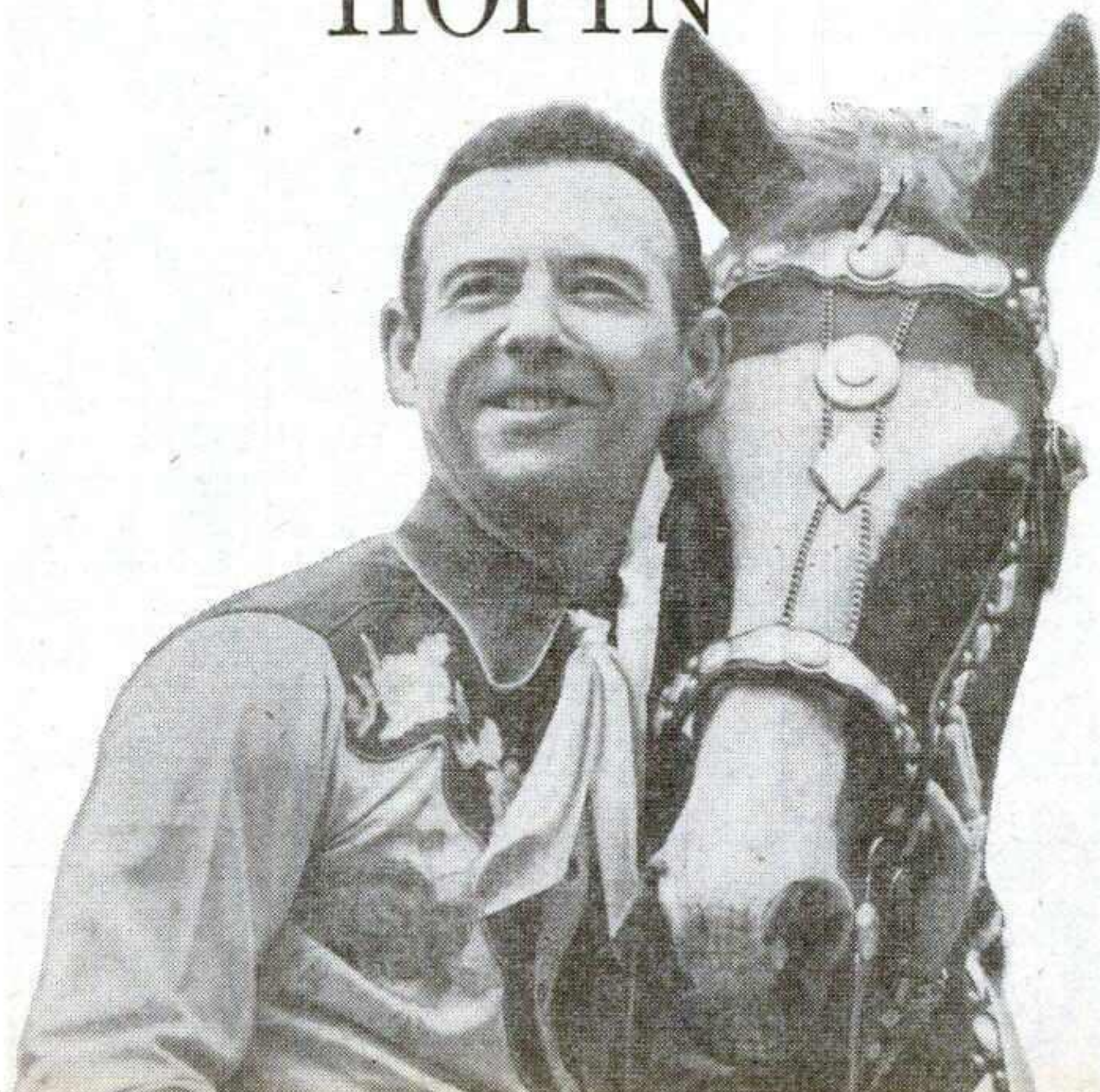


for available bookings: Contact Col. Tom Parker, GENERAL MANAGER Hank Snow Enterprises,
Box 417, Madison, Tennessee. Phone Nashville 2-6770. Tom Diskin, tour manager.



SNOW

CRYIN',
PRAYIN', WAITIN',
HOPIN'



**YELLOW ROSES
WOULD YOU MIND**

20/47-6057

**LET ME GO, LOVER
I'VE FORGOTTEN YOU**

20/47-5960

**THE NEXT VOICE YOU HEAR
THAT CRAZY MAMBO THING**

20/47-5912

the year's most programmed record

**I DON'T HURT ANYMORE
MY ARABIAN BABY**

20/47-5698

great new single records by

**JIMMIE
RODGERS
SNOW**

**WELL WHADAYA KNOW!
MY FALLEN STAR**

20/47-5693

**I CAN'T SPELL
LOVE ME**

20/47-5986

**SOMEONE ELSE'S HEARTACHE
THE FLAME OF LOVE**

20/47-6130

**GO BACK YOU FOOL
I CARE NO MORE**

20/47-6189

ITEM:

HANK SNOW
will be
feature star of
Western Night,
August 6, 1955
Hollywood Bowl,
8:30 p.m.

Tours, Conventions, Auditoriums, Theatres, Fairs,
Television & Radio Promotions

RCA VICTOR





"Country Corner"
PROUDLY PRESENTS

Here's That Gang Again
The Carlisles
With Two Great Sides
"Teletouch"
AND
"Lil' Liza Jane"

MERCURY 70665



That Fine Old Country Boy
Benny Martin
Has Two New Sides Destined To Hit!
"Who Put Those Tears In Your Eyes"
AND
"Take My Word"

MERCURY 70664

Our "Mighty Mite" **TIBBY EDWARDS**
has really pulled through with
"SHIFT GEARS"
AND
"Play It Cool, Man, Play It Cool"

MERCURY 70640

Still High and Still Climbing! Now With A New Coupling
JIM WILSON and
4 year old daughter, JUNE
"Daddy, You Know What?"
AND
"Plans For Divorce"

MERCURY 70635

THOSE COUNTRY BOYS
STANLEY BROS.
WITH TWO CORN TUNES
"Orange Blossom Special"
AND
"Lonesome and Blue"

MERCURY 70663

BETTY AMOS
outdoing all other efforts now presents
"Key Of Love"
AND
"Why Do I Love You"

MERCURY 70666

CHUCK REED
the singer of
beautiful ballads now renders a duet entitled
"Cool, Cold, Colder"
AND
"What Will You Do"

MERCURY 70667



CHICAGO 1, ILLINOIS

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• This Week's Best Buys

MOST OF ALL (Texoma, ASCAP)—Hank Thompson—Capitol 3188
Thompson's latest is making a fine showing, in the tradition of a good many other hit disks of his. Country sources in Richmond, Atlanta, Nashville, Chicago, St. Louis, Cincinnati and the Carolinas all found volume very good so far and rising. Flip is "Simple Simon" (Brazos Valley, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

CARL SMITH

I Just Dropped in to Say Goodbye (Peer, BMI)—Columbia 21429—Smith is still doing well on the charts with "There She Goes," and this platter should score an equal hit with buyers. The weeper has highly effective lyrics and Smith wrings all the emotion out with a warm, moving vocal performance. Flip is "Don't Tease Me" (Driftwood, BMI).

RED FOLEY

Just Call Me Lonesome (Forrest, BMI)—Decca 29626—Foley wraps up a haunting weeper with sincerity and wistful warbling appeal. Foley is a consistent disk seller and this waxing is a strong contender for top-play honors. Flip is "Blue Guitar" (Aberbach, BMI).

• C & W Territorial Best Sellers

For survey week ending July 27

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. **Cattle Call**, E. Arnold, Vic.
4. **Making Believe**, K. Wells, Dec.
5. **Go Back You Fool**, F. Young, Cap.
6. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
7. **Satisfied Mind**, P. Wagoner, Vic.
8. **In the Jailhouse Now**, W. Pierce, Dec.
9. **There She Goes**, C. Smith, Col.
10. **Just Call Me Lonesome**, R. Foley, Dec.

Charlotte

1. **I Don't Care**, W. Pierce, Dec.
2. **Satisfied Mind**, R. & B. Foley, Dec.
3. **Satisfied Mind**, P. Wagoner, Vic.
4. **Making Believe**, K. Wells, Dec.
5. **Cattle Call**, E. Arnold, Vic.
6. **There's Poison in Your Heart** K. Wells, Dec.
7. **There She Goes**, C. Smith, Col.
8. **In the Jailhouse Now**, W. Pierce, Dec.
9. **Satisfied Mind**, J. Shepard, Cap.
10. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.

Cincinnati

1. **Satisfied Mind**, P. Wagoner, Vic.
2. **I Don't Care**, W. Pierce, Dec.
3. **Yellow Roses**, H. Snow, Vic.
4. **Cattle Call**, E. Arnold, Vic.
5. **Go Back You Fool**, F. Young, Cap.
6. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.

Dallas-Fort Worth

1. **I Don't Care**, W. Pierce, Dec.
2. **Making Believe**, K. Wells, Dec.
3. **Satisfied Mind**, R. & B. Foley, Dec.
4. **In the Jailhouse Now**, W. Pierce, Dec.
5. **Song of the Dreamer**, B. Brooks, Duk.
6. **Whose Shoulder Will You Cry on?** K. Wells, Dec.
7. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
8. **Wildwood Flower**, H. Thompson, Cap.
9. **Cattle Call**, E. Arnold, Vic.

Houston

1. **Satisfied Mind**, P. Wagoner, Vic.
2. **Blue Darlin'**, J. Newman, Dot
3. **I Don't Care**, W. Pierce, Dec.
4. **Your Good for Nothing Heart** W. Pierce, Dec.
5. **I'm Hot to Trot**, T. Fell, X
6. **Hurry Back Home**, C. Walker, Dec.
7. **His Hands**, T. Ernie, Cap.
8. **In the Jailhouse Now**, W. Pierce, Dec.
9. **Six-Foot of Earth**, S. Burns, Sdy.
10. **Breakin' in Another Heart** H. Thompson, Cap.

Memphis

1. **I Don't Care**, W. Pierce, Dec.
2. **Blue Darlin'**, J. Newman, Dot
3. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
4. **That's What Makes the Juke Box Play** H. Work, Dot
5. **Yellow Roses**, H. Snow, Vic.
6. **You're Right, I'm Left, She's Gone** E. Presley, Sun
7. **In the Jailhouse Now**, W. Pierce, Dec.
8. **Ballad of Davy Crockett**, T. Ernie, Cap.

Nashville

1. **I Don't Care**, W. Pierce, Dec.
2. **Satisfied Mind**, P. Wagoner, Vic.
3. **There She Goes**, C. Smith, Col.
4. **Let Me Talk to You**, R. Price, Col.
5. **Satisfied Mind**, J. Shepard, Cap.
6. **All Right**, F. Young, Cap.
7. **Making Believe**, K. Wells, Dec.
8. **Whose Shoulder Will You Cry on?** K. Wells, Dec.
9. **I Wanna, Wanna, Wanna** Wilburn Brothers, Dec.
10. **So Lonely Baby**, Rusty & Doug, Hic.

New Orleans

1. **Cattle Call**, E. Arnold, Vic.
2. **Satisfied Mind**, P. Wagoner, Vic.
3. **I Don't Care**, W. Pierce, Dec.
4. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
5. **Baby Let's Play House**, E. Presley, Sun
6. **Blue Darlin'**, J. Newman, Dot
7. **Let Me Talk to You**, R. Price, Col.
8. **You're Right, I'm Left, She's Gone** E. Presley, Sun
9. **There's Poison in Your Heart** K. Wells, Dec.
10. **Satisfied Mind**, R. & B. Foley, Dec.

Richmond, Va.

1. **I Don't Care**, W. Pierce, Dec.
2. **Baby Let's Play House**, E. Presley, Sun
3. **Satisfied Mind**, P. Wagoner, Vic.
4. **Cattle Call**, E. Arnold, Vic.
5. **Yellow Roses**, H. Snow, Vic.
6. **There She Goes**, C. Smith, Col.
7. **Satisfied Mind**, R. & B. Foley, Dec.
8. **In the Jailhouse Now**, W. Pierce, Dec.

St. Louis

1. **Cattle Call**, E. Arnold, Vic.
2. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
3. **I Don't Care**, W. Pierce, Dec.
4. **Wildwood Flower**, H. Thompson, Cap.
5. **Satisfied Mind**, R. & B. Foley, Dec.
6. **Satisfied Mind**, P. Wagoner, Vic.
7. **Baby Let's Play House**, E. Presley, Sun
8. **Live Fast, Love Hard, Die Young** F. Young, Cap.

• Reviews of New C & W Records

SONNY JAMES
Too Much 83
CAPITOL 3198—James hits hard on this weeper. It's a strong piece of material for the fine warbler. Could be a moneymaker. (Fairway, BMI)
Let's Go Bunny Huggin' 83
Happy, dancey ditty affords the warbler a likely juke vehicle. (Central Songs, BMI)

AL TERRY
No, No John 80
HICKORY 1029—Terry warns a buddy considering marriage that he ought to wait a while before giving up his freedom. Humorous material set to a catchy dance beat. Could catch on without much trouble. (Acuff-Rose, BMI)
Gone Again 73
This simple, unpretentious weeper is read with feeling by Terry. Tune has a retentive melody and lilting rhythm. (Acuff-Rose, BMI)

JERRY (STRINGS) ALLEN
Dixie Boogie 78
CARDINAL 1044—Allen gets around

on his guitar, turning in a sparkly, interesting version of "Dixie" in country jazz style. Good programming stuff. (Casey, BMI)
Down Yonder 73
The honky-tonk revival hit of several years back is re-revived in a sparkling guitar go. Could do okay on country boxes. (La Sale, ASCAP)

WERLY FAIRBURN
I Guess I'm Crazy 76
COLUMBIA 21432—Fairburn has a good, authentic sound as he chants this slow-paced weeper. Nice wax. (Mallory, BMI)
That Sweet Love of Mine 75
Same good sound on this side. Ditty has an interesting melodic pattern, pitched in minor strains. (Tree, BMI)

JACK VALENTINE
Ragtime Cowboy Joe 72
M-G-M 12044—A bright reading of a favorite oldie that has not been recorded recently. Valentine introduces a few new wrinkles in his interpreta-

(Continued on page 68)

A MASTERPIECE By the "C & W"
MUSIC MASTER



Ernest

Tubb

THE
YELLOW
ROSE
OF
TEXAS

(I'm Gonna Make
My Home)

A
MILLION
MILES
FROM
HERE

DECCA 29633
9-29633

DECCA
RECORDS

America's Fastest Selling Records

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

Continued from page 73

tion and this ought to amuse country fans. (Fisher, Robbins, Alfred, ASCAP)

There's a New Moon

Over My Shoulder...70
Valentine's pleasing baritone sounds warm and relaxed in this familiar ballad. A nice showcase for his voice. (Peer, BMI)

(SKEETS) YANEY

I May Be Lonesome...70
M-G-M 12043—A bouncy ditty with humorous lyrics which Yaney sings with zest. His happy rendition backed with peppy rhythm accompaniment makes for a listenable side. (Acuff-Rose, BMI)

Sweetheart of My Best Friend...68
Yaney turns to a weeper with a somewhat over-exploited theme. He gives it a wistful, nostalgic quality that is appealing, nevertheless. (Acuff-Rose, BMI)

HERB TUCKER

I've Loved You Too Long...68
EXCEL 107—A routine, competent country side. (American, BMI)

Habit Forming Kisses...68
Ditto. (American, BMI)

LINK DAVIS

Cajun Love...68
COLUMBIA 21431—Three-beat Cajun-country opus is warbled with good Delta flavor. Could do some territorial business. (Melody Trails, BMI)

Every Time I Pass Your Door...68
Similar stuff with part of the vocal in Cajun. (Peer, BMI)

ONIE WHEELER

That's What I Like...65
COLUMBIA 21418—Catchy material could use a more personable warble than it gets from the clefter. (Peer, BMI)

My Home Is Not a Home at All...64
A dull, unexpressive performance by the writer. (Peer, BMI)

TOMMY TOMPKINS

Let's Make a Fair Trade...64
BSD 350—The singer would like to exchange hearts (poetically speaking) with the girl he's grown fond of. This material has possibilities but does not get the strongest reading from Tompkins. (San-Lynn, BMI)

Now or Never

60
A slushy weeper that gets an intense reading from Tompkins. Neither material nor performance sustains interest, however. (Miracle, ASCAP)

Sacred

STUART HAMBLÉN

Got So Many Million Years...78
COLUMBIA 21428—A happy outgoing sacred tune that Hamblén cut several years ago. Being one of his best tunes and one of his better performances, it makes a lot of sense to reissue this. Besides sacred customers, there will be a lot of appeal in this for regular pop buyers. (Hamblén, BMI)

He Bought My Soul at Calvary...76
As beautiful and moving an opus as has ever come from Hamblén's pen. Chanted with absorbing effect. This also is a reissue, in a new coupling. (Hamblén, BMI)

IT'S TERRY TIME AGAIN!

Al Terry sings...

NO, NO, JOHN

GONE AGAIN

HICKORY 1029

Essex

RECORDS

THE LABEL WITH A FUTURE...

3208 So. 84th St.
Philadelphia 42, Penna.

RELIABILITY — QUALITY

RECORD PRESSING

Originators of the NON-SLIP FLEX

Pat. Pending

Research Craft Co.

1037 N. SYCAMORE ST.
LOS ANGELES 26, CALIF.

FOLK TALENT & TUNES

Continued from page 40

try singer of WMOR, Morehead, Ky., has just signed a five-year management and promotion contract with Paul Gilley Promotions, Maytown, Ky. . . . Justin Tubbs' newest on Decca, "All Alone" b.w. "Within Your Arms," is reported getting a heavy play on Nashville stations. Wilma Lee and Stony Cooper, of WWVA, Wheeling, W. Va., are reported getting much favorable reaction on their first release on Hickory, "How It Hurts to Cry Alone" b.w. "Just for Awhile."

Chet Atkins, who gets some highly listenable sounds out of a conventional guitar, tried a new gimmick in his latest recording session for RCA Victor. Chet took a 12-string guitar and detuned it slightly to come up with a somewhat screwy sound. Chet was so pleased with the outcome of the experiment that he cut two sides under the trick arrangement, "Somebody Stole My Gal" b/w "Shine On Harvest Moon."

Grelum Landon, of Hill & Range, covered the deejay list last week with memo-paks plugging Faron Young's latest Capitol waxing, "Go Back, You Fool," written by Don Robertson and Hal Blair. The notebooks carry Young's likeness on the cover, with the back page given over to trade-paper quotes on the ditty.

Rex Allen, with Jimmy and Ardis Wells and Their Dakota Round-Up, launches a new tour at Casper, Wyo., August 7. Following Casper, the unit plays Billings, Mont., August 8-9; Green Bay, Wis., 18-19; Chicago, 20, when the group will do the entire Pee Wee King TV show; Kansas City, Mo., 21; Topeka, Kan., 22; Pueblo, Colo., 23-25, and St. Paul, 27. . . . Bob Wills, now on the M-G-M label, says deejays may obtain copies of his releases by writing his manager, Tiny Moore, at Wills Point Ballroom, Sacramento, Calif. . . . Dick Spain and His Western Swing Band hold forth each Saturday night at the Oasis Ballroom, Eagle Point, Ore. . . . Harley Huggins and his western combo are featured each Sunday afternoon at Fort Washington Beach, Fresno, Calif., for the vaude show and dance.

Ed Amos, who made the banjo music on many of Mac Wiseman's records, is featured with the "Thrifty Ranch Gang," heard each Saturday at 5 p.m. over San Francisco's TV station, KGO. . . . Texas Tony Merrell recently signed the veteran songwriter, L. Edward West, as his personal manager, and the pair is mulling plans to launch a Texas Tony label soon. Merrill recently gave away more than 1,200 autographed photos at a Davy Crockett display at Woolworth's in Goldsboro, N. C., and played a repeat at the spot the following week to an even larger crowd. His return engagement was plugged by Gene Rine, local deejay. . . . Cousin Herb Henson, heard on the Capitol and Abbott labels, is working out of Bakersfield, Calif., with his western unit known as the Trading Post Gang.

Cowboy Dick Carson plans a return to radio soon after an absence of nearly three years. He's currently mending from a recent operation at Clawson, Mich. . . . Ralph Weinman, great booster of country music, has been appointed vice-president and general manager of WVOM, Brookline, Mass. . . . Carl Stuart, feature of WVOM's "Down-east Hoedown," set for a return swing thru Maine in early August. . . . Tex Clark, who recently opened the Record Center bearing his name at 8819 Hough Avenue, Cleveland, is anxious to handle the output of some of the smaller c.&w. recording companies. . . . Goldie Hill and Ray Price played Buck Lake Ranch, Angola, Ind.,

Saturday (31). . . . Carl Smith, Lew Childre and the Duke of Paducah played Harrisburg, Ill., July 31, with Rising Sun, Mo., getting Grandpa Jones on the same day.

Station WCMS, Norfolk, celebrated its first anniversary of operation July 12 with a gala party. On deck to help keep the fun going were Roy Acuff and His Smokey Mountain Boys, Johnny and Jack and the Tennessee Mountain Boys, and Kitty Wells. Following the festivities, Sheriff Tex Davis, WCMS c.&w. deejay, took the aforementioned out to the Naval Hospital at Portsmouth, Va., where they put in several hours entertaining the boys in the wards. . . . Al Flores, who formerly handled the managerial reins for Pee Wee King, is now working in a similar capacity for Ray Price. . . . Cowboy Copas has just cut a new one for King entitled "Listen to My Heart" b/w "Tragic Romance." . . . The Louvin Brothers' newest release on Capitol is "When I Stop Dreaming" b/w "Pitfall."

Jimmy Simpson and His Oilfield Boys are appearing nightly at the Peacock Club, San Angelo, Tex., and airing 30 minutes nightly over KTLX-Radio, with a TV show on KTLX-TV each Saturday, 5:45-6:15 p.m. Jimmy's newest recording, "I'm a High-Toned Papa," penned by Webb Pierce, is reported catching good plays in country areas, especially over KWKH, Shreveport, La. Jimmy is slated to begin a deejay stint on country and Gospel music at Kings Mountain, N. C., early in September. . . . Ken Nelson, a.&c.r. man of Capitol Records, completed a session in Dallas recently with a new discovery, Freddy Franks, who hails from the East Texas oil fields. Nelson has high hopes for Franks, who was developed by Jack Rhodes, well-known songwriter, and who was presented to Capitol by agent Charles Wright, of Dallas.

Carl Smith and the Tunesmiths are reported to have played to bang-up business at the Edmonton Exhibition, Edmonton, Alta., where they were featured July 18-23. . . . Rex Allen has been signed by Studio City Television Productions, Inc., to star in a new half-hour TV series, "Frontier Doctor." First two films in the series are slated to get under way at Republic Studios in Hollywood this week. The stories are originals by Maurie Tombragel. . . . Gene Autry and the comedian in many of his shows, Pat Buttram, will appear with the WLS "National Barn Dance" at the Illinois State Fair, Springfield, August 13. The entire program will be aired over WLS. Among "Barn Dance" regulars slated to make the fair date are Homer and Jethro, Lulu Belle and Scotty, Arkie the Arkansas Woodchopper, Bob Atcher, Captain Stubby and the Buccaneers, and Red Blanchard.

WLW's "Midwestern Hayride's" show-dance appearance at the Lyric Theater, Indianapolis, Sunday, July 17, proved a disappointment at the box office, when only 1,300 laid \$1 on the barrelhead. Hot weather and numerous outdoor counter-attractions were given as the reason for the box-office stifle. Plans to present the show each Sunday at the Lyric thruout the summer have been dropped, but WLW and Lyric heads plan to revive the idea in the late fall.

Connie B. Gay, nationally prominent country music personality of Station WURL, Arlington, Va., has filed application with the FCC for a new radio station to be built at Warrenton, Va. The proposed new non-directional 5,000-watt would have the call letters WCBG and would be the most powerful in North Central Virginia. Gay recently acquired WTCS, Fairmont, W. Va., and has an application in with the FCC for the purchase

of WWKO, Ashland, Ky. It is rumored Gay has plans for acquiring a string of seven radio stations, after which he plans to take things easier from all his business interests, including his automobile agency. He is reported to be setting up a central operating staff to handle the details of his various interests.

Chubby Crank, former trumpet man with Al Dexter and His Pistol-Packin' Momma Band and Johnny Dekota's Silver Spur Band, of Phoenix, Ariz., is jobbing with various Western combos out of San Francisco. . . . The under-canvas attraction which bore the title "Grand Ole Opry" No. 1 and which chucked that title recently when it took on a new talent brigade from WWVA, Wheeling, W. Va., plus Lazy Jim Day, is reported enjoying brisk business since it invaded Canada three weeks ago. The unit had been finding things a bit rough on its trek thru New York State and Maine.

Faron Young planed out of Chicago early last week for Hollywood, where he'll aid in putting the final touches on the just-completed 80-minute feature, "Hired Guns," starring Young, along with Richard Arlan, Bruce Bennett, John Caridine and Lloyd Corrigan. The film is being readied for September release to the movie houses. "The Young Sheriff," a new TV series with Young in the featured slot, is being circulated in the market this week. . . . Jimmy Newman hopped into Nashville last weekend for a recording session for Dot.

Tom Perryman, country wax man at KSJ, Gladewater, Tex., has J. E. and Maxine Brown and Elvis Presley set for his territory August 8-12. Casey Clark, Detroit, has the same unit set for September 2-3, with other dates in the Motor City area pending. The Browns and Presley have just concluded a West Coast trek. The Browns' younger sister, Bonnie, is touring with them, and sings on one side of their new record. "Jim Reeves and wife, Mary, spent several days with us recently," scribbles Perryman. Jim and I played golf one day; he had 99 and I hit 98. He's coming back next month and we are going to play the second hole. His "Yonder Comes a Sucker" has been my biggest number the last two weeks. "Daddy, You Know What," by June Wilson and her Old Man, is doing real well, too."

Pee Wee King and his entire gang set for the Sixth National Clay Week Celebration at Uhrichville, O., August 17. The week-long event opens August 15. . . . Curtis Gordon, Mercury country feature, is stationed at Fort Jackson, S. C., for his basic training, and will soon be shifted to Fort McPherson, Ga., for Third Army Special Service. . . . Jerry Reed has just inked with Capitol, with his first session skedded for early in September. Jerry is featured with RCA Victor's Kenny Lee over WLW-A-TV, Atlanta, each Saturday night. Reed is being handled by Bill Lowery. . . . Roy Drusky (Starday), now a regular staff member at WEAS, Atlanta, is appearing every other Sunday at the Enlisted Men's Club at the USN-R Air Station Base, Atlanta. Among Drusky's stints at WEAS are a daily 15-minute live stint from 5:15-5:30 p.m.

Frank (Yankie) Barhanovich, father and manager of the petite country and western singer, Ann Raye, served as general chairman of the 11th Annual Shrimp Festival at Biloxi, Miss., July 29-31. Barhanovich, a shrimp fisherman himself years ago, is past director of the Biloxi Chamber of Commerce and is active in community affairs. . . . Denver Duke and Jeffrey Null, who cut for the Balkan label, are slated to wax six songs soon under the Vokes Music ban-

ner. One of the tunes to be cut is "Hank Williams, That Alabama Boy." . . . Katherine Duchene, of the Ladies' Auxiliary of the Miami Showmen's Club, wrote the words and music to the tune, "Pray for Peace," which is slated to be waxed soon by a number of top c.&w. country artists. . . . "Lonely Heart Cries," written by Paul Gilley and Ked Killen, has been placed with Murray Nash Associates, Nashville, for publication. "Heart of Hate," written by Eugene Wellman and Paul Gilley, has been placed with Fairway Music, Hollywood.

With the Jockeys

Cully Gold communicates that Ozark (Red) Murrell recently appeared on the "Thrifty Ranch Gang" TV show over KGO-TV, San Francisco. Murrell, besides spinning the c.&w. wax six nights a week, 8-12 p.m., over KYA, San Francisco, appears every Saturday night with Ole Rasmussen and His Nebraska Corn Huskers at Moonlight Ballroom, Yuba City, Calif. Gold also infos that Eddy Kirk is twirling the platters six days a week over KVSM, San Mateo, Calif.; that Cotton Seed Clark is featured daily with the "Hit Parade of Western Records" over Station KEEN, San Jose, Calif., and that Gene Montgomery is now spinning 'em from Napa, Calif. . . . Cecil Lee, deejay-performer of KTJS, Hobart, Okla., letters: "I am going to have the honor of being 'Mr. Cornhusker of the Week' on KWKH's 'Red River Round-Up' and on the 'Louisiana Hayride' in Shreveport, La., Saturday, August 13, thanks to Bob Strack and Horace Logan. My first record release, 'This Aching Heart,' out on 4 Star, is doing fairly well in this area. Was happy to have Ken Maynard, cowboy movie star, drop by for a chat on my KTJS c.&w. show, July 13."

Balin-Wire Bob Strack, KWKH, Shreveport, La., reports that recent guest deejays ("Mr. Cornhusker of the Week") who have appeared on the "Red River Round-Up" over KWKH, included Wes Dean, KGRI, Henderson, Tex.; Harry Gaines, KTAE, Taylor, Tex.; J. R. Janot, KEUN, Eunice, La.; Jack Reno, KWTO, Springfield, Mo.; Bill Fox, KRBC, Abilene, Tex.; Jimmy Dallas, KIMO, Independence, Mo., and Bob Greer, KMON, Great Falls, Mont. Strack adds that deejays wanting to guest on "Round-Up" and "Louisiana Hayride" some Saturday night may contact him at KWKH. . . . Paul Kallinger, XERF, Del Rio, Tex., is still passing out cigars after the recent birth of Brenda Jean. This is the second girl for Kallinger and his wife, Ann.

Ken Woodfin, formerly of Uncle Sam's Army and former steel guitarist with Faron Young's unit for several months, is now deejaying country music over WCLS. While in the service, Ken cut a series of "Town and Country Time" transcriptions with Young and the Circle-A-Wranglers. Ken now has a five-hour hillbilly show daily over WCLS, with a half hour featuring his own five-piece band, the Texans. In addition to his WCLS activities, he is working TV and also playing nightly at a local club. . . . Al Turner, formerly with KLIF, Dallas, has taken over the job of production supervisor and program director at KXOL, Fort Worth. Turner, who has been a top c.&w. twirler in the Southwest the past 12 years, will be heard over KXOL twice daily. He'll do a noon variety show and the "Al Turner Show" from 3-5 every afternoon. Turner started the "Big D Jamboree" in Dallas 10 years ago, and was its emcee and producer before moving to Fort Worth. Parker Wilson, another top Southwest deejay, also spins them over KXOL, from 9-11 a.m., Monday thru Saturday.

Clay Cline, former producer-director of WJZM, Clarksville, Tenn., is now managing WSEV, Sevierville, Tenn., where he also spins the country wax. . . . Dave Taylor, WREB, Holyoke, Mass., complains that he isn't getting much in the

(Continued on page 71)

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending July 27

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	13	AIN'T IT A SHAME?	F. Domino
2	3	5	EVERYDAY	Count Basie
3	2	6	FOOL FOR YOU	R. Charles
4	7	7	ROCK AROUND THE CLOCK	B. Haley
5	4	6	SOLDIER BOY	Four Fellows
6	5	10	STORY UNTOLD	Nutmegs
7	6	4	IT'S LOVE, BABY	L. Brooks
8	8	13	BO DIDDLEY	B. Diddley
9	9	2	MANISH BOY	M. Waters
10	-	1	MAYBELLENE	C. Berry
11	-	1	ANYMORE	J. Ace
12	10	2	ONLY YOU	Platters
13	-	14	UNCHAINED MELODY	A. Hibbler
14	-	2	PIDDILY PATTER PATTER	N. Brown
15	13	4	DIDDLEY DADDY	B. Diddley

Most Played in Juke Boxes

For survey week ending July 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	9	BO DIDDLEY	B. Diddley
2	2	14	AIN'T IT A SHAME?	F. Domino
3	6	5	FOOL FOR YOU	R. Charles
4	6	4	IT'S LOVE, BABY	L. Brooks
5	8	2	MANISH BOY	M. Waters
6	3	3	EVERYDAY	C. Basie
7	-	4	STORY UNTOLD	Nutmegs
8	-	1	WHY DON'T YOU WRITE ME?	Jacks
9	9	3	SOLDIER BOY	Four Fellows
10	10	2	FORGIVE THIS FOOL	R. Hamilton

Most Played by Jockeys

For survey week ending July 27

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	2	5	FOOL FOR YOU	R. Charles
2	1	12	AIN'T IT A SHAME?	F. Domino
3	4	8	ROCK AROUND THE CLOCK	B. Haley
4	3	5	IT'S LOVE, BABY	L. Brooks
5	8	4	STORY UNTOLD	Nutmegs
6	-	1	MANISH BOY	Muddy Waters
7	10	4	DON'T TAKE IT SO HARD	E. King
8	7	3	EVERYDAY	C. Basie
9	-	1	THIS LITTLE GIRL OF MINE	R. Charles
10	-	13	UNCHAINED MELODY	R. Hamilton
11	-	1	THERE GOES THAT TRAIN	R. McGill
12	-	1	ANYMORE	J. Ace
13	-	1	WHY DON'T YOU WRITE ME?	Jacks
14	13	3	SOLDIER BOY	Four Fellows
15	5	9	BOP TING A LING	L. Baker
16	-	3	I CAN SEE EVERYBODY'S BABY	R. Brown

R & B Territorial Best Sellers

For survey week ending July 27

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.

City	Rank	Title	Artist	
Atlanta	1	Ain't It a Shame?	Fats Domino, Imp.	
	2	It's Love Baby	L. Brooks, Exc.	
	3	Maybellene	C. Berry, Chs.	
	4	Manish Boy	M. Waters, Chs.	
	5	Piddly Patter Patter	B. Diddley, Che.	
	6	This Little Girl of Mine	R. Charles, Atl.	
	7	Mary Lou	Young Jessie, Mod.	
	8	Fool for You	R. Charles, Atl.	
	9	Bop Ting a Ling	L. Baker, Atl.	
	10	Everyday	C. Basie, Clf.	
Balti.-Wash.	1	Rock Around the Clock	B. Haley, Dec.	
	2	Ain't It a Shame?	Fats Domino, Imp.	
	3	Fool for You	R. Charles, Atl.	
	4	Bo Diddley	B. Diddley, Che.	
	5	Soldier Boy	Four Fellows, Gly.	
	6	Everyday	C. Basie, Clf.	
	7	Unchained Melody	A. Hibbler, Dec.	
	8	Henry's Got Flat Feet	Midnighters, Fed.	
	9	Feel So Good	Shirley & Lee, Ala.	
	10	I Hear Those Bells	D. Washington, Mer.	
Chicago	1	Rock Around the Clock	B. Haley, Dec.	
	2	Ain't It a Shame?	Fats Domino, Imp.	
	3	Fool for You	R. Charles, Atl.	
	4	Bo Diddley	B. Diddley, Che.	
	5	Soldier Boy	Four Fellows, Gly.	
	6	Everyday	C. Basie, Clf.	
	7	Unchained Melody	A. Hibbler, Dec.	
	8	Henry's Got Flat Feet	Midnighters, Fed.	
	9	Feel So Good	Shirley & Lee, Ala.	
	10	I Hear Those Bells	D. Washington, Mer.	
Charlotte	1	Ain't It a Shame?	Fats Domino, Imp.	
	2	Bo Diddley	B. Diddley, Che.	
	3	Rock Around the Clock	B. Haley, Dec.	
	4	Fool for You	R. Charles, Atl.	
	5	Lonely Nights	Hearts, Bln.	
	6	This Is My Story	Gene & Eunice, Ala.	
	7	Diddley Daddy	B. Diddley, Che.	
	8	Piddly Patter Patter	N. Brown, Sav.	
	9	Anytime	J. Ace, Duk.	
	10	This Little Girl of Mine	R. Charles, Atl.	
Cincinnati	1	Everyday	C. Basie, Clf.	
	2	Ain't It a Shame?	Fats Domino, Imp.	
	3	Story Untold	Nutmegs, Her.	
	4	Anytime	J. Ace, Duk.	
	5	Forgive This Fool	R. Hamilton, Epi.	
	6	Rock Around the Clock	B. Haley, Dec.	
	Detroit	1	Everyday	C. Basie, Clf.
		2	It's Love Baby	L. Brooks, Exc.
		3	It's Love Baby	Midnighters, Fed.
		4	Ain't It a Shame?	Fats Domino, Imp.
5		Soldier Boy	Four Fellows, Gly.	
6		Manish Boy	M. Waters, Chs.	
7		Story Untold	Nutmegs, Her.	
8		Fool for You	R. Charles, Atl.	
9		Unchained Melody	R. Hamilton, Epi.	
10		Seventeen	B. Bennett, Kng.	
Los Angeles	1	Soldier Boy	Four Fellows, Gly.	
	2	Only You	Platters, Mer.	
	3	Story Untold	Nutmegs, Her.	
	4	Everyday	C. Basie, Clf.	
	5	Ain't It a Shame?	Fats Domino, Imp.	
	6	Rock Around the Clock	B. Haley, Dec.	
	7	Diddley Daddy	B. Diddley, Che.	
	8	It's Love Baby	L. Brooks, Exc.	
	9	Edna	Medallions, Dtn.	
	10	Fool for You	R. Charles, Atl.	
New Orleans	1	Ain't It a Shame?	Fats Domino, Imp.	
	2	Fool for You	R. Charles, Atl.	
	3	It's Love Baby	L. Brooks, Exc.	
	4	Anytime	J. Ace, Duk.	
	5	Rock Around the Clock	B. Haley, Dec.	
	6	There Goes That Train	R. McGill, Mer.	
	7	Everyday	C. Basie, Clf.	
	8	Seventeen	B. Bennett, Kng.	
	9	Story Untold	Nutmegs, Her.	
	10	Manish Boy	M. Waters, Chs.	
New York	1	Everyday	C. Basie, Clf.	
	2	Soldier Boy	Four Fellows, Gly.	
	3	Maybellene	C. Berry, Chs.	
	4	Story Untold	Nutmegs, Her.	
	5	Ain't It a Shame?	Fats Domino, Imp.	
	6	Anytime	J. Ace, Duk.	
	7	Rock Around the Clock	B. Haley, Dec.	
	8	Life Is But a Dream	Harptones, Par.	
	9	Why Don't You Write Me?	Jacks, RPM	
	10	Unchained Melody	A. Hibbler, Dec.	
Philadelphia	1	Everyday	C. Basie, Clf.	
	2	Fool for You	R. Charles, Atl.	
	3	Ain't It a Shame?	Fats Domino, Imp.	
	4	Rock Around the Clock	B. Haley, Dec.	
	5	Only You	Platters, Mer.	
	6	Anytime	J. Ace, Duk.	
	7	It's About to Break My Heart	E. Johnson, Mer.	
	8	Feel So Good	Shirley & Lee, Ala.	
	9	Story Untold	Nutmegs, Her.	
	10	Why Don't You Write Me?	Jacks, RPM	
St. Louis	1	Soldier Boy	Four Fellows, Gly.	
	2	Manish Boy	M. Waters, Chs.	
	3	Fool for You	R. Charles, Atl.	
	4	Maybellene	C. Berry, Chs.	
	5	Everyday	C. Basie, Clf.	
	6	Forgive This Fool	R. Hamilton, Epi.	
	7	Story Untold	Nutmegs, Her.	

Reviews of New R & B Records

CLYDE McPHATTER
Everyone's Laughing...83
ATLANTIC 1070—A tasteful ballad chanted in Clyde's artful style. There's heart and impact here, and it's sure to get strong deejay action. (Progressive, BMI)
Hot Ziggety...83
The warbler's vocal style is full of excitement and emotion as he chants this cute ditty. Deejays looking for a side with novelty value and solid interpretation will like it. One to watch. (Progressive, BMI)

THE CLICKS
Peace and Contentment...78
JOSIE 780—An unusual piece of material—a real tale of woe—is projected brilliantly by the lead singer. It's not romantic and not religious, but it could prove very potent. (Benell, BMI)
Come Back to Me...70
Group displays a lot of spirit, and Sid Bass provides rocked-ribbed backing, but that's about the sum of it. (Benell, BMI)

RAY AGEE
Wobble-Loo...76
SPARK 119—Agee describes a new dance step here that appears to be slow, rhythmic and sensuous. This solid, rocking material is effectively presented and ought to do particularly well in the juke boxes. (Quintet, BMI)
Another Fool...71
The singer wails out his blues as if he really meant it. Agee's performance is moving, but the material is not unusual in any way. (American, BMI)

(LITTLE GEORGE) SMITH
Telephone Blues...76
RPM 434—She's put him down, and this distressing fact is bemoaned in a well-above-the-average blues chant. Strumming Southern backing is top-notch. Side should do okay. (Modern, BMI)
Blues in the Dark...70
This one is an instrumental, with a good beat and sound. (Modern, BMI)

PAUL WILLIAMS ORK
Hello...75
CAPITOL 3205—A bright, happy rockin' side by the man who made good some years back with "Huckle-buck." The material is slight, but Williams generates an exciting beat. A great show opener.
Rock It Davey...70
Similar take-offs on the Crockett idea were released some weeks back on Aardell label. Williams offers a run-of-the-mill rocker here.

ELMORE JAMES
Dust My Blues...74
Flair 1074—Blues chants a projected forcefully to a good Southern beat
(Continued on page 70)

SAVOY SAVOY
SAVOY IS SIZZLING!
HIS LATEST RELEASE
JOE (EVERY DAY) WILLIAMS
"BLOW MR. LOW"
Savoy 1165
THE ORIGINAL—THE BEST
NAPPY BROWN
"PIDDILY PATTER"
Savoy 1164
THE INIMITABLE
JIMMY SCOTT
"EVERYBODY NEEDS
SOMEBODY"
Savoy 1154
A STYLE OF HIS OWN
WILBERT HARRISON
"LISTEN TO THIS SONG"
Savoy 1163
A GREAT ROCK & ROLLER
VARETTA DILLARD
"PROMISE MR. THOMAS"
Savoy 1160
A GREAT GROUP
LUTHER BOND
"WRITTEN IN THE STARS"
Savoy 1159
SAVOY RECORD CO.
38 MARKET ST.
NEWARK, N. J.

3 BIG ONES
1. 'EDNA'
The Medallions #364
2. 'ALWAYS & ALWAYS'
The Meadowlarks #367
3. 'REELING & ROCKING'
Roy Milton #369
DOOTONE
RECORDS 5912 36th Street
Los Angeles 2, Calif.

4 NEW ATLANTICS=4 NEW HITS

RUTH BROWN
IT'S LOVE BABY
(24 Hours A Day)
WHAT'D I SAY
#1072

JOE TURNER
HIDE and SEEK
MIDNIGHT
CANNON BALL
#1069

CLYDE McPHATTER
HOT-ZIGGETY
EVERYONE'S
LAUGHING
#1070

AL HIBBLER
DANNY BOY
NOW I LAY ME DOWN
TO DREAM
#1071

ATLANTIC RECORDING CORPORATION

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

VOX JOX

Continued from page 38

CHANGE OF THEME: Al Turner has moved from KLIF, Dallas, to the post of production supervisor and program director at KXOL, Fort Worth. He'll also do a daily noon variety show and a 3-5 p.m. airtel for the station. . . . Bill Hill, formerly with WEOA, Evansville, Ind., has joined WGBF, same city, as pilot of an afternoon wax show "Spins 'n' Needles." . . . Dell Saunders, KCHS, Truth or Consequences, N. M., writes that Charles Russell and Dick Bonner are no longer with the station. Russell has trekked to Cortez, Colo., and Bonner is in Wyoming.

Bob Kloss, WKWK, Wheeling, W. Va., has expanded his daily show and now airs from 2 to 7 p.m. . . . By Taylor, KFXD, Nampa, Idaho, has started a new teen-ager program, "You Name It" featuring r.&b. music, contests and studio interviews. Initial gimmick is built around the title, with listeners asked to vie for prizes in a contest to name the

new show. . . . Ron Reynolds and Don Wilson, WDYK, Cumberland, Md., may break up their deejay team, if Ron (out of school now) branches out to another station, as he hopes this summer. . . . Charles Schubert and Jack

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

August 4, 1945

1. Sentimental Journey
2. Bell-Bottom Trousers
3. On the Atchinson, Topeka & Sante Fe
4. Cotta Be This or That
5. Dream
6. You Belong to My Heart
7. There! I've Said It Again
8. If I Loved You
9. The More I See You
10. I Wish I Knew

August 5, 1950

1. Mona Lisa
2. I Wanna Be Loved
3. Tzena, Tzena, Tzena
4. Bewitched
5. Goodnight, Irene
6. Third Man Theme, The
7. Sam's Song
8. Play a Simple Melody
9. Count Every Star
10. Hoop-Dee-Do

Hynes, WHOT, South Bend, Ind., are still working in harness and expect to take their show over to the New University of Notre Dame Station, WNDU and WNDU-TV, as soon as it opens.

Bob Terry has left WGAW, Gardner, Mass., to go into the restaurant business. His "Hall of Fame" and "Musical Scrapbook" have been taken over by Dave Lunaas, while his "Request Time" is now handled by Keith Silver. Bill Kennedy has joined the station to take over the rest of Terry's show as well as Silver's "Melody Matinee."

Bill Warner is leaving WONW, Defiance, O., to return to Indiana University for his senior year. Dave Harold,

This Week's Best Buys

I HEAR THOSE BELLS (Admont, ASCAP)—Dinah Washington—Mercury 70653

The poppish styling of this record has given it an unusually wide base of support in both the pop and r.&b. markets, with the greatest initial volume in the latter area. It is reported selling well in almost every important Northern and Southern sales territory, and is already listed on the Baltimore-Washington top ten. Some cities report a preference for the flip side, "The Cheat" (Ardmore, ASCAP). A previous Billboard "Spotlight" pick.

IT'S LOVE, BABY (Excellorec, BMI)—The Midnighters—Federal 12227

While the original recording of this tune is still high on the national listings, two competitive versions are beginning to cut into the melon. The Midnighters in the past three weeks have done particularly well in Middle Western territories like Cincinnati, Pittsburgh, Detroit and St. Louis and are now spreading into the South and East. Flip is "Looka Here" (Jay & Cee, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .
RECORDS

RUTH BROWN

What'd I Say (Progressive, BMI)

It's Love, Baby (Excellorec, BMI)—Atlantic 1072—The thrush has a great two-sided platter, which should grab off many spins from jocks and jukes. "What'd I Say" is an engaging novelty, featuring a unique drum-sound and a provocative tempo. "It's Love, Baby" is an appealing ballad, sung with expressive sincerity. The canary sells with showmanly abandon on both sides.

ETTA JAMES

Good Rockin' Daddy (Modern, BMI)—Modern 962—This rockin' shouter showcases the canary in all her uninhibited vocal glory. She belts the tune across with sock pacing and plenty of vitality. It's bound to move out strongly. Flip is "Crazy Feeling" (Gallo, BMI).

Reviews of New R & B Records

Continued from page 69

in the backing. Could pull juke coin. (Flair, BMI)
I Was a Fool . . . 74
Same comment. Near equal appeal to flip. (Flair, BMI)

JAZZ GILLUM
Key to the Highway 74
GROOVE 5002—This is a reissue of a record that was a hit about 15 years ago when it appeared on the

ex-staffer at WEVC, Evansville, Ind., is replacing him.

Max McLarty has replaced Ken Roller as program director at KEYE, Perryton, Tex. Ken has purchased an Oklahoma City record shop. . . . Arman Pena, KBKI, Alice, Tex., notes that the station is now operating 24 hours a day with approximately nine hours of pop music.

Bluebird label. A plaintive blues with a genuine folk quality, it is unusual enough to arouse a lot of deejay interest. (St. Louis, BMI)

Tell Me Mama . . . 71
The blues singer presents a piece of material that seems quite old-fashioned in today's market, but it is such an outstanding example of its type that response should be moderately good. (St. Louis, BMI)

(FLAP) McQUEEN
Daddy 72
Josie 781—Thrush Babe Hutton does a Ruth Brown on this rockin' shout. Broadcasting may be limited by this lyric, but the item could do well elsewhere. (Benell, BMI)
I Still Love You . . . 70
Herb Milliner is the warbler on a routine blues ballad. (Benell, BMI)

LONNIE JOHNSON
He's a Jelly-Roll Baker 72
GROOVE 5003—Another one-time hit (over a decade ago) rescued from the Bluebird archives. While the material will be unacceptable to many deejays, customers appreciative of the older blues will enjoy Johnson's fine performance and the excellent rhythm backing. (St. Louis, BMI)
Fly Right Baby . . . 68
Another reissue in which the singer warns his girl to "wise up" or face the consequences. A pleasant tune, read smoothly to an insistent blues figure. (St. Louis, BMI)

FLOYD DIXON
A Long Time Ago 70
ALADDIN 3230 — Johnny Moore's Three Blazers back Dixon in a hunk of advice-set-to-blues. The guitar work is great, of course, but it's questionable if this material can step out. (Aladdin, BMI)
You Need Me Now . . . 70
More tidy guitar work on this ballad side. (Aladdin, BMI)

ETHEL BOSWELL
No More for You 69
VULCAN 1026—Ditty is good blues material. Miss Boswell does a fair vocal job here. (BMI)
Don't Add to the Upset . . . 68
Routine blues chanting. (BMI)

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.
Bklyn 7-2096

104 West Linwood Blvd.
Kansas City, Mo.

715 Harrison Street
Topeka, Kansas

Decca's Ambitious Fall Sked

Continued from page 35

Merman, and others by Burl Ives, Fred Waring, Ethel Smith, etc. The Mae West and Merman packages will retail at \$4.98.

The Gold Label release will include seven hi-fi sets, including Brahms' "Sonatas for Clarinet and Piano," by Reginald Kell; "Mata-dor," by the Spanish Air Force Military Band; Mossorgsky's "Pictures at an Exhibition," by The Berlin Philharmonic, conducted by Igor Markevitch; and packages by Andres Segovia, Ferenc Fricssay, etc.

The fall discount plan carries a sliding scale discount and extended dating plan on all new merchandise, including the eight show albums and all of the packages in the Decca catalog. Dealers have the opportunity for a one-shot order between August 1 and September 15, with the following scale: For orders between \$100 and \$999, an additional 5 per cent discount; between \$1,000 and \$2,500, an additional 7 per cent discount; for orders of \$2,500 and over, an additional 10 per cent. Phonos, Too

The company, at its dealer meetings, is also introducing the 1956 phono line. The models and prices are as follows: DP 220, hi-fi mahogany table model, three-speed automatic, \$109.95; DP 231, hi-fi, three-speed, \$79.95; DP 920, hi-fi automatic, \$59.95; DP 908, automatic, \$29.95; DP 530, three-speed automatic, \$54.95; DP 450, portable three-speed, manual radio-phonograph, \$29.95; DP 580, three-speed manual portable,

\$29.95; DP 570, three-speed manual portable, \$25.95; DP 560, three-speed manual portable, \$22.95, and DP 411, three-speed manual transcription phono, \$129.50. Prices are suggested list, and as given pertain to the Eastern section of the United States. They are slightly higher in the South, Southwest and West.

One Over-All Theme

A large promotion campaign backs the fall program, with all display and merchandising material carrying out the theme, "Fill Your Home With Music." Materials include six-color window displays featuring album display screens. This item will not take 10-inch packages, in line with the present trend. The promotional material also includes merchandisers and hangers, and a fully colored package catalog, plus disk jockey kits with taped artist interviews. An extensive ad campaign in national magazines will buttress the program.

Dealer and branch meetings are already under way. Sales chief Syd Goldberg has already primed the Chicago, New York and Cleveland branches. Upcoming are the New Orleans and Los Angeles sessions.

Where possible, at the branch and dealer sessions, the Decca story is being given added impact by the presentation of a documentary film which outlines all aspects of disk-making, including the a.&r., sales, promotional and engineering levels. Film is narrated by Ed Herlihy.

24 HOURS SERVICE ON REQUEST
Unsurpassed in Quality at Any Price

Genuine 8" x 10" Glossy Photos

5 1/2¢ in 5,000 lots
EACH 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
Photo Art
165 West 40th 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.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY
100 8 x 10 . . . \$ 6.50
1,000 Postcards. 19.00

BLOWUPS
All other sizes, write for FREE sample & list BB.

MOSS PHOTO SERVICE
5¢

350 W. 50 St., New York 19, N. Y. PL. 7-3520
Mail Orders Coast to Coast Since 1935.

HAIR GOODS
by America's Leading Authority . . .

M. L. GOLDSTEIN

**FALLS · WIGS · CHIGNONS
TOUPEES · BRAIDS**

"Everything in Real Human Hair"

CHICAGO HAIR GOODS COMPANY
428 So. Wabash Ave. Chicago 5, Ill.

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH

SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

MULSON STUDIO
P. O. Box 1941 · BRIDGEPORT, CONN.

WHEN IN BOSTON It's the HOTEL AVERY

The Home of Show Folk
Avery & Washington Sts.
Radio in Every Room

STROBLITE
LUMINOUS COLORS GLOW IN DARK

SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!

Countless, intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.

STROBLITE CO.
Dept. B-1, 75 W. 45th St., New York 36

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.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gaglines, monologs, dialog, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. LAUGHS UNLIMITED, 106 W. 45 St., N. Y., N. Y. JU 2-6373.

Vee-Jay 147
"AT MY FRONT DOOR"
b/w
"WHAT'S BUGGIN' YOU, BABY!"
by The El Dorados

Vee-Jay 148
"YOU GONNA NEED ME"
b/w
"HURT MY FEELINGS"
by Morris Pejoe

VEE-JAY Records, Inc.
2129 S. Michigan Ave. Chicago
Phone: CAumet 5-6141

RED HOT!
SMILEY LEWIS
I HEAR YOU KNOCKIN'
#5356

Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

Have You Heard JEWELL "TEASIN" BROWN sing
NO, YOU CAN'T KISS ME NO MORE
b/w
WHERE DO I GO FROM HERE
Duke #140

DUKE RECORDS
2809 Erastus St. Houston 26, Texas

JUST RELEASED!
CRAZY FEELING
c/w
GOOD ROCKIN' DADDY
#962

Modern RECORDS
9317 W. Washington Blvd., Culver City, Calif.

The Billboard Picks!
GENE & EUNICE
FLIM FLAM
#3292

Aladdin RECORDS
Beverly Hills, Calif.

HOCUS OCUS

By BILL SACHS

JEAN FOLEY, manipulation wizard, who hails originally from Pittsburgh, but who settled in Seattle a number of years ago to operate a magic emporium in the University Building, was the subject of a corking two-column yarn by Frank Lynch in The Seattle-Intelligencer recently. Lynch, considered one of the top columnists in the Pacific Northwest, injected a bit of humor and monkeyshines into the yarn, but did it up well, without sacrificing the element of dignity to the magic profession. The story was accompanied by a two-column shot showing Foley producing a rabbit from a loving cup. . . . **The Chaudets, Mary and Bill**, are still at home in Hollywood, while keeping busy in the area on club dates and TV appearances. They have just finished shooting their first film of a series with **Walt Disney**. Mary is slated to cut several records early in August and has a singing commercial soon to be released for E-Z Pop Drink Mix. She also has had three commercials accepted by R. G. Dunn Cigars, which will be heard soon. **Lucille and Eddie Roberts** closed at Iroquois Gardens, Louisville, Sunday (31), and Friday (5) open at the Baker Hotel, Dallas, for a two-week stand. On August 23 they move into the Los Angeles Statler Hotel for a three-week stay. . . . **Manipo Harris**, formerly on the Side Show with the Ringling Bros.-Barnum & Bailey Circus, is currently working as emcee-magician with a Side Show at New York's Coney Island. . . . **Mel Jones** is no longer associated with the operation of Sharpe's Studio of Magic, Chicago, with **Al and Val Sharpe** now handling the managerial reins on their own. . . . **Florine Manners**, who hopped into Chicago in June for a brief vacation, has found bookings so steady there that she's decided to remain over indefinitely. She's residing at her brother's home in the Windy City.

HEADING UP the big, three-hour Abracadabra Show held in connection with the Fourth

Annual Convention of Australian Magicians in Sydney last month were **Mr. and Miss Tree**, prominent mental team of London, and **Arnold Furst**, or California. **Dexter**, the **Dardenellos** and **Keith Lawrence** turned in excellent performances, as did **Mr. and Mrs. Bill Hardgrave**, of Brisbane, who were last-minute replacements for **Marlo**, escapologists of Melbourne. **Ormond McGill**, guest of honor of the convention; **Gogia Pasha**, of Kashmir and **Dr. Chatterjee**, of Bombay, were among the foreign performers on the program. **Len Mason**, convention organizer, and **Bob Carbine**, treasurer, reported that the conclave was a financial as well as artistic success, with over 200 magi and their ladies in attendance. . . . **Gogia Pasha**, having performed in Japan, China and India the last several years, is now touring the Tivoli Circuit in Australia for **David Martin**. . . . **Ormond McGill** continues in Australia with his show which he recently augmented with equipment and personnel. **Arnold Furst** is currently entertaining American servicemen in Japan and Korea while arranging a tour of the Orient for McGill. . . . **Jay Marshall** appears on the Garry Moore TV Friday morning, August 12. On August 21 he begins a week's stand at the Steel Pier, Atlantic City. . . . **Marvin Roy** has been forced to postpone his appearance at the Lido in Paris to 1956 due to an extension just handed him on his Hilton ice show dates. . . . **George Weisensel**, Baltimore magician, was bitten by a black widow spider while performing recently at Windfield, Kan. He was removed to the local hospital for treatment. . . . **Queen City Mystics** and the **W. W. Durbin Ring**, International Brotherhood of Magicians, Cincinnati, hold their annual picnic Sunday (7) at Lake Isabelle, near Cincy. . . . Annual State convention of the Houdini Club of Wisconsin is skedded for Madison, Wis., September 9-11. A \$9 registration fee covers all activity. **Ben Bergor**, 1528 Morrison Street, Madison, is in charge of arrangements.

BURLESQUE BITS

By UNO

Harry Doniger, owner of the Colony and the entire property it stands on, in Union City, N. J., will reopen the theater with burlesque in September with new financial backing concluded in a deal with Western theatrical promoters. **Lew Carroll**, last Colony manager, was urged to return but was forced to reject the offer because of another engagement as public relations assistant for his former employer, **Al Gottesman**, owner of the new Dunes Hotel in Las Vegas, Nev., who, about 20 years ago, sold a chain of 15 combo theaters, all in New England States, to the Warner Bros. At that time Carroll was general manager for Gottesman. . . . **Charlotte Kay**, a promising singing and dancing comedienne from California niteries, opened last week at the Heat Wave in New York's Greenwich Village, where **Jessica Rogers** is the feature. . . . The office of License Commissioner **O'Connell** reports that **Tom Philip's** license to present burlesque at the Orpheum Theater in Brooklyn cannot be validated until the City of New York's appeal from Justice **Aron Steuer's** decision is finally determined. Which means a longer hold-up for a resumption of this form of entertainment in Greater New York. . . . **Jack Zero**, nite club comic and free-lance writer, is in Room 603, Brooklyn Jewish Hospital, under treatment for a kidney ailment and would like to hear from friends. . . . The Eastern Cir-

cuit the coming season will, as far as currently outlined, include nine stops: **Casino**, Boston; **Hudson**, Union City, N. J.; **Empire**, Newark; **Troc**, Philadelphia; **Gayety**, Baltimore; **Casino**, Pittsburg; **Roxy**, Cleveland; **Palace**, Buffalo, and **Gayety**, Detroit.

Evelyn West copped some excellent publicity in Rocky Mountain newspapers last week when she sent \$25 to the Denver District Attorney to pay the fine for **Gordon Clifford**, Hollywood songster, who was jailed in Denver at the end of a week-long spree that left him broke. **Clifford**, whose fame reached the top during the 1930's, is still collecting royalty checks on his hits which include "I Surrender Dear," "Paradise" and others, but the current check is not due for two weeks. In addition to paying the fine for **Clifford**, **Miss West** included money for a suit of clothes and an airplane ticket to Indianapolis, where she is currently working. **Clifford** was given the opportunity to join her show as emcee and, in her statement to the press, **Miss West** reported that she uses his "I Surrender Dear" in her act and wanted to show her appreciation in some way. . . . A royal West Coast "Welcome Party" was given for **Jay J. Hornick**, Eastern burly exec, by **Suey Welch** at his Los Angeles Sports Club on July 11. The entire New Follies cast attended as well as **Jess Mack** and the Follies' owners, **Suey Welch** and **Bob Biggs**. . . . The **Gayety** in Norfolk reopens for the season on August 7 with **Cynthia** in featured spot. . . . **Eddie Kaplan**, booker, is in receipt of news of the sudden death of **Jack Pearlstein**, manager of the **Gayety**, Baltimore. . . . **Dixie Lynn**, exotic dancer, after four weeks at the **Siena Club**

ALLSOP—Buck, concessionaire, who for the past four years had toured with the Cross Road Amusement organization, recently. He is survived by his widow, **Pearl**, and a son, **Warren Tommy**.

ANTCZAK—John J., 78, a former member of the Michigan State Fair Board of Managers, July 25 in Dearborn, Mich., after a long illness. Seven children survive. Entombment was in Holy Sepulchre Cemetery, Detroit.

BISSELL—Mrs. Pearl H., 66, concessionaire, July 22 near Erie, Pa. Mrs. Bissell for many years traveled with her husband, operating concessions on carnivals. She is survived by her husband, two daughters; a son, **Morton E.**; 14 grandchildren and seven great-grandchildren.

BOONE—Marie C., 64, July 16 at Chicago after an illness of six months. She was the mother of **Paul Daniels**, formerly of the dance team of **Daniele and Danice**, and now appearing in clubs under his true name, **Danny Boone**. The survivors include her son and two sisters, **Mrs. William Nell**, Albuquerque, N. M., and **Mrs. A. Doede**, Chicago.

CAMPBELL—William L., 40, Side Show operator on Imperial Shows No. 1, of a heart attack on the lot at Taylorville, Ill., July 16. Survived by his widow, **Marie**; a stepdaughter, **Rita**; his parents, **Mr. and Mrs. E. Campbell**; two brothers and a sister. Burial at Memorial Park, Davenport, Ia., July 22.

CRACKER—Jim, the original **Dr. I. Q.** of radio, July 25 in Dallas. He began his radio career in 1931 and joined Station **KRLD**, Dallas, as chief announcer in 1938. It was there he gained a name as first moderator of the question-answer show. He became assistant manager of **KRLD** in 1945.

EPLER—Joe, 58, well known in vending machine circles, July 20 in San Francisco. A member of the **Rowe Service** organization there for years, more recently he had been affiliated with the **Allied Automatic Sales Company**, Oakland. Survived by his widow.

GRIFFIN—William E., father of **Billy E. Griffin**, clown with **Bailey-Cristiani Circus**, July 14 at his home in Fort Branche, Ind.

HAYDEN—Harry, 71, former stage, screen and television actor and well-known dramatic coach, July 22 in Los Angeles after a long illness. He had appeared in more than 200 motion pictures and for five years appeared with his wife, **Lela Bliss Hayden**, on the **Stu Erwin** television show. His stage experience dated back to the early '20's when he first appeared on Broadway in "Boomerang." For many years he and his wife operated the **Bliss-Hayden Theater**, showcase for their dramatic school, in Beverly Hills, Calif.

HUEY—Thomas Walker, 66, for the past 25 years president of **York County Fair Association**, **Rock Hill, S. C.**, in that city July 21. He was a member of the **Rock Hill Kiwanis Club**, a past exalted ruler of the **Rock Hill Elks Lodge**, and a past commander of the **Frank Roach Post, American Legion**. (Details in Fair section.)

HUNTER—C. M. (Pinky), 55, public relations director of **Station WHK, Cleveland**, July 23 after a year's illness. In 1923 he joined **Emerson Gill's** orchestra in Cleveland and won acclaim as one of radio's first crooners. His big number was "Weary," which he estimated he had sung more than 10,000 times. In 1933 he formed his own band and in 1937 joined the staff of **WHK** as assistant music director. In 1942 he became program director and January 1 of this year was made public relations director. Survived by his widow, **Kate**, and mother, **Aurora**.

JONES—Margo, 42, prominent Broadway producer and guiding figure of Dallas' famed **Theater '55**, July 24 in Dallas after a brief illness. She became hospitalized July 15 with uremic poisoning, said to have been contracted by inhaling fumes from a fluid being used to clean rugs in her home. She produced more than 100 plays in her theater-in-the-round, many by unknown authors, many experimental, and some of which moved on to Broadway, including **Tennessee Williams' "Summer and Smoke"**. This season's "Inherit the Wind" was her latest on Broadway since 1950. She studied dramatics at the **Southwestern School of the Theater**, Dallas, and worked with the **Ojai (Calif.) Community Players** and the **Fasadena Playhouse** there. In 1939 she began staging plays for the **Houston Community Theater** and later worked on an experimental theater for the **University of Texas**. She established her **Dallas '45 Theater** in that year and the

same year co-staged **Tennessee Williams' "The Glass Menagerie"** on Broadway with **Eddie Dowling**. In 1946 she staged **Maxwell Anderson's "Joan of Lorraine"** with **Ingrid Bergman**, and in 1950 **Owen Crump's "Southern Exposure"**. Services July 26 in Dallas, with burial at **Livingston, Tex.**

MARKELS—Michael, 68, pianist and orchestra leader, July 27 at his home in New York of a heart attack. Since 1913 he had conducted his own orchestra for society events, for radio and at the old **Pennsylvania (now Statler) Hotel**, New York. Surviving are his widow, **Doris**, and a son, **Michael Jr.**

MAYER—Albert J., 79, prominent Cincinnati realtor and chairman of the executive committee of the **Circus Fans' Association**, July 29 in **Jewish Hospital, Cincinnati**. A member of the **Loyal Repepensi Tent, G.P.A.**, Cincinnati and well known to many circus folks, he was considered an authority on circuses. Surviving are his widow, two sons and four grandchildren. Services July 31 at the **Well Funeral Home** and burial in **United Jewish Cemetery, Cincinnati**.

MEENAM—William, 68, former supervisor of radio and television news for the **General Electric Company**, July 27 at **Schenectady**. A pioneer radio broadcaster, he helped arrange the broadcasts of **Rear Admiral Richard E. Byrd** from the **Anarctic** in 1930. He was a newspaperman before joining the staff of the **GE Station WGY**. Surviving are his wife and sister.

PITTI—Ben, 62, veteran movie stunt man and circus performer, Tuesday (26) of a heart attack at his home in **Culver City, Calif.** He appeared with his first circus when only 17 years old and traveled with various shows for many years, working as a knife thrower, bronk rider, roper and bull-whip expert. In 1911 he worked with **Tom Mix** in the film "Cowboy Millionaire." Survived by his widow, **Ethel**; two sons, **Carl and Paul**, and five grandchildren. Burial Saturday (30) in **Holy Cross Cemetery**.

ROBINS—Edward H., 74, veteran actor July 27 at **Bergen Pines Hospital, Harrington Park, N. J.** He made his first stage appearance in 1900 in "Hamlet" and debuted on Broadway in "The Eastest Way" in 1909. His last Broadway appearance was in 1946 as the mayor in "The Front Page." He played a number of long-run Broadway shows between and also appeared in London productions. He was a member of the **Lambs** and was the first American actor admitted to **London's Garrick Club**. His widow survives.

TERRY—Lottie, 78, mother of **Johnny T. Tinsley**, carnival owner, July 24 in an **Evansville, Ind.**, hospital. Interment in **Marion, Ky.**

WARD—Harry, brother of **John R. Ward**, owner of the **John R. Ward Shows**, July 23 at his home in **Plain Dealing, La.** Burial in that city.

WEIR—John F. (Jappy), 63, at a Boston hospital July 20. He had been with **Primrose & West**, **Neal O'Brien** and **Dockstader's** minstrels as well as on **Keith, Orpheum, Pantages** and **Loew's** vaude circuits with an act that also included his brother, the late **Tommy Weir**. After 12 years in vaude he produced minstrel for various organizations and did the **Elks** minstrels at **Pittsfield, Mass.**, for 18 years. Survivors are a sister, **Mrs. William Corbett**, Sarasota, Fla., and two brothers, **Dr. Robert Weir**, Seattle, and **Frank J. Weir**, Pittsfield, Mass.

FOLK TALENT AND TUNES

Continued from page 68

way of wax from Capitol. Says **Taylor**: "I wrote to the Capitol people, but received no reply. Maybe it would be a good idea to ban all Capitol records on my program until I get a little co-operation from them. . . . I only have two of **Tommy Collins' disks** and two of **Faron Young's** on KPRC, at this time. . . . **Biff Collie**, KPRC, Houston, has a new one out on the **Starday Label**, "Goodbye, Farewell, So Long," b/w "Look! Look! Look!"

Uncle Don Rhea is twirling the "Morning Ramble," new show recently added to the broadcasting schedule at **KCFH, Cuero, Tex.** Show is heard from 5:30-6:30 a.m., Monday thru Friday, and from 5:30-8 a.m. Saturdays. **Rhea** is also helming the "Hillbilly Hoedown" over the station, having replaced **Willie Jones** on that show. . . . **J. R. Janot, KEUN, Eunice, La.**, did a recent guest deejay stint as "Mr. Cornhusker of the Week" on the "Red River Round-Up" over **KWKH, Shreveport, La.** **Janot** also appeared on "Louisiana Hayride," where he warbled a side of his new Feature recording, "My Heart Skips a Beat." **Janot** advises that most of the **RCA** recordings he's received recently have either been warped or have had very bad reproduction.

Curley Sanders, WTCO, Campbellsville, Ky., infos that **Jimmie Logsdon** is spinning 14 hours a week of country & western stuff over **WKLO, Louisville**. **Sanders** also advises that **Oris Cowing** is airing the wax from **WAIN, Columbia, Ky.** **Sanders** adds: "The 'Lincoln Jamboree' in **Hodgenville, Ky.**, is getting bigger and better every Saturday night. It is already one of the biggest shows of this type in the State. Regular members of the show include **Joel Sprowls, Boyce Hager, Jack Lewis, Reedy Hall, Charles Durham**, the **Sharp Twins** and myself. . . . Guesting recently on **Ralph**

in **Troy, N. Y.**, moved into the **Club Samoa, New York**, for a three-week engagement. . . . **Ken Ketter** is now assistant to manager **Don Haley** at the **Paramount Theater** in **Los Angeles**, and **Henry Alston** now manages the **Globe**, with **Buddy Haynes** as assistant, in the same city.

Emery's "Tennessee Hayride," over **WSIX, Nashville**, were **Jimmy Newman** and **Jimmy Collie**. **Newman's "Blue Darlin'"** is moving well in **Emery's** area, he reports.

Cactus Pete Williams, KFEQ, St. Joseph, Mo., moves his turntable operations to **WSKY, Asheville, N. C.**, August 7. . . . **Murray Nash Associates' Stan Strandberg** hosted **Jacksonville** and **Orlando, Fla.**, country jockeys at luncheons recently, with **Ferlin Huskey** and **Glenn Reeves** the honored guests. The **Nash** firm is publishing both artists' recent releases which are out on **Capitol** and **TNT** respectively. . . . **Ray Scrivner**, of the **Murray Nash** firm, made a recent trek thru **Ohio** and **Indiana** talking to deejays about recent **Ferlin Huskey-Coon Creek Girls, Glenn Reeves, Jimmy Littlejohn, Cecil Luna** and **Eddy Arnold** releases. **Ramblin' Lou Schriver** has left **WHLN, Niagara Falls, N. Y.**, and August 8 takes up duties at **WJLL**, same city, where he'll work both live and platter shows. **Schrivner** recently opened his own record shop, **Ramblin' Lou's Record Ranch**, 7618 Buffalo Avenue, **Niagara Falls**. His Friday night and Saturday noon broadcasts will originate from the store. **Schrivner** encountered a forced landing while flying to **Wheeling, W. Va.**, recently. Plane went down just north of **Pittsburg** with engine trouble. In taking off from **Wheeling** with **WWVA's Lee Sutton** aboard, the plane crashed and burned, putting **Sutton** in the hospital. The ambulance he was riding in also crashed on the way to the hospital. Plane belonged to one of **Schrivner's** sponsors from **Niagara Falls**. . . . **Renfro Valley's John Lair** was in **Nashville** recently on business. His "Don't Blame the Children," recorded by **Ferlin Huskey** and the **Coon Creek Girls** on **Capitol**, is stirrin' up quite a fuss around the country.

Denny Dever, c.&w. twirler at **WCMW, Canton, O.**, reports that two of the station's deejays, **Nick and Steve**, will open a new record shop in **Canton** September 10. **Boys** would like to get some autographed artists' pictures for the opening. Pictures should be addressed to **Nick Barry** at **WCMW**.

IN MEMORY OF
JOE WALCH
WHO PASSED AWAY
AUGUST 7, 1953
Dear Joe, We Miss You Very Much!
Mrs. Charlotte Walch
and Daughters
Linda — Leida

In Memory of
Our Friend and Pal
BERT G. WELSHMAN
Who passed away
August 4, 1949
MARGARET PUGH
and
JOE and SALLY MURPHY

In Loving Memory
Of My Husband
BERT WELSHMAN
Who passed away
August 4, 1949
MABEL WELSHMAN

IRVING J. POLACK
who passed away July 13, 1949.
Always in our memories.
Harriett and Nat Lewis

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.

Saskatoon Takes Big Gate Lead Over '54; Sight New Record

Attendance Up 11.5% 1st Four Days; Midway Soars 17.5%, Grandstand 7%

SASKATOON, Sask., July 30.—The Saskatoon Exhibition raced thru Thursday (28), the fourth day of its six-day run, to better-than-'54 business in all departments, with S. N. MacEachern, exhibition manager, forecasting that the final two days would enable the annual exposition to finish with an all-time attendance. This outlook was supported by predictions of good weather.

