

# The Billboard

SEPTEMBER 3, 1955 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

## Big 4th Quarter for Juke Box Gridiron

All Signs Plus a Good Summer, Wider Spread, Point to Banner Season in Fall

By BOB DIETMEIER

CHICAGO, Aug. 27.—The juke box industry, having pulled thru the traditionally slack summer with better-than-average results, is quietly grooming itself for what many see as a record fourth quarter.

With the end of summer, September marks the opening of a new year, the unveiling of new equipment by manufacturers, a return to steady business for the juke box operator.

And altho reaction is mixed over whether the first eight months of 1955 point to a record year, the majority of distributors and operators look to the remaining months as exceptionally good for the juke box business.

### Dime Play Role

Dime play, diversification with background music, games and vending machines, and in some cases, notable gains in public relations efforts, have all had an affect on the industry, and will play an important role in the coming months.

There are both glowing and gloomy reports from operators on 1955 business, yet all seem reasonably optimistic about what's ahead.

Present economic conditions provide a bright outlook for juke boxes; industrial and commercial activity remains high, wage scales are rising.

Generally, dime play seems to be the big area of discussion for music operators. Several years in coming, dime play has met opposition in certain cities from customers and places of business where the machines are located. In other areas where dime play has been put into effect, operators report reasonably smooth changeovers with public relations efforts thru newspapers, radio and TV, explaining their problems of higher costs.

### Increased Receipts

But in virtually all parts of the country, operators agree that there is a need for increasing receipts.

Operator credit appears to be at an all-time high, and will probably get higher. According to reports, the operator's financial status today varies from one area to another, and within the same area, reports vary greatly between operators. Some operators feel it's still too early to say how the year will turn out. In many cases, these opera-

## New Look at Juke Publicity

CHICAGO, Aug. 27.—The nation's music operators are becoming more conscious of the important business tool public relations affords.

The necessity of explaining to the public the reasons for the move to 10-cent play has done more than anything to convince them of its importance.

Operators are tying in with local disk jockey radio shows, giving free juke boxes to charity groups or are sponsoring softball or little league teams. One operator, in a local paper each week, even writes an informal chatter column about the music business in general to stimulate interest.

tors are in areas where dime play is not a settled issue.

In the Boston area, where many operators are cleaning up water-logged premises (see story in coin machines), Ernest Walbarst, Newton, Mass., operator, says he has made money this year, has done better than last. Anthony Crazio, Globe Automatic Vending Company, Quincy, Mass., thinks it's still too early to say. He did not have dime play last year in his locations, and certainly doesn't want to go back to a nickel.

One Boston operator, however, reported a very poor season because of customers bucking the switch to a dime and poor bar business. Another, Dave Baker, Melo-Tone Music, Arlington, Mass., felt conditions "could not possibly get worse" and hopes for a better year. He said that results of 10-cent play had been disappointing in his area, with some returning to nickel play.

### Tighten Credit

Irwin Margold, sales manager of Trimout Automatic Sales Corporation, Seeburg distributor in Boston area, feels that operators are in their best financial condition in 10 years, and believes credit controls should be tightened. Margold looks for very good fall business and says that it should show a "big improvement over last year."

Both Si Redd, Redd Distributors, local Wurlitzer distributor, and J. J. Columbo, Music & Television Corporation, Rock-Ola distributor.

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## 'ROSES' BY THE BUNCH; THEY'RE ALL PICKIN' 'EM

NEW YORK, Aug. 27.—A

"War of the Roses" is brewing on the publishing rights to the nation's new No. 1 hit song, "The Yellow Rose of Texas."

Altho the Mitch Miller recorded version of the tune is published by Planetary Music, the original Confederate marching song is in public domain; so practically every jobber (including Music Sales thru its Lewis Music Firm) is printing his own copy.

Trinity Music also is publishing a country and western version of the song, tagged "The Yaller Rose of Texas, You All" with special lyrics written by Henry Haynes and Kenneth Burns (RCA Victor's Homer and Jethro). The boys' recording of the Trinity version was released this week.

Meanwhile the Mitch Miller Columbia recording of the song (the Planetary version) this week moved into the No. 1 spot on The Billboard's best selling pop retail chart after only five weeks in the top 25. It also took top honors this week on the disk jockey's most played list, while Johnny Desmond's Coral waxing of the tune (also the Planetary version) is No. 6 on the retail chart and four on the most played deejay list.

However, since the lyric and melody of the Planetary version are quite similar to the original p.d. song, the publishing outfit may find itself in the ironical position of owning a hit song while other publishers collect the bulk of the sheet music profits.

## Have Sarrusaphone, Will Travel, Reads Musicians' New Ad

Heckelphones, Flugelhorns, Other Museum Pieces Now Wind Players

By BILL SIMON

NEW YORK, Aug. 27. — The search for "sounds" has reached such a pitch that musical arrangers in all of the entertainment media are even raiding museums for archaic instruments.

Here's a tip: two sarrusaphones (a bass and soprano) are en route here from Italy. You can rent a serpent horn for \$10 per recording session. Harpsichord renters will let you have one for as much as the traffic will bear. Heckelphones and flugelhorns have become almost common.

There was a time when a woodwind musician had a comparatively easy time. When the contractor called, it was "bring your alto sax and clarinet" or possibly "tenor and flute." Today he might say, "Bring alto, contrabassoon, recorder and alto flute," or some equally myriad collection.

### Rental Business

Few musicians could possibly afford to own all of these, so they rent them, and the demands made these days on the rental houses have sent representatives of such enterprises to the four corners of the earth. It has been necessary to bring drums from India, China, Scotland, Africa and the Everglades; bugles from the French Foreign Legion in Africa, bagpipes from Scotland, tuned bells from

Pakistan, tuned camel bells from North Africa and all sorts of miniature instruments from Italy.

### TV Demand

Film and TV producers are constantly demanding instruments that look as well as sound unusual, jazz men are searching for new "cool" sounds and discovering that some of the oldest sounds are the best "new" sounds.

The Sauter-Finegan band has created a demand for miniature saxes, trumpets and trombones, which now are imported in quantities and sell for about \$35 each. Previously, these toy editions were used once a year, at the New York Philharmonic's Christmas children's concert, for the traditional performance of Haydn's "Toy Symphony." Now they're all over the place.

Going along with this trend, thriving on it, and constantly encouraging it are at least two local instrument dealers. The leading one, from the standpoint of variety, is Charles Ponte, himself a woodwind specialist who played for five years in Radio City Music Hall, and before that with Paul Whiteman, Alfredo Antonini and Art Landry and was on staff at CBS, NBC and WOR.

The other, whose specialty is all sorts of percussion instruments, would be Carroll's Drum Service. Altho both of these started with specialties, they have been broadening out into all sorts of instruments.

### Charles Ponte

Ponte found himself in business a few years back when he bought the woodwind collection of the late Ross Gorman, who owned and played 27 different instruments. In 1948, when there were some changes at the Music Hall, Ponte was able to buy the theater's complete collection of odd instruments and sound effects, many of which were one-of-a-kind items. Since then he has traveled all over the world buying up "everything in sight," and what he didn't see, he had made up special.

Not too long ago, four men in Hollywood dug up four ancient

(Continued on page 14)

## Doubling Can Go Just So Far

NEW YORK, Aug. 27.—Instrumental versatility, union-wise, can be carried just so far. On recordings and on radio, a musician may "double" on as many instruments as he has to, but isn't entitled to any extra compensation—only union scale.

In TV and film work, however, a musician may double only on one instrument outside of his immediate instrument family, and for this he is entitled to an additional 50 per cent of scale. This means that a saxophonist may play all of the different saxes, but as soon as he switches to clarinet, he's "doubling," and if doubles on clarinet, he can't play flute at the same session, etc.

## NEWS OF THE WEEK

### General Teleradio Mulls Offers To Purchase Its RKO Film Library . . .

Two customers this week were reported to be after the library of RKO feature films now owned by General Teleradio which is said to be asking between \$10,000,000 and \$14,000,000 for the more than 500 pictures. . . . Page 8

### RCA Victor's Fall Sales Pitch To Combat Columbia Club Plan . . .

RCA Victor, with its fall record advertising plans already formulated, now has altered its pitch to combat the dealer demoralization which the company feels is resulting from the introduction of the Columbia Record Club. The \$3.98 price and "only at your dealer's store" are the dominant themes in a campaign to break September 11 or 18 in almost 50 newspapers. . . . Page 14

### As Expected, Many Dealers Balk At Columbia Record Club Plan . . .

In the first week following the public launching of the Columbia Record Club, the company reported that it was "pleased" with the initial response on both direct mail and dealer enrollment levels. Nevertheless, dealers in many cities held protest meetings, and others bombarded the company with questions, most of which were answered in a special dealer mailing. . . . Page 14

### "Mickey Mouse Club" Sales Total \$14,000,000 on ABC-TV . . .

Further expansion of ABC-TV into daytime programming was being set last week following a sharp spurt of sales activity on "Mickey Mouse Club." The week's sales on the show sent billings on the stanza soaring to \$14 million and left the web with only one quarter hour segment per week remaining to be sold. . . . Page 2

### Floods and Polio Wreck

#### New England Outdoor Spots . . .

Storm damage coming on the heels of a polio epidemic ground New England amusement business to a standstill last week. Many fairs in stricken areas canceled out, a couple were damaged by flood waters and a vital meeting is set to determine whether the polio incidence will shut down the large fair in Brockton, Mass. . . . Page 50

### Coin Machine Business Hit

#### By Extensive Storm Damage . . .

Juke box, coin-operated amusement games and vending machine manufacturers, distributors and operators in a five-State area in the Northeast stagger from effects of hurricane and floods. Damage estimated over \$10,000,000. . . . Page 74

### Polio, Heat Wave Ruin

#### Wisconsin State Fair . . .

A polio epidemic and 100-degree heat clobbered the Wisconsin State Fair, Milwaukee, thru the first two thirds of its run. Attendance was off at least a third from '54, grandstand business fell fully 50 per cent and all other segments suffered sharp drops. . . . Page 50

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## ABC Admits Smaller Clients With Prime Time Cost Splits

NEW YORK, Aug. 27.—Breaking away from the established sales pattern of network television, ABC-TV, in a trend-making policy switch, is opening its doors to advertisers seeking to buy smaller pieces of prime time shows than heretofore have been generally available on any of the webs.

The move is in line with an over-all policy being put into effect by ABC-TV, namely to bring in advertisers unable or unwilling to shell out the heavy coin needed to buy half-hour prime time web shows, even on an alternate-week basis.

ABC's latest step in this direction is the opening of some of its half-hour shows for bankrolling one week out of every four. The network this week brought in American Home Products and Procter & Gamble, each as one-fourth sponsor of "Down You Go."

It currently is pitching one-quarter of "Stop the Music" and one-quarter of the "Ozzie and Harriet" show to bankrollers. Necchi Sewing Machines already has bought one-fourth of the former stanza, and Quaker Oats similarly is on the books as one-fourth bankroller of the latter show. "Topper," half sold to Standard Brands, is reportedly also available for quarter sponsorship. Also in line with the web's new approach was the recent sale of an hour period once every four weeks to Ralston-Purina for airing of "Grand Ole Opry."

In contrast to the picture at ABC-TV, the smallest slice of prime network time being sold by either NBC or CBS, except for the ultra-expensive specs, is a half hour every other week.

Another example of ABC's "A lot of small sales is as good as one big one" thinking is its sales plan on its Sunday night feature film stanza. There sponsors can buy as many or as few participations as they want. ABC feels that it can pull in more coin that way than it could by trying to sell the feature film shows to three or four alternating bankrollers.

ABC's new policy is largely due, of course, to its being still—despite its recent phenomenal growth—the junior member of the three-network family. NBC and CBS still find it easier to sell all their prime time to sponsors who have enough money to buy all or at least half of a show. Consequently, there is no need for these webs to make their time available in smaller parcels.

The fact that ABC is doing so, however, comes as a boon to the less wealthy advertisers who find NBC's and CBS' prime time availabilities too rich for their blood. Were it not for ABC's new policy, such advertisers would be all but completely frozen out of nighttime network television. As it is ABC's new stature and its now proven ability to program shows which can outrate those of the other networks give such advertisers an opportunity to get into the prime time network television picture shoulder to shoulder with the well-heeled bankrollers.

Interestingly enough, however, not too many of the poorer advertisers have yet put in an appearance on the ABC roster. Several of the quarter slices of shows have been gobbled up by big sponsors, who apparently are welcoming this new opportunity effectively to spread their TV coin even thinner than they were able to before.

## Half-Hour Nighttime Segs Open on 3 Webs

NEW YORK, Aug. 27.—On the eve of the beginning of the new season, the three networks all have nighttime half hours available for interested sponsors. Two half hours opened up this week at NBC-TV when clients who had orders in for both backed out. Brown & Williamson and Toni were to sponsor the Louella Parsons show in the Sunday 10:30-11 p.m. time period, but sufficient clearances weren't forthcoming, and the advertisers dropped out.

The network believes a stronger show would have got station acceptance in the manner of the Robert Cummings show, which was there last season. Ralston-Purina, meanwhile, dropped its option on Wednesday night 10:30-11, at NBC-TV, a slot that is expected to get only a limited number of clearances.

CBS-TV, after several months of selling, finds itself with both Wednesdays and Fridays 7:30-8 p.m. to sell and half of "Wanted," Thursdays 10:30-11 p.m. The trouble seems to be that not only are the shows proposed for the 7:30-8 time slots up against strong opposition—"Disneyland" and "Rin Tin Tin" respectively—but that the shows CBS has selected, "Brave Eagle" (Wednesday) and "Flicka" (Friday) have not impressed proposed bankrollers.

All indications are that CBS will allow sponsors to use their own properties in these 7:30-8 p.m.

slots, if they place firm orders for the time and their own properties are acceptable to the network's program department. ABC-TV has the most evening time available—six half hours, one half of a current show and two quarter hours of two other nighttime stanzas.

### \$2.2 MIL ABC-TV BUY?

## Net Reported Dealing For 11 Selznick Films

NEW YORK, Aug. 27.—ABC-TV was reported to be in high level negotiation for a package of 11 feature films owned by David Selznick, with the estimated price of \$200,000 per picture. The negotiations have been going on for several months and are said to be reaching their climax. The deal is directly between Selznick and Robert Kintner, ABC president.

The network would probably use the features for its Sunday night feature film show, "Famous Film Festival," consisting of 20 J. Arthur Rank features which it recently bought, some of which will have to go into third-run to fill out the 52 weeks of programming. The Selznick features, however, are so expensive that another price scale would very likely have to be

## WESTERN SPICE FOR 'FATHER'

HOLLYWOOD, Aug. 27.—Situation comedies have come up with some pretty weird gimmicks, but Screen Gems' "Father Knows Best" is going to top them all this season. Star Robert Young and Producer Eugene B. Rodney have decided to do a half-hour Western and stick it smack in the middle of the series.

At the close of the preceding episode Young will tell the audience, "I've always wanted to do a Western. Next week we're going to do one."

The film will be "Stage to Yuma," based on a dramatic Saturday Evening Post yarn about an Apache ambush.

An unconfirmed rumor has it that another Screen Gems series, "Tales of the Texas Rangers," will be a situation comedy.

## TV Evaluation By Educators In Philadelphia

PHILADELPHIA, Aug. 27.—The Board of Education today released a television evaluation report compiled by the Philadelphia Home and School Council, based on a five-month study by 3,000 parents. Its main finding: Television programming for children is improving but still has a long way to go.

The parents were unstinting in their praise for certain programs (Continued on page 6)

## Denver AM, TV Hit by Hectic Shifts in 3 Yrs.

DENVER, Aug. 27.—The radio and TV operation here plunged into the most violent and hectic period of change in the history of the industry that is notable for its upsets. New faces, new owners and, most of all, new money has appeared on the Denver scene during the past three years to upset the locally owned situation and change the complexion of both radio and TV entirely. During the period since 1952 not one of the radio or TV stations in the Denver area has missed the "executive help wanted" and "for sale" sign.

**Money Changes**  
More than \$8,500,000 in sale of radio and TV properties has been reported in recent transactions. A conservative estimate of another \$150,000 has been invested in five new radio stations, with a sixth to be in operation by winter. Nearly \$8,000,000 in sale of TV property has changed hands in Denver since 1952.

This year alone Gene O'Fallon sold his Channel 2 station for \$750,000 and other "considerations," and KBTV, the ABC outlet, was purchased by John C. Millins for \$1,000,000. In 1952 KOA radio and TV was bought by a corporation which included Bob Hope for \$2,500,000, while KLZ, the CBS outlet, was bought last year by Time, Inc., for \$3,500,000.

**Personnel Switches**  
Personnel changes have occurred following each sale, with KLZ feeling the least change. At KOA radio and TV an estimated 98 per cent of the staff was changed within a few weeks of the sale. One of the biggest surprises came this week when Don Searle, executive vice-president and general (Continued on page 6)

## NBC-TV Daytime Pic Brightens Via Antell Offer

NEW YORK, Aug. 27.—NBC-TV this week continued on its road back to commercial daytime success. The network has a firm offer from Charles Antell for three half hours of time for an Ern Westmore strip, which would most likely be moved into the 10:30 slot across the board and the shows now there dropped. If the order is accepted, the network would sustain the other two half hours. Westmore is now on ABC Sunday nights for a limited run.

The web is also moving off to a strong start with its daytime dramatic hour, "NBC Matinee Theater." Procter & Gamble will sponsor almost a third of it by switching its business from "It Pays to Be Married" into the dramatic vehicle. And Motorola this week bought 12 participations in the show. Alcoa has already placed an order for two participations in December.

NBC is also considering a daytime stanza featuring film and TV actor Robert Sterling for the 2:30-3 p.m. time period. This program, however, is being blueprinted for early next year.

## Helene Curtis Eyes Caesar

NEW YORK, Aug. 27.—Helene Curtis is showing interest in the purchase of one-third of Sid Caesar on NBC-TV. Speidel, the current client, is bowing out, because it has picked up alternate week sponsorship of "The Big Surprise," Saturdays 7:30-8 p.m. instead.

Helene Curtis' last venture into network TV was "Professional Father" on CBS-TV, which never made the grade. Caesar's other two sponsors are American Chiclé and RCA. It is on Mondays 8-9 p.m., three weeks out of four.

### BIG DAYTIME PLANS

## \$14,000,000 Sell-Out of 'Mickey' Starts ABC Push

NEW YORK, Aug. 27.—ABC-TV this week began formulating definite plans to expand further into the field of daytime programming following a banner week of "Mickey Mouse Club" sales activity that left the web with only one quarter hour of the across-the-board stanza remaining to be sold. The web has chalked up \$14,000,000 in billings on the stanza to date.

The network's sales force wrapped up deals with eight bankrollers for sponsorship of five quarter-hour segments of the Disney kiddie show this week. Coca-Cola latched on to two quarter-hour segments, Vicks and General Mills—the

latter had previously bought six segments of the show—each picked up half a segment, Johnson's Wax and Miles Labs did likewise, while TV Time Popcorn and AM-PAR Records (ABC's sister company) each expected to share half of a segment. The remaining half was sold to an undisclosed bankroller. The quarter-hour segment in the show which is still to be sold is the Friday, 5-5:15 p.m. period. It's expected it will be gobbled up in short order.

**"Mouse Club"**  
With "Mickey Mouse Club" just about completely sold, the web's programming department, under

Bob Lewine, began moving into high gear on new programming for the 4:30-5 p.m. period initially. Once that period is programmed and sold, which could be within the next month or so, the web will move into the half-hour period before that in similar fashion. ABC's daytime plan of operations is to work backward from "Mickey Mouse Club," selling and programming period by period.

The first program the web will come up with will probably be either film or one that can be aired in other parts of the country on a delayed basis. "Mickey Mouse (Continued on page 6)

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

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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, \$2.50, and Vend, the monthly magazine of automatic merchandising, one year, \$4. Vol. 67 No. 36

**THE BILLBOARD SCOREBOARD**

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

A guide for TV stations and advertisers on new contracts set from August 6 thru 13.

The following data is tabulated from a weekly survey of 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
All Laundry Detergent, Monsanto Chemical	Manischewitz Kosher Wine, Monarch Wine
Analist, Analist Co.	Motorola Radio & Television, Motorola, Inc.
Bab-O. B. T. Babbitt	Old Gold Cigarettes, P. Lorillard
C D R Rotor, Radiart Corp.	Paint & Varnish, Cook Paint & Varnish
Campbell Soup, Campbell Soup Co.	Peak Anti-Freeze, Commercial Solvents
Carnation Instant Milk, Carnation Co.	Post's Sugar Crisp, General Foods
Crackers, Lance, Inc.	Purina Chows, Ralston Purina
Ford Cars & Trucks, Ford Motor	Raleigh Cigarettes, Brown & Williamson
Griffin Shoe Polish, Griffin Mfg.	Remington Arms & Ammunition, Remington Arms Co.
Keds & Gaytees, U. S. Rubber	Toni Home Permanent, Toni Co.
L & M Cigarettes, Liggett & Myers	

**REGIONAL SUMMARIES**

**Eastern**

Alkalds Antacid, Block Drug	Marshmallow Fluff Dessert, Durkee-Mower, Inc.
All Laundry Detergent, Monsanto Chemical	Motorola Radio & Television, Motorola, Inc.
Anacin, Whitehall Pharmaceutical	Old Gold Cigarettes, P. Lorillard
Bab-O. B. T. Babbitt, Inc.	Peak Anti-Freeze, Commercial Solvents
Bulova Watches, Bulova Watch Co.	Post's Sugar Crisp, General Foods
Campbell Soup, Campbell Soup Co.	Raleigh Cigarettes, Brown & Williamson
Canterbury Tea & Coffee, Safeway Stores	Remington Arms & Ammunition, Remington Arms
Carnation Instant Milk, Carnation Co.	Shell Gasoline & Motor Oil, Shell Oil
Clark's Candies, D. L. Clark	Shirts, Shirt Craft Co.
Crackers, Lance, Inc.	Simmons Electronic Blanket, Simmons Co.
Cream of Wheat Cereal, Cream of Wheat Corp.	Tissues, Groveton Paper Mills, Inc.
Friskies Dog Food, Carnation Co.	Toni, Toni Co.
Griffin Shoe Polish, Griffin Mfg.	Vaporub Salve & Nose & Throat Drops, Vick Chemical
Joy, Liquid Detergent, Procter & Gamble	Varios, S. S. Kresge Co.
Luden's Menthol Gough Drops, Luden's, Inc.	Wrigley's Gum, William Wrigley Jr., Co.
Manischewitz Kosher Wine, Monarch Wine	

**Southern**

All Laundry Detergent, Monsanto Chemical	Motorola Radio & Television, Motorola, Inc.
Analist, Analist Co.	Old Gold Cigarettes, P. Lorillard
Bab-O. B. T. Babbitt, Inc.	Philip Morris Cigarettes, Philip Morris, Ltd.
C D R Rotor, Radiart Corp.	Radiart Antenna, Radiart Corp.
Cheesecakes & Coffecakes, Kitchens of Sara Lee, Inc.	Raleigh Cigarettes, Brown & Williamson
Chesterfield Cigarettes, Liggett & Myers	Sea Pak Frozen Fish, Sea Pak Corp.
Crackers, Lance, Inc.	Tayster Bread, American Bakeries
Ford Cars & Trucks, Ford Motor Co.	Viceroy's, Brown & Williamson
Griffin Shoe Polish, Griffin Mfg.	Water Maid Rice, Louisiana State Rice Milling
Keds & Gaytees, U. S. Rubber	We're No Angels (Movie) Paramount
L & M Cigarettes, Liggett & Myers	Wonder Bread, Continental Baking
Milnot Milk & Compounds, Milnot Co.	Zerex-Zerone Anti Freeze, Du Pont

**Midwestern**

Alliance Antenna Rotor, Alliance Mfg.	Keds & Gaytees, U. S. Rubber Co.
Analist, Analist Co.	L & M Cigarettes, Liggett & Myers
Auto Tires, Montgomery Ward	Lava Soap, Procter & Gamble
C D R Rotor, Radiart Corp.	M-O-Lene Bug Cleaner, Grant Co.
Candy, Hollywood Candy	Malt-O-Meal, Malt-O-Meal Co.
Carnation Instant Milk, Carnation Co.	Manischewitz Kosher Wine, Monarch Wine
Charles Antell Hair Preparations, Charles Antell	Motorola Radio & Television, Motorola, Inc.
Davy Crockett Kit, New Frontiers, Inc.	Mounds Candy Bar, Peter Paul
Dromedary Food Products, Hills Bros.	Old Gold Cigarettes, P. Lorillard
Ford Cars & Trucks, Ford Motors	Paint & Varnish, Cook Paint & Varnish Co.
"H A" Hair Arranger, Boyer International Lab.	Post's Sugar Crisp, General Foods
Hostess Cakes, American Bakery	Purina Chows, Ralston Purina
Instant Maxwell House Coffee, General Foods	Raleigh Cigarettes, Brown & Williamson
Ironing Board Covers, Grant Co.	Remington Arms & Ammunition, Remington Arms
	Toni Home Permanent, Toni Co.

**Southwestern**

Analist, Analist Co.	Ford Cars & Trucks, Ford Motor
Burgermeister Beer, San Francisco Brewing	Leslie Salt, Leslie Salt Co.
Diamond M Flour, Colorado Milling	Paint & Varnish, Cook Paint & Varnish
	Purina Chows, Ralston Purina

**Rocky Mountain & West Coast**

Alka-Seltzer, Miles Laboratories	Motorola Radio & Television, Motorola, Inc.
Bab-O. B. T. Babbitt, Inc.	Old Gold Cigarettes, P. Lorillard
Campbell's Soup, Campbell Soup Co.	Peak Anti-Freeze, Commercial Solvents
Ford Cars & Trucks, Ford Motor	Petri Wines, Petri Wine Co.
Freezer Bags & Wrap, Kardite	Prell Shampoo, Procter & Gamble
Heating Oil, General Petroleum	Ringling Circus, Ringling Bros.
Italian Swiss Wines, Italian Swiss Colony	Toni Home Permanent, Toni Co.
M & M-Candy, M & M Co.	

**Mountain Y&R  
TV-Radio Head**

NEW YORK, Aug. 27.—Robert P. Mountain this week was named veepee and director of the radio-TV department of Young & Rubicam. He replaces Dan Seymour who resigned to move over to J. Walter Thompson as a veepee responsible for new programs.

Mountain, who was one of the top execs on the General Foods account at the agency, will function primarily as an administrator. Veepee Nat Wolff, director of program development for Y&R, will continue to specialize in the creation of properties for its clients and probably spend more time than ever on the Coast, while much of the detail work is left in the hands of Mountain.

Seymour is not primarily an administrator and found himself hampered when those duties were placed on his shoulders. In addition, there have been reports of conflicts between him and top media execs at the agency.

**McCann Adds  
Swift's 4-Mil**

NEW YORK, Aug. 27.—McCann-Erickson this week added another \$4,000,000 a year to its already healthy billings when the advertising for the meat division of Swift & Company came into its shop. The entire account had previously been serviced by the J. Walter Thompson agency, which will retain the rest of the billings amounting to about \$8,000,000.

The decision of Swift to move some of the business to McCann is reported to have been influenced by the inability of J. Walter Thompson to come up with a property for the Saturday 7:30-8 p.m. time period on NBC-TV, which the client owned last season. Speidel and Purex now sponsor the half hour. J. Walter Thompson, of course, is still without a head of its TV department since the death of John Reber, tho it has hired Dan Seymour away from Young & Rubicam to replace Richard de Rochemont.

**GM Buys 2 of  
3 'World' Segs**

NEW YORK, Aug. 27.—General Motors this week firmly committed itself to purchase two thirds of "Wide, Wide, World" for three of its divisions—AC Sparkplugs, United Distributors and its headlight branch. The show will go into its Sunday 4-5:30 time slot once monthly in combination with the Maurice Evans program. The network will now seek to find a sponsor for its Book-of-the-Month Club dramatization, which will also go into the time period monthly, if sponsored.

NBC this week, meanwhile, named three top producers to supervise the show. They are Bob Bendick, Larry Menken and Herb Susann. Bendick is now producing "Today." Menken was shifted back from the Coast where he was to produce a weekly hour of "Matinee," the new daytime dramatic show, and Susann's last assignment was producing the Guy Lombardo show for MCA-TV.

**Kellogg Buys  
Godfrey Slot**

NEW YORK, Aug. 27.—Kellogg has gobbled up the alternate half hour of the Wednesday night Godfrey show recently dropped by Frigidaire.

Frigidaire, a division of General Motors, also dropped its stake in the Godfrey daytime stanza following movement of the account from Foote, Cone & Belding to the Kudner agency.

**Delinquency Report  
Raps TV Segs & FCC**

WASHINGTON, Aug. 27.—On the score of permitting too much crime programming, both the television industry and the Federal Communications Commission are taken to task in the long-awaited Kefauver subcommittee report on TV and juvenile delinquency, out this week. Dubious reaction is expected from all quarters to the committee recommendation that the FCC tighten its program supervision and be empowered to levy fines and revoke licenses for violations of "an established code." The National Association of Radio and Television Broadcasters' Code of Good Practice is given "A" for good intention, but termed "ineffective" by the committee.

As stated in the report, the main objective of the Senate Subcommittee on Juvenile Delinquency, headed by Estes Kefauver (D., Tenn.), was to pinpoint the tie-in of cause and effect between the crime shows and juvenile violence. The verdict at the end of the report cites television as a strong influence factor in juvenile delinquency, but does not attribute youthful crime directly to TV

viewing. Emphasis is on the danger of "saturation" in prolonged crime show viewing at hours available to youth.

While acknowledging the many fine programs aired for children, the committee levels criticism at the industry for its "calculated risk" of promoting delinquency by providing such a large number of crime shows. The subcommittee report cites television as "potentially more injurious" than movies, radio or comic books, which were also surveyed, because TV's presentation of a "live" story has greater impact on its child audience and is too easily available.

The role of the NARTB code is not strong enough, the report claims. Altho praise is given for the association's Code Review (Continued on page 13)

**'Project' Snags  
Sponsors' Eyes**

NEW YORK, Aug. 27.—NBC-TV this week was finding substantial interest among advertisers for "Project 20," a group of four or five mid-week telementaries which are to be unveiled next season as a continuous, but occasionally programmed, series. Among the potential clients are American Safety Razor, Monsanto Chemical, Philco and RCA.

Shows in the package, which run about an hour in length, are "Jazz Age," "Rise and Fall of a Dictator," "Nightmare in Red" and a repeat of "Three, Two, One—Zero." The cost for the series, time and talent is estimated at about \$1,000,000. The telementaries will be shown in prime evening time periods, pre-empted from sponsors with regularly programmed shows, one of the reasons for the great interest in their purchase.

**Oberfelder,  
WABC Part**

NEW YORK, Aug. 27.—ABC is on the lookout for a new chief of its flagship station, WABC-TV here, following the sudden parting of the ways yesterday (26) between the station and Ted Oberfelder, who's been veepee and general manager of the outlet since last November 1.

The network is putting Slocum (Buzz) Chapin in as head of the station to fill the breach for the next three weeks, during which time a successor to Oberfelder will be selected. Chapin is vice-president in charge of sales of ABC-TV network.

**AMERICA'S 10th TV MARKET**

**WGAL-TV** NBC and CBS  
LANCASTER, PA. 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 861

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Occupation or Title \_\_\_\_\_  
Company \_\_\_\_\_  
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Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



# NTA *Congratulates*

**James Mason**

**Richard Burton**

**Pamela Mason**



THE  
**JAMES\***  
**MASON**  
 SHOW

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**BEST 1/4 HOUR**  
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in  
 The Billboard's 3d Annual  
 TV Film Program &  
 Talent Awards  
 1954-1955

## We Are Proud . . .

Sponsors, agencies, stations, producers and distributors showed appreciation for our efforts to bring the world's finest literature to life through dramatic readings.

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**National Telefilm Associates, INC.**  
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## GEN. TELERADIO'S AUCTION

### Biddings Spirited for Buy Of RKO Feature Library

NEW YORK, Aug. 27.—Spirited bidding is going on for the RKO library of features now owned by General Teleradio. Chief bidders are reported to be Motion Pictures for Television and a theatrical distributor who wants to get into TV syndication after first re-releasing the pictures to movie houses.

The price for the library of more than 500 pictures is said to be somewhere between \$10,000,000 to \$14,000,000, plus a profit participation. It is also estimated that it would take another \$4,000,000 to clear the rights and sell the features.

The reasons for General Teleradio's desire to sell the 650-odd features are many. If General Teleradio got enough money for the pictures, it would immediately recapture almost half of its investment of \$25,000,000 and get another organization to go out and do a selling job it would otherwise have to do. And, of course, it would get a substantial piece of the profits. General Teleradio would also, of course, get the rest of its money back from the exhibition of the several unreleased features it bought from RKO, the utilization of the RKO studios for new motion pictures and the distribution of such product.

#### Product Needed

But in order to go into production and get the RKO distribution organization functioning, General Teleradio needs product, which it doesn't have at the moment. To get such product it also needs additional capital to bankroll movie producers, but because of the expenditure of such a large sum for RKO, it doesn't have the capital available. And General Tire, the parent company of General Tele-

radio, is unwilling to provide the money.

The sell-off of the features would provide the answer. And if it did nothing else, it would also provide a good market evaluation of the properties, so that a bank could be approached for production money for new feature product.

If MPTV bought the product, it is likely that Eliot Hyman's Associated Artists Productions would figure somewhere in the deal, probably by getting a large number of the features. MPTV might be reactivated as a distribution organization. The financing most likely would come from the banks and factors with which MPTV has done business, such as the

Chemical National Bank and the Walter Heller Company.

#### Nets' Disinterest

The RKO features were pitched at the networks, but neither CBS-TV or NBC-TV was interested. ABC-TV has shown some spark, but it doesn't need as many films as the package contains. Whoever gets the features it is fairly certain that some of them will appear on the networks, certainly in daytime periods, and perhaps nighttime.

Of the 650-odd features in the RKO library, perhaps 250 are figured as strong first-run bets. In order to be able to make the package worth the kind of money being asked, they will have to be bought by network advertisers in substantial numbers.

### Stations Get Crack At SG's 'Jungle Jim'

NEW YORK, Aug. 27.—TV stations, which usually don't get a crack at first-run series until sponsors are pitched, are being provided by Screen Gems with an opportunity to pick up its new "Jungle Jim" series before it's offered to local advertisers.

The station deals call for two runs of the 26-episode series, with additional rights to rerun 13 episodes. In effect, the stations get a 39-week package that can be aired twice.

The advantage to Screen Gems in making two-run deals with stations is that the first releases more immediate revenue than it would by selling the show to a local sponsor for a single run, which is all that advertisers ordinarily want to buy. It also eliminates the necessity of peddling the show for second run airing, which in view of the highly competitive nature of the syndication field is becoming more and more a gamble.

#### Station Advantage

The advantage to a station is that it obtains a first-run property that it knows has not already been seen and turned down by local advertisers. It also, of course, gets the right to rerun the show, but the price, naturally, is based on that fact.

The stations which have bought "Jungle Jim" include KOV, Denver; WOAI, San Antonio; WTVR, Richmond, Va.; WJAR, Providence; LPRC, Houston; WMCT, Mem-

phis; WSM, Nashville; WXYZ, Detroit; KTTV, Los Angeles; WBZ, Boston, and WFAA, Dallas. The local sponsors which have bought the show include Clover Leaf Dairy, Salt Lake City; Sun Light Baking, San Jose, Calif.; Gallow Camp Shoes, San Francisco, and Coca-Cola Bottling, Eugene, Ore.

### Official Ups Jaffe, Rush

NEW YORK, Aug. 27.—Official Films has reassigned two of its top executives in line with a new expansion effort. Herb Jaffe, who had been heading the sales corps, has been named executive vice-president. And Herman Rush, who had been supervising sales in the West, has been named vice-president in charge of sales.

Official now has close to 25 salesmen, and is trying to expand the staff considerably. Rush said he now has five more men under consideration and may eventually double the present roster.

Jaffe will still get involved in sales in special situations and national deals. But for the most part his job is now administrative.

Hal Hackett, president of Official, was only recently given the additional title of chairman of the board.

### Stations Turn to Long-Term Deals to Cut Out Competition

NEW YORK, Aug. 27.—In their battle for rating supremacy, stations in certain competitive markets are going in for extra long-term deals on syndicated shows that are proven audience holders. Television Programs of America has 11 such deals with eight different stations. The various deals run from two to five years.

In a couple of instances the stations used the long-term deal to get the show away from a competing station. In one instance the station got the sponsor along with the show.

These deals occur only when the show has a track record, usually in the same market, according to Curt Blumberg, TPA's assistant vice-president. Most of these deals are on "Ramar of the Jungle," with three of them on "Ellery Queen."

Only one of these deals involves TPA's current release, "The Count of Monte Cristo," which is just starting full production. This deal was made by WNAC-TV, Boston, which also took "Ramar" and "Ellery" for the long haul, and thus had established a peculiar rapport with the distributor.

#### Not Libraries

Tho the stations get a discount on these contracts, their main motive, according to Blumberg, is to get an assured rating on which they can sell spots or sponsorship. These are not library deals. The contracts spell out how many plays the station gets. In most of these it's one a week.

TPA's latest marathon sales were to WHBQ, Memphis, and WSM-TV, Nashville, for "Ramar," which had its first year in those markets

## 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	July Avg. Rating
1	Life of Riley (NBC)	206	16.4
2	Badge 714 (NBC)	254	15.4
3	Passport to Danger	179	13.5
4	City Detective (MCA)	194	13.4
4	I Led Three Lives (Ziv)	219	13.4
6	Doug Fairbanks Presents (ABC)	198	12.6
7	Death Valley Days (Pacific-Borax)	226	12.4
8	Mr. District Attorney (Ziv)	201	12.3
9	Waterfront (MCA)	196	11.8
10	Superman (Flamingo)	182	10.9
10	Annie Oakley (CBS)	218	10.9
12	Eddie Cantor (Ziv)	194	10.6
12	Man Behind the Badge (MCA)	209	10.6
12	Star and the Story (Official)	191	10.6
15	Wild Bill Hickok (Flamingo)	186	10.4
16	The Whistler (CBS)	204	10.2
16	Mayor of the Town (MCA)	200	10.2
16	Gene Autry (CBS)	228	10.2
19	Liberace (Guild)	182	10.1
20	Boston Blackie (Ziv)	220	9.8
20	Lone Wolf (MCA)	208	9.8
22	Little Rascals (Interstate)	219	9.6
22	Science Fiction Theater (Ziv)	193	9.6
24	Cisco Kid (Ziv)	201	9.4
25	The Falcon (NBC)	194	9.3
25	Foreign Intrigue (Official)	220	9.3
25	I Am the Law (MCA)	208	9.3

## BARTER DEAL

### Sterling Distributing 'Vise' to Stations

NEW YORK, Aug. 27.—Sterling Drug has begun to distribute its network showcase, "The Vise," to stations in the same type of barter deal by which it has put "Inspector Mark Saber" into over 100 markets. This is an entirely unique practice among national sponsors. The stations get the second run of the film series to use as they wish. Instead of paying in money, they give Sterling spot availabilities.

As in the "Saber" deal, the "Vise" distribution is being handled by the Thompson-Koch agency. For these deals the title of the show has been changed to "The Pendulum." As "The Vise" it is still running on ABC-TV, Friday, 9:30-10 p.m.

The network version is introduced by Ron Randall. His footage has been cut out in the reruns and new instructions with John Bentley inserted.

By this type of deal the advertiser uses his residual rights to buy

more advertising directly, without the intervention of a distributor's 35 per cent cut. Thompson-Koch gets its pay-off in the usual 15 per cent commission on the spot business it thereby places.

"The Pendulum" has already been picked up by 40 stations.

### Golden State Buys 'Opry'

NEW YORK, Aug. 27.—Golden State Dairies this week closed the third multi-market deal on Flamingo Films' "Stars of the Grand Ole Opry" when it signed to carry the half-hour series in about 10 markets in California. Flamingo previously sold the show to KCOP-TV, Los Angeles, which is planning to run two half hours back to back for an hour-long show weekly.

Still another regional deal seems to be in the making. Swift has begun running the show in Dallas for one of its divisions. It found the first rating so impressive, it is planning to pick up another three markets in Texas.

### 'Three Lives' Into 3d Year

NEW YORK, Aug. 27.—Ziv-TV apparently intends to go ahead with a third year of filming of its much awarded "I Led Three Lives." It has already made at least one-third-year deal with WPIX here. For these 39 episodes, the producer will dig into Herb Philbrick's personal files, since the material in his book has now been exhausted by the TV series.

Ziv officials have decided that "Lives" will be the first of its shows they will sell for airing in color, but they have not decided when they are going to start making color deals. All of Ziv's shows are shot in color, but they have been colorcast only in occasional one-shots.

## WESTERN SKEIN

### McCadden in Huddles for Grey Yarns

HOLLYWOOD, Aug. 27.—Negotiations are now being conducted between Zane Grey TV Productions which owns rights to the late writer's novels and stories, and McCadden Productions for filming of a Western teleseries.

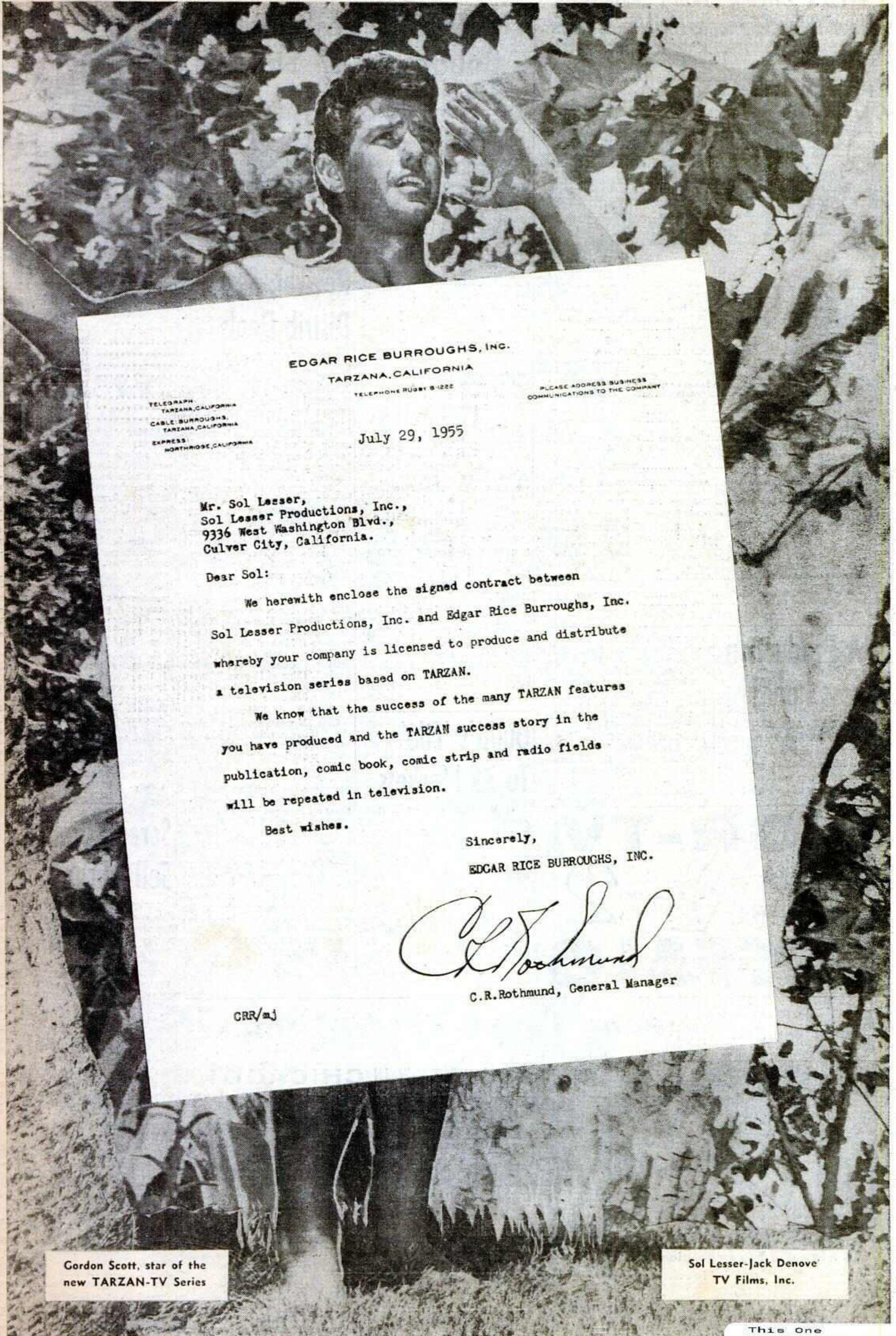
Zane Grey Productions consists of Hal L. Hudson, formerly associated with CBS-TV, and the author's sons, Romer and Loren. It's contemplated that two series may be shot, one an anthology and the other based on one of the character's running thru the stories, possibly Arizona Ames.

### Pilot Panel Seg By Video View

HOLLYWOOD, Aug. 27.—New panel show to review unsold pilot films is being packaged by Video View, Inc. Concept of half-hour program would have members look at films, then criticize them.

One problem is that, in order to get the show into 30 minutes, only 15-minute pilots can be used. A spokesman for the company said today that seven had been obtained so far. George Patton agency is handling.

Similar past schemes for the ultination of pilots, such as "Premiere Theater," have always fallen thru somewhere along the way.



EDGAR RICE BURROUGHS, INC.  
TARZANA, CALIFORNIA

TELEPHONE RUGBY 8-1222

PLEASE ADDRESS BUSINESS COMMUNICATIONS TO THE COMPANY

TELEGRAPH  
TARZANA, CALIFORNIA  
CABLE: BURROUGHS,  
TARZANA, CALIFORNIA  
EXPRESS  
NORTHROSE, CALIFORNIA

July 29, 1955

Mr. Sol Lesser,  
Sol Lesser Productions, Inc.,  
9336 West Washington Blvd.,  
Culver City, California.

Dear Sol:

We herewith enclose the signed contract between Sol Lesser Productions, Inc. and Edgar Rice Burroughs, Inc. whereby your company is licensed to produce and distribute a television series based on TARZAN.

We know that the success of the many TARZAN features you have produced and the TARZAN success story in the publication, comic book, comic strip and radio fields will be repeated in television.

Best wishes.

Sincerely,

EDGAR RICE BURROUGHS, INC.

C.R. Rothmund, General Manager

GRR/mj

Gordon Scott, star of the new TARZAN-TV Series

Sol Lesser-Jack Denove  
TV Films, Inc.

This One



RCKG-ZLP-SDW9

# Who's Buying What Where— New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.  
Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (S)—split sponsorship.

Sponsor—Program	Distributor	Market
<b>AGRICULTURAL AND PET FOODS</b>		
Rival Dog Food—Badge 714.....	NBC Film	WXEL, Cleveland
Rival Dog Food—Mr. District Attorney.....	Ziv-TV	WNBQ, Chicago; WGR, Buffalo
<b>AUTOMOTIVE (Cars, Tires, Accessories)</b>		
Nickel Silver Battery Co.—Rin Tin Tin.....	Screen Gems	KERO, Bakersfield, Calif.
Chief Pontiac—Life With Father.....	CBS Film	KOB, Albuquerque, N. M.
Chevrolet Dealers—		
Science Fiction Theater.....	Ziv-TV	KHQA, Quincy, Ill.
Take Motors—1 Search for Adventure.....	Geo. Bagnall	KSL, Salt Lake City
Chevrolet Dealer—Famous Playhouse.....	MCA-TV	KGLO, Mason City, Ia.
Moller Chevrolet Dealer—		
Your All Star Theater.....	Screen Gems	KFEQ, St. Joseph, Mo.
<b>BEER AND WINE</b>		
Stroh Brewing Co.—		
D. Fairbanks Presents.....	ABC Film	WXYZ, Detroit; WJON, Bay City, Mich.; WWTV, Cadillac, Mich.; WNDU, South Bend, Ind.; WBNS, Columbus, O.; WHIZ, Zanesville, O.; WNBK, Cleveland
Gunther Beer—Badge 714 (B).....	NBC Film	WSVA, Harrisburg, Pa.
National Bohemian Beer—Badge 714.....	NBC Film	WXEL, Cleveland
Petri Wine—Waterfront.....	MCA-TV	WABD, New York
Ballantine Beer—Highway Patrol.....	Ziv-TV	30 mkt.
Heidelberg Beer—		
Dr. Hudson's Secret Journal.....	MCA-TV	Yakima, Wash.; Spokane, Wash.; Eugene, Ore.; Medford, Ore.; Idaho Falls, Idaho
Richbrau Beer—Chicago Wrestling.....	Imperial World	WSUA, Harrisonburg, Va.
Falstaff Beer—City Detective.....	MCA-TV	KVTU, Springfield, Mo.
Duquesne Brewing—Armchair Adventure.....	Sterling-TV	KDKA, Pittsburgh
Duquesne Brewing—Kings Crossroads.....	Sterling-TV	WJAD, Johnstown, Pa.
Fort Pitt Brewing—Eddie Cantor.....	Ziv-TV	WFSV, St. Petersburg, O.
<b>NON-ALCOHOLIC BEVERAGES</b>		
Coca-Cola Distributors—Jet Jackson.....	Screen Gems	KOAT, Albuquerque, N. M.
<b>CLOTHING AND ACCESSORIES</b>		
Brown Shoes—Buffalo Bill Jr. ....	CBS	WXEL, Cleveland
Hale Niu Clothing—		
Jimmy Demaret Show.....	Award-TV	KONA, Honolulu
<b>CONFECTIONS</b>		
Wrigley's Chewing Gum—Gene Autry.....	CBS Film	WMAR, Baltimore; WNAC, Boston; WBBM, Chicago; WKRC, Cincinnati; WCAU, Philadelphia; WEWS, Cleveland; WJBK, Detroit; WHAS, Louisville; WCBS, New York
Mars Candy Bar—Buffalo Bill Jr. ....	CBS Film	WXEL, Cleveland
O Henry Candy—		
Steve Donovan, Western Marshal.....	NBC Film	KWK, St. Louis
Quaker City—Ramar of the Jungle.....	TPA	WBKB, Chicago

(Continued next week)

## TPA Production Across Pond?

NEW YORK, Aug. 27.—Television Programs of America may start producing film shows in England shortly. Milton Gordon, president, made a quick trip to London last week and is due to go back in an-

other month. He sold "Lassie" for commercial telecast there and is planning to set up a TPA sales office. Gordon said this week that he also intends to look at studio facilities on his next trip, and if he finds the right space, he will probably start filming there. He didn't say what show he would do.

Edward Small, TPA board chairman, has been in New York the past three months. He is returning to Hollywood next week to complete casting and start shooting "Tugboat Annie."

## 'MARGIE' STRIPPING

# Official Films' Series Bought by 17 Stations

NEW YORK, Aug. 27.—Official Films' strip booking sales on "My Little Margie" have quickly swelled into a major promotion. In less than one month, Official has sold the situation comedy to 17 stations which have earmarked it for across-the-board airing, mostly in daytime. Every one of these stations is in a top market.

Herman Rush, sales vice-president of Official, says this while promotion started with WPTZ, Philadelphia, which about a month ago launched a program-promotion campaign called "Nighttime in Daytime." WPTZ, of course, was out to boost its daytime spot business by offering top caliber shows. This idea opened the door for reruns of network shows. Official, with 126 episodes of "Margie," was in an excellent position to fill the bill.

The distributor liked the idea so much it started pushing it in every major market. The favored sales pattern is a two-year deal calling for two to four runs. It has now made such deals with WGN-TV, Chicago; WNAC-TV, Boston, and WXYZ-TV, Detroit, to name three.

### Back to Back

Now it is suggesting to these stations that they put the Stu Erwin show, which also has well over 100 episodes, back to back with "Margie," and so offer time buyers a solid daytime comedy hour on which to hang spots.

Official also has enough episodes in its "Dateline Europe" and "Overseas Adventure" series to fill a block like this. But for the time being the daytime push is on "Margie."

The other stations that have bought "Margie" on this basis are KMBC, Kansas City, Mo.; KEYD, Minneapolis; KOOL, Phoenix, Ariz.; KGUL, Houston-Galveston; KWTV, Oklahoma City; KOB, Albuquerque; WSIX, Nashville; KCCC, Sacramento; WFAA, Dallas-Fort Worth; KENS, San An-

tonio; KFDA, Amarillo, Tex.; KCB D, Lubbock, Tex., and KWFT, Wichita Falls, Tex.

These, of course, are not the only stations which have bought "Margie." Other stations which have bought the show include KRON-TV, San Francisco, and KTTV, Los Angeles. But these have not taken it on a multi-run basis for strip booking.

## Cinema-Vue in Revival; Sets Distrib Deals

NEW YORK, Aug. 27. — Joe Smith has reactivated his Cinema-Vue Corporation and taken over distribution of the 100 feature films controlled by American-British TV Movies, Inc. He also made a deal to distribute 31 features controlled by Clift TV Films, an outfit recently set up by Nathan Kramer, one of the partners in ABTV, to handle a package of 31 British features.

Nothing was said this week concerning Frank Smith, Joe's brother, who this spring set up Cinepix, Inc., to handle a catalog of Westerns, cartoons, features and comedies. It appears likely, however, that some or all of the Cinepix catalog will be brought into Cinema-Vue and Frank be made an officer of the latter company.

Most of the pictures in the ABTV catalog were produced by Eros Films in England, which is controlled by Phil and Sid Hyams, brothers of Michael Hyams, who is the other partner in ABTV. The catalog includes "Scotch on the Rocks," "Edge of Divorce," "Brand for the Parson" and "No Orchids for Miss Blandish."

### Korda Pictures

Clift TV was formed by Kramer about three months ago when he got the rights to the 26 pictures which were brought into TV two years ago by the NBC Film division. At the same time he got four Alexander Korda pictures produced in 1953 and 1954. These are "The Elusive Pimpernel" with David Niven and Margaret Leighton, "Mr. Denning Drives North," "Home at Seven" and "The Holly and the Ivy."

The Smith brothers got into TV thru Tele-Pictures, the TV subsidiary of Robert Lippert. When Official Films took over the T-P library about two years ago, the Smiths formed Cinema-Vue, but before they got it off the ground they both joined Guild Films, Joe becoming sales vice-president. Frank left Guild early this year to form Cinepix, and Joe left about a month ago.

## Guild's 'File' To 35 Markets

NEW YORK, Aug. 27. — Guild Films has moved its "Confidential File" into more than 35 markets, selling it on an alternate-week basis to local advertisers. Bardahl Oil has already bought the show for national spot booking in about 35 cities for alternate-week sponsorship.

The show has been bought in Milwaukee, St. Louis, Detroit, San Francisco, Minneapolis, Los Angeles, Buffalo, New York, San Diego (Calif.) and other major markets by a wide variety of local advertisers. The show is produced by Paul Coates.

## Commercial TV Pic Producers Forming Assn.

HOLLYWOOD, Aug. 27.—A movement is now afoot in New York and Hollywood to unite producers of TV film commercials in a single organization. One group of film makers has already banded together in the East, and some independents met here this week to organize the Commercial Film Producers' Association.

Up to this time commercial producers have had no organization of their own, except for the Film Producers' Association of New York which negotiated the Screen Actors' Guild contracts for commercials. The action is being taken at this time to enable the film makers to speak as a group in negotiations with the Screen Cartoonists' Guild, which began this month and will continue on thru October.

It's emphasized that these talks are being conducted on the friendliest terms, and it's not expected any serious obstacles will be encountered, albeit the union is asking a raise in minimums for journeymen cartoonists from \$160 to \$185 a week, residual rights, and an increased rate in overtime pay. The rerun issue was basically settled in commercial negotiations with the SAC, and most workers have been getting paid above minimum anyway.

Another function of the association will be to start a training program for new cartoonists, since the commercial producers, like everyone else, are being plagued by a shortage of personnel (Billboard, August 20).

Ray Patin, of Ray Patin Productions, has been chosen president of the CFFA. Other founding members are Academy Productions; Animation, Inc.; Cascade Pictures; Churchill Wexler, Paul J. Fennell Company, Graphic Film Company, Kling, Playhouse Pictures, Shamus Culhane, Sketchbook Productions; Storyboard, Inc.; Swift-Chaplin Productions, TV Spots, Raphael Wolff and Norman Wright Productions.

## Screen Gems Sell Abroad

NEW YORK, Aug. 27.—Screen Gems, which has been rapidly forging ahead in building up an international sales operation, has closed a number of new overseas sales on its properties.

Thirteen episodes of "Rin Tin Tin" and 13 episodes of "Captain Midnight" have been sold in Italy to Radio Televisione Italiana, while 52 episodes of "Rin Tin Tin" have been sold to Radio Diffusion Francaise in France. "Father Knows Best" has been sold for airing in Holland, "Rin Tin Tin" and "Jungle Jim" are about to be sold in Thailand, seven Screen Gems shows are close to sale in Australian interests and additional foreign sales are currently being wrapped up. "Ford Theater" had previously been sold to British commercial TV.

### Home Expansion

The firm, meanwhile, has continued its expansion of its home office personnel. Burt Hanft, who has been business manager of the firm for the past three years, has been promoted to the new post of director of business affairs.

The firm also has added two new staffers—Dan Glass, who becomes business manager, and Robert Cooper, who joins the merchandising department. Wally Waldstein, who's been with the firm as an administrative assistant, has been promoted to sales service manager, replacing Art Topol, who has switched over the sales force.

**WGR-TV**  
Buffalo's  
television  
**LEADER!**

CHANNEL **2**

**BUFFALO**



CISCO KID IS BIG DRAW IN CHICAGO!

# 25.3\*

ZIV-TV's CISCO KID starring DUNCAN RENALDO is "murder" for opposing shows... for instance, in Chicago (\*ARB February 1955) CISCO out-drew competing shows at the same hour 25.3... to 8.6... 5.7... and 1.6 respectively!



CINCINNATI, NEW YORK, HOLLYWOOD

To wipe out TV competition...  
get in touch with



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

KANSAS CITY . . . . . 3 STATIONS

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

- 1. \$64,000 Question, KMBC . . . . . 30.8
2. \*Waterfront, WDAF . . . . . 24.0
3. Robert Montgomery, WDAF . . . . . 22.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Waterfront (Adv.), MCA-TV . . . . . 24.0
2. Man Behind the Badge (Mys.), MCA-TV . . . . . 21.8
3. Mr. District Attorney (Mys.), Ziv . . . . . 21.4

CLEVELAND . . . . . 3 STATIONS

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

- 1. \$64,000 Question, WXEL . . . . . 64.0
2. Spotlight Playhouse, WXEL . . . . . 29.6
3. Lux Video Theater, WNBK . . . . . 29.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Badge 714 (Mys.), NBC . . . . . 19.8
2. Racket Squad (Adv.), ABC . . . . . 19.0
3. Sherlock Holmes (Mys.), UM&M . . . . . 17.4

ST. LOUIS . . . . . 2 STATIONS

THE TOP 10 TV SHOWS IN ST. LOUIS (\* Indicates Non-Network)

- 1. \$64,000 Question, KWK . . . . . 51.1
2. U. S. Steel Hour, KWK . . . . . 32.9
3. What's My Line? KWK . . . . . 32.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Badge 714 (Mys.), NBC . . . . . 30.3
2. Hollywood Off-Beat (Mys.), MCA-TV . . . . . 29.8
3. Mr. District Attorney (Mys.), Ziv . . . . . 27.6

PITTSBURGH . . . . . 4 STATIONS

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

- 1. \$64,000 Question, KDKA . . . . . 70.3
2. U. S. Steel Hour, KDKA . . . . . 51.1
3. \*World Tonight, KDKA . . . . . 48.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Meet Corliss Archer (Comedy), Ziv . . . . . 32.9
2. Passport to Danger (Adv.), ABC . . . . . 31.5
3. I Led Three Lives (Adv.), Ziv . . . . . 31.3

SAN FRANCISCO . . . . . 4 STATIONS

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

- 1. \$64,000 Question, KPIX . . . . . 53.6
2. Best of Groucho, KRON . . . . . 45.3
3. Toast of the Town, KPIX . . . . . 41.9

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Mr. District Attorney (Mys.), Ziv . . . . . 25.1
2. City Detective (Mys.), MCA-TV . . . . . 21.9
3. Badge 714 (Mys.), NBC . . . . . 21.9

(Continued on page 12)

Continued from page 11

MILWAUKEE 3 STATIONS

THE TOP 10 TV SHOWS IN MILWAUKEE (° Indicates Non-Network)

Table listing top TV shows in Milwaukee with ratings and station information. Shows include All Star Game, Saturday Night Theater, Passport to Danger, Lux Video Theater, Neighbor Theater, Truth or Consequences, Favorite Story, Studio 57, Mr. District Attorney, Ford Theater, etc.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table listing locally originated film series in rank order, including Passport to Danger, Favorite Story, Mr. District Attorney, Waterfront, I Led Three Lives, Racket Squad, City Detective, World We Live In, Lone Wolf, I Am the Law, Man Behind the Badge, Badge 714, Follow That Man, Liberace, Wild Bill Hickok, Dangerous Assignment, Jangle, etc.

Table listing various TV programs and their ratings, including Soldiers of Fortune, Secret File, Patti Page, Cisco Kid, Fabian of Scotland Yard, Superman, Jimmy Demaret, Colonel March, Little Rascals, Inspector Mark Saber, Wrestling From Hollywood, Greatest Sports Thrills, Sportsman's Club, How Does Your Garden Grow?, Laurel and Hardy, Lash of the West, Your All Star Theater, Adventure of Noah Beery Jr., Renfrew of the Mounted, etc.

Magnuson Foresees 1956 Toll TV Ruling

WASHINGTON, Aug. 27.—A decision on toll TV may be reached in 1956 by the Federal Communications Commission, according to Sen. Warren G. Magnuson (D., Wash.).

In a rundown on committee work during the first session of the 84th Congress, Magnuson pointed out the committee's efforts on behalf of UHF and grassroots communities.

In studies carried on during the recess of Congress, the committee will try to "find a means of bringing television service to every part of the nation, and to the small communities which have had to resort to costly experiments in reflector stations and community-circuit television."

Another senator, Wayne Morse (D., Ore.), has urged the FCC to make new regulations to get tele-

vision into small communities. "Present rules of the FCC are a stumbling block to the type of inexpensive, short-distance booster station needed in many small communities . . . citizens of small communities should not be penalized because of the slowness of the commission in formulating a set of regulations."

Morse praised Magnuson for his efforts on behalf of reflector and re-radiation television operations in the State of Washington.

Castle to Ziv as Producer-Megger

HOLLYWOOD, Aug. 27.—William Castle, motion picture director, today was signed by Ziv-TV to a term contract as producer-director of one of the company's five new teleseries, believed to be "Dr. Christian." Castle has been with Columbia Pictures and Universal-International for the past 16 years and has 50 feature credits.

NBC Film Winds Up 'Des & Crunch'

HOLLYWOOD, Aug. 27.—Pilot for "Des and Crunch," series based on Philip Wylie's Saturday Evening Post stories, was completed in Bermuda this week by NBC Film. Show is expected to be ready for screening in about four weeks.

WABD Buying 'Em for Its Omnibus Segs

NEW YORK, Aug. 27.—WABD here has been stocking up on short and unusual film packages which it has earmarked for its various omnibus film shows—"Featurama," "Junior Featurama" and the forthcoming "Wonderama."

In deals with National Telefilm Associates, Sterling Television, General Teleradio and UM&M, the station picked up a number of rather unusual packages that the distributors had never been able to move in this market.

Among the titles are "Holiday"; the Tim McCoy show; "The Readers," with James Mason and Richard Burton; "Man's Heritage"; "Music of the Masters," and "The Greatest Drama."

WABD has also recently acquired a few more half-hour adventure series. In recent weeks it signed with CBS Film Sales for "Long John Silver," with UM&M for the second year of "Sherlock Holmes" and with MCA-TV for the second year of "The Lone Wolf."

TV FILM SALES

Table listing TV film sales for CBS, MCA-TV, NBC Film Division, and Flamingo Films, including titles like Life with Father, Mayor of the Town, Dr. Hudson's Secret Journal, Guy Lombardo, City Detective, Duffey's Tavern, Steve Donovan, Western Marshal, The Falcon, His Honor, Homer Bell, Badge 714-C, Dangerous Assignment, Victory at Sea, Paragon Playhouse, Captured, The Visitor, Hopalong Cassidy—1 Hour, etc.

Table listing TV film sales for MCA-TV, NBC Film Division, and Flamingo Films, including titles like Mayor of the Town, Dr. Hudson's Secret Journal, Guy Lombardo, City Detective, Duffey's Tavern, Steve Donovan, Western Marshal, The Falcon, His Honor, Homer Bell, Badge 714-C, Dangerous Assignment, Victory at Sea, Paragon Playhouse, Captured, The Visitor, Hopalong Cassidy—1 Hour, etc.

TV Commercials in Production for New & Current Campaigns

This weekly chart is one part of a month-long study of TV film commercials produced during the last full preceding month. The chart is broken down by industry and company, with a different group of advertisers spotlighted in each issue.

The 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.

Large table listing TV commercials in production, including sponsor, product & agency, number of seconds, type, and commercial producer. Categories include Agricultural and Pet Foods, Automotive, Beer and Wine, Non-Alcoholic Beverages, Clothing and Accessories, Confections, Dairy and Margarine Products, Life of Riley, Official Films, Paramount TV Productions, Wrestling from Hollywood, RCA Recorded Programs, Sterling Television Co., Beat the Experts, Tales of Tomorrow, etc.

Advertisement for MCA-TV Film Division, featuring a top quality film show for every product, every market, every budget. Offices in principal cities throughout the United States.

Advertisement for Dollar for Dollar You Can't Beat Wrestling from Chicago for solid sales results. Popularity proven by consistent high audience ratings.

Advertisement for TV Comics! Writers! Producers! featuring Billy Glason's FUN-MASTER Gag Files. The Original & Only PROFESSIONAL Comedy Material Service!

Advertisement for Television Programs of America, listing various programs like Ramar of the Jungle, Um&M, Janet Dean, R.N., Sherlock Holmes, Ziv Television Programs, Mr. District Attorney, I Led Three Lives, etc.

LEGIT

'Cover to Cover' Keeps Straw Hat Spinning

By SAM CHASE

Mike Jackson and Norman Leger, a couple of city slickers from New York, this season have taken over the 23-year-old New Loudon Players, along New England's straw hat circle in New Loudon, N. H. Jackson is radio-TV director of the Roy Durstine Agency, and Leger handles publicity for the Equity Library Theater. They have gathered around them an enthusiastic young company of thespians for a 10-play season, the ninth of which was an original revue titled "Cover to Cover."

Dede Meyer and Frank Jacobs turned out the sketches and lyrics, with Meyer also composing the music. Revues, at their worst, can be a sore trial for the audience. It's a pleasure to state, therefore, that this unpretentious production was never dull and was frequently very bright indeed.

In large measure, this was due to some of the talented operatives who lent life to the material. The tunes, while not distinguished, were all listenable, altho a few

seemed faintly reminiscent of show tunes of yore. Chalk up to composer Meyer a talent which shows promise and at the least, a good ear.

Brightest Moments

Among the brightest moments in a thoroughly sophisticated evening were those provided by Harvey Collins as the puniest Tarzan of them all. Collins, the musical director of the group, has solid grounding, with a considerable Hollywood and TV background, and, in legit, had played the juvenile lead in "As the Girls Go," the Bobby Clark starrer.

A busty blonde named Betty Lester showed a talent in handling special material in solo spots ranging from bawdy to the blues. Joanne Miller, a slight, pert item, showed her nitery experience (Bon Soir) in stopping the show a couple of times. And Jane Moran indicated she is a budding comedienne of promise in an amusing lament that she always gets the character actress roles but never a whack at the ingenue part.

The sketches spoofed tourists, politics, psychiatry and Hollywood, but never the most successful was one showing how TV would have handled the French Revolution—with an audience participation show yecept "Lose Your Head." In all, the group showed versatility and a generous amount of ability in a most ingratiating evening's work—something that cannot always be said about revues which have had the glory of Broadway openings.

Jimmy Fazio's Supper Club Milwaukee

There are only three people on the Dagmar bill at Fazio's, but they do a big job of pleasing the customers. The opener ran smack into Milwaukee's deadliest showbiz competition—a Braves' night baseball game, resulting in expected slim first show turnout. For the second performance, however, the room was close to capacity.

Billy Parson, on first, displayed plenty of excellent terping, but only the ringsiders could see what his feet were doing.

Setting off her unique attributes in flashy gowns, Dagmar's bright, wide-eyed personality made her an instant winner here. Well worn burlesque-type material received effective assists from comic Danny Dayton, Billy Parson and the audience. But who came for material? The Dagmar the audiences expected from their TV viewing was there, every bit of her, along with a surprising amount of ingratiating warmth, song selling and some vigorous dance hits. Ollman.

Dick Haymes Coconut Grove, Los Angeles

If there's a gent who sings like DiMaggio played centerfield, it's Dick Haymes. Like all ball players and performers on occasion, tho, Haymes is guilty of a miscue in not giving the public what they wanted. His choice of repertoire was lacking in that too few of the oldies, i.e. "Stella by Starlight," "Little White Lies," etc., were offered. The only hit that had Haymes' trade mark was "It Might as Well Be Spring," his big click from "State Fair" in 1944. Best when essaying a ballad, Haymes apparently has suddenly gone overboard for rhythm songs, the difference showing in his smooth, soothing purring of "Old Man River." Despite this, there's enough sentiment around town to jam this room in Haymes' return to the boards. Ian Bernard conducts for Haymes, with Freddy Martin's ork offering smooth backing. Bob Hamilton Trio display top terps in opening the show. Friedman.

Jimmy Nelson, Patty Andrews Chez Paree, Chicago.

Ventriloquist Jimmy Nelson, who sprang to fame via the Milton Berle TV show, lost no time in showing this bistro's audience that he has a much better act when he's working on his own. In less than a minute he (and his wooden pal, Danny O'Day) had the crowd in their hands. And with added assistance from a sad-looking pooch and another old TV friend Humphrey, he soon convinced everyone that this was the act they came to see. His rendition of "Rag Mop" quickly proved him one of the best voice Houdinis in the biz.

The current show first opened with top billing going to Patty Andrews, who seems to be having a bit of trouble convincing audiences that she's as good on her own as she was when with her sisters. Patty stuck it out for four days before throwing in the towel. Story has it that she wanted sole billing or nothing. This writer thinks the management made the right choice.

Gaby Monet, easy on her feet and easier on the eye, opened the show with "Hold 'Em Joe," a little song and dance ditty that went over well, but proved her to be a better dancer than singer. Other numbers included "Carmen Boogie" and "House of Blue Light." The Chez Paree Adorables completed the bill. Wickman.

Bob Bromley, Boyd Bachman "H 55," Helsingborg, Sweden

The final bill of this big vaudehouse in the "H 55" (Helsingborg, 1955) Exposition grounds, which closes tomorrow (28), is topped by Bob Bromley, the American puppeteer who has been held over and Boyd Bachman, Danish "screwball" comedian. Supporting them are the 12 Tiller Girls, held over; the Gardella Sisters, acrobats; Salminen, prestidigitator; Leila and Invenius, acro dance team; Wester, shadowgraphs; Olgo, mathematical wizard; Pemani, sharpshooter; Julius Nehring, xylophonist; Rune Halvarsson, singer, and Violetta and May, excellent violin players with tedious gags.

Acts appearing on the open-air stage, or dance floors, of the "H Expo," are Fred Cotling, American ventriloquist; the Tiller Girls, doubling; the Hugony Trio, comedy-tumbling; Kerstin and Stig, dance team; the Two Collins, wire-walkers; Chris, Dane, pop songs, and Menno Grondsma, imitator. These summer-long vaude shows have helped this comparatively small international exposition draw a total attendance which will hit very close to 1,000,000 for a run of 80 days. Wolfram.

NIGHT CLUBS

Noonan Vies With Line Of Latin Quarter Gals

By JUNE BUNDY

Comedian Tommy Noonan ostentatiously headlines the new fall edition of Lou Walters "Midnight in Paris" revue at the Latin Quarter, but the real star attraction is still the nitery's lush line-up of spectacularly draped—and undraped—showgirls and chorines. The "Bodies" are beautifully showcased as always in sock production numbers, with Freddy Wittop's brilliantly bizarre costumes (about \$100,000 worth) making the most of what at times seems to be acres of elegantly exposed epidermis.

The only disappointing element in the show is Noonan, who was nervous and unsure of himself on the first show. The young comic—better known for his movie roles—is personally ingratiating, but his act isn't strong enough yet to hold down the top spot in such fast company. His biggest mistake is in opening with a dramatic monolog in dialect about a poverty stricken Italian trying to buy one rose to put on his daughter's grave.

Credit Side

On the credit side is a skit about a TV chef (also Italian) mixing a sauce of highly alcoholic content and sampling his liquid ingredients on camera. His pert pretty frau, Carol Noonan, plays straight woman. The skit runs too long, but it's Noonan's best routine.

A mainstay of the show is Jerome Courtland, a tall, handsome baritone with an appealingly boyish personality and a big, legit-styled voice. He registered well with the opening night audience, pulling his biggest hand for an impressive vocal job on "Speak Low" and a dramatic "Temptation." Also new to the bill are Nicoli

Carl Ravazza Black Orchid, Chicago.

One-time band leader Carl Ravazza dazzled customers with an extra-large repertoire of tunes that ranged from novelty ditties and Latin hits to current pops and old favorites, and they lapped it up. Despite an obvious nasal quality, he sings well. What he lacks in singing talent, he easily makes up for with a veteran entertainer's polished delivery, handling and warmth. Opening with "The Lady Loves to Dance," he included among the offerings "The Gal That Got Away," "Learnin' the Blues," "A Blossom Fell," "It's the Same" and "Little Coquette."

Gene Wesson and Gordon Polk, new comedy duo, have a few rough edges to smooth out, but essentially they prove a refreshing pair with their comedy shenanigans, singing and mimicry. Phil Gordon, a holdover from the last show, fiddled at the piano, with jokes and song patter. Dietmeier.

Frankie Laine Salisbury Beach Frolics

This big resort boite had a split bill this week when Frankie Laine was held up four days by other dates. Lucky Strike "Hit Parade's" Russell Arms filled in, but the spot's size somewhat dwarfed his effort which was good here and there. For the Laine opening a capacity crowd of 1,250 jammed the bistro after sloshing thru a deluge that hit this area. Few could carry off his light-hearted approach in such a large hall, but Laine gets right down to his audience and never loses it for a second.

Standbys like "High Noon," "Sunny Side of the Street" and "Your Cheating Heart" went over big, and the 45-minute stint was too short for the patrons. A flashy tap dance team, Roly and Bonnie Pickert; Leo DeLyon, emcee and impressionist, and a clever dancing and balancing team, Roby and Dell, filled out the bill. Dewar.

and Phillip Knight, a showmanly puppet act, making their first New York appearance. Nicoli (a decorative, long-stemmed brunette) is an adept string-puller and produces some remarkably realistic puppet antics. A lip-sync warbling stilt is particularly effective.

Spanish Dance

"Castilian Fantasy" a last-minute addition to the show, spotlights the fierce Spanish stepping of Tina and Coea Ramirez, and Val Buttigal and Miquel Trevino.

Holdovers include the crowd-pleasing team of Lucienne and Ashour, a reverse-Apache act; the Stuart Morgan adagio trio; smooth terp artist Roger Steffan, and Walters' regular revue canary, gorgeous Betty George.

Wally Griffin, Eddie & Lucille Roberts Statler Hotel, Los Angeles.

Personality and verve of Wally Griffin resulted in a big reception opening night at the Statler. With adequate po; voice, he can croon a ballad as well as the next guy, but stands out in special material numbers which make up most of the act. His take-offs on commercials—a L'febuoy soap jingle as it would be done in Spain and a Madman Muntz ditty in Irish—have a nice novelty, and his sense of timing is good.

Act of Eddie and Lucille Roberts, who used to have a radio show called "What's on Your Mind," is clever but restricted to a tourist-type audience. The two comprise a mind-reading team with the usual gimmicks. Bells have tolled for the jokes Eddie told.

Dancers Dee and Vince Abbott kick off the program. Spielman.

Bus Stop Opera House, Central City, Colo.

William Inge's story of a bus load of passengers snowbound in a Kansas diner has all the punch of it's youth on Broadway a few seasons' past, and with Peggy Ann Garner and Albert Salmi in the leads, the play has broken box-office records set by Mae West as Diamond Lil, a decade ago. Miss Garner's lines, well-delivered, carry all the punch of Inge's original script, and under the direction of Harold Clurman, the stagecraft and action blend together for a fast moving smooth production.

Salmi as cowboy Bo Decker is less than convincing in this part of the country where cowboys are familiar sights. By overplaying the part, he provides the comic relief and makes the role of the cowboy more of a farce, but if anything the effects add to the show. Supporting actors who turn in exceptionally fine performances are Glenn Anders and Russell Hardie, Gebhardt.

Hotel New Frontier Las Vegas, Nev.

Hoosier funnyman Herb Shriner is taking time away from his television chores this month to do another stint on the Las Vegas Strip—this time in the biggest, fanciest spot of them all, the New Frontier's Venetian Room. Shriner used to look more at home in the Western atmosphere of the old Last Frontier, but his homespun humor and Indiana corn still manage to wow audiences as before.

New to his act and very funny is a film of clips from old newsreels and drama movies, with Shriner as commentator.

The second spot on the show is taken by the dancing Blackburn Twins, who highlight a mirror routine which could be embellished with a new twist or two.

The opening act is the Skylarks. Chorus numbers are holdovers from the last show. Music is by Garwood Van and his ork. Ouckea.

BROADWAY SHOWLOG

Performances Then August 27, 1955

Table listing Broadway showlogs with columns for show name, dates, and performance counts.

Delinquency Report Raps TV Segs, FCC

Continued from page 3

Board activities, the subcommittee found that "the check points (of the code) are either bypassed or are ineffective in many instances. It is difficult by any other approach to explain the abundance of programs dealing with crime and violence on television in the United States." The committee also points out that 40 per cent of the broadcasters are non-members and do not subscribe to any code.

Fireworks may result from committee recommendations for corrective action by the FCC. Disclaiming any attempt to make the commission a "censoring body," the report nevertheless recommends stricter control of programming by the FCC, with the commission authorized to levy small fines for lesser offenses and revoke license of persistent offenders who violate "an established code." In support of its stand, the committee harks back to a Supreme Court decision of 1943 (National Broadcasting Company vs. U. S.): "... The act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic."

Such programming control authority would go directly counter to the wishes of FCC, whose spokesman at committee hearings, Commissioner Rosel H. Hyde, vigorously disavowed any desire for the FCC to play censor and blessed Congress for withholding such authority. (Frieda Henneck, then a commissioner, was the lone exception to the stand.) Loud nays can also be expected from industry officials, particularly Joseph V. Heffernan, NBC vice-president, who bluntly stated at hearings: "Government should stay out of the business of regulating program content."

Julie Wilson Mocambo, Hollywood

A sparkling, svelte song stylist, Julie Wilson is a lass that's gonna be missed around this town. A vet canary perhaps better known to patrons of New York's swank St. Regis than to Sunset Strip habitués. Miss Wilson delivered 35 minutes of some of the best singing heard in these parts in many a moon. Endowed with more than an ample supply of mother nature's gifts, she extolled the praises of Gotham in "Manhattan Towers," subtly toyed with "My Old Flame," evinced musical comedy during "Pagliacci Had Nothing on Me" and raised the roof with her show-stopping "I'm a Bad, Bad, Bad Woman." Phil Moore lends top accompaniment with the Paul Hebert ork. Friedman.

## Col. Aims Efforts to Win Dealers to Club

**Pleased Over Reaction, But Stormy Dealer Meetings Continued; Ad Errors Righted**

By BILL SIMON

NEW YORK, Aug. 27.—Columbia Records, in the second week of its mail-order Record Club operation, was bending its strongest efforts toward winning over the retail dealers throuout the country. Altho the diskery reported itself "pleased" with enrollments from both direct mail and dealer sources, there was undeniably strong resistance to the club plan in many sectors—resistance which manifested itself in a number of well-attended dealer protest meetings. "Misunderstandings" were reportedly aggravated by early pitches that inadvertently emphasized non-dealer enrollment.

As questions, most of them similar, were raised by dealers, Columbia execs attempted to answer them. During the week, questions and answers were recapped in a letter to dealers sent out by Columbia's director of sales, Hal Cook. Cook told the dealers that memberships received in the first few days, before a single ad broke, will pay for more than \$10,000 a year in commissions to dealers. Cook admitted that "a few errors have been made—some ideas went wrong—but on the whole," he added, "the club has been launched and received better and more enthusiastically than anyone could have predicted."

**Errors Corrected**

In apologizing for the errors, Cook reported that some radio announcers, in an effort to build their own mail counts, omitted the phrase "enroll at your local Columbia Records dealer, or if there is none near you . . ." This was corrected the next day by telegrams from the advertising agency threatening to cancel programs if the error was repeated.

The opening ad in the New York Times Sunday (21) also left out the dealer pitch. The Times attempted to rectify this omission by re-running the correct ad the following day.

As evidence that Columbia is primarily interested in building store traffic, Cook pointed out Columbia's recent promotions, such as "I Like Jazz," "Hit-a-Day" and

## Cap Holds to Rights Claim On 'Carousel'

HOLLYWOOD, Aug. 27.—Previously assured of the album rights to the 20th Century-Fox production of Rodgers & Hammerstein's "Carousel," Capitol Records continued its claim to the property this week when Gordon MacRae was named to replace Frank Sinatra in the lead role of the film.

Casting reteams MacRae with Shirley Jones, who were teamed in the R.&H. production of "Oklahoma!" Capitol's album of the latter show is currently in release.

Oddly enough, no diskery has as yet signed Miss Jones to a recording contract, tho Capitol and RCA Victor are both known to have entered into negotiations for same.

## 'Hunter' Album Rights to RCA

HOLLYWOOD, Aug. 27.—RCA Victor has acquired album rights to the Charles Laughton reading of the complete manuscript of "The Night of the Hunter," film produced by Paul Gregory and currently in release.

Package will be released as a 12-inch LP late this month. Laughton intoned the script via NBC radio network here last week.

Kostelanetz Month, and cited again the example of book clubs and the way they have hypooed their selections into retail best sellers.

**"Extras" Problem**

Cook also went into the problem of retailers who offer extra free inducements to get members. (See separate story.)

Meanwhile, however, dealers attended protest meetings in such areas as Brooklyn, Long Island, Boston, Pittsburgh and Los Angeles. The L.A. dealers, 35 of them, met Thursday (25) and named a committee of four to meet with Paul Pepin, Western regional Columbia sales chief, and with Norman Goodwin, sales manager for the Ray-Thomas Company, local distributor.

Incidentally, at that meeting, Alfred Leonard, owner of the Gateway to Music Shop, voiced the opinion that some of the objection to the club could be overcome by the issuance of a sample service of demonstration disks since dealers vehemently objected to playing their stock for potential club customers.

The Long Island dealers have scheduled a meeting for all dealers of the metropolitan area to be held in Garden City, N. Y., Thursday (1). Approximately 150 dealers from Long Island, Manhattan, Brooklyn, etc., are expected to attend. Columbia President Jim

*(Continued on page 20)*

## INKS CAP PACT UNDER 3 NAMES

HOLLYWOOD, Aug. 27.—What's in a name? Ask Lou Busch, Joe (Fingers) Carr or Joe Carr, all one and the same gent.

A vet Capitol recording artist, Busch this week inked new contracts with the company, the only Cap artist to sign a recording pact under three names.

Under terms of the new contract, Joe (Fingers) Carr will appear on wax whenever the platter features ragtime piano; as Joe Carr and the Joy Riders whenever he does novelty or rhythm with ork backing, and as Lou Busch as a conductor-arranger.

## Record Club Starts Push In England

LONDON, Aug. 27.—A national press advertising campaign is sparking off the sale here of cut-price disks put out by a new organization called Top Hits of the Month Record Club.

The man behind this outfit is Boston lawyer Manuel Kopelman, who was reported dickering with a plan to sell cheap disks to chain stores here earlier in the year. Now the club is actually in operation, offering 12 hit tunes for \$1.89.

Currently the copies for these records are being imported, but shortly a factory will press the disks in this country from the American masters.

## Dealer Club Extras Draw Columbia Blast

NEW YORK, Aug. 27.—Columbia Records may crack down on retailers who are offering extra free inducements to get members for the label's new Record Club. In a letter to retailers this week, Columbia's sales chief, Hal Cook, said the company is "considering revoking the club authorization of any dealer who in any way solicits members in a manner which violates the spirit and purposes of the club."

Commenting further on the situation, Cook said, "We believe they (dealers utilizing the extra-LP inducement) will lose money by promoting this way. The 'bargain-hunting' members they attract may not buy and pay for enough club records to create sufficient dealer commissions to justify the cost of advertising and the extra 'give-

away.' It is axiomatic in the club business that the more you give away to get a member, the less he buys and pays for as a member. We believe therefore that this kind of promotion will die of its own inefficient weight."

**Good Response**

In spite of Cook's analysis of the ultimate sales value of such extra-incentive campaigns, Irving Schoebaum, of the Chesterfield Music Shops here, reports an excellent response to the ad the chain ran in The New York Times last Sunday (21), offering a free 12-inch Vanguard LP to those sending in club membership coupons to Chesterfield. As of Friday (26), Chesterfield (exclusively a mail-order house) had received well over 700 club application-returns and was

*(Continued on page 20)*

## OL' HOT SARRUSAPHONE:

# Musicians Dust Museum Pieces In Search for That New 'Sound'

• Continued from page 1

hunting horns. They practiced diligently on them and attained a high level of virtuosity at just about the time that Hollywood started going in for Roman spectacle movies. They've been getting all the work and cleaning up, according to Ponte; so last year he had a European craftsman make up four more from a museum model, and now he has the East Coast locked up.

Ponte has several 100-year-old herald horns which are rented out principally for angels in children's church plays, but he also gets business when Martha Raye comes to town, because she uses them for her entrance.

Recently, the alto flute has become fairly popular in modern recording groups, but few musicians own one because they're expensive.

Ponte claims to have had the only one available for rental (at \$10 per session), but eventually he sold it for \$650 to one well-known flutist, who now gets all the available work.

Such musical directors as Hugo Winterhalter and Mitch Miller have brought the piccolo into prominence, and most reedmen who have learned to double on flute, now find they must have a piccolo as well, a regular or even an A-flat model.

**Heckelphone**

The heckelphone, or bass oboe, has become so popular in the last few years, that such manufacturers as Conn & Beuscher are making them up in a system similar to that of the saxophone to facilitate doubling. The E-flat contrabass

## Hyped Store Traffic Aim of RCA Ad Drive

**Altering, Strengthening Its Biggest Campaign to Rebuild Morale of Dealers**

NEW YORK, Aug. 27. — RCA Victor, having already scheduled the biggest fall advertising campaign in the history of its record division, now has altered and strengthened its program to "make dealers feel that business will continue to come into their stores."

The diskery, which has manifested its complete opposition to the philosophy behind the new Columbia Record Club, feels that the Columbia plan will divert traffic from the stores and is directing its own ads toward bolstering store traffic and rebuilding dealer morale.

Victor's campaign is scheduled to break on either September 11 or 18—dealers will be notified this week of the exact date—with full page ads in major papers covering close to 50 markets, most of which were covered by the first Columbia Club ads. These will be followed by a full page Life ad in the September 26 issue and by a full page full color ad in the same magazine during October. In the newspaper ads, the dominant feature will be the price, \$3.98, which will be played up in huge size.

It will be heavily emphasized that this "quality product at a budget price" is available "only at your RCA Victor dealers." Each ad will devote six columns to the factory pitch, while the additional two columns will list the names and addresses of all RCA Victor dealers in the area.

Victor intends to drive home that only at your dealer's store can you inspect and listen to these recordings. The same theme will be carried into the diskery's radio and TV advertising as well.

According to Larry Kanaga, vice-president in charge of the RCA Victor Record division, the company is not interested in waging a campaign against Columbia, but rather in the affirmative selling of its own product, which is available at the lowest possible retail price and only thru retail stores.

## Pee Wee King Renews With Chi WBBM-TV

CHICAGO, Aug. 27.—Pee Wee King this week inked papers to renew his present contract with WBBM-TV here. Under the new pact, King and his country and western group will continue their Saturday night TV seg over WBBM-TV until December 18, 1956. In addition, an extra half hour is being added, making it a two-hour deal.

King's unit winds up its current Monday night series on ABC-TV September 5, with no deal with the network pending at the moment. It was reported here this week that King was forced by other commitments to turn down an offer from ABC-TV for a Saturday night show, apparently the Ralston-Purina country music series now in the making and set to start October 15.

The popularity of country and western-style music was demonstrated in the heavy mail pull experienced by King and his entertainers on the Monday night network TV show. King said the show pulls an average of 4,000 pieces of mail from 61 stations each week. In addition, the King show enjoyed the top Hooper of any summer replacement show, including that of the Sid Caesar seg.

Between TV engagements King and his lads have been playing fairs in recent weeks. They have eight more fairs to go.

## Victor's Exit Of Radio City Next Weekend

NEW YORK, Aug. 27. — The long-planned exodus of the RCA Victor Recording division from its Radio City offices will take place finally over the Labor Day weekend. The artists and repertoire, copyright, promotion and advertising departments are all moving to the company's 24th Street building, and for the first time in its 55-year history, every Victor operation, except for actual plant manufacturing and much of the recording, will be under the same roof.

All of the company's master records, at one time, were stored in Camden, N. J. In fact, years ago, that's where the diskery did all of its recording. These masters now are kept in vaults in the 24th Street building, where the engineering department does its editing, checking, mastering, etc. Most of the actual recording, except for some of the custom and international work, is now done at Manhattan Center and Webster Hall.

The 24th Street location has, from its inception, housed the subsidiary label operations, Groove and Label "X". Another subsidiary, Camden, as well as the RCA Transcription Service, has been housed in the uptown offices and will join in the downtown move.

## C&W Music Still a Factor In Pop Field

NEW YORK, Aug. 27. — Pop activity via country and western material continues. A brace of the late Hank Williams' tunes have recently been cut pop. His "You Win Again," by the Paulette Sisters on Capitol, is already showing some action in New Orleans; Charlotte, N. C., and Boston, and his "A Teardrop on a Rose" has just been released by M-G-M with Tommy Edwards. Edwards, it will be recalled, cut a pop version of "You Win Again" in 1952.

There's considerable pop interest too, in the late Fred Rose's last song, "I Wonder When We'll Ever Know." Cut in the country field by Rita Faye on M-G-M, Sons of the Pioneers on Victor and Jim Wilson on Mercury, it has just been done by Kay Armen for M-G-M. A couple of more pop versions are on the way.

clarinet, made by only one company and selling for \$750, is another active \$10 rental, as is the \$1,600 contrabassoon.

In the brass family, Ponte reports a real run on fleugelhorns. This instrument is a close relative to the trumpet, being somewhat deeper in tone, however. Progressive jazzmen, including Chet Baker, Shorty Rogers, Don Elliott and even the baritone sax man Gerry Mulligan, have become fleugelhorn advocates. Mulligan incidentally, has ordered a straight alto sax, which reportedly has a somewhat unusual timbre. It's recalled that Benny Meroff uses a straight baritone sax in his act, standing on a ladder to play it.

If one owns a seal that's musi-

*(Continued on page 20)*

# Coral Enters Pkg. Field With Fall Line

Backs Wide Variety of Categories With Discount Plan, Ad Campaign and Contest

NEW YORK, Aug. 27.—Coral Records, which established itself solidly in the singles business in the last several years, today took another major step forward by entering the package field with a planned program of competitive merchandise. The company's fall program—the most extensive in the label's history—includes the release of 14 new 12-inch LP's and 10 new EP sets.