At the close of the first four days, the gate count was 11.6 per cent higher than at the corresponding point last year. A strong tie-in with the Saskatchewan 50th Jubilee was given much credit for upping attendance. Weather, too, was credited with a strong assist. Only jarring note in the weather was a brief rain Wednesday night (27).

Grandstand patronage, midway receipts and pari-mutuel betting were up over last year. Grandstand attendance for the first four days eclipsed that for the corresponding period last year by 7 per cent, with a record one-night crowd chalked up Thursday night (28). Count then was 15,816, more than 1,500 above the previous one-night grandstand peak.

Show, booked and produced by Ernie Young of Chicago, is the nightly grandstand feature. Production numbers in the show are keyed to the observance of Saskatchewan's Jubilee.

On the midway, the Royal American Shows turned in a combined ride and show gross that exceeded by 17.5 per cent the ride and show take for the corresponding four-day period last year. Concessionaires were reported as getting better business than in '54.

Pari-mutuel betting for the first

four days were up 1.5 per cent.

Highlight of the exhibition was the opening of a new commercial exhibit building which has 40,000 square feet of exhibit space. Also featured was the International Shorthorn Show, which has proved the second largest shorthorn show ever held in Canada.

Kansas Fairs Tie in With Cowboy Shrine

STAFFORD, Kan., July 30.—The Kansas Fairs' Association has tied in with a program to raise funds for the establishment of a Cowboy Capital of the World Shrine and Western Boys Ranch to be built in Dodge City. Everett Erhart, secretary-treasurer of the association and president of the Kansas State Fair, Hutchinson, said all member fairs will be asked to participate.

Each fair board will be asked to conduct a contest for the selection of a County Cowboy and County Cowgirl, winners to be determined by the sale of souvenir buttons or contributions to the project ranging from \$1 to \$5,000. Each dollar will equal 10 votes, Erhart said. County winners will be awarded a trip to the Kansas State Fair where special recognition will be given them.

The Western Boys Ranch will offer a home to youth from broken homes. It will have bunk houses, ranch house, corrals, cattle, horses and all that goes with a cowboy atmosphere.

HARRY TRUMAN TO SPEND DAY AT SEDALIA

SEDALIA, Mo., July 30.—Former President Harry S. Truman will be the principal speaker at the Missouri State Fair annual ham breakfast, on August 22, Ross C. Ewing, secretary, announced.

The former president will be the guest of the fair during the day, visit the exhibits and harness races and participate in a ceremony that will officially open the five-day Grand Circuit meet.

Grand Forks Winds Up Ahead of '54

GRAND FORKS, N. D., July 30.—Paced by two big auto race turnouts, the Grand Forks State Fair closed its gates here Saturday (23) after pulling the biggest attendance it has had in recent years. Turnouts topped '54 in almost all departments.

Manager Frank Lynch said the run was one of the most successful of the past several years. Hot weather the early part of the run and a rain that cut into the evening show on one night were the only factors marring an otherwise good week.

One of the biggest crowds on record came out on the opening day, Sunday (17), to see a program of stock car races produced by Frank Winkley's Auto Racing, Inc. Big car races on the last day brought in by Winkley, also scored well attendance-wise. Night grandstand fare, a variety show produced by Ernie Young, drew well all week with the exception of the one night when it rained.

Ride and show grosses by 20th Century Shows, the midway attraction, were reported to be slightly ahead of last year.

Newberry Predicts: Thrill Show Crowds In Europe Will Grow

CHICAGO, July 30.—Back from Europe, where he had given the English, French, Germans and Swiss their first view of an automobile thrill show, Earl Newberry expressed satisfaction with the financial results of the tour and forecast that a second tour, already set for next year, will be even more successful.

"We did better than break even," Newberry said, adding that his associate in the venture, Abe Saperstein, was highly pleased with the business given the show.

Crowds Thrilled

Saperstein, founder-owner-operator of the Harlem Globetrotters, did not quite break even with his Globetrotters when they first toured Europe but in succeeding visits enjoyed fabulous success, Newberry observed.

"Europeans didn't quite know what to expect of a thrill show. Yet we drew good crowds and the crowds were enthusiastic, so I believe the selling job will be much easier and effective next year," Newberry said.

The French were most responsive to the show but crowds in England were larger and enthusiastic, the more restrained in their enthusiasm than the French, Newberry commented. The biggest turnout was at Harringay Stadium, London, where the show played to 30,000 persons.

In most instances the show appeared at quarter-mile bicycle or motorcycle tracks. Top admission prices averaged \$1.50 in American money, with the lowest prices averaging 50 cents.

The show operated under the title of the Hollywood Motor Road. Newberry, accompanied by his wife, Irene, returned to the States this week aboard the Queen Mary. Stunters who returned with him on the Queen Mary were Al Gross, Hal Kent, Chuck Beeler, Jim Williams, Bumps Willert, Jim Canton, Fred Fuerst, Swede Berquist and Roy Danback.

Earlier, Leo Overland, Newberry's managerial aide, Tex Deussmore and Jack Freiberg returned, with Overland earlier return scheduled to enable him to launch the season's opening of the Tournament of Thrills at U. S. fairs July 16 in North Dakota.

The Tournament of Thrills, the title Newberry uses for his show at fairs, this year carries a sub-title, Trans World Daredevils, stemming from the show's European tour.

Dallas Skeds 37 Style Shows As Fem Lures

DALLAS, July 30.—State Fair of Texas will present the best of "made in Texas" fashions in 37 free style shows during the 1955 fair, October 7-23. The third annual Texas Fashion Round-Up is sponsored by Dallas Fashion Arts, Inc., a non-profit organization devoted to the promotion of Texas fashions, and the fair's women's department.

More than 300 fashion-producing firms in Texas have been invited to enter the three divisions—Adult Wear, Children's Wear and Accessories. Virtually every type of apparel manufactured in Texas, from dude ranch attire to high fashion ball gowns, is expected to be entered.

The fashion shows will be presented at 2 and 4 p.m. daily with a 7 p.m. showing added on Saturdays and Sundays. The shows will be staged in the fair's air-conditioned Women's Building.

Winning fashions will be on sale in retail stores thruout the Southwest at the same time they are being displayed at the fair and will be identified in stores by a blue ribbon tag, giving the fair an added boost publicity-wise.

Judging will be August 19 by a trio of nationally known judges representing the national fashion scene, the consumer and the retail trade.

Martin Notes New Bookings

BOSTON, July 30.—Booker Al Martin says he has booked in three acts at the Elks Carnival and Fair in Laconia, N. H. These are the Florida Trio, comedy knockabout acrobats; Three Milos, aerialists, and Lucy and Danlo, dog act. Dates are Wednesday (27) thru Saturday (30).

Martin has also booked the Sky Kings for a week's engagement at Revere Beach, starting Monday (1). The agency also will have Watkins and His Chimpanzees at Lincoln Park, North Dartmouth, for a week, beginning August 1. Scheduled for the following week (8) will be Silvia's Kennelkade.

Drop Toronto Trade Fair

TORONTO, July 30.—Lack of support has closed down the Canadian International Trade Fair. The event which was formerly operated by the federal government on the grounds of the Canadian National Exhibition has been abandoned even by the Provincial government.

The federal government operated the fair at a \$400,000 a year deficit, and it was estimated the Provincial government would have to spend \$1,500,000 to keep it on its feet.

Kaner Chosen By Publicists

NEW YORK, July 30.—Newly elected president of the New York Publicists' Guild is Walter Kaner, head of Walter Kaner Associates, which numbers the Wilson Line excursion boat operation and Rockaways' Playland among its accounts.

Kaner is representing the amusement park for the seventh year.

Postpone Dover Annual

DOVER, N. H., July 30.—Officials of Dover Agricultural Fair Association have postponed the 1955 fair, originally scheduled for August 11-14, because many of them are serving on the committee for the local Centennial Celebration. It is tentatively planned to hold the fair some time in late September.

Harrington Wilted By 100-Degree Readings

HARRINGTON, Del., July 30.—Oppressive weekday heat interspersed with threatening weather last night had a discouraging effect on attendance at the Kent and Sussex Fair this week, but the annual figured to come out ahead in attendance if the weather holds clear today. The fair has long been regarded a sort of bellweather on which fair and showmen could make predictions on their own coming business.

Secretary T. B. Holloway claimed a slight increase over last year's total turnout, altho increase was scarcely noticeable. Opening on Monday (25) the fair drew fairly well until a hot spell hit on Wednesday and held over for two days. The temperature hit 100 at least once and kept activity to a bare minimum, altho people turned out at night when it turned cool.

Irish Horan's thrill show drew about 9,000 on Monday night, about 5 per cent better than last year, Holloway said, with prices being 75 cents at the outside gate, 75 cents general admission at the grandstand and \$1 for reserves. Horse racing took over for the rest of the weekdays with a Hamid revue at night.

Attendance of 30,000 can be expected today in good weather based on previous peak Saturdays, it was reported, and the skies were being watched intently by the midway population, where Prell's Broadway Shows have been earning well with their rides. The fair management opined that spending appeared to be down this season, altho attendance has not been bad.

The Mariners vocal group are

being counted on to attract a good crowd for the closing show tonight, backed by Hamid acts which also performed between races during the week. The outside gate will be 75 cents as it was on Monday, with reserves going at \$1.30 and general admission a dollar. A 50-cent front gate was used during the other weekdays.

The turnout built nicely yesterday to far exceed the Friday gate of last year, but light rain started falling in the late afternoon to discourage further attendance and keep those on the grounds from moving around much. Sam Nunis midget racing was held during the afternoon and he is promoting AAA big car racing today, with Holloway reporting a good advance sale.

Margaret Whiting Added To Calif. Fair Line-Up

SACRAMENTO, July 30.—Margaret Whiting will be the featured vocalist during the last three nights of the four-segment grandstand show at the California State Fair and Exposition here September 1-11.

The signing of Miss Whiting by Russell Lewis and Howard Young, New York and Hollywood producers, who were awarded the \$85,000 contract (The Billboard, April 30), completes the roster of stars which will include Gordon MacRae, Jeanette MacDonald and Paul Whiteman.

MacRae will headline the first three nights when music of Richard

Rodgers and Oscar Hammerstein and featuring "Oklahoma!" will be featured. Opening September 4 for three days, Miss MacDonald will highlight the compositions of Jerome Kern. A medley from "Show Boat" is to be included. The show for September 7-8 will have Paul Whiteman conducting the Hollywood Bowl Pops Orchestra in George Gershwin's music. Miss Whiting's program will include Cole Porter music with popular songs from "Kiss Me Kate" included.

The Hollywood Bowl orchestra will perform each night during the fair and Will Rogers Jr., will emcee.

Detroit Inks Cisco, Oakley

DETROIT, July 30.—The Cisco Kid and Annie Oakley, of TV fame, will be the headliners in the Colonel Selby Rodeo at the Michigan State Fair this year. The Kid will be featured September 2-5, with Miss Oakley in for September 6-10.

The fair this week released its premium list which has been upped to \$131,000, a boost of \$5,000 over last year and the highest figure in the history of the fair.

St. Paul Pacts Gene Autry

ST. PAUL, July 30.—Gene Autry and his horse, Champion, will be a feature of the Minnesota State Fair here. He will appear on two separate occasions.

Supported by the cast of his CBS radio show, Autry will head up a show in the Hippodrome on Sunday, August 28. Then on the following morning, he will be part of a special free Children's Day grandstand program.

NEW PORTABLE ALL STEEL FERRIS WHEEL



Outstanding for Portability, Public Appeal, Earning Power and High Quality All-Steel Construction.

Also Builders of Adult and Kiddie Chairplanes, Kiddie Space Planes, Atomic Jet Fighters and Boat Rides, Trailer Mounted Auto Rides.

SMITH AND SMITH
INC.
SPRINGVILLE, NEW YORK

Owner Tom Yanda says: "To my notion No. 5 BIG ELI is the best ride built to take punishment. You folks have the best rides for amusement. I have many compliments on my A-C engine. My Wheel is OK." Tom Yanda has owned several rides so he speaks from experience. You, too, can own a money-getting BIG ELI. Write today. Full information, prices and terms are yours for the asking.



ELI BRIDGE COMPANY
Builders of Reliable Rides Since 1900
800 Case Avenue Jacksonville, Illinois

MINIATURE TRAINS for EVERY LOCATION

MINIATURE TRAIN CO.
RENSSELAER, INDIANA

Comet

ROCK-O-PLANE
ROLL-O-PLANE
FLY-O-PLANE
OCTOPUS
MIDGE-O-RACER
BULGY THE WHALE

FINEST KIDDIE RIDES

- 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

All rides complete, including fence, 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

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

WAGE BILL DISCUSSED
Large Turnout Enjoys N. E. Summer Outing

WRENTHAM, Mass., July 30.—More than 120 members, wives and guests of the New England Association of Amusement Parks & Beaches met at the King Philip Inn on Lake Pearl here Tuesday (26) for their 26th annual summer outing. Hosts were the Energren family, Mrs. Energren, Ed, Bob and Dick, who operate the Lake Pearl resort.

Altho pleasure was the chief aim of the group, it took time out to discuss the new minimum wage proposal due for a second reading in the Massachusetts Legislature. Lawrence Stone, of Paragon Park, president, led the discussion.

Fred Markey, of Salisbury Beach, outlined the operators' position. The bill would raise the scale from 70 to 75 cents an hour, with time and a half for work over 40 hours. Markey expressed the desire of the operators that they go along with the present exemptions in view of the fact that the amusement business is a seasonal one.

Energren Backs Increase
It was urged that members make representation to their legislators pointing out that the present exemption was the only fair arrangement so far as operators were concerned. Ed Energren stated he favors a higher minimum scale since he feels the amusement industry is handicapped by the present low wages. He said he believes that

only when more money is paid will the industry get the kind of help that would make for more efficiency in the business.

Most of the day, however, the group took advantage of the perfect weather to use the facilities of Lake Pearl, which include a fine lake for swimming, newly constructed bathhouse, large ballroom with the only oak floor in these parts, and an Italian marble patio with shaded seats and a bar as well and splendid view of the lake and surrounding country.

Swimming parties were organized after lunch. Others preferred to chat, talk a little business or play cards. Lew Sawyer, of Vaculator Automatic Company, came from Chicago to demonstrate the firm's new and completely automatic coffee maker.

A cocktail hour was held from 6 to 7 at which time the group went into the ballroom for a charcoal-broiled steak dinner. Afterwards many of the guests adjourned to the Foxboro Raceway nearby as guests of Al Black, of the Al Black Advertising Agency.

Wallace Jones, president of the William B. Berry Company, amusement equipment manufacturer and association treasurer, announced he has turned over the business to his son, Russell. Jones is still keeping active as a vice-president of a Boston savings bank.

Whalom to Cut Down On Name Attractions

FITCHBURG, Mass., July 30.—Business at Whalom Park has been running ahead better than 10 per cent above last year, operator Henry Bowen reports. He finds the outlook for business in the area wonderful. Excellent grosses accompanied the appearance of a Grand Ole Opry unit with all park rides doing well.

Bowen has, however, a different story to tell regarding the bringing in of name singers and bands. He calls the experience "disillusioning," and said this season will see the last of such attractions here.

Joni James, the Four Aces, Bill Haley and His Comets and Richard Maltby's band as well as other top names have performed at Whalom, but Bowen feels they

definitely have not justified the kind of money they ask and fail badly as attractions in this inland area.

Bowen said the addition of a Fascination Unit has proved a good drawing card.

He points out that many parks are neglecting what he believes to be the backbone of the business—picnics and outings. He says there are many organizations looking for places to hold their gatherings and no one tells them where to go. He feels this is virgin territory and that there is a raft of business lying around waiting for someone to lead it into the parks that have facilities but do nothing about attracting such business.

FIREWORKS DROPPED

Rutland Slates Free Day For Gate and Grandstand

RUTLAND, Vt., July 30.—Plans for the Rutland Fair, six-day annual which opens Labor Day, are pretty well set. Experimental this year will be a Free Day on Tuesday, which is also Children's Day. Both gate and grandstand will be gratis to all until 6 p.m.

Arthur B. Porter, secretary-manager, listed the attractions for the 1955 edition as including four days of harness racing, Monday thru Thursday. Jim Eskew's JE Ranch Roundup will be the Friday matinee feature, with the Jack Kochman Hell Drivers in for Saturday afternoon.

George A. Hamid vaude and circus acts will appear every afternoon, supplemented at the evening showing by Hamid's No. 1 revue. The pyro show, which was tried out for two years, will be abandoned this year.

Earlier this summer a severe windstorm caused damage to the Fish and Game buildings to such an extent that they have been torn down. The space liberated forms a continuation of the midway area and will make available much needed additional space for the World of Mirth Shows. Meanwhile, the fish tanks are being transferred to the former Cat Show

building and this latter is being eliminated.

Commenting upon economic conditions in this area, Porter stated Rutland's outlook compares favorably with that thruout the country, and it hopes to make up some or all of the loss incurred in 1954, when Hurricane Hazel caused a complete loss of the final Saturday."

Huntington, W. Va., Set to Expand

HUNTINGTON, W. Va., July 30.—Relocation of the Greater Ohio Valley Exposition on new grounds this year will afford space for expansion in many directions, James T. Hetzer, managing director, pointed out this week. The new Memorial Field house and adjacent grounds will offer better facilities, additional parking space and city bus service direct to the gates, he said.

A variety show will be the feature in the 9,000-seat auditorium. Gooding Amusement Company will provide the midway attractions. Both CIO and AFL unions will participate in the Labor Day celebration. Dates are August 30-September 5.



"The Twister is here to stay"



So says Larry Kane of Ronnie Amusements, Revere Beach, Mass., who got the first Twister, Allan Herschell's new major ride. "It's much more than a flash-in-the-pan success," he says. "It's a good stabilized ride that will go on year after year."

Mrs. Mildred Eldred, Clemonon Lake Park, N. J., declares: "All ages stand in line to repeat on our Twister. It more than holds its own against strong competition from our 11 other major rides. I love to stand at the side of our Twister and watch the people have a good time."

"Lots of repeat rides," says James E. Mulhern, Lake Quassapaug, Conn. "Some riders say it's more fun than a roller coaster. Grosses get better and better and they were good to start."

You, too, will love to stand at the side of your Twister and hear people scream with delight as they go round and round on this wonderful new ride. How the teen-agers scramble for the back seats to get the most excitement...An Allan Herschell Twister will bring you pride, pleasure and profit for years to come.

MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER
JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT CARS
RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS
CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES
FOR ALLAN HERSCHELL AND SPILLMAN RIDES

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

YOU CAN PLACE YOUR CONFIDENCE IN "NATIONAL" RIDES

Rides built by National over 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 MEIrose 2646 DAYTON 7, OHIO

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.

THE TILT-A-WHIRL Ride

"Best Buy in Rides Today"

- Very Popular and Profitable
- Good Looking
- Well Built
- Good Quality
- Economical
- and what a Repeater!!

SELLNER MFG. CO.
Faribault, Minnesota

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

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.

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.



ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Ave. Nashville 4, Tenn.

HOT DOG on a STICK
WAREHOUSES: St. Louis, Mo. & Hollywood, Calif.
100 lbs. \$25.00 cwt.
300 lbs. 23.00 cwt.
1,000 lbs. and Over 22.00 cwt.
ELECTRIC COOKER (Specially Equipped) \$84.62



PARTY BATTER CO.
2022 Oakstone Way, Hollywood 46, Calif.

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

Equipment and Supplies
POPCORN • FLOSS • CANDY APPLES
SNOWBALLS • DRINKS
Plus... A Complete Line of Money Makers!
Get everything from one source!



POPPERS SUPPLY CO. INC. OF PHILADELPHIA
1211 North 2nd St., Phila. 22, Pa. • GAfield 6-1616
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

STAR CRETOR ECHOLS DUNBAR GOLD MEDAL PRODUCTS and many others

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 | COTTON CANDY | COOK HOUSES
SNO-CONES | CANDY APPLES | 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

ONE STOP SERVICE
POPCORN EQUIPMENT AND SUPPLIES



A kettle for every requirement, 8, 12 and 35 qt., all aluminum, guaranteed.

IF YOU HAVEN'T RECEIVED A 50th ANNIVERSARY CATALOG WRITE FOR IT

CONCESSION SUPPLY CO. 3916 SECOR RD. TOLEDO 13, OHIO

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.
1261 E. 6th St. Los Angeles 21, Calif.
2908 Smallman St. Pittsburgh 1, Pa.

NATIONWIDE

Record Heat Simmers Down Outdoor Dollars

NEW YORK, July 30.—On Wednesday (27) the temperature soared past the 90-degree mark for the 11th time this month in the New York area and established an all-time record. It was also the 21st day of the month that the temperature has gone above 85 degrees.

Reports from thruout the nation indicate that virtually every section has been similarly affected. The pattern of blistering heat has hardly been interrupted by rain. But there has been enough of the latter in some sections of the country, notably the Southwest and thru the Carolinas, to build the prospect of excellent crops after several years of record drought.

A quick appraisal might lead to tabbing the hot spell as ideal for outdoor show business, but it has been anything but that, except for swimming pools and beaches and the sellers of cooling drink and food. The excessive heat has had an adverse effect on many phases of outdoor show business as reports of rising temperatures made the weather a constant conversation piece and apparently had the public concentrating mostly on ways to obtain relief.

The nights, while they brought

somewhat lower temperatures, were just about as uncomfortable since the humidity, which often made the heat almost intolerable, continued undiminished.

Circuses, carnivals, parks and fairs often could almost see part of their hoped-for earnings melted away. Crowds turned out everywhere, but their journeying was in pursuit of relief rather than a search for entertainment. Picnic spots, which live off the proceeds of their rides, got people, but many of these sought and stayed in whatever shade they could find. The lucky spots were those hit by afternoon thunderstorms which served to get the patrons up from the ground and out from under the trees and cooled the searing metal of the rides.

Martin Offers Shrine Line-Up At Pawtucket

PAWTUCKET, R. I., July 30.—The 32d annual Palestine Shrine Circus opened Monday (25) for a six-day stand. Past Potentate is again chairman of the event. Proceeds will go to the crippled and underprivileged children of Rhode Island and Southern New England. Acts were provided by Al Martin of Boston.

Three shows a day are scheduled, at 2 p.m., 7:15 and 10 p.m. Acts include: The Borrah Minevitch Harmonica Rascals, girl violinist Maria Neglia, the famous Ashtons, the Anteleks, Shirley and Gloria Gretona, Welde's Bears, the Sensational Shyrettos, the Four Whirlwinds, the Sky Kings, Elsa and Waldo, Joe Basile's band and the Badger Balloon Company's balloon ascension act. There is a Circus Coloring Book Contest, and a group of burros from Mexico, six of which will be given away.

Also to be given away free in prizes will be \$50,000 in Defense bonds, seven automobiles and three motor boats. Admission is one dollar, altho there is a 50-cent special advance ticket.

There is a midway with kiddie rides operated by John Venditto. Also to be seen here will be the Budweiser Horses, a reptile exhibit and a Shrine Circus Auction. A pre-circus parade was held thru the streets of downtown Providence Saturday (23), a feature of which was the Army's first showing here of the guided missile unit, NIKE.

BALLYHOO BY CARAVAN SET BY SYRACUSE

SYRACUSE, July 30.—Five trailers carrying sample exhibits for display at the New York State Fair will make a two-week preview trip across the State starting August 15.

The caravan will present programs at Cortland, Watertown, Rochester, Buffalo, Elmira, Oswego, Fulton, Binghamton, Rome, Utica, Schenectady, Albany, New York and Syracuse. The fair dates are September 3-10.

Crowds Okay At Lewiston Centen. Event

LEWISTON, Me., July 30.—A satisfactory run appeared likely for the Lewiston State Fair here this week as it headed into its final operating sessions today.

Attendance on opening day, Monday (25), was announced at 6,000. Steady gains were reported thereafter, altho rain cut heavily into the gate on Wednesday (27). Centennial billing was used and this created added interest.

The World of Mirth Shows, a railroader, appeared at the fair for the first time. Other entertainment included harness racing nightly and a program of George A. Hamid acts each afternoon and night. The acts were: Kay and Carol, jugglers; Great Smetona, balancing; Andens, trained dogs, and Cosmar, cloud swing. Fireworks were also presented nightly.

Utah State Completes Show Sked

SALT LAKE CITY, July 30.—The Utah State Fair has completed its attraction program, Harold W. Gill, acting manager, announced.

Featured attraction will again be "Holiday on Ice," which will be presented each evening of the fair's run and at five matinee performances. Monte Young Shows will produce the midway attractions.

Motor polo will be the grandstand feature September 17-18 in front of the grandstand. Horse races will hold forth in the afternoons and a horse show is scheduled for four nights.

Other attractions include Burno, sway pole, free act; Popo, the Ambassador of Fun; horse pulling, safety show, wrestling and stock car races on September 25.

Altamont Has Free Grandstand; \$6,000 in Prizes as Gate Lure

ALTAMONT, N. Y., July 30.—A program of free attractions and prizes designed to overwhelm its public has been planned by the Altamont Fair for its August 22-27 showing.

The grandstand show will be presented free twice daily, Tuesday thru Saturday. Neither will any charge be made for grandstand seats on Monday night, Altamont and Auto Thrill Show Night, when Joie Chitwood's auto daredevils take over the race track.

In addition to free grandstand seats at all times, the fair will give away to children every afternoon two bicycles and 15 dolls and to adults every night \$1,000 worth of locally purchased articles, such as Kenwood blankets and General Electric household appliances. Climax will be a double giveaway Saturday night. Two Pepsi-Cola ponies are included in the awards.

Following the opening night thrill program the grandstand program will consist of circus acts. Award drawings will be made following each night's show.

Officials said only one other county fair presented a free grandstand last year. They added that their decision to award prizes valued at more than \$6,000 was a further embellishment.

Basic reason for eliminating a charge for the grandstand performances is that these shows have never made money for the fair in the past, officials admitted. The no-charge policy is expected to fill the 3,000-seat stand several times during the week.

The "big value" program, which is being stressed in the area, is expected to boom attendance past the 72,000 mark reached last year.

A full-length portrait of P. T. Barnum was presented to the municipally operated Barnum Museum, Bridgeport, Conn., by Vernon T. Behn, manager of the Hotel Barnum in that city. The portrait, painted by J. R. Jerome in 1888, was purchased by the hotel 12 years ago from a Springfield, Mass., man. It hung in the hotel but was placed in storage some years ago.

CHORDETTES

Manager Gives Act's Side of Park's Charge

NEW YORK, July 30.—The manager of the Chordettes, vocal group, has complained to the American Guild of Variety Artists about an action brought by Manager Joseph Helprin, of Willow Grove Park, Philadelphia (The Billboard, July 30). Helprin sent AGVA a \$1,800 check for an appearance, under protest, claiming there was a substitute member used in the act without his knowledge.

Jack Bertell, the act's manager, informed AGVA this week that "it was common knowledge to everyone in show business" that Virginia Osborne, who replaced Janet Ertel, "happens to be one of the original Chordettes," and has been with the group recently.

He added: "Jolly Joyce, who is the agent for Willow Grove, knew about the replacement and we are positive that Mr. Helprin knew of the change." Bertell said bad weather, holding down the attendance, resulted in the park trying to "get back some of the money from the girls."

Lou Smolev, of AGVA, where the pay check is being held, said it would probably be decided next week whether to hold a hearing on the issue.

The Great Cresso, presenting a rocket car somersaulting act, arrived this week from Sweden. He opens Sunday (31) at Kennywood Park, Pittsburgh, for two weeks. Bookings at the Du Quoin (Ill.) Fair and with the Hamid-Morton Circus will follow.

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.

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. 1/4 CASH WITH ORDER, BALANCE C.O.D. PHONE, WIRE OR WRITE

National Industries, Inc.
PHONE 290-1 WALLACE, N. C.

"SNOW-WATER ICE KING"
Full Vision, Double-Action
A Money Maker!
2-IN-1 Model "S"



2-way switch for making either fine snow ice or cracked ice for snowballs or drinks. With our machine you can make that famous Italian Water-Ice Lemonade. Free Formula with every purchase. Stainless steel with sliding door at back. Write for prices. Other models.

4-BROS. REFRIGERATION MFG. CO.
1423-31 So. 8th St. Philadelphia 47, Pa.

The Most Beautiful MINIATURE GOLF Courses
Built in America, are Constructed by

ARLAND
444 Brooklyn Ave. New Hyde Park, N. Y.
In 43 States, the Caribbean and Overseas.

BOOK REVIEW

Benham Pegs Book of Jokes On Sinners

NEW YORK, July 30.—A collection of jokes—the kind that have been tossed around in the Grand Ballroom of the Waldorf Astoria Hotel for years by Sinners—have been put together in a book titled, "Laugh, You Sinners," authored by F. Darius (Freddie) Benham, founder of the Circus Saints and Sinners. (Frederick Fell, N. Y.; 217 pages, \$2.95.)

The jokes are presented in categories but principally, it seems, to make possible the use of some catchy chapter headings. An example of both the chapter headings and some of the contents, "Nobody Knows the Trouble Obscene."

The book is dedicated to a well-known Sinner (only those with a working background in the circus business are designated Saints) and humorist, Harry Hershfield. Les Kramer, another prominent Sinner, briefly describes a composite Fall Guy session at the Waldorf. He authors the scripts for the fun sessions, portions of which might well have been included for added laughs.—JIM McHUGH.

Calif. State Preps Press, Radio Party

SACRAMENTO, July 30.—The 1955 California State Fair and Exposition, September 1-11, again will honor representatives of the State's press, radio and television industries.

Bert F. Williams, supervisor of publicity and public relations at the fair, said that awards to outstanding publications and media will be made on a new basis this year. Also the Press-Radio-TV banquet in Governors Hall, Saturday, September 3, is an innovation from previous years, as the awards formerly were made at a luncheon.

In explaining the basis for selection for awards, Williams said that many publications, radio and television stations do a daily public service for their communities and for California but would not meet previous qualifications as to a concerted crusade or public service drive. Using information compiled from reader and listener surveys, awards will be upon the basis of favorable comments included in the questionnaires.

Attractions Set For Clay Festival

UHRICHSVILLE, O., July 30.—Gooding Amusement Company will supply the midway and Mrs. C. A. Klein will furnish free acts for the sixth national Clay Week Celebration to be held here August 15-20. The acts will be seen during the Saturday picnic for clay workers. City Manager George Gibbens is serving as publicity chairman of the event.

Sunday vesper services will be held in connection with the event which officially opens the following day with a ceramic fair. Other entertainment scheduled includes Pee Wee King's country and western orchestra on Tuesday in the Stadium; a big parade and selection of Miss Clay on Wednesday, professional wrestling Thursday, and a Friday horse show. Fireworks will close the event Saturday.

AUDITORIUMS-ARENAS

Oakland Indoor Races Win; Air Tests Give Publicity

by TOM PARKINSON

Indoor auto racing is a feature which does very well or nothing at all, depending on location, and the Oakland, Calif., Exposition Hall is one of the places it succeeds. Lindsley Lueddeke, director of the building, makes some interesting comments about operating the races.

It began seven years ago when Bob Barkheimer, of the Bay Cities Racing Association, hit upon indoor racing as a way to keep his drivers busy most of the year and to use the midget autos which also appeared on outdoor tracks. He selected the Oakland Exposition Building and became one of the first to present indoor races on the West Coast.

This building is across from the Oakland Auditorium and the steel shell-type structure is 327 by 140 feet. The floor is at ground level and it is black-topped. This is the building in which garden, home, Do-It-Yourself and auto shows are held.

Lueddeke reports that the main problem was not how to accommodate race cars but how to include adequate seating. By putting in bleachers, six rows on each side and banks of 15 rows at each end, the capacity was brought up to 4,000.

One of the neatest accomplishments is turning an indoor racing liability into an asset. Exhaust from gasoline would be injurious to spectators indoors, so the racing cars use alcohol. This cuts the amount of exhaust and includes not the lethal carbon monoxide that gasoline gives off but the harmless carbon dioxide. That much is standard. So is the opening of all vents to get the maximum cross draft. The latter makes it cold but spectators bring blankets and concessionaires do big coffee business.

The extra twist comes with the appearance of the health department's man. The building and racing officials asked that the health department run a continuous check on amount of exhaust gases in the air. While it might be expected that this check-up would be done with a minimum of attention, Lueddeke

tells that they make as much of a show as possible of the process.

Wearing a white coat, an industrial hygienist patrols the hall prominently, making much of taking air samples. Not only does this perform the necessary function of checking the air, but it also has been made to serve as a public relations asset and publicity device. People are made aware that the air is safe, and they enjoy the races more as a result.

The actual track is a tenth of a mile, flat, with four turns. The straightaway is 115 feet long and the ends have a 47-foot turning radius. The standard midget cars get up to 50 miles an hour, giving enough momentum to slide into the turns. The main event each night is a 30-lap race with from 12 to 15 cars. Eight other races are run each race night.

There are crashes every few minutes and once in a while a car flips over. But in seven years of operation, no driver has been injured seriously and not a single spectator has been hurt.

Helping toward this safety record is a series of 42 post sockets around the 528-foot track circumference. Into these go four-inch steel galvanized pipes which extend six feet above the floor. Attached to them about a foot above the surface are corrugated crash rails of the type used on highway curves. Above this goes a five-foot strip of two-inch chain link fence. A continuous 3/8-inch braided steel wire cable is used as top rail, and serves with the crash rail to tie the whole safety structure into a solid unit.

On the inside of the loop, bumps are built into the track and bales of hay are piled up to protect pit crews.

The Oakland indoor races have featured a number of name drivers, among them the late Bill Vukovich, Freddy Agabashian, Johnny Parsons and Shorty Templeman. In 1947 the season's winner was a youngster who wasn't sure he wanted to be in the racing game at all. That was Bob Swikert, who recently won the 500-mile classic at Indianapolis.

Hemet, Calif., To Celebrate Davy's Birthday

HEMET, Calif., July 30.—Davy Crockett's birthday will be observed at the Farmers' Fair of Riverside County here when the event opens its five-day run August 17.

The day's events, according to Harry Hofmann, secretary-manager, will include a huge birthday cake in memory of the frontiersman, 1,000 free rides for kids on the Alex Freedman Fair Time Shows' midway, and an ice show, "Frosty Toy Circus," the latter booked by Scheppers Bros. of San Bernardino, assisted by Eddie Gamble, of Hollywood.

The fair will again use the one-pay gate, charging 75 cents for adults and 25 cents for children from 6 to 12 years old.

Hofmann declared that the ice show, to be repeated Thursday and Friday (18-19), will be the first ever staged in the county. Featured will be Patricia Lynn, TV singer on Bill Stulla's "Parlor Party" from Hollywood; Jerry Rehfield, Essie Davis, Donna Mae Andrews, Biff and Joanne, John Perry, Marie Allen, Terri Hall, Joanne Dall and others.

Other entertainment highlights will include the Haines Twins; Pinto Colvig, the Capitol Records' Bozo the Clown; Dvorak, clown,

Twister Matches Established Rides At Revere Beach

REVERE BEACH, Mass., July 30.—The first Twister manufactured by Allan Herschell Company, Inc., has taken its place among the established amusement rides at Ronnie Amusements, Larry Kane of the park, reported this week. The new device was delivered here in March and has been in operation since the spot's opening day.

Also the weather this spring was the poorest in years, Kane said the Twister grossed good money in line with his established rides.

The park's maintenance staff replaced the original gear reducer with a heavier one to take the tremendous torque action and have found this an improvement. Russ Cordere, Ronnie's ride superintendent, has worked out a method of operation that gives the cars maximum or minimum whip individually. He runs the car smooth for the older folks but he increases the snap when thrill-seeking teen-agers are aboard.

They do not permit riders to stay on for consecutive rides due to the long waiting lines and because they believe the riders should rest between rides. Despite this, riders come back three and four times a night, Kane said.

Other Twisters are operating at Clementon Lake Park, N. J., and Lake Quassapaug, Conn., near Middlebury and Waterbury.

and Captain Jet, moppet television performer on KNXT, Hollywood.

Jersey Bills Alter Bingo Restrictions

TRENTON, N. J., July 30.—Governor Meyner has signed a series of legislative bills liberalizing the bingo and raffles laws while at the same time tightening controls to bar undesirable features. One of the changes increases the value of prizes to be awarded on raffle wheels from \$5 to \$15. No license will be required in the future for a single door prize of donated merchandise not exceeding \$50 in value.

A single license fee of \$5 will cover all raffles conducted by an organization during a day or evening, or any series of not more than six days at one location. While going along with this provision, the governor was doubtful \$5 is enough when the raffles run for a number of days.

Other provisions: bar persons under 18 years of age from engaging in any game of chance, increase the size of advertising signs from 12 to 60 square feet, permit off-premises display, and allow employment of bookkeepers and assistance by members of auxiliary organizations. One section allows organizations to rent quarters for games, subject to State supervision.

N. Y. State Adds Dorothy Collins, Mariners to Bill

SYRACUSE, July 30.—Name attractions in the persons of Dorothy Collins, TV thrush, the Mariners, singing combo, and Stan Kenton's orchestra will head up the talent parade at the New York State Fair, William Baker, director, announced.

Miss Collins will appear with the George Hamid revue on Tuesday and Wednesday nights, with the Mariners scheduled for the following two evenings. The Kenton aggregation will provide the music for dancing in the Coliseum on the final day of the fair.

As previously announced, Phil Spitalny and his all-girl ork will play in the fair's empire court, with the music piped thruout the grounds.

Night auto racing will be another grandstand feature.

SHOW PRINTING NEW PICTORIAL DESIGNS For All Occasions New Size 9x22 Card 5.50 Pictorial 5.00 per 100 OTHER SIZES - LOW PRICES 500-\$25.00 1000-\$45.00 BUMPERETTES 250-\$12.50 500-\$20.00 1000-\$35.00 METROPOLITAN PRINTING COMPANY 1609 N. 5th ST. PHILA. 22, PENNA. UNION PRINTERS POPULARS-0526

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.

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.

TERRIFIC - OUTSTANDING NEW ANCHOR TENT FRAMES for CONCESSION and 4-WAY TENTS Engineered For 2 Years to Assure the BEST for SHOWMEN WRITE FOR INFORMATION OFFERED IN STOCK SIZES DESIGNED OF LIGHT WEIGHT - RUST PROOF ALUMINUM (1 1/2" x 2") HINGED LEGS, SLIP JOINTS NO SCREWS, BOLTS, PINS OR KEYS Made to the Quality Standards of ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA PHONE HA 5-8105 MFRS. OF CANVAS TENTS FOR ALL PURPOSES

"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. TURNER EQUIPMENT COMPANY 432 St. Aubin Ave. Detroit 7, Mich.

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.

SPECIAL PRINTED TICKETS RESERVED SEAT-PAD-STRIP COUPON BOOKS-WAITER CHECKS PARKING & LAUNDRETTE TAGS, ALL FORMS OF TRANSPORTATION TICKETS. ELLIOTT TICKET CO. 409 Lafayette St., N. Y. C. 82 W. Washington St., Chic. 1015 Chestnut St., Phila. STOCK ROLL TICKETS One Roll - \$1.40 Five Rolls - 7.00 Ten Rolls - 12.00 FIFTY Rolls 28.50 Rolls, 2,000 Each. Double Price. No C.O.D. Orders Accepted.

FOR SALE NEW SIDE WALL Water and Mildew Proof 7x100 Feet \$49.00 8x100 Feet \$56.00 9x100 Feet \$63.00 1/3 Deposit Required MAIN AWNING AND TENT CO. 239 MAIN ST. CINCINNATI, O.

Chase's Animal Farm In New 150-Acre Spot

HALIFAX, Mass., July 30.—Chase Wild Animal Farm, a landmark in Egypt, Mass., for 20 years, opened recently in this new location with three times the area and a bigger operating plant and stock. Zoning laws and the growing need for expansion had been a problem for years for Owner Charles P. (Bill) Chase, and last spring he found the spot on Route 106, Plymouth Street, in this town.

The new 150-acre piece of land is undergoing big changes which can be done at the same time as the farm is open to the public, since space permits putting the animals in natural surroundings. In Egypt most of the stock had to be placed in cages, but here compounds have been set up for the larger animals which include elephants, zebras, many types of deer, leopards, cheetahs, llamas, various species of monkeys and tropical birds and water fowl.

It's a little early to say just how business is yet, says Chase. Admissions are pegged at 50 cents for adults and 25 cents for moppets. The farm offers pony rides at 25 cents with kiddies being taken thru pine trails. Chase plans to widen the scope of the plant with animal shows and is contemplating a kid-land area.

Assisting Chase is his wife Marian, who concentrates mostly on the promotional end of the business, except when her husband makes a trip to Africa for animals. The business is now incorporated under the name of Chase Enterprises, Inc., with Chase as president and his wife as treasurer. The firm maintains a compound in West Africa for the collection and shipment of animals to the farm as well as to circuses and zoological parks in the United States, Canada and Europe.

A large new picnic ground has been added and a spacious picnic pavilion is almost completed. A large central animal house is in

process of building to house the bigger animals and for show purposes. A large parking area to accommodate 3,000 cars is set up.

Biggest attendance comes from Massachusetts and Rhode Island. A promotional program is being worked out by Mrs. Chase. A large cutout of a zebra will be the farm's trademark and it will be placed on all highways leading to the plant. Intensive programs with schools, churches and clubs is being used with automobile bumper strips being distributed to visitors. Newspaper, TV and radio spots are being used and a tie-in plan for reduced admission is in the works with a soft drink company. Chase also gets additional promotion value from his frequent appearances on the Boston television program, "Animal Fair," sponsored by Calo dog food.

Concessions include a large snack bar and a gift shop. Ceramic souvenirs are made in kilns at the farm and sold in the shop. A large capacity restaurant is in the works. Chase plans to keep open until after Christmas and to have a big yule carnival with Santa's reindeer and other gimmicks. The plant will then close until spring, giving it a nine-month season.

Ice Capades Preps Season Bow Sept. 14

NEW YORK, July 30.—"Ice Capades of 1956," a John H. Harris production, opens a 12-day stand September 14 in Madison Square Garden.

Donna Atwood and Bobby Specht continue as stars. New feature performers include the Maxwells, Australian comedians; Eric Waite, pantomime, and Romayne and Brent, adagio.

The ice rink this year will be built around the story of "Peter Pan." The usual summer break-in at Convention Hall, Atlantic City, opened July 22 and will continue thru September 4. Business at the shore spot is reported steady.

Group Effort Seen Aid To Troy, Pa.

TROY, Pa., July 30.—Operating activity by virtually all of the churches, civic and fraternal groups in this community is expected to revitalize the Troy Fair. The dates are August 8-13.

The fair will operate with a free gate and the profits are earmarked for the construction of a community swimming pool.

Some of the horse stalls were torn down to make way for the largest dairy competition in years. The grounds have been beautified.

Parades will be held on four days. The Uley Reithoffer Shows will be on the midway. Grandstand prices are 25 cents for adults and 15 cents for children.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Alamo Expo.: Trenton, Neb.
- American Beauty: (Fair) Donnellson, Ia.; (Fair) Kirksville, Mo., 8-13.
- Am. Co. of America: Chippewa Falls, Wis., 2-7.
- A. M. P.: (Fair) Summersville, W. Va., 8-13.
- Amusements of America: Rome, N. Y.; Sandy Creek 8-13.
- Badger State: Waseca, Minn., 4-7.
- Baker United: Hartford City, Ind.; Delphi 8-13.
- Bayou State: Oberlin, La.; Washington 8-13.
- Beam's Attrs.: Brunswick, Md.
- Beam's Funland: Charles Town, W. Va.
- Becht, Lee: (Syracuse & Melbourne) Cincinnati; (Clark & Cutter) Cincinnati 8-14.
- Bee's Old Reliable: (Fair) Shelbyville, Ky.; (Fair) Campbellsville 8-13.
- Belle City: Butler, Wis., 4-7; (Fair) Merrill 8-11; (Fair) Neillsville 12-14.
- Bernard & Barry: St. Hyacinthe, P. Q.; Victoriaville 10-14.
- B. & H. Am. Co.: Dillon, S. C.
- Big Four: Am.; Rockford, Ill.; Milwaukee 11-14.
- Blue Grass: Charleston, Ill.; Converse, Ind., 8-13.
- Bogle, F. C.: (Fair) Oberlin, Kan., 1-3; (Fair) Hoxie 4-6.
- Borderland: Jal. N. M.; Eunice 12-17.
- Brodbek & Schrader: Dighton, Kan.
- Buck, O. C.: Massena, N. Y.; (Fair) Gouverneur 8-13.
- Burke, Harry: St. Martinsville, La., 1-8.
- Burkhardt: Blantonsville, Ill., 1-5; (Fair) Mendon 6-10.
- Byers Bros.: Forest City, Ia., 1-3; Hartley 4-6; Alta 8-11.
- Capital City: (Fair) Booneville, Ind.
- Caravella Am.: Farrell, Pa.
- Carl, A. J.: Pentwater, Mich., 3-6.
- Carpenter Bros.: Liberty Center, O.
- Carroll's Greater: Echo, Minn., 1-3; Silver Lake 4-7.
- Catlett Geater: Cameron, Mo.; Lawson 8-9.
- Central States: Shelton, Neb., 1-3; Phillipsburg, Kan., 4-6.
- Cottin & Wilson: (Fair) Port Huron, Mich.; (Fair) Ionia 9-13.
- Cherokee Am. Co.: Erie, Kan.; Herington 8-13.
- Coleman Bros.: Booneville, N. Y.
- Collins, Wm. T.: (Fair) La Crosse, Wis., 3-7; (Fair) Independence, Ia., 9-12.
- Continental: Barre, Vt.; (Fair) Cortland, N. Y., 10-13.
- Cote Am. Co.: Flushing, Mich.
- County Fair: Waco, Neb., 2-3.
- Crafts Expo.: (Fair) Antioch, Calif., 4-7; (Fair) Roseville 11-14.
- Crafts 20-Big: San Mateo, Calif.
- Cross Road Am. Co.: Sparta, Mich., 4-5; Edmore 6-7.
- Cumberland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage 8-13.
- Davis Am. Co.: Baker, Ore., 2-7.
- De Gaynor's Kiddieland: Stockton, Ill., 5-7.
- Del Fiore Am.: East Liverpool, O.
- Deluxe: Old Lyme, Conn.; Deep River 8-13.
- Dickson United: Canton, Ohio.
- Dobson's United: St. Croix Falls, Wis., 5-7.
- Douglas Greater: Oregon City, Ore.
- Down River Am. Co.: Plainwell, Mich.; (Fair) Cassopolis 9-13.
- Drago, No. 1: Rochester, Ind.
- Drago, No. 2: Flora, Ind.
- Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Moundsville, W. Va., 9-13.
- Dudley, D. S.: (Fair) Walsenburg, Colo., 3-6; Lamar 8-13.
- Dumont: Elizabethton, Tenn.
- Dyer's Greater: (Fair) Manchester, Ia.; (Fair) Tipton 9-12.
- Eddie's Expo.: Nanty Glo, Pa.; Ford City 8-12.
- Evans United: Glasco, Mo., 3-6.
- Fairs & Exposition: Liberty, Ky.
- Fidler United: Joliet, Ill., 3-7.
- Pittsimmans: Ordway, Colo., 4-6.
- Foley & Burk Combined: (Fair) Turlock, Calif., 8-13.
- Frame's Greater: Walcott, N. Y.; Clyde 8-15.
- Franklin, Don, No. 1: (Fair) Paribault, Minn., 3-7; (Fair) Austin 9-14.
- Franklin, Don, No. 2: (Fair) Leon, Ia., 1-3; (Fair) Allison 4-7.
- Gayland: St. Paul, Alta., 4-6.
- G. & B.: Ravenswood, W. Va.; Rivesville 8-13.
- Gem City: (Fair) Belleville, Ill., 1-7.
- Gentsch, J. A.: Pascagoula, Miss.
- Georgia Am. Co.: Canton, Ga.
- Glades Am. Co.: Harrisonburg, Va.; Standardsville 8-13.
- Gladstone Expo.: (Fair) Russell Springs, Ky.; (Fair) Russellville 8-13.
- Glass City: Sylvania, O., 3-7.
- Gold Bond: (Fair) White Bear, Minn., 4-7; (Fair) Rhinelander, Wis., 11-14.
- Gold Medal: Arnold, Pa.; (Fair) Butler 8-13.
- Gopher State: Fridley, Minn., 6-7.
- Grain Belt: (6th & Pierce) Carson, Ia.; Fremont, Neb., 10-13.
- Grand American: (Fair) Maquoketa, Ia., 3-7; Fairbank 8-9; Clarion 10-13.
- Grete Dixieland Expo.: (Fair) Vinton, Ia., 1-4; (Fair) Central City 5-7; (Fair) Nashua 11-14.
- Hale's Shows of Tomorrow: (Fair) Odessa, Mo., 3-6; (Fair) Savannah 10-13.
- Hames, Bill: Sherman, Tex.
- Hammond, Bob: Cassville, Mo.
- Hannah's Am.: Latrobe, Pa.; (Fair) Jacktown 8-13.
- Hannum, Morris: Lebanon, Pa.
- Happy Attrs.: Edon, O.; (Fair) Bowling Green 8-13.
- Happyland: (Fair) Inlay City, Mich.
- Hartsock Bros.: Parnell, Mo., 1-3; Jamerson 4-6; Paris 10-13.
- Heller's Acme: Greenwood Lake, N. Y., 1-7; (Fair) Preakness, N. J., 9-13.
- Heth, L. J.: (Fair) Harrisburg, Ill., 1-5; (Fair) Altamont 7-12.
- Hiawatha: Genoa, O.; (Fair) Winamac, Ind., 8-13.
- Hill's Greater: Virginia, Minn.
- Holiday Am. Co.: (Fair) Prairie Home, Mo., 1-5.
- Hottle, Buff, No. 1: Decatur, Ill.
- Hottle, Buff, No. 2: Farmer City, Ill.; Marion 8-13.
- Howard Bros.: Lucasville, O.
- Hugo's Novelty Expo.: Edgerton, Mo., 3-6; Eudora 10-13.
- Ideal Rides: Clay City, Ind.
- Imperial, No. 1: (Fair) Knoxville, Ill.; Mendota 8-9; Princeville 10-13.
- Imperial, No. 2: (Fair) Highland, Ill., 3-7; (Fair) Marshall 8-12.
- I. T.: (Fair) Middletown, N. Y., 7-13.
- Johnny's United: (Fair) Greencastle, Ind.; (Fair) Brownstown 8-13.
- Joyland Midway: Flint, Mich.; Almont 8-13.
- Kellogg, Robt. D.: Brandon, Vt.
- Ken-Penn Am.: Franklin, Pa.; Minerva, O., 8-13.
- King Bros.: Mason City, Neb., 2-3; Miller 8-9; Burlington, Colo., 10-13.
- King Shows, Ltd.: Sutton, Ont., 4-6; (Fair) Stathroy 8-10; Aurora 11-13.
- Lagasse Am. Co., No. 1: Lebanon, N. H., 3-6.
- Lagasse Am. Co., No. 2: Thornton, R. I., 1-9.

(Continued on page 84)

Rail Head Offers Property For Hartford Auditorium

HARTFORD, Conn., July 30.—Plans for a 9,000-seat all-purpose municipal auditorium, to cost nearly \$2,000,000, were disclosed here by Patrick B. McGinnis, president of the New York, New Haven and Hartford Railroad.

McGinnis told city, civic, business and other leaders that his railroad will provide land adjacent to the company's new passenger station, under construction in the North Meadow, to speed the long-discussed auditorium. He said a 3,000-car parking facility for the station could be shared by the auditorium.

The drawing and model shown call for a suspension-type auditorium, oval in shape. It would be flexible for conversion to sports events, major gatherings, expositions and the like, and provides for a movable stage and seats.

After conducting a study of metropolitan Hartford, McGinnis expressed the belief that the project would pay for itself in five years. "I am positive that the city could underwrite the project," he said.

Windsor Plans New Auditorium

DETROIT, July 30.—The Detroit river front soon will see an international concentration of auditorium projects. Mayor Michael J. Patrick, of Windsor, Ont., said this week that the will of a Windsor attorney, who died earlier this month, gives \$500,000 to the city for construction of a civic auditorium and guest house—the latter to require about \$20,000.

The auditorium will be built on the Windsor waterfront, now partially cleared for a future civic center development, now under construction across the river.

2 Gallatin Annuals To Day-and-Date

GALLATIN, Tenn., July 30.—Finishing touches are being put on the two fairgrounds which will house the 10th Annual Sumner County Fair and Sumner County Colored Fair, which will play day-and-date, August 24-27. John O. Barnes Jr., Hendersonville, is secretary of Sumner County Fair, while Ed Anthony serves in the same capacity for the colored fair.

A four-day and night showing is slated for the white fair, which features a horse show each night and shows for all classes of livestock. Midway will be furnished by Johnny's United Shows, along Lew Henderson's chimp acts for the free performances. The Volunteer Shows will be on the midway at the colored fair.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Burlington Bros.: Polk, Pa., 2-3; Clontonville 4; Eau Claire 5; Sligo 6; New Bethlehem 8; Plumville 9; Creekside 10; Elderton 11.
- Beatty, Clyde: Courtenay, B. C., 2; Victoria 3-4; Duncan 5; Nanaimo 6; Pentecost 8; Trail 9 (night)-10; Nelson 11; Cranbrook 12; Lethbridge, Alta., 13.
- Cole, George W.: St. Charles, Mich., 2; Coleman 3; Breckenridge 4; Stanton 5; Carson City 6; Howard City 7; Newaygo 8; Middleville 9; Plainwell 10; Galesburg 11; Vicksburg 12; Paw Paw 13.
- Cristiani Bros. and Bailey Bros.: John Day, Ore., 2; Ontario 4.
- Gould, Jay: Fargo, N. D., 2-3; Hosmer, S. D., 5-6; Huron 8-10; Howard Lake, Minn., 11-14; Blue Earth 15-18.
- Hagen Bros.: Uniondale, N. Y., 2; Freeport 3; Huntington 4; Port Washington 5; Levittown 6.
- Hunt Bros.: Rhinebeck, N. Y., 2; Hudson 3; Woodstock 4; Ellenville 5; Liberty 6.
- Kelly-Miller: Rice Lake, Wis., 2; Amery 3; Stillwater, Minn., 4; River Falls, Wis., 5; Wabash, Minn., 6; Whitehall, Wis., 7; Black River Falls 8; Sparta 9; Elroy 10; Boscobel 11; Lancaster 12; Dodgeville 13; Evansville 14; Whitewater 15; Burlington 16; Harvard, Ill., 17; Woodstock 18.
- King Bros.-Cole Bros.: Watertown, Wis., 2; Beloit 3; Sterling, Ill., 4; Kewanee 5; Rock Island 6; Monmouth 7; Fort Madison, Ia., 8; Keokuk 9; Quincy, Ill., 10; Beardstown 11; Jacksonville 12; Edwardsville 13; Centralia 14; Belleville 15; Carbondale 16; Harrisburg 17; Metropolis 18; Murray, Ky., 19.
- Millis Bros.: Athol, Mass., 2; Gardner 3; Framingham 4; Attleboro 5; New Bedford 6; East Providence, R. I., 8; Sandwich, Mass., 9; Middleboro 10; Rockland 11; Braintree 12; Wakefield 13; Beverly 15; Lowell 16; Leominster 17.
- Packs Tom: Wheeling, W. Va., 2-3; Cleveland, O., 6-7; Birmingham, Ala., 11-14; Natchez, Miss., 16; Baton Rouge, La., 19-20.
- Polack Bros. Western: Reno, Nev., 3-6; Redding, Calif., 9-10; Klamath Falls, Ore., 12-13; Seattle 17-21.
- Ring Bros.: Circus: Falmouth, Mass., 2; Chatham 3; Eastham 4; Providence 5; Hyannis 6; Pembroke 8.
- Ringling Bros. and Barnum & Bailey: Madison, Wis., 2; La Crosse 3; St. Paul, Minn., 4; Minneapolis 5-6; Mankato (mat.) 7; Norfolk, Neb., 8; Grand Island 9; North Platte 10; Cheyenne, Wyo., 11; Denver, Colo., 12-13; Salt Lake City, Utah, 15; Ogden 16; Idaho Falls, Idaho (mat.) 17; Butte, Mont., 18; Missoula (mat.) 19; Spokane, Wash., 20.
- Strong's John: Burney, Calif., 3; Bieber 6.
- Von Bros.: Indian Lake, N. Y., 2; Speculator 3; Chestertown 4; Schroon Lake 5; Crown Point 6; Bolton Landing 7-8; Warrensburg 9; Lake George 10.

Miscellaneous

- Brunk's Comedians: Grand Junction, Colo., 2-6; Leadville 7-13.
- Hitler's Personal Auto, Jack W. Burke, Mgr.: Wausau, Wis., 2-3; Antigo 4; Shawano 5; Sturgeon Bay 6-7.
- Hitler's \$35,000 Armored Limousine, Jim Stutz, Mgr.: (Fair) Galesburg, Ill., 2-6.
- O'Day, Marie, Palace Car: Louisville 2-6.

Ice Shows

- Holiday on Ice, International, No. 1: Gothenburgh, Sweden, 2-18; Oslo, Norway 20-Sept. 10.
- Ice Vogues of 1955: Huron, S. D., 3-7; Springfield, Ill., 12-20; Evansville, Ind., 21-26.

**RIDE OPERATORS
PARKS
SHOWMEN
CONCESSIONAIRES**

INSURANCE
FOR YOUR REQUIREMENTS
6 or 12 MONTHS
FAIR RATES—NATION-WIDE CLAIM SERVICE
**AUTOS—TRUCKS
TRAILERS—RIDES**

Write to
M. J. "MIKE" LAW
135 S. LaSalle St., Chicago, Ill.
Phone: Financial 6-1210

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-3
1140 BROADWAY (275th) N.Y. • MU 3-4834

WANTED
PORTABLE BLEACHERS
and
GRANDSTAND RISERS
TROY ARENA
P. O. Box 97 Troy, N. Y.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES—
1000 \$12.60 - ADDITIONAL 1000'S SAME ORDER \$2.60

STOCK ROLL TICKETS
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME
ORDER AT 75c PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

HOTEL Bond
Hartford's Finest

HARTFORD, Connecticut
FAMILY RATE PLAN
NO CHARGE FOR CHILDREN UNDER 14

Convenient location... Famed for the Excellence of its Cuisine and Service
Cocktail Bars... Radio... Free
Overnight Parking 400 rooms from \$4 up.

JOSEPH MASSAGLIA, JR., President
GRIFFITH R. DAVIES, Manager
Other MASSAGLIA Hotels

- Hotel RALEIGH WASHINGTON, D. C.
- Hotel SINTON CINCINNATI, Ohio
- 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

FOR SALE
Ten 1950 Dodgem Cars

In excellent condition, Everly Fly-c-Plane, complete with 34-ft. Semi-Trailer, Girl Show, built on 26-ft. Semi-Trailer, has panel front, stages, two bedrooms built in and complete with all canvas and bleacher seats.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

Disneyland Attendance Near 200,000 in 9 Days

ANAHEIM, Calif., July 30.—In the first nine days of operation, Disneyland, the \$17,000,000 park here, pulled an attendance of nearly 200,000. However, patrons are taking seriously the advice in advertising suggesting that they attend in the middle of week.

With its official opening to the public on Monday (18) when that day's mark was 27,642, Disneyland's attendance for the nine-day period was 197,784. This does not include 22,000 at the press preview on Sunday (17), which was by invitation only.

EATS GALORE

Disney Spot Feeds 8,000 Per Hour

ANAHEIM, Calif., July 30.—Approximately 8,000 people an hour can be served by nearly 20 food and refreshment stands in Disneyland, which opened here Monday (18).

Food concessions on Main Street and their hourly capacities are: Carnation Company, ice cream parlor, 300; Swift & Company, Red Wagon Inn, 500; Plaza Pavilion, 500, and United-Paramount Theaters Concessions, Inc., food stand in railroad station, 150. For beverages in this section, Coca-Cola can serve 600 at its bar, and Maxwell House Division of General Foods, 400.

UPT has the Space Bar, a combination automatic vending and service installation, in Tomorrowland. Capacity for food is 800 hourly.

Fantasyland food stands include Chicken of the Sea Pirate Ship with 300 capacity, UPT, 1,500, and the beverage service of Welch Grape Juice Company of 350.

Frontierland has six stands, with Pepsi-Cola Golden Horseshoe feeding 800; Swift's Chicken Plantation, 450; Quaker Oats Aunt Jemima's Kitchen, 350; Frito House, 450, and UTP Concessions, 720. UTP also has a beverage stand with a 300 capacity.

Adventureland can serve food in an hour—500 at the Pavilion and beverages to 400 in the Tropical "Saloon," the latter a term used very loosely. There are no alcoholic drinks on the grounds.

When the park was thrown open radio broadcasts reported bumper-to-bumper automobile traffic on the Santa Ana Freeway. Approximately 10,000 were reported queued up for the 10 a.m. box office opening that day. The news evidently had its effect for Tuesday's (19) crowd was 20,627. The following day and Thursday recorded 23,037 and 25,743 respectively.

Friday (22) chalked up 22,178. But the prospective weekenders took the advertising copywriter at his word. Saturday saw 14,501 and Sunday, 17,829, in attendance at the park.

Starting last Monday, attendance increased to 22,798 and followed the next day with a 23,429 tabulation.

Services Set Up

The entire grounds are policed by uniformed officers supplied under contract by the William J. Burns Detective Agency.

Two first aid stations are maintained. One is in the "City Hall" on the square near the entrance and the other, primarily for employees, near the administration building. A doctor and three to four registered nurses are on duty throughout the 12-hour day starting at 10 in the morning.

The department that handles the lost and found children is under the direction of matrons with training in child welfare or child psychology.

Disneyland maintains its own fire department with the truck kept near the Administration building. As the park is now within the city limits, the Anaheim department can be called if necessary.

Bands, Racing Attract Crowds At Denver Spot

DENVER, July 30.—Name bands and stock car races have combined to pull excellent crowds into Ben Krasner's Lakeside Park where last year a house band occupied the stand for most of the season. Ralph Flanagan followed Buddy Morrow into the El Patio, where Ralph Marterie and others have been making 10-day to two-week stays thru the summer.

Stock car races every Sunday evening fill the 3,000-seat grandstand and bleachers where a series of races are televised over KLZ-TV, the CBS outlet in the Mile High City. The TV show manages to get two or three races each week. The 30-minute show rarely captures the finish of the ear-splitting final event which leaves the video audience wanting more. Consequently the crowds have been building each week.

An auto thrill show made a three-day stand at Lakeside last week (16), presented by Joey Chitwood's Auto Dare Devils.

In addition, Krasner booked an exhibition bull fight by Countess Agnes Von Rosen and her assistants Rafael Larrea, Fernando Jimenez and Juan Antonio. She gave exhibitions of the various passes made by bull fighters and went thru the entire pageant of a regular bull fight except the kill which is prohibited in the U. S.

Free Riding On New Unit

STRATFORD, Conn., July 30.—Ahern's Playland here has added a kiddie Jolly Caterpillar.

To introduce the ride, all children were allowed to ride free Wednesday (27) and given free lollipops by Jolly, the Clown.

NIGHT COLOR SHOT BALLIES GLEN COASTER

WASHINGTON, July 30.—A major publicity boost was obtained Sunday (24) by Glen Echo Park when The Washington Star printed a full-color photo of the Coaster on the cover of its Pictorial Magazine.

Made more difficult because it was a night shot, the problem of sufficient lighting was solved by six elevated lights covering the dip, and a free-lance photog's electronic flash capable of throwing out a huge amount of light for a 10-thousandth of a second. Shown prominently is the lead car of the National Amusement-built train.

New Kiddie Train Bows in Salt Lake

SALT LAKE CITY, July 30.—The first model of a new trackless kiddie train has been put into operation here at Salt Air Beach. The device is manufactured by the Hoffman Manufacturing Company.

Art Teece, manager of Salt Air, reports that the ride is already matching and sometimes surpassing, the grosses racked up by the established rides. The device is called a tractor train.

Asbury Park Kicks Off Department Store Exhibits

ASBURY PARK, N. J., July 30.—The first joint promotion in which this resort city tied in with a leading department store has resulted in success, officials say. A series of stores are being lined up to feature an Asbury Park display in conjunction with exhibits of their summer merchandise.

Initial tryout was at the R. J. Goerke department store in Elizabeth, for two weeks. The resort supplied giant color photo murals of the Asbury Park beachfront, an actual section of boardwalk, roller chairs, salt-water taffy, beach sand for window and in-store displays, and other items symbolic of the city. Goerke's set up special merchandise displays and used special advertising layouts.

In addition to providing exhibit material the resort's Municipal Publicity Department distributed discount tickets to all children visit-

ing the store during the promotion, good for many rides and attractions at Asbury Park. George Zuckerman, publicist for the resort, said the tie-in resulted in much business which could be directly traced, aiding hotels as well as amusement people.

Plans call for sit-ins with major department stores in the metropolitan New York area, Connecticut, Newark, Philadelphia; Harrisburg, Pa.; Baltimore, Wilmington, Washington and Richmond. It is hoped that a field of some 20,000,000 people can be reached by this subtle form of publicity.

The Goerke's advertising manager, Warren Meyer, claimed the exhibit resulted in a very big turnout for summertime, with proportionate sales being registered. It is felt that by making its beach material available for stores, the promotion can be of great value to all who participate in it.

CONEY ISLAND, N. Y.

By UNO

Herman Rapps, one of the quintette of biggies, successful bidders in the half-million auction sale of Feltman's Park last year, has opened one of the many Playland Arcade spots in the Times Square district, this one located on Broadway between West 48th and 49th. Installation of 50 Fascination group game tables, replacing Pokerinos, has resulted in a transformation in business for the better, the same as it has in a similar Playland on West 42d. Besides owning the 5-Star Final game at Surf and Stillwell avenues, Rapps is an operator of other games in Edgemere at the Rockaways, and in Asbury Park, N. J. And he is interested financially in a large housing project under construction in New Brunswick, N. J., and finds time somehow in between all these holdings to deal in mortgages and conduct a real estate office in the lower section of Brooklyn. Rapps, when asked what eventually will become of Feltman's, now Wonderland Park, said the plan so far is for a demolition of the entire structure to make way for a big amusement park. He said this would take place when the new Oceanarium will have been a reality three years from now.

In their third year preparing and selling candied apples and other confections in a store on Surf Avenue, are Sam and Bertha Kirsch, directly opposite the Kirsch restaurant, operated by Sam's brothers, Joe and Al, and Sam's son, Harold, with Ma Bertha supervising the kitchen. . . . Joe Apollaro, barkeep at the Oceanside Tavern on the Bowery, is the new father of a 10-pound baby boy, Joseph Jr., born on July 5 to his wife, Margaret, at their home in Babylon.

(Continued on page 96)

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.

ATTENTION ARCADE OPERATORS
For the next two weeks only. A terrific offer on VACUUMATIC CARD VENDERS. Impossible to lose. Call collect.
Frank Meaurio, EXHIBIT SUPPLY CO.
Phone VA 6-3100, Chicago, Ill.

Copyrighted material

Copyrighted material

WANTED TO BUY
Small Amusement Park, Beach or Picnic Grounds. Give full particulars.
Playland Amusements
239 W. 125th St.
New York, N. Y.
Charles Rubenstein
Phone Monument 27755.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

WANTED
Rides, Adult and Kiddie. Need Merry-Go-Round bad, portable Roller Rink.
CIRCLE L RANCH, Kiddie Park, Caroga Lake, N. Y.

FOR SALE
4 KIDDIE RIDES—TRAIN AIRPLANE—AUTOMOBILE MERRY-GO-ROUND
Rides in daily use at Narragansett Pier, R. I. Will sell business or Rides—best offer accepted. Contact 228 Dyer St., Providence, Rhode Island. Telephone: Gaspes 1-4633.

WANTED
NEW OR USED KIDDIE MERRY-GO-ROUND OR-PONY CART RIDE PERMANENTLY MOUNTED ON TRUCK OR TRAILER.
In replying please state condition, year, price, and include photo.
SCIANDRA'S TOYLAND
1787-97 Genesee Street, Buffalo, New York

FOR RENT
Staten Island, N. Y.
Ideal location for Kiddie Rides—Near Shopping Centre—Beaches, etc. Rare opportunity for live operator. Phone: SA 7-6043, Evenings EL 1-1852.

WANTED
Experienced Ride Man. Year around job, good pay; must be all around man, understand electrical work and carpentry. Write
MAX GRUBERG
201 E. Broadway, Long Beach, L. I., N. Y.

Minot, N. D., Early Pull Outpaces '54

Twilight Grandstand Shows Rated Success; Icer Opens Light, Builds

MINOT, N. D., July 30.—The North Dakota State Fair bucked threatening weather here Monday thru Thursday (25-28), the first four of its six days, yet racked up a slightly higher attendance than in the same period last year.

The William T. Collins Shows on the midway turned in higher ride and show grosses than in '54,

with a stronger line-up of attractions getting the major share of credit for the increased business.

Concessionaires both with the show and on the independent midway reported their receipts below '54 levels.

An ice show, L. N. Fleckles' "Ice Varieties" opened Monday night (25) in front of the grandstand for the full run of the fair. Opening night's turnout was weak, subsequent night crowds built and by Thursday (28) was playing to capacity.

While expressing satisfaction with the icer, fair execs admitted that their original plans of holding two-a-night performances were being shelved because the turnouts had not warranted added performances.

An innovation was the staging of 6:30 o'clock twilight grandstand shows Monday and Tuesday, with Gene Holter's animal show in Monday for the 2:30 matinee and twilight shows and Leo Overland and the Tournament of Thrills in Tuesday for afternoon and twilight performances. The Holter and Overland presentations drew crowds that pleased fair execs who termed the twilight show experiment a success.

A combination harness-running horse race program Wednesday pulled a light crowd. Stock car sprint races, staged by Frank Winkley, were run before a strong turnout Thursday.

Fair featured one of the best livestock shows in its history. The 4-H classes were marked by better quality than in previous years, Merrel Dahle, fair secretary, pointed out.

Concord, N. C., Event Runs September 19-24

CONCORD, N. C., July 30.—The Cabarrus County Agricultural Fair will be held here September 19-24, Clyde L. Propst Jr., manager, announced. Prell's Broadway Shows will be the midway attraction.



HAROLD W. GILL has been appointed to take over the managerial chores at the Utah State Fair, Salt Lake City. He succeeds J. A. Theobald.

Space Sales Hit 98% Mark At Detroit

DETROIT, July 30.—Both concession and exhibit space are now about 98 per cent sold for the Michigan State Fair, with \$82,522 on deposit for concessions and \$101,000 for exhibits, Gerald (Jerry) Lacey, sales director of the fair, announced.

Special feature of the exhibit presentation this year will be a complete trailer city to be established by the Gulf Development Company of Sarasota, Fla. The company is installing a Florida "city" complete with palm and orange trees, as setting for its sale of Florida real estate.

A complete Kiddieland, supported by commercial sponsors, is slated to be a major factor in building small fry attendance this year. Rides in the Kiddieland, which will be free to youngsters, will include a six-pony hitch, sponsored

(Continued on page 96)

Death Claims Thomas Huey

ROCK HILL, S. C., July 30.—Thomas W. Huey, 66, for the past 25 years president of York County Fair Association here, died in York County Hospital Thursday (21) of a heart condition. He suffered a heart attack May 22 and had been hospitalized most of the time since.

He was the oldest Buick and Chevrolet dealer in the two Carolinas and since 1924 had owned and operated the Huey Chevrolet Company in Rock Hill. Funeral services were held at the Episcopal Church of Our Saviour, Rock Hill.

Huey is survived by his widow, the former Hazel Thompson; a son, Dr. Thomas W. Huey Jr., Charlotte, N. C.; three sisters, three grandchildren, and a brother. Burial in Laurelwood Cemetery, Rock Hill.

Troy Hills Eyes NBC Tie-In as Gate Hypo

TRCY HILLS, N. J., July 30.—A package deal with WRCA and NBC radio and television is expected to materially boost the attendance at this year's Morris County Fair. Another stimulant is expected to be gained from suspension of the Mineola Fair until 1956, which deprives metropolitan area residents from any fair activity except the Great Danbury Fair and Morris County annual.

The fair here is buying some 40 spot announcements on radio and TV, with NBC-TV news covering the opening on August 15 with films to be worked into commercials during the rest of the week.

A WRCA Day will be held during the fair, featuring such celebrities as will be detailed by the video station. In addition there will be interviews and other appearances by personalities connected with the fair.

Manager Swante Swenson will have some 1,000 passes to the sports show contributed by the Chamber of Commerce, to pack the seats for early performances. The William Shilling tank show will be held in the horse show area with bleacher seats for some 2,000 persons, and admission scaled at 75 cents for adults and 35 cents for kids. There will be no reserves. The C. of C. will give the passes to stores participating in its Sales Day promotion in Morristown and Dover.

The grandstand show will be an innovation for this fair, which in recent years has restricted its entertainment budget to aerial free acts. Other entertainment will include Reithoffer's Rides on the midway.

The fair is going six days this year, an increase of one. The 1954 edition was treated roughly by the elements, with heavy downpours inundating the grounds over the key weekend and cutting more than 20 per cent off the previous year's attendance. With good weather and the added day, Swenson said a gate of 150,000 can be attained this time.

Fire Destroys 3 Buildings At Rhinebeck

RHINEBECK, N. Y., July 30.—Three Dutchess County Fair buildings were destroyed by fire Tuesday (26), just a month before the scheduled opening of the five-day event.

The loss of the administration building and two exhibit halls was estimated at \$75,000. While substantial insurance was carried on the three structures, fair officials doubted it would be sufficient to cover the replacement cost.

Pierre Cookingham, president, said the fair would go on as scheduled, opening August 27. Senator Hatfield, director, said the debris would be cleared and tents acquired to house the exhibits.

A study of costs will be made by Frank L. Asher, treasurer. The fair was reported in a good financial position to launch a rebuilding program as it has some reserve funds in addition to its insurance coverage, and the only debt is a small mortgage on the grounds which were purchased five years ago.

Elect Simmonds President of Kansas Assn.

STAFFORD, Kan., July 30.—Earl Simmonds, vice-president of the Kansas Fairs Association, has been elevated to president to replace C. S. Peck, who recently was named manager of the Aurora, Colo., Chamber of Commerce.

Simmonds, a veteran fair executive, is chairman of the board of the Five State Fair, Liberal, and has been associated with that fair for the past 12 years. He is a retired automobile dealer.



Captain Leslie's CALIFORNIA SEA LIONS ROMEO - JULIET

Open time for Fairs, Nite Clubs, Parks, Sport Shows. Contact Exclusive Agency . . . ROSE ADAIR MANAGEMENT, THEATRICAL ENTERPRISE, 7 West 44th Street, New York 36, N. Y.

CAPTAIN LESLIE

Box 33 Florence, New Jersey

WANT CARNIVAL

To Run With Cannon County Fair

Need for one week beginning Sept. 12. Fair date 15, 16 and 17. Rides, Attractions and Concessions. Wire or call

Raymond Duke, Director

CANNON COUNTY FAIR ASSOCIATION WOODBURY, TENNESSEE

WANTED

ARK.-OKLAHOMA FREE FAIR

Ft. Smith, Ark., Sept. 10-16

Concessions of all kind for independent midway. Stock Concessions, Hanky Panks, Long Range Gallery, Jewelry, Novelties, Pitch to Win, Candy Floss, Photos, Ball Games; any kind of Stock Concessions. Sorry, Corn Game booked. No griff, no Mitt Camps.

Contact **K. G. CLAPP**

100 N. 8 St., Ft. Smith, Ark. Phone: SUNset 3-1636 or SU 3-6313.

ATTENTION, ARCADE OPERATORS

Call Frank Mercuri for our "deal" to you. It's a real money-maker for the balance of the fair season. Call today. CALL COLLECT. Phone VA 6 3100.

WANTED

Carnival for Woodward County Free Fair

SEPTEMBER 14, 15, 16.

Wire **MARSH B. WOODRUFF**, Woodward, Oklahoma.

CONCESSIONS WANTED FOR INDEPENDENT MIDWAY WASHINGTON COUNTY FARMERS AND MERCHANTS' ASSOCIATION, INC.

SALEM, INDIANA Now booking Concessions. Can use all kinds of legitimate Games and Concessions except Bingo, Cotton Candy, Snowball, Popcorn, Ice Cream and Eating Stands. Will not consider booking flats or gypsies doing anything. Can use a few small Shows of merit. Riley's Rides are contracted. Contact **MURRIL MEADORS, Mgr., Concessions** Post Office Box 167, Salem, Indiana Telephone Number 35

FAIR—CENTENNIAL— CELEBRATION COMMITTEES

CONTACT:

JIMMIE DOWNEY

PRODUCER

Acts — Stage Shows — Orchestras — Hammond Organists — Grand Stand Attractions.

7733 Arthur Ave., St. Louis 17, Mo.

WANT

Bingo, Rides, Shows, Concessions.

TIOGA VALLEY FAIR—TIOGA, PA.

Aug. 17, 18, 19, 20, 1955.

Free gate, no admission to grounds.

Arlene Whitney, Sec.

ATTENTION FAIR ASSOCIATIONS AND CELEBRATIONS

Due to disappointment, Carnival now playing around New England—has **LABOR DAY WEEK INCLUDING LABOR DAY OPEN—**

Carnival consists of full set of Rides and numerous booths. Contact by wire or mail.

P. O. BOX 511, LOWELL, MASS.

GREAT CRESSO
THE ORIGINAL SOMERSAULTING ROCKET CAR
APPEARING
JULY 31 TO AUGUST 6 AT KENNYWOOD PARK, PITTSBURGH, PA.
AUG. 31 AT DU QUAIN STATE FAIR
also booked with
HAMID-MORTON CIRCUS
A great attraction.
100% reliable for out and indoor shows.
HAVE IMMEDIATE OPEN TIME
Contact **GREAT CRESSO**
Kennywood Park, Pittsburgh, Pa.

WANT CARNIVAL
for
Williamsburg County White Fair
Sept. 12-17 or Sept. 19-24.
Contact **W. B. HORTON**
Kingstree, S. C. Phone 2851

CARNIVAL WANTED
For Williamsburg County Colored Fair,
Oct. 3-8 or Oct. 10-15.
S. S. BACOTE, Secy.
P. O. Box 475 Kingstree, S. C.
Phone 7163

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. #4 Jacksonville, Ill.
Phone R-4913 or 1351

WANTED
Carnival for Barber County Fair
At Hardner, Kansas, Aug. 24, 25 & 26.
Contact
H. L. McCoy, President

NEED CARNIVAL
for
NORTH CADDO FAIR
Located at Vivian, Louisiana.
Fair Dates—September 22-23-24.

Saskatoon Is Big For Royal American Ride-Show Gross for First Four Days Is 17.5% Higher Than Same '54 Period

SASKATOON, Sask., July 30.—The Royal American Shows is bundling up a whopping take here this week at the Saskatoon Exhibition.

Thru Thursday (28), fourth day of the six-day event, the RAS registered a ride and show gross which surpassed that for the corresponding period last year by 17.5 per cent.

Sturdy exhibition attendance, up 11.5 per cent over last year, played a big part in the increased business. A contributing factor is the generally good economic conditions

here which have caused patrons to spend freely.

The increased business on the Royal American Shows was not confined to rides and shows. Concessionaires, too, reported better takes than last year.

Business Pace

With good weather forecast for the closing two days, RAS officials expressed confidence that the 17.5 per cent increased business pace set in the first four days would be maintained thru the wind-up of the exhibition. The weather, except for a brief rain Wednesday night (27), was good.

Visitors to the Royal American midway here included W. B. Frame, Gordon Grant, Jack Gordon, Fred England, Roy McCannell, C. B. McKee, G. W. Smith, Lyle Doan, R. L. Hutchinson, Jack Courtney, Tom Pollock and Fred McGuinness, all of Regina, Sask.; W. Bissell, Fred Miller, Lloyd Wilson and Commissioner Tweedle, of Edmonton; P. J. Roek of Calgary and Alex McPhail of Brandon.

Edmonton (Alta.) Exhibition, played last week by the Royal American, returned the best midway gross in the exhibition's history. A whopping Kid's Day Friday (22) aided the Royal American in chalking up a new Edmonton record. The Kids' Day gross, officials of the Royal American said, set a new all-time single-day record for the Western Canadian A Fair Circuit.

Dancing Waters Grosses Steady At Can. Stands

NEW YORK, July 30.—Dancing Waters is pacing the earnings of its premier under-canvas tour last year, Sam Shayon, general manager, announced here this week. Specifically, the unit with the Royal American Shows which is repeating at fairs in Edmonton and Alberta, Canada, did as well as last year despite extreme heat and some rain.

The potential for earnings is even greater this year than last for the fountain spectacle, Shayon said, both because the public favored it and because additional selling effort will be expanded on behalf of all units.

Other units will go into operation with carnivals next week. The World of Mirth unit opens at the Bangor (Me.) Fair. The Gooding Amusement Company unit gets under way at Warren, O., and the Amusement Company of America opens its units at Chippewa Falls, Wis.

Shayon also announced that a fountain unit has been set for Goodyear Hall, Akron, O., August 14. The date is timed with the running of the annual Soap Box Derby finals.

Art Lewis Reps LaMotta, Ex-Champ

MIAMI BEACH, July 30.—Art Lewis, former railroad show and amusement park operator, is currently managing the theatrical career of Jake LaMotta, former world's middleweight champion.

LaMotta is now appearing in the Milky Way, a legit production, at the Empress Hotel Playhouse here. Lewis said other show business dates are being worked up now for the former champ.

LEWISTON

Report First Fair Okay For WOM

LEWISTON, Me., July 30.—Business was reported good for the World of Mirth Shows at the Lewiston State Fair here this week, despite the loss of much of Thursday to rain. It was the first fair date played by the Bergen organization this season.

Public support was good and the fair seemed to catch on with the public. Attendance on opening Monday night (25) was announced at 6,000. The gate grew thereafter to build for a probable top attendance today.

Entertainment competition faced by the show at the event consisted of night harness racing and a program of free acts presented in the afternoon and night.

COLLINS BETTERS '54 MINOT GROSS

Stronger Line-Up, Upped Gate Hike Receipts; Kidland Clicks

MINOT, N. D., July 30.—Ride and show business of the William T. Collins Shows for the first four days of the six-day North Dakota State Fair, which closes tonight, showed a marked increase over the corresponding period last year. Concessionaires, however, reported receipts below '54.

Slightly higher fair attendance, together with Collins' vastly stronger line-up of attractions, enabled the show and ride takes to eclipse those of last year.

Rain threatened each day of the first four but fell after closing time two nights.

Innovation here was the bunch-

Extra Sunday Proves Okay For Vivonas

DANVILLE, N. Y., July 30.—Amusements of America set up without incident here following a satisfactory week in Cheektowaga, which was held over thru Sunday (24). Permission for the stay-over was gained late, and business which resulted on the extra day was on a par with some of the week-day nights, which wasn't bad.

Irene Burton reported into the Bathurst, N. P., Hospital. New addition was Maxie Glynn with a sit-down grab. Lyle Snellings did okay last week with his mug joint, as did Robert Negus and Kenye Brust with Jones' bingo, and Joe and Aggie Ross, popcorn.

The Cheektowaga committee cooperated nicely especially with the parking situation. Several parties enlivened the week's activities including one by Mrs. Margaret Dormil, of Washington, visiting her son and daughter-in-law, Mr. and Mrs. Jackie Knippenberg. Mrs. John Vivona also tossed a fish fry during the date.

Visitors included Albert Lockner of the Monroe County Fair at Henrietta, N. Y.

Tinsley's Mother Passes on at 78

MARION, Ky., July 30.—Funeral services were held here this week for Lottie Terry, 78, mother of show owner Johnny T. Tinsley, who died Sunday (24). Death came in an Evansville, Ind., hospital.

WOM Again Pacts Diano Wild Animals Bergen Unit Books Menagerie Feature To Show, Parade at Eastern Events

LEWISTON, Me., July 30.—Tony Diano's Wild Animal Circus will again appear at major Eastern fairs with the World of Mirth Shows, it was announced here this week by Frank Bergen, show manager.

The menagerie presentation, judged one of the finest collections of wild animals on tour in the nation, won favorable comments everywhere for the show last year. It did not rank among the top grossing units, but this was not unexpected.

Fair managers were particularly happy with the presentation. It proved valuable also as a publicity aid since many of the beasts carried were able to parade. Parades staged at Ottawa, in connection

with the Central Canada Exhibition and at Winston-Salem, N. C., in connection with the fair there, were highly successful and will be repeated.

Opens at Ottawa

The show will join in time for the Ottawa event and the parade which precedes the official opening. The line-up of animals is expected to be approximately the same as last year when a herd of elephants, a hippo and giraffe were included.

Plans to stable and work three baby elephants in the special kiddieland which the show will fashion at Ottawa were also announced. The show each year endeavors to present free in the moppet area some lure that will enhance the appeal of the zone.

Going into Ottawa the show will have its back end at full strength and possibly even exceeding in quality the line-up of a year ago which was judged the best in the history of the show. In addition to repeating with "Dancing Waters," Dixie Gordon's major revue, and Nate Eagle's Hollywood Midglets, the show also has Earl Chamber's Monkey Circus.

ACA's Oshkosh Still Date Hit By Hot Weather

OSHKOSH, Wis., July 30.—Scorching weather hit the Amusement Company of America here this week in its last still date before it resumes its fair route next week at Chippewa Falls, Wis.

The extremely hot weather shaved turnouts Monday thru Wednesday (25-27), but cool winds from the lake brought relief and improved night's turnout Thursday (28).

"Dancing Waters" joined the show line-up here. The unit flashes a new front. A Rotor is to join next week.

Kenosha, Wis., played last week, yielded more business in six days than it did in 12 days last year, when the show, hit by rain the first week, had held over for a second. A new lot, near Zion, Ill., was used at Kenosha.

Crafts Orders Eli Scrambler

NORTH HOLLYWOOD, Calif., July 30.—Orville N. Crafts, owner of Crafts 20 Big and Exposition shows, returned here Tuesday (26) from Jacksonville, Ill., where he negotiated for a new Scrambler. He said he hopes to have the ride delivered before the California State Fair and Exposition in September.

Crafts flew out of Los Angeles Sunday night. He spent Monday at the Eli Bridge Company and part of Tuesday in Chicago.

The show owner spent only a few days here before taking off for the Middle West. He flew to Calgary and vicinity with several of the Las Vegas Helldorado committee to see the rodeo, and the Royal American Shows, which played the Stampede. Flight was made in a new Twin Beech plane with Crafts piloting much of the way. The Nevada committeemen were interested in seeing the rodeo for comparison with the Elks' Las Vegas celebration in May. Crafts shows are featured on the midway there.

Crafts Expo Hits Winner After 2 Blanks

FIREBAUGH, Calif., July 30.—Crafts Exposition Shows finally hit a winner at the Riverbank (Calif.) Community Fair, which came after two blanks in a row. Show was here at Firebaugh this week for the Melon Festival.

The Auto Skooter joined after being overhauled in winter quarters by Roy Shepard. In addition several new concessions came on to swell the line-up to the largest since the July 4 stand.

Bob Jones is busy refurbishing his concessions for the California State Fair. Barney Corey is sporting a new GMC truck and has built a new concessions trailer. He will head east soon to join his wife, Marie, and both will rejoin Crafts at the Arizona State Fair. Orville Crafts played in Saturday (23) for a visit with Roger Warren and James Lantz.

First baby to be born on the road with the show made its appearance July 21. The youngster, Denise Rae, was born to Mrs. Rachel Freedman, who is out of the hospital and back with the show. Mr. and Mrs. George Kotarakos are the infant's grandparents.

Spending Down At Harrington For Prell's

HARRINGTON, Del., July 30.—Anxiously awaited by its midway people, the Kent and Sussex Fair this week had both its good and bad aspects thru yesterday. Prell's Broadway Shows, playing their first fair date, had gone into the fair season with hopes high after a so-so still date route which included more than a month in the New York metropolitan area.

The lot here looked neat, but on Wednesday and Thursday (27-28) temperatures soared to around 100 to parch the grounds and keep the turnouts to a minimum. Night attendance was fair during the week, but a light rain started yesterday afternoon to discourage much activity, altho the grounds were well populated.

Generally speaking, the spending attitude of customers was not as good as had been expected, with rides getting much of the play. Trucking from Levittown, N. Y., where it closed its still date run, the show failed to get many of its units up in time for operation on Sunday (24), where it usually scores with its rides on the day prior to the fair opening.

CRAFTS 20 BIG SHOWS, INC.

CALIFORNIA'S LEADING CARNIVAL

NOW BOOKING SHOWS AND CONCESSIONS FOR FALL FAIRS

San Mateo, Roseville, Antioch, Woodland, Merced; THE CALIFORNIA STATE FAIR, SACRAMENTO (Sept. 1 to 11 Incl.); Lodi, Watsonville, Hanford, Ridgecrest, Blythe; THE ARIZONA STATE FAIR, PHOENIX (Nov. 4 to 13 Incl.). A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

**CALIFORNIA STATE FAIR—SEPT. 1 TO 11 INCL.
SPACE \$25.00 PER FOOT**

Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.
PHONE, WIRE OR WRITE AS PER ROUTE OF

CRAFTS 20 BIG SHOWS, Inc.

7283 Bellaire Ave., No. Hollywood, Calif.
Phone: Poplar 5-0909

MIDWAY CONFAB

Notes from E. C. Whitcomb, agent of Playtime Amusement Corporation: Tony Alfano, Merry-Go-Round foreman, celebrated his 20th anniversary in showbiz. Peter Burr, grandson of show owner L. W. Burr, celebrated his seventh birthday while visiting the show. West's Untamed and Wild Animal Show is topping midway shows. Tony and Rita Vita joined with three concessions and Roger Lavil with two. Lottie Whitcomb also has two. Tina Mae Shea, daughter of Mr. and Mrs. Robert E. Shea, celebrated her first birthday July 11. Among those attending were Jerry Porter Shea; Gay and Jackie Lagrasse and their parents, Ruth and John; Patty and Billy deGroot and their parents, Peggy and Neil deGroot; Harry and Mary Jane Rees, Jacqueline and Michael Deraps; Denise Doucette, her mother, Jacqueline, and grandmother, Rose O'Rourke; Patty and Peter Burr, and Roger Doucette and his mother, Jeanette.

Dale and Patti Madden Jr., of the William T. Collins Shows, currently in North Dakota, drove to Illinois over a recent weekend to visit the former's parents, Mr. and Mrs. Dale Madden, who are with the Haverstock Entertainers, dramatic tent show.

J. C. Weer, former show owner, is confined to Lansing Chest Hospital and Clinic, Rochester, Minn., where he's undergoing examinations and treatment. He expects to be there for close to three weeks and would like letters. . . . George (Foxy) Storti and Al Lefebvre, of the Wilcox organization, recently made a booking trip in Maine and reported many closed towns were anxious to reopen to shows. Keith Maher joined Wilcox as electrician. Mr. and Mrs. Joe Bogle, of Boston, visited the lot.

Buck Allsup, veteran concessionaire, was recently buried in the Tampa club's cemetery plot after his death in South Bend, Ind. In recent years he was with the Cross Road Amusement Company. Formerly he was with Happyland, World of Pleasure and Gooding shows.

Added to the Club 18 revue complement on the World of Mirth Shows is John Tangley, vocalist, who was at White City Park, Worcester, Mass., until recently. He also has appeared on a Coca-Cola TV show in Central Massachusetts.

Jean Delabate took a turn for the worse in University Hospital, Philadelphia, and will not be released for a while longer, it is reported.

Publicist Mae S. Hong, on the James E. Strates Shows the early part of this year, went up to join the King Reid Shows in Moncton, N. B. Starr De Belle, who was with Reid, took over the Strates publicity chores the previous week.

The presidents of three major show clubs cut up jackpots together recently on the Waukegan, Ill., lot of the Blue Grass Shows. On hand were C. C. (Specks) Groscurth, owner of the show and president of the International Showmen's Association, St. Louis; O. J. (Whitey) Weiss, concessionaire and president of the Greater Tampa Showmen's Association, Tampa, and Ned Torti, Wisconsin De Luxe Company, Milwaukee, president of the Showmen's League of America. . . . Frank Campi, veteran outdoor op, is confined in Martland Harrison Hospital, Newark, N. J., where he would like to receive mail.

Miss Rex Herron, Kansas City, Mo., infers that she is recuperating from a serious illness and hopes to return to the road soon. . . . Mrs. C. E. Plunkett gave a surprise baby shower for her daughter, Mrs. Donald Noel, July 14 in the Girl Show top, Gee Gee's Club Midway, on Norton's Rides' No. 1 unit in Helena, Mont. Those attending were Mrs. Dilbert Norton, Mrs. Charles Raymond, Mrs. Sammy Connor, Mrs. Jake Carter, Mrs. Luella Gallagher, Mrs. Laurence Spaulding, Mrs. Macel Lappan, Mrs. Cleo Graves, Mrs. Grace Earmhardt, Mrs. Helen Lorenz,

Mrs. Charles Brown, Mrs. Pat Wright; Dorothy, Rita and Rickey Evans; Mrs. Betty Buterly, Mrs. Venward Wilson, Eleanore Hanson, Edith Garrett, Ruby Robertson, June Harlan, Merlynn Broom, Cathryn Norton, Vivian Richards, Jean Graves, Mrs. Martin Hilliard and Joyce Ann Benson. . . . Joseph Lehr, spot worker, pens from Philly that after working a spot store at New Freedom, Pa., the Fourth of July, he jumped down to Devon, Pa., to work a spot store for Bert Ibberson on a Sam Tassell unit.

Estelle T. Bell and Chris Zingo, World of Pleasure Shows, gave a baby shower for Mrs. Judy Kidel when the show played Kalamazoo, Mich., recently. Attending were Shirley Beatty, Vi Lemp, Edna Fitzsimmons, Rita Link, Mary Johnson, Ruth Stewart, Joyce Barkoot, Louise Preston, Sylvia Sommers, Belle Eversen and Mrs. Pack and her mother. Men on the show gave a bassinet.

Etta Henderson, who celebrated her 43d birthday July 8, received a Fleetwood Cadillac from her husband, T. M. Henderson. The Hendersons are off the road this season, operating a cafe in Meridian, Miss. . . . Swazette, annex attraction, cards from Niagara Falls, N. Y., that she was recently given a surprise beach party by the staff of Camp Kunan, where she is putting in seven weeks. She visited Mrs. Lea Worthy Jr., and Wanda on the Page & Ferris Shows when the org played Lockport, N. Y.

Jack Edwards, Aransas Pass, Tex., businessman and former agent for a number of Southwestern shows, has been appointed chairman of a November 9-12 celebration to be sponsored there by American Legion Post 580. Attractions will include fireworks, free acts, boat races, fish fries and midway attractions, Edwards writes. . . . Bill (Rajah) Hoxie has closed with the Hall and Leonard Side Show that's with the Wade organization. Hoxie has gone home to Fairmount, W. Va., to care for his ailing mother.

Suzette Portemont, daughter of Mr. and Mrs. Johnny Portemont Jr., of Johnny's United Shows, hosted all the kids on the show at Tell City, Ind., on her fourth birthday. . . . Mr. and Mrs. George (Whitey) Usher, snake show ops on Portemont's org, recently made a quickie trip to Davis, W. Va., to attend the funeral of Mrs. Usher's mother, Mrs. Dardella Clayton.

Joe Pearl, of Gold Medal Shows, stopped in Baltimore recently to visit with his brother, Nat. The latter, who travels for a novelty house, has recovered from a heart attack and is back on the road. . . . Much visiting between Gold Medal and Marks personnel took place recently when the shows were close together.

Lineup of the Hall and Leonard Side Show on W. G. Wade, includes Ward Hall, vent and front; Harry Leonard, punch and inside lecturer; Little Lord Leon, midjet; Algato, alligator boy; Tex Janes, fire; David King, anatomical wonder; Pete Terhune, sword ladder; Leonardos, knives; Gerry Burke, snakes; Bobo Gary, clown cartoonist; Walendos, juggling; Dainty Margaret, fat girl; Mignon, penguin girl; Charlotte, gorilla girl; Kasham Singh, two-headed boy; Earl Davis, front talker; Perry Flitter and Dale Christy, tickets.

Raymond W. Johnson, veteran pin store agent, remains ill in an Advance, N. C., hospital. . . . Wesley Blair is presenting magic and puppets on the Morris Hannum Shows. Blair also does inside lectures and presents Nina, living head on a stand as annex feature; Maryland Dixon, sword box; Roma Dixon, atomic girl; Jimmy Dixon, frog boy, and W. D. (Tiny) Cowan, fat man. Other personnel includes Walt Synder and William T. Thompson, ticket boxes, and Jack Bonnell, openings. Francis Jablonski, manager, is in Abbott Memorial Hospital, Willow Grove, Pa.

When Amusements of America played Buffalo recently, James Rapple, publicity man, spent the

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

Indiana's Most Modern and Up-To-Date Equipment

Want for the following bona fide route of County Fairs and Celebrations; this is a proven route, none better in Indiana.

August 8-13, Knox County Farm Fair, Bicknell, Ind.; August 15-19, Morgan County Fair, Martinsville, Ind.; August 21-27, Clinton County Fair, Frankfort, Ind.; Aug. 29-Sept. 3, Denver Fair & Fall Festival, Denver, Ind.; Sept. 5-10, Bremen Free Fair, Bremen, Ind.; Sept. 14-18, Jr. Chamber of Commerce Free Fair, Jeffersonville; Sept. 21-24, Versailles Pumpkin Show, Court House Square; Sept. 28-Oct. 1, Aurora Farmer's Fair, Aurora, Ind.

Play these spots and then go South the right way—to rest.

Want Hanky Panks, privilege, \$36.50 and up. Want Basketball, Ball Games, String Game, Coke Bottle, Live Ducks, High Striker, Big Tom, Pitch-Till-You-Win, Penny Pitch, Foot Long, Pronto Pups, Custard, Sno, Cotton Candy, Pitchmen and Demonstrators, contact. No flats or gypsies.

SHOWS: Have Girl and What Is It, all others open; P.C. 35 per cent.

RIDE HELP: Can use two or three Second Men, Wheel, Tilt and Kid Rides, must drive; salary tops and sure.

All replies wire Western Union. W. R. GEREN Peru, Ind., 4-H Fair, all this week, then per route.

PRELLS BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Bedford Fair, Bedford, Pa., Aug. 8-13.
Carlisle to follow Aug. 15-20.

CONCESSIONS—Eating and Drinking Stands, Photo, Age and Scales, Novelties, Hanky Panks. RIDES—Will book Round-Up, Scrambler, Rocket or any Ride not conflicting. SHOWS—Want Girl Show Operator with 3 or 4 Girls. Have all equipment. WANT—Snake Show, Wildlife, Dope Show, Athletic Show or any New Show.

WANT—Foreman for Caterpillar, Ride Men all departments. Salary and percentage. Wahoo, answer. Bob Zamorra, get in touch.

All Answer SAM PRELL, Nazareth, Pa.

CENTRAL STATES SHOWS

NEBRASKA'S BIG RODEO, BURWELL, NEBR., AUG. 9 THRU 13
TEN MORE FAIRS TO FOLLOW

Want Drome, Wildlife, Side Show, Iron Lung or any Grind Shows. Mike Miller wants Girls for Dancing and Posing Show, salary no object. Need Ticket Sellers, Canvasmen and Candy Helpers. Out till November.

Want Concessions that work for stock, Long Range, Short Range, Cigarette Gallery, Watch-La, Roman Target, Milk Bottles, etc. Tex Chambers wants Six Cat Agents. Will book Dark Ride or Looper.

Shelton, Nebr., Celebration, Aug. 1-2-3; Phillipsburg, Kansas, Aug. 4-5-6.

W. W. MOSER

T.M. SHOWS

MIDDLETOWN, N. Y., FAIR, AUG. 7-13

We Will Work on Sunday

CONCESSIONS WANTED—For stock only. No exclusives. Novelties still open, except names on hats. No razzle, roll-down or clothes pins need apply.

SHOWS WANTED—Fun House or Glass House, Penny Arcade or any good Grind Show capable of getting money. Will book good Wildlife, must be good.

All Replies: Phil Isser, General Manager, I. T. Shows

Can be reached by phone at Mitchell Hotel, Middletown, N. Y., or during daytime at the fairgrounds.

weekend with his sons, Don and Paul, who had concessions at a Stockton, N. Y., celebration. The Paul Rapples spent the next Monday on Amusements of America. . . . Oscar Babcock, veteran showman who celebrates his 80th birthday July 30, has been in the Monmouth (Ill.) Hospital for the past four weeks suffering from blood poisoning, the result of a cat scratch. An old-time bike racer, Babcock also appeared in vaudeville, doing a death trap loop, and also played the Tokyo Peace Exposition, 1953, and the China Panama Pacific Exposition, San Francisco, 1915.

Jimmie Helman writes from Buffalo that he is awaiting delivery from O. Henry Tent & Awning Company of a set of banners for his two-headed baby show prior to joining the Conklin Shows for a tour of Canada. Also awaited is a tent from American Tent & Awning Company. Helman reported that he has day and dated the Big Show at several recent stands to good business. With him is aerialist Don Romero. Helman has operated winter museums in Baltimore and has also put in some time with the Polack show.

Marie Vivona had several guests for a fish fry on the Amusements of America recently, including Phil Vivona, Mr. and Mrs. Mathew Fontana and children, and Harry and Peggy Wilson. Mrs. Margaret Dormil, of Washington, visiting her son and daughter-in-law, Mr. and Mrs. Jackie Knippenberg, prepared a tasty meal on the A. of A., attended by John and Marie Vivona, little Anthony Daniel Vivona, Joe and Aggie Ross and son, Gary Michael; Mrs. Catherine Vivona, Mr. and Mrs. Joe Dernoga, Mr. and Mrs. Arthur Price, Frankie Dane, Mr. and Mrs. Jackie Knippenberg and sons, Frankie and Terry Lee; Jerry Kohen, Dominic Vivona, Mr. and Mrs. Louis Dell, Mr. and Mrs. Danny Dell, Tony Finstineteno, Steve (Flat-Top) Monticello, Mr. and Mrs. Lefty Bowen and daughter, Donna, and Harry and Peggy Wilson.

A baby shower was given July 22 in Morrisville, Vt., on the Continental Shows for Mrs. Ben Lail. Visitors in Woodsville, N. H., included Mr. and Mrs. Albert Malinowski, of Lowell, Mass., who are friends of Owner Roland Champagne and wife and of Doris and Fred Fritz.

In recent weeks Vernon and Mal Barnes visited the Gem City Shows in Hannibal, Mo.; Imperial Shows, Pittsfield, Ill., and Midway of Mirth, Barry, Ill.

Pedro Di Cesare, for many years a concession agent with the L. J. Heth Shows and for the past 20 years with Royal American Shows, has returned to his home in Tampa due to illness. He would like to

hear from friends who may write him at 719 Grand Central, Tampa.

H. J. Loosley, of St. Louis, reports they'll have their Hall of Presidents exhibit at the Illinois State Fair, Springfield; the Iowa State Fair, Des Moines, and the National Dairy Cattle Congress, Waterloo, Ia., this year. The wax figures are part of the old Maxey Wax Museum.

Ralph and Vita Davis are guests at the home of T. M. and Etta Henderson, who are off the road this year and operating a cafe in Meridian, Miss. Formerly Henderson's ride foreman, Davis has returned from Japan, where he was stationed with the Air Force. . . . Muttles Brynes, of Heller's Acme Shows, reports he has completed his Motordrome and is now organizing a minstrel revue. Lou Stockton took delivery on a new Indian motorcycle. Vic Zarra is back with the Heller org, replacing Joe the Grinder. The latter has joined Sam Rose. . . . Col. Sam Rose, fight manager, who recently returned from a tour of Israel, gave a talk on conditions there recently before the New Jersey Showmen's Club, Newark, reports Bob McCarty.

Anne Mae Abend, wife of the late Benny Abend, veteran concessionaire, died recently in Tampa at the age of 64. For many years the Abends operated ham wheels and other concessions on a number of midways thruout the country.

Johnny Canole, Buick dealer, spent much time on the Gold Medal midway at Altoona, Pa. He combined business with pleasure and sold two cars. Also visiting was Jimmy Ray, of Hagen Bros. Circus.

The Jack Morris, Mrs. Morris the former Myrtle Hutt, Regular Associated Troupers' first vice-president, are working with Cecchini & Levaggi, concession operators, in the Los Angeles area. They were married June 5 in Las Vegas, Nev. . . . Ted LeFors, manager of the Clock Kiddieland in Norwalk, Calif., recently visited Knotts Berry Farm in Buena Park, where the Hurlbut Manufacturing Company, Whittier, installed a Merry-Go-Round. According to LeFors, the ride is doing good business thruout the week and on weekends. The Hurlbut firm manufactures miniature trains. . . . Charles Bliss is currently playing the Los Angeles area with his carnival, New South West Shows. He operates out of Baldwin Park, Calif.

Art Frazier has joined Siebrand Bros. Carnival and Circus as business manager. . . . Art Lewis, former show owner, is reportedly managing Jake LaMotta, ex-middle weight boxing champ. . . . Heck Hester, erstwhile staffer on the Art Lewis Shows, was a visitor to the Clyde Beatty Circus at Everett, Wash.

Dick Wilcox Show info: Don Watson's truck caught fire en route to Greenville, Me. Donna Watson, popcorn concessionaire, had her daughter, Daisy Dell, with her for a week. Mr. and Mrs. Al Lefebvre and family are readying their big cookhouse for Maine fairs. Jack Smith is chef. Lillian Chappas is back after a 10-day vacation in Fitchburg, Mass. The Chappas have pandas and parakeets. Mr. and Mrs. Dave White left the Wilcox org to play New York fairs. Mr. and Mrs. Phil Diccio visited from Boston. Eastern Amusement Company personnel visiting the Wilcox folks included Mr. and Mrs. Jim Peterson, Mr. and Mrs. Fred Lurrie, Flo, Toni, Butch, Joie and Bob Tilton. George (Foxy) Storti has given up operating his sound truck.

Herman Weiner, concessionaire with Gem City Shows, reports his wife, June, is much improved and he plans to be in Miami when she's released from Jackson Memorial Hospital.

THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR THE GREAT ALL-IOWA FAIR, BURLINGTON, AUG. 8-13, AND THE MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA, AUG. 15-21. TWO OF IOWA'S MOST OUTSTANDING FAIRS, FOLLOWED BY DU QUOIN, ILLINOIS, FAIR (one-half million paid attendance last year), AND 8 TOP SOUTHERN FAIRS.

CONCESSIONS

All types, including Cotton Candy, Snow Balls, Frozen Custard, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitchers, Water Games or any other legitimate Concessions (no exclusives during fairs).

SHOWS

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.)

SIDE SHOW

Will book well-framed Side Show with own equipment for this outstanding route of fairs. Good proposition to right party.

RIDES

Dark Ride, Rock-o-Plane, Scrambler, Roll-o-Plane, 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.

MOTORDROME

Will book well-framed Motordrome with Riders and own equipment for good Motordrome territory. Good proposition to right party.

BOB STEWART, GET IN TOUCH.

Contact Thomas D. Hickey or Sam Greco
At Gem City Shows' Office, Belleville, Ill.
Phone: Adams 3-9520 thru Sunday, Aug. 7.

Phone or wire Don Greco
c/o Belleville Hotel, Belleville, Ill.
Phone: Adams 3-3500 or Adams 3-9520.

GOLD MEDAL Shows

Want for Butler, Pa., Free Fair Next Week, Followed by Huntingdon, Pa., and then West Virginia State Fair, Ronceverte, W. Va., and a Continuous Bona Fide Route of Fairs From Now Until First Week in November.

CONCESSIONS

Frozen Custard, Ice Cream Dip, French Fries, Root Beer, Diggers, Water Games, Novelties, Grabs and Mug. Good opening for Buckets, Six-Cats and all other legitimate concessions.

RIDES

Can book Roll-o-Plane, Rock-o-Plane, Flyoplane, Live Ponies, Train, Boat Ride and especially a Dark Ride.

SHOWS

Fun House, Glass House, Monkey Show, Motordrome (Art Spencer, can give you good proposition), Geek Show. Have complete frame-up for organized Minstrel Show.

HELP

Can use Foreman for Tilt, Second Men on all rides. Want Side Show Acts, Sword Swallower, Fire-Eater and especially a Half and Half. Contact Preacher Monroe. Want A-1 Dealers for Cigarette and Pan Games.

Wire JOHNNY J. DENTON, GOLD MEDAL SHOWS, ARNOLD, PA., this week.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

12 FAIRS

- Weirwood, Va., Fair—Aug. 8-13
- Tasley, Va., Fair—Aug. 15-20
- Pocomoke, Md., Legion Fair—Aug. 22-27
- Keller, Va., Fair—Aug. 29-Sept. 3
- Suffolk, Va., Peanut Festival—Sept. 5-10
- Hertford, N. C., Fair—Sept. 12-17
- Roanoke Rapids, N. C., Fair—Sept. 19-24

1 FESTIVAL

- Warrenton, N. C., Fair—Sept. 26-Oct. 1
- Louisburg, N. C., Fair—Oct. 3-8
- Zebulon, N. C., Fair—Oct. 10-15
- Edenton, N. C., Fair—Oct. 17-22
- Williamston, N. C., Fair—Oct. 24-29
- Murfreesboro, N. C., Fair—Oct. 31-Nov. 5

WANT Hanky Panks of all kinds, such as Fish Pond, Cigarette Shooting Gallery, Bowling Alley, Bottle Ball Games, Coca Cola Pitch, High Striker. Want Ice Cream and Custard; want Agents for Hanky Panks, Beat the Dealer and Pea Pool. Want Griddle Man and Cookhouse Help. SHOWS—Want Wild Life, Unborn and Monkey Show. Side Show wants Acts. Kid Drifty wants Girls and Musicians for Minstrel Show. WANT 2-People High Act for Keller, Va. Cecil and Frances Purvis, please answer. Dutch Kerchner, come on home.

THIS WEEK SNOW HILL, MD., LEGION FAIR.

C.C. (SPECKS) GROSSCARTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Wanted for Miami County Fair, Converse, Indiana, Aug. 8-13, followed by La Porte County Fair, La Porte, Indiana, week Aug. 15

CONCESSIONS

Hanky Panks and Prize-Every-Time Games, Six-Cats and Buckets if you have Hanky Panks to go with same, Cookhouse that caters to show people or any good legitimate Merchandise or Catering Concessions, etc. Positively no flat concessions.

RIDES

Can place one or two non-conflicting Major Rides for La Porte.

SHOWS

Can place Motordrome, Monkey Show, Wildlife, Animal or any good non-conflicting Grind or Bally Show catering to ladies and children for La Porte. Now booking and reserving space for La Porte, Indiana, Fair, week Aug. 15. All those who have played this date in previous years and expect to play same again this year, please confirm with a deposit and amount of space required at once.

HELP

Can place First and Second Men for Major Rides. Must be licensed semi drivers. Can place Foreman for new Rock-o-Plane commencing at La Porte. All wires to C. C. GROSSCARTH, Blue Grass Shows, Charleston, Ill., all this week; then Converse, Indiana. Positively no phone calls this week.

RIDES AVAILABLE

After Labor Day for Va., N. C. and S. C. spots.

Eli Ferris Wheel, Allan Herschell Kiddie Auto Ride and Train. All Rides have own transportation. For Sale—LeRoy Motor, good condition, \$150.00. Write

SCOTLAND RIDES

Box 207, Fayetteville, Pa.

MERRY MIDWAY SHOW

Wants Concessions for the following Fairs: Brooklyn, Iowa, Aug. 1-6; Keosauqua, Iowa, 4-6; Fairfield, Iowa; then heading for Cotton Country. Want Stock Concessions, Pitch-Tilt-U-Win, Coke, Jewelry, Spindle, Bumper, Balloon Dart, Sno Ball, Hi-Striker. Also need one more Ride that does not conflict. Contact ALBERT BARKER, Brooklyn, Iowa.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y. Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

ATTENTION, ARCADE OWNERS

Increase your fair PROFITS. For a real soft-deal, call Frank Mercuri collect at Chicago. Phone: VA 6-3100.

Morris Hannum Shows

One of the Great Eastern Shows

DALLASTOWN FAIR, AUGUST 8-13; KUTZTOWN FAIR TO FOLLOW

WANT RIDES—Any flat ride not conflicting.

WANT SHOWS—Grind Shows and Motordrome.

CONCESSIONS—Wheel, Grind Stores, Six Cats, Buckets, other Hanky Panks.

HELP—Capable Ferris Wheel Foreman and Octopus Foreman; prefer drivers.

WANT Man to handle Downey light towers.

Limited space still available for Cambria County Fair, Ebensburg, Pa.—Six terrific days—starting Labor Day. Will sell EX at this date—Wheels, Glass Pitches, Hats. Phone me at once.

Replies to **MORRIS HANNUM**, Weimer Hotel, Lebanon, Pa.

FAMILY TRADITION



JOHNNY'S UNITED SHOWS

This top route of Fairs is beginning with the Jackson Co. Fair, Brownstown, Ind., next week; then the White Co. Fair, Carmi, Ill. With the following in order:

SUMNER CO. FAIR, Gallatin, Tenn.
WILSON CO. FAIR, Lebanon, Tenn.
LIMESTONE CO. FAIR, Athens, Ala.

TIPTON CO. FAIR, Covington, Tenn.
CARROLL CO. FAIR, Huntingdon, Tenn.
JACKSON, TENN., A.M.I. FAIR
JACKSON CO. FAIR, Scottsboro, Ala.

RANDOLPH CO. FAIR, Roanoke, Ala.
TROUP CO. FAIR, La Grange, Ga.
PIKE CO. FAIR, Troy, Ala.
CRENSHAW CO. FAIR, Luverne, Ala.

All concessionaires joining within the next two weeks will be given special privilege rates for the above fairs. Openings for Short Range, Jewelry, Photo, Ballgame, Six Cat, Buckets, Bumper, Cork Gallery, Hi Striker, String Game, Clothespin Pitch, Watch-La, Hoop-La, Heart Pitch, Duck Pitch, Bear Pitch and Basketball. Shows: Monkey, Wildlife, Illusion, any clean Grind Show. Whitey Usher wants a Geek. Help: Manager for Minstrel Show, must furnish people and be capable of keeping a well-organized show. Operator for Fun House and Operator for Two-Headed Calf Show. Promoter to sell advertising and exhibit space for one of our Southern Fairs. Must furnish references. Agents wanted for Foot Long, Ice Cream and Color Game. Ride Help: Spitfire Second Man (Herb, who was on Alfie with Chick, call or come on), Little Dipper Foreman and Second Man. Second Men on Wheel, Cat and Kiddie Rides. Will trade Spitfire for Allan Herschell Auto or Spitfire. 5 horsepower single phase 110 Volt Motor for sale.

All replies: **JOHN PORTEMONT**, Greencastle, Ind. No Phone Calls.

PENN PREMIER SHOWS

world's cleanest * midway

Legion Tri-State Fair, Stroudsburg, Pa., August 8-13 inclusive—In the heart of the Poconos—100,000 vacationers—First fair in twenty years—Davy Crockett Rodeo—Thrill Show—Grand Ol' Opry—Big Car and Stock Car Races—Day and night—Car given away. This will be the big surprise date for 1955! 20,000 advance tickets already sold!

CONCESSIONS

CAN PLACE CUSTARD, Age & Scales, Short Range Gallery, Photo, Palmistry and Hanky Panks of all descriptions.

Red Mack can place Agents. Frank Roby and Charley Bowman, contact. Mary Levitt can place Roll Down Agents. Harry Ruben can place Count Store Agents.

AGENTS

RIDES

Can place any Flat Ride not conflicting—real proposition for Caterpillar or Spitfire.

SHOWS

Can place Wildlife, Midgets, Fat Show or any worth-while attraction.

HELP

Can always use reliable, sober Help who drive semis.

Address all mail, wires or phone calls to
LLOYD D. SERFASS, Gen. Mgr.
c/o FAIRGROUNDS, HUGHESVILLE, PA.

Bi-Centennial Celebration, Cumberland, Md.

Week of August 15 to 20. First show in 6 years

WANT Ball Games, Pitch Till You Win, Hoop-La, Glass Pitch, Penny Pitch, Photos, Six Cats, Buckets, Fish Pond, Duck Pond, Grab, Snow Cones, Novelties, Darts, Slum Spindle, Penny Arcade. **WANT** Snake Show, Monkey Show, Wild Life, Side Show, have outfit for same.

CAN BOOK Pony Ride, Caterpillar, Octopus.

WANT Agents for office Hanky Panks. General Ride Help, Truck and Tractor Drivers.

All replies

GEORGE CLYDE SMITH SHOWS

Oakland, Maryland, this week; Hooversville, Pa., next week

Harford Co. Fair, Bel Air, Md., Aug. 16-20

THE LARGEST FREE GATE FAIR IN THE EAST

Now booking all kinds of concessions including Legitimate Games, Eating Stands of all kinds and Shows of every type. Can book two additional major Rides. Line-up concession space \$4 per ft. Address all communications to

BEAM'S FUNLAND SHOWS

CHARLES TOWN, W. VA.

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 G. C. Mitchell
BILL SANDERS

Court Decides For Art Lewis Over Brother

MIAMI BEACH, July 30.—Litigation lasting four years between the brothers, Art and Ben Lewis, came to an end recently, with the court ruling in favor of Art.

According to a final decree signed by Circuit Judge Robert L. Floyd, instead of Art Lewis owing Ben Lewis money, as charged, Art is to receive money from Ben to account for Art's expenses incurred while fighting the charges.

The decree states in part, "... plaintiff's (Ben Lewis) bill of complaint and his claim for accounting and his suit against Art Lewis... is hereby dismissed with prejudice and at plaintiff's cost, and any and all injunctions and restraining orders heretofore issued are hereby dissolved. That defendant, Art Lewis, recover his costs from... Ben Lewis."

Third Better Year Claimed By Continental

TUPPER LAKE, N. Y., July 30.—A 160-mile jump to here from Morrisville, Vt., was made this week without mishap by Continental Shows. The Vermont date was reckoned a good enough one, with fair weather prevailing most of the week. Some wind and light rain Saturday night (23) sent the crowd home early, however.

Owner Roland Champagne estimated the season's business to date nearly a third better than last year's, with most dates running ahead. Notable exceptions were Fulton and Ogdensburg, N. Y., which fell off somewhat. Concessions have been about on a par with 1954, but rides and shows have been doing better, with girl shows doing best of the lot.

Sound truck operator Johnny Kinsey promoted a radio interview and put on a musical act over the local station when the show played Newport, Vt.

Business Up A Third for Reithoffer

NEW YORK, July 30.—Business to date for the Uley Reithoffer Shows is gauged about one-third better than for the comparable period a year ago by J. Reithoffer.

Reithoffer said some of the success of the current tour was due to judicious booking. A number of towns were substituted for former stands in the belief that better earnings would result and this generally proved true.

Fair dates will probably be good, he said. A continuation of good business at the annuals will give the shows an over-all excellent season.

Schafer Dates

Continued from page 79

man celebrated his 10th year on the show. Mrs. O. P. Osborn is carrying on while her husband, Friday, is hospitalized. Mrs. John Francis is getting in her share of fishing since the show hit Wisconsin. Show's new light towers are attracting attention.

The Schafer organization will play Wisconsin fairs at Mondovi, Wilmot, Baraboo and Black River Falls before jumping to the Quincy, Ill., annual and its route of Southern fairs.

CARNIVAL BIRDS

PARAKEETS

New price for August

75¢

CANARIES

FINCHES

CAGES

Write us for prices

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Calif.
Phone PLeasant 8-5294



EDITH HOY

Any information concerning the whereabouts of Aunt Edith Hoy will be appreciated by me. I will pay for all phone calls, telegrams or expenses, plus a little gift. Aunt Edith and Uncle Joseph Hoy travel with carnivals and side shows.

Contact

WM. G. BAKER

4200 Paul St., Frankfort, Philadelphia 44, Pa. Phone: CU 8-9189.

SOUTHERN STATES SHOWS

WANT FOR THE BEST COUNTY FAIRS AND STILL DATES IN SOUTH GEORGIA AND NORTHWEST FLORIDA.

Stock and Merchandise Concessions of various kinds. Fun House, Mechanical City or any clean show not conflicting. Can use high-class Free Act if priced right. Have complete Grab or small Cook House, will sell or lease to right party. Ride Men who can and will drive trucks. Long season. Salary sure. All replies to

JOHN B. DAVIS, Mgr.

Wayside Park, Panama City, Fla., Route 3, Box 232 C, until Labor Day, then as per route.

WANTED AT ONCE

Experienced Glass House Man. Canvas Man that can grind for Snake Show. Good salaries. Bob Peyton, answer.

DOC H. D. HARTWICK

A.C.A. SHOWS

Chippewa Falls, Wis., week Aug. 1; Springfield, Ill., State Fair, Aug. 10.

WALKER OSBOURN

Wants Agents at Once
Two Pin Store, 2 Count Store, Swinger, 2 Nail Store; Carl Pierce, come on; Jimmie Smith, call me or come on. Need Balloon, Hit and Miss, Bottles. Also want Man for portable Mix-Up, will pay top wages and bounties, must drive. Need reliable Men on Ferris Wheel also Jenny. Will book Concessions that don't conflict. What have you? Good deal for Girl Show, Athletic or any Grind Show, come on in, no time to write. Fairs from here on in. All replies to Walker Osborn or Fred R. Stimbo, Tri State Shows, Bassett, Neb., 5-6-7; Plainview, 9-10; Loop City, 13-14-15-16; Orleans, 17-18-19-20. We have no still spots.

WHITEY BROWN

WANTS AGENTS

For Swinger, Buckets, Count and Peek Stores for choice New York and New England Fairs.

WHITEY BROWN

c/o Continental Shows
Barre, Vt., August 1 to 6

PRIDDY SHOWS

Need all kinds of legitimate Concessions except Ball Games, Fish Pond, Eats and Drink. Port Lavaca, Tex., Aug. 1-15 (Still); Edna, Tex., Fair, Sept. 13-14-15, then on the plains around Lubbock. Out all winter. Still spots, \$10.00; Concession Fairs, \$15.00. Wire or phone c/o JOE PRIDDY, Port Lavaca. No sypies. Will not except collect calls.

F. M. PRIDDY, Mgr.

ROY MYERS

CALL

JOHN DORLAND

Royal United Shows, as per route. Very important. Sioux Rapids, Iowa, Aug. 1-3; Zumbrota, Minn., Aug. 4-7.

WANTED

Hat Machine Operators to sew names for Ionia, Mich. Lewisburg, W. Va., and 8 more Fairs to follow. Also have 2 Jewelry locations for rent on all my Fairs.

A. HYMES

c/o Western Union or General Delivery, Ionia, Mich.

NEW DEVELOPMENTS

Two New Snack Stands Introduced by Manley

KANSAS CITY, Mo., July 30.—Manley, Inc., has added two units to its line of refreshment equipment, one a combination cold drink and popcorn stand, the other a combination cold drink and sandwich snack bar. The drink unit in both is the firm's Ice-O-Bar, a two-faucet unit that has a capacity of 1,000 soft drinks at a temperature of 40 degrees or less with three volumes of carbonation hourly. The drink machine section is stainless steel with red Formica top.

The popcorn part of the one bar has an Aristocrat cascade kettle, an elevator warmer capable of holding 72 1½-ounce popcorn cartons. It is available with either 12-ounce or 16-ounce kettle. The sandwich part of the other unit has a rotary hot dog grill with a capacity of 18 franks every five minutes. Total capacity is said to be 126 hot dogs per hour. The cabinet is baked enamel on steel.

According to the firm the drink machine has been service-tested for several years in stadiums and drive-in theaters under conditions of extreme demand. The unit gives the equivalent in ready capacity of 18 cases of bottled drinks. Reserve cold storage in the refrigerator compartment for an additional six gallons of sirup gives reserve capacity equivalent to an additional 27 cases of bottled drinks.—Manley,

Inc., 1920 Wyandotte Street, Kansas City 8, Mo.

Beverage Mixer Has Rapid Action . . .

RACINE, Wis.—A mixer for malts and fresh fruit drinks is being marketed here that is said to be capable of mixing either type beverage in less than normal time. Operator inserts the cup, pulls a lever down for five seconds and the drink is ready to serve, according to the manufacturer. A split-second push on the lever is said to whirl the agitator dry after each use. Maker indicates the unit has thro blending action that provides smooth, tasty fruit drinks from coarse pineapple, nuts, etc., and also pulverizes ice. A total of 9 by 10 inches of space is occupied by the mixer. A safety device guards against operation unless a container is properly inserted. A mixing container is included.—Andis Products Corporation, Racine, Wis.

Deep Fryer Easily Cleaned . . .

CHICAGO—A deep fryer has been introduced here that is designed for easy cleaning and a maximum of sanitation. The fry pot lifts out easily for thro cleaning and a filter tray guards against crumbs burning and adhering to the bottom. Because draining, siphoning, leakage and dripping are minimized, no grease-clogged pipes and rancid odors are said to result. All visible parts are stainless steel. Unit is insulated with fibrous glass to retain heat as high as 28,000 b.t.u.'s. Fryer is said to prepare two pounds of food in nine pounds of fat.—Wilson Metal Products, 3330 Elston Avenue, Chicago 18.

Ice Cream Dishers Have Knurled Handles . . .

BYRON, Ill.—Two types of ice cream dishers, both with knurled handles, are being manufactured here. According to the maker, the grips assure a firm hold even with wet hands. They have a double beveled edge that cuts hard ice cream easily. The heads of both the disher and dishing spoon are stainless steel and the handles of heavy chrome-plated steel. Use of the finger rest on the dishing spoon is said to give extra leverage in all positions.—Stevens Manufacturing Company, Myers New Products Division, Byron, Ill.

Easy-Operating Coffee Urn Shown . . .

CHICAGO—A new coffee urn set-up has been introduced here that is said to be easy to operate and easy to keep clean. All models have double-wall construction with a stainless steel outer jacket and copper inner body. Unit is insulated with fiber glass. Urn liners are stainless steel. Thermostatic controls prevent overheating.—American Metal Ware Company, 368 West Huron Street, Chicago 10.

Direct Heat Rotisserie . . .

BERGENFIELD, N. J.—A broiler-rotisserie is being manufactured here that has a special glass element that directs long-wave radiant heat at the food. The method is said to be similar in principle to charcoal cooking, penetrates food evenly while searing the surface to a crisp brown, sealing in juices and flavor. Unit is left open on all sides as heat is radiated directly at the food to be cooked and there is no heating up surrounding areas, the manufacturer states. The unit is recommended for frankfurters, hamburgers, roasts and fish, and is said to produce a minimum of smoke and spattering. Broiler is 18 inches by 13 inches high; is finished in polished chrome. It operates on standard electric current.—Electriglas Corporation, New Bridge Road, Bergenfield, N. J.

WANT WANT WANT
BERKSHIRE COUNTY FAIR (Suburb of Pittsfield), HANCOCK, MASS., AUGUST 11th thru AUGUST 14th INCLUDING SUNDAY.
 Two clean Shows, 25%. All Concessions open. All replies to
HARRY J. KAHN
 Littleton, Mass., till August 6.
 Will be on lot August 7 or phone Pittsfield 2-2863.

SCHAFFER'S JUST FOR FUN SHOWS WANT
 SHOWS—Athletic, Monkey and Wildlife. CONCESSIONS—Knife Rack, Novelties, Bumper, High Striker, Hats and Mug. ALL FAIRS TO COME—Mondovi, Wis., August 2-7; Wilmet, Wis., August 9-14; Baraboo, Wis., August 17-21; Black River Falls, Wis., August 23-28. YES—we have the Quincy, Ill., Fair, August 29-September 3, and nine Southern Fairs to follow. All replies to
W. A. SCHAFFER
 Per Route

FOREMAN WANTED
 For Auto Scooter Ride immediately. Good salary and good treatment.
Tivoli Exposition Shows
 (Fairgrounds) Jefferson, Wis., this week

FOR BALANCE OF 1955 SEASON AND FOR 1956 AT LIBERTY
Experienced Office Secretary
 (Carnival)
 Anyone in need or interested, address:
H. L. MASTERS Redwood, N. Y.

WANT COUNT STORE AGENTS
CHUCK DUMA
 SANDY BEACH PARK
 RUSSELLS POINT, OHIO
 Phone 4-6431

WANTED
 Kiddie Ride Help, man or woman, to run Cotton Candy. Semi drivers preferred.
V. E. JAMESON
 c/o Gold Medal Shows
 Arnold, Pa., this week; then Butler, Pa.

WANTED
 Foremen for Eli Wheel, Octopus. Salary no object if you can produce. Wire or call collect or come on.
PARADA SHOWS
 H. C. Swisher, Rockville, Mo.

W.G. WADE SHOWS

KOSCIUSKO COUNTY FREE FAIR, WARSAW, INDIANA
 6 DAYS AND NIGHTS—AUG. 8 THRU 13 **INDIANA'S LARGEST FREE FAIR**
 —CAN PLACE—
 Legitimate Concessions of all kinds—Milk Bottle and Coke Bottle, Ball Games, High Striker, Fish and Duck Ponds, Pitch-Till-You-Win, Balloon Darts, String Game, Scales and Age and other Hanky Panks of all kinds.
 —OUTRIGHT SALES PRIVILEGES OPEN—
 Snow Cones, Names on Hats, Novelties, Floss, Popcorn, Ice Cream, Foot Longs, Pronto Pups, French Fries, Photos and other outright sales.
 —SHOWS—
 Glass House, Illusion, Wild Life, Unborn, War Show and/or other Walk Thru Shows. Can place Bally and Grind Shows of merit. NOTE! Desirable show units can play the Upper Peninsular exclusive State Fair at Escanaba, Mich., Aug. 23 thru 28, and the Michigan State Fair at Detroit, Sept. 2 thru 11. Don't miss a good bet—be sure of a money-getting route! All replies D. WADE, W. G. Wade Shows, c/o Western Union, Muncie, Ind. (Fair), all this week.

“The Hiawatha Shows”

Want independent legitimate Concessions for Pulaski Co. Fair, Winamac, Ind., Aug. 8-13, with excellent Fairs and Street Celebrations for balance of season.
 Can use 10 or 5 in one; Glass House, Fun House, Snake, Mechanical, or any Ding Show of merit.
 Have plenty of Rides and Ride Help.
 This is a Hanky Pank Show, so others don't waste my time or yours. All answers:
GLEN D. WYBLE
 Genoa, Ohio, week Aug. 2-6, then per route

PENNSYLVANIA FAIRS

DAYTON, PA.
AUG. 16-20

WASHINGTON, PA., FREE FAIR
AUG. 23-27
WANT

STONEBORO, PA.
AUG. 31-SEPT. 5

Will sell exclusive Frozen Custard and Glass Pitch for Washington and Dayton Fairs. Scales and Age, Duck, Pitch, all Hanky Panks open. Eating and Drinking Stands, Ice Cream and Ice.
 This week Nanty Glo, Pa.; Ford City, Pa., Aug. 8-12.
EDDIE DIETZ, Eddie's Expo Shows

***** of *****

AMUSEMENTS AMERICA

A STAR SPANGLED MIDWAY

SANDY CREEK, N. Y., FAIR, AUG. 8-13. HENRIETTA (ROCHESTER), N. Y., FAIR, AUG. 15-20. LEHIGHTON, PA.—SANFORD, N. C.—HENDERSON, N. C.; LUMBERTON, N. C.—LEAKSVILLE, N. C.—SUMTER, S. C.; LANCASTER, S. C.—GEORGETOWN, S. C.—CHARLESTON, S. C.; ALL FAIRS TO FOLLOW.

CONCESSIONS	Want at Once—Cookhouse, Hanky Panks of all kinds (no exclusives), Eating and Drinking Stands, American Palmistry, Hats, Short Range. Can place Peek Store Agents.
SHOWS	Grind Shows with own equipment.
HELP	Merry-Go-Round, Wheel and Chairplane Foremen; Second Men on all Rides, must drive semis. Can use Wives as Ticket Sellers.

Address **JOHN VIVONA, ROME, N. Y., this week.**

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

OZARK EMPIRE FAIR, SPRINGFIELD, MO., AUG. 13 TO AUG. 19, and a complete route of Southern fairs to follow.

CONCESSIONS	Cookhouse, Photos, French Fries, Popcorn, Candy Apples, Bear Pitch, Ice Cream Dip, Grab, Six Cats, Buckets, Arcade, Snow Cones, Candy Floss, Jewelry, Short Range, Long Range Gallery, legitimate Concessions of all kinds.
SHOWS	Monkey, Wildlife, Girl Show with a feature or any good Shows with own outfits and transportation. Want Manager for Monkey Show and Motordrome, also for Girl Show.
HELP	Live Pony Ride, Octopus, Dark Ride, Scrambler or non-conflicting Rides.
RIDES	Carpenter and Shop Help. Can place useful Ride Help and Carnival Help. Agents for office Concessions. Roll-a-Plane Foreman. Trainmaster. Publicity Man who can handle matinees. Mule Drivers, Train Hands, Welder. Want Operator for Fun House.

WIRE OR WRITE NOW FOR SPACE AT OZARK EMPIRE FAIR, SPRINGFIELD.
 All address: **SHIRLEY LEVY, Kansas Citian Hotel, Kansas City, Mo.**
 (Phone: Harrison 4410) until Aug. 9; then Springfield, Mo.

ULEY REITHOFFER SHOWS

WANT FOR TROY FAIR, TROY, PA. AUGUST 9-13

Legitimate Concessions of all kinds.

Shows: Wildlife, 10-in-1, etc.

Contact: **J. REITHOFFER**

c/o Uley Reithoffer Shows, Lockhaven, Pa.

PAN AMERICAN SHOWS

WANT For Harlan, Ky., now, followed by such outstanding Fairs as Wise and Tazewell, Va.; Maryville, Tenn.; Clintwood, Va.; Sevierville and Sweetwater, Tenn.; with Fairs in Alabama, Georgia and Florida to follow.

WATCH OUR ROUTE—IT'S A WINNER

SHOWS: Any Grind or Feature Attraction, Side Show Manager and Acts, Animal Show, Wildlife and Motordrome. **CONCESSIONS:** Hanky Panks of all descriptions, Novelty, Ice Cream and Custard, Milt Camp, Jewelry and Glass Pitch, also Agents for Razzle, Pin Store, Skillo, Buckets and Six Cats. Can place Man and Wife to operate Popcorn, must drive. Mickie Dale, can place you. **HELP:** Mechanic with tools who can produce, all winter's work; Ride Superintendent; Show Painter and Builder, Foreman for Kiddie Auto and Chairplane, Second Men on all Rides who drive. Top salary. Good treatment. Long season in Florida. All wires and correspondence to **TED WOODWARD, Sec.**, or care of Show, Harlan, Ky., now; then our long route of all Fairs.

HELLER'S ACME SHOWS

Want Ride Help following Rides: Merry-Go-Round, Wheel, Chairplane, Spitfire and four Kiddie Rides. Want Concessions: Grab, Popcorn, Custard, Pitch-Till-You-Win, Cork Gallery, Long and Short Lead Gallery (one of a kind on this show). Free dates with live-and-let-live prices. This week, Greenwood Lake, N. Y.; then Passaic County Fair, Breakness, N. J.; then Greenwood Lake, N. J. Real proven spots.

FOR SALE Lock, stock and barrel—complete show after Labor Day—nice front, marquee, air-conditioned office, transportation for entire show. Come see this deal. Terms to responsible people. Age, retiring reason for this ad.

Permanent address: Franklin Lakes, New Jersey. Phone: Wycoff 4-0333-M.

NOLAN AMUSEMENT CO.

Wants for West Lafayette, Ohio, Annual Home-Coming, August 4-6; Carrollton, Ky., Fair, August 9-13; Canton, Ohio, Sesquicentennial, Aug. 15-20.

Want Concessions, Shows, Ride Help, Popcorn, Age, Scale, Lead Gallery, Pea Pool, Ball Games, Glass Pitch, High Striker, Photo, Basket Ball, Cigarette Block, Rat Game and concessions of all kinds.

Shows, committee money. **RIDE HELP.** First and Second Men. Must drive. No drunks. Wire or write; don't phone.

NOLAN AMUSEMENT CO.

As per above route.

JOYLAND MIDWAY ATTRACTIONS

Want for following dates: Flint, Mich., week of August 1; Almont Centennial, week of August 7; Burroak, week of August 14.

Can use legitimate Concessions of all kinds, Long Range Shooting Gallery, Cook House. Good opening for Ball Game; Jewelry open; Pop Corn, Candy Apple, Floss all open. Good opening for clean Shows. Can place Girl Show with or without outfit. Will book any Rides not conflicting. Address all mail to

ROSCOE T. WADE, General Delivery, Flint, Mich.

SHAN BROS.' SHOWS

Want operators for Fun House and Wildlife Shows. Must be licensed semi drivers. Can place Foremen for Wheel and Kid Rides at Long Beach, Fla.

All replies to **SHAN WILCOX, LONG BEACH RESORT, PANAMA CITY, FLORIDA**

IDEAL RIDES

Want for Clay City, Ind., 4-H Fair this week; Decatur County Fair, Greensburg, Ind., next week; 4-H County Fair, Brazil, Ind., the following week.

All Hanky Panks, no racket. Especially want Hi-Striker, Coke Bottles, Balloon Darts, Scales, Photos, Fish Pond, Long or Short Range, Ice Cream and Lemon Shake. Can use Six Cats for balance of season. Mr. Venner, contact me. Want Merry-Go-Round Foreman and useful Ride Help, must drive. Hanky Pank Agents.

Wire only: **CLAY CITY, INDIANA**

CROSS ROAD AMUSEMENT WANTS

Can use a few Hanky Panks. Want Jenny Foreman who will keep ride up and not afraid to work. Also want Wheel Man and Second Men on all rides. Best of wages and bonus, must have Michigan chauffeur's license. Fred McElvey and Kelly Jackson, call BOB ALLSUP.

All replies to **DONALD BRANAM**

Cedar Springs or Box 47, Nunica, Mich.

SKERBECK'S GREAT NORTHERN SHOWS

WANT FOR FAIRS

CONCESSIONS: Ball Games, Long and Short Gallery, Hanky Panks not conflicting. One Major Ride. **SHOWS:** Fun House, Glass, Snake, Animal, etc. Northern Michigan Fair, Cheboygan; Emmet County Fair, Petoskey; Montmorency County Fair, Atlanta; Mackinac County Fair and Stewart to follow.

Contact **EUGENE W. SKERBECK**

Manistique, Aug. 2 to 6; then St. Ignace; all Mich.

WANT FOR SIDE SHOW

Useful Working Acts, Pin Cushion, Magician (Rex Harrison, come on). Three State Fairs—Fargo, N. Dak.; Bethany, Mo.; Roswell, N. Mex.

Contact **LISA DEL MAR**

c/o Hill's Greater Shows, Virginia, Minn., this week.

Carnival Routes

Continued from page 76

Lee Am. Co.: Alexander City, Ala.; Childersburg 8-13.
 Lee United: Barryton, Mich., 5-6; Lakeview 8-9; Shepherd 11-13.
 Leelight's Midway: Whitefish, Mont., 3-7; Stevensville 10-13.
 McKenna's Rides & Am.: Elroy, Wis.; Cedarburg 11-14.
 Maddox Bros.: Nelson, Neb.
 Majestic Greater: (Fair) Gladwin, Mich., 2-5.
 Manning, Ross: Fredericksburg, Va.; (Fair) Martinsville 8-13.
 Marion Greater: Darlington, S. C., 1-13.
 Marks, John H.: Charlottesville, Va.; (Fair) Staunton 8-13.
 Marvel: Leaf River, Ill., 1-2; Neponset, 4-7.
 Merriam's Midway: Indianola, Ia., 1-3; Knoxville 4-7; Oskaloosa 8-13.
 Merry Midway: Brooklyn, Ia.; (Fair) Keosauqua 9-12.
 Metropolitan: Kansas City, Kan.
 Midway of Mirth: (Fair) Danville, Ill.; Rossville 8-13.
 Midwest: Ashton, Idaho, 3-6.
 Mighty Hoosier State: (Fair) Peru, Ind.; (Fair) Blkknell 8-13.
 Moore's Modern: Hettinger, N. D.; Faith, S. D., 10-14.
 Moser-Rundle: Des Moines, Ia., 5-6; Washington 8-11.
 Motor State: (Fair) Maumee, O.; Argos, Ind., 8-13.
 Mound City, No. 1: Mexico, Mo.
 Mound City, No. 2: (Fair) Eldon, Mo., 3-6; (Fair) Columbia 9-13.
 Motor State: Maumee, O.
 Mullins' Royal Fine: Calais, Me.
 Murphy's Tri-State: Sanborn, Minn., 1-2; Elsworth 3-4; Dell Rapids, S. D., 5-6; Milbank 8-9; (Fair) Clinton, Minn., 11-14.
 Nelson, Geo. W.: Magnolia, Ia., 3-4; Mondamin 5-6; Emmetsburg 8-10; Rock Rapids 11-13.
 New England Am.: Littleton, Mass.
 Nolan Am. Co., #1: West Lafayette, O.; West Carrollton, Ky., 8-13.
 Nolan Am. Co., No. 2: (Fair) Commercial Point, O., 4-6.
 North Star: Carver, Minn., 5-7; (Fair) Jordan 11-14.
 Northern Expo.: Dodson, Mont., 5-7.
 Norton's Rides: Deadwood, S. D.
 Oklahoma Expo.: (Fair) Hatfield, Ark., 3-6.
 Page Bros.: Guthrie, Ky.
 Page & Ferris: (Fair) Towanda, Pa.; (Fair) Ithaca, N. Y., 8-13.
 Palmetto Expo.: New Bern, N. C.
 Pan American: Harlan, Ky.; (Fair) Wise, Va., 8-13.
 Parada: Rockville, Mo.; Mound City, Kan., 8-13.
 Peck Am. Co.: Jacksonville, Ill., 1-4; Greenfield, Ind., 8-13.
 Penn Premier: (Fair) Hughesville, Pa.; (Fair) Stroudsburg 8-13.
 Playtime: Buzzards Bay, Mass.; (Fair) Marshfield 7-13.
 Powelson Greater: (Fair) New Lexington, O., 3-6; (Fair) Croton 9-13.
 Prell's Broadway: Nazareth, Pa.; Bedford 8-13.
 Putska, A. H.: Libertyville, Ill., 3-7; Lake Villa 12-14.
 Raines Am.: (Fair) Oswego, Kan., 1-3.
 Rainier: Seattle, Wash.; Morton 8-14.
 Raley Bros. Expo.: (Fair) Roanoke Rapids, N. C.
 Reid, King: Woodstock, N. B.
 Reithoffer Green: Cannadigua, N. Y.
 Reithoffer, Uley: Athens, Pa.
 Rogers Bros.: Princeton, Minn., 1-3; Motley 4-6; Pine City 8-10; Farmington 11-14.
 Rohr's Modern: Pontiac, Ill., 2-4; Washburn 5-6; Gilman 11-14.
 Royal American: Regina, Sask.
 Royal Midwest: (Fair) Olney, Ill.; (Fair) Albion 8-13.
 Royal United: Sioux Rapids, Ia., 1-3; (Fair) Zumbrota, Minn., 4-7; Parkersburg, Ia., 9-10; Canton, Minn., 11-12; (Fair) Garnaville, Ia., 13-14.
 Rumble Greater: Paoli, Ind.; Terre Haute 12-14.
 Santa Fe: Mission, Tex., 1-10.
 Schafer's Just for Fun: (Fair) Mondovi, Wis., 2-7.
 Shamrock: Fairbury, Neb., 2-5.
 Shoemaker's Tri-State: Selingsgrove, Pa., 8-13.
 Shorter's: Mallard, Ia., 1-2; Ottosen 3-4; Malvern 6-8.
 Siebrand Bros.: Great Falls, Mont.
 Skebeck: Manistique, Mich.; St. Ignace 8-13.
 Smith, Geo. Clyde: Oakland, Md.
 Snapp Greater: Seymour, Wis.
 Southern Valley: Jonesboro, Ark.; Houston, Mo., 8-13.
 Star Am. Co.: Heber Springs, Ark.; (Fair) Imboden 8-13.
 Stephens, C. A.: Grundy, Va.
 Stephen's, Otto: Brighton, Ia., 2-3; Ollie 5-6; Murray 10-11; Corydon 12-13.
 Strates, James E.: (Fair) Clearfield, Pa.
 Strong's Am. Co.: Wisner, Neb., 5-7; Clarkston 8-9; Lindsay 10-11.
 Stumbo's Tri-State: (Fair) Bassett, Neb., 5-7; (Fair) Plainview 9-10; Loop City 13-16.
 Sunset Am. Co.: (Fair) Webster City, Ia.; (Fair) Rochester, Minn., 9-14.
 Sunny, A. J., No. 1: Bucyrus, O.
 Sunny, A. J., No. 2: Bucyrus, O.
 Tatham Bros. Combined: (Fair) Milford, Ill., 2-5; (Fair) Bloomington 8-11.
 Tennessee Valley: Clarksville, Tenn.
 Thomas, Art B. No. 1: (Fair) Red Lake Falls, Minn., 1-3; (Fair) Hibbing 4-7; (Fair) Fairmont 10-14.
 Thomas, Art B. No. 2: Jefferson, Ia., 1-4; Rockwell City 5-7; Pocahontas 8-10; Canby, Minn., 12-14.
 Thomas Punland: Pilot Grove, Mo.; (Fair) California 10-13.
 Thomas Joyland: Scottsburg, Ind.
 Tidwell, T. J.: Manhattan, Kan.
 Tinsley, Johnny T.: Spruce Pine, N. C.
 Tip Top: (Fair) Green Lake, Wis., 5-7; (Fair) Rice Lake 11-14.
 Tivoli: (Fair) Jefferson, Wis., 4-7; (Fair) Kankakee 8-13.
 20th Century: St. Charles, Minn., 3-6; Mason City, Ia., 8-15.
 United Expo.: Waukegan, Ill.
 United States: Milton, W. Va.
 Victory Expo.: Durango, Colo.
 Virginia Greater: Snow Hill, Md.; (Fair) Weirwood, Va., 8-13.
 Volunteer: Soddy, Tenn.
 Wade Greater: Huntington, Ind.; (Fair) Bluffton 9-12.
 Wade, W. G.: Muncie, Ind.; Warsaw 8-13.
 Wallace Bros.: (Fair) Monroe, Wis.
 Warwick, S. W.: St. Paul, Minn.
 West Coast: Gresham, Ore., 3-13.
 West Coast Expo.: (Fair) Red Bluff, Calif., 3-7; (Fair) Napa, 10-14.
 Wilbern: Snoqualmie, Wash.
 Wilber's Wolverine: Cadillac, Mich.; Grayling 8-13.
 Wilcox, Dick: Fort Kent, Me.; Patten 8-13.
 Wilson Famous: (Fair) Mount Sterling, Ill., 2-5; (Fair) Cambridge 8-12.
 Wolf Am.: Grafton, N. C.; Farmville 8-13.
 World of Mirth: Bangor, Me.
 World of Pleasure: Ploverville, Mich.; Bay City 8-13.
 World's Finest: Vegreville, Alta., 1-3; Red Deer 4-6; North Battleford, Sask., 8-10; Prince Albert 11-13.
 Young, Monty: Weiser, Idaho, 3-6.