The categories will include mood music, sound track music, jazz, vocal and comedy. Backing the heavy releasing schedule will be a special dealer discount plan, an advertising and promotion schedule in virtually all media and a sales contest for distributors, branches and salesmen.

The 12-inch packages include "I've Got You Under My Skin," by Georgie Auld; "Cina Lollobrigida Presents Music by Minucci"; "Lawrence Welk and His Sparkling Strings"; "Gene Norman Presents Mel Torme"; "Gentlemen Marry Brunettes," sound track of the United Artists pic of the same name; "Music for Lovers Only," by the English maestro Roberto; "Tonight at Midnight," by Steve Allen; "Atmosphere by Antonini," by Alfredo Antonini; "The Laugh of the Party," containing routines of Buddy Hackett, Jackie Miles, Phil Foster, Steve Allen, etc.; "Bing in the 1930's," a conversion from 10-inch sets; "Early Ellington," a conversion of the Duke's 10-inch material; "The Red Nichols Story," a conversion of 10-inch material, and "Terry," with the Terry Gibbs quartet.

## Pacific Jazz Defers Billing

HOLLYWOOD, Aug. 27.—Dick Bock, president of Pacific Jazz, this week disclosed the availability of a deferred billing plan to its distributors. Move is effective September 1, with distributors allowed the choice of 30, 60 or 90-day billing. Move, according to Bock, is in keeping with the trend toward pre-Christmas stocking of merchandise.

## TV'S RESPONSIBLE

# Orks Signing Long Ballroom Contracts

By JUNE BUNDY

NEW YORK, Aug. 27. — The time is ripe again for name bands to move in for long-term stays at ballrooms, according to Frank Dailey, who has booked the Dorsey Brothers (Tommy and Jimmy) into his Meadowbrook, Cedar Grove, N. J., for a three-month stay on a six-days-a-week basis starting October 1. It will be the first time Dailey has booked a big name orchestra into the Meadowbrook on a long-term deal since before World War II.

Dailey attributes the big bands' new readiness to sign long-term ballroom pacts (in contrast to their former desire to cash in on the more lucrative one-nighters) to television. The increased use of band talent on TV, this year, he notes, now makes it economically and geographically feasible for names to locate in one spot for the duration of their TV programs. The Dorsey Brothers, for instance, will have their own show over CBS-TV on Saturday nights until next summer, and if their three months' date at the Meadowbrook clicks as expected, Dailey will probably extend his option on the band to next June.

Altho Dailey is boosting his prices for the Dorsey run, \$1.50 admission and \$3 minimum during

the week as compared to 75 cents admission and \$2.50 minimum formerly, he has already booked enough parties to more than break even on 72 days out of the 92-day run, and he expects to pull in additional crowds, via regular weekly plugs on the Dorseys' network TV show.

Heretofore name orchestras wanted too much money for long-term ballroom deals, but now money no longer seems to be the paramount issue, and Dailey reports he has been approached by other top bands about long-range contract deals.

Another incentive, opines Dailey, is that long-term stays enable a band to concentrate on turning out prospective hit records, rather than flying in at the last minute from the road for a rush-session. The reluctance of top sidemen to travel the one-nighter circuit is also a factor.

Before the Dorsey Brothers move into the Meadowbrook, Dailey has booked Ralph Marterie for September 9, 10 and 11; Vaughn Monroe and Jerry Shaw's band, September 16, 17 and 18, and Harry James, 23, 24 and 25. James seldom strays East of Anaheim, Calif., these days, but he's scheduled to do a TV show here that week and asked his agent to set up the Meadowbrook date at the same time.

## 1-Nighters for Welk; \$2,500 Vs. 60% Deal

HOLLYWOOD, Aug. 27.—Lawrence Welk kicks off his first one-nighter tour in four years September 11, marking the first time the band will be away from its Aragon Ballroom location since settling here.

Tour, tied in with his Dodge teleshow sponsors, is to be a combination one-nighter and goodwill tour in behalf of auto dealers and his promoters. Welk, playing a total of 11 dates, will receive a guarantee of \$2,500 against 60 per cent, with exception of his Chicago stand where he'll receive a flat \$3,000.

Dates include Minneapolis, Detroit; Spring Valley, Ill.; Des Moines; Cedar Rapids, Ia.; Chicago, Milwaukee; Sioux Falls, S. D.; Omaha and Denver. Dodge recently renewed Welk's network ABC teleshow for another 26 weeks.

## BRITISH AD TV TO SCAN BANDS

LONDON, Aug. 27.—Commercial TV, which opens here in just over three weeks, has big plans to tap the hitherto unexploited dance band-conscious public. Every alternate Tuesday Associated-Rediffusion, Ltd., which controls the London station from Monday thru Friday, will feature a top band in a show titled "Downbeat."

Kicking off the series will be Ted Heath. The programs director will be former recording exec Tig Roe.

## Rem'ton Flood Loss of 300G; Idle 60 Days

NEW YORK, Aug. 27. — Don Gabor, president of Remington Records, stated this week that floods had caused between \$250,000 and \$300,000 damage to the company's plant at Webster, Mass. Flood waters washed out 70 per cent of the company's production and inventory, in addition to damaging the building and production equipment, Gabor said.

Gabor's corporation has applied for a disaster lien and expects to be in production within 60 days, it was stated.

# Orders at 500,000 On AM-PAR 'Mickey'

Bringing Out 8 Disks in First Release Of New Walt Disney 'Mouse Club' Line

NEW YORK, Aug. 27. — AM-PAR, new disk subsidiary of American Broadcasting-Paramount Theaters, is bringing out eight "Mickey Mouse Club" disks in its first release of the new Walt Disney line next week. According to AM-PAR prexy Sam Clark, the label has already racked up orders totaling 500,000 on the new line.

The platters are 78 extra play (up to four and a half minutes of playing time on each side), and each is packaged in three and four-color jackets, featuring special Disney art work.

The eight releases, retailing at 98 cents, feature artists and cartoon characters spotlighted on Disney's new afternoon "Mickey Mouse Club" series on ABC-TV.

Disks include: "Mickey Mouse Club Official Songs" and "Monday Thru Friday Songs" with Jimmie Dodd, Mickey Mouse, Donald Duck, Jiminy Cricket; "Fun With Music, Vol. I" ("Simple Simon," "Old MacDonald Had a Farm,"

## Wing Signs 4 Artists; 2 in Pop, 2 R.&B.

NEW YORK, Aug. 27. — Mercury's disk subsidiary, Wing, has acquired four new artists. Canary Gloria Van and Lou Brownie's orchestra were pacted by the pop department, while warbler Alonzo Scales and the Empires were added to the rhythm and blues roster.

The Brownie band has been featured at the Chez Paree in Chicago for the last five years. The Empires, a vocal quintet headed by Les Cooper, formerly recorded on the Harlem label.

There's an interesting story attached to Miss Van's first Mercury release, "Che Sara, Sara" backed by "I Wanna Be There." The sides were originally recorded by Archie Levington, owner of Studio Music, and later sold to Label "X" when Miss Van joined that company.

However, the masters were never released, and when the thrush moved over to Wing, Levington took the masters back and sold them to the Mercury subsidiary.

# Disk Rack Jobbing Booming on Coast

10 Such Firms Expected to Gross \$3 Mil in 1955 and the End's Not in Sight

HOLLYWOOD, Aug. 27.—Rack jobbing of phonograph records is no longer considered a seemingly insignificant business in Southern California, with approximately 10 jobbers expected to amass a total gross of approximately \$3 million during 1955.

The business in this area has literally mushroomed to the point where rack jobbers are now accepted through variety stores, drug stores, supermarkets and other chain store operations. The jobbers evince an especially optimistic air about their business, predicting their volume and number of outlets serviced will continue to increase in the ensuing years.

Basically, there appears to be two categories of rack jobbers, the one firm that both manufactures and distributes records, and the other whose sole function is that of selling and servicing retail outlets. In the main the latter operation has been accepted by a number of the major record companies, largely because these firms sell records only at established retail list prices. Ed Mason, Record Rack Service, handles only major company labels and a number of recognized chil-

dren's labels, all of which sell at suggested list prices.

Mason, currently operating in 105 outlets through this area, avers that his business has more than doubled since last year, with the expectation that his firm will attain a gross of approximately \$300,000 during 1955. He further offered the prediction that an additional 100 super and drug markets would be added to his growing list of accounts.

Carl Doshay's Tops Record Company, which produces and distributes hit-tune singles and LP's, is reported to be the largest of rack jobbers in this area, in both unit and dollar volume. The Tops firm is estimated to have sold more than six million records in the last two years.

A number of new variety and novelty wholesalers are currently making preparations to include phonograph records in the line of  
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## END RIVALRY

# Mass. Outlets Team to Fight Flood Tragedy

SPRINGFIELD, Mass., Aug. 27.—Broadcasters in this city were burying their competitive hatchets Thursday night (1) and joining in a common effort to aid those stricken by the floods. Beginning at 7:30 p.m. until midnight all four local stations will carry the identical show, called "Red Cross Night." The outlets are WSPR, WHYN, WACE and WMAS. The station managements will welcome disk artists, radio or TV personalities who can make Springfield that night.

Personalities from all stations will participate in the entertainment and assist at the phone switchboards to receive pledges from listeners. Spot announcements over all four stations began the build-up Friday, and local newspapers are co-operating.

# ASCAP Office Door Open for Questions

Statement by Society Prexy, Stanley Adams, Follows Lengsfelder Charges

NEW YORK, Aug. 27.—Stanley Adams, president of the American Society of Composers, Authors and Publishers, this week told the membership that his office is open at all times to members who may have questions about any aspect of the Society's operations. The statement has particular significance in view of recent charges by Hans Lengsfelder and his adherents to the effect that the Society's distribution and logging system is inequitable and its mode of operation undemocratic. (See separate story.) Adams, in his letter to the members, enclosed statements of the writer and publisher distribution systems in order that these might be studied and questions asked by those who wish to do so.

With regard to the Society's voting system, he pointed out they were adopted by the vote of the entire membership and provide that the voting rights shall be in proportion to each member's contribution to the Society's music pool, as reflected by performances. To survey all performance, Adams notes, would be prohibitively expensive. It is always being improved, and ASCAP is always

happy to receive suggestions as to how it can be expanded while safeguarding its accuracy.

**Public First**  
Adams labeled completely democratic the philosophy whereby a member's voting rights are determined by the success of his catalog. "No one can earn the right to vote except to the extent that his works win public acceptance," he said.

Adams termed the Society's admission policy a liberal one. He noted the vast proportions of the membership and pointed out that individual members could not do their own licensing and that the board has as one of its main functions the licensing of repertory and distribution of funds received thereby. "If any member is dissatisfied with his participation in the Society, he can enlarge that participation only by writing or publishing more successful musical works."

Returning to the matter of voting, Adams stated that at the last annual election if the votes for the board members had been tabulated on the basis of each member's vote  
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## VOX JOX

By JUNE BUNDY

**SURFACE CHATTER:** Bob Wells, music director of KLMS, Lincoln, Neb., writes, "I wish the record boys would watch out for getting their record grooves a little off center in the cutting process. On the playback the 'wowing' effect thus resulting makes them virtually unplayable." . . . Ellis Feinstein, KWLN, Ashland, Ore., notes: "The reception given Dave Brubeck's 'Trolley Song' here is rather amazing in this big c.&w. market!" . . . "Why do the record companies press so much junk?" moans Len Ross, KONE, Reno, Nev. "The other day I didn't take time to audition the new releases and had to spin them cold. I'm sorry to say that it was the louisiest show I ever had. Hereafter, believe me, every platter I get will be listened to before airing." . . . Wes Bradley, KRDO, Colorado Springs, Colo., gave Vickie Young a real showcase last month. She guested on three of his radio and TV shows. . . . Bill Stuart, KWTC, Barstow, Calif., wonders if "any deejay has an extra copy of Melvin Moore's King waxing 'Hold Me, Kiss Me, Squeeze Me'?"

**THIS 'N' THAT:** Frank Knight, WRKD, Rockland, Me., tells about one of his fellow deejays, who, after playing the Eddy Arnold-Hugo Winterhalter disk "Cattle Call," commented, "First time I knew Hugo played gee-tar." . . . Bob Larson, WEMR, Milwaukee, was vacationing in Manhattan last week. . . . Fred Potts, WINX, Rockville, Md., would appreciate help in locating two extra copies of his theme, the Art Van Damme Quintet Capitol platter "The Touch of Your Lips." . . . A delegation of teen-agers recently presented Nick Reyes, KLYN, Amarillo, Tex., with an award acclaiming him "Amarillo's most informed deejay on teen-age music and news." The delighted Reyes writes to say that he'll "try to merit their future support."

**GIMMIX:** Bill Snidow, WNRV, Pearisburg, Va., is conducting a contest for teen-agers on the song "Seventeen." The youngsters are asked to write on the subject "Why I am glad I am 17." LP's are awarded for the best answers. . . . Edwin Child, WRUM, Rumford, Me., recently received a call from a listener who made the following request: "My brother's rabbit"

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## DEALER DOINGS

By GARY KRAMER

**PHOENIX:** William Himmelfarb, owner of Bill's Record Shop, opened his second store in what is reputed to be the largest shopping center of Arizona, namely, the Uptown Plaza in Phoenix. The new store is a completely self-service and soundproof store with two high-fidelity listening rooms and six modular booths. The opening was August 25, with a large crowd in attendance. Himmelfarb is assisted in the store by his wife, Lillian, and Allen and Lillian Calvin.

Pres Roper, owner of Studio Record Shop, Mansfield, O., and disk jockey on radio station WMAN, in that city, celebrated his third year in the record business. . . . A Connecticut retailer who found his stock completely ruined, thanks to floods caused by Hurricane Diane, is not sitting around idly until he gets his store restocked. He is spending all his time, meanwhile, contacting his customers, advising them of his new Columbia Record club and urging them to sign up with him.

Paul Keyser, of The Record Bar, Durham, N. C., in New York on a busman's holiday, inspected Manhattan retail operations with interest. He noted, "I was surprised at the small number of listening booths in even the plushiest stores. Most of these were not enclosed and did not provide a place to sit down. The impression conveyed is that customers are expected to know what they want and that lengthy sampling of disks is discouraged. In the case of both singles and packages, enough exposure is given on radio and TV today, so that it obviously is not necessary to cater to customers bent on 'making an afternoon of it' in the record store. This is in line with the sealed package policies advocated by Angel and Capitol, and strikes me as a highly practical and desirable idea."

Nate Kulkin, Cleveland distributor of Mercury Records, a long confirmed bachelor, has weakened. On August 28 he married Eileen Greenberger and then left for the West Coast for an extended honeymoon trip. . . . The Maury Blooms, of Buffalo, are expecting. Both are record buyers—Bloom for the Music House Chain, and Mrs. Bloom for Whiteman's. Maury Bloom is also spinning records for a jazz show over radio station WXRI, Kenmore, N. Y., a suburb of Buffalo.

The one topic on all dealers' tongues this week was the Columbia Records Club plan. A number of stories in the current issue highlight important developments.

## JUKE BOX WRAP-UP

Giant supermarket drugstores are opening new juke box locations for operators. Stores selling everything from drugs to lawn furniture want juke box music, forcing smaller outlets to follow suit in effort to keep up with competition. A Detroit operator who specializes in these locations outlines new problems and advantages arising.

Record manufacturers and artists are wasting no time in getting on the juke box picture title strip bandwagon. Star Title Strip owner Del Haun reports 16 labels signed and 260 artists' pictures on file. Notes department stores are also beginning to use pic strips on record bins.

Music operators get complete run-down on group insurance plan being sponsored by Music Operators of America. Officials of the Joseph K. Dennis Company, group insurance company, group insurance administrator, outlines costs, advantages and benefits accruing from the plan.

Hurricane Diane takes its toll of the Eastern Seaboard coin machine business. Operators, distributors and manufacturers in five States stagger from havoc estimated to be in the tens of millions of dollars. Hardest hit were in the Northeastern Pennsylvania area.

For full details on these stories see Music Machine Department on page 82.

## Lengsfelder Adds Fuel to ASCAP Blaze

NEW YORK, Aug. 27. — Hans Lengsfelder, member of the American Society of Composers, Authors and Publishers who has been attacking the Society's distribution and logging methods, last week issued another statement.

Lengsfelder's most recent remarks were prompted by a statement issued by Mickey Stoner, in which Stoner—formerly a member of the Lengsfelder committee—charged that Lengsfelder had run the committee in an undemocratic manner (The Billboard, August 20). Stoner's remarks were approved by a number of his fellows who had resigned from the committee with him.

Lengsfelder's most recent statement anticipated one segment of the ASCAP statement this week (see separate story) having to do with the crediting of theme songs. Lengsfelder stated that the 20,000 performances required to get full credit on themes still stands and benefits "the same select group even more." This change, Lengsfelder charged, "serves as an answer to Mr. Stoner and points up his naive belief in the importance of the Advisory Committee and its powers."

### Added Charges

He added that the Advisory Committee had no rights, that not all members were notified of these meetings and, on one occasion, not even the chairman of the Lengsfelder committee. "Members of ASCAP who were not appointed"

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## Studio, M-G-M To Plug Album Of 'Weather'

NEW YORK, Aug. 27.—M-G-M Records will kick off its new movie musical sound track album "It's Always Fair Weather" next month with a special campaign conducted by 20 M-G-M studio field men, marking the first time the movie company's field force has actively backed an M-G-M sound track package.

If the campaign is successful, the studio field force will be used to promote other M-G-M sound track packages in the future. The new album features music and songs from the new M-G-M musical, "It's Always Fair Weather," with Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd and Dolores Gray. M-G-M has worked out one of its reciprocal trade deals with Decca for Miss Gray's services, although as yet it hasn't been decided what M-G-M will do for Decca in return.

M-G-M has made up a special deejay record featuring three tunes from the album (Dolores Gray's "Thanks a Lot, But No Thanks" and Kelly, Dailey and Kidd teaming up on "March, March" and "The Time for Parting"). The deejay disk—packaged in a special wraparound—will be sent to 2,000 jocks.

## NBOA Mulls Dance Mag

NEW YORK, Aug. 27. — The National Ballroom Operators' Association is considering entering the publishing field with a dance magazine. The final decision will be made by members of the association during the coming convention scheduled for the LaSalle Hotel, Chicago, September 26.

The operators have also been discussing the possibility of aiding some of the smaller bands in the record field as a means of increasing their prestige at the box office. Some operators have already made recordings of bands playing their locations, according to an NBOA statement.

## COVER 'LOVE' IN 3 FIELDS

NEW YORK, Aug. 27. — Trinity Music's new tune "Learning to Love" is the first song in a long time to be covered in all three fields. Columbia's Peggy King, Mercury's Dori Anne Grey, Essex's Jean Dinning and Dot's Jean Strange have all cut the ditty for the pop market.

Billy Williams and his quartet came out with a rhythm and blues version on Coral this week, and RCA Victor has sliced a country and western interpretation by Martha Linn with Chet Atkins on guitar backing. The original waxing by Lafawn Paul on Abbott has been breaking in both the pop and country and western fields.

In line with this, Charles Hansen, Inc., is rushing dance and vocal orchestration copies on the tune into circulation next week. An interesting sidelight on the song's extensive coverage in the pop market is that guitarist George Barnes is featured on both the Peggy King and the Dori Anne Grey disks.

## Excise Tax Hearings Set For Oct. 4

WASHINGTON, Aug. 27.—Public hearings on excise tax problems in the area of admissions, communications, coin-operated devices, and other excise tax categories will be conducted here October 4 by the House subcommittee on excise tax technical and administrative problems. Rep. Aime J. Forand (D., R. I.), chairman of the subcommittee, announced this week that hearings will be limited strictly to technical and administrative problems and will not be concerned with questions of excise-tax rates.

The subcommittee will make a

(Continued on page 84)

## Dream, Delilah Rights to RCA

NEW YORK, Aug. 27.—Original cast recording rights to two of the season's major musical show entries have been landed by RCA Victor. One is "Pipe Dream," the new Rodgers and Hammerstein production, and the other is "Delilah," the Carol Channing vehicle with words by John Latouche and music by Jimmy Mundy.

Both shows are expected to land in town sometime in October. In the case of "Pipe Dream," the record company is known to have committed itself to cut, besides the cast version, a number of singles from the score with several of its pop artists.

## Shubert, Hub AFM Negotiate

BOSTON, Aug. 27. — Sam Marcus, president of Boston Local 9 of the American Federation of Musicians, this week conferred with J. J. Shubert to iron out difficulties in the contract between the musicians and the Shubert theaters which had already canceled some and threatened to bar all shows in Boston theaters.

Michael Kavanagh, head of the Shubert organization here, was to sign the contract this week. It provides \$120 per week for the musicians. This was the figure the union had asked. Shubert had previously made an offer of \$117 which had been refused. The musicians also won an increase in rehearsal time rates which will boost the amount from \$3 to \$4.

## Disks, TV Film Ante \$3.4 Mil To MPTF in '54

NEW YORK, Aug. 27.—Contributions to the Music Performance Trust Fund by the record and television film industries, on product sold during 1954, totaled \$3,407,600, according to statements released this week by MPTF. Of this total, recordings contributed \$2,303,000, and TV film \$1,014,600. These figures represent contributions derived from all recording funds, including the 1948 fund and the 1954 fund.

Disk sales for the year 1954, according to MPTF, totaled \$87,100,000 records, have a retail value of \$178,000,000.

Since the inception of the Trust Fund, allocations to locals of the American Federation of Musicians for concerts totaled \$11,600,000, of which \$9,000,000 was derived from recordings. The first allocation was in 1949.

It is understood, of course, that the fund receives no contributions from the sale of disks made by foreign musicians, a cappella groups, etc.

Record and transcription firms signatory to the 1954 recording and transcription funds totaled 852 as of June 30. Of this number, 585 were also signatories to the 1948 agreement and 267 are signatories to the 1954 agreement only.

## NBC-Local 47 Pact Ratified In Close Vote

HOLLYWOOD, Aug. 27.—Local musicians narrowly missed upsetting the recent contract inked between NBC and Local 47, AFM, by registering a 395 to 203 vote at a mass meeting here Monday (22). A two-thirds majority vote was necessary to officially censure the recent pact which increased the NBC staff orchestra to 45 members, but which allows the staff to work commercial network shows.

Meeting drew one of the largest turnouts in recent history, and was also reported as one of the most stormy. Musicians opposed to the pact pointed out that approximately 150 musicians would be forced out of work, and that Local 47 members would lose approximately \$3,000 in weekly wages, a figure NBC would save.

Tunesters also aired the opinion that the Federation president, James C. Petrillo, had a hand in the NBC pact, despite the fact that the contract affects only local musicians.

Maury Stovon, a 1952 nominee for a Local 47 vice-presidency, declared that balloting was handled in slip-shot fashion, with Stein acknowledging that he "voted twice, for himself and a musician who had to leave earlier."

## 'X' Gives Up C&W for Now

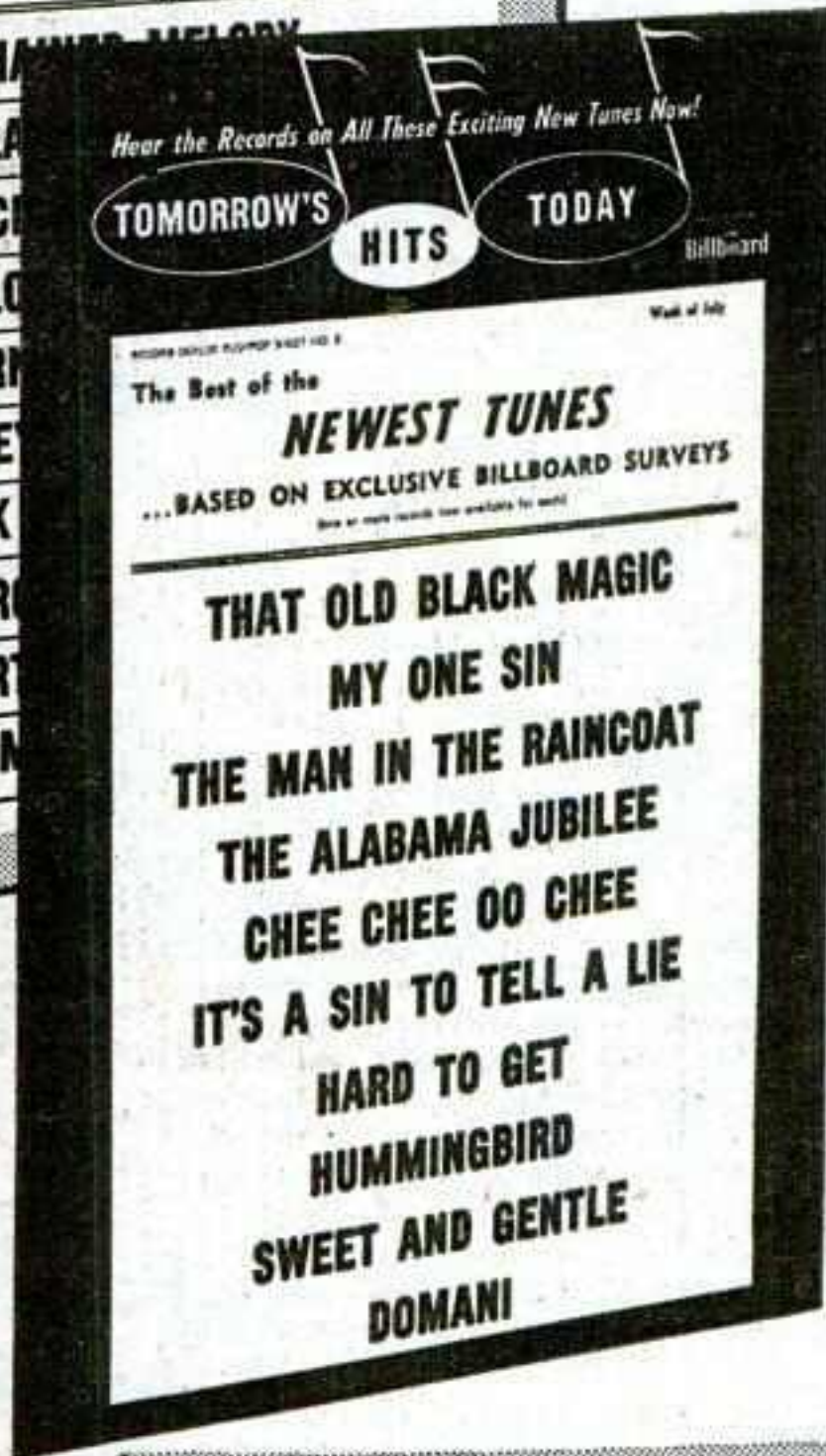
NEW YORK, Aug. 27.—Label "X," the RCA Victor subsidiary label, temporarily has gone out of the country and western field. According to Jimmy Hilliard, artists and repertoire director for the label, he intends to concentrate for the present on a pop disk and package program.

In line with this, "X" is producing a new 12-inch "Vault Originals" series dealing not with jazz, but with great "personalities" of past years. In addition, the label will have 50 10-inch jazz "Vault" packages on the market before the end of the year.

Actually, "X's" c.&w. artists roster contained one potent name in Terry Fell, whose "Don't Drop It" was a big hit last year. Fell's contract has been turned over to the parent Victor diskery, and his future recording will be supervised by that label's country & w. chief, Steve Sholes.

# OPERATION PUSHPOP '55 ROLLS ON!

Make the most of the campaign to Keep the Pops Alive in '55  
Order These Useful MERCHANDISING AIDS Today!



Acclaimed by Dealers and Operators Everywhere

THE BILLBOARD'S SPECIAL PUSHPOP

## EASEL DISPLAY CARDS

Use these colorful, attention-getting display cards to post the special TOP TUNES and COMING UP STRONG poster sheets now appearing in your weekly Billboard.

A big 14" by 21" each, these cards are printed on durable display stock for long-lasting value. And they're backed up with handy-to-use easel stands that make 'em stand up straight—practically call out to customers to come in and buy!

You simply tear out the poster pages with each new weekly Billboard and mount them on your easel stands. Place them in windows, on counters at every juke location; in fact, wherever they'll get the most attention.

"A superb sales aid," one dealer wrote, after but a one-week trial. Why don't you find out for yourself? Just a single dollar bill brings you both these jumbo display cards postpaid. How many sets do you want? Order right away while supply lasts!

Only \$1 per set

THE BILLBOARD  
2160 Patterson Street  
Cincinnati 22, Ohio

OPERATION PUSHPOP '55  
852

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.  
853

Please print and mail TODAY'S TOP TUNES as follows:

CHECK ONE

1-week trial  Twice a month  50 copies \$1  250 copies \$3.50

weekly  monthly  100 copies \$2  500 copies \$5.50

NAME \_\_\_\_\_ (please print clearly)

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

PHONE NO. \_\_\_\_\_ ORDERED BY \_\_\_\_\_



## Operators—Use THE famous STAR PIC STRIPS

to Build Your Take on Every Box!

Here they are—the most revolutionary thing in years for Operators who want to generate More PLAYS AND PROFITS

Based on exclusive Billboard COMING UP STRONG CHARTS. In test period, 84% 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. 854

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 \_\_\_\_\_

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Reeves is leaving "Louisiana Hayride," Shreveport, September 10, and after a swing thru New Mexico, Colorado, Oregon and Washington joins "Grand Ole Opry" in Nashville October 22.

Martha Carson and Bill Carlisle set for a two-week trek thru North Carolina and South Dakota, beginning September 18.

On September 1, notables of the country music business will gather in the Iris Room of the Hermitage Hotel, Nashville, to pay tribute to Mrs. L. C. Naff, general manager of Nashville's famous Ryman Auditorium, which for more than 30 years has housed WSM's "Grand Ole Opry."

Hank Snow highlighted the Prince Albert portion of "Grand Ole Opry" last Saturday (27), with Marty Robbins the special guest for the evening.

Webb Pierce, during his guest shot on Red Foley's "Ozark Jubilee" over the ABC-TV network last Saturday (27), introduced his latest Decca release, "Love, Love, Love," b.w. "If You Were Me."

Bob and Wanda Wolfe, King recorders, heard regularly over KBIM, 5,000-watt hillbilly station at Roswell, N. M., are currently playing the rodeo circuits in New Mexico.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

The "Maybellene" Sweepstakes shifted into high gear the past week with several interesting developments. For one thing, the excitement over the tune has apparently brought back "answer" songs.

The entire trade is talking about the whale of a show at the Apollo, New York, this week. (See separate story.) The Tommy Small package had the customers lined up all around the block.

Lou Krefetz took to the road this week to visit Atlantic Records' distrib. . . Groove sales chief Ray Clark is on vacation. . . Jockey Jack (Jack Gibson), WERD, Atlanta, is in New York for a week.

Shaw Artists has signed several new artists. These include saxist Gene Ammons, jazz harpist Dorothy Ashby and her trio and Ivory Joe Hunter.

Willie Mabon will go to the Blue Flame, East St. Louis, Ill., September 2. . . Chuck Berry, the Cardinals, the Nutmegs all are set for the Brooklyn Paramount for one week September 2.

MUSIC AS WRITTEN

RCA ENTOURAGE OFF TO EUROPE WED. . . .

The postponed sailing of Manie Sacks and three other RCA Victor Record division execs, originally scheduled for August 12 (The Billboard, August 6), will finally take place Wednesday (31).

Julie Losch Helms T-C's N. Y. Office . . .

Arthur Valando, professional manager of T-C Publishing Company, Hollywood, last week announced the appointment of Julie Losch to head the music firm's New York office.

A. J. Gock Joins Capitol's Board . . .

A. J. Gock, retired chairman of the board of directors of the Bank of America, has been elected to the board of directors of Capitol Records, Inc., Glen A. Wallichs, president of the company, announced.

New York

Mercury's subsidiary label Wing this week signed two new artists—pop canary Gloria Van and rhythm and blues warbler Alonzo Scales.

Don Rea, of the Gaylords, became a father August 5. The boy, his second, was named Matthew. . . . Baritone Bill Carey is the new pitcher for Coral's ball team. . . . Ervin Drake and Jimmy Shirl have written a tune tagged "What a Wonderful Way to Spend a Summer Sunday."

Ralph Young, Decca's newly signed warbler, opened at the Stage Coach, New Jersey nitery, August 30 for a week. Young then takes off for Las Vegas, where he's booked into The Dunes for four stanzas starting September 11.

RCA Victor's Sunny Gale goes into the Safari Room, New Orleans, September 12 for two weeks. . . . Music Corporation of America has signed the Rhythmettes (RCA Victor), the Stylers (Jubilee) and clefter-warbler Jim Lowe (Dot).

ber for a six-city tour of that country and Scotland. . . . Jack Carroll, formerly pacted by Majar, has gone over to Joe Leahy's Unique label.

The Joe Burnette Sextette, including Jerry Coker, tenor sax; Bobby Burgess, trombone; Jake Hanna, drums; Andy Anderson, piano; Mat Hartstein, bass, has been signed to Stan Kenton's personal management company.

Cab Calloway opened his British vaude season at the Glasgow Empire, London, on August 22, accompanied by Vic Ash and his group.

Harry Fox returned to New York after a brief visit. . . . Gloria Wood signed to do one of the first spots on the new Walt Disney "Mickey Mouse Club" debuting in October. . . . French singer Gilbert Beaud, now at the Beverly Hilton, inked for a four-week stand at the Plaza Hotel, New York. . . . Vicki Young left over the weekend for her shot on the Matt Dennis teleshow in New York. . . . Phil Moore penning special material for Julie Wilson's Mocambo date. . . . Rusty Draper has been signed by Columbia Pictures music department chief Jonie Taps to record "Last Frontier" for the main title of the film of the same name.

Webb Pierce, Decca c.&w. star, replaced Decca's Red Foley on the Saturday (27) stanza of "Ozark Jubilee." . . . Jeri Southern, Decca vocalist, made her first trip to New York in several years last week when she made her network TV debut on the CBS Stan Kenton show, "Music '55."

Morty Wax has left Mellin Music to become professional manager of Teddy Powell's two music firms, TeePee and Maggie. The latter is Powell's newly formed Broadcast Music, Inc., company. . . . Jane Gibbs is handling deejay promotion here on canary Gloria Van's first Wing release, "Che Sara, Sara," backed by "I Wanna Be There." . . . Cadence's fem exec Bobbie Dieterle left for the West Coast Friday (26) to vacation in Hollywood. . . . Frankie Castro opens at the White Elephant, McKeesport, Pa., August 29. . . . Marvin Rainwater, formerly with Coral, has been signed by M-G-M. His first c.&w. release on the new label is "Sticks and Stones," paired with "Albino Stallion." . . . The Chordettes have been booked for daily performances at the Ohio State Fair, Columbus, O., August 28 thru August 31, following which they play a three-day date at the Riviera Club, Geneva, Wis.,

'YELLOW ROSE' FOR FORD ADS

NEW YORK, Aug. 27.—The Ford Motor Company reportedly has purchased rights to use "The Yellow Rose of Texas" as a theme for its commercials on a series of TV spectacles this fall.

This is probably the first time a TV sponsor has had access to a tune while it was No. 1 on the best selling record charts. Ford has pacted Mitch Miller to appear in several of the "Yellow Rose" film spots.

starting September 2 and return to the Robert Q. Lewis CBS-TV show September 10. . . . During the Chordettes' absence Betty Madigan will be the guest canary on the Lewis show the week of August 29.

Estelle Carasso, secretary to Columbia's merchandise manager Stak Kavan, has returned from a two-month trip to Europe. . . . Doc Berger, veteran song plugger, has recovered from his latest illness and has joined Svend Sommer's Avas Music firm. . . . A new musical revue, "Cover to Cover," written by Dede Meyer and Franklin Jacobs, has been held over for a second week at the Barn Playhouse, New London, N. H. . . . Eddie Peabody, banjo star of the 1920's, has been signed by Coral Records. The deal was set by Bobby Brenner, of Music Corporation of America.

Willheim Tops Capitol Music Education Div.

HOLLYWOOD, Aug. 27.—Robert Willheim has been named manager of the new music education department of Capitol Records. Willheim will continue to head up the firm's editorial department, which produces album liner copy.

In his new capacity as chief of the music education department, Willheim will plan and record children's merchandise in the music appreciation field, reporting to Francis Scott, director of Cap's album repertoire.

As head of the firm's editorial department, Willheim will continue to report to Lou Schurrer. Jack Smothers continues as editorial assistant to Willheim, and Rita Kerwin as album liner writer.

Pauling Sues Apollo Firms

NEW YORK, Aug. 27.—Suit has been filed in Federal Court here against Apollo Records and Bess Music, Inc., its affiliated publishing firm, by clefter Lowman Pauling, asking for an accounting of royalties. The suit also asks that the defendants be directed to assign to the plaintiff all rights in certain tunes which, it is charged, were illegally appropriated.

The suit claims that a balance of \$17,235 is due the writer. The plaintiff, according to the complaint, in 1953 wrote 10 tunes which the defendant published, recorded and licensed to other record companies. Between July, 1953, and December, 1953, Apollo sold over 500,000 recordings of his tunes, Pauling claims. He says his share of royalties amounted to \$20,000, of which he received \$2,765.

The complaint also alleged the defendants unlawfully appropriated six additional songs, for which sums are due. Among the 1953 songs Pauling lists are "Crazy, Crazy, Crazy"; "Come Over Here," "Take All of Me," "Too Much Loving" and "All Righty."

Decca D.J. Job To Silverstein

NEW YORK, Aug. 27. — Harry Silverstein, formerly Decca's Pittsburgh branch manager, has been appointed head of deejay promotion for the Southern territory, it was announced by Mike Conner, Decca's director of publicity and artists relations. Silverstein, prior to his post as branch manager, was a salesman with the Cincinnati branch. In his new post, he will work out of Cincinnati.

Meanwhile, Bill Glaseman, North Central division manager, announces that the post of Pittsburgh branch manager has been given to Vernon Cupples, former Decca salesman.





... Their first  
Cadence release

... another  
Cadence hit!

"I LOVE YOU

by

**The  
Mariners**

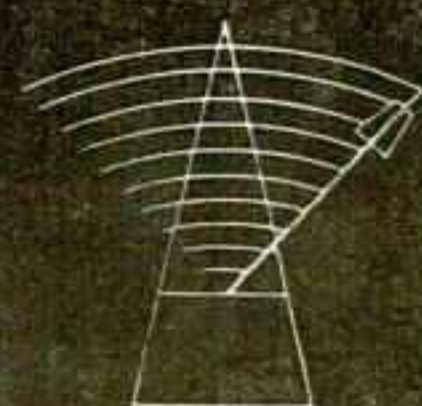
c/w

**"STEAMBOAT  
RIVER BALL"**

**FAIR  
DINKUM**

*cadence*  
**1272**

**cadence**  
RECORDS



## Musicians Dust Museum Pieces

Continued from page 14

cally inclined, Ponte will sell you a set of 24 tune bicycle horns for \$45 to \$50. If you own a herd of camels but can't tell one from the other, you may be able to use a set of his tuned camel bells, and then you'll be able to identify each one by the pitch of his bell.

If you're learning to play the bagpipe, but your neighbors object to your practicing, a bagpipe "chanter," consisting of a fingering pipe without the big sound production, can be obtained for \$8. When you've attained enough proficiency so that you can afford to tell the neighbors off, a full-blown set of pipes will set you back between \$125 and \$300. To rent one for a single TV show or disk date costs only \$5.

One of the scarcest items in big demand today is the old hurdy-gurdy, or grind organ—the kind that's commonly accompanied with a monkey on a string. It costs \$150 just to tune one of these, tho some feel the effect is better when it's out of tune.

There's one being used in the hit Broadway production of "Inherit the Wind." Originally Ponte rented this for 10 weeks to the producers with an option to buy. When the show lasted beyond that 10-week period, he sold the instrument, but with an option to buy it back again after the show completes its run.

TV apparently has brought back the old vaudeville vogue for "break-away" instruments. Milton Berle, Jimmy Durante and Sid Caesar are among those who have placed orders for these. Durante has a sousaphone which will play a tune, then fall apart when "Schnozzola" sneezes. Caesar has an alto sax that does the same. Durante also rents a fake piano keyboard that he can tear out of the instrument in his fabricated fits of rage.

There's a big new market for "antique" bass drums — the large ornate jobs with ropes on the sides. But not among musicians. The big buyers for these are "high class" interior decorators, who turn them into coffee tables. Ponte gets up to \$100 apiece for these, while the finished coffee tables sell for around \$300.

And so it goes. But if you're looking for something else to kick around, Ponte has what he claims is the largest gong in town. It's 36 inches in diameter and was purchased from the estate of the late great bandmaster Createore. (The latter, incidentally, was the father of Luigi Createore and uncle of Huro Peretti, the Mercury Records artists and repertoire chiefs in New York.)

## Columbia Blast

Continued from page 14

contemplating running similar club plan giveaway ads in the future.

The B. B. Record Shop, Camden, N. J., also ran an extra-incentive ad in The New York Times last Sunday, offering club members "at no charge four de luxe polyethylene plastic dustproof containers in which to store your club records." Both the B. B. and the Chesterfield ads noted that membership via their outlets would enable members to buy other disks at reduced prices, with the Chesterfield ad stating, "You will also be placed on Chesterfield Music Shop's permanent mailing list, making it possible for you to enjoy sensational discounts of 20 to 50 per cent on all important labels."

Last week The Billboard reported that Sam Goody was considering running ads offering progressive club members their choice of any LP up to \$5.95 list in return for their membership enrollment coupons. Chesterfield beat him to the promotional punch, tho, and this week Goody decided to shelve the idea. Instead, he is mapping out a plan whereby he will offer an extra free inducement to club members only after they have bought the required minimum of four LP's or sent a check to cover the purchases in advance.

The extra incentive will either be a needle or LP's but Goody says it will add up to a lucrative bonus. He received about 450 replies to the co-op ad he ran last week on the Columbia club plan, but considers this return disappointing. However, he expects his second co-op ads on the club to pull better, explaining, "They always do."

## Premium Diskery Into R.&B. Field

NEW YORK, Aug. 27.—A new rhythm and blues label, Premium Records, has been set up in Linden, N. J., by Joe Leibowitz, one of the organizers of DeLuxe Records back in 1942. Since 1949, he has been operating Wallis Records, which he will continue to run.

In addition to the Premium label, Leibowitz has set up the Crest Publishing Company, affiliated with Broadcast Music, Inc. Premium is in the process of signing several artists, and first in the fold is a group, the Rockers, who will cut their first session this week.

## Col. Club Idea

Continued from page 14

Conkling and Cook have been invited to attend. Both have accepted the invitation. In fact, the Columbia execs have made it clear that they will go anywhere "within reason" to meet with such dealer groups.

### Pitt Disturbance

One such invitation was expected from dealers in Pittsburgh, which continues to be the center of stormiest resistance to the club. But at press time Columbia was still waiting for the bid. In that area it is known that recrimination has reached the point where dealers are boycotting Columbia's pop smash, "Yellow Rose of Texas," which came in No. 1 on The Billboard's Best Selling Retail Chart this week, and switching to the Johnny Desmond version of the tune on Coral.

Among the opposition, perhaps the most articulate spokesmen have been John Tunis, Oak Park, Ill., disk magnate and publisher of the widely used One Spot service, and Ben Kaye, head of the Liberty Music Shops chain in the New York area. According to one of the Long Island dealers, "We expect Conkling and Cook to come prepared with the answers to all of our questions; so we've asked Ben Kaye to be here too."

## AM-PAR 'Mickey'

Continued from page 15

which, Clark says, will include a representative group of singles and LP's covering the pop, country and western, and rhythm and blues markets. A possible jazz line is also in the offering.

Clark and AM-PAR sales chief Frank Hobbs have virtually completed the label's national distributor set-up. The latest additions to the list are Pan American, Miami, and Jacksonville, Fla.; Music Suppliers of New England, Boston; Benart, Cleveland; Roberson Sales, New Orleans; California Record Distributors, Los Angeles; Southland Distributing Company, Atlanta; Standard, Pittsburgh; Choice Records, Kansas City, Mo.; B. & K., Oklahoma City; Music City, Nashville, and one in Indianapolis.

Sparton of Canada, Ltd., will handle AM-PAR in Canada. Clark concluded the deal here last week with Sparton's record division execs—General Manager Rupert Huntley and Merchandising Chief Harold Pounds. AM-PAR distributors set last week include Malvern, New York; Eric, San Francisco; Arc, Detroit; Mangold, Baltimore; Hit, Cincinnati; Northwest Tempo, Seattle; Roberts, St. Louis; Jather, Minneapolis; United, Houston; M. B. Krupp, El Paso, Tex., and Davis Sales, Denver.

## ASCAP Door Open

Continued from page 15

counting as a unit, instead of on the weighted vote basis, the results would have been exactly the same. "If there are those who would make it appear that the members of the board of directors who do not have the support of the membership-at-large — and there will always be some among us who question everybody's motives—the results of the last election should set this matter at rest for once and for all."

### Coast Meeting

A meeting of the Society on the West Coast is scheduled in September, and in New York in October. "You need not wait until that meeting to let us have your thoughts on the problems affecting your relationship to your Society," Adams stated.

The ASCAP president called attention to occasional changes in the distribution rules. One of these, he noted, relates to theme songs. The membership on May 26 were advised that credits for themes would be tabulated on a weekly basis, in five-hour segments. This, says Adams, would have substantially cut down the total amount allocated to themes. Therefore, the Society has returned to the prior rule, which states that for all uses within the first 60 minutes of any

## Coral Packages

Continued from page 15

the film "The Benny Goodman Story." The McGuire's will also have another 12-inch album. Paul Whiteman doing Gershwin tunes and a Teresa Brewer package are also in the works.

Wienstroer and Thiele are placing most emphasis on new recordings. The EP line, of course, will be made up of proven hit singles which are still in demand, but the diskery brass is firm that the LP policy must be largely new recordings. "No pick-up sets" will be the general rule.

### Discount Plan

The fall program entails an additional discount to dealers on package merchandise ordered between September 1 and October 15; orders of \$100 to \$499, 5 per cent discount; \$500 to \$999, 7 per cent, and orders over \$1,000, 10 per cent.

On the dealer promotion level, there will be special release cards, browser cards and trade paper campaigns. The consumer promotion program includes eased album covers, window and interior displays, streamers, 100,000 booklets for consumer distribution, mats for local co-op ads and radio promotion.

The deejay promotion is quite extensive. Many of the new LP merchandise will be shipped to jockeys. It is believed that in the case of some packages, more than 1,000 will be shipped. Jockeys will also get singles from the albums.

### Distributor Contest

With regard to the contest for distributors, branches and salesmen, an extensive list of prizes has been scheduled. The winning distributor gets an all-expense trip to Bermuda for two people.

Wienstroer and Eastern Division Manager Frank Holland are kicking off the first in a series of sales meetings in New York. Western Division Manager Joe Perry, Central Division Manager Johnny Thompson and Midwest Manager A! Oldrich will cover their respective territories.

## Lengsfelder

Continued from page 16

to the committee appeared at various meetings and took part in whatever voting there was. . . . Is this the kind of democracy that Mr. Stoner was advocating?"

### Stoner Rebuttal

In answer to various of the Stoner charges, Lengsfelder stated:

1.) "Not all the members of the Lengsfelder Committee resigned. Those who did were asked to by Lengsfelder.

2.) "Some mentioned by Stoner (as sharing his point of view) have expressed in writing their belief in the Lengsfelder Committee.

3.) "The chairman showed all statistics at all times to the members of the Lengsfelder Committee—with the exception of personal income figures of board members.

4.) "The material in his circular letter did not constitute a 'sneak attack,' as Stoner said. The facts and figures exposed in our chairman's circular letter were given to the general membership meeting about 18 months ago, at which time Lengsfelder prefaced his speech by stating that he spoke as an individual rather than as chairman of the committee. The figures he revealed at this meeting, he says, were collected at his own expense, therefore the data were not committee property.

5.) "No meetings of the Advisory Committee had been scheduled since long before March, 1955; two concrete plans for revision of elections and logging in the spring of 1954 were ignored."

Lengsfelder concluded with the statement that his committee—which he claims is now staffed with publisher as well as writer members—is interested in equitable distribution of royalties and fair voting.

given two-hour period, a theme song will receive credit for only one use. A copy of this change, in detail, was enclosed in the letter to members.

## Disk Rack Jobbing

Continued from page 15

wares they merchandise. Among them are Handy-Spot and Wesco Merchandise Company, both of which number thousands of established retail outlets as regular clients thruout the Coast. Recently, U. S. Hardware Company, giant novelty and toy merchandiser, entered the field, thus far handling Capitol Records, Record Guild of America and Pickwick Records, all of which are sold at regular retail list.

Other rack jobbers in this area include Kiddie-Rak, Star Trading Company, Julian Brown Enterprises, Pic-A-Tune, Tip Top and Record Service Company. In most cases, rack jobbers relegate their operation principally to the Western States, tho Tops is known to have sold outlets as far east as Chicago. Tops, incidentally, holds a contract with the Thrifty Drug Chain here, with more than 42 outlets alone in the Los Angeles metropolitan area.

ANOTHER **BMI**  
"PIN-UP"  
HIT

**GUM DROP**

Recorded by  
THE CREWCUTS . . . . Mercury  
OTIS WILLIAMS &  
HIS CHARMS . . . . DeLuxe  
THE GUM DROPS . . . . King

Published by  
**LOIS MUSIC**  
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## ATTENTION!!!

Recording companies and recording artists . . . Are you looking for sure-fire kiddie and novelty tunes? A prominent writer with over 200 recordings by major companies now has an unlimited catalogue of original kiddie and novelty tunes . . . every one a SURE HIT!!! Don't pass up this opportunity.

Write or Phone

**SCOTTY MacGREGOR**  
227 Roosevelt Ave.  
No. Babylon, L. I., N. Y.  
Phone: Deer Park 2-9848

A TV HIT!

**"YOUNG IDEAS"**

TONY MARTIN  
GORDON JENKINS

HARMS, INC.

**Angel Bells**

MILLS MUSIC, INC.

BILLBOARD SAYS  
"WATCH IT!"

THE SHEPHERD SISTERS'  
**"Love's Not A Dream"**

Benida Record #5034

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

THE NEW SONG SENSATION

**"SUDDENLY THERE'S A VALLEY"**

Recorded by:

JULIUS LaROSA . . . . . Cadence  
PATTI ANDREWS . . . . . Capitol  
JO STAFFORD . . . . . Columbia  
GOGI GRANT . . . . . Era  
KAY ARMEN . . . . . MGM  
MARTHA LYNN . . . . . RCA Victor

\*Records listed alphabetically by companies

**HILL & RANGE SONGS**

From The 20th Century-Fox  
Cinemascope Production  
**LOVE IS A MANY-SPLENDORED THING**

**LOVE IS A MANY-SPLENDORED THING**

MILLER MUSIC CORPORATION

**BIG HIT!**

**Eddie Fisher's**

**DON'T STAY AWAY TOO LONG**

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

WATCH FOR

**"ROCK-A-WAY"**

RUSTY KEEFER and GREEN LIGHTS  
featuring RITA DELMAR on  
CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St.  
Phila. 7, Pa.

**DJ**

**FOR STAFF ON**

**50,000 WATT MUSIC**

**AND NEWS INDI**

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RECORDS

# PHONOS—HI FI

## AUDIO FAIR HITS PEAK ON EXHIB BIDS . . .

More exhibitors have signed to participate in the 1955 Audio Fair this year than have ever before taken part in a display of high fidelity equipment. The Fair will again be held at the Hotel New Yorker in Manhattan starting October 13 and running thru October 16. The Audio Fair, now in its sixth year, is sponsored by the Audio Engineering Society and conducted in conjunction with the Society's annual convention. Altho more than a month still remains before the Fair opens, manager Harry N. Reizes reports that already considerably more exhibitors have engaged displays suites than the total for any previous year.

## TAPE OF MONTH SETS RETAIL PROGRAM . . .

The Recorded Tape of the Month Club, New York, is instituting a retail pre-recorded tape sales program—Independent of its club operation—which will be sold thru music and photo dealers. All recordings will be made available from Tape of the Month's hi-fi master library (seven-inch reels recorded at 7½ ips and retailing at \$6.95). Selections include classical music, pop, jazz, dramatic readings, satire and folk songs, and dealers will be provided with special window display items and counter throwaways catalogs. Meanwhile, Tape of the Month has signed Paul Ash, musical conductor for New York City's Roxy Theater for 18 years, as musical director.

## PENTRON PURCHASERS GET 2 PREMIUMS . . .

In a move to boost sales, the Pentron Corporation is offering two premiums to purchasers of Pentron tape recorders. A year's subscription to Tape Recording magazine (which normally sells for 35 cents per copy) is available with the purchase of any Pentron

recorder, plus payment of \$1. Purchasers of the Pacemaker and Emperor recorders will receive a free reel of Pentron's "Moods in Music" recorded tape series. The Premium tape is free to distributors and dealers, as well as consumers.

## NAMM POLLS EXHIBS ON CONFAB SITE . . .

The National Association of Music Merchants is conducting a special survey of music show exhibitors to poll their opinions on where and when the NAMM should hold its annual convention. In an accompanying letter, NAMM Executive Secretary William R. Gard notes that efforts are being made to experiment with a June date for the show, which is traditionally held in July. The survey specifically asks exhibitors whether they approve of the present arrangement of holding the show three years in Chicago and one in New York, following up this question with a query as to the advisability of alternating the event between New York and Chicago annually or to hold the show two years in Chicago and one in New York. However, Gard cautions exhibitors, "Changing cities, changing hotels; changing months will have little bearing on the success of the music industry trade show. Nothing will attract dealers to Chicago, New York, Atlantic City or anywhere else but the exhibitors themselves and the products they offer."

## EMERSON 'DANCE' PUSH TIED TO MURRAY . . .

The Emerson Radio & Phonograph Corporation has made a tie-up with the Arthur Murray Dance Studio chain, whereby purchasers of Emerson's portable three-speed phono (model 839, retailing at \$34) will receive a free copy of Murray's "Let's Dance" booklet and a certificate worth \$14 for two free dance lessons at any Murray studio. Emerson is backing the "learn-to-dance" promotion with extensive display material.

# JAZZ ON THE UPBEAT

By BILL SIMON

## PIONEER JAZZOPHILES ARE 'BIGGIES' TODAY . . .

During the 1930's there was a hard core of jazz record collectors who haunted the shops and plagued the big record companies with letters demanding the release of this or that collectors' item. Milt Gabler's Commodore Music shop and Steve Smith's HRS shop were their hang-outs, and Gabler himself, in order to be closer to the musicians, opened up a branch store on 52d Street, where all the live action was taking place.

Today, many of these once militant jazzophiles are in the forefront of the commercial music business, but the old jazz leanings still persist occasionally; in many vocal backgrounds and most recently in jazz album programs. First, there's old Daddy Gabler himself, who left a whole warehouse full of jazz collectors' items as well as his own Commodore label to become an artists and repertoire man at Decca and who now heads up a very successful pop department. Downstairs, at Coral, the pop department (also hot now) is headed by Bob Thiele, who once wrote and published his own Jazz magazine, and owned a fabulous collection (most of which he bought from Gabler).

George Avakian, head of the album and jazz department at Columbia, was enlisted by Columbia in 1940, while still a Yale undergrad, to make up a jazz series from the archives. He already had made quite a reputation as a jazz author and authority. When Columbia later put him in charge of its polka department, Down Beat referred to Avakian as "that renegade."

Nesuhi and Ahmet Ertegun, Atlantic Records vice-presidents, sons of a late Turkish Ambassador, used to run jam sessions in the Turkish Embassy for small groups of fans, one of whom was Herb Abramson, now Atlantic's president. Jerry Wexler, who was a habitue of Gabler's store, is also an Atlantic veepee.

Another of the old gang is Steve Sholes, now head of the country and western recording at RCA Victor. Dave Dexter, who wrote a book on jazz, is head of the International Recording Department at Capitol. Then there's Teddy Reig, half owner of Roost Records. Bill Grauer and Orin Keepnews, who write and publish the Record Changer, also own Riverside Records and produced the Label "X" Vault Original Series. Alfred Lion, who started Blue Note Records around 1938, still operates that jazz label today. Jerry Newman is a partner in Esoteric Records, and Norman Granz, of course, is Norman Granz. Bob Shad is head of jazz as well as rhythm and blues for Mercury and EmArcy.

Russ Sanjek is head of Special Projects at Broadcast Music, Inc., and Nat Shapiro, co-editor of the current jazz book "Hear Me Talkin' to Ya," is in charge of publicity for that same department at BMI.

And then there are the jazz critics of long standing, such as Leonard Feather and George Simon, both of whom produce recording sessions for a number of labels on a free-lance basis, and Sam Meltzer, who is with Portem Distributing in New York . . . Probably there are many others whose early interest in jazz has led them into careers in (you should pardon the expression) "commercial" music.

## PASSING NOTES AND ADDED LICKS . . .

Norman Granz' "Jazz at the Philharmonic" opens its tour this semester in Hartford, Conn., September 16. . . . Murray Singer, former sales manager for Bethlehem Records, is starting his own jazz label with new and acquired masters. He may also reactivate his old Swank label, which was active before World War II. . . . Burt Goldblatt has done one of his most unusual LP covers for the forthcoming Bethlehem 12-inch starring Bud Freeman's trio and quartet. . . . Red Nichols just cut a session for Capitol.

## 4 Merc Disks By Hot Artists

NEW YORK, Aug. 27.—Mercury Records stepped up its fall release schedule this week by issuing disks cut by four of the label's hottest artists. The platters—all released within a five-day period—feature Sarah Vaughan, Rusty Draper, Chuck Miller and Dinah Washington.

Draper, currently on the charts with "Seventeen," warbles "The Shifting, Whispering Sands" and "Time" on his new platter, while Miller (also on the best selling lists with "House of Blue Lights") has a new one featuring "Hawk-Eye," backed by "Something to Love For."

The new Sarah Vaughan waxing couples "Johnny, Be Smart" with "Hey Naughty Papa." The Dinah Washington platter pairs "Not Without You" and "I Concentrate on You."

## M-G-M GOES TO POETRY ON WAX

HOLLYWOOD, Aug. 27.—The purchase by M-G-M of two LP packages containing musical adaptations of poems was disclosed here this week by independent producer Red Doff. Plattery will release "Indian Love Lyrics," narrated by Jim Amechic with music by Harold Spina, and "Lost Love Lyrics," with narration by Dave Ballard and Spina's music.

Rights to the poetry were acquired by Doff from Dodd, Mead Publishing Company. Doff also disclosed the purchase of recording rights to the "Love Poems by Gloria Vanderbilt" from World Publishing Company.

## Von Tilzer Will Decision

NEW YORK, Aug. 27.—As a result of a request by H. Harold Gumm, brother of the late clefter Harry Von Tilzer, for a construction on the latter's will, Surrogate Judge Williams Collins this week issued a ruling.

Von Tilzer, who died in 1946, left the estate to his brothers Jules and Will. Gumm was named executor and trustee. The surrogate ruled that "the court holds that one-half of the fund (the estate) is now payable in equal parts to the two surviving children of the late Will Von Tilzer, who died in 1952, and the other one-half payable to the petitioner, H. Harold Gumm."

The court held that it was plainly the intent of Harry Von Tilzer that the issue from both brothers shall share in the event of the death of the brothers.

## • 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. LONESOME ECHO—Jackie Gleason . . . . . Capitol W 627
4. STARRING SAMMY DAVIS JR. . . . . Decca DL 8118
5. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor LM 1837
6. I LIKE JAZZ . . . . . Columbia JZ 1
7. PETE KELLY'S BLUES—Jack Webb . . . . . RCA Victor LPM 1126
8. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol H 352
9. I LOVE PARIS—Michel LeGrand . . . . . Columbia CL 555
10. BRUBECK TIME—Dave Brubeck . . . . . Columbia CL 622
11. HOLIDAY IN ROME—Michel LeGrand . . . . . Columbia CL 647
12. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol W 509
13. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Mally Matlock . . . . . Columbia CL 690
14. CRAZY OTTO . . . . . Decca DL 8113
15. DAMN YANKEES—Original Cast . . . . . RCA Victor LOC 1021

### EP'S

1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia EPB 540
2. LONESOME ECHO—Jackie Gleason . . . . . Capitol EAP 627
3. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol EPB 581
4. STARRING SAMMY DAVIS JR. . . . . Decca ED 2214-6
5. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol EPB 352
6. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor EPB 1126
7. SHAKE, RATTLE AND ROLL—Bill Haley . . . . . Decca ED 2168
8. PETE KELLY'S BLUES—Jack Webb . . . . . RCA Victor EPB 1126
9. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol EAP 509
10. CRAZY OTTO, PART 1 . . . . . Decca ED 2201
11. CRAZY OTTO, PART 2 . . . . . Decca ED 2202
12. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . . . RCA Victor EPBT 3057
13. MOODS IN SONG—Nat (King) Cole . . . . . Capitol EAP 1-633
14. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Mally Matlock . . . . . Columbia B 2103-5
15. THE DANCING SOUND—Les Elgart . . . . . Columbia B 514

## • Best Selling Children's Records

1. BALLAD OF DAVY CROCKETT—Fess Parker . . . . . Columbia J 242
2. SIAMESE CAT SONG; LADY AND THE TRAMP—Peggy Lee . . . . . Decca K 149
3. LADY AND THE TRAMP . . . . . Capitol DBX 3056
4. WHALE OF A TALE—Kirk Douglas . . . . . Decca K 148
5. BALLAD OF DAVY CROCKETT—Burl Ives . . . . . Decca K 147
6. BALLAD OF DAVY CROCKETT—(Tennessee) Ernie Ford . . . . . Capitol CAS 3229
7. 20,000 LEAGUES UNDER THE SEA . . . . . RCA Victor Y 4004
8. OLD BETSY—Fess Parker . . . . . Columbia J 254
9. DAVY CROCKETT AT THE ALAMO—Fess Parker . . . . . Columbia C 518
10. PETER PAN (Walt Disney) . . . . . RCA Victor Y 4001
11. OPEN UP YOUR HEART—Cowboy Church Sunday School . . . . . Decca K 146
12. DAVY CROCKETT, THE INDIAN FIGHTER—Fess Parker . . . . . Columbia C 516
13. HE BECOMES THE LONE RANGER . . . . . Decca K 29
14. NOW WE KNOW, VOL. 2—Tom Glazer . . . . . Columbia J 236
15. NOW WE KNOW, VOL. 3—Paul Tripp . . . . . Columbia J 237

## • Reviews and Ratings of New Classical Releases

**VERDI: AIDA (1-12)**—Andre Kostelanetz and his Orchestra. Columbia CL 755

This is the fifth in Kostelanetz' Opera-For-Orchestra recordings. The sound of this fine disk captures all the splendor and pageantry of what is perhaps the most popular opera. The engineering quality, coupled with the popularity of the conductor and the opera itself, undoubtedly will make this one of the best selling new packages.

**BRANDY (1-12)**—Philharmonic Symphony Orchestra of New York; Andre Kostelanetz, Cond. Columbia CL 758, \$5

This will be a fast-selling package, for it is chock full of name value and fine performances. Kostelanetz conducts the orchestra in Prokofiev's "Love for Three Oranges," Tchaikovsky's "None But the Lonely Heart," Rachmaninoff's "Vocalize" and other pieces—seven in all—by composers ranging from the 18th Century to modern times. The result is a disk of many contrasts and moods. It is finely engineered.

**TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR (1-12)**—Pittsburgh Symphony Orchestra; William Steinberg, Cond. Capitol P 8325

There is no shortage of recordings of this highly popular, melodious symphony, from which several pop tunes have been derived. No version, however, has come close to deserving the designation "definitive." This Steinberg interpretation, devoid of slushy sentiment, will be preferred by many who like their Tchaikovsky straight-forward, and certainly it is one of the most competent readings extant. The sound is excellent. A good standard stock item.

**SPANISH AND ITALIAN KEYBOARD MUSIC (1-10)**—Paolo Spagnolo, Piano. London LD 9135

Here's an attractive package for the discerning. Paolo Spagnolo, young Italian pianist, displays excellent taste and technique in these pieces, which include Scarlatti Sonatas in C Major and F Major; Marcello's "Adagio," Mompou's Preludes

Nos. 8 and 9, Rodrigo's "Pastorale" and two Preludes of Margola. Fine engineering.

**BALAKIREV: ISLAMEY (ORIENTAL FANTASIA); LISZT: HUNGARIAN RHAPSODY NO. 12 IN C SHARP MAJOR (1-10)**—Julius Katchen, Piano. London LD 9175

Two accessible, medium-length piano pieces are performed in clean, colorful fashion by the fine young pianist, and neither selection is likely to be challenged immediately by competitive versions in the shops. It's comparatively fresh repertoire of an almost middle-brow nature, and the recording is excellent.

**THE SIENA PIANOFORTE — SCARLATTI: SIX SONATAS FOR KEYBOARD; MOZART: SONATA IN B FLAT MAJOR (K. 333) (3M2)**—Charles Rosen, Piano. Esoteric ESP 3000

This is one of the unusual offerings of the year, and it should sell nicely if exposed and presented in suitable fashion. The star here is the piano itself, the highly publicized, almost legendary Siena piano, with a history that may be described conservatively as "incredible." The sound of the instrument is close to that of a harp, and effects are possible here that would not be possible on any other instrument. It's particularly felicitous with the music played here; a light Mozart Sonata and some sparkling gems of little Sonatas by Scarlatti. The playing itself is competent, tho hardly spectacular. The set makes a thoroly engaging conversation piece.

**THE SMILING BACH (1-12)**—RCA Victor LM 1877

The devotee of classical music doesn't need an album of this type in an attempt to present Bach in a smiling mood. This it does by gathering a broad sample. In this way it is possible that a broader audience may be educated, by pleasant steps, to the great master. The performances on the disk are excellent, 14 in all, by Fritz Reiner and the RCA Victor Orchestra. (Continued on page 24)

# SEPT. IS "KOSTY" MONTH IN COLUMBIA'S NEW YEAR FOR RECORDS!

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**ANDRE KOSTELANETZ**  
MUSIC'S LEADING MAN



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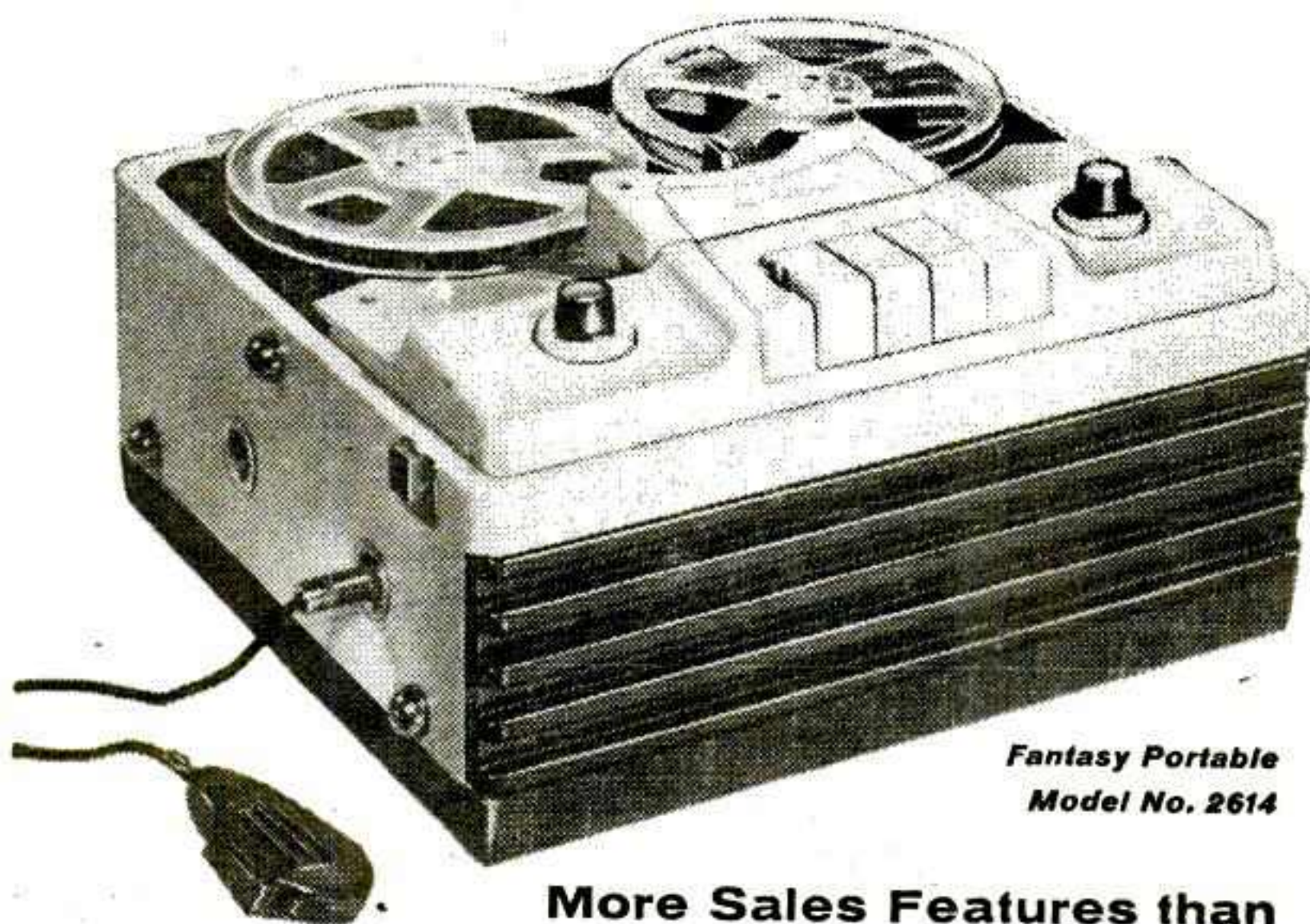


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## Reviews and Ratings of New Popular Albums

### MEET ANDRE KOSTELANETZ . . . 96

(1-12")  
Columbia KZ 1  
This package at the price of 98 cents will melt off the shelves. It is a sampler, which introduces the listener to the extremely wide range of repertoire for which Kostelanetz is noted. The selections range from show music to operatic arias, and include tunes by Cole Porter, Noel Coward, Richard Rodgers; standards as "Song of India," operatic arias and Viennese waltzes, all gleaned from other LP's. The disk has the lush Kostelanetz sound.

### VIENNA HOLIDAY . . . 84

Michel Legrand and his orchestra  
(1-12")  
Columbia CI 706  
Michel Legrand has another potential best seller in his new LP, which does for Vienna what his two previous hit albums "Holiday in Rome" and "I Love Paris" did for their respective locales. The mood is nostalgic and romantic, with Legrand contributing his usual lush, lovely instrumental treatments of 14 familiar Viennese themes— "Vilja," "Blue Danube Waltz," "Third Man Theme," etc. The charming old-world atmosphere of Vienna is fully captured in a striking candid photo on the cover, which (as was true of the first two Legrand packages) gives the LP additional sales appeal.

### GIRL MEETS BOY . . . 79

Jerry Vale, Peggy King, Felicia Sanders, Percy Faith and his orchestra (1-12")  
Columbia CI 713  
"Girl Meets Boy" is a story-in-song package with strong sales appeal for fem teen-agers. Produced by Irving Townsend, the LP spotlights a musical romance between Peggy King and Jerry Vale, with Felicia Sanders brought in for a couple of stand-out vocals on "Temptation" and "I Wanna Be Loved" as the temptress who tries (unsuccessfully of course) to break up the budding romance. Percy Faith's delightful musical settings paint an accurate plot-picture. The cover illustrates the story in comic strip style.

### SOMETHIN' SMITH AND THE REDHEADS . . . 78

(1-12")  
Epic LN 3138  
The original Smith 10-inch LP, from which came such good-selling singles as "It's a Sin to Tell a Lie" and "Ace in the Hole," has been expanded to 12-inch size, given a very colorful cover and should sell very nicely. The Smith brand of genial corn with a slight touch of sophistication is catching on rapidly. A great bunch of standard tunes helps considerably too.

### GREAT BAND MUSIC . . . 76

Cities Service Band of America; Paul Lavalle, Cond. (1-12")  
RCA Victor LPM 1133  
Paul Lavalle and the Cities Service Band, well known via his network radio broadcasts, has cut 11 outstanding selections for band, including Rossini's "La Gazza Ladra," "When the Saints Come Marching In," etc. There has been a revival of interest in band music the past several years, particularly on the educational level. Competition among labels has become fiercer; but dealers with this type of trade should find this profitable inventory.

### HOWLS, BONERS AND SHOCKERS FROM ART LINKLETTER'S HOUSE PARTY . . . 76

(1-12")  
Columbia CI 703  
Here's an entertaining package for the whole family. It spotlights some of Art Linkletter's funniest interviews with children on his radio-TV "House Party" show. Linkletter has a big following and he'll undoubtedly plug this LP extensively on his programs, all of which should add up to healthy across-the-counter sales. The selection of spontaneous-sounding interviews is shrewdly edited, and even the frankest replies are in good taste because of the kids' obvious innocence. (e.g. The four-year-old who

said her baby brother most resembled the mailman, etc.)

### JOHNNY SMITH PLAYS JIMMY VAN HEUSEN . . . 74

(1-12")  
Roost LP 2201  
Altho Smith's original following has been among jazz buffs, his scintillating, tasteful guitar work has been winning over a lot of pop fans, and this collection of Van Heusen tunes is a strong pitch for more pop support. This is extremely smart "mood" music, inventive and absorbing, but thoroughly relaxing too. The tunes include such great ones as "But Beautiful," "Deep in a Dream," "Darn That Dream," "Imagination" and more of an equally familiar and satisfying ilk. What Segovia is to the classical guitar, Smith is to the electric and jazz guitar. Rated as a purely jazz entry, it should be noted, the rating would be higher.

### THE SONGS OF SAUTER-FINEGAN . 72

(1-12")  
RCA Victor LPM 1104  
The Sauter-Finegan names will attract buyers to this set, which, however, contains some pretty run-of-the-mill jazz. The somewhat precarious title and cover have reference to various featured sidemen of the S-F band, who are permitted to let loose with some jazz improvisation occasionally in albums such as this, minus the overwhelming architecture of a full S-F arrangement. Most interesting is the two-trumpet work of Bobby Nichols and Nick Travis, but the rest offer nothing distinctive.

### I'LL ALWAYS BE IN LOVE WITH YOU . . . 70

Milano and his orchestra (1-12")  
M-G-M E 3184  
This is still another of the big ork, multi-strings mood music presentations, distinguished this time by the fact that all of the tunes are by Sammy Stept. Stept's name is hardly a familiar one to the laity, tho he has clefted such standards as "If You Should Leave Me," "All My Life," "I'll Always Be in Love With You," "Please Don't Talk About Me When I'm Gone," etc. Can sell okay if exposed.

### LE MAL DE PARIS . . . 63

Germaine Montero, Leo Ferré, Eric Amado, Michele Arnaud, Nicole Vervil, Claire Leclerc, Andre Popp and Philippe-Gerard, Cond. (1-10")  
Vanguard VRS 7030  
These songs—10 of them—describe Paris in its different aspects and how its people love her. It's a flavorful collection, both raffish and poetic in quality, and lovers of this esoteric material will surely like this package. The different vocalists bring a constantly changing vocal picture. The liner notes are excellent and contain translations of the songs. For sophisticates, Francophiles and students.

## Mich. Fair to Air 'Fan Club'

NEW YORK, Aug. 27.—NBC's "National Radio Fan Club" will originate from the Michigan State Fair Grounds in Detroit next Friday (2). Emcee Bill Silbert will interview Joni James, Roy Hamilton, the Fontaine Sisters, the Mills Brothers and Kirby Stone. All five acts are booked for the Fair.

Producer Parker Gibbs has also scheduled another broadcast of the record artist fan club show from Palisades Park in New Jersey, since the first remote was waylaid by Hurricane Connie. The Palisades show, set for September 9, will spotlight Al Hibbler, Pat Boone, Charlie Applewhite and Gisele MacKenzie.

## Reviews and Ratings New Classical Releases

Continued from page 22

Harpischorist Wanda Landowska, Robert Shaw Chorale, Leopold Stokowski and his Symphony Orchestra, Soprano Eileen Farrell, etc. Pieces include "Bouree I and II from Suite No. 1; "Prelude No. 1 in C" from "The Well-Tempered Clavier"; "Baldinerie" from Suite No. 2, etc.

### MUSIC OF MODERN NORWAY, VOLS. 2 AND 4 (1-12")—Mercury MIG 90003, 90004 . . . 65

These two volumes in Mercury's contemporary Scandinavian music series should make many music lovers aware of the important work that has been going on there. The Oslo Philharmonic is the orchestra here, and it's top-grade. Volume 2 offers two "moderately modern" works: Groven's romantic "Ballad for Chorus and Orchestra" and Egge's Second Piano Concerto. In the latter, a brilliant disk debut is made by soloist Robert Riefling. Two top-notch vocal soloists embellish Volume 4, Eva Prytz in Olsen's "Edda Songs" and Bjarne Buziz in ex-

cerpts from Eggen's opera "Olav Tjøkrans." Until these composers are better known, sales of LP's like these will be limited.

### FALLA: SEVEN POPULAR SPANISH SONGS; RAVEL: DON QUICHOTTE A DULCINEE (1-10")—Aurelio Estanislao, Baritone, London LD 9180 . . . 64

The Spanish baritone has two short song cycles here for which his voice and background have the necessary qualifications. He has warmth, expressiveness and a natural grasp of the tricky rhythmic idiom in which these songs are cast. Collectors, that remember the exciting color and usual penetration of Supervia's interpretations of the Falla songs will find Estanislao wanting, and others will also argue that he doesn't equal the polished Martial Singher in the Ravel series. This is a good economical buy for vocal collectors, nonetheless, and deserves their attention.

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

# The Billboard Music Popularity Charts

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

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

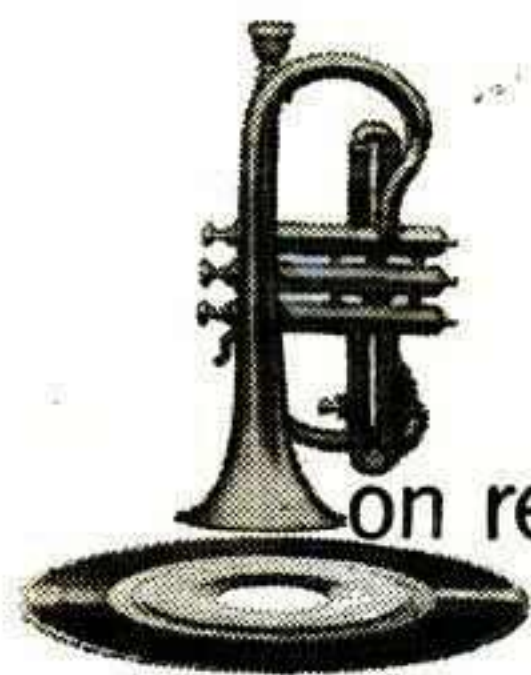
For survey week ending August 24

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</b>	2	5	<b>6. Hard to Get</b>	6	11
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476. OTHER RECORD AVAILABLE: E. Tubb, Dec 29633 ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>2. Ain't That a Shame</b>	3	8	<b>7. Hummingbird</b>	7	8
By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, 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. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		
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By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: B. Bennett, King 1470; Fontane Sisters, Dot 15386; R. Draper, Mercury 70651.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: N. Noble, Wing 90003. RECORDS AVAILABLE: K. Arnen, M-G-M 12045; D. Cornell, Coral 61467.		
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<b>12. Maybellene</b>	18	3	<b>17. Domani</b>	20	8
By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterle, Mercury 70682.			By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450. ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.		
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By W. Webster—Published by BMI Canada (BMI) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.			By Sain Webster—Published by Miller (ASCAP) RECORDS AVAILABLE: D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; Four Aces, Dec 29625; W. Herman, Cap 3202; D. Rose, M-G-M 30883.		
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<b>21. Song of the Dreamer</b>	22	4	<b>26. Popcorn Song</b>	24	5
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<b>23. Autumn Leaves</b>	28	2	<b>28. If I May</b>	29	12
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) RECORDS AVAILABLE: S. Allen & G. Cates, Coral 61485; J. Gleason, Cap 3223; R. Williams, Kapp 16.			By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3095. ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork, Standard.		
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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



first time  
on record...  
16  
brass  
for a  
great  
new  
dance band  
sound!



# HUGO WINTERHALTER

and His Orchestra and Chorus

## THE ORANGES OF JAFFA / KIKI

20/47-6237



that  
wonderful  
bundle  
from  
Britain...

### ALMA COGAN

#### GIVE A FOOL A CHANCE

Got 'n Idea

20/47-6236



here's  
why  
you  
elected  
her  
"Miss Jukebox!"

### SONNY GRAHAM

#### I WANT TO LOVE YOU

Puddin 'n Pie

20/47-6238

"New Orthophonic" High Fidelity recordings

RCA VICTOR







first time on record... 16 brass for a great new dance band sound!



# HUGO WINTERHALTER

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## THE ORANGES OF JAFFA / KIKI

20/47-6237



that wonderful bundle from Britain...

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

# The Billboard Music Popularity Charts

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

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

 For survey week ending August 24

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</b>	2	5	<b>6. Hard to Get</b>	6	11
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# KEEP THE POPS ALIVE IN '55



# Buyboard

**THE NATION'S TOP HITS ARE ON CAPITOL!**



**LES BAXTER**

Unchained Melody  
Medic 3055  
Wake the Town and  
Tell the People  
I'll Never Stop  
Loving You 3120

**NAT "KING" COLE**

A Blossom Fell  
If I May 3095  
My One Sin  
Blues From Kiss  
Me Deadly 3136

**FIVE KEYS**

Don't You Know  
I Love You  
I Wish I'd Never  
Learned to Read 3185  
The Verdict  
Me Make Um  
Pow Wow 3127

**FOUR FRESHMEN**

Day by Day  
How Can I Tell Her 3154

**FRANK SINATRA**

Learnin' the Blues  
If I Had  
Three Wishes 3102  
Fairy Tale  
Same Old  
Saturday Night 3218

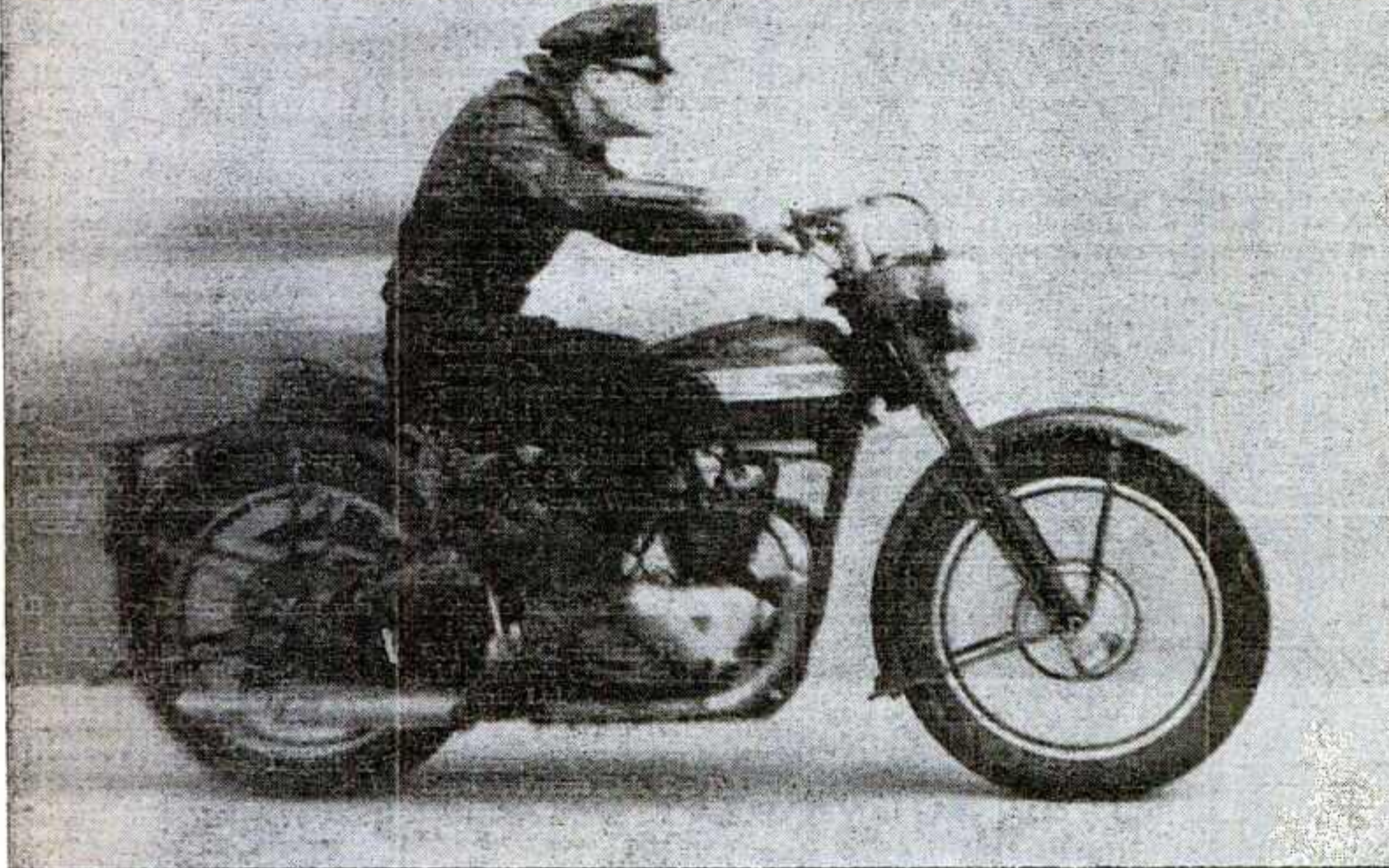
**LES PAUL-  
MARY FORD**

Humming Bird  
Goodbye, My Love 3165

**CLIFFIE STONE**

The Popcorn Song  
Barracuda 3131

## BLACK DENIM TROUSERS AND MOTORCYCLE BOOTS



**EXCITINGLY  
DIFFERENT!**

### THE CHEERS

with LES BAXTER'S  
Orchestra and Chorus

B/W SOME NIGHT IN ALASKA  
record No. 3219

## Patty Andrews

**SUDDENLY THERE'S A VALLEY  
BOOGA-DA-WOOG**

record No. 3228



## Jane Froman

**A SOUND FOUNDATION  
I WANTCHA AROUND**

record No. 3220



## Billy May

**OKLAHOMA**

(FROM THE MUSICAL  
PRODUCTION "OKLAHOMA")

**POR FAVOR**

record No. 3221

# DEALERS FROM COAST COLUMBIA RECORD CLUB

*Memberships pouring in by the thousands as dealers  
all over the country start cashing in on extra club profits*

## Here is the Big Success Story in Dealers' Own Words:

WILL CREATE MORE INTEREST IN RECORDS IN GENERAL AND HELP ALL COLUMBIA RECORDS FOR THE DEALER AND ALSO HELP CREATE NEW CUSTOMERS. WE THINK A NEW ERA IN RECORDS IS HERE.

RUSSELL, OWNER, RECORD SHOP  
CHATTANOOGA, TENN.

THE COLUMBIA "LP" RECORD CLUB WILL KEEP THE RECORD BUSINESS WITH THE LEGITIMATE DEALERS WHERE IT BELONGS. WE WILL GET MORE THAN OUR SHARE OF MEMBERSHIPS.

BILL FEEK, SALON OF MUSIC  
PALM BEACH, FLA.

WE THINK COLUMBIA IS THE ONLY MANUFACTURER TO RECOGNIZE AND DO SOMETHING ABOUT THE TRENDS IN THE RECORD BUSINESS TODAY. WE ARE PROMOTING THE CLUB ALL THE WAY.

JOE LESTER, LESTER MUSIC SHOP  
ST. PETERSBURG, FLA.

CONGRATULATIONS TO COLUMBIA MANAGEMENT FOR KEEPING PACE WITH CONSUMER BUYING HABITS AND HELPING ME TOO. WE ARE WITH YOU 100%.

JACK HEIN, HEIN'S MUSIC SHOP  
CLEARWATER, FLA.

ONE NEW MEMBER A DAY FOR FIVE YEARS WILL BRING ME AN ANNUAL INCOME OF OVER \$5,000 BASED ON MINIMUM OF FOUR PURCHASES PER MEMBER PER YEAR. THIS IS TERRIFIC PLUS BUSINESS FOR ANY AGGRESSIVE RECORD DEALER. COLUMBIA IS THE GREATEST.

"CHAZ" HARRIS,  
CHAZ HARRIS RECORD SHOP  
JACKSONVILLE, FLA.

HAVE 200 SUBSCRIBERS TO DATE.

MARVIN GRIBBLE, 6th AVENUE RECORDS  
PORTLAND, ORE.

COLUMBIA "LP" RECORD CLUB PLAN IS TERRIFIC AS TRAFFIC BUILDER FOR RECORD DEPARTMENT. PLAN ON USING CIRCULARS IN MAILING LIST TO GET SUBSCRIBERS.

DOROTHY JENSON, BUYER, DAVISON-PAXON  
ATLANTA, GA.

EXCELLENT METHOD FOR SECURING NEW CUSTOMERS AND MAINTAINING CONTACT WITH OLD CUSTOMERS FOR LONG PERIOD OF TIME. MANY REGULAR CUSTOMERS SOMETIMES GET OUT OF THE RECORD BUYING HABIT, THEREFORE, CONSTANT REMINDERS FROM COLUMBIA RECORDS SHOULD KEEP THEIR BUYING INTERESTS STIMULATED.

MAX JOHNSON, OWNER, JOHNSON'S  
HARRIMAN, TENN.

THE COLUMBIA "LP" RECORD CLUB SHOULD EXPOSE COUNTLESS THOUSANDS OF PEOPLE TO RECORDINGS, AND IN SO DOING, SHOULD PROVE MOST BENEFICIAL TO RETAIL RECORD DEALERS. WE ARE LOOKING FORWARD TO A VERY SUBSTANTIAL INCREASE IN BUSINESS.

HUMES, HUMES MUSIC SHOP  
COLUMBUS, GA.

COLUMBIA "LP" RECORD CLUB WONDERFUL PLAN TO GAIN NEW RECORD BUYERS AND THUS INCREASE STORE TRAFFIC. COUNTER CIRCULARS AND MAILING PIECES BIGGEST AID IN GAINING SUBSCRIBERS.

SAM FELDMAN, MANAGER  
THE BROWSE SHOP  
ATLANTA, GA.

COLUMBIA "LP" RECORD CLUB WILL BE TERRIFIC BOOST TO MY STORE TRAFFIC PLAN TO MERCHANDISE THIS BY DOOR TO DOOR SOLICITATION AND ADVERTISING POINTED TOWARD SUBURBAN AND RURAL CUSTOMERS. COLUMBIA PLAN NOT ONLY GOOD FROM DEALER PARTICIPATION STANDPOINT BUT ALSO FOR COMBATING PRESENT CLUBS BY OFFERING A BETTER PRODUCT.

JIM SALLE, OWNER, SALLE RECORD SHOP  
ATLANTA, GA.

WE AT GRAYMAT FEEL THAT COLUMBIA "LP" RECORD CLUB IS A GREAT INNOVATION IN THE RECORD BUSINESS. IT AFFORDS AN OPPORTUNITY TO CURTAIL FURTHER GROWTH OF INDEPENDENT RECORD CLUBS WHICH COMPLETELY BYPASS THE DEALER.

MATT CARNEVALE-GRAY CORBIN,  
GRAYMAT  
MORRISTOWN, N. J.

FAMOUS BARR HAS PUT ON AN ALL OUT DRIVE FOR EXTRA BUSINESS THAT THE COLUMBIA "LP" RECORD CLUB CAN BRING.