BELL-FORM SHOWS

WANT FOR FOLLOWING DATES

Lady M. Carmel Feast, Middletown, Conn., Aug. 11-12-13-14; Westfield Fair, Westfield, Mass., Aug. 20-21; Chester, Conn., Fair, Aug. 27-28, and Brooklyn, Conn., Fair.

All kinds of Skill Games, Photos, Novelties, Scale and Age, Hats, Basket Ball, Coke Bottles or any other legitimate games.

ALL REPLIES

M. FORMAGIONI

13 Division St.
Bristol, Conn.

Phones:
LU. 2-0954-3-7256

JOHN J. BELLOISE

35 Winthrop St.
Bristol, Conn.

PRINCE WILLIAM CO. FAIR, MANASSAS, VA., AUG. 15-20;

MONTGOMERY CO. FAIR, GAITHERSBURG, MD., AUG. 23-27

These two outstanding Fairs have enlarged their program and promotions to increase attendance. CAN BOOK ALL KINDS OF LEGITIMATE GAME CONCESSIONS. WILL BOOK ALL KINDS OF SHOWS, INCLUDING GIRL SHOW, FOR MANASSAS WITH OWN EQUIPMENT. ADDRESS ALL COMMUNICATIONS TO

BEAM'S ATTRACTIONS

BRUNSWICK, MD., THIS WEEK.

P.S.: Show needs Kiddie Ride Foreman and Second Man for Wheel. Openings for Concession Agents and Cookhouse Help.

CANTON, OHIO, SESQUICENTENNIAL, AUG. 15-20

PAGEANT—PARADES—FREE ACTS, ETC.

Want Cookhouse, Grab, Floss, Popcorn, Cigarette Block, Penny Arcade, Coke Bottles, Milk Bottles, French Fries, Waffles, Derby, Bozo and concessions of all kinds.

SHOWS, RIDES NOT CONFLICTING.

Write or wire, don't phone.

NOLAN AMUSEMENT CO.

WEST LAFAYETTE, OHIO, THIS WEEK

TIVOLI EXPOSITION SHOWS

WANT FOR KANKAKEE, ILL., FAIR; DUBUQUE, IOWA, FAIR AND 9 MORE BIG FAIRS TO FOLLOW.

CONCESSIONS: Hanky Panks of all kinds, including Penny Arcade and Popcorn. **SHOWS:** Any worth-while Shows except Side Show, Girl Show and Snake Show. **RIDES:** Can place one more Major Ride such as Octopus, Coaster, or what have you? Want Foreman for Auto Scooter Ride to join at once.

Contact **H. V. PETERSEN, Mgr.**

(Fairgrounds) Jefferson, Wis., this week; Kankakee Fair, Aug. 9-14.

GLADES AMUSEMENT CO.

Want for Stanardsville, Va., week of August 8 and balance of season

Merry-Go-Round Foreman who can drive semi. Hanky Panks—book one of a kind. Want Pond, Ball Games, Mug Outfit, etc. All those who have been with me get in touch.

JERRY SADDLEMIRE

HARRISONBURG, VIRGINIA, THIS WEEK

F. C. BOGLE SHOWS, INC.

Want Wheel Foreman, top wages. No collect calls. Want Second Men all rides, also want Man to take care of office Concessions. All Hanky Panks \$23.00. All top Fairs to go. Want Shows with own equipment—Girl Show, Sideshow or any Grind or Bally Show. Chief Little Wolf, wire collect.

Wire or call **F. C. BOGLE SHOWS, Inc.**

Oberlin, Kan., Fair, Aug. 1-2-3; Hoxie, Kan., Fair, 4-5; Colby, Kan., Fair, 8-12.

WANTED—WANTED

For Williamsport, Ind., Fair, Aug. 8-12, and Milan Annual Homecoming, Aug. 15-20.

CONCESSIONS: Snow Cone, Candy Floss, Photo, Popcorn, Candy Apples, Cigarette Block, Hanky Panks of all kinds. **SHOWS:** 10-in-1, Girl Show, Snake or Unborn. **RIDES:** Can use set of Kid Rides for balance of season, also any Major Ride not conflicting. Ride Help who can drive semis. Address:

LONE STAR SHOWS, Myrtle MacSpadden, Mgr.
 Corner Bristol and Deming Rd., Flint, Mich. Phone: Cedar 5-3547. No collect calls. P.S.: Jimmy Ackley wants Agents to join at once.

C. A. STEPHENS SHOWS

Want for Whitesburg, Ky.; Pineville, Ky., next; followed by Morristown, Tenn., Centennial; then the Bean Festival, Mountain City, Tenn.

RIDES: Will place Ferris Wheel to dual with ours, Octopus, Roll-o-Plane, Kiddie Rides or any Ride not conflicting, or will buy Kiddie Auto and Swings. Will place two Girl Shows for balance of season and Side Show. Concessions, come on.

GRUNDY, VA., THIS WEEK.

COMMERCIAL POINT, OHIO, AUG. 4-5-6;

HARRISBURG, OHIO, AUG. 11-12-13.

WANT Concessions and RIDE HELP. First and Second Men for Wheel, Merry-Go-Round and Chairplane; no drunks. Popcorn, Floss, Snow Balls, Pill Pool and Hanky Panks of all kinds.

NOLAN AMUSEMENT CO., #2 UNIT

25% Hula Dancer 25%

With guarantee of \$85.00 and up, with or without carnival experience. 14 Minnesota Fairs, then south. Call or wire Princeton, Minn., Aug. 1-2-3; Motley, Minn., Aug. 4-6.

DALE PARRISH

Rogers Brothers' Shows

IMPERIAL SHOWS #2

Want Scales and Age, Ball Games (none here), Long and Short Range Galleries, Basket Ball, Ice Cream and Stock Concessions of all kinds. Can place Pony Ride for season. Opening for two Hanky Pank Agents.

E. L. WINROD, Mgr.

Highland, Ill., Fair, this week; Marshall, Ill., Fair, next week.

ALFRED (SPOT) PINSONAULT

Brother Arthur dying, Worcester City Hospital.

Irene

HAT OPERATORS

Top salaries. (Josephine Moore, contact.) Write or wire

HARRY MOORE

(Fairgrounds) Springfield, Ill.

ROSS MANNING SHOWS

All Fairs starting Aug. 8, Martinsville, West Va.

CONCESSIONS: Photos, High-Striker, Novelties, Long and Short Range Galleries, Basketball, Dart Games.
RIDES: Can place 4 or more Kiddie Rides. Will give exclusive. Major Rides, Flyoplane, Looper, Scooter, Dave Endy, contact.
SHOWS: Le-Ola can place Working Acts for Side Show.
Can place Mechanic to handle trucks in good condition. Alonzo Green or Dick Roach, contact Dutch Whiteside.

Write or wire ROSS MANNING SHOWS, Fredericksburg, Va.

P. S.: Jimmie Gale, contact your daughter, Margaret, 27 7407 Upsher St., Belle Meade, Md. Telephone WAfield 7-0022.

MARSHALL COUNTY FAIR, MOUNDSVILLE, W. VA., AUG. 9 TO 13
GILMER COUNTY FAIR, GLENVILLE, W. VA., AUG. 15 TO 20
GREAT PENNSBORO FAIR, PENNSBORO, W. VA., AUG. 22 TO 27
With a continuous route of bona fide Fairs until late November.

WANTED: Girl Show with own equipment. Also one more Grind Show. WILL PLACE Concessions: Arcade, Custard, Bobo, High Striker, Long Range, Novelties, Hats, Derby and other Merchandise and Outright Sale Concessions. **WANTED RIDE HELP:** Foreman for Smith & Smith Chair-o-Plane. Also other experienced Ride Help that are licensed drivers. If you drink, do not answer. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION, VALPARAISO, INDIANA

UNITED EXPOSITION SHOWS

WANT FOR TERRE HAUTE, IND., FAIR, 150,000 PAID ADMISSIONS LAST YEAR.
RIDES—Will book any Ride not conflicting with the 12 we have.

CONCESSIONS—All open, what have you? Especially want Scales, Ice Cream, Custard, Diggers, Ball Games, Hats, Novelties, Photos, Coke Bottles, Basketball.
AGENTS—Can place a few more Hanky Pank Agents. Also Bingo Countermen. Want Count Store, Buckets, Swinger and Nail Agents.

SHOWS—Independent Shows of all kinds with own equipment and transportation. Athletic Show Manager with talent; Ring on Trailer, nice top and banners. Side Show Manager with Help, nice frame up, 100 ft. banner line, or will place Side Show Acts, Tattoo Artist, Half and Half, Fire Eater.

RIDE HELP—Want Ride Help who drive, especially want Ferris Wheel Operator that knows how. **NO DRUNKS—THEY ARE CAUSE OF THIS AD.**
All wire C. A. VERNON, Mgr., Waukegan (On Lake Front, Ill., Aug. 1-7. Sailors' payday—Can be yours, too.

J. A. GENTSCH SHOWS

WANTED FOR MISSISSIPPI'S LARGEST AND BEST DISTRICT AND COUNTY FAIRS

Hanky Panks of all kinds. Lead Shooting Gallery, Scales. Shows with own outfits. Monkey Show, Side Show, Miniature City, Funhouse. Also Foremen for Tilt, Spitfire and Merry-Go-Round. Also few Second Men.

J. A. GENTSCH SHOWS
Pascagoula, Miss., Aug. 1-6.

ROHR'S MODERN MIDWAY

WANTED
FOR THE BIGGEST CENTENNIAL OF THEM ALL
GILMAN, ILLINOIS — AUGUST 11-14

With a solid route of bona fide Fairs and Celebrations from now—until. Ride Help on all Rides. Hanky Panks, Basketball, Bumper, Ball Game, Novelties, Coke Bottles, etc. Agents for Office Owned Concessions. Will book Fun House, Mechanical Show or what have you. Tom Ferguson, no hard feelings, get in touch with Kenny.
D. J. ROHR, Standard, Ill.

BAYOU STATE SHOWS

Can place Cookhouse, Crab, Custard, Photos, Long and Short Range Lead Galleries, Six Cats, Buckets or any Concession working for stock. Can also place Snake Show and Side Show. Want Pony Ride, Tilt and Octopus or any Major Ride not conflicting. For 7 Louisiana Fairs starting last week in August. We close Xmas week. (W. E. West and Helen Golden, contact).

Address: PAUL H. MILLER, Mgr.
Oberlin, La., this week; Washington, La., to follow.

BILL CHALKIAS WANTS FOR "America's Most Beautiful Side Show" SIDE SHOW PEOPLE

Sword Swallower, Musical Act, Knife Thrower, Fat Woman, Tattooer, Freak to feature (No Half and Half). We have some of the best Fairs for you. Must be able to stand prosperity. **NO DRUNKS.** Show will work all winter. No more still dates. Contact

BILL CHALKIAS
c/o William T. Collins Shows, La Crosse, Wisc., Aug. 2-7.

WANT FOR THE FOLLOWING FAIRS — PAW PAW FAIR, WEEK OF AUG. 8 TO 13; GASSAWAY FREE FAIR, AUG. 15-20; TUCKER COUNTY FAIR, AUG. 22-27; PRESTON COUNTY FAIR, AUG. 30 TO SEPT. 5

Coke Bottle, Hi-Striker, Glass Pitch, Bear Pitch, Short Range, Pitch-Till-You-Win any Concession working for stock. No X on anything except Bingo, Floss, Photos and Scales. Can place Ride Help who can drive. All replies to
GEORGE BROAS, Ravenswood, W. Va.; then Rivesville, W. Va., Paw Paw Fair.

WANTED

Concessions of all kinds and Side Shows. In the month of August have 7 Centennials, 3 Fairs and Britt, Iowa, Hobo Days. No flat stores or gypsies on the Show. Contact
ROYAL UNITED SHOWS, as per route
Sioux Rapids, Iowa, Aug. 1-3; Zumbrota, Minn., Aug. 4-7.

WANT AT ONCE

FOR THE BIGGEST COUNTY FAIRS IN THE MIDDLE WEST

Foot Long, Lemon Shake-Up, Scale & Age, Novelties, nicely framed Side Show. Want Second Men on Tilt, Octopus, Wheel, Mendon, Ill., Aug. 6 to 10; Trenton, Mo., Aug. 13 to 19; Beatrice, Nebr., Aug. 22 to 25; Wahoo, Nebr.; Grinnell, Iowa (Labor Day).

BURKHART SHOWS
Blandinsville, Ill., till Aug. 5.

A. R. BRIGGS SHOWS

ROSEVILLE, OHIO, AUG. 6

Want Concessions and Ride Help. For Sale—Truck Trailer and three Concessions: 1943 Ford Van, 1 1/2 ton; 14-foot Lumber Trailer, Fish Pond, Bumper and Center Concession, all for \$500. No decent offer refused. See Andy. Concession Agents for Buckets, Six Cats and Hanky Panks. Joe Williams, Cambridge Blackie, Andy Starr, call. Have open weeks with own light plant.

Address Per Route.

WANTED

GIRLS GIRLS

Exotic and Strippers on specialties. Also non-experienced Girls. Top pay every nite.

MELVIN (BOOTS) SHAFFER
Care Blue Grass Shows
Charleston, Ill., all this week.

SIDE SHOW HELP ATTENTION!!

Enlarging Show for Gooding's route of outstanding Fairs, including four State Fairs. 1 or 2 good talkers—good deal to right party who can and will make openings. Woody Dutton, Jackie Stevens, Eddie Hagen, Tony Morieno, contact me. Can also use few more Working Acts, Canvas Men and General Help. Jack Conner have tried to reach you, wire me. All replies

Chas. H. Hodges
Jefferson Beach Amusement Park, Saint Clair Shores, Mich., thru Aug. 17, then Fairs.

SHORTER'S SHOWS

Want Grab, Clothes Pin Slum, Novelties, Long or Short Range, Cork Gallery, Jewelry, Coke Bottles. Want Shows: Girl Show, Animal Show, Fat Show. Want one more Major Ride. Celebrations now, Fairs next week. Want dependable, sober Ride Help. Join now.

Contact Manager Shorter's Shows
Mallard, Iowa, Monday and Tuesday, Aug. 1 and 2; Ottosen, Iowa, Wednesday and Thursday; Malvern, Iowa, Sunday, Monday and Tuesday.
Billy Craig needs Agents, only store on the midway.

NOW BOOKING Legitimate Concessions

of all kinds for the following Fairs: Skowhegan, Maine, Aug. 13-20; Barton, Vt., Aug. 18; Lyndonville, Vt., Aug. 25-28. All contact

KING REID
Hotel Carlyle, Woodstock, N. B., Canada

WANTED

MONKEY DROME OPERATOR

for finest brand-new Drome on the road. Powerful route of Fairs. Also want top Motordrome Talker and Lady Riders to join immediately.

Contact **Billy Boudreau**
KING REID SHOWS
Woodstock, N. B., Canada

KING REID WANTS

Capable Operators for Fun House, Snake Show, Roll-a-Whirl, Crime Car Exhibit and Athletic Show. Wonderful opportunity. Powerful route. Good proposition to capable people.

Contact this week:
KING REID
Hotel Carlyle, Woodstock, N. B., Canada; Aug. 8-11, Millinocket, Maine; then all Fairs till November.



Strangest Attractions on Earth
Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk-En Heads, Many others. Send for folder.

TATE'S CURIOSITY SHOP
3858 E. Van Buren
Phoenix, Arizona

S. W. WARWICK SHOWS WANT

Hanky Panks of all kinds, \$22.50 a spot. Shows with own transportation. Ride Help on all Rides, especially Merry-Go-Round Foreman, Second Men who drive semis. Address:
South St. Paul, Minn., Aug. 4-5-6 (Celebration); then Fairs until October.

Can Place Man & Wife

To manage "Girl in the Gold Fish Bowl" Grind Show on the James E. Strates Shows. Long season, close in December. No time to write; wire, but pay your own.

JAMES THOMPSON
Jas. E. Strates Shows
Niagara Falls, N. Y.

KEN-PENN AMUSEMENT CO.

WANT FOR FOLLOWING FAIRS:

Minerva, Ohio, Homecoming & Exposition of Progress
August 8-13

Greene County Free Fair, Waynesburg, Pa.
5 Days—5 Nights—August 16-20

Crawford County Free Fair, Meadville, Pa.
August 23-27

Concessions that work for stock, Eating and Drinking Stands—straight sales.

Franklin, Pa. (Rocky Grove), this week

RALPH D. SANDERS, 619 Earl Ave., New Kensington, Pa.

CONTINENTAL SHOWS

WANT FOR THE FOLLOWING FAIRS

CORTLAND, N. Y., AUGUST 10 TO 13
WESTPORT, N. Y., AUGUST 16 TO 20
ST. ALBANS, VT., AUGUST 22 TO 27
CHATHAM, N. Y., SEPTEMBER 1 TO 5

LEGITIMATE CONCESSIONS OF ALL TYPES, PITCHES, EATING STANDS, OR WHAT HAVE YOU?

Contact: **ROLAND E. CHAMPAGNE**

LOCAL HOTELS, BARRE, VERMONT, AUGUST 1 TO 6; CORTLAND, N. Y., FOLLOWING WEEK.

FAIRS FAIRS FAIRS

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

HAVE 10 RIDES—5 SHOWS

Want for 10 Fairs and 4 Tobacco Celebrations. First fair Leaksville-Spray, N. C., Aug. 22. Closing date Nov. 12. Reserve space now. All Eat and Drink Stands open. No X. All Hanky Panks open.
Want Bingo—Dave Fineman, call me. Will place Legal Adjuster with Concessions. No joints here now. Will book on small percentage or buy Rolloplane. Good opening for Arcade, Side Show or any Novelty Show, Fun House. Our route is complete—two good Tobacco Festivals before Leaksville—downtown locations.
Grifton, N. C., this week; Farmville to follow, in the heart of tobacco.
All answers to **BEN WOLFE**

SONNY MYERS AMUSEMENTS

CAN PLACE FOR 7 IOWA FAIRS AND BALANCE OF SEASON

Duck Pond, Long Range, Pitch-to-Win, Page and Scales, Roman Targets or any legitimate Hanky Panks. **SHOWS—**Any Grind Show of merit. **RIDE HELP—**Foreman and Second Man on Wheel. Can place Second Men who have license on all rides, top wages. Contact

BILL DILLARS, MGR.

Redfield, Iowa, Aug. 1-2, Then Grundy Center, Aug. 4-5-6.

ROCHESTER, MINN., FREE FAIR

Exclusive Popcorn. Age and Weight, Glass Pitch, Custard open. Can use Six Cats, Short Range, Hats, Hanky Panks and Ball Games. Can use for balance of season, Athletic Show, Fun House, Mechanical, Unborn and Wildlife and any Show with own equipment except Girl and Side Show. Want Second and Third Men on Rides who are sober and drive semis.

SUNSET AMUSEMENT CO.

WEBSTER CITY, IOWA, THIS WEEK; ROCHESTER, MINN., NEXT.

WANT FOR ALLEN COUNTY 4-H FAIR, FT. WAYNE, IND., AUG. 8-9-10-11, AND MARSHALL COUNTY FAIR, ARGOS, IND., AUG. 9-13, AND A CONTINUOUS ROUTE OF FAIRS INTO NOVEMBER IN TENNESSEE AND MISSISSIPPI.

Can place two or three Kid Rides, Hanky Panks, Funhouse, Snake Show, Mechanical Show, etc. Help on Rides, Octopus Foreman, new Allan Herschell Merry-Go-Round Foreman and Second Men who drive. Come on.

Toledo Fair, Maumee, Ohio, this week; Argos, Ind., follows.

Joe Frederick, Manager, Motor State Shows

DORSO & GOODMAN

Want first-class Arcade Mechanic. Also want one Caller and three Counter Men for Bingo. Agents for Glass Pitches. Have long list of first-class State Fairs, **SO PAY WILL BE BIG.** Answer to
AL DORSO, Cetlin & Wilson Shows, Port Huron, Mich., this week; Ionia, Mich., Aug. 8-13.

WIRE IMMEDIATELY

ROYAL MIDWEST SHOWS

Want for Edwards County Fair, Aug. 8-13, Albion, Illinois. Eats, Drinks, Grab, Popcorn, Candy Apples, Custard, Novelties, Hi-Striker, Duck or Fish Pond, Jewelry, Slum Spindle, Hats, Bumper, Ball Games, Darts, Cork Gallery, Age and Scales, Girl Show, Monkey or Wildlife Show or any worth-while Show. Manager for Athletic Show. Wire

Roxie Harris, Fairgrounds, Olney, Illinois

Can place any of the above for Marshall County Fair, Benton, Ky., Aug. 22-27; no independent midway.

INLAND EMPIRE SHOWS

WANT FOR SPOKANE INTERSTATE FAIR
AUGUST 25-28

Legitimate Concessions of all kinds. Also Shows and Rides not conflicting.

Contact **RAY BARBER**, as per route

Gem Co. Fair, Emmett, Idaho, Aug 10-14. Hillyard Hi-Jinks on streets, Hillyard, Wash., Aug. 18, 19, 20. Spokane Interstate Fair, Aug. 25-28. All fairs following.

20TH CENTURY SHOWS

Want for the following Major Fairs

MASON CITY, IOWA; OWATONNA AND ALBERT LEA, MINN.; MARSHFIELD, WIS.; FORT SMITH, ARK.; MUSKOGEE, OKLA.; WACO, TEXAS.

RIDES—Will book Caterpillar, Round-Up, Flying Scooter, Mix-Up, Spitfire, Scrambler or any other Major Ride not conflicting. CAN PLACE SECOND MEN ON ALL RIDES. MUST DRIVE. SHOWS—Want Wildlife and Fun House.

CONCESSIONS—"EX" on Scales and Age. Also want Buckets and Six Cats (must work for stock) with Hanky Panks, Punk Rack, Coke Bottles, Balloon Darts, High Striker, Custard and Ice Cream or any other Hanky Panks. No flats of gypsies. Contact

JESS WRIGLEY or CHARLIE TRAVERS
Saint Charles, Minn., this week; Mason City, Iowa, next.

THOMAS JOYLAND SHOWS

WANTED—WANTED—WANTED

MARION COUNTY FAIR, INDIANAPOLIS
CROWN POINT, IND.; CHARLESTON, W. VA.

Hanky Panks of all kind.
RIDES: Scrambler, Round Up, Scooter, Rock-o-Plane.
Place Shows of all kinds—Life, Wild Life, Monkey Show, Fun, What-Is-It, Mechanical City.
Ride Help and Concession Help of all kinds.

L. I. THOMAS — Wire — **Scottsburg, Ind.**

ANCHOR TENTS



The Showman's Choice
Finest Materials—40 Yrs. Experience
Recognized as the Tent House of
FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—
Bingo—Merry-Go-Round—Cookhouse Tops
4 DAYS' SHIPMENT MOST SIZES.
Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

DON FRANKLIN SHOWS #2

WANT FOR SOLID ROUTE OF FAIRS

Concessions, Cookhouse or Grab, Long & Short Range, Photos, Novelties, and most any Hanky Pank.

WILL BOOK—Octopus & Rock-o-Plane, or any major ride not conflicting.

SHOWS—Grind Shows of all kinds. All replies

RALPH WAGNER

Leon, Iowa, Aug. 1-3; Allison, Iowa, Aug. 4-7

WILBER'S WOLVERINE SHOWS

Want for these 8 outstanding Michigan Fairs and Celebrations: Cadillac, Mich., Paul Bunyan Days this week; Grayling, Mich., Aug. 8-13, 10,000 National Guards, first Show in seven years; Kent County Fair, Lowell, Mich., Osego County Fair, Gaylord, Mich.; Central Lake Homecoming, Wewygo, Mich.; Labor Day Celebration, Manistee County Fair; Lawton Grape Festival and then our big line-up of spots in the heart of the Cotton and Tobacco Belts in North Carolina and chosen dates in Florida. Fair Secretaries and Committees, look us over. Growing weekly. We now have 8 Rides. Have opening for Girl Show and Grind Show. Sleepy Johnson can use two sober, capable Phonemen, virgin territory. Mike Brady can use one good Pin Player, only two Concessions on Show. Useful Working Hands in all departments always welcome. Concessions joining now given preference. We do not overload.
Henry Wilber, Manager; Ethel Wilber, Secy-Treasurer; C. E. (Sleepy) Johnson, Advance and Promotion; Hardy Brady, Bus. Mgr.

WANTED FOR CLYMER, PA., GOLDEN JUBILEE

August 15-20

2 PARADES—CROWNING THE QUEEN—GIVING AWAY CAR—FIREWORKS
Can use the following Concessions—Frozen Custard or Ice Cream, Glass Pitch, Age and Scales, Jewelry, String Game, Novelties, Bumper, French Fries, Basketball, Bowling Alley, Penny Pitch, Ball Games, Photos.

Can use Shows—Fun House, Monkey Show, Wildlife, Snake Show.
Latrobe, Pa., Mardi Gras, this week Aug. 1-4; Jacktown Fair, Wind Ridge, Pa., Aug. 9-13; Clymer, Pa., Golden Jubilee, Aug. 15-20.

C. A. HANNAH

WANTED—AGENTS—WANTED

For Duck Pond, Pitch-Till-U-Win, Under 11 Over 30, Milk Bottle, Balloon Dart, Add Dart, Coke Bottle and others. Come on, Fairs now and until Nov. 1; then all winter in Florida. Fairs: Berea, Ohio; Hastings, Mich., Aug. 1 thru 6; Boy City, Mich., Aug. 8 thru 13.

NEAL CARLIN

MILAN, MICH., JULY 26 THRU AUG. 2.

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	
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	132.00
1,000,000	250.00

Double coupon, double price

CLUB ACTIVITIES

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, July 30.—Secretary Joe Streibich reports he's on the mend. He's convalescing at his Delavan Lake, Wis., home, where President Ned Torti and Bob Parker are his neighbors. Acting Secretary Henry T. Polk reports business is good for him on the William T. Collins' Shows.

Club's business affairs are being conducted by the officers under the supervision of President Torti. Harry Duncan, membership chairman, is making plans for a new drive. George W. Johnson, chairman of the bylaws committee, reports new booklets will be off the press soon. An additional phone has been added at the clubrooms.

Abe Raymond now out of the hospital. Harry Mamsch confined in St. Luke's Hospital here. Hadji Delgarian is on the mend following an auto crash. Lou Keller and Harry Atwell still confined at home.

Clubroom visitors included William Carsky, George W. Johnson, Whitey Lehrter, Walter F. Driver, Jack Hawthorne, Max Brantman, William A. Hellich, James Campbell, Paul Delaney, Eric Phillips, Charles Zemater Sr., Bill Bryant, Ed Sopenar, Jack Kaplan, James Stanton, Pat Buttram, Bill Wolper, William A. Meyers, Curley Reynolds, George B. Flint, H. F. Logan, Harry Russell, C. W. McCafferty and Bob Parker.

Ladies' Auxiliary Hotel Sherman

A regular board of directors' meeting was held in the home of Viola Parker, who served refreshments following the business session. Also present were Evelyn Hock, treasurer; Frieda Rosen, second vice-president; Elsie Miller, secretary; Mrs. L. M. Brumleve, Phoebe Carsky, Lee Gluskin, Dorothy Kennedy, Lucille Hirsch, Margaret Hock and Mae Smith.

Members were grieved by the death of four members, Marie Brown, Marguerite Shapiro, Esther Multine and Billie Billiken.

Esther Speroni is out with Midway of Mirth Shows. Correspondence received from Lucille Anthony, Esther Speroni, Dolly Snapp, Hallie Knipchild, Pearl Weydt, Ruth Martone, Nora Ann Raines and Nan Rankine.

Sick list includes Ann Belden, Alice Hill and Carmelita Horan, who is recuperating at home from a slipped disc. Edith and Joe Streibich are at Assembly Park, Delavan Lake, Delavan, Wis., where Joe is recuperating. Lou Keller is ill at 7715 South Shore Drive, Chicago.

Mrs. L. M. Brumleve was at her cousin Ann's house for the weekend. Claire Sopenar is back from a six-week vacation. Viola Parker spent a few days out of town. Mae C. Taylor is on the mend again after an illness that required hospitalization.

Phoebe Carsky and Evelyn Hock have sent out the books on the summer activities with the Cancer Fund to be the recipient of the profits. Donations for the bazaar should be sent to Carmelita Horan, 1825 West Huron Street, Chicago. Dues, death donations and other club correspondence should be directed to Secretary Elsie Miller, 3852 West Irving Park Road, Chicago 18.

Time Payments Arranged

On new 30-ft. Deluxe Merry-Go-Rounds. Other used Rides cash sale only. Looper, \$1850; Train, \$3000; Sky Fighter, \$3500; Little Coaster, \$5000; Diesel Plants with Light Towers, \$8000; Street Car, \$1200; Fire Truck, others. Caterpillar, stainless steel cars, no dents, excellent to new condition, \$10,800. Prices F.O.B. subject to prior sale. We offer nationwide service. Write or wire
Young's Carnival Sales
Duluth 6, Minn. RA 2-1124

FOR SALE

I have interest in three schools: Massage, Beauty and Electrolysis. Also have City Solarium and Health Clinic on the pier. Enroll now for this winter, have your own profession. Will sell my Truck and three Concessions to the highest bidder: Pitch, Balloon Darts and Basketball; Ford ton and half truck, factory van body frame to live in.
R. HOWARD HINCKLEY
458 First Ave. N. St Petersburg, Fla.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, July 30.—Three transoms have been installed over the front doors by Hymie Rosenblum and Frenchy Schwacha, which should add to the comfort of members in the future. The stage curtains are adorned now by lifelike figures of a lion and tiger.

News has been received of the death of Raymond E. Sigler, a member since 1952 who helped at all Saturday night dances. He was with various shows including O. C. Buck and World of Mirth.

Membership cards are ready for mailing on receipt of \$11 dues. Members should include the proper address to which the cards should be sent. New members are Owen E. Lynch, Abe Starin and Lawrence Carr.

Pud Hartman has left for a trip up the coast, over to the West Coast, and back to Miami, and will be gone about three weeks. Mel G. Dodson and family have arrived in town for a while. Recent club visitors included Al Cherner, John J. Watkins, George Whitehead, Fred Barrett, Jack Rose, Joe Green, William Tucker, Cliff Wilson and Dutch Holtzman.

The annual Bulletin has been sent out to all shows and those who failed to receive theirs can write in for a copy. Mail is at the office for Harry Modele, Marion Murray, Abel Pastor, Al Palitz, Sam Barrett, Sammy Bordin, George J. Biczies, Ben Cohn, William Cowan, Harry A. Thompson, Alfred R. Trudeau, Arthur Touhen, Al Weinberg, Moe Winninan, Henry Weinstein, Benny Rosenberg, Jack Schue, Ralph Smith, Irving Goldberg and James Foley.

Brother Chris Dundee, local fight impresario, has been awarded a three-year contract to continue fight promotions at Miami Beach Auditorium by the Miami Beach council.

The executive secretary dropped in on Tom Kaslin, who underwent surgery in Jackson Memorial Hospital and who is expected home next week. Kaslin is recovering rapidly.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, July 30.—The Monday (11) meeting was called to order by President Charlotte Porter. Also on hand were Oscar Mattley, treasurer; Albert Roche, corresponding secretary; Billie Hodges, executive secretary; and Bonnie Townsend, recording secretary.

Membership was saddened by the death of Oscar Walker, Max Griffith and Phil Sapiro.

Many donations have been received for the November bazaar. Treasurer Mattley announced he and Mrs. Mattley would be vacationing in Nebraska for several weeks. Albert Roche back after an absence as was Lou Pillow. New members are Gloria and Max Tratch.

FOR LEASE

125 kw. Deisel Light Plant. 3 phase G.M. twin motors mounted on 24' semi trailer equipped with air brakes. Opens for use in 10 minutes. Call

GEORGE HARMS

Annapolis, Md. Phone Colonial 3-5617 any time between 7 to 10 a.m. or 8 to 12 p.m.

Thank You

CHARLES CASELLA
Concessionaire, BARSTOW AMUSEMENTS, for your BUICK Roadmaster purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

PARAKEETS

50, assorted colors, \$50.00.
Finches, Rice Birds, Canaries, etc.
BIRD WONDERLAND
15648 Ventura Ave. Encino, Calif.

PARAKEETS

75¢

Minimum order, forty birds.
Shipped F.O.B. Los Angeles.
Cash or Money Order with order.

24-Hour Service
Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

WANTED

Information to the whereabouts

of
ISADORE FIRESIDE
DOROTHY LEE PARKER
PHILIP J. DeLANO
EDWARD HILL

BERMAN SALES CO.
PENNSBURG, PA. PHONE 521

ROSE MIDGETS

UNIT AVAILABLE
DUE TO
DISAPPOINTMENT

For fairs and events. Experienced and clever entertainers. Hurry for immediate booking. Wire or write

P. O. BOX 177

Washington Bridge Station
New York 33, N. Y.

WILDLIFE FOR SALE

20x30 Tent and Wall, Banner Line and Banners, 22 cages and jacks for same, including 2 Cub Bears, 1 Lynx, 1 Coyote, 1 Coati, 2 Foxes, 1 Monkey, Raccoon, Rabbit, Vulture, Hawk, Snakes, Opossum, Fitch, Pheasants, Woodchuck, Crows and Alligator. Complete with light and tools and loads on 14-ft. 4-wheel trailer. Attach to your car. Good deal for man and wife or two partners. Eight Fairs go with it. Reason for selling, help trouble and can't handle as can't be around. \$1350 takes it. Cost \$2500 to frame.

E. JOE HENKE

436 W. Juneau Milwaukee 3, Wis.

FAIRS FAIRS

F LEE AMUSEMENT COMPANY F

WANT SHOWS: High class entertaining shows for our circuit of Fairs (ask anyone that has played them). Circus Side Show, Midgets, Big Snake, Fat Show or any worth-while attraction. Jack Orr, Charles Stanley, Lee Houston, Harvey Wilson, Mark Williams, Carl Luther, please contact. Address: N. L. CRESON, Owner, Alexander City, Ala. This week; Childersburg, Ala., next week.

FAIRS

FOR SALE

Ferris Wheel, Chairplane, Baby Auto Ride, Popcorn Trailer with Snow Cones, Candy Floss and Peanut Warmer.

RUSS EDWARDS

R. R. #2, Box 188, Robertson, Missouri (Phone: Thornwall 5-6082)

WANTED—SIDE SHOW HELP—WANTED

For 15 Fairs, Southern route. Fire Eater, Pin Cushion, Bally Girl for Electric Ticket Sellers who can grind. All Side Show Help to join now. Half-and-Half who can stand prosperity. Vern Martin, Troy, Joe Hurst, Phil and people who worked for me, answer. Lil Stephro, wire, don't write, join here.

EARL MEYER

c/o O. C. BUCK SHOWS, Messina, N. Y.

FOR SALE

10 CAR DODGEM

Loads on 2 trailers. Reasonable price. Possession after Labor Day.
Write BOX 730, c/o The Billboard
390 Arcade Bldg. St. Louis, Mo.

FOR SALE

Good Caterpillar, new canvas: Corn Game, 22x36, stools; two Semi Trailers with Tractors. Want sober Foremen for Jenny Wheel and Tilt; very lucrative salary if you are worth keeping. Second Men who drive. Manchester, Iowa, this week; followed by Tipton, Boone and Perry. Contact or join.

DYER'S GREATER SHOWS

PARAKEETS
70c
Shipped Daily—F.O.B.
Los Angeles
Write Today for Prices
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

DELPHI, INDIANA, HOMECOMING CENTENNIAL
PUBLIC SQUARE, AUG. 8-13
FOLLOWED BY WABASH FAIR
CHOICE SPACE FOR A FEW MORE
HANKY PANKS
Derby, Plate or Record, String, Short Range, Sno, Ice Cream, Hi-Striker or others.
HELP WANTED
SOBER RIDE MEN—MUST DRIVE
ERNE ALLEN, Baker Uniter Shows, Hartford City, Ind.
TOM L. BAKER, 2851 Madison, Indianapolis. Phone GARfield 4584

RIDE HELP WANTED
Must join immediately
Man for Jenny, \$60.00 plus. Man for Wheel, \$60.00 plus. Man for two Kiddie Rides. Must know your business. Have reorganized my crew. Bill Madden, ride superintendent, wants to hear from Ride Men that know him.
HARRY J. KAHN
Littleton, Mass., until August 6.

SIDE SHOW PEOPLE WANTED
Bally Attractions, Talkers (Claude, answer), Side Show Help for all departments.
WALTER L. WANOUS
SIDE SHOW
c/o World of Mirth Shows
Bangor, Maine, this week

FOR SALE
Gruner 16-Seat Chairplane, Kiddie Boat Swing, Rubber Wire for five-ride show, Junction Boxes, three Light Towers, Diamond T Truck, all for \$995.00. Popcorn Trailer, Ploss, Sno Cones, Peanuts, \$895.00; perfect shape.
H. G. HOCKETT
c/o Fidler's Shows
Joliet, Ill.

BORDERLAND SHOW WANTS
Bingo, Popcorn and Peanuts, Fish Pond, String Joint, Pitch-U-Win, Dart Balloon, Whiskey Bottles or any Hanky Pank that will work for stock. Agents wanted—Stock Concessions.
Jal. N. M., Aug. 1-6; Eunice, N. M., Aug. 12-17.

WANTED
Side Show Acts of all kinds. Ticket Sellers, Lecturers, Magician, Bally Acts, Fire Worker, Runt or Midget, Fat People, Good Freak to feature. Address
MILO ANTHONY
General Delivery, Sherman, Tex., this week; Alvarado, Tex., next.

WANTED
Count Store Agents immediately. Johnny, Sammy Scatton, Fat Stanley, contact.
EDGAR G. HART SR.
c/o World's Finest Shows, per route in Canada.

CONCESSIONS WANTED
Short Range, Bowling Alley, String Game, High Striker, Roman Darts, any other Concessions.
ALSO WANT FIRST WHEEL MAN.
MOUND CITY SHOWS
Mexico, Mo., Aug. 1-5.

COSTUME SALE
5,000 Costumes must go—Chorus, 4 to 16; Specialties, Gay '90's, Parades, Strips, Gowns, TV Costumes. No catalog. Terrific bargain job lots.
VARIETY COSTUMES
Suite 708
1658 Broadway New York 19, N. Y.
Phones: CO 5-8196 and CO 5-8789

WANTED RIDE HELP
Merry-Go-Round, Ferris Wheel Foreman who drives, salary \$60.00. Second Man that drive on all Rides.
Phone C. S. Peck, Fairgrounds, Jacksonville, Ill., this week until Thursday, then Greenfield, Ind., Aug. 8-12.

Michigan Showmen's Association
3153 Cass Ave., Detroit
DETROIT, July 30.—Secretary Paul Greeley has been visiting various shows. Included were Happyland, Down River, World of Fun, Glass City, Goldstein's United, and Jefferson Beach and Edgewater Park.

Pete Norman, membership chairman, reports the '55 goal is 100 new members. Leo Lipka, again serving as program chairman, advised that the year book should surpass the '54 edition.
After eight months in a hospital, Eddie Gold is back home. Cameron Murray has left Mount Carmel Hospital and is recuperating at his home.
House Chairman Hymie Stone is on daily duty at the clubrooms. A renovation program has been set up for the summer months. President Bill Green has again been appointed co-chairman of the Detroit Elks annual picnic.
Callers included Ed Burge, Sam Maltin, Ed Horowitz, Sam Ginsburg, Max Kahn, Charles Schimmel and Fred and Bill Silber.

Ladies' Auxiliary
President Frances Moran reported the membership drive is progressing well. Rose Schimmel is working hard and recently came up with her 27th new member. Bernice Stahl also has several new applications in the mail.
Sick list includes Jenny Hester. Laverne Taylor is back from a trip to Ohio and New York State. President Moran spent four weeks in Dallas and San Antonio. Secretary Carrie Dear is busy getting out the '56 membership cards.

Greater Tampa Showmen's Association
Willow at Carmen
Tampa, Fla.

TAMPA, Fla., July 30. — Contractors have finished refurbishing the entire building and the landscaping is also getting a complete going-over, with lawns showing much progress. President O. J. Weiss expressed satisfaction with the job done on the new cocktail lounge and enlarged recreation room, under supervision of Pete Burkhardt.
Unexpected guests who flew in recently were Weiss and, a few days later, Lloyd Serfass, past president and Penn Premier Shows owner. Past president Eddie LaMay is recuperating at his home in Gibsonton.

President Weiss, business manager of Blue Grass Shows, and Third Vice-President C. C. Groscurth, show owner, have planned the first summer Jamboree for the club's benefit to be held early in August at the fair in LaPorte, Ind. They have arranged for a talent lineup and proceeds will aid the club's welfare and burial funds.
Member Buck M. Allsup, of Gibsonton, died recently and was buried on July 9 with Masonic services at Showmen's Rest, Tampa. Charles Brock has entered Municipal Hospital here for a checkup. Dick Gilsdorf reports.

Recent visitors included Phil LeMay, Ray Oakes, Everett Fillingham, Sammy Smith, Slim Kelly, Pete Thompson, Herb Everschor, Shelly Kline, Dave Wise, Carl Falk, Gean Filardo, Babe Alvarez, and George Schwerdtfeger.

WANTED
Concessions (no flats), also Agents, Ride Help who drive for big Fulton, Mo., Fair, followed by Centennials and Fairs. Good spots, good money.
BOB ALSOBROOK
MOUND CITY SHOWS
Bement, Ill., this week.

CHEROKEE AMUSEMENT CO.
Wants Tilt Foreman, Second Man on Wheel; must drive semi. If you are not a Tilt Foreman, don't answer this ad, for I don't need amateurs. If married, will use wife selling tickets. Payday every Monday. Contact
J. W. MAHAFFEY
Erie, Kan., Aug. 1-4.

WANTED
Octopus Foreman, also Second Man. Top salary, good treatment.
Contact BOX 306
c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

FROM THE LOTS

Belle City
MUKWONAGO, Wis., July 30.—Going into a street fair date here this week, members of the show were looking forward with hope to better grosses to bolster biz that has been hurt by weather conditions in recent weeks.

Weather has hit three successive stands, Waukesha County Fair, Pewaukee, was off 35 per cent due to excessive heat, which likewise hurt the Waterford Fair, off 30 per cent. Heat and rain the last two nights of the St. Rita Street Fair in Milwaukee also knifed business. Next on deck is the Butler Frontier Days, expected to be a big draw, to be followed by 11 fairs. All paraphernalia is in good shape for the annuals.

Visitors during the Milwaukee stand included Ned Torti, Wisconsin De Luxe Company; Hank Shelby, Doc Wilson, Leo Fitchette, Fred Walters and Walter Fitzgerald.
In the line-up are 12 rides, 4 shows and 30 concessions.

Oklahoma Expo
VINITA, Okla., July 30.—A freak storm hit the midway Friday (15), destroying the Snake Show and damaging several concessions and the Merry-Go-Round.

Staff: J. W. Starr, owner-manager; Choc Prescott, booking agent; Rosa Starr, assistant manager; Lee Has, legal adjuster, and Mickie Price, concession manager.

Show is now carrying 5 rides, 3 shows and 27 concessions. Concessionaires include Mickie and D. Robert Price, Sid Akirs, Lee Has, Bill and Juanita Fletcher, Sam Evans, Happy Farrell and Rosie Star.—D. ROBERT PRICE.

BINGO HELP WANTED
Callers, Assistant Callers, Checker, Counter Men for first class Eastern Bingo. Prefer men experienced with Jones, Dorso or Weiss operations. Top salaries for following fairs: Butler, Pa.; Huntingdon, Pa.; Port Royal, Pa.; West Va. State Fair, Ronceverte; Anderson, S. C.; Petersburg, Va.; Woodstock, Va., and others. Following please contact: Jesse Babbitt, Joe Curtis, Geo. Carver, Mark Cobb, Hedy "Buddy" Curtis, Jack Martinkis, Tucson and others with us before. Arnold, Pa., this week, then Butler, Pa.
GOLD MEDAL SHOW BINGO
Johnny Richmond, Mgr.; Jim Browning, Asst. Mgr.

CARNIVAL FOR SALE
Complete Show, beautifully framed; three Rides, Bingo, sixteen outfits, all blue canvas. All equipment in perfect condition and complete in every detail. Junction boxes and power trailer included. Contact
CARNIVAL
7436 Georgia Ave. N.W., Wash., D. C.

SIDE SHOW ACTS
A-1 TALKERS
Working Acts, Tattoo Artist, strong Freak to feature. Particularly want good Magician who can handle inside. Will pay 10% for Talker who can cut the mustard. Positively no Half and Half or Prima Donnas. We have fifteen more big Fairs. Salaries out of office. No collects or advance. If you are good you can come in on your own steam.
DR. RAE L'MON
Buff Hottie Shows
Decatur, Ill., July 31 to Aug. 5

HAVE 5 RIDES
Merry-Go-Round, Ferris Wheel, Comet and two Kid Rides. Have some open time after Labor Day, would like to hear from some fairs in Florida or Georgia. Want Second Man on Wheel and Merry-Go-Round. Want Hanky Panks for the winter in Florida.
FUNLAND PARK
St. Augustine, Fla.

FOR RENT
\$200.00 A MONTH. LARGE ANIMAL HOLDING COMPOUND.
38 acres with producing well. 1300 ft. highway front at Los Angeles, California. Ideal for Circus or Carnival winter quarters. Write, phone or wire.
LULU PAGE
4067 W. 8th St. Los Angeles, Calif.
Dunkirk 32245

KANSAS STATE FAIR
Hutchinson, Kansas, Sept. 16-23
Can place a few Hanky Panks that are flashy. No flats or alibi stores here this year. Games cut to minimum
WIRE—PHONE—WRITE—
JACK LINDSEY
FARIBAULT, MINN.; AUSTIN, MINN., AUGUST 9-14.

WANTS A.M.P. SHOWS WANTS
FOR FOLLOWING FAIR ROUTE
Nicholas Co. Fair—Summersville, W. Va., Aug. 8-13; Pocahontas Co. Fair, Marlinton, W. Va., Aug. 15-20—Rocky Mount, Va.—Craig Co. Fair, New Castle, Va.—Bennettsville, S. C., Fair—Durham County Fair, N. C.—Kenansville, N. C., Four-County Legion Festival.
Concessions: Devil's Bowling Alley, Hi-Striker, Cig. Pitch, Lead Gallery, Cork Gallery, Bumper, Ball Games, Coke Bottles, Jewelry, Basket Ball, Photos, Buckets, Hoop-La, Shows: Side Show, Wildlife, Snake, Girl Show, Minstrel, Fun House, Unborn and any other family-type Shows. Rides: Will book non-conflicting Rides.
All Replies A. M. PODSOBINSKI
Summersville, W. Va.

Wanted GRIND SHOWS Wanted
FOR CLERMONT CO. FAIR, OWENSVILLE, OHIO, AUG. 16-20, AND
PREBLE CO. FAIR, EATON, OHIO, SEPT. 11-17.
Wildlife, Mechanical, Fun House, Glass House or any Show of merit that can work Ohio Fairs. WILL ALSO BOOK ONE FLAT RIDE FOR THESE FAIRS.
LEE BECHT AMUSEMENTS
Syracuse & Melbourne, Cincinnati, Ohio, Aug. 1-7; Clark & Cutter, Cincinnati, Ohio, Aug. 8-14.

CASSIDY'S GLASS PITCHES
WANT
Up and Down Men. Couples to take two new units for Western territory.
TRUCK DRIVERS—Apply or wire
CASSIDY'S GLASS PITCHES
c/o Siebrand Shows, Great Falls, Mont., State Fairgrounds or contact MRS. PIPPIN, c/o Fairgrounds, Belleville, Ill.

VIVONA BROS.' COMBINED SHOWS, UNIT #2
WANT
FOR NEWARK, N. J. (Belleville Area, Silver Lake Section), 9 BIG DAYS, INCLUDING SUNDAY, AUG. 15 TO 23. First show in 10 years. Veterans' Jubilee and Celebration. CAN PLACE HANKY PANKS OF ALL KINDS ONLY. HELP: Foremen for Wheel, Chairplane and Kid Rides. Charles Zebrosky, contact. Second Men for Merry-Go-Round and Kid Rides. Will book Popcorn and Apples for our outstanding Labor Day date.
Contact Morris or Babe Vivona
103 SOUTH 21ST STREET IRVINGTON, NEW JERSEY

AGENTS WANTED
Agents for Grind Store, Peek Store and Count Store. Will give head of newly framed Pin Store to capable man with crew. Ray McCaully, contact me: Hotel Easton, Easton, Pa. All Agents contact
MAX SHARP
PRELL'S BROADWAY SHOWS
NAZARETH, PA.
No 10% on this Show.

GIRLS \$100.00 GIRLS
Will pay \$100.00 per week for Feature Strip. Following contact: Diana Reed, Mia Lynn, Toni LeMont, Kathy Lynn. Will also teach willing beginners. Looks and youth essential. Furnish wardrobe and transportation after joining. Can use Candy Man for new Sit-Down; also Talker, Doc Crosby, Phil Marder, contact.
JOE MOONEY
Ross Manning Shows, Falmouth, Va., this week; Martinsville, Va. (Fair), next week.

BEE'S OLD RELIABLE SHOWS, INC.
Want for the Little World's Fair, Brodhead, Ky., and balance of season, all Fairs: Cookhouse and Grab, none on Show after Campbellsville, Photos and Hanky Panks of all kinds except Ponds. Tex Roberts wants Agents for County and Pin Stores. No habits. Can place all Shows except Girl at 25% to office.
Shelbyville, Ky., now; Campbellsville, Ky., Aug. 8-13, then the big one at Brodhead, Ky. Contact David J. Huls or Tex Roberts as per route.

CALIFORNIA, MO., FAIR, 89th ANNUAL, AUG. 10-11-12-13
Want Hanky Panks of all kinds, Mug, Scales, Fish Pond, Jewelry, Glass Pitch, Hi-Striker. Can use any Ding Show. Am interested in party who has complete back end. Girl Single-O open. Office can use Agents for Buckets, Pin, Skillo and Count.
PILOT GROVE, MO., NOW. CONTACT
Manager, FUNLAND SHOWS

KING BROS.' SHOWS
Want dependable Ride Help on Coaster, Tilt, Eli #5 Wheel. Want few more Hanky Panks that do not conflict. No gypsies or flaties. Olie Olson wants Agents. C. M. Brock, contact.
Replies JOE L. KING
Miller, Nebr., Aug. 5-6; Burlington, Colo., 11-12-13; then per route.
P.S.: Want Bingo for Burlington and Eads, Colo.

Chicago Attendance Poor for Ringling; Plan to Cut Prices

Morale Low; Blame Advertising Policies; North Reports All Okay; Staffers Leave

CHICAGO, July 30.—Ringling Bros. and Barnum & Bailey Circus limped thru a week of poor business on the Chicago lakefront. Only three times in the first 14 performances did attendance exceed one third of a house. The show more often was going thru formalities for audiences of about 1,800 placed on the 9,700 seats.

Lack of adequate advertising was most widely blamed for the losing run, with observers noting that the public "doesn't know we are here." The situation was aggravated by hot weather.

Dissension and low morale, which has dogged the show all season, showed no signs of letting up here. Almost all personnel was tense and apprehensive. There was a strong feeling that some action would be taken at Chicago and as the run neared its end, Sunday (31), the general impression was that the steps being taken were not as strong as expected.

John Ringling North told The Billboard that he was satisfied with the business of the season and that apprehension on the show was not alarmingly low.

New Ticket Scale

But while stating business had been good, he also announced a new and reduced scale of ticket prices. The \$4-top will be abandoned at the end of the Chicago stand. Starting in Beloit, Wis., Monday (1), the top will be \$3, with other seats at \$2.50 and \$2.

For the lowest priced reserved seats, heretofore termed general admission blues, adult prices will be \$1.50. But if there is a child in the group, tickets for adults and children alike will be \$1. Thus two adults buying tickets would be charged \$1.50 each while an adult and child together would be charged \$1 each for the same locations.

In Beloit, the \$3-top was being publicized, but the arrangement

History Group Plans Meeting In September

JEFFERSON CITY, Mo., July 30.—The Circus Historical Society will hold its annual convention here September 3-5, with headquarters at the Hotel Governor, it was announced this week by Robert C. King, secretary of the organization.

King, in Richmond, Ind., said original plans were to meet with the Ward-Bell Circus but that folding of that show has not affected the schedule for CHS to convene in Jefferson City.

Packs' Pittsburgh Date Opens With New Record

PITTSBURGH, July 30.—Tom Packs' Circus opened a three-day stand here at Forbes Field with an opening attendance reminiscent of the lush 1946 and 1947 seasons. Jack Leontini, executive of the Packs' organization, said it was the show's biggest Pittsburgh opening.

He pointed out that size of the crowd made it difficult for some to see ground acts under the old arrangement, so an extra ring was added. Auspices was the police. This was the first time the show appeared here without benefit for

for blues was not being mentioned in ads.

This ticket plan was devised to replace an earlier one which reportedly drew objections from Milton Pickman, promotional director of the show, and was dropped.

There appeared to be some uncertainty in the organization as to whether the 24-sheets recently scheduled would actually be put up. Henry Ringling North had begun his new work as advance goodwill man. Word that press pass quotas were back up to last year's level appeared this week to apply only in Chicago or certain other towns. The over-all pass situation fluctuated, but in some towns there was more paper circulating.

Business Detailed

The circus opened in Chicago Saturday (23) with a one-third afternoon and light night. Sunday (24) brought a three-quarter after-

(Continued on page 96)

Beatty Scores Well At Vancouver Stand

4-Day Run Brings Good Attendance; Play British Columbia Interior, Coast

VANCOUVER, B. C., July 30.—Clyde Beatty Circus scored well with a four-day stand here thru Saturday (23). After that it made a 380-mile jump to Revelstoke to play the interior of British Columbia.

The stand here was at the Capilano Baseball Stadium of a defunct ball league, a new lot. First day, Wednesday (20), had a half-house afternoon and close to three-quarters at night. Thursday (21) brought two three-quarters houses. Friday (22) was the high point, with a capacity afternoon and near-full night. Saturday (23) wound it all up, producing a near-full afternoon and two-thirds night.

Auspices was the Lions Club. Competition included a four-day carnival sponsored day and date by the Canadian Legion, an outdoor theater which draws 5,000 people nightly, and a Judy Garland appearance on Tuesday (19) which pulled an \$18,500 gross.

Stay In Canada

Moving inland at this time was to play Kelowna before an annual regatta there. After a couple more stands, the show doubles back to the Coast for some time on Vancouver Island. After New Westminster Saturday (30), the Beatty circus is to head eastward.

Present plans call for it to play

Up-State N. Y. Proving Okay For Mills Bros.

ROME, N. Y., July 30.—Mills Bros. Circus has been winning better business in New York State. Weather was hot and there was some illness among children in one spot, but the turnouts were okay.

Oneida was played Monday (25) under police auspices. The afternoon was three-quarters filled and there was better than half a house at night. Rome came up with 3,000 people in the afternoon and 1,500 at night.

The show also was getting publicity in State newspapers, aiding all along the line. When an elephant pulled a truck back on the road after an accident, many papers carried the story. And the Rome newspaper had a long feature story using several pictures.

Cole Night Okay

READING, Mich., July 30.—Threshing kept farmers away from the George W. Cole Circus here Thursday (21) afternoon. But they turned out well at night to produce a near-full house.

a big name attraction, but business was big.

Leontini said that the Packs show used 55 locations of 24-sheets plus tack and window cards. The next stand, Wheeling, is a heavy user of outdoor paper, too, he said. In Cleveland (August 6-7), the show will be augmented with the Cisco Kid.

Prior to Pittsburgh, the show played New Castle. The afternoon was lost to rain, and the night house was the strongest the town has produced for the show. Police auspices were used.

across Canada to a point farther east than usual and to return to the U. S. from Ontario. This will keep Beatty in Canada for about two months, instead of one, and involves cancellation of a proposed route southward from Winnipeg to Illinois.

Jack Knight, press chief, got good space in dailies here. A TV show, "Almanac," on CBUT, devoted its full time Thursday (21) to the circus, using interviews and shots of the performance.

Polack's Strong Spots Make Up for Decreases

SAN JOSE, Calif., July 30.—Bang-up business in several California spots has tended to offset decreases in others for Polack Bros. Circus (Western), it was reported here by Louis Stern, managing director.

Most of the houses since show's opening here Monday (25) have been sellouts or turnaways. This is the first time the week's stay in San Jose has been on a Monday-

John Strong Wins in West; Buys Big Top

PRICE, Utah, July 30.—John A. Strong Jr. Circus piled up topflight business on its Nevada, Idaho and Utah trek.

The show opened its current tour in Thousand Oaks, Calif., June 23. The date turned in two good houses. Tehachapi business was good despite late arrival and a 6 p.m. matinee. Palmdale followed with the show sold outright to a shoe store.

In Nevada the unit got one good day in two in Henderson because of the high wind. Overton was fair. Mesquite, Nev., Enterprise, Utah; Hurricane, Emery, Ferron.

(Continued on page 96)

TRUCK DELAYS HIT KING; CROWDS FAIR

2 Parades Lost; Elephants Arrive Late; Marquette, Mich., Gives Okay Business

WISCONSIN RAPIDS, Wis., July 30.—King Bros. & Cole Bros. Circus has been struck by a series of truck breakdowns and late arrivals that forced cancellation of the street parade in two stands.

Business for the circus was spotty, with turnouts ranging from half houses, and less, to near-capacity crowds. Weather was hot and humid much of the time.

Picking up at Escanaba, Mich. (20), trucks were late in arriving and the parade was canceled. At Iron Mountain, Mich., the Shrine auspices said business was satisfactory despite intense heat and late arrival of some trucks.

Trucks Delayed

Marquette, Mich. (22), with Kiwanis auspices, had a three-quarter afternoon and near-full house at night. Numerous blowouts en route delayed trucks, including those hauling some of the elephants.

Rhineland, Wis., on Monday (25) had auspices of the fair association. Elephant trucks were delayed to the extent that they missed both the parade and afternoon performance. That afternoon drew a half house, as did the night show. In Wausau, Wis., on Tuesday (26) the 99-degree heat cut attendance back to less than half of capacity for each performance. The street

parade was cut down because of late arrivals.

Wisconsin Rapids had a half house in the afternoon and a near-full night house Wednesday (27). Weather was hot and humid in the afternoon, cool at night. Because trucks were late, the parade was canceled and the Side Show was side-walled.

Vermont Stands Good for Hagen, New York Better

RUTLAND, Vt., July 30.—Business for Hagen Bros. Circus in Vermont has been good but somewhat under the strong scores made elsewhere this season, according to Bob Couls, manager.

He said New York State was better than last year to the show. In Vermont, the show was off to a bad start by playing Montpelier after Ringling, but St. Albans and Winooski were good, he said. After making Bennington on Monday (25), the show was heading to Long Island, N. Y. towns, repeating last year's route there.

In Rutland both shows were near capacity.

Earlier, at Ogdensburg, N. Y., the show's sponsor was in conflict with city officials about buying water so it was acquired elsewhere. Kelly-Morris played there June 21 and also had trouble about buying water, but finally agreed to pay \$10 to the water department and an additional \$30 to the city.

Ward-Bell Dates Sought By Jacobsen

DES MOINES, July 30.—H. N. (Jake) Jacobsen's Hollywood Productions is making an effort to sign up the fair dates contracted by the Ward-Bell Circus.

Ward-Bell closed in Fairbanks, Alaska, and it has canceled its string of fair dates thru Middle Western States. A former Ward-Bell promotion man, Don Simmons, now is with Jacobsen and is contacting fair secretaries and others in Iowa, Illinois and Missouri.

Kelly-Miller Hires Bitters

EAGLE RIVER, Wis., July 30.—Al C. Kelly & Miller Bros. Circus this week engaged Arthur E. Bitters as director of publicity. General Agent Art Miller said Bitters would direct advance publicity for the several national advertising hook-ups that are produced on the Kelly-Miller show by R. O. (Dick) Scatterday.

Bitters, active in outdoor and hall shows for many years, was road manager and publicity director for the Hormel Girls for 10 years. This group was operated by the Hormel Packing Company until after the death of George Hormel.

Cristiani in Mont.

POLSON, Mont., July 30.—The Bailey Bros. & Cristiani Circus did well under the Shrine Club auspices here Thursday (21), with the auspices reporting half and three-quarter houses in the local stadium.

Kelly-Miller Going Strong On Extensive Wisconsin Tour

CRANDON, Wis., July 30.—Al C. Kelly & Miller Bros. Circus continued its strong winning streak as it played more Wisconsin stands in recent days.

Kewaunee, Tuesday (19), had two three-quarter houses. On Thursday (21), Shawano gave a near-full afternoon and capacity night. The town was about seven years fresh. At Waupaca, showers

didn't keep the show from pulling a three-quarter house in the afternoon. In better weather the night house was near-full.

Crandon, a matinee-only stand for Sunday (24), gave a near-full house.

Kelly-Miller is well ahead of its 1954 business, according to all reports. The show plays without using any local auspices, and it relies heavily on billing, heralds and newspapers.

UNDER THE MARQUEE

By TOM PARKINSON

When Ringling played Logansport, Ind., its first time there since 1913, Otto Griebing hosted his daughters, Mrs. Elsa Gable, of South Bend, and Mrs. JoAnn Blue, of Peru, Ind., while Emmett Kelly's guests included his son, Emmett Jr., and his grandchildren, Joe and Cherry, of Peru. Noyelles Burkhardt visited his father, B. H. Burkhardt, and his brothers, Kenneth and William, at Peru; Freddie Freeman and Bobbie DeLochte also recalled being with Peru circuses. Eddie Woekener, former bandmaster on various shows, visited with Merle Evans.

Roy Barrett, clown, recently left the Terrell Jacobs show on the Sullivan World's Finest Shows in Canada, because of what he said was a dispute about back pay. . . . Memphis Press-Scimitar recently carried a feature about the Rabbit Foot minstrel show, which was rehearsing there.

Mrs. Rex N. Ingham broke a hip in a fall while a patient at a Riedsville, N. C., hospital and will remain there for some time. . . .

Ralph Miller, Memphis fan, tells of visiting with Harry Shell, caliope player, recently.

J. C. Admire writes that he is being held by Cass County, Ind., authorities in connection with the closing of the Mix-Admire show and that he would like to hear from friends.

Maynard and Pierce, Eddie Aiken and the Bert Wallaces returned to Hagen Bros. after Clyde Bros. completed its season. . . . Gay Maynard now is with the Red Dangler bar act on Hagen. . . . People with Hagen and Von Bros. exchanged visits. . . . The Floyd Brayburys have a new trailer. . . . Tex Maynard and Lash LaRue had a visit. Maynard and Bea and Mac Zurich visited Mrs. Jake Rosenheim and Dean Pearce.

Wyatt Davis, clown and kiddie ride operator, is in New Orleans ready to start fair dates. . . . Bob White, CFA vice-president, and L. Wilson Poarch Jr., Virginia State chairman of CFA, conferred recently about plans for the Southern CFA bulletin, "Southern Sawdust." . . . Jack Knight, Beatty show press agent, was the topic of a feature article in The Yakima Herald recently.

Scott Queen, formerly ahead of Mills Bros.' Circus, is handling some helicopter promotion work for Hunt Bros.' Circus. He visited the Mills show in Pennsylvania and writes that Paul Nelson is back as equestrian director.

Possibility that the new history building of the Smithsonian Institution, Washington, will contain a Hall of the American Circus has been raised, with Claire and Tony Conway, Washington fans, being asked to submit a description of what such a hall might include.

Glenn J. James, Postville, Ia., writes that he caught the Kelly-Miller and George W. Cole shows. He writes that the K-M circus and Snapp's Greater Shows were on adjacent lots in Prairie du Chien, Wis.

From the Polack Eastern show, Paul Kaye writes that many from that show caught the Beatty circus at Spokane and were guests at the Beatty July 4 party. . . . Harold and Eileen Voise extended their stay because their car broke down and took two days to repair. . . . Elfie Gunther has joined Jackie Frielani in working in a clown gag. . . . Harry Polack sat in with the band when he visited. . . . At Rapid City, S. D., winds forced cancellation one night so three shows were given the next day. . . . George Emerson, former trouper, was a visitor at Rapid City, where he was on location with an M-G-M unit. Bob Saunders, Ted Butcher and L. Hurst of M-G-M also visited.

CFA Paul Bowers visited Ringling at three Ohio stands. . . . George V. Clapp, of Clapp's Animal Farm, Paxton, Mass., reports vandals liberated a number of his animals recently but that the affair ended with a minimum of loss since most of the stock was recaptured readily.

Norman Senhauser, Ohio CFA, visited CFA members at San Antonio, and Vivienne Mars at the Hertzberg Collection. . . . Ruth F. White, formerly in charge of Ringling gorillas, and Paul J. McLane, a former Ringling trainer, were married recently at Thousand Oaks, Calif. . . . The Vin Careys, Baltimore, made the Shrine convention at Chicago.

When Mills Bros. played near Washington, D. C., visitors included the Rudy Rudynoffs, CFA Charles Miles, Dr. and Mrs. William Mann, the Keegans, the Tony Conways and the parents of Sylvia Downs.

Harry Barstow caught Brunks Comedians at Durango, Colo., where they had two turnaways. Henry Brunk, owner, recently was ahead of Hagen Bros. and Clyde Bros. . . . Jim Stutz has his Hlyter Car show in Illinois stands this month. . . . Dr. H. H. Conley and

Herm and Mary Linden caught the Tom Packs show recently. . . . Jack L. Guill, Racine, Wis., visited in Baraboo recently and saw Dan Kelly, Bill Kasiska and Jake Disch there.

Floyd Henton, Omaha CFA director, writes that he and Mary Jane Henton caught the Ben Davenport show, Merchants Free Circus, at two spots in Nebraska and chatted with Fuzz, Billie and Corky Plunkett, Price Dennis, Arthur Hart, Abe Maine and Billy and Kittie Claybourne.

Don Mareks reports visiting with Bernie Griggs, Norman and Shirley Carroll and Gordon Borders at Los Angeles.

Dolly Jacobs has rejoined the Gil Gray Circus with her elephants. . . . Mac MacDonald has been having some difficulty with his bulls. . . . Harry Simpson, Camden, O., fan, caught the George W. Cole Circus and Ringling recently. The Dayton News gave an eight-column picture spread to the George W. Cole show.

Raymond Duke, having been with the Fred Mack Circus, is now booking a fair unit and is working from his home at Ora, Ind. . . . Johnny Fulghum, billposter for the Marks carnival, caught Beers-Barnes Circus, Ring Bros.' Circus, and Kelly-Morris Circus recently. . . . Bill Brinley caught Hunt Bros. at Meriden, Conn. The Meriden Record took a verbal swing at the show's helicopter. . . . A. F. (Red) Davis caught Tom Packs Circus at Fairmont, W. Va.

Bob Printy, circus wrestler in years gone by, caught Ringling at Logansport, Ind., and talked with Merle Evans, Pat Valdo, Bobbie Delochte, Walter Guice and Walter Riarden. He recently saw Doc Guy Blessenger and Doc Grainger. . . . Ben Jackson, table rock, who was with the Odyson Circus in Western Canada, is in Chicago until time to start fall fairs. The McNeese elephant is with Odyson.

Spences Stine writes that Tom Packs played Alexandria, Va., to light afternoons and big night houses. Visitors included Dr. William Mann and Melvin Hildreth.

Max Miller, of Miller Brothers concessions with Ringling-Barnum, and Eve Berkwitz, Hartford, Conn., were married this spring. Mrs. Miller has been visiting on the show from time to time and is expected to visit again on the West Coast.

Charles Hilderra, clown, writes that he has closed with the Clyde Beatty Circus and is back home at Pacific Grove, Calif., with plans to retire from the circus field and devote time to his magic attractions.

Maj. Joe Short, midjet clown, is back with Bob-Lo Park, Detroit, greeting passengers on the ships which serve the island park. He plans to be with Orrin Davenport this winter. . . . Irv Romig, clown, now with a Detroit TV show, reports the death of the aged mule used in his act.

The Aerial Comets have completed a fair date at Gibson City, Ill., and now are playing the Ak-Sar-Ben date in Omaha. . . . Gene and Marie Tracy, troupers for 53 years, caught the George W. Cole Circus at Holt, Mich., and report Herb Walters had a good show for half and near-full houses.

On the Beatty advance for its Canadian tour is Ted Greenslade, assistant to Press Chief Jack Knight. Billy Wilson, who had been Knight's assistant, is back on the show as clown and press agent for the Canadian dates. He will return to the advance when the show re-enters the U. S. Greenslade is a former Canadian newspaper man.

Joe Basile and his band are starting a string of Eastern fair dates. Joe will direct at some of the major fairs and his nephew, Charles, will be in charge at a series of stands over a 14-week period. Joe will continue his "Big

Top" assignment each Saturday. In the band are Bert Hall, Mike Cline, Lewan Clouskie, Frank Bretz, Vincent Zito, Al Lonzo, F. Hoffman, Frank Marschner, Eddie Sims, Frank Durand, Bill Scheinger, Joe Nozzollo, and Bubbles Ricardo.

CFA members at Charleston, W. Va., will stage their third annual circus and party on Saturday (30), with Garland Potterfield, Dewey Kuhns, John Hanley, John Arter, Joe Bonsall, Paul Rusk, Homer Jarrett, Arthur Thomas, Mark Hill, Graves Perry and Lewis Hatcher among those in charge. They are using wardrobe from Jacks of Hollywood.

Joe and Helen Myers, Auburn, N. Y., fans, caught Burling Bros.' Circus at several Pennsylvania stands and Joe worked in clown alley with the Sylvesters, Marcus Silverlake and Issa LaBird, while Sharon Myers did a juggling turn in the show. The George Bartons joined Burling after closing of the Fred J. Mack Circus.

Wally Ahlberg, St. Paul CFA, reports Kelly-Miller will be at Stillwater, Minn., 16 miles from St. Paul, when Ringling is in the latter spot. . . . Jon Friday, trapeze, will be on "Big Top" August 6 and will follow up with a week at Olympic Park, Irvington, N. J., for the Hamk office, and Michigan and Wisconsin fairs for the Barnes office.

It was like old home week for Mack McCall on the Jay Gould Circus at Sumner, Ia., July 18-19. McCall was born at Alpha, 13 miles from Sumner, and during the show's stand there was a steady stream of relatives and friends visiting him, reports Valla McCall.

Fan Tom Inabinette, Harlingen, Tex., was awarded a plaque by the Junior Chamber of Commerce national convention for his work as chairman of the national profit-making committee. . . . J. W. Hartigan Jr., Morgantown, W. Va., caught Mills Bros.

Dick and Dorothy Berg, of Berg's Movieland Seals, are announcing the birth of their son, Richard Joe Berg, on July 13.

Paul Luckey and his Sauk County Band, of Baraboo, Wis., will go to Wisconsin Rapids to play at the King-Cole circus. The band played a Kelly-Miller performance recently. . . . Roland and Sally Weber have their miniature circus booked into stores at Lincoln, Neb., and Minneapolis thru September 3.

Jimmy Douglas visited Mills Bros. at Lakeville, N. Y., talking with Jack and Jake Mills, Buck Leahy, Harry Baker and Al Yoker.

Jerry D. Martin writes that his Fearless Stars, high act, will be playing fairs at Proctorville, O.; Ridgeway and Machias, Me.; Revere Beach, Mass., and Fonda, N. Y., with Southern dates to follow. . . . Ray Bickford, Bernardston, Mass., recently worked a store promotion with Earl McDonald, high diver, and he caught Hagen Bros. and Hunt Bros. On the Hagen lot

also were Bill McGrath, James Cotter, Gordon Turner and Charles Elwell.

The Bouncing Bodos, with Bobby Ashe, were recent subjects of articles in the Telegram and Gazette of Fitchburg, Mass., as the result of George A. Bodo's appearance in "Ripley's Believe It Or Not" feature. The Bodos' nine-year-old daughter, Bonnie, was photographed in a professional pose atop the Barretts' high act rigging. The Barretts had been (Continued on page 96)

STRONGEST TRI-CITY PHONE DEAL
 ever endorsed by county officials. Two ever to follow. Assuring aggressive Phonemen at least \$200 weekly through August, September and October. Call
CLINT (DOC) BUTLER
 Mississippi Hotel, Davenport, Iowa.
 Phone: 3635
 Bill Evans, Joe Wright, Lou Van, Bill Schneider, Joe Sullivan, come in.

ATTENTION CIRCUS OWNERS AND OUTDOOR SHOWMEN!
TRANS-CONTINENTAL HOME OR OFFICE ON WHEELS.
 Custom made, luxurious Greyhound Pullman type bus. Large luggage compartment for instruments, baggage, etc. Completely air conditioned, modern bath and shower, bar and kitchenette. Mahogany paneling throughout. Finished in white leather with wall-to-wall carpeting, electric refrigerator, complete water supply and disposal tanks built in. Sleeps 8 people. Motor, air brakes and all furnishings in new condition. Good for 75,000 miles without major servicing. Will cruise 60 to 75 M.P.H. Photos furnished on request. \$13,750.00 cash or will trade for any rolling equipment. Contact D. H. WOOLDRIDGE, Memphis Ark. Speedways, 715 Riverside Dr., Memphis, Tenn. Phone 5-8622.

PHONE MEN
 Safety Deal just starting. 25% comm. daily—list ready for first-comers. Collect calls accepted till phones are filled.
LOU SHARP
 Phone 4-3139 or write
 Box 670, Knoxville, Tenn.

Telephone Ticket Men
 Junior Chamber of Commerce Dance. Start work August 7, dance October 7. Elks Charity Ball. Start work September 10, Ball November 19. A candy deal for Thanksgiving and Christmas (Veterans sponsorship).
G. E. FEENEY
 1301 G St. N.W., Washington 5, D. C.

ELEPHANT ACT and FLYING ACT
 For 7 weeks of fair dates, all short jumps. Can also use a sensational High Act and two good Promotional Men for circus tickets. Write 610 W. 24th St., Charlotte, N. C., or phone Franklin 6-9327. Art Fetterman, contact.
CIRCUS ENTERPRISES

WANTED
 Experienced Elephant Man to work three elephants, who can drive semi. Work Fair Dates and indoor dates.
BUCKEYE CIRCUS CORP.
TONY DIANO, Agent
 1000 Warner Rd. S.E., Canton, Ohio

2 PHONEMEN 2
 Want sober, reliable Men. Strong auspices. Everything ready to go Wednesday. Book, Banners and U.P.C. Pay daily. Call
A. J. WIESNER
 4080 or Gao Grotto, 318 Temple Bldg., Danville, Ill.

10-PHONEMEN-10
 Banners, U.P.C.'s, Blocks. Can use top-notch Men for Camden Co. Council V.F.W. Circus and other spots for Kiwanis and Rotary sponsors. Pay daily. I have work until end of season in November. Call immediately, Emerson 5-5030 or wire where I can call you.
MEARL N. JOHNSON
 535 Mickie St. Camden, N. J.
 Office opens Aug. 2.

WANTED
 Caretaker for winter quarters while Show is on road. Ed Martin or Mason, answer. Work eight white mules Liberty and Hitch.
BUCKEYE CIRCUS CORP.
TONY DIANO, Agent
 1000 Warner Rd. S.E., Canton, Ohio

2-PHONEMEN-2
 For live local television shows Central Illinois. Permanent work for sober, experienced men.
Call: BOB QUINN
 DECATUR (Phone: 3-6142), ILL., or LINCOLN (Phone: 2001), ILL.

SKINNY GOE, NORBERT KRIESCH, HARRY DANN, JOHNNY JOANIDES,
 contact Jacobsen
 514 Royal Union Building, Des Moines, Iowa, immediately. Have season's work.

5 PHONEMEN WANTED
 Strongly sponsored city and county deal. Make top money every day. Pay every day.
OLLIE TURNER
 Cedar 1-2633—Pittsburgh, Pa.


10-PHONEMEN-10
 For powerhouse deals in three going cities. Men who are used to writing \$250-\$350 daily—our boys here are cutting it. Call for city nearest you.
SY SATELLI
 Erie, Pa.—Phone: 5-6150
 No collects or advances!

6-PHONEMEN-6
 Men or Women. 6-8 weeks, good deal. Book and Tickets. Experienced only. Veteran sponsored. Phones in, just starting. 25% collect and pay daily. No drunks or advances. Phone days, no collects. Turner 3-1142.
R. O. WILSON
 1625 W. 15th Ave. Gary, Indiana

FOR SALE
 4 young, small Shetland Pony Drill; Ring Curb, Trappings, Saddles for Pony Ride, Riding Monkey, Back Somersault Dog.
NOBLE HAMTER
 Route 3, Box 152C, Seagoville, Tex.

PHONEMEN!!!
 "Cerebral Palsied Home" program good for two solid years in Miami.
P. O. BOX 1497
 Perrine, Fla. Phone 817-7539

WANTED
 Talker, Ticket Sellers and Menagerie Help. Prefer semi drivers. Open Aug. 20, Ottawa, Canada, follows World of Mirth Fair route.
BUCKEYE CIRCUS CORP.
TONY DIANO, Agent
 1000 Warner Rd. S.E., Canton, Ohio

HAWTHORN BEARS
 5 BEARS • 18 TRICKS • 8 MINUTES

 OPEN DATES: Aug. 21-29, Sept. 12-25, Oct. 8-16, and after October 24.
HAWTHORN ZOO LIBERTYVILLE, ILL.

FEATHER PLUMES FOR HORSE & ANIMAL SHOWS
 Majorette Plumes—Ostrich Tips and Plumes—Marabou Turkey Quills—Ostrich Fans—Any Color
SOUTH AFRICAN FEATHER CO.
 1015-17 FILBERT ST. Lo 3-5219 PHILADELPHIA 7, PA.

45% of RSROA Members to Toledo For Contests, Busy Confab Sked

By HAVILAND F. REVES

TOLEDO, July 30.—An exceptionally heavy registration, representing 45 per cent of the membership of the Roller Skating Rink Operators' Association of America, turned out for the 19th annual convention, held at the Commodore Perry Hotel here, in connection with the 18th annual American championships held at the Rollerade.

Sessions of the Board of Control began Saturday and were held daily, with meetings commonly lasting day and night. General convention sessions were held

Monday and Tuesday, with formal convention action expected at meetings later in the week.

Extensive revision of rules and procedures, consideration of special problems raised during the year, and plans for the future received exhaustive attention, indicative of the maturity which roller skating has achieved.

Radio, television and newspaper coverage of the meetings and the championships has been exceptional. "Acceptance by the press has been very good," said Secretary-Treasurer R. D. Martin, Detroit. Never before have the events received such a concentrated publicity treatment.

Press, radio and TV people were introduced to skating Friday at a candlelight buffet held in the Copper Lounge of the Hotel Secor. This was well attended and well received by press personnel.

Notable was a lengthy column on roller skating written for the Wednesday edition of The Toledo Times by its sports editor, Tom Bolger. WSPD, local TV station, proved friendly to skating, with many guest spots devoted to personalities in the skating world. Laurene Anselmy, retiring women's senior champion, who decided not to defend her title but gave an exhibition performance Sunday at the Rollerade, was a guest on the station Tuesday afternoon.

Public relations for the skating get-together were handled this year by George P. Russell, St. Petersburg, Fla., promotional director of Gay Blades Rink, New York.

Tax-Free Competition

At the first general convention session Monday, a round table was conducted on the subject of municipally operated rinks. This is a relatively new development in roller skating, and one that presents problems to operators. No formal action was taken, the discussion being largely on the exploratory level. Secretary Martin noted that the entry of tax-supported bodies into the field of rink operation presented some novel and interesting problems for operators of tax-paying rinks. With increasing developments in this area thru new public construction, this may become a more important factor in future rink management.

At the Monday meeting Harry Law, operator of the London (Ont.) Arena, presented an interesting talk on special problems and unique aspects of operation confronting Canadian skating people. It was brought out that conditions differ in some important details from those of the typical American rink, despite the general similarity in the two countries in business methods and in consumer habits.

Suppliers Have Day

At the Tuesday meeting, a lengthy panel of talks on business conditions, new promotional ideas and new products and services was presented by representatives of supply companies. Panel speakers included Ira Hirsch, Johnny Jones Jr., Pittsburgh; Jack Adams, Jack Adams & Son, New York; Bill Skelly, Skelly's Detroit; Max L. Lubin, Hyde Athletic Shoe Com-

pany, Cambridge, Mass.; Joseph Shevelson, Chicago Roller Skate Company; Charles W. Snyder, Douglas Snyder Skate Company, Dayton, O.; Paul F. Riedell, Riedell Shoes, Inc., Red Wing, Minn.; Sam Asad, Cleveland Skate Company; Jerome W. Brush Jr., Raybestos-Manhattan, Bridgeport, Conn.; Harry C. Ball, Sure-Grip Skate Wheel Company, Lynwood, Calif.; Vernon Fowlkes, Fo-Mac Enterprises, Inc., Tulsa, Okla.; Paul E. Cottrell, Cottrell, Inc., Derby, Conn.; Bob Worth, Saunders Manufacturing & Novelty Company, Cleveland; Bernard Balaban, Balaban Luggage Company, Council Bluffs, Ia., and J. M. Haskins and J. T. Moore, Coca-Cola Company, Cleveland, who presented a special program of promotional devices using a roller skating tie-in.

A round table on birthday party promotions was held. It was suggested that the birthday party celebration idea be broached to skaters with the idea of building attendance at rinks. Many specific promotional ideas were brought out. Panel discussion of experiences was given by Joseph Spillman, San Antonio; Victor Caille, Wilmington, Del.; Robert Bollinger, Portland, Ore., and M. M. Shattuck, San Francisco.

Finance Report

Four important points were brought to the Board of Control in the report of the finance committee, chaired by Al W. Kish, Pearson Park Rink, Toledo:

1. Following a session of 12 hours, the committee gave a favorable report on financial progress during the first nine months of the fiscal year starting September 1, 1954.

2. A proposal was approved to change the fee for registration of amateur skaters from 50 cents to \$1 a year. It was felt that this would not only be a figure commensurate with costs, but would also serve as a morale builder, the belief being that the amateur, paying a dollar for this special recognition, will value it more highly.

This proposal, while receiving Board approval, was referred to later convention sessions for approval, since it involved an amendment to the RSROA constitution.

3. A plan for a new intermediate test was adopted by the Board. This will rank below the bronze medal test, but will be more involved than the elementary dance bar test. This is an important measure with a two-way benefit—to build interest in skating tests and to improve business for the rink operators. Need for a new intermediate test at this level was brought out in a survey undertaken by the professional dance committee under the chairmanship of Joe Nazzaro, San Leandro, Calif., which resulted in the estimate that this one step would increase proficiency tests nationally by 3,000 a year.

4. The finance committee also gave favorable consideration to a building prospectus submitted by the national office. This move follows leasing of new space in Detroit two years ago, following plans for demolition of Arena Gardens, where headquarters had been maintained. While no definite decision has been made, it is expected that the new headquarters building, when finally approved, will be erected in the Detroit area. Three separate sets of plans for a building were submitted, running from \$26,000 to \$30,000, according to estimate based on present construction costs (excluding land). Provision for subleasing some areas is included.

Survey of the professional dance committee was addressed to all professionals and attempted to evaluate existing standards of proficiency tests. It was the consensus that the gap between the

dance bar and bronze tests was too great, and the new intermediate test—not yet named—was approved.

A major change in requirements for the gold bar tests was approved. In order to provide standardized procedure, it was recommended that the test shall consist of five specific dances—Argentine tango, windmill waltz, silhouette, carrol swing and paso doble. This was referred to the Society of Roller Skating Teachers of America for implementation. This body was scheduled to start its meeting at week's end.

Public Relations

An important improvement in roller skating's public relations was indicated in the report of the special committee on dress and conduct under the chairmanship of George Brett, Dearborn (Mich.) Rolleradrome, which was appointed at the December meeting of the Board. Specific rules adopted included a prohibition of shorts and jeans in the building during any 1955 championship, at all levels, and prohibition of skating skirts on streets. "We feel this improves the appearance of the meet and brings the standard up," Claude Robinson, RSROA vice-president, said. Brett reported that the new rules had met with favorable acceptance on the part of patrons and public.

Establishment of a new committee on publications and promotions was approved by the Board. This is intended to assist the national office in the promotion of "Skating News," official organ of the RSROA, which is being converted from a combination rink operation and skating paper into a strictly consumer-interest publication. Material on rink management, accounting and operating procedure, which has hitherto been in "Skating News," is being incorporated in a new monthly publication, "Roller Skating Is Our Business," going only to management.

Republication of some basic RSROA books is planned. Most important is the planned incorporation of four separate publications into one, combining skate dancing, figure skating, speed skating and general rules. The subject of judging, which is of technical rather than general public interest, and roller hockey will each continue to have a separate book.

Internal Problems

Internal organization problems were given special attention in the decision to appoint a special committee to study the rights, status and privileges of State chapters in relation to the national body. State chapters have shown steady growth, giving them a strength in many States which is not reflected in the existing basic organizational set-up. Suitable changes in rules for the government and interrelations of State chapters will be studied, with action expected in the future.

Rules for selection of the Queen of Roller Skating were modified to meet the contingency presented in case a winner in a State or regional contest marries after winning the title. She will henceforth be automatically disqualified, and the runner-up will be selected to enter the next higher ranking contest.

Problems of associate memberships were delegated to a special committee for study under the chairmanship of M. M. Shattuck, San Francisco. This committee is expected to establish suitable provisions for ethics, standards and their attendant controls. Associate members in the RSROA include professionals, amateurs, clubs and rink managers. It was pointed out that many misunderstandings in relationships arise as simple matters between two people, perhaps a rink operator and a professional, and that they could often be readily settled by reference to an accepted standard of ethical conduct.

Allied to this problem is another new rule whereby the operator or associate member will be given a probationary period of one year when he joins the RSROA. If the professional does not get a recommendation from the operator for

DRIVIN' 'ROUND THE DRIVE-INS

Harry Sullivan has been named manager of the Lockwood & Gordon East Windsor (Conn.) Drive-In, replacing Bill Daugherty, who shifted to the circuit's Norwalk (Conn.) Drive-In, succeeding Bill Hayes. . . . Phil Cahill and associates have opened their new 800-car capacity Clinton (Conn.) Drive-In. . . . Fred Quatrano and John Sirica, of the newly opened Watertown (Conn.) Drive-In, are featuring Wild Man Steve, WWC, Waterbury, Conn., disk jockey, as an added Friday night attraction. Wild Man Steve entertains patrons and listeners in a broadcast from the theater's patio, 7:30 to 8:30 p.m.

Philip Smith, president of the Smith Management Company, Boston, has announced that plans are ready for the world's biggest and New England's first twin dual drive-in theater. Smith claims that the plant, which will hold 3,600 cars, 1,800 on each side with two different movies running simultaneously, will be to his knowledge the largest in the world. Construction will start in August in a location in metropolitan Boston to be announced later. Reason for the delay in announcing the location, Smith says, is the fact that legal technicalities are involved. Smith is the operator of 30 drive-in theaters in the Midwest, New York, New Jersey and New England.

A part interest in Crest Drive-In, East Lansing, Mich., has been bought by Orlando Spagnuolo, formerly of Caro, Mich., from the Ashmun brothers. Spagnuolo will operate the house in partnership with the Kitchen brothers, owners of the remaining interest.

whom he works, a further check-up will be made. From the operators' standpoint, the provision of a definite code of ethics will make known to him what standards he is expected to follow. Within the year's probation period, he will be expected to make any necessary changes in his rink operation to conform to the standards.

Much of the Board's time was devoted to working out in detail individual problems that arose during the year. Typical was the accusation brought by one panel of judges against another panel.

Safety Measures

Some time was devoted to re-examination of safety measures required during roller skating competition at any level. It was found that existing requirements for safeguards were adequate, including pads on rails, paneled rails in speed skating to provide a solid object rather than a pipe rail to stop skaters when they spill, and rubber corner markers in speed skating.

A new television code is being prepared for the RSROA. This is intended to allow amateur skaters to appear under approved specialized conditions—something that has not been permitted in the past. Because television is so new in relationship to skating, the rules have not yet been modified to meet its special requirements. Some rules drawn to protect amateur skating under earlier conditions appear to require modernization.

The objective in drawing up the new code is to keep it as broad and flexible as possible because of the widespread possibilities of television. Thus several different types of shows, such as sports programs, interviews, giveaways and newscasts may involve skating, and rules drawn for one type of show might prove unfair to skaters interested in a different type.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

★ ★ SPECIAL SUMMER SALE ★ ★
Slightly used Merchandise from two Large Rinks!!!
SPRINGFIELD ROLLER RINK
Springfield Gardens, N. Y.
NEW DREAMLAND ARENA
Newark, N. J.

1,600 pr. Shoe Skates, rental, Hyde Shoes, Chicago Skates, Men's and Ladies' \$7.00 pr.	400 pr. Rental Shoe Skates, Men's and Ladies' 5.00 pr.
1,800 pr. Clamp-on Skates 2.50 up	1,100 sets Cottrell plastic ball bearing reject wheels 1.50 set
600 sets Raybestos ball bearing reject wheels 2.10 set	300 sets 87F reject wheels75 set
300 sets Heel straps, almost new07 ea.	

OTHER MERCHANDISE
2 Gleba Grinders, deluxe
1 Chicago Grinder
22 Fire Extinguishers
2 Ticket Machines and Changers
1 Spencer Floor Sweeper
3 Vacuum Cleaners
48 Chrome Chairs
300 Theatre Chairs
3 Fans
2 Complete sets Program Skating Signs
12 Fireproof Drapes, 25 ft. high
4 Rubber Floor Mats
24 Lobby Disposal Cans (white)
Other Miscellaneous items
All Merchandise must be sold at once!
Write — Wire — Phone!

JACK ADAMS & SON, INC.
723 Morris Park Ave., Bronx 42, N. Y.
SYcamore 2-1110

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
GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUPEEAKERS. 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 2619 No. 16th St. Omaha 10, Nebraska

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!

Porto-Bilt
TENT SKATING RINKS
141 MANN ST., SMYRNA, GA.
Have bargain used Rink, almost new, for \$6,000.00—terms, too.

Maple and Fibre Wheels
Rock Hard Maple
87S Standard No. 87F Figure
No. 87DL—No. 87SL—No. 88GBL
Laminated Maple two-piece Bushing.
Keep all Maple Wheels in a dry place.
No. 78 — No. 78S — No. 79 Hockey
New Long Wearing Fibre Wheels.
No. 78R regular—No. 89 Precision Bearing. "DURYTE" Plastic, longer wearing—No dust.
Rink Repairs—Order Now!
"Hold Fast" and White Shoe Soap
CHICAGO ROLLER SKATE CO.
Known for Quality Products
4427 W. LAKE STREET CHICAGO 24, ILL.



A Sure Winner . . .

The New OAK

CANDY STRIPE BALLOON

No. NM10CS

- A GOOD JOINT WITH RED & GREEN STRIPES OVER WHITE & YELLOW.
- AVAILABLE S-T-R-E-T-C-H-E-D FOR BIGGER VALUE AT THE HANDOUT.
- BIGGER, TOUGHER, BRIGHTER COLORS.
- WORKERS AVAILABLE!



IT'S ANOTHER

BIG FLASH (BIG CASH) BALLOON

SEE YOUR JOBBER!

The OAK RUBBER CO.
RAVENNA, OHIO.

FLASH BALLOONS

- Spirals, set-off-head . . . \$5.50 Gr.
 - Spirals, extra large . . . \$4.40 Gr.
 - Dragon Balloon . . . 7.50 Gr.
 - Giant Airship . . . 6.50 Gr.
 - 311 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.

DAVY CROCKETT

NEWEST PLASTER STATUE



Height: 12 inches.
Packed: 12 to carton.
Weight per carton: 24 lbs.

PRICE
35¢ each
No less sold

Send for FREE Catalog—State Business

WISCONSIN DELUXE CO.
1902 No. Third Street
Milwaukee 12, Wisconsin

BRONZE

WESTERN SADDLE HORSES

Height and Dozen Price:

4 1/2 inch \$3.60 per dozen
10 1/2 inch \$16.80 per dozen

25% Deposit Required With Order.
F.O.B. Chicago, Wholesale Only.
Send check or 10 per cent with order, balance C.O.D.

COOK BROS., Chicago 7, Ill.

NEVER BEFORE OFFERED AT THESE PRICES

Used 17 and 21 Jewel Watches, like new, one year's guarantee, \$5.75 each. New \$11.75 Bulova Bands each, box \$1.65 each. \$3.50 ladies' bands, 35 cents each. Compacts, \$2.50 dozen. 98-cent Ball Points, \$1.50 dozen. Men's Leather Bands, \$1.00 dozen. Gold-Filled Lighters, 75 cents each. Six-Piece Steak Set, \$1.35. Shaving Kits, 65 cents each. 24-piece set Wallace Silver Service for six, \$2.50 per set. \$29.95 Pearl and Rhinestone sets beautifully boxed, \$1.45 per set. New One Jewel Watches, \$2.90 each. Alligator Wallets, \$4.00 per dozen. Money-back guarantee on all merchandise. Sorry, no catalog on these items. Send check or 10 per cent with order, balance C.O.D.

NATIONAL DISTRIBUTING CO.
Ocean Drive Myrtle Beach, S. C.

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.

The Associate Company, the Bronx, New York, is now carrying a complete line of smoker and smoker novelty sets. Some of the firm's most popular numbers include a three-tiered hostess set made of ceramic and set on a 22-inch high wrought iron stand, a line of six and eight-inch souvenir glass and chrome ash trays with decals of every State, armed forces and comics. Salesmen, wagon jobbers, wholesalers, etc., are urged to write for a free catalog of the firm's complete line.

Demonstrators are reportedly doing terrific business with Princess Leilani orchid plants. In addition to being an unusual tropical plant for the home, the orchids make gorgeous corsages. Now you can frame a crowd-attracting booth or location with real Hawaiian atmosphere by using the decorative material furnished with each 1,000 order by Sherfy's, Ltd., specialists in orchid plants. These plants are low priced at only \$19.50 per 100 or \$156 per 1,000. Flash plants and bloom clusters are also obtainable for decorative and demonstrating purposes from Sherfy's.

Gregory Keith Enterprises, Chicago, offers the trade its Checkmate, a new precision-made combination ball-point pen and check protector. As a smooth-writing pen, it writes with facility, never smearing or staining. As a check protector, Checkmate features an exclusive self-inking, built-in perforating wheel. Roll it over the amount, date, name and signature and it perforates the check in vivid red ink, safeguarding against check

raising, etc. Checkmate has a pair of gold-plated, tarnish-proof end caps and pocket clip, and tapered barrels in your choice of maroon or blue. It is priced at \$2.98, including federal excise tax.

Latest item introduced by Pioneer Rubber Company, Willard, O., is the Davy Crockett balloon, coming in 7, 8, 9 and 10-inch round sizes. Each balloon carries a printed picture of the popular early American hero.

Latest item put on the market by Ideal Toy Corporation, New York, is a talking clock. Feature of the toy is a mouse scampering around the face of the clock as a record recites "Hickory, Dickory, Dock." Handsomely decorated with characters out of nursery rhymes, the 10 by 8 1/2-inch clock contains a talking unit which operates by simply turning a crank. Besides the magnetized mouse, the clock features hands that may be moved to permit the child to learn to tell time. It is priced to retail for about \$3.

X-acto, Inc., Long Island City, N. Y., is now distributing its new catalog to jobber customers. The 28-page book contains details and illustrations on the firm's complete line, including the latest additions, such as Suji wire art, linoleum block printing tools, ceramic tools, new knife and hobby tool display merchandisers, etc. An important new feature of the catalog is a bound-in eight-page center section devoted exclusively to X-acto handicraft sets and creative toys.

PIPES FOR PITCHMEN

By BILL BAKER

THE REMAINS . . . of Billy Beam, the veteran med man who died recently in Wolf Point, Mont., were returned to Muskogee, Okla., for burial, according to Chief Thunder Cloud, a close friend of Beam's. Accompanying the body was Beam's widow, Ethel. The good Chief writes that anyone wishing to drop a note of sympathy to Mrs. Beam may contact her at Box 478, Muskogee.

THAT VETERAN . . . pitchman, Ray C. Herbers, pens a sympathetic and laudatory note on behalf of the late Billy Beam. "I just picked up The Billboard and saw in the Final Curtain where a great pitchman and showman died of a heart attack," writes Herbers. "Billy Beam sure was one real guy, the kind of fellow who always wanted to give you the big count out of the day's spoils. Just about a year ago we worked several spots together in Pennsylvania. My sincere sympathy goes to his widow, Ethel. If there are any tobacco markets up yonder, I believe Billy will find them."

BURT AND WANDA HARRIS . . . mouse workers for more than 20 years, say that the honeymoon is over. While working Patsy, the Magic Mouse, at a downtown Niagara Falls, N. Y., store recently, Harris was notified by phone that his house trailer was on fire. "Sure enough," pens Harris, "it was on fire. It was a total loss. Also destroyed in the blaze were four trained parakeets and keisters of 20,000 wax mice." Harris infers that there is enough insurance money to cover cost of opening a bend over store until the Christmas biz. "So time mouses on," he concludes. Friends may write to him at Box 250, Route 1, Danville, Ind.

"SURE SORRY TO HEAR . . . of the passing of my good friend and former partner, Billy Beam," scribes Charlie Hudson, of the Hudson Medicine Company, from Birmingham. "I was out four months with a white show and managed

to owe everyone I know," writes Hudson, "so I'm back in my old territory with a colored show on the lots." Hudson is maintaining headquarters at 707 Third Avenue, North, and says that the welcome sign is out for pitchmen passing thru.

LARRY FRIEDMAN . . . the veteran glass cutter and knife sharpener worker, dropped dead recently in a Rochester, N. Y., hotel, according to Joe Conti, Lee Hotel, Newark, N. J. Conti said burial will be in a pauper's grave unless Friedman's brother and sister are located. Anyone knowing their whereabouts are urged to communicate with Conti.

HEAVY FORKNER . . . breezes thru the following felicitous jottings. "Have made a great recovery after having been laid up for about a year in the Sanatorium in the Great Smoky Mountains of North Carolina. Horace Brazell has been a faithful pen pal. He and Dr. Lockey paid me a visit. Thanks to both of them. I hope to be kicking the leaf around in a warmer climate before the snow flakes start falling in Black Mountain, N. C. All my friends have been very nice with gifts and mail during the time that I was on the shelf—believe me, they all have my sincerest thanks. I wonder what has ever become of B. V. Mangum. He's the gent who is responsible for my downfall with the sheet—that's a big giggle. Would like to read pipes from Horace Brazell, Dr. Lockey, Steve McLain, Statesville Hawkins, Little Pardee, Jack (Bottles) Stover, the king of the roadies, Father Patrick and Eddie Steel. My very best regards to Goldie and J. W. Segall. They are faithful troopers."

WE HEAR THAT . . . Jack Morehouse, in Asbury Park, N. J.; Johnny McCannon, in the Brooklyn area, and Eddie Kay, Chicago, are pickin' up plenty of the green stuff with the platform plastic shredder and grater.

SENSATIONAL NEW ITEM FOR GADGET WORKERS

NEW ROSEBUD RADISH CUTTER

Now Makes Radish Roses Easier, Faster!



It's a red-hot, 5 second demonstration item proved by tremendous sales to be the most wanted kitchen gadget ever made. Sells on sight to every woman. Makes perfect radish roses every time in one simple operation with lightning—fast speed. No more tedious hand cutting with sharp knives—it's safe, quick, and automatic with ROSEBUD.

PRICE \$6.64 per gross.

Terms: 25% deposit with order, balance C. O. D.
Sample 25c postpaid.

RUSH YOUR ORDER TODAY.
Don't Miss This Money-Maker!



A 5-SECOND DEMONSTRATION SELLS IT!

NU-DELL PLASTICS CORP.
2250 N. Pulaski Road Chicago 39, Ill.

PRICE LIST READY

Send for Your Copy at Once

SLUM Greatest Line Ever Assembled.
PLUSH TOYS and DOLLS Superb Values.
FLASH—NEW ITEMS When They Are New.

If you have not dealt with us in the past, ask those who have.

BERNY NOVELTY CO.
114 West 14th St.
New York 11, N. Y.
Phone: ALgonquin 5-8290

FREE—Frisco Spindle Wheel—FREE

Write for complete details on how to obtain one of these combination Spindle Wheels and Bumper Game Free of charge



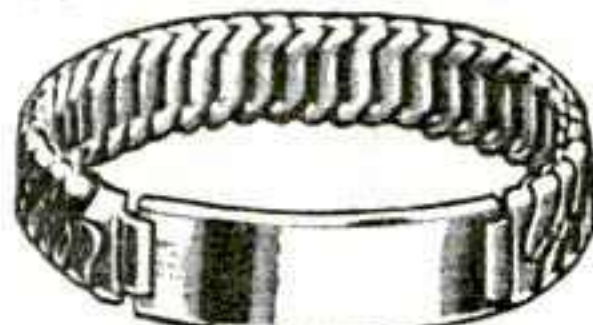
WE CARRY A COMPLETE LINE OF PHOTO IDENTS—EXPANSION IDENTS—IDENTS—RINGS—LOCKETS—CLOSE-OUT MERCHANDISE, ETC. SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENTS FROM \$7.50 PER GROSS AND UP. RINGS FROM \$5.50 PER GROSS AND UP.

"FOR SAME DAY SERVICE THAT CAN'T BE BEAT. CALL"

FRISCO PETE FRanklin 2-2567, 226 S. Wells St., Chicago 6, Ill.

OVER 600 PINS AND IDENTS FOR ENGRAVING



Expansion Idents,
Doz. \$ 4.00
Photo Expansions,
Doz. 5.00
Pearl Anklets, Gr. 32.00

DEXECO, INC.

Manufacturers of engraving jewelry
191 SOUTH STREET, PROVIDENCE 3, R. I.

FOR ENGRAVERS & DEMONSTRATORS
State your business

17-JEWELS

3-D DIAL (BRAND NEW) YELLOW CASE

Looks like \$100 flash. \$6.95 EACH BANDED

One year written guarantee with every watch.

25% dep., bal. C.O.D.

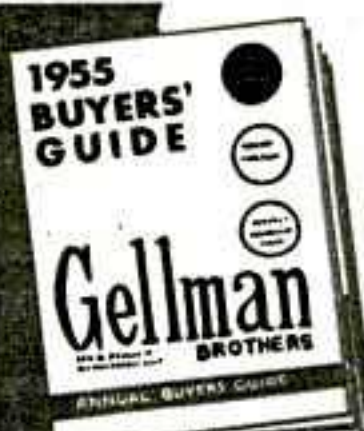
NATIONAL DIST. CO.

222 CALUMET BLDG.

In lots of 3 or more
SAMPLE \$7.50



PH. 82-6473
MIAMI 32, FLORIDA



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.

over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

CLOSE-OUT



CENTENNIAL TOPPERS and DERBIES

PROVEN BEST CENTENNIAL ITEM TODAY. VERY HIGH GRADE HATS MADE FROM REAL HAT BODIES.

AVAILABLE SMALL, MEDIUM and LARGE.

DERBIES \$50.50 PER GROSS
TOPPERS 62.50 PER GROSS



BIRDS NEST HAT MADE IN MEXICO

16" DIAMETER WOVEN STRAW
\$14.25 per hundred

CASH IN FULL or 25% DEPOSIT.
BALANCE C.O.D.

RODIN NOVELTY COMPANY
3217 NORTH CLARK STREET
CHICAGO 13, ILLINOIS
PHONE: Bittersweet 8-6225

Costume Jewelry Manufacturer

Men's 3-Stone Rhinestone Rings in Display Tray ... \$2.75 Doz. Ass't.
Men's Onyx and Cameo Rings in Display Tray ... \$2.75 Doz. Ass't.
Ladies' Adjustable Rhinestone and Jeweled Rings in Display Tray ... \$2.75 Doz. Ass't.

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.

25% dep. on all C.O.D.'s.

PACKARD JEWELRY CO.
48 West 25th St., N. Y. C.

BRAND NEW!
Water & Shock Resistant.
Swiss Movement.

\$5.75 EACH

Stainless Steel Expansion Band. Guaranteed 1 Year.

Terms: 20% deposit, balance C.O.D.

GLOBE TRADING CO.
424 S. Broadway, Los Angeles 13, Calif.
Room 403—Phone: Michigan 3511

MIDGET BIBLE

New edition. Has Last Super-Crucifixion Pictures. Lord's Prayer. Over 2000 pages. Size of postage stamp, (1 1/2 x 1 1/2 in.) yet clearly printed and very word legible. Black Gold-Printed cover. Wonderful BIG PROFIT novelty. Dealer's Price \$9.75. Wholesale \$6.75. F.O.B. Detroit; add postage. C.O.D. or cash. Special low prices. Send for Wholesale Catalog of 3000 novelties. **JOHNSON SMITH & CO., Detroit 7, Mich.**

WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES
TIP BOOKS

Buy Direct From Manufacturers at Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera tells like wild! Precision made lens and shutter. Comes complete with genuine pispkin 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

60¢

GEM Sales Co. 533 Woodward
Detroit 26, Mich.

COMING EVENTS

Arizona
Flagstaff—Northern Ariz. Square Dance Festival, Aug. 12-13.
Payson—Payson Rodeo, Aug. 12-14.

Arkansas
Crossett—Crossett Rodeo, Aug. 3-6.
Dewitt Lake—Doughboy Reunion, Aug. 15-20.
England—Fall Festival, Oct. 17-22.
Harrison—Harrison Rodeo, Sept. 15-17.
Lake City—Watermelon Festival, Aug. 22-27.
Little Rock—Ark. Livestock Show, Oct. 3-8. Clyde Byrd.
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.
Walnut Ridge—Band Festival, Aug. 28 Sept. 3.

California
Barstow—Barstow Rodeo, Sept. 24-28.
Bishop—Bishop Rodeo, Sept. 4-5.
Lancaster—Lancaster Rodeo, Sept. 11.
Los Angeles—Sheriff's Rodeo, Aug. 21.
Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.
Paso Robles—San Luis Obispo Co. Rodeo, Aug. 19-20.
Plymouth—Plymouth Rodeo, Aug. 28.
San Diego—San Diego Rodeo, Sept. 24-25.
San Fernando—San Fernando Rodeo, Sept. 4-5.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.

Colorado
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—Roof Top Rodeo, Aug. 4-6.
Evergreen—Evergreen Rodeo, Aug. 6-7.
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.
Yuma—County Fair Rodeo, Aug. 9-10.

Connecticut
Bethel—State Firemen's Convention, Aug. 12-14.

Florida
Bonifay—Holmes Co. Livestock Show, Oct. 3. D. P. Grant.
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.

Georgia
Atlanta—Do-It-Yourself Show, Sept. 24-29.
George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.
Woodbury—Pimento Festival, Oct. 12.

Idaho
Boise—Western Idaho State Fair Rodeo, Aug. 23-27.
Burley—Cassia Co. Rodeo, Aug. 18-20.
Caldwell—Caldwell Night Rodeo, Aug. 9-13.
Piler—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.
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.
Avon—Pat Steer Show, Aug. 18-20.
Carbonhill—Homecoming, Aug. 4-7. Paul Dispensa, 40 E. 55th St., Hinsdale.
Chicago—General Motors Powerami, Aug. 31-Sept. 18.
Chicago—International Dairy Show, Oct. 8-15.
Gilman—Centennial, Aug. 11-14.
Granville—Homecoming, Aug. 19-21. Harold Thies, Aurora.
Joliet—Mario Del Rosario Catholic Celebration, Aug. 3-7.
Kampsville—Legion Picnic, Sept. 3-5. C. W. Curtis.
Moline—Rock Island Co. Rodeo, Sept. 2-3.
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.
Peoria—Antique Show, Sept. 9-12.
Rochelle—Farmers' Picnic, Aug. 17-18. Harold Thies, Aurora.
Rutland—Centennial, Aug. 4-7. I. M. Vinecore.
Stonefort—Soldiers & Sailor's Reunion, Aug. 22-27.
Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.

Indiana
Batesville—Fall Festival, Aug. 5-6. Vol. Fire Dept.
Columbia City—Old Settlers' Day & Legion Festival, Aug. 16-13. Dave Spence.

Delphi—Homecoming Centennial, Aug. 8-13. Tom L. Baker, 2257 Madison Ave., Indianapolis.
Hartford City—Fall Festival, Sept. 13-17.
Huntington—VPW Celebration, Aug. 1-6.
Lagrange—Corn School—Golden Anniversary—Street Fair, Sept. 12-17.
Mitchell—Perrinmon Festival, Sept. 26-30.
Odon—Old Settlers Meeting, Aug. 17-20. Lex Senef.
South Bend—Antique Show, Oct. 17-20.
Terre Haute—Miners' Picnic, Aug. 12-14.
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

Iowa
Des Moines—All-Iowa Rodeo, Aug. 18-19.
Ded Moines—Iowa State Fair Rodeo, Sept. 2-5.
Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.
Sidney—Iowa Championship Rodeo, Aug. 16-20.
Sioux Rapids—Centennial, Aug. 1-3.
Vinton—Celebration, Sept. 5.

Kansas
Abilene—Wild Bill Hickok Rodeo, Aug. 22-25.
Atwood—Atwood Rodeo, Aug. 20-21.
Coffeyville—Inter-State Rodeo, Sept. 2-5.
Dighton—Lake Co. Rodeo, Aug. 3-4.
Goddard—Northwest Kan. Rodeo, Aug. 18-19.
Hill City—Hill City Rodeo, Aug. 11-12.
Mound City—Linn Co. Fair Rodeo, Aug. 19-20.
Phillipsburg—Kansas' Biggest Rodeo, Aug. 4-6.
Scott City—Scott City Rodeo, Aug. 26.
Wichita—Jaycee Frontier Days, Sept. 22-25.
Winfield—Crowley Co. Rodeo, Aug. 30-Sept. 1.

Louisiana
Alexandria—Lions Club Rodeo, Aug. 23-27.
Crown—Inn. Rice Festival, Oct. 19-20. J. W. Barnett.
Leesville—West La. Forestry Festival, Sept. 12-17. Pinley Stanley Jr., Rt. 4.
Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote.
Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo.
Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.
Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Lafleur.
West Monroe—N. Louisiana Rodeo, Sept. 5-9.
Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

Maine
Stockton Springs—Blueberry Festival, Aug. 19.

Maryland
Brunswick—Firemen's Celebration, Aug. 1-6.
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.

Massachusetts
Charlemont—Yankee Doodle Days, Aug. 6-8.
Ipswich—Horse Show, Aug. 13-14.
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
Aiston—Laird Twap Dairy Show, Sept. 2. Mrs. Anne Pirhonen.
Ann Arbor—Gladious Show, Aug. 7-8.
Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.
Coloma—Gladious Show, Aug. 27-28.
Detroit—Riverama Festival, Aug. 20-25.
East Lansing—Gladious Show, Aug. 6.
Fairgrove—Bean Festival, Sept. 5.
Flint—Centennial, Aug. 27-Sept. 11.
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.
Holly—Catholic Church Festival, Aug. 5-7. J. C. Patterson.
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.
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.
Lathrop—Homecoming, Aug. 18-20. Dan D. Smith.
Messick—State Gladious Show, Aug. 20-21.
Midland—Gladious Show, Aug. 15-16.
Newaygo—Celebration, Sept. 5.
Rudyard—Eastern U. P. Jr. Fat Stock Show, Aug. 11-12. Wm. Dickinson, 139 Arlington, Sault Ste. Marie.

Minnesota
Duluth—Antique Show, Aug. 21-24.
Sanborn—Watermelon Days, Aug. 1-2.

Mississippi
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri
Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 3-5.
Brunswick—Brunswick Horse Show, Sept. 17. Lucella Hayden.
Camdenton—Camden Co. 4-H & Open Livestock Show, Aug. 27. Hugh Phillips.
Cameron—Boots & Saddle Horse Show, Sept. 9-11.
Cassville—Soldiers-Settlers' Reunion, Aug. 1-6.
Chillicothe—Eagle Club Rodeo, Sept. 16-18.
Gallatin—Annual VPW Picnic, Aug. 22-27. Jewell Brooks.
Harrisonville—Cass Co. Jr. Livestock Show, Aug. 16. Joel R. Ewing.
Herman—Homecoming, Aug. 27-28. M. F. Kappelman, Chamber of Commerce.
Higginsville—Higginsville Horse Show, Aug. 8. Alvin Rainey.
Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St.
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.
King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.
LaBelle—LaBelle Rodeo, Aug. 6-7.
Liberty—Clay Co. Horse Show, Aug. 4-7. Leon Miller.
Marshall—Saline Jr. Livestock & Home Economics Show, Aug. 12. J. Leo Hayob.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Monett—Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Bager.
Pickering—Nodaway Co. Horse & Mule Show, Sept. 9-10. C. A. Birkenholz, Box 91.
Piedmont—Centennial, Sept. 2-5. Wm. Harris and son.
Pierre City—FA Stock Show, Sept. 15-16. Wayne Bowen.
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.

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.
Forsyth—66 Ranch Rodeo, Aug. 16-18.
Kallispell—Northwest Mont. Rodeo, Sept. 9-10.
Plains—Sanders Co. Rodeo, Aug. 27-28.
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.
Wahoo—Saunders Co. Rodeo, Aug. 25-27.

New Hampshire
Peterborough—Antiques Fair, Aug. 8-11.

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 Cruces—Dona Ana Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsh, Box 457, State College.
Las Vegas—Cowboys' Reunion Rodeo, Aug. 5-7.
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.
10-11.

New York
DeRuyter—Firemen's Centennial Celebration, Aug. 18-21. Ray Wells.
Syracuse—Antique Show, Sept. 27-29.

North Carolina
Shelby—Shelby Rodeo, Sept. 20-24.

North Dakota
Bowman—Bowman Co. Rodeo, Sept. 10-11.

Ohio
Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S. Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman.
Commercial Point—Street Fair, Aug. 4-6.
Delphos—Homecoming, Aug. 15-20.
Derby—Street Fair, July 29-30.
East Liverpool—Old Home Week, Aug. 1-6. H. J. Benly, 752 St. Clair Ave.
Ironton—Festival of the Hills, Oct. 12-15.
Magnolia—Band Homecoming, Aug. 10-13.
Nelsonville—Parade of the Hills, Sept. 5-10.
Rawson—Rawson Centennial, Aug. 1-6. W. A. Otto.
Urichville—National Clay Week Celebration, Aug. 15-20. George Gibbens, Trenton Ave.
West La Fayette—Homecoming, Aug. 3-6.

Oklahoma
Ada—Elks Rodeo, Aug. 8-13.
Anadarko—Indian Expo, Aug. 15-20.
Ardmore—Ardmore Rodeo, Sept. 20-23.
Elk City—Elk City Rodeo, Sept. 5-7.
Lawton—Lawton Rodeo, Aug. 3-6.
McAlester—Prison Rodeo, Sept. 8-11.
Rush Springs—Watermelon Festival, Aug. 8-13.
Vinita—Will Rogers Memorial Rodeo, Aug. 24-28.
Woodward—Elks Rodeo, Sept. 1-4.

Oregon
Eugene—Emerald Empire Round-Up, Aug. 5-7.
Myrtle Point—Cox Co. Rodeo, Aug. 20-21.
Pendleton—Pendleton Round-Up, Sept. 15-17.

Pennsylvania
Blairsville—Legion Mardi Gras, Aug. 8-13.
Clarksville—Firemen's Old Home Week, Aug. 2-6. George Litter.
Clayton—Golden Jubilee, Aug. 14-20. Bruce Phillips.
Nanty Glo—Firemen's Convention, Aug. 1-6.
New Castle—Italian Celebration, Aug. 15-20.
Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York.
Philadelphia—National Aircraft Show, Sept. 3-5.
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.
Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.
Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug. 1-6. A. L. Blackmon.

South Dakota
Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.
Deadwood—Days of '76, Aug. 5-7.
Huron—Powwow Day, Oct. 1.
Kadoka—Labor Celebration, Sept. 5.
Lake Preston—Watermelon Day, Sept. 5.
Milbank—75th Anniversary Pete, 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.
Sioux Falls—Viking Days, Oct. 7-9.
Stickney—Golden Jubilee, Aug. 17-18.
Yankton—Pancake Days, Oct. 6-5.
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.
Byrdtown—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. 2. Roy M. Brooks Jr.

Lewisburg—Marshall Co. Jr. Dairy & C&M Show, Aug. 26-27. Sue Hill.
Martin—Weakley Co. Dairy Show, Aug. 11-12. Wade Barton.
Memphis—Memphis Rodeo, Sept. 23-30.
Morristown—Centennial, Aug. 21-27. R. T. Bales Jr.
Nolensville—Williamson Co.-Nolensville Jr. Dairy Show, Sept. 3. Robert S. Moaley.
Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr.
Shelbyville—Bedford Co. 4-H Dairy Show, Aug. 12. Mrs. Grace Fy.
Somerville—Payette Co. Livestock Show, Oct. 21. C. W. Stroup.
Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

Texas
Big Spring—Big Spring Rodeo, Aug. 3-6.
Cleburne—N. Central Tex. Rodeo, Sept. 7-10.
Colorado City—Frontier Round-Up, Aug. 24-27.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.
Dublin—Dublin Rodeo, Aug. 31-Sept. 1.
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.
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. Guiley, Uvalde.
Nocona—Chisholm Trail Round-Up, Sept. 3-5.
Orange—Orange Rodeo, Sept. 1-3.
Ranger—Ranger Rodeo, Aug. 16-13.
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—VPW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.
Taylor—Taylor Rodeo, Aug. 4-6.
Texarkana—Fall Rodeo, Sept. 13-17.
Tyler—Tex. Rose Festival, Oct. 21-23.
Frank Bronough, Chamber of Commerce.
Waxahatchie—Ellis Co. Rodeo, Sept. 22-24.
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. 8-9.
Logan—Cache Co. Rodeo, Aug. 18-20.
Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.
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. 2-5.
Omak—Omak Rodeo, Aug. 13-14.
Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.

West Virginia
Charleston—Firemen's Celebration, Aug. 6-13.
Clarksburg—Police Safety Fair, Sept. 5-10.
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin
Milwaukee—Third Ward Feast, Aug. 11-14.
Morton—Loggers' Jubilee, Aug. 8-13.
Pewaukee—Legion Fall Festival, Sept. 3-5.
Ray Romens.
Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

Wyoming
Casper—Central Wyo. Night Rodeo, Aug. 10-13.
Douglas—State Fair Rodeo, Aug. 31-Sept. 3.
Lusk—Niobrara Co. Rodeo, Aug. 19-20.
Thermopolis—Thermopolis Rodeo, Sept. 4-5.
Wheatland—Goshen Co. Rodeo, Aug. 25-27.
Wheatland—Platte Co. Rodeo, Aug. 27-28.

CANADA
British Columbia
Penticton—Peach Festival, Aug. 18-20.

Manitoba
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. 8-13.
Shediac—Lobster Festival, Aug. 5-10.
St. Joseph—Acadian Bicentenary, Aug. 12.
Woodstock—Old Home Week, Aug. 1-6.

Novia Scotia
Bridgewater—Nova Carnival, Aug. 18.
Dartmouth—Natal Day Celebration, Aug. 8-13.
Parrsboro—Old Home Week, Aug. 6-13.

Ontario
Gravenhurst—Night Carnival, Aug. 11-13.
Leamington—Tomato Festival, Sept. 8-10.

Ottawa
Blythwood (Leamington)—Int'l. Plowing Match & Farm Machinery Demonstration, Oct. 11-14.
Ottawa—Parade of Progress, Aug. 11-17.
Ottawa—Winter Fair, Oct. 25-29.
St. Charles—Niagra Grape & Vintage Festival, Oct. 1.
Sault Ste. Marie—Parade of Progress, Aug. 26-Sept. 1.
Sudbury—Parade of Progress, Aug. 18-25.

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.
Montreal—Food Show, Oct. 13-18.

Saskatchewan
Regina—Golden Jubilee, July 22-Aug. 6.
Regina—Hereford Show & Sale, Aug. 1-6.
Saskatoon—Dairy Cattle Show & Sale, Oct. 13.
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

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, 60z

- Aaronson, Joan
- Alexander, Chas.
- Allen, Mrs. Diane
- Allen, Dirlie
- Allea, L. T.
- Anderson, Jr., Wm. E.
- Ansher, Sam
- Armand, Mrs. Wm.
- Arrows, Joe
- Aske, Mrs. Viola
- Atkins, Roy
- Ayers, Ray & Mrs.
- Babeock, Mr. (Babeock Shows)
- Badger, June
- Barfield, Emmett
- Bassnett, Roy
- Batson, Clarence
- Bawman, Edw. (Crip)
- Beall, Hiram
- Beaver, Earl W.
- BeGar, Harry
- Bell, Mr. Billy E.
- Bell, James M.
- Bennett, Charlotte
- Bennett, Mrs. Ethel
- Bennett, Larry
- Benson, Harvey & Mrs.
- Bergman, Leo H.
- Bernstein, Harry

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

- Anderson, Lucile
- Atlas, Benjamin
- Bachein, A.
- Beattie, Robert
- Berger, Gene
- Bonario, Abe
- Boddy, Ralph
- Boyer, Jack
- Brandoun, Jerry
- Brent, Tommy
- Brown, Russel
- Bryer, Glenn
- Caldwell, Willie E.
- Carson, Sol
- Carlton, Joseph
- Charnoit, Irving
- Clark, Eugene
- Claxton, Leon
- Coleman, Emily
- Cooper, Ray W.
- Cooper, Barbara
- Dana, Eleanor
- Dawn, Connie
- Decker, Chickie Lee
- Dell, Danny
- Dolley, William
- Drysdale, Grace
- Earle, Beatrice
- Fer, Harry
- Feinstein, S. S.
- Finck, Jack
- Flynn, Thomas
- Frischman, Manny
- Fornier, Frances
- Fowler, William
- Fullerton, Dewey
- Garcia, Jorge
- Garnay, Minnie
- Gould, Murray
- Graves, Cathy
- Hale, Zack
- Hartley, Cornelius
- Hawk, Prof.
- Hebers, Fred
- Herman, Pinky
- Storrie, David
- Hrams, Barry
- Ingram, Virginia
- Jacobs, Terrell
- Julien, Eugene
- Kampson, William
- Kassow, Bunny
- O'Kelly, John
- Oberlies, C. & Mrs.
- Okie
- Olmstead, Marie
- Osban, Lola Allen
- Osborn, A. J.
- Olsen, Osmond S.
- Osteen, Clifford
- Owens, H. B.
- Page, Jay
- Palmaeter, G.
- Paradise, Mrs. Tony
- Parsons, Elwood
- (Mgr. Harlem
- Magician Basketball
- Paugh, Harry & Mrs.
- Pearman, Mike
- Penny, Ralph Edward
- Petrie, Allen (Peat)
- Pickert, Alton
- Pierce, Sandra & Barbara
- Pinella, Sebastian
- Pollack, Hyman
- Postak, William
- Postak, Norman S.
- Powell, Red J.
- Prado, Bobby J. (Williams)
- Prado, Joseph John
- Price, Tom
- Price, W. M.
- Pulver, Ruby A.
- Queensberry, Cecell
- Ray, Joe
- Reber, Gene (Heavy)
- Reed, Alton
- Rees, J. A.
- Regan, Louis G.
- Rendell, Frenchy
- Renee, Cleo
- Rice, C. H.
- Richardson, Jazz Lips
- Rigdon, Clinton C.
- Riley, Arthur H.
- Robbins, Dave
- Rogers, M. (Red)
- Rosenfeld, Mrs. Jimmie Lou
- Ross, Jimmie
- Rubin, Ralph (Chief
- Russell, Whitehorse)
- Russell, Phil
- St. Clair, Samuel
- St. Pierre, Peter or
- Sakobie, Mr. Goulette
- Santretello (Big Joe)
- Sasso, John
- Sausberry, Mrs. Schelsener, Dan or
- Scheible, Mrs. Geo. Schiesener, Dan or
- Scott, H. L.
- Seruggs, J. H.
- Seers, Sandy
- Segars, H. Cain
- Shafara, Elsie
- Shaffer, Marie or
- Sharkey, Gene & Mrs.
- Shelley, Sarah
- Shivy, Leo
- Shoreck, Roy Hank
- Simmons, W. F.
- Skeels, Lee
- Skidmore Jr., Fred O.
- Smallwood, Bob
- Smiley, Walter & Mrs.
- Smith, Eunice
- Smith, Karl K.
- Sniffers, Charles E. & Mrs.
- Sodders, Orvil
- Sordetier, Sr. Henry
- Sornes, C. H.
- Sparton, Buddy
- Stacy, Woodrow & J.
- Stafford, Ernest A.
- Stafford, Herbert E.
- Stanley, Charles & Irene
- Stebler, Mrs. Joe
- Stein, Sam
- Stein, Wm. A.
- Steinberg, Herman
- Steiner, Mrs. Al
- Sternfield, Aaron
- Sturdivant, A. J.
- Sudduth, William F.
- Sullivan, Frank & Betty
- Sutrain, Herman
- Swank, Mrs. Ruth
- Tapham, Clifford & Mrs.
- Tate, June
- Taylor, Bill & Bobby
- Taylor, Billy Roy & Mrs.
- Taylor, Robert J. (Buddy)
- Theodore, Mack
- Thomas, Johnny
- Thomas, M. B.
- Thompson, C. W.
- Thompson, Pete
- Thornton, Gofry
- Turner, Lee & Mrs.
- Uncle Joe's Amusement Co. L. & P. Concessions
- Venner, Pierre
- Venot, Victor
- Victor, Blackie
- Vidalia, Prof.
- Vogt, Wm. D.
- Wagner, Jimmy
- Walker, James & Mrs.
- Walls, Johnnie Frank
- Washam, Don
- Webb, Mary (Fat Lady)
- Wehles, Billy (Road Show)
- Wendell, Max Gordon
- Westbrook, Mrs. C. A.
- Westman, Ray
- Wexler, Samuel Paul
- White, Jack L.
- Whiteside, Nancy M.
- Whitman, Mrs. Bill
- Williams, Johnny A.
- Williams, L. L.
- Williams, Rex & Mrs.
- Wilson, Carl H.
- Wilson, Robt. E. & Mrs.
- Wood, Julian L.
- Woodfork, Riley
- Woods, Larry (Pinky)
- Worner, Mrs. F. M.
- Wright, Mary F.
- Yeager, Charles (Bucky)
- Yofon, Mack
- Zebik, Jack S.
- Williams, Willard & Mrs. Leon
- Willis, Tommy
- Zimmer, Fern
- Zimmer, Florence
- Zimmer, H. E.

GIFT WATCH SETS



MEN'S 6-PIECE SET
Consists of Tie Clip, Cuff Links, Ball Point Pen, Pencil, Wrist Watch and Bracelet. In handsome metal leatherette box. \$5.75
6-Pc. Set without Pen and Pencil but with Money Clip and Key Chain, 50¢ additional.

With 7 Jewel Watch \$7.25;
17 Jewel Watch \$8.95

LADIES' 4-PIECE SET
Consists of Necklace with Pendant, Earrings, Watch and Bracelet. In beautiful heart-shaped gift box. \$6.95
with 7 JI. Watch \$8.95
with 17 JI. Watch \$10.95



Sample orders of less than 10 pieces, \$1.50 ea. extra.
100% deposit on C.O.D. orders from non-rated firms.

GENEVA TIME OF N. Y.

2 West 47th St., New York 36, N. Y. 2d Floor. Tel.: JUdson 2-3206

KIPP BROTHERS' 1955 Carnival Catalog

Write for the new 75th Anniversary Edition Carnival and Novelty Catalog. Please state your business

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.
P D Q CAMERA CO.
1165 N. Cleveland Ave. Chicago 10, Ill.

BUY DIRECT FROM IMPORTERS

New '55 model waterproofs, 17 Jewel, shockproof, steel case, value \$55.00. Your cost with band, \$8.00 each.
GENE GOLDEN
NATIONAL DISTRIBUTING CO.
Ocean Drive Beach, S. C.

- Walls, Johnnie Frank
- Washam, Don
- Webb, Mary (Fat Lady)
- Wehles, Billy (Road Show)
- Wendell, Max Gordon
- Westbrook, Mrs. C. A.
- Westman, Ray
- Wexler, Samuel Paul
- White, Jack L.
- Whiteside, Nancy M.
- Whitman, Mrs. Bill
- Williams, Johnny A.
- Williams, L. L.
- Williams, Rex & Mrs.
- Wilson, Carl H.
- Wilson, Robt. E. & Mrs.
- Wood, Julian L.
- Woodfork, Riley
- Woods, Larry (Pinky)
- Worner, Mrs. F. M.
- Wright, Mary F.
- Yeager, Charles (Bucky)
- Yofon, Mack
- Zebik, Jack S.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway New York 36, N. Y.

- Livingston, Prof.
- Lichtenstern, Mark
- McAvery, Jim
- McTeeg, Whitey
- McNair, Jo Ann
- Martens, Fred
- McNair, Leo
- Mandel, Jack
- Malone, Joann
- Medel, Dorates
- Miller, Jerry C.
- Miller, Lucky R. R.
- Momlow, Don
- Murr, James
- Murno, James
- Murphy, Danny
- North, Rexford
- Normanton, H.
- Oberwager, Sol
- Padrone, Sam
- Pelloni, Ermino
- Phillips, Tom
- Piduski, James
- Prout, Mary
- Ramp, Bobby
- Ray, James
- Reagan, Eddie
- Reynolds, Rae
- Richard, Nellie
- Robinson, R. S.
- Rodriguez, Rod
- Romaine, Julie
- Ronaine, J. M.
- Rottfeld, George
- Rubenstein, Charles
- Say, Edward
- Sartin, J. P.
- Seaton, Paul
- Schwartz, Albert
- Schwartz, Laura
- Sutton, Raleigh
- Shepherd, Marie
- Shelton, Stanley
- Sheffers, James
- Silverman, L.
- Smith, Harry T.
- Snyder, Thomas
- Sprates, C. C.
- Stoll, Carl
- Swaden, Siede
- Thompson, Larry
- Thompson, William
- Topps, Roy
- Unris, Etats
- Valasco, Lalint
- Vanness, Thomas
- Wallace, L. K.
- Wasso, Frank
- Williams, V. G.
- Wolf, William
- Wolfe, Herman (Slim)
- Zero, Bobby

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

- Chalk, Tommie
- Caik, William
- Chaffin, Charles
- Harding, Richard
- Hunter, Mary
- Hurd, Walter W.
- Kirchoff, Jacob L.
- Kovacs Jr., Frank
- Leroy, R. K.
- Palmquist, Dixie or
- Powell, David Lee
- Plater, Robert
- Raveena Record Assoc.
- Rings, Peelay
- Ristich, Miller
- Thomas
- Boycler, Mr.
- Shepard, J. W.
- Strother, Jack B.
- Thomas, Johnny
- Tilner, Harry
- Wenzel, Frederick
- Walsh, Earl

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post
Sokolowski, Peter & Rebecca, 7z

- Adams, Mrs. Josie
- Albright, Emory
- Beebe, Raymond W.
- Biles, Penny
- Blackford, Norman C.
- Bloch, W. H. (Bill)
- Boudreau, Adrian A.
- Boudreau, Mrs. Gilberte
- Boudreau, Pete
- Bureau, James Andrew
- Burto, L.
- Bynum, Mary
- Cagier, Jacob L.
- Carter, Wm. M.
- Cash, John
- Cassidy, James
- Chisholm, Dave
- Chusman, Mrs. Mae
- Cotner, John
- Creighton, Mrs. Mamie
- Cromley, Robert M.
- Crowe, Jesse
- Crowe, W. J.
- Crowell, Mr. & Mrs. H.
- Davis, Mrs. Lori-Eva
- Davis, Mrs. L. E.
- Deal, Mr. & Mrs. James
- DeBusk, C. Y.
- DeLaney, Johnnie
- Denike, Harold W.
- DeRoche, Johnnie
- Diaz, Tony
- Dickerson, W. L.
- Dillon, Leonard L.
- Edson, Brad John
- Ellis, Frank
- Enquest, Clarence
- Fantler, Howard
- Gantner, Mrs. James
- Garner, Mr. & Mrs. Lewis
- Glosser, Benny
- Gibson, Mrs. Gib
- Good, Okie
- Gray, Blondell
- Grutel, Jack D.
- Hall, David D.
- Hall, Mr. & Mrs. Edward
- Hall, Mrs. Edward L.
- Harrison, Frank
- Harvey, Henry F.
- Hemphill, Robert E.
- Henry, Clifford P.
- Hendricks, Harry E. & Anna
- Holston, J. F.
- Hos, Leland A.
- Hudson, William
- Hull, D.
- Hutchinson, Homer
- Hyland, Richard
- Keating, Robert J.
- Kellam, Norris
- Kjos, Marvin
- Koenig, Fred W.
- Koepker, Anna
- Loan, Mr. & Mrs. Eldon
- Lento, Tony
- Leverett, R. T. (Bob)
- Loyal, Alfonso
- McBride, Helene
- McGregor, Peter
- McGuire, Mrs. A. R.
- Marchand, Noah L.
- Marion, Robert
- Martell, Bill
- Martell, Clifford A.
- Mays, Waldron P.
- Medlin, James
- Miller, Cole B.
- Moore, C. C.
- Moorehead, Mr. & Mrs. C. L.
- Moreno, Geraldine
- Moreno, Tito M.
- Morgan, Corinne
- Morgan, Lorne
- Morrison, Melvin
- Morrissey, David A.
- Mortenson, Arthur
- Neil, James
- Nelson, H. E.
- Novak, Ernest A.
- O'Dea, James
- O'Neil, Frank & Pearl
- Osburn, Mrs. Walker
- Patterson, Mrs. Rose
- Peterson, P. J.
- Pierce, Mr. & Mrs. Carl E.
- Porter, J. R.
- Raiche, Rosalie
- Resam, Mona
- Reynolds, Charley
- Richardson, Frank W.
- Robinson, G.
- Roccoforte, Ray
- Rochard, Roy
- Rochms, Al
- Rose, Jimmy
- Rosenfeld, Jimmie
- Roveena
- Saunders, O. B.
- Schmitz, Johann
- Sears, Calvin
- Shores, E. H.
- Sieckels, Billy L.
- Sitki, William
- Slaten, Mrs. A. G.
- Smith, Mr. & Mrs. James
- Smith, Martin H.
- Smith, Mattie
- Smith, Virginia
- Spruill, Albert & L.
- Spruill, Lorraine
- Stacy, Woodrow
- Star, Earl
- Sterner, E. E.
- Sudduth, Wm. Forrest
- Terry, Donald
- Thomas, Johnny
- Thorpe, Mat
- Tracy, W. H.
- Tripp, Doris
- Vealor, Mrs. Caryl
- Vinson, Rufus
- Vonne, Robert
- Walker, James
- Wallace, Dell T.
- Wallace, D. G.
- West, Forrest Everett
- Whitner, L. H.
- Whitson, W.
- Whitman, Ed
- Wilder, Hugh L.
- Wiles, David
- Williams, Charley
- Williams, Richard
- Williams, Willard & Mrs. Leon
- Willis, Tommy
- Zimmer, Fern
- Zimmer, Florence
- Zimmer, H. E.

THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE. THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!

It's NEW! It's Sensational! (Immersible in Water)

ROTOTO-BROIL SKILLET!

- 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.

2 1/4 inches deep
1 1/2 inches in diameter

Sample \$9.50
12 or More \$8.50

3 Pc. Sheffield Plier Set

SHEFFIELD TOOLS SHEFFIELD, ENGLAND \$9.95

At a Low Promotional Price!

The finest Sheffield steel you can buy. Three-piece kit contains long-nose pliers, versatile cutters and wire cutter in clear sectioned vinyl plastic. \$9.95 retail price on package.

\$1.45 Each Set in Doz. Lots \$1.35 Each Set in Gross Lots Minimum Order One Doz.

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

IT'S TERRIFIC

RETAIL \$39.95

LOOKS AND LASTS LIKE \$50 LUGGAGE

Complete 3-Pc. Matching Luggage Set!
24" Pullman, 24" Onite Case. Train Case with removable mirror.

Top Quality Features! NESTS AND BOXED. NEW! SMART! DURABLE!
You Can Stand on It... Tough as Leather. Coverings Available in California Ivory, Caribbean Blue or Sunset Tan.

\$300 Sample, \$12.00
3 or more, \$1.25
Available in Colorful Deluxe Interior Lining.
#500 SAMPLE, \$14.50
3 OR MORE, \$13.75

COPPER CLAD.

ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX COVER

10 Exclusive Features:

- Fries
- Casseroles
- 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

BEAUTIFUL LADIES' WATCH

HANNAN
Sells on sight!
Nationally advertised!

2 Diamonds, yellow old gold case with lifetime Ruby jewels, 17J exp. band.

Retail \$125
SAMPLE \$22.50
3 or More \$20.25

HOTTEST SELLING ITEM TODAY!

Reversible Window Fan!

Larger than any fan on the market. Adjusts to 33" width; can be used either intake or exhaust. 4" blades, fully guaranteed one year. Permanent lubricated motor.

Retail \$39.95
SAMPLE, \$10.00
6 or More, \$9.75
\$9 or More, \$9.25
Order Today.

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 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!

\$100,000 OF INVENTORY MUST GO!

- 4-Piece Jewelry Set, beautifully boxed - \$136.80 gross, \$12.00 dozen
- Gorgeous Necklace, Earring Sets, boxed - \$80.00 gross, \$7.20 dozen
- All types Lighters - CLOSEOUT - \$36.00 gross and up
- 5-Ft. Rainproof Beach Umbrellas - \$39.00 gross, \$2.50 sample dozen
- 5 1/2" Hummel-Type Figurines - \$7.20 gross, \$1.00 sample dozen include Postage.

FREE NEW CATALOGS
BURKE INDUSTRIES
Attention, M. Braunstein
10 West 27th St., New York, N. Y.

#169 \$3.00 doz.

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.

Min. 3 doz. lots. Less than 3 doz. lots, \$3.25 doz.

\$33 GROSS plus postage

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 5, Ohio
Send for Catalog

PARAKEET CAGES



Made of tinned metal 7" by 4 1/2" by 5 1/4" high
Packed 60 ea. No to a carton 60c less sold.
In 5 carton lots (300 cages) 53c each

PLEASE WRITE FOR FREE CATALOG
STATE BUSINESS

WISCONSIN DE LUXE CO. 1902 N. Third St. Milwaukee 12, Wis.

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

SEND FOR NEW 1955 CATALOG

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.

ACME PREMIUM SUPPLY CORP.

1111 South 12th St. St. Louis 4, Mo.

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 \$17.28 gross

Erases in Seconds and dist. Reconditioned and guaranteed like new.

MODERN PEN MFG. CO., INC.
395 Broadway New York 13, N. Y. Canal 4-8014

HAWAIIAN "TI" PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow.



PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7c, sell for 49c to 69c each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"TI" logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-third deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD.

2126 BOYER SEATTLE, WASH.

SENSATIONAL PROFITS!



No. 185 Full of Life! Fire! Brilliance \$3.50 doz.

Gold finish. White brilliant \$39.00 gross. Red or Green sides.

RATED WHOLESALERS, WRITE FOR SAMPLES

PROVIDENCE RING CO.

49 Westminster Street, Providence, R. I.

MEXICAN

Horse Hair Earrings, Per Dozen \$ 6.00
Ass't. Styles, Earrings... \$ 6.00
Nylon Charro Hats, Earrings... 6.00
Bamboo Baskets with Ruists Earrings... 6.00
Genuine Mother Pearl Earrings... 10.00
Genuine Coral Earrings... 12.00

All kinds of miniatures for earrings. Hand footed Ladies' Bags & Billfolds. Feather Coats. Embroidered Wool Jackets. Hand Painted Skirts, etc. Request Catalog.

F. L. de ARKOS

San Bernardo & Scott St., Laredo, Texas



NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY

2168 W. 25th Cleveland 13, Ohio

SAVE \$34 ON THIS SPECIAL DEAL...

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Ass't. with Yellow Exp. Band \$75

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95
Sample Band, 95c

Send for Our New Big 100-page 1953 catalog, only 25c (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D. — 3-day money-back guaranteed if not satisfied.

JOSEPH BROS.

5 S. Wabash Ave. Chicago 3, Ill. "The Watch and Diamond House"

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—CLOCK 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 7, Ill.
L. D. Phone: MCnroe 6-9520
In Business in Chicago for 37 Years

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

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)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

Act Now! Amazing offer! "STAG LINES" on wall. Banishes odors bathroom, kitchen. Lighting seller. Samples sent on trial. Kristie 73, Akron, O.

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Stones and tailored pins, asst. gr. 16.50
Rhinstone neck and earrings, boxed, asst. gr. 7.20
Bracelets, round and link, asst. gr. 24.00
Tailored tieside sets, boxed asst. gr. 4.00
Stone tieside sets, boxed asst. gr. 5.90
Ropes, all bead, asst. gr. 3.00
Ropes, chain & bead, asst. gr. 2.00
Men's Rgs., asst. boxed, dz. 3.95
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. au20

LEADSHEETS FOR SONG WRITERS—300 Copies \$2.50. Sample Southern Music Printers, 1919 Lawrence, Houston 8, Tex. au13

RECORDING ARTIST—A AND R MEN.

Hinbilly or popular songs on 50-50 basis. Have two songs recorded by Al Terry, now with Hickory. Songwriter Beulah Swinney, Route 1, Crossville, Ill. Phone 29R20.

YOU CAN ENTERTAIN WITH CHALK

Talks and Rag Pictures. Laugh producing program. \$1 Catalog, 16c. Balda Art Service, Oshkosh, Wis. au27

23,000 PROFESSIONAL GAGS, ROUTINES.

Elbs, doubles, 1,600 pages. For free comedy catalog, write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. au3

AGENTS & DISTRIBUTORS

A BEST SELLER—BRAND NEW AMAZING new novelty T-Shirts. Nothing else like them. 5 color silk screening; brightest colors obtainable. 100% profits. Details free. c/o G. H. Hare, 5732 North Kenmore, Chicago 40, Ill. au27

ATTENTION ALL JOBBERS AND ROUTE MEN.

Here's a read bargain on a tested and proven repeat seller. Fully covered, fully approved, 10c Comic Books (nickle sellers). 24 assorted to the pack. 60c per pack, f.o.b. Chicago. Excellent variety with satisfaction guaranteed. Minimum order 50 packs. Check with order. No c.o.d.'s please. Orders shipped same day. Don't pass this up. One order will convince you. Ken Hanley & Associates, 2318 South Kedzie, Chicago, Ill. au8

BARGAINS—BIG MONTHLY TABLOID

paper. Lists 100,000 items. Wholesale, bankrupt, closeout. Toys, specialties, household goods. Sample copy, 25c. Rayco, 4 Aubrey Terr., Lynn, Mass. ch

BARGAINS—JOB LOTS, CLOSEOUTS, 2000 items.

Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, television, etc. Get acquainted. 25c brings wholesale catalog plus free \$1-merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-mp

BASKETS—STRAW, BAMBOO, SHELL

with miniature fruit. Covered Wagon, Fruit Cart, Saddle, Guitars, Leather Boots, Cup-Saucer, Pitchers, Jugs, Jeweled Dice, Trip Thermometers. Trial 3 dozen pairs handmade Earrings, \$15. Lastufka Products, House of Miniatures, Box 10248, Tampa, Fla. au20

BUY WHOLESALE 100,000 ADVERTISED products!

Profit selling others! Free details. National Buyers Service, Box 425FC, Oakland, Calif. au20

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

CASH IN ON TREMENDOUS DEMAND FOR

new cheap Burglar Alarm for automobiles, homes, stores. Nothing like it. Everybody wants one. 300% profit. U.S. sample offer. Northwest Electric Co., 382-K Main, Mitchell, S. D. ch-mp

CLOSEOUTS—COPPER PINS AND EARRINGS.

Hand crafted. \$1.95 retailers. Sample dozen only \$6. Copper Studio, 47 Birch Lane, Stream N. Y. au20

EARRINGS—ASSORTED STONED AND

tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. au27

NEW LOW PRICES—LIGHT REFLECTING signs.

Red hot and sensible 7x11" illustrated color. Blended; 2,000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. au27

ORIENTAL PEARL COATING—THE MOST beautiful finish in the world.

Can be applied instantly to leather, plaster, wood, metal or paper. Free literature. U. S. Distributor, P.O. Box 521, Waterloo, Iowa. au10

ROLL-A-KEY—SQUEEZES OUT L-A-S-T drop tooth paste, etc. Many other uses.

Sample, 25c. Money-maker. Free details. Roll-a-Key Mfg., Lake Leelanau, Mich. au27

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings \$1.50 dz.
Pierced Earrings on display 1.50 dz.
Assorted Charm Bracelets 2.50 dz.
Lords' Prayer Necklaces, boxed 2.50 dz.
Pin & Earrings, boxed 4.00 dz.
Colored Neck & Earrings, bulk 4.00 dz.
Shorty Tieside Sets, boxed, asst. 2.00 dz.
Pearl Necklaces, boxed, asst. 1.90 dz.
Children's Jewelry, boxed, asst. 4.00 dz.
Shorty Tie Slides, carded 1.45 dz.
Ropes, assorted 2.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance, c.o.d.

SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I. au20-mp

WAGON JOBBERS, ROUTE MEN, DISTRIBUTORS.

Make \$10,000 year and more with our (2) Great Wholesale Catalogs (64 and 300 pages) Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco. au20-mp

WANTED—JOBBER IN EASTERN

United States, for plastic keychain embrodding, twelve different types, superior quality. Write Box 365, Rogue River, Ore. au27

WHIRLER SKILL TOY GAME—KEEP

ball whirling. Sample, 15c. Dozen, \$1 postpaid. Fast seller. Sullivan, 516 Englewood Chicago, Ill. au27

10 GRAB BAGS \$7 HUNDRED POSTPAID.

Sample, 25c. Deck of Cards smaller than postage stamp, sample, 25c; Doz, \$1.50. 50 Grabs, 3 1/2 each. Funbags, 1422 Poplar, Terre Haute, Ind. au27

80% PROFIT ON \$1 SALES—AMAZING

Automatic Sample. Your name on plastic. Free sample. Glasite Mfr., Box 572, Dayton 1, O. au13

5,000 GROSS ASSORTED EARRINGS AND

Necks. While they last, \$7.80 per gross. Samuel Silverman & Co., 1820 Westminster St., Providence, R. I. au27

ANIMALS, BIRDS, PETS

ALLEN, ROSS—GREEN IGUANAS, BOA Constrictors, Rattles, variety of Reptiles. Also Reptile Skins for Display. Curious snake handler's Tools, 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. au13

FOR SALE—PAMAHASIK'S FAMOUS

Birds, Cockatoos, Macaws. Two performing Dogs. May consider active partner. 3504 N. 8th Street, Philadelphia 40, Pa. au27

HEALTHY SNAKES, ARMADILLOS, TER-

ranos, Boas, Horned Toads, Puma Cubs, young Baboons, Java Monkeys, Agoutis, Pacas, Capybaras, Coati-mundis, Ocelot, Peafowl, Emus, White Swans, Guinea Pigs, White Doves, Ringneck Doves, Fantail Pigeons, odorized Skunks, Iguanas, Bearded Lizards, Ferrets, Phone 141, Otto Martin Locke, New Braunfels, Tex. au27

MINIATURE MUMMIFIED HEADS—MADE

by secret process by Jibaro Indian Head-hunters of South America. 50 packets, 100c. Large boxes \$14.95. Tico Tico, 1754 St. Charles, New Orleans 13. np-au13

PARAKEETS

65c

Shipped daily f.o.b. Los Angeles. Cash, bank check or money order. Phone Oxford 6-4739

MURRAY'S

Bird & Animal Farm

13133 E. Rainer, Whittier, Calif.

SNAKES ALL KINDS, ALSO BOAS, Snakes, Horned Toads, Rattlesnakes, Alligators, many sires, several over six feet. All fat Peafowl, Guinea Pigs, White Doves, Monkey Faced Owl, Parakeets, Leopard, male. Otto Martin Locke, New Braunfels, Tex. au27

SURPLUS, LONG ACCLIMATED STOCK—

Tame, perfect. Coati-mundi, \$20; Agoutis, \$20; Paca, \$35; Ringneck Doves, \$2; Golden Jaguarundi, \$75; Wildcats, \$25; Redfaced Macaque, \$75; Giant Sloth, \$50; Pigmy Marmosets, \$25; tame Monkeys, all types; Chimpanzee, \$550; Giant Ocelot, \$100; young, \$75; Rhesus family with baby, \$100; other Rhesus, \$35; 10 foot Alligator, \$175; tame tiny Deer, Muntjacs, Deer, \$375; Emus, \$150; Baboons, \$90; Macaws, Parrots, Cockatoos, many more. Rare Bird Farm, Kendall, Fla.