MANAGEMENT, RECORD DEPARTMENT,  
FAMOUS BARR  
ST. LOUIS, MO.

WE ARE BEHIND THE COLUMBIA "LP" RECORD CLUB 100% IN ALL OF OUR STORES.

BROADHURST, ADVERTISING MANAGER,  
JENKINS MUSIC  
KANSAS CITY, TOPEKA,  
OKLAHOMA CITY AND TULSA

COLUMBIA "LP" RECORD CLUB IS THE THING NEEDED TO BRING BACK TO THE DEALERS THE CUSTOMERS LOST TO THE DISCOUNT HOUSES. A GREAT STEP FORWARD.

FRANK NORGER, OWNER, THE MUSIC ROOM  
DES MOINES, IA.

COLUMBIA "LP" RECORD CLUB HAS CREATED A NEW INTEREST IN RECORDS. RESPONSE TO INITIAL AD TERRIFIC.

TED HOHTANZ, DES MOINES MUSIC  
DES MOINES, IA.

THINK COLUMBIA "LP" RECORD CLUB WILL BE EXCELLENT FOR EXTRA BUSINESS FOR DEALERS. AM FOR IT 100%.

BILL MITCHELL, OWNER,  
MARY'S RECORD SHOP  
GREENVILLE, S. C.

THINK COLUMBIA HAS COME UP WITH EXCELLENT ANSWER TO RECORD CLUB THREAT. HOWEVER, FEEL YOU MUST HAVE DEALER SUPPORT 100%.

MRS. "PAT" SNOOK, SNOOK BROTHERS  
CHARLOTTE, N. C.

THE CLUB IS BEING WELL ACCEPTED BY CONSUMERS. THE MAIL ORDER BUSINESS IS HERE TO STAY AND COLUMBIA HAS COME UP WITH A GREAT PLAN WHEREBY THE DEALER CAN SHARE IN PROFITS OF MAIL ORDER BUSINESS.

BERNIE STRICKLER, OWNER,  
HARMANY HALL  
CHICAGO, ILL.

# TO COAST REPORT A MERCHANDISING MILESTONE!

AM 100% IN FAVOR OF CLUB AS I FAVOR ANY PROMOTION TO INCREASE PUBLIC INTEREST IN RECORDS. HOW CAN YOU LOSE? NO WORK, NO INVESTMENT, JUST SIGN THEM UP AND COLLECT THE MONEY. THE ADVERTISING WILL DRIVE CUSTOMERS INTO STORES. ALSO NEW MARKETS WILL OPEN UP.

STU GLASSMAN, OWNER, RADIO DOCTORS MILWAUKEE, WIS.

WE ARE SOLD ON THE COLUMBIA "LP" RECORD CLUB AS A PROMOTION WHICH WILL HELP US OBTAIN NEW INTEREST AND INCREASE OUR BUSINESS. CONGRATULATIONS TO COLUMBIA.

HAMILTON BRYAN, CURLEY'S FOR MUSIC RICHMOND, VA.

THE CLUB WILL PROVE A BONANZA FOR AGGRESSIVE DEALERS IN FORM OF PLUS BUSINESS.

MIKE LEVIN, GROOVE RECORD SHOP NORFOLK, VA.

COLUMBIA "LP" RECORD CLUB GOOD THING. I THINK IT WILL INCREASE TRAFFIC AND BUSINESS IN RECORD SHOPS. FEEL RECORD LISTINGS IN COLUMBIA "LP" RECORD CLUB MAGAZINE LISTING ALBUMS NOT AVAILABLE THROUGH CLUB WILL BRING IN ADDITIONAL SALES AND CUSTOMERS.

JOE WEISS, WEISS RHYTHM AND RHYME MILWAUKEE, WIS.

AM IN FAVOR OF COMBATING OTHER RECORD CLUBS THROUGH COLUMBIA "LP" RECORD CLUB. EVERY DEALER HAS TO BENEFIT FROM TREMENDOUS ADVERTISING DESIGNED TO INCREASE INTEREST IN RECORDS.

BARNEY KUEHN, OWNER, MUSIC MART MILWAUKEE, WIS.

I AM 100% IN FAVOR OF COLUMBIA "LP" RECORD CLUB. IT IS THE ONLY LOGICAL METHOD OF KEEPING OUR CUSTOMERS FROM THE INDEPENDENT RECORD CLUBS AND ASSURES US OF KEEPING MAJOR ARTISTS IN OUR STORE.

BUGGY BRILL, RECORD MART PASSAIC, N. J.

THE COLUMBIA "LP" RECORD CLUB GIVES US THE CONSISTANT PROMOTION WITH RECORD BUYERS THAT WE ARE UNABLE TO MAINTAIN OURSELVES. IT WILL HELP STIMULATE THE RECORD BUYING HABIT. WE EXPECT TO SELL TWO RECORDS FOR EVERY ONE RECORD OUR CLUB MEMBERS BUY THROUGH THE CLUB.

IRVING TARLOW, ENCORE MUSIC NEWARK, N. J.

WE CAN SELL ANYTHING INCLUDING MEMBERSHIPS TO OUR NEW "LP" RECORD CLUB. WE'RE FOR MODERN AGGRESSIVE IDEAS TO BUILD OUR RECORD BUSINESS. THANKS AND GOOD LUCK.

IRVING ALBERT WICHITA, KANSAS

OUR NEWSPAPER AND TV CAMPAIGN ON NEW "LP" RECORD CLUB PULLED IN OVER 100 BRAND NEW CUSTOMERS TO DATE. WE'LL PAY FOR EXTRA ADVERTISING FROM CLUB COMMISSIONS. PLEASED TO STATE MOST CUSTOMERS WHO COME IN TO SIGN UP FOR CLUB BOUGHT OTHER RECORDS FROM US.

McMILLAN, MODERN MUSIC MEMPHIS, TENN.

CONGRATULATIONS ON THE SUCCESSFUL INAUGURATION OF YOUR RECORD CLUB.

LEVIS MUSIC STORES ROCHESTER, N. Y.

CONGRATULATIONS. "LP" CLUB GREATEST THING EVER FOR RECORD DEALER.

TENEYCK RECORD SHOP ALBANY, N. Y.

CONGRATULATIONS ON GIVING OUR BUSINESS A SHOT IN THE ARM. RECORD CLUB IS A BOON TO OUR INDUSTRY. SIGNED 20 MEMBERS WITHOUT ADVERTISING.

DICK KOVNER, CENTRAL MUSIC BROCKTON, MASS.

RECORD CLUB IS REALLY GOING TO TOWN. CONGRATULATIONS ON YOUR FORESIGHTEDNESS TO STIMULATE OUR BUSINESS.

FRED MOSHER, MOSHER MUSIC COMPANY BOSTON, MASS.

THANKS FOR THE LIFT. THE RECORD CLUB IS REALLY WHAT WE NEED TO BRING MORE TRAFFIC TO OUR STORES. CONGRATULATIONS AND CONTINUED SUCCESS.

SIDNEY RITVO, MUSIC BOX CAMBRIDGE, MASS.

"LP" CLUB GREAT FORWARD STEP. WE'RE ALL FOR IT.

AL STRAUSS, WILLIAM M. WHITNEY CO. ALBANY, N. Y.

ENTHUSIASTIC RESPONSE TO YOUR NEW COLUMBIA "LP" RECORD CLUB BRINGS HEARTY CONGRATULATIONS ON OUR BEHALF.

A. T. JACK KENNEBUNK, MAINE

GREAT RESULTS ON RECORD CLUB MEMBERSHIPS AS RESULT OF LOCAL TIE IN WITH NATIONAL ADVERTISING. CONGRATULATIONS ON A BOLD NEW STEP IN BEHALF OF RECORD DEALERS ALL OVER THE COUNTRY.

PORTEOUS, MITCHELL AND BRAUN PORTLAND, ME.

CONGRATULATIONS ON THE GREATEST NEW SALES BUILDING IDEA SINCE THE INNOVATION OF "LP." MEMBERSHIPS ARE RISING RAPIDLY.

CRESSEY AND ALLEN PORTLAND, ME.

On and on they come—enthusiastic reports like the above from dealers across the country. Results speak for themselves. Already the Columbia "LP" Record Club has scored a sensational success for alert dealers everywhere. It is bringing new customers into stores, stepping up store traffic, stimulating sales of records, record players. Commissions on membership subscriptions are building extra dealer profits for years to come. Now is the time to push YOUR Columbia "LP" Record Club. Give prominent display to the promotion material provided. Call upon your Columbia Records distributor for additional supplies and for further information.



## COLUMBIA RECORDS

*The Oldest Label With the Newest Ideas... in Our 66th Year*

799 SEVENTH AVENUE

NEW YORK 19, N. Y.

# The Billboard Music Popularity Charts

# POPULAR RECORDS

### Best Sellers in Stores

For survey week ending August 24

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	Weeks on Chart	Last Week	Chart
1. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	3		5
Blackberry Winter (BMI)—Col 40540			
2. AIN'T THAT A SHAME? (BMI)—P. Boone.....	2		8
Tennessee Saturday Night (BMI)—Dot 15377			
3. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	1		17
Thirteen Women (BMI)—Dec 29124			
4. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	4		17
If I Had Three Wishes (ASCAP)—Cap 3102			
5. SEVENTEEN (BMI)—B. Bennett.....	7		9
Little Old You-All (BMI)—King 1470			
6. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	6		4
You're In Love With Someone (ASCAP)—Coral 61476			
7. MAYBELLENE (BMI)—C. Berry.....	10		3
Wee Wee Hours (BMI)—Chess 1604			
8. HARD TO GET (ASCAP)—G. MacKenzie.....	5		14
Boston Fancy (BMI)—X 0137			
9. SEVENTEEN (BMI)—Fontane Sisters.....	15		2
If I Could Be With You (ASCAP)—Dot 15386			
10. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter..	14		4
I'll Never Stop Loving You (ASCAP)—Cap 3120			
11. AUTUMN LEAVES (ASCAP)—R. Williams.....	20		3
Take Care (BMI)—Kapp 16			
12. BLOSSOM FELL (ASCAP)—Nat (King) Cole.....	8		18
IF I MAY (BMI)—Cap. 3095			
13. HUMMINGBIRD (ASCAP)—L. Paul & M. Ford.....	12		7
Goodbye My Love (ASCAP)—Cap 3165			
14. TINA MARIE (ASCAP)—P. Como....	13		3
FOOLED (ASCAP)—Vic. 20-6192			
15. GUM DROP (BMI)—Crew Cuts.....	19		2
Present Arms (ASCAP)—Mercury 70668			
16. HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller.....	9		12
Can't Help Wonderin' (ASCAP)—Mercury 70627			
17. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	—		1
Shine On Harvest Moon (ASCAP)—Dec 29625			
18. SONG OF THE DREAMER (BMI)—E. Fisher.....	24		2
DON'T STAY AWAY TOO LONG (ASCAP)—Vic. 20-6196			
19. I'LL NEVER STOP LOVING YOU (ASCAP)—Doris Day.....	17		7
Never Look Back (BMI)—Col 40505			
20. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson	23		2
Hold Me Tight (ASCAP)—Col 40537			
21. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	—		1
Dream On, My Love, Dream On (ASCAP)—Col 40539			
22. DOMANI (BMI)—J. LaRosa.....	21		7
Mama Rosa (ASCAP)—Cadence 1265			
23. SEVENTEEN (BMI)—R. Draper.....	18		3
Can't Live With Em, Can't Live Without Them (BMI)—Mercury 70651			
24. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & The Redheads.....	11		23
My Baby Just Cares for Me (ASCAP)—Epic 9093			
24. BIBLE TELLS ME SO (ASCAP)—N. Noble.....	—		2
Army of the Lord (BMI)—Wing 90003			

### THIS WEEK'S BEST BUYS

#### MOMENTS TO REMEMBER (Beaver, ASCAP)

—The Four Lads—Columbia 40539

The outstanding sales performance among the newer disks this week was chalked up by this quartet. Now showing on the Boston, Cleveland, Chicago, and Detroit territorial listings, this tune has corralled enough strength to hit the national retail chart as well. Pittsburgh, Milwaukee and St. Louis were other areas reporting unusually heavy action on the disk. Flip is "Dream On, My Love, Dream On" (Evans, ASCAP).

#### SAME OLE SATURDAY NIGHT (Barton, ASCAP)

FAIRY TALE (Sands, ASCAP—Frank Sinatra—Capitol 3218

Tho this disk has not been on most retailers'

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

shelves more than a week or 10 days, initial action has been so good in almost every area checked as to leave little doubt that it will shape up quickly as a big seller. "Saturday Night" is the preferred side, but enough activity on "Fairy Tale" has been reported to indicate that this could very well be a two-side hit. A previous Billboard "Spotlight" pick.

#### GOODNIGHT SWEET DREAMS (Roger, ASCAP)—Gordon Jenkins—"X" 159

One of the late summer sleepers now shaping up fast. Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis and Philadelphia reported the disk up and away, with great potential for further growth. Flip is "Young Ideas" (Harms, ASCAP). A previous Billboard "Spotlight" pick.

### Most Played in Juke Boxes

For survey week ending August 24

RECORDS are ranked in order of the greatest number of plays in juke boxes throuth 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	Weeks on Chart	Last Week	Chart
1. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	1		12
Thirteen Women (BMI)—Dec 29124			
2. AIN'T THAT A SHAME? (BMI)—P. Boone.....	2		8
Tennessee Saturday Night (BMI)—Dot 15377			
3. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	2		12
If I Had Three Wishes (ASCAP)—Cap 3102			
4. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	6		3
Blackberry Winter (BMI)—Col. 40540			
5. HARD TO GET (ASCAP)—G. MacKenzie.....	5		9
Boston Fancy (BMI)—X 0137			
6. BLOSSOM FELL (ASCAP)—Nat King Cole.....	4		15
IF I MAY (BMI)—Cap 3095			
7. HUMMINGBIRD (ASCAP)—L. Paul & M. Ford.....	7		6
Goodbye My Love (ASCAP)—Cap 3165			
8. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	14		2
You're In Love With Someone (ASCAP)—Coral 61476			
9. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads.....	10		14
My Baby Just Cares for Me (ASCAP)—Epic 9093			
10. SEVENTEEN (BMI)—B. Bennett....	16		2
Little Ole You-All (BMI)—King 1470			
11. AIN'T THAT A SHAME? (BMI)—Fats Domino.....	10		6
LaLa (BMI)—Imperial 5348			
11. MAYBELLENE (BMI)—C. Berry.....	—		1
Wee Wee Hours (BMI)—Chess 1604			
13. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado.....	8		22
Marie Elena Rumba (ASCAP)—Vic 20-5965			
14. SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters.....	12		13
Rhythm 'N' Blues (ASCAP)—Coral 61423			
15. SEVENTEEN (BMI)—Fontane Sisters..	12		3
If I Could Be With You (ASCAP)—Dot 15386			
16. LONGEST WALK (ASCAP)—J. P. Morgan.....	18		2
Swanee (ASCAP)—Vic. 20-6182			
17. TINA MARIE (ASCAP)—P. Como....	—		1
Fooled (ASCAP)—Vic 20-6192			
18. HUMMINGBIRD (ASCAP)—F. Laine.....	—		1
My Little One (BMI)—Col 40526			
19. POPCORN SONG (BMI) C. Stone....	16		4
Barracuda (BMI)—Cap. 3131			
19. UNCHAINED MELODY (ASCAP)—L. Baxter.....	—		18
Medic (ASCAP)—Cap 3055			

### Most Played by Jockeys

For survey week ending August 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuth 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	Weeks on Chart	Last Week	Chart
1. YELLOW ROSE OF TEXAS—M. Miller.....	2		5
Blackberry Winter—Col 40540—ASCAP			
2. ROCK AROUND THE CLOCK—B. Haley.....	1		15
Thirteen Women—Dec 29124—ASCAP			
3. AIN'T THAT A SHAME?—P. Boone..	3		17
Tennessee Saturday Night—Dot 15377—BMI			
4. YELLOW ROSE OF TEXAS—J. Desmond.....	7		3
You're In Love With Someone—Coral 61476—ASCAP			
5. LEARNIN' THE BLUES—F. Sinatra..	4		18
If I Had Three Wishes—Cap 3102—ASCAP			
6. HARD TO GET—G. MacKenzie.....	5		10
Boston Fancy—X 0137—ASCAP			
7. LONGEST WALK—J. P. Morgan....	12		3
Swanee—Vic 20-6182—ASCAP			
8. TINA MARIE—P. Como.....	6		3
Fooled—Vic 20-6192—ASCAP			
9. SEVENTEEN—B. Bennett .....	13		4
Little Old You-All—King 1470—BMI			
10. SEVENTEEN—Fontane Sisters .....	9		3
If I Could Be With You—Dot 15386—BMI			
11. LOVE IS A MANY SPLENDORED THING—Four Aces .....	17		2
Shine On Harvest Moon—Dec 29625—ASCAP			
12. HUMMINGBIRD—L. Paul & M. Ford.....	8		9
Goodbye My Love—Cap. 3165—ASCAP			
13. MAYBELLENE—C. Berry.....	—		1
Wee Wee Hours—Chess 1604—BMI			
14. WAKE THE TOWN AND TELL THE PEOPLE—L. Baxter.....	9		4
I'll Never Stop Loving You—Cap 3120—ASCAP			
15. DOMANI—J. LaRosa.....	18		6
Mama Rosa—Cadence 1265—BMI			
16. SONG OF THE DREAMER—E. Fisher.....	—		1
Don't Stay Away Too Long—Vic 20-6196—ASCAP			
17. IT'S A SIN TO TELL A LIE—S. Smith & The Redheads.....	16		10
My Baby Just Cares for Me—Epic 9093—ASCAP			
18. GUM DROP—Crew Cuts.....	—		1
Present Arms—Mercury 70668—BMI			
19. I'LL NEVER STOP LOVING YOU—D. Day.....	14		6
Never Look Back—Col 40505—ASCAP			
20. WAKE THE TOWN AND TELL THE PEOPLE—M. Carson.....	—		1
Hold Me Tight—Col 40537—ASCAP			

## DEALERS AND OPERATORS...

### Top Ten Tunes Poster

is on page 36

### Tomorrow's Hits... Today

Poster is on page 40

**Here It Is! Two Great Sides By...**

*Sarah  
Vaughan*

**"HEY, NAUGHTY  
POPPA"**

AND

**"JOHNNY  
BE SMART"**

WAIT 'TILL YOU HEAR SARAH "ROCK" ON  
THE "NAUGHTY POPPA" SIDE AND THE  
EXCITING "JOHNNY BE SMART" IN CHA-CHA TEMPO

MERCURY 70693



CHICAGO 1, ILLINOIS

# MGM HITS!



## HOT NEW RELEASES!

**JONI JAMES**  
THE MOMENT I SAW YOU WHERE IS THAT SOMEONE FOR ME!  
MGM 12020 78 rpm • K 12020 45 rpm

**ART MOONEY**  
TWENTY TINY FINGERS and A HAPPY SONG  
MGM 12039 78 rpm • K 12039 45 rpm

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

**ROBBIN HOOD**  
DANCIN' IN MY SOCKS and HAPPY IS MY HEART  
MGM 12046 78 rpm • K 12046 45 rpm

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

**DAVID ROSE** and his orchestra  
LOVE IS A MANY SPLENDORED THING and YOU AND YOU ALONE  
MGM 30883 78 rpm • K 30883 45 rpm

**ACQUAVIVA** and his orchestra  
PRAYER FOR PEACE and ALONE WITH YOU  
MGM 30884 78 rpm • K 30884 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

**ROSALIND PAIGE**  
FRANKIE AND JOHNNIE MY CHA CHA REVERIE  
MGM 12042 78 rpm • K 12042 45 rpm

**BILL GALLUS**  
THERE IS NO LOVE (WITHOUT YOU) A TREE FULL OF OWLS  
MGM 12041 78 rpm • K 12041 45 rpm

*Rock 'N Roll Hit!*  
**THE TWILIGHTERS**  
LITTLE DID I DREAM GOTTA GET ON THE TRAIN  
MGM 55011 78 rpm • K 55011 45 rpm

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**MGM WELCOMES**

**A NEW C & W STAR MARVIN RAINWATER**

**STICKS & STONES** and **ALBINO (PINK-EYED) STALLION**  
MGM 12071 78 rpm K 12071 45 rpm

**BILLY ECKSTINE**  
PASS THE WORD AROUND and SEPTEMBER SONG  
MGM 12055 78 rpm • K 12055 45 rpm

**LEROY HOLMES** and his orchestra  
MEDITERRANEAN SERENADE and ROCKY TRAIL TO PEACEFUL VALLEY  
MGM 12052 78 rpm • K 12052 45 rpm

**CONNIE FRANCIS**  
(OH PLEASE) MAKE HIM JEALOUS and GOODY GOODBYE  
MGM 12056 78 rpm • K 12056 45 rpm

**RUSH ADAMS**  
HOW CAN I FORGET and AT LAST WE'RE ALONE  
MGM 12051 78 rpm • K 12051 45 rpm

**TOMMY EDWARDS**  
A TEARDROP ON A ROSE and TO THOSE WHO WAIT  
MGM 12054 78 rpm • K 12054 45 rpm

**THE FOUR JOES**  
WHILE YOU'RE AWAY and IMPOSSIBLE! (CHA-CHA)  
MGM 12053 78 rpm • K 12053 45 rpm

**THE NOCTURNES**  
FOR FAVOR (PLEASE) and BALLADS, BOOGIE AND BLUES  
MGM 12057 78 rpm • K 12057 45 rpm

**SHEB WOOLEY**  
IT TAKES A HEAP OF LIVIN' and LISTENING FOR YOUR FOOTSTEPS  
MGM 12060 78 rpm • K 12060 45 rpm

**FLOYD CRAMER** at the piano  
JEALOUS, COLD, CHEATIN' HEART and PIANJO RAG  
MGM 12059 78 rpm • K 12059 45 rpm

**RANDY ATCHER**  
YOU'RE A LIVING DOLL and WHY LOOK FOR SUGAR  
MGM 12058 78 rpm • K 12058 45 rpm

**MOVIE POP PARADE**  
MGM EP X323 45 rpm  
MGM EP X1157 45 rpm  
MGM LP E3220 33 1/3 rpm

**GEORGE SHEARING PLAYS RODGERS AND HART**  
MGM EP X1150 45 rpm

**YOU'RE HEARING GEORGE SHEARING and his quintet**  
MGM LP E3216 33 1/3 rpm

**EARLY AUTUMN BILLY ECKSTINE**  
MGM EP X1152 45 rpm

# The Billboard Music Popularity Charts POPULAR RECORDS

## Territorial Best Sellers

For survey week ending August 24

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. Rock Around the Clock, B. Haley, Dec.
3. Tina Marie, P. Como, Vic.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Seventeen, Fontane Sisters, Dot
6. Hummingbird, L. Paul & M. Ford, Cap.

**Baltimore**

1. Ain't That a Shame, P. Boone, Dot
2. Seventeen, B. Bennett, Kng.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Hard to Get, G. MacKenzie, X
6. Don't Stay Away Too Long, E. Fisher, Vic
7. Rock Around the Clock, B. Haley, Dec.
8. Fooled, P. Como, Vic.
9. Tina Marie, P. Como, Vic.
10. Wake the Town and Tell the People, M. Carson, Col.

**Boston**

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Gum Drop, Crew Cuts, Mer.
4. Moments to Remember, Four Lads, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Tina Marie, P. Como, Vic.
7. Song of the Dreamer, J. Ray, Col.
8. Love Is a Many-Splendored Thing, Four Aces, Dec.
9. Seventeen, Fontane Sisters, Dot
10. Ain't That a Shame, F. Domino, Imp.

**Buffalo**

1. Ain't That a Shame, P. Boone, Dot
2. Seventeen, Fontane Sisters, Dot
3. Learnin' the Blues, F. Sinatra, Cap.
4. Man in the Raincoat, P. Wright, Unq.
5. Hard to Get, G. MacKenzie, X
6. Gum Drop, Crew Cuts, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Hummingbird, L. Paul & M. Ford, Cap.

**Chicago**

1. Yellow Rose of Texas, M. Miller, Col.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't That a Shame, P. Boone, Dot
4. Moments to Remember, Four Lads, Col.
5. Bible Tells Me So, N. Noble, Wng.
6. Autumn Leaves, R. Williams, Kap.
7. Maybellene, C. Berry, Chs.
8. Seventeen, Fontane Sisters, Dot
9. Wake the Town and Tell the People, L. Baxter, Cap.
10. Gum Drop, Crew Cuts, Mer.

**Cincinnati**

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Rock Around the Clock, B. Haley, Dec.
4. Seventeen, B. Bennett, Kng.
5. Gum Drop, Crew Cuts, Mer.
6. Love Is a Many-Splendored Thing, Four Aces, Dec.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Kentuckian Song, Hilltoppers, Dot
9. Wake the Town and Tell the People, L. Baxter, Cap.
10. Hard to Get, G. MacKenzie, X

**Cleveland**

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Maybellene, C. Berry, Chs.
4. Only You, Platters, Mer.
5. Gum Drop, Crew Cuts, Mer.
6. Love Is a Many-Splendored Thing, Four Aces, Dec.
7. Moments to Remember, Four Lads, Col.
8. Seventeen, B. Bennett, Kng.
9. Learnin' the Blues, F. Sinatra, Cap.
10. Tina Marie, P. Como, Vic.

**Dallas-Ft. Worth**

1. Rock Around the Clock, B. Haley, Dec.
2. Maybellene, C. Berry, Chs.
3. Yellow Rose of Texas, M. Miller, Col.
4. Ain't That a Shame, P. Boone, Dot
5. Uranium, Commodores, Dot
6. Ain't That a Shame, Fats Domino, Imp.

**Denver**

1. Yellow Rose of Texas, M. Miller, Col.
2. House of Blue Lights, C. Miller, Mer.
3. Wake the Town and Tell the People, L. Baxter, Cap.
4. Learnin' the Blues, F. Sinatra, Cap.
5. Ain't That a Shame, P. Boone, Dot
6. Rock Around the Clock, B. Haley, Dec.
7. Hummingbird, L. Paul & M. Ford, Cap.
8. Man in the Raincoat, M. Marlowe, Cdc.

**Detroit**

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Ain't That a Shame, P. Boone, Dot
4. Wake the Town and Tell the People, M. Carson, Col.
5. Tina Marie, P. Como, Vic.
6. Moments to Remember, Four Lads, Col.
7. Rock Around the Clock, B. Haley, Dec.
8. Love Is a Many-Splendored Thing, Four Aces, Dec.
9. Longest Walk, J. P. Morgan, Vic.
10. Bible Tells Me So, N. Noble, Wng.

**Kansas City**

1. Yellow Rose of Texas, M. Miller, Col.
2. Maybellene, C. Berry, Chs.
3. Seventeen, B. Bennett, Kng.
4. Ain't That a Shame, P. Boone, Dot
5. Love Is a Many-Splendored Thing, Four Aces, Dec.
6. House of Blue Lights, C. Miller, Mer.
7. Bible Tells Me So, D. Cornell, Cor.
8. Kentuckian Song, Hilltoppers, Dot
9. Cattle Call, E. Arnold-H. Winterhalter, Vic.

**Los Angeles**

1. Rock Around the Clock, B. Haley, Dec.
2. Yellow Rose of Texas, M. Miller, Col.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Hard to Get, G. MacKenzie, X
5. Learnin' the Blues, F. Sinatra, Cap.
6. I'll Never Stop Loving You, D. Day, Col.
7. Love Is a Many-Splendored Thing, Four Aces, Dec.
8. That Old Black Magic, S. Davis, Dec.
9. Unchained Melody, L. Baxter, Cap.

**Milwaukee**

1. Rock Around the Clock, B. Haley, Dec.
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Yellow Rose of Texas, M. Miller, Col.
4. Seventeen, R. Draper, Mer.
5. Autumn Leaves, R. Williams, Kap.
6. Ain't That a Shame, P. Boone, Dot
7. Gum Drop, Crew Cuts, Mer.
8. Wake the Town and Tell the People, L. Baxter, Cap.
9. Bible Tells Me So, D. Cornell, Cor.
10. I'll Never Stop Loving You, Doris Day, Col.

**Mpls.-St. Paul**

1. Ain't That a Shame, P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Seventeen, Fontane Sisters, Dot
5. Yellow Rose of Texas, M. Miller, Col.
6. Love Is a Many-Splendored Thing, Four Aces, Dec
7. Wake the Town and Tell the People, M. Carson, Col.
8. Wake the Town and Tell the People, L. Baxter, Cap.
9. Hummingbird, L. Paul & M. Ford, Cap.
10. Kentuckian Song, Hilltoppers, Dot

**New Orleans**

1. Rock Around the Clock, B. Haley, Dec.
2. Yellow Rose of Texas, M. Miller, Col.
3. Popcorn Song, C. Stone, Cap.
4. Song of the Dreamer, E. Fisher, Vic.
5. Yellow Rose of Texas, J. Desmond, Cor.
6. You Win Again, Paulette Sisters, Cap.
7. Hummingbird, L. Paul & M. Ford, Cap.
8. Blossom Fell, Nat (King) Cole, Cap.
9. Seventeen, B. Bennett, Kng.
10. Learnin' the Blues, F. Sinatra, Cap.

**New York**

1. Yellow Rose of Texas, M. Miller, Col.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't That a Shame, P. Boone, Dot
4. Learnin' the Blues, F. Sinatra, Cap.
5. Hard to Get, G. MacKenzie, X
6. Unchained Melody, A. Hibbler, Dec.
7. Seventeen, B. Bennett, Kng.
8. Donani, J. La Rosa, Cdc.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Love Is a Many-Splendored Thing, Four Aces, Dec.

**Philadelphia**

1. Yellow Rose of Texas, M. Miller, Col.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't That a Shame, P. Boone, Dot
4. Wake the Town and Tell the People, M. Carson, Col.
5. Hard to Get, G. MacKenzie, X
6. Longest Walk, J. P. Morgan, Vic.
7. Bible Tells Me So, N. Noble, Wng.
8. Yellow Rose of Texas, J. Desmond, Cor.
9. Donani, J. La Rosa, Cdc.
10. I'll Never Stop Loving You, Doris Day, Col.

**Pittsburgh**

1. Maybellene, C. Berry, Chs.
2. Yellow Rose of Texas, M. Miller, Col.
3. Ain't That a Shame, P. Boone, Dot
4. Yellow Rose of Texas, J. Desmond, Cor.
5. Rock Around the Clock, B. Haley, Dec.
6. Longest Walk, J. P. Morgan, Vic.
7. Fooled, P. Como, Vic.
8. Edna, Medallions, Dtn.
9. Love Is a Many-Splendored Thing, Four Aces, Dec.
10. Hard to Get, G. MacKenzie, X

**St. Louis**

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Autumn Leaves, R. Williams, Kap.
4. Maybellene, C. Berry, Chs.
5. Rock Around the Clock, B. Haley, Dec.
6. Seventeen, R. Draper, Mer.
7. Donani, J. La Rosa, Cdc.
8. House of Blue Lights, C. Miller, Mer.
9. Yellow Rose of Texas, J. Desmond, Cor.
10. Wake the Town and Tell the People, L. Baxter, Cap.

**San Francisco**

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Hard to Get, G. MacKenzie, X
4. Ain't That a Shame, P. Boone, Dot
5. Hummingbird, L. Paul & M. Ford, Cap.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Yellow Rose of Texas, M. Miller, Col.

**Seattle**

1. Ain't That a Shame, P. Boone, Dot
2. Seventeen, Fontane Sisters, Dot
3. Learnin' the Blues, F. Sinatra, Cap.
4. Man in the Raincoat, P. Wright, Unq.
5. Hard to Get, G. MacKenzie, X
6. Gum Drop, Crew Cuts, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Hummingbird, L. Paul & M. Ford, Cap.

**Toronto**

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Hard to Get, G. MacKenzie, X
4. Rock Around the Clock, B. Haley, Dec.
5. Learnin' the Blues, F. Sinatra, Cap.

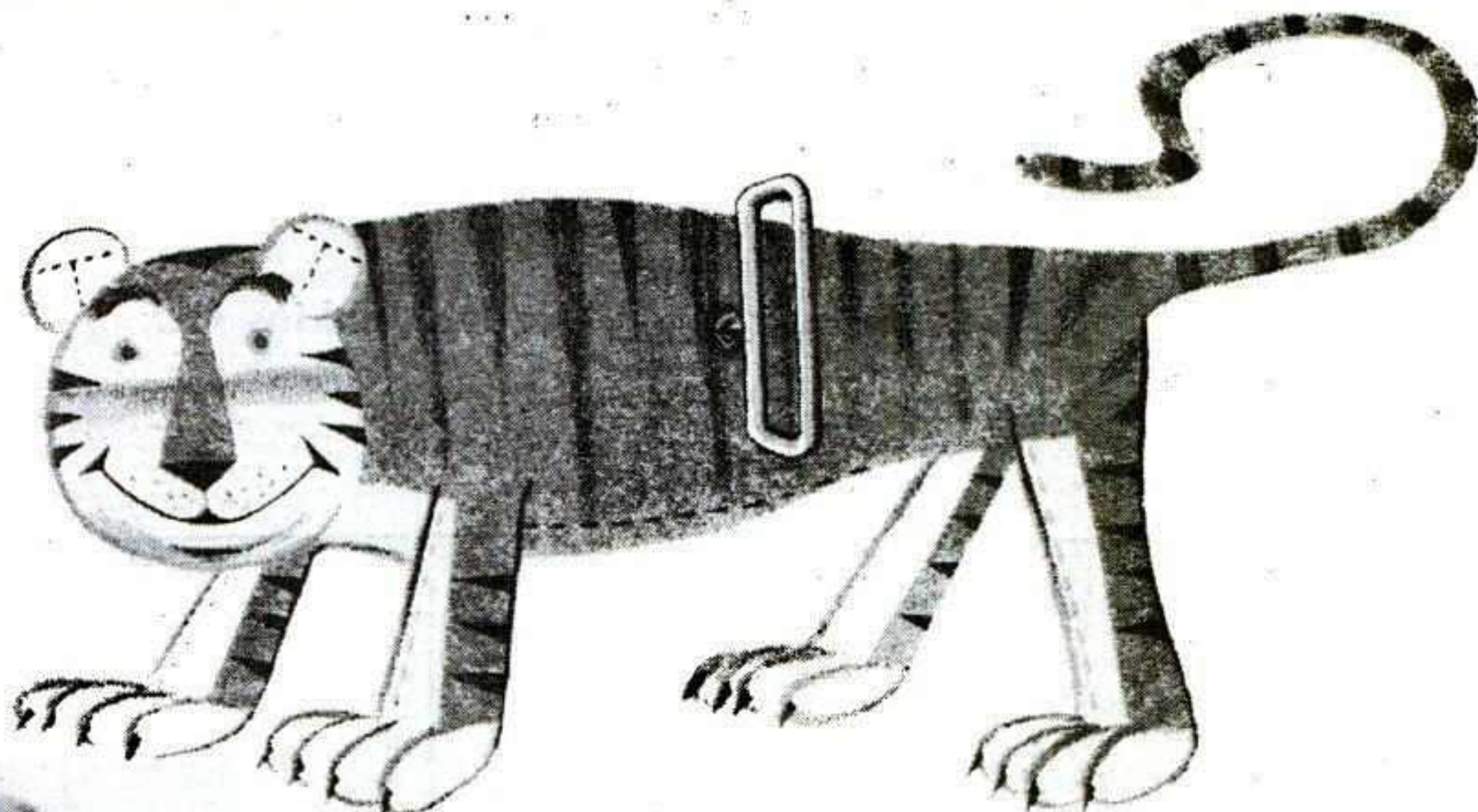


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## OF A NEW HIT!

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# RALPH MARTERIE

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MERCURY 70692

PUBLISHED BY  
NORTHERN MUSIC



CHICAGO 1, ILLINOIS

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 Longest Walk ..... **Jaye P. Morgan**  
(ASCAP) RCA Victor 6182
2. The Bible Tells Me So ..... **Don Cornell**  
(ASCAP) Coral 61467
3. Only You ..... **The Platters**  
(BMI) Mercury 70633
4. I Want You to Be My Baby .... **Lillian Briggs**  
(BMI) Epic 9115
5. I Want You to Be My Baby ... **Georgia Gibbs**  
(BMI) Mercury 70685
6. Same Ole Saturday Night ... **Frank Sinatra**  
(ASCAP) Capitol 3218
7. Day by Day ..... **The Four Freshmen**  
(ASCAP) Capitol 3154
7. Goodnight,  
Sweet Dreams ..... **Gordon Jenkins Ork**  
(ASCAP) "X" 159

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• **Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
Angel Bells (R)—Mills—ASCAP	An Occasional Man (R) (F)—Saunders—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Blue Star (R)—Young—ASCAP	Birmingham (R) (F)—Saunders—ASCAP
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	Blue Star (R)—Young—ASCAP
Don't Stay Away Too Long (R)—Bourne—ASCAP	Champagne (R) (F)—Saunders—ASCAP
Foiled (R)—Harms—ASCAP	Foiled (R)—Harms—ASCAP
Hard to Get (R)—Witmark—ASCAP	Girl Rush (R) (F)—Saunders—ASCAP
Heart (R) (M)—Frank—ASCAP	Homesick Hillbilly (R) (F)—Saunders—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	I Belong to You (R)—Feist—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP	If I May (R)—Roosevelt—BMI
It's Alright With Me (R)—Chappell—ASCAP	Longest Walk (R)—Advanced—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Mama Rosa (R) — Shapiro-Bernstein — ASCAP
Longest Walk (R)—Advanced—ASCAP	Moment I Saw You (R)—Mellin—BMI
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Out of Doors (R) (F)—Saunders—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	Rock Around the Clock (R) (F)—Myers—ASCAP
Man in the Raincoat (R)—BMI Canada, Ltd.—BMI	Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP
May I Never Love Again (R)—Broadcast—BMI	Something's Gotta Give (R) (F)—Robbins—ASCAP
Rock Around the Clock (R) (F)—Myers—ASCAP	Suddenly There's a Valley (R)—Warman—BMI
Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP	Sweet and Gentle (R)—Peer—BMI
Seventeen (R)—Lois—BMI	Take a Chance (R) (F)—Saunders—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	That Old Black Magic (R)—Famous—ASCAP
Sweet and Gentle (R)—Peer—BMI	Tropical Merengue (R)—E. B. Marks—BMI
That Old Black Magic (R)—Famous—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Toy Tiger (R) (F)—Northern—ASCAP	Wake the Town and Tell the People (R)—Joy—ASCAP
Tropical Merengue (R)—E. B. Marks—BMI	What Do You See in Her (R)—Evans—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP	What Is the Secret of Your Success (R)—Harms—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Where Is That Someone for Me (R) (M)—Chappell—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Young Ideas (R)—Harms—ASCAP
Young Ideas (R)—Harms—ASCAP	

• **Best Selling Sheet Music**

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

This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas. 1	7	7
Planetary		
2. Seventeen ..... 7	2	2
Lois		
3. I'll Never Stop Loving You ..... 3	7	7
Feist		
4. Ain't That a Shame?.. 12	2	2
Commodore		
5. Bible Tells Me So.... 6	3	3
Paramount-Roy Rodgers		
6. Rock Around the Clock ..... 2	11	11
Myers		
7. Hard to Get ..... 5	11	11
Witmark		
8. Wake the Town and Tell the People.... 10	3	3
Joy		
9. Unchained Melody.... 4	21	21
Frank		
10. Man in the Raincoat.. 14	5	5
Canada, Ltd.		
11. It's a Sin to Tell a Lie. 9	12	12
Bregman, Vocco & Conn		
12. Domani ..... -	1	1
Montauk		
13. Hummingbird ..... 8	6	6
Ross Jungnickel		
14. Learnin' the Blues.... 14	12	12
Barton		
15. Blossom Fell..... 13	16	16
Shapiro-Bernstein		

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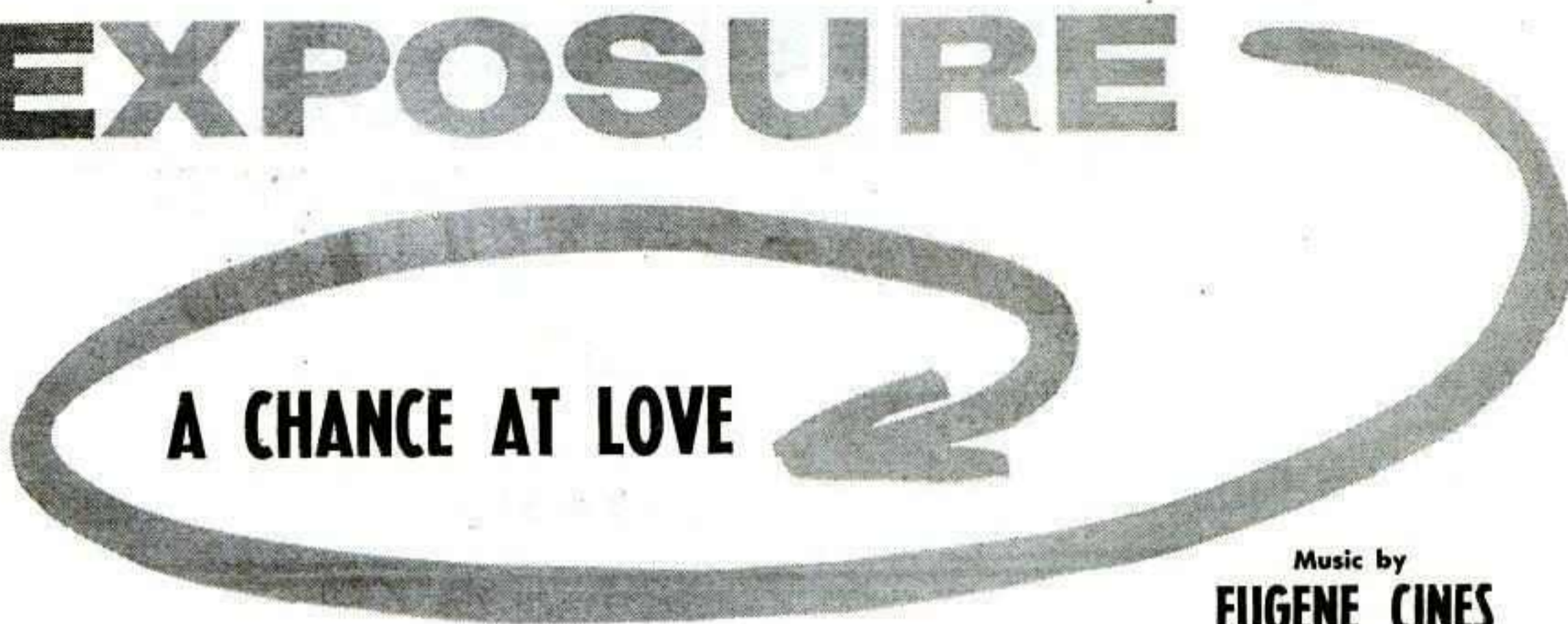
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Music by **EUGENE CINES**

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*h-out*  
*And*

*bb*  
*cm6*  
*F*

*Abdim.* *Gm7 c7* *Gm7 c7*

*F* *F* *c7* *c7*

I long for a miss, A CHANCE AT LOVE, you  
 love the go all out, Just give me A CHANCE AT  
 LOVE.

Featured by

Bernadine Read - Paul Weston and his Orchestra

LOVE.

Leo Feist, Inc.

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**AS HEARD ON STUDIO ONE...  
 MONDAY, AUGUST 29. READY  
 TO SHIP NOW!**

**COLUMBIA**  **RECORDS**

PUSHPOP POSTER SHEET NO. 1

# HONOR ROLL OF HITS

TRADE MARK REG.

## *The Nation's 10 Top Tunes*

FOR THE WEEK ENDING—AUGUST 27, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

- |           |  |
|-----------|--|
| <b>1.</b> | <b>YELLOW ROSE OF TEXAS</b>  |
| <b>2.</b> | <b>AIN'T THAT A SHAME</b>  |
| <b>3.</b> | <b>ROCK AROUND THE CLOCK</b>   |
|           | <b>SEVENTEEN</b>   |
|           | <b>LEARNIN' THE BLUES</b>  |
|           | <b>HARD TO GET</b>   |
|           | <b>HUMMINGBIRD</b>   |
|           | <b>WAKE THE TOWN AND TELL THE PEOPLE</b><br><i>First time in Top Ten</i> |
|           | <b>BIBLE TELLS ME SO</b><br><i>First time in Top Ten</i>                 |
| <b>9.</b> | <b>I'LL NEVER STOP LOVING YOU</b>  |

REPRODUCED FROM THE FIRST PAGE OF BILLBOARD MAGAZINE AUG. 10th.

## WING RECORDS SOAR VIA HIT ON FIRST DISK

NEW YORK, Aug. 13.—Mercury Record's new subsidiary label, Wing, is looked upon as a 60-day wonder in the music trade, in that it has acquired a complete personnel, artist roster, catalog items and a hit record, altho only launched last May 25.

The label's etching of "The Bible Tells Me So" by Nick Noble, one of the first pieces of wax to be released by Wing, this week jumped into the No. 23 slot on the national best seller chart. Noble, it is noted, together with Lola Dee, Ronnie Gaylord and other artists, was recently transferred to Wing

from the parent company.

Present Wing plans call for a heavy schedule of jazz releases and the previously announced group of 12-inch mood music LP's. The label is also expected to issue a new line of children's records this fall in time for the Christmas season.

Noble, meanwhile, is slated to capitalize quickly on his good disk fortune. The singer has already been booked for his first major personal appearance, a two-week stint at the Chicago Theater beginning August 29.

**Thanks Billboard...You're Only Saying This Because It's True!**

### CURRENT BEST SELLING POPS

**Nick Noble**



**"The Bible Tells Me So"**

AND

**"Army Of The Lord"**

WING 90003

**Lola Dee**



**"Paper Roses"**

AND

**"Only You"**

WING 90015

**Ronnie Gaylord**



**"More and More"**

AND

**"Gina"**

WING 90018

**Buddy Morrow**



**"Stomping Room Only"**

AND

**"Scrub - A - Dub - Dub"**

WING 90014

**Eddie Ballantine**



**"Dreamy Melody"**

AND

**"Ukelele Lady"**

WING 90021

### NEW POP RELEASES

**Gloria Van**



**"Che Sara, Sara"**

AND

**"I Wanna Be There"**

WING 90019

**Gloria Hart**



**"My Sweetie's Gone"**

AND

**"Can I Forget"**

WING 90024

**Lou Brownie**



**"That Old Gang Of Mine"**

AND

**"Yes, We Have No Bananas"**

WING 90022

### BEST SELLING RHYTHM AND BLUES

THE EMPIRES

**"I Want to Know"**

AND

**"Shirley"**

WING 90023

ALONZO SCALES

**"My Baby Likes To Shuffle"**

AND

**"She's Gone"**

WING 90020

DOLORES WARE

**"Thrill-La-Dill"**

AND

**"Sweetness"**

WING 90017

ARTHUR PRY SOCK

**"Come Home"**

AND

**"Woke Up This Morning"**

WING 90016

THE HONEYTONES

**"Honeybun Chia Cha"**

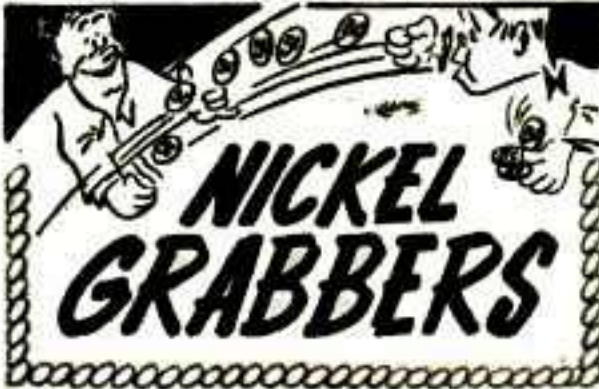
AND

**"False Alarm"**

WING 90013



A SUBSIDIARY OF MERCURY RECORD CORP.



**BOYD BENNETT**  
**SEVENTEEN**  
LITTLE OLD YOU-ALL  
KING 1470

**OTIS WILLIAMS**  
*and His New Group*  
**GUM DROP**  
SAVE ME, SAVE ME  
DE LUXE 6090

**LITTLE WILLIE JOHN**  
**ALL AROUND THE WORLD**  
DON'T LEAVE ME, DEAR  
KING 4818

**JACK DUPREE**  
**WALKING THE BLUES**  
DAYBREAK ROCK  
KING 4812



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GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Review Spotlight on . . .**

**RECORDS**

**BILLY VAUGHAN ORK. . . . .Dot 15409**  
**RUSTY DRAPER. . . . .Mercury 70696. . . . .THE SHIFTING WHISPERING SANDS**  
(Gallatin, BMI)

This evocation of the Old West is as picturesque a piece of material as has come along in some time, and it could make a deep impact on the national record market. The material is spread over two sides in the Dot version, and is narrated by Ken Nordene. Draper condenses the material so that it takes only one side, and his version is more sung than spoken. The customer has his choice between two dramatically moving versions. The flip of Draper's record is "Last Frontier" (Columbia Pictures, ASCAP).

**JO STAFFORD. . . . .Columbia 40559. . . . .SUDDENLY THERE'S A VALLEY**  
**JULIUS LA ROSA. . . . .Cadence 1270. . . . .SUDDENLY THERE'S A VALLEY**  
(Warman-Hill & Range, BMI)  
. . . . .EVERYTIME THAT I KISS CARRIE (Cadence, BMI)

An inspirational piece of material toward which the market is quite receptive today, especially when it has a melody as beautiful as this one. The arrangements of these versions are quite different, but sincerity and sensitivity mark the readings of both artists. La Rosa has an unusually strong flip side in "Everytime That I Kiss Carrie." On the reverse of the Columbia disk is "The Night Watch" (Copar, BMI).

**FRANKIE LAINE. . . . .Columbia 40558. . . . .HAWK-EYE**  
(Showcase, BMI)

This cover of Bobby Lord's country version of this tune finds Laine blessed with wonderfully apt material for his particular style. The singer's vigorous, humor-tinged interpretation backed with a strong, catchy beat is reminiscent of some of his biggest hits of yesteryear. Flip is "Your Love" (Evergreen, ASCAP).

**THE CHEERS. . . . .Capitol 3219. . . . .BLACK DENIM TROUSERS**  
(Hill & Range, BMI)

The motorcycle set ("The Wild One") inspired this unusual piece of material, which has the rhythm and off-beat color that appealed to the teen-agers in a tune like "Seventeen." Jockeys are sure to ride on this one, and their young listeners are bound to take a great fancy to it. Flip is "Some Night in Alaska" (Simon House, BMI).

• **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

**THE CHEERS**  
**Black Denim Trousers . . . . .80**  
CAPITOL 3219—This one could be a sleeper. It's a hard drivin' vocal treatment with an exciting beat and a topical lyric theme. (e.g. the youthful motorcycle gangs, ala Marlon Brando's movie "The Wild One.") (Quintet, BMI)  
**Some Night in Alaska . . . . .72**  
The boys warble attractively on a catchy tune that recalls "Slow Boat to China." (Simon House, BMI)

**BILL KRENZ AND HIS RAGTIMERS**  
**(There'll Be No New Tunes on)**  
**This Old Piano . . . . .78**  
DEED 1007—Happy chanting of ditties dating from the turn of the century, accompanied by bright ragtime instrumentation. Sure to get strong play on the boxes and with deejays. Watch it. (Bull's-Eye, ASCAP)  
**Goofus . . . . .77**  
Ragtime instrumental with typical style. Good piano and banjo performances. Likely to get good initial exposure. (Feist, ASCAP)

**ANN WELDON**  
**Thanks a Lot, but no Thanks . . . . .78**  
VICTOR 6226—In a voice low enough to sing baritone, Miss Weldon makes quite an impression with this debut disk. She comes thru in a sophisticated piece of material from the movie "It's Always Fair Weather." (Miller, ASCAP)  
**Pamper Me. . . . .76**  
A sultry opus well-suited to the singer's low-pitched voice. Again she shows personality and compelling style, which ought to earn her a following with little delay. (Trinity, BMI)

**MANTOVANI ORK**  
**Begin the Beguine . . . . .77**  
LONDON 1543 — Showcasing the accordion a la Michel Legrand, this version of the perennial hit should prove great long-lasting juke and jock fodder. Retail-wise, it may realize its best sale in the forthcoming Mantovani LP, in which it's packaged.  
**Our Dream Waltz. . . . .73**  
The popular British maestro delivers a lush, languorous version of the beautiful Coslow waltz. Great mood album stuff, tho this well-get jock

support and juke spotting in class lounges.  
**KITTY KALLEN**  
**Come Spring . . . . .77**  
DECCA 29663—A very pretty ballad gets warm, tender treatment from the thrush. Jocks should go for this one, tho it may take time if it's to click. (Kahl, BMI)  
**Only Forever. . . . .74**  
Appealing treatment of the one-time hit by Miss Kallen. Should get a fair amount of spins over the long pull. (Joy, ASCAP)

**DAVID CARROL ORK**  
**Red Petticoats . . . . .77**  
MERCURY 70680—Carroll wraps up a bright, bouncy instrumental theme with a happy arrangement in the old-soft-shoe tempo groove. Fine for juke. (Studio, BMI)  
**Twin 88 Boogie. . . . .76**  
An infectious boogie-beat and competent keyboarding add up to a good wax bet for deejays and the boxes. (Pare, BMI)

(Continued on page 41)

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by

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Dot 15409

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BABY BACK  
TO ME)

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**DECCA**  
RECORDS

PUSHPOP POSTER SHEET NO. 2

The Best of the

# NEWEST TUNES

FOR THE WEEK ENDING—AUGUST 27, 1955

(one or more records now available for each)

Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts

**THE LONGEST WALK**

**LOVE IS A MANY-SPLENDORED THING**

**ONLY YOU**

**YOU ARE MY SUNSHINE**

**WHY DON'T YOU WRITE ME?**

**I WANT YOU TO BE MY BABY**

**MOMENTS TO REMEMBER**

**DAY BY DAY**



The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 38

**VICTOR YOUNG**

**Autumn Leaves**.....76  
DECCA 29653—A big-scaled concerto-like rendition of the beautiful French standard patterned partially on the hit Roger Williams version. By virtue of the coupling, this should get some spotting, altho the Williams version is unlikely to be eclipsed at this point. (Ardmore, ASCAP)

**Toy Tiger**....76  
This delightful novelty, from "The Private War of Major Benson," already heavily represented on disks, gets one of its better renditions here. Good, salable coupling. (Northern, ASCAP)

**TONY DINO**

**I Stand Accused**.....76  
DOT 15406—Dino belts out a classy ballad with a big voice. Lush fiddles give the disk good sound. (Midway)

**To Have and to Hold**....75  
This side's a lilting ditty, scored with good instrumentation. (Santa Rosa)

**JIMMY COOK**

**Heart of Gold**.....76  
CROWN 160—This ditty is likely to get action when the flick "Tennessee's Partner" makes the rounds. It's a lively rhythm piece with a smart lyric, and Cook belts it out solidly. (H. R., ASCAP)

**Lazy River**....74  
Jimmy Cook, of Don, Dick and Jimmy, gives a nice reading of the great Hoagy Carmichael standard. (Southern, ASCAP)

**KENNY GEORGE**

**Bedeviled**.....76  
UNIQUE 312 — Tune is unusual material. May be too far from the common groove, but it's a side with an uncommon sound, chanted in a deep baritone, and it bears watching. (Caesar, ASCAP)

**RAY JOHNSON**

**Heads You Win, Tails I Lose**....74  
This side's much slower in tempo, but also has the touch of "material."

**JULIANA LARSON**

**It's Much Too Late to Go Home**.....76  
UNIQUE 311 — The nitery thrush talks her way thru a cute little ditty about a gal who invites her tired boy friend to spend the night, tagline being that her mother's home, and he gets the living room couch. The gal has charm, but the male vocal chorus does more with the material. Good jockey wax. (Barion, ASCAP)

**My Ideal**....72  
Another talk-vocal showcases the effective lyrics of the Dick Whiting standard. The canary recites appealingly, but she comes over better on the flip because the talk-style is too monotonous unless augmented with a singing chorus. (Famous, ASCAP)

**HUGO WINTERHALTER**

**ORK AND CHORUS**  
**The Oranges of Jaffa**.....76  
VICTOR 6237—Another swinging arrangement, this time on what sounds like an Israeli adaptation. (Raynes, BMI)

**Kiki**....74  
Colorful orking and spirited singing of a real swingin' baion. The lyrics actually detract from the number's direct appeal, however. (Remick, ASCAP)

**BILLY MAY ORK**

**Oklahoma!**.....75  
CAPITOL 3221—May contributes an urbane swingy instrumental treatment of the great Rodgers and Hammerstein show tune. The movie version of the musical is due for a big push next month, and this disk should get considerable spins, particularly on the deejay level. (Williamson, ASCAP)

**For Favor**....74  
A relaxed, catchy instrumental of a pleasant Latin-American tune with a lazy, seductive rhythm. Good dance wax. (Winneton, BMI)

**JANE FROMAN**

**I Wantcha Around**.....75  
CAPITOL 3220—Here's a smart Bob Merrill tune, a bright arrangement by Sid Feller and a fine vocal by Jane Froman. (Oxford, ASCAP)

**A Sound Foundation**....73  
This side's a rousing, unusual song, chanted solidly. Disk has good sound. (Roosevelt, BMI)

**THE FOUR JOES**

**Impossible! (Cha-Cha)**.....75  
M-G-M 12053—Vibrant, in-tune group chanting of a melodious cha-cha concoction. Should get plenty of play. Bears watching. (Peer, BMI)

**While You're Away**....73  
Tune is from the flick "My Reputation," and the beat is bolero. An excellent, distinctive-sounding group. (Remick, ASCAP)

**PATTI ANDREWS**

**Suddenly There's a Valley**.....75  
CAPITOL 3228—An unaffected reading of a currently much-recorded tune. The tasty arrangement presents the singer with best foot forward. Some other versions may outsell this one, but it will deservedly share in the melon. (Warmon and Hill & Range, BMI)

**Booga-Da-Woog**....72

In a complete change of mood, the songstress plunges energetically into a novelty with light-hearted lyrics and sells it convincingly. (Leeds, ASCAP)

**PETER LIND HAYES AND MARY HEALY**

**Rememb'ring**.....75  
COLUMBIA 40547 — This choral setting of this nostalgic tune has an old-fashioned charm that ought to delight many. The relaxed beat and solid support given by the Norman Leyden ork will be inviting to dancers. (Bourne, ASCAP)

**I Wish I Was a Car**....70  
Mary Healy complains about having to take a back seat to Peter Lind Hayes' interest in automobiles. Mildly funny but not overly commercial. (Frank, ASCAP)

**BING CROSBY**

**Angel Bells**.....74  
DECCA 29636 — A ballad in the crooner's relaxed, personable style. This quiet tune is embellished with tinkling bell and chime effects supplemented with strings and chorus. A nice entry for Crosby followers. (Mills, ASCAP)

**Let's Harmonize**....73  
And harmonize he does in the best barber shop quartet manner! This offering has an old-fashioned charm which will appeal to many. (E. H. Morris, ASCAP)

**RALPH FLANAGAN ORK**

**There's Nothin' Like Love**.....74  
VICTOR 6224—Johnny Amoroso and the Singing Winds effectively vocalize this lilting ditty for the forthcoming flick "Eileen." The ork dresses the tune with a bright, swingy backing. (Columbia Pictures, ASCAP)

**Beep Boop**....73  
An attractive dance instrumental which does credit to the Flanagan clan. The riff, tossed back and forth between piano and trombones, is simple but kicky. The comfortable, solid beat holds all the way. (Pilot, ASCAP)

**IRVING FIELDS TRIO**

**Yellow Rose of Texas**.....74  
TICO 273 — The Latin-American arrangement virtually renders the Confederate marching song unrecognizable. However, deejays will give it spins for novelty value and the title is sure to catch juke play.

**Parade of the Wooden Soldiers**....69  
A good South-of-the-border instrumental treatment of the familiar Victor Herbert march. Flip will probably get most of the juke play.

**THE SPORTSMEN QUARTET**

**Halls of Ivy**.....74  
KEY 505—Beautiful a cappella harmonizing by the excellent male group. This version of the pretty standard should do well on boxes wherever collegians congregate. Retail-wise, it's a package-type item. Jocks can use it around football broadcasts. (Ivy, ASCAP)

**Lena, the Large Economy Size**....66  
Smart, swingy singing of an amusing novelty trifle. (H-R Music, ASCAP)

**LEROY HOLMES ORK**

**Rocky Trail to Peaceful Valley**.....73  
M-G-M 12052—The Holmes orking is typically lush in this Western-style melody. Success of this instrumental, if such is possible, will depend on the strength of juke op support, which may be forthcoming since the tune is in the op-endorsed publishing set-up. (National Juke Box)

**Mediterranean Serenade**....73  
Late hour deejays should prove partial to this big, broad, concerto-like production of a pretty theme. Could win good support. (Ludlow, BMI)

**EDDIE BALLANTINE**

**Ukelele Lady**.....73  
WING 90021—Another great standard revived. The pretty ditty is chanted by a chorus, with uke sounds in the backing. There's a pleasant swingy beat and good modern instrumentation. (Bourne, ASCAP)

**Dreamy Melody**....73  
Here's yet another. The Ballantine ork does it with heart and good sound. (Remick, ASCAP)

**TOMMY EDWARDS**

**A Teardrop on a Rose**.....73  
M-G-M 12054—Sensitive, poetic lyric. Tommy Edwards chants it tastefully. (Acuff-Rose, BMI)

**To Those Who Wait**....73  
Same comment. (Broadcast, BMI)

**CONNIE FRANCIS**

**(Oh Please) Make Him Jealous**.....72  
M-G-M 12056—The spirit of "Tennessee Waltz" lives on, and this professional effort in the idiom is served in properly plaintive fashion by the vocalist. (Leeds, ASCAP)

**Goody Goodbye**....66  
In this revival of an old rhythm opus, Miss Francis conjures up memories of the Swing era. She could have been the typical thrush with any name band. (Leeds, ASCAP)


**JOEY RAY**

**Supposin' 'or S'posin'**.....72  
BRIDGE 21001—Ray does a handsome job with this standard, swinging it pleasantly to tasty jazz backing. Either way you spell it, it's the old Fats Waller standard. (Mayfair, ASCAP)

**With My Eyes Wide Open, I'm Dreaming**....66  
This old favorite is set to slower, more conventional pop backing, and more conventional pop backing. (Continued on page 42)

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The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

• Continued from page 41

the singer does a smooth job, tho the reading does not have the vitality of the flip. (De Sylva, Brown & Henderson, ASCAP)

**RUSH ADAMS**  
 How Can I Forget? .....71  
 M-G-M 12051—Slow tempo ballad gets a relaxed, warm vocal by Adams. (Mellin, BMI)  
 At Last We're Alone....71  
 Beguine-type tune has a good lyric and is nicely chanted. (Saunders, ASCAP)

**THE HONEY DREAMERS**  
 Mine .....71  
 FANTASY 539—This group, one of the best in the business, delivers a smart, swiny version of the Gershwin ditty. Should get strong deejay support, tho retail customers will expect to find it in a package.  
 Oh, Lady Be Good....70  
 Another Gershwin item gets a similarly smart, ultra-musical arrangement by the mixed group.

**ALMA COGAN**  
 Give a Fool a Chance .....71  
 VICTOR 6236—This singer, popular in England, ought to win many American friends with this stylish reading of a beautiful ballad. She has warmth and a memorable voice quality which should rouse the interest of many deejays. (Kassner, NCB-BIEM)  
 Got'a Idea....69  
 A snappy novelty sung brightly and with infectious humor. This shows another facet of Miss Cogan's talents, all of which deserve exposure. (Mellicio)

**CAROLE BENNETT**  
 Tonight I Belong to You .....71  
 RAMA 165—Clear, sweet vocalizing on a pretty ballad. (Sovereign, ASCAP)  
 On Approval....69  
 An okay reading of a rather coy ditty in tango tempo. Flip is the better showcase for the thrush. (Lamas, ASCAP)

**THE STARGAZERS**  
 At the Steamboat River Ball .....70  
 LONDON 1594—Sonny Farrar's banjo band is the real star of this bouncy disk with its bright insistent Dixieland beat. The Stargazers sing out with a nice sense of rhythm, but their accents are a bit too Trafalgar Squarish at times.  
 I Love You a Mountain....69  
 A pleasant group vocal job on a wistfully appealing folksy theme, with Farrar's banjo band providing excellent backing.

**JOHN SAVAGE ORK**  
 Everybody Needs a Sweetheart .....70  
 AARDELL 0004—Another of the turn-of-the-century styled performances, with old timey flavor and chanted choruses. The banjo is prominent in the backing. (Teresa, BMI)  
 It's a Long Way Home....69  
 Another banjo-flavored opus with gang-sing chanting. Pleasant. (Teresa, BMI)

**SONNY GRAHAM**  
 Puddin' 'n' Pie .....70  
 VICTOR 6238—"Miss Juke Box" pipes vivaciously on an r.&b. type novelty in the "Tweedle Dee" lyric and tempo groove. The disk will undoubtedly get juke play. (Roosevelt, BMI)  
 Want to Love You....69  
 Miss Graham sings with drive and

feeling on an intense r.&b.-styled love ditty. (Arc, BMI)

**SUSAN HUNTER**  
 My Impossible Love .....70  
 DECCA 29643—The thrush packs a lot of personality into this reading of a tango concoction. (Mellin, BMI)  
 That's OK With Me....68  
 Another pleasing job on a bright shuffle-beat ditty, with some two-track harmony by the canary. (Mellin, BMI)

**JOE (MR. PIANO) HENDERSON**  
 Sing It With Joe, Parts 1 and 2.....68  
 ATCO 6054—Here's a bright disk, presenting a flock of great standards with the nostalgic, old timey flavor so popular now. The vocals are accompanied by Joe (Piano) Henderson's lilting piano.

**CLAUDE GORDON**  
 Lazy Susan .....68  
 AC'CENT 1028—Alternately flashy and pretty trumpet soloing on a bright instrumental novelty which is hardly suggested by its title. Good change of pace for spinners. (Mills, ASCAP)  
 Mexicali Rose....68  
 A pleasant, danceable instrumental version of the evergreen. (Cole, BMI)

**PARIS SISTERS**  
 I Wanna .....68  
 DECCA 29574—The sisters essay this bouncy ditty with the disjointed phrasing popularized by the De John Sisters. Should get moderate spinning. (Mecca, ASCAP)  
 The "Know-How"....68  
 As above. (Weiss & Barry, BMI)

**JULES HERMAN ORK**  
 In a Persian Market .....68  
 NORTH STAR 184—A swiny up-tempo version of the old war-horse with a danceable beat. (ASCAP)  
 Have You Ever Been Lonely?....65  
 A routine treatment of the oldie, with a brief group vocal by the band and a businessman's bounce beat. (Shapiro-Bernstein, ASCAP)

**BOOTS GILBERT**  
 Sadie and the Cop .....67  
 FORTUNE 184—The thrush has an off-beat piece of material here which has undeniable appeal. The saucy interpretation, the rocking beat and fine backing might stir up some jock interest. (Trianon, BMI)

**BOB SYKES**  
 When Senorita Comes to Hear the Senor Play....62  
 A Latin-styled opus which does not show Sykes in the best light. Material is lightweight and not likely to have more than limited appeal. (Trianon, BMI)

**RAY CHARLES SINGERS**  
 Ring in My Pocket .....60  
 COTILLION 2532—Larry Stuart is the bari lead in this attractive Western show-style number. (Templeton, ASCAP)  
 Official Oriole Victory Song....50  
 A Baltimore diskery is guilty of reckless optimism if it anticipates heavy plays for this one. Not that the fault lies with the tune or rendition—just with the team. (Templeton, ASCAP)

**THE MUSICAL MERRILLS**  
 Clambake .....57  
 VITA 1100—This little ditty was clefted by Stan Freberg, but after reading the accompanying letter from the comic, the disk is a distinct let-

• **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 (Sansone)
- Everywhere—Bron (Mills)
- Stranger in Paradise—Frank (Frank)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Where Will the Dimple Be?—Cinephonie (Rogers)
- Stowaway—Morris (Melrose)
- Every Day of My Life—Morris (Miller)
- You My Love—Dash (\*)
- Learnin' the Blues—Campbell, Connelly (Barton)
- Don't Worry—Wright (Williams)
- Softly, Softly—Cavendish (Sherwin)
- Mama—Macmelodies (Southern)
- John and Julie—Toff (Leeds)
- Under the Bridges of Paris—Southern (Hill & Range)
- Stars Shine in Your Eyes—Maurice (\*)
- That's How a Love Song Was Born—Chappell (Chappell)
- Sincerely—Dash (Arc-Regent)

down. Jocks would do better to spin the letter. (Central Songs, BMI)  
 You Started a Dream....57  
 Pleasant quartet harmony here, but the road will be rough. (Central Songs, BMI)

**Sacred**

**GEORGE MORGAN**  
 Jesus Savior Pilot Me .....70  
 COLUMBIA 21438—A smooth reading of the beloved hymn, to guitar, piano and rhythm backing. Commercial potential for this handsomely arranged side should be good. (PD)  
 You Don't Have to Walk Alone....76  
 With the Anita Kerr Singers harmonizing effectively with him, Morgan movingly tells of God's care and guidance of His children. A pretty song that should also appeal to all buyers of this type of record. (Blackwood, BMI)

**JIMMIE DAVIS**  
 When the Savior Reached Down for Me.....73  
 DECCA 29613—The high-ranging, blues-tinged voice of Jimmie Davis is well cast in this melodious sacred item. He does a sincere selling job that should be most acceptable to customers in this field. (Stamps-Baxter, SESAC)  
 I Was There When It Happened....73  
 An easy-going beat swings this delightful material, which Davis presents with spirit and conviction. He is backed on both sides by the Sunshine Boys. (Vera, BMI)

**THE ALSBROOK QUARTET**  
 Plant Some Flowers By My Grave....6  
 TREPUR 501—The group works up a good beat in this sentimental song. The simple, homespun quality of the material has a natural appeal. If the disk is widely distributed in the sacred market, it should sell well. (Peer, BMI)  
 Just a Rose WIB Do....67  
 The soprano lead of the mixed quartet is featured on this side, and she makes a good impression in this quiet sacred material.

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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending August 24

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 Your Good for Nothing Heart (BMI)—Dec 29480	1	10
2. SATISFIED MIND (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	3	15
3. CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter KENTUCKIAN SONG (ASCAP)—Vic 20-6139	2	11
4. SATISFIED MIND (BMI)—J. Shepard TAKE POSSESSION—Cap 3118	5	11
5. SATISFIED MIND (BMI)—R. & B. Foley How About Me (BMI)—Dec 29526	4	11
6. IN THE JAILHOUSE NOW (BMI)—W. Pierce I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	7	31
7. JUST CALL ME LONESOME (BMI)—E. Arnold THAT DO, MAKE IT NICE (BMI)—Vic 20-6198	6	3
8. ALL RIGHT (BMI)—F. Young GO BACK YOU FOOL (BMI)—Cap 3169	10	5
9. THERE SHE GOES (BMI)—C. Smith Old Lonesome Times (BMI)—Col 21382	9	17
10. MAKING BELIEVE (BMI)—K. Wells Whose Shoulder Will You Cry On (BMI)—Dec 29419	7	26
11. YELLOW ROSES (BMI)—H. Snow Would You Mind (ASCAP)—Vic 20-6057	14	22
12. CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154	15	7
13. THERE'S POISON IN YOUR HEART (BMI)— K. Wells I'm in Love With You (BMI)—Dec 29577	12	6
14. BABY LET'S PLAY HOUSE (BMI)—E. Presley I'm Left, You're Right, She's Gone (BMI)—Sun 217	11	8
15. BLUE DARLIN' (BMI)—J. Newman Let Me Stay In Your Arms (BMI)—Dot 1260	-	3

## • Most Played in Juke Boxes

For survey week ending August 24

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 Your Good for Nothing Heart (BMI)—Dec 29480	1	10
2. SATISFIED MIND (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	2	9
3. CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter KENTUCKIAN SONG (ASCAP)—Vic 20-6139	3	6
4. SATISFIED MIND (BMI)—J. Shepard Take Possession (BMI)—Cap 3118	4	7
5. YELLOW ROSES (BMI)—H. Snow Would You Mind (ASCAP)—Vic 20-6057	5	17
6. SATISFIED MIND (BMI)—R. & B. Foley How About Me (BMI)—Dec 29526	6	9
7. CRYIN', PRAYIN', WAITIN', HOPIN' (BMI)— H. Snow I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154	7	2
8. MAKING BELIEVE (BMI)—K. Wells Whose Shoulder Will You Cry On (BMI)—Dec 29419	8	23
9. YONDER COMES A SUCKER (BMI)—J. Reeves I'M HURTIN' INSIDE (ASCAP)—Vic 20-6200	-	1
10. THAT DO MAKE IT NICE (BMI)—E. Arnold Just Call Me Lonesome (BMI)—Vic 20-6198	-	1

## • Most Played by Jockeys

For survey week ending August 24

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 Dec 29480—BMI	1	11
2. SATISFIED MIND—P. Wagoner Vic 20-6105—BMI	2	13
3. ALL RIGHT—F. Young Cap 3169—BMI	5	4
4. CATTLE CALL—E. Arnold & H. Winterhalter Vic 20-6139—ASCAP	4	8
5. THAT DO MAKE IT NICE—E. Arnold Vic 20-6198—BMI	9	3
6. JUST CALL ME LONESOME—E. Arnold Vic 20-6198—BMI	-	1
7. YELLOW ROSES—H. Snow Vic 20-6057—BMI	8	19
8. YONDER COMES A SUCKER—J. Reeves Vic 20-6200—BMI	11	3
9. BABY, LET'S PLAY HOUSE—E. Presley Sun 217—BMI	13	6
10. THERE SHE GOES—C. Smith Col 21382—BMI	3	14
11. MAKING BELIEVE—K. Wells Dec 29419—BMI	6	26
12. CRYIN', PRAYIN', WAITIN', HOPIN'—H. Snow Vic 20-6154—BMI	11	6
13. BLUE DARLIN'—J. Newman Dot 1260—BMI	10	7
14. DADDY, YOU KNOW WHAT?—J. Wilson Mercury 70635—BMI	-	6
14. SO LOVELY BABY—Rusty & Doug Hickory 1027—BMI	-	2

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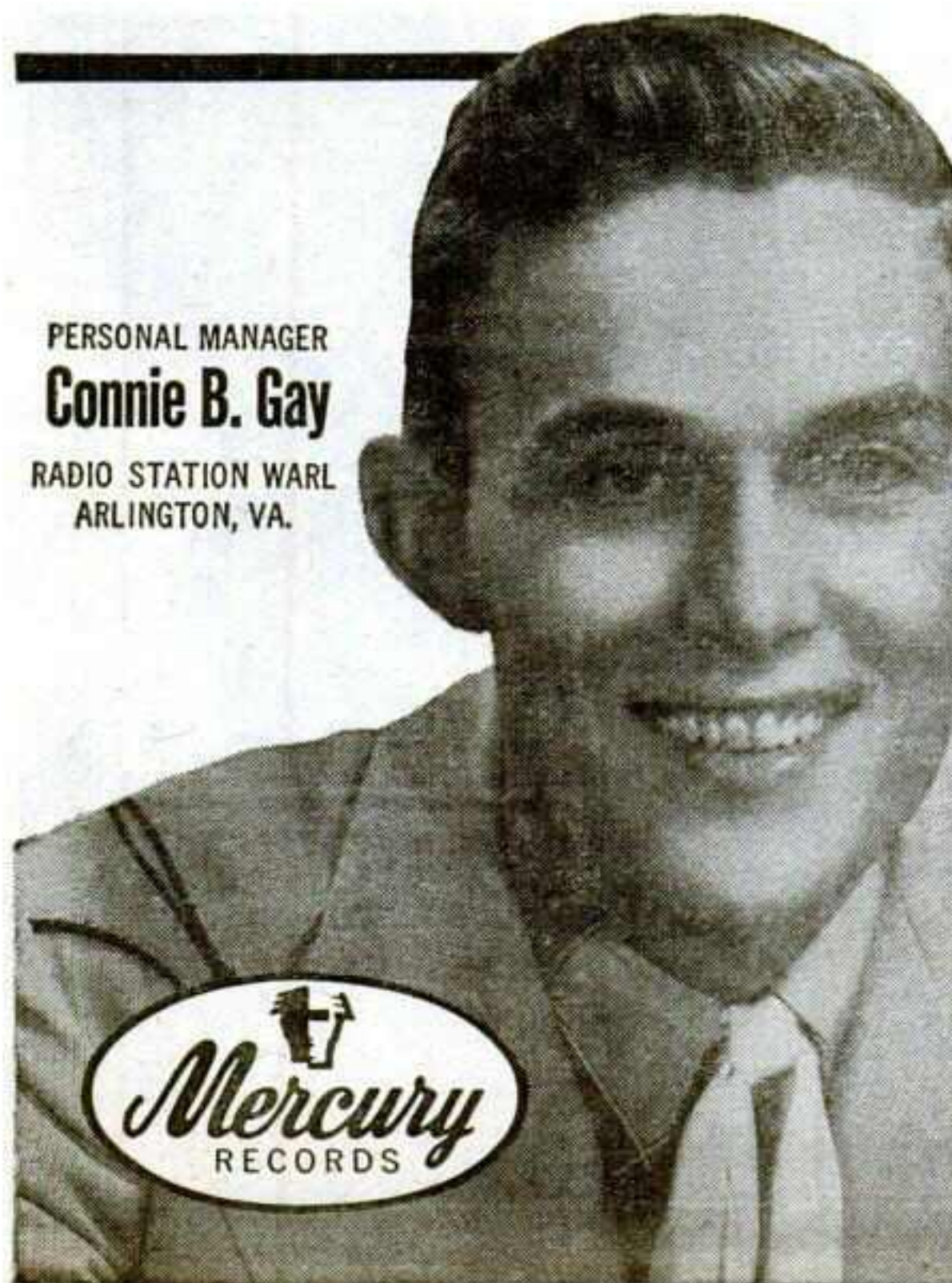
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## The Billboard Music Popularity Charts

### COUNTRY & WESTERN RECORDS

#### • Reviews of New C & W Records

##### BILLY WALKER

**The Record** .....82  
COLUMBIA 21439—A standout weeper with clever lyrics gets a showmanly vocal performance. Walker warbles about a fickle girl who keeps a personal "heart parade" popularity poll on her beaus, a la the best selling pop charts. This one should get plenty of play. (Fairway, BMI)

**Fool That I Am (I Still Love You)**....76  
Walker packs strong emotional appeal into an appealing weeper. (Driftwood, BMI)

##### SAMMY BARNHART

**I Don't Want It on My Conscience**....80  
DECCA 29640—Decca's new c.&w. artist has a promising platter in this moving weeper. He sings with warm sincerity and simplicity. First-rate deejay and juke programming. (Copar, BMI)

**Blue Mountain Waltz**....76  
An attractive vocal treatment of a pretty sentimental theme with nice lyrics and romantic pacing. (Driftwood, BMI)

##### RITA ROBBINS and DON WINTERS

**Lonely Heart** .....76  
VICTOR 6234—The duo blends with convincing pathos on a moving weeper. (Tree, BMI)

**You're Still a Part of Me**....74  
Same comment. (Tree, BMI)

##### COUSIN KEITH LOYD

**Dangerous Crossing** .....76  
Royal 100—The chanter says Stop! Look! and Listen when your heart won't stand still. It's a lively country item with a good lyric and a lively beat. Likely to stir some action. (Arsak, BMI)

**Somewhere There's a Heart**....69  
A weeper, slow in tempo. Routine. (Arsak, BMI)

##### FLOYD CRAMER

**Jealous, Cold, Cheatin' Heart** .....75  
M-G-M 12059—Here's a strong juke box item. Three smash hits of a few years ago—two of them by the late Hank Williams—done in country ragtime piano style. A lot of value for that nickel. (Acuff-Rose, BMI)

**Piano Rag**....73  
Ragtime piano, plus banjo, in the currently popular nostalgic vein. (Acuff-Rose, BMI)

##### SHEB WOOLEY

**It Takes a Heap of Livin'**.....74  
M-G-M 12060 — Wooley makes an exciting thing of this out-going, upbeat material which is something like the Stuart Hamblen songs. Wooley does fine as both composer and performer. (Cordial, BMI)

**Listening for Your Footsteps**....68  
A melancholy oatune read smoothly and with emotion by Wooley. If only the material were up to the performance, this would also have the excellent commercial potential of the flip. (Wooley, BMI)

##### DUSTY OWENS

**Who Do You Think They Would Blame?** .....73  
COLUMBIA 21440 — Owens gets pretty choked up in this weeper, and he effectively communicates the emotion. The material has an unusual twist and, as read here, could have wide appeal. (Acuff-Rose, BMI)

**Forget My Broken Heart**....69  
This tear-jerker is not quite so imaginative, but Owens packs a lot of feeling into it nonetheless, and is a credit to him performance-wise. (Acuff-Rose, BMI)

##### CHUCK RAY

**I May Not Be Able but I'm Willin' to Try** .....73  
INTASTATE 24—Chuck Ray tells of the infirmities of age and frustrations they bring. But the chanter is always willing to try. Cute novelty. (Homestead, BMI)

**I Don't Want a Rose**....65  
Country ballad is done adequately. (Homestead, BMI)

##### BETTY AMOS

**Why Do I Love You?**.....72  
MERCURY 70666—Betty Amos pipes with showmanly pathos on a weeper with strong emotional impact. (Acuff-Rose, BMI)

**Key of Love**....72  
An okay vocal trio reading of a fast-paced weeper with effective lyrics. (Acuff-Rose, BMI)

##### BILL LANCASTER

**Too Young to Get Married** .....69  
GG 101—The singer bemoans his misfortune to have married young and then been unable to settle down. The material is good, and Lancaster, in his first record, proves to have plenty of talent. (LD, BMI)

**Vacant Hearted Blues**....65  
A more conventional piece of material, which turns out pretty well with Lancaster working hard and the Rovin' Ramblers working up a solid beat. With more experience, Lancaster may prove to be a real comer. (LD, BMI)

#### • This Week's Best Buys

THE YELLOW ROSE OF TEXAS (Planetary, ASCAP)—Ernest Tubb —Decca 29633

The phenomenal showing of this tune in the pop department was bound to have some reflection in the country field, too. Reports from Richmond, Atlanta, Nashville, Durham and other Southern markets indicate a rapid turnover for the Tubb version, with some Northern sales areas also finding good acceptance of the disk. Flip is "A Million Miles From Here." A previous Billboard "Spotlight" pick.

#### • Review Spotlight on . . . RECORDS

##### WEBB PIERCE

If You Were Me (Cedarwood, BMI)

Love, Love, Love (Cedarwood & Babb, BMI)—Decca 29662—Looking at Pierce's performance on the charts during the last years, he would seem to have reserved the No. 1 spot on the national country listings for himself. These two lively tunes have the magical Pierce touch and should have as little difficulty hitting the money trail as any of those of the past.

##### HOMER AND JETHRO

The Yaller Rose of Texas, You-All (Trinity, BMI)—RCA Victor 6241—It was bound to happen! The current No. 1 hit on the national pop chart is the kind of material that only this duo could do proper injustice to. This wild satire of "Yellow Rose" will delight pop customers just as much as it will country and western customers. The flip is "Listen to the Gooney Bird" (Trinity, BMI).

#### • C & W Territorial Best Sellers

For survey week ending August 24

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

##### Birmingham

1. Satisfied Mind, J. Shepard, Cap.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. That Do Make It Nice, E. Arnold, Vic.
5. Making Believe, K. Wells, Dec.

##### Charlotte

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, R. & B. Foley, Dec.
3. Satisfied Mind, J. Shepard, Cap.
4. All Right, F. Young, Cap.
5. Satisfied Mind, P. Wagoner, Vic.
6. Cattle Call, E. Arnold, Vic.
7. Making Believe, K. Wells, Dec.
8. Baby, Let's Play House, E. Presley, Sun
9. Take Possession, J. Shepard, Cap.
10. Don't Tease Me, C. Smith, Col.

##### Cincinnati

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. There She Goes, C. Smith, Col.
5. Yellow Roses, H. Snow, Vic.

##### Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. I Don't Care, W. Pierce, Dec.
3. Kentuckian Song, E. Arnold, Vic.
4. Baby, Let's Play House, E. Presley, Sun
5. Most of All, H. Thompson, Cap.
6. In the Jailhouse Now, W. Pierce, Dec.
7. Cattle Call, E. Arnold, Vic.

##### Houston

1. I Don't Care, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. Satisfied Mind, P. Wagoner, Vic.
4. Blue Darlin', J. Newman, Dot
5. So Lovely Baby, Rusty & Doug, Hic.
6. Hurry Back Home, C. Walker, Dec.
7. Take Possession, J. Shepard, Cap.
8. Seasons of My Heart, G. Jones, Sdy.
9. That Do Make It Nice, E. Arnold, Vic.
10. I'm Hot to Trot, T. Fell, X

##### Memphis

1. Cry, Cry, Cry, J. Cash, Sun.
2. Satisfied Mind, R. & B. Foley, Dec.

#### FLOOD RELIEF

### Music Trade With Waring In Project

NEW YORK, Aug. 27. — The professional music men are rallying behind favorite citizen Fred Waring to do their bit for flood relief. They have organized a Waring Flood Relief drive to collect clothes and canned goods to be shipped to the flood victims in the East Stroudsburg, Pa., area, which was hardest hit by the recent floods.

Stroudsburg is the location of Waring's Shawnee Country Club, as well as several of his other business enterprises. Most of the music men are familiar with the area thru Waring's hospitality at his annual Shawnee outings.

All contributions will be welcome. Take or send them to Hy Ross at Robbins Music, 799 Seventh Avenue, New York 10.

IT'S TERRY TIME AGAIN!

**Al Terry** sings...  
**NO, NO, JOHN**

**GONE AGAIN**  
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**EDDIE DEAN**  
**"AN ORPHAN'S PRAYER"**  
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JUST A WHILE s&s 200  
**Sage & Sand Records**  
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HOLLYWOOD 28, CALIF.

# VOX JOX

• Continued from page 16

died so would you play an appropriate song because he feels bad." Confused but game, Edwin finally spun Stan Freberg's "The Lone Psychia-

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

SEPTEMBER 1, 1945:

1. On the Atchinson, Topeka and Sante Fe
2. Till the End of Time
3. If I Loved You
4. Cotta Be This or That
5. Sentimental Journey
6. Bell-Bottom Trousers
7. I Wish I Knew
8. Dream
9. There! I've Said It Again
10. I'm Gonna Love That Guy

SEPTEMBER 2, 1950:

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. Count Every Star
7. I Wanna Be Loved
8. Third Man Theme, The
9. Bonaparte's Retreat
10. Bewitched

trist." . . . John F. Crohan, WICE, Providence, has inaugurated two new deejay features. "Ladies Choice," featuring Jim Mendes, is sponsored by a group of local busi-

nesses in the Hope Street area. Mendes plays only those songs chosen by local housewives, and the merchants report the show is already attracting new customers to the Hope Street strip. Slem Strickhouse, Mendes and Crohan head up the second new WICE show, tagged "It's Up to You," which airs every Saturday morning. The trio rates records on the basis of "0 to 4," and invites listeners to register their own opinions on the new platters via the mails.

**CHANGE OF THEME:** David A. Bensman, proxy of Polkaland Records, is "now in process of staffing" his new Shoboygan, Wis., radio station, WSHE, and "welcomes inquiries" from spinners. . . . Elby Stevens has returned to WTWN, St. Johnsbury, Vt., after year's absence. . . . William U. Schwarz has left KSIB, Creston, Ia., to join KBOE, Oskaloosa, Ia. . . . Teen-age deejay Mary Ann Betts has started a record show, "Platter and Chatter," over WCBI, Columbus, Miss. . . . Don Woody, ex-spinner at KDKD, Clinton, Mo., has joined KICK, Springfield, Mo. . . . Tony Naylor, WBTV, Danville, Va., was named program director in addition to his regular deejay show duties. . . . Frank Roberts has joined KXGI, Fort Madison, Ia. He had a daily morning show and a half-hour remote program from a local nitery.

# FOLK TALENT AND TUNES

• Continued from page 18

**Snow.** Accompanying the Sheriff to Nashville was a fellow disk jockey, Ray Armand, of WARL, Arlington, Va., sister station to WCMS. During their Nashville sojourn, Davis and Armand took in "Grand Ole Opry" and the Ernest Tubb Record Shop program.

**Rex Allen** headlined the western entertainment contingent at the Colorado State Fair, Pueblo, August 23-25. On the bill there with Allen were Jimmie Wells and band, Pete Stamper, Ross and Ross and Ardis Wells. Willcox, Ariz., Rex's hometown, celebrates Rex Allen Day with a typical western shindig September 10. . . . **Earl Petterson,** Michigan's own singing cowboy, reports a big season at his Rustic Pavilion at Bass Lake, Mich. He had as recent features Hawkshaw Hawkins, George Morgan and Moon Mullican. . . . **Jack LaLanne,** who spins the c.&w. wax at KSAM, Huntsville, Tex., reports that a "Louisiana Hayride" unit, comprising Johnny Horton, Buddy Attaway, David Houston, Betty Amos and Jimmy Day, recently chalked big business in that town, with the result that a return engagement, featuring the same crew, is skedded for September.

**A. J. Winn,** who serves the country biscuits at WTAW, College Station, Tex., was guest with "Louisiana Hayride" when it played the Saddle Club, Bryan, Tex., August 23. Winn recently had as guest on his show Sammy Lillibridge, of KFRO, Longview, Tex. . . . **Texas Bill Strength** was a visitor at the home office of The Billboard last week while in Cincinnati to promote his initial Capitol release, "Yellow Rose of Texas" b.w. "Cry, Cry, Cry." He also guested with various local deejays during his Cincy stay.

**Little Rita Faye's** latest record release is "I Wonder When We'll Ever Know" b.w. "Wait for the Light to Shine," both penned by the late Fred Rose. . . . **Lulu Belle and Scotty,** of WLS' "National Barn Dance," have just released their version of "Company's Comin'" on the Kahil label. . . . **Al Rogers** has started his own label via his publishing firm, Arsak Music. First release is "Dangerous Crossing," by Cousin Keith Lloyd. . . . **Jack Rhodes,** writer of numerous ditties, including "A Satisfied Mind," is collaborating with Jimmy Littlejohn in writing two songs for Little-

john's next session for Columbia. . . . **Al Dexter** informs that the terms he has discussed with C. G. (Red) Matthews for a contract with Ekko Records were agreeable and that they are now setting dates for an early session at the Jim Beck Studio in Dallas.

Following a Saturday (20) appearance on "Grand Ole Opry" in Nashville, **Judy Lynn** planned to Chicago for a Saturday (27) guest shot on **Pee Wee King's** show there. Two days later she is to appear on King's show in Cleveland and then move to Atlantic City to compete in the Miss America contest which starts September 5. . . . **Texas Tony Merrill,** currently on a three-week tour in the East, has been well received by audiences, according to Paul Kalet, of KNS Associates, Inc., Merrill's Eastern rep. The folk artist is to return to Goldsboro, N. C., soon to record a new Ed West tune, "The Waltz of an Aching Heart," and make radio-TV appearances.

**Ann Raye and Her Southern Serenaders** played an August 25 date in Baton Rouge, La., at the VFW Hall. With her were Hickory recording artist **Ernie Chaffin** and **Jim Owen,** who records for Fine. **M. M. (Peewee) Maddux** emceed the show. Each Monday night the Raye band plays the Airman's Club on Kessler Air Force Base, Biloxi, Miss. . . . **Cow Town,** Los Angeles, recently took on the aspects of a celebrity center, according to **Wade Ray,** with visits by **Rusty Draper, Stewart Hamblin, Bea Terry** and **Champ Butler** enlivening proceedings. Ray recently cut a disk for Victor, "The Albino Stallion," written by **Marvin Rainwater.** . . . **Bonnie Sloan** writes that she's currently working with the **Pee Wee King** band.