5', 6', 7', 9', BOA CONSTRICTORS: CUBAN

Boas, Cook's Tree Boas, small Razar and African Pythons, Rattlesnakes, King Snakes, Rat Snakes, Everglades, Grey, Red; Pine Barren Snakes, Cuban Racers, Rattlesnakes, Turtles, Large Gopher Tortoises, Alligator Snapping Turtles, Marine Toads, Horned Toads, Green Iguanas, babies, juniors, adults; Chameleons, South American 2' Alligator, White or wire Ross, Allen, 1112 North Miami Ave., Miami 33, Fla. Phone 3-4806, day or night.

TAME, ACCLIMATED, WHITE FACED

Chimpanzees. Wear clothes; weight 9 to 32 pounds. Fat, healthy animals with glossy coats. Alita Westcott, 1008 Congress St., Portland, Me.

BUSINESS OPPORTUNITIES

ADVERTISE—20 WORDS IN FIVE BIG Southwestern Sunday newspapers, \$8.76. Your 30 words in 29 Florida newspapers, \$6. Peachbaker Advertising, Kerrville, Tex.

ALL FOR \$8.50—ICE SHAVER THAT

shaves into cup with flavors and cups for thousand snowballs. Illustrated supplies catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. au8

EARN \$150 PER WEEK, SELLING STAIN-

less steel Tableware. Free information. Quality Products, Suite 602, 20 W. Jackson Blvd., Chicago, Ill.

FOR SALE—WICHITA FALLS LEADING

Amusement Park. Includes 20 acres land, picnic sites, all manner Rides, Concessions, Trailer Court, large Swimming Pool. This is a money maker, one-half cash, bal. easy terms. Bolton Real Estate, 1203 Lamar St., Wichita Falls, Tex. au13

TWO TRUCK DOGS—14 TRUCK PROPS,

\$100. Midget Cow, 32 inches, 5 yrs. old. Tent, Banner, \$150. 2, 75-ft. Sidewalks, 12 Poles, 150 ft. new, \$250. Pony Wheel complete Top, \$300. Brockway Bus, good condition, just off road, \$350. Will trade all for Kiddie Ride or see separate. Can be seen at Top Ranch, Watkins Glen, N. Y. Clifford Ellis, Phone Montour Falls 4945.

\$200 WEEKLY CLEANING VENETIAN

blinds. Start home, spare time. Build life time business. Revealing book free. Burt, 2434CB, Wichita 13, Kan. ch-mp

\$800 INVESTMENT WILL RETURN \$5,000,

one year. Direct Positive Photo Studio and Camera Supply Department, with A-1 location, in high traffic 5&10 in Wilmington, Delaware. Latest equipment. No experience necessary. Other interested persons for selling Sloan Camera Center, 910 Orange, Wilmington, Del. au20

COSTUMES, UNIFORMS, WARDROBES

BARGAINS—CURTAINS, 7x50, \$20; Beautiful Green Satin, 8x36, \$40; Futuristic, 11x22, \$25; Flashy Stripping, 8 1/2x36 1/2, \$50; Velvet Coats, \$7; Ballys, Striped outfits, Wallace, 2453 N. Halsted, Chicago. au27

COSTUME SALE—CHORUS SETS 4 TO 16;

Gowns, Specialties, Parades, Gay '90's Strips; 5000 costumes must go. No catalog. Bargain job lots. Variety Costume, 150 Broadway, Room 708, New York 19, N. Y. au27

DEBBIE, \$2; CLOWN WIGS, \$5; CLOWN

Suits, Orchestra Coats, Girl Show, Bally, Strip Costumes. Free list. Leroy Carpenter, 101 Eldorado Place, Weehawken, N. J. au20

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., 197 Commonwealth Buffalo 16, N. Y. au27

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn Kettles for all Poppers, Krispy King, 120 N. Halsted, Chicago, Ill.

1954 ROCKET SKY FIGHTER—STANDARD,

1954 Rocket, \$2,300 cash. J. Culick, 14 Highland Road, Amsterdam, N. Y.

FOR SALE—SECONDHAND SHOW PROPERTY

BUILD CONCESSIONS FROM TESTED plans: Shallow Joint (23 games), Four-Way (11 games), Ball Rack (13 games), African Dip; \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill. au13

CLEVER MINIATURE SHOW—BALL GAME

(like H. Strike), double spindle (not set). Small plaster, horse trailer, dollies; all good condition. Mrs. Al Barnes, 201 N. Iowa, Ottumwa, Iowa. au13

FERRIS WHEEL—40 FT., 10 SEAT, DOUBLE Loop-o-Plane, \$500. New 1954 Mona Lake, Michigan, \$1500 for both. Must sell. Harold Courtright, 2244 Wealthy, Grand Rapids, Mich. Phone GL 40572.

FILMS—\$5, 16MM, 35MM. WE TRADE,

buy and sell. Send for list. Bryant Supply Co., Emporia, Va. au13

FOR SALE—GMC BUS, NEW CHEVROLET

motor, equipped for hamburgers, root beer, orange and room for corn; extra clean. Write Dave Puckett, 311 S.E. 7, Rochester, Minn.

FOR SALE—SHOW EQUIPMENT OF ALL

kinds. Banner Lines, Stakes, Wire Recorders, Amplifiers, Seats, Grind Shows, Camera special painted Sets, Background. What do you need? Charles Stanley, 7240 Beechmont, Cincinnati 30, O. au8

FOR SALE—1949 ALLAN HERSHELL

Kiddie Merry-Go-Round, A-1 shape, John Breen, 484 Crescent St., Pepperell, Mass.

KIDDIE MAJOR RIDES, SHOW PARK,

complete carnival equipment, \$1500. Amusement Park, South Williamsport, Pa. au20

KIDDIE RIDES—PORTABLE FERRIS

Wheel, capacity 24, \$1,000. Autos, capacity 16, \$1,000. Street Car, capacity 18, \$700. Airplane, capacity 8, \$450; or all four rides, \$3,000. All in excellent condition. Contact F. M. Montgomery, Box 1161, Pecos, Tex. Phone S-3457.

MANUFACTURER, REPAIR, TRADE ANY-

thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y.

PORTABLE SKATING RINK—100x40, 200

prs. Skates, 2 Speakers, Amplifier. No top. Sacrifice, \$9.50. Joseph Ross, Greenboro, Pa.

ell more with EL-MAX Sensations!



The Complete Deal

Smart Sample Case is included FREE with sample assortment. Here's the set-up that puts you in business for terrific profits!

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!

CEL-MAX, INC. Importers Exporters Distributors. 582 So. Main St. (Dept. 10), Memphis, Tenn.

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 Darl Balloons, Long Necks, 10 gr. \$ 6.50

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

OVER 2000 ITEMS

Balloons, cameras, jewelry and watches, knives, electrical appliances, premiums and gifts, dolls, jokes, toys, novelties and many others.

Send for free price lists H. T. MALONEY & SONS 1063 W. Broad St. (Route 40) Columbus 22, 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

PROSLEY FIRE ENGINE—CUSTOM MADE. new motor, tires, paint job. 1st class condition. \$2,300. Brand new Merry-Go-Round, 6 horses, 1 4-seat chariot. All steel, explosion proof motor, new paint job. \$1,700. Pictures on request. 2 rides, no junk. Kiddie Playland, Broadway, 53d Street, West New York, N. J. Un 6-7233, Un 4-2353.

TEN-CAR. ALLEN-HERSCHELL A U T O Ride. Top used one season, \$50. Ten Rolls of 165 Wurlitzer Organ music, played only one time to make tape recordings. Harry Beach, Myrtle Beach, S. C. au6

TRAINS—ALL SIZES, GAUGES, TYPES: new used, trade-ins. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. se3

WHIRLWIND FLOSS MACHINE—THREE years old, used little, \$150. Doll house illusion, \$75; Super X Levitation, \$25; Pecking Case Escape, \$25; one third deposit. Roger Sullivan, Boonville, Ind. Phone 129.

20x40 TOP, 8 FT. SIDEWALLS. POLES & Stakes, for sale, \$250. Wayne Roberts, 4067 W. 8th St., Los Angeles 5, Calif.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS. books, tarot, psychic aids, curious charts, magical products. Free booklet. Bards, 2500 South Michigan, Chicago 16, Ill. au27

SWING PIANO. BY MAIL—30 SELF-teaching lessons, \$3 (samples over fifty publications). Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

LOCATIONS WANTED

PERMANENT SOUTHERN LOCATION wanted for a modern Diesel-type train. Plenty of rails. Box C-261, c/o The Billboard, Cincinnati 22, O.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystal, Palmistry, Astrology, Graphology, Magic, 144-page illustrated catalog, 50c wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. au5

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. au8

MISCELLANEOUS

BAND ORGAN, CALLOPE, HAMMOND Organ Records, 6 for \$5. Steam calliope, \$1.50; LP, \$4.75; Tapes, \$9. Carnival Record Co., 903 N. 7th, Springfield, Ill. au13

JUMPING BEANS—NEW CROP. CHOICE, guaranteed all alive. Write for price list. Antonio Cavazos, Box 1322, Laredo, Tex. au13

SINGERS—PIANO ACCOMPANIST AVAIL. for auditions, recordings, rehearsals, etc. On the spot vocal backgrounds. Al Barr, 2209 Fifth Ave., N. Y. City 2-5844.

STATUARY NOVELTY ITEMS—CAST PRO. in quantities. For carnivals, gift and hobby trade. Mold Making, William Rice, 528 Hutton Place, Columbus 15, O.

M. P. FILMS & ACCESSORIES

16MM. 5000 SOUND REELS, NEW LIST Features, Westerns, Serials, War films. Excellent condition. Sell, Rental, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

PERSONAL

FREE! "GIFT-MONEY SAVING" ILLUSTRATED. Your portrait painted. Cheaper than photographic! Artist paintings Bill-board readers can afford. Proudly give! Our last ad offering summer bargain rates. Save \$8! Postcard, Adorstudio, Ojai, Calif.

HOUSTON, TEXAS SUNDAY CLASSIFIED with oil news, opp mailed, \$1; letters remailed, 25c. Hunt, 6701 Ave. Q, Houston, Tex. au13

MRS. FLOYD A. ENGLAND—MAIDEN name, Gladys Fox or Gladys Binjerman. Contact me at once or anyone that knows where she is located, at Charleston, S. C. Phone 3-1766 or Augusta, Ga., Phone 6-0941. Floyd A. England.

WANTED—MALE ASSISTANT AND COMPANION, age 20-45, permanent. Must be congenial, reliable, sober and honest. Include photograph and details in first letter. Write Box C-259, c/o The Billboard, Cincinnati 22, O.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. se24

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices, Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch-17

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch-17

PRINTING

ALWAYS FASTEST SERVICE—QUALITY Posters. Three colors, 14x22 Window Cards, \$8 hundred; larger, 17x25 size, \$12.50 hundred. Cards for all purposes, auto and motorcycle races, fairs, carnivals, dances, home shows. Also cardboard Bumper Signs. Tribune Press, Dept. 5-55, Earl Park, Ind. au20

MEXICAN POSTAL FEATHER CARD—Beautiful assorted, 10 gr., \$1.25 dr. Specials in quantities. General Merchandise Co., Laredo, Tex. au13

STICKON AUTO BUMPERKETS—DAY-glow colors, 4x15 inches, printed to your copy, \$13 hundred postpaid. Tribune Press, Earl Park, Ind. au20

200 8 1/2x11 LETTERHEADS. 200 6 1/2 Envelopes, both for \$3.50. Black or blue ink. Mailo Press, 767-B Leith St., Flint 5, Mich. au27

1000 BLACK & WHITE POSTCARDS ON Kromekote stock, \$10.25. Leon W. Otteson, Box 882, Alliance, O. Samples on request.

SALEMEN 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! Sell! Sell! Sell! Match Corp., Dept. D-82, Chicago 32, Ill. np

MAKE \$2 HOURLY. SELL RA-GLO SIGNS: bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs \$8 postpaid. Sell 35c ea. 50% deposit on c.o.d. order. Furnishers, All A J Signs, 179 N. Wells, Dept. 43, Chicago 6, ch-np

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

ACTS—NOVELTY AND GIRLS, AMATEUR or professional. When in the vicinity contact Toddie Inn Nite Club, 38th & St. Clair, East St. Louis, Ill. au20

ARCADE MECHANIC—BEST SALARY, best treatment for good man. Long season. Bonus. Walter Long, Gooding Amusement Co., Rushville, Ind., c/o Arcade.

DIXIELAND THROMBONE MAN FOR SHOW bar; year around job for right man. Contact Gerald Scott, 2713 Bush Boulevard, Birmingham, Ala.

FIDDLE PLAYER—FOR SQUARE DANCES, must double bass for rounds. Must be good. Steady employment. Box C-258, c/o Billboard, Cincinnati, O.

GIRL PARTNER. HILBILLY SINGER—Single, white, over 21, for road show, TV; no experience. Joe Omohundro, 3443 Jackson, Chicago 24, Ill. NEVADA 8-5180. au6

LEAVING NEW YORK SOON TO JOIN country's largest carnival. Need attractive woman, not over 40; experience unnecessary. Good permanent position with financially responsible party. Write, describe yourself. Magician, Pytel Park, Monmouth Junction, N. J.

MALE AND FEMALE MUSICIANS—FOR hillbilly and western traveling band. Unnecessary good permanent position with complete information and book along with recent photo to "The Billy Carle Show." Attention Manager: Lloyd E. Sutter, 2023 N. E. 15th Avenue, Portland 12, Ore.

MANUFACTURER-DISTRIBUTOR, LISTED in Dun & Bradstreet, wants carnival and auction supplies of all types. Have truck, jobbing to parks, fairs and carnivals. We inspect our supply sources so if you are not a manufacturer don't bother. Box C-250, c/o Billboard, Cincinnati 22, O.

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

TOP TV, COUNTRY-WESTERN SWING Band, wants bonafide live-wire agents and bookings. Phone data. Musician, 287 South Oakland, Sharon, Pa. au13

MISCELLANEOUS

AVAILABLE! "THE MILLION DOLLAR feature!" She ??? World's greatest Sign-nality, posing, singing artist! Fire chief of yesterday; feminine, youthful miracle of today! World's greatest enigma! Delores, Capitol Hotel, Richmond, Va.

HYPNOTISM—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

MUSICIANS

DRUMMER—UNION, EXPERIENCED. PLAY all styles, cut shows. Own transportation, go anywhere. Bill Griffin, 56 Montauk Ave., Merrick, N. Y. Phone Freeport 97258. au8

DRUMMER, VOCALIST, 25—EXTENSIVE schooling, experience in both. Sing ballads, standard keys, play any style including all Latin. Prefer swinging group. Drummer, 1493 Cordova Ave., Lakewood, O. Phone LA-12886. au13

PIANO MAN—DOUBLES ACCORDION, vibes and comedy. All essentials. Write Musician, Room 312, Earle Hotel, Trenton, N. J.

PIANO PLAYER—FOR REP., MED., dance, western, country, popular or honkytonk. Double stage, name best. Cody Thomas, 254 S. Ave. 24, Los Angeles 15, Calif. au6

PIANIST—DANCE AND SHOW. PREFER southeast location, but will travel. Phone collect Johnny Gillrup, EXbrook 8-1548, Jacksonville, Fla. au20

PIANIST—DOUBLE ELECTRIC GUITAR, vocals, read or fake. Small combos, on location preferred. Jack Martin, Gen. Del. Neptune, N. J. au20

STEEL GUITARIST—AVAILABLE IMMEDIATELY. Experience any style; sing, play other instruments; wardrobe; reliable; reasonable salary; union musician. Charles Reynolds, 711 S. Madison St., Muncie, Ind., Ph 3-5151.

TENOR, CLARINET, FLUTE, ALTO—DE-sires immediate steady position on combo, band. Experienced, all styles. Cut or no notice. Stewart, Room 319, McKay Hotel, Duluth, Minn. au13

TENOR, CLARINET, FLUTE—NAME EX-pe-rience. Play any style. Prefer small group. Jerry Noble, Rt. 1, Box 37A Lafairville, La. Phone 4-3376. au13

TRUMPET MEN—UNION. PREFER SECTION work, no lead. Experienced on commercial bands. Sober, reliable. Art Athey, R. D. #3, Madisonville, Ky. au5

TRUMPET—WIDE EXPERIENCE; READ, fake, will travel. Sober and reliable. Rex Peck, Box C-257, c/o The Billboard, Cincinnati 22, Ohio.

VIOLINISTS—EXPERIENCED IN ALL classes of music. Good tone, read and/or fake. Can transpose. Good appearance, sober, reliable. Write Box C-250, c/o Billboard, Cincinnati 22, O.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. au20

REAL TATTOO MACHINES—NEW DE-signs; outfits \$19 and up; ready mixed colors, #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. se24

WANTED TO BUY

FIVE USED PLANES—FOR PROPELLER driven Kiddie Airplane Ride, with or without props and motors. Consider best prices. Cheap for cash. Good condition. Howard Stone, Lakewood, N. Y.

WANTED—GOOD COMMERCIAL PIANO

Man or Girl, who doubles well, organ. Permanent job and salary for right person. I have organ. Contact Frank Bruno, Box 32, Branson, Mo., or phone Branson 248 anytime after 9 p.m. au13

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. au6

WANTED MAINTENANCE MAN—ALL year round position; good salary, good living conditions. Must know electric motors, wiring, etc. Apply Eugene Thomas, Mgr., Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833.

WANTED—MUSICIAN FOR SALES WORK selling hand instruments. Must have car, all outdoor work. Well established firm with franchised lines. Must be reliable. Position permanent. Need Band Instr. Co., Yazoo City, Miss. au6

WANTED—UNUSUAL ACT OR DISPLAY that can be used inside place of business, to draw traffic for period of week or so. Buried alive, etc. Suggestions well come. Reply to WVJS, Owensboro, Ky. au13

4 MASSEUSES—PERMANENT. SAN AN-tonio experience welcomed. Also Girls for permanent pier shows. Photo details. Raye Wozny, Box #4091, Glendale, Calif. au6

\$225—GIRLS—\$225. EXOTIC STRIPPERS. Hulas, I pay from \$125 to \$225. Must be young, attractive. Other acts, singles, trios, vocalists. Girls, send photos. Joseph Martone, 100 Grand St., Waterbury, Conn. Phone Plaza 4-3677, 24-hour service. au20

BANDS & ORCHESTRAS

TOP TV, COUNTRY-WESTERN SWING Band, wants bonafide live-wire agents and bookings. Phone data. Musician, 287 South Oakland, Sharon, Pa. au13

MISCELLANEOUS

AVAILABLE! "THE MILLION DOLLAR feature!" She ??? World's greatest Sign-nality, posing, singing artist! Fire chief of yesterday; feminine, youthful miracle of today! World's greatest enigma! Delores, Capitol Hotel, Richmond, Va.

HYPNOTISM—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

MUSICIANS

DRUMMER—UNION, EXPERIENCED. PLAY all styles, cut shows. Own transportation, go anywhere. Bill Griffin, 56 Montauk Ave., Merrick, N. Y. Phone Freeport 97258. au8

DRUMMER, VOCALIST, 25—EXTENSIVE schooling, experience in both. Sing ballads, standard keys, play any style including all Latin. Prefer swinging group. Drummer, 1493 Cordova Ave., Lakewood, O. Phone LA-12886. au13

PIANO MAN—DOUBLES ACCORDION, vibes and comedy. All essentials. Write Musician, Room 312, Earle Hotel, Trenton, N. J.

PIANO PLAYER—FOR REP., MED., dance, western, country, popular or honkytonk. Double stage, name best. Cody Thomas, 254 S. Ave. 24, Los Angeles 15, Calif. au6

PIANIST—DANCE AND SHOW. PREFER southeast location, but will travel. Phone collect Johnny Gillrup, EXbrook 8-1548, Jacksonville, Fla. au20

PIANIST—DOUBLE ELECTRIC GUITAR, vocals, read or fake. Small combos, on location preferred. Jack Martin, Gen. Del. Neptune, N. J. au20

STEEL GUITARIST—AVAILABLE IMMEDIATELY. Experience any style; sing, play other instruments; wardrobe; reliable; reasonable salary; union musician. Charles Reynolds, 711 S. Madison St., Muncie, Ind., Ph 3-5151.

TENOR, CLARINET, FLUTE, ALTO—DE-sires immediate steady position on combo, band. Experienced, all styles. Cut or no notice. Stewart, Room 319, McKay Hotel, Duluth, Minn. au13

TENOR, CLARINET, FLUTE—NAME EX-pe-rience. Play any style. Prefer small group. Jerry Noble, Rt. 1, Box 37A Lafairville, La. Phone 4-3376. au13

TRUMPET MEN—UNION. PREFER SECTION work, no lead. Experienced on commercial bands. Sober, reliable. Art Athey, R. D. #3, Madisonville, Ky. au5

TRUMPET—WIDE EXPERIENCE; READ, fake, will travel. Sober and reliable. Rex Peck, Box C-257, c/o The Billboard, Cincinnati 22, Ohio.

VIOLINISTS—EXPERIENCED IN ALL classes of music. Good tone, read and/or fake. Can transpose. Good appearance, sober, reliable. Write Box C-250, c/o Billboard, Cincinnati 22, O.

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

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Green and Beaurus Watches. YORKMARK SALES CO., Dept. B 131 W. 46 St. N. Y. C. 36, N. Y.

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-gallon 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 resistant. Used: iron, steel, galvanized roof, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only; \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.48 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

BUY DIRECT—SAVE! *16" LAZY BABIES*



Natural plastic face a Cotton body Made of taffeta or printed material a Cellulose bag. \$4.50 Dozen. In Gross Lots, \$4.25. Min. order, 4 doz.

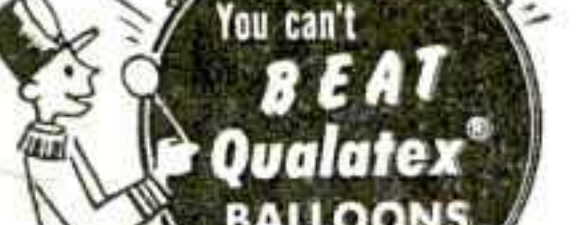
25" BOY-GIRL CLOWN Plastic face Printed material Cotton body Cellulose bag \$8.00 Dozen. In Gross Lots, \$8.00.

Special prices to quantity users! FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-ps. catalog.

ACE Toy Mfg. Company

122 W. 27th St. N.Y. 1, N.Y.

You can't BEAT Qualatex BALLOONS



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

CAPT. EARL McDONALD, THE INTERNATIONAL high diving sensationist, applauded by 400,000,000. Besides capturing the fancy of the Europeans, he has thrilled three-fourths of the population on the Bermuda and in South America. This act made the headlines. The impact on nerves is terrific. Old attendance records are being broken by this Fox Movietone Feature and two-time award winner on the public applause meter. Today the world is entertaining wise, build prestige, don't lose it; for just a little more you can go first class. Large attractive, four-colored advertising posters available. Capt. Earl McDonald, 456 Lamphier Place, Warren, O. Tel. 45337.

EMILY AND JOHNNIE, PARACHUTE jumping team with beautiful multicolored parachutes. Draw the crowds to your fairs and celebrations to see Emily, the country's only parachute jumping grand-mother. Rates reasonable. Write at once to John Fitzpatrick, Emmetsburg, Iowa; au6

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

PAMAHASICA PRESENTS AMERICA'S Greatest Birds: Cockatoos, Macaws, Pama-hasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone SAgmore 5536.

THE RAYS CIRCUS REVUE, CONSISTING educated circus, troupe performing monkeys, Bozo the Clown and his Davey Crockett hunting act. At Liberty after Labor Day for dates; eastern and southeast territory. Currently playing Bill Green, Rare Bird & Animal Farm, Fairlee, Vt. Write to the above for terms and literature. au20

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP.

145-6 West 15th Street, New York 11, N.Y.

\$50 DAILY EASY

HIT CAMERA. Original, miniature candid type. It's a bargain. Retail \$2.95. Sample 90c. Gross \$190.00. DOZEN \$9.60. FILM for Hit Cameras, 12 rolls, 120 exposures \$9.95. 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. SEND PAYMENT FOR NEW YORK.

MILLS SALES CO

Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

SALESMEN CARNIVAL MEN WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

ASSORTMENT OF **10 for \$74.50**

Choice Lot—Famous WATCHES, 6 for \$49

Sell on sight at fabulous profits. They look BRAND NEW! Guaranteed like new! Send \$8.95 for Sample and be convinced! Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee!

You Always GET A BETTER DEAL AT **WEINMAN'S**

182 S. Main St., Memphis, Tenn.

NEW LOW PRICES POLISHED ALUMINUM IDENT

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.

The smash hit for '55!

SOM-UM-BRELLA

You're in the shade!

Pat. Pend.

Ideal for Beach, Gardening Sports & Fishing... for the entire family! In bright assorted colors, with white, water repellent.

Dealer's Cost, \$16.20 Doz. No. 150 Retail at \$2.49

Dealer's Cost, \$10.80 No. 100 Retail at \$1.95

This No. not water repellent.

Jobbers, distributors, write, wire or phone for quantity prices.

G & S Mfg. Co.

Dept. B, 504-506 Deaderick NASHVILLE, TENNESSEE

\$1 BRINGS YOU \$6.75

New Fast-Selling 7x11 Ultra-Blue "Eye-Catcher" Store Display SIGNS

THANK YOU CALL AGAIN

2000 slogans, No C.O.D. 100 Store Signs... \$7.00 15 Store Signs... 1.00 15 Religious Signs 1.00 15 Comedy Signs 1.00

L. LOWY, 812 B'way, Dept. 891, N.Y. 3, N.Y.

MAKE MONEY SELLING TIES—BUY DIRECT FROM MANUFACTURER

Outstanding line Regular, Square End, Reversible, Feather, Pleated, Fraternal, Knitted, Bow Ties, Tie & Kerchief Sets, Mufflers, Money Back Guarantee. We pay postage. Special Introductory Offer

Send Only \$1.00 for 2 Sample Ties. Write Today for FREE CATALOG PHILIP'S NECKWEAR, Dept. 355 20 W. 22nd St., New York 10, N.Y.

R-B Chicago Business Poor

Continued from page 88

noon, high spot of the week, but a one-quarter night. Monday (25) had houses of less than one-half and less than one-third. Tuesday night was no more than one-third filled and the afternoon was about the same. Wednesday's matinee drew another estimated 1,800 people, with light night business.

Exceptionally hot weather on Thursday (28) brought out a surprisingly strong house of nearly three-quarters. Night was one-third. Friday's business was about 2,000 people in the afternoon and two-thirds at night. Prospects for good attendance over Saturday and Sunday (31) were reported, but even so the stand would be radically behind last year's recording-breaking turnaway stand here.

Morale of personnel thruout the show, bad since the season started, now is lower. Leading to this has been the uncertainty facing most people on the circus. People in all departments have been disturbed by changes in advertising and other policies, particularly when attendance that followed has been bad. Firing of some employees has left others uncertain of their position. Confidence in management has been shaken.

There has been considerable complaint of "absentee ownership."

Performers Look Around

Low morale plus the extended series of small crowds has left many employees afraid of the future of the show. Reflecting this is the great number of rumors circulating on and about the show. Some performers have freshened up old booking contacts and sought out new ones as an ace in the hole. Groups of workmen and butchers have been arguing about whether to stay with the circus as it headed west. Performances were uninspired for the most part, with many performers losing interest because of the small attendance.

Ahead of the show is a fast move to the West Coast, with September dates in San Francisco and Los Angeles. The San Francisco stand again will be indoors at the Cow Palace. The show has had trouble locating a lot in Los Angeles; however, the stand is to be played on a split basis again. Ringling will move into the city for a weekend, then play outlying towns and return to Los Angeles for a second weekend.

Contracting of any dates beyond Los Angeles has been held up pending a final decision on the proposed trip to Mexico City. Plans are progressing on the Mexico side trip and it appeared to be increasingly likely. It was probable that the show will leave seat wagons, big top and some other equipment in the U. S., while taking indoor show equipment to Mexico City's new auditorium. After a week or two in Mexico, the curtailed train would rejoin that part left in the Sates and the entire outfit would complete its Southern tour.

Employees Leave

In the fast-moving Ringling situation, these were other developments of the week:

Timekeepers Joseph Dunn and William Webster closed.

R-B's police chief, William R. Reynolds, was leaving Saturday (30).

Lloyd Morgan, lot superintendent, was away from the show but was expected back in Wisconsin. Assistant Bill Dwyer left some time ago.

Ralph Allan, production co-ordinator on the staff of those who produce the performance in New York, was assigned to television and press agent work.

A decision by which the show no longer buys any radio time for one-day stands was made by Milton Pickman.

A truck has been painted and equipped to carry two of the baby elephants and take them ahead of the show as bally. Scheduled to make early Wisconsin stands, it was still in Chicago at the end of the week.

Progress was being made in re-organization of the suspended accounting department. An accountant was joining the show and a separate firm, represented by Les

Powers, was surveying the show's operation to learn how its finance department should be set up. Meanwhile, it was reported that the change in the accounting department of some weeks ago had temporarily delayed the payment of some bills against the show.

The Chicago Show Printing Company, which has a large amount of Ringling outdoor advertising paper on its shelves, began legal action against the show to recover the price of the paper. This move came because Ringling paid for paper as it used it and this year it is using none of most varieties and sizes.

Pickets Go On

Prior to the Chicago stand, a policy to avoid giving passes to public officials and others whenever possible had resulted in resistance on the part of officials and service people passed by.

Picketing of the show by a group of former ushers led by Joe (Killer) Kane continued in Chicago but without any noticeable affect. Kane said that union and circus attorneys met this week with an NLRB representative in New York, with the union seeking recognition as bargaining agent, but no decision had been reached.

In Chicago, a late change in newspaper ad copy brought mention that tickets were available at the showgrounds. Earlier in the season there was mention only of the advance and downtown sales plus stress on the fact that all seats are reserved. The public was said to have been confused, if not convinced that seats were expensive and probably sold out.

As part of the show's tie-in with General Foods, there were numerous outdoor 24-sheet panels painted with Birdseye Foods' "Circus of Values" ad, but here, as elsewhere, it included no mention of the Ringling name. Grocery ads in newspapers were the same.

Turnstiles continued in operation at the front door of the circus and at the big top entry area. But modification of the stiff door rules now allowed for one exit lane.

While most attention was centered on the current situation, some officials in the show's top bracket were reporting plans for next season and beyond. Kaiser Aluminum experts were working out a way to roof the Polo Grounds, New York, and Chrysler Airtemp said it could be heated, according to the officials. The Chrysler set-up would serve as air-conditioning later in the season. John Ringling North spoke of revived plans for building a pole-less big top and said it would be an improvement on the Gargantua top but of the same principle. In Florida, newspapers were reporting a show announcement of plans for major construction at winter quarters.

Detailed plans for the next season's performance usually are laid out during the Chicago stand and that job seemed to be delayed this year.

Polack Business

Continued from page 88

from the San Francisco city limits to the south edge of Palo Alto.

Since June 1 most dates of Polack Western have been outdoors, but at Santa Cruz and San Jose civic auditoriums were used. Although these towns are only 30 miles apart, the route was such that Modesto was played between them. Because of hot afternoons in Modesto, morning shows were given instead. The Junior College Stadium was packed for all four performances, sustaining Modesto's rank as one of Polack's best two-day dates.

From San Jose, show jumps to Reno, Nev., then returns to California for its 22d and final date in this State. Polack Western has been in California continuously since April 11-12. After Redding, six weeks in Oregon, Washington and Vancouver, B. C., will follow. Ernie Wiswell, who has been out of the show since Chico because of illness, expects to return at Redding.

CONEY ISLAND, N. Y.

Continued from page 77

Two large ant-eater animals are at Palace of Wonders, one caged on the inside, and one for the bally. Their lecturer is Bill Aponick, who also functions as magician. Another newcomer is Pinky, the Armless Wonder. Jean Carroll, the tattooed lady, is the new annex feature. Moved over to the Wonderland Circus is Charlie Phelan, strong man, now a ticket seller. A new sign, covering the entire Surf Avenue front of Palace of Wonders, reads "World's Strangest Creatures Show. The Sight of a Lifetime. Nature in the Raw." . . . Justine Wagner and Charlie Smith, front show talkers, have switched, the former leaving Cavalcade of Variety and joining Wonderland Circus and the latter, vice versa. . . . On Surf Avenue between West 6th and West 5th, the Coney visitor will find James A. Bostwick, continuing his horoscope and planet influences readings, like his dad, the late Alfred Bostwick, did before him 30 years ago. James is a Coney native, born 65 years ago.

Dave Bernstein is a long-time Arcade operator at Surf Avenue and West 12th and a Pokerino table manipulator at Surf Avenue and West 8th, and on the Boardwalk and West 8th. Associated with him in the Arcade establishment operating Skee Ball Alleys is Sam Holtzman, another Coney vet. . . . Lillian Sindell, sister of Fred Sindell, freak show and ride operator as well as house builder, has become thoroly familiar with the operation of the Irving Baths on the Boardwalk and West 15th, which she took over after the death

of her mother, Gussie, two years ago. Associated with her is Louis Korth.

John Strong

Continued from page 88

and Huntington, all new towns in the show, turned in great business.

The first 10 days out Strong encountered terrific winds and sidwelled the show on five of them. The show has a new 40 by 60-foot big top purchased in Los Angeles just before the start of the tour. Also carried is a 20 by 30 foot top for the Side Show with all animals.

Jack Bennett, formerly with Kelly-Miller and Hagen Bros., is again doing traps, whips, and has the novelties. He also is in charge of getting the show up and down. Dave Twomey and Eddie Edwards are doing double juggling. Twomey has the Side Show with Edwards managing concessions.

John A. Strong Jr., who owns the circus with his wife, Ruth, is doing the Utah booking this year. Mrs. Strong has the dogs, pony acts and also works magic with her husband. Strong visited with Jack Moore, of the Tex Carson Circus, in Monroe, Utah. The Strongs recently added to their acreage in Thousand Oaks, Calif., where they have permanent quarters. An additional lot was purchased from Louis Goebel.

UNDER THE MARQUEE

Continued from page 89

guests of the Bodos following an engagement played by both acts.

Floyd Arnold, of the Tommy Scott country-western show, writes that the troupe is happy to be back in the U. S. They visited on the Sullivan carnival grounds. A birthday party was given for Scott's daughter, Sandra.

Ora Parks, King-Cole press agent, was written up in the Escanaba, Mich., newspaper recently, with the extensive yarn quoting Parks about this season and about other shows he has been with.

Detroit Space

Continued from page 78

by John F. Ivory (Moving) Company; miniature Merry-Go-Round, A. C. Spark Plug; 35-foot Rocket Ship, Gordon Baking Company; miniature Merry-Go-Round, Vernor's Ginger Ale; miniature Bucket Ride, Detroit Creamery; Turtle Race Track, McDonald & Son, aquarium supplies; playground and recreation equipment, Game-Time, Inc., of Litchfield, Mich., and the Detroit Department of Public Works Playmobile. Space is being provided without charge for the rides by the fair, with the sponsors receiving due advertising credit.

Adjoining the Kiddieland Chevrolet is to have a miniature farm about 110 by 165 feet. This will be scaled to 5/8 size, featuring "kid-die-size animals." The fair itself is putting about \$4,000 into this special agricultural exhibit, and Chevrolet about \$12,000.

The grandstand is being mostly rebuilt as the first major segment of a \$3,000,000 capital replacement program to be spread over a 5-year period. The stand has been virtually stripped down to bare metal and concrete, and will have a new metal facade, and replacement of about half the seating. Most of the superstructure is being removed. The project is scheduled to be 75 per cent finished by September 1, and will provide adequate grandstand capacity for the 1955 fair, according to Lacey. Cost of rebuilding this section is estimated at \$130,000.



MOTH PROOFED!

LUCKY RABBIT FEET

Colored or White

24 on Card—Bulk or Individual Cards With or without Key Chains

New Rabbit Skin

DAVY & DOLLY CROCKETT HATS

\$1.00 and \$1.49 retailer

FOX AND RACCOON TAILS

With Comic Cards

Suction Cup **BIRDS AND MONKEYS**

For Autos and Windows

Jobbers & Distributors

SEND FOR SPECIAL OFFER

CHAS. BRAND NOVELTY

154 West 27th St., New York City

BE READY!

DAVY RETURNS THIS FALL!

DAVY CROCKETT HATS

WITH EMBLEM

IMPRINTED ON CROWN

REAL FUR... \$6.50 DZ.

SHAGGY PULSH... \$5.50 DZ.

FREE DAVY CROCKETT BUTTONS with every hat ordered

Minimum Order: 3 Doz. F.O.B. N.Y.C. 25% Dep., Bal. C.O.D. if not Rated.

A. MENZIN Rm. 701

126 W. 27th Street, New York, N. Y.

DREAM STUFF!

Just imagine — 240 big, beautiful glossy photos of the world's most exciting women. Photographers and artists' models—entireties and professionals—who cause men to stare and women to glare! Now all in one amazing gigantic collection. All new poses in each of the most exciting of the most demanding collectors. You must agree that these are the most gorgeous figure models you have ever seen... you must be rivaled by this beautiful collection of titillating beauties in all different poses or You Must Buy Without Question.

PIX UNLIMITED, 6164-B Santa Monica Blvd., Hollywood 38, Calif.

\$1.00 STARTS \$75,000 BUSINESS!

Operate Your Own Mail Order Business. Big Profits—No Stock to Carry—We Deliver. \$1.00 brings 6 Self-Mailing, 32-Pg. Color Catalogs picturing \$75,000 mdse. & details. **DIRECT DIST. Dept. B10, Box 5, NYC 34.**

BUY WHOLESALE

25,000 ITEMS—CATALOG 25¢

MATTHEWS, 1478-C1 Broadway, N. Y., N. Y.

Kentucky—Indiana—Tennessee, etc.

STATE SOUVENIRS

Best and largest selection in the South. Davy Crockett on a Horse, \$27.00 dz. Write for List, or come to

NOVELTY SALES CO.

1 1/2 Miles South on 31-W, Bonnieville, Ky.

ON THE ROUTE

Instead of discarding well-worn pinball cabinets, Albert Huffine, owner of Huffine's Coin Machine Service Company in New Orleans, reconverts them to useful aids in his plant operations. Some he has changed into glass-fronted cabinets for storage of electrical connector wire. Others he has made into attractive display cases for parts and equipment. In all, Huffine has converted more than a dozen of these old pinball cabinets, thus enabling them to serve "a useful later life."

Talman Andress, owner of Phoenix's Andress Cigarette Service Company, checks all major national publications, including The Billboard, for articles touching on the cigarette industry. He reduces the articles to "thumbnail" size and gives them to his salesmen for relating to location-owners. Andress has found the compiled information greatly influences, and impresses. "Almost everyone prefers doing business with a well-informed organization," he says.

According to George Linville, operator of a penny Arcade and shooting gallery in downtown Denver, nothing means so much toward increasing repeat visits and good will than cleanliness. The stainless steel counter of his shooting gallery is scrubbed down and polished daily, the walls are thoroughly scrubbed each week, the floor mopped every day and each coin machine receives a daily cleaning and waxing. Linville says, "It isn't unusual for adults visiting the Arcade for the first time to comment with surprise on its cleanliness."

To promote a new milk vender location, Milwaukee's Dairy Lane, Inc., staged a children's party at the location site. The affair was open to youngsters up to 12 years of age, a popular cowboy figure was master of ceremonies, and free chocolate milk and ice cream was given away. R. A. Asarunas of the firm says 75 youngsters were on hand, and almost that many parents. It was hoped the advertising and novelty value of the party would help make a success for the firm's vended milk.

NCMDA Director Tells Why Nat'l Distributor Assn.

Schlesinger Outlines Purposes, Plans Of Group; Sketches Legal, PR Board

By AL SCHLESINGER
Managing Director
National Coin Machine
Distributors' Association

Editor's note: Albert Schlesinger is a pioneer in the coin machine industry, having started in Port Chester, N. Y., in 1919 under the trade name of Luray Peanut Company, operating peanut and ball gum machines. He set up an office in 1926 in Yonkers, N. Y., and opened headquarters in Poughkeepsie, N. Y., in 1929, where the operating firm he owns is still located. Always active in association work, Schlesinger served as vice-president of

the early Empire State Skill Games Association, Inc., was prominent for years in the New York State Operator's Guild, and until taking his present post was special representative for Music Operators of America. Well qualified to discuss associations, Schlesinger wrote "Why a State Organization?" which appeared in The Billboard, February 23, 1935.

Why a national distributors' association? That question has kept me busy explaining since the first day of the announcement of the reactivation of the National Coin Machine Distributors' Association (The Billboard, April 30).

Manufacturers, distributors and operators want to know: Just what are we reactivated for? They want to know just what the purpose of NCMDA is and just what it hopes to accomplish.

To begin with, all branches of our industry have been geared ever since I can remember—and that is a long way off—to fast action. The

(Continued on page 109)

BB LAUNCHES NEW FEATURE: ON THE ROUTE

CHICAGO, July 30.—As a special service to operators, The Billboard this week launches a new editorial feature called "On the Route."

The purpose of this service is to provide helpful tips to operators on every phase of their operating business—operating procedures that others have put into practice and have found worthwhile.

This week, for example, "On the Route" (which appears elsewhere in this section) tells how one man uses discarded pinball cabinets, how one operator keeps his salesmen "up" on the latest cigarette vending information, how another keeps his Arcade spotless at all times, how a dairy operator promoted a new milk vender location.

The feature will provide simple ideas which can be adopted for use in the operating business—whether it be vending machines, juke boxes or amusement machines.

You are invited to submit ideas for "On the Route" which you have found useful in your own operation. Send suggestions to: Route Editor, The Billboard, 188 West Randolph Street, Chicago 1.

975 MORE LOCATIONS IN '55

Supermarket Growth Spells New Horizons for Operators

CHICAGO, July 30.—The spectacular growth of supermarkets in recent years, and the subsequent change in consumer buying habits, have provided operators opportunity for expansion with vending machines, coin-operated kiddie rides and background music.

To better enable operators to keep track of this mushrooming growth, and to aid them in gaining new locations, The Billboard each month will publish a chart showing places of new supermarket openings during the month (see accompanying chart for July).

There are at present 20,000 supermarkets operating in the U. S. Last year, 475 new ones opened and it is predicted that 975 will open in 1955.

In July alone, 56 supermarkets opened: Piggly-Wiggly with 10, Safeway, 5. Six supermarkets are being opened in Ohio (three in Akron alone), five are being opened in New York, Georgia and California, and three each in Alabama and Minnesota.

The importance of the supermarket as a new location to the bulk vending operator was stressed at the National Vendors' Association meeting in Chicago this month. Alvin Kantor, of Confection Specialties, Inc., summed up the out-

look by saying that while the neighborhood store will always provide a good location for bulk vending equipment, the era of shopping

every day for food in the neighborhood store is over, that shopping has now become a once-a-week supermarket trip.

French Coin Assn. Fights Taxes, Bans

By DANIEL LA CRAMPE
President, Syndicate National des Professionnels de L'Automatique.

NEUILLY-SUR-SEINE, France, July 30.—The automatic machine industry in France now has a syndicate (association) to represent it. The main work of the association at present is to lift some of the restrictions placed on the industry, to help lower taxes and to establish good will.

On July 1, the "Taxe sur Spectacles" was changed and a new part added to it. The tax on theaters, cinemas, etc., was decreased and the new tax on coin machines was levied.

This tax is 120,000 francs per machine per year, payable as soon as the machine is placed on location. This tax does not apply to vending machines since they are not classified in the category of amusement machines.

The association is fighting the inequities of this law with advertising, public relations thru the press, and by lending machines to charities for their bazaars.

The reason given for this tax law is "morality"—with many "family groups" and various church groups claiming that the game machines tend to corrupt the youth.

No Gambling
But since 1937 no gambling machines have been allowed, and all coin machines are played strictly for amusement.

It is felt that this tax, if left unchallenged, might kill the industry and certainly has a stranglehold on the sale of secondhand machines, but the association is very hopeful that the law against amusement machines and juke boxes will very shortly be lifted. Our work continues in that direction.

(Continued on page 114)

New Supermarkets

Opening in July

Name of Store	City	Address	Manager
Village Oaks	Stockton, Calif.		Joseph Nunes
Minyard's	Dallas	9937 Garland Rd.	Frank Wolfe
Jerry's Thriftway	Yakima, Wash.	5th Ave. & C St.	Jerry Delorme
CeBuzz	Denver, Colo.	W. 8th & Federal Blvd.	Bob Johnson
National Food	Benton Harbor, Mich.	E. Main St.	Maurice Phillips
Safeway	Mt. Kisco, N. Y.	10 S. Bedford Rd.	John Dyer
Safeway	Riverhead, N. Y.	Old Country Rd. & Roanoke Ave.	C. Lauber
Fisher	Willowick, O.		R. Buchan & E. Burch
Thorofare	Monroeville, Pa.	Rt. 22 & Moss Side Blvd.	George Sherwin
Wayside	Brentwood, Mo.	Brentwood Blvd. & Redbud Ave.	A. P. Kahlman
Michael's Fair-Mart	Wantagh, N. Y.	1911 Wantagh Ave.	Mel Weitz
Agawam	Agawam, Mass.		Irving Wainstein
Safeway	North Hollywood	11641 Victory Blvd.	William Johnson
ICA Hub	Syosset, N. Y.	Cold Spring Rd.	J. Kossman & J. Byrne
Piggly Wiggly	Columbus, Ga.	1895 Girard St.	J. E. Helmes
Quality Piggly Wiggly	Alexandria, Minn.		None named
Sims Piggly Wiggly	Americus, Ga.		None named
Piggly Wiggly	Atlanta, Tex.		C. I. Vick
Pipkin Piggly Wiggly	Cisco, Tex.		None named
American Food	Ogden, Utah	Harrison Blvd. & 36 St.	H. M. Lund
Co-Op #2	Akron	2084 Mohadore Rd.	Michael Kovac
Barram & Sons	Kalamazoo, Mich.	19004 Gull Rd.	Robert Barram
Colonial	Cayce, S. C.		Ray Hicks
National Food	Thibodaux, La.	809 St. Mary	A. E. Hoffman
A & P	Ridley Township, Pa.	2123 McDade Blvd.	Ernest Custer
A & P	Rio Grande, N. J.	Wildwood Blvd. & 2d St.	Lewis Jackson
Safeway	Modesto, Calif.		Jerry Baskin
Big Apple	Brooklyn	1811 Ave. U	Sid Herzick
Kroger	Kankakee, Ill.	300 N. Schuyler Ave.	F. Onarato & H. Dahling
Bruno's	Homewood, Ala.	2806 S. 18th Ave.	J. W. Barnes
Western	Tarrant, Ala.	1620 Pinson St.	Charles Cornelius
Akron Provision			
Foodliner	Akron	1448 Wooster Ave.	Lee Hudson
Acme	Akron	2715 Medina Rd.	Joe Pringle
Fred Montesi	Memphis	4569 Summer Ave.	Calvin Worley
Duchesne	Florissant, Mo.	750 S. Florissant Rd.	Alvin Brand
Goldenetz	Defiance, O.	515 E. Hopkins St.	A. D. & P. Goldenetz
Graczak's	Ellisville, Mo.	Clarkson Rd.	J. R. Graczak
Olson's	Chanute, Kan.	Main & Plummer	Kenneth Olson
Grand Union	Greenfield, Mass.	Federal St.	William Desautels
Red Owl	Minneapolis	22d & East Lake	Clark Messman
Shore's	East Providence, R. I.	Warren & Pawtucket Aves.	Harold Tash
Ballentine's	Clemson, S. C.	College Ave.	Erwin Gillespie
Piggly Wiggly	Rockford, Ill.	Alpine & Highcrest Rds.	George Hoge
Big Bear of Michigan	Royal Oak, Mich.	515 E. 4th St.	Sid Lerfel
Foodtown	Willowick, O.	Lake Shore Blvd. & E. 300th St.	Lou Rubin
Steinberg's	Montreal	Poirier & O'Brien Sts.	Joe Yaccato
Jitney Jungle	Corpus Christi, Tex.	4302 Ayres	John Montgomery
Piggly Wiggly	Columbus, Ga.	4702 Hamilton Ave.	O. C. Cole
U. S.	San Lorenzo, Calif.	Hesperian & Leweling Blvds.	Nathan Temkin
Lucky	Sacramento, Calif.	Freeport & Fruitridge Rds.	Bert Renner
Red & White	Whiteville, N. C.		H. L. Allred
Piggly Wiggly	Minneapolis	1401 W. Broadway	Fairchild Carter
Piggly Wiggly	Hartselle, Ala.		Paul Lee Jr.
Piggly Wiggly	Howard, S. D.		M. A. Eklund
Kroger	Charleston, Mo.	115 N. Main St.	Albert Marks
Safeway	Long Branch, N. J.	320 3d Ave.	J. Kuhn

Senate Okays Fisher Study Of Copyr't Act

• Continued from page 38

(D., Ill.), Philip J. Philbin (D., Mass.) and James J. Delaney.

The text of the Kilgore bill (S. 590), of which the others are duplicates in most respects, reads: "Section 1 (E) of Title 17, U. S. Code (Act of March 4, 1909, Public Law 349, 60th Congress, second session as amended) is amended as striking out the following:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs.

"This Act shall take effect as of July 1, 1955," the bill optimistically concludes.

SERVE, SHOW, SUGGEST

How to Sell, Merchandise Gum Thru Vending Machines

By MAJOR C. BUSH

Beech-Nut Packing Company
(Editor's Note: The following is the complete text of an address de-



MAJOR C. BUSH

livered at the National Vendors' Association convention this month. Because of the importance of the

VEND ON MIDWAY

Mich. Op. to Show Venders At County Fair

MONROE, Mich., July 30.—The Jones Vending Company is bringing its product directly to the public in a unique vending center to be installed at the Monroe County Fair, August 8-13.

In an exhibit booth in one of the fair buildings, Jones Vending is placing venders for ice cream, candy, cigarettes, nuts, chocolate, coffee, cold drinks, and two newly purchased pastry machines.

The plan, according to Roy S. Jones, operator of the firm, is to have an actual operating center where fair visitors can see and become familiar with the different types of service and products offered by the machines.

The machines will be in operation, and one or two will be opened up for inspection so the public can satisfy its curiosity about how they work.

ABC 6-Months' Earnings Up

NEW YORK, July 30.—The ABC Vending Corporation this week released its semi-annual statement of earnings for the first six months of 1955, showing earnings per share of 62 cents—an increase of 4 cents over the same period in 1954.

However, sales at \$23,026,037 showed a drop of \$11,640 from last year. The loss was compensated, tho, by an additional profit of \$80,055 from the sale of stock held for investment.

The board of directors at its meeting this week (27) declared a regular quarterly dividend of 20 cents per share, payable August 25 to stockholders of record August 4.

subject for the bulk vending operator it is published in full.)

It was with real pleasure that I accepted this opportunity to discuss the selling and merchandising end of the chewing gum business. I would not presume to be too specific in trying to tell you gentlemen—you, who are experienced and successful operators—how to improve your business.

Perhaps, however, there are facets of this gum business which will be helpful to you. But frankly, I am not qualified as an "expert" in this field or in any other.

There are "Professionals"—"Pros" among operators just as there are among salesmen or among retailers. You recognize a "Pro" because he does business in a smooth, easy manner. He makes it easy for his customers to buy.

"Pros"—of all types—have three things in common:

1. A desire to serve—Let's call this "Serve."
2. The ability to present a story from the standpoint of benefit and value to the customer—Let's call this "Show."
3. The ability to persuade by Good Business reasons—Let's call this "Suggest."

The first letter in these three abilities is the letter "S"—which looks awfully familiar and very much like a dollar sign. The three abilities are again—Serve—Show—Suggest—applied. We believe they produce dollars of business and dollars of profit.

Extra Volume

Now, no business just grows like Topsy—it needs plenty of nourishment—and one very vital food for a healthy business is merchandising. A "Pro" merchandiser creates business; he creates that extra volume that keeps his organization attractively solvent.

Disneyland Bows 80-Ft. Vending Unit

ANAHEIM, Calif., July 30.—The newly opened Disneyland here boasts an automatic food vending unit, 80-feet across the front and capable of serving 800 people an hour.

Known as the Space Bar, this food section is operated by Paramount Theaters Concessions, Inc., and contains 14 automatic vending units—conventional machines used behind a modernistic facing. To facilitate loading, the equipment moves backward in the supply room on grooved tracks.

Located in Tomorrowland, Space Bar was the name finally selected after consideration was given to Disneynat and Stratomat.

The Space Bar is divided into two sections. One section includes venders for sandwiches, ice cream, soft drinks, pastry, coffee, candy and Coca-Cola. The other section offers Pepsi-Cola, candy, coffee, pastry, ice cream and milk. The Bert Mills Coffee Bars are used with the Spacarb machines dispensing soft drinks, other than Coke and Pepsi.

Sample prices: Soft drinks and candy—10 cents. Ham and cheese sandwich—50 cents. Plain cheese sandwich—30 cents.

He realizes it costs less to sell more.

The vending business has grown tremendously in the last few years. Vend magazine reports that in 1946 the vending volume was around \$600,000,000. In 1954 the dollar volume of all items vended was \$1,600,000,000. It is estimated that 1955 will produce a vending volume of \$1,750,000,000—up \$150,000,000. There are more new operators entering vending than at any time since 1946-'47. This is good for it means the industry is alive and growing—new blood means added vitality. Estimates indicate there are 4,700 full-time operators—this is 1,000 more than in 1946. The size of operations is getting bigger, too—in 1954 the average annual volume was \$280,000—of sales per vending operator.

Spectacular Growth

Today we seem to be on the threshold of a spectacular growth in automatic merchandising, on the threshold of complete customer food service by vending machines, and other methods of having vending units augment and even replace normal personal service.

Today real merchandising plans are being applied to the vending field—plans that can create additional business from the same equipment without additional capital investment.

But before we begin to suggest methods for increased sales by merchandising, please permit me to propose that, even tho you gentlemen are aware that gum is big business—perhaps its domestic retail value is even much bigger than you had ever realized.

Pennies and nickels spent for gum have quietly continued to increase each year until today the gum business in the United States is really very, very, big business—and this includes all kinds of chewing gum—the total industry.

The charts that we have prepared do not quote figures of the Beech-Nut Packing Company—rather, they have been taken from published sources. The only purpose in showing you these figures is to bring to your attention the volume and profit possibilities of chewing gum.

Just how big is the gum business? Perhaps a comparison with some familiar grocery items would serve to make you more conscious of the place chewing gum holds in the market place. (See accompanying chart.)

Who would ever have thought that there was more chewing gum sold than soups, pet foods, pies, baby foods, jams, jellies and preserves, etc. Waxes and polishes are big business, but the gum business is almost double the dollar volume of this industry. Are these figures illuminating? Perhaps another comparison will be even more surprising.

How big is the chewing gum
(Continued on page 100)

WHEN IT RAINS, IT VENDS—

WASHINGTON, July 30.—A Puerto Rican inventor last week received a patent on a paper raincoat designed to be sold in vending machines and thrown away after one use.

The disposable raincoat is made of either waterproofed or glassy wax paper, is fashioned in three sizes and can be adjusted to the individual's size. The raincoat also features a do-it-yourself hood and arm space to permit freedom for carrying parcels.

The patent number is 2,711,538, issued to Catalina R. de Cordero of Guayama, Puerto Rico.

Value of Domestic Consumption

1953
(Retail Store Value)

Item	Total Domestic Consumption
CHEWING GUM	\$264,120,000
Soups—Canned	252,030,000
Dog and Pet Foods	226,790,000
Pies	218,280,000
Baby Food	196,050,000
Jams, Jellies and Preserves	187,280,000
Toilet Paper	177,010,000
Pickled Cucumbers, Tomatoes, Peppers	166,670,000
Prepared Mixes	165,710,000
Dried Fruits	138,490,000
Waxes and Polishes	136,000,000
Laundry Supplies, Starch, Bleaching, Bleaches	105,410,000
Canned Vegetable Juices	82,590,000
Macaroni	79,400,000
Pretzels	28,730,000
Baking Powder	20,650,000
Soup Mixes	18,260,000

Rowe-Spacarb Bows New 600-Cup Line

STAMFORD, Conn., July 30.—Rowe-Spacarb, Inc., division of the Rowe Manufacturing Company, has introduced an expanded line of three D-600 cup drink machines, the lower priced 600-cup capacity units.

I. H. Houston, Rowe-Spacarb president, said the plant force has been increased 25 per cent to accommodate production for the expanded line.

The three D-600 models include a new four-flavor machine, a three-flavor unit and a "three-and-one" which dispenses three carbonated flavors and a non-carbonated fourth. The latter unit was first introduced at the National Automatic Merchandising Association convention in October, 1954, at a list price of \$895.

Prices of the new four-flavor and three-flavor units were not learned this week.

All three models vend at either a nickel or a dime and are equipped with test switches for both sirup and water, service lights, increase of sirup capacity from 10 to 12 gallons, new location of sirup valves and an improved selector switch.

All the D-600s carry the features of other Rowe Spacarb models, including an illuminated Fiberglas display; "Mix-a-Drink," which permits customers to mix flavors while the drink is flowing, and "Select-o-Carb," which meets the individual carbonation standards for all nationally advertised drinks.

Built to fit conveniently into a small area, the D-600 machines are only 24 inches deep, 29 inches wide and 69 inches high, weighing 525 pounds.

According to Houston, other features of the line are an improved and simplified carbonator, a cabinet six inches off the floor to facilitate cleaning, refrigeration for all sirup, the first one-piece spun-metal sirup wells, a coin-changer mounted inside the machine, a simplified cup dispenser which minimizes cup pilferage and ample storage space for additional cups and sirups.

Name Canadian Distributor Of Cup-O-Matic

MANCHESTER, N. H., July 30.—Food Engineering Corporation, manufacturers of the Cup-O-Matic bulk milk vender, last week announced the appointment of a Canadian distributor, bringing the firm's distributor total to 22.

Howard Williams, Cup-O-Matic of Canada, Toronto, was the distributor named. Williams has been in the Canadian cup beverage vending industry for the past eight years.

Food Engineering launched a nation-wide sales program for its vender last month with the appointment of 21 distributors in 14 States.

The firm's sales program is aimed primarily at vending operators, with the distributors—mostly dairy supply firms—arranging operator financing.

Ops Buy More Candy: U. S. Commerce Report

WASHINGTON, July 30.—Vending machine operators are becoming an increasingly larger factor in candy sales, according to an annual report for 1954 by the U. S. Department of Commerce.

Information filed to the department by 263 manufacturers representing 53 per cent of total industry sales shows that direct sales to vending operators increased 1.5 per cent in 1954.

Bar goods houses reported an increase in sales to operators of 4.4 per cent.

The percentage of sales by confectionery manufacturers direct to vending machine operators has shown a steady increase from 2.9 of the total gross sale in 1947 to 3.7 in 1954.

Progressive Rise

The progressive rise in chocolate prices during the first 8 months of 1954 led to important changes in the nation's confectionery mar-

ket, according to the department report.

Sales of the U. S. candy manufacturers during 1954 are estimated to have been 2,667,000,000 pounds, valued at a new record high of \$1,019,000,000. Per capita consumption for the nation was 16.5 pounds—down about 9 per cent from 1953.

Five-cent bars decreased over 3 per cent in dollar sales, while 10-cent bars increased nearly 8 per cent.

The sale of package-goods in the retail price class of \$1 or more per pound remained relatively stable, while sales in the 50 to 99 cents per pound class declined 9 per cent in poundage but maintained dollar sales at the 1953 level.

Increased prices and smaller unit size were responsible for the decrease in poundage and maintenance of price levels, the report stated. Sales of chocolate-covered bulk goods declined sharply while penny goods held the price line and increased 15 per cent in poundage.

Retail Store Valuation of Confectionery Sales Civilian Spending in All Outlets in 1953

Bar Candy	\$ 590,500,000	These figures include Bulk Candy
Boxed Candy	595,120,000	
Bulk Candy	315,160,000	
Other Candy	252,610,000	

Total confections

CHEWING GUM

Note—Gum Sales—44.7% of candy bar sales

Note—Gum Sales—15.0% of ALL confection sales



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 list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

Opal to Make Stamp Venders For Post Office

TORONTO, July 30. — Opal Manufacturing Company here will manufacture 500 stamp vending machines for use by the post office department in airports and other assorted locations.

So far the machines, intended for non-profit operation, will be installed only at indoor locations. If their use proves successful, the machines will then be located outdoors as well.

The machines will be built to post office department specifications. The department said the machines would not interfere with presently operated, privately owned machines, so long as the private machines give out such stamps as users pay for. The department has claimed that many privately owned machines fail to yield stamps after being fed a coin.

English post offices have employed stamp vending machines, both at indoor and outdoor locations, for many years.

For nearly a year the Toronto post office department has had 20 such machine: under observation. Its experience with these has been put into the specifications for the order now being placed.

SHELF, BELT AND DOOR

New-Type Machine for Revived U. K. Vending

LONDON, July 30.—Revival of the vending machine business in Britain—the natural consequence of the freeing of cigarettes and candy from quotas and rationing—has resulted in a wide variety of British-produced machines.

Vending machines in Britain have so far been associated with railway station platforms. The activities of firms, such as the British Automatic Company, which owns and operates most of the machines on space rented from British Railways, presently constitute the bulk of the vending machine trade.

The prewar cigarette or chocolate machine was based on the column and drawer principle, and this type is still produced, sometimes incorporating modern coin-changing mechanisms.

There are some 3,000 or 4,000 of these machines in operation, and they cost anywhere from £15 (\$42) to £300 (\$840), depending on their size and complexity. Weekly takes of one of the more expensive Danish cigarette machines vary from £50 (\$140) to £200 (\$560).

Methods Vary

For products which are not so easy to stack in columns, different methods must be used. One is the collapsible shelf; another is the conveyor belt which moves forward on the drop of the coin and deposits the article. This is the principle of the Elmer and the Hiram, both made by T. S. Skillman.

The Elmer takes any number of five denominations of coins up to a total of 11½d (\$1.68) and can hold articles of 25 different kinds.

The Hiram unit is sold at about £900 (\$2,520), altho models are operating so far only in Australia.

One of the six Elmers operating in the London area recorded gross takes of £11,700 (\$32,760) in one year.

Sells 200 Items

A third method of supplying goods is to have compartments with doors which may be opened at the insertion of a coin. The Vendol, manufactured by Bracknell Dolman & Rogers, has eight revolving disks capable of carrying about 200 articles.

The disks revolve slowly, and after inserting a coin the customer opens the appropriate door when the article he wants comes round. The correct change is placed with the article in the compartment when loading.

The Vendol costs between £250 (\$700) and £300 (\$840). Only one is operating so far, at Bristol.

A similar type of machine is the Danish Wittenborg, sold in the

especially in establishments where room phones are not installed.

The clocks are also equipped with cellophaned space where advertisements may be placed, thereby giving the operator additional revenue.

U. K. by Automat, Ltd. It is smaller and has a narrower range of selections than the Vendol, and carries up to 96 articles. It costs about £250 (\$700). There are about seven of these operating in this country.

Another type of revolving compartment machine, which is wholly mechanical, however, and not electrical, is Ditchburn Vending Machine's Vendmaster.

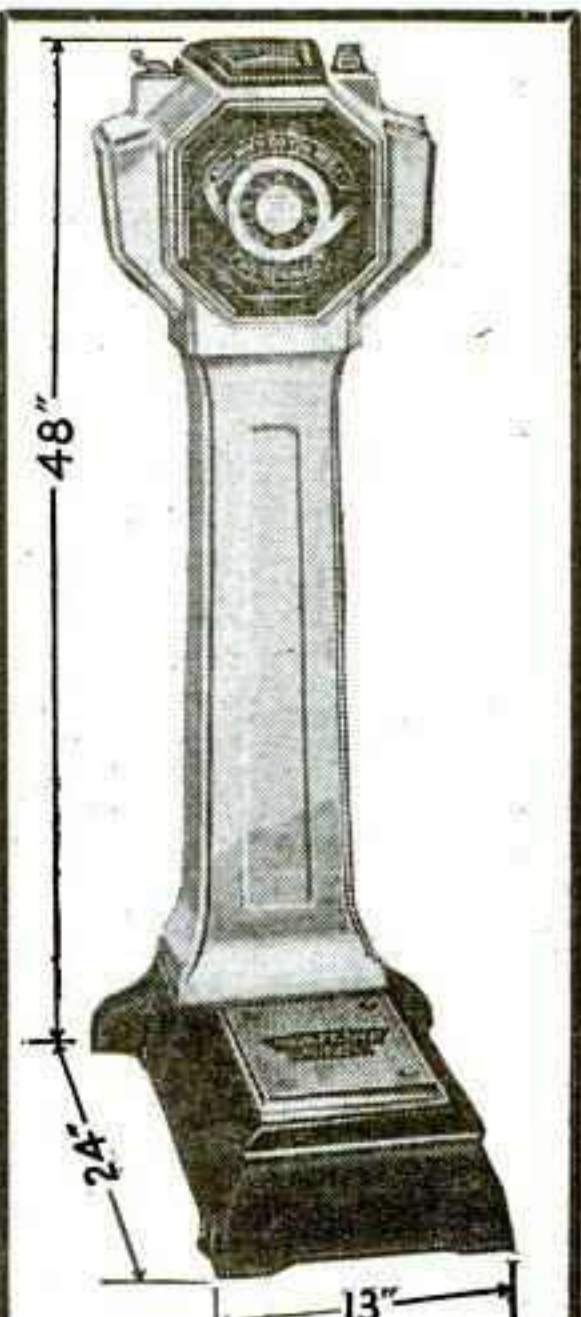
Soft Drinks Demand

Soft drinks are another popular commodity for vending sales, and they are provided carbonated or non-carbonated, in bottles or paper cups, with or without refrigeration.

Models of various types are made by, among others, Halls Telephones Automat, Chadburns' (Liverpool), Ltd., T. S. Skillman, Coolers and Venders, and Peerless Automatic Dispensers.

Ditchburn's Auto-milk machines, dispensing 72 pint bottles, and costing £200 (\$560), are in use.

Another line is coin-actuated ice cream vending machines, such as Peerless and Ericsson's Isomatic, which is in experimental use by T. Wall and Sons at Croydon.



\$25 DOWN

Balance \$10 Monthly

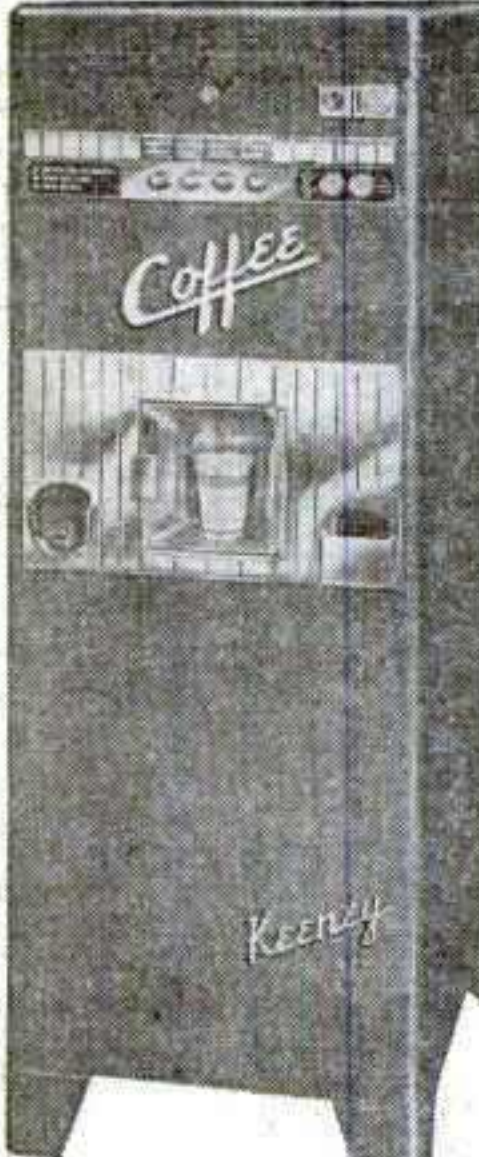
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

Invented and Made Only by

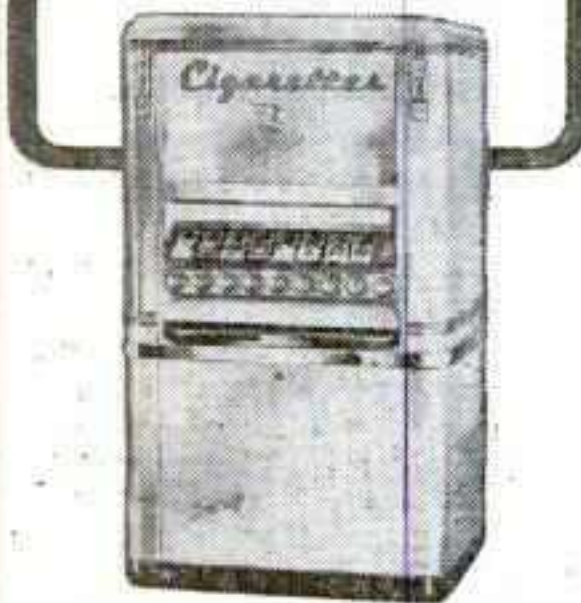
WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

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: 19¼" W. x 15¼" 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.
1630 W. FIFTEENTH STREET, CHICAGO 37, ILLINOIS

CUP CAPER

Ex-FBI Agent Tracks Down Vend Spots

DENVER, July 30.—A former agent of the Federal Bureau of Investigation is now one of the leading independent cup-vending operators in the Rocky Mountain area.

Ed Smart had 14 years of FBI experience behind him when, in 1952, the Bureau ordered his transfer from the Denver office to Chicago. But Smart liked Denver and had been surveying the relatively "virgin" carbonated beverage vending field there. So instead of transferring to Chicago, he resigned his post and became an operator.

Smart, thru his FBI perseverance, now has a 40-machine route, named "Beverage Bar," with machines located in the majority of Denver's theater lobbies, including those of the leading Fox theater chain. He is also operating in the surrounding cities, including Boulder and Cheyenne, Wyo., 115 miles away.

Coin-Operated Alarm Clock Bowed in L. A.

LOS ANGELES, July 30.—A coin-operated electric alarm clock is being offered on a commission basis to hotels here by the Ontime Clock Company.

Upon insertion of a dime, the clock's alarm may be set for an early rising.

Operators have found hotel owners eager to install these clocks,

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

ADVANCE SANITARY VENDOR The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 3/8" by 2" by 3/4" ... has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 3-2909

VICTOR'S TOPPER
1c BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

AMERICA'S FINEST BALL GUM VENDOR

30 day money back guarantee if not satisfied. No questions asked.

Write for FREE 32 page catalog.

1/3 deposit on all orders.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

HIT OF THE NABV SHOW

DAVY CROCKETT SPONGE

ACTUAL SIZE! \$12.50 per M (Stickers with every order)

SEE WRITE-UP JULY 30th BILLBOARD PAGE 90

The Most Terrific Charm In The Past Few Years. Useful And Amusing To Both Young And Old. When Put In Water Grows to 6 Times Its Size

ALSO

Davy Crockett Bullets... 10.00 Per M
Davy Crockett Badges... 10.00 Per M
Davy Crockett Blocks... 9.50 Per M

Order From Your Distributor:

M. J. ABELSON
2033 Fifth Ave. Pittsburgh, Pa.
AT. 1-6478

ATTENTION, OPERATORS! CHECK THESE SPECIAL OFFERS

SILVER KING
1c or 5c Bulk 1c Charm Completely Reconditioned \$8.50 Each

MACHINES

Northwestern Model 249, 1c	\$12.50
Northwestern Standard	4.95
Victor V, B/G Wheel	8.50
Victor V, Cabinet, B/G Wheel	9.50
Northwestern 239, 1c	7.50
Columbus, 5c	4.95
Regal, 5c	6.95
Acorn Cabinet	9.00
2 Col. Hot Nut	12.50
3 Col. Hot Nut	35.00
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, DuGrenier	17.50
6 Col. Tab Gum, Mills	17.50
6 Col. Tab Gum, Heide	12.50
Jewel 2 Compartment, 5c	7.50
Dove'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

OPERATORS CONFIRMED OUR JUDGEMENT, Not only in Conversation, but in orders placed.

The recent N. A. B. V. Convention gave us an opportunity to find out, first hand, what OPERATORS really want in bulk CHARMS.

They WANT bulk Charms that are gimmick-like in size and appeal, that are large enough, generally, to vend without a ball of gum and get the penny back, that are Vacuum-Plated or Hamilton oxidized.

They told us what they DID NOT WANT—they did not want small, flat charms.

They told us that by using our Vacuum-Plated Charms, Series #45, our PLATED FAIRY TALE CHARMS and our JUMBO CHARMS, Series #6 (which vends in penny machines), that they offered better value and grossed ONE DOLLAR a Machine more than with small, flat Charms. We pass on this information in case you have overlooked these three NEW TREND BULK CHARMS.

YACUUM-PLATED CHARMS, Series #45, 90 assorted... \$5.50 per M

HAMILTON, OXIDIZED, FAIRY TALE CHARMS, 68 assorted... \$7.75 per M

PLASTIC COLOR INLAY, FAIRY TALE CHARMS, 68 assorted... \$5.25 per M

YACUUM-PLATED, JUMBO CHARMS, Series #6, 66 assorted... \$15.25 per M

YOUR BEST BUYS IN BULK CHARMS

f.o.b. Jamaica, N. Y.
Or: At Your Distributor. Immediate Delivery.

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 35, L. I., N. Y.

World's FIRST and LARGEST CHARM MANUFACTURER

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

HOW TO SELL, MERCHANDISE

• Continued from page 98

business in relation to other confectionery items? (See accompanying chart.)

Perhaps this is even more amaz-

ing. Who would have thought that chewing gum sales represented almost half the volume of the mammoth candy bar industry of the

country—that it represents 14 per cent of the total confection business? The gum business of the country has been increasing annually, and its present volume alone warrants real consideration even without recognizing that the basis of most gum sales is impulse display.

Certain items have a much higher impulse sales basis than others. We in the gum business never had the nerve to say that gum was as highly impulse in sales nature as a survey made by the DuPont Company, which found it to be 95 per cent. This means that gum will sell a little bit under any conditions of distribution, but that it will respond amazingly more with greater sales by better exposure by being permanently and attractively displayed—and vending machines do that.

All of this is being shown for just one purpose—to make you aware of the real size of this chewing gum business. There is no secret about this business. Perhaps we manufacturers have been negligent in not discussing the size of the industry more. We hope and believe it is of interest to you. And there is positively no limit to the potential sale of so highly impulse a product. The limit is purely and simply exposure to the public.

Natural Adjunct

It would just seem to us that the vending of chewing gum is a natural adjunct to any present type of vending. We recognize the ball gum and other such specialized items represent a vending field and a special appeal all their own, and that ball gum represents a tremendous volume of business. We are thinking now in terms of not only ball gum, but also the familiar penny tab pieces, the single stick and the familiar nickel packages, and from all indications many bulk operators are expanding by adding either penny gum, candy machines or 5-cent gum to their present service.

Many aggressive candy machine operators are now running at least one row of package gum in candy

machines. The findings generally are that it will frequently outsell the slowest selling candy bar that would have occupied a column in a six or eight-column vending machine and thereby increase gross sales.

Penny tab gum machines are being fastened to candy machines, to cigarette machines, along with some bulk items, or on a base alone by themselves. Those pennies are still around and penny gum picks them up from adults as well as children. And there are 1-cent tab machines now available to accommodate as many as 10 items.

Op Special Appeal

Perhaps a feature of special appeal to operators of your type would be the sustaining stability of the sale of advertised and nationally recognized penny tab or 5-stick gum packages. We understand that some other 1 cent and nickel vended items frequently are either "Hot" or "Cold"—they fluctuate in sales.

Gum sales are generally extremely stable—gum is an easily serviced item—gum sales augment other vended products — when placed adjacent to other equipment, the time required to service is reduced, calls are more productive, and a better vending job is accomplished because more variety is being offered to more people.

Recent information provided by Vend magazine reports that between 1953 and 1954 there was a decrease of 300,000 in the number of penny machines.

Penny Gum Machines

It would be our observation that the number of penny gum machines has increased in the last few years. Therefore, apparently there has



SUPER V
The Ideal Capsule Vendor

featuring the greatest earning power ever built into a Bulk Vender at 1c, 5c or 10c 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.

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
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
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 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

ROWE CANDY MERCHANT
with changemaker.
7 Cols., 158 Cap.
\$165.00

UNEEDA MODEL E
8 Cols., 240 Cap.
Only **\$77.50**

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy Pre-war, 160 Cap. 135.00
National Model 918, 162 Cap. 115.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed
Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N.Y. • HEgeman 3-6295

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW . . .

Northwestern®

PACKAGE GUM VENDER

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION
2458 EAST ARMSTRONG STREET MORRIS, ILLINOIS

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.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Perc.	7.95
N.W. #33 1c Perc. B.G.	6.50
Master 1c Bulk Perc.	4.50
Master 5c Bulk Perc.	4.50
Master 1c & 5c Bulk PERC.	6.95
Columbus 1c Bulk	4.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	4.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.54
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Shell	.45
Cashew Whole	.57
Cashew Butts	.55
Peanuts, Jumbo	.45
Spanish	.34
Mixed Nuts	.53
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, 40 ct., 14¢ 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
Beach-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.

NORTHWESTERN SALES AND SERVICE CO
MOE MANDELL
446 W. 36th St. New York 18, N.Y.
LOngmead 4-6467

Precision-Built for PROTECTION & PROFITS!

ACORN
The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

Vends GUM—all bulk merchandise.
• Polished, easy-to-clean merchandise chute.
• Tamperproof! Held by top lock, body clamp only.
• Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Burbank 3, Pa.
WESTERN OFFICE:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

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.

LOGAN DISTRIBUTING CO.
916 MILWAUKEE AVENUE CHICAGO 22, ILL.

PAUL A. PRICE
First on the Charm Frontier

announces his new

DAVY CROCKETT CHARM SERIES

Beautifully designed and detailed charms relating the Davy Crockett story.

This series will be the HOTTEST "CROCKETT" SELLER to hit the market!

Tremendous appeal for ALL the kiddies!!

ASSORTMENT AVAILABLE IN:
COPPER INLAY \$5.50 M
SILVER INLAY 6.00 M
SIMULATED GOLD INLAY 6.25 M

DAVY CROCKETT RINGS

SERIES #1 AND #2 ASSORTED . . . \$14.25 M
SERIES #3 (6 DESIGNS) 13.75 M

Price offers the finest designs and the most complete line of "Crockett" charms.

IMMEDIATE DELIVERY! ORDER TODAY!

paul a. PRICE co. inc.
55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-8

been a considerable drop in the number of placements of certain other types of machines selling 1 cent merchandise.

There seems to be a very strong feeling among operators, pro and con, regarding penny gum. Some operators most emphatically indicate that they just don't want to be bothered, that there is no profit in the business, while other operators just as emphatically say that they operate a most satisfactory

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

DANCO COIN MACHINE CO.
1302-04 E. Baltimore St.
Baltimore 31, Md.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

MASTER SALES & SERVICE
P. O. Box 6222
Dallas, Texas

BIG SAVINGS!

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.25¢ lb.
Chicle Ball Gum, 130 ct.34¢ lb.
Chlor-o-Vend Ball Gum40¢ lb.
Chlor-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.

WATER SQUIRTS

Sensational - kids love them. Perfect vending. Stickers supplied.

FULL LINE OF DAVY CROCKETT ITEMS

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35c for regular sample kit of charms.

Nat'l Headquarters Oak Acorn Machines & Parts



Penny King Company

2538 Mission St.
Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

enny gum business and that the profit is quite satisfactory.

The decision to vend chewing gum by the penny ball or tab, or 5-cent pack, or both is a matter of individual choice. It is recognized as a profitable business. Tab gum and other penny gum gives a good working margin. Package gum also provides a good margin. In the confection field very few products offer more profit.

Some interesting recent facts comparing the dollar volume of sales of 1-cent tab vs. nickel packs in similar traffic locations, lead us to conclude that a nickel machine will often give a volume at least four times that of tab from equal traffic in many locations.

There seems to be a natural place for 1-cent gum in a vending set-up, and likewise a natural place for nickel gum either in a candy machine or in a separate vending machine for package gum.

Business Stature

The vending industry has attained real stature. Today it is an important national industry. This was accomplished by good business-minded individuals operating their business on a good business basis by stocking quality merchandise, items that are recognized by the consuming public, by selling fresh merchandise and making enough profit to enable them to maintain presentable, efficient equipment.

Now let's go back to the three abilities of a "Pro"—serve—show—suggest. Can these apply to the vending field? We think they can and do most admirably. And they do apply every day that you operate.

Your business is service. You "Serve." The equipment that you place serves. The quality of the equipment, the appearance of the equipment, the operational ease of this equipment and the type of products that you have in it all create in the minds of the consumers how well you serve.

The second quality of a Pro is to "Show."

Showing Goods

To show merchandise is to create sales. Again I do not presume to be in a position to tell you gentlemen who already operate successfully how to do the job.

However, it appears from the comments of any other successful operators like yourselves that there are a few fundamentals most important to creating interest and creating extra sales by merchandising—to avoid the lethargy or decline in sales that frequently happens with certain types of operations.

1. Offer the customer maximum variety to types of merchandise for the particular machine - maintain constant display of the items of widest appeal, the top sellers—then vary the other for wide assortment.
2. Change at least one type quite often—possibly at each servicing.
3. Change brands frequently again keeping in mind that the steady showing of your very top items is a must.

This seems to arouse customer interest in what's new in the vender. It brings them back, and by changing you advertise that fresh merchandise is constantly available.

Another point seems to be that in a multiple column machine, the right-hand column generally is the top seller column. Therefore, put your best sellers in the left columns so as to draw the people to the more inactive side of the machine and more equally balance your sales in all the columns of the unit.

Display packages with labels so that the customer can read them easily. Labels should be put in so that they can be read from top to bottom.

How to Suggest

And how is "Suggest" connected with the vending machine? Well, first the mere presence of the vending machine is a suggestion in itself. A poor position suggests little; a better position suggests more, and a top position gets the ultimate out of traffic.

The arrangement of items in a vending machine suggests. Don't put two yellows alongside of each

other, or two greens. Separate your colors for appeal—contrast attracts. Carry well-known names—recognized names. Make sure that all products stocked are recognizable at a glance even if you have to use decals or stickers.

Many companies, my own included, have a complete assortment of adhesive-backed stickers, decals, etc., to do a job of "suggesting." Many companies have special packaging for the vending field for ease of vending, to save servicemen time, in order that you may handle our products quicker and faster and make more money as a result. We and all companies would welcome the opportunity of showing this suggestive material and this special packaging to you.

National manufacturers spend millions to create an awareness of and an acceptance of their products. It would seem only good business to take advantage of the interest which they develop.

At the danger of being too repetitious, may we repeat again that in our opinion the vending industry is only on the threshold of its greatest expansion.

It has grown up; it has gained stature; it is recognized as a legitimate contractive service.

The appearance of machines, the freshness of merchandise within the machines, the numerous activities of merchandising all will do much to continue this progress, and we believe that chewing gum by its present volume and its potential could and should be a portion of all vending departments.

Diversify L. A., Op Group Told

LOS ANGELES, July 30.—The advantages of diversifying bulk vending routes with other types of vending equipment was discussed by Arch Riddell at the monthly meeting Tuesday (26) of the Western Vending Machine Operators.

Riddell, head of Harmony Cigarette Service, Pasadena, and chairman of Region X of the National Automatic Merchandising Association, in his talk also touched on operator advertising to increase business.

The meeting was conducted by M. R. Leidenburger, president, with Leo Weiner, treasurer, reporting on new memberships. The matter of the association's affiliation with NAMA was also discussed.

Riddell was recently re-elected managing director of the Cigarette Vendors Institute of California. At the same election Henry Davidson, of Davidson Brothers, Los Angeles, was named chairman, succeeding Albert Weymouth, who held the post for three consecutive terms.

Other members of the Institute's newly elected board of directors include Mike Carr, Coast Cigarette Vendors, Los Angeles; Mrs. Faith Guthrie, Guthrie and Guthrie, Los Angeles; Robert D. Kerley, Allied Automatic, Inc., Oakland; Clyde Love, Model Vending, Visalia; and Mike Morris, San Francisco.



VICTOR'S TOPPER

1c BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.

VICTOR'S FIVE STAR BABY GRAND \$12.50 each

FILLED CAPSULES
Assorted Mixture \$5.00 per bag of 250.

Write for prices in gum and charms for 1c machines.

H. B. HUTCHINSON JR.
840 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

Ferrara Scores Again with Red Hot Candy Peanuts

Pee Wee size - approx. 1,000 per lb. order from your distributor or direct from

FERRARA CANDY CO.
2204 W. Taylor St., Chicago 12, Ill.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



BE THERE... at your industry's Cavalcade of Service!

when



NOVEMBER 6-7-8-9, 1955

where



CONRAD HILTON HOTEL, CHICAGO

what



VENDING'S OUTSTANDING EVENT

PLAN NOW TO ATTEND THE GREAT 1955 N.A.M.A. CONVENTION-EXHIBIT

SEND FOR INFORMATION ON HOTEL RESERVATIONS

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
7 South Dearborn Street, Chicago 3, Illinois

Please send me the Official Hotel Room Reservation Application.

Name.....

Company.....

Address.....

City..... Zone..... State.....



Sked MOA Nat'l Insurance Program Drive for Aug. 1

Chi Firm to Mail Applications to All Ops; Plan 90-Day Campaign

CHICAGO, July 30.—The Music Operators of America's recently adopted national accident and health insurance program is ready to get under way.

Within the next 10 days, the first mailing in a scheduled series of 10 will go out to every member of MOA announcing that the program has progressed far enough for the signing up of applicants. The mailing will be made from the offices of the Joseph K. Dennis Company, Inc., Chicago, group insurance administrators.

The first mailing will consist of two letters. One from Joseph K. Dennis, which explains eligibility restrictions, and lists a portion of the benefits, and the other from George A. Miller, president and general manager of MOA, which reviews the reasons for group insurance and how MOA adopted the plan.

Dennis' letter explains that all MOA members and their associates, including the firm owners, the executive and sales staff and office department heads are eligible.

Altho the plan originally specifi-

ed that only members under 60 years of age were eligible, during this charter enrollment campaign, which runs for about 90 days beginning August 1, the age bracket has been raised to include members up to 70. Also, during the charter, enrollment campaign, applicants suffering from a permanent physical disability are eligible providing that 50 per cent of the association's members are enrolled.

The insurance plan provides operators with monthly income replacement benefits up to \$300, benefits for accidental death and dismemberment, a \$10,000 clause for polio and 10 other diseases and a double benefit clause when confined to a hospital.

The advantages, according to Dennis, are low cost because of group insurance rates, monthly

benefits up to five years for accident injuries, up to 12 months for sickness. No medical examination is necessary and premiums remain the same regardless of age.

Dennis urge: all MOA members to list their eligible associates as soon as possible so that his firm will have an opportunity to send additional forms during the charter enrollment period.

Miller's letter explains that the program was adopted by MOA after a special committee, assigned to investigate various insurance plans, reported to the executive officers that the plan offered operators the greatest benefits at the lowest cost. The plan was approved unanimously by the executive board, Miller said.

The insurance is being under-

(Continued on page 106)

Propose 30-Second Limit on Ad Disks

OAKLAND, Calif., July 30.—A change in the format of the recently introduced juke box advertising program is being considered by Music Operators of America, George A. Miller, president, announced this week.

Miller said that the change, if approved by the officers and directors of MOA, would shorten the length of the advertising records to be used. The original plan, adopted by the executive board last March during the MOA convention, calls for two-minute records, while the new proposal restricts all advertising material to the 30-second jingle category.

Miller said that every officer and director of MOA was notified of the proposal last week and asked to vote on the issue. He said that about half of the executive board had already answered with wires

or letters stating that they were in favor of the change. "Only one answer to date has been less than 100 per cent for the change," Miller said, "and the officer who sent that one said that he thought the public should determine what length record should be used."

Miller said that he expected that the executive board would approve of the proposed change.

He emphasized, however, that

(Continued on page 106)

RMC Appoints J. M. Novelty Ohio Distrib

YOUNGSTOWN, O., July 30.—Rock-Ola Manufacturing Corporation has appointed the J. M. Novelty Company, 5555 Mahoning Avenue, its distributor covering for Eastern Ohio. David C. Rockola, president, said the appointment was effective immediately.

J. M. Novelty, headed by veteran distributor Joseph M. Abraham, features a complete service department, a large parts department and an experienced service crew. Abraham said that he planned to hold an operator open house in the near future.

J. M. Novelty succeeds Music Vend of Eastern Ohio as Rock-Ola distributor here.

D. Jacobs Heads New Wis. Op Firm

MILWAUKEE, July 30.—Donald Jacobs, brother of Harry Jacobs, who heads United, Inc., Wurlitzer distributor, has organized his own operating company, handling music and vending equipment.

His business headquarters are currently at his home, 2138 S. Livingston Terrace, West Allis.

Donald spent the last 13 years working with his brother, specializing in maintenance and repair work. In addition to his music and vending equipment, he has set up a route of several hundred "On-Time Clocks" in motels throught this area.

Rock-Ola Preps Warranties

CHICAGO, July 30.—Beginning Monday (1), Rock-Ola Manufacturing Corporation will issue warranty bonds with all phonograph purchases.

Wayne Bradfield, advertising and sales promotion director, said: "Altho Rock-Ola has guaranteed its equipment for many years, it is felt that this written proof would call attention to this operator protection."

Bradfield said that the warranty covered all working parts of the phonograph for a period of 90 days. Each warranty, he said, will carry the serial and model number of the phonograph in question. Only tubes and electronic equipment are omitted from the warranty, he said.

Coven Music Unveils Low-Priced Speaker

CHICAGO, July 30.—A new low-priced quality reproduction juke box wall speaker was unveiled this week at the offices of Coven Music Corporation.

The speaker, according to Ben Coven, head of the firm, is being produced and marketed exclusively by Coven. He said the unit was the result of seven months of experiments.

The speaker lists for \$10.95, altho there is a quantity price of \$9.95 when ordered in lots of one dozen or more.

Coven said the speaker was available in two styles—"modern" and "contemporary." Both styles are 12 inches wide and 14 inches high. Both are colored in grey. A second color, neutral, will be available in the near future, Coven said.

Sound reproduction of the speakers ranges from 53 cycles to over 12,000 cycles. Coven said that the speakers were designed to check the high cost problem of speaker installations with high-fidelity equipment.

"The speakers, cones and baffles were designed especially for this unit," Coven said. The unit uses an eight-inch speaker.

The speakers are shipped two to a carton. Immediate delivery is promised.

Also in production at Coven is a transformer, available for a six to eight ohm speaker.

Coven said that all inquiries should be sent direct to his Chicago office, 3181 Elston Avenue.

Coven is also the Wurlitzer distributor in this area.

Atlantic Corp. In New Qtrs.

NEW YORK, July 30.—Atlantic-New York Corporation, Seeburg distributor, opened the doors of its newly acquired quarters at 843-49 Tenth Avenue this week.

Occupying an area of approximately 18,000 square feet, with ample parking facilities, the new building features air conditioning, a large parts department, modern offices, a separate refinishing department, lounges, locker rooms and an up-to-date service shop.

Equipment now being handled and checked by Atlantic New York travels in a circular route, ending up in the trucking department where it is shipped to customers. New and old machines alike travel the complete chain of inspection.

At present, the firm employs about 50 persons with plans for expansion in several departments.

A grand opening will be held sometime after Labor Day, officials announced. Final decorative touches were still being made this week, altho business was carried on as usual.

JUKE BOX— WITH VIOLINS

KENOSHA, Wis., July 30.—"Come in and hear the coin-operated violins"—that's the sales pitch at Ambrose's, tavern and restaurant on Highway 41 here.

Ambrose's has one of the most unique attractions to be found in the area. It's an old Mills violin virtuoso which plays a medley of six tunes for a dime.

Customers often travel long distances to eat and drink to the music of the miniature violins behind the glass front of the machine.

In operation now for a number of years without a serious breakdown, the antique unit is repaired when necessary with parts from a second such machine kept on hand at the location.

Miller Skeds Fall MOA Exec Meeting

OAKLAND, Calif., July 30.—George A. Miller, president and general business manager of Music Operators of America, announced this week that an executive board of directors meeting would be called during the latter part of September or the beginning of October at the Morrison Hotel in Chicago.

Miller said that the primary purpose of the meeting would be to discuss copyright legislation.

Other topics expected to be aired, Miller said, were MOA's individual membership drive and the 1956 convention. He said that the membership drive was progressing, with new member applications coming into the MOA offices here every day.

Complete 4th Factory School at AMI

GRAND RAPIDS, Mich., July 30.—AMI's fourth factory supervised service school came to a close yesterday (29), with eight distributor servicemen completing the week-long training program.

The classes were conducted by Al Mason, assisted by Clifford Biting. Instruction consists of electronic and mechanical theory and practice, materials; practical application of efficient methods of assembly, and the use of special tools and testing equipment. The instruction is geared for men who already have a thoro knowledge of juke box maintenance work.

The servicemen who completed the course this week were: Perry F. Hackert, Monroe Coin Machine Exchange, Cleveland; Bill Ellis, Birmingham Vending Company, Birmingham; Jesse Burse, Southern Amusement Company, Memphis; Ralph Schnieder, Runyon Sales Company, New York; Michael Politica, Runyon Sales Company, New York; Jerry Becker, Central Distributors, Kansas City, and Ed Holmes, Lieberman Music Company, Minneapolis.

Bill FitzGerald, advertising and sales and promotion manager, announced that this would be the last service school conducted during the summer months. He said, however, that they would be continued again in the fall, probably around the end of September.

The service schools are open to operators and their servicemen as well as to AMI distributors.

Copyr't Office Plan Protested By Neb. Assn.

OMAHA, July 30.—The Nebraska Phonograph Operators' Association urged this week that every member get behind the request made by George A. Miller, president of Music Operators of America (The Billboard, July 30), in which he asked that every operator wire or write his congressman in protest of the Copyright Office's proposed study of the 1909 Copyright Act, with an aim to revision.

Howard N. Ellis, secretary-treasurer of the Nebraska organization, said that four Nebraska congressmen were listed in the association's mailing and each operator was asked to act on the matter this week.

Filitti Named RMSA Op Golf Chairman

CHICAGO, July 30.—Joe Filitti, head of Blackstone Music, has been named chairman of Recorded Music Service Association's annual golf outing, Phil Levin, president, announced this week.

Filitti will be responsible for setting up all arrangements at Bunker Hill Country Club.

Other committeemen include all of RMSA's board of directors.

The association expected about 600 to attend the event, scheduled for September 8.

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:

EPIC RECORDS PLANS A DRIVE to build the label to major status. It hopes no longer to be tagged as a Columbia Records subsidiary.

HEAVY POP COVER ACTION seems slated on "Satisfied Mind," the tune which now has three versions riding on the country and western best-selling chart.

TWO DISKS THIS WEEK WON Billboard Triple-Crown Awards. In the country field Webb Pierce won the honor while the accolade went to Bill Haley on the pop side.

A CONTRACT HASSLE IS BREWING between Abbott Records and RCA Victor over the DeCastro Sisters.

An many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Wurlitzer Mixes Minks, Jukes—Ups Summer Sale

NORTH TONAWANDA, N. Y., July 30.—The Rudolph Wurlitzer Company has launched a new premium merchandising scheme.

Mink stoles, mink jackets and mink coats furnished by New York furrier Milton C. Herman Company are awarded operators buying new Wurlitzer phonographs at list price from distributors.

The minks are paid for by the Wurlitzer distributors, who send in the names of operators purchasing from three to 10 new juke boxes to the fur company.

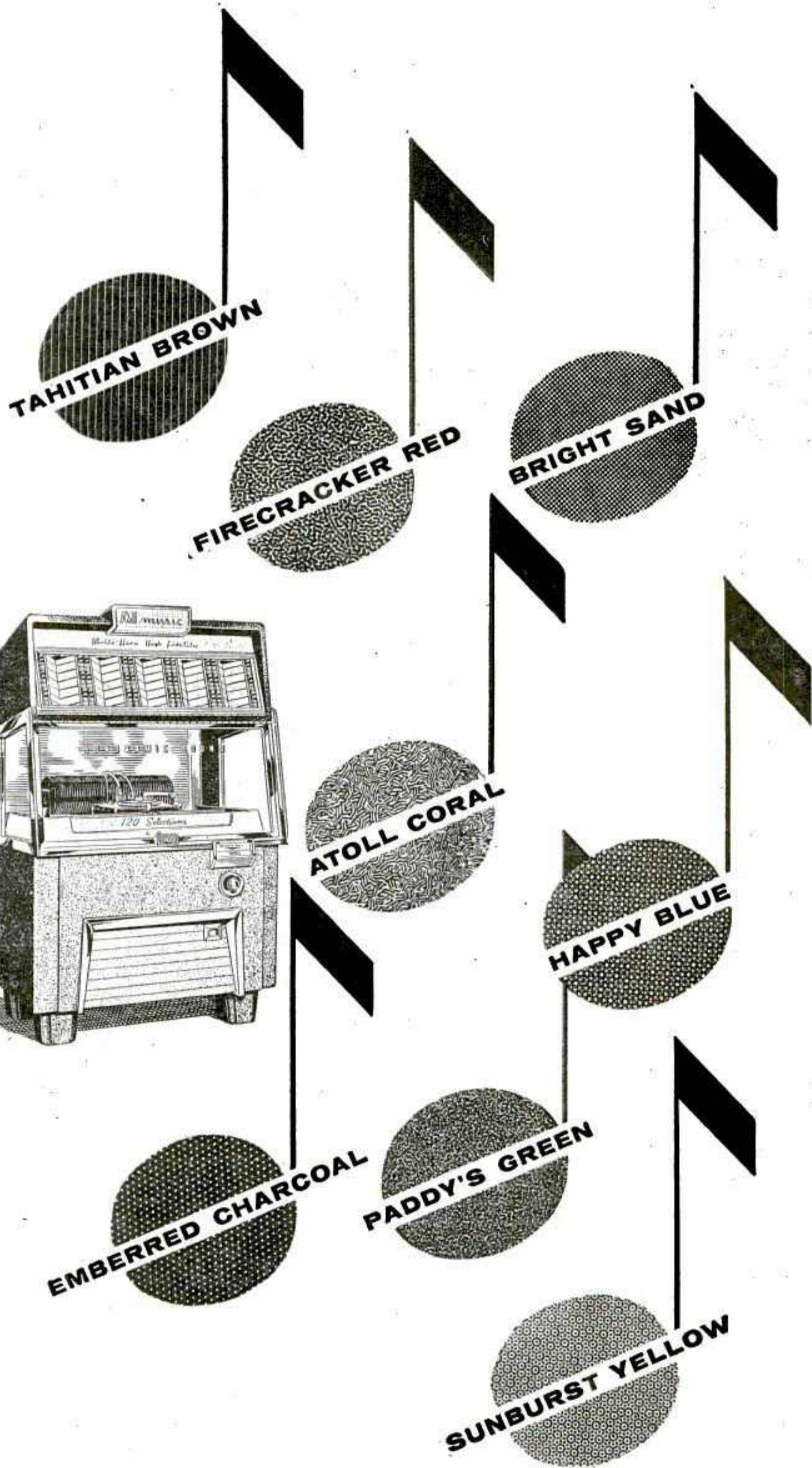
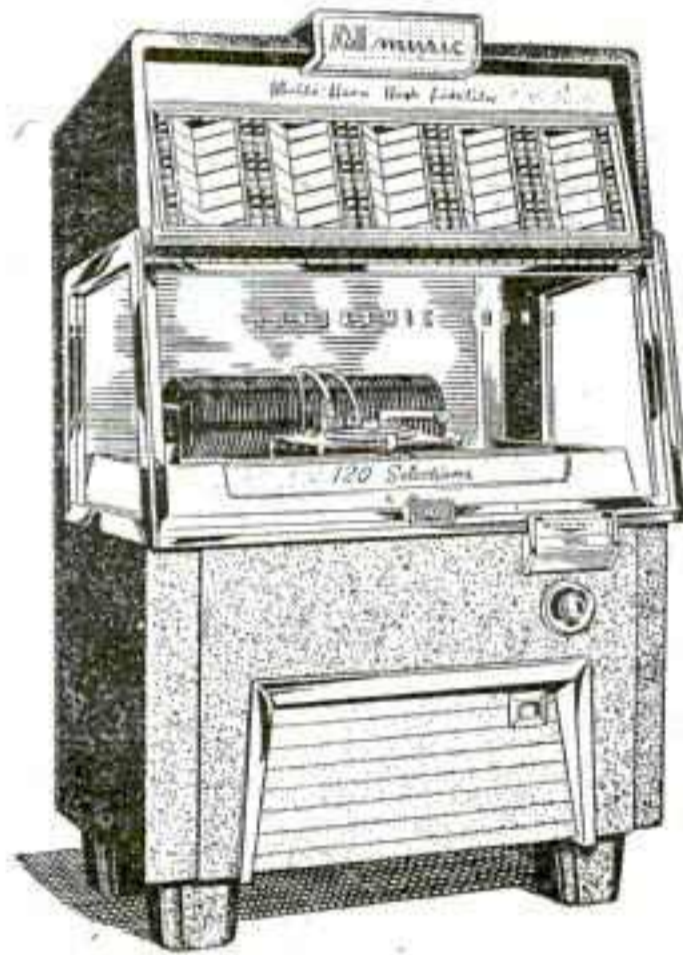
Operators buying three new phonographs at list price are awarded a new mink cape stole worth approximately \$675—a genuine ranch mink with matched furs; buyers of six machines get a \$1,500 mink jacket; purchasers of 10 or more juke boxes make off with a three-quarter length mink coat, valued at approximately \$2,750.

Wurlitzer premium offer began July 15 and will continue thru September 30. The move was made as a summer sales stimulant.

**colorful
music**
from the
**colorful
"F"**

The "F's"

High Fidelity reproduction
of every selection
and the amazing
"all-overness" of its
Multi-Horn sound system
(makes for music as
colorful as the phonograph
from which it issues.
Choice of 8 exciting
decorator colors
to suit every type
of location.)

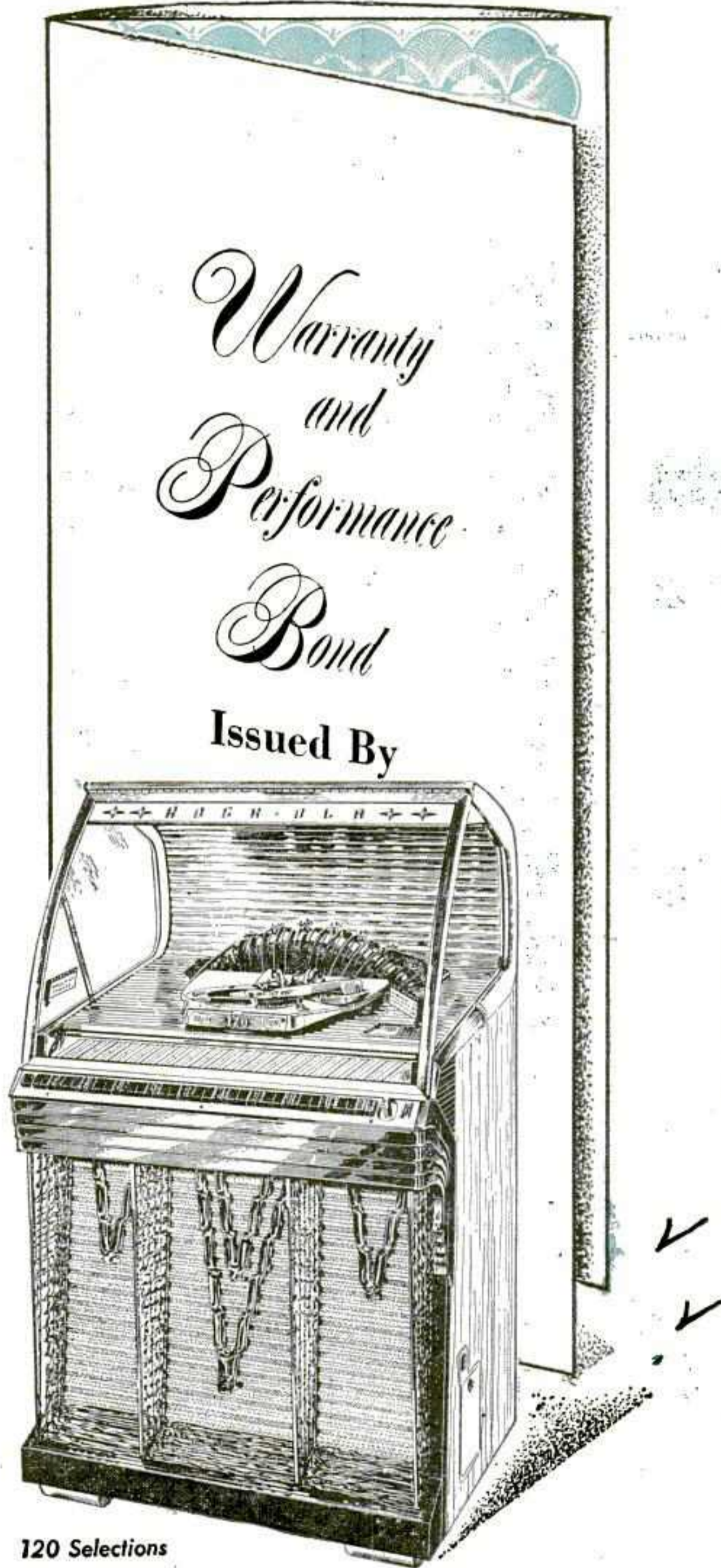


Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

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



THIS BOND IS YOUR

**WHEN YOU BUY AND
OPERATE ROCK-OLA PHONOGRAPHS**

**Every new ROCK-OLA Phonograph
sold is backed by a warranty
and performance bond for your
protection — just another reason
why ROCK-OLA phonographs are ...**

120 Selections

800 N. Kedzie Ave. • Chicago 51, Illinois

SPOT CHECK

Resorts Find
Ops Improve
Coin Business

MINOCQUA, Wis., July 30.—Spot checks with several resort owners in the Manitowish Waters and Minocqua area of Northern Wisconsin shows that a growing number of resort owners are getting rid of their own equipment and turning to coin machine operators for music and game installations.

Enjoying a terrific season this year due to the long stretch of hot, humid weather, resort owners here report that they are racking up one of their finest summers on record, and coin machines are gobbling up a fair share of the vacation spending spree.

Deer Park Lodge owner Ben Epstein reports that experience has taught him the futility of attempting to provide guests with high quality, late issue coin machine equipment during the brief summer season on his own.

"We finally realized that we are in the resort business and not operating coin machines. We were unable to buy a new 100-play juke box, let alone load it with the top tunes," he said.

"Coin machine maintenance problems also turned into giant headaches. Whenever our resort owned games and music machines broke down, the cost of having them repaired was impractical. Now we find we are much better off letting a coin machine firm in nearby Hurley put in the machines and give us a fair commission."

UMO Preems
New Brochure
On Progress

DETROIT, July 30.—In an unusual and effective move of industry public relations, the United Music Operators of Michigan is distributing a 10-page brochure of letter-sheet size, reviewing the accomplishments of its first year.

The story, prepared by Conciliator Roy Small, is being told, not in the words of its own organization, but thru the more objective accounts of its activity as covered by The Billboard and other trade papers, together with some clippings from the local papers. Photographic reproductions of the original stories are being used, reminding readers of what actually has been done in one year.

The booklets are being distributed to all operators, to show them the value of their own association, and to the press as a public relations move, supporting the position that the Detroit juke box industry has achieved a new maturity and stability.

Canadian Ops Find
2-Nickel Juke Play
Aids Dime Switch

TORONTO, July 30.—Altho juke box operators in America are just beginning to realize the benefits offered by 2-nickel play on juke boxes, operators in this country have had a year's experience with the system and are now staunch supporters of the 2-nickel trend.

One operator said, "the system has been working thruout Canada for over a year now and collections have climbed about 20 per cent as a result."

So successful has the 2-nickel system been in this country that now all Seeburg machines are equipped with it—at no expense to the operator.

R. C. Gilchrist, Seeburg distributor in Canada, explained that 2-nickel play aided operators considerably when switching to dime play. This new system along with a liberal usage of EP records has done much to reduce opposition to dime play in this country, he said.

COINMEN YOU KNOW

Chicago

By KEN KNAUF

BALLY BOWLERS DRAW COMMENTS. The new Bally Manufacturing Company shuffle bowlers, featuring actual bowling scores, are drawing good comments from distributors around the country, Jack Nelson, general sales manager, said this week. . . . Bob Catzarro, local union official, reports continued progress in recruiting operators in the Chicago area. . . . Len Micon, World Wide Distributors, is on vacation this week. Harry Levitan, World Wide road representative, is happy with operators' enthusiasm for the Rock-Ola phonographs. . . . Joe Kline and Wally Finck, First Coin Machine Exchange, are getting ready for an overflow crowd at their showing Wednesday (3) of the new Chicago Coin Bull's Eye Bowler.

Visiting with Frank Mencuri at Exhibit Supply during the week were George Worcester, Arcade operator from Heidenheimer, Tex., and Joe Munves, New York, who stopped en route from West Coast. Harry Julius, Royal American Shows, now in Canada, reported the new Exhibit Davy Crockett cards doing well there. . . . Mort Levinson, National Coin Machine Exchange, hit Las Vegas on vacation during the week, and if he still has money, will continue to Los Angeles. National chief Joe Schwartz is still on vacation up North, while Sheldon Spira is handling the office chores.

Dave Gottlieb, D. Gottlieb & Company, on vacation at Eagle River, Wis., was visited last weekend by Nate and Sol Gottlieb. Alvin Gottlieb is busy with sales on the new five-ball game, Sweet Add-A-Line. . . . The many friends of Ben Becker, United Manufacturing Company roadman, were sorry to hear of his death in Montreal during a sales trip Saturday (23). . . . Art Weinand, Williams Manufacturing Company, is getting sales under way on the firm's new five-ball, Three Deuces.

Mel Binks, Binks Industries head, is a grandfather again. Mel's son, Don, was recently presented with a new baby daughter. . . . Paul Huebsch, J. H. Keeney & Company, is ready to embark on a two-week recreation fest. Bill Coan Jr. is also preparing to leave the plant, but he has a sales trip on the agenda. . . . Herb Perkins, Purveyor Distributing Company, has coined a new moniker for his coin game advertising lists—calls it "Coin-O-Rama."

Lew (Colonel) Lewis, Merit Industries, is back from a trip to Minnesota. Lew's father died recently. . . . Ernie Rezeau, Genco Manufacturing & Sales Company, is back from his recent sales trip, and planning to head out West next. Ralph Sheffield is looking forward to two weeks' vacation early in August—soon as Avron Gensburg gets back from down South.

Les Rieck and Ed Ristau, of Rock-Ola, are out visiting distributors around the country. Wayne Bradfield says Rock-Ola sales are continuing to soar along, with summer heat no problem so far. . . . Jack and Bill Bush, Peoria operators, were in town visiting Atlas Music, and also visiting the nearby ball parks. Nate Feinstein, of Atlas, reports export division expanding rapidly, with new customers making inquiries.

Cincinnati

By ELINOR C. BATTE

COMBATING HEAT. Members of the Automatic Phonograph Owners' Association are trying to keep cool during the heat wave. William Marmer reports that members calling on him are enjoying the air-conditioning system in the firm's new building on Central Parkway. . . . Milton Marmer, associated with his father in the Marmer Distributing Company, is on vacation with his wife and two children in Holland, Mich. They expect to remain in the Wolverine State for two or three weeks.

Dolores Whitehead, office secretary at Marmer Distributing Company, has returned from a two-week vacation. . . . Jack Silvernell, associated with Marmer Distributing, took off by plane recently for a two-week vacation on the West Coast. . . . Si Mann, associated with Diamond Vending Machine Company, is recuperating at his home from a recent operation.

Joe Weinberger, who operates Southern Automatic Music Company, has returned from Louisville where he attended the funeral of his mother, Mrs. Mina Weinberger. Mrs. Weinberger, who was 86 years old, died July 22. . . . Matt Maley, associated with Southern Automatic Music, is fishing at Sandusky, O.

New York

By AARON STERNFIELD

REPORTS EXPORT TRADE GOOD. The coin machine export business is doing well, reports Murray Kaye, of Atlantic New York Corporation. . . . Mike Munves reports wonderful business with his new Exhibit Treasure Cove. . . . Ted Seidel mentioning Wilbur Aaronson's honeymoon on Cape Cod. . . . Harry Koepfel is due back from a new Albany location with news for brother Hymie Koepfel on this new outlet. . . . Jack Mitnick, AMI representative, was in Boston on business. . . . Harry Berger is in the Catskills for a long weekend. . . . Joe Fishman is up to Myer Parkoff's modern location at 56th and 10th Ave.

Boston

By CAMERON DEWAR

TRUCK STRIKE PLAGUES TRADE. Broiling temperatures and the sixth week of the New England truck strike were still crimping the style of many operators and distributors, but didn't stop some of them from taking trips about the countryside. . . . Ed Ravreby, World Fair & Associated Amusements, made a 1,400-mile trip as far as the Canadian border and back thru Vermont, New Hampshire, Connecticut, into Manhattan and over to Long Island.

Ravreby reports business good in the North, having visited with Jerry Vielleux, St. Johnsbury, Vt.; H. H. Gregory, Lyndonville, Vt.; John Wallace, Newport, R. I.; George Everett, Groveton, N. H.; Curtis Lawrence, Claremont, N. H.; Charles Ricardi, Twin Mountain, Vt.; O. E. Gilbert, Colebrook, N. H.; George George, Manchester, N. H.; Oscar Pratt, Manchester, N. H.; Joe Risner and George Epzpetro, Springfield, Mass.; Pat D'Amico and Edward McCaffery, of Salem, N. H.; Jim Wescott, Reading, Mass., and in Bristol, Conn., he saw Joe Gaity, Flint Newton and George Rode.

Si Redd, Redd Distributors, is expecting big things of the Bally ABC Bowler. Redd's promotion man, Ed Pearle, says his last summer's stamping ground, the Sacanda Playhouse, N. Y., burned to the ground. It was right after the matinee of "Guys and Dolls." . . . Ed

and sales chief Bob Jones went to the operators meeting in Dracut, at the Princeton Inn. Bob addressed the gathering and showed off the Wurlitzer 1800. . . . Redd's bookkeeper, Helen Ford, is back from vacation with a nice tan after swimming in Buzzard's Bay. . . . Jerry Columbo's girl Friday, Natalie Nelson, is also back from a fine time in North Berwick, Me.

Jerry Flatto, Boston Record Distributors, was dining and wining in a big way this week. Threw a big whingding for the Crew Cuts at Ruby Foo's Restaurant. Among the guests were Arnold Blatt, Hub operator, and son of Barney Blatt (AMI), Atlas Distributors. Chet Wood and Paul Magid, Mercury officials, also attended. Jerry was also having dinner with Kitty Kallen and hubby Bud Granoff. . . . Operators who braved the heat to visit around this week were Connie Poicus, South Boston; Sidney Walbarst, Newton; Al Dolins, Hyannis; Joe Rossiter, Lynn; Dave Baker, Arlington, and Francis Johnston, Haverhill.

Pittsburgh

By LEON LEFFINGWELL

GETS GOOD RESULTS ON DIME PLAY. Morris Vinocur, head of Monarch Music, who started converting to dime juke box play about three months ago, is now almost totally converted. Play volume dropped, he reports, but dollar volume went up. . . . Sidney Weinstein's younger son, Michael Paul, has been nicknamed (Mickey) by his sister, Nancy Sue.

Mrs. Jean Brown, who works in the office of Glenn Gillette, returned from a vacation in New Orleans. . . . Samuel Lane, spokesman for Leslie One-Stop, is getting good reports from customers on the convenience of buying their records at the Pennsylvania and New York locations.

Detroit

By HAL REVES

UNION FIELD MAN RECUPERATES. John Welch, field man for Teamsters' Local 985, is out of the hospital following treatment for an infection resulting from an accident on a truck. . . . Vince Meli, head of Meltone Music, is vacationing in Northern Michigan with Mrs. Meli, who is recuperating following a recent heart attack. . . . Frank Antaya, head of AAA Phonograph Company, is undergoing examination for a recent illness, tentatively diagnosed as a stomach ulcer.

Frank Alluvot, owner of Frank's Music, entertained a party of operators at his cottage on Case Lake, including Tony Siracuse, of Circle Music Company, and Mrs. Siracuse; Roy Small, conciliator of the United Music Operators (UMO), and Mrs. Small. . . . Ed Carlson, of Carlson Music Company, past president of the UMO, has left with Mrs. Carlson to furnish and open the new home which he has just finished building.

Los Angeles

By JOEL FRIEDMAN

SELLS COIN MACHINES TO DISNEYLAND. Ed Wisler, Minthorne Music Company, reports the sale of a large amount of coin-operated equipment for use at Walt Disney's Disneyland. Wisler gets a brief spell from his road trips, taking over for general manager Hank Tronick while the latter is on vacation. Jean and Dolores Minthorne are commuting once again from their Malibu beach home during the summer. . . . Hymie Rosenberg was elated no end as the first models of his new conversion, Riviera, rolled off the production lines this week. The new unit has been received with enthusiasm, Rosenberg reports.

Sam Ricklin, California Music, is swamped with orders while Gabe Orland vacations in Canada. Pert Martha Delgado, veteran salesgirl at the one-stop, returned from her brief hiatus last week. . . . George Miller, Music Operators of America president, is slated to be in Los Angeles for the next meeting of the local branch of the California Music Merchants' Association. . . . Ben Chemers, business manager for the group here, expects a big turnout for the meeting August 2. . . . Jerry Ingles is visiting here this week from Boise, Idaho. . . . Music operator Ray Lamb is currently recuperating at Ensenada, Mexico, from a recent back injury. . . . Charlie Daniels, Paul Laymon Company, is back on the job again and sporting a coat of bronze tan. Both Paul and Lucille Laymon are shouting the praises of their famed rose garden.

On hand for the formal Disneyland opening recently at Anaheim, Calif., were Wurlitzer representatives A. D. Palmer, Morris Bristol and E. H. Lloyd, Chicago; Robert Bear, North Tonawanda, N. Y.; Gary Sinclair, and juke distributors Wayne Copeland, Los Angeles; C. A. Culp, Oklahoma City; Raymond Williams, Dallas; Bill Williams, Memphis; Ken Drake, Augusta, Ga.; Mike Savio, Denver; Tony Avitable, Tucson, Ariz.; Ron Peeple, Seattle; Put Kincaid, Boise, Idaho, and William Rosenberg, San Francisco.

Miami

By RAOUL SHAPIRO

BACK FROM VACATION. Sandy Beach, Decca salesman for Brooke Distributing, is back from his vacation up Cincinnati way. Says it's wonderful to be back where the evening breezes let one sleep nights. . . . Mentioned last week that Norman Roger's new car had everything in it but a coin chute. Forgot to say that it also had no dents, but that little detail was taken care of promptly while he was parked. . . . Talking about dents, Dave Friedman, American Operating Company, can consider himself the luckiest man in Miami. Dave was hit broadside while in his car, and was spun around, but emerged without a scratch. He celebrated his good fortune by buying a brand new Olds. . . . Thanks to the wonders of the sulfa drugs, Jimmie Bonnie, business manager of the AMOA, is back on the job after a siege of pneumonia.

The well-known Thursday night Gin Club, composed of Willie Levy, Harry Zimand, Dave Friedman, Whitey Pincus and Willie Blatt, were taught a real lesson at the past session. Willie Blatt wound up the only winner, and not being one to hide behind false modesty, Willie took the score sheet to New York with him so that all their mutual friends could see how a real gin rummy player makes out when the chips are down. . . . Ken Willis, Bush Distributing Company, is back from a whirlwind trip thru Central and South America. Ken reports business is good south of the border.

Bobby Schwartz, B&B Amusement, is taking a couple of weeks off for a well deserved rest. Of course, his sidekick, Buddy, is taking care of things well. . . . Jo Hiller, female dynamo at Binkley Distributing Company, got herself a new Bikini swim suit. She spent the past weekend trying to even up her tan. . . . Mrs. Morris Diamond, Diamond Amusement Company, traveled up to Canada to visit her mother, who is ailing.

Ted Bush, Bush Distributing Company, was out fishing in the Everglades again this past week. His new burn looks swell. . . .

(Continued on page 106)

JUKE MFRS. COMPLETING VACATIONS

NORTH TONAWANDA, N. Y., July 30.—The Rudolph Wurlitzer Company will wind up its vacation schedule Friday (5), resuming production on the following Monday.

With the return of the Wurlitzer plant to production, this year's summer vacation schedules will have been completed by the four juke box manufacturers. A.M.I., Rock-Ola and Seeburg completed their schedules earlier this month.

Wurlitzer shut down operations on the evening of July 22, leaving only a skeleton crew on hand as is the custom.

Coin Machine Inventor, Karl K. Schwartz, Dies

SHEBOYGAN, Wis., July 30.—Karl K. Schwartz, well-known inventor in the coin machine industry, died in the Sheboygan Hospital here July 13.

Recognized as Wisconsin's foremost inventor, he had taken out more than 100 patents on coin machine devices. Among his inventions were an automatic gasoline pump computer, a sortograph

MOA Insurance

Continued from page 102

written by the Continental Casualty Insurance Company.

The Dennis letter does not mention price, it was outlined at the MOA convention as follows: Insured member will be required to pay \$9 a month for a \$200 contract, \$11.50 for a \$250 policy and \$12.75 for a \$300 policy. It was pointed out at that time that a similar policy taken out on an individual basis would be approximately 50 per cent more.

The policy does not cover operator employees other than top management heads. For this reason some operators felt that it was somewhat inadequate. However, both Dennis and Miller have declared that they were investigating the possibilities of such an addition to the plan.

Miller said that a similar plan had been adopted by music operators in California and that it was working out well. He said that if enough operators join the plan, eventually car insurance, equipment insurance, fire insurance, etc. would be included at the group rate.

used by banks to sort and count coins, and various juke box improvements.

30-Second Limit

Continued from page 102

"regardless of what type record we decide to use, it will be the public who will have the last voice in the matter. We will not approve or get behind the working of this plan until it has been tested and re-tested in various sections of the country."

The proposed change was suggested by Rodney Pantages, who is the originator of the plan and who is responsible for its progress. Pantages said that national advertisers contacted thus far have shown enthusiasm over the 30-second jingle type disk, but have been hesitant about the longer playing two-minute recording.

Letters announcing the proposed change are also being sent to every member of MOA, Miller said.

The advertising program was introduced last March by Pantages. Basically it is as follows: Pantages would set up an advertising agency which would contact national advertisers interested in plugging their products over the nation's juke boxes. Records to be used would be made with the juke box in mind—keeping the commercial or advertising plug restricted to the "Sweet Muriel" and "Look Sharp, Be Sharp" type of ditty.

The records (now proposed to be 30 seconds in length) would be tripped automatically every 20 or 30 minutes. Approximately four records would be used on every phonograph, which would therefore complete a full cycle every four hours based on a 30-minute timing.

The records would be supplied to operators at no charge, the advertisers paying for the shipping and manufacturing costs. In addition, operators would receive a set amount for each record played on a juke box, which could then be split with the location owners.

COINMEN YOU KNOW

Continued from page 105

Biggest record of the week at Budisco is Mindy Carson's "Wake the Town and Tell the People," followed closely by Cliffie Stone's "Too Pooped to Pop!" Morris Marder, M&M Service, bought a game route from Advance Music Company. . . . Joe Mangone, All Coin Amusement, was off again on another business trip. That poor guy just never gets a chance to enjoy his beautiful swimming pool. . . . Ozzie Truppman, Crown Prince at Busu Distributing Company, is off for a week's rest somewhere. . . . Brooke Distributors' new record player salesroom is nearing completion, and when finished will be one of the most beautiful showrooms in Miami.

Milwaukee

By BEN OLLMAN

DISK MAN ON TV SLATE. Stu Glassman, Radio Doctors disk buyer, is slated for a return appearance on the popular TV show, "On the Record." Glassman is widely recognized in platter circles as an expert, particularly in the jazz field. . . . Bob Puccio, of P. & P. Novelty Company, finally caught up with his outdoor sports-minded partner, Joe Pelligrino. This week he bought a runabout boat, and now they both are boat enthusiasts, spending most of their spare time sailing over the nearby inland lakes and on Lake Michigan. With vacation time just a few weeks ahead, Bob Puccio is planning to take his new craft with him up north to Peshtigo.

Hastings Distributing Company experienced a nice climb in operator premium buying this week, according to Sam Hastings. Operators stopping by to look over prize merchandise included: Red Jacomet, Dick Manhardt, Harry Cisler, of Milwaukee, and out-of-towners Roger Bookmeier, of Green Bay, and Bob Klement, of Fort Atkinson. . . . A change in route ownership recently saw Arthur Bartz buy out the holdings and locations of veteran coinman Elويد Consted, of Mount Horeb.

Harry Jacobs Sr., of the United, Inc., Wurlitzer distributing firm, was saddened this week by the death of his uncle, Ernest Schmazthagen, 79. . . . According to Bill Farr, Columbia Records sales boss here for distributor Morley-Murphy, Inc., the Mitch Miller waxing of "Yellow Rose of Summer" is taking off with a tremendous burst of sales among operators all over the State. Visiting with Farr this week is Columbia's district manager Ken Glancy and display and merchandising manager Art Schwartz.

Kansas City

By BOB TATUM

RETURNS FROM WEST COAST. Joe Evola, partner in Paramount Music here, has returned from a month's trip to the West Coast. He, his wife, son and daughter-in-law also stopped off in Las Vegas, Colorado Springs and Albuquerque, N. M. . . . White in Albuquerque, Evola visited with Harry Snodgrass, a major operator there. Snodgrass is recovering from a serious operation and has just been released from the hospital.

Jim Morris, of Intercity Music & Enterprises, and Bill Woestemeyer, manager of the firm's retail store in Kansas City, Kan., are back in the city after attending the WAMM convention in Chicago. Their new store is open for business, but the grand opening is planned in about two weeks, Woestemeyer said. . . . John Balk, manager of Mid-West Distributors, has been in Topeka visiting operators there. He talked with Al Rettig, of Ideal Music Company, who has been released after three weeks in a hospital being treated for a heart ailment.

Balk also said Walt Hopkins has been busy painting the inside of his house, and the intrepid catfish expert, Bill Turner, of Turner Amusement Company, Topeka, has run into some bad fishing luck. . . . Among the visitors at Mid-West was Bill Whetsell, of Melody Music Company, St. Joseph. . . . Other visitors in the city include Gerald Knost, Pittsburg, Kan., partner in Baker-Knost there; F. F. West and J. E. Todd, of Todd & West Amusement, Inc., Ottawa, Kan., and Ernie Brubaker, of the Brubaker Amusement, Baldwin, Kan.

Fred Lamb, manager at Uni-Con, reported great interest in his first floor sample of the A. B. C. Bally Bowler. . . . Visiting Lamb was Art Weinand, sales manager of the Williams Manufacturing Company, Chicago, who spent a day and a half here. Williams is pushing the firm's new King of Swat and Sidewalk Engineer games. . . . Richard Nelson, mechanic at Howe Amusement, is telling about the sharks and sunrises he caught while deep sea fishing recently off Catalina island. He and his wife and two children are back from a two-week vacation on the West Coast.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

August 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.

August 9—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

August 10—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

August 10—Music Operators' Association of St. Joseph Valley, biweekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

August 15—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

August 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

September 8—Massachusetts Music Operators' Association, monthly meeting, Hotel Kenmore, Boston.

September 11-12—South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton, Chicago.



SEEBURG CONVERSION . . .

. . . M100-A's TO 45 RPM
Clip & mail this coupon today

D. W. PRICE CORP.
Manufacturers
11147 W. Pico Blvd.
Los Angeles 64, Calif.

Show me how I can convert Seeburg M100-A's to 45 rpm . . . and pay for conversion out of record cost savings!

Name.....
Company.....
Address.....
City..... Zone..... State.....




COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **INTERNATIONAL SALES REPORT.** Billboard's International Coin Machine Executive Board announced in special International Sales Edition. As part of comprehensive report on world coin machine conditions, many serious coin machine obstacles in various countries are cited. (Page 86, The Billboard, July 30.)
- **GROWTH, POTENTIAL & PROBLEMS TOLD AT NABV MEET.** Great growth potential thru diversification dominant overtone at National Association of Bulk Vendors' meet here July 15-17. Name-change and election of officers also featured at fifth annual convention. (Page 90, The Billboard, July 30.)
- **WORLD JUKE PICTURE TAKES NEW LOOK.** World juke box market is expanding. Countries which previously imported U. S. juke boxes now manufacturing their own, either of original design or thru licensing from a U. S. manufacturer. The machines are then used domestically or exported. Firms and countries named. (Page 1, The Billboard, July 30.)

IF YOU MISSED READING THE JULY 30 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A Continuing Story of Leadership in Action

featured

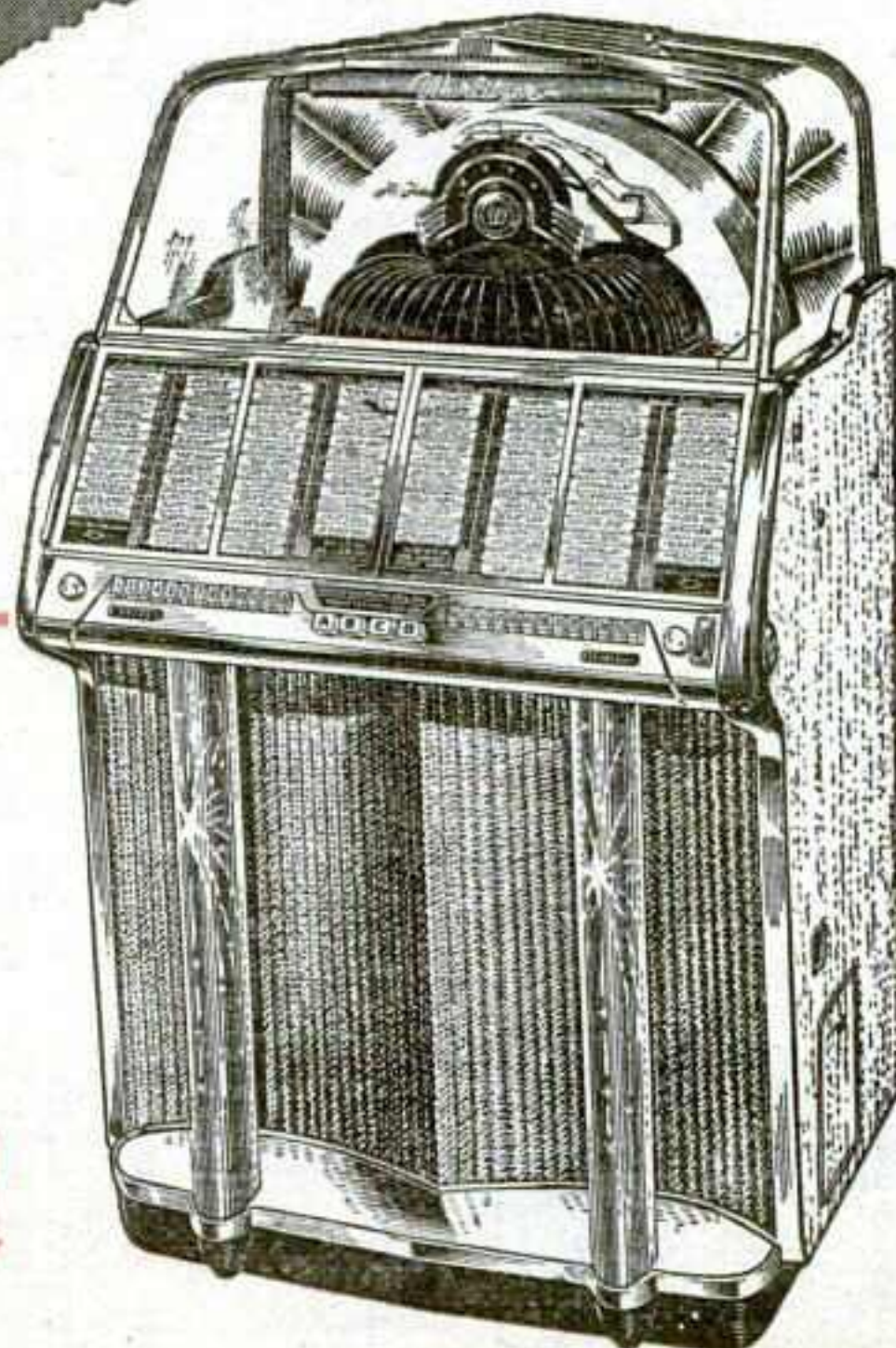
in the Fabulous WURLITZER 1800

The finest mechanism in the industry



- ★ STURDY, SIMPLIFIED RECORD CHANGER
- ★ FASCINATING CAROUSEL ACTION
- ★ ZENITH COBRA STYLUS TO LENGTHEN RECORD LIFE

WURLITZER 1800



THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS



The Official
Musical
Instruments in

WURLITZER Disneyland

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

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 vendors, 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 with issue dated July 23, 1955)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
2. EXHIBIT—Shooting Gallery
3. UNITED—Big Top
3. UNITED—Carnival Gun
3. EXHIBIT—Hi Ball
3. SEEBURG—Shoot the Bear
3. EXHIBIT—Sportland

MUSIC MACHINES

- 1. AMI—Model C
2. SEEBURG—M-100-A (78 RPM)
2. SEEBURG—M-100-B
4. WURLITZER—1500
5. AMI—Model A
5. WURLITZER—1100

SHUFFLE GAMES

- 1. UNITED—Olympic Shuffle Alley
2. UNITED—Royal Shuffle Alley
2. UNITED—Star 10 Frame, 6 player
4. UNITED—Cascade Shuffle Alley, 6 player
4. UNITED—Shuffle Alley Deluxe, 6 player

VENDING MACHINES

- NORTHWESTERN—39, 1c
2. NATIONAL—918
2. NATIONAL—950
2. ROWE IMPERIAL—6 Col.
2. ROWE IMPERIAL—8 col.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Beach Club
2. Palm Springs
3. Surf Club

GOTTlieb

- 1. Guys & Dolls
2. Lovely Lucy
3. Gold Star
3. Skill Pool

UNITED

- 1. Rio
2. Nevada
3. Cabana

WILLIAMS

- 1. Struggle Buggie
2. Army & Navy
2. Super World Series
2. Twenty d

PINBALL GAMES

Table with columns: HIGH, LOW, Times Advt'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

CHICAGO COIN

Table with columns: HIGH, LOW, Times Advt'd. Lists Basketball Champ, Tahiti.

EVANS

Table with columns: HIGH, LOW, Times Advt'd. Lists Saddle & Turf, Club.

GENCO

Table with columns: HIGH, LOW, Times Advt'd. Lists Basketball, 2 player, 400, etc.

GOTTlieb

Table with columns: HIGH, LOW, Times Advt'd. Lists Arabian Knights, Chinatown, etc.

UNIVERSAL

Table with columns: HIGH, LOW, Times Advt'd. Lists Five Star, Singapore.

WILLIAMS

Table with columns: HIGH, LOW, Times Advt'd. Lists All Star Baseball, Big Box.

Table with columns: HIGH, LOW, Times Advt'd. Lists Army & Navy, Cinderella, Deluxe Baseball, etc.

MANUFACTURER NOT LISTED

Table with columns: HIGH, LOW, Times Advt'd. Lists Basketball, Double Action, Jeannie, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Advt'd. Lists ABT Challenger, Advance Shockers, Astro Scope, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists Jack Rabbit, Je Gun, Jumping Jack, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists Merry-Go-Round, Panorama, Penant Baseball, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists Red, White & Blue, Rifle Gallery, Round-the-World, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists Sky Fighter, Sky Gunner, Smily, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists Swamies, Target Skill Gun, Texas League, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Advt'd. Lists Model A, Model B, Model C, etc.

EVANS

Table with columns: HIGH, LOW, Times Advt'd. Lists Constellation (49), Constellation (Mills).

ROCK-OLA

Table with columns: HIGH, LOW, Times Advt'd. Lists Comet 1438, 1422, 1428, etc.

SEEBURG

Table with columns: HIGH, LOW, Times Advt'd. Lists 46 (46), 146 (46), M-146, etc.

WURLITZER

Table with columns: HIGH, LOW, Times Advt'd. Lists 1015 (46), 1100 (48), 1250 (50), etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Advt'd. Lists Ace Bowler, Advance Bowler, American, etc.

Main table with columns: HIGH, LOW, Times Advt'd. Lists Bikini, Bowl-a-Matic, Carnival Bowler, etc.

(Continued on page 113)

Why a National Distributor Assn.

• Continued from page 97

nature of our business—novelty, amusement—requires that we act fast. Such are the conditions that prevail in our industry.

Solid Base

But distributors who expect this kind of fast action from a national association are in for a rude awakening. If they seek a trade group that will have lasting benefits, they must realize that certain basic foundations must be laid in order to build further.

The most important step being taken by NCMDA now is the laying of the foundation so that in the future we will have a stable policy to handle our members' problems, grievances, complaints and criticisms. All our efforts are now directed toward setting the policies.

In order to acquaint all segments of this industry with our aims and purposes, I will start out by saying that just one out of three distributors belongs to a trade organization—either State, national or both. Since trade organizations are formed primarily to protect the interests and promote the welfare of an industry, it seems strange that so few think it necessary to unite for strength. What is the reason for this?

First, if we are honest with ourselves, we will have to admit that

many persons do not know what a trade association is, and second, that they are not sure just what it is supposed to do.

Let us look at a definition of trade associations made by Commissioner Albert A. Carretta, of the Federal Trade Commission:

"I prefer to define it (a trade association) as a voluntary, non-profit organization of individuals, partnerships or corporations engaged in a particular kind of business and designed primarily to improve conditions within that particular industry. The most important word in my definition of a trade association should not have as one of its objects a pecuniary return for its members."

Many people, in and out of trade associations, think that these organizations should serve as recommending groups. That, in my opinion, and in the opinion of Commissioner Carretta, should not be the case. It should be solely a service organization designed to improve conditions within the industry.

Are there conditions that need improving within the industry? There certainly are! But before an attempt is made to improve those conditions, it will be necessary to strengthen our national association by inviting every distributor to be-

(Continued on page 112)

Coin Machine Exports

First Quarter, 1955

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
West Germany ...	952	\$ 586,527	108	\$ 33,379	1,060	\$ 619,906
Canada	453	237,145	689	137,004	1,833	171,785	2,975	545,934
Venezuela	519	400,144	199	44,857	141	22,798	859	467,799
Belgium	812	345,432	445	43,949	1,257	389,381
Netherlands	2,152	245,076	179	29,949	4	1,600	2,335	276,625
Mexico	540	220,673	162	3,648	4	580	706	224,901
France	245	154,083	186	42,500	168	12,647	599	209,230
Phil. Rep.	336	111,834	121	9,950	457	121,784
Colombia	368	117,855	13	1,125	381	118,980
Switzerland	103	66,617	42	24,434	10	5,000	155	96,051
Peru	128	77,061	82	5,941	210	83,002
Japan	31	15,242	112	36,948	143	52,190
Sweden	51	40,236	292	15,571	343	55,807
Salvador	65	46,102	10	1,706	75	47,808
Phil. Rep.	45	26,937	27	2,660	72	29,597
Fr. Morocco	22	7,502	63	16,094	5	1,130	90	24,726
Guatemala	34	21,394	34	21,394
Austria	28	19,707	28	19,707
Denmark	25	18,681	25	18,681
Italy	20	10,612	45	6,403	65	17,015
Nicaragua	26	15,098	26	15,098
Nan Islands	40	8,560	14	5,065	54	13,625
Panama	17	9,294	1	500	18	9,794
Korean Rep.	4	2,875	16	5,600	20	8,475
Neth. Antilles	7	4,817	8	3,641	15	8,458
Dominican Rep. ...	12	7,900	12	7,900
India	10	6,140	10	6,140
Hong Kong	34	5,711	34	5,711
Macao	20	4,165	20	4,165
Honduras	6	3,994	6	3,994
Portugal	15	3,725	15	3,725
Iceland	11	3,680	11	3,680
Turkey	15	3,600	15	3,600
Iran	2	610	2	2,670	4	3,280
Tangier	3	2,235	7	795	10	3,030
Costa Rica	11	7,816	11	7,816
Haiti	4	2,783	4	2,783
Span. Africa	10	1,761	10	1,761
Un. Kingdom	1	1,040	1	1,040
Trinidad	1	600	1	600
Un. S. Africa	9	600	9	600
Leeward	1	574	1	574
Other Countries..	250	45,350	390	28,370	100	14,880	740	88,600
TOTALS	7,340	\$2,890,461	3,298	\$518,670	2,278	\$235,836	12,916	\$3,644,967

U. S. exports of coin machines to world markets increased 19.7 per cent in the first quarter of the year, compared to the same period of 1954.

The boost in coin machine exports was realized thru the heavy juke box shipments, new and used, which boomed 54 per cent in the three-month period.

Amusement games and vending machine sales abroad slid well below last year's first quarter marks, according to U. S. Department of Commerce figures.

Figures for later months are not yet available, due to months of preparation by the Commerce Department on each month's totals.

Ruling Poses Court Test of Ind. Pin Law

ANDERSON, Ind., July 30.—A possible court test of the newly passed Indiana pinball legislation was posed here when a temporary injunction protecting pinball games against county seizure was granted to a local coin firm.

Madison County Prosecutor Melvin Thornburg said he believes the move would result in a court test of the Hasbrook Anti-Gaming Law.

The temporary injunction was granted by Circuit Judge Robert Shearer to the Alpine Amusement Company of Connersville, which distributes machines thruout the Eastern Indiana-Western Ohio area.

The injunction is effective until September 6, and Thornburg said a fight would then be made for its removal. Meanwhile, the coin firm plans to seek a permanent injunction.

Pinball games that do not pro-

vide cash or merchandise awards, but rewards players only with "immediate replays" are legal, under the Hasbrook law.

Thornburg seeks a court ruling (Continued on page 115)

Marvel Preps New Conversion

CHICAGO, July 30.—Marvel Manufacturing Company is readying for production a new shuffle bowling game conversion unit.

Ted Rubenstein, Marvel head, said this week that the new unit would have the features entailed in the previous conversion units manufactured by the firm, plus new play features. It was not revealed when the unit would be available for shipment.

Keeney Names Mo. Distrib

CHICAGO, July 30.—Bill Coan Jr., manager of the vending division of J. H. Keeney & Company, announced this week the appointment of Jack Rosenfeld, Jack Rosenfeld Company, St. Louis, as distributor for Keeney in St. Louis and Eastern Missouri.

The Rosenfeld Company will handle the Keeney coffee and cigarette vending machine, and the firm's complete vending machine line in the appointed area.

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

Design

- NEW MODERN "SMART-LOOK" CABINET
- ALIVE... VIVID COLORS INSIDE AND OUTSIDE
- SMALL CABINET—ONLY 28" WIDE
- "CIGARETTE-PROOF" FORMICA TOP

Special Features

2 MODELS:

- 1 REGULAR NOVELTY
- 2 3-WAY MATCH WITH PLUG-IN MATCH PANEL
- FREE PLAY OPTIONAL

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

WANTED BAKER'S PACERS
 Will pay \$50 apiece—in operating condition.
R. J. MILLER
 616 S. Main Kewanee, Ill.
 Phone: 4-7745

Playland New Mass. Arcade

GLOUCESTER, Mass., July 30.—Ed Ravreby, of World Fair & Associated Amusements, Boston, and Jerry Poitner opened this week (29) the Playland, a new Arcade at 92 Main Street in the business section. This is the town's only Arcade and is a year-round operation. Ravreby holds a license that has been approved by the aldermen.

Playland will feature 33 pieces of equipment as a start, but will have no pinball machines. Equipment from all of the principal manufacturers is represented in the Arcade. Games are all the latest models.

Included are shuffle games, basketball games, baseball games, multiple shooting games such as Sky Gunner, Coon Hunt, Invader, Sportsman as well as United's Slugger and Fifth Inning. Also the

Capitol Bows Coin Rides, Movie Unit

NEW YORK, July 30.—Capitol Projectors Corporation introduced to the coin machine trade this week two new kiddie rides and a new movie machine.

The Pan-O-Rama Movie machine features a screen showing a picture 30 by 20 inches. The two new kiddie rides, Humpty Dumpty See-Saw ride, retailing at \$325, and the Virginia Reel, a turning car ride retailing at \$495, are in addition to the firm's new Davy Crockett Horse ride, recently introduced (The Billboard, July 9).

The Pan-O-Rama unit, according to the firm, has "direct projection, introduced for the first time in the coin field. This feature is designed to promote a clear, sharp image on the screen.

Derby Roll, Skee-ball, and Around the World Trainer. Kiddie rides include Merry-Go-Rounds, rocket ship, rabbits and horses.

Servicing Easy
 Servicing the machine is made easy by a front door opening to the entire projector and mechanism within.

Pan-O-Rama is 34 inches wide, 24 inches deep and 72 inches high, with illuminated displays. Delivery is to start within two weeks with the price pegged at \$495. The machine is expected to be especially adaptable to Arcade locations.

Capitol Projectors has gone into full production on the Humpty Dumpty See-Saw ride and the Virginia Reel. The Virginia Reel has a double circular motion with the car turning as a separate part of the platform, which also turns.

Sam Goldsmith, Capitol, stated that prices on the new rides were in line with the firm's new program for operators. A liberal trade-in value for operators' old kiddie rides, says Goldsmith, enables more of them to make new purchases.