**Jim Reeves** writes that contrary to reports he is without the services of a personal manager, altho he is booking thru **Buck and Sonny Smith,** Medford, Ore. His latest Victor release is "Yonder Comes a Sucker" b/w "I'm Hurtin' Inside." . . . **Slim Whitman,** beginning a tour that will take him to Toronto and thru New York State, sends in a mailing piece on his latest Imperial disk, "You Have My Heart" and "Song of the Wild."

The fourth annual World Wide Country Fan Club Association con-

(Continued on page 46)

# HITS UNLIMITED BY HOMER AND JETHRO

## Yaller Rose of Texas, You-All Listen to the Gooney Bird

20/47-6241

## The Ballad of Davy Crew-Cut Homer and Jethro's Pickin' and Singin' Medley #1

20/47-6178



"New Orthophonic" High Fidelity Recordings

RCA VICTOR



# FOLK TALENT AND TUNES

Continued from page 45

vention in the Andrew Jackson Hotel, Nashville, November 10-12, is expected to draw 1,800 to 2,000 club executives, according to Bill Martin, Atlanta, association president. This year's meeting is expected to be the largest ever, said Martin, due to the fact that many clubs have been organized since the previous gathering. Co-operating with him on the project is Bill McDaniel, WSM public relations director. In announcing entertainment plans, Martin said that attempts are being made to bring the bands of Pee Wee King, Hank Thompson, Jimmy Smith and Faron Young to Nashville to play for the convention dance. In addition to Martin and McDaniel, the convention committee is composed of Lester West, chairman; Lillian Munz, vice-president, and Phyllis Martin and Beverly Gurski, directors.

Newest member of "Midwestern Hayride," the WLW-WLW-T, Cincinnati, attraction, is Dixie Lee, vocalist and bass player, who started in radio with WSB, Atlanta, in 1946. . . . Fred Stryker, of Fairway Music, Hollywood, leaves next week on a 15-State tour to plug new Fairway releases, Jimmy Littlejohn's "Never, Never, Never," Sonny James' "Too Much" and Jean Shepard's "I Thought of You." On his schedule are four days in the Dallas-Fort Worth area beginning September 2 plus stops in Oklahoma, Missouri, Illinois, Tennessee and Georgia. . . . Clayton Currier, of the Cattle Rustlers, has recorded the Frank Creviston-Lewis Elliott tune, "The Pendleton Round-Up," on Starday, written in honor of the famed Oregon rodeo.

The September 6 issue of Look magazine features a full-page photo of Hank Show, representing the country and western field in the feature article. Yarn also encompasses seven color pages of other top recording artists. . . . Col. Tom Parker was guest of honor last week at a dinner given by the Manhattanville College of the Sacred Heart in Purchase, N. Y. On the occasion, the college was presented with a trained team of ponies and a wagon, along with complete harness and saddles, the gift of Frank M. Folsom, Colonel Parker and the Hank Snow Attractions. Accompanying Parker to the presentation were Tom Diskin and James McDaniel.

Martha Carson and the Country Gentlemen will play Sally Starr's Boatride, Philadelphia, September 7. Sally also has the group set for Baltimore September 10. . . . Mike Post, KTVE-TV, Longview, Tex., was a recent guest on KNUX's "Saturday Jamboree" at City Auditorium, Houston. Mike has added two new members to his teen-age group known as the Post-Hole Diggers. Newcomers are Dennis Jones and Bobby Waldron, both of Longview, Tex. . . . Country Fans' Club, Bill Martin, president, will hold its fourth annual convention in conjunction with the country music disk jockeys' convienc in Nashville November 10-12. . . . Col. Tom Parker and his right bauer, Tom Diskin, met in Memphis last week with Elvis Presley, his father, and his manager, Bob Neal, to discuss fall and winter plans for the Presley unit.

Jim Edwards and Maxine Brown, "Louisiana Hayride" features, were in Springfield, Mo., Saturday (27) for an appearance on "Ozark Jubilee," which had Webb Pierce substituting for the vacationing Red Foley. Next Thursday and Friday (1-2), the Browns are in Detroit for Casey Clark, and next Monday (5) they play Eldorado, Ark. . . . Joe Taylor, the Cowboy Auctioneer, and His Indiana Red Birds, of WGL, Fort Wayne, Ind., are sporting brand new, all-red uniforms decorated with dazzling rhinestones.

The Ramblin' Tommy Scott Show is back in the States after a successful six-week tour of Canada. According to Scott, more than 32,000 tickets were sold at the show's two biggest Canadian

dates, Edmonton and Calgary. Show plays auditoriums and arenas and moves on 10 show-owned trucks and trailers plus several independently owned pieces of rolling stock. Show is presented circus style. Scott has just taken delivery on a new seven-room, two-bath, custom-built trailer unit, which is used for office and up-town advertising purposes. Unit was purchased at a cost of \$20,000, Scott reports. String Bean has returned to his home in Nashville after a year and a half with the show. Scott says that his new TV film show, "Smokey Mountain Jamboree," is selling well. His daughter, Sandy, has just recorded "Crazy Hit Parade" and "Piddly, Patter, Patter," and Scott says he has another release coming up soon on Four-Star.

## With the Jockeys

Jack Dunigan, country and western jockey of Station WJTN, Jamestown, N. Y., is adding an additional 45-minute daily country show to his schedule. He writes that he needs platters to fill his library. . . . C.&W. spinner Clarence Jackson, of WJOT, Lake City, S. C., is now also doing a stint over WUSN-TV, Charleston, S. C. Jackson plays steel guitar with Billie and Gordon Hamrick on their "Old Country Church" program. . . . Tom Tall (Faboy) visited Wink Lewis at the latter's turntable at KSNY, Snyder, Tex., recently. Wink featured a half hour of the artist's recordings, starting with Tall's first Faboy release and closing with his latest, "Remembering You." . . . Jim Williams, who spins the platters on the "Pickin' and Singin' Party," heard over WAMI, Opp, Ala., is now the proud papa of James Allen Williams Jr. . . . Tabby West's recording of "Crewcut and Baby Blue Eyes," which is out on Decca, is catching on in Darrell Linne's WFIW, Fairfield, Ill., area, the latter reports.

Ed Hamilton infos from KRUS, Ruston, La., that Ernest Tubbs and the Texas Troubadours were in Ruston for the Fourth Annual Peach Festival recently. Visiting Hamilton on his "Country Hits" show recently were Jim Ed, Maxine and Bonnie Brown. Trio talked about their latest Faboy release, "Here Today and Gone Tomorrow." Also stopping by to visit Hamilton were Jimmy Newman (Dot) and his manager, Slick Norris.

Slim Adams, who airs the country stuff from Fort Wayne, Ind., reports that he is the only deejay in the area who has a five-day-a-week disk show. Adams, who is heard from 6:15-6:45 p.m., would like to hear from fellow disk jockeys and artists. . . . Milt Dickey is filling in for Dal Stallard on the latter's two shows, heard from 5-6 a.m. daily over KCMO, Kansas City, Mo., and from 8-9:30 a.m. on Saturday mornings, while Stallard is on a three weeks' vacation. . . . Red Brown, WAPO, Chattanooga, shoots the following: "Boy, I had it! I spent a most pleasant few days in Florida recently. On the way home I hit a sudden rain storm about 10 miles below Waycross, Ga., and off the highway, over and over, we went. Car was demolished, but we suffered only minor bruises. P. S.: I kinda blame all this on Ed Bell, deejay at WIVY, Jacksonville, Fla. I was so engrossed in his unique line of patter

(Continued on page 49)

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending August 24

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.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entries include MAYBELLENE (C. Berry), AIN'T THAT A SHAME? (F. Domino), IT'S LOVE, BABY (L. Brooks).

Most Played in Juke Boxes

For survey week ending August 24

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.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entries include MAYBELLENE (C. Berry), AIN'T THAT A SHAME? (F. Domino), IT'S LOVE, BABY (L. Brooks).

Most Played by Jockeys

For survey week ending August 24

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.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Top entries include MAYBELLENE (C. Berry), AIN'T THAT A SHAME? (F. Domino), IT'S LOVE, BABY (L. Brooks).

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like AARDELI, ACCENT, ACE, ATCO, BRIDGE, etc.

Reviews of New R & B Records

THE ROYAL JOKERS You Tickle Me, Baby... ATCO 6052... MERCY DEE Come Back Maybellene... PAULINE ROGERS Your're Everything to Me...

it goes along. (Park Avenue, BMI) You're Mine Already... COUNT BASIE ORK Alright, Okay, You Win... THE TANGERS Tabarin...

Destined for a Hit! Vee-Jay 147 "AT MY FRONT DOOR" b/w "WHAT'S BUGGIN' YOU, BABY!" by The El Dorados

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# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## • This Week's Best Buys

**I HEAR YOU KNOCKIN'** (Commodore, BMI)—Smiley Lewis—Imperial 5356

Building slowly, but surely, over the past five weeks, this disk is now within striking distance of the national charts. Areas reporting particularly heavy sales now include New Orleans, Atlanta, Charlotte, Durham, Chicago, St. Louis, Nashville, Baltimore, Cleveland and Philadelphia. Flip is "Bumpity Bump" (Commodore, BMI).

**THOSE LONELY, LONELY NIGHTS** (Ace, BMI)—Earl King—Ace 509

Having made a strong impression with "Don't Take It So Hard," King is now coming into position for capturing a place on the charts once more. Already one of the top records in New Orleans, this disk is also doing very well in Chicago, Nashville, Houston, and other Southern cities. Flip is "Baby, You Can Get Your Gun" (Ace, BMI).

**ALL BY MYSELF** (Commodore, BMI)—Fats Domino—Imperial 5357

For fast take-off, it still takes Domino to show how it's done. Within a week of delivery, this disk was one of the best sellers in Boston, New York, Philadelphia, Cleveland, Nashville, Durham, Atlanta, St. Louis, Baltimore and New Orleans. This has every sign of being another big hit for Domino. Flip is "Troubles of My Own" (Commodore, BMI). A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

#### RED PRYSOCK

**Hand Clappin'** (Brent, BMI)—Mercury 70674—Instrumentals have not often been hit material in the last year, but Prysock has come up with one that has as hypnotic a beat and swinging a sound as comes to mind in recent memory. The boxes, in particular, are going to find this material with terrific potential. Flip is "Shoe String" (Brent, BMI).

#### CHARLIE AND RAY

**Oh Gee-oo-Wee** (Angel, BMI)—Herald 461—The youngsters have taken a great shine to the way this duo embroilers the melodic line of a ballad. Like some other favorite recordings of theirs, this has a simple, pretty riff turned into an ornate confection and set to a rocking beat that will send the teen-agers. The flip, "Guess I'm Thru With Love" (Angel, BMI), also has a lot of appeal.

#### B. B. KING

**Ten Long Years** (Modern, BMI)—King's batting average chart-wise continues to be in the championship class, and he presents a strong entry here again. This is solid blues chanting, backed as usual by that splendid guitar sound that is a trade-mark of his disks. Flip is "What Can I Do" (Modern, BMI).

### TALENT

#### BILLY NIGHTINGALE

**The Price of Love** (Progressive, BMI)—Atco 6053—The new label will go far if it brings up more talent like this. Nightingale has a deep, warm voice and an unusually fine feel for turning the phrases of a lyric. The material he works with here is top-notch and just right for him. A strong bet. Flip is a good slow blues, "Thank You, Thank You, Darling" (Progressive, BMI).

## • Reviews of New R & B Records

• Continued from page 47

Lead singer, (Golden State, BMI)  
**I Won't Be Around** . . . 72  
A lively treatment of an exuberant

rhythm theme with an infectious beat, (Pera, BMI)

#### STOMP GORDON ORK

**The Grind** . . . 73  
CHESS 1601—Gordon proclaims that the "grind" is a new dance step. Without having to go along with that, this is a bold piece of music with a groovy beat that is tops for dancing. But for the tasteless play on words in the lyrics, this could garner deejay backing. (Arc, BMI)

**Don't Do Me That Way** . . . 71  
The shouter is putting his uppity girlfriend in her place here. Again, the beat is great and should make an impression on juke box operators. (Boulevard, BMI)

#### THE FIVE DOLLARS

**Doctor Baby** . . . 70  
FORTUNE 821—The group has a funny routine here about a girl that is lovesick and went to a doctor, for relief from her troubles. Some of the double entendre may be out of bounds to deejays. (Trianon, BMI)

**Harmony of Love** . . . 70  
An interesting and unusual side, on which the group harmonizes prettily without the aid of lyrics. The high tenor lead soars way out, with the rest of the quintet backing him solidly with a modified Latin Beat. Both sides of this disk have possibilities. (Trianon, BMI)

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by  
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Atlantic 1069

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## • R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Maybellene, C. Berry, Chs.
2. Ain't That a Shame? F. Domino, Imp.
3. I Hear You Knocking, S. Lewis, Imp.
4. It's Love, Baby, L. Brooks, Exc.
5. Hide and Seek, J. Turner, Atl.
6. Don't Take It So Hard, E. King, Kng.
7. Walking the Blues, J. Dupree, Kng.
8. Why Don't You Write Me? Jacks, RPM
9. Soldier Boy, Four Fellows, Gly.
10. Gum Drop, O. Williams, Del.

### Charlotte

1. Maybellene, C. Berry, Chs.
2. Ain't That a Shame? F. Domino, Imp.
3. Why Don't You Write Me? Jacks, RPM
4. Bo Diddley, B. Diddley, Che.
5. Rock Around the Clock, B. Haley, Dec.
6. Seventeen, B. Bennett, Kng.
7. I Hear You Knocking, S. Lewis, Imp.
8. Everyday, C. Basic, Chf.
9. Doggone It, D. Hightower, RPM

### Chicago

1. Rock Around the Clock, B. Haley, Dec.
2. Why Don't You Write Me? Jacks, RPM
3. Everyday, C. Basic, Chf.
4. Feel So Good, Shirley & Lee, Ala.
5. Fool for You, R. Charles, Atl.

### Cincinnati

1. Why Don't You Write Me? Jacks, RPM
2. Maybellene, C. Berry, Chs.
3. Ain't That a Shame? F. Domino, Imp.
4. It's Love, Baby, M. Nightingale, Fed.
5. Everyday, C. Basic, Chf.
6. Baby Darling  
C. Berry & the Dreamers, Fla.
7. Anymore, J. Ace, Duk.
8. Story Untold, Nutmegs, Her.

### Detroit

1. Everyday, C. Basic, Chf.
2. It's Love, Baby, L. Brooks, Exc.
3. Maybellene, C. Berry, Chs.
4. Walking the Blues, J. Dupree, Kng.
5. Gum Drop, O. Williams, Del.
6. Ain't That a Shame? F. Domino, Imp.
7. It's Love, Baby, M. Nightingale, Fed.
8. Why Don't You Write Me? Jacks, RPM
9. Hot Ziggity, Drifters, Atl.

### Los Angeles

1. It's Love, Baby, L. Brooks, Exc.
2. Maybellene, C. Berry, Chs.
3. Only You, Platters, Mer.
4. Ain't That a Shame? F. Domino, Imp.
5. Walking the Blues, J. Dupree, Kng.
6. Anymore, J. Ace, Duk.
7. Everyday, C. Basic, Chf.
8. Emily, Turks, Money
9. Story Untold, Nutmegs, Her.
10. Piddly Patter Patter, N. Brown, Sav.

### New Orleans

1. Maybellene, C. Berry, Chs.
2. Those Lonely, Lonely Nights  
E. King, Kng.
3. I Hear You Knocking, S. Lewis, Imp.
4. Seventeen, B. Bennett, Kng.
5. Walking the Blues, J. Dupree, Kng.
6. Soldier Boy, Four Fellows, Gly.
7. Hide and Seek, J. Turner, Atl.
8. Ain't That a Shame? F. Domino, Imp.
9. All By Myself, F. Domino, Imp.
10. There Goes That Train, R. McGill, Mer.

### New York

1. Maybellene, C. Berry, Chs.
2. Everyday, C. Basic, Chf.
3. Story Untold, Nutmegs, Her.
4. Why Don't You Write Me? Jacks, RPM
5. Seventeen, B. Bennett, Kng.
6. Life Is But a Dream, Harpines, Pds.
7. Only You, Platters, Mer.
8. Fool for You, R. Charles, Atl.
9. Ain't That a Shame? F. Domino, Imp.
10. Don't Take It So Hard, E. King, Kng.

### Philadelphia

1. Feel So Good, Shirley & Lee, Ala.
2. Why Don't You Write Me? Jacks, RPM
3. Everyday, C. Basic, Chf.
4. It's Love, Baby, L. Brooks, Exc.
5. I Hear Those Bells, D. Washington, Mer.
6. Maybellene, C. Berry, Chs.
7. Anymore, J. Ace, Duk.
8. Ain't That a Shame? F. Domino, Imp.
9. Fool for You, R. Charles, Atl.

### St. Louis

1. Why Don't You Write Me? Jacks, RPM
2. Maybellene, C. Berry, Chs.
3. It's Love, Baby, L. Brooks, Exc.
4. Everyday, C. Basic, Chf.
5. Fool for You, R. Charles, Atl.
6. At My Front Door, El Dorados, VJ
7. Soldier Boy, Four Fellows, Gly.
8. Telephone Blues, Little Geo. Smith, RPM

### Washington, D. C.

1. Ain't That a Shame? F. Domino, Imp.
2. Maybellene, C. Berry, Chs.
3. Feel So Good, Shirley & Lee, Ala.
4. Seventeen, B. Bennett, Kng.
5. Everyday, C. Basic, Chf.
6. Only You, Platters, Mer.
7. It's Love, Baby, R. Brown, Atl.
8. As Long as I'm Moving, R. Brown, Atl.
9. Don't Be Angry, N. Brown, Sav.
10. I Hear Those Bells, D. Washington, Mer.

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'I KNOW I  
WAS WRONG'  
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- 4- "WETBACK HOP"  
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# HOCUS-POCUS

By BILL SACHS

**HAL HAVILAND** reports that the combined **Al Avalon-Great Ray-Mond** Mystery Revue is set for September and October in Newfoundland in a tour arranged by **Ron A. Young**, promoter of St. John's, Nfld. Among the towns to be played are St. John's, Bell Island, Harbour Grace, Gander, Buchans, Grand Falls, Corner Brook and Stephenville. . . . **George L. Hall (Meliso the Magic Clown)** this summer is celebrating his 50th year in show business, the last 30 years in magic. Hall started in vaudeville at Forest Park Highlands, St. Louis, in 1905. He has stored most of his equipment but still plays an occasional charity date or veteran hospital. Hall says he has two good pensions which make it illegal to earn but little on the side. "There is work for magi who want \$100 a week and some expenses, but I can't take it," says Hall. He makes his home at 6778 Manchester Road, St. Louis 10. . . . **Ray Scheetz**, who toured in vaude for many years with his magic turn, is still active in show business as general passenger agent for the **Browning Steamship Lines**, Detroit, which also operates **Bob-Lo Amusement Park** in the Motor City. . . . **Frances R. Francis (Lady Frances)**, now working shows and television thru the **Pacific Northwest**, scribbles from Seattle: "Everything fine, except there are a million and one magicians thru here. Why are there always so many magicians? Here now are **Slyter, Bob Haskell and Tony Marks**, and **Mandrake** has just left."

**JOHN MAKAR**, attorney and magic enthusiast of Natchitoches, La., infos that **Willard the Wizard** played two nights there recently for the **VFW**, presenting a solid program assisted by his 14-

year-old daughter. **L. O. Gunn** was also a recent visitor in Natchitoches prior to going to California to reopen a magic shop. "Not too many magi in these parts during the summer," typewrites Makar, "except those we see on TV. **Willard** still presents a lot of magic. However, he has been having a rough time of it since his wife died several months ago, leaving him with several young children to look after. They are residing with an older daughter in **Baton Rouge, La.**" Mr. and Mrs. Makar played host recently to members of the **Ark-La-Tex Magic Society** at their second annual family picnic at their home. . . . **Maurice Cohen (The Amazing Maurice)** ran into a dilemma recently when he appeared for the **Fraternal Order of Police** at the Auditorium, Miami Beach, Fla. It seems that the police affair involved something like prizes and lucky numbers. At the last moment, someone hollered "lottery." It was then that Maurice was called in to come up with the answer as to how to circumvent the lottery angle. We haven't learned as yet what scheme he concocted to distribute the prizes in legal fashion. Maurice's entrance into the case made the first page of The **Miami Daily News**. . . . **Prof. J. Wesley Blair** is presenting his magic and marionettes and serving as inside lecturer with **W. D. (Tiny) Cowan's Side Show** on the **Morris Hannum Shows**, currently working Pennsylvania fairs. Blair is assisted by **Roma Dixon**. . . . **Paul LePaul** arrived back in the States recently with a **USO Camp Shows** unit after a six-month tour of the Far East, which included **Japan, Korea, Formosa, Okinawa and Guam**. En route home, LePaul was entertained by **Honolulu magi** with a cocktail party at **Evergreen Cafe** there.

# BURLESQUE BITS

By UNO

Thru the kindness of **Irene Stegman**, former burly principal and wife of the late **Leonard Howard**, the **Uno** collection of burlesque material has been increased and strengthened by a bound volume of programs of Columbia wheel shows that played the **Star** in Brooklyn, than a **Hyde & Behman** house, during the season of 1911-'12. Also, from **Kitty Roth**, once a burly principal in a circuit show featuring a **Jimmie Savo** skit, another bound volume of Columbia shows that played the **Star & Garter**, another **Hyde & Behman** theater in Chicago, during season of 1910-11. To an old-timer a perusal of the books would be indeed a thrill just to read of such former comedian topnotchers as **Leon Errol, Lew Kelly, Harry Koler, Al K. Hall, Gus Fay, Ben Welsh, Harry Bentley, George Niblo, Wilbur Dobbs, George Stone, Billy (Sliding) Watson, Johnnie Weber, Ed Lee Wrothe, Roger Imhof, Abe Reynolds**, and others who have either passed on or risen to greater

heights in showdom. The same applies to the names of such female stars as **Rose Sydell, Florence Mills, Gertrude Hayes, Mollie Williams, the Watson Sisters, Belle Baker, Leona Earl, Nellie Florede, Ruby Leoni, Klara Hendrix, Ida Crispi, Jane LeBeau, Primrose Seamon, Etta Pillard, Ethel Shutta, Lizzie Freligh, May Walsh, Florence Bennett, Fanny Vedder, Alta Phipps** and so on. . . . **Tempest Storm** is at **Warren St. Thomas' Tropics** in Denver with a good amount of newspaper and radio publicity helping extensive advertising to plug the show. Hardly a slow night during the week, and, of course, full houses on weekends.

According to **Charles T. Littleton**, her publicity man, **Geraldine Garner**, known as **Sequin**, has won eight beauty awards, the latest of the collection being "Miss Bikini of 1955," bestowed on her by designers and manufacturers associations recently in the **Vanderbilt Hotel** in New York. . . . Two deaths of old-time burly comics were those of **Harry Stratton**, 63, on August 19 in Los Angeles from dropsy and of **Mark Adams**, 74, on August 21, in New York, of cancer. Stratton's last engagement was at the **Empress** in Detroit. Adams, after his burly bookings, played in vaude for many years. . . . Denver's newest club, a \$25,000 renovated **Chez Paree** in the downtown area, has gone back to the exotic flash acts after a few weeks of straight song and dance shows. **Patti Paget** and **Lou Harris** took over the spotlight from **Neil Hutton, Lorraine Skor** and **Judy Bradford** at **Henry Veto's**

**BLANK—Jose F.**, 68, juggler, recently in Munich, Germany. He began his career at the age of 14 in Germany, but came to America two years later and worked there several years. Blank later worked with his father, brother and sister, at **Josef Blank and Company** until World War I, after which he worked with his wife and brother-in-law.

**CAREY—Ronald**, 26, staff announcer and disk jockey at **Station KVOO**, Denver's ABC radio outlet, recently in that city. A radio and television announcer, writer and producer, Carey was associated with **KOAK** and **KTUL**, Denver radio stations, and headed his own radio production company. His parents, Mr. and Mrs. **Clyde Carey**, Lakewood, Colo., survive.

**CODD—Fred J.**, 55, former widely known billposter thru-out the Tucson, Ariz., area, recently in Phoenix, Ariz. At the time of his death he was the operator of **Codd Advertising Distributors**, Phoenix. Survived by his widow, **Lucille**; his mother, **Mrs. Charles Codd**, and two brothers, **William H.** and **George G.** Burial in **Evergreen Cemetery**, Tucson.

**CONLAN—Frank**, 81, retired actor, who had appeared on the U. S. stage at the beginning of the

century, August 24 at **Pine Acres, N. Y.** On **Broadway** he appeared in "The Dummy," "June Moon," "You Can't Take It With You," "All in Favor," "Vickie," "Front Page," "When We Were 21," "Inspector General," "Strike Me Pink," "Bitter Stream," "Seven Keys to Baldpate," "Ladies and Gentlemen," "Come Angel Band" and "Housewarming." He was a member of the **Lambs** and the **Players**. A sister survives.

**DEVERS—James**, member of the **Children's World Theater Players**, August 24 of injuries sustained in an automobile accident near **West Chester, Pa.** (See details in **General Outdoor** department.)

**DOWNES—Olin**, 69, veteran music critic of **The New York Times**, August 22 in **New York**. (See Music department for details.)

**HARRISON—Bertram**, 78, former **Broadway** production director and stage manager for the **Henry Miller Company**, August 23 in **Hammond River, N. B.** He had been active in **New York** during the early 1920's.

tained in an automobile accident near **Houston**.

**TROUTMAN—Dr. H. F.**, 74, retired **Huntington, W. Va.**, physician and circus fan, recently in **Huntington** of a cerebral hemorrhage. Survived by his widow, **Florence**, and a son, **Holmes R.**, both of **Huntington**, and two daughters, **Mrs. Joanna Fenstermacher, Hialeah, Fla.**, and **Mrs. Florence Eitling, Holden, W. Va.** Burial in **Woodmere Cemetery, Huntington**.

**WOSSER—Harold J.**, 55, veteran actor and radio producer known professionally as **Dick Holman**, recently in **San Francisco**. He started out in show business taking juvenile roles in the silent movie days. In radio he was the producer of the "Blondie of the Highways" series.

**ZACKER—Edward**, 105, one-time elephant handler for the **Barnum circus**, recently in **San Francisco**.

# FOLK TALENT AND TUNES

Continued from page 46

and music that I really didn't see the wet road.

**Joe Morris** has been promoted to general manager at **WAGS**, **Bishopville, S. C.** . . . **Tex Justus**, country and western twirler at **WBNL, Boonville, Ind.**, types that **Carl Smith, the Duke of Paducah, Lew Childre** and company set a new attendance record at the 99th annual **Boonville Fair** August 3. . . . **Tommy Trent**, who spins 'em out over **KTNS, Little Rock, Ark.**, writes that an hour of the country stuff is broadcast each Saturday night, beginning at 8:30, over **KTNS**, from his **Hillbilly Park, Little Rock**. Talent on the show includes **Shelby Cooper** and the **Dixie Mountaineers**, the **Singing Hardins**, **Trent and His Country Playboys**, **Virginia Brannon, Thomas Hester** and a cast of 30 people.

**Bob Jennings, WLAC**, Nashville, advises that he's pulling in lots of mail on his show by featuring singing contests. Jockey plays different artists' versions of the same tune, then asks his listeners to write in telling which they prefer. . . . Recent visitors on **Mary Wilson's "Far West Jamboree,"** heard over **KCLX, Palouse, Wash.**, were the **Miller Brothers, Lee and Leon, Bill Taylor, Billy Thompson, Dutch Ingram, Dale Wilson, Madge Suttie, Bill Jourdan, Tex Williams, Russell Sims (Sims Records) and Sam Gibbs**, manager of the **Miller Brothers (4 Star)**. . . . **Jack Besley** and the **Hoedowners** are doing one-hour daily stint over **WORZ, Orlando, Fla.**, with **Happy Ison** as emcee. . . . **Dick Embody, KGGF, Coffeyville, Kan.**, queries: "I wonder if any other deejays get requests for the type of number like 'Albino Pink-Eyed Stallion,' by **Rex Allen?** Another one of the same class is **Arthur Smith's "The Red-Headed Stranger,"** which after a year or more is still drawing a large number of requests."

**Uncle Nate (Nathan Street), WKSJ, Pulaski, Tenn.**, infos that he has just been made an honorary member of the **Kitty Wells, Johnny and Jack, and Miller Brothers** fan clubs.

nitory where **Emmett Taylor** and his combo back the three shows nightly. . . . **Comic Tommy Raft** is co-featured with **Nudema** in the burly show at the 5 o'clock Club in **Miami Beach**. . . . **Ira Imp** and **Gloria Bruce** are sharing the spotlight at **Abe Neiman's King Cole** in Denver and have been held over for a fortnight. Shows are still backed by **Tony Knight** and his trio. . . . **Chester Taylor**, of vaude fame when he headed a troupe of marionettes called the "Toyland Follies Co." and was partnered with **Jake Sims**, is now headwaiter in **Andy Murphy's** bar and eatery on **Eight Avenue, opposite Madison Square Garden, New York**, a mecca for the profession. . . . **Bob Goodman**, of the **Milt Schuster** booking office in **Chicago**, has word of the death of **Carol Shannon**, well-known exotic on the wheels.

**HODGES—Emma**, 65, wife of **Jim Hodges**, retired Side Show operator, recently in **Salisbury, N. C.** Since she and her husband started out in show business almost 47 years ago with **Johnny J. Jones**, they had worked on most of the big carnivals. In addition to her husband, she is survived by three sons, **Charles, Hilton** and **Fletcher**. Burial in **Salisbury**.

**KRAMER—Alexander Milton**, 61, composer and arranger, who supplied the mystery melodies for the radio and TV show, "Stop the Music," since 1948, August 25 in **Forest Hills, N. Y.** Kramer was a member of **ASCAP** and a research expert on music plagiarism lawsuits. A student of harmony and the cello, he had played in theater orchestras and arranged music for vaude and musical comedy for 20 years. Kramer also arranged music for the **Major Bowes "Amateur Hour."** Among his own songs are "Everybody Clap Hands," "Nickel Serenade," "Dear Old Donegal," "The Band Begins to Play" and "Over the Garden Wall." Kramer was the owner for some 40,000 compositions in his music collection, which served him as source material in his plagiarism research. His widow, his father and two brothers survive.

**LA BANICS—Nicky**, 49, widely known **St. Louis** musician and orchestra leader, July 16 in **St. Louis** of a heart attack. For many years he led the orchestras at the **400 Club** and on the **Steamer Admiral**. He also played at the **St. Louis Municipal Opera**.

**LANDY—George**, 60, former theatrical publicist and long a leading **Hollywood** literary agent, August 9 in **Beverly Hills, Calif.** Landy had handled publicity for **Broadway** shows produced by **George M. Cohan** and **Sam Harris**, before going to **Hollywood** in the 1920's as publicity director of **First National Studios**. Two months ago he joined the **Music Corporation of America** as story editor for several of its productions.

**MAMSCH—Harry**, 63, veteran **Chicago** ride operator, August 23 in **Chicago**. (Details in **Carnival** section.)

**McKNIGHT—C. H. (Slim)**, 61, veteran concessionaire, July 30 in **Nashville**. Survived by his brother, **M. J. McKnight**, and a sister, **Mrs. Cassie Page**, both of **Nashville**. Burial in **Hendrix Cemetery, Lewisburg, Tenn.**

**POOS—Albert H.**, 49, veteran theater manager for the **St. Louis Amusement Company**, August 16 in **St. Louis**. During his many years in show business he had managed the **Pageant, Capitol, Lindell** and **Maplewood** theaters, **St. Louis**, and the **Washington Theater, Granite City, Ill.** Survived by his widow, **Edith**; a son, **Kenneth, Kirkwood, Mo.**; a daughter, **Nancy**; a brother, **Clarence**, **San Francisco**, and a sister, **Mrs. Doretta Burke, Detroit**.

**POWELL—James**, member of the **Children's World Theater Players**, August 24 of injuries sustained in an automobile accident near **West Chester, Pa.** (See details in **General Outdoor** department.)

**RAINEY—Fred R.**, 69, veteran outdoor showman, recently in **Pensacola, Fla.** During his 32 years in the business, he worked on the **Miller Bros., Buckeye State, Al Hansen** and the **L. J. Heth** shows. During **World War II** he operated **Gulf Beach Park, Pensacola, Fla.** Survived by his widow, **Daisey**, and a daughter, **Emogine**.

**RAU—Walter A.**, 78, veteran musician, August 16 in **St. Louis**. He started his musical career in 1886 as a trumpet player with the **old Straussberger's Conservatory of Music** in **St. Louis** and in the ensuing 49 years, until he retired in 1935, he played with **John Philip Sousa** and many other bands and orchestras. During the **1904 World's Fair** he played with the **Oscar Wilde Band**. Survived by his widow and a son. Burial in **New Pickers Cemetery, St. Louis**.

**REESE—John K. (Jack) Jr.**, 37, assistant special events director for the **California State Fair & Exposition** and special events director for county and district fairs, August 16 near **Rice-ton, Calif.**, when his car collided with a freight locomotive. (See Fair department for details.)

**TOVAR—Henry Dominguez**, 25, musician and orchestra leader of **Alvin, Tex.**, August 7 of injuries sus-

# MARRIAGES

**BULLET-BROWN—**Blackie Bullet, stick man on the **Bob Hammond Shows**, and **Tootie Brown**, former rodeo rider, August 2 in **Springfield, Ark.**

**JOHNSON-HARRILL—**Robert La-They Johnson, owner-manager of the **U-Lik-A Players**, and **Lona E. Harrill**, former rep performer of **Port Worth**, recently in **Paris, Tex.** (Details in **Rep** department.)

In Loving Memory

**TYANA**  
**BABETTE SCHUETZ**

Who Passed Away Aug. 25, 1946



"You will always live in our hearts, Mother."

**BETTY & FRITZ HUBER**  
and Your Grandchildren

My deepest appreciation to all who sent floral offerings, letters and wires of condolence in my hour of bereavement, the death of my beloved husband, **Sidney**. Your thoughtfulness will always be remembered gratefully.

**MILDRED PRESSON**

In Loving Memory of My Sister

**ETHEL DARLINGTON**

Who passed away three years ago, September 2, 1952.

A precious one is from us gone,  
A voice we loved is stilled.  
A place is vacant in our home  
Which never can be filled.  
Some may think you are forgotten,  
Though on earth you are no more,  
But in memory you are with us  
As always were before.

Your Sis & Bud,  
**ANN and JACK**

In Memory of a Dear Friend

**EDWARD F. CARUTHERS**

Who passed away  
20 years ago,  
August, 1935

**LOU and ADA DUFOUR**

In Loving Memory of my dear big brother

**ELBERT C. LOTHLEN**

Who passed away  
August 26, 1953

**THOS. A. LOTHLEN**

IN LOVING MEMORY of Our Sister

**LECTA WARD**

Who passed away Aug. 27, 1954.  
Sisters and Brothers

In Loving Memory of My Husband

**FLOYD D. BARNES**

(Concessionaire)  
who passed away August 26, 1954.  
Sadly missed by his widow,  
**Mrs. Betty M. Barnes**

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# OUTDOOR

## Flood Area Business Halted; Polio Menaces Brockton Fair

By IRWIN KIRBY

NEW YORK, Aug. 27.—Added to the countless millions of dollars in damages suffered by New England locales last week was the comparatively smaller sum—but vital to those affected—lost by outdoor amusements enterprises due to Hurricane Diane's disastrous aftermath.

Rainfall washed away the weekend business of virtually every show endeavor, and for the future there have been several definite fair cancellations as well as a number of annuals which are still in doubt over whether they will run. Largest of the doubtful ones is the major fair at Brockton, Mass., managed for the first time this season by Carlton Larsen and populated on the midway by the huge World of Mirth railroad carnival.

A combination of flood conditions and polio forced the situation in Brockton up in the air. The fair is scheduled for September 10-17, but Dr. Bolis G. Asiaf, health officer, has been strongly urging that it either cancel out or postpone and that schools delay their openings. There was to be a meeting yesterday between Dr. Asiaf, Larsen and fair president Dr. George Buckley, but Dr. Asiaf became ill en route to the session and it was postponed to Monday (29). Dr. Buckley told The Billboard that because of the commitments made there could be no postponement: "Either we hold a fair, or we don't," he said.

Brockton has had 58 cases of polio to date with five fatalities, and the situation is considered serious. The Brockton Enterprise said Dr. Asiaf has the power to force his opinion thru the Board of

Health if he holds out against allowing the fair to run.

### Riverton Worst Hit

Physically, most seriously hit of the fairgrounds was that at Riverton, Conn. Secretary Grace Seymour of the fair association said it would be impossible to consider any event what with the low-lying grounds losing a new \$7,000 cattle barn, built last season, and a \$5,000 poultry building, also of recent vintage. Also lost were the entertainment stage and bleacher sections. The secretary said she was trying to arrange a meeting for tomorrow at the grounds, but communications are so poor she hasn't been able to contact other board members. Entertainment at the event was to be Anthony Fantasia's rides, of the Connecticut

Amusement Supplies, and acts by the Clements Entertainment Bureau, of Hartford.

As rivers rampaged thru parts of Connecticut and Massachusetts the losses counted by many fun enterprises were not so much physical as in potential earnings. Weymouth State Fair in Massachusetts got off to a good start and had about 97,000 attendance when the rain started Wednesday (17). Lightning struck the main transformer and knocked out the entire power system for 90 minutes, but an alternate system was thrown into use. Last year's attendance was 193,097, according to manager Milton Danziger, "so we're not even going to count this year's."

On Wednesday night Weymouth (Continued on page 60)

## Toronto Starts Big; Aims for Record 3,000,000 Gate

Midway Gains \$10,000 on First Day; Night Show Advance \$100,000 Plus

TORONTO, Aug. 27.—Showers dampened but had little effect on yesterday's opening-day attendance at the Canadian National Exhibition. A record 3,000,000 gate is the aim of the 77th event. The present mark was set last year when 2,280,000 persons were recorded.

Warrior's Day, being held today, is traditionally the biggest of the two-week event. Last year it attracted a record 296,000 persons. The hope for today is that the 300,000 mark will be shattered by a wide margin.

There were solid indications on opening day that the event would set new financial records. The Conklin midway registered nearly \$29,000, despite the intermittent rains, an increase of about \$10,000 over last year. The 25,000-seat grandstand, featuring television star Ed Sullivan, was nearly filled, and well over \$100,000 in advance monies were in the till. General Manager Hiram McCallum and his associates had a host of new features with which to ballyhoo and please the public. An Avenue of Provinces has been created on the mall directly in front of the grandstand. A hall of Fame for Canadian sports figures promises immediate and lasting interest and growth.

The new Shell Oil Company observation tower, a \$300,000 view-

ing platform stationed permanently at the far end of the midway, will surely earn landmark status as well as \$10,000 annually in ground rental fees for the exhibition.

A new concession building, several hundred feet long, is one of the most striking of the permanent improvements. It replaces a line of (Continued on page 60)

## 3 WISCONSIN FAIRS OFF DUE TO POLIO

MILWAUKEE, Aug. 27.—

Three Wisconsin county fairs have fallen victims to polio which has hit the Eastern portion of the State. The fair at Sturgeon Bay, scheduled for this week, was canceled, and two others, Luxemburg and Chilton, slated to open next week, have been called off. Another, Manitowoc, opened this week after its board voted to ban attendance of children under 16 years of age.

Wisconsin is the only Midwest State hard hit by polio. Other States in the Midwest report far fewer cases than in many years.

## Daisy Marion Seriously Hurt In 75-Foot Fall

DIXON, Ill., Aug. 27.—Daisy Marion of the Sky Devils, high act, was in critical conditions here as the result of a 75-foot fall Tuesday night (23) when two ring ropes broke while she was doing a break-away fall. She was thrown against an iron fence and landed on a concrete walkway. The act was working a celebration here this week.

Doctors at the K.F.B. Hospital here reported Mrs. Marion had suffered a fractured back, pelvis, leg and hand and a punctured lung. Her husband, Ray Marion, head of the act, was in California when the accident took place but flew here along with Mrs. Marion's mother.

## Polio Epidemic, Heat Belts Milw'kee Fair

Gate, Grandstand Attendance Toboggans Before Double Jolt; Rides Fare Best

By HERB DOTTEN

MILWAUKEE, Aug. 27.—A polio epidemic and 100 degree weather over the first weekend clobbered the Wisconsin State Fair in suburban West Allis thru Thursday (25), the sixth day of the nine-day event.

At the end of the sixth day attendance was estimated off at least a third, grandstand patronage down fully 50 per cent, midway shows and rides off 30 per cent and games concessions 50 per cent

under last year, a good one for the fair which then ran up a total gate count of about 780,000.

The fair opened with a large section of Wisconsin gripped by a polio epidemic, which had started in West Allis and then fanned out. The incidence of polio was so high that shortly before the fair's opening some 8,000 West Allis youngsters were given gamma globulin, several county fairs in the nearby area canceled out, and at least (Continued on page 60)

## Ottawa Gate Hits Record Pace; 425,000 Attendance Is Predicted

\$ Earnings Reflect Crowd Increase; Midway Grosses Soar as Giveaways Aid

OTTAWA, Aug. 27.—An all-time attendance record of more than 425,000 paid seemed assured for the Central Canada Exhibition as it went into its final operating session today. H. H. McElroy, general manager, made the prediction after gate totals soared ahead on Thursday (25) for the fourth consecutive day.

Under almost any circumstances the old gate mark of 391,742 set in 1953 seemed sure to fall. The weather continued almost perfect as the event neared the end. The weather interrupted proceedings only once, on opening Saturday (20), when an electrical storm hit in the late afternoon and was

largely blamed for an attendance drop of about 2,000.

On opening day 52,366 attended. When the event resumed on Monday (22) after a Sunday hiatus, 68,516 attended. Tuesday drew 61,507 and 69,954 showed on Wednesday. The gains on these days were 14,000, 7,000 and 10,000. With more than 250,000 counted by Wednesday and the biggest days still to come there was no disputing the likelihood of new records for virtually all departments.

### Midway Ahead

The midway was running ahead consistently with its increased earnings reflecting the increase in attendance and the mass earning

power assembled by the World of Mirth Shows. The George A. Hamid grandstand show, "Stairway to the Stars," which was favorably received by all elements, was off slightly in gross earnings. The gross for the horse show was about double.

The public is being given an excellent, and obviously appreciated, run for its money. Topping the list of major awards that can be won for the price of a single admission ticket is the awarding of an automobile of different make on each of the seven operating days. Paradoxically, this revived feature was credited by some of the fair officers with having an adverse effect on (Continued on page 64)

## Sullivan Heads Gaudy Stage Revue at CNE

TORONTO, Aug. 27.—Long famed for its height and breadth, the monster stage at Canadian National Exhibition this year was given height. Producer Jack Arthur added seven levels on which to display a host of talent, ranging from columnist and television star Ed Sullivan to an array of Dominion residents of considerable ability, for the most part.

The show is gaudy and spectacular and a return to the revue format after a considerable format change last year occasioned by difficulties with the musicians' union locally during the booking season. Somewhat loose in spreading over three hours last night, the performance will probably be tightened and found enjoyable by the several hundred thousand viewers who are expected to jam the 25,000-seat stand during the two-week run.

Sullivan is exactly as he appears on television—at least in the days of the 10-inch screen—a master of ceremonies introducing good talent and with a kind word for everyone. It is likely that he will make a host of friends in the provinces.

The monster sets of the past, built on railroad trucks and moved in from the wings, have been replaced by the seven performing levels surrounding and rising above a massive set of stairs occupying full stage center. Multiple moveable settings are used to embellish the various numbers. The eye-catching effects were created by Jack Ray.

There is a certain homespun quality about the show in view of the presence of Sullivan, who exudes an intimate warmth, and the use of Canadian personnel, including the currently popular Marilyn Bell, famed swimmer, who performs in a tank located in the former orchestra pit while the bandsmen occupy the third section of the many tiered stage; Donna Crescoe, violinist; Dave Broadfoot, a comedian from the Western provinces, and vocalists Rosemary Burns and Wally Koster.

The chorus, recruited from throughout the provinces and trained in a few weeks, performed excellently in several precision routines. One of the production numbers was given over to an Army physical training squad which performed interesting gymnastic routines.

The acts, including a number of standards, were Willie, West and McGinty, pantomime; Elsa and Waldo, comics; Will Mahoney, dancing comic, and the Four Step Brothers, dancers.

## Actors Killed En Route to St. Paul Fair

WEST CHESTER, Pa., Aug. 27.—Two members of the Children's World Theater Players were killed and several others injured in an auto crash near here Wednesday night (24) en route to the Minnesota State Fair, St. Paul, where they were scheduled to open Saturday (27).

The dead were James Powell and James Devers. The players group, which is managed by M. D. (Doc) Howe, for the fourth consecutive year were booked into the Minnesota annual to give children's plays in the Agriculture-Horticulture Building.

A substitute troupe was scheduled to leave New York by plane Thursday night to fulfill the contract.

Ted Woodward, secretary of the Pan-American Shows, is back in normal operation again after having the cast removed from the arm fractured nine weeks ago.

## Stock Racing At Improved St. John Track

St. John, N. B., Aug. 27.—Extensive improvements have been made to the Colddbrook Speedway to enhance the new track for this season's stock car races. The season has regular Monday night programs starting at 8, with rain-outs being deferred to Tuesday. Opening card at the track on the Exhibition grounds drew 2,000 on Monday (8).

Coldbrook has a hard-finished quarter-mile oval and seats well over 2,000 patrons. There are removable floodlights every 80 feet around the inside of the oval, and an 18-inch-high fence along the inside rail of the track to protect the lights. A similar fence lines the outside of the home stretch.

Future plans call for seeding the infield. The Colddbrook Speedway Association has a three-year lease with the St. John Exhibition Association. The speedway group consists of H. C. Parker, president; Charles Swanton, vice-president; D. H. Wilson, secretary-treasurer and manager; Fred Warman, assistant manager, and H. Gerard Fowler.

## Gary, Ind., Sets '56 Cele

GARY, IND., Aug. 27.—The city of Gary will celebrate its 50th birthday in 1956 with a city-wide celebration that is scheduled to reach its climax in June. A pageant, to be produced by the John B. Rodgers Producing Company, Foster, O., will be one of the highlights. The event is scheduled to be held in the city's projected municipal stadium, although there is doubt that the structure will be completed by next summer.

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## Dee Poli Weds Frank Bentley, Of N. J. Pier

ATLANTIC CITY, Aug. 27.—A small gathering attended the wedding Monday (15) of Frank Bentley, connected with the Million-Dollar Pier, and Daphne (Dee) Poli, Dancing Waters publicist. The affair was held at the home of Judge George T. Naame, of Atlantic County Court, followed by a reception attended by many people, including a delegation from the pier.

Bentley, 53, is a vice-president and treasurer of Beach Amusements Corporation which operates the pier and its Italian Village store area. Mrs. Bentley, 42, had represented the water spectacle at the pier and is the widow of George Poli, of a prominent New England theatrical family. It is also the second marriage for Bentley.

Witnesses were Dr. and Mrs. Walker, and Margaret S. Naame. Mrs. Bentley, who will use Daphne Poli Bentley as her legal name, immediately left Dancing Waters to take up housewife's chores, but said she may return to show business in the fall. The couple would like to hear from their old friends in care of the pier, they said.

Bentley is general all-round man on the pier in matters financial and mechanical for operator Max Tubis.

## Napa, Calif., Winds Up 15% Ahead

NAPA, Calif., Aug. 27.—Tabbed the "Silver Anniversary Fair," the Napa District Fair ended its annual four-day run here Sunday (14) with a 10 per cent increase in attendance over its 1954 mark of 45,000.

Altho the fair opened at 10 on Thursday morning (11), the dedicatory ceremonies were held that evening at 8 o'clock. Participating in the functions, grand officers of the Native Sons of the Golden West mixed waters from various California historic spots with cement to install the plaque.

Under the management of Lowell Edington, the fair featured a vaude show booked by Isabelle Whall, of Fun Unlimited Productions, San Francisco. The Mills Bros. headlined the show given the first two evenings. Also featured were Johnny Matson, emcee; the Frank Wheeler Marimba Trio, and Francesca and Her Dancing Debutantes. Show was co-sponsored by the Napa Automobile Dealers.

Larry (Bozo the Clown) Valli appeared on both the Plaza and Carnival stages.

A horse show was presented on Saturday night and a State Hospital stage performance on Sunday. A fireworks display ended the run.

## Brunsons Ink Calif. Events

HOLLYWOOD, Aug. 27.—Hollywood Theatrical Agency, operated by the only husband-wife team in the nation, Jo and Newton (Carolina) Brunson, will supply the grandstand talent at the San Fernando Valley Fair and Antelope Valley Fair and Alfalfa Festival.

For the San Fernando exposition, September 1-5, in Northridge, Calif., the Brunsons have booked Kayletta and the Three Excellos.

For the Antelope event in Lancaster, the bookers will present their trade-marked show "Hollywood on Parade." Featured will be the Hoosier Hot Shots, Marion Rankin Dancers, Dr. Giovanni, Pinky Jackson and his chimp, Cheeta; the Villenaves, French cycle turn, and Montyn, balancing. Show will be given for one day, September 9.

## Six 'Waters' Units Used in Scandinavia

COPENHAGEN, Denmark, Aug. 27.—At least six "Dancing Waters" fountains are being operated in Scandinavia this summer. Two are on tour with shows while the others are in amusement parks or at expositions.

Sonja Henie has been using one of the units in her Hollywood Ice Revue in stands in Gothenburg, Sweden, and Oslo, Norway, while Trolle Rhodin's Zoo Circus on tour in Sweden, has one as part of the circus bill. Scandinavian critics do not find them an asset to such shows.

As free attractions for parks or fairs the fountains seem satisfactory. In Sweden one was used in Liseberg park, Gothenburg, last season, and one has recently been installed in Stockholm's big Skansen open-air museum. The "H 55" Exposition, in Helsingborg, Sweden, has also been using one.

Oscar Petersen brought the first "Dancing Waters" unit to Copenhagen last year as a grind show in a theater at the suburban amusement park, Dyrehavsbakken, and during the winter he sub-let it for the annual Flower Show in Copenhagen, and presented it as a "show" in big halls in other cities of Denmark. This summer it is again presented in Dyrehavsbakken.

The Lind brothers, Volmer and Carl, acquired a "Dancing Waters" unit this year and used it as a free attraction at their Karolinelund Tivoli, in Aalborg, during first half of the park season and then transferred it to their Zoo-Tivoli in Odense, for remainder of the season.

## Detroit Cele Opens Fair

DETROIT, Aug. 27.—The Detroit International Riverama was off to a fair start this week hyped by strong publicity from newspapers, radio and television and even competitive amusements such as movie houses and parks.

The theater portion of the program, at the Riverama Theater on the waterfront, drew upward of 3,000 to a Gershwin night on Sunday (21). A rhythm and blues festival the following evening pulled 7,000 to the 8,000-capacity spot. Close to 3,000 came out for the Tuesday night program, the first of two honoring Rodgers and Hammerstein.

Al Sheehan's "Aqua Follies," which hold forth in a separate outdoor theater at Belle Isle Park with a capacity of 6,400, suffered from threatening weather on several afternoons. R. F. Johnstone, chairman of the celebration, said attendance at the swim show was about 40 per cent of capacity the first few days.

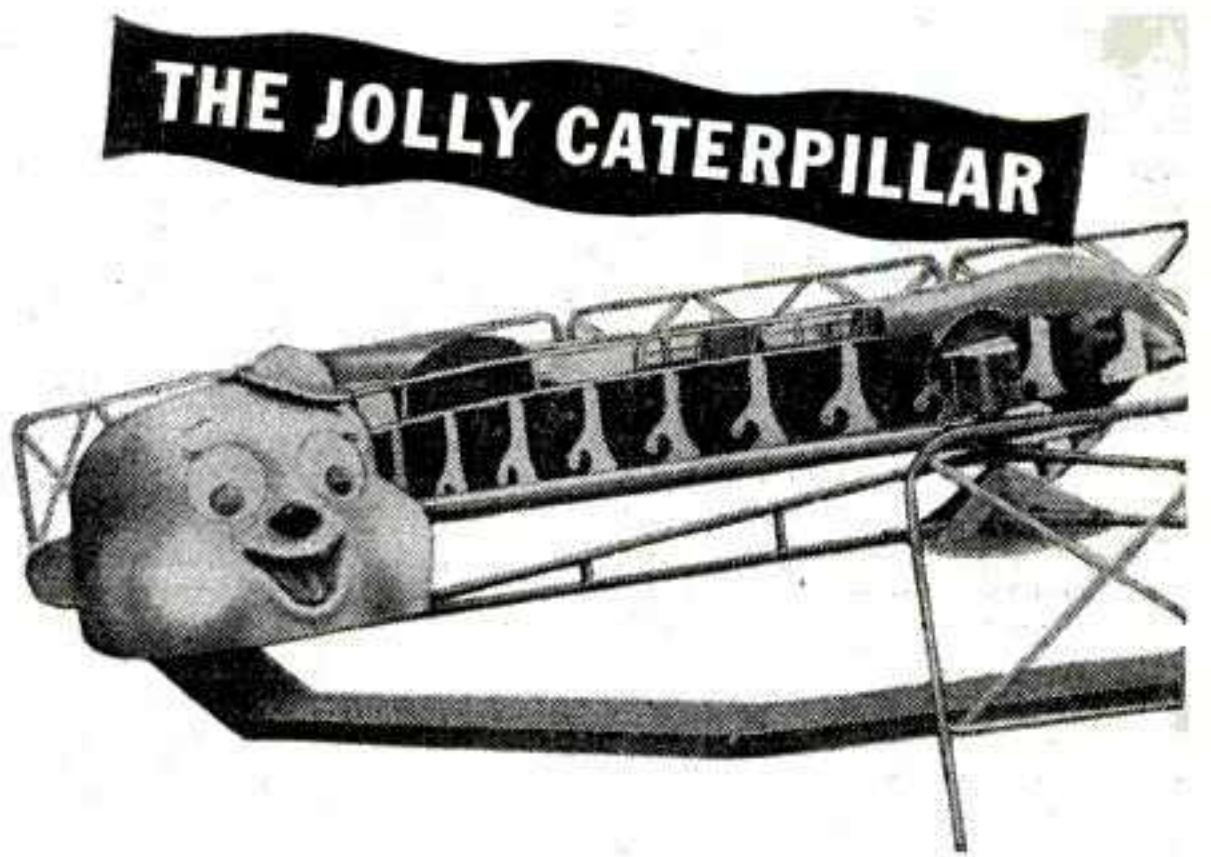
## CNE Coaster Gets 4G

TORONTO, Aug. 27.—The giant Roller Coaster yesterday grossed alone more than \$4,000, approximately twice as much as the entire fun zone on the opening day of the Canadian National Exhibition in 1937, the year the Conklius, J. W. (Patty) and Frank, first took over the midway operation. The Coaster was built and operated last year for the first time. It grossed more than \$60,000 for that run, including more than \$7,000 on a single day.

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6	W. R. Anderson	Ohio	No. 5	500.00

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**AUDITORIUM-ARENAS**

**Grand Rapids Annual Report Tells Typical Arena Story**

By TOM PARKINSON

What happens in a year at the municipal auditorium of a moderate-sized city? One answer comes from Grand Rapids, Mich., where Manager Fred J. Barr Jr. appeared recently before the city council to present his annual report.

The city of more than 176,000 people owns the 5,000-seat building, which is equipped to handle stage, arena and exposition types of events. The building is 25 years old and will retire its bonded indebtedness in 1960-'61.

This year its total revenue hit a new high of \$130,986.53. Previous high marks were \$105,000 in 1948-'49; \$106,000 in 1952-'53, and \$124,000 last year. Barr reported that expenditures this year were \$137,989, but that \$10,000 was for capital improvement, and the building could show an operating profit of a few thousand dollars.

Income from rental of the building in the past year totaled about \$105,000, concessions brought in \$7,600, and other items, such as rental of furniture and public address equipment, built up the grand total.

Attendance at all events in the building for the year added up to \$11,000. The people came to events that accounted for 528 daily occupancies. This included 202 days on which the main hall was used, 134 days on which the exhibit hall was used and 192 days on which a smaller room was used. Peak use of the main hall came in October, with 31 days-in-use. March was nearly as good. The low points were July thru September, with two to five days rental a month. The exhibit hall was not rented during August or September, 1954, and was used 27 days in January.

Biggest revenue producer for the Civic Auditorium was the line-up of trade shows, some of which were associated with conventions. They brought in \$23,000. To this was added \$19,000 in pure convention income. Barr told city councilmen that the city is to feel competition from Lansing for Michigan convention business. The new building in Lansing figures to try for some of the events which Grand Rapids has been getting, he said.

What Barr terms mass spectator events brought \$20,000 to the Civic coffers. Included was income from the Home Show, Sports Show, Auto Show and Shrine Circus. Concerts produced \$14,600 in revenue for the building. Other classifications included sports, church and school events, banquets, dances, Christmas events, and others. Low on the list was an income of \$443 for recitals.

Among show events in the building during the year were Stan Kenton, "Grand Ole Opry," Julius LaRosa, "Caine Mutiny Court Martial," Yma Sumac, Fred Waring, Lowell Thomas, Marlin Perkins, Gene Autry, Horace Heidt, the Harlem Globetrotters, the Marine band, and New York City Opera Company.

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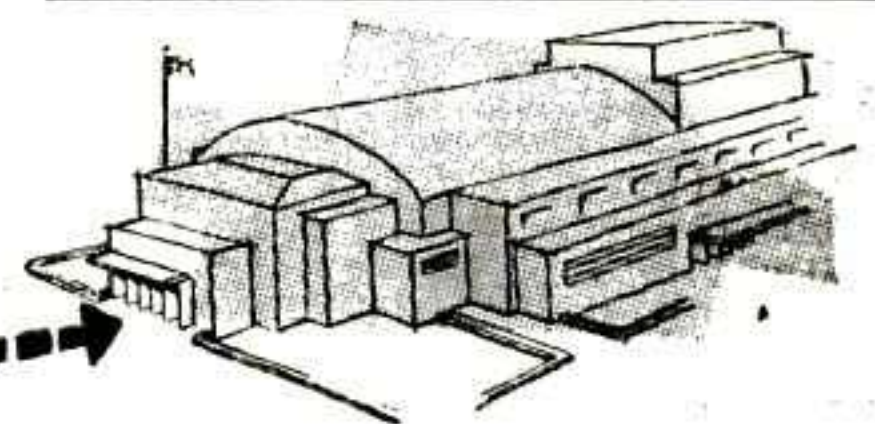
DATED OCTOBER 1, 1955

The annual edition of The Billboard devoted primarily to the needs and interests of the entire AUDITORIUM-ARENA FIELD and those directly connected with it . . . Acts, Attractions, Promoters, Concessionaires, Equipment Manufacturers, Suppliers, etc.

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### Carnival Routes

Send to  
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Cincinnati 22, O

A-1 Amusement: Charleston, Mo., Sept. 2-9. Alamo Expo.: Salina, Kan.; Norman, Okla., 5-10. A.M.P.: New Castle, Va. American Beauty: (Fair) Marcellino, Mo.; (Fair) Fayette, Sept. 6-9. Am. Co. of America: 30-Sept. 5. Amusements of America: Scranton, Pa.; (Fair) Leighton 5-10. B. & H.: Lynchburg, S. C. Badger State: Clouquet, Minn., Sept. 1-6. Baker United: Oblong, Ill., 30-Sept. 2; Palestine, 3-5. Beam's Attrs.: (Fair) Franklinton, N. C.; (Fair) Wilson Sept. 5-10. Bee's Old Reliable: (Fair) Monfordville, Ky.; (Fair) Horse Cave, Sept. 5-10. Belle City: (Fair) Shawano, Wis., 31-Sept. 5; (Fair) Weyauwega 8-11.

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Bernard & Barry: Hawkesbury, Ont., 30-Sept. 1; Windsor, 2-7. Big City: Borne, Tex. Big State: Boerne, Tex. Blue Grass: Hannibal, Mo.; Mattoon, Ill., Sept. 5-10. Blue Valley: Chilhowee, Mo., Sept. 1-3. Bogie, F. C.: (Fair) Osage City, Kan., 31-Sept. 2; (Fair) Ft. Scott 5-10. Briggs, A. R.: Kallida, O., 31-Sept. 3. Brobeck & Schrader: Rock Ford, Col., 29-Sept. 4. Buck, O. C.: (Fair) Plattsburg, N. Y., 30-Sept. 5. Burke, Harry: (Fair) Morgan City, La., 31-Sept. 5. Burkhardt: Grinnell, Ia., 31-Sept. 5. Byers Bros.: (Fair) Sibley, Ia., 30-31; Vinton Sept. 5. Capital City: (Fair) Greenville, Tenn., 30-Sept. 5. Caravella Amusements: (Fair) McConnellsburg, Pa.; (Fair) Hollidaysburg, Sept. 4-10. Carl, A. J.: (Fair) Marne, Mich. Carr, Lawrence: (Fair) Cotoocook, N. H., Sept. 2-5. Carroll's Greater: (Fair) West Point, Neb., 30-Sept. 1; Dayton, Ia., 3-5; Guthrie Center, 6-9. Cattlebarger: Horton, Kans. Central States No. 1: (Fair) Hastings, Neb., 30-Sept. 2. Central States No. 2: (Fair) Beloit, Kan., 30-Sept. 2; Hoisington, Ia.; Caldwell, 7-10. Culin & Wilson: (Fair) Indianapolis, Ind., 31-Sept. 9. Cherokee Am. Co.: Hillsboro, Kan., 30-Sept. 2. Ralston, Okla., 5; Chandler, 7-10. Coleman Bros.: Ballston Spa, N. Y.; Fonda, 3-7. Collins, Wm. T.: (Fair) Lincoln, Neb., Sept. 2-9. Continental: (Fair) Chatham, N. Y., Sept. 1-5. Cote Am. Co.: (Fair) Romeo, Mich., Sept. 2-5; Pinconning, 8-11. County Fair: Dunning, Neb., Sept. 1-4. Crafts Expo.: (Fair) Sacramento, Calif., Sept. 1-11. Cross Road Am. Co.: Hesperia, Mich., Martin, Sept. 5. Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Sparta, 5-10. Davis Am. Co.: Lakeview, Ore., 31-Sept. 5; Klamath Falls, Sept. 7-11. De Gaynor's Kiddieland: Monroe, Wis. Del Flor Am.: Delroy, O.; Youngstown Sept. 5-10. Dickson United: (Fair) Wellston, Okla., Sept. 1-3; (Fair) Davenport 5-6. Dixie Expo.: Vernon, Ala. Douglas Greater: Monroe, Wash. Down River Am. Co.: (Fair) Croswell, Mich., River Rouge, Sept. 6-11. Drago, No. 1: Kentland, Ind. Drago, No. 2: Goldsmith, Ind., Sept. 1-3. Drew, James H.: (Fair) London, Ky.; (Fair) Pennington Gap, Va., Sept. 5-10. Dudley, D. S.: Dahlart, Tex.; Beaver, Okla., Sept. 5-10. Dumont: Englewood, Tenn. Dyer's Greater: (Fair) Mineral Point, Wis., 31-Sept. 5; Lancaster, 7-11. Eastern Am. Co.: (Fair) South Windsor, Me., 30-Sept. 5; (Fair) Litchfield, 8-10. Eddie's Expo.: (Fair) Stoneboro, Pa., 31-Sept. 5. Emshoff: West Salem, Wis., Sept. 3-5; Muscoda, 7-8. Evans United: Gardner, Kan., Sept. 1-3; Cole Camp, Mo., 8-10. Fair & Exposition: (Fair) Moss, Tenn.; (Fair) Livingston Sept. 5-10. Frame's Greater: (Fair) Youngsville, Pa.; (Fair) Waterford, Sept. 5-10. Franklin, Don, No. 1: (Fair) Belleville, Kan.; (Fair) Texarkana, Tex., 9-17. Franklin, Don, No. 2: (Fair) Coffeyville, Kan., Sept. 1-5; (Fair) Enid, Okla., 9-16. Frontier: Duchene, Utah. Funland: (Fair) Marshfield, Mo.; (Fair) Ava, Sept. 7-10. G. & B.: Terra Alta, W. Va., 30-Sept. 5. Gem City: (Fair) Du Quoin, Ill., 30-Sept. 5. Georgia Amusement Co.: Payetteville, Ga. Geren, Bill: (Fair) Denver, Ind. Glades Am. Co.: Remington, Va.; Gordonsville, Sept. 5-10. Gladstone Expo.: (Fair) Bolivar, Tenn.; Centerville, Sept. 5-10. Gold Bond: (Fair) Plymouth, Wis., Sept. 2-5. Gold Medal: (Fair) Woodstock, Va. Grain Belt: David City, Neb., 30-31; Walthill, Sept. 1-3; Sutherland, Ia., 5. Greater Dixieland Expo.: (Fair) Memphis, Mo., 30-Sept. 2; Palmyra 7-10. Hee's Snows of Tomorrow: (Fair) Kearney, Neb.; Olanthe, Kan., Sept. 9-10. Hancox, Bill: (Fair) Gainesville, Tex.; Marshall, Sept. 5-9. Hammond, Bob: Covington, Tex.; Tomball, Sept. 4-9. Hannah's Amusements: Greensboro, Pa., 30-Sept. 5. Hannum, Morris: (Fair) Mansfield, Pa.; (Fair) Ebsensburg, Sept. 3-10. Happy Attractions: Point Pleasant, W. Va.; Parkersburg, Sept. 4-5. Happyland: (Fair) Traverse City, Mich. Harrison Greater: Rich Square, N. C. Hartsock Bros.: Laredo, Mo., Sept. 1-3; Gault, 8-10. Hartsock, Roy: Frankfort, Mo., Sept. 3-5; New Cambria, 9-10. Heiler's Acme: Newark, N. J., 30-Sept. 5. Heth, L. J.: (Fair) Oneida, Tenn.; (Fair) Winder, Ga., Sept. 5-10. Hill's Greater: Bertown, Kan.; (Fair) Bethany, Mo., Sept. 4-10. Holiday Amusement: (Fair) Burlington, Kan.; Chapman, Sept. 5; (Fair) Calhoun 8-10. Holly Amusement Co.: (Fair) Ellijay, Ga. Hottle, Buff, No. 1: Jackson, Mo.; Metropolis, Ill., Sept. 5-10. Hottle, Buff, No. 2: Hohenwald, Tenn.; Hottle, Buff, No. 3: Lincoln, Ill. Trenton, Sept. 4-10. Howard, Ray S.: (Fair) Caldwell, O.; (Fair) Marietta, Sept. 4-7; (Fair) St. Clairsville, 8-10. Hugo's Novelty Expo.: (Fair) Tonganoxie, Kan. (Fair) Richmond, Mo., 7-10. Ideal Rides: Odell, Ill., Ashkum, 3-5. I. T.: Flemington, N. J. Imperial No. 1: (Fair) Mendota, Ill., Sept. 2-5. Imperial No. 2: (Fair) Geneseo, Ill.; (Fair) Rock Falls, Sept. 5-10. Johnny's United: (Fair) Lebanon, Tenn.; Athens, Ala., Sept. 5-10. Jolly: Madison, Va., Chesterfield 12-17. Joyland Midway Attractions: Jackson, Mich., Sept. 1-5. Key City: Henry, Ill., DePue 3-5; Monmouth 8-10. Kile, Floyd, O.: Appleton City, Mo. 30-31; Grant City, Sept. 1-3; (Fair) West Plains 5-10. King Bros.: Pawnee City, Neb.; Lodgepole Sept. 4-5; Eads, Colo., 8-10. King Shows, Ltd.: (Fair) Dresden, Ont., 30-Sept. 1; Elmira 2-3. Lake Shore Amusements: Hillsboro, Wis., Sept. 3-5; Melvin, Ill., 7-10.

Lane, Leo: Savannah Beach, Ga.; (Fair) Waynesboro, Sept. 12-17. Lewis, Ted: Easton, Pa., Sept. 1-10. M. D. Amusement: (Fair) Gilbert, Pa., 30-31; Deposit, N. Y., Sept. 1-8. Majestic Greater: Ft. Knox, Ky., Sept. 1-3; (Fair) Jamestown, Tenn., 5-10. Marion Greater: McCall, S. C. Marvel: Kingston Mines, Ill., Sept. 3-5. Manning, Ross: (Fair) Galex, Va., 30-Sept. 3; (Fair) Christiansburg, 5-10. Marks, John H.: (Fair) Roanoke, Va.; (Fair) Burlington, N. C., Sept. 5-10. McKenna Rides: (Fair) Wisconsin Rapids, Wis., 2-6. Meeker: Ellensburg, Wash., 30-Sept. 5; Lewiston, Idaho, 6-11. Merriam's Midway: Columbus, Neb., 30-Sept. 2; Schuyler 3-5. Merry Midway: Sept. 3-5. Metropolitan: Clarksville, Tenn.; (Fair) Dyersburg, Sept. 5-10. Mid-State: Windsor, Mo.; Belle, Sept. 8-10. Midway of Myth: Versailles, Mo.; Cape Girardeau, Sept. 5; Monette, Ark., 8-10. Mighty Hoosier State No. 1: (Fair) Denver, Ind.; (Fair) Bremen, Sept. 5-10. Mighty Hoosier State No. 2: Paragan, Ind., Sept. 1-5. Mighty Hoosier State, No. 3: Largo, Ind., Sept. 1-3. Mighty Interstate: Clarksville, Tenn.; (Fair) Winchester, Sept. 5-10. Moore's Modern: Mitchell, Neb., 30-Sept. 8; Lovington, N. M., 13-17. Mosher Am.: Algonac, Mich., Sept. 3-5. Motor State: (Fair) Wauseon, O., Sept. 4-8; Water Valley, Miss., 12-17. Mound City No. 1: (Fair) Salem, Mo., Sept. 1-3; (Fair) St. Charles 7-11. Mound City No. 2: (Fair) Piedmont, Mo., Sept. 2-5; (Fair) Rolla 7-10. Murphy's Tri-State: Beresford, S. D., Sept. 1-3; Wagner 4-5. Nelson, George W.: (Fair) Aurora, Neb., 30-Sept. 1; Neola, Ia., 2-3; Graettinger 5. Nolan Amuse.: Perrysville, O. New London 5-7. Nolan Amuse., No. 2: Shawnee, O.; Junction City 7-10. North Star: Iasati, Minn., 30-31; St. Clair, Sept. 3-5; Morrilton, 9-11. Northern Expo.: Sidney, Mont. Norton's Rides: Baker, Mont., Sept. 1-5. Oklahoma Expo.: (Fair) Greenwood, Ark., Sept. 1-3; Ozark, Okla., 5-10. Page Bros.: (Fair) Camden, Tenn.; (Fair) Waverly, Sept. 5-10. Page & Ferris Combined: (Fair) Little Valley, N. Y.; (Fair) Dunkirk, Sept. 5-10. Palmetto Expo.: Spencer, N. C. Pan American: (Fair) Clintwood, Va.; (Fair) Sevierville, Tenn., 5-10. Penn Premier: (Fair) Luray, Va.; (Fair) Bridgeton, N. J., Sept. 5-10. Powlson Greater: New Concord, O.; Coshocton, Sept. 4-5. Prell's Broadway: Fairfax, Va. Priddy: Taylor, Tex., 30-Sept. 4. Putaska, A. H.: Beach Park, Ill., Sept. 2-5. Raines Amusement: (Fair) Eureka, Kan.; (Fair) Idabel, Okla., Sept. 5-10. Rainer: Salem, Ore., Sept. 3-11. Raley Bros. Expo.: (Fair) Sharnburg, N. C.; Murfreesboro Sept. 5-10. Reid, King No. 1: (Fair) Rhinebeck, N. Y., 30-31; Schaghticoke, Sept. 2-7. Reid, King, No. 2: (Fair) Spencer, Mass., Sept. 3-5. Rocky Mountain Empire: Douglas, Wyo.; Arvada 8-10. Rogers Bros.: Two Harbors, Minn., 30-Sept. 2; Bovey 5; Cass Lake 7-10. Rohrs Modern: (Fair) Abington, Ill., 30-31; Hoopston, Sept. 2-5. Rose City Rides: Greenville, Mo., 30-31; Ste Genevieve, Sept. 1-3. Royal American: (Fair) St. Paul. Royal Expo.: Wadley, Ga.; (Fair) Milledgeville, Sept. 5-10. Royal Midwest: (Fair) Leitchfield, Ky., Sept. 1-5. Royal United: Nauvoo, Ill., Sept. 2-4; Colchester, 5-6; Toulon 7-8. Ruble Greater: Madisonville, Ky.; West Baden, Ind., Sept. 5-10. Santa Fe: Port Isabel, Tex., 30-Sept. 3. Schafer Just for Fun: (Fair) Quincy, Ill. Shoemaker's Tri-State: Berwick, Pa.; Millersburg, Sept. 5-10; Penbrook-Harrisburg 12-17; Grats 20-24. Scott, Turner: Daytona Beach, Fla., 30-Sept. 8; Waynesboro, Ga., 12-17. Siebrand Bros.: (Fair) Plier, Idaho. Smith, George Clyde: Winchester, Va.; (Fair) Warsaw, Sept. 5-10. Snapp Greater: Oshkosh, Wis. Southern States: Panama City, Fla. Southern Valley: (Fair) Arkadelphia, Ark.; (Fair) Benton Sept. 5-10. Star Amusement Co.: Walnut Ridge, Ark. Stephens, C. A.: Mountain City, Tenn.; (Fair) Rutledge 7-10. Stephens, Otto: Blakesburg, Ia., 30-31; Mercer, Mo., Sept. 3-6; Moravia, 8-10. Sips's Midway: Sept. 5-10. Strates, James Earl: (Fair) Syracuse, N. Y., Sept. 1-10; (Fair) York, Pa., 13-17. Strong's Am.: Brainard, Neb., 3-4; Hugo, Okla., 8-10. Sunny, A. J., No. 1: Paulding, O. No. 2. S. Philip & James Church, Cleveland. Sunset Amusement Co.: (Fair) Hamilton, Mo.; (Fair) Carthage, Sept. 5-8. Tassel, Barney: Deep Creek, Portsmouth, Va. Tatham Bros.: Toluca, Ill., Sept. 1-4; Mount Pulaski 7-10. Tennessee Valley Amusements: Spencer, Tenn. Thess United: Albany, Ill., 3-5; Golden 7-10. Thomas, Art B., No. 1: (Fair) Forman, N. D., 30-31; (Fair) Aberdeen, S. D., 30-Sept. 1; (Fair) Huron 5-10. Thomas, Art B., No. 2: Bloomfield, Neb., 30; Tripp, S. D., 31-Sept. 2; Butte, Neb., 3; Winner, S. D., 4-5; Marcus, Ia., 6-8; Dunlap 9-11. Thomas Joyland: (Fair) Dunbar, W. Va., Sept. 2-10. Tidwell, T. J.: (Fair) Dodge City, Kan.; (Fair) Clinton, Okla., Sept. 5-10. Tinsley, Johnny T.: Greenville, S. C. Tip Top: Lewisburg, O., 1-9. Tip Top: Waukesha, Wis., Sept. 2-4. Tivoli Expo.: (Fair) Pana, Ill.; (Fair) Bowling Green, Mo., 5-10. 20th Century: Marshfield, Wis., 30-Sept. 6. United Expo.: Le Roy, Ill., 31-Sept. 4. U. S.: (Fair) Sutton, W. Va.; (Fair) Webster Springs, Sept. 5-10. Victor: (Fair) Liberal, Kan., 30-Sept. 5. Virginia Greater: (Fair) Keller, Va.; Suffolk, Sept. 5-10. Volunteer: Wartburg, Tenn.; (Fair) Hartwood, Ky., Sept. 5-10. W. B. J.: Port Jefferson, O., Sept. 3-5; Woodburn, Ind., 8-10. Wallace Bros.: Elkhorn, Wis. Warwick, S. W.: (Fair) Postville, Ia., Sept. 2-5. West Coast Expo.: Alameda, Calif., 30-Sept. 5. West Coast: Oakland, Calif.; Redwood City, Sept. 5-11. Western: Issaquah, Wash., Sept. 1-5; Cashmere 7-11. Weydt Am. Co.: (Fair) Norway, Mich., Sept. 2-5. Wilbers Wolverine: Central Lake, Mich., Nevado 2-5. Wilcox, Dick: Blue Hill, Me. Wilson Famous: (Fair) Mason, Ill., 31-Sept. 2; (Fair) Sandwich 7-11. Wolfe Am. Co.: (Fair) Martinsville, Va. World's Finest: Eberbrooke, Que., 30-Sept. 2; Quebec City 3-11. World of Myth: Essex Junction, Vt. Young, Monte: Payson, Utah, Sept. 1-8.

### Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.


Bailey Bros.-Cristiani: Burns, Ore., 31; (Fair) Salem, Ore., Sept. 3-10. Beatty, Clyde: Saskatoon, Sask., 30-31; Prince Albert Sept. 1; Nipiwini 2; Yorkton 3; Neepawa, Man., 5; Winnipeg 6-8; Grand Forks, N. D., 9 (night)-10; Bemidji, Minn., 11. Burling Bros.: Jefferson, Pa., 30; Ninevek 31. Cole, Geo.: Roseville, Ill. Gould, Jay: Gettysburg, S. D., 30-31; White Lake, S. D., Sept. 1-2; Hawarden, Ia., 3-5; Newman Grove, Neb., 6-7; Russell, Ia., 8-10; Knox City, Mo., 11-13; Windom, Minn., 16-17. Hagen Bros.: Port Deposit, Md., 30; Glen Burnie 31; Ellicott City Sept. 1; Laurel 2. Hunt Bros.: Leesburg, Va., Sept. 1. Kelly-Miller: Grand Haven, Mich., 30; Holland 31; South Haven Sept. 1; Three Rivers 2; Sturgis 3; Ligonier, Ind., 4; Nappanee 5; Warsaw 6; Rochester 7; Washburn 8; Hartford City 9. King Bros.-Cole Bros.: Greenville, S. C., 30; Spartanburg 31; Chester Sept. 1; Charlotte, N. C., 2; High Point 3; Winston-Salem 5; Greensboro 6; Durham 7; Tarboro 8; Petersburg, Va., 9; Norfolk 10; Portsmouth 11; Newport News 12; Franklin 13; Emporia 14; South Boston 15; Lynchburg 16; Roanoke 17; Martinsville 19; Reidsville, N. C., 20. Mills Bros.: Port Chester, N. Y., 30; Ramsey, N. J., 31; Franklin Sept. 1; Mine Hill 2; Hightstown 5; Long Branch 6; Trenton 8; Burlington 9; Camden 10; Norristown, Pa., 12; Pottstown 13; Lebanon 14; Middletown 15; Lancaster 16; Coatsville 17; West Chester 19. Polack Bros.: Eastern: Oak Ridge, Tenn., 30-31; Huntsville, Ala., Sept. 2-3. Polack Bros.: Western: Vancouver, B. C., 30-Sept. 5. Ring Bros.: Dahlgren, Va., 29; Tappahannock 30; Chester 31; Crewe Sept. 1; Victoria 2; Clarksville 3. Ringling Bros. and Barnum & Bailey: Klamath Falls, Ore., 30; Richmond, Calif., Sept. 1; San Francisco 2-5. Von Bros.: Bellmore, L. I., N. Y., 30; Huntington Station 31; Hicksville Sept. 1-2; Valley Stream 3; Pine Brook, N. J., 5; Budd Lake 6.

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## Missouri State Pulls 390,044 in 6 Days, Threatens '54 Record

Grandstand Business Up Sharply; Ride and Show Gross Climbs 10%

SEDALIA, Mo., Aug. 27.—The Missouri State Fair this week not only seriously threatened to break its all-time attendance record of 497,316 set last year but was shooting to top the 500,000 mark, a goal set by fair officials several years ago.

Thru Thursday (25), the fair's sixth day, a total 390,044 people had come thru the turnstiles, compared with 371,462 to the same point last year. With three big days yet to be added, and good weather forecast for the weekend, execs were optimistic about topping th half million mark.

Each day of the first six topped the equivalent day of last year with one exception, Sunday (21), when an afternoon rain and local thunderstorms, discouraged some would-be fairgoers. Opening day, Saturday, saw 44,079 come out. Next day's turnout was 95,450, slightly below the one-day record of 98,333 set on the same day in '54. Turnouts on Monday were 2,000 ahead of last year; Tuesday and Wednesday, 5,000 ahead both days, and Thursday, 3,000 ahead of the comparable day a year earlier.

### Grandstand Pulls

Grandstand business was strong all week. The opening day program of jalopy races, staged by Al Sweeney, was a sellout as was his program of big car races on Sunday. The latter was delayed slightly by the afternoon rain but the complete program was raced.

## Banner Week Building for Walton, N. Y.

WALTON, N. Y., Aug. 27.—Despite heavy storm damage in surrounding areas, the fairgrounds here and nearby roads were spared last week and almost perfect weather has graced the five-day run which got underway Tuesday night (23) with a firemen's parade.

The parade was one of the biggest in recent years here, with 33 units taking part and cash prizes being awarded. Forty dollars was given to each unit with 15 or more men in line, plus awards for the largest group, group coming the farthest distance, and other categories. Walton's open cattle class has more than 400 entries, its biggest list ever.

An abbreviated midway was having a good week, with inde- (Continued on page 70)

## Meridian Jaycees Map Oct. Revival

MERIDIAN, Miss., Aug. 27.—The Meridian Fair is being revived by the Junior Chamber of Commerce, tentative dates having been set for the week of October 10. It is the avowed intention of that body to offer an agricultural and livestock fair representative of the type managed by the late A. H. George, who for many years managed the successful Meridian Fair.

The local fairgrounds is new and modern, the Jaycees report, composed of concrete buildings, grandstand and large parking area, all well lighted. The revived fair will emphasize scientific advancement on the farm and in the home. It is planned to offer a well rounded program of fair features. . . . .

Sweeney is due in with big cars on Saturday (27) and a 100-mile stock car race on the final day.

A Barnes-Carruthers revue with acts, the night grandstand program from Monday thru Saturday, drew strong patronage. Seats were packed on three of the first four nights, the Monday night crowd being the only exception. A country and western show presented by Jimmy Downey on the opening evening of the fair was sold out and the Tournament of Thrills matched this crowd on Sunday evening. Harness racing drew fair crowds to its five afternoon programs.

### Ice Clicks

An added attraction this year, which did good business, was an ice show, "Stars Over Ice," produced by the Hunt-McCafferty Agency, Los Angeles. The icer was presented nightly behind sidewalls on the south end of the fairgrounds. A society horse show was held (Continued on page 70)

## Nightly Free Gate Scheduled By Barrington

GREAT BARRINGTON, Mass., Aug. 27.—President Edward J. Carroll announced this week that the Barrington Fair will institute a free front gate every day starting 5 p.m., for the first time. Dates of the event are September 11-18.

## Owatonna, Minn., Sets New Records

OWATONNA, Minn., Aug. 27.—Record receipts were piled up by the six-day Steele County Fair which ended here Sunday (21) after pulling the biggest attendance in its history. Gate was estimated at slightly more than 150,000 for an increase of almost 40,000 over last year. Previous peak was an estimated 133,000 in '53.

Weather was hot but clear thru-out, contrasting with that for the '54, when Sunday was lost to rain and Saturday was given soggy weather. High temperatures thinned daytime attendance but warm weather at night brought out bumper crowds which stayed late.

On the midway the 20th Century Shows racked up a \$22,000 ride and show gross, up \$5,000 from last year and \$1,000 higher than the all-time record set by the same show in '52.

### Biggest Turnouts

Total receipts for grandstand attractions were \$4,000 higher than last year, Stan Muckle, fair secretary, said. Night bill consisted of a one-night TV talent show presented by Venita Rich, one performance by the Congress of Canadian Daredevils, and three by a revue booked thru the Ernie Young Agency, Chicago. Biggest night turnouts were registered Wednesday and Saturday, when the thrill show and the Ernie Young revue were supplemented by a car giveaway.

Big car races were presented by Frank Winkley on opening and closing afternoons to good crowds. Gene Holter's wild animal show, in one afternoon, accounted for one

## NO FAIR, BUT MINEOLA STILL GETS REQUESTS

WESTBURY, N. Y., Aug. 27.—There is no Mineola Fair this season but one would never guess it to view Manager Charley Bochet's mail. Altho heavy publicity has been given the cancellation due to Thruway building complications, requests at the rate of six to eight a day are coming in for exhibit space data and premium lists. Bochet says he appreciates being thought of since he likes to read mail, but emphasizes again — no fair this year at Roosevelt Raceway. The annual will resume on a yearly basis in 1956.

## Davenport, Ia., Tops '54 Gate By 13,590

Ice Show Clicks; Gem City Signed For 1956 Event

DAVENPORT, Ia., Aug. 27.—In the face of a heat wave that drove the mercury into the 90's almost every day of the seven-day run, the Mississippi Valley Fair & Exposition wound up here Sunday night (21) with an attendance of 82,783, up 13,590 over '54.

"We would have surely passed the 100,000 figure had it not been for the heat," said President Chet Salter.

L. N. Fleckles' "Ice Varieties of 1955," in front of the grandstand for five nights, scored a hit and steps have already been taken to again book the icer for '56. Aut Swenson's Thrillcade, the Tuesday night (16) attraction, drew a strong turnout and was re-engaged for (Continued on page 70)

## Owatonna, Minn., Sets New Records

of the best matinee turnouts. Other afternoon attractions were the Congress of Canadian Daredevils and the Black Hills Rodeo.

A new \$10,000 sheep barn was used for the first time. Livestock entries were so heavy that three tents were used to house the overflow. Entries in the open and 4-H livestock classes hit new high, 425 head having been entered in the open classes and 350 in the 4-H division. Premiums were a third higher than in '54.

## Troy Hills Falters; Finishes With 80,000

TROY HILLS, N. J., Aug. 27.—Last week's rainstorm washed away hopes of a 100,000-plus gate at the Morris County Fair, altho skies cleared generally following the downpour on Tuesday (18).

Final attendance was some 80,000, or about the same as in 1954 when three days were lost to rain. Manager Swante Swensen noted that the sixth day, added for the first time this year, "literally saved our necks" as the annual opened on a Monday in clear weather, instead of the traditional Tuesday. The six-day pattern will likely be retained he said.

Altho the weather turned favorable after the rain, constant reports and news stories of storms and threatening weather thruout Northern New Jersey were said to have

## Cedar Rapids Chalks Up Record Receipts

Wm. T. Collins Shows Registers 45G Midway Gross to Help Build Peak Take

CEDAR RAPIDS, Ia., Aug. 27.—The eight-day All-Iowa Fair, which closed here Sunday (20), amassed the largest receipts in the history of the event, Andrew C. Hanson, secretary, announced this week. The record income was registered in the face of a slight attendance drop caused by extremely hot weather.

A whopping midway gross, turned in by the William T. Collins Shows, played a major part in building the record receipts. The aggregation registered a thumping \$45,000 ride and show gross, topping by \$13,000 the gross of last year.

Total attendance was estimated at 160,000, off 6,000 from last year. The mercury ranged in the upper 90's daily and on some days hit as high as 102 degrees.

### Attendance Tops

Over-all attendance for grandstand attractions topped that of last year, tho matinee attendance was hit by the hot weather. A record closing night grandstand throng, pulled by Joie Chitwood's thrill show and a car giveaway, helped put the total grandstand receipts over those of last year.

Other night grandstand attractions were four performances by a

## Hot Weather Pares Hemet Gate by 400

HEMET, Calif., Aug. 27.—The five-day Farmers' Fair of Riverside County pushed hard during the opening days for a new record but dropped back at the close on Sunday (21) to wind up 400 under its 31,000 attendance record last year. Hot weather on the weekend caused the slump.

Harry Hofmann, secretary-manager, had a well rounded program that included an ice show the first three nights, Davy Crockett celebration, horsemen's jamboree, appearance of television stars, and a carnival. The one-pay gate policy was again used with adults paying 75 cents and children under 12, a quarter.

Starting Wednesday (17), the event ended the opening day which honored Davy Crockett on his birthday with an increase of 2,000 in attendance over the same day a year ago. The second day's total (Continued on page 70)

Barnes-Carruthers revue, two by a Barnes rodeo, and one night of wrestling.

A 100-mile stock car race, staged by Frank Winkley, drew an opening matinee crowd about equal to that for the same event and day last year. Big car races, sanctioned by the American Automobile Association and staged by Johnny Parsons, lured a good crowd of 8,000 closing day.

Other matinee grandstand offerings consisted of two performances each by the Black Hills Rodeo and Horse Capers and one afternoon of motorcycle races and one performance by Aut Swenson's Thrillcade.

### BRIGHTENS RUN

## Lighted Track Boosts Crowds At Wausau

WAUSAU, Wis., Aug. 27.—A lighted track at the 87th annual Wisconsin Valley Fair paid off in increased attendance during its five-day run which ended here Sunday (21).

The increased turnouts were aptly demonstrated on Thursday (18) when the featured event was a night program of big car races produced by Al Sweeney's National Speedways, Inc. The evening crowd was 25 per cent ahead of last year's afternoon turnout which jammed the 6,000-seat grandstand.

The lighted track also made possible the return of harness racing this year which was dropped in '48 because of poor attendance. Two nights of the sport returned dividends to the fair despite higher costs.

As a result of the popularity of the night attractions, the fair plans (Continued on page 70)

## Gate Up 20% At Monticello; King Pulls Big

MONTICELLO, Ia., Aug. 27.—Aided by ideal weather and a strong attraction line-up the Great Jones County Fair went into its next to the final day Friday (26) with a 20 per cent bulge at the outside gate.

Claude Appleby, secretary, said one of the biggest crowds or record came out Wednesday when upward of 18,000 people swarmed over the fairgrounds to see the Pee Wee King Show and participate in a Ford giveaway. Appleby said much of the crowd was drawn by King who has thousands of fans in the (Continued on page 70)

## Mason City, Ia., Again Tops 100,000

MASON CITY, Ia., Aug. 27.—The North Iowa Fair topped the 100,000 attendance mark for its fourth consecutive year, final figures on the August 9-14 run showed this week. Total attendance was 115,050, compared with 112,295 last year, M. C. (Cap) Lawson, secretary, announced. Grandstand business was off but the midway, where 20th Century Shows held forth, was up a cool 20 per cent, Lawson reported.

# Greenville, O., Races To Pass Record Gate

GREENVILLE, O., Aug. 27.—Darke County Fair was this week threatening its all-time attendance record of 315,000 scored during the sesquicentennial fair in 1953. Gilbert A. Lease, secretary, reported that thru Thursday (25), sixth day of the seven-day run, the turnstiles had clicked 270,000 times. On Friday afternoon, the final day, a large crowd was on the grounds and it appeared that the record would go by the boards. The fair started strong Saturday (20) with a record 35,000 patrons.

Sunday was stronger with 70,000 and a new Wednesday record was set when 80,000 poured thru the outside gates.

## Racing Hits

Harness racing, always a big attraction here, was outstanding this year due to the installation of lights and the operation of night races. Four evening programs were run and three afternoon programs, with the pari-mutuel handle running well ahead of any previous year. Lease said the fair board's share of the mutuel pool this year would be three times that of '54.

Other grandstand attractions also scored well. B. Ward Beam's show, in on Monday night, drew an overflow. Big turnouts were also scored for a Sunday night all-county religious program and a kid's show on the following evening.

Gooding Amusement Company, the midway attraction, registered big ride and show grosses thruout the week. Lease said each day's business topped that of last year.

In the livestock department the entries of cattle and hogs set a new all-time record, Lease disclosed.



W. H. RITZENTHALER was appointed acting secretary of the Missouri State Fair, Sedalia, just 10 days before the annual opened. He succeeds the late Ross Ewing, who died suddenly August 11.

## BALLYHOO

# Topsfield to Give Series of Winter Talks

TOPSFIELD, Mass., Aug. 27.—The Essex Agricultural Society has set a budget for this year's event of \$75,000, which is an increase over last year's figure by \$5,000, according to General Manager Paul Corson. Most of the boost is in the promotional department. Radio and newspaper coverage has been stepped up, promotional comic books are being used for the first time, and the Budweiser people are using their big billboards to advertise the fair.

Last year color slides were taken of the fair and these have been shown to service clubs and churches with lectures about the fair. The slides also have been useful to the committee in making improvements in facilities for this year's event September 4-10. Some 40-odd dates have been set for illustrated lectures during the coming winter to talk up the fair.

Premiums this year will total \$10,000 and a bigger response has been received than ever before since the books were mailed out. Among the many improvements on the grounds is the construction of a new press headquarters. New Guernsey barns have been built in an oval surrounding an outdoor judging ring.

One new attraction this year will be teen-age shows with visiting deejays from Boston. Signed up are Bob Clayton, of WHDH; Stan Richards, of WCOP; Alan Dary, of WORL, and Jay McMasters, of WMEX.

Governor Herter is scheduled as guest speaker September 7 when he will address the Essex County Society and the Chamber of Commerce.

SAC CITY, Ia., Aug. 27.—Seven fair patrons were injured, two seriously, here Thursday (25) at the Sac County Fair when two stock cars collided and plowed thru a fence separating the race track from a parking area.

# Jack Reese Dies in Auto-Train Crash

GRIDLEY, Calif., Aug. 27.—John K. (Jack) Reese Jr., 37, assistant special events director at the California State Fair and Exposition and show emcee at other fairs, was killed instantly Tuesday (16) when his station wagon and a freight locomotive crashed near Riceton, Calif.

His automobile was said to have been hurled 100 feet and his body catapulted eight feet beyond. The wreckage caught fire.

Reese, who served as special director for county and district fairs and sometimes emceed shows for Fun Unlimited Productions, San Francisco, was en route to Willows for a dinner conference and had talked only a few minutes before his death with Joe Whitaker regarding plans for the Golden Feather Fair of which he is manager.

He is survived by his widow, Mary; two daughters, Judy and Suzanne; his parents and a brother.

# Cresso Reported Okay for Du Quoin

NEW YORK, Aug. 27. — The Great Cresso's rocket car act will appear at the Du Quoin (Ill.) State Fair during the week of August 29 as advertised, booker Stanley Wathon noted today. Cresso was injured slightly recently while performing at Kennywood Park at Pittsburgh. The accident was caused by heat which contorted parts of the metal in Cresso's apparatus, causing him to land upside down in the netting.

# New York Fairgrounds Escape Damage or Threat From Storm

NEW YORK, Aug. 27. — Fairgrounds in New York State were not damaged by any of last week's storm-caused floods, according to James Carey, secretary of fairs. He said all those scheduled were running and were all apparently going well in favorable weather, with roads clear.

Rain until 9 p.m. marred the opening at Bath, Carey said, but it cleared after that. The track was badly muddied, but the Jack Kochman Lucky Dogs attraction drew a three-quarters house despite that. Ward Beam showed on the next

day, Tuesday (23), with his thrill show and did satisfactorily.

Altamont, Walton and Water-town were all in business and drawing good crowds, it was reported.

A check with Dick Murray at Rhinebeck dispelled rumors that the fairgrounds had been badly damaged by fire which have alarmed members of the association there. Murray emphasized: There was a very minor blaze last month, but there were no buildings burned or any damage of consequence.

# E. Stroudsberg Revival Hurt By Hurricane

E. STROUDSBERG, Pa., Aug. 27.—Hurricane Connie clobbered the peak wind-up days of the newly organized Legion Tri-County Fair, but the sponsoring committee saw enough to convince them they have something worth repeating next year. They will go ahead with the intention of establishing the event on an annual basis, it was indicated.

Manager Joe Sherman reported physical damage minor, but said the storm's attendant winds and rainfall washed out half of the week. Attendance started light on Monday (8) and was building steadily in succeeding days when the weather turned bad.

Three exhibition tents were used, of 80, 100 and 125-foot lengths and 35-foot widths. One was torn up by the storm. The rain caused cancellation of the Buddy Wagner thrill show on Friday (12), and of stock and big car racing scheduled for Saturday. Altho crowds were slim on Thursday due to inclement weather, the performance of Martha Carson and Her Gentlemen went on as scheduled. The Mirs Legion contest went off with no hitches, and distribution of 2-for-1 gate tickets brought a good return.

Also a weather casualty was the Penn-Premier Shows which held down the midway. It had banked heavily on the Friday kiddie matinee and Saturday closing but there was little action on the midway due to the rainfall.

Exhibits were mostly commercial and the committee will make new efforts next season to establish livestock and other animal classes at the fair. Committeemen included Comdr. Harold Burch, Willard Price, Leo Achterman, and incoming Commander Janusz.

# Red Bluff, Calif., Chalks Up 15,788 For New Record

RED BLUFF, Calif., Aug. 27.—A new attendance record of 15,788 was set by the Tehama County Fair, which closed a four-day run here Sunday (7). The exposition added a day this year and the new mark is in comparison to the three-day turn of 14,887.

The event featured a championship rodeo, hole-in-one golf contest for both men and women, horse-shoe pitching competitions, carnival and stagershow.

West Coast Shows played the midway. Stagershow were presented on Friday and Saturday nights (5-6) and were booked by Isabelle Whall, of Fun Unlimited Productions, San Francisco. Johnny Matson, instrumental lumorist and emcee; Kathryn Kay, electric organist, and Woo Woo Stevens played both shows. The first performance featured the Raymonds, teeterboard; Les Bode, tramp juggler; Royal Whirlwinds, skating team; the Glenns, adagio trio, and the Trampolines. Saturday's show line-up included Toni LaRue, dancing xylophonist; Wayne Roland, vent and comedy, and Dr. Giovanni, the International pickpocket.

# STAIRWAY TO STARS

# Hamid Revue Offering Sparkles at Ottawa Ex

OTTAWA, Aug. 27.—George A. Hamid's principal night show presentation, "Grandstand Follies," sparked this week at the Central Canada Exhibition to win the plaudits of both critics and audience.

Following the usual format of lavish production numbers interspersed with novelty acts, this year's production, themed "Stairway to the Stars," outdid many prior offerings in several respects.

The set unfolded for the third production number to reveal a mas-

sive staircase seemingly reaching to the stars. The Gae Foster Roxettes, crouched beneath feathered plumes and arranged in two lines reaching from top to bottom, brought gasps of enjoyment from the audience. Their later movements and fan manipulations in geometric patterns added further delight and the feeling conveyed by the resultant applause was that the performance could have ended to the satisfaction of all right then.

## Girls on Stilts

A nautical effect was created for the opening number. Emsee Art Craig Mathues and the New Yorkers, a quartet, brought on the chorus in three sections, each to parade the stage on stilts of as many varying heights. In their second effort the chorus was featured in a waltz number.

In the finale, the girls again made use of the stairway to present a precision number while playing drums. The nifty work and patriotic flavor made for a rousing ending.

Acts presented with the night show included Beatrice Dante and Her Chimp; Ben Dova, pantomime; Simru Duo, sky dancers; Lacy Troupe, acrobatics; Three Lesters, trampoline; Mister Ralph, moppet xylophonist; Elkins Sisters, acrobatics; the Ramses, tumbling; Los Wladis, trained pigeons, and the Chezzis, tumblers. Fireworks concluded the program.

The costuming and lighting were spectacular.

The show was produced by George A. Hamid Jr. The staff includes Lee Barton Evans, manager; Glen J. Childers, lighting; Gordon O. Hassel, carpenter; Ruth Litvak, wardrobe mistress; Arger Lekas, captain of Foster Girls; Flo Kelly, dance director; Al Youngman, musical director.

Credits: Scenery, Peter J. Boruda; arrangements, John Hancock; lighting effects, Columbia Stage Lighting; wardrobe, Gold Costume Company.

An entirely different show was presented in the afternoon. The program included Sylvia's Kennel-cade, Flying White Horse troupe, Mazurs, high trapeze; Beatrice Dante and chimp; Mellino and Hollis, comedy; Albert Vidbel and his elephants; Jack Joyce and his trained camels; Karpis Trio, acro and the Hollywood Sky Rockets.—JIM McHUGH.

# Night Programs Win Crowds, \$\$ At Wapakoneta

WAPAKONETA, O., Aug. 27.—Altho afternoon attendance was down at Auglaize County Fair here, August 6-12, good night crowds made the annual a success, with receipts 12 to 18 per cent above last year's gross, said Secretary Harry Kahn. A Saturday night (6) rain and the threat of rain all day Wednesday (10) hurt, but heavy attendance on other nights took up the slack.

Eight Gooding rides on the midway grossed about 15 per cent more than they did in 1955 and most concessionaires did well, some signing for the 1956 annual, said Kahn. He also lauded the grandstand line-up: "Midwestern Hayride," of WLW, Cincinnati, which put on "a great show" Sunday afternoon to a half of house; the Bob McKinley Rodeo, doing "terrific" business Sunday and Monday night, and the B. Ward Beam thrill show, which packed them in Friday night. The McKinley outfit has been re-engaged for 1956.

Special events included a pony pulling contest and pony sulky races. Secretary of state Thad Brown was a Wednesday visitor.

# Trenton, Mo., Up at Gate, Stand, Midway

TRENTON, Mo., Aug. 27.—The North Central Missouri Fair Friday (19) wound up its most successful run in the six years it has been operating. Leland I. McMullen, director of entertainment, concessions and publicity, reported attendance showed an estimated 30 per cent increase, midway was up 10 per cent and grandstand business was a cool 35 per cent ahead of last year.

Warm days, cool evenings and no rain during the seven-day run were prime reasons for the big increase. Stock car races on the opening Saturday drew almost a capacity crowd and B. Ward Beam's thrill show the following day was close to a sellout. Keith Killinger's roller skating show, in on Monday and Tuesday evenings, did only fair. "Grand Ole Opry" scored big with an overflow on Wednesday and the track was strawed to accommodate those unable to find seats. The same pattern was apparent the next evening for a wrestling show and Earl Newberry's Tournament of Thrills played to a strong closing night crowd.

The Strato-Star Girl, booked thru Barnes-Carruthers, was the free act on the midway each afternoon and night. Burkhart Shows registered a 10 per cent increase on ride and show grosses.

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## NEW DINNER HALL CLICKS

### Hit in '54, Rocky Pt. Escapes This Storm

PROVIDENCE, R. I., Aug. 27.—The most severely hit park of the 1954 storm victims, Rocky Point Park fared comparatively better after this year's downpours. Hurricane Diane's torrential aftermath had dwindled to a mere north-easter by the time it hit the park, with the result that business was poor but no physical damage was felt.

Business thus far this year has been disappointing along the midway but very good at the new Shore Dinner Hall, rebuilt after being ripped to its framework by one of last year's hurricanes.

Manager Fred Haney noted that poor road conditions have already had their effect on business and expected that the condition would not be eased for awhile. The park has been offering a varied series of promotions to keep things moving during the weekdays. There are giveaways, free acts, and teen-age dance sessions among the activities.

#### Several Award Nites

Tuesday nights are Jackpot Nights, on which prizes are given to holders of lucky-numbered tickets. Patrons who buy tickets to rides or attractions during the week

are given special double tickets, which they separate and deposit half in a barrel. They must be present at the drawings in order to win. First prize has been of substantial value, usually television sets, and there are other prizes on the list.

Special kiddie drawings are held on Wednesdays, twice during the day, and on Fridays when 10 free food baskets are given away, each valued at about \$10. The Coca-Cola record hops are held on Friday nights, with local disk jockeys presiding. The Al Martin agency of Boston is providing the free acts, which close next week with Prince El Kigordo's wild animal act. This week the park featured the Antelets, perch act.

Yesterday Rocky Point was the setting for the Inaugural Ball of the Warwick, R. I. Festival. Also being held in New England is the AAU swimming championship meet.

## Nash to Quit A. C. Pageant, Plymouth In

ATLANTIC CITY, Aug. 27.—Nash Motors, a long-time sponsor of the Miss America Pageant, will bow out after this year's program, making it possible for the Board of Directors to accept a long-range affiliation with Plymouth Division of Chrysler Motors. Plymouth will provide 79 cars to the extravaganza coming up in September. The fleet will include 52 convertibles for the parade, brilliantly illuminated and decorated, and 27 sedans to carry the contestants and officials on their tours and rehearsals during Pageant Week.

Miss Lenora Slaughter, executive director of the Pageant, announced that Nash Motors has contributed one-half of its scholarship foundation share for the current year and would present the new Miss America with a custom-built Nash Ambassador as one of the prizes.

Nash has been affiliated with the Pageant since 1948. The auto firm contributed \$100,000 in all to the Miss America Scholarship Foundation and provided eight Nash Ambassadors to winners. During the past eight years, Nash also furnished all transportation for the reigning Miss America for her travels in the United States, Canada and South America.

Primary reason for the withdrawal was an over-all reduction by the company in its promotional activities.

## Norfolk Park Uses Pyro, Free Acts

NORFOLK, Va., Aug. 27.—The Ocean View Amusement Park here put on a fireworks show Saturday (20) and dedicated it to the two recent hurricanes, neither of which caused damage to the funspot. The Flying Siegrists concluded their stay of several weeks on Sunday (21) and for the next two weeks the free act is Wild Bill Tucker and his Western act.

## Lake Erie Spot Nears Record As Season Ends

CEDAR POINT, O., Aug. 27.—A near-record season for this Lake Erie resort, according to D. M. Schneider, general manager, will close on Labor Day. All departments having been in full swing since June 11 and part of the facilities were in use for two weeks prior to that.

Pee Wee Hunt's orchestra will close the ballroom September 2-3. Ralph Flanagan was on hand Thursday (25) with a near-capacity crowd present. The Aerial Winters, double sway pole act, will close the free act season September 4-5, following Slivers Johnson and his comedy Austin here Monday (29) thru Saturday (3). Bob Johnson closed a week of balancing feats on Sunday (28).

Other outdoor acts in recent weeks were Speed Wilson and his "Globe of Death"; Hodgini's canine revue and Allan Johannsson, Swedish aerialist who rode a motorcycle in a vertical drum 75 feet in the air, to which was attached long metal arms for girl trapeze performers.

More than 12,000 people are expected to attend the 6th annual United Labor Day Rally. Johnny Vadnal's polka band will play for dancing between 1 and 4 p.m. in the ballroom. Reduced ride rates are to be offered rally attendants.

## TAMPICOCO

### Stunt Aims to Draw Latins To Palisades

PALISADE, N. J., Aug. 27.—Palisades Amusement Park has been serving a Latin bottled drink for the last few weeks as part of a week-day promotion aimed at the Spanish-American market in the metropolitan area.

The agreement has been beneficial to the bottlers of Tampicoco, a sweet, 7-Up type drink which is a popular seller in Spanish sections altho as yet of minor impact elsewhere. Signs advertising the product have been posted around the park and many potential new customers have been exposed to it.

Climax of the promotion was yesterday's Tampicoco Day at which a "typical" Spanish-American boy and girl were selected by a panel of personalities. A tie-in required that three Tampicoco bottle caps accompany each photo submitted. Ages of the contestants had to be between 10 and 19 years old, and more than \$2,000 in prizes was offered. Final selection was preceded by a variety show featuring children from the Fiesta Juvenile TV show over WATV, with Don Mendez as emcee.

Directing the Tampicoco campaign over TV and at grocery outlets has been H. Kirk-Halpern Associates, Spanish merchandising and market counselors. Besides pushing for adequate displays about the contest the agency has arranged for thousands of discount tickets to be made available at stores handling the drink. A member of the firm is Juan Juan, head of the Spanish Grocers Association.

An estimated 800,000 Spanish-speaking people reside in New York City, constituting the market Palisades is expecting to cultivate to use the amusement park, by means of this approach.

## SCOTS SPEND MOST

### Bob-Lo Per Cap Up 18%; Publicity Campaign Told

DETROIT, Aug. 27.—Contradicting their repete for thriftiness, the Scotch gave Bob-Lo Amusement Park its biggest spending day in the history of the present management Thursday (18), Saint Andrew's Day.

Business for the year is up about 18 per cent over 1954, according to Ray Scheetz, passenger agent for the park and Bob-Lo Steamship Line. With actual attendance about even, this means a significant increase in per capita "pending."

An integrated program of publicity under the direction of Cornelius F. McIntyre has been an important factor in building park business this year. For the Saint Andrew's picnic this included a color cover on the pictorial section of The Detroit News, plus two inside pages of pictures, and a parade with Scots marching in kilts and bagpipe bands—which was also covered on television.

Other current publicity includes:

A full-page picture story of a family's trip to Bob-Lo, with an essay by a local Polish youngster in The Polish Daily News; two pages of pictures in The Detroit News, showing "Industrial Detroit from the other side," pictures taken on the Bob-Lo boats; a page of pictures in The Detroit Times, covering the picnic of the Detroit Hypnotists Society at the park; front page picture of two housewives delivering newspapers in shorts, so their youngsters could attend the Newsboys Picnic at Bob-Lo; an eight-picture story in The Detroit Free Press on what a kid can do with \$2 at the park; a story with pictures in The Free Press church page, recounting that over 100,000 people visit the park

annually in connection with some 600 church picnics.

On Saturday (20), another major picnic was held by employees of the S. S. Kresge Company. Park manager Harold Gorry is planning for the final major event of the year on September 3, when the outing of the national convention of the (Canadian) Kinsmen's Club will be held, with a Western-style barbecue. The park will close for the season Labor Day.

## New Beach at White City Lost to Rains

WORCESTER, Mass., Aug. 27.—An estimated \$5,000 worth of physical damage was caused to White City Park by last weekend's torrential rains, but the loss in potential business was far greater.

Manager Gene Hamid reported that surrounding roads were pretty nearly all blocked off, with little prospect that they would all be in serviceable condition for this weekend. Business since the storm has been extremely slow.

The newly filled beach area at the lakefront was washed out to a large extent, and some 30 feet of kiddie railroad track was destroyed, it was noted. The Knohld-owned operation has been ambitiously improving the beach facilities within the last two seasons and had a good portion of this work ruined by the rainfall.

Railroad track damage has already been repaired and work is underway on the beach. Workers are installing an extensive drainage system and retaining walls during the rebuilding, to prevent any recurrence of the beach washing out.

Business for this year has been in keeping with that of many other Eastern parks, which is to say that the weather has had a depressing effect on turnouts and spending on numerous occasions, Hamid said. A stimulant has been the series of auto giveaway drawings, the most recent of which on Tuesday (23) nite being lost to rain and rescheduled for Thursday (25).

## Guy Lombardo Attracts 2,180 At West View

PITTSBURGH, Aug. 27.—Guy Lombardo pulled an attendance of 2,180 at Danceland, West View Park (23), reported Manager Jack Stohl. The ballroom this year is doing well, he said. Name band attractions have been Ralph Flanagan, who holds the house record of 2,942 admissions; the Dorsey Brothers, Les Brown, Les Elgart and Lombardo. Semi-name bands prominent in this area play Danceland regularly.

Lombardo's week of one-nighters took him then to Erie, Pa.; Youngstown, O.; Columbus; Detroit; Ellwood City, Pa., and back to New York.

## FOR SALE

Allan Herschell Boat Ride, practically new. Steam Engine, with gasoline drive in tender, fluid coupling. For information contact

**OWASCO LAKE PARK**  
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## FOR SALE CHEAP 3 ABREAST MERRY-GO-ROUND

Needs some repairs. Can be seen in operation until Labor Day.

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**FOR SALE AMUSEMENT PARK**  
LOCATED NEW YORK STATE  
Buildings and equipment in excellent condition.  
Doing very good business.  
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Train (kiddie and adult), Major Aerial Swing or Airplanes, Kiddie Tank or Car Ride.  
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Quote lowest price. No junk.  
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**FOR SALE KIDDIE RIDES**  
Lease expiring. Sacrifice price. Excellent condition. Mangels 3-Abreast Merry-Go-Round, Mangels Whip (with fence), Mangels Dry Boat, Pinto Fire Engine, Aeroplane Ride (with benches). Extras: Booth, Recording Machine, Lights, Wiring, Starting Boxes.  
**GOLFAND KIDDIE PARK**  
500 Sunrise Highway, Valley Stream, N. Y. (next to Open-Air Movie). Valley Stream 5-9852.

**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.

**5 RIDES AT LIBERTY**  
After September 11. Will trade Comet Ride in good condition for Coaster.  
**JOHN KEELER**  
Funland Park, St. Augustine Beach, Fla.

**KIDDIE RIDES FOR SALE**  
Now in operation. Must vacate after Labor Day. Ferris Wheel, Choo Choo Train, Roller Coaster, Schiff 6-Boat Ride, Rocket Ride. A-1 condition, reasonable. Call  
**FRANK SADOSKI**  
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**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.**



## 20th Century In New Highs At Two Fairs

Mason City, Ia.,  
Owatonna, Minn.,  
Prove Peak Spots

OWATONNA, Minn., Aug. 27.—The 20th Century Shows continued to top their 1954 ride and show business here at the Steele County Fair. Ride and show receipts hit \$22,000, an all-time peak for the six-day event which closed Sunday (21).

Previous record was \$21,000, set in '52. Last year when rain hit one day and virtually washed out another, the closing day, the show grossed \$17,000.

For the 20th Century, the fair here was the second successive one at which it set an all-time high ride and show gross. At the North Iowa Fair at Mason City the previous week it surpassed its '52 take by 20 per cent to set a new high mark for the fair.

Before the Mason City event finished, the show was awarded a contract to return in '56. Jess Wrigley signed for the show and Cap Lawson and Leigh Curran, secretary and president respectively, for the fair.

At Mason City, Bentley's Side Show and Monkey Show led the shows, with the Girl Revue and Motordrome getting a good slice of the business. Rides, however, got the lion's share and accounted for the big increase in the gross. Rides also paced the record patronage at Owatonna.

## Hold Last Rites For Harry Mamsch, Chicago Ride Op

CHICAGO, Aug. 27.—Funeral services were held here today (27) for Harry Mamsch, 63, veteran Chicago area ride operator, who died Tuesday (23) after a lingering illness.

For many years Mamsch provided rides for Chicago celebrations and picnics and in recent years has operated at the big Back of the Yards celebration on the city's Southwest Side. He was active in the Showmen's League of America for years, having served on a number of committees.

Survivors include his widow, Agnes; two daughters, Gertrude and Florence; a son, Harry Jr.; 11 grandchildren and a brother and a sister.

## TOUGHER TO EXIST

### Reid Hits at Rising Costs To Front End Operations

SKOWHEGAN, Me., Aug. 27.—King Reid Lefevre, proprietor of the King Reid Shows, got in his annual assault last week against mounting costs of midway operations at fairs, stating that concessionaires are especially hard hit to meet prices at all fairs and continue in business.

"The number of people in the concession field," he said, "has been greatly diminished by excessive rates added to their other costs of operation."

"Some relief from these high prices will have to come or fair managers and carnival owners are going to face a serious situation presented by a limited number of concessionaires shopping around for bargains in real estate. I consider the situation extremely critical and any show owner or fair manager failing to take heed of this situation is merely an ostrich sticking his head in the sand."

## 16 WOM UNITS HAVE \$1,000 DAYS

OTTAWA, Aug. 27.—The \$1,000-a-day gross that has long epitomized peak earnings for single units in the carnival industry was shattered by no less than 16 units of the World of Mirth Shows at the Central Canada Exhibition here this week.

Finding their way to end of the financial rainbow and often with several hundred dollars to spare, on one or more of the seven operating days were the Monkey Show, "Club 18," "Gay New Orleans," "Dancing Waters," Side Show, Motordrome, two units of kiddie rides, Caterpillar, Tilt-a-Whirl, Roller Coaster, Scrambler, Rocket, Ferris Wheels, Round-up and Merry-Go-Round.

## Eddie Roth Buys Kidspot

OCEAN PARK, Calif., Aug. 27.—Kiddietown, moppet section on the end of Ocean Park Amusement Pier here, was bought by Eddie Roth, former Midwest showowner, from Eddie Tait and Joe Glacy. The deal included six rides with Roth to add two more.

Kiddietown was established five years ago by Harry Cooper. Tait and Glacy operated it for more than a year. Prior to coming to California to live, Roth was owner of the Blue Ribbons Shows from 1928 to 1946. He is planning several promotions.

## Sedalia Up 10% For Cetlin & Wilson

Rides, Shows Get Strong Play;  
Concession Row Counts 15% Hike

SEDALIA, Mo., Aug. 27.—Cetlin & Wilson Shows took advantage of record attendance at the Missouri State Fair this week and thru Thursday (25), the sixth day, was up a sturdy 10 per cent over '54. Attendance to that point was 390,044 and the all-time record, set last week, was being threatened.

Saturday (21) was Kids' Day and Jack Wilson and Issy Cetlin, show's co-owners, both said it was the biggest they had ever experienced here. The preview Friday (19) also produced a big turnout and good spending.

## WOM Ottawa Earnings Run Ahead; 25G Day Average, 175G Gross Likely

Power-Packed Midway Grosses 30G;  
Handle 109,000 Kid Ducats on One Day

OTTAWA, Aug. 27.—In keeping pace with the soaring gate attendance, Frank Bergen's World of Mirth Shows was also setting new grossing records this week at the Central Canada Exhibition. As the event passed the half-way mark, it appeared that the daily earnings would average out at better than \$25,000, thus boosting the projected total to a fantastic \$175,000, or more, for the seven-day operating period.

The \$30,000 mark for a single day was shattered Monday (22) despite the fact that 10-cent admissions for all attractions prevailed thru 6 p.m. Thereafter, and on other operating days, top admission for any one attraction was limited to 50 cents, and only four of the major shows were entitled to exact this fee.

Keeping pace with the rest of the show was the handsome concession line operated by Bernard

(Bucky) Allen. Heavily stocked with appealing merchandise which was unloaded in quantity, the wheels turned virtually without interruption from morning until late at night. Two bingo units operated by H. William Jones, each with accommodations for several hundred players, ran daily until 2:30 a.m. The number of units were limited to the normal complement carried by the shows and occupied only one short stretch of the multiple and lengthy midways.

### Sell 109,000 Ducats

On Children's Day, Monday (22), more than 109,000 10-cent admissions to shows and rides were handled. A number of units chalked up a \$1,000 day as moppets swarmed over the multiple midways and the several dozen attractions from early morning until dusk. Not contributing to this total for the day were the high capacity sit down units, such as the Girl Show.

Two of the best operating days, yesterday and today, remained at this writing. Operation today, the last of the seven sessions, will undoubtedly approach the saturation point for several hours if the balmy weather which has prevailed thru most of the week continues. Un-

(Continued on page 64)

## Conklin Tabs 10G CNE Preem Gain; Eyes 550G Total

First-Day Total Hits 28G With  
Showers; All Units Show Power

TORONTO, Aug. 27.—A gain of \$10,000 on opening day added probability to the hope that the Conklin midway at the Canadian National Exhibition would shatter the \$500,000 mark for the two-week event.

The gain was made despite the fact that showers swiped at the event intermittently from late afternoon until the closing hours. The

gross for the opener hit \$28,160 as compared to \$18,500 a year ago. The record, established last year, which midway operators J. W. (Patty) and Frank Conklin are shooting at, is \$479,142.

Patty, handling the local scene while brother Frank oversees the operation at Sherbrooke, Que., called the shot a couple of months ago. He holds \$550,000 as an excellent possibility, altho it is likely that any figure from \$500,000 up will represent sufficient gain for all parties concerned.

An estimated 10,000 Boy Scouts, attending a World Jamboree nearby, helped boost the earnings on opening day. The lads were entitled to enjoy any attraction for 10 cents and some 44,000 of these ducats were sold.

The midway is laden with power and capable of hitting, or exceeding, the record \$61,000 it has achieved in one day. There was a good start on opening day as several of the 50-odd units populating the fun zone smashed the \$1,000 mark.

Kiddieland, with 19 units, was

(Continued on page 64)

## Ill., Ia. Fairs Yield Winnings For Gem City

MACOMB, Ill., Aug. 27.—Gem City Shows, on the basis of three fairs played thus far, is anticipating one of its best seasons on record. The St. Clair County Fair, Belleville, Ill., was up 11 per cent; Burlington (Ia.) Fair showed a 14 per cent increase and the Mississippi Valley Fair, Davenport, Ia., was up 18 per cent over a year ago.

Before leaving the Davenport annual the show was again signed for next year. The line-up at the fair was 850 feet long and included 12 major rides, kid devices and 14 shows. Don Greco, show's concessions manager, also reported the show was re-contracted for the '56 Burlington fair.

Greco announced that a new sit-down colored revue would bow at the Du Quoin, Ill., fair, where Gem City will provide the midway attractions. Following Du Quoin, the show moves to Clarksville, Tenn., and then into a route of Southern fairs. Trek will wind up at the Fort Benning, Ga., fair, which opens November 1 inside the military reservation.

## Gale Winds Strike B.&H.

LAKE VIEW, S. C., Aug. 27.—Personnel of B. & H. Amusement Company were busy here this week repairing damage incurred when high winds, part of Hurricane Connie, struck the midway at Hemingway, S. C.

Altho the show was 30 miles inland, the winds ripped up the Merry-Go-Round top, show panels, scenery, toppled several concession stands, and destroyed the Minstrel Show top. The show's management tore everything down immediately after the blow as Connie was reported heading their way but it changed its course and no further damage was done. E. A. Murray, business manager, reported.

## Wilcox Rides Reap Winnings At Funspot

PANAMA CITY, Fla., Aug. 27.—Ride receipts at Long Beach Amusement Resort here this season are 40 per cent ahead of the 1954 totals, J. E. Churchwell, owner-operator, revealed.

At the same time Churchwell announced that he had again signed a contract with Shan Wilcox, of Shan Brothers Shows, to furnish rides for the 1956 season. Independent concessions at the park, located on the Gulf Coast, and operated by Churchwell, are about 25 per cent ahead of last season's take, Churchwell reported.

### First Season

It was Wilcox' first season in a park and he expressed himself as

(Continued on page 64)

## Wis. Circuit Up and Down For Panacek

WAUSAKEE, Wis., Aug. 27.—Midway grosses on the Northern Wisconsin Circuit of Fairs have been up and down for Charles Panacek's Belle City Shows which is playing the loop for the first time this year.

Business was good at the Merrill Fair particularly when it cooled off in the evening. Neillsville business was light. Spending at Ladysmith was mediocre but Antigo, played the first part of this week was good the first two days.

Show lost its Kiddie Train and two light towers in a crash en route to Butler, Wis., and a popcorn wagon and long-range shooting gallery was badly damaged.

Mr. and Mrs. Orville Hull joined. Jack Guy left for the Milwaukee fair but will rejoin. J. Freyer has added another concession. Mr. and Mrs. E. A. Bodart are back with popcorn. Show is scheduled to remain out until October 2 when it closes at Cudahy, Wis.

**MARIE O'DAY'S PALACE CAR NOW BOOKING FOR REMAINDER 1955 and 1956**



The Only Exhibit of This Type on Exhibition Tour Today . . .

Police, Firemen, Civic and Veteran Clubs raise money with no effort or advance ticket sales. No phone crews, no promoters, just the project you have been looking for to raise money. Write or wire for details: Photo, References, Sample Herald, Press & Radio TV Continuity. Hundreds of references from many States on request. Current route in Billboard weekly, or permanent address: CHARLIE CAMPBELL, Exhibitor, P. O. Box 301, Sylva, North Carolina. (Mail forwarded daily.)

## O.C. BUCK SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS:

**Rowan County Agr. & Industrial Fair, Salisbury, N. C., week of Sept. 12; Tri-County Agr. Fair, New Bern, N. C., week of Sept. 19, including Marine pay day; Sampson County Fair & Livestock Show, Clinton, N. C., week of Sept. 26; Kershaw County Fair, Camden, S. C., week of Oct. 3; Newberry County Fair, Newberry, S. C., week of Oct. 10; Laurens County Fair, Laurens, S. C., week of Oct. 17; Moore County Agr. Fair, Carthage, N. C., week of Oct. 24.**

Merchandise Concessions of all kinds, Hanky Panks, Grab, Photos, Percentage and Center Outfits.

Also can place Wildlife, Working World or any Grind Show not conflicting. Jig Show, all Colored Strippers and Musicians contact Mel Smith. Bernie Feldman wants Pin and Count Store Agents for 8 Southern Fairs including Marine Payday, New Bern, N. C. Also will give head to good Bucket Agents. No drunks or agitators. Address.

**O. C. BUCK, Cumberland Hotel, Plattsburg, New York**

## CAMBRIA COUNTY FAIR

EBENSBURG, PA., SEPT. 5-10

Six terrific days and nights, always starts Labor Day. The best in high-priced entertainment every-day, including Peggy Lee, featured vocalist on George Gobel's Television Show.

**CAN PLACE MOTORING. SOME SPACE STILL AVAILABLE FOR STRAIGHT SALES GAMES THAT CAN WORK FOR STOCK. NO GYPSIES.**

Can place capable Ride Men who drive, Acts for Side Show. Mack's Bingo wants Caller and Agents for Ebensburg. All replies

**MORRIS HANNUM**

Mansfield, Pa., Fairgrounds thru Wednesday, August 31.

SPECIAL NOTICE! Can be reached at Ebensburg Fairgrounds or Penn Eben Hotel starting Thursday, Sept. 1.

**FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS**

## CUMBERLAND VALLEY SHOWS

Now booking for "THE BIG ONES": Sparta, Tenn.; McMinnville, Tenn.; Manchester, Tenn.; Dalton, Ga., and Summerville, Ga. These Fairs are all bona fide County Fairs.

CONCESSIONS—Can place all legitimate Hanky Panks. No exclusives at Fairs. Scale Agent needed. Stock Store Agents can get placed here.

RIDES—Will book such as: Dodgem, Roller Coaster or Rock-o-Plane.

SHOWS—Fathead Williams can use Performers and Musicians for brand-new Minstrel Show. Salary guaranteed.

RIDE HELP—Can use good Ride Men who can drive semi trailers. Now if you're looking for the 5 biggest County Fairs in the South—don't fail to play these. Comic or Bucking Ford Free Act, get in touch with me immediately or BOB SMARTT, Sec'y, McMinnville, Tenn. Address all mail and wires to

**LAVOY WINTON, Crossville, Tenn.**

P.S.: Have for sale a Loop-the-Loop and Smith & Smith Chairplane.

## RALEY BROS.' EXPO

NO GRIFT ANYTIME

Mr. Showman, if you can find a better Route, tell me and I will join you.

**LIONS' AGRI. FAIR**  
Murfreesboro, N. C., week of Sept. 5.

**FIREMEN'S AGRI. FAIR**  
Clayton, N. C., week of Sept. 12.

**ALEXANDER COUNTY FAIR**  
Taylorsville, N. C., week of Sept. 19.

**LIVESTOCK SHOW AND STOKES COUNTY FAIR**  
King, N. C., week of Sept. 26.

**FIREMEN'S PEANUT FAIR**  
Scotland Neck, N. C., week of Oct. 3.

**ROBESON COUNTY INDIAN FAIR**  
Pembroke, N. C., week of Oct. 10.

**LEGION AGRI. FAIR**  
Chesterfield, S. C., week of Oct. 17.

**COLLETON COUNTY FAIR**  
Walterboro, S. C., week of Oct. 24.

**SOUTHEAST GEORGIA FAIR**  
Waycross, Ga., week of Oct. 31.

**MOOSE AGRI. FAIR**  
Gainesville, Fla., week of Nov. 7.

SEVERAL OTHER FLORIDA FAIRS TO FOLLOW

Place any type Family Shows with or without tops. Place Bingo at once, percentage only. Sell Ex on Scale, Novelties, Custard. Stock Concessions always welcome, privilege right, no others need apply. Place one American Mitt Camp. Will book, lease, or buy for cash, one more Flat Ride. Place Second Men on all Rides, must drive. Want Agents for office Ball Game, Snow Balls, Short Range and Penny Pitch: must be capable. FOR SALE—A-1 Spitfire with transportation (replacing with new ride.)

SHARPSBURG, N. C., THIS WEEK: SEND ALL WIRES TO ROCKY MOUNT, N. C.

HAROLD RALEY, Mgr.; EMMEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.

### DOUBLE WHAMMY

# Heat, Polio Blight Milwaukee Midway

MILWAUKEE, Aug. 27.—The midway at the Wisconsin State Fair, which winds up its nine-day run Sunday night (28), was given the double whammy, a polio epidemic in the area and 100-degree weather opening weekend.

The double jolt dropped the fair's attendance at least a third under that of last year during the first six days of operation. And the various sections of the midway had their business toboggan anywhere from 30 per cent to more than 50 per cent below last year's levels.

Rides withstood the heat better than any other segment. Charles Rose, operator of the permanent park installation on the grounds, said that his ride receipts for the first six days were down 30 per cent from the same period last year.

Kids' attendance at the fair was off sharply, yet Kids' Day, Monday (25), returned a total ride gross close to that for the same day last year. Rose considered this extremely good in the light of the circumstances and added that those who came out spent more freely than the average last year.

#### Rotor Clicks

A Velare Rotor, handled by Jimmie Deal, augmented the regular line-up of rides in the Rose layout, and it turned up with nice business. It was the second year the Rotor had appeared at the fair here.

A Twister, manufactured by the Allan Herschell Company, North Tonawanda, N. Y., is included in the Rose line-up, and Rose reported that it had been turning in satisfactory grosses.

Commenting on business at Fairgrounds Park before the fair opened, Rose said that business had been running ahead of '54 until the protracted heat spell, followed by the polio epidemic, had set in.

Elsewhere on the midway here, in the Fun on the Farm area operated jointly by Ralph Ammon and Archie Gayer, the tented shows were running substantially behind last year. But Ammon and Gayer allowed that in view of the polio and heat which had cut so deeply into attendance "they were doing okay."

#### "Opry" Leads

Top-grossing show, Gayer said, was "Grand Ole Opry." This unit is headed by Little Jimmie Dickens, supported by Del Woods, Okie Jones, Johnny Johnson and the Country Boys. Sam Howards' "Water Follies" was running second. Other shows in the Gayer-Ammon area are Olga, the Headless Girl, handled by Robert Gayer; Tony Marino's Side Show; Speedy Thayer's Motordrome, and three animal shows, big horse-little dog and midget cattle, both operations of Bill Dusin; world's largest steer, owned by R. L. Davis, and the wonder hens, a Gayer-Ammon venture.

Jimmie Demetral's wrestling show, a perennial attraction here,

is spotted in its usual location, separate from the Fun on the Farm.

Ammon reported that the food and drink business in the Fun on the Farm area had done surprisingly well in view of the low attendance. Several changes were made in the stands, with awnings added and some provided with backed chairs, others with milk cans as seats to replace board benches.

A watermelon concession in the area experienced thumping business over the first weekend as the mercury topped the 100-degree mark.

The games concessions in the Fun on the Farm area are being handled by Sam Mangano, pinch-hitting for the recuperating Hank Shelby, who makes brief daily visits to the midway. The games were hard hit by the double whammy, with receipts reported off more than 50 per cent from last year.

### Mullins Adds Rolling Stock

BANGOR, Me., Aug. 27.—Two new trucks have been added to the properties of Mullins' Royal Pine Shows, owner Clifford Mullins reports, and have been decked out in the show colors, yellow and blue, as the outfit heads into its fair season.

Mullins said a pretty good still date season was experienced and looks for an equally satisfying fair route. He said that in 1956 the show will carry the slogan, "Satisfaction With Every Attraction."

### FOR SALE

Or will trade in part for factory-built Kiddie Rides not older than two years. 25 Ell Wheel, 3-Abreast Allan Herschell Merry-Go-Round, 7-Car Tilt-a-Whirl, 8-Car Octopus, Spitfire. All rides in good condition—can be seen in operation now.

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**MURRAY'S**

**Bird & Animal Farm**  
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### FOR SALE

\$5500 Miniature Train, 36 passenger, for \$2500. Now operating.

Call St. Charles, Ill., 2334.

### FOR SALE

Cookhouse and all equipment

**MRS. H. E. NEWBURY**  
2137 White Ave. Indianapolis, Ind.

### WANT—JACK NORMAN—WANT

Girls due to enlarging show for fairs. Can use a few more Dancers—Strip, Hula, Tap, Acrobatic, Chorus. Must be attractive. If necessary, will teach. Can also use A-1 tinker for review. Candy Man. George Ely and Balaloopi, and sitters. Joe Boston, contact me immediately. Need Man House or good Frond and sell tickets and grinder. Can also use experienced Canvas Man, no bosses. All answers to

**JACK NORMAN**

Broadway to Hollywood Blvd, c/o James E. Strates Shows, New York State Fair, Syracuse, New York. Opening September 3.

I will be on the grounds from Monday, August 29.

### ROHR'S MODERN MIDWAY

UNIT NUMBER ONE  
7 MAJOR RIDES. THIS IS NO PHONY.

WANTS

For Hoopston, Ill. Largest Labor Day Celebration and Sweet Corn Festival in Illinois. Hanky Panks of all kinds. Agents for office-owned Concessions. Can always place good Ride Help, Fun House or good Grind Shows.

Abington, Ill., Aug. 29 to 31; Hoopston, Ill., Sept. 2 to 5.

**D. J. ROHR**

Phone 11

Chebuse, Illinois

### MIDWAY CONFAB

Ray Wilson, manager of Wilson Famous Shows, was a Chicago visitor Wednesday (24). . . . Joe Pearl, mailman and agent for The Billboard on the Gold Medal Shows, writes that just like U. S. mail carriers his job has its occupational hazards. While delivering mail to Joe Sciortino's house trailer recently he noticed what looked like a large coil of rope on the roof. Just in time he recognized it as a five-foot water moccasin which had crawled out of Clyde Davis' Snake Show. It was promptly caught and returned to its cage.

Boots Cutler, concession op, writes from Hot Springs that he lost his concessions and stock recently when his trailer caught fire on the highway. Jimmy Cady, who was driving, saved the tractor. The Cutlers and Jimmy and Jackie Cady spent a few days at the Cutler home in Hot Springs.

Personnel and friends of Frame's Greater Shows wished Harry Frame a happy birthday recently at a surprise party in Mineral Springs Hotel, Clyde, N. Y. Well-wishers included Mr. and Mrs. Arthur Roberts, Mr. and Mrs. William Roberts and Barbara; Mrs. Virginia Palmquist and son, Freddy; Mr. and Mrs. Glenn Earl and Rita and Eugene, Mr. and Mrs. David Hartley, Mr. and Mrs. Louis Stevenson, Polly Stevenson, Miller Stevenson, Stevia Stevenson, Mr. and Mrs. Harold Marshall, Mr. and Mrs. Robert Martin, Roscoe Votow, Robert Dourant, Carrolle Korman, James Slattery, Memphis Holboit, Joseph Bedner, Mr. and Mrs. Earl Donacy, Lorene White, Charles White, William Bejoxano, Craig Velter, Sam Parmarter, Charles

Plowright, Melvin Berett, Arthur Fitzgerald, Mr. Abrams and Bob Abrams.

Mr. and Mrs. Ray (Yogi Ray) and son, Ronnie, tattooed family, opened with Carl J. Lauther's Side Shows at the Sedalia, Mo., fair. D. D. (Tex) Blake, also of the Side Show, stopped off at the Illinois State Fair en route to Sedalia. He visited with Doc and Betty Hartwicke, Charlie Goss, Joe Hatfield and others on the ACA midway.

Lisa Del Mar, of Hill's Greater Shows, recently purchased a 21 by 70-foot top for her Side Show.

Roland Champagne, owner of the Continental Shows, is sporting a new Jaguar hardtop convertible, and his daughter and secretary, Doris Fritz, is the owner of a new Chevrolet. Jimmy Kinsey, sound car operator and The Billboard agent, has completed his season's work on the Continental org and plans to join the King Reid Shows as Fun-house operator. Mrs. Gerard Grenier, wife of Continental's Merry-Go-Round foreman, was recently run over by a truck while on the lot, suffering a double fracture of the pelvic bone. She will be hospitalized for at least nine months.

After closing the season with World's Finest Shows in Prince Albert, Sask., Edgar G. Hart Sr. drove his family to St. Louis and then took off for the Mayo Clinic, Rochester, Minn., where he is to undergo a serious operation. . . . Lou Doc Bishop, California circus Side Show talker, has come out of retirement to join the Charles H. Hodges' Side Show which opens at the Kalamazoo, Mich., Fair.

Louis Weiss, wife of the executive secretary of the Miami Showmen's Association, has returned to Miami to put their two sons in school.

Peasey Hoffman is doubling in brass this year on Cetlin & Wilson Shows. In addition to handling the special agent's job, he's selling banners and handling the publicity chores. His wife, Cleo, operates a short-range gallery on the front-end.

Robert K. Parker paid his first visit to, and helped enliven the concession area of, the Central Canada Exhibition, Ottawa. Others relaxing in Allen's Alley, aptly labeled such in honor of proprietor, Bernard (Bucky) Allen, World of Mirth concession manager, included Howard Singmaster, president of the Great Allentown (Pa.) Fair. Harry Eddels was on hand to elucidate for the edification of all. Jeff Harris, a partner with Billy (Cohen) Joe in the operation of the Cathay House, a Chinese grab joint stocked by the famed downtown eatery, was busy also with the operation of a concession and the peddling of space for the Barrington (Mass.) Fair, where he is midway boss. Phil Cook oversaw the proceedings, held informal meetings and repaired, expensive timepieces. For late arrivals a running commentary was supplied by Louis (Dada) King.

J. Richmond Cox, World of Mirth publicity director, was up to his ears in publicity achievements in the press, radio and television. The accomplishments of the South Carolinian, tagged Alabama in the dominion, had him fresh out of ideas by midweek. . . . Gerald Snellens, general representative, peddled banners here for the first time and had four striking painted boards hung from the back of the main entrance which carried on its front a greeting for the English and French speaking peoples who populate the area.

\* Mary Sarlow, of the Ionia (Mich.) Free Fair, recovering from a fractured left arm, was cheered by news that Tommy Winters, vocalist with the Raynell Revue on the Cetlin & Wilson Shows is featuring her song "Why Start a Heartache?" with Rio de Vranisco as co-writer. . . . William (Vinegar Bill) Brand, Detroit showman, is at the Mayo Clinic, Rochester, Minn., for surgery.

### CRAFTS 20 BIG SHOWS, INC.

NOW BOOKING

### SHOWS AND CONCESSIONS

FOR THE FOLLOWING FAIRS

LODI—SEPTEMBER 14-18 . . . WATSONVILLE—SEPTEMBER 21-25  
**TULARE FAIR SEPT. 20-25**      **FRESNO FAIR SEPT. 30-OCT. 9**  
 HANFORD, OCT. 12-16—RIDGECREST, OCT. 12-16  
 FIREBAUGH COTTON CARNIVAL, OCT. 19-23  
 YUMA, ARIZ., OCT. 19-23—BLYTHE, OCT. 26-30  
 THEN

### ARIZONA STATE FAIR

NOVEMBER 4-13—SPACE \$15 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 OR

**CRAFTS 20 BIG SHOWS, Inc.**      7283 Bellaire Ave., No. Hollywood, Calif.      Phone: Popular 5-0909



## CONTINENTAL SHOWS

**WANT FOR CHATHAM, N. Y., FAIR STARTING SEPTEMBER 1**  
**ALSO TRUMANSBURG, N. Y., FAIR, SEPT. 14 TO 17**

LEGITIMATE CONCESSIONS OF ALL KIND—ESPECIALLY WANT—GLASS PITCH—SCALES—FRENCH FRIES—OR WHAT HAVE YOU?

WILL BOOK GRIND SHOWS OF ALL TYPE—ESPECIALLY WILDLIFE—SNAKE—MOTORDROME. WILL BE IN CHATHAM, MONDAY, AUGUST 29. CONTACT

**ROLAND E. CHAMPAGNE, Fairgrounds, Chatham, N. Y.**



## James H. DREW SHOWS

**WANT for LEE COUNTY FAIR, PENNINGTON GAP, VA., next week; followed by WESTERN NORTH CAROLINA FAIR, HENDERSONVILLE, N. C., Sept. 12 to 17; NEWPORT, TENN., FAIR, Sept. 19 to 24; MURPHY, N. C., FAIR, Sept. 26 to Oct. 1.**

Then a Continuous Route of Bona Fide Southern Fairs Until Late November

SHOWS—Will place any Grind or Bally Show that will not conflict with what we have.  
 RIDES—Will place Train, Twister, Round-Up, Scrambler, Spitfire, Rock-o-Plane.  
 CONCESSIONS—Will place all kinds of legitimate Merchandise and Outright Sales. GOOD OPENING for Custard, Arcade, High Striker, Ball Games, Long and Short Range, Cat Rack. Wonderful opportunity for legitimate amusements at long circuit of Southern Fairs.

Note: Messrs. Falls and Steele, answer. Do not phone. All wire:

**JAMES H. DREW SHOWS**

c/o WESTERN UNION, LONDON, KY., THIS WEEK.

### WANT FOR

## MATTOON, ILLINOIS, CENTENNIAL

LABOR DAY WEEK, SEPT. 5 THRU 10

Held in City Park, a blocks from heart of business district. Pageant and Midway, Free Acts and all activities will be held at same location. Automobile, Television Set, Farm Machinery and other prizes will be given away nightly. Free Admission to Grounds and Midway.

### CONCESSIONS

Can place Hanky Panks and Prize Everytime Concessions of all kinds. Bear Pitch, Short Range, Derby Racer. Will book Buckets and Six Cats if you have Hanky Panks to go with same. Have space for Pitchmen, Demonstrators, Gadget Workers, Auction Sales, etc. We hold fence-to-fence contract for this event. Wire now for space.

### HELP

Can place Foremen and Second Men on all Major Rides, must be licensed semi drivers. Good salary and guaranteed all winter's work in Florida.

All wire **C. C. GROSCURTH, Mgr., BLUE GRASS SHOWS**

HANNIBAL, MISSOURI, ALL THIS WEEK.

## Holidaysburg Lions' Club Blair County Fair

HOLIDAYSBURG, PA., SEPT. 5-10

A NEW BABY IS BORN - - - - - AFTER 37 YEARS

ALL CONCESSIONS OPEN: All Eating and Drinking Stands—Popcorn, French Fries, Age and Scales, Long and Short Range Galleries, Photo, Ball Games, Dart, String, Glass Pitch, Six Cats, Pitch-Till-Win. What have you?

CAN USE: Independent Shows with own equipment—Side Show, Mechanical City, Wild Life, Monkey, Unicorn, Arcade, Illusion, any good grind show.

SPACE IS LIMITED FOR ABOVE — REASONABLE RENTS

NO EXPENSE IS BEING SPARED TO MAKE THIS ONE OF PENNSYLVANIA'S LEADING FAIRS  
 Free Acts Day and Night—Fireworks—Wrestling Shows—Beauty Contest—Livestock Exhibits—Bands and Baton Concessions.

ADMISSION TO GROUNDS — ADULTS 25c—CHILDREN FREE

TIME IS SHORT—Wire

T. TINO

Holidaysburg Fairgrounds, Holidaysburg, Pa.

### CARNIVAL BIRDS

PARAKEETS

CANARIES

FINCHES

CAGES

Write us for prices

### CONRICK BIRD FARM

8900 South Western Ave.  
 Los Angeles 47, Calif.  
 Phone PLeasant 8-5294

### 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.

### CHEROKEE AMUSEMENT CO.

Concessions wanted for Ralston, Okla. Labor Day, with six County Fairs in Oklahoma to follow—Cookhouse, Fish Pond, Long or Short Range Gallery, Scales, Novelties, Watch-La and Blower. Contact

### J. W. MAHAFFEY

Hillsboro, Kan., this week; or per route.

### AGENTS WANTED

FOR SYRACUSE, N. Y., STATE FAIR  
 For four Balloon Darts, Basketball and good Mike Grind Man for Toy Store. Only sober, capable and reliable needed.

### WALTER B. COX

c/o Jas. E. Strates Shows  
 Syracuse, N. Y.

### CARNIVAL WANTED

With Rides and Concessions any time from September 6 until November 1, 1955.

BOX 387

Martinsville, Va.  
 Phone after 10:00 P.M.—3419

### CHEROKEE AMUSEMENT CO.

Ride Men wanted—can use on Wheels and Mixup. Fun House Operator. Extra Ride Men who can drive, will use Wives in ticket box. Contact

### J. W. MAHAFFEY

Hillsboro, Kan., this week.

# SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

**ALL FAIRS THROUGH NOVEMBER. FIRST FAIR ATHENS, TENN., SEPT. 12-17**

Want all kinds of legitimate Concessions, Cookhouse, Custard, Pronto Pups, French Fries, Ice Cream Dip, Photos, Hats, Jewelry, Novelties, Age and Scale, Glass Pitch, Coke Bottles, String Game, Hoop-La, Water Game and any Stock Concession. Can place Percentage Dealers with no habits.

Have been in park all summer with rides only. I have no Concessions at present time. This is a wonderful opportunity for Concessionaires. Going south.

**SHOWS:** If you have people and Acts for any of the following office-owned Shows, let me hear from you: Minstrel Show, Wildlife, Motordrome, Fun House, Side Show, Monkey Speedway, Snake Show and Girl Revue.

Want High Act for balance of season. Can place Ride Help here at Long Beach now. Must be licensed semi drivers. All replies to

## SHAN WILCOX

Long Beach Resort, Panama City, Fla., until Labor Day, Monday, Sept. 5; then Maryville, Tenn., through Sept. 10; Athens, Tenn., Fair, Sept. 12-17.

## Bob Hammond Shows

WANT FOR THE FOLLOWING FAIRS

Harris County Fair, Tomball, Tex., Sept. 5-10; North Central Texas Fair, Cleburne, Tex., Sept. 5-10; Mexican Fiesta, Stafford, Tex., Sept. 12-17; Waller County Fair, Hempstead, Tex., Sept. 12-17; Cen-Tex Fair, Temple, Tex., Sept. 19-24; Ellis County Fair and Rodeo, Waxahachie, Tex., Sept. 19-24; Crockett County Fair, Crockett, Tex., Sept. 26-Oct. 1; Washington County Fair, Brenham, Tex., Sept. 26-Oct. 1; Fayette County Fair, La Grange, Tex., Oct. 6-8; Bay City Rice Festival, Bay City, Tex., Oct. 6-8; Burleson County Fair, Caldwell, Tex., Oct. 10-15; Austin County Fair, Belleville, Tex., Oct. 17-22; Pasadena Fair and Rodeo, Pasadena, Tex., Oct. 17-22.

Especially want Rides and Concessions for Number Two Unit. Agents, contact Chock Prescott, per route, Number One Unit. Want to hear from outstanding Show for Shrine Circus, Houston, Tex., Nov. 7-21. All contact

**BOB HAMMOND, Mgr., per route**

## JASPER COUNTY FREE FAIR

CARTHAGE, MO., LABOR DAY, SEPT. 5

Can place Six Cats, Bear Pitch, Short Range, Ice Cream, Custard, Age and Weight, Hanky Panks and Ball Games. WANT TILT FOREMAN. SHOWS WITH OWN EQUIPMENT.

**SOUTHWEST ARKANSAS DISTRICT FAIR, Hope, Ark., Sept. 26-Oct. 1;**  
**AMERICAN LEGION FAIR, Caruthersville, Mo., Oct. 4 to 9**

All Concessions joining at Hope given preferred space at Caruthersville.

### SUNSET AMUSEMENT CO.

Hamilton, Mo., Centennial this week; Carthage, Mo., next.

P.S.: Want Cookhouse or grab that can operate in Missouri.

## RIDE HELP WANTED

CAN PLACE AT ONCE

Foreman and Second Man for new Rock-o-Plane, also Foremen for Wheel, Tilt, Roll-o-Plane; Help on all Major Rides. Can place Carpenter with own hand tools to join at once. Good salaries and all winter's work in Florida guaranteed for all. All must be licensed semi drivers. All wire:

**C. C. GROSCURTH, Mgr.**

BLUE GRASS SHOW, HANNIBAL, MISSOURI, ALL THIS WEEK.

### SUPER PHONE MEN!

Unusually intelligent Phone Specialists needed at once for Super-Powered deal. If you have access to a phone and can call top-executives who have already received mailed invitation to co-operate . . . from one of the most powerful names in the Nation . . . if you can successfully get top-money graciously, by mail only (no personal pickups) directed to a mighty address—and if you can operate immediately for super-top-money income for 2 months beginning now, send us some data about yourself. Need 1 Man for New York, Philadelphia, Pittsburgh, Detroit, Boston, Chicago, Cincinnati. No phone room; you will work alone but get our complete co-operation. If you even look like an alcoholic or are in trouble, forget us. Otherwise, let's go!  
BOX D-143, BILLBOARD, CINCINNATI 22, OHIO.

## WANTED

Rides, Shows and Concessions. One of a kind. Grab, Glass Pitch, High Striker, Fishpond, Add-Em-Up Darts, Ball Games and Coke Bottles for Ohio and Indiana Street Celebrations. Kalida, Ohio, Aug. 31-Sept. 3; Oakwood, Ohio, Sept. 4, 5 & 6; Ridgeway, Ohio, 7-10. Answer by wire only.

**A. R. BRIGGS SHOWS**  
KALIDA, OHIO, THIS WEEK.

## BIG STATE SHOWS

Want Hanky Panks, Six Cats and Buckets that will work for stock. Will book Fun House, Kid Rides. Have good cotton here. Few fairs. Boerne, Texas, Aug. 30 till after Labor Day; Lockhart, Bryan, Bridgeport and McKinney, Texas: all fairs. Get your winter bank roll here; then West Texas for cotton. Wire

**ANNA MOORE**  
BOERNE, TEXAS

### PERRYVILLE, OHIO

## ANNUAL FIREMEN'S STREET FAIR, AUG. 31-SEPT. 3

Want Apples, Jewelry Sales, Novelties and Waffles.

**NOLAN AMUSEMENT CO.**  
PERRYVILLE, OHIO

# Flood Stymies Business; Polio Menaces Brockton

*Continued from page 50*

removed its gate price and used a free gate until the end of the run, with rain falling every day thereafter. Four running race days were lost at the pari-mutuel track as were the Hamid Big Top circus act performances, altho a show was given Wednesday night. By Saturday (20) all roads and the grounds were soaked, so it was decided to cancel out the wind-up. For those exhibitors who stayed after Wednesday, tho, the full program of events, promotions and contests was held, tho attendance was practically nil. Danziger placed the loss of potential revenue at some \$100,000. The week had started favorably, with Lagasse Amusement Company doing well and the first Sunday's pay gate 28 per cent over 1954. Joie Chitwood thrill drivers had a good weekend Saturday and Sunday (13-14) and were out when the storm struck.

### Cancellations Listed

Known cancellations in Connecticut are Riverton, Warren, Goshen and Woodstock. In Massachusetts, Blandford has canceled, as have Montgomery, West Newberry, Pittsfield, Millett, Worthington and South Middleboro. Spencer delayed a week from August 19-20 to 26-27. New York's Secretary of Fairs James Carey said no fair-ground had been damaged or isolated by impassable roads. Three fairs in Connecticut were undamaged but were undecided last night whether to go thru with their events because of damage in their areas. These are Bethlehem, Perryville and Harwinton. The big Eastern States Exposition in West Springfield, Mass., suffered no ill effects and it expects area roads to be cleared in plenty of time for their fair. The same is true for the fair in Great Barrington, managed by Ed Carroll. The running race track was badly muddied but was harrowed and drained by mid-week. Army Engineers and the State Highway Department were clearing roads rapidly this week, and the fair anticipates no trouble when opening day arrives.

Carroll's Riverside Park at Agawam escaped serious water damage thru the medium of paving its

midways last year, else the park would have been in sorry condition, it was reported. There was some concession stock lost and some restaurant equipment damaged beyond repair, and the low-lying race track had water several feet deep. The nearby Connecticut River overflowed onto the track and crested at the first row of seats. Drainage was complete by Monday night (22) and stock races were rescheduled for this weekend. Carroll noted the loss of two bridges to the clambake private grove as well.

In Worcester White City Park lost its newly filled lakeside beach and some miniature train trackage.

There were no floods for coastal locations, but they, too, suffered severe loss of patronage because of rains. Thruout the Connecticut-Massachusetts area, tho, there was noted a tendency by groups to call off scheduled outings at parks in order to donate the funds that would have been spent toward disaster relief. Instances of this type were noted at Whalom Park in Fitchberg, Mass., and at Lake Compounce, Conn. Julian Norton at Compounce noted that while the park was merely dampened, the surrounding area was hard hit with many roads being knocked out of service.

### Beach Area Floods

At Nantasket Beach, Mass., Paragon Park operator Larry Stone reported the ocean rose a couple of feet overnight and that some sections of the funspot were under two feet of water, including his office where the water was "up to the second drawer of my filing cabinet. Papers were floating all over the place."

Seven hours of pumping cleared the park with the result that only the Old Mill motor was found damaged, most other ride motors being elevated above the highest point the water rose. The beach was handicapped, tho, as road conditions limited to whatever patronage could be gotten from a 1.5-mile radius.

Pennsylvania's Lakewood Park in Barnesville had a goodly supply of dirt washed into the pool and

rafts torn from their anchors. The kiddieland was also damaged by water as was the picnic grove.

Thruout the stricken area, inundated by the overflowing Connecticut, Housatonic and other rivers, there was apprehension over whether citizens would be in any mood to attend parks or annual fairs when they have their personal distress to withhold them. Publicity has been such that most of the populace is aware that travel conditions are miserable at present, and considerable promotion will have to be done to inform them when roads are clear. Operators have the knowledge, tho, that there will be considerable free publicity given this situation on radio and TV and in the press.

Combined with the ruination brought on by rising and rampaging river waters, amusement enterprises are faced with an alarming polio incidence which kept many families from public gathering places prior to the floods and which will be even more in the minds of parents now. The polio total has passed the 2,000 mark in Massachusetts.

## Toronto Big

*Continued from page 50*

nondescript units and extends the exciting visual quality of the entire fun zone.

A continuing increase in American patronage is expected, McCallum said. American dollars are accepted at par, altho discounted for an average of 2 per cent almost everywhere else in the Dominion.

The interest in the event across the border was typified yesterday by a Cleveland radio station airing its entire program, with the exception of new reports, from the exhibition grounds.

Publicity generally has been excellent, and this is expected to help boost attendance.

An estimated 10,000 Boy Scouts, holding a World Jamboree nearby, helped to build attendance on opening day.

## JAMES E. STRATES SHOWS

CAN PLACE OFFICE ASSISTANT

MALE OR FEMALE  
Must be able to take dictation. Prefer one with carnival experience. Address **JAMES E. STRATES SHOWS, c/o New York State Fair, Syracuse, N. Y., Aug. 29-Sept. 10.**

## WANTED

RIDES—CONCESSIONS—GAMES  
EXHIBITS—SHOWS  
Winter quarters for circus people. Trailer space. Open year round. **SUNSHINE STATE FAIR**  
Farmers Market & Auction, State Road 27 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

## WANTED

Wheel Foreman & Tilt-a-Whirl Foreman. **A. J. SUNNY**  
Unit #1, Paulding, Ohio; Unit #2, 55, Philip and James Church, Cleveland, Ohio, this week; Unit #1, Findlay, Ohio, next week.

## FOR SALE

Roll-o-Plane, A-1 shape, good tractor and trailer; may be seen in operation now. Also Sunshine Choo-Choo, 4 cars, for sale, or will trade for well-equipped Popcorn Wagon.

## EMSHOFF SHOWS

Don Teach, Richland Center, Wis.

## WANT

For Grinnell, Iowa, in City Park, Corn Festival and Labor Day. All Stock Concession open, also Six Cat, Bucket and Jewelry. Fairs till November. Need Ride Help who drive.

## BURKHART SHOWS

Wahoo, Neb., this week

## WANTED

Combination Biller with own transportation for balance of season. All winter in Florida. Bob "Peewee" Dickman and Wallace Manstine, answer.

## EARL D. BACKER

Marion Hotel Hannibal, Mo.

### "A Lucrative Salary"

If you have license and drive semi, will do as much work as one of my seven old men, age 52 to 78. Foremen for Tilt, Wheel, Octopus; Second Men for Scrambler and other Rides. No drunks. Will place Shows and Concessions that work in Wisconsin. Agents wanted. Bingo Operator join Tiptonville, Tenn., Sept. 14, or Lancaster, Wis., Sept. 7-11. Contact **DYER'S GREATER SHOWS**  
Minnert Point, Wis.

# Polio, Heat Belt Milwaukee

*Continued from page 50*

one fair banned attendance of youngsters under 16 years of age.

Torrid weather that sent the mercury soaring to as high as 102 degrees Saturday and Sunday (23-24) served to drastically cut back attendance the opening two days, two of the biggest traditionally of the fair. The weather cooled somewhat after the weekend but the mercury did not toboggan, merely slipping back to the 90's.

The attendance picked up after the weekend but the pick-up was only comparative to the weekend drop-off, with the week-days' turnouts lagging substantially behind the corresponding days last year.

In the Fun on the Farm area, operated by Ralph Ammon and Archie Gayer, food and drinks fared comparatively well, with the credit going to Ammon for improvements. A huge watermelon stand in the area enjoyed bumper business on the hot weekend and did well on the other days. Tented shows in the area were hard hit by the torrid weekend weather.

Bill Masterson, fair secretary, expressed concern about the night grandstand business, pointing out that attendance was off even more than the outside gates and this drop-off was in the wake of a sharp drop of almost the same proportion last year.

The night grandstand bill consisted of a Barnes-Carruthers revue, plus fireworks by Thearle-Duffield Fireworks Company, Chicago. Stage for the night show is set a substantial distance from the grandstand, being separated from the stand by a wide hard-surfaced auto race track and also by part of a harness horse track.

During the fair's first six days,

four afternoons, Monday thru Thursday, were given to harness races, opening Saturday to a free truck rodeo, Sunday to a 100-mile stock car race, and Thursday to a 150-mile stock car race. The auto races were staged by Tom Marchese.

Of the fair's money-producing segments, the rides comprising the permanent installation of Charles Rose fared best. They were off about 30%, compared to a gate drop-off considerably in excess of that. Rose said that higher per capita spending held the rides gross to only 30% under that for the corresponding period last year.

Hardest hit were the games, concessions and the grandstand patronage. The torrid weekend weather took huge slices out of the matinee grandstand crowds. At night the weather was no factor but the fair's sharply reduced attendance took a sizable cut out of the night grandstand turnouts. Percentage-wise, the night grandstand crowds were off even more than the fair's outside gates.

The fair here for many years has had tight, well-manned gates, but this year it went still further and shifted the an "everybody pays" policy, calling for concessionaires, performers, etc., to buy their way in, rather than go in on passes. The shift to this policy was not regarded, however, as having any bearing on the drop in attendance. The blame for that was laid largely to polio and the heat.

The polio epidemic was the subject of a vast amount of treatment by press and radio, and a rash of deaths from polio Monday (25), the third day of the fair, served to give added emphasis.

# CAN PLACE

Games and Bingo for Parkersburg, West Va., Sept. 12-17, City Festival, choice location. Very reasonable privilege.

## GOODING AMUSEMENT CO.

1300 Norton St. Columbus 8, Ohio  
Phone AXminster 9-1193

### WANTED

For ten consecutive weeks of Fairs in the cotton and tobacco belts of South Carolina. Best crops in history. Starting at Moncks Corner Sept. 5, ending Nov. 12 in Barnwell. Rides: Ferris Wheel to dual with my wheel, also any Major Rides and Kiddie Rides; prefer unit of Rides. Shows: Wildlife, Ten-in-One, Monkey Show, or what have you? Concessions all open except Candy Apples and Popcorn. Special proposition for Bingo. Whittle Usher and Glass Pitch Blackie, please contact at once. Dust Ball Lewis wants Performers and Musicians for high-class Colored Revue. All replies to

**W. E. HOBBS, B. & H. AMUSEMENT CO.**  
LYNCHBURG, S. C.



# ROSS MANNING

## SHOWS

WANT FOR FOLLOWING FAIRS

GALAX, VA., AUG. 29-SEPT. 3	CHRISTIANSBURG, VA., SEPT. 5-10	MADISON, N. C., SEPT. 12-17	ROCK HILL, S. C., SEPT. 19-24	STATESVILLE, N. C., SEPT. 26-OCT. 1
SHELBY, N. C., COLORED FAIR, OCT. 3-8	HARTWELL, GA., OCT. 10-15	ATHENS, GA., OCT. 17-22	TRENTON, N. C., OCT. 24-29	MORGANTON, N. C., OCT. 31-NOV. 5

### CONCESSIONS

### RIDES

### SHOWS

Can place Cookhouse, Grab, Photo, Novelty, High Striker, Hankies, Derby, Basketball, Coke Bottles, Balloon Darts, String Game, Long and Short Range Gallery, Nail Store (Whitey Pelley), Swinger, Ray Randolph, contact. Dutch Whiteside can place Agents and Concession Help. Can place Scooter (Ralph Endy, contact). Can place Rock-o-Plane and Caterpillar (John Bass, contact). Zachinni, contact. These dates are exceptionally good for Rides. Have complete Sit-Down Show for Minstrel Show. Lewis Scott, contact. 90-foot front. Le-Ola can place useful Side Show People. Joe Mooney can place Man and Wife combination. Want Couple to handle Geek Show. Write or wire

**ROSS MANNING, C/O FAIR, GALAX, VIRGINIA**

### PAN AMERICAN SHOWS

Now showing our 5th fair at Clintwood, Va., with 11 more to go. Can place the following for Sevierville, Tenn., Fair, Sept. 5-10, with long season, closing in Florida. RIDES: Will book two more Major Rides and two Kiddie Rides that do not conflict. SHOWS: Side Show Manager with inside. We have the top and banners. Need Talker, Candy Pitchmen and Musicians, also Performers for Minstrel Show, Operator for Snake Show, Fun House, Animal Show and Girl Show. We have complete outfits. Will book Shows with own outfits. HELP: Foremen for Tilt, Wheel and Octopus; Second Men on all Rides who drive, Wives in Ticket Boxes. CONCESSIONS: Hanky Panks of all kinds; Agents for Clothes Pin, Count Stores and Six Cats. Place Man and Wife to operate Grab, Popcorn and Candy Apples. All correspondence and wires to **TED WOODWARD, Sec.**, or care of PAN AMERICAN SHOWS, Clintwood, Va., Fair now; then Sevierville, Tenn., Fair next week.

# NORTHERN NECK AGRICULTURAL FAIR

WARSAW, VA., WEEK OF SEPTEMBER 5, AND THE FOLLOWING FAIRS:

Chatham County Col. Fair, Pittsboro, N. C., week Sept. 12 | Vance County Col. Fair, Henderson, N. C., week Oct. 10  
Five County Fair, Farmville, Va., week Sept. 19 | V. F. W. Fair, Oxford, N. C., week Oct. 17  
Enfield Firemen's Fair, Enfield, N. C., week Sept. 26 | Greenville County Agricultural Fair, Emporia, Va., week of Oct. 24  
Littleton Fair, Littleton, N. C., week Oct. 3

Wanted—Ball Game, Pitch Till You Win, High Striker, Spot the Spot, Age & Scales, Fish Pond, Swinger, Photos, Penny Pitch, Penny Arcade, String Game, Duck Pond, Novelties, Hoop-La, Cook House, Grab Joint, Snow Cone, Basket Ball, Glass Pitch, Slum Spindle, Monkey Show, Wildlife, Girl Shows, Side Show.

Wanted—Truck Mechanic, Spit Fire Foreman, Whip Foreman, Chair-o-Plane Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. Wanted—Mack's Bingo, two Counter Men, one Relief Caller. All replies:

**GEORGE CLYDE SMITH SHOWS**

WINCHESTER, VA., THIS WEEK; WARSAW, VA., NEXT WEEK.

### FOR SALE

Monkey Motordrome Show—5 monkeys, nearly new canvas, 3 outos (in nice shape), new banners, 50-ft. front, a 24-ft. enclosed Fruehauf trailer for transportation. Can be seen at the following fairs: Caldwell, Ohio, week Aug. 29; Marietta, Ohio, Sept. 4 to 7; St. Clairsville, Ohio, Sept. 8 to 10.

**HOWARD BROS.' SHOWS**

### WANTED FOR GRANGER CO. FAIR, RUTLEDGE, TENN., SEPT. 7-10

CONCESSIONS: Popcorn, Floss and Snow. Will book all 10¢ Concessions, prize every time. SHOWS: Grind Shows with own equipment. RIDES: Will book Wheel and Pony Ride for this spot. Contact

**C. A. STEPHENS SHOWS, UNIT #2**  
MOUNTAIN CITY, TENN., THIS WEEK.

### A-1 AMUSEMENTS

Want for Charleston, Mo., week Sept. 5-10, and long string of cotton celebrations in Missouri and Arkansas to follow.

Can place Cookhouse, Fish Pond, Cork Gallery, Pitch-Till-You-Win, Buckets, 6-Cats, Punk Rack, Bumper or any non-conflicting Hanky Panks working for stock. No grift. Contact

**JOHN HANSEN, Mgr., Charleston, Mo.**

### DIXIE EXPOSITION SHOWS WANT

For Lamar County Fair, Vernon, Ala., Sept. 5 to 10, and Fairs in Alabama and Florida until late November. Will lease or book Octopus or Tilt. Want Foremen for Merry-Go-Round and Wheel. Second Man; Bobby Shirley Henry, come on. Want Concessions: Duck Pond, Fish Pond, Cook House, Buckets, Swinger, Ball Games, Long and Short Range Galleries. Sam Haumer wants Razzle and Pin Store Agents. Hubert Clark, come on; Henry Wilson, call Will Miller. Shows: Girl Show with own equipment, Snake, Wildlife, Monkey Show, Cash Miller, Curly McLaughlin, contact; Cecil Jimmy Cyr and Mack Hogue also. Blackie Green, Bob Smallwood wants you. M. M. Roland will be on lot in Vernon this week, contact him there.

### MOUND CITY SHOWS

WANT CONCESSIONS FOR STRONG SOUTHERN ROUTE  
Can place Hanky Panks of all kinds. Age, Weight, Popcorn, Snow Cones, Candy Floss, Short Range, Mug, Bingo, any Stock Concession.  
Address: **BOB ALSOBROOK**, c/o Mound City Shows, Chaffee, Mo., this week; St. Charles, Mo. (Fair), next week.

### WHITESIDE CONCESSIONS

AGENTS WANTED AGENTS WANTED  
For Grind Stores, Count and Skillos. P.C. Dealers for Pan Game and Under and over. Experienced Help to up and down, also general useful Help, Semi Drivers. All replies: **A. R. (DUTCH) WHITESIDE**, care Manning Shows, Inc., Galax, Va., this week; then Christiansburg, Va. Ten more Fairs.

### ROYAL EXPOSITION SHOWS

#### WISH TO ANNOUNCE

that ad in last week's issue should read Wrens, Georgia, through September 3 instead of Wadley, Georgia; then Milledgeville, Georgia.

### FLOYD O. KILE SHOWS

Want for eleven more Fairs, including the Great Howell County Fair, West Plains, Mo., Sept. 5-10; followed by Prescott and Russellville, Ark., Fairs. Can place Cook House or Grab, Footlong, etc. Stock Stores of all kind, Water Games, Fitches, Darts, Long or Short Range, Hanky Panks of all kind, Photos, Custard, Nickel Roll, Pan Game, etc. Want 10-in-1, Big Snake, Mechanical, Girl Show, Fun House. No Shows here, come on; 25¢. Help—Eli Foreman, "CAT" Foreman, Second on Merry-Go-Round and Spitfire, Kid Ride Man; best of pay if you can do the job, do not apply if you cannot fill the job, please. Semi-drivers preferred; come on if you want to work on rides, we have them. All replies to **FLOYD O. KILE, Mgr.**, Appleton City, Mo., till Aug. 31; Grant City, Mo., Sept. 1 to 3.

### Hartford City, Ind., Pioneer Days Street Festival

SEPTEMBER 13-17  
Some choice locations available for Concessions and Shows that can set on streets.  
Contact  
**TOM L. BAKER**  
2257 MADISON AVE., INDIANAPOLIS, IND. PHONE: GARFIELD 4584.  
P.S.: Need one medium-to-large Cook House.

### SUNSET AMUSEMENT COMPANY

Can place Side Show, Mechanical, Athletic and Platform Shows for the following fairs: Caruthersville, Mo.; Hope, Ark.; Dexter, Mo.; Lamar, Mo., and Carthage, Mo.  
Address: **Hamilton, Mo. (Centennial)**, this week.  
P.S.: Concessions joining now given preference at Hope, Ark., and Caruthersville, Mo., Fairs.

# BUFF HOTTLE SHOWS #1

WANT—STARTING JACKSON, TENN., SEPT. 12

CONCESSIONS—Hanky Panks that work for stock. Need Derby Racer.

SHOWS—One Sit-Down Girl Show. Will book well-framed Side Show. Must be set up by noon Monday, Sept. 12. Want 1 or 2 Grind Shows, Fun House, Illusion, Wild Life, any show that does not conflict.

RIDES—Will book Roundup, Looper, Rolloplane, Silver Streak or Moon Rocket. Need Tilt-a-Whirl, Caterpillar or any flat ride for 6 Louisiana fairs starting Sept. 12. Need Ride Men for all rides. We close November 15. John A. Alvarec, who worked for Bill Pink, contact Lloyd Burge immediately. All replies to

**BUFF HOTTLE** Jackson, Mo., this week; Metropolis, Ill., next week.

# DON FRANKLIN SHOWS #1

WANT FOR TEXARKANA, TEX., FOUR-STATE FAIR, Opening Friday, Sept. 9, thru Saturday, Sept. 17. Nine Big Days and Nights. Followed by WHARTON, ROSENBERG, ANGLETON, REFUGIO AND GOLIAD, TEX., FAIRS

CONCESSIONS—Photos, Age and Weight, Candied Apples, Hanky Panks. Shows and Concessions for Enid, Okla., Fair, Monkey Show, Mechanical Show, Wild Life, Freak Animal and any Grind Show not conflicting. All replies:

**DON FRANKLIN, Mgr.**

Fair Grounds, Belleville, Kan., thru Friday, Sept. 2.

OUR #2 SHOW, NOW PLAYING THE COFFEYVILLE, KANSAS, FAIR, WANTS TO BOOK COASTER, OCTOPUS, ROCK-O-PLANE OR ANY MAJOR RIDE NOT CONFLICTING. Also Shows and Concessions for Enid, Okla., Fair, Sept. 9-16, followed by 6 Texas Fairs. Contact **RALPH WAGNER, Mgr.**, Coffeyville, Kan., this week for No. 2 Show bookings.

### OKLAHOMA EXPOSITION SHOWS

WANT CONCESSIONS OF ALL KINDS for Greenwood, Ark., Fair, Sept. 1-2-3; Ozark, Ark., Sept. 5-10; Huntsville, Ark., Fair; then to West Texas for the cotton. WANT RIDE HELP—Foreman for 5 Eli Wheel, Second Men on all other Rides (semi drivers preferred). Wives to sell Tickets. SHOWS: Any good Show of merit. Charles Goodman, contact me or come on. Contact  
**J. W. STARR, Mgr.**  
as per route above

### BADGER STATE SHOWS

Want for one of Minnesota's best Labor Day Celebrations at Cloquet, with Hutchinson Fair to follow and several more Celebrations.  
Concessions of all kinds. Shows not conflicting with what we have. Can use Mechanical Shows.

**J. VOMBERG**

Cloquet, Minn., Sept. 1-6; then as per route.

### FOR SALE

LOOPER, SILVER STREAK, LITTLE DIPPER and FLY-O-PLANE, all in good running condition. Address:

**O. C. BUCK**

66 Pointview Drive Troy, New York

### SCHAFER'S JUST FOR FUN SHOWS

WANT FOR FOLLOWING FAIRS: Quincy, Ill.; Warren, Camden and Pine Bluff, Ark.; Ardmore, Okla.; Longview, Center, Nacogdoches and Gilmer, Texas.  
CONCESSIONS: Bingo, Long Range, Short Range, Fish Pond, String Game, Bumper, Ball Games, Pitch-Till-You-Win, High Striker, Mug Joint, Coke Bottles, Duck Pitch, Tony wants Six-Cat Agents, Hanky Pank Agents, come on.  
SHOWS: PENNY ARCADE, WILDLIFE AND MONKEY SHOW. Contact  
**W. A. SCHAFER, MGR., QUINCY, ILL., THIS WEEK.**

**— WANT SHOWS WANT SHOWS —**  
**DUE TO SERIOUS DISAPPOINTMENT WE CAN PLACE A GOOD, CLEAN, ENTERTAINING SIDE SHOW**  
For our State Fair route, including Knoxville, Nashville, Atlanta, Columbus, Pensacola and Tallahassee—  
**OPEN SEPT. 11 AT KNOXVILLE ALSO CAN USE**  
**TWO GRIND SHOWS**  
No Ding, Snakes, Geek, Pickled Punks or the like.  
**GOODING AMUSEMENT CO.**  
1300 Norton Ave. AX 9-1193 Columbus 8, Ohio  
**S M O H S I N V M — S M O H S I N V M**

## ALAMO EXPOSITION SHOWS

**Playing Only Fairs Until We Close**

**SHOWS:** Want Side Show and other Shows with own equipment. John Hutchens, contact me. Red Duran wants Boxers and Wrestlers for Athletic Show. **RIDES:** Can place Round-Up, small or large Coaster and any other Rides not conflicting. **CONCESSIONS:** Can place Novelties, Long and Short Range Shooting Galleries, Mug Joint and other Hanky Panks. **RIDE HELP:** Want Foreman for Pretzel Ride.

All address:

**JACK RUBACK, Mgr.**

Salina, Kans., this week; Norman, Okla., Sept. 5-10; Duncan, Okla., Sept. 12-17.

## JAMESTOWN, TENN., FAIR, SEPT. 7-10

FOLLOWED BY WOODBURY, MADISONVILLE, HARRIMAN, TENN., FAIRS

### CONCESSIONS

Ice Cream, Novelties, Scales, Pottery or Glass, Long or Short Range, Hanky Panks of all kinds, Swingers or Buckets with other stands.

### RIDES

Set of Kid Rides (Las Colliers, contact J. Cyr); Major Rides not conflicting, such as Octopus, Scooter, Rock-o-Plane.

### SHOWS

Shows with own equipment—Girl, Side, Snakes, Funhouse. Girl Show can join at once at Radcliff (Fort Knox, Ky). Payday Sept. 1-3.

### HELP

Capable Ride Help who drive. Long season into Florida. Bingo Help. All replies.

**SAM GOLDSTEIN**

Majestic Greater Shows, Elizabethtown, Kentucky  
(No phone calls)

## GEORGIA AMUSEMENT COMPANY

THE SHOW WITH THE EARNED REPUTATION

Have 9 bona fide fairs Our fairs start next week

Gordon County Fair, Calhoun, Ga., Sept. 5 thru 10; this is a free fair, attendance last year was estimated at 22,000. Followed by Forsyth County Fair, Cumming, Ga.; then the one that needs no boosting, Franklin County Fair, Lavonia, Ga.; others to be announced later.

Will book legitimate Concessions of all kinds; you don't have to wire, just come on. If you are a Hanky Pank Operator you know it; if you are a flatie we don't need you, as we carry no gypsies or flats. Will book non-conflicting Shows, 35%. I pay all taxes and insurance. Rides: Have all I need, but can use Second Men who drive and do not drink. All replies:

**H. H. SCOTT, Fayetteville, Ga.**

P.S.: Fair Committees—I am now booking for 1956 and I know I will give you a better deal than any other Show because I am a Georgia man and I am interested in Georgia and YOU.

## M. D. AMUSEMENT SHOWS

WANT CONCESSIONS FOR DEPOSIT, N. Y., SEPT. 1 to 5. GIGANTIC FIREWORKS DISPLAY LABOR DAY. KENNETH SQUARE, PA., CENTENNIAL, SEPT. 7-8-9-10

Can place Girl Show for deposit. Bunny Venus, answer. Want Tilt-a-Whirl and Merry-Go-Round Foremen; must be sober, reliable—top wages, best treatment. Have all year round job in steam-heated winter quarters. All replies to

**MICHAEL DEMBROSKY**

c/o West End Farmers' Fair, Gilbert, Pa. (near Stroudsburg)

## WILLIAM T. COLLINS SHOWS

WANT RIDE HELP: Rock-o-Plane Foreman, Tilt-a-Whirl Foreman. Second Men on all Rides. WANT SHOWS FOR BALANCE OF SEASON—ALL FAIRS: Mechanical Show, Monkey Show and Illusion Show. Must sell tickets—no Ding Shows. Address:

**WM. T. COLLINS, Mgr.**

NEBRASKA STATE FAIR, LINCOLN, NEBR., UNTIL SEPT. 9.

## CASSIDY'S GLASS PITCHES

WANT

Manager for Eastern Unit, with 3 State Fairs. Couple preferred. Need Agent to head Bear Pitch. Wire

**CASSIDY'S GLASS PITCHES**

Crafts Shows, State Fairgrounds, Sacramento, Calif.

P. S.: George, get in touch. Bob Parker, call me, Senator Hotel.

## Ops Brave Storm, Score At Walton

WALTON, N. Y., Aug. 27.—The smattering of concession operators who braved the possibility of storm damage had a field day during the Delaware Valley Fair this week. The five-day event had rain on Monday (22), the day prior to its opening, but smooth sailing was encountered for the rest of the week.

Storm damage hurt many areas in this part of the State, but the Walton section and its surrounding roads came thru unscathed. Many concessionaires skipped the date, a minor league but fairly good event, rather than risk the chance of showing in a storm-stricken area.

Reithoffer rides were in operation and games were booked independently. Competition between games was light, weather was good thru yesterday at least, and most operators were off the nut by Wednesday night (24).

Another thing which dissuaded many operators was the tale of the fair folding after 68 years. This is based on the site being considered for a new school, but the school district will not vote on the many locations under consideration for some time yet, and the construction is a couple of years in the future.

## Hemet, Calif., Grosses Okay For Freedman

HEMET, Calif., Aug. 27.—Fair Time Shows' grosses for the five-day Farmers' Fair of Riverside County here were "satisfactory." Show played the date for the first time and closed the event Sunday night (21).

Following the engagement, Alex Freedman, owner-manager, left for Sacramento, where his firm, Freedman Concessions, has the novelty contract, fence-to-fence at the California State Fair & Exposition opening September 1. Mrs. Olivia Waldron assumed management of the organization.

For the Hemet date, Freedman featured 5 major and 8 kid rides and used 12 light towers and one 60-inch searchlight. Thruout the year, the show has been affiliated with the Pan American Amusement Company, which specializes in community fairs.

Freedman said that the season, its first on the West Coast, was successful. Opening early in May in Hanford, the show played the San Bernardino Fair this week in Victorville, and is scheduled for Arizona dates to end the season.

Show was awarded first prize in the Eli Bridge Company's contest on Ferris Wheel grosses for its take on the ride July 4 in Redwood City.

## Fla. Fair Signs With Leo Bistany

JACKSONVILLE, Fla., Aug. 27.—Leo Bistany, veteran midway showman, has been awarded the attractions contract for the Northeast Florida Fair to be held here November 2-11. The fair will be held on the same site as in previous years and Jack Kochman's thrill show has been booked for two days. Bistany announced.

## BOB HAMMOND SHOWS

WANT CONCESSION AGENTS

For Balloon Darts, Glass Pitch, Pea Pool, Beat the Dealer, Scales and Cork Gallery for 14 Texas Fairs. Address: Covington, Tex., this week; Tomball, Tex., Sept. 5-10.

### RIDES FOR SALE

1952 A. H. Baby Merry-Go-Round, fluid drive, new top, everything perfect, \$3500.00. Kenyan Boat Ride, 8 steel sections, tank, 6 boats, A. H. type crescents and top, top money ride, \$2500.00. See in operation Indianapolis, Ind., Fair now; Reading, Pa., and Richmond, Va., follow.

**EARL PURTLE**  
Cettin & Wilson Shows

## Vivonas Recoup At Henrietta After Storm

HENRIETTA, N. Y., Aug. 20.—An early teardown in Sandy Creek enabled Amusements of America to make ready early here on Sunday (14) for the Monroe County Fair. Everything was up before noon in order to get a couple of days in before the official fair opening on Tuesday (16), and the show recouped somewhat after a storm-hindered week at Sandy Creek.

The five-day run had a children's day to encourage it to a good start at the gate. The free gate was offered to kids between 9 a.m. and 5 p.m., and rides were priced at a dime during those hours. The same deal was scheduled for Friday (19). The Vivona-owned midway held drawings on both kiddie days with 12 prizes being given out each day.

Henrietta started off okay in good weather, the warm sun drying out grounds which had become drenched by weekend rains. Three hundred orphans and underprivileged children were guests of the Jaycees and John Vivona yesterday.

Sandy Creek was a disappointment, but largely because of storm effects, which consisted of winds and rain on the peak final days. The teardown came around noon when it was obvious the day was a goner, and the show moved to Henrietta. The local WHAM-TV station featured John Vivona, Philippino Jimmy and Sandra Graham, of Marie LeDoux's Side Show, on the Ann Rogers program, Monday afternoon (15). Vivona, general manager, was interviewed, Jimmy ate fire, and Sandra did rag pictures. Program was set up by agent Harry Wilson, who had worked in town a week arranging promotions.

Daniel (Red) Flanders, one of Mom Vivona's custard operators, was seriously injured Sunday night (14) by a hit-and-run driver, and is in Storm Hospital, Rochester, with a broken leg and other injuries. Ralph Ryan and wife joined here with their cookhouse.

## TIVOLI EXPOSITION SHOWS

Want for Following Fairs: Pana, Ill., Sept. 1-5 through Labor Day; Bowling Green, Mo., Sept. 7-10; Blythesville, Ark.; Bastrop, La.; Winnsboro, La., and Eunice, La.

**CONCESSIONS:** Any kind of Hanky Pank that works for stock, Age and Scales, Hats, Penny Arcade, or what have you? Clara Lee wants Dark Room Help for Photo Concession. Can place Agents for 6-Cats, Buckets and other stores.

**SHOWS:** Want Sideshow People with or without equipment to join at once. Can place Fun House, Snake, Wildlife, Monkey and Mechanical.

**RIDES:** Can place one more Major Ride not conflicting.

**RIDE HELP:** Want Help for Auto Scooter Ride, Second Men on all other Rides. Must be sober and drive trucks. Contact

**H. V. PETERSON**

Pana, Ill., Fairgrounds, this week, Sept. 1-5; Bowling Green, Mo., Fair to follow.

## 20th CENTURY SHOWS

Wanted for THE GREAT CENTRAL WISCONSIN STATE FAIR, Marshfield, Wis., Sept. 2-6, and for other following Fairs: Fort Smith, Ark., Sept. 10; Muskogee, Okla., Sept. 18; Waco, Tex., Oct. 1.

**RIDES:** Looper, Scrambler, Flyoplane and Spitfire. **CONCESSIONS:** Cookhouse, Foot-Long, Popcorn, 6-Cats, Buckets, Hanky Panks of all kinds. Will sell ex on Scales and Age. Good proposition for Custard. All of above can join Marshfield, Wis., State Fair Sept. 2. Wire or call

**JESS WRIGLEY or CHAS. TRAVERS**  
Fairgrounds, Marshfield, Wis., this week.

## GLADES AMUSEMENT CO.

Want for Mammoth Labor Day Firemen's Celebration, Gordonsville, Va. Bigger than a fair; over 100 fire companies in parade Monday, Labor Day. Automobile given away Saturday night, Sept. 10.

Will book any Concessions that work for stock. Can use Sit-Down Grab, French Fries, Ball Games, Balloon Darts, Pitch-Till-You-Win, etc. Will also book set of Kiddie Rides for this date and balance of fall spots.

**JERRY SADDLEMIRE**  
REMINGTON, VA., THIS WEEK.

### HARRISON GREATER SHOWS

Want for Rich Square, N. C., in heart of tobacco belt; followed by Robersonville, N. C., Tobacco Festival.

Want Slum Concessions of all kinds, \$21.00 a week. Good opening for Bingo, Popcorn, Candy Apples, Candy Floss, Snow Cones and Custard. Have complete outfit for Colored Girl Show. Congo, can use your show; get in touch. Want Agents for Skillo, Raffle, Clothes Pin and Line-Up Shows Help. Want Man to up and down Concessions. Shorty, come on back. Want Ride Help and Semi Drivers. This show will positively be out all winter. All mail and wires to

**FRANK HARRISON, Rich Square, N. C., this week.**

## WANTED for Miss. Fair & Dairy Show

Meridian, Miss.

SEPTEMBER 19 THRU 24

Frozen Custard, Pronto Pups, Pop Corn, any Eating Concession. 4-M Club, F.F.A., Farm Exhibits. Gem City Shows midway. George Flint Grandstand Show. It's your fair, so be there. The American Legion will be in charge of tickets.

## WANTED

For Carthage, Wiggins, Newton, Lucedale, Picayune and Pascagoula, Miss. Legitimate Concessions, 3 Kiddie Rides. Bona fide fairs.

**QUEEN CITY AMUSEMENT SHOWS, INC.**  
Phone 2-3701 Meridian, Miss.

## WANTED WANTED

Foremen for Octopus, Spitfire and Mix-Up; Second Men on all Rides. Come on, you will be placed. Want Fun House Operator. Want Hanky Panks, Ball Games, etc., reasonable. Want Show with own equipment. Osage City, Kansas, thru Friday, Sept. 2; Ft. Scott, Kansas; Butler, Mo.; Neosho, Mo., Fairs to follow. Wire or phone

**Manager Bogle Shows**  
Osage City, Kansas, Fairgrounds now.

## NOLAN SHOWS

#2 Unit

Shawnee, Ohio, Fire Department, on the streets, Sept. 1-5; Junction City, Ohio, American Legion, on the streets, Sept. 7-10.

Want Hanky Panks of all kinds, Snow Balls, Floss and Percentage. Contact

**MANAGER, per route.**

**Permanent Address:**  
Moxahala Park, So. Zanesville, Ohio.

## COUNT STORE AGENTS

WANTED

**CHUCK DUMA**

Sandy Beach Park, Russell's Point, Ohio  
4-4431 after 7 p.m.

## CARNIVAL WANTED

Mobile County Fair, October 12-15.

**H. B. GILMORE, Seey.**

Citronelle, Alabama  
The new oil boom town

**The Mighty Interstate Shows**

Want for Franklin County Fair, Winchester, Tenn., Sept. 5-10; Monroe County Fair, Aberdeen, Miss., Sept. 12-17. All Fairs Until Middle of November

**SHOWS**—Any Grind Shows not conflicting, also Fun House, Penny Arcade, Wildlife. Want organized Minstrel Show with own equipment. Will give Minstrel Show with not less than 15 people guarantee from office. Girls Shows with own equipment. Will give excellent proposition to Sideshow with own equipment. Will furnish equipment for same. **CONCESSIONS**—All Concessions open. Hanky Panks of all kinds, all Eating and Drinking Stands open. No exclusives. Want large up-to-date Cookhouse to join for Winchester and balance of season. Art Riley, what happened? Have good opening for Frozen Custard, Lemonade Shake-Ups, Popcorn, Apples, Floss, Snocone, Foot-Long Hot Dogs, Pronto Pups, Ice Cream, Long Range Gallery, Short Range Gallery, Photos, Novelties, Jewelry. **RIDES**—Will book for the balance of the season any Flat Rides, Kiddie Rides not conflicting. Les Collier, get in touch. Have good opening for Live Pony Ride with Painter and Builder to join on wire. Will pay top salary if you can produce. All winter's work. Want A-1 Mechanic with tools to join on wire. Must have references. Ray Brown, I wired you but you had left; let me hear from you. **RIDE HELP**—Foremen and Second Men on all Rides. Must be licensed semi drivers. Want sensational Free Act to join for week of Sept. 5 and balance of season. Prefer Flying Trapeze on High Wire Act. Want Bingo Manager or Caller. Will give good proposition to capable and reliable man. Also want Bingo Counter men. Replies to

**H. B. ROSEN** CARE WESTERN UNION, CLARKSVILLE, TENN.

**CAPITAL CITY SHOWS**

Want for LEGION FALL FESTIVAL, Dalton, Ga., bedspread capital of the world, 250 mills working full time. Followed by best Fairs in Georgia until Nov. 12 Legitimate Stock Concessions of all kinds, Custard, Ball Games, Jewelry, Novelties, any prize-every-time concession.

V. L. Collier wants Man to up and down concessions. must drive semi. Also Pin Store Agent.

**SHOWS**—Want Man to take charge of nice Snake Show built on semi. Also Monkey Show. Book any non-conflicting shows with own equipment. Have Side Show complete, need Manager with something for inside.

Will buy good used Tilt, also 24-Ft. Smith & Smith Chairplane. Must be priced right. Want High Act for balance of season. Must be sensational. All replies

**J. L. KEEF** Greene County Fair, Greeneville, Tenn.

**KLEIN AMUSEMENT CO.**

Wants Concessions and Shows for Redwood Falls, Minn., Fair, Sept. 8 to 11. Two cars to be given away, winner must be present; also harness racing, free acts and outstanding tournament of thrills.

Will give exclusive on Novelties, Scales, Short Range, High Striker, Coke Bottles, Balloon Darts and other Stock Concessions not conflicting. Also need Apples, Ice Cream, French Fries, small Grab, Hats and direct sales. Will also book Octopus or other Major Ride. Want Fun House and other good Grind Shows. Call

**ED BUSSEY**

Phone: Gibson 1824, 2701 Girard Ave., South, Minneapolis, Minn.

**WANT—UNITED EXPOSITION SHOWS—WANT**

**GIRL SHOW MANAGER WITH TALENT** (Curley Red Huntsinger, send back my blow-up). **ATHLETIC SHOW MANAGER WITH TALENT**. Must know how. **CONCESSIONS**: Can place a few more Hanky Panks for balance of season. Frozen Custard, Ice Cream, or what have you? Can place Agents for following: Bazzles, Skillo, Blower, Clothes Pin, Buckets, Six-Cats. **RIDE HELP**: Can place good Ride Men that drive. Address:

**C. A. VERNON, Mgr.**

Le Roy, Ill. (Street Celebration), Aug. 31-Sept. 4; Champaign, Ill. (College Opening and Soldiers' Payday), Sept. 5-12; then south.

**MOTORDROME WANTED**

FOR KANSAS STATE FAIR, HUTCHINSON, KAN., SEPT. 16-23

Will the party who phoned me at Huntington, Pa., please contact.

Can also use a few more well-flashed Shows. No Snakes or Animal Show.

**JOE SCIORTINO**

W. G. WADE SHOWS, DETROIT, MICH.

**RIDE HELP WANTED**

Can use Foreman and Second Man on Wheel. Also Men on Merry-Go-Round and Octopus. Top salary, long season's work. Ralph Locca, please contact. All address:

**MILTON McNEACE**

Palmette Exposition Shows, Spencer, N. C., this week.

**MARION GREATER SHOWS**

Nine weeks of fairs in the heart of tobacco, cotton and industrial areas. Crops best in 20 years. First fair, Dillon County Fair, Skillet, S. C., Sept. 12-17; Kingstree, S. C., Sept. 19-24; Manning, S. C., Sept. 26-Oct. 1.

Now enlarging show. Will book large Bingo, legitimate Concessions of all kinds. Attention, Showmen! Will book Minstrel Show troupe, Animal Show, Fun House, Girl Show, etc. Attention, Ride Owners! Will book Ferris Wheel for Dual, Octopus, Tilt, Flyplane and Kiddie Rides. Attention, Free Act People! Will book outstanding Trapeze or High Act for 10 weeks. Price must be right. Attention, Concession Agents! Can use Concession Agents of all kinds. Will book Palmistry. All replies: **MARION GREATER SHOWS, M. H. Spillers, McCool, S. C.** Wires and mail to McCool, S. C.; phone calls to F. E. Spain, Agent, Tobaccoland Hotel, Dillon, S. C.

**BARNEY TASSELL SHOWS**

Booking now for my Virginia and North Carolina Tobacco Festivals. Better than some Fairs, starting September 12.

Rides of all kinds, legitimate Concessions and Shows of merit. Want Ride Help on all Rides, must drive semi trailers. Can also place some Hanky Pank Agents.

Wire or write

**BARNEY TASSELL SHOWS, Sunset Lake Park, Deep Creek, Portsmouth, Virginia.**

**KING BROS.' SHOWS**

Want Ride Help on all Rides. Must drive semis. Will book Glass Pitch, Mug and a few non-conflicting Hanky Panks. Pawnee City, Nebr., Aug. 31-Sept. 2; Lodgepole, Nebr., Sept. 4-5; Eads, Colo., 8-10; Nebraska's Biggest Street Celebration at Goshenburgh, Nebr., 15-18; Boise City, Okla., 21-24; then to the cotton. This show will positively stay out until Nov. 15. All replies to

**JOE L. KING**

**TIP TOP SHOWS**

Big Homecoming and Labor Day Celebration, Lewisburg, Ohio, Sept. 1-5.

Want Hanky Panks of all kinds, Sit-Down Grab, Bingo, Ball Games, Popcorn, Candy Floss, etc. Want Shows of all kinds with own equipment. Foremen for Roll-o-Plane, Tilt and Ferris Wheel. Top salary. Must be semi drivers. Address all mail and wires to

**H. DOANE, Lewisburg, Ohio**

P.S.: This show going south in four weeks. Open all winter.

**CENTRAL AMUSEMENT CO.**

Wants Legitimate Concessions of All Kinds, Including Any Grind Stock Concessions, Custard, Bingo, Novelties, Jewelry, Photos, Glass Pitch, Lead Gallery, Fish or Duck Ponds, French Fried, or What Have You?

**SHOWS**—Can place Shows with or without own outfits. We have beautiful fronts built on semis, real flashy with new tops and complete, ready to go for the right party. Want Girl Shows, white and colored. Want Ten-in-One, also Hillbilly, Animal, Wild Life or any Grind Show. Will make special attractive proposition for Motordrome, percentage or flat rate.

**RIDES**—Can place Rides that don't conflict. **RIDE HELP** for Merry-Go-Round, #5 Eli, Spitfire, Roll-o-Plane, Swing, Caterpillar, Tilt and Kiddie Rides. Want Ride Help in general. Want Electrician.

Can place Concession Agent and useful Show People in all departments. Want good Free Act. Send all information and photos if possible and state lowest for balance of season. Flo Milliken, now here with us, wants to hear from Charley Albertson, Ball Game Whitie, Jimmie Forbes and other help. We want to hear from the following people: Bull Martin, George Barton, Zeke the Clown, Luckey Starns, Bernard Scott, Diamond Tooth Bill Arnte, Curly Graham, Roy Beatty: What has become of Mark Williams? Jack Orr, Ted Thoits, contact us. We play the following fairs—VFW Fair and Festival, Whiteville, N. C., Columbus County, Sept. 12-17; Firemen's Annual Festival and Fair, Lewiston, N. C., Sept. 19-24; Firemen's Fair, Jackson, N. C., Sept. 26-Oct. 1; Firemen's Fair, Windsor, N. C., Oct. 3-9; Yam Festival and Fair, Tabor City, N. C., Oct. 10-15; Marion Co. Fair, Marion, S. C., Oct. 17-22; the Great Loris Fair, Loris, S. C., Oct. 24-29.

All replies to **CENTRAL AMUSEMENT CO., c/o Western Union** or phone 3293, Myrtle Beach, S. C., until Sept. 9, then as per route of fairs listed above.

**DON HUSTED, Secy.**

**SHERMAN HUSTED, Mgr.**

**ARCHIE FUTRELL, Asst. Mgr.**

**PENN PREMIER SHOWS**  
*worlds • cleanest • midway*

**GREAT CUMBERLAND COUNTY FAIR, BRIDGETON, N. J., OPENING LABOR DAY, FOLLOWED BY FREDERICKSBURG, VA.**

**CONCESSIONS**

Place Ball Games, Fishpond, Glass Pitch, French Fries, Photos or any other legitimate Concessions.

**SHOWS**

Austin Denninger can place Help for Minstrel Show. Bands, Comics, Girls, Working Help, etc. Consider man with complete unit. Also want attractive Girls (white) for 3 Girl Shows. Experience unnecessary. Contact Austin Denninger. Also place Wildlife, Midgot, Fat Show or Mechanical City.

**RIDES**

Can place Spitfire, Flyplane or any other Flat Rides not conflicting.

**HELP**

Can place sober, reliable Help who drive semis to work on Rolloplane, Tiltawhirl, Octopus, Coaster and Kiddie Rides. High salaries, plus bonus. We are out until middle of November. ALSO SCENIC ARTIST.

Address all mail and wires to **LLOYD D. SERFASS, Gen. Mgr.**

Luray, Va., followed by Bridgeton, N. J., Labor Day Fair; then the big one, Fredericksburg, Va.

**STRONG'S AMUSEMENT CO. WANTS**

All kinds of Shows and Concessions. Contact

**T. H. STRONG**

Brainard, Neb., September

3-4; Hugo, Okla., 8-9-10;

Antlers, Okla., 15-16-17.

Arkansas Fairs following.

**FOR SALE TRAILER MOUNTED DARK RIDE**

The most capable and most practical portable dark ride ever built. Mounted on special built 32 ft. semi. All platforms fold and unfold from trailer with winch. 50-ft. fluorescent and flood-lighted pictorial front. Also has \$500.00 worth of sound equipment. Complete with 1951 Chev. Tractor in excellent condition. Best cash offer takes it. Can be seen at No. 2 Midway, Detroit, Sept. 2-11, or contact

**STAN BAKER**

13036 Foley Detroit, Mich.

**FOR SALE**

42-ft. Parker Merry-Go-Round. Can be seen in operation in park here until Sept. 11. First \$1500.00 takes it. Miniature Train—Engine, two cars, 40-ft. circular track, \$200.00. Chairplane—10-seat junior-adult size, price \$175.00. Address: **HARRY H. ZIMMERS** 1001 Whittington Ave., Hot Springs, Ark. (Phone: NA 3-2885)

**AVAILABLE**

**SCREWBALL RIDE AFTER SEPT. 19**

**A. J. SUNNY**

3006 E. 130th Street, Cleveland 20, Ohio

Phone: Washington 1-4679

**WANT—McKENNA RIDES—WANT**

MANITOWOC, WIS.

FOR THESE WISCONSIN DATES

WIS. RAPIDS, Sept. 2-6

FRIENDSHIP FAIR, Sept. 8-11

MONTELO STREET CELE., 13-19

LODI CO. FAIR, Sept. 22-25

CLINTONVILLE CENTENNIAL, Sept. 29-Oct. 2

CHILTON CO. FAIR, Oct. 7-9

AND SEVERAL STILL DATES LATER

Shows: Walkthru, Monkey, Mechanical, Motordrome, Fun House, Glass House (for committee money only). Rides: Any that do not conflict. Concessions: All legit. Root Beer, Custard, Snocone, etc. Pitchmen of all kinds. Contact

**HERMAN McKENNA**

**A.M.P. SHOWS**  
*Juggy*

Can place Concessions, Devil's Bowling Alley, Penny Pitch, High Striker, Pin Game, Cork and Lead Galleries, Ball Game, Swinger, Buckets, Coke Bottles and Darts. **SHOWS**: Monkey, Snake, Animal, Sideshow, Wildlife, Glass or Fun House, Unborn, Colored Girl Show. Can place Ferris Wheel and Rolloplane Ride Foreman; Second Men on Tilt, Merry-Go-Round, Chairplane and Kiddie Rides. Prefer semi drivers. We keep our men all winter in Florida. If you drink, stay away. Reason for this ad.

All address:

**A. M. PODSOBINSKI**

This week, New Castle, Va.; followed by Gretna, Va.; then Bennettsville, S. C.; Durham, N. C., and Kennansville, N. C.

**WOLFE AMUSEMENT**

Henry County Fair, Martinsville, Va., this week and Four-County Colored Agricultural Fair next week. Want for balance of season: Business Manager with concession. All Hanky Panks open.

Wire or call

**BEN WOLFE, Martinsville, Va., this week**

**WANT FOR ST. CHARLES, MO., FAIR, WEEK SEPT. 5**

BIGGER AND BETTER THAN EVER

Can place Concessions and Shows. Also want nice Live Pony Ride for St. Charles.

**MOUND CITY SHOWS**

Salem, Mo., this week; St. Charles, Mo., next.

**KEY CITY SHOW**

Wants for Monmouth, Ill., Prime Beef Festival, Sept. 8, 9, 10; then Taylorville, Ill., Bean Festival, and Palo, Ill., Homecoming to follow.

Concessions all open except Popcorn and Floss, privilege \$25.00. No flats, P.C. or gypsies. Phone or wire

**ROBERT PECK**

Henry, Ill., Fair Grounds till Sept. 2; then Depue, Ill., 3, 4, 5.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

All the news of your industry  
every week in The Billboard . . .

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

# VIRGINIA GREATER SHOWS

KELLER, VA., FAIR, this week  
 SUFFOLK, VA., PEANUT FESTIVAL, Sept. 5-10  
 HERTFORD, N. C., LIONS' FAIR, Sept. 12-17  
 ROANOKE RAPIDS, N. C., FAIR, Sept. 19-24  
 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 at Once—Age & Scales, Novelities, all Hanky Panks open at fairs, Grab, Hats, Bottle Ball Games, Coca-Cola Pitch, Cigarette Gallery, Pitch Till You Win, Basket Ball Games and strictly American Mitt Camp (no gypsies). P.C. Dealers wanted. Want Agents for office-owned Hanky Panks. Want Side Show Acts, complete Minstrel Show troupe, Girl Show Manager with two or more girls, Wildlife, Unborn, Monkey Show. Wally White wants Man and Wife for Snake Show. Want Merry-Go-Round, Ferris Wheel and Kiddie Ride Men. Must drive semi. Will book for balance of season Tilt-a-Whirl, Ferris Wheel, Little Roller Coaster and Fly-a-Plane. Harry Heller, answer. Cecil and Francis Purvis, answer.  
 All mail and wires to **WM. C. (BILL) MURRAY**



## THE GREAT LEHIGHTON FAIR

LEHIGHTON, PA., SEPT. 5 THRU 10

Can place Eating and Drinking Stands, Hats, Age and Scales and Hanky Panks of all kinds. HELP—Foremen for Fly-a-Plane, Merry-Go-Round, Rolloplane. Second Men on all Rides. Wives to sell tickets. SHOWS—Any good Grind Show. Marie LeDoux can place Side Show Acts. Tony Masiello can place Dancing Girls.  
 JAMES CASH and BILL McCOY, contact JOHNNY at once.  
 Concessionaires, JOHN VIVONA will be on the lot in Lehighton, Pa., starting Friday, Sept. 2. Until then address Matamoras, Pa.

## HOLLY AMUSEMENT CO.

**WANTS WANTS WANTS**  
**WILL PLACE Photos, Long Range, Short Range, Balloon, Darts, Basketball, Coke Bottles, Bowling Alley, Slum Spin-dle, Arcade, one of a kind. Positively no flats or PC on this show.**  
**WILL PLACE good Ride Help who can drive, Wives for tickets or concessions—come on.**  
**F. HOLLINGSWORTH**  
 Ellijay, Georgia, Now; Jasper, Georgia, next week

**WANTED WANTED WANTED**

## DESBRO SHOWS

**BIG LABOR DAY DOINGS**  
 SUMMERVILLE PARK, ROCHESTER, N. Y.  
 Aug. 31 to Sept. 11, and then 2 weeks more inside the City of Rochester with Sampson Air Base to follow. We play inside the base.  
**WILL BOOK ALL STOCK CONCESSIONS**  
**RIDES—Ride Help wanted on all rides.**  
**ANGE R. DESIDERIO, Gen. Mgr.**  
 Summerville Park, Rochester, N. Y.

## Beam's Attractions

**EASTERN NORTH CAROLINA FIVE CO. NEGRO FAIR, Wilson, N. C., next week;**  
**FOUR CO. FAIR, Dunn, N. C., Sept. 12-17**  
 Want all types of legitimate Concessions for these fairs. Can book French Fries, Cotton Candy and Ice Cream.  
**SHOWS—Want Monkey Circus, Wildlife and Side Show.**  
**HELP—Will pay top salary to experienced FLY-O-PLANE FOREMAN, also Second Men for all rides who can drive, Capable Show People can be placed in all departments. CAN USE BILLPOSTER balance of season. WIRE or WRITE**  
**STEVE DECKER**  
 FRANKLINTON, N. C., THIS WEEK.

## CHESTERFIELD COUNTY FAIR

**Chesterfield, Virginia, September 12 to 17**  
**THE BEST SMALL FAIR IN VIRGINIA.**  
 Can place Rides: Merry-Go-Round, Coaster, Octopus, Tilt, Dark Ride, Arcade, Kiddie Rides, Side Show, Snake Show, Minstrel. All Concessions open, Pop Corn, Grab, Potatoes. Sell ex on Novelities and Scales, Cookhouse, Glass Pitch. What have you?  
 All answer:  
**JOLLY SHOWS**  
 MADISON, VIRGINIA, THIS WEEK.

## WANTED

**For Nine Georgia and Florida Fairs starting September 12; Burke County Fair, Waynesboro, Ga.; Hancock County Fair, Sparta, Ga., follows**  
 Hanky Panks of all kinds, also Bingo, Cook House, Grab, Age and Weight, High Striker, African Dip, Long Range and Novelities. Shows catering to families. Want Monkey Motor Drome Operator, Foremen and Second Men on all Rides. Report to Savannah Beach now, Jack Owens, ride supt.  
**LEO LANE SHOWS, Savannah Beach, Ga.**

## MOTOR STATE SHOW

Want for our route of bona fide Southern Fairs ending in November—Tri-Lake County Fair, Water Valley, Miss., Sept. 12 to 17; Pontotoc, Bruce, Fulton, Miss., to follow. Can place all types Hanky Panks, Novelities, Hi-Striker, Cookhouse, Glass Pitch, Bingo, etc. Can place two Shows. All replies:  
**J. FREDERICK, Owner**  
 c/o FAIR GROUNDS, WAUSEON, OHIO, TILL SEPT. 9.

# Ottawa Gate Hits Record Pace

• Continued from page 50

night grandstand attendance. This was brought about, they said, by the timing of the awards which were made while the grandstand show was in operation. This, they said, obviously kept many hopeful persons from attending the show.

Entirely different programs were presented for afternoon and night grandstand audiences. There has been no acceptance here of the belief in some quarters that nothing can forestall declining grandstand crowds. The talent budget was increased by some \$15,000 and the assembled talent was as good as can be seen anywhere.

### Rodeo Does Well

The Jim Eskew Rodeo presentation packed the stand on opening Saturday afternoon and night. The rodeo was a change from the hell driving shows presented the past two years.

A parade from adjoining Hull thru the heart of Ottawa to the fairgrounds attracted tremendous crowds on the opening day. The promotional effort, inaugurated last year, has proven highly successful and appears now to have earned permanent status.

The buildup on Children's Day, with all attractions pegged at 10 cents, has brought business for the fun zone almost to the saturation point. Prizes for the first moppets to arrive are plentiful and durable and include such wanted gifts as bicycles and electric trains donated by the World of Mirth.

### Space Scarce

Space, as usual, was at a pre-

mium. The exhibit halls were jammed by worth-while, handsome displays, and there was a noticeable lack of pitchmen in the permanent structures. Cattle and agricultural exhibits ran well beyond expectations in view of the very dry growing season.

Money was lavished on the plant in the maintenance, expansion and decoration of the existing facilities. It showed up best, perhaps, in the Pure Foods Building, a structure that houses the first show of its kind in the Dominion and which was established back around the turn of the century.

## WOM at Ottawa

• Continued from page 57

happily, provincial law will end operations at midnight.

The weather has been just about ideal, with the exception of a short electrical storm opening Saturday (20). Altho of short duration, the storm was credited with cutting some 2,000 from the attendance. Midway earnings on that day were also lowered as a result.

### Elephants Plus Kid Rides

The midway was jam-packed with enticing features. A mammoth Kiddieland, with a group of three elephants presented free several times each day, seemed jammed for hours on end. The grouping, inaugurated several years ago by Bergen, has been expanded annually. Major rides included the Scrambler and Roundup.

Shows playing to thousands during the week included Dixie Gordon's "Club 18," "Dancing Waters," "Gay New Orleans," the Side Show operated by Dick Best and Walter Wanous, and Earl Chamber's Monke, Circus. A big and unique feature again this year is Tony Diano's Wild Animal Show.

By mid-week, "Dancing Waters," a notable success here a year ago in one of its first appearances at fairs, was a little behind its previous earnings. Other units were even, but many, as indicated in the over-all gross, were running considerably ahead.

The show trained in here several days in advance of opening with the result that there was ample time for the placement and setting up of units. New canvas housed a number of units, including the huge "Club 18." Fresh paint was applied to a number of rides. The working personnel was outfitted in new uniforms. As a result the entire show had a sparkling and appealing look.

Sandwiched in and aiding in the over-all earning power of the show were several Bernard and Barry units.

Officials of the Calgary Exhibition were guests of the midway operators.

## WANTED

For Isabel, Okla., followed by De Queen, Mena, Paris and Danville, Ark.; Ringgold and Ferriday, La.—all fairs.

Girl Show, Athletic, Snake, or what have you? Need Agents for Target, Penny Pitch, Booking other Concessions. Couple to take over Grab. Noah Kennedy wants Agents for Stock Concessions.  
**Raines Amusement Co.**  
 Eureka, Kans., this week

## BROWN CITY

**FREE F. F. A. FAIR**  
 Brown City, Michigan  
 4 Days—Sept. 7-9-10—4 Days  
 Free Attractions, Fireworks, Canadian Dare Devils Thrill Show, Kid Day, Farm and Home Displays, etc. Wants independent Concessions of all types.  
 Write or Phone FLOYD B. WALTERS  
 1419 Harker St., Port Huron, Mich.  
 Phone: YU 24391

## WANTED

Lady Agents for Six Cats and Buckets, also Hanky Panks.  
**MIKE CHILLO**  
 Care of W. A. Schafer Shows, Quincy, Ill., Fair this week. Have 8 Fairs to follow. P.S.: Shir and Chuddy, contact me. Try leading hotels.

## EARL KELLY WANTS

For Michigan Center, Michigan. Agents for Pin and Count Store. Can use Wives in Six Cat. This is the largest Labor Day spot in Michigan, opening Sept. 2 and through Labor Day. All wires to Jackson, Mich.

# W.G. WADE SHOWS

## NOW PLAYING MICHIGAN STATE FAIR

(The Nation's Oldest Established State Fair)  
 SEPT. 2 thru SEPT. 11  
 DETROIT, MICH.

YOU are cordially invited to visit us at Detroit and see one of the greatest collections ever assembled at one fair of riding devices and midway shows.

D. WADE, Gen. Rep.  
 W. G. WADE SHOWS

## WANTED

Colored Entertainers for new Jig Show. "Fathead" Williams, "Sunny" Bridges and "Kid" Drifty, get in touch with me at once. Want Chorus Girls, Specialty Acts, Musicians, Female Impersonator. If you can cut it, come on in. Also Girls for White Girl Show. Highest salary paid. Talkers wanted for these two shows.

## HEDY JO STAR

Gen City Shows, Du Quoin, Ill., this week; Clarksville, Tenn., to follow.

## PRELL'S

## BROADWAY SHOWS

Want at once for balance of fair season

## HIGH-CLASS COOKHOUSE

One that caters to help. Also want Eating and Drinking Stands. All replies:

**SAM E. PRELL**  
 Annandale, Fairfax County, Va.

## ROHR'S MODERN MIDWAY

UNIT NUMBER TWO  
 4 MAJOR RIDE SHOW

## WANTS

For big Kankakee Downtown Labor Day Celebration. Bona fide. 3rd-4th-5th  
 Hanky Panks of all kinds.

## D. J. ROHR

Chebanse, Ill. Phone 11

## WANTED CONCESSIONS

For Annual Labor Day Celebration, Albany, Ill., Sept. 3-4-5; Golden Core Festival, Golden, Ill., Sept. 7-10.

## HAROLD THIESS

THIESS UNITED SHOWS

## WANT RIDE HELP

Kiddy Rides and Man for new Tampa Metals Train, also Candy Flooz Operator. Motordrome Tickets and Help.

## EARL PURTLE

Ciffin & Wilson Shows Indianapolis, Ind., now; Reading, Pa., and Richmond, Va., follows.

## WANT AGENTS

Buckets, Six Cats, Coke, Roll-a-Ball, Snow, Flooz, Popcorn, Cat Rack.  
**PARADA SHOWS**  
 Garnett, Kansas, Fair, Aug. 29-Sept. 3; Deepwater, Mo., Labor Day Celebration, 5-6; Longton, Kansas, Fair, 8-10.

## AMERICAN READER WANTED

Capable American Reader for balance of season with William T. Collins Shows to join at Lincoln, Nebr. Also want Ticket Seller for camp. Contact  
**THELMA OR PAT FARRELL**  
 c/o William T. Collins Shows, per route.

## WANTED

Tattooed Man, Side Show Working Acts, Geck Show Operator. Will sell or trade Electric Chair complete for a Sit-Down Sword Box or will buy Sword Box.  
**LEOLA'S CIRCUS ON PARADE**  
 c/o Ross Manning Shows Galax, Va. (Fair)



**PARAKEETS  
BABIES  
\$1.25**

Minimum order, forty birds.  
Shipped F.O.B. Los Angeles.  
Cash or Money Order with  
order.

24-Hour Service  
Phone Elliott 9-4591

**WELLS BIRD FARM**

2143 South Myrtle Avenue  
Monrovia, California

**T.E.N.T.S**

CONCESSION, CIRCUS, CARNIVAL

**AMERICAN  
TENT CORPORATION**

America's Largest Builders  
of Fine Show Tents

201 E. Water St. Norfolk 10, Va.  
Representative C. C. Mitchell

**BILL SANDERS**

**FOR SALE**

25-Passenger Excursion

boat—heavy aluminum hull

—non - deteriorating. Get-

ting larger boat. \$2,500.

Call St. Charles, Ill., 2334.

**FOR SALE**

**U-DRIVE-IT  
RACERS**

These are the same make hot rods that  
have been top-money ride at Riverview  
in Chicago all summer. Three complete  
cars, one complete interchangeable  
power unit, 300-ft. chain link fence,  
barrier rails, light strings, etc., all used  
three weeks, new condition. Other in-  
terests force me to sell. Price \$2,850  
cash. Contact

**STAN BAKER**

13036 Foley, Detroit 27, Mich., until  
Sept. 11.

**27 FOOT SHOW BUS**

Runs good, \$300.00 cash, or  
trade for A-1 20 x 30 top.

**C. L. YOUNGER**

c/o Cetlin & Wilson Shows,  
Indiana State Fair, Indian-  
apolis, Ind., till Sept. 9.

**FOR SALE**

Tilt-a-Whirl; new factory platforms,  
\$4500; Allan Herschell Little Dipper,  
\$3500. Can be seen in operation Fair  
Park, Little Rock, Ark.

**T. A. FUZZELL**

5300 Edgewood Little Rock, Ark.  
Phone: Mohawk 3-7290

**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.

**FIRE EATER WANTED**

For one day between September 6-9  
in Evansville, Indiana. Contact

**PETE HENNING, McGraw Associates,**  
33 West 42nd St., New York, N. Y.,  
or call collect: Pennsylvania 6-7111.

**WANTED**

Good Carnival for the WAYNE COUNTY  
SESSUICENTENNIAL CELEBRATION at  
Jesup, Georgia, during week of Sep-  
tember 19 to 24. Contact

**BILL HARRELL**

c/o Wayne Freezer Locker, Jesup, Ga.

**COMING EVENTS**

**Alabama**

Huntsville—Sesquicentennial, Sept. 11-17.

**Arkansas**

England—Fall Festival, Oct. 17-22.  
Harrison—Harrison Rodeo, Sept. 15-17.  
Little Rock—Ark. Livestock Show, Oct.  
3-8. Clyde Byrd.  
Little Rock—Parade of Homes, Sept. 11-18.  
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.  
Walnut Ridge—Band Festival, Aug. 29-  
Sept. 3.

**California**

Barstow—Barstow Rodeo, Sept. 24-26.  
Bishop—Bishop Rodeo, Sept. 4-5.  
Chula Vista—Mounted Police Horse Show,  
Oct. 1-2.  
Chula Vista—Fiesta de la Luna, Oct. 1-2.  
Julian—Apple Days, Oct. 1-2.  
Lancaster—Lancaster Rodeo, Sept. 11.  
Oakland—N. Calif. Electrical Bureau Show,  
Oct. 1-8.  
Oceanside—Days of San Luis Rey Fiesta,  
Sept. 2-5.  
Pittsburg—Columbus Day Celebration, Oct.  
4-9.  
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.  
Ventura—Ventura Rodeo, Oct. 8-9.

**Colorado**

Cheyenne Wells—Cheyenne Co. Rodeo,  
Sept. 2-3.  
Ridgway—Ouray Co. Rodeo, Sept. 4-5.  
Sterling—Overland Trail Round-Up, Aug.  
30-Sept. 1. W. K. Ring.

**District of Columbia**

Washington—Food Show, Nov. 12-20. Saul  
Menick, Washington Food Show Cor-  
poration, 145 Kennedy St., N. W.

**Florida**

Bonifay—Holmes Co. Livestock Show, Oct.  
8. D. P. Grant.  
Chipley—West Fla. Dairy Show, Nov. 5.  
J. E. Davis.  
Opa Locka—N. Dade County Home Progress  
Expo., Oct. 28-30. Joseph Behoff.  
Live Oak—Suwannee Valley Hog Show, Oct.  
17-22. Paul Crews.  
Wauchula—Harden Co. Cucumber Expo.,  
Nov. 8-15. Addison Whitman.

**Georgia**

Atlanta—Do-It-Yourself Show, Sept. 24-28.  
George Hoover, 6915 Red Sunset Blvd.,  
S. Miami, Fla.  
Wadley—Community Fund Drive, Aug. 29-  
Sept. 3.  
Waycross—Ga. Championship Rodeo, Sept.  
30-Oct. 2.  
Woodbury—Pimento Festival, Oct. 12.

**Idaho**

Filer—Twin Falls Co. Rodeo, Aug. 31-  
Sept. 3.  
Lewiston—Lewiston Rodeo, Sept. 9-11.

**Illinois**

Ashkum—Celebration, Sept. 5.  
Bradford—Farmers' Day Celebration, Sept.  
3-5.  
Chicago—General Motors Poweraml, Aug.  
31-Sept. 18.  
Chicago—International Dairy Show and  
Rodeo, October 7-16.  
Chicago—International Livestock Exposi-  
tion, Nov. 28-Dec. 3. William Ogilvie.  
Hopkinton—Labor Celebration and Sweet  
Corn Festival, Sept. 2-5.  
Kampsville—Legion Picnic, Sept. 3-5. C. W.  
Curtis.  
Kankakee—Celebration, Sept. 3-5.  
Moline—Rock Island So. Rodeo, Sept. 2-3.  
Mount Carmel—Championship Boat Races,  
Sept. 17-19. Steve Bellingher.  
Palestine—Celebration, Sept. 3-5.  
Peoria—Antique Show, Sept. 9-12.  
Streator—Celebration, Sept. 3-4. Fred Sal-  
uatti, 901 N. Wasson.

**Indiana**

Hartford City—Fall Festival, Sept. 13-17.  
Lagrange—Corn School—Golden Anni-  
versary—Street Fair, Sept. 13-17.  
Mitchell—Persimmon Festival, Sept. 26-  
Oct. 1.  
Salem—Fall Festival, Sept. 19-24.  
South Bend—Antique Show, Oct. 17-20.  
Wabash—Diamond Jubilee & Nat'l Plow-  
ing Contest, Sept. 12-17.  
West Baden—Fall Festival, Sept. 5-10.

**Iowa**

Des Moines—Iowa State Fair Rodeo,  
Sept. 2-5.  
Port Madison—Port Madison Championship  
Rodeo, Sept. 9-11.  
Neola—Ho Doo Days, Sept. 2-3.  
Vinton—Celebration, Sept. 5.  
Waterloo—National Dairy Cattle Congress,  
Oct. 1-8.

**Kansas**

Baxter Springs—Lions Club Carnival, Sept.  
15-17. G. H. Beck.  
Coffeeville—Inter-State Rodeo, Sept. 2-5.  
Hosington—Celebration, Sept. 5.  
Wichita—Jaycee Frontier Days, Sept. 22-25.  
Winfield—Crowley Co. Rodeo, Aug. 30-  
Sept. 1.

**Louisiana**

Amite—Amite Rodeo, Oct. 7-8.  
Baton Rouge—Dixie Horse Show Jubilee &  
Livestock Show, Nov. 3-6. Mrs. Helen  
F. Cobb.  
Crowley—Int'l. Rice Festival, Oct. 19-20.  
J. W. Barnett.  
DeRidder—DeRidder Rodeo, Oct. 5-8.  
Leesville—West La. Forestry Festival, Sept.  
12-17. Finley Stanley Jr., Rt. 4.  
Marksville—La. Livestock & Pasture Festi-  
val, 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. Laffeur.  
West Monroe—N. Louisiana Rodeo, Sept.  
5-9.  
Winfield—La. Forest Festival, Oct. 12-15.  
L. L. Brewton.

**Maryland**

Princess Anne—Princess Anne Livestock  
Show, Sept. 30-Oct. 1. Howard H. Ander-  
son.

Timonium—Eastern National Livestock  
Show, Nov. 12-18. Joseph Vial.

**Massachusetts**

Boston—Boston Garden Rodeo, Oct. 19-30.

**Michigan**

Alston—Laird Twp. Dairy Show, Sept. 2.  
Mrs. Anne Pirhonen.  
Fairgrove—Bean Festival, Sept. 5.  
Fairwell—Celebration, Sept. 5.  
Flint—Antique Show, Nov. 7-10.  
Flint—Centennial, Aug. 27-Sept. 11.  
Goodells—Thumb Dist. Plowing Match, Oct.  
6. Irving R. Wyeth.  
Grand Rapids—Antique Show, Nov. 14-17.  
Ionia—Ionia Pat Stock Fair, Oct. 31-Nov.  
2. Abram P. Snyder, Court House.  
Jackson—Celebration, Sept. 1-5.  
Romeo—Peach Festival, Sept. 2-5.  
Newaygo—Celebration, Sept. 5.  
Winn—Street Celebration, Sept. 1-3.

**Mississippi**

Newton—Newton State Dairy Show, Sept.  
19-24. W. P. McMullan Jr.

**Missouri**

Bloomfield—Fall Festival, Sept. 12-17.  
Boone Terre—Legion Celebration, Sept. 2-5.  
Brookfield—Linn Co. Hoof & Horn Rodeo,  
Sept. 3-5.  
Brunswick—Brunswick Horse Show, Sept.  
17. Lucilla Hayden.  
Cameron—Boots & Saddle Horse Show,  
Sept. 9-11.  
Charleston—Fall Festival, Sept. 19-24.  
Chillicothe—Eagle Club Rodeo, Sept. 18-18.  
Deep Water—Labor Day and Harvest Show,  
Sept. 5-6.  
Joplin—Joplin Jr. Beef Show, Oct. 10-11.  
Rufus D. Brown, 112 W. 4th St.  
Kansas City—American Royal Livestock  
Show, Oct. 15-22. C. M. Woodard.  
Maryville—Baby Beef & Pig Club Show,  
Sept. 19. Kenneth Walkup.  
Milan—Junior Livestock Show, Sept. 18.  
Mrs. Margaret Marr.  
Monett—Lawrence-Barry C. Dairy Show,  
Sept. 9-10. Helen Sager.  
Palmira—Fall Festival, Sept. 7-10. Mil-  
dred Briscoe.  
Pickering—Nodaway Co. Horse & Mule  
Show, Sept. 8-10. C. A. Birkenholz,  
Box 91.  
Piedmont—Centennial, Sept. 2-5. Wm.  
Harris and son.  
Pierre City—FA Stock Show, Sept. 15-16.  
Wayne Bowen.  
Queen City—Schuyler Co. Corn & Stock  
Show, Sept. 15-17. Geo. McChuskey.  
Salisbury—Salisbury Horse Show, Sept.  
1-2.  
Sikeston—Boothel Rodeo, Sept. 15-16.

(Continued on page 71)

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Fish Pond, Block Pitch, small Grab, etc.  
Followed by three Michigan Fairs.

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excellent condition; completely overhauled, new drive unit, new platforms,  
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**WANT CONCESSIONS AND SHOWS**

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RIDE HELP—First and Second Men, must drive; no drunks.

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Clean legitimate Concessions. One or two Major Rides—Octopus, Round-Up or Tilt.  
Will use worthwhile Shows. Can use dependable Help on Rides and Concessions—  
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tractor, like new; deep freeze, 2 refrigerators, coffee urn, 48" grill, hot and cold  
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# CIRCUSES

## WEST'S HALF DAYS SPOTTY FOR R-B

Ogden Up; Idaho Falls, Missoula Off; Set New Denver High; Salt Lake Over '53

YAKIMA, Wash., Aug. 27.—Ringling Bros. and Barnum & Bailey Circus played to a half house in the afternoon and a three-quarter house at night here Tuesday (23) in warm weather.

Earlier, the show had played Ogden, Utah, for two-thirds and near-full houses Tuesday (16). It was ahead of the Ogden gross of two years ago, last time the show was in that city.

Idaho Falls gave a three-quarter house Wednesday (17), with a schedule calling for an afternoon show only. The day fell short of the Idaho Falls gross of 1953. Butte, Mont., was played Thursday (18).

At Missoula, Mont., for an afternoon show only on Friday (19), the show played to light business, off from 1953's unprofitable stop.

## Beatty Show's Business Good In Alta. Towns

RED DEER, Alta., Aug. 27.—The Clyde Beatty Circus has been paying to a husky string of three-quarter and near-full combinations.

In Medicine Hat, Alta., Wednesday (17), the near-full house came in the afternoon and the three-quarter house at night.

Drumheller, Alta., had a three-quarter afternoon and near-full night on Saturday (20). Here in Red Deer Monday (22) the show had three-quarters of capacity in the afternoon and a near-full top at night.

At Wetashwin, Alta., on Tuesday (23), the show had a half house in the afternoon and a near-full one at night. Harvest time affected the afternoon business.

## Romas Plans Show; Shell to Use Photo Of Valentino Act

BLOOMINGTON, Ill., Aug. 27.—Roy Romas said here this week that he would reopen his Royal Bros.' Dude Ranch Shows in September. He said Roxy Engesser is booking stands for late in the month. Most personnel of the show is in Bloomington preparing for the reopening.

The show also made a spring tour, which closed at Plymouth, Ind. With the spring show were George Engesser, GeeGee Engesser's Alaskan Husky dog act, Capt. Eddie Kuhn's animal acts, Billy Powell's wire act, and the Flying Royals. Vades Engesser has the office and tickets. Jojo Murphy had the billing.

Romas has been visiting in Bloomington with his brother, George Valentine.

The Shell Oil Company will use a picture of the Flying Valentino's passing leap in connection with an upcoming advertising campaign, Romas said.

## Rain, Wind Hit Hunt in Jersey

DOVER, N. J., Aug. 27.—With hurricane rain and wind, Hunt Bros.' Circus drew light business here and in Hackettown. Storm warnings were up at Hackettown (11) and the afternoon was one-quarter filled, while the night was half filled. Beers-Barnes played the town earlier. Dover had two one-quarter houses in continuous rain.

On Monday (22) in Kernewick, Wash., an elephant, Judy, went on a two-mile rampage.

Detailed reports on the show's business in Denver (12-13) and Salt Lake (15) showed that both stands drew very heavy business. The Denver stand had two full and two near-full houses, to set what John Ringling North said was an all-time high for two-day stands there. He stated that Salt Lake was \$8,000 ahead of the good 1953 gross there.

## Hagen Matinee Lost to Storm

VINELAND, N. J., Aug. 27.—Hagen Bros.' Circus lost its afternoon performance here Thursday (18) to high wind and heavy rain that was part of Hurricane Diane. Night show was given for a crowd of about 300 in more wind and rain. Marines were the sponsoring organization. Hunt Bros. was in the town four days later.

## NEW CANVAS, ANIMALS

## Neat Von Operation Has Growing Pains

WESTBURY, N. Y., Aug. 27.—Although there are still sacrifices to be made, Henry Vonderheid is making them in order to hang his "bought and paid for" shingle at the Von Bros.' Circus. Several new acquisitions this season include a performing elephant, other animals, some rolling stock, and canvas. Although still relatively small, the 36-year-old showman's outfit is growing steadily.

The sacrifices are in the way of common help, held down by a combination of a natural labor shortage and Vonderheid's reluctance to enlarge his operating net to the danger point. Benefits from this program are a neat and cleanly framed production, and while as circus it's minor league, Von Bros. is good minor league.

As caught here the show offers a nicely paced hour and a half of circus, marred only by the time lags occasioned by performers handling their own props. Nucleus of the organization are the Riding Conleys from which the show gets at least six acts. The group of eight performers—which number will diminish when school resumes—is eminently talented and superbly equipped for costume changes, and shoulders the major part of the performing load.

A 17-display program has the riding group performing in force both during their regular turn and in the closing spot when they do a nifty Indian pageant in appropriate garb.

### Freddy Von Clicks

Also featured is young Freddy Vonderheid's trapeze act to close the first half. He goes thru an impressive, rapidly paced routine which combines virtually every climax offered by other trapeze workers, but his speed is such as to take away a bit from its effectiveness since there is no building to a peak of suspense.

The show is using new canvas this year from the American Tent and Awning Company, a full 70 with a 40 and two 30's and trimmed in red and blue. A 25-cent Pit Show includes a midget horse and cow. Canvas is upped and downed at present by one boss canvasman, Bill Hill, plus two workers and a host of local youngsters. There have been no missed shows due to labor, but

## St. Louis Rodeo Drawing; Report Big Book, Sale

ST. LOUIS, Aug. 27.—The St. Louis Firemen's Rodeo, put on by Tom Packs, with stock from Tommy Steiner, was playing to good business this week at Oakland Stadium here.

Name attraction is Smiley Burnette, Western movie performer. Packs' staffer Jack Leontini said that the show had a big advance sale and large book promotion.

Numerous committees were visiting the show with an eye to booking subsequent dates, it was reported.

Leontini said that the Packs circus ended its numerous tour with a strong showing at Baton Rouge, La., one of the towns transferred from the winter route. This year's Baton Rouge business equalled that of last year, with the second day drawing best.

Next for Packs will be the indoor New Orleans date for the Shrine. Leontini said that this time the date will be the only one for the organization in November, because of the moving of Baton Rouge and Natchez, Miss.

## Mills Battles Flood To Reach Springfield

SPRINGFIELD, Mass., Aug. 27.—Mills Bros.' Circus made an eight-hour jump along flooded roads to reach here Friday (19). The show arrived late in the day and gave the first of two performances at 6 p.m. The storm was part of that which flooded many places in the East.

The Mills circus played Webster, Mass., on Thursday. Leaving there, it got as far west as Fiskdale and found that the highway was blocked by high water. The trucks turned back on another road and reached Southbridge, from which it took secondary roads south to

East Hartford, Conn. Turning north, the trucks got to Thompsonville, Conn., which is about seven miles from the destination.

At that point it appeared for a while that the show would not be able to proceed. However, elephants were used to move some trucks and it was able to pass the critical area just before the highway was closed.

All personnel on the show helped in setting up. The 6 p.m. show drew a small number of children and the 8:30 p.m. show drew about 500 persons. Auspices was the Junior Chamber of Commerce.

The Springfield Union in a later editorial said it believed that traffic should be controlled during such flood conditions and other emergencies and stated that a circus probably should not have been allowed to "go on." This was answered the next day by Ray Bickford, Bernardston, Mass., fan and clown, and the paper came up with a second editorial.

In Beverly, Mass. (15), the Mills show played to near-full and three-quarter houses. The show was sponsored by both Kiwanis and Jaycees.

## Kelly-Morris Plays Pa., N. Y.; Business Good

SALAMANCA, N. Y., Aug. 27.—The Kelly & Morris Circus, managed by Bill Morris, has been playing to reported good business. Show is said to be short-handed and mechanical troubles have hit the fleet of trucks from time to time.

At Ridgway, Pa., on Monday (22) the show's afternoon performance was cut short and the audience was dismissed because of a violent storm. That involved a near-full house. By night show time the storm had dropped to a drizzle and the turnout was good. Jaycees were the auspices.

Salamanca brought a capacity afternoon and strong evening crowd, with auspices of the VFW.

## 'Go for Broke' Show Goes Up To Turnaways

HONOLULU, Aug. 27.—The Go-for-Broke Circus, sponsored by the 442d Veterans' Club, opened Thursday (18) to capacity business and has drawn a perfect score of sellouts and turnaways since. Night shows were given both Saturday and Sunday (20-21), all to turnaways.

Capacity of the four-pole, three-ring top is estimated at 2,500. Lot is on Atchison Boulevard here and is complete with the circus, produced by George Hunt of Hollywood; and a Side Show and set of rides, operated by E. K. Fernandez. Show continues thru September 5.

Performers include Escalante Troupe, Chet Juszyko and his cat act, the DeWayne Troupe, Don and Hope McLennon, George and Terry Perkins and his Funny Ford, the Blair Sisters, the Fullbrights, the Eries, Max Morris and Barbara Petrie, seal act; Ray Charlton, Dick Lewis. Members of the DeWayne Troupe include Ted, Cliff, Reggie, Mel, Bobbie and Jerry DeWayne, with assistance from Diane and Patty Blair. The Escalante Troupe includes Blackie and Lalo Escalante, Billy Temple and Bobbie Olivia.

## Hildebrand Stages Buffalo Performance

BUFFALO, N. Y., Aug. 27.—Frank Hildebrand produced a circus here August 11-13 for the Optimist Club of Buffalo. Performance included:

Dollie Torellia and Miss Lona, dog acts; Cycling Kirks; Four Sailors; Capt. John Tiebor and his seals; Corinne, cloud swing; Crits and Gravy, Funny Ford; the Rudy-noffs' Ballerina Horses; Grover O'Day, comedy cycle; the Valeries; Torelli's Liberty Horses; Malikova, high wire; St. Leon Troupe, teeterboards; the Antaleks, perch; Jimmie Cole Elephants, and clowns.

## Walters in Illinois

VILLA GROVE, Ill., Aug. 27.—George W. Cole Circus played here Wednesday (24) to a near-full night house following a light afternoon business. Herb Walters is manager of the show. Weather was favorable and publicity was termed good. Three elephants made downtown bally, a regular feature on the show.

## Kelly-Miller Big in Ill.; Two Straws at Streator

PONTIAC, Ill., Aug. 27.—The Al C. Kelley & Miller Bros.' Circus played to consistently good business in Northeastern Illinois stands in recent days.

Following Woodstock, where it had three-quarter and near-full houses on Thursday (18), came St. Charles, Ill., a Chicago suburb, and the show won two near-full houses Friday (19).

The show played Streator for Saturday and scored two straw houses. The town was several years fresh and the show came in

after a spirited local debate about efforts of some to bar it. American Legion auspices was used.

The Sunday (21) afternoon-only stand was Wilmington, where the audience nearly filled the big top despite continued hot weather. On Monday, Kelly-Miller moved to Pontiac and played to a pair of houses that were just above the three-quarter mark. Visitors there included Albert Witt, former Ringling staffer, and friends and relatives of Dick Scatterday.

# UNDER THE MARQUEE

By TOM PARKINSON

Huey the Clown and Popo the clown opened at Disneyland, Anaheim, Calif., July 22. Popo is currently playing fair dates in Northern California and Utah, while Huey is still in Disneyland. . . . Leo Francis, white face clown, is booked to play the Shrine Circus, Madisonville, Ky., September 12-17. . . . Since their return from overseas, the Flying Deislars have played the Detroit Police Show and are currently at Idlewild Park, Ligonier, Pa., where they have been visited by members of the Circus Fans' Association of Pittsburgh. The act will begin a tour of Southern fairs soon.

Joe Sullivan, the Rev. Clement Flanery, Fred Wolf, Dr. and Mrs. Otto Schlack, Jackie Bostock, Herm and Mary Linden, Jack Klipple, Roy Barrett, Dick and Carmen Clayton, Sam Polack, Mr. and Mrs. Bill Donohue, Pinkie and June Madison, Harold Voise, Bobby Beebe, the George Hollands, Mrs. Cottrell, Dean Thomas, the Clarence Kachels, John H. Wilson, the Hendersons, Homer Hobson and Homer Hobson Jr., Wally Alhberg, John Mooney, John Hartwig, Gary Davison, Ned Gardner, Howard Ankeny, Sailor Joe Marvello and the James Elliotts.

Freddie Freeman writes from Ringling-Barnum that the Western tour is bringing out the cowboy hats and boots, creating cowboys from all countries. . . . Sanchez Morales has some additions to his family of spaniels. . . . The Rev. Ed Sullivan baptized baby Casper Ferroni, with Nina Unus and Juan Rodry as god parents. . . . Jackie Gerlich has a new way of checking the harness Frankie Saluto wears in the stove gag. . . . Trevor Bale, tiger trainer, is writing a book. . . . Alphonse DeJonge lost one of his best chimps and now is breaking others to enlarge the act. . . . Birthdays were observed by Charles Bell, Manfred Fritsch, Lalo Palacio, Guistino Loyal, Ronnie Daniels and Frank Ittardi. . . . Kay Burslem enjoyed having many visitors at Madison, Wis. . . . Frankie Saluto visited his sister, Madeline Colella. . . . Boom-Boom, the base drummer, set something of a record when he jumped from Alaska, where he was with Ward-Bell, to join Merle Evans' band in the Middle West.

More notes from Freddie Freeman and Ringling-Barnum: Guistino Loyal bought a fine black horse and while it was being trucked from farm to circus it was injured in an accident and had to be shot, a loss of several hundred dollars. . . . Members of the Loyal-Repenski tent of CFA, Cleveland, gave the personnel a party there. . . . E. Walter Evans and Bill Stacks were among The Billboard staffers catching the show in Cincinnati. . . . Julio Catarzi, of the Loyal-Repenski act, is in the Navy at Great Lakes Naval Training Station, Ill.

Two veterans with King Bros. & Cole Bros. celebrated birthdays recently. One was Charles Luckey, 80, and the other was Charles (Butch) Cohn, 81. . . . Harry Shell, the steam calliopiast, plays the Indiana State Fair, the Mount Pleasant, Ia., Fair and then starts a string of dates for the E. R. Braly outfit.

The Bill Woodcocks stopped over on the Kelly-Miller circus lot Sunday (21) while jumping to Eldon, Ia., for a fair date with the Miller-Woodcock Elephants. . . . Shirley Lindemann celebrated a birthday on K-M. . . . Pinky Barnes reports his wife, Mable Barnes, is still in General Hospital, Kansas City, and would enjoy hearing from trouper friends. . . . Kelly-Miller visitors included Frank (Tuxedo) Davis, Dave and Carol Friedman, Tom Carroll, Alex Irwin, Edna Curtis, Nellie Vaughan, and Viola McLeod. Paul H. Bowers caught Ring Bros. in Massachusetts and spent a week with Mills Bros. in that territory. . . . David Orr reports from Frankfort, O., that his season with a dog and pony outfit was okay. . . . Johnny Meah, clown, has closed with the Mills show and is working concessions at New England fairs.

Charles A. (Kid) Koster, veteran circus second man, who has been with virtually all the big ones in the past, is now ahead of "Moulin Rouge," musical revue playing West Coast theaters.

The David P. Hourins and son Jerome, Quincy, Mass., caught Ring Bros. at Pembroke and Cohasset, Mass., and report good business. They visited the Franco Richardses and the Frank De-Riskis. The Hourins also caught Mills Bros. at Rockland and Braintree, Mass., and visited Jack and Jake Mills and Charles Brady.

Sheriff Arthur Johns, former trouper, and Deputy Robert Helvie, part-time clown, of Peru, Ind., were injured in an auto crash recently. . . . Beatrice Dante and her chimp act were in Ottawa for the Ottawa Exposition and will make the Essex, Vt., and Richmond, Va., fairs as well as New York parks.

Catching Von Bros. Circus in New York were fans Charles Whitcomb, the James K. Cotters and Jean Cotter, while the Cotters, William McGrath, John English and Gordon Turner caught Mills Bros.

Booked with Powerama, major General Motors production being framed for Chicago, are the Tom Packs Elephants, two more elephants booked thru the Frank Sennes office, the Jinx Hoaglan horses; Al Ross, clown, and a newly imported French aerial act. Show is being produced by Richard and Edith Barstow, with rehearsals at the Blackstone Theater, and acts were booked by Lew and Leslie Grade, Ltd.

Bert and Corinne Dearo, having played two indoor dates for Frank Hildebrand, are heading for Chicoutimi, Que., and then Binghamton, N. Y., dates for the Al Martin office. . . . Mrs. Arthur Berry, who did a wire act as Elsie Sotiro, and her daughter, Jo Ann Brasher, were guests of the Howard Kings on King-Cole Circus at Keokuk, Ia. The Kings visited the grave of the late Arthur Berry, who was with King circuses many years.

Tedd and Marion Prichard and Keith and Dorothy Fay, fans, caught Ringling at Cheyenne, Wyo., and members of the Dolly Copeland Tent, CFA, attended the show as a group.

Capt. Jack Arnold's Sky Devils played a string of towns thru the Southeast for Kyle Productions. Ocala, Fla., was lost to rain. Pensacola and Mobile, Ala., were played under auspices. . . . John W. (Jack) Bell, former bandmaster with Cole & Walters and other circuses and member of the Shreveport, La., symphony most winters, has undergone a major operation at the Veterans' Hospital, Seattle, and would like to get mail, writes CFA Doris H. McDonald.

Richard Arcand writes that he has returned from Japan, where he was featured clown with a circus. He's playing California fairs.

While Kelly-Miller played Wisconsin, Pete Lindemann gave a dinner for several members of the troupe. . . . Visitors included Lindemann, Dr. H. H. Conley, the Bob Tabers, Deane Adams and Ed Sammers. Sonja Lindemann and Barbara Jane Miller celebrated birthdays, writes Maurice Marmolejo.

Beverly Allen writes from the Jay Gould Circus that at Lamber-ton, Minn., the show's parade had 102 floats, and at its home town, Glencoe, it had 136. In the latter one float honored the Gould family, Glencoe residents from 1873 to date. The Allen's Brahma bull was ridden in the parade. At Sumner, Ia., his home town, E. L. McCall was visited by many friends.

Recent Ringling visitors have included the Freilani Troupe, Greta Frisk, Col. Harry Thomas, Mable and Jack Karoli, Vernon McReavy,

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**18 CANADIAN YEARLING BEARS**  
**5 CALIFORNIA SEA LIONS**

EXCELLENT CONDITION

**HIGHEST BIDDER—** COME AND GET 'EM  
SEPTEMBER 6TH

WRITE, WIRE: RAY STONE, Steel Pier, Atlantic City, N. J.

## ATTENTION, CIRCUS PRODUCERS ONLY

The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1956.

A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on September 20, 1955, at 10:00 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.

**HAROLD RICHMANN, Secy.-Treas.**  
St. Louis Police Relief Assn., 1200 Clark St., St. Louis, Mo.

PHONEMEN	ATTENTION	PHONEMEN
The following dates ready to go now, phonemen in towns carded: Evansville, Ind., V.F.W.; Terre Haute, Ind., Amer. Legion. Grotto dates: Decatur, Ill.; Danville, Ill.; Bloomington, Ill.; Springfield, Ill.; Champaign, Ill.; Birmingham, Ala., Vet. Basket Deal. \$2,300.00 top list. The following contact or come in now: Jim Burke, John Sadler, Dick Clark, Jim Vale, Johnny Werner, Casey Jones, Jim Anderson, George Eddy, Charlie Phillips, Jack Clark, Bill O'Connor, Bob Walker, Jack Wade, Casey Farrell, Bob Bullock, Ed Hood, Tom Ryan, Doc LeRoy, Bill Williams, Johnny Traylor, Ernie Johnson, Bill and Bea Carney and others contact at once. We need men NOW, not next year. We are booked until St. Patrick's Day with top sponsors. No lay-offs. We collect and pay 25% daily. Contact <b>ROBERT L. WALKER &amp; ASSOCIATES</b> for placement. Phone 25791, Room 506, Grien Bldg., Evansville, Ind.		

### FEATHER PLUMES FOR HORSE & ANIMAL SHOWS

Majorette Plumes—Ostrich Tips and Plumes—Marabou Turkey Quills—Ostrich Fans—Any Color

**SOUTH AFRICAN FEATHER CO.**  
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### WANTED MAN AND WIFE


Neat appearance, to place merchant tickets. Can make \$50 to \$60 a day here. Want Circus Cook; Al Dean, wire collect. Want Bannerman. Buck Reager, are you coming? Need Man who can fly helicopter who is interested in show business.

**RING BROS.' CIRCUS**  
Dahlgren, Va., Aug. 29; Tappahannock, 30; Chester, 31; Crews, Sept. 1; Victoria, 2; Clarksville, 3; Zebulon, N. C., 5.

### INCLUDE THIS NEW SENSATION IN YOUR ACT!

The Cobra in the Basket—the latest and most novel idea in show business. Write now for details.

**LESTER, LTD.**  
29 S. Wabash Ave. Chicago 3, Ill.



## AL ROSS

(TRAMP CLOWN)  
**Now Appearing**  
**GMC POWERAMA SHOW**  
CHICAGO, ILL.  
AGENT  
**HANS LEDERER**  
LEW & LESLIE GRADE LTD., INC.  
250 W. 57th St. New York, N. Y.

## 6 PHONE MEN

No drunks. No collect. Pay daily.  
\$25,000 in taps. Contact  
**TONY MANCUSO**  
Locust 3099, Rm. 409,  
Exchange Bldg., Rochester, N. Y.

## 2—PHONEMEN—2

Labor Display Board Truck Drivers Hall. Pay daily, top men only. No collect. Dick Broodrick and Larry Burns, call me—2-8566.  
**TOBE BARTLETT**  
409½ St. Louis St. Springfield, Mo.

## EVANS UNITED SHOWS WANT

CONCESSIONS FOR BALANCE OF SEASON: Glass Pitch, Long or Short Range, Cork Gallery, Bumper, Add-Em-Up Darts, Novelties, Basket Ball, Scales, Hoop-La and any other legitimate concession. WANT CAPABLE RIDE HELP. Must be sober and drive semi. Address: Gardner, Kans., Sept. 1-3; Cole Camp, Mo., Sept. 8-10; Lexington, Mo. (Streets), Sept. 13-17; Concordia, Mo., Sept. 20-24.

## 10—PHONEMEN—10

To sell adv. in special official publications. Strong auspices. Steady work in town or travel intermountain region. 25% commission. Pay on P.O.P. orders. Contact  
**JERRY MARKS**  
P. O. Box 1144 Salt Lake City, Utah  
Phone 22-0255  
Transportation repaid after you work 4 weeks and prove your ability. No Collect Calls.

## Elks — Police — Grotto PHONEMEN

Want capable, reliable and sober Phonemen to ask for money. These are big deals. Sell advertisement in "Year Book," Tickets and Banners. Twenty weeks' work in various cities. We pay 25% on advertisement, 20% on tickets. WRITE OR WIRE OR PHONE  
**TOM HASSON**  
ELKS' CLUB SAVANNAH, GA.

## AVAILABLE

After Sept. 12 for parks, late fairs, indoor circuses, FRANK CAIN Character or White Clown. Plenty good wardrobe and props. Free act for celebrations, for parades, street and clown walk-arounds. Have 35 paper mache comedy heads and costumes, nursery rhyme characters. Write or call  
**FRANK CAIN**  
2301 West Ave. Burlington, Iowa  
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## PHONE MEN

Top producers only. Fire Department deal, season's work. No drunks, no collect.  
Phone 3-8975 or 3-7926  
Rockford, Ill.

## 2—PHONEMEN—2

Strong auspices. Start Aug. 29. 6 weeks' work—others to follow. Pay daily. Jack Bell, Jim Francis, contact.  
**ED HAVERSTICK**  
Phone: Al 5-1286  
1236 Jenifer Madison, Wis.

## 4—PHONEMEN—4

Must be experienced. Producers only. Book and tickets for Minstrel Show. Veteran sponsored. Strong deal. 25% comm. Collect and paid daily. Phone daytime Turner 3-1224. No collect. No drunks. No advances. South Bend deal just starting.  
**JOHN ROBERTS**  
1425 W. 18th Ave. Gary, Ind.

## WANT

2 experienced, personal contact Admen. Official inter-mountain police, firemen, county official magazines. Must travel, pay expenses from liberal commission. Finger-printing required. Send photos, references, physical appearance, experience.  
**MARCUS GRIFFIN & ASSOCIATES**  
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## 10 Billposters Wanted

Experienced Men Only  
Address:  
**ELMER KAUFFMAN**  
Mgr. Adv. Car, King Bros. Circus, Norfolk, Va., Aug. 31; Portsmouth, Va., Sept. 1; Newport News, Va., 2; Franklin, Va., 3, and South Boston, Va., 5.

## PHONEMEN . . . NOW

Office Ready. Steubenville, Ohio. Book, tickets, stamps, usual pay daily. We collect.  
Phone Steubenville: Atlantic 32621 or 33261. No collect or advances.

## FIVE PHONEMEN

Strong deals in three West Virginia cities. Only high-class men need to apply.  
**ROBERT GENTRY**  
Phone: Jackson 5-3011  
Huntington, W. Va.

## 500G Detroit Roller Arena Club Debuts

DETROIT, Aug. 27.—Taking rank as one of the country's outstanding skating establishments, the Roller Skating Arena Club was opened to the public August 11 following an invitational preview the preceding night attended by a notable gathering of skating people, civic leaders and guests.

The new rink, erected at a cost of approximately \$500,000, is at 23050 West Eight Mile Road, in the northwestern outskirts of the city, within easy access to most parts of the metropolitan area.

The name in a manner carries on the traditional name of the famed Arena Gardens Rink, now razed, which was long the headquarters of the Roller Skating Rink Operators' Association.

The rink building is 230 by 150 feet, with a skating floor 130 by 200 feet, said to be the third largest in the country. The building is of modernistic, mostly one-story design, with arched roof and the unusual feature of large windows across front and rear, providing good daylight illumination.

### De Luxe Door Service

An extension of the building carries an open canopy across to a small office structure at the edge of the property. Under the canopy is the dual drive-way leading to the parking lot. Provision is made at this point, where the main entrance is located, for a doorman to open car doors for patrons, assist ladies out of cars and to the waiting rooms while their escorts drive to the parking lot at the rear of the building. The parking lot is 800 by 235 feet, with space for over 500 cars.

The rink is equipped with an unusually attractive sales room for skating supplies, opening off the front lobby. The main room is provided with acoustical treatment to reduce noise and has spectator seats for about 900 persons, consisting of theatre-type chairs on four sides protected by railings. Air conditioning is a special feature of the RSAC, the first installation to be made in a Michigan rink.

A senior club room is provided on the second floor, which is constructed over the service area only. This provides showers and club facilities and space for the professionals to give lessons during skating sessions. An important advantage here is the possibility of giving lessons in this area during regular evening hours.

## Interest High In Exhibits At ARSA Meet

NEW YORK, Aug. 27.—Rows of exhibitor booths in the beginners' rink added a country fair atmosphere to 1955 United States Amateur Roller Skating Association championships, conducted August 1-6 at Mineola (N. Y.) Rink. Lively interest by operators, professionals and amateurs was reported by most displayers. Emphasis was on new lines.

"There have been so many inquiries that I intend to stay on until the last event," said Jesse Halpern, Virginia thru Maine distributor for Riedell Skating Boots, Red Wing, Minn. At the Riedell booth emphasis was on a new tanning process that protects leather linings against deterioration caused by perspiration. Trade name for the process is Sylflex.

"Inquiries follow me out of the rink," said Vincent Devitt, Raybestos Wheels, "and the phone keeps ringing in my hotel room. It's very encouraging." Raybestos, with headquarters in Bridgeport, Conn., featured its new inch-and-an-eighth molded skate wheel, said to provide firmer contact and to have longer life.

Charlie Snyder, standard bearer for Douglass-Snyder, Dayton, O., also reported lots of inquiries. Douglass-Snyder headliners were an improved juvenile skate with flexible action and built-in toe stop, and the Super DeLuxe model, with all drop-forged parts and toe stop that is set to the inside.

At the Cleveland Skate display there were three new items: The Sabre-400, designed especially for free style; a toe protector for use by the average skater and on rental skates, and the Pixie, a low-cost juvenile skate that retails for \$9.95 with elk boot.

Chicago's custom Gold Medalist, a new precision with built-in toe stop, was featured at the Johnny Jones exhibit along with the latter firm's new rental shoe with extra thick soles and nothing to rot.

Also in were the Fo-Mac people, Tulsa, Okla., showing a full line of wheels and one and two-piece toe stops; Moe (Murphy) Post, with the complete line of Hyde Shoes manufactured in Cambridge, Mass., and Eli Fackler, Clinton, Mich., displaying de luxe toe-stop plates that are guaranteed for life against breakage.

National Sports Publications, New York, drew plenty of clients to its showing of instruction books, St. Lidwina (patron Saint of skaters) medals in sterling silver and editions of National Roller Skating Guide. The booth was manned by editor and publisher Art Goodfellow. Another publication exhibit was handled by Vi Koch, skating reporter.

Official photographer was Drennan Photo Service, Mineola.

DETROIT, Aug. 27.—George Brett is sole owner of Dearborn Roller-drome Club, 21655 West Warren, Dearborn, Mich.

The west side suburban rink was operated as a co-partnership for the past eight years by Brett and his wife, Mrs. Wilma Brett, until this month when Mrs. Brett left the partnership.

### RINK MANAGER

To manage one of the finest rinks in the country. Must be good worker and have managerial ability. Excellent character and trade references required.

### PROFESSIONAL TEACHER

We are looking for a good teacher as well as an all-around "good-will Ambassador." This is a splendid opportunity for a capable person who can offer good references. A couple will be considered for the above positions. For either position write or wire, stating experience, age and salary desired.

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c/o The Billboard Cincinnati 22, O.

### FOR LEASE OR PARTNERSHIP

Riviera Roller Skating Rink, Bldg. 32,000 sq. ft. Fully equipped, Hammond Organ, 400 pair Shoe Skates. Doing good business. Retiring after 28 years. Located on main st. Easy stop at door. Parking for 300 cars. Season starting Sept. 2.

Owner: William Mishkind  
49 Berkeley Ave., Belleville, N. J.  
Tel.: Plymouth 9-4256

## ROADSHOW REP

J. K. Tomlinson has a one-man show with some merchandise in Southwest Kansas and says there is little or nothing for the small show in that area. "Hope to have better reports to send from Arkansas, where I will open soon," Tomlinson concludes.

From Biloxi, Miss., Frank Marion writes: "Have seen two of the tent shows of the minstrel variety and as far as I can judge, they are just two other shows. These shows keep banging away with the same kind of stuff that folk get fed up on via juke and radio. They are still working on the jam session idea, an idea that has been dead for two years. Why not go back to some of the real oldtime plantation-style stuff, the stuff that never fails."

Robert La-They Johnson, owner-manager of the U-Lik-A Players, and Lona E. Harrill, Fort Worth, were married July 4 in the Christian Church parsonage, Paris, Tex., the Rev. Clarence E. Saint officiating. Rev. Larry Barnes, Christian minister of Holdenville, Okla., and his wife, Maurine, who trouped with Johnson on Choates Comedians in the '30's, witnessed the ceremony. The show was playing Detroit, Tex., at the time, and that night the performance was attended by the ministers and their families, Reverend Barnes playing trumpet with the band. The bride, who had been out of show business for several years, played piano and

did an accordion specialty. The show is expected to be on the road until late September. Kay Doss and Lois Hale recently celebrated birthdays, a party being held on the stage after the show. Personnel was saddened by the recent death of Mrs. Ben Strickland, grandmother of Buster Doss. Marilyn Arnold, sister of Kay Doss, was a recent visitor on the show to recuperate from an automobile accident. Other visitors have included Tommy Hightower and wife, Wynona, Bastrop, La., the later a sister of Buster Doss; Gladys and Austin Rush, Pine Bluff, Ark., and Logan Pritchett (Dr. Zuko), Little Rock.

News notes from Glenn Loomis, of the old Allerita Loomis Players, one of the better-known rep shows of former years: Allerita Loomis is living in North Hollywood, the wife of Merk Foster, who is purchasing agent for a large aircraft company. Bill, their only son, recently graduated from UCLA as an engineer, but at present is doing his bit for Uncle Sam. Rose Mary Loomis is now in Manila, P. I., the wife of Howard Lovell, who is in the steel business there. Rose Mary is working as a Christian Science practitioner in the Island. The old folks, Jessie and Glenn, are the only members of the family still on the road. They are with the Cavalcade Shows, the latter a billposter who is known along the West Coast as Thousand Sheet Loomis. During the winter they make their home in North Hollywood.

## Drivin' 'Round the Drive-Ins

A new drive-in is under construction one mile south of Columbus, Tex., for Lester Miller, owner of Miller Industries of San Antonio. Miller formerly built and operated the Osage Drive-In at Corpus Christi. The drive-in will have a 500-car capacity and a 100-foot curved screen and will be known as the Ono Drive-In. . . . Work has been resumed on a drive-in just out of the city limits of Rankin, Tex., for Ford Taylor. Construction was stopped on the project more than a year ago when it was found that business would not justify the drive-in. Barney Holt,

manager of the Ford Theater, reports that work will be completed as soon as possible on the drive-in. It will feature a 60 by 30 CinemaScope screen. . . . Tornado winds recently destroyed the screen at the Bronco Drive-In at Wellington, Tex. Emmett Passmore, manager, has begun immediate installation of a large all-steel screen. Other damages included broken concession stand windows. . . . J. Wood Fain celebrated the 20th anniversary of his operation of theaters at Woodville, Tex., with a 10-day program of special activities at his Dogwood Drive-In Theater.

Pittsburgh drive-in theaters have been co-operating with the local Pepsi-Cola sales manager in supplying a carton of Pepsi-Cola to persons who patronize the drive-ins. Prospects found a coupon worth 40 cents toward admission to most Tri-State drive-ins in every carton of Pepsi-Cola. The drive-in paid the 40 cents; Pepsi-Cola furnished the ad. In addition, the ad was placed on the front and back of each Pepsi-Cola truck, and point-of-sale cards were displayed in retail stores. Finally, each drive-in theater had a concession trailer with Pepsi-Cola for sale. Prospects were limited to one coupon per car; coupons were good on Monday-Tuesday-Wednesday evenings. Participating drive-in theaters were listed on the back of the coupon.

## ARSA Re-Elects George Apdale

NEW YORK, Aug. 27.—Meeting in annual convention during the United States championships, August 1-6, at Mineola (N. Y.) Rink, the U. S. Amateur Roller Skating Association re-elected George Apdale, Richmond Hill, N. Y., to its presidency and voted to increase membership dues from \$1 to \$2 a year. Other officers voted in were William Higgins, vice-president, and Ozzie Nelson, secretary-treasurer.

The executive board consists of Irwin Brown, Trenton, N. J.; Dallas Kephart, Pittsburgh; Harold Klein, Levittown, N. Y.; Estelle McNamara, Elizabeth, N. J.; Edward O'Brien, Chicago; E. K. Jackson, Marion, Ind.; George Schmitt, Staten Island, N. Y.; Robert Lucier, Worcester, Mass., and Timothy Leahy, Montebello, Calif.

Decisions pertaining to United States competition:

It was decided that future United States championship meets will be held on the July 4 weekend, with State meets to run no later than June 30, and that intra-division or an intermediate B division would be included in 1956 national competition.

The announcement was made that a silver figure judges test is being compiled by the figure committee; also that a figure referee questionnaire will be included in bronze judgeship tests.

★★ 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 wheels . . . . .	.75 set
300 sets	Heel Straps, almost new . . . . .	.07 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!  
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NO MIRRORS TO BREAK  
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY! MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUSY SPEAKERS! IT'S DIFFERENT! IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING ROOMS, CLUBS, TAVEN HALLS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details

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Dept. 3 3612 No. 16th St. Omaha 10, Nebraska

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
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**NEW SHOW TENTS**  
MADE TO ORDER

**CAMPBELL TENT & AWNING CO.**  
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**CURVECREST RINK-COTE**

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

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**CHICAGO ROLLER SKATE CO.**  
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**RINK MANAGER**  
To manage one of the finest rinks in the country. Must be good worker and have managerial ability. Excellent character and trade references required.

**PROFESSIONAL TEACHER**  
We are looking for a good teacher as well as an all-around "good-will Ambassador." This is a splendid opportunity for a capable person who can offer good references. A couple will be considered for the above positions. For either position write or wire, stating experience, age and salary desired.

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**FOR LEASE OR PARTNERSHIP**  
Riviera Roller Skating Rink, Bldg. 32,000 sq. ft. Fully equipped, Hammond Organ, 400 pair Shoe Skates. Doing good business. Retiring after 28 years. Located on main st. Easy stop at door. Parking for 300 cars. Season starting Sept. 2.

Owner: William Mishkind  
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**CINCINNATI SUMMER THEATRE FOR SALE—TENT**

2 mo. old, fireproof, 2 color canvas, 90x120. Has been used for 1200-seat arena theater, being replaced by larger tent. Contact.

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13 Prior St. Cincinnati, Ohio

**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", 57¢; 10", 60¢. S. O. S. CINEMA SUPPLY Co., Dept. L, 602 W. 52 St., New York 19.

an old favorite with a new face

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No. 14KM

### TIGER CAT BALLOON

STRIPED LIKE A TIGER

Available S-T-R-E-T-C-H-E-D Workers Available

**STREET TESTED and a GOOD JOINT**

The OAK RUBBER CO. RAVENNA, OHIO.

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**FLASH BALLOONS**

Spirals Stratched... \$5.50 Gr.

**FOOTBALL LIST NOW READY**

Fur Dogs, Mechanical, Hopping... \$34.00 Gr.

Complete Novelty Price List Free.

CHARLES SHEAR New York 7, N. Y. WORTH 2-3495

## 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.

Wagon jobbers, carnival men and salesmen who are interested in nationally advertised rebuilt watches like Benrus, Elgin, Waltham, Gruen and Bulova should write to Weinman's in Memphis. The firm is offering an assortment of 10 of these watches for \$74.50, complete with yellow expansion bands. If you would like to order six only, Weinman's has a choice lot which is offered at \$49, also with expansion bands. Weinman's says the watches look new, are guaranteed and sell at strong profit. A sample is \$8.50. The watches are sold wholesale only with a five-day money back guarantee. Send 25 per cent with order, balance c.o.d.

If you want a completely different assortment of merchandise drop a line to H. T. Maloney & Sons, Columbus, O. The firm has over 2,000 items, including balloons, cameras, jewelry and watches, knives, electrical appliances, premiums, dolls, jokes, toys and novelties. Send for free price lists.

Nu-Dell Plastics Corporation, Chicago, has introduced the Rosebud radish cutter, a 25-cent retailer for the demonstrator and pitchman trade. Called a kitchen gadget that every homemaker will want, the item is said to make perfect radish roses in one simple operation that eliminates the skill factor. Three easy steps are involved: Remove stem about one-half inch from radish and cut off root until white of radish shows, center radish on the cutter and push down (the built-in stop provided proper cutting depth), and

place radish in cold water which makes the petals spread in flower form. The item is individually carded, one dozen to a box and six dozen to a carton.

"The greatest advance in motor-ing-pedestrian safety in 50 years" is what Jay Sales Company, Chicago, calls the new automatic back-up Buzz-A-Larm which it offers workers at \$1.95. Installed in the car trunk, out of sight, the device automatically buzzes a warning to pedestrians in the path of a car that is backing up. It operates in all cars equipped with back-up lights, back-up lights wiring or directional signals. A unique clamp makes it universal in attachment. Simple, illustrated instructions in every package show the unlimited possibilities of attaching Buzz-A-Larm. Buzz-A-Larm sounds a clear firm warning in a radius of 20 feet from the rear of a car, the closed trunk amplifying the sound. The firm offers 40 per cent dealer discounts.

A five-piece household U-Do-It kit is offered the trade by Cuttler & Company, New York, for \$9 a dozen, f.o.b., New York. The set consists of 10-inch plastering trowel, three-inch wall scraper, one and a quarter-inch putty knife, five and a half-inch pointing trowel and an eight-inch brick trowel. Retailing at prices up to \$3.95, the set is a big seller among millions of homeowners, the firm reports. A sample set, attractively boxed, may be obtained by mailing \$1.50 to Cuttler & Company. It will be mailed immediately, postpaid, upon receipt of order.

## PIPES FOR PITCHMEN

By BILL BAKER

"MY STAY IN . . . Western North Carolina Sanatorium has been a successful one," reports our old friend Robert H. Forkner. "I am now recovering from my illness and about ready to hit the road again. I hope to make the Eastern North Carolina tobacco markets this season where I expect to meet my pals, Dr. Lockey and Horace Brazille. My brother Clyde paid me a visit to the hospital. He is now residing in his house trailer in the hills of Western North Carolina, catching some mountain air and also gathering some geedus working the bean markets with the sheet. Would like to read some Pipes from Dr. Harvey, Steve McLean, Little Pardee, Jack (Bottles) Stover and Earl Patrick. Regards to Joe Steagal and Goldie."

shows operating thruout the Peach State.

TOM KENNEDY . . . is interested to know if Hank Frederick has latched on to any new items lately?

BEN HORSEBACK MEYERS . . . scribbles that during his recent meanderings thru the West, he found time to honor the Cedar Rapids, Ia., Fair with his presence. Ben is always on the lookout for some geedus-grabbin' item and it seems that he's now pretty impressed with the art reproductions handled by the Feature Supply Company of Cleveland. He recommends them highly to some of the boys who have been "traveling around like a ship without a rudder" and who might need a little nourishment in the poke department.

POSTALING FROM . . . somewhere in Georgia, Chief Grey Fox says that the show has been running along very well this season. He has been getting the breaks from the weather with the result that biz has picked up considerably. The Chief also notes that there has been a flock of med

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New streamlined Copper Maid automatic pop-up toaster. Nationally famous manufacturer. Gleaming triple-chrome plate finish with rich copper trim. U.L. approved. Light and dark toast adjustment. 1-year guarantee. Colored individual box. Limited supply. Order now!



Sample, \$8.00 • 6 or more, \$7.50 • Retail, \$24.95

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**Factory closeout. Below cost.**

**Hottest deal in America.**

50-foot length of the finest Kleer vinyl transparent garden hose available today. All brass fittings. 10-year guarantee on every foot. Resists all weather. Sun and mildew-proof. Individually coiled. Deluxe quality.



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Sample \$3.50

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# Detroit Roller Club Debuts

Continued from page 68

Professional speed skater and has been a noted rink manager and executive for decades, operating Walled Lake Park Rink near Detroit in the summer and assisting at Arena Gardens for many years.

### Three Professionals

The professional staff includes Gail Locke, daughter of the manager, who has held the American championship for junior girls, the intermediate title in figures and free style, and the senior pairs championship for two years; Bill Pate, who held the senior men's figures and senior pairs championships for two years and the junior boys and intermediate men's crowns; and Jimmy Carroll, golf medalist in dance and a noted teacher in this field. Pate, incidentally, was the first skater to pass the free-style skating test for the gold medal.

Others on the RSAC staff include Leonard Borovoy, director of special promotions; Mrs. Bunny Locke, executive associate; Bob Tabacchi, skate sales; Ella Diette, secretary; Ed Martin (brother of Fred Martin, former RSROA president), skateroom manager; Mrs. Lou (Jesse) Bell, cashier; Arthur J. Lewin, doorman; and Mrs. Laure Lewin, matron.

Locke announced plans to bid for the American championships for the new rink for 1956, noting that his club membership now includes seven national champions.

A special promotional program was used for the opening, including primarily radio and television. The basic program included 70 spots on WXYZ radio, 10 additional spots each on the Ed McKenzie and Fred Wolf jockey shows on the same station, plus a spot on McKenzie's television show. Borovoy himself made personal appearances on the latter show and one on the Wolf show.

### Celebrities Turn Out

Bell displayed his wide acquaintance in the skating field as emcee for opening nights. Guests on Wednesday included Philip La-

vigne, chief of police of Southfield Township; Douglas Campbell, radio sales manager, WXYZ; Circuit Judge William CODY; Harry G. Salsinger, wife of the veteran sports editor of The Detroit News and herself a noted skating judge; Elsbeth Mueller, veteran European roller and ice skater and old-time champion; George Cunningham, Foster Floors; Ken Hall, The Detroit Times; Mr. and Mrs. Caven Hill, Hyde Athletic Shoe Company; Berkle, Mich.; William Skelly, Skelly Enterprises, Detroit, and David Nesmour, architect of the rink.

Rink operators attending included Bert Anselmy, Radium, Pontiac, Mich.; Harper and Min Spencer, Flint (Mich.) Rollerrome; Mr. and Mrs. Merle Gillis, Brockway Roller Rink, Saginaw, Mich.; Mr. and Mrs. Harry Collins, Collins Rink, Inlay City, Mich.; Mr. and Mrs. Al Kish, Pearson Park Rink, Toledo; Mr. and Mrs. Charles Crnea, Skateland, Dayton, O.; and William Holleman, Arcadia, Detroit.

# Hemet Gate

Continued from page 54

beat 1954's comparable time by 400. The last three days the intense heat kept prospective patrons close to their air conditioners.

### Ice Circus

The ice show and other talent was booked for the second consecutive year by the Schepper Bros. of San Bernardino. Appearing on the show, "Frosty Frolics Toy Circus," were Joanne and Buff McCusker, Jerry Rafael, Donna Mae Andrews, Kennel McCusker, Penny Parker, Reggie Dvorak, Louella Ettinger, and a four girl line including Rosemarie Allen, Terry Hall, Jo Ann Dall, and Diana Moon. Patricia Lynn, Hollywood TV singer, emceed; Eddie Gamble produced the show on a 20 by 20 tank placed on the ground with background in the circus scheme.

The Haines Twins, singers-accordionists, and Dvorak worked the grounds. Max Terlume, cowboy film player, appeared on Saturday. Pinto Colvig, the Capitol Records Bozo the Clown was featured with Captain Jet and Engineer Bill. TV personalities bolstering the week-end attendance despite the heat. Hofmann again used the "Farmer's Daughter" contest in which the usual queen candidates compete in actual farm chores. Points were given for competition in milking, tractor driving, blue jean patching and biscuit making. Three of the daughters ran neck and neck during the first three days of the event.

To mark the Crockett birthday, Alex Freedman of the Fair Time Shows gave away tickets for 1,000 free rides.

Complaints were heard from the midway against give aways by the commercial exhibitors, George Chambombeau, Hoss, apples, popcorn concessionaire, shut down his floss machine when competition became too acute from a market display within 50 feet of his stand.

# Walton, N. Y.

Continued from page 54

pendently-booked concessions benefiting from storm publicity which discouraged many operators from taking space. Reithoffer rides also were doing well.

The fair offered two Joie Chitwood thrill show performances yesterday and two by the Jack Wescott Rodeo today. Price during the week were 60 cents at the gate, and for grandstand days, 80 at the gate and 80 at the grandstand. Kids up to age 12 are admitted free daily, even to the grandstand. Daily platform acts, six in number, perform on the grandstand platform. All talent is booked in by Frank Wirth.

### Future Uncertain

Manager Paul Williams noted growing concern over the future of the annual, the Delaware Valley Fair now in its 69th year. Stories about its possible folding are based on plans for a new Central School. Several sites are under consideration by the school district, including an option on the fairgrounds. The school is to be built within five years but the district has not yet voted on a location.

The grandstand collapsed several years ago and was replaced with bleacher seats, covered with canvas. Present uncertainty over the future prevents the association from pursuing any improvement program. Best attendance in the past has been some 25,000 paid, and the last three years were poor due to the weather. This problem has not asserted itself this week. Williams noted, and a banner run is in the making.

# Missouri State

Continued from page 54

nightly from August 21-26. Swenson Thrillcade was due in Sunday night.

Cetlin & Wilson Shows, the midway attraction, was running well ahead of last year, with ride and show grosses up 10 per cent for the first six days.

A railroad exhibit, new to the fair, drew large crowds all week. The seven railroads operating in Missouri each contributed a piece of its latest equipment, including diners, lounge cars and the like and drew good interest. Also outstanding was an exhibit of antique farm equipment and automobiles.

Former President Harry S. Truman was guest of honor at the fair's traditional ham breakfast on Monday which is sponsored by the Chamber of Commerce. The ex-top executive also spent time on the grounds, particularly in the livestock exhibits.

Opening day was hyped by a new feature, a parade called Missouri on Parade which was seen by an estimated 50,000.

Nightly fireworks were provided by Thearle-Duffield Fireworks Company and Wald & Company, each firm firing on four nights.

# Davenport Tops

Continued from page 54

next year as was Gem City Shows, which provided the longest midway in recent years at the fair.

### Circus Attraction

Wonder Bros. Circus was the afternoon attraction for three days replacing the originally scheduled Ward-Bell Circus which canceled out the date. Favorable turnouts were registered Saturday and Sunday with stock car and big car races produced by Al Sweeney's National Speedways, Inc.

Davenport merchants displayed an increased interest in the fair this year, donating merchandise certificates and arranging free parking for out-of-town visitors. Gov. Leo A. Hoegly was the special guest Thursday, touring the exhibits and crowning the winner of the Harvest Festival Queen contest.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

# COMING EVENTS

Continued from page 65

Sikeston-Jaycee Bootheel Rodeo, Sept. 2-6. St. Joseph-Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embrey. St. Joseph-Buchanan Co. Livestock Show, Sept. 18, Webb Embrey. St. Joseph-Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock. St. Joseph-Pony Express Rodeo, Sept. 23-25. Springfield-Ozark PPA Fall Stock Show, Sept. 8-9. John L. Kirby. Urbana-Four Co. Dairy Show, Sept. 24. H. R. Klein. Wardell-Cotton Festival, Sept. 26-Oct. 1. Windsor Centennial, Aug. 31-Sept. 3. Harry Ordway, American Legion Post.

### Montana

Baker-Fallon Co. Fair Rodeo, Sept. 4-5. Kalispell-Northwest Mont. Rodeo, Sept. 8-10.

### Nebraska

Gordon Sheridan Co. Rodeo, Sept. 9-11. Omaha Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Laackson, 201 Patterson Bldg. Omaha Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.

### New Jersey

Westfield Town and Country Home Show, Oct. 11-15. Martin Wallberg Post, American Legion.

### New Mexico

Eas Cruces Dona Ann Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsch, Box 457, State College. Roswell Eastern N. M. State Fair Rodeo, Sept. 15-17. Santa Fe Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181.

### New York

Syracuse Antique Show, Sept. 27-29. Utica Home Projects Show, Sept. 28-Oct. 2.

### North Carolina

Charlotte Charlotte Rodeo, Oct. 4-8. Raleigh Raleigh Rodeo, Oct. 18-22. Shelby Shelby Rodeo, Sept. 20-24. Spencer Celebration, Aug. 30-Sept. 5. Stokes Devereux.

### North Dakota

Bowman Bowman Co. Rodeo, Sept. 10-11.

### Ohio

Tronton Festival of the Hills, Oct. 12-15. Jacksonsville Old Settlers' Reunion, Sept. 3-4. Kalda Pioneer Days, Aug. 31-Sept. 3. Lewisburg Celebration, Sept. 1-5. Nelsonville Parade of the Hills, Sept. 5-10. Seaman Fall Street Festival, Sept. 21-24.

### Oklahoma

Ardmore Ardmore Rodeo, Sept. 20-23. Elk City Elk City Rodeo, Sept. 3-7. Henryetta Celebration, Sept. 4-5. McAlester Elk Rodeo, Sept. 8-11. Woodward Elk Rodeo, Sept. 1-4.

### Oregon

Pendleton Pendleton Round-Up, Sept. 15-17. Portland Expo of Progress & Pacific Int'l. Livestock Assn., Oct. 15-22. Jack Matlack 402 Times Bldg. Portland KWG Kitchen Carnival, Oct. 1-8. Jack Matlack, 402 Times Bldg.

### Pennsylvania

Easton Holy Cross Celebration, Sept. 1-10. Hollidaysburg Blair Co. Lions Fair, Sept. 4-18. Frank Caravella. Kennel Square Centennial, Sept. 7-10. McCasre Bean Soup Celebration, Sept. 14-17. 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.

### Rhode Island

Bristol Anniversary Celebration, Sept. 17-24.

### South Dakota

Cordia 20th Anniversary Celebration, Aug. 31-Sept. 1. Huron Power Day, Oct. 1. Kadoka Labor Celebration, Sept. 5. Lake Park-Washington Day, Sept. 5. Mitchell 4th Fall Stock Show and Sale, Sept. 13-24. Mitchell Corn Palace Festival, Sept. 18-24. Sioux Falls Viking Days, Oct. 7-9. Yankton Panacke Days, Oct. 8-9. Warner Labor Celebration, Sept. 4-5. Winner Labor Celebration, Sept. 5. Yankton Saddle Club Rodeo, Sept. 4-5.

### Tennessee

Cleveland Bradley Co. Jr. Dairy Show, Sept. 5. W. M. Hale. Gretna-London Co. Dairy Show, Sept. 3. Box M. Brooks Jr. Madisonville Legion Fall Festival, Sept. 19-24. Memphis Memphis Rodeo, Sept. 23-30. Mountain City Bean Festival, Aug. 30-Sept. 4. Nolensville Williamson Co.-Nolensville Jr. Dairy Show, Sept. 1. Robert S. Mosley. Petersburg Petersburg Gilt Show, Sept. 6-7. Thos. L. Warren Jr. Somerville Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

### Texas

Arlington Pass Legion Celebration, Nov. 9-12. Jack Edwards. Cleburne N. Central Tex. Rodeo, Sept. 7-10. Corsicana Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426. Corsicana Stock 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. 4-6. Fred Sand, 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. Fortwell Peanut Festival, Sept. 23-24. Galveston Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier. Galveston Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier. Galveston Galveston Fiesta, Sept. 18-18. Garman First Annual Peanut Festival, Sept. 8-10. Artton E. Smith. Kautman-Kautman Co. Livestock Show, Sept. 8-10. Ernest Bauerle. Kerrville S. Texas Sheep Dog Trials, Sept. 3. Nocona Chisholm Trail Round-Up, Sept. 3-5. Orange Orange Rodeo, Sept. 1-3. 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, 311 Houston Bldg.

Stratford-Oaks Fiesta, Sept. 12-18. Leon Broughton. Texarkana-Fall Rodeo, Sept. 13-17. Tyler-Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce. Waco-Heart of Tex. Fair Rodeo, Oct. 3-8. Waxahachie-Ellis Co. Rodeo, Sept. 23-24. 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. Ogden-Ogden Livestock Show, Nov. 12-17. E. J. Fieldsted, Kiesel Bldg.

### Virginia

Richmond Do-It-Yourself, Photo and Hobby Show, Nov. 2-7. Henry S. Bradley, 12 W. 22d St., Baltimore 18, Md. Suffolk-Peanut Festival, Sept. 5-10.

### Washington

Ellensburg-Ellensburg Rodeo, Sept. 3-5. Monroe-Evergreen State Fair Rodeo, Sept. 2-5. Moses Lake-Columbia Basin Rodeo, Sept. 10-11. Walla Walla-Southeast Wash. Fair Rodeo, Sept. 3-5.

### West Virginia

Clarkburg-Police Safety Fair, Sept. 5-10. Elkins-Mountain State Forest Festival, Oct. 5-8. Wood Crawford. Kingwood-Buckwheel Festival, Sept. 28-Oct. 1. Kingwood-Preston Co. Buckwheel Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

### Wisconsin

Hillboro-Celebration, Sept. 3-5. Kenosha-Celebration, Sept. 5. Pewaukee-Legion Fall Festival, Sept. 3-5. Ray Romens. Seattle Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

### Wyoming

Douglas State Fair Rodeo, Aug. 31-Sept. 3. Thermopolis-Thermopolis Rodeo, Sept. 4-5.

### CANADA

#### ONTARIO

Leamington-Tomato Festival, Sept. 9-10. Toronto-Royal Winter Fair, Nov. 11-19.

#### OTTAWA

Blytheswood-Leamington Int'l. Plowing Match & Farm Machinery Demonstration, Oct. 11-14. Ottawa-Winter Fair, Oct. 25-29. St. Catharines-Niagara Grape & Vintage Festival, Oct. 1. Sault Ste. Marie-Parade of Progress, Aug. 26-Sept. 1.

#### Prince Edward Island

Dundas Provincial Plowing Match, Sept. 14-15.

#### Quebec

Montreal-Eastern Canada All Electrical Show, Sept. 19-23. Montreal Food Show, Oct. 13-18.

#### Saskatchewan

Regina Sack. Wheat Pool, Nov. 1-12. Saskatoon Dairy Cattle Show & Sale, Oct. 13. Saskatoon A. R. Swine Show & Sale, Oct. 14.

# Monticello Up

Continued from page 54

area due to his TV program out of Cedar Rapids. The program included, in addition to King and his band, the Armstrongs, Acro-Tangs, Consuello and the Triska Troupe.

Fair, which sells only 40 per cent of its grandstand seats and gives away the other 60 per cent, pulled strong crowds all week to the grandstand, most of which was booked thru the Sun-Crossman office, Des Moines. A kid show Tuesday night drew well and a revue with acts on other evenings pulled strong crowds. Tournament of Thrills, brought in by Leo Overland, scored big turnouts in two shows on Thursday. Final program of the week will be a stock car race Saturday afternoon and the giveaway of an Oldsmobile that night. Harness races drew well on two afternoons.

K. H. Garman's Sunset Amusement Company, here for its 15th year, was running well ahead of its 54 pace, Appleby reported.

# Brightens Run

Continued from page 54

to further concentrate on building its night programs next year. The portable light plant used this year was installed and maintained by Charles Conolly, Lake Success, N. Y.

The effectiveness of the lighting was enhanced by lining the back stretch fence with Scrimtex, a new type paper interwoven with spun glass developed at the nearby Mosinee Paper Mills Company. The backdrop silhouetted the horses and cars to show them off to a better advantage.

Midway attractions, provided by E. E. (Ernie) Farrow's Wallace Bros. Shows, were up sharply over last year. Total attendance at the fair was upward of 100,000, sharply ahead of recent years.

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Sturdivant, A  
Sullo, Nick  
Swand, Harry  
Theodore, Mack  
Thomas, Johnny  
Tilton Jr., James  
Tomb, Doc & Mrs.  
Tomb, Mrs. Shirley  
Towamanga, Tezhon  
Turner, Lee C.  
Turner, Ray Everett  
Tuttle, Clyde  
Uncle Joe's Amusement Co  
Varnier, R. E.  
Venner, Bob & Mrs.  
Venner, Pierre  
Verdier, Louise  
Victoria, Troupe  
Vince, Mrs. L. L.  
Walker, James & Mrs.  
Walker, Samuel  
Walsh, Earl

Walters, Carley  
Watkins, Irah & Mrs.  
Watkins, William  
Waxler, Marie  
Weaver, David Harold  
Weber, John H.  
Weer, J. C.  
Whelpley, Candy & Rance  
White, Paul  
White Jr., Robert  
Whiteside, Tommy  
Wiesner, Arnold  
Wick, Robert Bobbie  
Willett, Joseph J.  
Williams, Frances  
Williams, Kathryn  
Williams, Mrs. L.  
Willis, James S.  
Willis, Mrs. Mark  
Wilson, Burke  
Wilson, Jack  
Woods, George & Mrs.  
Yattaw, Mrs. George  
Yator, George  
Yasav, John & Mrs.  
Yotas, Jimmy & Mrs.  
Zion, Mrs. Bobby  
Zuckerman, Louis

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New York 36, N. Y.

Adamo, Frank  
Appelbaum, John  
Babe, Montana  
Barbieri, Al  
Brando, Lee  
Brent, Tommy  
Carrington, Harold  
Claxton, Norman  
Clair, I.  
Crawford, Miss  
Crawford, James  
Crawford, John H.  
Dias, F. P.  
Edwards, Paul  
Ekins, Lee  
Flalkoff, Herman  
Fisher, Vesta  
Fried, Carl  
Fuller, Dorothy  
Gardner, G.  
Gardner, Sol  
Gallagher, James R.  
Genduso, Patrick  
Gilbert, Sage  
Goulde, Murray  
Goodleaf, T.  
Goldstein, Hymie  
Gordon, Fran  
Gordon, Fred W.  
Husak, John  
Island, Nellie E.  
Jackson, William  
Kincaid, E.  
King, Eco  
Kosterman, R. H.  
LaMore, Grant  
Lee, Sandra  
Lester, Noel  
Levine, Benny & Mickey  
Levine & Veescheiser  
Lobel, Don  
Main, Mrs.  
Mantel, Billy  
Martin, George  
Maxwell, Charles D.  
McAyl, Jim

Mitchell, Pearl R.  
Morales, Pedro  
Murno, James  
Normanton, H.  
Patnode, Howard  
Patterson, William  
Proper, Russell  
Provencher, Lucille  
Ravelli, Rita  
Rappaport, Is  
Reynolds, Harry Lee  
Reed, Johnny  
Rodriguez, Rod  
Robertson, Bruce  
Robins, Charles  
Romaine, Julie  
Ross, Charlie  
Rotfield, George  
Schaffer, Nathaniel  
Schroff, Virginia  
Schroff, Gene  
Schwartz, Laura  
Simpson, Miss  
Smith, Harry T.  
Snyder, Thomas F.  
Spitzer, Happy  
St. Leon, Johnny & Leon  
Stack, Dick  
Stoll, Hank  
Steinbaum, Rose  
Thomas, Johnny  
Topps, Ray  
Van Raleigh  
Vlado, Robert  
Volor, John  
Van Aken, Alexander  
Wannish, Rose  
Wallace, J. B.  
Walker, C.  
Walsh, Kathryn  
Wilcox, Ramon  
Wilcox, Ramsey  
Wood, Marjorie  
Wood, Sherman (Slim)  
Young, Yvonne S.  
Wrubleski, J.

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St.  
Chicago 1, Ill.

Anderson, Paul  
Bally, Mrs. & Mr. M.  
Bierback, Frank  
Burke, Carol  
Bode, Charles  
Panschaker, Paul E.  
Pardee, C.  
Parise, Joe  
Patrick, Judy  
Peiczonics, Vincent  
Pellegrino, Vincent  
Pell, Tommy  
Penny, Ralph Edward  
Perkins, Mrs. Edith  
Phillips, Lillian  
Phipps, Mrs. Evelyn  
Pickard, Herb (Press Agent)  
Pike, W. D. & Mrs.  
Pinkham, George  
Plas, Stanley J.  
Polk Jack  
Poldi, Charlie M.  
Porter, Roland  
Powers, Mrs. Nellie  
Prevo, Mrs. Babe  
Price, Rose  
Pugh, Shelia & Carol  
Pullely, William  
Pulvino, Mrs. Joe  
Seash, Juantia  
Ray, Ginger  
Raymond, Charles & Gee  
Reagan, Russell  
Reagan, Ricard  
Regan, Louis G.  
Renick, Mrs. Charles  
Rice, Louis A.  
Rich, Jerry  
Richardson, Richard  
Rider, Payton L.  
Riedel, Clinton C.  
Riley, J. C.  
Ritchey, Mrs. L. G.  
Ritter, Maurice L.  
Ritz, Charles  
Rixby, Mrs. Tony  
Roark, Diane  
Rocco, Hobe  
Rodriguez, Robert  
Rucker, Charles & Betty  
Sakobie, James  
Sakobie, Shir  
Salik, Karl  
Sanders, James A.  
Sanders, Joseph  
Saunders, Johnny  
Schaefer, Frankie  
Scheel, Glen & Mrs.  
Schue, Jack  
Schultz, Eddie & Connie  
Scott, James  
Screbneff, W. M.  
Searly, Walter  
Seaton, H. Cain  
Shaffer, J. E.  
Sharrock, John J. & Mrs.  
Sheehan, Charles  
Shehan, W. E.  
Shepherd, W. J.  
Shuemaker, Mrs. Ray  
Sierman, Joe & Mrs.  
Smalley, W. C.  
Smith, Eunice  
Smith, Herbert D.  
Smith, James E.  
Smith, Jimmie & Mrs.  
Snook, Bobby G.  
Snoder, Leo & Mrs.  
Solomon, Capt. Sol  
Sorenson, Carl H.  
Sowers, Marie  
Spradley, Ernest A.  
Stafford, Ernest A.  
Stafford, Herbert E.  
Stapleton, Gene  
Stearns, James E.

Keene, Gilbert  
Kovans, Frank  
Lewell, Myrie  
Littlejohn, L. P.  
Lundin, Robert  
Nichols, Sam  
Potter, Henry P.  
Regan, Louis  
Rice, Ruth  
Ricker, Marvin  
Silm, Robert  
Valeri, Thomas  
Walsh, Edward  
Westmaster Fire and Supply Company

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390 Arcade Bldg.  
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Allen, Mr. & Mrs. Billy  
Allen, Harry S.  
Allen, Mr. & Mrs. Ray  
Bean, Mr. & Mrs. J.  
Beebe, R. W.  
Bennett, Elbert M.  
Bluam, Joe  
Bolling, Mr. & Mrs. Luke  
Borrsold, A. E.  
Boss, William Allen  
Boudreau, Mr. & Mrs.  
Brink, Arthur Ernest  
Brown, Thomas E.  
Burns, W. J.  
Burns, W. J.  
Carmly, Gaur  
Carmo, Leon H.  
Caldwell, E. S.  
Camp, John  
Cantine, Walter  
Carlise, Hank  
Carlson, James  
Cherry, John  
Clucky, Earl S.  
Cluyd, Edw. G.  
Cooper, Ray  
Coyle, Jack  
Cridler, Robert L.  
Crumly, Bob  
Dunlop, Walter  
Daun, James  
Davis, Horace L.  
Decker, Robert C.  
Dennard, Edna A.  
Denny, Charles B.  
DeWitt, Mrs. Ted R.  
Dexter, Claude  
Dick, Daniel Davidson  
Duffy, Roy T.  
Dukes, D. T.  
Edwards, G. A.  
Ellis, Frank  
Eliam, Mark  
Enquest, Clarence  
Felix, Mrs. Andrea  
Fick, H. W.  
Finley, Evelyn  
Foley, James  
Ganote, K. W.  
Garard, Edna  
Gibson, Mr. & Mrs. Clifford  
Gibson, Mrs. Tony  
Glasburn, J. C.  
Goldberg, Irving  
Good, Buyl  
Good, Miss Nade  
Gordon, Maxine  
Graves, Gloria Gayle  
Green, Joe  
Guilford, L.  
Hall, David Dinedale  
Hamon, Julia Jean  
Harrison, James R.  
Hill, Edward  
Holstein, Mrs. Rose  
Horn, Gurell

Hunt, Alan E.  
Hos, Leland  
Hutchison, Homer  
Jones, Mrs. J. R.  
Jullianne, Miss  
Kaufman, George S.  
King, John W.  
King, Larry  
Kirk, Frances Helen  
Lagan, Vicki  
LePau, Mr. & Mrs. Eldon  
Liles, E. P.  
Lindermann, Gustav  
Linn, George S.  
Longamore, Lloyd  
Lynch, Rosalie  
McCaig, O. C. (Heavy)  
McGaw, William  
McLean, Clarence R.  
McMahan, Morris  
Owen  
McMillan, Mrs. Annil  
Malley, George S.  
Maricle, R. A.  
Marshall, Mrs. Catherine  
Masiello, Anthony  
Matthews, Sport  
Merritt, Kitty Ruth  
Miller, C. M.  
Miller, John P.  
Minser, C. C.  
Moore, Juanita S.  
Moreno, Geraldine  
Morgan, Mrs. Ester  
Morrison, Melvin  
Nardye, Dorothy  
Nardye, Patrick  
Palmer, Fred  
Pernetti, Frank  
Perry, Al  
Peyton, Ron  
Phillips, Mr. & Mrs. Don  
Pierce, Mr. & Mrs. Carl  
Pierce, Donald E.  
Pierce, Wendel R.  
Pokey, Bailey Dexter  
Powell, H. P.  
Raccortier, Raymond  
Re, John J.  
Re, Mickie  
Redlund, Mrs. Mary  
Reine, Cleo  
Resam, Mona  
Richmond, Frank W.  
Rieker, J. J.  
Ridings, W. T.  
Robbins, Albert  
Ruck, Robert (Bob)  
Sands, Billy G.  
Schantz, S. J.  
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5 GORGEOUS PIECES

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Indian Rat Snakes, \$20 each. Black Hills Reptile Gardens, Rapid City, S. D.

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. .... \$15.00  
Stoned earrings, asst. gr. .... 18.00  
Stoned and tailored pins, asst. gr. .... 18.50  
Rhinestone neck and earrings, boxed, asst. gr. .... 7.20  
Bracelets, round and link, asst. gr. .... 24.00  
Tailored ties, boxed, asst. gr. .... 4.00  
Stones, all bead, asst. gr. .... 3.00  
Ropes, chain & bead, asst. gr. .... 5.00  
Men's Rgn., asst. boxed, ds. .... 2.95  
Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS

124 Empire St. Prov., R. I. se17

ATTENTION—HOSIERY; LOW PRICES FOR

jobbers, pitchmen and salesmen; complete line Ladies and Men's, Children's Hosiery. Nylons, \$1 dozen up; multiple order dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. W. Polard Mfg. Co., 65-174 125th Market St., Chantanooga, Tenn. se3

BARGAINS—JOB LOTS, CLOSEOUTS, 2000

items. Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted, 25¢ brings wholesale catalog plus free 1¢ merchandise certificate. Reliable Jobbing, 311-H North Dearbia, Chicago. ch-np

BIGGER PROFITS SELLING GREETING

Cards. Get list of sensational factory surplus bargains. \$1.25 boxes for 50¢, \$1 boxes for 25¢, while they last. Big line new 1955 Christmas Cards, Stationery, Gifts. Assortments on approval. Personalized samples free! Midwest, 1113 Washington, Dept. 560-D, St. Louis 1, Mo. ch-np

BRAND NEW INVENTION—OVER 50%

profit. Everyone buys. Sales highly successful. Retailer \$1.50, L & R, 613 Leinhardt, Dayton 4, O.

CLEAN UP! SELL OUR REFLECTORIZED

auto safety "ID" plates—"Clergy," "Police," "Press," "Dim Lights," etc. Fast sellers; big profits! Write Jim Tripp Co. 215 1/2 Ferry St., Decatur, Ala. se10

EARRINGS — ASSORTED STONED AND

tailored \$6 per gross plus postage, c.o.d. Give lots New England jewelry, 124 Empire St., Providence, R. I. ocl

FAMOUS CELLINI BANGLE BRACELETS—

All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. se24

GENUINE CHAMOIS—FACTORY DIRECT.

deal for jobbers, direct. Imported. Special low cost. \$2. Babrok (Bld.), Tannery Distributor, Hudson Falls, N. Y. se3

GENUINE PEARL EARRINGS — FRESH

water Pearl, Novelty Earrings, thirty styles. Dozen \$4, \$4.50, \$5, \$6.75, \$7.50, \$10.50, \$12. Jos. Fleischman, 211 Lines, Tampa 4, Fla. se24

JOKERS FUN SHOPS—FULL CREDIT AL-

lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc29

LOOK AGENTS — SELL TV COLOR

Screen Sets. Television in color in two minutes. Sample only. Jobber's prices. Moody's Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. se10

NATIONAL FAMOUS CLOSEOUTS

This is not junk jewelry or heavy cast.

(a) Tailored earrings asst. .... \$1.50 doz.  
(b) Tailored earrings & pins ..... 1.50 doz.  
(c) Charm bracelets asst. .... 2.00 doz.  
(d) Genuine cultured pearl pins ..... 2.50 doz.  
(e) Pierced earrings ..... 1.50 doz.  
(f) Rhinestone earrings, Rhodium, hand set ..... 2.50 doz.  
(g) Enamel on copper pins & earring ..... 2.50 doz.  
(h) Hand set pins, earrings set in box. Reg. \$3.95 list now. .... 7.20 doz.  
(i) Stone pin & earrings boxed... 4.00 doz.

20% deposit with order, balance c.o.d.  
Karen Originals, 45 No. Main St., Bristol, Conn.

NEW COMEDY, RELIGIOUS, GENERAL

7"x11" signs, 2000 different slogans, 7¢; retail, 50¢, 15 samples, \$1. Lowry, 812 Broadway, Dept. 894, New York 3. ch-se24

NEW LOW PRICES—LIGHT REFLECTING

signs. Red hot and sensible. 7x11" illustrated color blends, 2,000 varieties, 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. se24

ORIENTAL PEARL COATING—THE MOST

**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



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 7¢, sell for 49¢ to 69¢ 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.

**NEW!**

100 Feet of 48 "x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

**MYRLO COMPANY**  
Dept. B  
2168 W. 25th Cleveland 13, Ohio



**Levin's Catalog Ready**

Write Today for Catalog 354CC Listing Novelties—Slum—Bingo Goods

#5 Dart Balloons, Long Neck, 10 gr. for \$ 6.50  
Ball Rack Baseballs, Doz. .... 2.40  
Oak's Sag Balloons, Stretched, All Sizes

#A105AG Hobbies & Spirals, Gr. 6.75  
#B120 Worker for NA10, Ea. ... .55  
30 in. Panda, Black & White, Doz. 30.00  
30 in. Assl. Color Bears, Doz. .... 30.00  
#B02 15 in. Assl. Color Bears, Doz. .... 15.00

Straw Cap with Visor, Assl. Colors, Doz. .... 4.80  
#208 White Straw Cowboy Hat, Doz. .... 4.50  
#428 7 1/2 in. Weighted Dart, Red and Black, Doz. .... .60  
#1041 12 in. Fur Monkey, Doz. 2.50  
#126VG 6 1/2 in. Metal Gold Horse, Doz. .... 10.00  
#25A908 Love Thermometer, Box of 6 doz. for. .... 2.00

F.O.B. Terre Haute—Postage Extra. Send 25% Deposit With C.O.D. Orders

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA

**SAVE \$34 ON THIS SPECIAL DEAL...**

**BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES**

10 Asst. with Yellow Exp. Band **\$75**

Sample Watch, \$9.95  
Sample Band, 95c

For men and women. New model cases and dials. Receive 10 different and guaranteed like new.

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.**  
5. S. Wabash Ave. Chicago 3, Ill.  
"The Watch and Diamond House"

**MIDGET BIBLE**

New edition. Has Last Supper Crucifixion Pictures, Lord's Prayer... Over 300 pages. Size of postage stamp. (1 1/4 x 1 1/2) yet clearly printed and every word legible. Black gold printed cover. Wonderful BIG PROFIT novelty. Dealer's Price 90¢ doz., \$9.70 per 100. F.O.B. Detroit; add post. charge. C.O.D. or cash. Special low 10¢ quantity prices. Send for Wholesale Catalog of 2000 novelties. JOHNSON SMITH & CO., Detroit 2, Mich.





**Here's the Pitch**  
**CEL-MAX SENSATIONS**

**Discovery**  
 A New Note in **PERFUME**

Write for Free Catalog

Beautifully boxed. Minimum order 12. Sample \$1.50. A sensational seller!

**97 1/2 oz.**

**Knights**

Beautifully Boxed

**Jewelry Sets**  
**\$9.60** DOZ.

Sparkling hand-set stones. Assorted colors and black cameo. Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order, balance C.O.D.

**WATCH SETS**

Jew's Swiss watch with sweep s.h. and ex. h.  
 • Gold plate cuff links  
 • Tie holder • Money clip • Collar holder!

**\$5.15**

Beautifully Boxed

**Jewelry Sets**  
**\$9.60** DOZ.

**CEL-MAX, INC.** IMPORTERS EXPORTERS DISTRIBUTORS  
 582 So. Main St. (Dept. 10), Memphis, Tenn.

**DIRECT FROM MFR.**

3-PIECE RETRACTABLE SET in Pocket Saver  
**Writes Red, Blue and Green.**

**\$54.00** per gr.  
 10 Gross Lots  
**\$52.00** per gr.  
**\$6.00** sample doz.

**RETRACTABLE BALL PENS**  
 CLOSEOUT  
**1st GRADE**  
 10 GROSS LOTS ONLY

**\$15.84** per gross

Sample Gross Order \$17.28 plus postage

**Refills—4 1/4" Long**  
**\$8.64** per gross • 1000 lots per thousand • \$50 per thousand

**MODERN PEN MFG. CO., INC.**  
 395 Broadway, New York 13, N. Y.

**24" PLUSH CLOWN MAJOR**  
 Multi-colored, plastic face, bell, ribbon, poly. bag  
**\$14.50** dz.

**36" CLOWN**  
 Multi-color taffeta, plastic face, bell, ribbon, poly. bag  
**\$12.00** dz.

**12" ALL PLUSH SCOTTY**  
 Ass'd. colors.  
**\$5.75** dz.

**12"x9" ALL FUR PEKE**  
 Standing, movable eyes, satin ribbon  
**\$14.40** dz.

**TEE JAY TOYS, INC.**  
 48 West 20th St. New York 11, N. Y.

**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 Best Sales Boards and Jar Games

Write for information and prices.

**GALENTINE COMPANY**  
 Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**FOR SALE—MUST VACATE, 7-CAR PRETZEL RIDE.** Plenty of stunts and laughing figures. A.E.P. Shooting Gallery, 8 Guils. Electro-Freeze Custard Machines, complete, 15 & 25 h.p., 3P, a.e. Slip Ring Motors. All equipment can be seen in operation before Sept. 15. Make reasonable offer. H. H. Amusement, 418 Seaside Blvd., South Beach, S. I., 53, N. Y. C.

**MINIATURE TRAIN FOR SALE \$8.000—**Complete. Terms, or will install permanently on percentage in good spot. 46 capacity. Must sacrifice. Landlord trouble. Cost \$16,000 new. Write Rudy Ziellow, Lake Geneva, Wis.

**PORTABLE ROLLER RINK—COMPLETE** in every way, 45x120 maple floor, good tent, skates, P. A. system. Attractive, varnished cedar railings and poles. Gene Harris, Kirbyville, Mo.

**TRAINS—ALL SIZES, GAUGES, TYPES:** new, used, trade-ins. Photographs, details. 51 Hill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. se3

**WANTED—STUFFED BUCKING HORSE.** Must be in good condition and reasonable offer. Write Hub's Ranch Wear, Lake Luzerne, N. Y. se10

**1 BISCH ROCCO STREET CAR AND TRUCKS.** 1 Hoddes Hand Car Ride, 3 Cars and Trucks, 1 Boat Ride, 3 Boats less tank. Hollywood Kiddieland, 3366 N. Pulaski Rd., Chicago 41, Ill. se17

**16 UNBORN SUBJECTS IN BOTTLES.** Also four small goats in bottles. \$185 for the lot. Will pack carefully. Weil's Curiosity Shop, 20 S. 2d St., Philadelphia, Pa. ch

**MAGICAL APPARATUS**

**A BRAND NEW #24 CATALOG—MIND-READING, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 30c.** Nelson Enterprises, 336 S. High, Columbus, Ohio. se3

**SUB MINIATURE RADIOPHONE FOR mentalists.** Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio. se3

**MISCELLANEOUS**

**FIND URANIUM—GIEGER SCOPES.** Prepaid sample, \$3; dozen \$15. Jewelry Sets, samples, \$1, \$1.50; Dozen, \$10, \$15. prepaid. Goldenwest Specialty, Wilder, Idaho. se10

**PARTY HATS—SET OF 10 DIFFERENT** drink glasses and gaze, good for night clubs, group parties, etc. Price 5c per set. Samples 15c per set. P. O. Box 251, Guilford, Conn. se3

**M. P. FILMS & ACCESSORIES**

**16MM. SOUND FILMS—LOWEST RENTAL** rates in history; get our prices now. Rogers Films, Lombard, Ill. se10

**16MM. SOUND RENTAL PROGRAMS—** Available in Texas and adjoining states. Lowest rental prices, two short subjects with each feature. Send for rental list. Crawford Film Service, 412 Page St., Ft. Worth 10, Tex.

**16MM. 5000 SOUND REELS, NEW LIST** Features, Westerns, Serials, War Films. Excellent condition. Sell, rent, Boston, 335 Fifth Ave., Pittsburgh 22, Pa.

**MUSICAL INSTRUMENTS, ACCESSORIES**

**WANTED EZ FLUTE—LEONARD ST. LEO.** 1113 N. La Brea, Hollywood, Calif.

**PERSONAL**

**ADOLPH POWERS—WRITE OR CONTACT** Rogers Ideal Embroidery Shop, 207 West Pike, Long Beach, Calif.

**BOB, WE ALL NEED YOU AND WANT** you. Couldn't we plan to meet some place and talk things over. Susie, Donnie, Eunice, Zumbo. se24

**3RD SEX EXPOSED! STARTLING! EDUCATIONAL** magazine. Every parent should read. Mailed in sealed envelope \$1 postpaid. Berea Photo, Berea, O. ch-17

**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 8, 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 camera, many etc. Information and prices: we are old and reliable since 1903. PDQ Camera Co., 1181 North Cleveland Ave., Chicago 11, Ill. ch-17

**INTERNATIONAL MUTE SCOPE PHOTO-** graphic Picture Machine. Cost \$1,800, new 1950. Will sell for \$300. Guaranteed to work. E. N. Neu, Carroll, Iowa.

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1181 North Cleveland Ave., Chicago 11, Ill. ch-17

**PRINTING**

**ALWAYS FASTEST SERVICE—QUALITY** Posters. Three colors. 14x22 Window Cards. 48 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. 50-55, Earl Park, Ind. se29

**PHOTO-OFFSET 5,000, 1/8-COPY. ART-** work, layout, lowest rates. Request samples, prices. Maurice Fischer, 711 Southern Boulevard, New York 55.

**100 8 1/2 x 11 1/2 L.B. BOND LETTERHEADS,** 100 6 1/2 Envelopes, \$2.50 prepaid. Other printing. Stanley Koski Printing Co., 1306 Franklin, St. Louis 8, Mo. se10

**FREE Wholesale CATALOG**

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

**YORKMARK SALES CO., Dept. B**  
 131 W. 46 St. N. Y. C. 36, N. Y.

**2 OF 1,000'S**  
 NEEDLE BOOKS with needle threads, 2 numbers, containing 100 and 70 needles. Fast 25c seller, \$1.00 value. **GROSS 7.20**  
 COMPLETE, \$2.00  
 SEND PAYMENT FOR NEW YORK.

**MILLS SALES CO.**  
 Cut Rate WHOLESALE since 1916  
 26 West 23rd St., New York 10, N. Y.

**200 8 1/2 x 11 LETTERHEADS.** 200 6 1/2 Envelopes, both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. se24

**1,000 BLACK AND WHITE POSTCARDS** on Kromekote stock, one line of copy underneath photo, \$10.25. Samples on request. 1,000 Business Cards, \$1.95. Leon W. Otteson, Box 852, Alliance, O.

**SALESMEN WANTED**

**SELL LIQUA-LEAD PENCILS, BALL PENS,** 100 advertisement imprinted, \$13. Two samples, 25c. Literature free. Parkhurst Enterprises, Box 542-9, Lansing 3, Mich.

**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, Calif. se1

**REAL TATTOO MACHINES—NEW DE-** signs; outfits \$18 and up; ready mixed colors, needles. Milt Zeis, 736 Lesley, Rockford, Ill. se24

**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**

**LEAD TRUMPET—GOOD SALARY, CUT** or no notice, big tone intonation, vibrato necessary. South for winter, modern sleeper bus. Wire. Ronnie Bartley, 1011 City Nat'l Bank, Omaha, Neb.

**SAXOPHONE, PIANO, ACCORDION OR** Lead Trumpet Man wanted for modern band. Very good salary; year around job; on location in the winter; home most every night. Johnny Halder's Orchestra, Mandan, N. D. Telephone 2434. se3

**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**

**ATTRACTIVE GIRL DUO—ACCORDION** and trumpet, vocal. Suitable for show-bar or dancing. Union, Desire Florida location. Available Sept. 5th. Box C-278, c/o The Billboard, Cincinnati 22, O. se3

**FRONT MAN, WESTERN BAND STYLE—** Guitar, vocal, experienced announcer and disk jockey. Prefer location, consider travel. Box C-274, c/o Billboard, Cincinnati 22, O. se3

**MISCELLANEOUS**

**BALLROOM DANCER—MIDDLE AGED,** wants male dancing partner for Rose-land and Harvest Moon Ball contests. Mary Cro, LO 8-4113 after 7 p.m., N. Y.

**CHIMPANZEE TRAINER—FROM HAGEN-** Germany, free after September 5, 1955, or will take over act. Good references. Write to Captain Hans Tronda, P. O. Box 236, Goulds, Fla. se17

**HYPNOTISM—FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2902, Seattle, Wash. se17

**MAGICIAN WILL JOIN AGENT, BOOKER,** promoter, contractor, sponsor, publicity director or girl partner. Horace Rose, 412 Reservoir Ave., Meriden, Conn. se17

**RESPONSIBLE MAN SEEKING ROLLER** Rink connection. Twenty years as rink owner, manager and professional. Available short notice. Box C-271, c/o Billboard, Cincinnati 22, O. se10

**MUSICIANS**

**A-1 RINK ORGANIST—15 YEARS' EX-** perience, best rinks, locate anywhere. Available short notice. Box C-282, c/o Billboard, Cincinnati 22, O. se10

**AVAILABLE SEPT. 10—2 GIRLS, TENOR-** capable, drums-vocals. Prefer resort or location playing for dancing, shows. Sherry Dixon, Log Lodge, Lucerne-In-Maine. se10

**COMMERCIAL DRUMMER AVAILABLE** for organized band. Play Latin, society jump, Dixie, shows and read. Also piano-mime. No hop. Sober, dependable. Prefer midwest or southern territory, but will consider all offers. Write, wire or Jack Reaick, Aberdeen, Miss. Phone 277. se10

**DRUMMER, BARITONE, VOCALIST—PLAY** your style, experienced, age 27, neat, dependable. Travel anywhere. Contact Jimmy Blake, c/o Elie 34 Club, Detroit Lakes, Minn. Phone 734. se17

**DRUMMER NAME EXPERIENCE, SO-** viet, Delieland, 2 or 4 beat jazz, mambo, limboles. Cut good show. Finish summer job Sept. 20th. Frank Kestler, Grimes Trailer Park, R. D. 1, Robesonia, Pa. se10

**DRUMMER—EXPERIENCED, SOBER,** read, cut shows, fine beat, no characters. Contact Buddy Del Mar, 913 W. Caroline Blvd., Phone PO 33504, Panama City, Fla. se3

**PIANIST—AVAILABLE IMMEDIATELY;** age 30; reliable; union; sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Double organo, celeste. Joe De Gregory, 534 Linden Ave., Steubenville, O. se10

**PIANIST—DOUBLE ELECTRIC GUITAR,** vocals, read or fake. Small combos, on location preferred. Jack Martin, Gen. Del., Neptune, N. J. se10

**PIANIST—EXPERIENCED, SMALL UNIT** preferred. Box C-280, c/o Billboard, Cincinnati 22, O. se10

**TENOR-CLARI—MOSTLY SECTION WORK;** have played bar, bass clar. Write Dick Flood, 185 Hazelwood Terr., Rochester, N. Y. se10

**TRUMPET MAN—UNION; PREFER SEC-** tion work, no lead. Experienced on commercial bands. Sober, reliable. Art Atkey, R. D. -3, Madisonville, Ky. se10

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Circle 1, Shiner 1041 S. Dennis, Indianapolis 21, Ind. se10

**WANTED TO BUY**

**CHAIRPLANE—SMALL ADULT, SUIT-** able for streets, with or without transportation. Must be good condition and reasonable. P. O. Box 140, Bellefontaine, O.

**WANTED—NAME AND ADDRESS OF** Mrs. or Jobbers who sell purse size Silent Butler, Box C-281, c/o The Billboard, Cincinnati 22, O.

**WANTED—VICTOR ACORN 1-;** WILL trade games, bowlers, music for same. Box C-284, c/o The Billboard, Cincinnati 22, O.

**WANTED**

Single copies or bound volumes of **Billboard (1939-1950)** for research on history of entertainment industry. Write, giving dates of issues and price.  
 Suite 1301, 347 Madison Ave.  
 New York 17, N. Y. se3-ch

**Pittsburg Master Painters**  
**Products**

Formula with titanium. Inside, outside, ready mixed paint in oil, white, red & reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 48-gallon quantity, \$1.50 per gallon. Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon. Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon. Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/4" 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.

**★ OUR NEWEST NATIONALLY ★ ADVERTISED HOT SELLING NUMBER**



**12"x9" PLUSH DOG**  
 High grade plush, Vinyl face, actual moving eyes. **\$27.00** Dz.

**14"x9" SLEEPY "BARKING" DOG**  
 High grade plush, Squeeze head and head loud bark. Cotton stuffed. Tan and Brown **\$18.00** Dz.

**16" LAZY BABIES**  
 \$4.50 per dozen. Min. order: 4 dz. In gross lots. **\$4.25** Dz.

**\$6.00 SPECIALS!**  
 per dozen • Min. Order: 3 Dz.  
 • 22" CLOWN  
 • 12" HIGH GRADE PLUSH BEAR  
 • 12" HIGH GRADE PLUSH SCOTTY DOG

F.O.B., 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.C., N.Y.

**Take the lines of least resistance with NAME BRANDS**

**THE HOUSE OF NAME BRANDS**  
 Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

**H. B. DAVIS CORP.**  
 145-B West 15th Street New York 11, N. Y. se10

The Greatest Name Brand Catalog of Them All

**Temple's 1956 Edition**

Off the Press Soon—Write for Your FREE Copy

**TEMPLE COMPANY, INC.**

804 Sansom Street Philadelphia 7, Pa. Market 7-8242

When in Philadelphia visit our showrooms

**No Inventory! No Investment!**

Your Own Merchandising Business!

Sell nationally advertised products right out of the brand new

**RAKE CATALOG**  
 Biggest Price Advantage Ever! Sensational Profits for You!

Catalogs are available in quantity for your own imprinting.

Write for free copy TODAY!

**RAKE COMPANY**  
 708-M Sansom St. Phila. 6, Penna. MA 7-7428

## Diane Leaves Tragic Legacy For Northeastern Coin Ops

### Factory, Bar Stops Close; Destruction To Vending, Games, Jukes Staggering

By AARON STERNFIELD

NEW YORK, Aug. 27.—Coin machine manufacturers, distributors and operators in a five-State Northeast area are still staggering from the effects of Hurricane Diane. Damage to the industry—in terms of wrecked manufacturing facilities, games, juke boxes and vending machines on location, and lost operating revenue, is in the tens of millions of dollars. And the end is not in sight.

Hardest hit were the Pocono area in Northeastern Pennsylvania, the Delaware River valley in New Jersey, Northwestern Connecticut, the Berkshires of Massachusetts, and the section around Woonsocket, R. I.

With the exception of the Poconos, all these areas are heavy industrial strongholds, and, with the exception of Woonsocket, they are also popular resort sections.

#### Cona. Venders

Probably the hardest hit in the coin machine industry were the operators of industrial vending systems in the Torrington-Waterbury-New Milford section of Connecticut.

In Torrington, all major factories were knocked out of commission, and the business district of town was placed off limits to the general public for several days. City officials say it will take several months for the city to operate at a normal pace.

A list of washed-out factories in the area includes such fat industrial vending locations as the American Brass Company, Torrington Manufacturing Company, Fitzgerald Manufacturing Company, Warren-

ton Woolen Company, Turner & Seymour, Union Hardware Company and Hotchkiss Company. To date, a full week after the height of the hurricane, most of these firms are still not in full operation.

#### Central Tool

At Hartford, Conn., on the fringe of the distress area, Central Tool, manufacturer of bottle and can venders, lost three days' production in its cabinet and rack shops.

Max Miller, Central Tool president, said that physical damage caused by the flood was only about \$6,000, but that three full production days were lost.

The situation in the Hartford area is still bad as far as the operators are concerned. Many large industrial plants are still shut down, and full electricity still hasn't been restored.

#### Naugatuck Valley

Unemployment caused by the closing of factories is not only knocking the props from under the industrial vending operators, but it is raising havoc with operators of music and games in Connecticut's Naugatuck Valley.

Out of commission are all the Waterbury brass mills—employing 10,000 persons, and the United States Rubber Company in Naugatuck, with 5,000 workers.

Putnam has lost two magnesium plants in successive fires, and

Mechanicsville's printing company and bleachery had \$6,000,000 blazes. Ansonia's factories were four feet deep in mud.

#### Lehigh Damage

The coin machine plant which probably suffered the greatest damage was Lehigh, Inc., on the Delaware River in Easton, Pa. The plant is still out of commission, altho President Alvin A. Schumann hopes that at least partial production will get under way in a few days.

The major damage cost to Lehigh will be labor. Tho few machines were actually destroyed, every circuit must be checked until the damage can be discovered. The inspection costs will be considerable.

Easton itself is now a ghost town as far as the coin machine industry is concerned. As a safety precaution, the local Board of Health has closed every restaurant in the town. As Pennsylvania law requires each bar to serve food, no taverns are currently operating, few juke boxes are being played, and few coin games are getting any play.

#### Eastern Hit

Eastern Automatic Sales, operating in the Lehigh Valley, has about 20 per cent of its equipment destroyed. Eastern is one of the ma-

(Continued on page 84)

## SEEBURG CORP. CALLS DISTRIBS FOR CHI MEET

CHICAGO, Aug. 27.—A distributor meeting has been called by the J. P. Seeburg Corporation, it was learned here this week.

The meeting, expected to include all Seeburg distributors, will be held at the Drake Hotel Sunday (28).

Officials at the Seeburg plant could not be reached to learn why the meeting had been called.

## Set Detroit Shuffleboard League, Rules

DETROIT, Aug. 27.—Schedules and basic regulations for the newly-sanctioned Class A Shuffleboard League are under discussion by players and sponsors, John Westerdale, of Shuffleboard Secretarial Service, announced.

Oakland County shuffleboard sponsors also are holding meetings to discuss organizational plans for the season with Phil Sauer, chairman, and Frank Benning, president of the Oakland County Shuffleboard Association, guiding the program. The first meeting of the season was held in Pontiac.

At Port Huron, a formal league association is being organized with Ken Guinan, Lakeshore Shuffleboard; Burke Nichols, Nichols Brothers; and Leigh Jones, J and J Coin, participating.

## Coin Exports Rise 20% in May: New High

CHICAGO, Aug. 27.—On the strength of steadily rising juke box shipments, U. S. exports of coin-operated equipment in May increased over 20 per cent above May, 1954, to \$1,597,535 for a new record for that month.

Juke boxes accounted for over 75 per cent of the total with 2,115 new and used units being shipped during May for \$1,190,425.

Coin-operated amusement game exports slipped to 2,233 units valued at \$339,202 from \$370,201 paid for 3,734 games during May last year.

A total of 1,341 vending machines at \$67,905 were exported, compared to 530 units priced at \$78,308 for the month in 1954.

Just a dozen countries bought the bulk of the machines shipped: 4,184 of the total 5,689 for a dollar volume of \$1,330,086 (see accompanying chart).

While the over-all totals for the first five months points to a U. S. export year that would even break last year's record of \$14.7 million, legal restrictions in certain markets such as France may alter the currently bright picture (France has a new tax bill on coin-operated equipment which went into effect July 1 that is so burdensome it has already caused operators in major cities to pull equipment, The Billboard, August 13).

A record 37 countries for one month imported equipment in May, altho three countries—Canada, France and Venezuela—bought over 50 per cent of the total.

Paralleling May, 1954, Canada was the only country to realize steady trade in all three coin export categories—games, jukes and venders. A. other leading importers gained in music machine purchases, but dropped in games and vending machines.

The average price of juke boxes shipped during the month increased to \$566 from \$484 in May last year, indicating that more newer machines and better used machines were being shipped.

The average price for games increased from \$99 in May, 1954, to \$156, but the vending machine average declined to just over \$52, compared to a record-high \$147 per unit last May, indicating that more bulk venders and used equipment was being exported.

## A.B.T. Develops New Rejector For Vend Units

CHICAGO, Aug. 27.—A.B.T. Manufacturing Company has developed a new slug rejector for vending machines that includes a nickel and one penny combination, William A. Patzer, president, announced today.

Interchangeable on all merchandising venders, the new unit will accept the following coin combinations: One dime and one nickel; one dime and two nickels, and one nickel and one penny.

The nickel and penny combination is an entirely new feature in the unit, Patzer claimed, disclosing the A.B.T. rejector has no cradle or moving parts.

According to Patzer, the rejector will not clog, and works entirely by gravity. Coins travel down runways on their own momentum to the magnetic field and are directed into the correct rejector chute.

The rejector will be exhibited to the merchandising vending field within the next three weeks. In quantities of 1,000 or more to manufacturers the price will be about \$5.60 each, according to Patzer.

## Mfrs. Step Up Development Of Low-Cost Games; Pool First

CHICAGO, Aug. 27.—In a move expected to revolutionize the coin-operated amusement game industry, manufacturers are stepping up their efforts to develop brand-new types of equipment with lower price tags.

Altho manufacturers agree that current production games are still very much in demand, and will continue to be, they see new types of games greatly stimulating the coin-operated game market.

While game producers bring out new improvements constantly on popular games, embellishments are not the solution. Added costs restrict operators movement.

All are in accord that simplification of complicated mechanism would lower the costs of game machines, and permit operators to expand into new territories.

#### Pool Games Spark Action

However, to simplify complicated equipment, they report, involves an expensive, time-consuming research program.

The development of simplified game mechanism, as well as new types of games, began last spring when industry-wide efforts were inaugurated to find fresh ideas. The move was disclosed by Billboard in the June 11 issue.

Adding fire to the new move-

ment was the recent disclosure of what could be a new trend in the amusement game field—the low cost, coin-operated pool games.

More than five companies plan to release the game on a national scale within the next two weeks, and more than 600 are in operation today in Michigan.

#### Quick Hit

Coin-operated pool games proved to be an immediate hit in the auto State, Izzy Edelman, president of Edolite Products, Detroit, reported. His firm plans national distribution by September 15. However, he reported, Edolite has 300 on locations already.

Paul Huebsch, sales manager of J. H. Keeney and Company, Chicago, announced shipments on the firm's new pool game will begin within the next two weeks.

Pointing out the revolutionary move actually embodies two phases—new ideas and low cost, production methods, Avron Gensburg, Genco's vice-president, stated:

"The new trend definitely demands less expensive games, but at the same time we cannot afford to abandon more expensive coin-operated amusement games that prove popular with the public."

In seeking the answer to the gigantic question, Genco during the

past four years quadrupled its engineering personnel, and this week leased a new building with 7,000 square feet, which will be used mostly for experimental purposes.

#### More Profits

Gensburg disclosed the firm currently testing four new ideas simultaneously. Set-up groups work on less expensive equipment as well as more costly devices. The company has a backlog of ideas that will require more than a year for testing, he added.

Art Weinard, sales manager of Williams Manufacturing Company, stated his company has always given deep thought to simplification of mechanism.

He, too, pointed out the pool games are a step in the direction of production of low-cost devices. Williams was among the first to manufacture low-cost amusement games when it successfully marketed the Sidewalk Engineer, coin-operated bulldozer game last spring.

#### Accessories Costly

Several manufacturers declared high costs are justified, especially where additions enhance the popularity of a game, and profits continue at a brisk pace.

However, they were quick to

(Continued on page 92)

## Production on Drivearama Set For September

UNION, N. J., Aug. 27.—The Drivearama, made by Automagaph, Inc., here, will go into production in September, with a planned run of 1,000 units for the first year. However, company officials indicated that the firm has production facilities to top this figure if the demand is sufficient.

The ride is essentially a test of driving skill, with a screen depicting road hazards and the driver attempting to cope with these hazards by skillful steering.

An electric scoreboard atop the motion picture screen judges the ability of the driver. The five driving situations are good for 20 points each, with a score of 60 considered average, and anything better than 60 quite good.

#### Driver View

The view the driver gets on the screen is similar to the view he would get looking thru the windshield of a moving car.

Dimensions are five feet long, three feet wide and four feet high. The driver gets a one-minute trip for 10 cents. List price will be about \$1,000.

Tho this is Automagaph's first venture in the coin amusement field, the firm has been making driving skill testing machines since 1936, mostly for use in high school driver education classes. The units are in use in nine States.

While a good deal of the sales effort will be directed toward Arcades, the firm is seeking distributors to sell the units to operators as location pieces.

Automagaph officers are George B. Finnegan Jr., president; Hobart N. Durham, treasurer, and Conkling Shedister, secretary.

## Coin Machine Exports

### Leading Markets

May, 1955

Country	Phonographs		Amusement Machines		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
France	280	\$ 197,753	231	\$ 62,820	...	...	511	\$ 260,573
Canada	240	132,959	325	69,308	560	\$ 47,311	1,125	249,678
Venezuela	298	236,557	41	9,753	...	...	339	246,310
Belgium	338	141,393	71	8,280	14	5,250	423	154,923
Mexico	135	68,528	568	32,092	...	...	703	100,620
W. Germany	121	77,025	47	13,092	...	...	168	90,117
Cuba	123	41,198	93	15,322	3	1,275	219	57,795
Switzerland	64	42,174	29	8,031	10	5,000	103	55,205
Peru	62	40,990	8	600	...	...	70	41,590
Netherlands	77	32,004	63	8,911	...	...	140	40,915
Colombia	88	33,861	...	...	...	...	88	33,861
Br. Malaya	15	5,775	280	26,585	...	...	295	32,360

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.

PINBALL GAMES

Table listing various pinball games with columns for name, high price, low price, and times advertised. Includes categories like BALLY, CHICAGO COIN, EVANS, GENCO, GOTTIEB, SCIENTIFIC, and UNITED.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 20, 1955)

ARCADE EQUIPMENT

- List of arcade equipment including GENCO-Rifle Gallery, EXHIBIT-Shooting Gallery, EXHIBIT-Sportland, GENCO-Big Top, SEEBURG-Coon Hunt, EXHIBIT-Dale Gun.

MUSIC MACHINES

- List of music machines including SEEBURG-M-100-A (78 RPM), SEEBURG-M-100-B, AMI-Model C, AMI-Model A, WURLITZER-1500.

SHUFFLE GAMES

- List of shuffle games including UNITED-Chief Shuffle Alley, UNITED-Olympic Shuffle Alley, CHICAGO COIN-Super Frame Bowler, UNITED-Imperial Shuffle Alley, UNITED-Royal Shuffle Alley.

YENDING MACHINES

- List of yending machines including NORTHWESTERN-39 1c, SILVER KING-5c, ADVANCE-D 1c B/G, KEENEY ELECTRIC-9 Col., NORTHWESTERN-33 Ball Gum.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- List of Bally pinball games: Dude Ranch, Beach Club, Surf Club.

GOTTIEB

- List of Gottlieb pinball games: Guys & Dolls, Gold Star, Diamond Lill.

UNITED

- List of United pinball games: Nevada, Cabana, Tropic.

WILLIAMS

- List of Williams pinball games: Struggle Buggie, Singapore, Army & Navy.

Also tied for third place are machines listed below with seven times advertised.

Main table listing various coin machines with columns for name, high price, low price, and times advertised. Includes categories like WILLIAMS, COOLIDGE, SUPER PRINCE, AMI, ROCK-OLA, SEEBURG, WURLITZER, and SHUFFLE GAMES.

Table listing various coin machines with columns for name, high price, low price, and times advertised. Includes categories like Arrow, Banner Shuffle Alley, Bikini, Bonus Bowler, Carnival Bowler, Cascade Shuffle Alley, Chief Shuffle Alley, Classic Shuffle Alley, Clipper, Clover Shuffle Alley, Club 10 Player, Comet, Comet Deluxe, Criss-Cross Bowler, Criss-Cross Target, Crown Bowler, Diamond, Demino Bowler, Double Score Bowler, Feature Frame, Five Player Shuffle Alley, Fireball, Flash Bowler, Genco, Holiday Match Bowler, Imperial Shuffle Alley, Jet Bowler, Keeney With Bottle Pins, King Bowler, League Bowler, Leader Shuffle Alley, Lightning Shuffle Alley, Lightning Deluxe, Magic, Mars, Mars Deluxe, Match Bowler, Match Pool, Mercury, Mercury Deluxe Shuffle Alley, Name Bowler, Official Shuffle Alley, Olympic Shuffle Alley, Pacemaker, Rainbow Shuffle Alley, Royal Shuffle Alley, Shuffle Alley Deluxe, Shuffle Alley Deluxe, 6 player (United), Shuffle Alley, 6 player (United), Speedie, Special Bowler, Star, Star, 10th Frame, Star, 10th Frame, 6 player (United).

(Continued on page 76)

**WANTED—ROADMEN**  
 Calling on Coin Machine Distributors and Operators  
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 ★ **WE SHOOT 50 NEW SUBJECTS** ★  
 ★ **EVERY MONTH!** ★  
 ★ Drop us a card for more information. ★  
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 Realigned and Resurfaced, 75¢ each  
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 Cartridges returned within 10 days.  
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★ ★ ★ ★ ★  
 ★ **UNITED** ★  
 ★ **2 DERBY ROLLS** ★  
 ★ **LIKE NEW** ★  
 ★ **\$425 ea.—2 for \$800** ★  
 ★ Call or Write ★  
 ★ **P. & T. AMUSEMENT CO.** ★  
 ★ 50-30 248th St., Douglaston, L.I., N.Y. ★  
 ★ Bayside 4-6030 ★  
 ★ ★ ★ ★ ★

**MONARCH RECONDITIONED BUYS**

<b>MISCELLANEOUS</b>	<b>ARCADE EQUIPMENT</b>	<b>CIGARETTE MACHINES</b>
Un. DeLuxe Comet ..... \$345	Jack Rabbit Stand ..... 29.50	Uneeda 15 Col. .... 65
Un. DeLuxe Targette ..... 325	Pikes Peak with Bal-A-Ball Jr. .... 35.00	Uneeda 9 Col. .... 45
United DeLuxe Mars ..... 365	Evans Ten-Strike .. 65.00	Uneeda 8 Col. .... 35
United Banner ..... 315	Western Baseball .. 75.00	Rowe 10 Col. .... 65
Keeney Bonus Bowler .. 195	Mutoscope Sky-Fighter .. 125.00	DuGrenier 7 Col. .... 45
United DeLuxe Bonus Gun ..... 345	Texas League Baseball ..... 65.00	DuGrenier 9 Col. .... 65
		DuGrenier 11 Col. .... 85

**CHARLEY PIERI**  
**Monarch Coin Machine, Inc.**  
 Write for Latest List  
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**Joe Ash says . . .**  
 When you compare quality with price, Active is never undersold!



**Joe Ash says . . .**  
 Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.  
 Exportamos juegos de bolos (pin games) y veloneros (music machines) nuevas o reconstruidas listas para operacion.

**ACTIVE AMUSEMENT MACHINES CO.**  
 666 N. Broad St. Phila. 30  
 RRmont 7-4495  
 Write or wire for prices

**ACTIVE AMUSEMENT MACHINES CO.**  
 "YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**Announcing New SLIM JIM model**  
**ELECTRIC SCOREBOARDS**  
 Maple Cabinet, Natural Finish

- ✓ Two-Faced
- ✓ Coin-operated—10¢ 1 Player or 10¢ 2 Player by simple plug switchover
- ✓ Fits any Shuffleb'rd
- ✓ Aluminum Button Blocks
- ✓ 2 Models: 15-21 pts., 15-21 and/or 50 pts.
- ✓ Large metal ABT Coin Rejector Box
- ✓ Chrome Tube Supports

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Nous maintenons toujours un nombre important de Machines Bally—Bingo et de Jeux aux Palets reconstitués on stock.  
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when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**COINMEN YOU KNOW**

**Chicago**  
 By **KEN KNAUF**

**RARIN' TO GO FOR ANOTHER YEAR.** Back from vacations are **Jim O'Connor**, head of Mills Industries bottle division; **Al Lafferty**, assistant v.-p. at Walter E. Heller & Company, and **Ralph Sheffield**, sales director at Genco Manufacturing and Sales Company. . . . O'Connor reported he and his wife, **Helen**, along with their nine-year-old daughter, **Pat**, had a wonderful time loafing and fishing around International Falls. The catch was good in walleyes, northernns and bass, said O'Connor, not mentioning who caught the fish.

Lafferty, accompanied by his wife, **Virginia**, and son, **John**, nine, flew east to New Hampshire where they visited relatives and old friends. Three weeks of fishing in Ohio and Northern Michigan were enjoyed by Sheffield; his wife, **Ruth**, and son, **Roger**, 13. The Sheffield heir has become quite an angler, his dad reports, admitting the lad is more adept with the rod than his parents. **Ralph** proudly disclosed his boy is the outstanding portside pitcher in the Morton Grove Little League. He is an expert at hunting, too.

Cole Products Corporation boys were on the move this week. **Dick Cole** made the rounds in New York and Boston, while **Stan Gaines**, assistant v.-p., was visiting district sales offices in Pennsylvania, New Jersey, Washington and Atlantic City. Visiting the Chicago Cole office were **George Gruebert**, of St. Louis, and **Jack Withey** from Howell, Mich. . . . Oh, Hum-m-m. This is the life, and **Fred Brandstrader**, legislative counsel for NAMA, is living it. He is spending his vacation at home just-a-loadin'. . . . **Ray Joyner**, San Antonio, visiting Mills Industries, found Texas zephyrs in the Windy City.

**John Casola**, of United Manufacturing Company, is covering the far south territory. . . . **Harold Lieberman**, Minneapolis distributor, paid a flying visit to the Chicago Coin Machine Company.

**Reid Whipple**, field service engineer of Wurlitzer, in town conducting operator service schools. . . . **Ben Coven** and **Carl Christianson**, of Coven Music, report sales beginning to climb after heat wave, **Jerry Shuman**, also of Coven, preparing to hit the road again, plans to stop in Champaign, Danville and other cities in Central Illinois.

**Joe Kus**, superintendent of United Manufacturing Company's Broadway Avenue plant, busy with a new gadget—an electric shrubbery clipper. His evergreens are now trimmed down to about half their normal size. . . . **Mike Spagnola**, head of Automatic Phonograph Distributors, AMI outlet here, enjoying two weeks of well-earned vacation.

**Eddie Ginsberg**, head of Atlas Music Company, busy taking care of out-of-town operators in town for business and ball games. **Nate Feinstein**, manager of Atlas, spending a week in Wisconsin on vacation. . . . Executive officers of **Recorded Music Service Association** together for a special meeting at organization's offices on Thursday (see separate story in Music Machines).

Everyone finishing up their vacations at First Distributors. **Joe Kline** back from a week in Wisconsin. **Fred Klineman** on the lakes this week. **Sam Kolber** heads for Michigan next week. **Geraldine Squire**, receptionist at First, to become **Mrs. Robert Street** October 1. **Bob** is a local coinman. Despite heat, **Wally Fink** reports games moving well. **Wally** will take a jaunt down to Florida over Labor Day, he hopes. . . . **Joe Filitti**, music operator and director of Recorded Music Service Association, on a two-week vacation. **Carl Green**, head of Tower Music, filling in in RMSA's golf outing. . . . **Dan Gaines** getting ready to celebrate his 64th birthday Monday (29). **Radio Station WAAF** will acknowledge his juke box career via program "Juke Box Matinee," now steered by **Jim Mills**.

Work came to a standstill at Exhibit Supply Friday. Most surprised person was **Mrs. Marge O'Brien**, who is secretary to **Sam Lewis**, executive vice-president. **Marge** was given a gold wrist watch for 35 years service to the firm, and then greeted many former employees who dropped in for a visit.

**Pittsburgh**  
 By **LEON M. LEFFINGWELL**

**DAIRY EXPANDS INTO VENDING FIELD.** **Carl Colteryahn Dairy**, in business 35 years, after a year in the vending field, reports hard work will develop milk vending, for there hardly is anyone who doesn't use milk. . . . **George Sopira**, partner, Service Rental Coin Machine Company, started out in mechanics as an automobile racer some 20 years ago working with the Model T Ford and the Baby Grand Chevrolet.

**Mike Ballenger**, of Acme Vending Machine Company, reports that an ice cream parlor near North Park has people playing bowlers practically all the time. . . . **Harry Rosenthal**, sales manager, Banner Specialty Company, is around following a physical checkup at Montefiore Hospital. . . . **Glen Mowry**, of Gem Vending Company, finds receipts from dime play are steady and better. The boxes may not be played as much, but when played there generally is a quarter in the box.

**Mrs. Margaret H. Kelly**, of Ingram, Pa., who is manager of Penny King Company here, each week tears out the vending section of The Billboard and sends it air mail to company president **Les Hardman** at Rio Padas, Puerto Rico.

**Milwaukee**  
 By **BENN OLLMAN**

**SIXTH ANNUAL FALL CANDY CARNIVAL**, sponsored by the Badger Candy Club, lured sizable crowds of jobbers, salesmen, manufacturers and operators to the Astor Hotel August 19-20. **Joe Dellosso**, president of the trade group, was re-elected to his second term. Local operators stopping in for the affair were **Herb Geiger**, **Nick Stacy**, **Nick Novasic** and **Paul Sterlyk**. **Russ La Fontaine**, Rockford, Ill., vending machine operator, made the rounds with his wife, **Harvey Cohen**, head man of the Badger Tobacco Company, was an interested observer at the carnival. Besides checking the displays, he spent a lot of time promoting the forthcoming trade show of the Wisconsin Tobacco Distributors, scheduled for September 30 at the Schroeder Hotel. . . . **Miley Graham** has been appointed to the post of Midwest sales manager for the **Walter H. Johnson Candy Company**.

**Ed Ratajack**, advertising manager for AMI, Inc., was a visitor here last week. He stopped in to view the new Paster Distributors plant and chat with **Sam Cooper**. **Ratajack's** Chevrolet Corvette car with AMI insignia on its hubcaps caught plenty of attention wherever he went. . . . **Bob Thompson**, Capitol Records sales manager, spending

*(Continued on page 77)*

**Price Index**

Continued from page 75

	HIGH	LOW	Times Ass'd
Starlite Bowler (Chicago Coin) (5/54) . . . . .	325.00	275.00	4
Super Deluxe (Keeney) . . . . .	75.00	75.00	2
Super Frame Bowler (Chicago Coin) (3/54) . . . . .	325.00	245.00	17
Super Match Bowler (Chicago Coin) (10/52) . . . . .	90.00	75.00	4
Super Six Shuffle Alley (United) (3/52) . . . . .	65.00	60.00	4
Targette (United) Deluxe (8/54) . . . . .	375.00	325.00	6
Targette (United) . . . . .	350.00	335.00	4
Team Bowler (United) (1/54) . . . . .	260.00	245.00	10
Team Bowler, 10 player (Keeney) . . . . .	75.00	75.00	3
Triple Score Bowler, 10th Frame (Chicago Coin) . . . . .	150.00	150.00	1
Triple Score Bowler (Chicago Coin) (6/53) . . . . .	125.00	125.00	4
Triple Striker Bowler (Chicago Coin) . . . . .	435.00	435.00	4
Thunderbolt (Chicago Coin) . . . . .	435.00	400.00	4

**VENDING MACHINES**

Acorn Cabinet . . . . .	9.00	9.00	1
Advance D 1c B/G . . . . .	6.45	4.95	5
Advance No. 11 Mds. . . . .	5.95	5.95	4
Ajax 3 col. Hot Nut . . . . .	25.00	25.00	1
Columbus 5c . . . . .	6.95	6.95	1
Columbus 1c Bulk . . . . .	6.50	6.50	4
DoVal's Penny Pack . . . . .	7.50	7.50	1
DuGrenier (7 col.) . . . . .	45.00	45.00	3
DuGrenier (9 col.) . . . . .	65.00	65.00	3
DuGrenier (11 col.) . . . . .	85.00	85.00	3
DuGrenier Tab Gum (4 col.) . . . . .	17.50	14.50	2
DuGrenier Tab Gum (6 col.) . . . . .	17.50	17.50	2
DuGrenier Model W (9 col.) . . . . .	95.00	82.50	4
Electro (8 col.) . . . . .	125.00	125.00	4
Exhibit Post Card . . . . .	15.00	15.00	4
Heider Tab Gum (6 col.) . . . . .	12.50	12.50	1
Hot Nut (2 col.) . . . . .	12.50	12.50	1
Hot Nut (3 col.) . . . . .	25.00	25.00	1
Jewels Vends, Sc. . . . .	7.50	7.50	1
Keeney Electric (9 col.) . . . . .	135.00	135.00	5
Master 1c & 5c Bulk . . . . .	6.95	6.95	4
Master 1c Bulk . . . . .	6.50	6.50	4
Master 5c Bulk . . . . .	6.50	6.50	4
Mills Candy (5 col.) . . . . .	55.00	55.00	4
Mills Tab Gum (6 col.) . . . . .	17.50	17.50	2
National Candy (6 col.) . . . . .	65.00	65.00	4
National 9M . . . . .	165.00	165.00	1
National 918 . . . . .	115.00	115.00	4
National 930 . . . . .	95.00	95.00	4
National 950 . . . . .	110.00	110.00	5
Northwestern 39, 1c . . . . .	7.95	7.50	6
Northwestern 33, Ball Gum . . . . .	7.50	6.50	5
Northwestern Deluxe 1c & 5c . . . . .	12.00	12.00	4
Northwestern 49, 1c . . . . .	12.50	12.50	2
Northwestern Dual . . . . .	19.50	19.50	1
Northwestern Standard . . . . .	6.95	6.95	1
103-Col. Shipman Stamp Vendor . . . . .	23.50	23.50	4
PX (10 col.) . . . . .	115.00	115.00	4
PX Electric . . . . .	85.00	85.00	4
Regal 5c . . . . .	6.95	6.95	1
Rowe (10 col.) . . . . .	65.00	45.00	3
Rowe Candy (5 col.) . . . . .	55.00	55.00	4
Rowe Candy Merchant (7 col.) . . . . .	165.00	165.00	4
Rowe Crusader (8 col.) . . . . .	150.00	150.00	4
Rowe Crusader (10 col.) . . . . .	160.00	160.00	4
Rowe Diplomat Electric (8 col.) . . . . .	160.00	145.00	4
Rowe Imperial (8 col.) . . . . .	90.00	90.00	4
Rowe Imperial (6 col.) . . . . .	85.00	85.00	4
Rowe President (8 col.) . . . . .	135.00	135.00	4
Silver King, 1c . . . . .	8.50	8.50	2
Silver King, 1c Ball Gum . . . . .	7.45	7.45	4
Silver King 1c Mds. . . . .	7.45	7.45	4
Silver King, 5c . . . . .	8.50	7.45	6
Silver King Hot Nut . . . . .	9.50	9.50	1
Stoner Candy (6 col.) . . . . .	135.00	135.00	4
Uneeda (8 col.) . . . . .	35.00	35.00	3
Uneeda (9 col.) . . . . .	45.00	45.00	3
Uneeda (15 col.) . . . . .	65.00	65.00	3
Uneeda Model A . . . . .	92.50	92.50	4
Uneeda Candy (6 col.) . . . . .	65.00	65.00	4
Uneeda Model E (6 col.) . . . . .	75.00	75.00	4
Uneeda Model E (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 Model V, 1c Cabinet . . . . .	9.50	9.50	2
Victor Model V, B/G Wheel . . . . .	8.50	8.50	2

**FOR SALE**  
 80 Unit Music and Games Route in Northern Minnesota; includes truck and spare parts. Will sacrifice due to ill health, \$15,000.00—50% down.  
**BOX D-136**  
 c/o The Billboard Cincinnati 22, O.

**GLIDE RITE WAX**  
 Case of 12 ..... \$3.50  
 In 10 Case Lots ..... 3.15  
**Morris Novelty Co.**  
 3007 Olive St. St. Louis 3, Mo.  
 (Phone: Franklin 1-0757)

**NOW on display**  
**K. O. CHAMP**  
 SEE AT YOUR DISTRIBUTOR  
 or write to  
**INTERNATIONAL MUTOSCOPE CORPORATION**  
 44-02 11th St., Long Island City 1, N. Y.

**Kiddie Rides COIN OPERATED DAVY CROCKETT HORSE**  
 14 Other Models  
 New and Reconditioned.  
 Liberal Trade-in Policy.  
 Mail This Ad for Details.  
**CAPITOL PROJECTOR CORP.**  
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**BUYS OF A LIFETIME!**  
 United Royal Alley ..... \$195.00  
 United Clover ..... 85.00  
 United Star ..... 55.00  
 United Super ..... 55.00  
 Wms. Army-Navy Pin Game ..... 75.00  
 Wms. Thunderbird Pin Game ..... 75.00  
 Wms. Super World Series ..... 59.50  
**ARCADE**  
 Wms. Jet Fighter ..... \$125.00  
 Seeb. Coon Hunt ..... 150.00  
 Seeb. Shoot the Bear ..... 95.00  
 Exhibit Sportland Rifle Gallery ..... 229.00  
 Exhibit Rifle Gallery ..... 155.00  
 Exhibit Silver Bullet ..... 55.00  
 Exhibit Big Bronco Horse Ride ..... 295.00  
 Exhibit Jet Gun ..... 100.00  
 Chico Goalee ..... 40.00  
 Genco Skygunner ..... 90.00  
 Auto. Drivemobile, latest mod. 475.00  
 Thunder, large horse ride ..... 195.00  
**PIN GAMES—2 for \$50.00**  
 Golt. Happy Days, Crown Jewel, Four Horsemen, Bowling Champ, Round-Up, Wms. Arcade, Virginia, Saratoga, Chico King Pin, Genco Harvest Time.  
**MUSIC**  
 Seeburg 147-M & Wurl. 1015's, Ea. \$ 49.50  
 Wurl. 1250 ..... 174.50  
 Wurl. 850 Hideaway ..... 25.00  
 Wurlitzer 1550-A ..... 345.00  
 Wurlitzer 5206 Wallbox ..... 39.50  
 1/2 deposit with order.  
**ODCO, INC.**  
 1100-02 Broadway, Albany, N. Y.

**Assorted KIDDIE RIDES FOR SALE**  
 Cheapest in the Country  
**\$25.00 up**  
 SEND FOR LIST TODAY  
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**GIVE to CONQUER CANCER**  
 AMERICAN CANCER SOCIETY

# COINMEN YOU KNOW

Continued from page 76

a few days this week up in the Green Bay area calling on dealers and key operator accounts with his salesman Al Ripley. The hardest working coinman in town this week is Sam Hastings, of Hastings Distributing Company, with two of his key men on vacation. Vacationers are shop man Henry Eckert and route and front office supervisor, Harold Rohde, who will be gone till after Labor Day.

Coin box takes stemming from their Avenue Arcade operation are the current bright spots, says Doug Opitz. On the coin machine front, Opitz reports that the top nickel-pulling disk on his Hilltop Coin Machine Company route is the Roger William etching, "Autumn Leaves."

An upsurge in the number of trouble calls this month has been directly traceable to the extended heat and humidity, says Mrs. Ray Lax, of Ray's Amusement. "Sticky and sweaty hands seem to be messing up our equipment," she says. Employee roster at the United, Inc., headquarters is back at full strength this week, with Harry Jacobs Jr. and Sylvester Kindler both returned from their vacations. Wurlitzer factory engineer Reid Whipple's visit here last week was cut short when he was suddenly called to the Michigan territory.

Juke box business is holding up better than the games, according to George Schroeder. Proof of his contention is the recent buying spree which saw a half dozen or so new music boxes added to Schroeder's route equipment.

**Miami**  
 By RAOUL SHAPIRO  
**OPS BUSY GETTING MACHINES IN ORDER.** Almost every coinman in town working feverishly getting juke boxes all set up with the top tunes and getting new games ready for the many locations that will be reopening for the new school semester. Distributors are seeing many faces that have been among the missing for months of summer vacations. It's really nice to know that the distributors have not forgotten how to smile. In keeping with this renewed activity, distributors are sending their roadmen up and down the State to contact all their customers. And these crack salesmen are getting orders.

Henry Stone, former a.&r. man for King Records, was called to Los Angeles this past weekend. All of Henry's friends will be saddened to know that Henry's mother passed away. Our deepest sympathy, Hank. . . Rex, head mechanic of Music Makers, Inc., back on the job after a couple of weeks' vacation. It's a sure bet Bert Blatt is glad he is back. And speaking of mechanics, am glad to report that Buster Bailey, of Deale Automatic Company, in fine shape again after a series of mishaps.

Brooke Distributors' ace bookkeeper Helen back from her vacation and eager to invoice Decca and Coral records again.

Visitors in town this week from up Baltimore way were Sadie and Herman Perin. Sadie was formerly with the AMOA here, and Herman operated a game route in town. Another visitor this week was Mr. Keller, of Keller Electric Company, up Stuart way. Keller was in town on a record-buying trip. . . Marvin Novak, headman of King Records in Miami, all smiles these days. Marvin reports that he had the best July business since King opened a branch here.

In contrast to Marvin's smiles was Jo Hiller's tears. Jo and Dave Shedd, of the local Binkley branch, had been tearing up the phone between the home office in Jacksonville and the various pressing plants up North trying to get some of their backlog of orders filled. When the records finally arrived, almost the entire shipment was ruined by the floods.

Ted Bush, of Bush Distributing Company, had his half of the sailfish, which he caught last week, smoked. He brought some into the office and it was served in the Wurlitzer Key Club luncheon. Bill Turner, of Palm City Music Company in Fort Meyers, reports business is still pretty quiet in his area, but with vacations ending and school starting shortly, he expects business to start picking up. Curtus Jones, who operates music and games in Eau Gallie, reports he has just purchased a music route from Thompson Amusement Company of the same town.

## Detroit

By HAL REVES

**BACK ON THE JOB.** Joseph Brilliant, of Brilliant Music, was back on the job early this week following a 10-day recuperative period after an operation at Henry Ford Hospital. Next week Brilliant plans to take off for Northern Michigan for a few weeks of rest. . . Ray Stevelberg, collector at Brilliant Music, was on his vacation these past two weeks. . . Frank Alluvot Jr., of Frank's Music, left this past weekend with his wife for several weeks of vacation. They will be visiting with friends in the Upper Peninsula, enjoying a spot of fishing, too. . . Morris Smith has gone into a partnership with a newcomer to the vending field, Frank Landstrom, to establish the Northwest Drink Machine Company, to operate 10-cent coin-operated coffee and hot chocolate beverage machines in Detroit locations.

Sam Willens, former orchestra leader who now heads the Willens Music Systems, has moved to new quarters. Sam now operates from the northwest section of town. . . Baruch Rosenberg, former treasurer of the Michigan Self-Service Laundry Association, is opening his own operation, Fort Self-Service Laundry. Plans call for formal opening late in September. . . United Music Operators of Michigan continue to pull big crowds at their "Teen Age Record Hop," averaging nearly 1,500.

## Boston

By CAMERON DEWAR

**DELUGE SLOWS SHIPMENTS.** After getting over the worst truck strike in years the industry was facing more transportation problems as Massachusetts was flooded by the worst rainfall in its history. A four-day downpour, spawned by the dying Hurricane Diane, struck the area with damage running into millions. Roads were flooded, railroads were partly crippled and planes were grounded. Power and telephone failures also played havoc in many communities. (See complete story elsewhere in this issue.)

Irwin Margold, of Trimount Automatic Sales Corporation, reports the firm is enjoying the biggest season yet on outdoor equipment. Kiddie rides and games are in big demand. There is a big upsurge in baseball equipment, Irwin thinks, largely because of the Red Sox chances for the pennant. He also says there is a big call for used  
 (Continued on page 80)

**AMI**  
 Exclusive Distributors in Kentucky, Indiana, Southern Ohio  
**"The House that Confidence Built"**  
**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**  
 ESTABLISHED 1923  
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT**

CHICAGO COIN BOWLERS	GUNS
BLINKER BOWLER ..... Write	Genco Sky Rocket
FLASH BOWLER ..... \$365.00	Exhibit Treasure Cove
SUPER FRAME ..... 295.00	WE HAVE A COMPLETE SELECTION OF ARCADE EQUIPMENT.
ADVANCE ..... 185.00	<b>BASEBALLS</b>
DOUBLE SCORER ..... 105.00	GENCO CHAMPION ..... Write
10TH FRAME SPECIAL ..... 85.00	CHICAGO COIN BULLS EYE ..... Write
NAME ..... 85.00	CHICAGO COIN HOME RUN ..... \$250.00
SUPER MATCH ..... 85.00	<b>MUSIC</b>
MATCH BOWLER ..... 60.00	AMI-A ..... \$125.00
<b>UNITED BOWLERS</b>	AMI-B ..... 175.00
OLYMPIC ..... \$110.00	AMI-D-80 ..... 395.00
CASCADE ..... 90.00	AMI-E-120 ..... 565.00
10TH FRAME STARS ..... 95.00	Seeburg 46-47 ..... 75.00
10TH FRAME ..... 75.00	Seeburg M100-A ..... 325.00
STARS ..... 60.00	Seeburg M100-B ..... 325.00
<b>BINGOS</b>	Seeburg HF100-G ..... 825.00
ABC ..... \$ 50.00	<b>RIDES</b>
SPOT LITES ..... 65.00	LITTLE WHIP ..... \$375.00
ATLANTIC CITY ..... 90.00	
BEAUTY ..... 165.00	
BEACH CLUB ..... 185.00	
YACHT CLUB ..... 110.00	
VARIETY ..... 425.00	

1/3 Deposit With Order—Balance C.O.D. or Sight Draft.

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 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ (Tel. Superior 1-4600)

**MORE SHAFFER SPECIALS**  
 These Machines Are Fully Reconditioned—  
 Ready for Location

WURLITZER	AMI
1500 ..... \$339.00	Model D-80 ..... \$339.00
1250 ..... 179.00	Model C ..... 179.00
1100 ..... 99.00	Model B ..... 129.00

SEEBURG	ROCK-OLA
M100-B ..... \$565.00	1438 Comet ..... \$549.00
M100-A ..... 299.00	1436 Fireball ..... 319.00

Write for Illustrated Catalog Today

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 In the Coin Machine Business Over 25 Years

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**"BUY THE BEST—WE DO"**

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Varieties ..... \$440.00	5 Player ..... \$ 40.00	Bally Big Inning ..... \$125.00
Atlantic City ..... 90.00	DeLuxe ..... 40.00	Champion Hockey ..... 85.00
Beauty ..... 165.00	Cascade ..... 90.00	C.C. Hockey ..... 75.00
Beach Club ..... 185.00	Royal ..... 195.00	Ex. Spartan Gun ..... 275.00
Cabana ..... 295.00	Olympic ..... 110.00	Spark Plug ..... 75.00
Saddle & Turf ..... 165.00	10th Frame ..... 75.00	Steeple Chase ..... 75.00
Dude ..... 110.00	Chief ..... 275.00	Bat-A-Score Sr. ..... 65.00
Dude Ranch ..... 265.00	Ky. League Bowler ..... 40.00	C.C. BasketBall ..... 195.00
Hi-Fi ..... 250.00	Ky. w/Bottle Pins ..... 40.00	DeLuxe Photo ..... 365.00
Ice Frolics ..... 250.00	Genco 8 Player ..... 65.00	Ex. Gun Patrol ..... 145.00
Nevada ..... 295.00	Ky. Dominoes ..... 100.00	Ex. Six Shooter ..... 110.00
Palm Springs ..... 225.00	League Bowler ..... 265.00	Evans Bat-A-Score ..... 165.00
Surf Clubs ..... 260.00	Fifth Inning, new ..... Write	Evans Ski-Roll ..... 95.00
Spot Lites ..... 45.00	C.C. Super Frame ..... 265.00	Genco Rifle Gallery ..... 275.00
Singapore ..... 325.00	Yacht Club ..... 110.00	Flying Saucers ..... 95.00
Tropicana ..... 350.00		Life League ..... 75.00
Tropics ..... 110.00		Midget Movies, latest ..... 135.00
		Quizzer with Film ..... 95.00

**CIGARETTE VENDORS**  
 Mercury 9 Col., new \$210.00  
 Lehi 12 Col., new ..... 225.00  
 Super Six, new ..... 115.00  
 Super Nine, new ..... 155.00  
 National 950, used ..... 75.00  
 Electro 8 Col., used ..... 125.00  
 National 950, used ..... 110.00  
 PX 10 Col., used ..... 115.00  
 Keeney Elec., 9 Col., ..... 135.00  
 PX Electric ..... 85.00  
 All new Equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.

**COUNTER GAMES, USED**  
 Advance Shokers ..... \$15.00  
 Pistol Target Skill ..... 15.00  
 Merc. Grip Scales ..... 20.00  
 Got. 3-Way Grippers ..... 20.00  
 Wizard Fortune  
 Teller ..... 15.00  
 Whiz ..... 20.00  
 Daryl Best Hand ..... 15.00  
 Gypsy Fortune Teller ..... 10.00  
 Ex. Derby ..... 10.00  
 S.K. Grip Vue ..... 20.00  
 Smiley ..... 10.00  
 Three-of-a-Kind ..... 18.00  
 ABT Skill Guns ..... 20.00  
 ABT Target Skill ..... 20.00  
 ABT Elec. Skill Gun ..... 20.00  
 ABT Challenger ..... 20.00  
 Pikes Peak ..... 18.00

**NEW**  
 ABT Challenger ..... \$49.50  
 Advance Shokers ..... 24.50  
 Kickers & Catchers ..... 49.50  
 Ship. St. Wizard Card Vendor ..... 19.50  
 Genco Play Ball, non-coin operated ..... 10.00

**Valley Pool Tables, new ..... Write**

**5 American Bank Balls, like new ..... \$395.00 Ea.**

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-4715  
 Terms: 1/3 deposit with all orders, balance C.O.D.

# VENDING MACHINES

## IGA Urges Members To Operate Venders

### Engr. Dir. of 6,000-Store Group Okays Vari-Vend's 12, 36-Selection Food Unit

CHICAGO, Aug. 27.—Top IGA officials have highly recommended the installation of Vari-Vend's new 12 and 36-selection refrigerated food venders to their 6,000 members across the nation.

Labeling the vender as "IGA's Outer Space Food Liners," W. Henry Longenbaker, director of the engineering department of the Independent Grocer's Alliances, declared at the third annual store engineering merchandising clinic at the Palmer House this week:

"We are entering an entirely new era of merchandising, an era that will revolutionize the food field, provide additional hours of service for the public, resulting in higher profits, at reasonable expenditure.

#### Competition

"Today, the trend is definitely for automation, and we take advantage of it to protect our own interests against competitive enter-

## Steele to Speak At Bottler Meet

NEW YORK, Aug. 27.—Alfred N. Steele, board chairman of the Pepsi-Cola Company here, will give the keynote address at the 15th International Soft Drink Industry and Convention to be held in Miami, November 14-17.

As in the past, cup drink exhibits will be barred from the show, the bottle and can venders will be displayed. However, most manufacturers of cup drink machines—including pre-mix units—will probably display their wares in hotels near the convention hall.

Meanwhile, the American Bottlers of Carbonated Beverages, sponsor of the convention, said that per capita consumption of soft drinks has risen from 132.3 bottles in 1946 to 174.2 last year, an increase of one third.

#### Below Record

Bottle sales last year were slightly below the record established in 1953, according to the ABCB. The 1,176,674,000 cases sold represented a 1 per cent decline from the previous year.

Bottles per capita also declined from the record 177.5 in 1953 to 174.2, about the same as 1952 consumption.

During the past year several major bottlers have embarked on diversified vending programs, and it is expected that this trend will be discussed at the meet.

## Ops Earn 3.7% Profit Before Taxes in 1954

CHICAGO, Aug. 27.—Sixty-four vending operators had an average profit before taxes in 1954 of 3.69 per cent of total sales at retail, according to an operating ratio report prepared by Price Waterhouse & Company for the National Automatic Merchandising Association.

This was a gain of .18 per cent, compared with last year's average figure of 3.51 per cent. According to the report, the cost of merchandise sold thru vending machines in 1954 was \$64.75 of each \$100 in retail sales.

Operating expenses totaled \$32.54, with approximately one-third of the expense paid out in wages and salaries.

Recorded sales of the companies was \$31,197,171, according to Price Waterhouse & Company, with \$3.43 in sales being recorded for each dollar of total assets by the companies, which also sold \$6.81

prises vending our products."

He specifically pointed out milk venders at filling station locations, in suburban parking lots, and busy highway intersections.

"IGA members can and should increase their sales by adding batteries of venders along side, in front of, and on their own parking lots for after hours and holiday sales of staple items," Longenbaker asserted.

#### Special Demonstration

A special demonstration of the 36-selection vender was presented to the 80 engineers representing the 75 IGA wholesalers.

Products vended by the vender (Continued on page 80)

## VENDING HELP PRIME TARGET, AGREE UNIONS

CHICAGO, Aug. 27.—A campaign to organize men and women who make and supply automatic vending machines was announced jointly this week by the International Association of Machinists and the International Brotherhood of Teamsters.

The joint campaign was worked out by the IAM vice-president, P. L. Siemiller, Chicago, and William M. Griffin, Washington, D. C., director of the Teamsters' National Miscellaneous Division.

Siemiller said that the unions were requesting all machinists committeemen and shop stewards to check the vending machines in their plant or shop to make sure they carry union labels.

## N. Y. Cig Vending Increases Well Ahead of National Rise

### N. Y. Ops Forge Ahead on King-Size Sales But Price Hikes Pare Margin of Profit

NEW YORK, Aug. 27.—Cigarette operators in the New York metropolitan area are running well ahead of a year ago in per-machine sales, but, due to the recent increases in the wholesale prices of king-size cigarettes, aren't showing the profits to keep pace with the increased gross.

While the Internal Revenue Service reported a nationwide increase in cigarette consumption of 2 per cent in June, compared with June, 1954, Gotham operators fared a lot better.

On a per-machine basis, operators said that June business this year topped the volume for June, 1954, by from 8 to 14 per cent, with the average increase about 10 per cent.

#### Resort Stops

June sales also ran about 15 per cent ahead of the January, February, March average, altho a good portion of the gain is accounted for by resort locations which opened up after Memorial Day.

Regular cigarettes now only account for between 60 and 70 per cent of the vending market, with 25 per cent of sales being king-size brands, and filter-tips selling at the rate of 15 per cent.

The filter-tip figure is tough to pin down. One Westchester County operator vends filters on every location. They account for 15 per cent of unit sales and a higher percentage of dollar volume, with

Parliaments vending for 35 cents and other filters selling for 30 cents.

#### 15% Rate

One New Jersey operator vends filters on half of his locations, with filters accounting for slightly more than 7 per cent of sales—also at the rate of 15 per cent. Another operator, with filters on a third of his locations, reports that about 5 per cent of his unit business is in filters.

The recent wholesale price increase in king-size brands has resulted in a slight volume increase—about 2 per cent—but curtailed profits. Most machines here are on a straight 25-cent vend—except for filters—and the operator was faced with three moves when the increases were put into effect: He could attempt to get the extra cent by vending a pack for 30 cents and

returning pennies; he could attempt to talk the location out of the cent as part of his commission; he could operate on a profit margin a cent less than before.

#### Too Costly

Most operators took the third step. They felt conversion would be too costly, and that the consumer would resent depositing 30 cents, even if he did get change.

Few locations would take a cent less on their end, so the only step left was to take less profit on king-size brands.

Actually, the new price structure accelerated the trend toward king-size brands in vending machines. One operator pointed out that price differential between the machine and the counter is a factor the customer often considers.

#### Less Resistance

The greater the spread, the more likely is the customer to put off his purchase until he can get to a retail counter. However, when king-size brands vend for 25 cents and sell for the same price at the cigar counter, the resistance tapers off.

Multiple purchases have been one development caused by the recent increase in king-size brands. When the spread between king-size cigarettes in the vender and over the counter existed, customers would seldom buy more than one pack at a time from the machine.

But one operator reports that since the price is the same in both outlets, a lot of customers are buying two packs at a time.

On filters, the major problem is (Continued on page 81)

## Cole Bows 3-Selection, \$560 Hot Drink Vender

CHICAGO, Aug. 27.—Cole Products Corporation this week announced production of a new three-product hot beverage vender, the first hot drink unit to be built under the firm's own name.

Called Hot-Spa, the new machine has a capacity of 780 cups, vends hot coffee, soup and hot chocolate.

Price of the new unit is \$560.50. It will be manufactured by Oneida Products, Canastota, N. Y., makers of Community Silver plate, which also makes Cole-Spa line. First deliveries are scheduled for mid-October.

Richard Cole, vice-president, said financing thru the company has been set at 15 per cent down and payments up to 24 months.

pace with the 2 per cent increase, despite the price increases. Vernon Fox, head of Vernon Fox Company, one of the largest cigarette operations in the Chicago area, explained that even without reference to the exact figures, he knew his sales were up at least 2 per cent in June over June, 1954. Fox vends at three prices: 25 cents for regulars, 27 cents for kings, and 28 and 30 cents for filter tips.

Arch Riddell Jr., Harmony Cigarette Service, Pasadena, Calif., declared that over-all sales were up approximately 10 per cent for the June comparison, but that he had more machines operating, and had no figures for per-machine sales. Even so, this figure is interesting since he vended all cigarettes in June, 1954, for 23 cents, and since the price increase in April, vends them at 25 cents.

Riddell explains furthermore, that June, 1955, is not a good (Continued on page 79)

## Vendo Maps Stock Offer For Public

KANSAS CITY, Mo., Aug. 27.—A plan to make available 174,540 shares of common stock in the Vendo Company to the public has been proposed in a registration statement filed Wednesday (24) with the Securities Exchange Commission.

Of this amount 53,200 would be authorized but unissued stock to be offered to the public thru underwriters, and the remainder from principal stockholders.

The stock to be issued would provide additional working capital needed in the growth of the company and the action marks the first time that the public has been invited to purchase the common stock of the firm, which is controlled by the Pierson family.

No price has been set on the stock but it is believed that the offering of the 174,540 shares would reach a figure of about \$2 million. The company will receive none of the proceeds from the sale by the stockholders, only the new issues.

It was said that sale of the stock is being undertaken primarily to establish a market for the company's stock, which previously has been closely held.

Vendo, started in 1937, makes 3-selection milk and ice cream machines, an automatic coin changer, a pancake making machine, autasonic garage door opener, air conditioning equipment, and holds government contract work in varied lines including radar antennas.

John T. Pierson is president of the firm and Elmer F. Pierson, chairman of the board.

in products and services for each dollar of net worth.

Profit before taxes on total assets in 1954 was 12.40 per cent, and 23.67 per cent on net worth.

Included in the 27-page Price Waterhouse report are: an analysis of gross profit and sales statistics by product; classified according to total sales volume and by type of operation; composite analyses by sales volume categories and by type of operations; detailed analyses of operating expenses, classified by sales volume and type of operation, and depreciation rates and methods by types of vending machines.

Details of the report are available to NAMA members and financial organizations thru NAMA, 7 S. Dearborn Street, Chicago, according to Frank Ghinelli, Capital Vending, Inc., Lansing, Mich., chairman of the association's operator accounting committee.

## NAMA All-Out For '55 Red Feather Push

CHICAGO, Aug. 27.—The 1955 effort of NAMA members will exceed 1954's co-operation with local United Community Fund and Community Chest campaigns, according to Alex Izzard, of The Vendo Company, Kansas City, Mo., chairman of the NAMA public relations committee.

Frankly, last year's award was about as fine a tribute an association can receive for public service. It's only 37 words, but it carries a powerful message.

The award reads: "Citation.

"Awarded to National Automatic Merchandising Association. "In recognition of outstanding volunteer service to Community Chests, United Funds and Red Feather Campaigns."

It is signed—"Henry S. Fustoni Jr., national chairman, 1954 Red Feather United Community Campaigns."

#### Local Efforts Recognized

Community relation-wise, vending operators are winning a new recognition in supporting this welfare program at home locations, while simultaneously strengthening national recognition, according to NAMA.

"The all-out 1955 campaign to publicize Red Feather efforts," Izzard predicts, "will see a new record distribution of cups, matches and tapes by NAMA venders bear" (Continued on page 79)

**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.

**N. J. LADY HITS MILK JACKPOT**

RINGWOOD, N. J., Aug. 27.—Mrs. Albert Van Kotsen of nearby Erskine Lakes hit the jackpot here on an outdoor quart milk machine. Mrs. Van Kosten dropped a quarter in the machine and got her quart. However, the vander delivered 37 more quarts, all for the same quarter. She kept the quart she was entitled to and returned the rest to the operator.

**VICTOR'S TOPPER**  
1¢ 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.**  
713 Ensor St., Baltimore 2, Md.

**GET ON THE PRICE BANDWAGON FOR DAVY CROCKETT ITEMS!!**

RING SERIES #3—A complete assortment of six rings characterizing the story of Davy Crockett.

AVAILABLE IN:  
Copper Inlay.....\$13.25 M  
Nickel Inlay..... 13.50 M  
Simulated Gold Inlay..... 13.75 M

RINGS, SERIES #1 and #2, Assorted.

AVAILABLE IN:  
Copper Inlay.....\$13.75 M  
Nickel Inlay..... 14.00 M  
Simulated Gold Inlay..... 14.25 M

CHARM SERIES—Beautifully designed and detailed charms relating the Crockett story in ten phases.

AVAILABLE IN:  
Copper Inlay.....\$ 5.50 M  
Silver Inlay..... 6.00 M  
Simulated Gold Inlay..... 6.25 M

PADLOCK—Opens and closes without key. Has many uses for kiddies.

AVAILABLE IN:  
Two Tone Plastic.....\$12.00 M  
Copper Plated..... 16.00 M  
Nickel Plated..... 16.35 M  
Simulated Gold..... 16.85 M

Operators from all over the country have written that the PRICE CROCKETT CHARMS are keeping volume up.

IMMEDIATE DELIVERY! ORDER TODAY!

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

**ONLY GIMMICKS ALL-STAR GIMMICK MIX \$12.50 per 1,000**

**VACUUM-PLATED CHARMS SERIES #45 \$5.50 per 1,000**

**VACUUM-PLATED CHARMS JUMBO SERIES #6 \$15.25 per 1,000**

f.o.b. Jamaica, N. Y.  
Or: At Your Distributor.  
Immediate Delivery.

**We quote from OPERATOR'S LETTER, dated Aug. 15, 1955..**

"I am using only features now (he refers to only Gimmicks), also some CHARM Series #45 Vacuum-Plated (as fill). I'm getting \$1.00 to \$2.00 more per machine and am emptying twice as fast. . . I'm going to have the best month I have ever had."

This MAN is vending 1¢ Ball Gum, using ONLY GIMMICKS, some CHARM Series #45 and some CHARM Series #6. He uses \$3.00 worth of CHARMS per machine. Wise Man; Successful, too.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place, Jamaica 35, L. I., N. Y.

World's FIRST and LARGEST CHARM MANUFACTURER

**Henry Nias Dies; Lily-Tulip Head**

NEW YORK, Aug. 27.—Henry Nias, board chairman of the Lily-Tulip Cup Corporation, died Monday (22) in his apartment at the Pierre Hotel. He was 76.

Nias began his career as a \$2-a-week employee of the Elsas Paper Company, Brooklyn, and later headed the firm—one of the country's largest makers of paper containers.

Later he developed a machine to make paper drinking cups and formed the Public Service Cup Company; the product became known as the Lily Cup.

He merged his firm with the Tulip Cup Company in 1929 to form the present corporation.

Nias was vice-president of the Jewish Youth Services of Brooklyn, board chairman of the Unity Club of Brooklyn, a member of the Montauk Club and a former governor of the National Democratic Club.

He leaves three sisters.

**GE's John Clarke To Address NAMA**

CHICAGO, Aug. 27.—John T. Clarke, consultant in employee service in General Electric Company's New York office, will address the opening session of the National Automatic Merchandising Association convention at the Conrad Hilton Hotel November 6-9.

**America's Best VICTOR Standard TOPPER 1¢ BALL GUM VENDOR \$12.50 Each**

\$12.00 Each 100 or More

30 day money back guarantee if not satisfied

1/3 deposit on all orders

Write for lowest prices on filled capsules. Immediate delivery.

**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**RECONDITIONED VENDORS**

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

**BULK VENDORS**

N.W. Model 49 5¢ or 1¢	\$12.50
Silver King 1¢ or 5¢	8.50
Silver King—Charm Machine	8.50
Victor V—Cab. type	9.50
Victor V—Globe type	8.50
Victor 1¢ Baby Grand	7.50
Topper—HMS 1¢ & 5¢	11.50
Acorn 5¢ or 1¢	10.00
N.W. 10 Col. TAB	19.50
DuGrenier, 4 Col.	14.50
DuGrenier, 6 col.	17.50
Mills, 6 Col.	17.50

**SPECIAL CLOSEOUTS**

Advance Ball Gum	\$ 4.95
Cash Trays	2.95
N.W. Model 39	7.50
N.W. 33—Bulk or B/G	7.50
Master—1¢, New	8.50
Silver King Hot Nut	9.50
Zig Zag—New	19.50
Ajax 3 Col. Hot Nut	25.00

Send for Our Complete Charm, Mds. and Jar Deal List  
1/3 deposit, balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-2676

**Variety Items In Summer Bring Plus \$**

WASHINGTON, D. C., Aug. 27.—James Bowen, manager of Kwik Cafe, of Washington, D. C., has found that diversification is the best way to cure summer slumps in coffee sales.

Last year he saw coffee sales taper off during hot weather and realized something had to be done to keep business from becoming seasonal.

Hot chocolate was added to the line, but there was still a 30 per cent decline in sales during summer months.

Believing that milk was a natural complement to coffee, Bowen placed one milk machine on location early this year on a trial basis. Despite the cold weather, the machine showed a small but steady profit. During February and March it netted \$45.

As a result, Bowen decided not to replace coffee machines, but rather to add milk machines to as many locations as possible. He also installed only milk machines in some locations.

Installation of milk machines began in April, and by August the first complete milk route was in operation. Each machine grosses between \$50 and \$60 a week and more than offsets the loss in coffee sales.

There has been no increase in service problems. Bowen has found only one mechanic is needed to service both types of vendors.

Refrigeration was a problem at first, but it was solved by using a panel truck and icing the milk. Spoilage is kept at a minimum. A Baltimore firm is presently experimenting with an insulated truck, using dry ice and a fan to cool milk. If the experiment is successful, Bowen may convert to this type of refrigeration.

Orange juice also helps to keep business on an even keel. Several times it has been a better seller than white and chocolate milk combined.

Bowen firmly believes that diversification is the answer to seasonal slumps. Proof of this is the fact that Kwik Cafe's profits are 25 per cent ahead of last year, even tho hot weather in July brought a 60 per cent slump in coffee sales.

**NAMA All-Out**

Continued from page 78

ing Red Feather messages to the public.

"Last year our membership carried the urgent appeal to more than 60 million vander clients, and current indications are that members will remind even more buyers of support needed in the 1955 Red Feather drive."

In urging members to win greater good will, Izzard said: "Currently six match and cup manufacturers will produce their products—imprinted with Red Feather slogans—for operators of vending machines participating in the 1955 Red Feather drive this fall."

Izzard observed that without strong support of book match and cup firms it would be impossible for NAMA to continue and expand Red Feather participation, reflecting credit upon the entire automatic merchandising industry.

Izzard pointed out that if local campaigns last one week, Red Feather material should be displayed three weeks in advance of the drive. Where two week drives are held, the Red Feather emblems and slogans should be displayed two weeks prior to the kick-off.

Members were alerted to use the publicity brochure—"You Help Your Business When You Help Your Red Feather Drive"—prepared by NAMA for operators.

The brochure contained prepared publicity releases regarding local operators' participation in the drive, pointing out that this is the sixth consecutive year NAMA has sponsored the Red Feather campaign.

**Cig Ops Pass**  
Continued from page 78

month for comparison in his area because of a local strike in supplier ranks affecting sales.

Altho Merle Holmes, Valley Vendors, Glendale, Calif., keeps no per-machine figures, he explained that he operates the same number of machines this year as last, and that June was the biggest month of the year for him so far.

The only exception to the general increase pattern was reported in the Miami area where six operators contacted all agreed that gross sales as of June were way up but net was down.

In June, Miami operators increased prices from 25 cents to 28 cents for regulars, 29 cents for kings, and 30 cents for filters.

Interestingly enough, the tremendous population growth has figured in this rising gross, lowered net picture. As Jack Hollander, Pan Am Tobacco Company, explains, where there was once one restaurant in a neighborhood, or one service station in a particular section, there are today three or four and tho that means more machines, the take per machine has dropped.

Great small business turnover in the Miami area is another headache which plagues operators. Contracts don't mean much in most cases, because very few new owners honor them.

**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.

**BALL and VENDING GUMS LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct.	25¢ lb.
Chicle Ball Gum, 130 ct.	34¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	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.

**NO "BUTS" ABOUT IT!**  
Buff in on the DAVY CROCKETT fad with GUGGENHEIM'S

**DAVY CROCKETT PICTURE BUTTONS**

Sure-fire colorful location tested buttons that will empty your machines—and fill your coon hat full of wampum!

**ASSORTED COLORS AND PICTURES Only \$7.25 per M**

\*Frontier expression meaning "hot of profits!"

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8393

**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

**5¢ HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5¢ as well as 1¢.

**\$25.00 DOWN**  
**BALANCE \$10.00 PER MONTH**

**WATLING MFG. CO.**  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889  
Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**GIVE TO DAMON RUNYON CANCER FUND**





### N. Y. Cig Vending

Continued from page 78

a mechanical one. While most of the newer machines are capable of vending at two or more prices, and many of them will vend box-type packs, the overwhelming majority of venders on location sell at one price only.

This means that the operator can vend filters at little or no profit, or he can set a 30-cent vend and put change in regular and king-size packs. He generally does neither.

One solution is to keep two venders on a location—one for regular-priced packs and the second for premium brands. The theory is that two old machines—both depreciated—can do the work of one new one.

#### Side Machines

Another way out is to buy single-selection venders for premium-price brands and attach them to the side of standard venders. This method has been tried by a few operators, notably Modern Tobacco, Portchester, N. Y., for Parliament sales.

But, in most cases, filters are not handled until the operator gets a multi-price vender, and the replacement rate of old machines is slow. Most of the multi-price units are going on new locations.

With the growth of filters in share of market, the point where operators cannot afford to ignore premium-priced brands may soon be near.

When this happens, operators will be forced to scrap serviceable equipment for machines vending at two or more prices. And, despite the probable grumbles at the outset, gross sales and the increased profit margins on the more expensive brands will bode well for the operator.

## N. J. School Mulls More Milk Venders This Fall

FREEHOLD, N. J., Aug. 27.—With the opening of school at hand, officials at the Freehold Regional High School here were considering adding at least one more milk vender to the Rowe half-pint unit which was installed in December, 1954.

The machine, in service the second half of the 1954-'55 school year, doubled student milk consumption, while the price was reduced.

Availability was the key to the increased consumption. When milk was sold over the counter, it was available only at lunchtime. The mechanical milkman in the corridor between the gym and the cafeteria is available all thru the day.

#### More Due

This fall, the enrollment jumps from 800 to 1,000 students, with two sessions instead of one. The cafeteria will be abandoned for the year, and another vender or two will be added so that manually served milk can be eliminated.

The original vender was installed thru the efforts of the Garden State Milk Council, which consists of representatives of New Jersey milk producers and dealers, the State Department of Agriculture, the Board of Health and the Office of Milk Industry.

Milk consumption in December, 1954, the first month the machine

was on location, was 12,787 half pints, 7,108 of which were dispensed thru the vender. The previous December it had been 6,052.

#### Sales Up

Prior to the installation, the sale of milk in the cafeteria for any one full month had only once exceeded 9,000 half pints. After the vender was installed, the lowest monthly figure was 10,699 half pints—in April, when school was closed for the Easter holidays.

Impulse sales ran stronger than planned sales. During the six months the vender was on location, cafeteria sales averaged 4,226 half pints a month, while the monthly average for the vender was 6,882 half pints.

Under the Federal School Milk Program subsidy, which reimburses schools for part of their cost when consumption is increased, the added sales thru the vender resulted in maintaining a price of 6 cents for half pints in the cafeteria, which is less than it cost the school.

Three factors helped the installation of the vender—milk was only available for brief intervals at the cafeteria, the long lines at the milk counter discouraged students, and the milk, delivered 15 minutes before the opening of the lunchroom, was often warm.

## Amendola Named General Manager Of Tap-Rite Corp.

HACKENSACK, N. J., Aug. 27.—Louis J. Amendola has been named general manager and purchasing head of the Tap-Rite Prod-

ucts Corporation, maker of parts for the cup vending industry.

Walter Aschenbrand, office and accounting head, has been promoted to comptroller, while Leonard Sloan continues as plant superintendent. Lenford Stafford is in charge of engineering, and Michael Parisi heads the development and research department.

### New—For Additional Income

ADVANCE AMCO®

## HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in venders. Provides a highly appreciated location service and fits in well on location with other venders. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

#### SPECIFICATIONS

Sturdy all steel construction; fine white synthetic enamel finish; milk screened in blue lettering; height 33 1/2"; width 4 1/2"; shipping weight 22 lbs.; base and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE	
10¢ Operation—	Each
Single	.....\$24.10
2 to 11	.....19.30
12 to 49	.....18.05
50 or more	.....17.60

PRICE OF COMBS	
	Gross
1 to 24 gross	.....\$3.50
25 to 49 gross	.....3.25
50 to 100 gross	.....3.00

Immediate Delivery on Machine and Combs. Order Today!  
Write for information on other types of vending machines & merchandise

J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.

## News Briefs

CHICAGO, Aug. 27.—A new relay for use in vending equipment has been developed by the Guardian Electric Manufacturing Company. Completely enclosed in a metal case and plugged with molded bakelite on the contact end, it is protected against moisture and dust, the company stated. The relay is available for any voltage from 6 to 115 in either AC or DC. It is 2 11/32 by 1 7/32 by 1 7/32.

DALLAS, Aug. 27.—Appointment of Leonard E. B. Andrews as advertising manager of the Dr. Pepper Company was announced by W. W. Clement, vice-president and general sales manager. He succeeds A. H. Caperton, who resigned after 17 years with the firm.

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**FISHER BROWN COMPANY, INC.**  
2214-18 S. Harwood St.  
Dallas, Texas

Precision-Built for PROTECTION & PROFITS!

## ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- 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.  
Pittsburgh 3, Pa.  
WESTERN OFFICE:  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

# 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.....

VEND—PUBLISHED BY THE BILLBOARD

### HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for

1 year at \$4.  2 years at \$6.  3 years at \$8.  
(Foreign rate, one year, \$8) 859

Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

## FROM SODAS TO JUKE

# Supermarket Drugstores New \$ Locations for Ops

By HAL REVES

DETROIT, Aug. 27. — A new kind of drugstore—the supermarket variety, selling everything from sodas to lawn furniture—is taking the country by storm, and in its wake, music operators are finding new juke box locations in areas once thought saturated.

And as these new giants install juke box equipment, the smaller outlets, the majority of which have always been opposed to juke box music for fear their customers might object, are beginning to clamor for installations.

For the juke box operator, this trend means two things: New locations, which is certain to be a healthy boost to his business, and new problems. The problems are programming and location requirements.

### New Locations

Because drugstores cater to a complete cross section of the public, unlike most typical locations, such as taverns which draw a restricted class of customers, programming must take on new proportions. It must be done so that customers of all ages and income brackets will be satisfied.

Setting location requirements is not a new problem to operators as such. Every location that wants a juke box must be checked and double checked to determine if it can support an installation. However, because drugstores, with the

exception of a few catering to teenagers, have frowned on juke box installations, operators are faced with problem of setting new requirements.

According to Sam Willens, head of the Willens Music Company here, selecting the right drugstore is the first requirement. He explains that many will not be able to support an average investment that will run from \$1,500 to \$2,000.

Willens' operation is unique. He has at present about 30 locations, and all but three or four are in drugstores. How are collections? Willens says, "Play is as good as in any other type of location in the city, excepting 24-hour spots, of course."

Willens feels that a drugstore

with an 8 to 10-stool fountain is usually too small to support equipment necessary to do a proper job. He believes that to do a good programming job the boxes must have at least 100 selections.

Locations with 20 to 25 stools are likely to be top-notch spots, especially when they are corner locations, he explains. However, he added, some neighborhood stores, even in mid-block, prove true "sleepers" because of the traffic pulled daily.

"There are three important factors behind a good drugstore installation," Willens declares: "Proper programming, good equipment and even sound."

A typical drugstore record for (Continued on page 87)

# Pic Strips Sport 260 Disk Artists

PITTSBURGH, Aug. 27.—Juke box title strips sporting head shots of artists along with song titles seems to have taken hold. In fact, the new strips have all the earmarks of a booming business.

Del Haun, head of Star Title Strip Company and originator of the new picture strips, announced this week that 16 record labels are signed up for the service and that there are 260 artists' pictures on file.

He said that he hoped to have a picture file on over 400 artists by the end of the year.

Haun also reported that the strips were finding their way into department stores, for use on record racks, all over the country.

The Pic Strips, as they're called, were introduced to the trade less than six months ago—at the Music Operators of America convention. At that time there were 10 record

companies subscribing to the service and only 65 record artists represented.

### One-Stops

Haun explained that the biggest portion of the business was now going to one-stops, which are supplying more and more operators with their title strip needs.

Record and juke box manufacturers, distributors and individual operator purchases round out the picture.

"Our newest customers," Haun said, "are department stores, which use the Pic Strips on their record shelves for merchandising purposes." Each store has a standing order for two strips on each new Pic Strip released, one for their 45 r.p.m. shelves and the other for the 78's.

Haun said that over 60 department stores were subscribing.

# Juke Industry Up For Peak Fall \$\$

Summer Ends With Better-Than-Average Results; 10c Play Dealt Important Role

• Continued from page 1

agree that the fall outlook for juke boxes looks good.

Bob Garro, head of ABC Music Service Corporation, Chicago, feels that juke box play will fall below last year's mark. He says that summer sales are off 15 per cent compared to last summer, and does not feel that fall business will be big enough to offset the drop.

Another Chicago operator explained that new locations in the city are very limited and that while the new high-fidelity machines have helped open some new spots, Muzak and Functional Music have most class locations tied up with background music.

### Bright Outlook

In the Salt Lake City area, most distributors see the fall outlook as bright, much better than last year; while most operators are cautious in their estimates. Max Horton, a music operator in business 20 years, says the juke box business is at its weakest in this area.

Tommy Thompson, of R. F. Jones Company, and H. E. Burchett, of Western States Distributors, both distributing firms, see an expanding juke box market throughout the West, but agree that local problems in the city has adversely affected the juke box business.

Dime play activity on a 100 per cent scale in the Salt Lake area has been hampered because some operators feel the switch to a dime would hurt business. Horton contends that until dime play becomes universal or until operators can get a better commission cut than 50-50 with locations, operators will be in trouble. Says Horton: "I keep good books, and I know I'm not making any money. Still my overhead is low, I do my own repair and installations and yet I can't make it go. Something must give."

### New Building

Glenn Wolcott, Montrose, Calif.,

music operator, expects revenue on his machines to show substantial gains this fall. Construction work in the San Fernando Valley makes him optimistic about expanding.

Merle Holmes, Valley Vendors, Glendale, Calif., explains that although there is no seasonal demarcation in this area, summer does pull people away to the beaches and mountains. Holmes says that business fell about 10 per cent during the summer months this year, a normal decline.

In the Los Angeles area, the general outlook for operators appears to be very good, based on three factors:

### Why Growth

1. Continued business and industrial growth of Los Angeles and Southern California, resulting in additional locations, more customers.
2. A negligible number of financial delinquencies among operators who either need re-financing.
3. An apparent move by many operators to better merchandise equipment.

Hank Tronick, general manager of Minthorne Music, says the operator appears to be in "excellent financial condition." According to Tronick, operators are more conscious of rendering service.

### Diversification

Diversification with games and cigarette vending machines is a growing trend in this area, says Tronick.

Paul Laymon, Paul Laymon Company, unlike many operators reporting, believes that high fidelity has been an important merchandising factor of music machines.

"The wise music operator is taking advantage of high-fidelity and using it to sell his location," says Laymon.

### Sees Records

Al Silberman, Badger Sales Company, foresees brisk fall season for both operator and distributor. "The coming season should see sales and income records set largely because the operator is in the position of being assured of reasonable trade-in value of used equipment," he says.

Silberman says he feels operators are in a basically sound position because "credit institutions have indicated continued faith by extending credit in larger numbers than ever before, without any apparent increase in delinquency."

In the Portland, Ore., area, dime play has made virtually no headway, being limited to club locations. There is a current movement among operators, however, to rekindle attempts to put thru 10-cent, three-for-a-quarter play.

## DECOR HINTS

# Cards Explain Color Schemes For Wurlitzer

NORTH TONAWANDA, N. Y., Aug. 27.—The Rudolph Wurlitzer Company, in an effort to promote the advantages of color in modern multi-selection phonograph equipment, is mailing postcards, backed with full-colored glossy photos of the new Wurlitzer 1800 series, to music operators throughout the country.

Each postcard highlights one of three colors available in the Wurlitzer line—midnight black, horizon blue and sunset red.

A. D. Palmer, advertising and sales promotion manager, said that each mailing was sent to a list of 10,000.

# Blueprint Costs, Coverage Of MOA Insurance Program

CHICAGO, Aug. 27.—The Joseph K. Dennis Company, Inc., group insurance administrators, this week blueprinted the Music Operators of America's group insurance program, its coverage, restrictions, basic contracts and costs.

The program, according to Clifford Johnson, vice-president of the firm, is generally known as an income insurance plan. It is an insurance contract that provides members with monetary benefits in the event of sickness, accident or disability, and can be used by members to replace their regular income or used as a buffer against doctor, hospital and medical care.

Johnson explained that there are four contracts or insurance plans available in this program. Plans "A" and "B" are restricted to male applicants under 60 years of age, they differ only in premium costs and in benefits. Plans "C" and "D" are open to all applicants under 70, again premiums and benefits being different.

Each of the four contracts contain a \$10,000 clause for polio and 10 other diseases, and a \$1,000 clause for accidental death or dismemberment.

### Sickness, Accident Benefits

Sickness benefits are as follows: Monthly benefits for total disability are payable up to one year. Benefits begin with the eighth day of disability, although benefits start with first day if confined to a hospital. Double benefits while confined to a hospital are payable up to two months.

Accident benefits are: Monthly payments for total disability up to five years. Benefits begin with first day of disability. Double hospital benefits are payable up to two months. One-half the monthly benefit is payable for partial disability up to 45 days.

### 4 Contracts

The four contracts available are as follows:

Plan "A" pays a monthly benefit of \$300, \$600 for two months if confined to a hospital. The plan is restricted to male applicants under 60. Premiums are \$75 semi-annually.

Plan "B" pays a monthly benefit of \$250, \$500 for two months if confined to a hospital. It is restricted to male applicants under

## JUKE EXPORTS TOP \$1 MIL MARK IN MAY

CHICAGO, Aug. 27.—U. S. juke box exports jumped back over the \$1 million mark in May, hitting \$1,190,425. It was the third month this year that the seven figure bracket had been hit.

Venezuela led all other countries in purchases, with 298 machines valued at \$236,557. France, Canada and Belgium followed in that order. (See separate chart in general amusement section.)

60. Premiums are \$63.70 to be paid semi-annually.

Plan "C" pays a monthly benefit of \$200, doubled for two months if confined to a hospital. It is open to all applicants under 70. Premiums are \$52.25 to be paid semi-annually.

Plan "D" pays a monthly benefit of \$150, doubled for two months if hospitalized. Open to all applicants under 70. Premiums are \$40.75 semi-annually.

### Special Features

Special features of the program include: House confinement is never required for monthly benefits; premiums do not increase nor do benefits decrease because of age; full coverage for commercial scheduled air travel; world-wide coverage, and lower costs when compared with individual contracts.

Who is eligible for MOA's insurance program?

According to Johnson, all MOA members and their associates, including firm owners, executive and sales staffers and all department heads (record buyers, service managers, etc.), under 70 years of age.

The first mailing to MOA members will begin next week, Johnson said. He estimated the mailing list to be approximately 3,300.

Included in the mailing will be an insurance brochure, pinpointing the various contracts available; a letter from George A. Miller, president and general business manager of MOA, explaining the national association's part in the program; an application, and a form request. (Continued on page 91)

# Top BAL-AMI Execs Visit AMI Factory

GRAND RAPIDS, Mich., Aug. 27.—AMI, Inc., played host this week to seven officials of the Balfour Engineering Company, Ltd., and the Automatic Musical Instruments, Ltd., manufacturers and distributors respectively of the BAL-AMI phonograph in England.

The visitors were guided thru the manufacturing plant, as well as the general offices and other departments, and given special instructions on production procedures of the AMI phonograph.

The visitors, in turn, brought a BAL-AMI phonograph with them to demonstrate for AMI factory officials and engineers.

Members of the visiting firms were S. E. Norman, managing director of Balfour; Paul Hunger, managing director of Automatic; Sir George and Lady Briggs, of Automatic; R. Rahmer, audio engineer; R. Rowland and S. E. Norman.

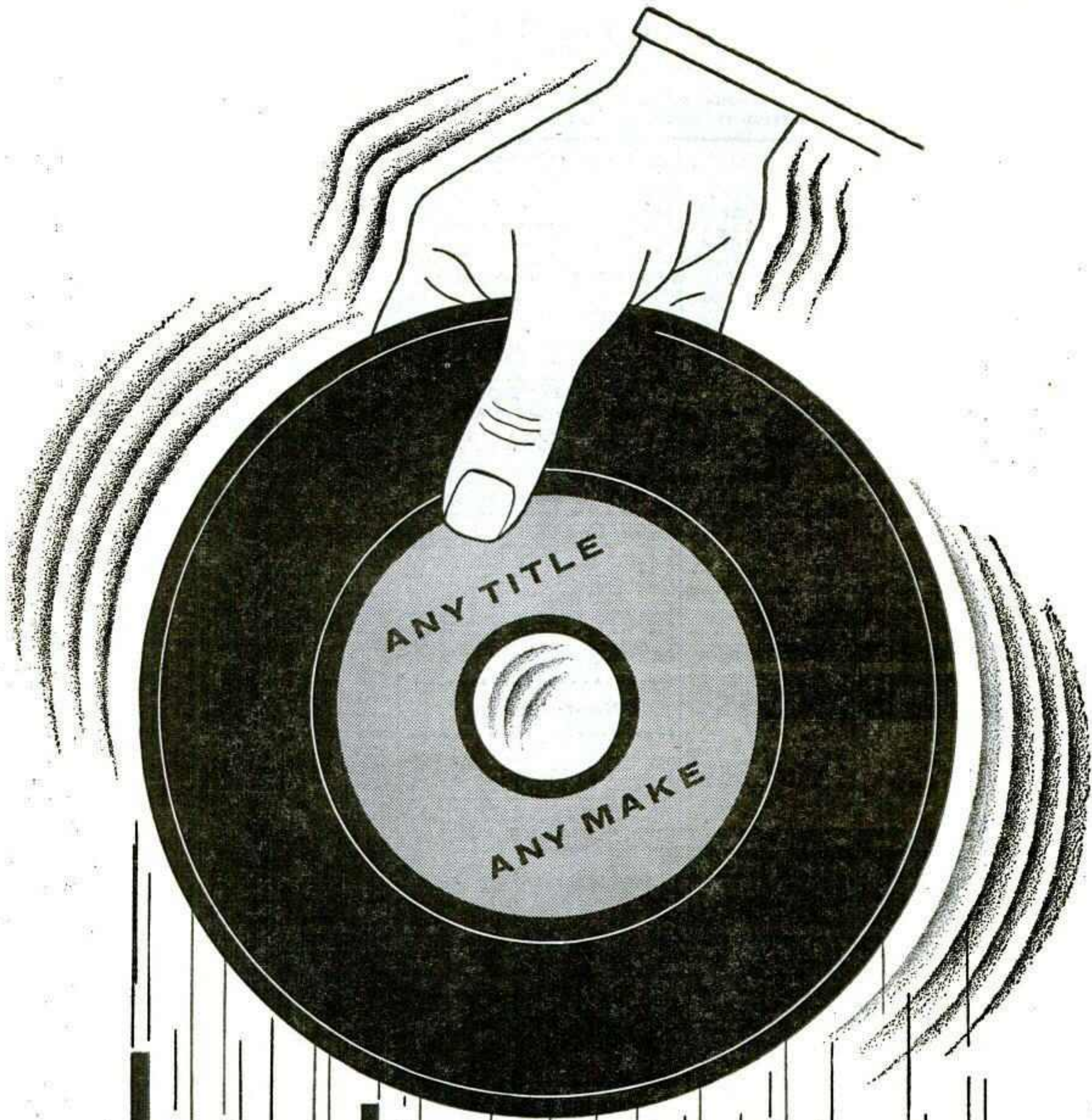
The BAL-AMI phonograph is licensed by AMI, Inc.

# Jim Mills to Helm RMSA-WAAF Show, 'Juke Box Matinee'

CHICAGO, Aug. 27.—"Juke Box Matinee," which presents a disk jockey promotional tie-in between Recorded Music Service Association and Radio Station WAAF, has a new man at the helm. Jim Mills, veteran Chicago deejay, was named this week to replace Hal Fredricks.

The purpose of the program is to build better public relations for the local juke box industry via plugs by the deejay, and to keep the name of WAAF before the public via decals on some 7,000 automatic phonographs.

Special feature of the show is a monthly "Hunch Tune," selected by a panel of juke box operators along with Station WAAF. The tune is aired daily on the program and is featured in the No. 1 spot on the juke boxes throughout the city.



# high fidelity

*["Didn't know it was in the record 'till AMI came along!"]*

*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*

**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. oc8

**WE NEED ROUTE OPERATORS AND DISTRIBUTORS** for our Selecto-Pencil Vending Machine. Over 100,000 public schools need a coin-operated pencil vending service. Set up a fast paying route of schools within seventy-five mile radius of your city. Write for prices and particulars. Matthews Specialty Co., Star Route A, Austin, Tex. se10

**35 FRAWLEY COIN OPERATED RADIOS**—On location in Waukesha. Lease available, \$2500 or best offer. Earl Dickerson, 2435H So. 9th St., Milwaukee, Wis. sc3

**Parts, Supplies & Services**

**COIN-OPERATED TIMERS**—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc8

**STAMP FOLDERS DIRECT FROM MANUFACTURER**, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2134 Market St., Philadelphia 3, Pa. LOcus 7-1448. se24-ch

**Help Wanted**

**ATTENTION DISTRIBUTORS** — PROMOTIONAL franchise men only. New 6¢ 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 guarantee your success. Write Box M-143, c/o Billboard, 2160 Patterson, Cincinnati 22, O. sc3-ch

**FIRST CLASS AMP AND JUKE BOX**—Electronic. Must know sound systems. Thoroughly experienced steady work, best of pay. No floaters. Box M-143, c/o The Billboard, Cincinnati 22, O. se10

Salesmen Experienced  
in Selling  
**INTANGIBLES or FRANCHISES**

to sell a brand new type of business.  
**THIS IS NEW—NO COMPETITION—TOP COMMISSION.**

We have many successful satisfied customers which may be verified by anyone, including prospects. Company sets up full operation for purchasers. You only sell. For full information on our program, you must give your complete sales history.

Write  
**Miller Distributing Company**  
Bank & Insurance Bldg.  
Dubuque, Iowa

**WANTED** — BINGO AND SHUFFLE mechanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. sc3

**Used Coin-Operated Equipment**

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$5 up. Established over 20 years.

**MACK H. POSTEL**  
2952 Milwaukee Ave. Chicago 18, Ill.

**CIGARETTE MACHINES—DU GRENIER** 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55. Rowe Imperial, 5 col., \$45; 8 col., \$50; Unedapak E, 4 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., 3867 Parrish St., Philadelphia. Pa. Evergreen 6-4244. ch-15a

**CIGARETTE MACHINES—MOST IN GOOD** working order. Approx. 40 Unedacs, 9 W's and 7's assorted. Price \$10 each. L.O. Trenton, N. J. Eagle Vending Co., 355 Bernard St. se10

**COMPLETE ARCADE FOR SALE**—INCLUDING five Philadelphia Skee Balls. Sell whole or part or will trade for Panorams. Write for list. H. E. Loeback, 211 West Douglas, Wichita, Kan. se10

**FOUR COMPARTMENT NUT MACHINES**—Globe Gum Ball Machines. Take best offer, however small. Lommsch, 1808 Boulevard, Jersey City, HE 3-3224.

Photomatic, Post War..... \$395.00  
United Nevada..... 275.00  
Scouties..... 55.00  
Bally Broadway..... 50.00  
Frolics..... 125.00  
Beauty..... 150.00

**TWIN CITY AMUSEMENT CO.**  
102 Stateline Texarkana, U.S.A.

**PUNCHBOARDS**—3,000 ASSORTED MONEY and prize boards, close-out prices. Weighing Scales, 12, Walling, Mills, Rock-Olas, excellent condition. Write for prices. Ohio Specialty Company, Inc., 539 S. 2d, Louisville, Ky. se3

**SANITARY VENDING MACHINE HEADQUARTERS**

"Spare" sanitary napkin venders, D.A.V. razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

**NATIONAL SANITARY SALES**

Dept. 8-8, 4307 W. Lawrence Av., Chicago 39

**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. tn

**Wanted to Buy**

**CIGARETTE, CANDY AND OTHER VENDING** machines; give full description and lowest prices. Box 973, The Billboard, Chicago 1, Ill. lf

**MACHINES WANTED** — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock Bottom" price. Rate, 609C Spring Garden St., Philadelphia 23, Pa. ch-mp

**Diane Plays Havoc On Coin Industry**

• Continued from page 74

for industrial operators in the area. Operators in the Stroudsburg area of the Poconos were probably clobbered harder than coinmen in any section of the State. The resort area, similar somewhat to the neighboring Catskills in New York, is thru until the summer of 1956.

The big concern there was saving the lives of the campers. Most of the emphasis was on getting helicopters to evacuate the children. The juke boxes, coin games, cigarette and cup drink machines which dotted the popular summer resort have been forgotten by all save the operators.

The few factories in the surrounding area won't be operating for months. Also hard hit by the storm were the Eastern Pennsylvania cities of Scranton, Hazleton, Reading, Wilkes-Barre and Pottstown. It will be a long time before things are back to normal in these communities.

The most of the Catskill area in New York wasn't hit by the storm as hard as the Poconos, the section around Port Jervis was declared a disaster area by the Red Cross, and Ellenville, in the heart of the mountains, was evacuated.

These two towns provide lush summer stops for Orange, Sullivan and Ulster County operators, and for New York coinmen who move equipment north for the summer. There are few factories, however, in this section.

In Massachusetts, particularly west of the Connecticut River, juke boxes in bars and restaurants have been completely waterlogged, rendering many of them useless for future use. It was impossible to estimate the damage, and as the flood waters receded, the known toll was mounting steadily. Since there is little flood insurance, many operators faced a total loss.

However, the Small Business Administration was setting up offices in stricken areas to assist operators to take out loans. Terms are for 10-year loans at 3 per cent.

Worst conditions existed between Framingham and Springfield, with Holyoke, Worcester, Chicopee and Webster bearing the brunt of the damage. In Central Massachusetts, operators' route just disappeared. Ray Shea of Worcester reported heavy losses among operators in that city, and Eddie Blanchard said conditions around Webster were pitiful.

North of Boston got off fairly light, but the South Shore took a pounding. Anthony Grazio, of the Globe Automatic Vending Company, spent three days and nights pumping out his plant—and he's not thru yet.

His routes all the way to Cape Cod were left without service where they were not damaged, since even if he had the time, the roads were impassable.

Some of the damaged equipment was coming into Boston, but most have been held up by waterlogged roads. Many operators will need refinancing.

The Colma factory in Worcester, manufacturer of cologne venders, came thru without any damage. But other industrials in the Worcester area—including American Steel & Wire, Compton & Knowles, Wyman-Gordon—weren't so lucky. Most of these still aren't operating.

While the city had electricity most of the time, areas in Worcester County were without juice for days and many bars outside the city limits were forced to shut down.

In Springfield, Jack Levine, How-Dee, the local Kwik-Kafe dealer, reported heavy losses in his industrial locations.

What the eventual cost to the industry will be is impossible to tell at this juncture. In terms of actual loss of physical equipment and manufacturing facilities, it's easily in the millions.

But the real loss will be known only when the damage to the nation's economy is measured. Much of the unemployment will be temporary. But some of it won't.

Some firms which have been considering relocating may do so sooner because of Diane. The employment picture in the Northeast is such that it wouldn't take much unemployment to upset the economic balance.

As juke box and game locations prosper in ratio to tavern business, and, as the taverns prosper only when the worker has an extra dollar in his pocket at the end of the week, coinmen in the stricken areas can look for slim pickings for the next few months.

**Excise Tax Hearings Set For Oct. 4**

• Continued from page 16

basic study of the excise-tax structure with a view to correcting inadequacies and inequities that may exist in the administrative and technical aspects of that structure. Forand described the project as the "first comprehensive revision of our excise-tax structure to be taken by the Congress in contemporary times."

Categories to be covered are: (1) Retail taxes, (2) Manufacturers' excises, (3) Excises on facilities and services (admissions, communications transportation, etc.), (4) Documentary stamp taxes, (5) Excises on wagering coin-operated devices, bowling alleys, etc., (6) Import taxes, (7) Taxes on distilled spirits, beer and wines, (8) Taxes on tobacco products and (9) Other taxes.

Administrative problems will include publications of rulings, refund requirements, and the system of review of excise tax rulings. Technical problems to be discussed will relate to individual excises, such as the timing of the collection, treatment of charitable and similar organizations in the case of the tax on admissions and varied broad groups of excises.

Persons interested in appearing at the hearings, which will last for two weeks, should write to the clerk of the Committee on Ways and Means, Room 1102, New House Office Building, Washington 25, not later than September 24. Forand said.

**COIN MACHINE NEWS QUIZ**

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **CONNIE BLAST HITS EAST COAST OPS.** Weekend receipts nose-dive as hurricane strikes from Carolinas to Maine, keeping resort crowds and vacationers indoors. Neighborhood taverns' juke boxes and games weathered storm pretty well. (Page 90, The Billboard, August 27.)

● **HEAT WAVE CUTS COFFEE SALES.** However, operators report dairy items zoom to new peaks, with ice cream sales jumping more than 100 per cent. Venders offset coffee volume drop by putting more units in new industrial outlets. (Page 90, The Billboard, August 27.)

● **THIRD NJBM RELEASE READY TO GO.** Barney Young, of National Juke Box Music, announced distribution of new song, "Rocky Trail to Peaceful Valley," by Leroy Holmes, MGM. Distribution was thru record manufacturer channels blanketing nation's operators. (Page 94, The Billboard, August 27.)

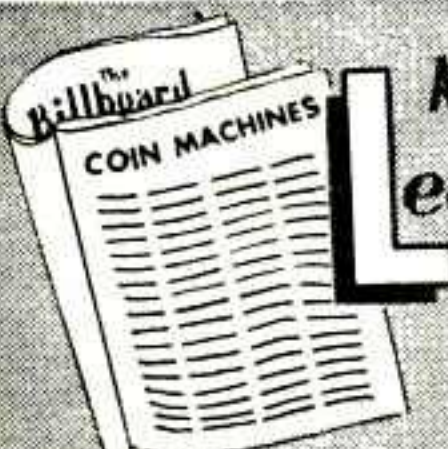
● **MFRS. EYE NEW TREND IN POOL GAMES.** Coin-operated pool games not new. However, success of Valley Manufacturing Company of Bay City, Mich., in the Wolverine State could start a trend to coin-operated pool games as other manufacturers ready similar devices. (Page 90, The Billboard, August 27.)

● **NEW JERSEY TOWNS CONTINUE ANTI-VENDING LAWS.** The battle continues unabated in New Jersey with anti-vending legislation striking food items other than milk. Operators must now apply to Zoning Board for permits to place machines. (Page 98, The Billboard, August 27.)

● **JUKES PROVIDE CANADA INVESTORS TOP RETURNS.** Music boxes have provided a sound investment to firms operating juke routes as expansion increases. Reg Gilchrist pioneers way for group sponsored firms. (Page 94, The Billboard, August 27.)

IF YOU MISSED READING THE AUGUST 27 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**

**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:

**LABEL "X" EXITS COUNTRY** field temporarily. Jimmy Hilliard, a &R. topper, will concentrate on a pop disk and package record program. Terry Fell, "X" c.&w. artist, moves over to parent label, RCA Victor.

**AM-PAR, ABC-PARAMOUNT DISK SUBSIDIARY**, announces first release of the new Walt Disney line. Report orders total 500,000 on eight "Mickey Mouse" club disks.

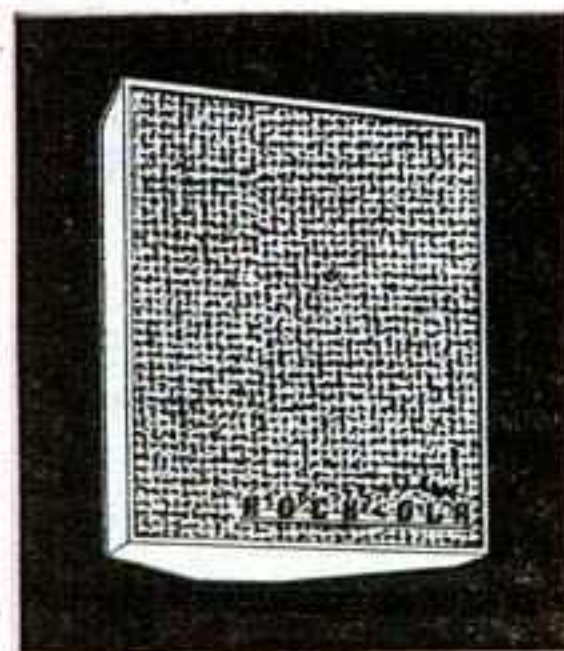
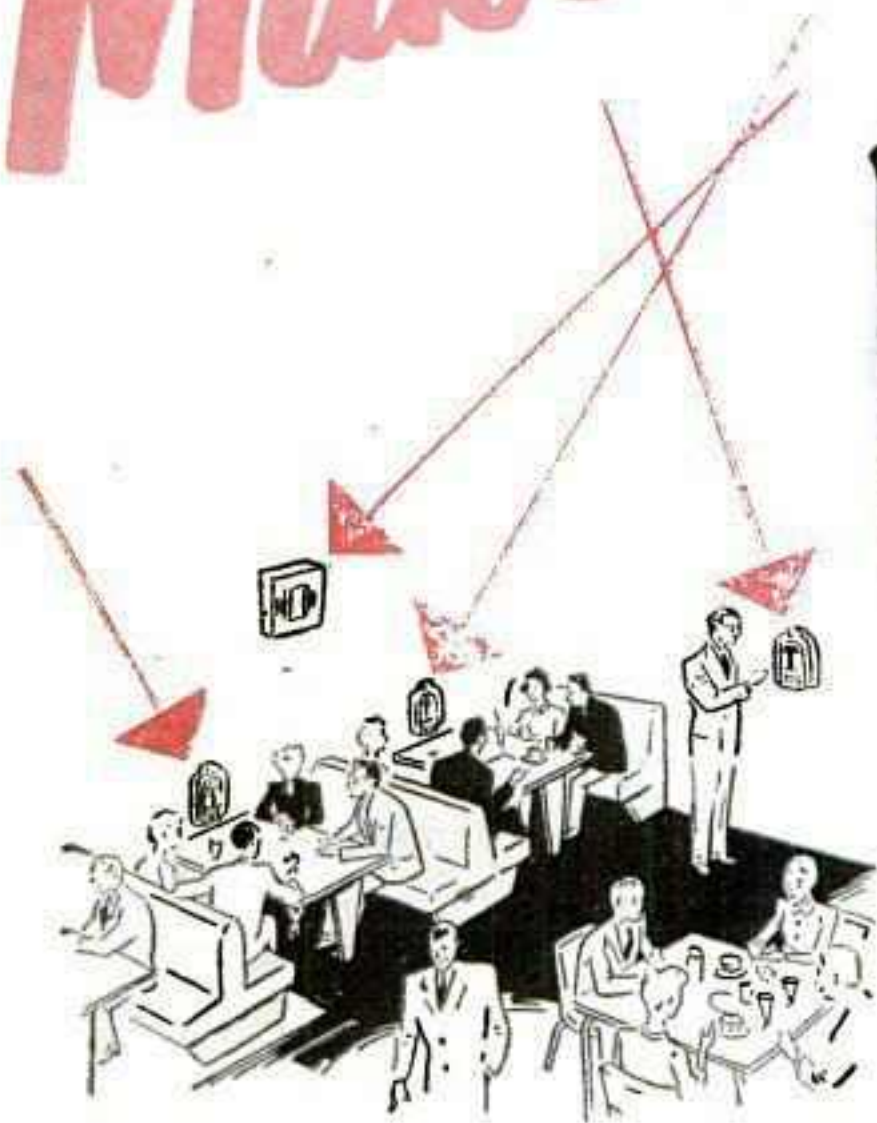
**PUBLIC HEARINGS ON EXCISE** tax problems, pertaining to coin-operated devices, will be conducted October 4 in Washington.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

# Make More Money with

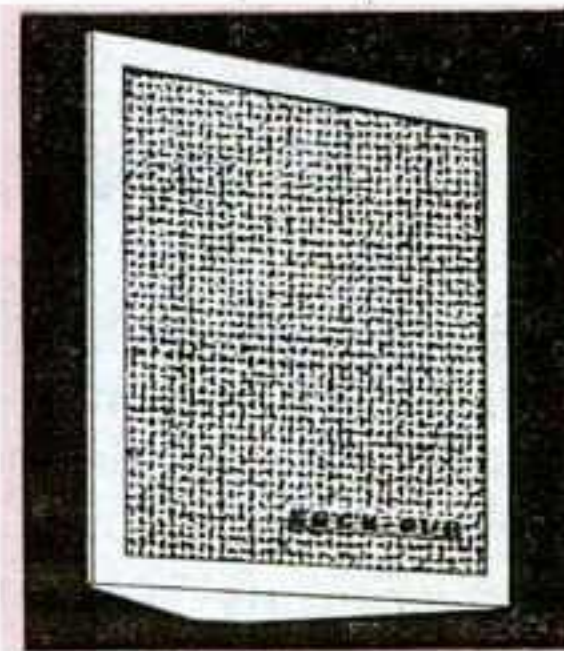
# ROCK-OLA

## REMOTE CONTROL ACCESSORIES



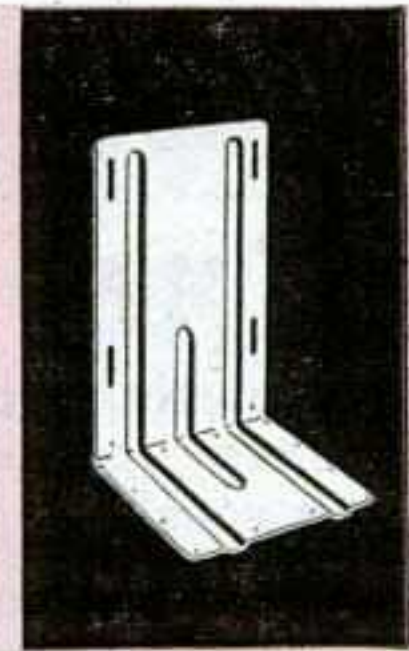
### Model 1615—STANDARD HI-FIDELITY SPEAKER

Model 1615—STANDARD HI-FIDELITY SPEAKER Complete with volume control and matching transformer. Available in Blonde Pebble Grain finish. Height, 16 inches. Width, 13½ inches. Depth, 8¼ inches.



### Model 1616—DE-LUXE HI-FIDELITY SPEAKER

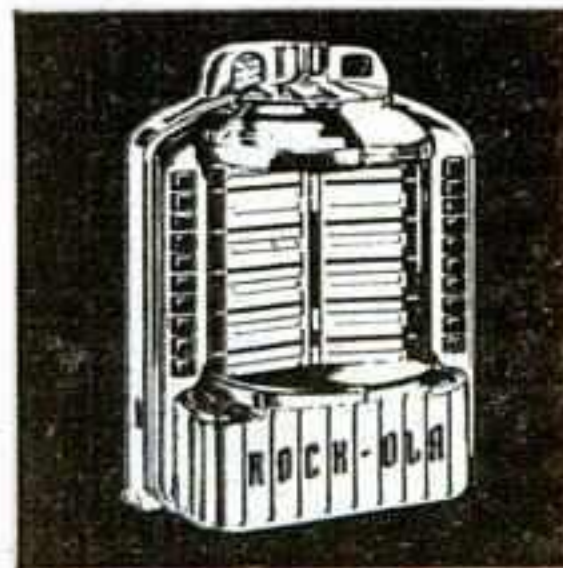
Model 1616—DE-LUXE HI-FIDELITY SPEAKER Complete with volume control and matching transformer. Available in Blonde Oak finish. Height, 25 inches. Width, 21 inches. Depth, 10¼ inches.



### UNIVERSAL BAR BRACKET

All steel construction. Durable hammerloid finish. Special patented mounting plate. Height 13 inches. Depth 8 inches.

## 50 and 120 Selection Phonographs



### ROCK-OLA WALL BOX

The attractive shiny chrome finish 120 selection Wall Box is a Branch Sales Headquarters for your ROCK-OLA phonograph offering players the convenience of program selection from the comfort of their chairs. Simple 3 wire hook up with the new receiver equipped Model 1448. Standard size title strips. One button selection. Accumulates up to 26 plays. Height 14 inches. Width 11 inches. Depth 7 inches.



This Brand is your guarantee of Superior Performance and Trouble Free operation when you Buy and Operate Rock-Ola Phonographs.

ROCK-OLA Manufacturing Corporation • 800 N. Kedzie Ave., Chicago 51



★ ON THE WURLITZER 1800

The outside beauty of the Wurlitzer 1800 is obvious to all. Its eye appeal has played a tremendous part in its proven earning power. But the men who operate it know that the inside story of this phonograph is equally impressive.

Engineered from quality components on simple, sound principles, the 1800 mechanism is fool-proof, trouble-free. Any Wurlitzer Operator will tell you that the Model 1800 holds top locations, plays wonderful music, takes in good money with minimum demands on the Service Department.

It has honestly and universally earned the title of "The Year's Top Phonograph."

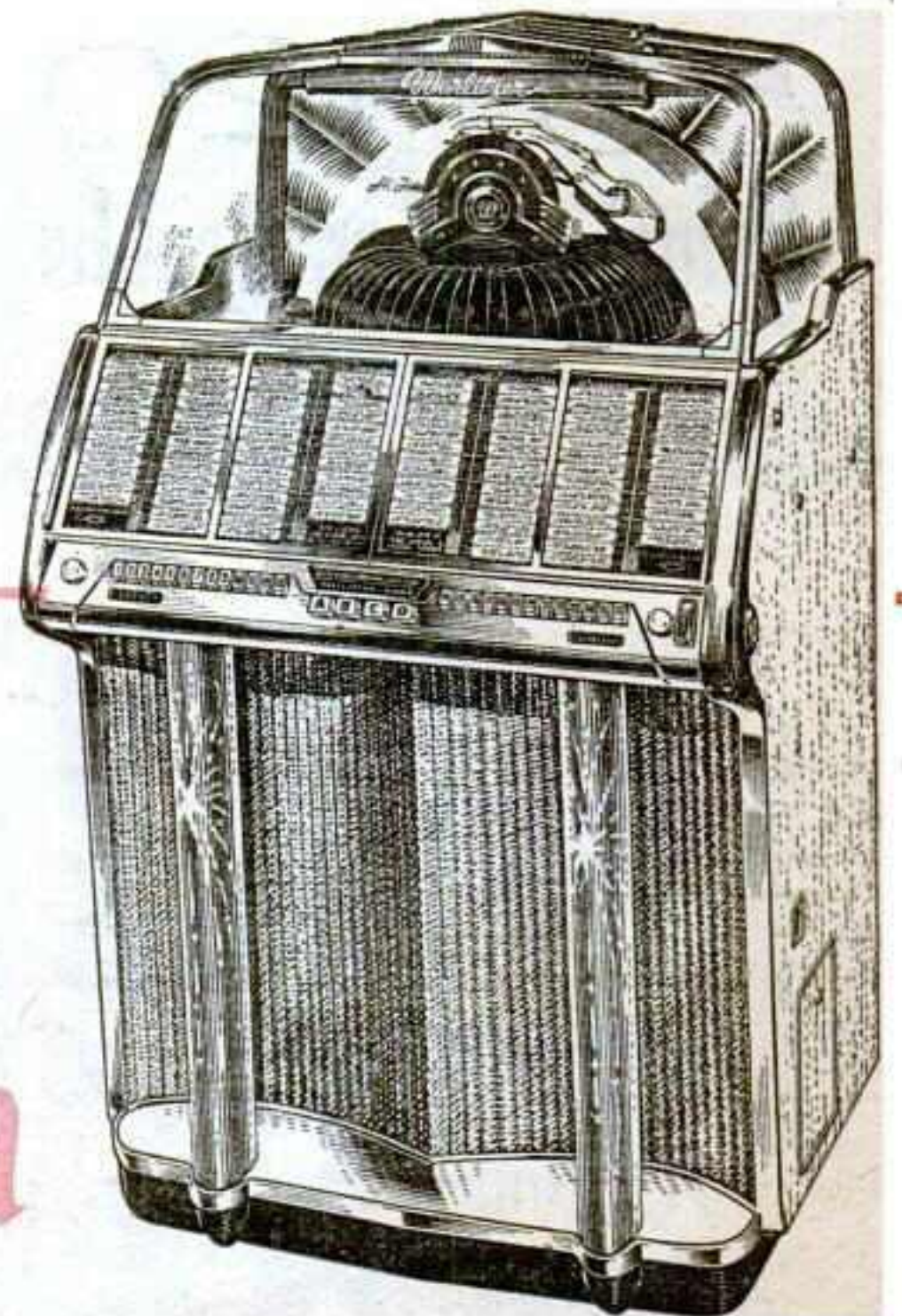
*Wurlitzer 1800*

THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS



The Official  
Musical  
Instruments in

*Disneyland*



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856



**Guaranteed Reconditioned Specials!**

BALLY PALM BEACH.....	\$ 85
BALLY DUDE RANCH.....	200
BALLY PALM SPRINGS.....	229
UNITED CABANA.....	90
UNITED TROPICS.....	165
GENCO SHUFFLE POOL.....	85
UNITED 10th FRAME STARS.....	65
UNITED CASCADE.....	95

Write for Complete List, New—Used.  
**IRV. OVITZ**  
**ACME-INTERNATIONAL**  
 DISTRIBUTORS  
 3643-45 W. Montrose Chicago 18, Ill.  
 Cornelia 7-7272

**FOREWARNED IS FOREARMED**

## 2c Postcards Aid Op Cut Juke Service Calls

MONTGOMERY, Ala., Aug. 27.—Supplying location owners with self-addressed postcards to list minor service complaints, record requests and other small details has proven to be both a good will booster and a useful method to cut service calls for T. M. Buckmaster, operator here.

Buckmaster operates both phonographs and amusement games throught the Montgomery area, concentrating on small towns within a 75-mile radius. Like most operators, he often had location owners calling long distance to tell him about little service problems which could normally wait for regular service visits.

With some of these calls coming from as far away as 50 miles, Buckmaster decided to do something about wasted hours. He came up with the postcard plan.

An Experiment

As an experiment, he rubber stamped his name and address on 100 2-cent postcards and distributed them to his location during normal service and collection calls. He explained to location owners that they could jot down minor repairs needed as well as records requested by their customers, drop the card in the mail and rest assured that it would be taken care of on the next regular call.

Buckmaster inaugurated the plan last January and since the outset it has proven an outstanding success. Location owners began using the cards immediately, with the result that phone calls began tapering off.

For the most part, the cards told of burnt out bulbs, a need for sound adjustment and a too-sensitive protective device on an amusement machine. In most all cases, the comments could be described as constructive and certainly volume building. Buckmaster said.

Interesting Aspects

"One of the most interesting aspects of the postcard plan," Buckmaster declared, "is that location owners are continually jotting down the names of request records and

sending them in." Previously, location owners were more apt to forget about the requests.

The location owner's description of the trouble also forewarns the Alabama operator as to the type of replacement parts, equipment and tools to bring along on his service calls.

Location owners are also making use of the postcards to send in the names of prospective location owners, an unexpected benefit from the system which has landed Buckmaster at least 12 new accounts.

"The whole secret of the plan," Buckmaster stated, "is to make sure the location owner keeps the postcard handy, in a top drawer, in the cash register or on an open shelf."

In summing up his newly adopted plan, Buckmaster states that he now has about half as many service calls and that his entire operation is running smoother.

**BE FIRST IN YOUR AREA WITH THIS Sensational Profit-maker!**

**VALLEY'S Exciting BUMPER POOL 2 or 4 Can Play**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**CHECK THESE FEATURES**

Positive Ball Trip-Cheat Proof	Valley's Self-Storing Cue Stick Holder	Genuine Rubber Billiard Cloth (for long wear, less tear)
Hard Maple Construction	Live Rubber for More Action	Service Free
Easy Assembly No Electrical Hook-Up	A.B.T. Double 10x Coin Chute	

Write or phone for complete details TODAY

**VALLEY MANUFACTURING CO.** 333 Merton St., Bay City, Michigan Phone: 8587 or 8588

LOCATION TESTED AND PROVEN

**NEW!**  
A sure-fire money-maker for you.

Dimensions  
36" wide  
52" long  
32" high

**EXCLUSIVE DISTRIBUTORSHIP OPEN IN CERTAIN TERRITORIES**

**Williams KING OF SWAT**

HOME RUNS ACTUALLY GO OVER THE FENCE!

**IT'S HERE!**

**REPLAY or NOVELTY**  
SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is really pitched!

PLAYERS RUN BASES

When the runner crosses home plate, the Umpire calls "am — "SAFE"

**HITTING** a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrow under G and F good for one replay... carry-overs from game to game... liting arrow under T scores 5 replays... then all arrows are reset.

Previous **HIGH SCORE** stays on... Beat previous High Score for replays!  
**REPLAYS FOR SCORE...**  
 "NUMBER-MATCH" scores **REPLAY!**

SEE YOUR DISTRIBUTOR FOR: King of Swat  
 Race the Clock - Sidewalk Engineer!

**Only AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT**

**Williams MANUFACTURING COMPANY**

**CREATORS OF DEPENDABLE PLAY APPEAL**  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin Coin Chutes:  
 10c —  
 3 for 25c

**SAM SOLOMON'S SPECIALS!**

15

**VARIETYS .. \$415.00**

**UNIVERSITY COIN MACHINE EXCHANGE**  
 858 N. High St. Columbus 8, Ohio  
 Tel.: AXminster 4-3529

**We have the sensational new Pool Game that is sweeping the country!**

**CALL NOW FOR DETAILS**

**S-BALLS**

**WMS. 3-DEUCES**

**WMS. SMOKE SIGNAL**

<b>GOTTLIEB</b>	<b>WILLIAMS</b>
Green Pastures... \$195.00	Skyway... \$146.00
Lovely Lucy... 175.00	9 Sisters... 140.00
Flying High... 150.00	Dealer... 140.00
Shinola... 150.00	Lucky Q... 135.00
Guy and Dolls... 150.00	Grand Champ... 125.00
Grand Slam... 140.00	Army & Navy... 120.90
Queen of Hearts... 135.00	Hayburner... 97.50
Chinatown... 125.00	Twenty Grand... 95.00
Quartet... 120.00	Four Corners... 89.50
Coronation... 99.50	Saratoga... 49.50
Knockout... 99.50	Samba... 49.50
Joker... 49.50	King Arthur... 49.50
	College Date... 49.50
	Cinderella... 49.50

**UNITED** Summer-time... \$49.50

**GENCO** Floating Power... \$49.50

**SHUFFLE GAMES**

**UNITED CAPITOL**

UN. VENUS TARGETTE	UN. FIFTH INNING
United 11th Frame, Match... \$395.00	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 Ace, High Score... 300.00	United Rainbow, High Score... 300.00
United Leader, Match Score... 260.00	United Chief, High Score... 250.00
United Chief, High Score... 250.00	United Team, Match Score... 240.00
United League, High Score... 230.00	United Imperial, Match Score... 220.00
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	Chicago Holiday... 149.50
Chicago Holiday... 149.50	Chicago Crisis... 325.00
Chicago Starlite... 325.00	Chicago Super Frame Bowler... 325.00
Chicago Super Frame Bowler... 325.00	Chicago High Speed Crown... 225.00
Chicago King Bowler... 275.00	Chicago Match Pool... 149.50
Chicago Match Pool... 149.50	Genco Shuffle Pool... 99.50

**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**

**BRAND NEW CLOSEOUTS**

Genco 2 Player Basketball... \$325.00	Genco 4 Player Skee-ball... 350.00
Mighty Mike Sparring Partner... 795.00	Genco Silver Chest... 125.00

**BRAND NEW CLOSEOUTS**

Genco 2 Player Basketball... \$325.00	Genco 4 Player Skee-ball... 350.00
Mighty Mike Sparring Partner... 795.00	Genco Silver Chest... 125.00

**PHONOGRAPH**

**SEEBURG**

M100W... \$795.00	D-80... \$395.00
M100C... 635.00	D-40... 295.00
M100B... 545.00	Model C... 185.00
M100A... 299.50	Model A... 125.00

**AM**

1/2 deposit, balance Sight Draft or C.O.D.

**Empire COIN MACHINE EXCHANGE**  
 1017-14 MILWAUKEE AVE. CHICAGO 27, ILL. Phone: EVERGLADE 4-2000



### Beloc Ork, Mercury Record Artists Set For RMSA Outing

CHICAGO, Aug. 27.—Dan Beloc and his orchestra has been signed for the Recorded Music Service Association's annual golf outing and banquet September 8, Carl Green, head of Tower Music and co-chairman of the RMSA entertainment committee, announced this week.

Green also said that five Mercury recording artists were tentatively on the program—Patti Page, Rusty Draper, Lola Dec, David Carroll and Nick Noble.

Over 600 operators and guests are expected to attend the event to be held at the Bunker Hill Country Club in suburban Niles.

### RMSA Execs Meet To Map Outing

CHICAGO, Aug. 27.—Officers and directors of the Recorded Music Service Association met at the organization's headquarters Thursday to complete final arrangements for RMSA's sixth annual golf outing.

The event, to be held at the Bunker Hill Country Club in suburban Niles, September 8, is expected to draw over 600 operators and guests, distributors and other members of allied coin machine fields.

According to Earl Kies, vice-president and treasurer, ticket sales and dinner reservations are far ahead of last year, indicating this year's event to be the biggest to date.

Continued support of Music Operators of America in its battle against anti-juke box legislation, aimed at removing the juke box exemption from the 1909 Copyright Act, was also pledged at the meeting.

On hand were Phil Levin, president; Roy Blomquist, secretary, and Earl Kies. Directors included Dan Gaines, Carl Green, Louis Arpaia and Julius Gronner.

**GIVE TO DAMON RUNYON CANCER FUND**

Now on Display  
**Exhibit**  
**SKILL POOL**  
See It Today!

**MIKE MUNYER**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

## BUY QUALITY AMERICAN



**WHY LEARN THE HARD WAY!**  
Let the experience of thousands of others prove to you that AMERICAN is the only quality shuffleboard on the market.

*American* SHUFFLEBOARD COMPANY  
Union City, New Jersey      Est. 1928      UNION 5-6633

## 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.

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.

### BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



### 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.

## BATTING 1000



IN EVERY LOCATION!

### GENCO'S NEW 2-PLAYER CHAMPION BASEBALL



- ⊙ Balls are hit in MID-AIR!
- ⊙ Balls soar approximately 5 FEET through the air!
- ⊙ SINGLE BALL can score up to 100 RUNS! Keeps game "alive" until last out!
- ⊙ 3 OUTS per Inning—adjustable to 1, 2, or 3 innings!
- ⊙ Adjustable for MULTIPLE or SINGLE REPLAYS!
- ⊙ Exciting MATCH PLAY and HOLD-OVER feature!

**PLAYERS ACTUALLY HIT HIGH FLY BALLS WITHOUT RAMPS!**

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- FULL-VIEW Glass Sides and Top!
- LIFELIKE 3-Dimensional Players

**COMPACT!**  
80" long  
25" wide

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois



... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for... before they spend the money.

### United BINGOS

NEVADA	\$195
HAWAII	175
TAMITI	115
RIO	135
TROPICS	125
CABANA	95

### MISCELLANEOUS

Exh. SHOOTING GALLERY	\$175
Seeburg SHOOT-THE-BEAR	125
Genco MATCH POOL	225
C. C. HOME RUN	225
Williams JALOPY	95
Genco GOLDEN NUGGET	55
Genco "400"	45
Wms. RACE-THE-CLOCK	365

### SHUFFLE BOWLERS

Bally GOLD MEDAL	\$465
Bally MAGIC	410
Un. 10TH FRAME STAR	95
Un. DeL. COMET TARGETTE	365
Un. DeL. TARGETTE	325
C. C. ADVANCE	165
C. C. CROWN	95
Keeney DOMINO	95
DeLUXE CLIPPER	435
DeLUXE LIGHTNING	395
DeLUXE MERCURY	365
11TH FRAME	335
BANNER	310
ACE	275
LEADER	225
IMPERIAL	195

## WORLD WIDE ALWAYS A GOOD BUY!

### 5-BALLS

SLUGGIN' CHAMP	\$225
TWIN BILL	210
DIAMOND LILL	195
LADY LUCK	185
LOVELY LUCY	135
JOCKEY CLUB	145
PINWHEEL	125
GUYS-DOLLS	85
CHINATOWN	75
SCREAMO	125
ARMY-NAVY	95
PALISADES	85

### WANT TO BUY

for CASH or TRADE BALLY BINGO GAMES

### NEW GAMES

Bally GAYTIME  
Bally CONGRESS BOWLER  
United TRIPLE PLAY  
Gottlieb TOURNAMENT

TERMS: 1/3 Deposit, Balanc. Sight Draft



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

## San Antonio Curbs 5-Balls

SAN ANTONIO, Aug. 27.—Pinball machines in San Antonio were quiet this week as the result of a crackdown by the city, sheriff's deputies and district attorney's investigators.

The majority of establishments either unplugged the machines or stopped free plays voluntarily in the face of new district attorney Hubert W. Green's announced campaign.

However, 11 establishments—9 of them operating five-ball machines which paid off only in free games—were raided as a result of undercover operations, and the operators were fined up to \$100 for permitting gaming.

Green said under existing State law, machines that offer any type payoff are illegal.

Lt. Wilton Shaw, head of San Antonio police department vice squad, declared this week he believed all machines were out of operation.

Owen W. Kilday, sheriff of Bexar County, in which San Antonio is located, joined other agencies in the drive, raiding several outlying establishments and confiscating five machines, only one of them of the five-ball variety.

Objection to the machines, which besides five-balls, include one-balls, diggers and slots, was voiced soon after the 28-year-old Green took office a month ago.

WURLITZER 1500	\$295
A. M. I. MODEL "C"	175
A. M. I. MODEL "D-40" (45 or 78 RPM)	275

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/3 Dep., Bal. C.O.D.



A Quarter Century of Service.

### ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

### MUSIC

9 AMI E-120 \$525

### SPECIALS

5 United Carnival Guns (New) \$350  
70 Swamies Ea. \$9  
United Super Sluggers (New) Write or Call

### BINGOS

TROPICANA (New) \$295

Hi-Fi	225
Palm Springs	225
Dude Ranch	225
Beauty	125
Ice Frolics	225
Surf Club	300

GAYETY ..CALL COLLECT

Largest Stock in the World of

### KIDDIE RIDES

- New and Used
- 100% Guaranteed
- Send for Complete List

WE WILL ACCEPT IN TRADE SEEBURG 100 A-B-C, BL-6-R, WURLITZER 1100, 1500, 1250, 1500A, 1400, 1450. WANTED: LATE USED UNITED & BALLY SHUFFLE ALLEYS



WRITE-WIRE-PHONE (Collect)

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

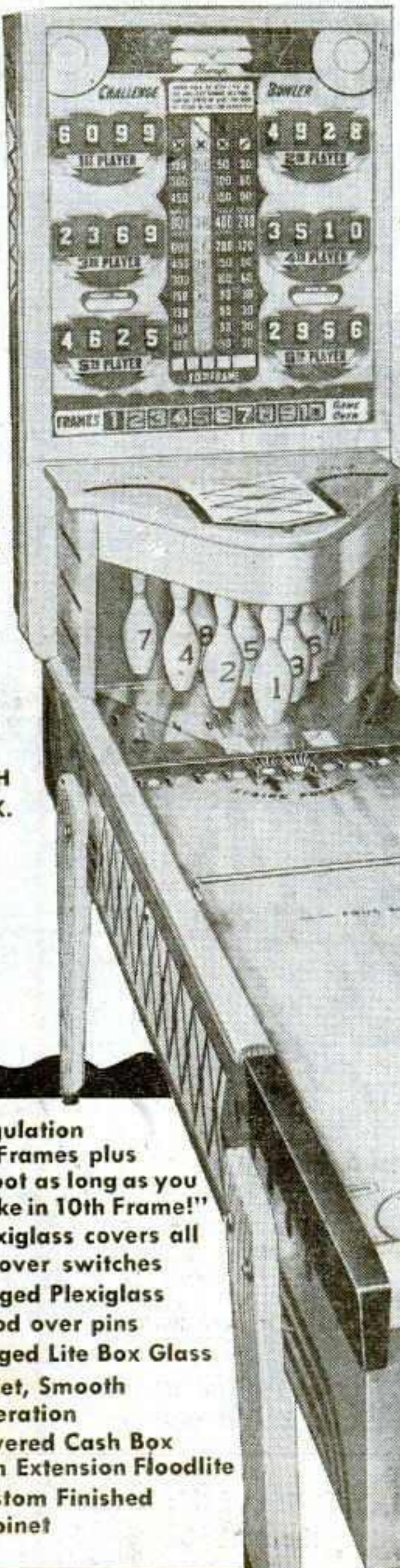


Exclusive distributors for WURLITZER — BALLY — UNITED

SAY YOU SAW IT IN THE BILLBOARD!

FLASHING LITES TRAVEL UP SCORING COLUMNS WITH EACH TOSS

IF PUCK IS THROWN TOO HARD, LITE GOES ABOVE 800 MARK. IF THROWN TOO EASY, LITE DOES NOT REACH 800 MARK.



# STRIKES

REGULAR X  
SUPER X SPECIAL X

## Keeney's 6-PLAYER CHALLENGE BOWLER

with STEPPING LITES on playfield for SUPER, SPECIAL and REGULAR STRIKES!

"SUPER" STRIKES score up to 800 points each

"SPECIAL" STRIKES score up to 600 points each

"REGULAR" STRIKES score up to 400 points each

PUCK THROWN AT RIGHT SPEED SCORES 800 ON STRIKE HIT WITH RED LITE STOPPED ON PLAYFIELD!

PLAYER TRIES TO "TIME" HIS THROW TO STOP TRAVELING LITE IN RED STRIKE AREA

TOP SCORE: 9,600 10TH FRAME SHOTS AGAIN FOR THREE TIMES OR AS LONG AS PLAYER KEEPS STRIKING. (adjustable)

HIGHEST SCORE is determined by

1. Accuracy of throw
2. Correct speed
3. Correct timing

- Regulation 10 Frames plus "shoot as long as you Strike in 10th Frame!"
- Plexiglass covers all rollover switches
- Hinged Plexiglass Hood over pins
- Hinged Lite Box Glass
- Quiet, Smooth Operation
- Covered Cash Box with Extension Floodlite
- Custom Finished Cabinet

10¢ PLAY OR 3 FOR 25¢

SEE YOUR KEENEY DISTRIBUTOR NOW!



THERE'S A NATIONAL SURGE  
by Distributors to  
**NATIONAL SHUFFLEBOARD**  
COAST TO COAST . . . BORDER TO BORDER  
The Territory Map is filling Fast. Your spot may still be open  
**BUT DON'T DELAY—ACT TODAY**  
WRITE—WIRE—PHONE OR 2-9100  
NATIONAL SHUFFLEBOARD COMPANY  
Orange, N. J.

**Insurance**  
• Continued from page 82

ing the names of all eligible personnel associated with member firms.

Effective Sept. 1  
Coverage for all acceptable applicants, persons not suffering from a previous sickness or disability, will become effective September 1. The insurance is being underwritten by the Continental Casualty Company, Chicago.

The policies also offer operators the option of insuring dependents for polio and the other 10 diseases for \$2, to be paid semi-annually.

Edward G. Hildebrandt, also a vice-president of the Joseph K. Dennis Company, said that he was planning to visit local associations throught the country sometime after Labor Day to explain the program to operators first hand.

**WANTED**  
First-class Pin Ball Mechanic—good pay  
Write **SUNSET SUPPLY CO.**  
333 N. MICHIGAN CHICAGO, ILL.

**BINGO MECHANIC WANTED**  
Good pay and regular hours.  
Write **Box 818**  
Care The Billboard, Chicago, Ill.

**ROUTE MANAGER**

Large Eastern operating company, affiliated with leading distributing organization and operating music and games over a wide area, is looking for a man with background experience and ability to co-ordinate, manage and supervise entire operation. Must be executive type, able to meet and handle locations, supervise employees and make the operation show a profit. If you can meet our requirements, we offer outstanding opportunity with real future and compensation based on results. All replies in strictest confidence. Our employees know of this ad. Will arrange interview in your city or pay expenses to come to our office.

**BOX D-135**  
c/o THE BILLBOARD CINCINNATI 22, OHIO

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS	ARCANE
Bally Blue Ribbon . . . . . Write	Keeney Sportsmen (Moving Target) . . . . . \$249.50
Bally Gold Medal . . . . . Write	Williams Safari . . . . . 425.00
Chi. Coin Bonus Score Bowler . . . . . Write	Genco (Moving Target) Rifle Gallery . . . . . 249.00
Bally Magic Bowler . . . . . Write	
Bally Jet Bowler . . . . . \$375.00	<b>PINBALLS</b>
Chicago Coin Starlight . . . . . 295.00	<b>GAYTIME</b> . . . . . WRITE
United Royal Shuffle Alley . . . . . 175.00	<b>GAYETY</b> . . . . . \$445.00
United Imperial . . . . . 200.00	Variety . . . . . 425.00
United Cascade . . . . . 100.00	Atlantic City . . . . . 95.00
Keeney Pacemaker . . . . . 165.00	Palm Spring . . . . . 250.00
Chi Coin Criss Cross Target . . . . . 235.00	Surf Club . . . . . 285.00
	Ice Frolic . . . . . 250.00
	Williams Screamo . . . . . 145.00
<b>ARCANE</b>	<b>MUSIC</b>
Bally (Kiddie Gun) Bulls Eye . . . . . Write	Rock-Ola 1448 . . . . . Write
Chicago Coin Deluxe (Baseball) Bulls Eye . . . . . Write	Rock-Ola Hi-Fi Select . . . . . \$725.00
Bally Hot Rod . . . . . Write	Rock-Ola Comet 1438, 120 Select . . . . . \$59.50
Bally Champion . . . . . Write	Seeburg M-100A . . . . . 295.00
Exhibit Sportland (Moving Target) . . . . . \$225.00	Wurlitzer 1100 . . . . . 125.00

**4 Wurlitzer Op Schools Conducted in Chi Area**

CHICAGO, Aug. 27.—Four operator service schools were held this week in the Chicago area by Reid Whipple, field service engineer of the Rudolph Wurlitzer Company.

The sessions were held at the office of Coven Music, Wurlitzer distributor here; Southern Phonograph Corporation, headed by Leonard Miska; La Rue Novelty Company, headed by Paul Golden, and at the headquarters of Walter Oomens Sons, headed by Andy Oomens.

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue Indianapolis, Indiana  
ME-Irose 4-8468

**GIVE TO DAMON RUNYON CANCER FUND**

GET IN ON THE "New Look" IN PROFITS!

**GOTTLIEB'S TWO PLAYER TOURNAMENT**

NUMBER MATCH FEATURE SCORES REPLAYS!

- 4 Point and Bonus advance targets.
- Popular rotating score rollover.
- Holdover Bonus hole also awards Mystery Specials.
- De Luxe "New Look" Cabinet.
- 1 Point Pop Bumper.
- 2 Cyclonic Kickers.
- 2 ON-OFF 10 times value Pop Bumpers.

Available with twin chutes 10c - 3 for 25c

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

# ONCE AGAIN EXHIBIT STEPS TO THE FRONT . . . . . . WITH A BRAND NEW AND EXCITING GAME

There is a definite need in the industry for a new game. The public is tired of constant repetition.

## ▶ EXHIBIT HAS A GAME THAT WILL COST THE OPERATOR ONE-HALF THE COST OF MOST OTHER GAMES

The operators and distributors have long requested a much less expensive game.

## ▶ EXHIBIT HAS A SERVICE FREE NON-ELECTRICAL GAME

All other games manufactured today are mazes of electrical wiring and circuitry. Service calls are eating up the thin profits.

## ▶ EXHIBIT'S NEW GAME HAS BEEN LOCATION TESTED FOR FOUR (4) MONTHS

Manufacturers always have been asked: "Has this game been location tested?"

Not one—but hundreds of these games have been on locations for months. Never before has a game been offered for sale to the industry that has been so well tested.

- EXHIBIT CAN SHOW INCREASES IN GROSS TAKE AFTER FOUR (4) MONTHS IN THE SAME LOCATIONS

It's a hit! Already imitators are flocking after it. Already the word has spread throughout the industry that "EXHIBIT'S got it!" Again, EXHIBIT has produced an entirely different product for the trade. A perfectly priced amusement. In fact, considering today's price standards, an actually "low-priced" amusement. And yet an amusement that is absolutely astonishing operator after operator everywhere with its income producing ability.

This game is the type of product that will revive, restimulate and re-create thousands of locations. This is the kind of product where the amusement machine operator is absolutely sure HE WILL PROFIT—QUICKLY—and enjoy a tremendous advantage over all competition while pleasing every one of his locations.

SEE THIS NEW GAME AT ANY EXHIBIT DISTRIBUTOR'S SHOWROOMS

The answer is in the cash box—on any location the operator desires to place this new game.

## EXHIBIT SUPPLY CO.

4128-30 W. LAKE ST. CHICAGO 24, ILL.

## United Bows With Pixies, 1-Card Game

CHICAGO, Aug. 27.—United Manufacturing Company this week introduced a new model in-line game, Pixies, featuring only one score card, and an eight-ball next game, C. B. DeSelm, sales manager, announced.

An entirely new innovation, the eight-ball-next feature is won thru a combination build-up of six individual steps, DeSelm said.

Another feature of the game, patterned after Triple Play, is the second coin play to light up four diagonal lights making it possible to score three-in-line 12 ways.

### Pixie Features

Features retained in the Pixies game from Triple Play include advancing score; four corners score five-in-line play; three-in-line score four-in-line; four-in-line score five-in-line; light-a-name carry over; extra balls and time.

Finished in natural light wood, the sides have a kromakote, scuff proof covering, that is cork-like in appearance, DeSelm said. The game is 26 inches wide and 58 inches long.

Pixies was an immediate success while on test locations during the past two months, DeSelm disclosed, adding that initial orders exceeded the company's expectations.

## K. C. Ops Fight \$10 License Fee

KANSAS CITY, Aug. 27.—Seventeen coin operators in the Kansas City metropolitan area joined in a suit filed Monday to prevent the Jackson County Court from collecting a \$10 license fee on each coin-operated amusement device in the county.

The request for an injunction against the county governing body was filed in Circuit Court here and was the result of a campaign by the Kansas City Music Operators' Association which protested the action.

The County Court last spring passed an order directing Joseph Calli, county license inspector, to collect the fee on music, pinball, target shooting, shuffleboard and other such devices. Exempted are machines vending food, candy and other merchandise.

The petition filed in Circuit Court by Preston H. Longino, attorney for the firms, asked that the County Court be enjoined from trying to collect the fee.

The Circuit Court also was asked to void the County Court order.

In explaining the action by the association, Nick Evola, president, said: "There is nothing in the statutes providing for such action against the operators of pinball or music machines. We feel confident that we can win the suit."

## Low-Cost Games

• Continued from page 74

point out, that where added accessories increase the time consumed in playing a game, the addition also slashes earning power.

All manufacturers reported engineering department personnel has been increased more than 100 per cent within recent years, increasing over-all operation costs. However, they declared, profits also can be expanded thru development of low cost games.

Thus, jobbers can afford to purchase more amusement games and place more on locations thru the establishment of new outlets.

CHICAGO, Aug. 27.—New "hot weather" orders for coffee vending machines are running ahead of the anticipated volume of company officials, Jack Patten, head of the coffee division of Mills Industries, reported today.

*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!

## BLINKER BOWLER

\*\*\* Contains same playing  
features as Bulls Eye Bowler  
except . . .  
A 100% REPLAY GAME  
equipped with replay  
totalizer

**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

# 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!

SPECIFICATIONS: Overall size 8 1/2 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.



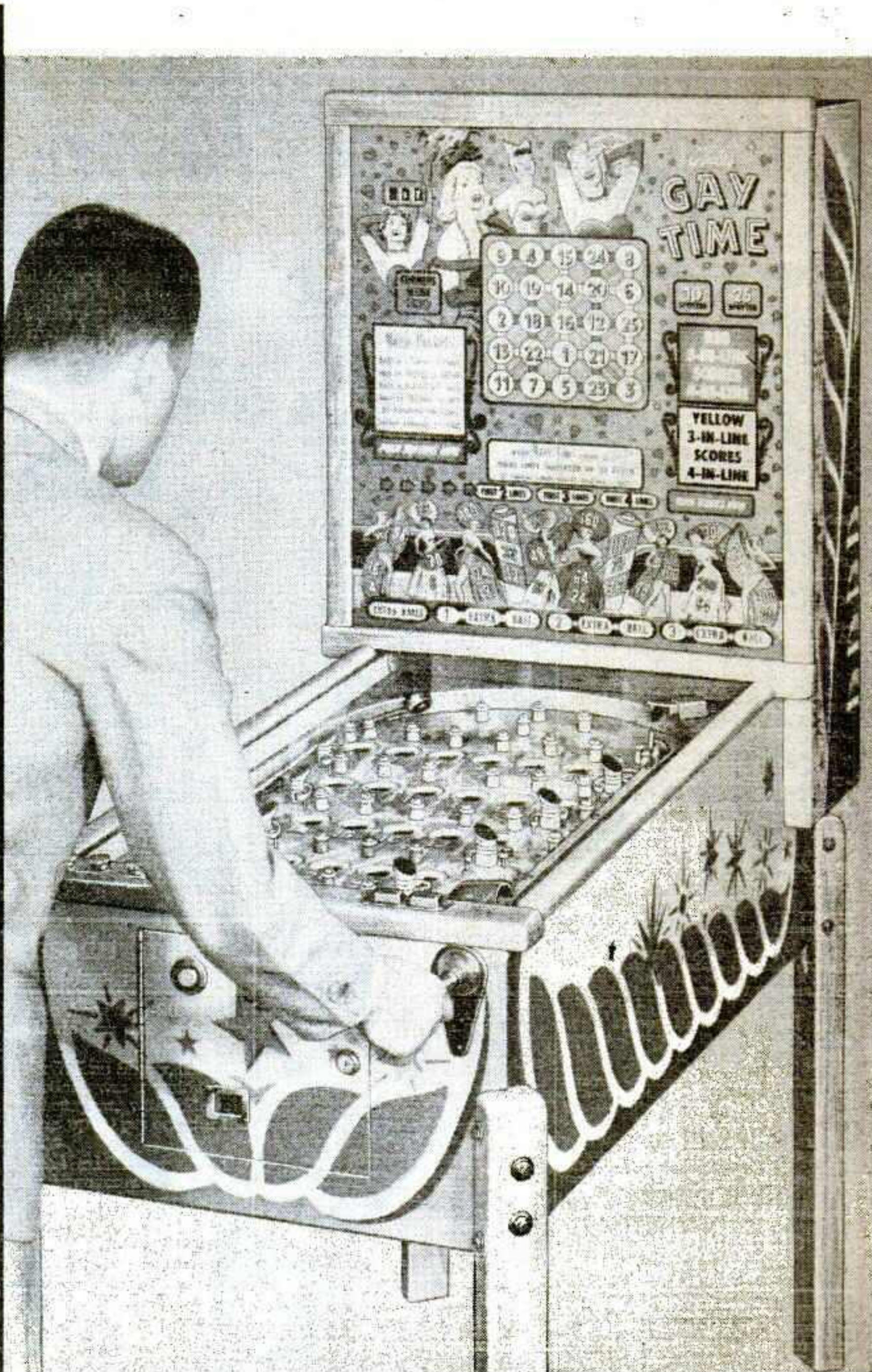
**New KING-SIZE Pins**  
**New OVER-SIZE Puck**

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 below. Compare size with smaller old-fashioned puck.

# ABC bowler

*Bally*

WITH MATCH-SCORE FEATURES  
**Congress bowler**



# Bally Gay Time

## MAGIC LINES . . . MAGIC POCKETS

*New* **Score Booster Lites**  
WITH BETTER-THAN-SUPER-CARD PLAY APPEAL

**NEW 10-SERIES ADVANCING SCORES**

**CORNER SCORES . . . SPOT NUMBERS . . . EXTRA BALLS**

**New High-Speed Coin-Flash**

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.

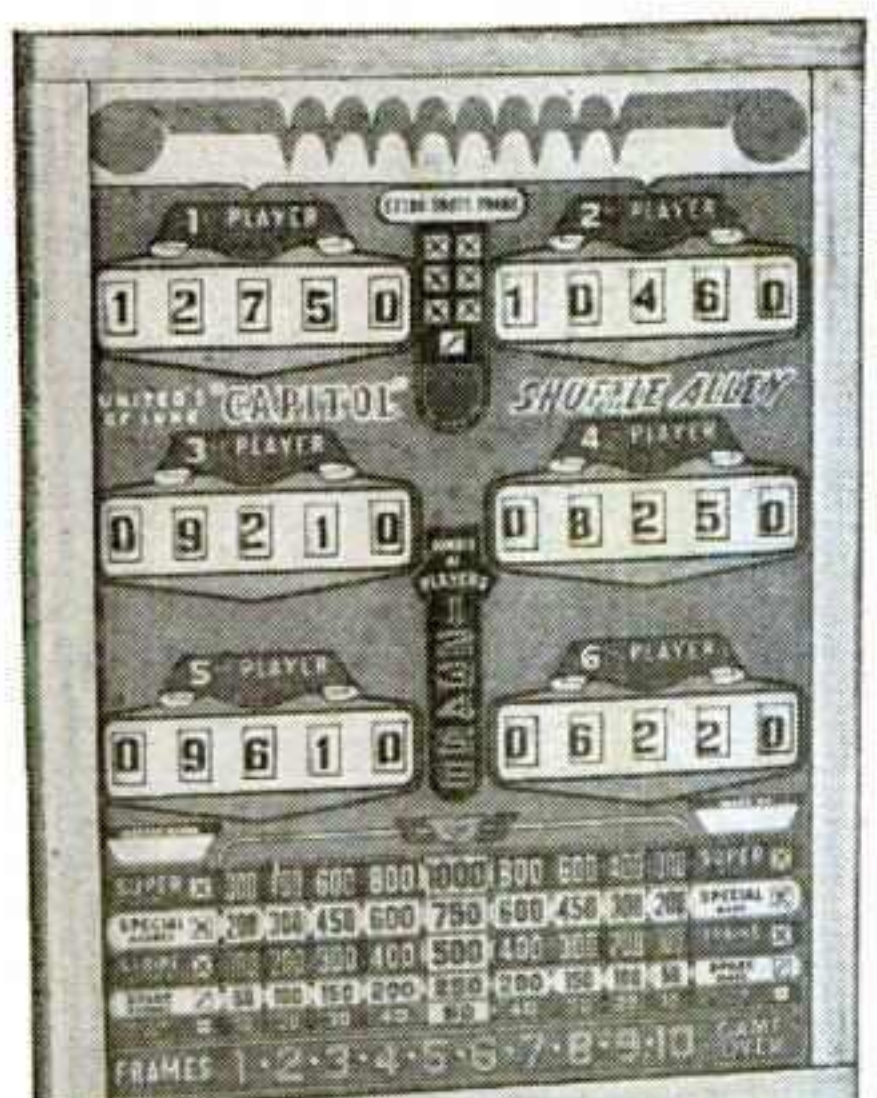
**BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois**

# CAPITOL

## 6-PLAYER SHUFFLE ALLEY

### 10<sup>TH</sup> FRAME STRIKE FEATURE

PLAYER KEEPS SHOOTING IN 10<sup>TH</sup> FRAME  
AS LONG AS STRIKES ARE SCORED UP TO A TOTAL OF 6



SUPER SCORES	300	400	600	800	1000	800	600	400	300	SUPER MADE	
SPECIAL SCORES	200	300	450	600	750	600	450	300	200	SPECIAL MADE	
STRIKE SCORES	100	200	300	400	500	400	300	200	100	STRIKE MADE	
SPARE SCORES	50	100	150	200	250	200	150	100	50	SPARE MADE	
BLOW SCORES	10	20	30	40	50	40	30	20	10	BLOW SCORES	
FRAMES	1	2	3	4	5	6	7	8	9	10	GAME OVER

#### STRIKE-A-MATIC Syncro-flash Feature

Combines Strike Lane Accuracy with Speed Control  
Direct View Scoring Lites on Playfield

**HIGH SCORE 12,750**

EQUIPPED WITH  
**UNITED'S SLUG REJECTOR**

TWO SIZES:  
8 FT. BY 2 FT., 9 FT. BY 2 FT.

AVAILABLE IN  
10¢-3 FOR 25¢ MODELS

**SEE YOUR DISTRIBUTOR**

Adjustable  
to  
Advance  
Scoring

OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**VENUS**  
Shuffle Targette  
Smooth, Quiet  
Skee-Skill Game

**DERBY ROLL**  
2-Player Rubber Ball  
Roll Down Game with  
Race Horse Animation

**TRIPLE PLAY**  
Fast Action In-Line Game  
New  
Baseball  
Games

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CAPITOL SHUFFLE ALLEY ALSO AVAILABLE  
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