Want To Buy PHONO ROUTE in Chicago...
 Large or Small—Send Complete Details. Write BOX 817, The Billboard Chicago 1, Ill.

PAN OPERATORS, NOTE!
 Brand New! PIN-UP & BURLSQUE LOOPS
 Lowest Prices. Satisfaction Guaranteed!
TRIUMPH PRODUCTIONS, INC.
 7713 Santa Monica Blvd. Los Angeles 46

MECHANIC WANTED
 Thoroughly exp. in all types Phonos, Pinballs, etc. Permanent. No drifters or drinkers. References.
Jax Phonograph Co.
 1432 Main St. Jacksonville, Fla.

COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
ELECTRONIC INDUSTRIES
 P. O. Box 2008 Mesa, Arizona

Make us an Offer!
WURLITZER'S
 4-1500s
 2-1650s
 3-1400s
 3-1250s

We guarantee the above to be in A-1 Mechanical Condition, ready for location.

T & L DIST. CO.
 1663 Central Parkway, Cincinnati 14, Ohio
 Phone MA 1-8751

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

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City au27

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21 screen, coin rejector, 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., 190 Albion Ave., Paterson, N. J. ch-au13

SALESMEN—WITH COIN, VEND. promotional experience. Wonderful opportunity. Make \$1,000 weekly. Write S. Hubbard, 4607 Sheridan Rd., Chicago 40, Ill. au6

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LDCus 7-1448. au27-eh

Seeburg Boxes, 3W-2 \$ 5.00 each
 Packard Boxes 5.00 each
 Seeburg Hideaway H146W (over-hauled) 75.00 each

E. & R. SALES CO.
 811 College, N. E.
 Grand Rapids, Mich.

Routes for Sale

\$6,000 TAKES ALL—OVER 850 VENDORS. Includes Hart, Silver King, Northwestern, Columbus, Counter Games and others. On or off location. For complete inventory, write to Box M-141, c/o The Billboard, Cincinnati 22, O.

THREE RESTAURANT JUKES, 45 R.P.M. twelve selections and matching stands. Fine condition, fifty dollars each. Would trade for Pin Balls or larger Jukes. J. D. Thompson, Halleysville, Okla.

Used Coin-Operated Equipment

A-1, CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. Established over 28 years.
MACK H. POSTEL
 2952 Milwaukee Ave. Chicago 18, Ill.

VENDING MACHINES, PARTS, ALL SUPPLIES. Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's, Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill.

CIGARETTE MACHINES—DU GRENIER 7 col. 5, \$45; 7 col. V, \$50; 9 col. W, \$55. Rowe Imperial, 6 col. V, \$45; 8 col. \$50. Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-1fn

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

COIN COUNTING MACHINES—JOHNSON hand models, 1 Penny, 1 Nickel. Can be used to bag or roll. \$25 each. Candy Vendors, 2914 Poplar St., Oakland 8, Calif.

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 699C Spring Garden St., Philadelphia 23, Pa. ch1fn

MUTOSCOPE VOICEGRAPH—CALL OR write P. & G. Arcade, 90-05 Queens Blvd., Elmhurst, L. I., N. Y. Phone TW 8-9233.

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au27

ONE TO SIX PANORAM PEEPS WITH mirrored fronts, \$300 each. APT 5-Rifle Gallery less compressor, \$250. Crusader Horse, \$200. Set Shot Basketball, \$200. De Luxe Photomat, \$300. Quizzer, \$70. Harvard Typex, \$150. Genco 400, Jalopy, Hay Burner, each \$35. Ask for lists. All operating on our floor. Playland, Charleston, W. Va.

ROUTE WANTED IN NEW ENGLAND— Will pay cash for large music, game, slot route. Write Box 1008, Billboard, 1564 Broadway, New York 36, N. Y. ch-1fn

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C's National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.
NATIONAL SANITARY SALES
 Dept. B-8, 4367 W. Lawrence Av., Chicago 30

WANTED—USED MILLS MACHINES: LOTS of 50 or more. State models, types, price in reply to Fremont Coin Machine Sales & Service, 2d & Stewart Sts., Las Vegas, Nev. au27

Help Wanted

ATTENTION, DISTRIBUTORS — PRO- motional franchise men only. New 5¢ musical confection charm vendor featuring Ballet Dancer. High priced machine. Exclusive. Triple earnings for you and operators you sell. If you're tired of working worn out almond vendor deals and other junkers, this unusual machine is the answer. Our company, 20 years in business. Finest bank and other references guarantees your success. Write Box M-140, c/o The Billboard, 2160 Patterson, Cincinnati 22, Ohio.

Parts, Supplies & Services

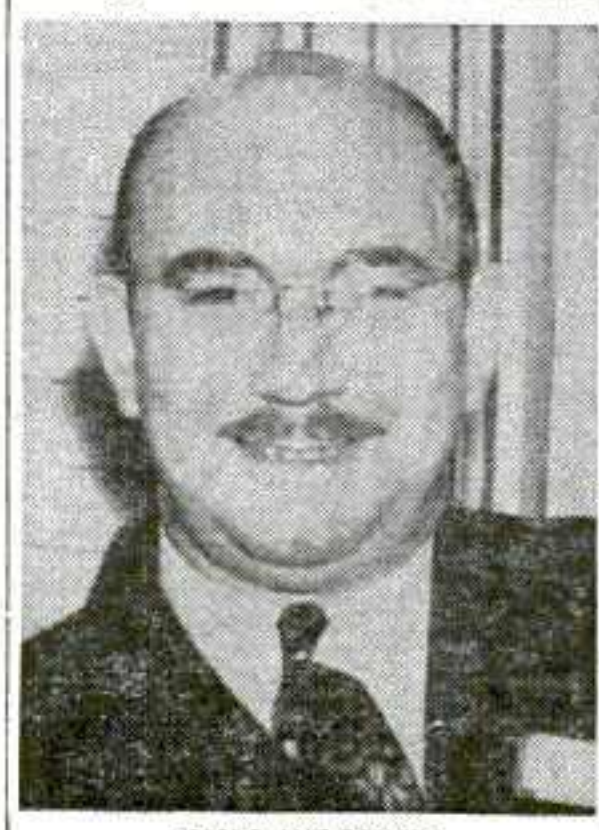
COIN-OPERATED TIMERS—ELECTRONIC, automatic no buttons or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radios Co., 190A Duane St., New York City. au27

THIS IS A 10-LINE AD
 For only \$10 you can buy this space to profitably buy or sell Used Machines Routes, Parts, Supplies or Services.

Ben Becker Dies on Trip To Canada

BROOKLYN, July 30. — Ben Becker, 44, well known throuout the coin machine industry, died Saturday (23) in Montreal.

For the past eight months Becker was a sales representative for United Manufacturing Company, Chicago. Death was due to a heart



BEN BECKER

attack during a road trip to Canada for the United firm.

Becker had spent over 20 years in the coin machine industry as operator, distributor and sales representative. Before joining United he worked as factory representative for Bally Manufacturing Company, Chicago, for several years.

Becker resided with his family in Fairlawn, N. J. Funeral services were conducted Tuesday (26) in Brooklyn. He is survived by his widow and three children.

WANTED LATE BOWLERS AND BALLY BIG TIMES

PURVEYOR DISTRIBUTING COMPANY
 4322-24 N. WESTERN AVE.
 CHICAGO 18, ILLINOIS
 PHONE: JUNIPER 8-1814

ARCADES AND LOCATIONS
 Williams Sidewalk Engineer, new Write Exhibit Treasure Cove, new Write Exhibit Vacuumatic Card Vendor Write Monkey Climb, new Write Pistol Machines, new, small size— gets lots of play \$125.00
 Genco 2 Player Basketball, new 295.00
 Seeburg Coon Hunt, new 350.00
 Williams Jet Fighter, new 295.00
 Machines Rebuilt—Equal to New Pookerinos, late models \$125.00
 Scientific 3-in-A-Line 195.00
 Exhibit Shooting Gallery 195.00
 Exhibit Star Shooting Gallery 250.00
 Free-Supplement to 1955 Catalog—300 Illus.
MIKE MUNYER
 577 Tenth Ave. (at 42nd St.)
 New York 36, N.Y. BRyant 9-6677
 43 YEARS SERVICE • EST. 1912

WE NEED LATE BINGO GAMES

Will trade Seeburg's HF 100R and Guns and Shuffle Alleys for late Bingo Games.

Send your list in now.
FRANK SWARTZ SALES CO.
 515-A Fourth Ave. So., Nashville 10, Tenn.

Industrialist Named New C & C Director

NEW YORK, July 30.—The C & C Super Corporation, manufacturer of canned carbonated beverages, has announced the election of a noted industrialist, C. Russell Feldmann, as a director.

Feldmann is president and board chairman of the Strong, Carlisle & Hammond Company in Cleveland; of the Henney Motor Company, Inc., Freeport, Ill., and of National Union Electric Corporation of Orange, N. J.

SALESMAN WANTED

Sales opportunity for a mature young man with a proven sales record. We want a man who can make a real contribution towards increasing sales through a national distributor organization for one of the leading coin machine manufacturers. Experience in amusement industry preferred, but not absolutely necessary. Please include complete information as to education, experience and salary desired in your first letter. All replies held strictly confidential.

Write
BOX 816
 The Billboard Chicago 1, Ill.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- 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
- 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
- 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 _____

FOR SALE

On Florida's fabulous East Coast. Retirement route. Requires only 8 days work a month. Average take \$1,200 monthly. 48 pieces. Jukes, alleys and pins. All on location. \$17,500. For retailed information, contact:

Amusement Service

BOX 584 Phone 3203 EAU GALLIE, FLA.

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 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

MUSIC		Arcade-Shuffle-Bingo	
1015 Wurlitzer	\$ 65.00	Exhibit Dale Gun	\$ 35.00
47 Seeburg	50.00	Genco Sky Gunner	85.00
48 Seeburg (Blond)	85.00	Seeburg Bear Gun	110.00
Model "A" AMI	125.00	Seeburg Coon Gun	185.00
Model "HS" AMI Hideaway ..	125.00	Mutos. 3D Art Parade	245.00
Model "C" AMI	165.00	C.C. Home Run (6 Player) ..	165.00
Model "D" 40 AMI	275.00	C.C. Six Player Shuffle	55.00
Model "E" 40 AMI	435.00	United Super Shuffle	60.00
Model "E" 80 AMI	575.00	Keeney Diamond Bowler	165.00
M100A Seeburg	265.00	C.C. King Bowler	185.00
M100B Seeburg	495.00	United Imperial Bowler	195.00
1650 Wurlitzer	450.00	American Bank Shuffle	100.00
AMI 40 Selection WB	10.00	Bally Spot Lite	50.00
AMI 40 Selection Stepper	10.00	Bally Beauty	135.00
Wurlitzer 3020 WB	10.00	Bally Yacht Club	100.00
Wurlitzer 5204 WB	45.00	Bally Beach Club	165.00
Seeburg 100 WB	60.00	Bally Ice Frolic	195.00
		Bally Surf Club	250.00
		United Rio	115.00
		United ABC	25.00

One third deposit, balance sight draft. All machines shipped and in operating condition.

HERMITAGE MUSIC CO.

74 Lafayette St. Nashville, Tenn.

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

PINBALLS		ARCADE	
GAYTIME	WRITE	Keeney Sportsman (Moving Target)	\$249.50
GAYETY	\$445.00		
Bright Spot	75.00		
Variety	425.00		
United Leader	45.00		
Atlantic City	95.00		
Beach Club	195.00		
Big Time	525.00		
Yacht Club	125.00		
Beauty	150.00		
Palm Spring	250.00		
Surf Club	285.00		
Ice Frolic	250.00		

CALDERON DISTRIBUTING Co. 450 Massachusetts Avenue ME-Irose 4-8468 Indianapolis, Indiana

Looking for LOW PRICES?

HERE THEY ARE—**SHAFFER'S FULLY** RECONDITIONED PHONOGRAPH SPECIALS

WURLITZER		SEEBURG	
1500 (104 Sel.)	\$339.00	M-100-B	\$565.00
1450 (48 Sel.)	279.00	M-100-A	299.00
1100	99.00	148ML (Blonde)	99.00

ROCK-OLA		AMI	
1438 (Comet)	\$549.00	E-120	\$549.00
1428	99.00	D-80	349.00

Write for Illustrated Catalog Of Complete List

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. MEIrose 4-3571

Your key to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

SLUG SLEUTHS

Coin Chutes In Canada Set For 5c Variety

TORONTO, July 30. — Coin chutes in this country must not only be able to tell the difference between nickels, dimes and quarters and slugs, but they must be able to tell the difference between Canadian nickel, steel and brass nickels (also American nickels) and slugs.

There was a time when coin machine manufacturers thought that a standard U. S. slug rejector would work as well in Canada as in the States. That, however, was before the Canadian nickel was taken into consideration.

Canada has run the gamut in manufacturing nickels. For a while the country minted 5-cent pieces made of nickel, later it switched to steel, then brass, now it's back to nickel. And coin machines had to be ready to accept them all, rejecting slugs in the process.

Much of the problem was solved when National Rejectors, Inc., established a branch office in Toronto to study the local situation. Clarence Cukor was appointed manager of the local office.

As a result of various experiments, Cukor said, the Canadian rejectors were made to give the same protection as American models.

Three Deuces New Williams 5-Ball Game

CHICAGO, July 30.—Williams Manufacturing Company shipped to distributors this week Three Deuces, a new five-ball pinball game.

The game features lighting up cards held by three showgirls decorating the backglass. Cards are lighted by the player making a series of roll-overs on the playfield.

Making four aces on the playfield lights up the deuce of hearts; making four kings lights up the deuce of diamonds; making three queens lights up the deuce of clubs. Each deuce that lights up advances a special bonus score one point.

Replays are earned by the player landing a ball in a center hole when three deuces are lighted. Replays are also given for landing five balls in the center hole, lighting all three deuces, and for each ball going over a bottom center roll-over when deuce of hearts is lighted.

Three Deuces is available with either nickel or dime coin chutes. Playfield features include two button-operated ball-flippers, two ball-bumpers and two ball-kicker mechanisms.

Bush Ga., Fla. Distrib for Chi Coin Co.

CHICAGO, July 30.—Ted Bush, president of Bush Distributing Company, with main office in Miami and branch office in Jacksonville, Fla., has completed arrangements with Chicago Coin Machine Company to serve as exclusive distributors for the firm in Georgia as well as the State of Florida.

Bush is reported planning to add additional sales and servicemen to cover the new territory. Chicago Coin's new Bull's-Eye match bowler and its Hollywood, Bonus Score and Big League games will be the first of the Chicago Coin products to be handled by the new distributor.

CLEARANCE SALE ON USED BINGO GAMES

PRICES CUT — EQUIPMENT COMPLETELY RECONDITIONED

HAVANA	\$150	TROPICANA	\$300
MEXICO	175	YACHT CLUB	100
NEVADA	225	HI FI	150
SINGAPORE	275	BEACH CLUB	145

WANTED

Gottlieb and Williams Pin Games Seeburg M100A

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

"BUY THE BEST—WE DO"

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
A.S.C. \$ 45.00	5 Player	Bally Big Inning
Atlantic City	4 Player	Champion Hockey
Brite Lites	Deluxe	C.C. Hockey
Beauty	Cascade	Ex. Sportland Gun
Beach Club	Royal	Spark Plug
Conay Island	Olympic	Sleepie Chase
Cabana	10th Frame	Mut. Driveyourself
Frolics	Super	Drivemobile
Dude Ranch	10th Fr. Star	Bat-A-Score, Sr.
Gayeties	Chief	Ex. Basketball
Hi-Fi	Ky. League Bowler	Ex. Photo
Ice Frolics	Ky. w/Bottle Pins	Ex. Gun Patrol
Nevada	Genco 8 Player	Ex. Six Shooter
Palm Springs	Ky. Dominoes	Evans Bat-A-Score
Surf Clubs	5 American Bank Balls, like new	Evans Ski-Roll
Spot Lites		Genco Basketball
Singapore		Genco Rifle Gallery
Tropics		Flying Saucers
Yacht Club		Life League
		Midjet Movies, latest
		Panorama with Peak
		Pariscopes
		Quizzer with Film
		Standard Metal Typer
		Sci. Pitch'm & Bat'm
		Un. Carnival Gun
		Wurlitzer Skee Ball
		Silver Glove
		Food Vitalizer, new
		Auto Photo
		Seeburg Coon Gun
		Scientific Boat
		Space Ship
		Periscopes
		Balloon-o-Mats, new
		Shoe Brush-Ups, new
		Sidewalk Engineer
		Write Galleys
		Twenty Grand
		FIVE BALLS
		Army & Navy
		Chinatown
		Disk Jockey
		Four Corners
		Guy's & Dolls
		Just 21
		Rose Bowl
		Struggle Buggy
		Twenty Grand

CIGARETTE AND CANDY VENDORS

Mercury 9 Col., new \$210.00
Lehi 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. 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. Uneda Candy 65.00
10 Stamp Vendors, like new, Ea. 23.50

COUNTER GAMES, USED
Pop-Ups



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.

BRAND NEW FACTORY CLOSEOUT!

Chicago Coin

CRISS-CROSS TARGET SHUFFLE GAME

The Factory needed the room—we bought their entire stock of this terrific game—you get 'em for LESS THAN HALF OF ORIGINAL PRICE! Positively Brand New, in Original Crates!

Now only **\$249.50**

SUPPLY LIMITED—ORDER TODAY!

SHUFFLE GAME!	TARGET GUNS
FIRST Conditioned CHICAGO COIN	EXHIBIT NEW TREASURE COVE
HOLIDAY	500 GALLERY
THUNDERBOLT	SHOOT GALLERY
TRIPLE STRIKE	JET GUN
FIREBALL	SIX SHOOTER
STARLITE	SILVER BULLETS
SUPER FRAME	DALE GUN
ADVANCE	
TRIPLE SCORE	
	GENCO
UNITED	WILD WEST
MARS DELUXE	BIG TOP
MARS	RIFLE GALLERY
RAINBOW	SKY GUNNER
TEAM	
LEAGUE	UNITED
CHIEF	BONUS DELUXE
IMPERIAL	CARNIVAL DELUXE
ROYAL	
OLYMPIC	SEEBURG
OFFICIAL	COON HUNT
DELUXE	SHOOT THE BEAR
	CHICKEN SAM
GENCO	YOU SHOT Remington .22 with live ammo.
MATCH POOL	
SHUFFLE POOL	
	GENCO UPRIGHTS
KEENEY	Brand New
CENTURY	SILVER CHEST
BIKINI	GOLD NUGGET
PACEMAKER	First-Conditioned
DOMINO	GOLD NUGGET
CARNIVAL	JUMPING JACK
CLUB 10 PLAYER	400
6 PLAYER	
	NEW CHICAGO COIN ROUND THE WORLD TRAINER—\$575.
	Genco 2-PLAYER BASKETBALL
	MIDGET MOVIES
	C.C. 4-PLAYER DERBY
	TELEQUIZ with film
	JACK RABBIT
	C.C. GOALEE
	Evans TEN STRIKE
	SILENT SALESMAN CARD VENDOR

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

GIVE TO DAMON RUNYON CANCER FUND

WURLITZER 1500 \$295
A. M. I. MODEL "C" 195
WURLITZER 1500-A 395

RECONDITIONED—REFINISHED LIKE NEW!
 Terms: 1/3 Dep., Bal. C.O.D.
 Closed Saturdays during July & August



ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

MAKING PROFITS FOR NATIONAL DISTRIBUTORS COAST TO COAST

NATIONAL SHUFFLEBOARDS

THEY CAN MAKE IT FOR YOU! SEND FOR DETAILS

NATIONAL SHUFFLEBOARD CO.
 ORANGE, N. J.


Earn More Money with Bally Kiddie-Fun Equipment

HOT-ROD
 COIN-OPERATED AUTO-RIDE




Miniature replica of early vintage automobile in eye-catching colors... with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

BULL'S EYE
 COIN-OPERATED JUNIOR SHOOTING-GALLERY



Packed with appeal to Junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

THE CHAMPION
 COIN-OPERATED HORSE-RIDE



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Why a National

• Continued from page 109

come a member and have a voice in improving conditions.

Atmosphere of Fear
 One of the first steps to take is to eliminate the fear that permeates our industry—the fear of the operator in relation to the distributor, the fear of the distributor in relation to the manufacturer, and the fear of the manufacturer in relation to trade associations.

If we could substitute co-operation for fear thruout all branches of this industry we will have eliminated our worst enemy.

How do you go about substituting co-operation for fear?

NCMDA has set as one of its goals the uniting of operators, distributors and manufacturers into one interlocking group for unity and progress. By inviting the leaders of operator groups to attend our meetings and to try and find ways and means of improving conditions within our industry as a whole. That is one of the purposes of NCMDA.

Legal, P-R Board

Another aim of NCMDA is to set up a legal and public relations board. The board would consist of three attorneys, one from the East, one from the Middle Central States and one from the West Coast. Also serving on the board would be the managing director of NCMDA and a public relations expert.

The board of five would meet in Chicago approximately every 60 days to co-ordinate and set a policy on how to handle any given situation that may arise anywhere in the nation. Wherever a problem arises, whatever the situation, whether it be city, county and State taxation, whether it be adverse publicity, whether it be the introduction of city, county or State laws prejudicial to our industry, the board would be ready to act.

National Data

Data from all over the nation will be channeled into headquarters in Chicago, where it will undergo the scrutiny of the board and the decisions made on the best policy of handling each problem. These attorneys—in their particular area—would be available if requested to sit in and either handle the local situation or co-operate with the local operators or attorney for a group. All our attorneys will be experienced men with long knowledge of coin machine law and conditions.

NCMDA will encourage its members to be on the alert for new ideas, new thoughts and new suggestions to offer manufacturers. The infusion of new trends are as important to distributors as they are to manufacturers and operators.

If we are to continue to make this industry a prosperous one, it will take the combined efforts of all segments to look to new horizons and new opportunities so that we can all benefit from a united industry. The day is long past when we as individuals can do what is required and necessary for the benefit and welfare of all.

NCMDA Meetings

It should be necessary and desirable to hold meetings of NCMDA at least two or three times a year. If this association is to command the respect and co-operation of all branches of this industry, our voices should be raised for all to hear our headachos, our progress and most of all our earnest desire to improve our industry.

From my past experience, meetings should and will bring fellow members face to face for the first time where they can become better acquainted. From one end of the nation to the other members will learn of successful profitable activities and methods of operation. The exchange of ideas and opinions when freely discussed invariably leads to better methods and better opportunities.

There are great days ahead for the coin machine industry. It is full of challenge and promise. Every distributor can have a voice in the great future that lies ahead by uniting with his fellow distributors in NCMDA, and can help shape the policies that will develop public confidence, and be a part of the united group that will build economic growth, prosperity for the welfare of the entire coin machine industry.

Exclusive **AMI** 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.

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN—AMI—GENCO—EXHIBIT

CHICAGO COIN	BINGOS	BASEBALLS
BOWLERS	Bright Lites \$ 75.00	Chicago Coin Big
Bonus Score Write	Bright Spot 95.00	League Write
Flash \$365.00	Spot Lite 75.00	Genco Champion Write
Feature Frame 315.00	A.B.C. 50.00	Chicago Coin Home
Super Frame 295.00		Run \$250.00
Advance 195.00	RIDES	Wms. Pennant Base-
Triple Score 150.00	Chicago Coin Super	Ball 145.00
Double Score 105.00	Jet \$395.00	Scientific Pitch'em
Team Frame Special 95.00	Big Bronco 400.00	Wms. Super World
Name Bowler 95.00	Bert Lane Musical	Series 95.00
Super Match 90.00	Merry-Go-Round	Bally Big Inning ..
10th Frame 75.00	(Two Ride-Fiber-	
Match Bowler 60.00	Glass Horses, like	
	new 395.00	MUSIC
UNITED BOWLERS	Little Whip (new) Write	AMI Model A \$125.00
Chief \$250.00	Chicago Coin Round	AMI Model B 175.00
Royal 195.00	The World Trainer Write	AMI Model C 205.00
Olympic 110.00		AMI Model D-80 ..
Cascade 90.00	GUNS	AMI Model E-120 ..
Super 40.00	Exhibit Treasure	Seeburg 46-47 75.00
10th Frame Stars ..	Cove (new) Write	Seeburg M100A 325.00
10th Frame 75.00	Genco Sky Rocket	Seeburg M100B 325.00
Stars 60.00	(new) Write	Seeburg HF100G ..
	Genco Wild West .. \$495.00	
	Genco Big Top 425.00	
	Genco Rifle Gallery 395.00	

We have a complete Selection of Arcade Equipment
 1/2 deposit on all orders

Monroe COIN MACHINE EXCHANGE, INC.
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

Breaking All Earning Records!

BASEBALL

WILLIAMS KING OF SWAT	Chicoin Super Home Run \$275.00
GENCO CHAMPION BASEBALL	Wms. DeLuxe Baseball .. 195.00
UNITED SUPER SLUGGER	Wms. Super World Series 99.50
	Wms. Star Series 79.50

5-BALLS
WMS. 3-DEUCES

GOTTlieb	WILLIAMS
Gold Star.. \$220.00	Big Ben... \$185.00
Daily May.. 215.00	Skyway ... 165.00
Green 195.00	Struggle .. 140.00
Diamond Lil 195.00	Buggy ... 140.00
Lovely Lucy 175.00	9 Sisters.. 140.00
Flying High 150.00	Dealer ... 140.00
Shindig ... 150.00	Lazy Q ... 135.00
Guys and Champ .. 125.00	Grand 125.00
Dolls 150.00	Army & Navy .. 120.00
Grand Slam 140.00	Jalopy ... 99.50
Poker Face 135.00	Mayburner. 99.50
Queen of Hearts .. 135.00	Twenty 95.00
Chinatown 125.00	Four Corners 89.50
Quartet ... 120.00	Saratoga .. 49.50
Skill Pool \$110.00	Samba ... 49.50
Coronation 99.50	King Arthur 49.50
Knockout .. 49.50	College Daze 49.50
Joker 49.50	Cinderella .. 49.50
Quintet ... 49.50	

SHUFFLE GAMES

UNITED	GENCO
Summer Time \$49.50	Floating Power \$49.50

UN. VENUS TARGETTE UN. FIFTH INNING

United Lightning, Match Score .. \$445.00	United Banner, Match Score .. 345.00
United Speedy 345.00	United Comet, Match Score .. 375.00
United Comet, High Score .. 350.00	United Targette, Match Score .. 350.00
United Targette, High Score .. 335.00	United Ace, Match Score .. 300.00
United Rainbow, High Score .. 300.00	United Leader, Match Score .. 260.00
United Chief, High Score .. 250.00	United Team, Match Score .. 260.00
United League, High Score .. 250.00	United Imperial, Match Score .. 230.00
United Royal, High Score .. 200.00	United Classic, Match Score .. 145.00
United Olympic, High Score .. 140.00	United Clover, Match Score .. 125.00
United Cascade, High Score .. 125.00	Chicoin Holiday 425.00
Chicoin Criss Cross Bowler .. 295.00	Chicoin Starlite 325.00
Chicoin Super Frame Bowler .. 325.00	Chicoin High Speed Crown .. 225.00
Chicoin King Bowler 275.00	Genco Match Pool 149.50
Genco Shuffle Pool 99.50	

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

COIN-COUNTER NEW STANDARD-RAPID

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee..... 189.50

CHANGEMAKER 3 Different Models

Dispenses 2 dimes, 1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel..... \$89.50

PHONOGRAPHS

SEEBURG	AMI
M100C \$435.00	D-80 \$395.00
M100B 545.00	D-40 295.00
M100A 299.50	Model C 185.00
	Model A 125.00

BRAND NEW CLOSEOUTS

Genco 2 Player Basketball .. \$325.00
Genco 4 Player Basketball .. 350.00
Mighty Mike Sparring Partner 895.00
Genco Silver Chest..... 125.00

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

CLOSEOUT BARGAINS

Any make or model phonograph ready for location at Low Cash Box Prices plus \$20 for crating.

Any Reasonable Offer Considered

SEACOAST DISTRIBUTORS, INC.
1200 North Avenue Elizabeth, N. J.
Phone: Bigelow 8-3524

BINGOS

Palm Spring\$225.00
Surf Club 245.00
Ice Frolics 225.00
Beauty's 140.00
Yacht Clubs 95.00
United Stars 59.50

RIFLE GALLERIES

Genco Wild West\$425.00
Genco Big Top 395.00
Keeney Sportsman 260.00
Ex. Shooting Gallery 195.00
Un. Deluxe Carnival 295.00

Call (ASCME)
BE 5-6770

ALL STATE COIN MACHINE EXCHANGE
2317 North Western Ave.
Chicago 47, Illinois

ATTENTION—
N. Illinois & Iowa Operators!
Get Next to This Honey—

Gottlieb's
SWEET ADD-A-LINE
IMMEDIATE DELIVERY!

NATIONAL Reconditioned Values!

5-BALLS

SLUGGIN' CHAMP\$250
DIAMOND LILL 210
TWIN BILL 210
FOUR BELLES 190
GOLD STAR 190
LADY LUCK 190
DRAGONETTE 180
DAISY MAE 180
HAWAIIAN BEAUTY 160
MARBLE QUEEN 155
MYSTIC MARVEL 145
LOVELY LUCY 135
GREEN PASTURES 135
PINWHEEL 130
SHINDIG 130
MARBLE QUEEN 115
QUEEN OF HEARTS 95
CORONATION 90
SKILL POOL 80

Gottlieb Multiple Players
SUPER JUMBO\$345
DELUXE DUETTE 290

SHUFFLE GAMES

C.C. DELUXE CRISS-CROSS
TARGETTE\$225
UNITED DELUXE MERCURY 365
UNITED CLASSIC 125
UNITED 10TH FRAME STAR 95

Write for Complete List

NATIONAL Coin Machine Exchange
1411-13 Diversey Blvd. Chicago 14
Phone: BUckingham 1-6466

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

1/2 DEPOSIT WITH ORDER

WRITE TO
SUPERIOR SALES COMPANY

Frank Mills, Mgr.
Dept. R-6
7855 Stoney Island Ave.
Chicago, Illinois

PHONE: Bayport 1-1616

GIVE TO DAMON RUNYON
CANCER FUND

Price Index

Continued from page 108

	HIGH	LOW	Times Adv't'd
Star 10 Frame,			
6 player (United),	125.00	65.90	15
Starlite Bowler (Chicago Coin)			
Coin (5/54).....	325.00	295.00	10
Super Deluxe (Keeney)	75.00	75.00	1
Super Frame Bowler (Chicago Coin) (3/54)	345.00	275.00	11
Super Match Bowler (Chicago Coin) (10/52)	95.00	90.00	6
Super Six Shuffle Alley (United) (3/52)	95.00	45.00	10
Super 10th Frame (United)	85.00	85.00	1
Targette (United) Deluxe (8/54).....	375.00	345.00	5
Targette (United).....	375.00	325.00	6
Team Bowler (United) (1/54).....	275.00	245.00	9
Team Bowler 10 player (Keeney).....	69.00	69.00	1
Tenth Frame Bowler (Chicago Coin) (3/53)	75.00	75.00	8
Triple Score Bowler, 10th Frame (Chicago Coin)	150.00	150.00	5
Triple Score Bowler (Chicago Coin) (6/53)	150.00	125.00	6
Triple Strike Bowler (Chicago Coin).....	495.00	435.00	3
Thunderbolt (Chicago Coin).....	435.00	435.00	4

VENDING MACHINES

Acorn Cabinet.....\$ 9.00	\$ 9.00	4
Acorn Vendors		
Ball Gum.....	8.95	8.95
Advance D 1c B/G.	6.45	6.45
Advance No. 11		
Mdse.	5.95	5.95
Columbus Ball Gum.	4.95	4.95
Columbus 5c.....	6.95	6.95
Cadillac Jr., 5c.....	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50
DoVal's Penny Pack.	7.50	7.50
DuGrenier (7 col.).....	85.00	45.00
DuGrenier (9 col.).....	105.00	65.00
DuGrenier (11 col.).....	135.00	85.00
DuGrenier Tab Gum (4 col.).....	7.50	17.50
DuGrenier Tab Gum (6 col.).....	17.50	17.50
DuGrenier Model W (9 col.).....	95.00	95.00
Electro (8 col.).....	125.00	125.00
Exhibit Post Card.....	15.00	15.00
Heider Tab Gum (6 col.).....	12.50	12.50
Hot Nut (2 col.)	12.50	12.50
Hot Nut (3 col.).....	25.00	25.00
Jewel Vends, 5c.....	7.50	7.50
Keeney Electric (9 col.).....	135.00	115.00
Master 1c & 5c Bulk	6.95	6.95
Master 1c Bulk.....	6.50	6.50
Master 5c Bulk.....	6.50	6.50
Mills Candy (5 col.).....	55.00	55.00
Mills Tab Gum (6 col.).....	17.50	17.50
National Candy (6 col.).....	65.00	65.00
National 9M.....	265.00	225.00
National 918.....	125.00	85.00
National 930.....	135.00	95.00
National 950.....	125.00	90.00
Northwestern 5c.....	12.50	12.50
Northwestern 39, 1c.....	7.95	7.50
Northwestern 33, Ball Gum.....	6.50	6.50
Northwestern De Luxe 1c & 5c	12.00	12.00
Northwestern 49, 1c	12.50	12.50
Northwestern Standard	6.95	6.95
PX (10 col.).....	115.00	115.00
PX Electric.....	85.00	85.00
Regal 5c.....	6.95	6.95
Rowe Candy (5 col.).....	55.00	55.00
Rowe Candy Merchant (7 col.).....	165.00	165.00
Rowe Crusader (8 col.).....	150.00	150.00
Rowe Crusader (10 col.).....	160.00	160.00
Rowe Diplomat Electric (8 col.).....	160.00	160.00
Rowe Imperial (8 col.).....	95.00	90.00
Rowe Imperial (6 col.).....	95.00	75.00
Rowe President (8 col.).....	150.00	135.00
Rowe Royal (8 col.).....	105.00	105.00
Rowe Royal (6 col.).....	95.00	95.00
Silver King, 1c.....	8.50	8.50
Silver King, 1c Ball Gum	7.45	7.45
Silver King, 1c Mdse.....	7.45	7.45
Silver King, 5c.....	8.50	7.45
Stoner Candy (6 col.).....	135.00	135.00
Uneeda-A-Pack (8 col.).....	105.00	95.00
Uneeda Model A.....	92.50	92.50
Uneeda Candy (6 col.).....	65.00	65.00
Rowe Imperial (6 col.).....	75.00	75.00

	HIGH	LOW	Times Adv't'd
Uneeda Model E (8 col.).....	80.00	77.50	4
Uneeda Model 500 (9 col.).....	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Ball Gum.....	8.95	8.95	1
Victor Model V, 1c Cabinet.....	9.50	9.50	4
Victor Model V, B/G Wheel.....	8.50	8.50	3
Victor Tab Gum.....	8.95	8.95	1

SAM SOLOMON'S SPECIALS!

5-9M NATIONAL CIGARETTE VENDORS\$165 (Like New)
5-KEENEY ELECTRIC CIGARETTE VENDORS\$135 (Excellent Condition)
UNIVERSITY COIN MACHINE EXCHANGE
858 N. High St., Columbus 8, Ohio
Tel.: AXminster 4-3529

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	WURLITZER
148ML	1400-1450
M100A	1500
M100B	1550
HM100A HIDEAWAY	1550A
H146 HIDEAWAY.....	1650
H147 HIDEAWAY.....	1428
H148 HIDEAWAY.....	1434
	1436 Fireball, 120 Selections ..
	1438 Comet, like new
	AMI
	A
	B
	D-40

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: "DAVIS"

WORLD EXPORT

WESTERN EXPORT

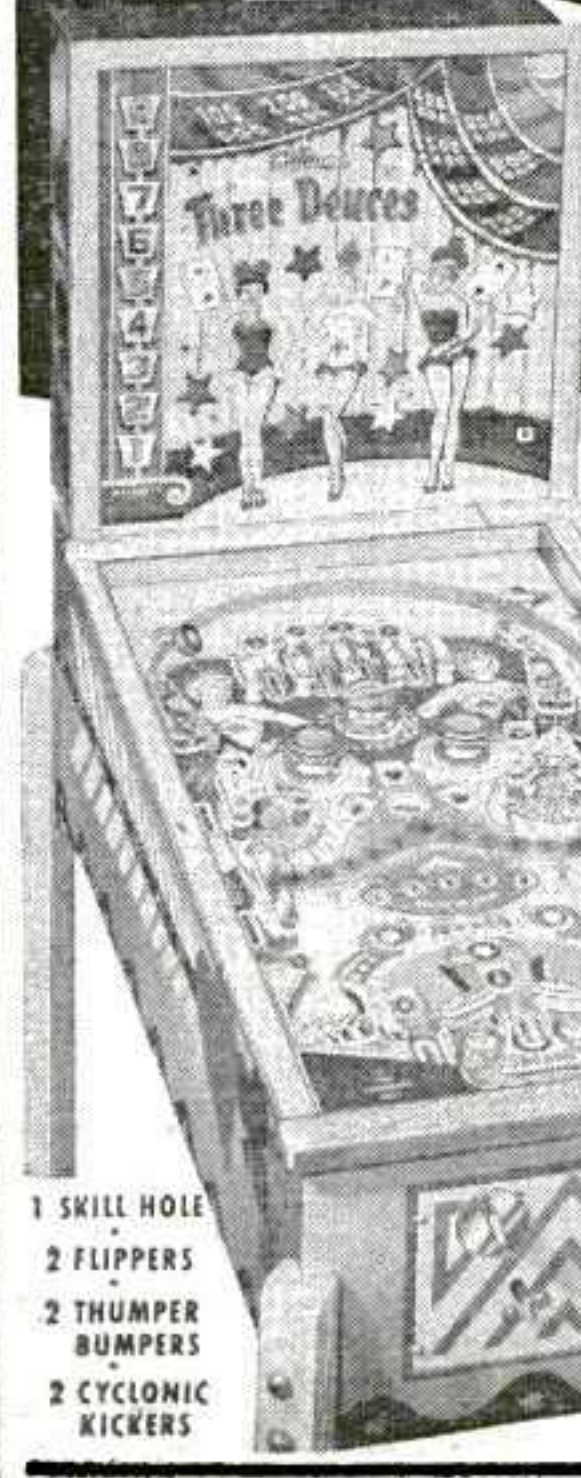
DISTRIBUTING

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.

RUNNING WILD!
PILING UP PROFITS!



2 DEAL YOURSELF THIS WINNING HAND...
Williams
Three Deuces
More Ways TO SCORE REPLAYS!
5¢ or 10¢ Coin Chute



FEATURING:
One REPLAY for 5 Balls in Skill Hole
One REPLAY for lighting 3 Deuces
One REPLAY for each ball over bottom center rollover when deuce of hearts is lit.
SPECIAL BONUS REPLAYS for ball in center Skill Hole when 3 Deuces are lit...
MAKING 4 ACES lites up Deuce of Hearts
MAKING 4 KINGS lites up Deuce of Diamonds
MAKING 3 QUEENS lites up Deuce of Clubs
Each Deuce that Lites Up Advances "Special Bonus" ONE POINT!



Order *Williams*
THREE DEUCES
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST.
CHICAGO 24, ILL.

- 1 SKILL HOLE
- 2 FLIPPERS
- 2 THUMPER BUMPERS
- 2 CYCLONIC KICKERS

SALES MANAGER (General Manager)

Presently employed, available soon. Sixteen years' diversified experience in vending and coin machine field. Five-figure salary. College graduate—married. Prefer eastern area but will consider relocation.

BOX 107, The Billboard, 1564 Broadway, New York 36

SHUFFLE GAMES

DEL. CLIPPER	5445	LEADER	5235
DEL. LIGHTNING	395	IMPERIAL	195
DEL. MERCURY	365	CLASSIC	135
DEL. 11TH FRAME	345	CLOVER	95
BANNER	325	10TH FRAME	100
ACE	295	DEL. COMET	375
TEAM	245	TARGETTE	345
		DEL. TARGETTE	345

ARCADE

Un. DEL. BONUS GUN	5395
Un. DEL. CAR-NIVAL GUN	315
EX. SHOOTING GALLERY	195
Wms. ALL STAR BASEBALL	175
Wms. SUPER PENNANT	245
Wms. SPARKPLUG	95
Genco RIFLE GAL.	225

5-BALLS

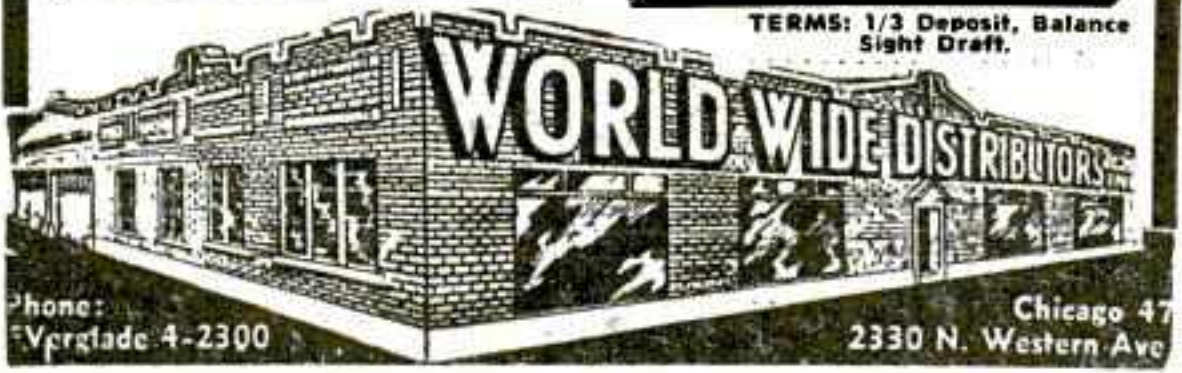
TWIN BILL	5225
STAGECOACH	210
GOLD STAR	190
HAWAIIAN BEAUTY	140
GUY'S & DOLLS	85
RACE THE CLOCK	275
SCREAMO	130
SPARKPLUG	95
JALOPY	95
SPITFIRE	225
GYPSY QUEEN	245

BINGO GAMES

GAYETY	9465
BIG TIME	495
VARIETY	395
HI FI	275
SURF CLUB	240
ICE FROLICS	235
PALM SPRINGS	225
DUDE RANCH	220
YACHT CLUB	110
BEACH CLUB	195
BEAUTY	165
PALM BEACH	95
ATLANTIC CITY	100
FROLICS	145
SPOTLITE	45
NEVADA	225
HAWAII	175
CABANA	95
TROPICS	135
RIO	150

**TO SEEBURG
SHOOT THE BEAR**
Will Accept Best Offer

TERMS: 1/3 Deposit, Balance Sight Draft.



French Assn.

Continued from page 97

The association is now establishing a "Code of Morals" for all operators and one of the latest decisions was to establish a uniform commission fee for locations of 40 per cent.

This is one of the first major steps to standardize the industry and establish it as one of the fine industries of France.

I would say that the methods of finding locations, keeping the machines in good repair, trying to keep overhead down, and the re-conditioning and resale of older equipment to the provinces and outlying areas is much the same here as it is in any city where there is an automatic machine industry.

Operators handle both music and amusement machines. Football and billiard golf machines are manufactured here in France. Most of the pinball machines are imported from the U. S., and many music machines are also imported, altho there are a number of French-made machines now in popular use.

The French coin machine industry prefers to manufacture the smaller counter or table-size music machine.

Since this is a new and growing industry it must counteract internal misunderstandings. However, much progress is being made.

We are now in the process of forming a European coin machine association to include every country in Europe and our ultimate plan is to have a universal association—to be joined, we hope—by a similar association from America.



Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

You'll Want To See
WURLITZER'S
New Design for '55
THE 1800

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"

COMPRADORES EXTRANJEROS

en
**La Europa
Occidental
Sur America
Africa-Asia**

Ponganse en contacto con nosotros cuando se trate de

MAQUINAS BALLY

Estamos entregando ahora los siguientes sensacionales manantiales de beneficios

- Bally Hot Rod Kiddie Ride
- Bally Bull's Eye Gun
- Bally ABC Bowler
- Bally Congress Bowler

Tenemos siempre en existencia un gran numero de maquinas Bally de Bingo y Juegos de Tejo, reconstruidas.

Escriban o Cablegrafien para Precios Especiales

INTERNATIONAL
AMUSEMENT CO.

1423 SPRING GARDEN STREET

SCOTT-CROSSE
COMPANY

PHILADELPHIA 30, PA.

TOTAL UP GREATER EARNINGS! . . .

with **GOTTLIEB'S**

Sweet ADD-A-LINE

MAGNETIC APPEAL*



- Making Rollovers to complete any vertical column of Numbers Lites SPECIAL HOLE.
- Each column completed lights additional spots on SPECIAL HOLE!
- MAKING ALL NUMBERS AWARDS SUPER SPECIAL!
- Spotting hole spots numbers and adds to SUPER HIGH SCORE.

- 4 "ON-OFF" High Score Pop Bumpers.
- 2 Super Power Flippers
- 2 Cyclonic Kickers.

* The same magnetic appeal that made Gottlieb's **GYPSY QUEEN** the biggest Money Maker in Years!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Amusement Pinballs
as American as Baseball and Hot Dogs!

BINGO MECHANIC WANTED

Good Pay and Good Working Conditions
No Drifters

Write The Billboard
Box 809
Chicago, Illinois

Legislative

Continued from page 109

that will clarify the legal status of the "multiple replay" games.

Pin Licenses Up In Bayonne, N. J.

BAYONNE, N. J.—Some 104 licenses or applications for licenses on pinball games are on the city books for 1955, compared to 57 pinball licenses issued last year.

Applicants pay \$10 to the city clerk per pinball game, but they do not receive a license until the games are checked by city officials.

Terminal Amusement, Inc., held a virtual monopoly on pinball games in Bayonne until ABCO Vending Company branched into the pinball field recently.

Defer Pinball Tax In Georgia County

AUGUSTA, Ga.—According to Charles S. Bohler Jr., clerk of the Board of Commissioners, the \$100-a-year Richmond County tax on pinball games had already brought in \$2,750 before a temporary restraining order signed by Superior Court Judge Grover C. Anderson

July 19 prevented further enforcement.

Bohler said the half-year assessment of \$50 on each machine accounted for more revenue than the other two licensed business operations—drive-in theaters and dance halls—combined.

"If the restraining order is made a permanent injunction as a result of a hearing scheduled for August 2, all business license taxes authorized under Amendment 41 of the Georgia Constitution will be automatically suspended," Bohler added.

MONARCH RECONDITIONED BUYS

MISCELLANEOUS	KEENEY BOWLERS	CIGARETTE MACHINES
Genco Rifle Gallery ... \$245	DeLuxe \$ 50	Uneda 15 Col. \$45
Chicoin Criss-Cross	Super DeLuxe 75	Uneda 9 Col. 45
Target, 10r. 3/25f ... 245	Bonus 200	Uneda 8 Col. 35
Bally Turf Kings 35	Diamond 225	Rowe 70 Col. 45
Bally Citations 20	Un. League Bowler 240	DuGrenier 7 Col. 45
		DuGrenier 9 Col. 45
		DuGrenier 11 Col. 85

CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Write for Latest List
Lincoln 9-3996-7-8

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Assorted KIDDIE RIDES FOR SALE

Cheapest in the Country
\$25.00 up

SEND FOR LIST TODAY

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

ATTENTION
ATTENTION

Tonalty

NOTICE...

ETS. C. VAN BRABANT
IMPORT EXPORT

134/144, Belgielei
ANTWERP—BELGIUM

I'm buying monthly minimum 100 Juke Boxes secondhand and Bingo Games. All the OPERATORS and Exporters who can make me interesting offers, kindly write giving complete details. I always pay cash, buy "AS IS," everything complete and without broken plastics.



GENCO'S

NEW AND EXCITING

2-PLAYER CHAMPION BASEBALL

Balls are delivered and hit in MID-AIR!
Players actually loft high fly balls
WITHOUT RAMPS
Balls soar approximately 5 FEET through the air!

SINGLE BALL can score up to **100 RUNS!**
Keeps game "alive" until last man is out!

Adjustable for **MULTIPLE** or **SINGLE REPLAYS**
... exciting match play and hold-over feature!

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- LIFELIKE 3-Dimensional Players
- FULL-VIEW Glass Sides and Top!

3 OUTS PER INNING adjustable to 1, 2, or 3 Innings!

COMPACT!
80" long
25" wide



SKYROCKET 2-PLAYER RIFLE GALLERY!

STILL IN PRODUCTION!

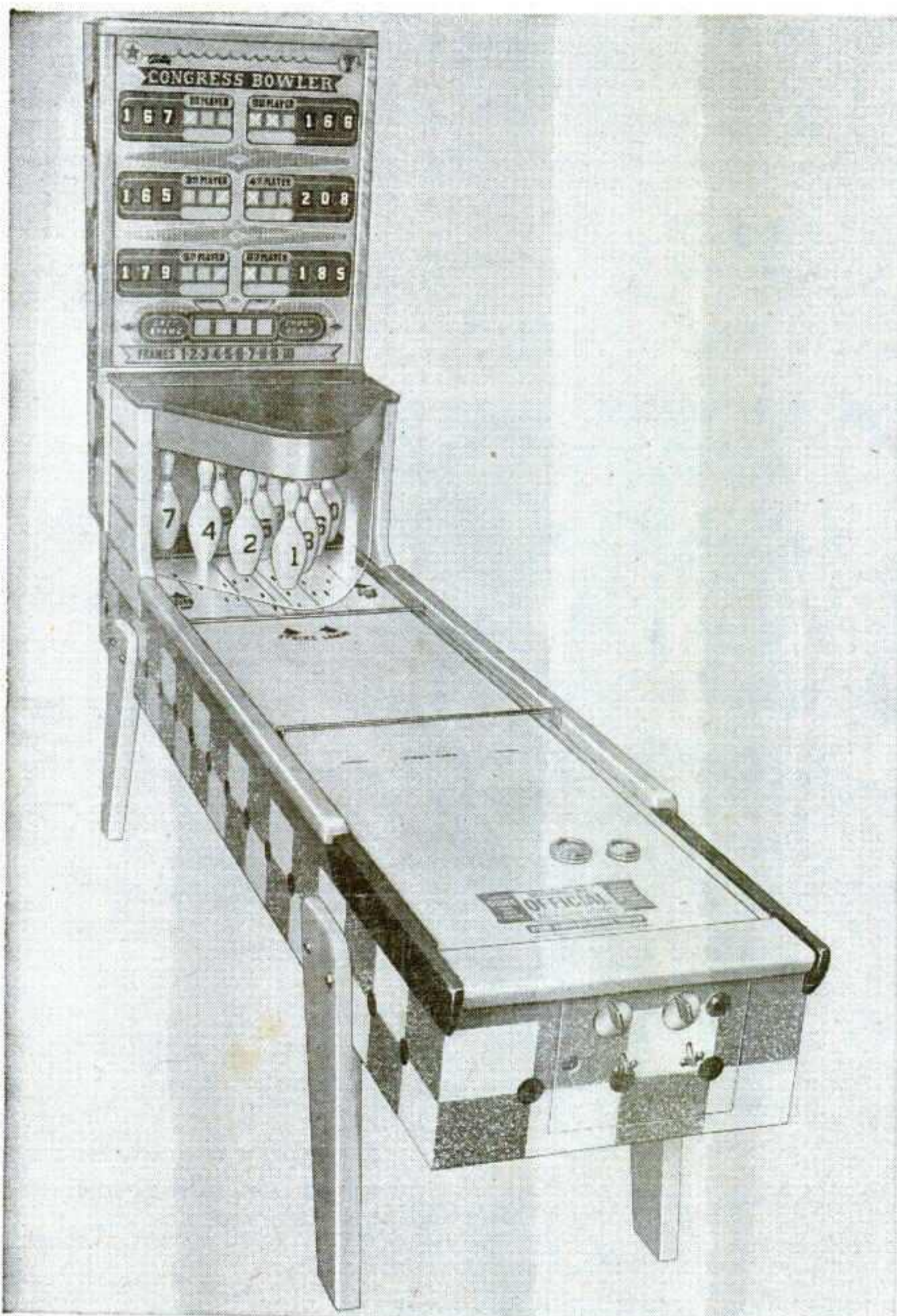
GENCO

MFG. & SALES CO. 2621 N. ASHLAND AVENUE CHICAGO 14, ILLINOIS

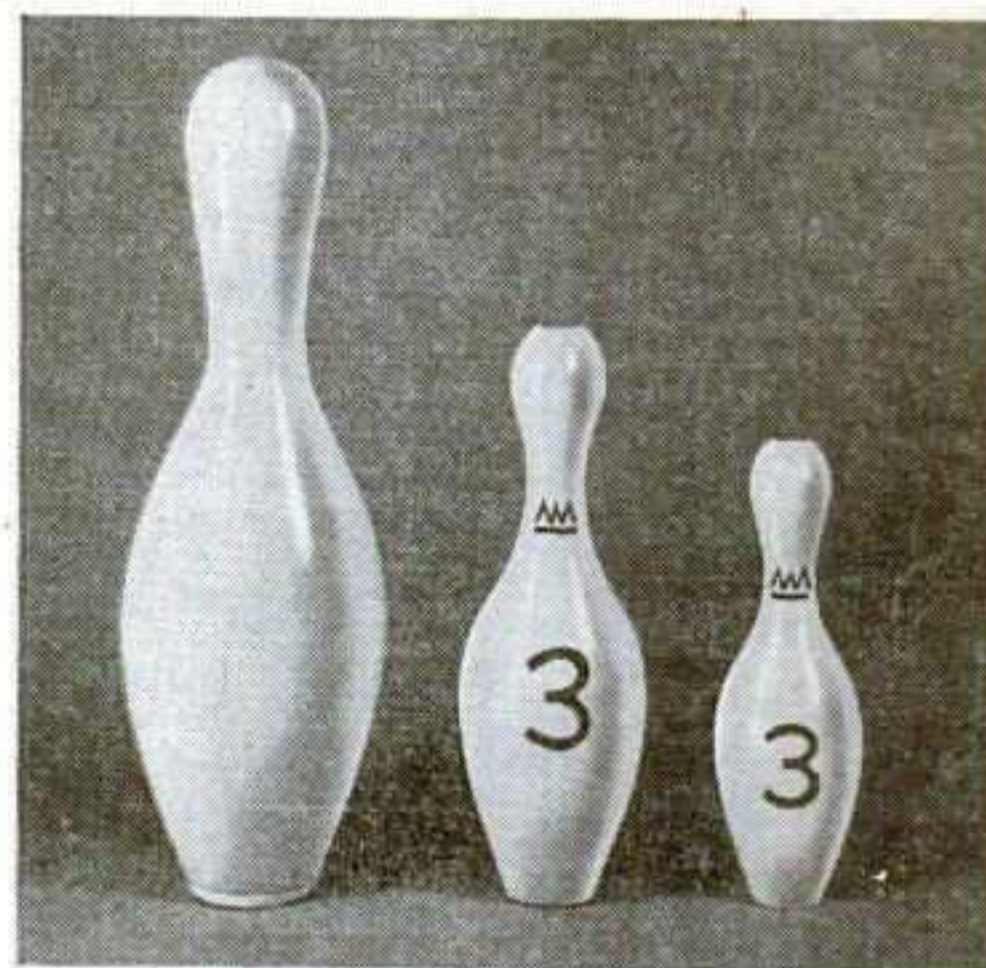
OFFICIAL BOWLING SCORES

ATTRACT MORE PLAYERS... EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first **6-PLAYER***



OFFICIAL BOWLING** shuffle-bowlers. Order new Ballybowlers now!



New **KING-SIZE Pins**
New **OVER-SIZE Puck**

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play appeal of new Ballybowlers. Pin at left is official pin. Pin at right is ordinary shuffle-bowler pin. Center pin is new Bally king-size pin. Matching the new king-size pin is the new Bally over-size puck with a hefty, healthy feel that adds to thrill of skill-shooting. New over-size puck is larger puck on playfield at left. Compare size with smaller old-fashioned puck.

SPECIFICATIONS: Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Light-up scores with speedy totalizing. Club-styled cabinet. 7-10 pick-up. Genuine Formica playfield. Hinged pin-hood, doors and playfield with easy-up elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-free mechanism.

*Fun for one player... more fun for competitive teams of 2 to 6 players.
**Scoring for strikes, spares and blows is according to Official Bowling Rules.

ABC-BOWLER and CONGRESS BOWLER are out-earning all other bowlers in side by side competition. Get your share. Get ABC BOWLER or CONGRESS BOWLER on location now.

ABC bowler

WITH MATCH-SCORE FEATURES
Congress bowler

by Bally®

MANUFACTURED BY
BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

It's Spectacular!

chicago coin's
Newest Sensation ...

BULLS EYE BOWLER

Exciting NEW Action-Packed Feature!
Player by Simply Matching a Number Only
gets Additional Scoring...
on the "Ring-O-Lite" BULLS EYE



**Colorful
Traveling
Lights**
speed along
behind each Ring
building up great
suspense and animation!

Game is adjustable for
Match Play in 1st, 2nd,
5th or 10th Frame.

Each Player has an Equal
Opportunity to Match
a Number During the
Match Frame.



chicago coin's
**Hollywood
BOWLER**
Featuring flashing "Hollywood
Beauties"
Animated back glass indicates
additional scoring!

chicago coin's
**BONUS SCORE
BOWLER**
★ NEW TOURNAMENT STYLE
PLAYING METHOD!
★ NEW EXCITING BONUS
SCORING SYSTEM!

All Steel
Front Door—
National
"Slug Rejector"
Coin Chute

4 Drum
Scoring!

PLUS!
Flash-O-Matic
Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago
coin**
MACHINE COMPANY

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**

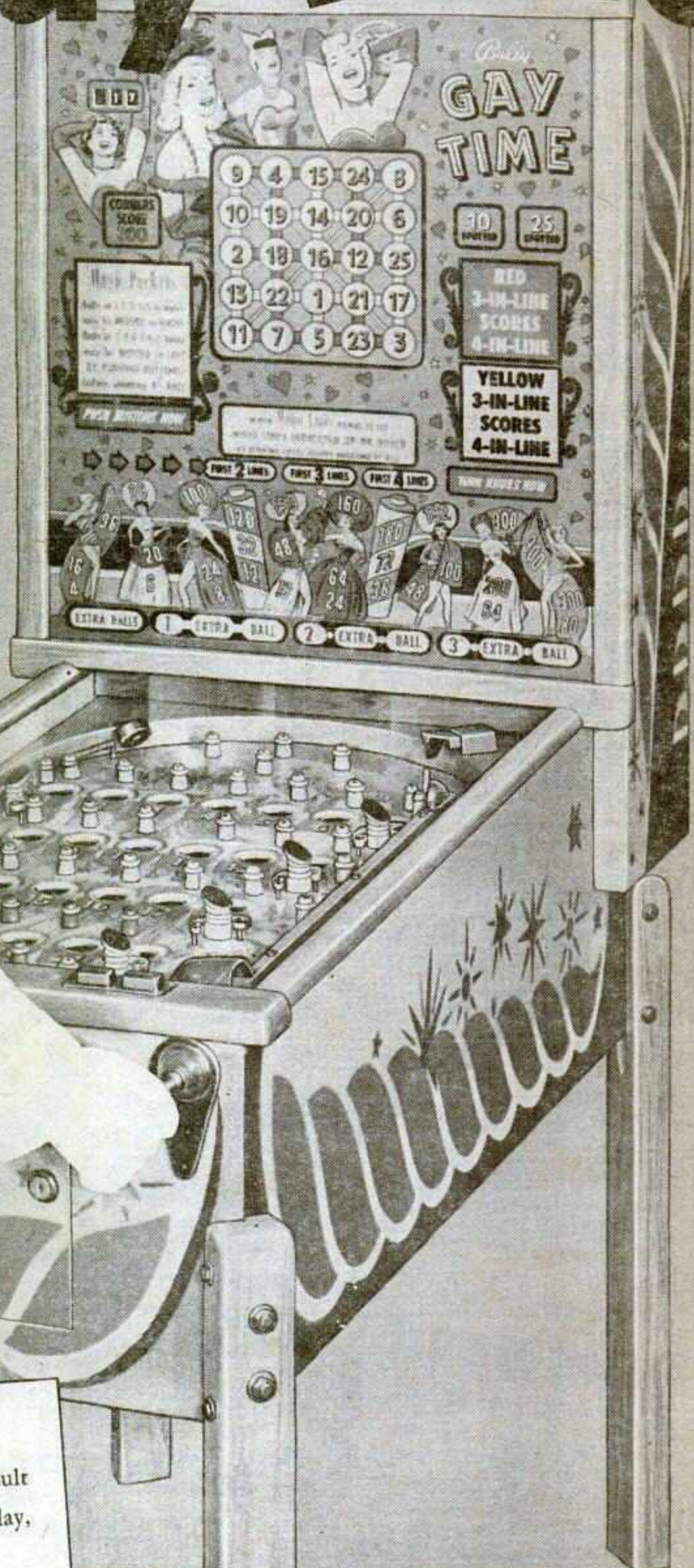
New High-Speed Coin-Flash

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 play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 116

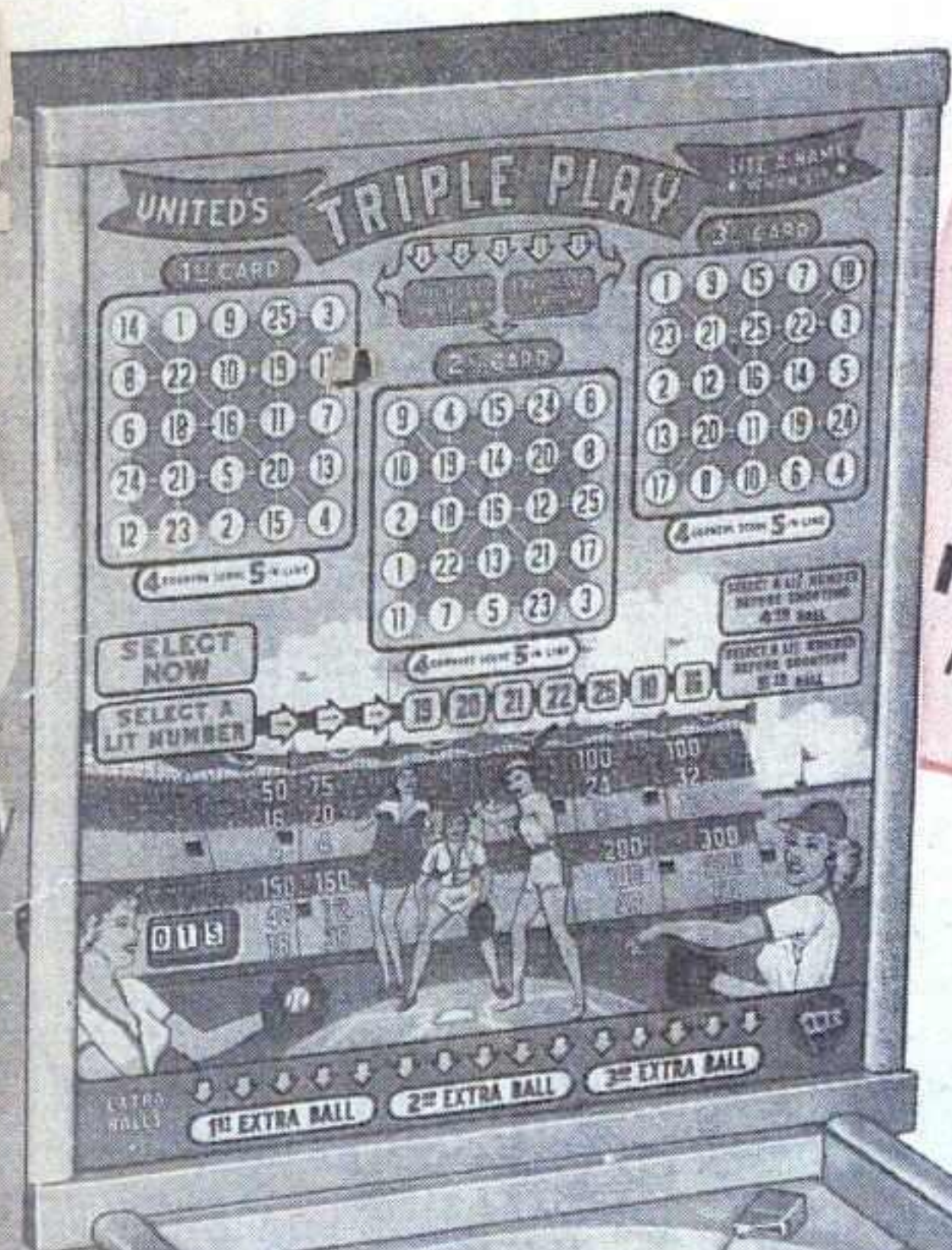


Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get *GAY TIME* on location. Avoid delay in delivery by ordering *GAY TIME* today.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

D'S **TRIPLE PLAY**

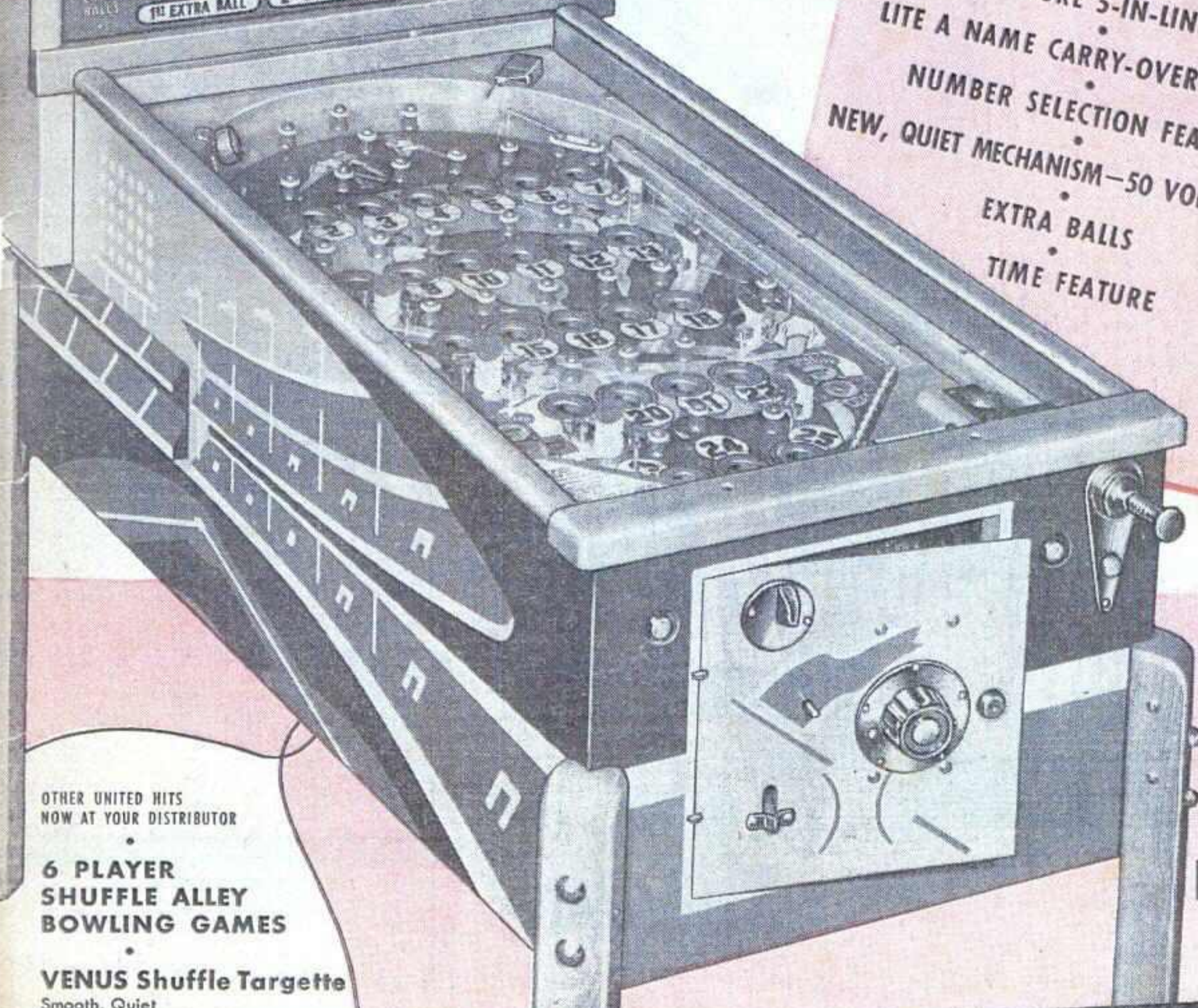
NEW, FLASHY 3-CARD IN-LINE GAME



WHEN PLAYER LIGHTS
EACH CARD
 SCORES
 Panel
ALL CARDS
 SCORE
INDIVIDUALLY
 Highest Score Only

FIRST COIN
 LIGHTS FIRST CARD
 •
SECOND COIN
 LIGHTS SECOND CARD
 •
THIRD COIN
 LIGHTS THIRD CARD
 •
 Plus
 Advancing Score

ADVANCING SCORES
 •
 UMC PENNANT FEATURE
 •
 4 CORNERS SCORE 5-IN-LINE EACH CARD
 •
 LITE A NAME CARRY-OVER FEATURE
 •
 NUMBER SELECTION FEATURE
 •
 NEW, QUIET MECHANISM—50 VOLT CIRCUIT
 •
 EXTRA BALLS
 •
 TIME FEATURE



OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES

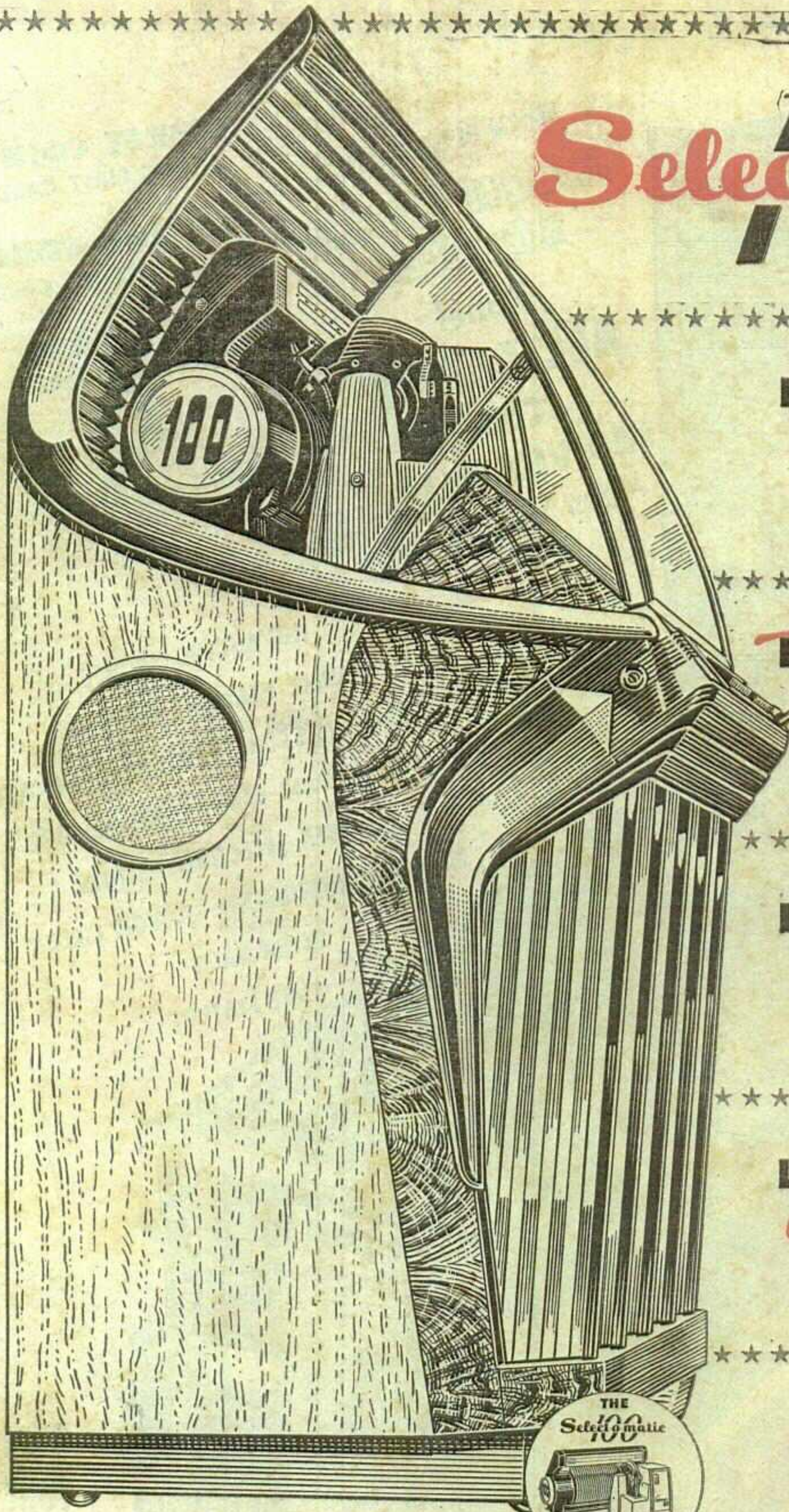
VENUS Shuffle Targette
Smooth, Quiet
Skee-Skill Game

DERBY ROLL
2-Player Rubber Ball
Roll Down Game with
Race Horse Animation

5TH INNING
4-Player Baseball Game

See
Your
Distributor

 **UNITED MANUFACTURING COMPANY**
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



Select-o-matic 100

LEADER IN
Styling

LEADER IN
Performance

LEADER IN
Economy

LEADER IN
Value



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEM