

# The Billboard

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OUTLOOK FOR  
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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## Golf Clubs Try New Kind of Fireworks

Exchange Temper Pyrotechnics for Real Thing on July 4 for Much Needed Cash

By HERB DOTTEN

CHICAGO—Skies over the nation's golf courses will glow the brightest in history this Fourth of July as more clubs than ever before present fireworks.

Intent on making a play for the entire family and of increasing receipts to offset the loss of revenue sustained by some thru giving up slot machines, many clubs have learned that holiday fireworks do both.

The pyrotechnic finale on the Fourth, they have found, brings out the whole family, keeps Dad and Mother and the youngsters on hand well into the evening hours, and swells their bar and dining room receipts.

Fewer Sites Available

Representatives of fireworks have done much in recent years to sell clubs on either trying fireworks or of increasing their budgets for holiday shows.

This pitch developed as available locations for the oh-and-ah shows thinned because cities spread out, suburbs mushroomed and land otherwise once available for shows ceased to be or else became hemmed in by homes whose owners turned thumbs down to the noise and crowds that go with fireworks.

Golf clubs, with their broad, uncluttered green expanses, always have been ideal for staging fireworks shows. They make it easy to assure safety. Each fairway serves as a good location for firing either set or aerial pieces. Given the broad choice offered by the many fairways, fireworks technicians can position shows so that any possible winds will blow into the set pieces, thus carrying the smoke away from the viewing audiences. This isn't always possible in other types of locations.

## A Glowing 4th In Milwaukee

MILWAUKEE — This city, famous for its beer and Braves, has still another claim to fame in what is believed will be the largest number of Fourth of July fireworks shows of any city in the country.

One fireworks firm, the Illinois Fireworks Company, Danville, Ill., alone will fire 25 shows in and about the city on the holiday. Three of them will be at country clubs. The other 22 will be at city parks.

To stage them, the Illinois Fireworks Company will use 30 operators and helpers, roughly one-sixth the total number of men it has available to fire shows on the Fourth.

The increased use of fireworks by golf clubs reflects the prosperity of the clubs and of their members. In the predepression years fireworks shows were not uncommon at many private courses. During the depression club memberships sagged and the number of fireworks shows declined.

In the late 30's membership started to climb and the number of fireworks shows also increased. World War II caused a halt to fireworks in many areas, either as a war-time measure or because many of the fireworks makers shifted over to war work.

The war's end brought with it prosperity which sent clubs' memberships soaring and emphasis shifting to family participation. In the early postwar years, most fireworks companies were too busy shifting back to a peace-time operation to give much attention to the golf club field. In recent years, however, as they caught up with demand in other fields, chiefly State and county fairs, municipal events, etc., fireworks companies have gone out vigorously for golf club business.

Come in Packages

They sell either package shows—crated fireworks which the clubs have their own men fire—or larger shows, for which the fireworks companies supply the operators. The larger clubs go for trained operator-fired shows which range

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## JUDGES CHOOSE WINNERS OF ARMY CONTEST

FORT DIX, N. J. — The all-Army Entertainment Contest finals were concluded here Friday-Sunday (9-11) with the choosing of winners in each of six live categories. Finalists totaled 133—the best of more than 10,000 competitors who worked their way thru the contest structure of 10 United States armies headquartered throughout the world.

Finalists included 181 enlisted men, nine officers and, for the first time, two WAC's. Contestants were brought in from armies in Alaska, Europe, the Far East and Caribbean, as well as the six armies based in this country.

The Irving Berlin Trophy, awarded on the basis of total points, was won by the United States Army Europe. The Europe Army won three first places, two second and two third places to win the prize. The award was made at a showcase production here Monday (11) by Mrs. Berlin and accepted by Patricia Weeton, field entertainment supervisor. The competition is sponsored by the Adjutant General.

The winners were featured on the Ed Sullivan TV show Sunday night (17). After that they were scheduled for Fort Meade, Md., where the second edition of the soldier show, "Rolling Along," will be produced. A seven month world tour including all armies will follow.

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## Market Revolutions Hurl Record World Into Greater Profits

Traditions Down the Drain; Mass Selling Global; Potentials Fabulous

By BILL SIMON

NEW YORK—Good business in virtually all segments of the phonograph record business has drawn attention from the fact that a revolution is taking place in that industry.

One traditional concept after another is going down the drain these days as the manufacturers are moving firmly and swiftly into the mass market. The movement is, in fact, world wide and interrelated. For artists and for music publishers, as well as for record producers, this could mean an unprecedented pay-off potential which is estimated at nearly five times that of, let's say, even one year ago.

Basic Change

There's a basic change in philosophy with regard to distribution, retailing, merchandising, artists, sale of production services and foreign markets. Everything now is a marketable commodity, to be sold wherever and however possible.

Some observers have noted that a recording is now marketed in the manner of a book. In the book business, the publisher may make a deal with a mail-order club, which, by picking a book as its monthly selection, assumes the major share of the initial promotion

via direct-to-consumer circularization and consumer magazine ads.

The publisher issues the book to the trade at full price, but once it passes its peak, he'll put it out in a less expensive edition, and eventually as a paper-bound "pocket" book at 35 cents. He'll make deals for Broadway and film rights and a number of deals for foreign rights. Then perhaps he'll sell portions of the book to magazines, newspapers, or to other book publishers for use in serial form, in anthologies, text books, etc.

Today, the record business also has its promotional and mail-order houses, low priced reprints, foreign swaps and non-specialized marketing. Artists and catalog material may be "sold" to competitors or to other commercial users of a company's custom production facilities. A record company will sell the use of its studios, engineers, artists, catalog, pressing, packing and shipping facilities.

RCA Victor, for example, has had thousands of non-active masters lying in its vaults for years. In 1954 and 1955, a quantity of these in the jazz category were released on the subsidiary Label "X" in LP's selling for \$3. Currently Victor, thru its custom records division, is producing a series of 12 disks with similar material, arranged to make up its "Encyclopedia of Recorded Jazz." It sells these to J. J. Little & Ives, a promotion house which, in turn, distributes them thru supermarkets, where they retail at 99 cents per disk.

Victor reasons that this stimulus

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## NEWS OF THE WEEK

### NTA Adds Big Movies to Fox Package, Closes Nine Sales . . .

A number of big pictures have been added to the 20th Century Fox package that National Telefilm Association is distributing to TV. The additions include "Laura," "Lifeboat" and "This Above All." NTA has sold the package to nine stations in the last week. Page 8

### Network Presidents Defend Web Operations in D. C. . . .

The presidents of NBC, CBS and ABC delivered their long-awaited testimony before the Senate Committee on Interstate and Foreign Commerce last week. Each in his own way strongly defended current network practices. Pages 2-3

### Shifts Seen in Ranking of Top Markets of Major Record Labels . . .

Population shifts, growth of packaged record business, and modern merchandising methods causing changes in the relative importance of market areas in the disk industry. Comparative ranking of major record firms' top markets analyzed. Page 25

### Royal American Prepping New Kiddieland for Use at Fairs . . .

The Royal American Shows—the nation's largest carnival—announced plans for and

work on a Kiddieland which it will feature at fairs this season. The area for small fry will have a specially designed entrance arch, brilliant lighting, striking decorations, a magnificent band organ, and benches for parents, plus the show's huge array of kiddie rides. Page 62

### New Ringling Contract Gives Show Five Years in Madison Sq. Garden . . .

Speculation on the length of John Ringling North's agreement with Madison Square Garden ended this week. Despite columnist's claims that the Garden would no longer entertain Ringling Bros. and Barnum & Bailey Circus, it was learned North has another five-year contract with the arena, following the pact that expired this year. Page 70

### DEPARTMENTS AND FEATURES

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## NO DESIRE INDICATED TO RUSH WEB RULES

### Magnuson Group Likely to Suggest Overhaul of Communications Act

By MILDRED HALL

WASHINGTON—The over-all impression to come out of a grueling week of testimony by network heads before the Senate Commerce Committee broadcast probers was that the committee as a whole—with Senator Bricker excepted—has no desire to rush into any form of network regulation. Also, after hearing the networks' side of the hue and cry over "option time" and "must buy" practices, the committee seemed largely in sympathy with the nets' claim that these "arteries" of networking must be preserved to maintain the complex, nation-wide program scheduling.

What appears more likely to come out of these hearings is, as Chairman Magnuson suggested, an overhaul of the whole Communications Act, on which he has invited net comments. Primarily, the committee will put more pressure on the Federal Communications Commission to come up with an allocations plan that will make room for at least three nets in major markets—and above all do it soon. (The FCC is due to issue an allocations statement this week, probably not its final decision.)

#### Eloquent Pleas

Both ABC and NBC prexies made eloquent pleas to bulwark present competition with speedy VHF grants, and protect those UHF areas that will enable the service to survive and eventually provide needed multiple outlets for U. S. television.

In their battle to stay clear of government entanglement and refute monopoly charges, Presidents Stanton of CBS, Sarnoff of NBC and Kintner of ABC offered substantially the same arguments.

## NBC Turns to 10-11 A.M. Slot

NEW YORK—NBC-TV's 10-11 a.m. slot is its next problem area to get a program revamping. The first move is likely to be the shift of "Ding Dong School" to 9:30 from its present 10 a.m. spot in order to give Arthur Godfrey stiffer competition.

"Ding Dong's" ratings have disappointed the network programming brass. Also on the agenda is a hunt for a half-hour strip to replace Ernie Kovacs, 10:30-11 a.m., currently busy preparing a summer replacement for Monday evenings 8-9. Don McNeill's "Luncheon in the Clouds" will probably go into the web's 12:30-1 p.m. slot in the fall.

All three pointed out that only thru networking can live commercial programming be put on a national, simultaneous basis, and only nets can accomplish the broad-scope service in sustaining and public interest programming, such as news and political convention coverage.

All three rejected Bricker's argument that provision for FCC regulation of networking now might save them from "common carrier, utility type regulation in the future." (See separate story.)

#### In Accord

All three net presidents said must-buy and option-time practices were the arteries of networking and indispensable to network operation as a whole. ABC's President Kintner said "Television is a feast or famine industry," and that to delete even a half-hour of option time on which the national programming structure rests could put a network out of business under certain circumstances.

All three denied the Bricker monopoly accusation by pointing out that they were in strong competition with other media, (NBC put its share of national advertising revenue at 2.7 per cent.) and with each other and have at no time "conspired" among them-

selves. The allocations squeeze, committee counsel agreed, was heavily responsible for the "quasi-monopolistic" situation in American TV today.

While the three networks quoted heavy AT&T charges (\$13,500,000 a year for CBS), only ABC's Kintner suggested that Magnuson ask the FCC to look into the phone company tariffs. Kintner especially cited the "overtime" rates for all over eight hours a day, when networks use between 12 and 16 hours on a regular basis.

#### Untried 'Maybe'

On the subject of tearing down the nets in favor of an untried "Maybe," President Stanton expressed the view of all three: "Everyone is too inclined to rush ahead on this idea of divide and multiply," at the behest of the "special interest" spokesmen. He added, "I want to go out of these hearings with at least as much as I came in with."

Network affiliates will come before the committee Monday-Wednesday (18-20), and will be asked about their relationships with the nets in the matter of programming choice, franchise cancellations and the "free hours" donated nets in exchange for other considerations by the networks.

## Kintner Urges Action On Outlets for 3d Net

WASHINGTON—In a plea for the ABC network, which has been operating "with one hand behind its back" because of the scarcity of outlets, ABC President Robert Kintner urged the Magnuson Senate Commerce Committee to issue a Congressional mandate to the Federal Communications Commission to speed up its allocation program. Kintner also said that "major advertisers," growing impatient over the scarcity of outlets and restricted in many cases to two networks, "may find it no longer economic to spend the \$1,000,000,000 a year that is now supporting our free television system."

The straitjacket situation of the third network confines its programs to as little as half the clearances of rival nets, in some instances, Kintner pointed out to the Senate broadcast probers at Friday's (15) hearings. In a peak viewing period in December, 1955, ABC's average program station line-up consisted of 84 stations, with only 49 (58.4 per cent) able to carry the live program and the rest settling for a delayed basis. In the same week, CBS' average program

was carried by 121 stations, with 106 live (87.1 per cent).

#### Loss of Show

ABC's loss of the "United States Steel Hour" last year was directly attributable to its lack of outlets, Kintner said.

The ABC chief urged that the FCC grant VHF's already allocated wherever possible, to give the third net a competitive show, and devise new allocations in the major markets. To which Chairman Magnuson commented: "I hope the FCC does not compound the present evil when it takes action next week."

"More than 50 of the major companies advertising on TV" have told Kintner they "want and need a third fully competitive network," he told the committee. No matter what might be said or done about the network practices now under fire, he added, a continued hamstringing of the TV service will drive advertisers to other media, and the result would be "to turn the clock backward" in this phase of the electronic age.

## 'Mickey' Cuts Station Breaks

NEW YORK—ABC-TV, whose "Mickey Mouse Club" has been criticized this season for having too many commercials breaking into the entertainment portions of the show, has made a move to remedy this situation. The network has gotten its affiliates who pick up the show to agree to eliminate the 5:15 p.m. and 5:45 p.m. station breaks commercials.

The web still has approximately half the show available for sponsorship next season.

## COMPETITION RIFE VIA TV'S GLUTTONY, WEBS

WASHINGTON — Antitrust and monopoly aspects of networking got a thoro going over at Senate Commerce Committee hearings on television last week, with the CBS network offering in evidence a 70-page analysis and refutation of Senator Bricker's network monopoly report.

To charge that CBS was acting in restraint of trade, their legalists replied that it is not acting to "substantially lessen competition" of other networks, nor is it conspiring with them in any way to fix prices or curb competition. This is the main difference, they stated, between network situation and that of the movie producers cited for antitrust violation. "Major movie producers were found in violation of the Antitrust Act because they conspired among themselves in restraining of trade and competition."

Also in contrast to the movie producer-exhibitor situation, the CBS brief points out that CBS

buys from and co-produces with its competitors in programming.

The committee counsel then asked, "Just what gives CBS most competition in the television field?" CBS President Frank Stanton said the roughest competition by far was in ideas and programming—"both from other nets and because of the voracious appetite of television. It uses up ideas and manpower at such a terrible rate." Other areas of competition are in the fields of selling and "competing for loyalty of affiliates."

Asked if the networks' practices like option time and must-buy are not "further aggravating" the restrictive situation in American television today, Stanton answered sharply, "Are we going into allocations now?" He said the tight outlet situation can be changed, and the 'hard net's situation improved only thru the Federal Communications Commission's allocations of more channels.

## Bricker Bill Lacks Committee Support

WASHINGTON — Sen. John Bricker had to play a lone hand in his push for net regulation in last week's hearings on networking, held by the Magnuson Commerce Committee. Neither Pastore nor Magnuson, who have taken turns acting as chairman during the testimony of the three network chiefs, ever suggested that Bricker's bill to have nets licensed by the Federal Communications Commission was to their liking. No other committee members went further than to say that they were "worried" over the increasing concentration in the TV industry, which they ascribed as much to the boxed-in allocations situation as to network practices.

#### Sarnoff Blast

Bricker's loudest blast was aimed at NBC Robert Sarnoff on Thursday (14), for refusing to agree that nets should logically be subject to the same FCC franchise as individual stations. The Senator prefaced the criticism by insisting that neither he nor "anyone else wants to persecute or abolish nets." He claimed only a need to "protect the public's interest in the airwaves."

At one point, he demanded of Sarnoff, "you have to admit there is a public interest involved in nets as well as individual stations." Sarnoff replied that NBC networking was a thing apart from its owned stations and amounted to a private enterprise like any other business. "The Government should not be involved in it," he added. He forecast the possibility of a Federal agency deciding on what programs would go on networks and what advertisers could have time under Government regulations.

#### Wait and See

To Bricker's charge that one net might eventually dominate the

## Winchell Show Is Muller for NBC

NEW YORK—A Variety show emceed by Walter Winchell is being considered by Old Golds and Toni for their Friday 8:30-9 p.m. spot on NBC-TV.

Still in the running, however, is a situation-comedy, "Johnny Come Lately," starring Jack Carson.

whole industry, Sarnoff suggested that the Senator wait until such a situation actually existed before slapping Government controls on networking.

Bricker exploded: "We should prevent that—not wait till it happens."

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# Sarnoff Shows Record of Loss In Operations

WASHINGTON — The first public report by any television network of its annual sales and income figures was presented to the Senate Commerce Committee Thursday (14) by NBC President Robert W. Sarnoff.

The report disclosed that in its first eight years, from 1947 thru 1954, the NBC television network had a cumulative loss of more than \$4,000,000. Only in 1955 did the net show a cumulative net profit—\$2,315,000—less than 1/2 per cent of cumulative net sales for the nine years of the net's operation.

"These facts show that any claim of exorbitant profits from this high risk business is not in accordance with the economic realities," Sarnoff said. He added, "Just as we reach the point of a \$2,315,000 profit from nine years of television network operation, we are taking on the heavy cost and burden of a major new development—color television." Sarnoff said that during the past several months, about \$13,000,000 in capital costs has been authorized for color television networking. The total amount projected over the next five years is \$80,000,000.

### Cold Water

Sarnoff threw cold water on the idea that program production is profitable for a network. He told the Senate probers that in 1955, commercial programs cost NBC \$8,600,000 more than the net received from the advertisers of the programs. Added to the other expenses of furnishing a program service, NBC's total unrecovered program cost in 1955 was \$24,000,000, he said. Sarnoff also pointed out that ratio of profit to sales for all manufacturing companies in NBC's size class during a five-year period averaged 6.4 per cent—four times as much as the net's ration.

In giving the Committee a broad picture of the organization and operation of the NBC television network, Sarnoff said it presents annually 6,500 different programs, serves 200 stations and does business with over 200 advertisers of all types and sizes.

# Monsanto Buys 'Finance' Half

NEW YORK—Monsanto Chemical has joined Mennen as sponsor of "High Finance," which will air on CBS Saturdays 10:30-11 p.m. during the summer and thru at least the beginning of next season.

Monsanto will bankroll the show one week a month starting in the fall on behalf of one of its plastics products. Mennen will sponsor the show two weeks per month. The fourth week it will be pre-empted by "Ford Star Jubilee." During this summer, the show will be wholly sponsored by Mennen.

# Avco to Leave New Allen Seg

NEW YORK—Avco will pull out of its one-third sponsorship of NBC-TV's new Steve Allen evening show, Sundays, 8-9 p.m., as soon as another client can be found. Avco's contract runs thru September, but it has asked for relief.

Brown & Williamson and Jergens are sponsoring the other two thirds of the variety stanza.

# ABC Moves on 11:30-12:30

NEW YORK — ABC-TV has pinpointed 11:30 a.m.-12:30 p.m. daily as the daytime periods into which it expects to move next, probably this fall. The web's current daytime programming is limited to its afternoon option periods of 3-6 p.m. Its morning option hours are from 9:30 a.m.-12:30 p.m., which the web eventually hopes to be filling with network fare, using the last hour as its starting point.

As yet, no programs have been selected for the 11:30 a.m.-12:30 p.m. hour.

# 'Tonight' to Get Guest Comics

NEW YORK—NBC-TV has installed a rotating guest-comedian policy for its Monday and Tuesday "Tonight" shows. The comedian who makes the best showing will undoubtedly take over Steve Allen's "Tonight" stint, when and if Allen succeeds on his new Sunday night, 8-9, show.

George De Witt will take over June 18 and 19. On June 25 the guest will be Al Capp, the cartoonist. June 26 it will be Gene Rayburn, and July 2 and 3, Jack Paar. Allen will continue Wednesdays, Thursdays and Fridays on "Tonight" for the present.

# Leonard Lyons for 'Never Forget' TV

NEW YORK — Columnist Leonard Lyons will host "I'll Never Forget," a live half-hour TV show being packaged by Derel Producing Associates.

It's an interview type of program using remotes and celebrities and is being pitched at the networks for fall.

# Chicle Orders Half Of 'Ozark' Thurs.

NEW YORK—American Chicle has given ABC-TV an order for half sponsorship of "Ozark Jubilee" in the Thursday 10-10:30 p.m. time slot for next season.

If ABC can sell the other half of the show to another client, the program will definitely air in that time period.

# Program Flops Cost CBS \$7-Mil., Says Stanton in Spar With Cox

WASHINGTON—The cost of program turkeys to the CBS network hits over \$7,000,000 a year, CBS President Frank Stanton last week told the Senate Commerce Committee studying net practices. Highest profits are made on the CBS-produced shows like "Studio One," Stanton said, but these do not make up the loss on the flop programs, as far as first sale of the property goes.

Senate Commerce Committee Counsel Kenneth Cox pointed out that altho this indicated a "net loss" to CBS in programming, the network actually made up the loss in time sales to its affiliates. "You at CBS have a cushion in program production losses that other producers don't have, because of your time sales," Cox felt this constituted an unfair advantage over other programmers like the independent TV film producers.

### Synd. Profits

Stanton argued that the indies also profit in distribution and syndication, in second runs and sales

# Option Time: The Base Line To Maintain Net's Continuity

## CBS Prexy Names Advantages in Pro, Con Discussion Taking Most of Time

WASHINGTON — Why option time? The pros and cons of this controversial aspect of networking took up the lion's share of the Senate Commerce Committee's two-day questioning of CBS President Frank Stanton and his circle of aides at the network monopoly hearings last week.

Stanton's answer, bulwarked by well over 300 ages of assorted analyses of networking by his staff, was that option time is the basis of "continuity" for the complex network operation. He called it the "base line" from which CBS must operate to maintain its must-buy programming operations, its national advertisers and the public it serves. This is to make possible not only commercial programs, but sustaining and news and public service programs, he added.

### Reduction?

Acting Chairman Pastore, with-

out criticizing the net's frank interest in "nation-wide" operation and sales, said, "This is a battle of giants—there's no doubt of that. But leaving aside the special interests of nets or independents and the question of ending or reducing option time, in what way is the public best served? If you cut option time, how will it affect the public?"

"It will lessen service," Stanton said. "It will degrade program quality as revenues shrink, because circulation could not be guaranteed to the high-paying national advertisers footing the bills." Only the "special interests" stood to gain, he added, referring to earlier testimony by Dick Moore, which proposed curtailment of option time to give independent TV film producers a better break.

Again, Pastore was in partial agreement with the Stanton claim

# Small Sponsor Gets Once-Over in Probe

WASHINGTON — Does the small advertiser get less of a break on television than in other media? Senate Commerce Committee Counsel Cox put the question to CBS President Frank Stanton in a dozen different ways during the course of last week's two days of testimony by the net president before the TV probers.

To Cox's claim that the small advertiser can't get an "equal break" on TV with the big advertiser, Stanton partially agreed. He added, however, that this was true in all media. "In magazine advertising, the local advertiser can't get on the back cover of Life. He can't afford it. Just as the second-hand car dealer can't get on prime time like "Toast of the Town," He'd have to be satisfied with less expensive spots."

Acting Chairman Pastore was more interested in the national aspects rather than the plight of individual advertisers:

"We know advertising revenue is

needed to support a free national television. Yet local advertisers are shut out because of limited facilities and restrictive conditions of our American television today." He asked Stanton, "Do you know of any kind of Federal regulation that can unscramble the mess we're in?" He was referring to the type of anti-monopoly regulation proposed by committee member Senator Bricker that would license networks under the Federal Communications Commission's administration.

Stanton laid the trouble directly to the door of the FCC. "Competition is not a matter of network practices fundamentally, but of sufficient channels to provide outlets for competition. It's up to the FCC to make room for more outlets, more networks in its allocations." He added that CBS had suggested an allocations plan, but he would not go into it. "We're still picking the darts out on that one."

abroad — paralleling the network sales to its affiliates and non-affiliate outlets.

Cox would not accept that. "Aren't the independents practically forced to get net-national distribution to recoup expenses in the first year, rather than wait for rerun and foreign sales?"

Stanton replied that "all deals differ . . ." and it would be impossible to generalize. He said it was all part of the over-all competition for good programming. CBS underwrites much of the cost of programs it does in conjunction with independents—as in the case of "See It Now" for Alcoa. He claimed that local stations do the same to get better programming than their competitors.

### Cox vs. Stanton

Cox and Stanton sparred most heavily over the question of nets bumping independently produced shows from prime evening hours, to make room for CBS productions, regardless of sponsors' wishes. Cox brought up the imminent demise

of "Four Star Playhouse," which the Young & Rubicam Agency in New York claims was knocked out to make room for a new hour-and-a-half dramatic program to be put on weekly by CBS, net-produced. The agency was quoted as accusing the net of giving its advertisers—sponsors of the hour-and-a-half segment — no choice in the matter and no other time segment.

### Public Decides

Stanton repeated his often-made statement that it is the public who ultimately decides what programs will go on, not the advertisers, nor the nets, nor anyone else. CBS went into the new program ideas of an hour-and-a-half dramatic show in place of the half-hour "Four Star Playhouse," he said, in the interests of program improvement and only after long thought and consideration.

"It all boils down to whether advertisers or network programming experts are going to decide" on what programming would go on TV screens, he added.

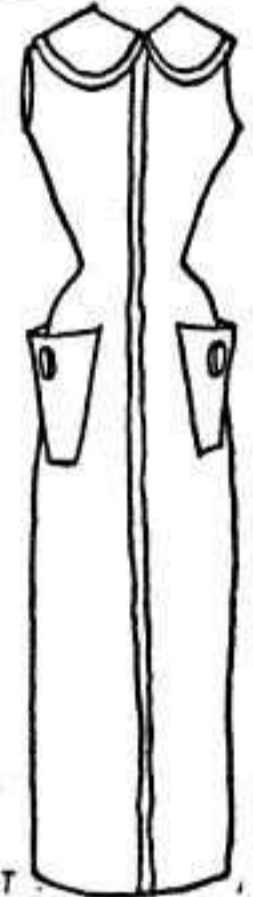
that to tamper with one network practice might "endanger the whole structure." However, he said, "You might have gone too far in holding so doggedly to these three evening hours. Maybe you could relinquish a half-hour — say the first half-hour."

Stanton stuck to his guns. He wants no changes. His belief is that for want of that half-hour—like the proverbial nail, the whole battle of the network to maintain its costly, complex operation might be lost.

In an almost passionate plea for Government to stay out of the "delicate balance" of net profit over its enormous expenditures, and frequent losses thru program "tur-

(Continued on page 6)

## 6th in manufacture of apparel



Among the television markets foremost in the manufacture of apparel and related products, the Channel 8 Multi-City Market ranks sixth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power" — May 10, 1956).

# wgal-tv

LANCASTER, PENNA.  
NBC and CBS

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION  
CLAIR McCOLLOUGH, Pres.  
Representative  
the MEEKER company, inc.  
New York Chicago Los Angeles San Francisco



**SCHOOL TERRORIZED BY  
RADIOACTIVE EXPLOSIV**

**Murderess Incites  
Prison Riot**  
Prison at Cl

**a new concept in TV realism.**

*... gets into the heart as well as the home*

# CODE 3

**COMMUNITY THREATENED BY  
JUVENILE GANG WAR**  
One Gets Lesser Term  
Ward drew four years, \$  
0,000 fine on Judge.

**CHILD LOST IN CANYON**  
mother can stay with the boy  
-re until I bring them back

**ARSONIST BUILDS FIRES  
WITH COMIC BOOKS**  
Wife, Daughter Flee  
The painters try to beat on



Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
  - Aero squadron
  - Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**





*Sold! Sold! Sold! Prior to release*

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

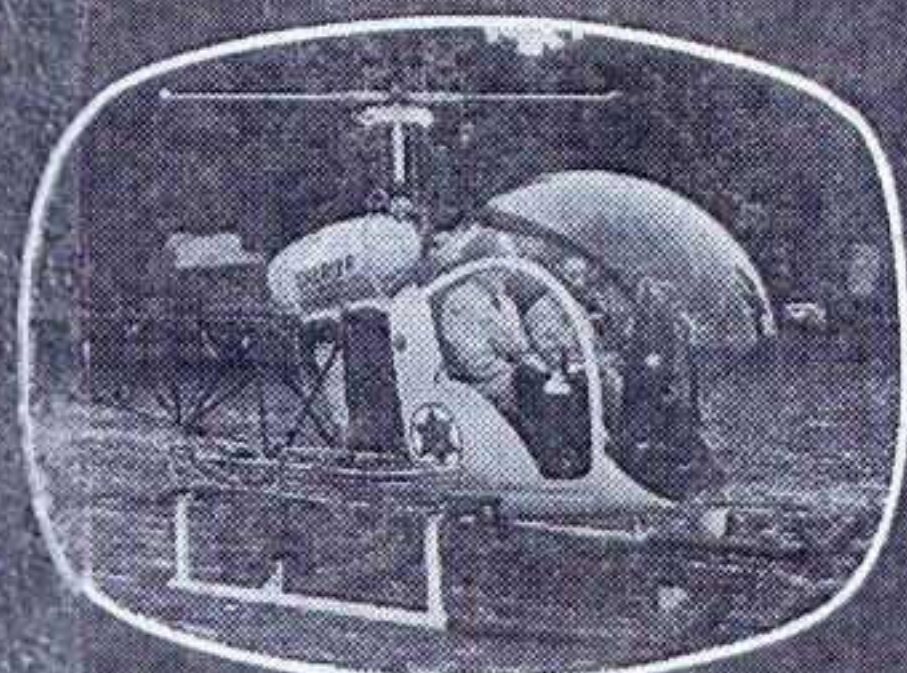
Many choice markets still available

**CODE 3** top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

**CODE 3** — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

*A top commercial vehicle for any product or service!*

# hottest new show in years



Executive producer: Hal Roach Jr.

Producer: Ben Fox



10 East 44th Street, New York City • OXford 7-5880





# Half Hours Open Up In Client Offerings

NEW YORK—A few more half hours of choice time have opened up on NBC-TV and CBS-TV for advertisers who want choice regular weekly half hours. Last week two such time periods came into circulation.

Borden's is making half of "People's Choice," NBC, Thursdays 9-9:30 available to potential clients. And Simoniz is ready to bow out of its alternate weekly sponsorship of "Big Story," Fridays 9:30-10 p.m. on NBC at the expiration of its current commitment. It now shares the program with American Tobacco's Pall Mall brand.

Chesterfield is willing to trade with other network sponsors. They can buy half of either Chesterfield's "Gunsmoke," CBS Saturdays 10-10:30, or "Dragnet," NBC Thursdays 8:30-9 p.m., if they can make available half of their own

network show, providing Chesterfield finds it acceptable. There are, however, not too many advertisers who have sole ownership of strong weekly half hours. Borden's will take the money it saves on "People's Choice" and use it to pay for "Fury," its new Saturday morning NBC stanza of which it has bought alternate weeks.

## NBC Near Sale Of 2 Late Slots

NEW YORK—NBC-TV is close to selling two of its 10:30-11 time slots. All but concluded is a deal with Pharmaceuticals, Inc., for "Twenty-One," its quiz show, to go into Wednesdays, 10:30-11 p.m. next season.

Lever Brothers is also displaying considerable interest in sponsoring "People Are Funny," with Art Linkletter as host, in the Tuesday 10:30-11 spot. Lever now sponsors Linkletter daytime on CBS-TV. "Twenty-One" is a new Barry-Enright package emceed by Jack Barry and based on the card game.

## WRCA Names Execs

NEW YORK — The new WRCA, WRCA-TV structure has William N. Davidson elevated to station manager of WRCA-TV; Arthur Hamilton, station manager of WRCA, and Frederick Acker, business manager of WRCA and WRCA-TV.

# Reynolds May Shift 'Crusader'

NEW YORK—There's a possibility that R. J. Reynolds may move its "Crusader" show to ABC-TV's Friday 10-10:30 p.m. time slot next season. The bankroller has taken an option on that ABC time period and is looking at new properties to put into its CBS Friday 9-9:30 p.m. "Crusader" spot before definitely making the move.

Whether Colgate, which shares sponsorship of "Crusader" and Bob Cummings on CBS with Reynolds, would continue to share sponsorship of "Crusader" if it moves to ABC could not be learned. It's considered likely, however, that Colgate would go along with the move.

"Mr. Adam and Eve," a CBS property, is reportedly one of the shows that Reynolds and Colgate are considering as a replacement for "Crusader" on CBS Friday nights. It's also possible that the sponsors will switch their Bob Cummings show from its CBS Thursday slot into the Friday time period and buy "Mr. Adam and Eve" or another show for the Thursday time.

## ABC's Billings Increase 76%

NEW YORK—ABC-TV's gross billings for the first four months of 1956 rose to \$25,700,000, an increase of 76 per cent over the \$14,600,000 pulled in the year before during the same period. The extent of ABC's rising financial stature can be gleaned from the fact that this year's four-month billings figure of \$25,700,000 was over \$4,500,000 more than the total billings ABC grossed in all of 1953.

During the first four months of this year, CBS-TV grossed \$70,300,000, an increase of 13 per cent over the \$62,000,000 it grossed last year. NBC similarly hiked its four months' gross from \$53,000,000 for 1955 to \$59,600,000 for 1956.

The relatively high percentage gain of ABC's billings this year as compared to last year will continue thruout the coming months, on the basis of deals already made for the rest of the year.

## Option Time

Continued from page 3.

keys," Stanton insisted that option time was "not rigidly invoked as a legal right." He cited instances where as high as "91 station hours in one week were not cleared for net option time."

**Clearances**  
Taking exception again to the Moore testimony, Stanton questioned the station owner's "selective sampling." Moore had indicated that over 96 per cent of net programming (CBS and NBC) was cleared by the nets' basic affiliates. By CBS count, in the week of May 19, 58.1 per cent of all option hours were available to non-net programming and 47.4 per cent of the prime evening hours. In the basic, must-buy affiliates, these percentages dropped to about 38 and 30 per cent respectively.

Proposals by ABC and independents to limit the amount of net programming any station could show during a given time period would be more dictatorial than present option-time practice, Stanton said. These would amount to a "restrictive order" against net programming a "shall not" ruling.

Stanton also referred to hymns of thanksgiving for option time, from small-market station owners who found it brought them both advertising and prestige.

## Bricker Bill

Continued from page 2

pens. There should be rules laid down to guarantee a fair approach to networking, otherwise you will end up regulated like a public utility.

Counsel Cox tactfully interposed to ask the NBC president if he felt "there should be a forum to which industry members could go when disputes arose between nets and their affiliates. Sarnoff said, no, that he believed nets should be allowed to conduct business with their affiliates without outside interference.

Bricker did not take up the subject of regulation again with Sarnoff. During the testimony of ABC President Bob Kintner on Friday (15), the Ohio committee member did not appear.

## CBS Sews Up Pro Grid TV

NEW YORK — CBS-TV has wrapped up sponsorship deals on its professional football games telecasts for next season which add up to all but complete sponsorship of the telecasts.

The games will be telecast on a regional basis. Most of them will air Sunday afternoons, but a few will be played on Saturdays. The first of three pre-season games will get the football telecasts rolling on September 9. The season will end the last week in December.

The bankrollers who have packed to bankroll the games on a regional basis are American Oil, Atlantic Refining, Ballantine Beer, Marlboro cigarettes, Falstaff Brewing, Standard Oil of Indiana, Speedway Petroleum, Goebel Brewing, Burgermeister Beer and General Tire. These regional sponsorship deals have been fitted together by CBS-TV to give the web what in effect is close to complete national sponsorship.

## CBS on Coast Shifts Execs

HOLLYWOOD—The CBS-TV network last week made three important executive shifts. James Aubry, general manager of KNXT, here, and the Columbia-TV Pacific Network, has relinquished his local and regional duties to move into the newly created post of manager of network programs for CBS Television, Hollywood. His duties will be primarily administrative.

Taking over for him as general manager of KNXT and the CBS-TV Pacific Network will be Clark George, general manager of CBS-TV Spot Sales. John Schneider, Eastern sales manager, will move into George's slot.

## Petry Appointed WGN Coast Area Rep

CHICAGO—Edward Petry & Company, Inc., has been appointed sales representative for WGN-TV and WGN radio in the 11-State West Coast area, effective July 1. WGN announced that it will organize to service the Midwest area out of its home office, the East Coast out of its New York office and the West Coast thru Petry & Company.

Use The Billboard classified pages for

RESULTS!

## MORE COMING

# Producers Bid For Additions To 'Kangaroo'

NEW YORK—Its new "Captain Kangaroo" show firmly entrenched on CBS-TV reaping audience and critical acclaim, the relatively new packaging firm of Keeshan-Miller Productions is getting set to make a major bid for expansion of the number of its properties on the air.

Additionally, the firm is gradually developing its "Captain Kangaroo" character into an important merchandising property, which is expected to bring close to \$100,000 in merchandising royalties into the firm this year. Fourteen manufacturers have so far been lined up by the Mitch Hamilburg agency and by CBS merchandising manager, Sid Rubin, to turn out Captain Kangaroo kiddie items. Keeshan-Miller and CBS-TV share equally in the merchandising licensing proceeds.

One of the new Keeshan-Miller properties in the initial stages of preparation is a show that's being designed for teen-age viewers. Jack Miller, one of the youthful partners of Keeshan-Miller (the other is Bob Keeshan, who plays Captain Kangaroo), feels that TV's lack of good shows designed for teen-agers represents a unique opportunity for producers who can come up with the right format.

Also in the works is a circus show utilizing the talents of some of the performers who appeared regularly on "Super Circus" before it switched from Chicago to New York for origination. Another property Miller is working on is a TV disk jockey show, which would be produced live, market by market by market, from kits and other material. Keeshan-Miller would provide the stations.

## McMurray for WJW

CLEVELAND — Maurice McMurray, of the Storer Broadcasting Company's national sales office, New York, has been named national account executive of WJW-TV, here. McMurray also serves in the same capacity at WJBK-TV, Detroit.

## WHTN-TV

CHANNEL 13  
IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new... with rates set to offer low cost per impression... choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world... 316,000 watts of power for maximum effective coverage... a built-in audience of more than 200,000 sets... popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, Jackson 5-7661, or our representatives: Edward Petry & Co., Inc.



SEASON TICKET  
wbns-tv  
CURTAIN TIME 10:45 p.m.

### BIG NEW SEASON

Starring Films From:

## Columbia Package

Associated With:

"HOLLYWOOD TELEVISION"  
"GENERAL TELERADIO"  
"TELE-PICTURES"

On  
**Armchair Theatre**  
now in its fifth year as Central Ohio's  
oldest, most successful TV Film Feature Theatre

Presented at a new earlier time  
**10:45 p. m.**

Offering You  
Choice A & B  
Time Availabilities

Here is the perfect spot offer for buyers seeking an established high-rated time slot on an even bigger and better Armchair Theatre. There's bound to be a sell-out, so call a "Blair" man now for spot reservations in these excellent film shows.

**wbns-tv**  
channel 10  
columbus, ohio

CBS-TV Network  
Affiliated with  
Columbus Dispatch  
General Sales  
Office  
30 N. High St.



# TV'S TOP FILM SHOW

# FOR MEN

## The Billboard Scoreboard

### SYNDICATED FILM PROGRAMS

#### • Pulse Top Pix Among Men

##### How Non-Net Films Rated . Among Men in March

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title & Distributor of Series	Men Per 100 Homes
1	This Week in Sports (INS)	91
2	Confidential File (Guild)	89
3	Greatest Fights of the Century (Craftsman)	87
3	I Led Three Lives (Ziv)	87
5	Highway Patrol (Ziv)	86
5	Bracket Squad (ABC)	86

Reprinted from:  
THE BILLBOARD  
May 26, 1956

## I.N.S.-TELENEWS

# This Week in Sports



Now—the proof is in! Of all syndicated shows—regardless of entertainment category—INS-Telenews THIS WEEK IN SPORTS is first with men, with a whopping 91 male viewers per 100 sets.\*

What does this mean? Simply this: if your product is one that appeals to men...that men buy...that is influenced by male buying decisions...INS-Telenews THIS WEEK IN SPORTS can do the sales job better than any other show in syndication—and at a cost-per-thousand that makes this a doubly attractive buy!

Some choice markets are still available, but they're going fast. Better write, wire or telephone now for rates. Our realistic price policy makes this action-packed, quarter-hour program TV's biggest and best sports "buy."

\* Average National Audience Composition Ratings for Syndicated Film Shows, March 1956 Pulse.

**INTERNATIONAL NEWS SERVICE**  
Exclusive distributors of Telenews Newsfilm Services  
Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.



## GROSS NEAR 500G

# NTA Sells 20th Package To 9; Still Shuffling Titles

NEW YORK — National Telefilm Associates last week began closing deals on the "20th Century-Fox" package of 52 features, even while it was still shuffling titles. It was reported to have closed deals with nine stations for gross sales in the vicinity of \$500,000. One of the first deals was with WCPO-TV, Cincinnati, which is reported to have paid \$700 per picture. At the NTA sales meeting last week Harold Goldman gave the staff a quota of \$2,000,000 in the first two months' effort on the Fox package.

Here in New York, WATV, the Channel 13 underdog in this market, is reported to be striving to get into the first-run feature swim. It is said to be one of the stations negotiating for the Fox package here.

Should WATV succeed in latching onto some of those fancy pictures in the 20th package, it would truly throw the feature fight in this market wide open. Over the past two years WOR-TV ("Million-Dollar Movie") and WCBS-TV ("Late Show" and "Early Show") have been the only serious contenders for top first-run pictures. Lately WRCA-TV and WABC-TV have been shipping the first-run market, but so far they seem to have been overwhelmed by the bidding. WATV, tho said to be prepared to go to surprising lengths to get some powerful pictures, will undoubtedly face a tough fight from its better-established competitors.

### Pix Returned

NTA has turned back to 20th eight of the 45 pictures previously reported in the package (The Billboard, June 2). It has acquired another 15 to make an even 52. The new acquisitions seem to raise the over-all quality of the package still further.

The new additions include

## 'Earthworm' in Syndication

HOLLYWOOD — NBC Film Division is considering placing the Alexander Botts "Earthworm Tractor" series in syndication this fall. The program has been on the NBC development sked for about two years but has never gotten off the ground because of casting problems.

Now, however, two comics, Eddie Mayehoff and Jonathan Winters, are skedded to be tested for the leads. Tom McKnight, producer of the "Life of Riley" series, is helping the development.

"Laura" with Gene Tierney and Dana Andrews, "The Black Swan" with Tyrone Power and Maureen O'Hara, "Lifeboat" with Tallulah Bankhead and John Hodiak, "The Story of Alexander Graham Bell" with Don Ameche, Henry Fonda and Loretta Young; "This Above All" with Tyrone Power and Joan Fontaine, "Drums Along the Mohawk" with Claudette Colbert and Henry Fonda, "The Ghost and Mrs. Muir" with Gene Tierney and

Rex Harrison and "Cluny Brown" with Charles Boyer and Jennifer Jones.

Among the pictures NTA has dropped from the package are "China Girl," "Nob Hill," "Irish Eyes Are Smiling," "Crash Dive" and "Roxie Hart."

In addition, two big musicals, "My Gal Sal" and "Mother Wore Tights," are said to be still in doubt since they face clearance difficulties.

### SOMETHING ADDED

## AAP Up Warner And Cartoon Sales

NEW YORK — Another four stations have bought Warner Bros. pictures from Associated Artists Productions. Two of them are understood to have bought the entire library of 754 pictures. The four stations that closed their contracts last week are KOA-TV, Denver; WTVJ, Miami; KDWI-TV, Tucson, Ariz.; and KERO-TV, Bakersfield, Calif.

Meanwhile, AAP has begun to ring up sales on its big library of cartoons. Here in New York WPIX bought the 234 Popeye cartoons at a price said to be over \$1,750 per subject. WABD here bought the Warner Bros. "Looney Tunes" and "Merry Melodies" from AAP. Both of these stations have had successful kiddie shows built on film product that came into TV over a year

ago, WPIX with "The Little Rascals" (which run in its "Clubhouse Gang Comedies") and WABD on the 191 "Looney Tunes" it bought from Guild Films. Apparently both stations plan to refurbish those shows with the product they just bought from AAP.

AAP also sold Warner cartoons to KTLA, Los Angeles, and KOIN, Portland, Ore. WBEN-TV, Buffalo, bought the entire cartoon library.

With these latest sales, a total of 23 stations have Warner features, eight of them understood to have the entire library.

## Sterling Takes on Distrib of Baum's 'Greatest Fights'

NEW YORK — Sterling Television has taken over distribution of "The Greatest Fights of the Century" in a deal with Mannie Baum Enterprises. The 39 quarter-hour films were formerly distributed by Craftsman Films, which has folded. Sterling's deal puts all the big boxing films together again, since last month it acquired "The World's Greatest Fighters in Action" from Cayton, Inc. Cayton used to handle all of these films.

Meanwhile, Sterling also acquired distribution of "Public Prosecutor" from George Bagnall Associates to add to its vast quarter-hour drama supply, which now exceeds 180 films.

## Quaal Back at WGN To Address Festival

CHICAGO — Ward L. Quaal, vice-president and assistant general manager of the Crosby Broadcasting Corporation, Cincinnati, who returns to WGN, Inc., August 1, as general manager, will be the principal speaker at the 1956 WGN-TV film festival and talent presentation. The festival this year will be held in the Sheraton Hotel, Chicago, June 28. This marks the fifth year the station has held this type of affair, according to Ted Weber, WGN-TV sales manager.

This year's event will be a morning and afternoon affair, starting at 10:30 a.m., and concluding at 3 p.m., including luncheon and talent presentation in the Boulevard Room.

Elizabeth Bain, WGN-TV film

## ATFD LOCKS ITS DOORS AGAIN

NEW YORK — Since appearing before the Barrow Committee two weeks ago, the members of the new Association of Television Film Distributors have gone back behind locked doors as far as their organizational activities are concerned. The heads of the four member firms (Ziv-TV, Television Programs of America, Official and Screen Gems) are reported to have met last week, but not a peep was let out about their discussion.

It is understood that the ATFD members have been invited to testify before the Magnuson Committee. Were they to accept, it would bring the specifics of the ATFD's proposal for network regulation out in the open. But so far they do not appear to have accepted.

## 'Grief' Shooting For Honolulu

NEW YORK — Honolulu will be the location of the shooting of the new Guild Films series "Captain David Grief." Shooting of the new property, based on South Sea stories by Jack London, begins early in July.

Director of the vidfilm series will be Stuart Heisler, former motion picture megger. James Craig is being considered for the lead. Buddy Baer and George E. Stone will be used in supporting parts. Duke Goldstone will produce.

## 'Lancers' May Get Gen. Foods

NEW YORK — Screen Gems' "Lives of the Bengal Lancers" is said to be the top General Foods choice for its Sunday 7-7:30 slot on NBC-TV next fall. The sponsor is waiting for a pilot of the series. Herbert Leonard, the producer of "Rin Tin Tin" and "Circus Boy," is producing "Bengal Lancers."

Among other shows being considered by General Foods for the time period are "Johnny Moccasin" and "Sheriff of Cochise."

## Sterling Buys Clooney Show

HOLLYWOOD — Sterling Brewers, Inc., Evansville, Ind., has bought MCA-TV's Rosemary Clooney Show for six Midwestern markets on a 52-week basis. It marks Sterling's first purchase of a series, tho the brewery had utilized spots before.

Buy is for Terre Haute, Indianapolis, Evansville, Nashville, Chattanooga, and Louisville. Agency is Smith, Benson & McClure, Chicago. Raul Kent represented MCA.

## Marmont Sets Two Pilots

HOLLYWOOD — Pilots for two telefilm series will be put before the cameras by Marmont Productions in July. First episode of "Western Editor," starring Tom Black, will roll on the 6th. "Champs of the Turf" will follow later in the month.

Films will be shot on location in Newhall by Marmont, which is headed by Andrew White.

Service), and "I Search for Adventure" (George Gagnall & Associates).

This year, film producers and distributors will be given an opportunity to make a sound-on-film presentation in behalf of each of their products. These features will be filmed by WGN-TV and integrated with the presentations.

"Highway Patrol," starring Broderick Crawford, has been tentatively scheduled to start on WGN-TV Thursday at 9 p.m., beginning October 4.

## BCE Engineering Div. In Uncertain Status

HOLLYWOOD — Reappraisal of the position of Bing Crosby Enterprises, engineering division in today's competitive market has left the future of the company, to some extent in doubt.

Reportedly, a September deadline has been set by which time the division must be in a position to pay its own way or else new financial backers will have to be found. It's understood that Crosby himself feels that he does not want to pour more funds into the company.

Crosby Enterprises has spent several years researching and developing videotape, and, together with RCA, had been thought to be the leader in the field, until Ampex sprung its surprise at Chicago. It's believed that this is the direct cause of the now uncertain status of the engineering division.

Basil Grillo, v.-p. of BCE, while indicating that a deadline

exists, pointed out that there have been previous deadlines and that they have been extended. Frank Healy, head of the engineering division, said that the company's aid has always been color tape, and that, in his opinion, progress is satisfactory.

According to an attorney at O'Melveny & Myers, BCE law firm, it's hoped to be able to find new capital for the company before the deadline expires.

A change in the status of the engineering division would not necessarily affect other divisions of BCE, such as TV, which still has series being distributed thru three different syndication companies.

An executive at CBS, which owns approximately 25 per cent of the stock in BCE, indicated that the network has not been consulted, but that it would not necessarily be since it has a policy of steering clear of the affairs of the company.

**"MR. DISTRICT ATTORNEY"**

STARRING DAVID BRIAN



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In 2-station  
**EVANSVILLE**

beating Dragnet, Climax, Phil Silvers, George Gobel, Studio One, Person to Person and many others.

ARB—Feb. '56

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York





# Here Come TV's Shining Stars...

# "THE KUT UP KIDS"

...Ready To WIN The Hearts of  
TV Audiences EVERYWHERE

39 HALF HOUR SHOWS FILMED FOR TELEVISION  
FEATURING THE FINEST HOLLYWOOD CHILD TALENT  
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MIKE JACKSON



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# COMM. TV TAPE USE STILL 2 YEARS OFF

## CBS' Recorders to Be Used Experimentally Next Season

HOLLYWOOD — Commercial operation of television tape will not be possible on any large-scale basis for at least another two years, Howard Meeghan, CBS-TV vice-president, said last week.

Meeghan, in charge of West Coast operations for the network, and, outside the corporation, probably the best informed person on the Ampex operation, indicated that the three prototype recorders CBS is receiving will be utilized almost exclusively for experimental purposes during the coming season.

The first full-scale use of video tape recorders is planned for next summer. At that time seven production models which the net has ordered will be delivered to New York. They will be utilized for kinescope recordings in order to alleviate the problems caused by daylight time changes.

One interesting possibility, which has not yet been fully explored, is that the webs may now be able to change the time-zone slottings of their programs so as to have them on the air at the same hour throughout the continent.

A little-known facet of the videotape, which Meeghan revealed, is that the apparatus has been hooked up to TV cameras only twice to date—once at the Chicago demonstration and once at Pebble Beach, Calif. The third time will be at a demonstration CBS is holding for advertising agencies here June 26.

The net will not, however, be able to run experiments on commercials for agencies for at least the first few months of operation. The problem is simply one of not knowing what the actual operational capabilities of the recorders

will be, and of being able to handle only a limited load.

An additional problem is expected from the fact that tape on the prototypes will not be interchangeable, and that videotape made on one recorder will be able to be played back only on that same one.

## 'MDM' Contest Pulls 81,800

NEW YORK — WOR-TV has received 81,800 entries in its "Million Dollar Movie" contest, according to the latest count of the Reuben Donnelly organization. The contest, running two weeks, was to name the seven movies previously played on "MDM" 16-repeat plan, that the station will rerun the week of July 9. Entry forms were made available at Sachs Furniture stores, but the bulk of the entries were on the voters' own post cards.

The station simultaneously ran similar contests for time buyers, for the press and for its own employees.

# Adults Outnumber Kids In Viewing of Westerns

NEW YORK — What most people have suspected is true. Adults more than children watch Western features on TV. This was the conclusion of a study made by MCA-TV, Ltd., based on American Research Bureau reports for 20

# Kagran Leases Calif. Studios

HOLLYWOOD — Kagran, the NBC subsidiary, has sewed up its lease on the California Studios' four sound stages where it will soon begin production of "Life of Riley" there June 1, after three years in the Hal Roach Studios.

Alan Livingston, Kagran president, said the firm would begin production of two series in the fall for syndication by its subsidiary, NBC Television Films.

William Fenton Coe, former senior unit manager of NBC Film Production Facilities and Services, has been named production manager of the studios. Milton Traeger has been named business manager. Four production supervisors will report to Coe — Dick Larsen, Kent McCray, Bob Stillman and Bill Tinsman.

## Pinney to Film Mexico Trip With Sanderson

GUANAJUATO, Mexico — A camera crew from Roy Pinney Productions is expected here in mid-July to shoot a TV film series starring Ivan T. Sanderson, scientist-author and explorer. Location shooting on an archaeological expedition will also have Sanderson as technical director.

## IN PREPARATION

# Trans-Lux TV Starts Rolling on Syndication

NEW YORK—The new Trans-Lux TV subsidiary began rolling this week at its new headquarters at 625 Madison Avenue. Dick Carlton, sales vice-president — he was Eastern sales manager of UM&M until just before it sold out — says they have completed grouping of the 700 Encyclopedia Britannica short library and will have the catalog out this week. He has sold the first 13-week deal to the American Trust Company of San Francisco for airing on KRON-TV.

Out of the Britannica library, Trans-Lux has built a quarter-hour series titled "Profile," a documentary. It also plans to build a half-hour kiddie show titled "Once Upon a Time..."

The Britannica library was previously distributed in TV by Associated Program Service, a subsidiary of Muzak. The library is now under contract to only one station, WRCA-TV, here.

Dick Brandt, president of Trans-Lux TV, said he is negotiating four deals for feature film packages ranging from 13 to 200 pictures. He has also been talking to producers about distribution of new half-hour series.

Trans-Lux owns the TV rights to about 10 pictures it has distributed theatrically in recent years, but it is not likely to put any of these into TV in 1956.

Carlton last week hired Leo Brody, also formerly of UM&M, as his assistant.

# 'Adventure' Pix Rack Up Sales

HOLLYWOOD — American Home Products has renewed "I Search for Adventure" in 12 major Western markets, including Los Angeles, Seattle and San Francisco. The vidfilm series has also been sold to 13 additional stations during the last few weeks, bringing its total sales to about 38.

People's First National Bank has picked it up for telecasting on KDKA-TV, Pittsburgh. The First National Bank of Denver has also bought the property, and such stations as WNAC-TV, Boston; WEWS-TV, Cleveland, and WGR-TV, Buffalo, have also purchased it. There are 52 films in the series.

# Israel Color Pix in Works

TEL AVIV, Israel—This country will be besieged shortly by a TV film crew preparing a new color series entitled "East to Adventure." The safari, including actors, production personnel, etc., will be headed by Producer Ted de Leon. Sobey Martin will direct the series, which will range the coasts of the Mediterranean and throughout the Middle East.

RCA Recorded Program Services will distribute the series upon completion.

# Joyce Preps Satire Series

HOLLYWOOD — A TV series satirizing television programs is being put before the cameras by Al Joyce this month. Titled "The Cut-Up Kids," the show will have more or less the same approach as the old "Our Gang Comedies."

By using kids, eight of which have been signed for the company, Joyce feels that he can put the satire across in a cute and inoffensive fashion. The first two half-hours to roll are "The \$64,000 Jelly Bean" ("\$64,000 Question") and "I Love Everybody" ("I Love Lucy").

Oliver Drake is directing and Al Martin scripting. Thirteen episodes of the show are sketched to be produced immediately.

# WPIX Buys 26 of 'D. A.'

NEW YORK — WPIX bought the 26 episodes of "Mr. District Attorney" that are still first-run in this market and immediately sold co-sponsorship to Piel Brothers and General Cigar, both out of Young & Rubicam.

"Mr. D. A." ended its second year this month. Ziv-TV apparently does not plan any further production on the show above the existing 78 films.

Carter Products sponsored the first year in this market, as it did in about 40 others. In the second year it bought only 13 episodes for 26 weeks, leaving the 26 episodes that WPIX bought last week.

With the end of its "Mr. D. A." ride, Carter seems to be going in for heavier announcement schedules for its Rise Shave Cream. It has just bought a 16-week schedule of participations on WPIX shows.

# O'Brien Completes 'Monkey Fun' Pilot

NEW YORK—Ed O'Brien Productions has recently completed a half-hour children's pilot film called "Monkey Fun." Designed for entertainment, as well as education, the show features three chimpanzees, a baboon and a parrot in a classroom setting. It's angled for the three to seven age group.

time periods from February to April.

Audience-composition of MCA's Autry-Rogers features reveal that it is reaching 52.8 per cent adults, (24.6 men, 28.2 women) and 47.2 per cent children (under 18). MCA-TV, however, points out that all network Westerns do not reach the same high percentage of adult viewers. April ARB shows "Tales of the Texas Rangers" reaching an audience of 35 per cent adults and 65 per cent children, and "Lone Ranger" interesting 36 per cent adults and 64 per cent children. Both of these half-hour shows are aired on Saturday mornings.

MCA points out that Saturday morning has a greater potential number of adult viewers than weekdays, when the Autry-Rogers features are slotted in the majority of markets. Other trade observers, however, disagree. They feel that Saturday morning is prime children's viewing time.

# Towers Plans Occult Series

LONDON — More files are being dug into this season. This time Harry Alan Towers, Paul Douglas and Peter Rathvon will dig into the files of the London Society of Psychical Research for a series starring Douglas in stories of the occult, clairvoyance, etc. The files go back to 1882 with plenty of case histories.

Towers, while in New York, also wrapped up a deal to produce the "Martin Kane" series with William Gargan in the title role.

# Producer Sought By Toyland U.S.A

NEW YORK—Officials of Toyland U.S.A. are shopping for a TV producer for their new program designed for the three to 12 age group with emphasis on the six to 12 kids. Toyland is looking to throw its weight against "Mickey Mouse Club." New York is on the shopping itinerary.

## • TV Commercials in Production

### A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercials Producer
<b>BUILDING AND PAINT SUPPLIES</b>				
Pool Company, Work Cloth, Boles	Advgs.	1 (20)	FA, J (C)	Keitz & Herndon
CIL Paint Co., Ronalds Advg.	1 (60)	SA	Transfilm	
Phelan-Faust Paint, Paints, Ridgway Advg.	2 (40)	SA	Filmack	
General Paint Corp., Faze Gloss, Honig-Cooper	2 (60)	LA (C)	All-Scope	
Cahill Planes, Wood Planes	1 (280), 1 (30)	LA	Kleinman	
<b>CANNED GOODS</b>				
Campbell Soup, Soup, Leo Burnett	—	NA	Universal	
P&G, Crisco, Compton Advg.	1 (60)	LA	Elliot, Unger & Elliot	
Minute Maid, Snow Crop, Ted Bates	5 (20), 5 (60)	FA	Academy	
<b>CLOTHING AND ACCESSORIES</b>				
U. S. Rubber Co., U. S. Keds, Fletcher D. Richards (Sunday Spectacular)	1 (90)	FA, LA, M, SE	Transfilm	
U. S. Keddies, Fletcher D. Richards (Sunday Spectacular)	1 (90)	FA, LA, M, SE	Transfilm	
<b>COFFEE, TEA, COCOA</b>				
S. A. Schonnbrunn & Co., Savarin Coffee, Lawrence C. Gambirner Advg.	2 (60), 1 (20)	LA, FA (C)	Film Creation	
	1 (60), 1 (20)	LA, FA	Film Creations	
<b>CONFECTIONS (Syrups, Ice Cream, etc.)</b>				
The Borden Co., Ice Cream, Starlac, Young & Rubicam	3 (60)	NA	Sound Masters	
<b>DAIRY AND MARGARINE</b>				
Challenge Creamery Co., Challenge Milk, Hixon Jorgenson	4 (20)	LA	All Scope	
The Nestle Co., Nestle's Quik, McCann-Erickson (Lone Ranger)	6 (60), 2 (20)	NA	Sound Masters	
<b>DENTIFICES, SHAVING CREAMS (Mouthwashes, Tooth Brushes, etc.)</b>				
Colgate Palmolive Co., Shave Cream, Lennen & Newell	—	NA	Universal	
Remington, Dutchess Electric Shaver, Young & Rubicam (Caesar's Hour)	1 (45)	LA	Elliot, Unger & Elliot	
<b>DEPARTMENT STORES AND SUPERMARKETS</b>				
Grand Union Stores, Supermarkets, L. H. Hartman	19 (10)	SA	Transfilm	
<b>DRUG AND DRUGSTORES</b>				
Whitehall Pharmacal, Duplexin, McCann-Erickson	1 (60)	LA	Transfilm	
Noxema Pharmacal, SSC&B	6 (60)	LA	East Coast	
	1 (60)	LA (C)	East Coast	

(Continued next week)

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# TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

## The Billboard Scoreboard

## NETWORK TV PROGRAMS

### ARB Audience Composition Studies

#### • Network Drama Shows

##### MAY RATINGS

Rank	Show, Sponsor & Web	Rtg.
1.	Lux Video Theater Lever (NBC)	36.7
2.	G. E. Theater Gen'l Electric (CBS)	32.6
3.	The Millionaire Colgate (CBS)	32.3
4.	Firehouse Theater P&G (NBC)	31.8
5.	Alfred Hitchcock Bristol-Myers (CBS)	31.2
6.	Ford Theater Ford (NBC)	30.8
7.	Climax Chrysler (CBS)	28.5
8.	20th Century-Fox Gen'l Electric (CBS)	27.6
9.	Studio One Westinghouse (CBS)	27.4
10.	Robt. Montgomery Presents Schick, Johnson's Wax (NBC)	26.6

##### AMONG MEN

Rank	Show, Sponsor & Web	Men Per Set
1.	Goodyear Playhouse Goodyear (NBC)	1.05
2.	G. E. Theater Gen'l Electric (CBS)	.93
3.	Navy Log Sheaffer, Maytag (CBS)	.92
4.	Alfred Hitchcock Bristol-Myers (CBS)	.91
5.	Kraft TV Theater Kraft (NBC)	.89
6.	Loretta Young P&G (NBC)	.87
7.	20th Century-Fox Gen'l Electric (CBS)	.86
8.	The Vise Sterling Drug (ABC)	.85
9.	Ford Theater Ford (NBC)	.84
9.	Big Story Amer. Tobacco, Simoniz (NBC)	.84

##### AMONG WOMEN

Rank	Show, Sponsor & Web	Women Per Set
1.	Alfred Hitchcock Presents Bristol-Myers (CBS)	1.17
2.	G. E. Theater Gen'l Electric (CBS)	1.16
2.	Climax Chrysler (CBS)	1.16
2.	The Millionaire Colgate (CBS)	1.16
5.	Firehouse Theater P&G (NBC)	1.15
6.	Robt. Montgomery Presents Schick, Johnson's Wax	1.13
7.	Star Stage Campbell, Chesebrough-Ponds (NBC)	1.12
8.	Studio One Westinghouse (CBS)	1.11
8.	Four Star Playhouse Singer, Bristol-Myers (CBS)	1.11
10.	Loretta Young P&G (NBC)	1.10
10.	Lux Video Theater Lever (NBC)	1.10
10.	Medic Dow, Gen'l Electric (NBC)	1.10

##### AMONG CHILDREN

Rank	Show, Sponsor & Web	Kids Per Set
1.	M-G-M Parade Amer. Tobacco, Gen'l Foods (ABC)	.75
2.	Telephone Time Bell (CBS)	.71
3.	You Are There Prudential (CBS)	.66
4.	Goodyear Playhouse Goodyear (NBC)	.64
4.	The Millionaire Colgate (CBS)	.64
4.	Crossroads Chevrolet (ABC)	.64
7.	The Vise Sterling Drug (ABC)	.63
8.	Screen Directors' Playhouse Eastman-Kodak (NBC)	.61
9.	Playhouse of Stars Schlitz (CBS)	.60
10.	Navy Log Sheaffer, Maytag (CBS)	.59

#### Web Winners

##### FATHER KNOWS BEST—NBC-TV

"Father Knows Best," which has been slowly closing the rating gap between itself and CBS-TV's competing "Arthur Godfrey and His Friends," finally moved ahead of Godfrey, according to the latest Nielsen report for the second half of May. Nielsen gives "Father" a 23.8 against Godfrey's 22.6. Nielsen's report for the second half of December gave Godfrey a lead of 14 rating points over "Father Knows Best." In February Nielsen report showed that lead cut down to two points.

#### Films to Watch

##### LAUREL AND HARDY — Governor TV Attractions

There's plenty of life in these old films. Playing in about 60 markets, their national weighted average Telepulse in April was 14.5, which ranked seventh among all syndicated shows, only a tenth of a point behind "Superman" and a bit ahead of such powerhouses as "I Led Three Lives," "Celebrity Playhouse," "Dr. Hudson's Secret Journal" and "Badge 714." In May the comedy series shows up in New York in a new slotting, WCBS-TV, Saturday, 1:30-2 p.m., the summer replacement here for "Captain Midnight."

#### • ARB Top Shows Among Men

##### How Network Shows Rated Among Men in May

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

Rank	Show, Sponsor & Web	Men Per Set	Avg. May Rtg.
1.	Cavalcade of Sports, Gillette (NBC)	1.17	21.9
1.	Red Barber's Corner, State Farm (NBC)	1.17	14.0
3.	Wednesday Night Fights, Pabst-Mennen (ABC)	1.14	18.4
4.	National Bowling, Gen'l Cigar (NBC)	1.06	10.0
4.	Ozark Jubilee, Antell, Amer. Home (ABC)	1.06	8.0
4.	You Asked for It, Skippy, Best Foods (ABC)	1.06	9.7
4.	Lawrence Welk, Dodge (ABC)	1.06	27.7
8.	Goodyear Playhouse, Goodyear (NBC)	1.05	13.8
9.	Ed Sullivan, Lincoln-Mercury (CBS)	1.03	50.6
10.	Sunday News Special, Norwich (CBS)	1.02	11.9
11.	Comedy Hour, Avco, Jergens, Brown & Williamson (NBC)	1.01	13.0
12.	\$64,000 Challenge, Kent, Revlon (CBS)	1.00	39.0
13.	Meet the Press, Johns Manville (NBC)	.99	7.6
13.	Chance of a Lifetime, Lenthier, Emerson (ABC)	.99	9.0
15.	Amateur Hour, Pharmaceuticals (ABC)	.98	17.7
16.	What's My Line, Remington Rand, Montener (CBS)	.96	37.1
16.	Jack Benny, Amer. Tobacco (CBS)	.96	31.2
18.	Perry Como, Intl. Celucoton, Noxema, Armour, Gold Seal, Dormeyer (NBC)	.94	35.8
18.	Frontier, Renolds Metals (NBC)	.94	13.5
20.	G. E. Theater, Gen'l Electric (CBS)	.93	32.6
20.	Two for the Money, Bulova, Lorillard, Sheaffer (CBS)	.93	20.6
22.	Navy Log, Sheaffer, Maytag (CBS)	.92	21.5
22.	The Honeymooners, Buick (CBS)	.92	29.5
22.	George Gobel, Armour, Pet Milk (NBC)	.92	36.3
22.	Big Surprise, Purex, Speidel (NBC)	.92	25.1

## The Billboard Scoreboard

## SYNDICATED FILM PROGRAMS

### The Pulse Audience Composition Studies

#### • Syndicated Film Dramas

##### APRIL RATINGS

Rank	Show, Sponsor & Web	Avg. Apr. Rtg.
1.	Celebrity Playhouse (Screen Gems)	14.2
1.	Dr. Hudson's Secret Journal (MCA)	14.2
3.	Doug. Fairbanks Presents (ABC)	13.8
4.	Science Fiction Theater (Ziv)	13.2
5.	Mayor of the Town (MCA)	11.2
6.	Studio 57 (MCA)	9.6
7.	Mobil Theater (Socony-Mobil)	8.7
8.	Star & the Story (Official)	8.2
9.	Heart of the City (MCA)	7.2
10.	Famous Playhouse (MCA)	4.6

##### VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes Tuned In
1.	Mobil Theater (Socony-Mobil)	222
2.	Celebrity Playhouse (Screen Gems)	216
3.	Doug. Fairbanks Presents (ABC)	209
4.	Studio 57 (MCA)	208
5.	Mayor of the Town (MCA)	206
6.	Star & the Story (Official)	196
7.	Science Fiction Theater (Ziv)	192
7.	Dr. Hudson's Secret Journal (MCA)	192
9.	Famous Playhouse (MCA)	189
10.	Heart of the City (MCA)	188

##### AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Mayor of the Town (MCA)	.79
2.	Dr. Hudson's Secret Journal (MCA)	.78
3.	Doug. Fairbanks Presents (ABC)	.77
3.	Science Fiction Theater (Ziv)	.77
5.	Celebrity Playhouse (Screen Gems)	.75
6.	Heart of the City (MCA)	.74
6.	Mobil Theater (Socony-Mobile)	.74
8.	Studio 57 (MCA)	.73
8.	Famous Playhouse (MCA)	.73
10.	Star & the Story (Official)	.72

##### AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Celebrity Playhouse (Screen Gems)	.93
2.	Doug. Fairbanks Presents (ABC)	.92
3.	Mobil Theater (Socony-Mobil)	.88
4.	Famous Playhouse (MCA)	.85
5.	Mayor of the Town (MCA)	.81
6.	Dr. Hudson's Secret Journal (MCA)	.81
6.	Star & the Story (Official)	.81
8.	Studio 57 (MCA)	.80
9.	Your All Star Theater (Screen Gems)	.78
10.	Heart of the City (MCA)	.75

##### AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes Tuned In
1.	Science Fiction Theater (Ziv)	.29
2.	Doug. Fairbanks Presents (ABC)	.25
3.	Star & the Story (Official)	.23
4.	Your Star Showcase (TPA)	.22
5.	Mayor of the Town (MCA)	.21
6.	Heart of the City (MCA)	.20
6.	Studio 57 (MCA)	.20
8.	Your All Star Theater (Screen Gems)	.19
9.	Celebrity Playhouse (Screen Gems)	.17
9.	Famous Playhouse (MCA)	.17

##### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Mobil Theater (Socony-Mobil)	.44
2.	Your All Star Theater (Screen Gems)	.37
3.	Celebrity Playhouse (Screen Gems)	.31
4.	Science Fiction Theater (Ziv)	.25
4.	Studio 57 (MCA)	.25
6.	Mayor of the Town (MCA)	.24
7.	Star & the Story (Official)	.20
7.	Your Star Showcase (TPA)	.20
9.	Heart of the City (MCA)	.19
10.	Dr. Hudson's Secret Journal (MCA)	.17

#### • Pulse Top Pix Among Men

##### How Non-Net Films Rated Among Men in April

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consul. The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title & Distributor of Series	Men Per 100 Homes	Avg. Apr. Rating
1.	This Week in Sports (INS)	.91	3.6
2.	Confidential File (Guild)	.89	11.2
3.	Greatest Fights of the Century (Baum)	.87	5.6
3.	I Led Three Lives (Ziv)	.87	14.3
5.	Highway Patrol (Ziv)	.86	17.4
5.	Racket Squad (ABC)	.86	9.5
7.	Mr. District Attorney (Ziv)	.85	15.8
7.	The Whistler (CBS)	.85	7.5
7.	Ellery Queen (TPA)	.85	5.5
10.	The Falcon (NBC)	.84	6.1
10.	Foreign Intrigue (Official)	.84	8.2
10.	Inspector Mark Saber (Thompson)	.84	4.6
10.	Man Called X (Ziv)	.84	10.4
14.	Lone Wolf (MCA)	.83	5.5
14.	Mr. and Mrs. North (Schubert)	.83	6.6
16.	My Little Margie (Official)	.82	10.3
16.	Man Behind the Badge (MCA)	.82	12.0
16.	Boston Blackie (Ziv)	.82	5.0
19.	Fabian of Scotland Yard (CBS)	.81	6.0
19.	San Francisco Beat (CBS)	.81	10.8
19.	Sherlock Holmes (NTA)	.81	7.3
22.	Championship Bowling (Schwimmer)	.80	7.1
22.	City Detective (MCA)	.80	9.6
22.	Death Valley Days (Pacific Borax)	.80	10.3
22.	Facts Forum (Facts Forum)	.80	7.3
22.	Waterfront (MCA)	.80	13.3

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# The Billboard Scoreboard

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

NEW YORK (7 Stations).....4,008,800 TV Homes

### THE TOP 10 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

- |   |  |
|---|--|
| 1. Ed Sullivan Show, WCBS, Su. ....49.4 | 7. Jack Benny, WCBS, Su. ....33.3          |
| 2. I Love Lucy, WCBS, M. ....40.3       | 8. Alfred Hitchcock, WCBS, Su. ....31.9    |
| 3. \$64,000 Question, WCBS, T. ....39.8 | 9. Caesar's Hour, WRCA, M. ....31.7        |
| 4. Perry Como, WRCA, S. ....35.8        | 10. G.E. Theater, WCBS, Su. ....31.3       |
| 5. Phil Silvers, WCBS, T. ....35.1      | 10. \$64,000 Challenge, WCBS, Su. ....31.3 |
| 6. Groucho Marx, WRCA, Th. ....34.8     |  |

### THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

- |  |  |
|--|--|
| 1. *News, Weather (11 p.m.), WRCA, M. to F. ....13.8         | 6. Guiding Light, WCBS, M. to F. ....9.1       |
| 2. *News, Weather, Sports (11 p.m.), WCBS, M. to F. ....12.1 | 7. Eddie Fisher, WRCA, W. & F. ....8.9         |
| 4. *Looney Tunes, WABD, M. to F. ....10.6                    | 8. Search for Tomorrow, WCBS, M. to F. ....8.8 |
| 5. Arthur Godfrey, WCBS, M. to Th. ....9.4                   | 9. CBS News, WCBS, M. to F. ....8.7            |
|  | 9. News Caravan, WRCA, M. to F. ....8.7        |

### THE TOP LOCALLY ORIGINATED FILM SERIES

- |   |   |
|---|---|
| Rank Title (Distributor) Station, Day-Time Rating             | Rank Title (Distributor) Station, Day-Time Rating                     |
| 1. Highway Patrol (Ziv), WRCA, M.-7:00 ....17.1               | 17. Badge 714 (NBC), WPIX, W.-8:30 ....7.2                            |
| 2. Doug, Fairbanks Presents (ABC), WRCA, M.-10:30 ....13.8    | 18. Laurel and Hardy (Governor), WCBS, S.-1:30. 7.1                   |
| 3. Superman (Flamingo), WRCA, M.-6:00....12.8                 | 19. Steve Donovan, Western Marshal (NBC), WRCA, T.-6:00 ....6.7       |
| 4. Amos 'n' Andy (CBS), WCBS, S.-6:30....11.8                 | 20. Little Rascals (Interstate), WPIX, M. to F.-6:00 ....6.4          |
| 5. Science Fiction Theater (Ziv), WRCA, F.-7:00 ....10.8      | 21. †Sky King (Nabisco), WABC, Su.-6:00....6.3                        |
| 6. Looney Tunes (Guild), WABD, M. to F.-6:30 ....10.6         | 21. Hopalong Cassidy (NBC), WRCA, Th.-6:00....6.3                     |
| 7. Great Gildersleeve (NBC), WRCA, T.-7:00....10.3            | 21. Waterfront (MCA), WABD, T.-7:30....6.3                            |
| 8. Guy Lombardo (MCA), WRCA, Th.-7:00....10.2                 | 24. Abbott and Costello (MCA), WPIX, W.-6:30. 6.1                     |
| 9. Looney Tunes (Guild), WABD, M. to S.-6:30. 9.8             | 25. Greatest Fights of the Century (Craftsman), WOR, T.-11:15 ....6.0 |
| 10. Buffalo Bill Jr. (CBS), WPIX, S.-6:00....9.7              | 26. Amos 'n' Andy (CBS), WCBS, M. to F.-9:30 a.m. ....5.7             |
| 11. †Death Valley Days (Pacific Borax), WRCA, W.-7:00 ....9.3 | 27. My Little Margie (Official), WCBS, M. to F.-9:00 a.m. ....5.6     |
| 13. Jungle Jim (Screen Gems), WRCA, F.-6:00....8.4            | 28. Racket Squad (ABC), WABC, Th.-10:30....5.4                        |
| 14. The Goldbergs (Guild), WABD, Th.-7:30....8.2              | 28. Highway Patrol (Ziv), WPIX, W.-9:30....5.4                        |
| 16. Frankie Laine Show (Guild), WCBS, S.-6:15....8.0          | 30. Cisco Kid (Ziv), WABC, S.-6:00....5.3                             |
| 16. Wild Bill Hickok (Flamingo), WRCA, W.-6:00 7.7            |   |

WASHINGTON, D. C. (4 Stations).....457,700 TV Homes

### THE TOP 10 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

- |   |   |
|---|---|
| 1. Ed Sullivan, WTOP, Su. ....40.4      | 6. Alfred Hitchcock, WTOP, Su. ....31.7 |
| 2. I Love Lucy, WTOP, M. ....38.8       | 7. Dragnet, WRC, Th. ....30.4           |
| 3. Groucho Marx, WRC, Th. ....35.4      | 8. December Bride, WTOP, M. ....29.7    |
| 4. \$64,000 Question, WTOP, T. ....35.2 | 9. G.E. Theater, WTOP, Su. ....29.7     |
| 5. Perry Como, WRC, S. ....34.4         | 10. Phil Silvers, WTOP, T. ....28.4     |

### THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

- |   |  |
|---|--|
| 1. Mickey Mouse Club, WMAL, M. to F. ....13.1 | 6. CBS News, WTOP, M. to F. ....11.9             |
| 2. Dinah Shore, WRC, T. & Th. ....13.0        | 7. *6:30 Spotlight, WTOP, M. to F. ....10.7      |
| 3. *11 P.M. Report, WTOP, M. to F. ....12.7   | 8. Guiding Light, WTOP, M. to F. ....10.3        |
| 4. *Cisco Kid, WTOP, M. to F. ....12.4        | 9. *News (11 p.m.), WRC, M. to F. ....10.1       |
| 5. News Caravan, WRC, M. to F. ....12.1       | 10. Search for Tomorrow, WTOP, M. to F. ....10.0 |

### THE TOP LOCALLY ORIGINATED FILM SERIES

- |   |  |
|---|--|
| 1. Ramar of the Jungle (TPA), WTOP, W.-7:00.18.2              | 16. Science Fiction Theater (Ziv), WMAL, Su.-6:00 ....10.7       |
| 2. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 ....17.5 | 18. Dr. Hudson's Secret Journal (MCA), WMAL, Su.-6:30 ....9.9    |
| 3. Count of Monte Cristo (TPA), WTOP, S.-6:30 ....17.4        | 19. Man Called X (Ziv), WMAL, F.-9:00 ....9.0                    |
| 4. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 ....15.9        | 20. My Little Margie (Official), WTOP, M. to F.-5:00 ....8.8     |
| 5. San Francisco Beat (CBS), WTOP, Th.-7:00....15.4           | 21. †Sky King (Nabisco), WMAL, W.-6:00....8.5                    |
| 6. Mr. District Attorney (Ziv), WRC, M.-10:30....14.7         | 21. Buffalo Bill Jr. (CBS), WMAL, Th.-6:00....8.5                |
| 7. Highway Patrol (Ziv), WTOP, F.-7:30....14.7                | 23. Passport to Danger (ABC), WMAL, F.-10:30. 8.4                |
| 8. †Patti Page (Oldsmobile), WTOP, S.-6:15....14.3            | 24. Waterfront (MCA), WTTG, T.-7:30....8.2                       |
| 9. Annie Oakley (CBS), WTOP, F.-7:00....13.9                  | 25. Baseball Hall of Fame (Flamingo), WTTG, M.-10:45 ....8.0     |
| 10. †Death Valley Days (Pacific Borax) WRC, M.-7:00 ....13.2  | 26. Little Rascals (Interstate), WRC, M. to F.-9:00 a.m. ....7.8 |
| 11. Superman (Flamingo) WRC, T.-7:00....12.9                  | 27. Crunch and Des (NBC), WTTG, F.-9:30....7.5                   |
| 12. Public Defender (Interstate), WTOP, Th.-10:30 ....12.5    | 28. Looney Tunes (Guild), WTTG, M. to F.-6:00. 7.4               |
| 13. Cisco Kid (Ziv), WTOP, M. to F.-6:00....12.4              | 29. Beulah (Flamingo), WMAL, M.-7:30 ....7.2                     |
| 14. Studio 57 (MCA), WRC, F.-7:00....11.2                     | 30. Steve Donovan, Western Marshal (NBC), WTTG, T.-7:00 ....7.0  |
| 15. Badge 714 (NBC), WTTG, F.-7:00....10.9                    |  |
| 16. Jungle Jim (Screen Gems), WMAL, F.-6:00....10.7           |  |

BIRMINGHAM (2 Stations).....144,500 TV Homes

### THE TOP 10 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

- |   |                                       |
|---|---------------------------------------|
| 1. \$64,000 Question, WBRC, T. ....49.3 | 4. Red Skelton, WBRC, M. ....39.8     |
| 2. I Love Lucy, WBRC, M. ....44.5       | 8. Ed Sullivan, WBRC, Su. ....39.5    |
| 3. George Gobel, WABT, S. ....40.3      | 9. Lineup, WBRC, F. ....39.3          |
| 4. Alfred Hitchcock, WBRC, Su. ....39.8 | 9. Phil Silvers, WBRC, T. ....39.3    |
| 4. Big Town, WBRC, T. ....39.8          | 9. What's My Line? WBRC, Su. ....39.3 |
| 4. Groucho Marx, WABT, Th. ....39.8     |                                       |

### THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

- |  |   |
|--|---|
| 1. *Dinner Theater, WABT, M.-F. ....29.6                 | 6. *Circle Six Ranch, WBRC, M.-F. ....17.4            |
| 2. Mickey Mouse Club, WABT, M.-F. ....22.6               | 7. *Circle Six Theater, WBRC, M.-F. ....17.2          |
| 3. Eddie Fisher, WABT, M.-F. ....21.3                    | 8. CBS News, WBRC, M.-F. ....15.7                     |
| 3. *News, Sports, Weatherman (6:30 p.m.), M.-F. ....21.3 | 9. *News, Sports, Weather (6:15 p.m.), M.-F. ....15.1 |
| 5. Patti Page, WABT, T., Th. ....20.0                    | 10. *Channel 13 Theater, WABT, M.-F. ....14.5         |

### THE TOP LOCALLY ORIGINATED FILM SERIES

- |  |  |
|--|--|
| Rank Title (Distributor) Station, Day-Time Rating              | Rank Title (Distributor) Station, Day-Time Rating                  |
| 1. Man Called X (Ziv), WBRC, T.-7:00....34.8                   | 18. Abbott and Costello (MCA), WBRC, W.-10:30 ....19.3             |
| 2. Badge 714 (NBC), WBRC, F.-9:30....33.3                      | 18. Eddy Arnold Time (Schwimmer), WABT, S.-10:00 ....19.3          |
| 3. Ellery Queen (TPA), WBRC, F.-8:30....32.8                   | 20. Stars of the Grand Ole Opry (Flamingo), WABT, M.-8:30 ....19.0 |
| 4. Star and the Story (Official), WBRC, F.-10:00 ....29.3      | 21. Mr. and Mrs. North (Schubert), WBRC, T.-10:30 ....18.5         |
| 5. Mr. District Attorney (Ziv), WBRC, M.-9:00.28.8             | 22. I Spy (Guild), WBRC, F.-10:30....18.3                          |
| 6. Highway Patrol (Ziv), WBRC, T.-9:30....27.5                 | 22. Annie Oakley (CBS), WBRC, Su.-5:00....18.3                     |
| 7. Celebrity Playhouse (Screen Gems), WBRC, Th.-8:00 ....27.3  | 24. Stories of the Century (Hollywood), WBRC, Su.-4:30 ....15.3    |
| 8. The Pendulum (Thompson), WBRC, F.-7:00.26.8                 | 25. Looney Tunes (Guild), WABT, M.-F.-4:00.14.5                    |
| 8. Crunch and Des (NBC), WABT, W.-8:30....26.8                 | 26. Jungle Jim (Screen Gems), WABT, Su.-1:00....13.3               |
| 10. Racket Squad (ABC), WBRC, T.-10:00....26.5                 | 27. Secret File, U.S.A. (Official), WBRC, S.-5:00 ....11.5         |
| 11. Dr. Hudson's Secret Journal (MCA), WBRC, Th.-8:30 ....25.3 | 28. Cross Current (Official), WABT, T.-10:00....11.3               |
| 12. †Death Valley Days (Pacific Borax), WABT, S.-9:00 ....24.8 | 29. Buffalo Bill Jr. (CBS), WABT, S.-12:00 noon ....10.3           |
| 13. Amos 'n' Andy (CBS), WBRC, Th.-9:00....24.3                | 30. The Ruggles (Corradine), WABT, Su.-11:45 ....9.3               |
| 14. I Led Three Lives (Ziv), WBRC, W.-10:00.23.8               |  |
| 15. Ramar of the Jungle (TPA), WBRC, Su.-5:30.21.3             |  |
| 15. Science Fiction Theater (Ziv), WABT, Th.-7:00 ....21.3     |  |
| 17. †Patti Page (Oldsmobile), WABT, T., Th.-6:45 ....20.0      |  |

SAN FRANCISCO (5 Stations).....766,200 TV Homes

### THE TOP 10 ONCE-WEEKLY SHOWS (\* Indicates Non-Network)

- |  |  |
|--|--|
| 1. \$64,000 Question, KPIX, T. ....49.4      | 6. Dragnet, KRON, Th. ....35.4         |
| 2. Ed Sullivan, KPIX, Su. ....42.2           | 7. Perry Como, KRON, S. ....34.0       |
| 3. Groucho Marx, KRON, Th. ....40.4          | 8. Boxing, KGO, W. ....32.4            |
| 4. I Love Lucy, KPIX, M. ....37.4            | 9. Phil Silvers, KPIX, T. ....32.2     |
| 5. Do You Trust Your Wife? KPIX, T. ....36.0 | 10. What's My Line? KPIX, Su. ....30.9 |

### THE TOP 10 MULTI-WEEKLY SHOWS (\* Indicates Non-Network)

- |  |   |
|--|---|
| 1. Mickey Mouse Club, KGO, M. to F. ....16.5     | 6. *Kit Carson, KRON, M. to F. ....9.3          |
| 2. News for a Day, KRON, M. to F. ....12.7       | 7. *Shell News (6 p.m.), KPIX, M. to F. ....9.2 |
| 3. Queen Caravan, Misc., KRON, M. to F. ....11.9 | 8. Dinah Shore, KRON, T. & Th. ....8.5          |
| 4. CBS News, KPIX, M. to F. ....10.3             | 9. *My Little Margie, KRON, M. to F. ....8.3    |
| 5. Art Linkletter, KPIX, M. to F. ....9.7        | 10. Big Payoff, KPIX, M. to F. ....8.0          |

### THE TOP LOCALLY ORIGINATED FILM SERIES

- |  |  |
|--|--|
| 1. Life of Riley (NBC), KPIX, Th.-7:00....25.2                     | 15. Crunch and Des (NBC), KRON, Th.-7:00....13.2         |
| 2. I Search for Adventure (Bagnall), KPIX, Th.-7:30 ....23.7       | 16. Science in Action (TPA), KRON, M.-7:00....12.9       |
| 3. Stars of the Grand Ole Opry (Flamingo), KPIX, Su.-9:30 ....23.5 | 17. Count of Monte Cristo (TPA), KPIX, T.-10:00 ....12.7 |
| 4. Badge 714 (NBC), KPIX, W.-9:00 ....22.7                         | 18. Confidential File (Guild), KGO, T.-10:00....11.9     |
| 5. Stage 7 (TPA), KRON, F.-8:30 ....20.4                           | 18. Cisco Kid (Ziv), KRON, Th.-6:30 ....11.9             |
| 6. Police Call (NTA), KPIX, M.-10:00....17.5                       | 20. Jungle Jim (Screen Gems), KGO, F.-6:30....11.7       |
| 7. Waterfront (MCA), KPIX, S.-10:00....17.4                        | 20. Mayor of the Town (MCA), KGO, M.-7:30....11.7        |
| 7. Man Behind the Badge (MCA), KRON, T.-10:30 ....17.4             | 22. Highway Patrol (Ziv), KRON, T.-6:30....11.4          |
| 9. I Led Three Lives (Ziv), KRON, M.-10:30....16.7                 | 23. Foreign Intrigue (Official), KPIX, W.-10:00....11.3  |
| 10. Mr. District Attorney (Ziv), KRON, F.-10:30.16.2               | 24. Judge Roy Bean (Screen Gems), KRON, W.-6:30 ....11.2 |
| 11. Science Fiction Theater (Ziv), KRON, S.-7:00.15.9              | 25. Annie Oakley (CBS), KGO, F.-6:00 ....11.0            |
| 12. Celebrity Playhouse (Screen Gems), KRON, F.-10:00 ....14.5     | 26. †Sky King (Nabisco), KGO, Th.-6:00....10.9           |
| 13. Public Defender (Interstate), KPIX, F.-10:30....14.0           | 27. Man Called X (Ziv), KRON, M.-6:30 ....10.5           |
| 14. Steve Donovan, Western Marshal (NBC), KPIX, T.-6:30 ....13.9   | 28. Superman (Flamingo), KGO, W.-6:30....10.4            |
|  | 29. Big Playback (Screen Gems), KPIX, S.-2:00....9.7     |
|  | 30. Kit Carson (MCA), KRON, M. to F.-6:00....9.3         |

## COMMERCIAL CUES

### GUILD MEMBERS STEP FORWARD

On Wednesday (13) the Screen Cartoonists Guild approved the new two-year contract negotiated with the Animated Cartoon Producers Association in New York. The pact calls for raises in minimums, plus general increases. At the same meeting the following officers were elected: John Genilella, president; Wardell Gaynor, vice-president; Ruth Kuss, secretary; Gordon Whittier, treasurer; Carl Cucinotto, warden; Irving Dressler, John Foster and Izzy Klein, trustees; Ed Smith, editor of the house organ, Top Cel, and Pepe Ruiz, business agent.

### THE STANDARD BEARERS

The Station Representatives' Association has issued its latest progress reports. On ID's, says the SRA, all but stations KVK-TV and WBen-TV have accepted its standards. The SRA also labored to have each station set up an "operations desk" to handle all film slides, copy, instructions, artwork, props, etc., to avoid loss, confusion and what have you. To date 417 stations have so done. Score on standards for its cut-ins is as follows: 136 following the standard, 115 have declined so far. Meanwhile, the association is working apace on this and other projects to help organize what could be a cluttered business.

### SPOTS AND FEATURES

Playhouse Pictures has been awarded the contract for the 1957 animated Ford TV commercials thru J. Walter Thompson. Six are in production. Also Playhouse is working on a pilot for its first fully animated cartoon feature to be released to TV this fall. The Groucho Marx show and "You Bet Your Life" 60-second openers are also on the boards at Playhouse.

### ID'S

Clark M. Agnew has joined Donahue & Coe, Inc., in New York, where he will head up creative TV activities. ... Robert Givens has been named art director at the animation studios of Fred A.

## Dowd Sells to Broidy, Gross

HOLLYWOOD—Ira E. Dowd, originator and packager of "The Wild Bill Hickok" series, this week sold out his interests in the company to William F. Broidy and A. M. Gross, and resigned as prexy.

Dowd created the "Hickok" package in 1949. Kellogg sponsored the program when it went on TV in 1951. Broidy will continue to produce, with Gross taking over the president's chair.

## Cole Returns To Guild Staff

NEW YORK — John Joseph Cole, former Western sales manager for Guild Films, has returned

to the company to become its vice-president in charge of sales. Cole has been with Guild since 1955, except for a brief interval. Prior to that he was with Motion Pictures for Television. Guild has also added Marvin Grieve and Gerald Liddiard to its sales staff.

## WOR Buys Part Of 'Champion' Pkg.

NEW YORK — WOR-TV last week bought the two Stanley Kramer pictures, "Champion" and "Home of the Brave," plus four other pictures out of the 10-title "Champion" package from Atlantic Television. WOR has them on a three-year contract.

It is expected to use these two top pictures on "Million-Dollar Movie" next season. WOR also has the Selznick's and RKO pictures for "MDM" next season.

## Nelson Series In 44 Markets

CHICAGO — Byron Nelson's "Let's Go Golfing," a 13-week quarter-hour TV film series, has upped its sales to 44 markets since it first was released early in 1955. The film was made by Photo Enterprises, Inc., Wichita Falls, Tex., under producer Charles E. King.

Al Le Vine, distributor of the series, announced the following sales of the series: WBNS, Columbus, O., sponsor to be announced; KFEQ-TV, St. Joseph, Mo., Carrier Air Conditioners; WMTV, Madison, Wis., Oscar Mayer; KLIX-TV, Twin Falls, Idaho, to be announced; KULA, Honolulu, Kalamakau Motors, and KFJZ, Fort Worth, Fort Worth Lincoln-Mercury. Le Vine pointed out that the show has been sold for its fourth rerun on KNJ-TV, Fresno, Calif., and that the Canadian distributors, Screen Gems, Ltd., have sold the show into Hamilton, Vancouver and Calgary, with Ottawa on the verge of signing.

A new 16-page booklet, "Playing Lessons From Byron Nelson," has been made available as a premium for use by the various sponsors.



# COMMERCIAL OPERATION UNIQUE AT Y&R AGENCY

The commercial operation of the Young & Rubicam agency is unique in several respects. It began its career under the wing of the radio-TV department, but has since moved under the supervision of the Copy section. Thus, the vice-president and director of copy, George Gribbin, has over-all responsibility for radio and TV commercials along with his control of the department.



FELDMAN

More direct supervision falls to Charles Feldman, vice-president and director of commercials. Reporting to Feldman is William J. Colihan Jr., who is manager of commercials. He supervises both writers and artists. Under Colihan is Harry Hartwick, assistant manager of TV commercials. Next in this chain of command is 28-year-old Jack Sidebotham, who supervises 15 artists.

Another aspect of the TV commercial operation is the production department, which is headed by John Freese. His assistant is Fred Frost. Responsibility is split further down in the department between Bob Waters, head film producer, and Dick Saunders, who supervises live directors.

Young & Rubicam's TV commercial operation is part of the advertising thinking of the agency. The manner in which it mirrors Y&R's advertising theory and practice is indicated in its creative use of artists and writers. The TV Art department is so closely integrated with the writing that it is impossible to tell where the artist's contribution begins and leaves off.

The agency does not have any pat formula for good commercials. It does not purchase any outside ideas.

The Billboard Quarterly

Spotlight on Television Commercials ..... Summer Edition

## Television Commercial Outlook for the 1956-'57 Season

### NEW ERA IN PRODUCER, AGENCY RELATIONS NEAR

Close Affiliation to Resemble Client,  
Agency Relationship at Present

By RUSS RAYCROFT

(The writer of this article has lived with both sides of the family: he is here talking about. He is now vice-president of Roland Reed TV, producer of commercials. Formerly he was radio-TV vice-president of the Robert Orr agency. Before that he was at Dancer-Fitzgerald-Sample as radio-TV supervisor on the Falstaff Brewing account. Thru all these years he has been trying to hasten the arrival of the "third era.")

A significant change is coming in the relationship between agencies and producers of TV film commercials. In the next era in

this industry the agency-producer relationship will be essentially the same as the client-agency relationship. It will be a continuous hand-in-glove working affiliation.

We will see the full development of this trend, I believe, within three years. A few major agencies are already working this way. A number of others are beginning to. One of the biggest agencies is right now in the process of whittling down the number of producers with which it places commercials, aiming ultimately for a regular roster of 10 producers. Another big agency says it could limit its work to five producers.

(At this point it must be understood that we are not including animation houses in our discussion. Animation is a specialized field and should be considered separately.)

#### Third Era

Generally speaking, this development will mark the third key era in the growth of the TV film commercial business. In the earliest stages of the industry most agencies turned to the producers for the creation of the entire commercial. More often than not, jobs were awarded on the basis of the scripts or story boards submitted by the producer on speculation.

This method of operation failed

when agencies realized they were giving away that which was their primary reason for existence, the creation of advertising.

The second era represented a complete turn about. The agency assumed responsibility for all the creative work, while the producer was responsible for only technical production. In other words, the producer merely manufactured the product designed by the agency.

This method was weak because it did not make use of the creativeness of the producers.

In these first two eras the pendulum of practice swung wide. In the third era that I am talking about here, it will settle down to a small arc encompassing advertising know-how as supplied by the agencies and motion picture know-how as supplied by the producers.

#### Necessary Move

It must do this to achieve the greatest efficiency and economy in the production of film commercials. It will have to do this to get the best quality advertising on TV.

The kind of agency-producer relationship I am describing leaves little room for competitive bidding. The competitive bid has in fact been gradually fading away, one sign of the approach of the third era. Ultimately I think this practice will for the most part become non-existent.

The largest agencies, with a heavy schedule of film commercials, have no practical need for competitive bids. By now they should be staffed with personnel who know film production and its relative costs, just as they are staffed with personnel who know the costs of live production. A bid lower than any estimate an experienced agency can make for itself will in most cases be based on cut corners or a compromise with quality that could ultimately cost more than might possibly be saved.

Or a low bid might be given in order to "get a foot in the door." An agency that bites on this gimmick is asking for it. There is no such thing as a "bargain counter" for quality production. "Yuh pays for what yuh gets" and vice versa.

Nor do I see what the smaller agency with less film experience has to gain by asking for competitive bids if it awards the work solely on the lowest bid. After receiving bids from three or four different producers, it still really has no competent yardstick on which to base its decision.

I believe the small agency, with  
(Continued on page 22)

### APATHALETHARGA

## Copywriters Suffer Small TV Disease

By RAYSA BONOW

(Miss Bonow is a continuity writer—that's station parlance for "copywriter"—at WFMJ, TV and AM, Youngstown, O.)

Apathaetharganism! Definition: A disease of continuity writers in a typical small-to-medium TV station operation. Symptoms: Reddening of the tips of the fingers, mold on the originality section of the cerebrum. Causes: Robot-like production methods, borax budgets, assembly-line techniques, time and motion protagonists or "Let's do it the easy way!" Results: Gray flannel commercials, three-button cameras, narrow shoulder sets, black sock words.

Introduce a splash of color into the gray flannel commercial and lusty screams vibrate thruout the station. Mutiny has been declared. The continuity department waves a white flag of surrender, and routine takes over once more.

In order to help you understand this disease more clearly, let's take one particular case in point. We will call our patient Mary. Before Mary began writing commercials, she had graduated college, worked for a public relations firm and done some writing.

#### Mary's Career

Mary was hired a year ago as a copywriter at a radio-TV station in a medium-sized city. This was her chance to interject into TV all the ideas exploding in her mind. After a few weeks of introduction, Mary decided to do something "different."

Out went her commercial to the production manager. It was approved and went on the air. Next day Mary received a memo from the production manager. "Please try to write your commercials to suit the announcer."

Rumor had it that the announcer had complained that the commercial was "silly."

"All right," Mary said, "will be done." A few weeks later, another

brainstorm hit Mary. Commercial approved and on the air.

#### Live and Learn

Next day, Mary received a memo from production manager: "Please try to keep your commercials simple!" Rumor had it directors had complained that commercial called for camera shots that were impossible. Only one camera available, no time for proper amount of rehearsal. "All right," Mary said, "we live and learn."

Months passed. Mary's reputation was growing. Her commercials were labeled. "It's a Mary commercial—look out." Her motto,  
(Continued on page 24)



RAYCROFT

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NEXT BILLBOARD TELEVISION COMMERCIALS QUARTERLY . . . dated SEPT. 15, 1956



## SNAPSHOTS

... a quick look at some interesting commercials that went on the air in the past three months

### RHEINGOLD BEER

Advertiser: Liebmann Breweries  
Agency: Foote, Cone & Belding  
Producer: UPA Pictures  
Time: 60 seconds  
Placement: "Code 3" & other shows  
Distribution: W. Coast

Whether the near-sighted Mister Magoo mistakes the Mojave Desert for the seashore or an oil derrick for the Eiffel Tower on a balloon trip to Paris, he knows his Rheingold beer when he sees or tastes it. And whether he's on a safari in Africa or aboard an ocean liner, he's selling his product with a humorous, light touch. So far UPA has done four commercials on Magoo. Six more are scheduled for within a month, and in the talking stage is the hope of showing him nationally. Pete Burness directed the spots. Jim Backus, who does the voice for the theatrical cartoons, continues here.



### FIRESTONE TIRES

Advertiser: Firestone  
Agency: Foote Cone & Belding  
Producer: Owen Murphy  
Time: 105 seconds  
Placement: "Voice of Firestone"  
Distribution: Nationally

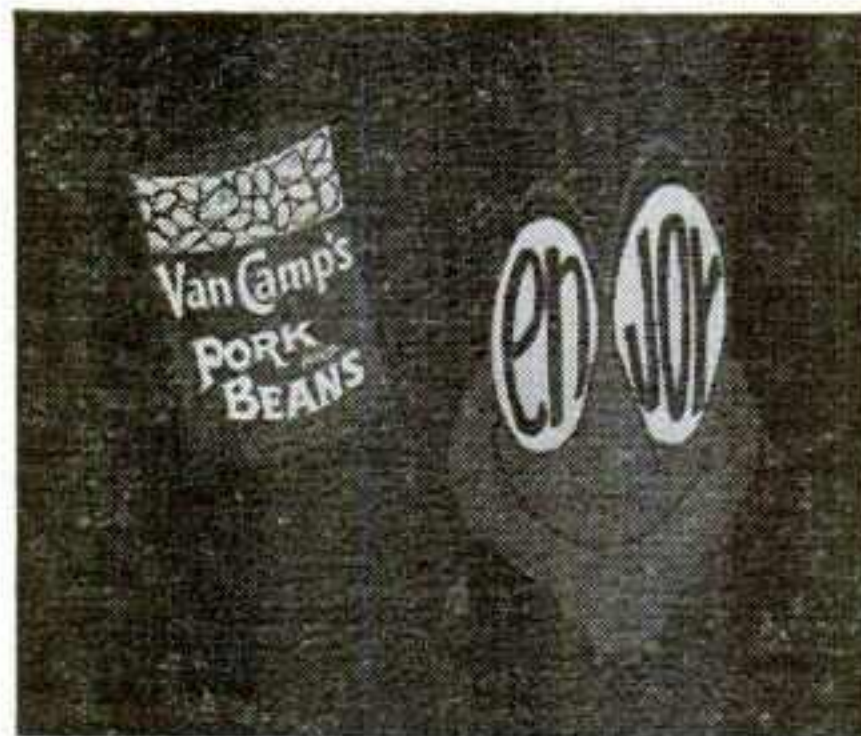
To sell the new automatic safety tire, the Firestone Supreme, this series of seven commercials combines live action and illustration based on the theme "Built-in Peace of Mind." The opening takes a viewer thru a photo album from the hard rubber tire of 1900 to the balloon era of 1922, the super balloon of 1947 and then the new look in safety. Each of the seven features a different family and a different make of car in the live action portions, and all of them hit home at the breadwinner's fear for his family's safety. The non-skid feature is also stressed. Two of the film in the series are dealer commercials.



### VAN CAMP FOOD PRODUCTS

Advertiser: Stokley-Van Camp  
Agency: Calkins & Holden  
Producer: Storyboard  
Time: 60 seconds  
Placement: Spots, station breaks  
Distribution: 65 cities nationally

This series that Storyboard is doing for various Van Camp products combines selling with entertainment to a jazz beat, the jazz being provided by Benny Carter, Teddy Wilson, Charley Shavers, Joe Jones, Lucky Thompson and others. The commercials step into the realm of fantasy with letters becoming musical instruments, beans turning into "boppers" to join a little porker in a bop-styled Lindy Hop. Tenderoni and Beanee Weenees are part of the series, with the first featuring a chicken and the latter all about beans and wieners. John Hubley supervises the series.



### COCA-COLA

Advertiser: Coca-Cola  
Agency: McCann-Erickson  
Producer: Bill Sturm Studios  
Time: 60, 30 seconds  
Placement: Mostly station breaks  
Distribution: Nationally

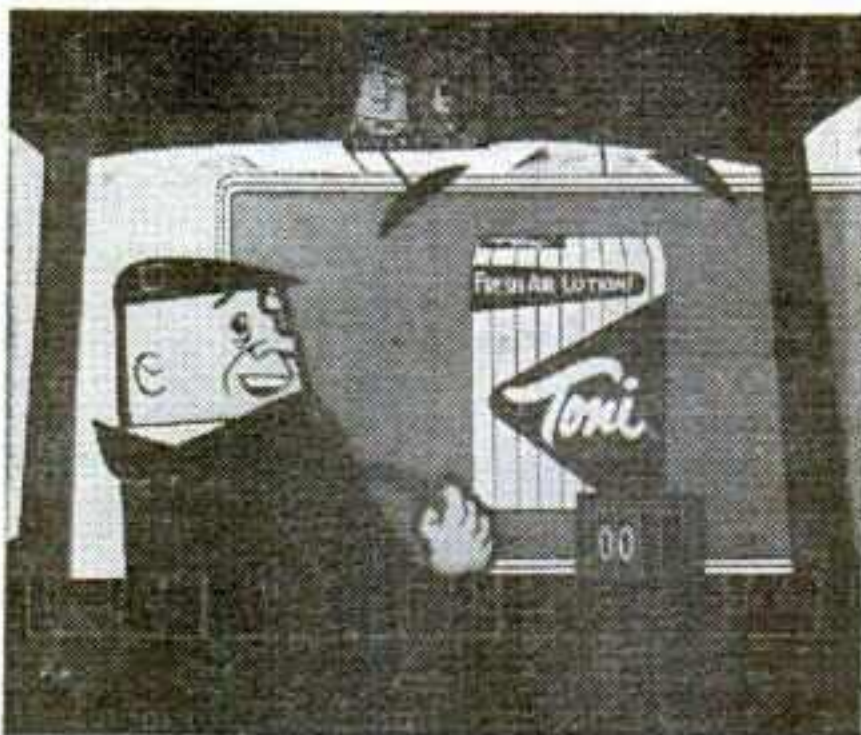
The primary purpose of this new series is to introduce Coca-Cola's new family-sized bottle. The series features an American family and consists of all live, all animation or a combination of both. This, together with various endings, brings the total possible variations up to 28 in the series, all based on the theme, "Bring Home the Coke." Also included in the campaign is the introduction of the king-size bottle, and versions vary depending on which bottle is being introduced in a specific area. The family bottle blurbs stress the serving of all the family from one bottle.



### TONI LOTION

Advertiser: Toni Co.  
Agency: Erwin-Wasey  
Producer: Ray Patin  
Time: 30 seconds  
Placement: Spot & Network  
Distribution: National

Toni's new "Gabby Cabby" commercial places the viewer in the back seat of a cab which takes him on a hair-raising ride as the driver talks over his shoulder in a Brooklynese accent. Other vehicles and steel girders are missed by inches. The cab finally heads dead-center for a billboard and screeches to a halt in front of it. Still looking thru the cab window, the viewer sees the giant letters "Toni." Camera holds on this for two or three seconds without any audio.



## ASPECT ANIMATION

# Hubley Tells Ideas For Better Blurbs

There are dozens of new techniques in both animation and live action that have never been tried by TV commercial producers, John Hubley, president of Storyboard, Inc., told the New York Art Directors' Club at its June 7 luncheon in New York. Speaking on "New Ways of Communication in TV," Hubley explained his own theory, which he calls "aspect animation."

"Aspect animation" is the graphic exposition of character through changing the visual forms," he said. "If you set up a symbol for a boy and another one for a girl, then these symbols need not remain static visually or emotionally. Once your audience is with you in identifying with boy and girl, then these visual symbols that are used to represent them can be changed at will, according to the emotional or psychological need of story or dramatic situation. An angry boy can turn into an angry red form, be-

come a series of dotted lines or broken shapes. A lovelorn girl can become a blue form and change from rounded curves to drooping elliptical lines and so on."

"As applied to commercial TV, new techniques such as 'aspect animation' can pave the way to commercials that rival or even surpass the entertainment programs in which they are imbedded," Hubley continued. "Because commercials are short, they sustain ideas that might not stand up for a full show. Brilliant animated or live action vignettes, novelty uses of the film medium, can bring sparkle to what are now all too often prosaic hard-sell dead spots on the air."

Pointing out that the viewer in his own home does not turn on his set to be sold but to be entertained, Hubley concluded that the content of commercials should be broadened to contain as many factors of human interest as possible.

## TV TAPE WILL SAVE US ULCERS—COLIN SELPH

"Video tape will save some dollars all right, but the important thing is that it's going to save a zillion ulcers." So says the president of the first station in the country to put in an order for the Ampex tape machine.

Colin Selph, president of KEY-T, Santa Barbara, Calif., expects delivery of his VTR (video tape recorder) in February, 1957. His primary interest in the new machine is for production of local commercials.

"Our costs will assuredly come down," Selph asserts, "but it's too early to tell how much. I don't think we'll save anything on manpower."

"But costs are not the really important thing from our point of view," Selph continues. "This isn't just a TV evolution. It's a revolution. We'll be throwing away the old operations book and write a new one as we go along."

### Space Trouble

"Suppose a client wants three or four spots in a single day. As things are now we've got a serious time and space problem. His demonstration models and props have to be brought up here. But we're already crowded with stuff being used, waiting to be used or already used and waiting to be hauled back by the owners."

"So we shift things around and make room for him. But then there's the demonstrator, the pitchman to worry about. He works once and then doubles back for his second stint. We're just stuck if he breaks a leg or a traffic law between pitches."

VTR will end headaches like these, Selph believes.

Even the best announcer will goof once in awhile, according to the KEY-T head. "With tape in here we'll be able to rehearse and edit the commercial and know everything is exactly right before we telecast."

### Retail Accounts

Most of KEY-T's business is with retail accounts. "We sell everything here from ham-on-rye for a restaurant to the wares and services of an earth-moving ma-

chinery dealer. We've got stage sets, backdrops, signs and props all over the place. Also furniture, refrigerators and other items. If business gets any better we'll be pushed right over the cliff."

He was referring to the KEY-T studios, which are located high on a seaside hill. There is a patio from where automobiles are shown against a background of the city stretching away to the Santa Ynez mountain range. Selph's office is on the patio-city side, and its wall is one big window.

### Car Sales

"We sell a lot of automobiles here," he said, nodding toward the patio, "but for every commercial somebody has to drive a car up here and then drive it away again. With VTR in operation he can drive up just once and we'll put the product and the pitch on a reel to telecast any time. On top of that, we can bring the cars up when the weather and visibility are just right to show them off best."

"We plan to set up regular shooting schedules during the business day and record whole series of commercials as needed. After rehearsing and shooting the demonstrator can go home and take his props and models with him."

"Tape will give up flexibility—lord knows we can use it. And it will give us better quality commercials," Selph concluded.

## Com'l Seminars to Be Held by NTFC

The National Television Film Council is planning to hold a series of six to 10 evening seminars on TV commercial production in the fall. Bert Hecht, production vice-president of NTFC, said they will probably hold the meeting in one of the clubs in New York. Agencies will be limited to three representatives apiece, one from copy, one from art and one from production. In this way they will be able to accommodate at least 10 agencies at each meeting. Hecht said there will be no charge for admittance.

ADVERTISING MANAGER of a large Eastern Bank says: "Billboard is a most useful and helpful publication, jam-packed with information that any TV user should read."



BERT, I THINK WE OUGHT  
TO THANK ALL THE NICE PEOPLE  
AT YOUNG & RUBICAM FOR THE  
FINE NEW CAMPAIGN THAT'S HELPING  
US SELL DELICIOUS PIELS BEER.



WHO NEEDS 'EM !





### AS DON MORROW SAYS

## Exclusivity Can Create Problems For Both Announcers and Clients

The TV announcer is the advertiser's good will ambassador. It therefore behooves the client to make his announcer exclusively his own.

But this is not so easily done, of the top TV announcers working in New York. In order to get an announcer under exclusive contract, an advertiser has to guarantee him at least \$100,000 a year, because that's the amount that any well-known

any affection the viewers may have for the announcer, and it can confuse his identification as much as if he were working for two different brands of the same product.

This is difficult to control. Morrow mentioned one such embarrassing situation on the air this season. A certain announcer was working for an automobile and a cigarette, both of whom had shows on the same network. At the opening of the season the two shows were a

good healthy distance apart on the schedule. But because the audience flow was less than satisfactory, the network decided to do a little time switching.

#### Back to Back

As luck would have it, both shows turned up back to back so that, after a brief pause for station identification, the same salesman who a minute before was selling cars came on again to sell cigarettes.

## SPIELERS IDENTIFIED WITH WEB SHOWS

Following is a list of announcers who were identified with sponsors of evening and weekend programs on the networks during the 1955-'56 season. The announcers listed appeared on screen at least some of the time or were clearly identified by voice.

The list does not include program stars who deliver commercials (such as Arthur Godfrey or Garry Moore) nor does it include off-screen voices who were in no way identified.

The list contains 109 announcers; 24 of them women. Also given are the products they pitched, the agency representing each product and the program on which their commercials appeared.

**ALBERTSON, FRANK**  
AC Spark Plugs, D. P. Brother, Big Town

**ALDRED, JOEL**  
Chevrolet, Campbell-Ewald, Chevy Show

**ALLISON, FRAN**  
Whirlpool, K&E, Berle-Royce Show

**BAILEY, JACK**  
Old Gold, Lennen & Newell, Truth or Consequences

**BALLANGER, ART**  
Post Cereals, B&B, Fury

**BAKER, ART**  
Chevrolet, Campbell-Ewald, Crossroads Chevrolet, Campbell-Ewald, Dinah Shore

**BARBER, RED**  
State Farm Insurance, Needham, Lewis & Brorby, Red Barber's Corner

**Fluffo, Biow, I Love Lucy**



MORROW

announcer can make by scattering his shots.

And even if the advertiser is willing to meet the price, Morrow points out, the announcer is still reluctant to take an exclusive deal. It's too risky. By working five accounts, as Morrow does, he need harbor no fear of being dropped by one or two or even three of them. He would still have plenty of work, and he would still be hot in the eyes of casting directors.

#### Bad Spot

But an announcer dropped from an exclusive tie-in is sure to land with a dull thud. His close identification with a single advertiser over an extended period of time makes him odious to the rest of the trade. To make it worse, everybody knows he's at liberty and consequently he's in no position to bargain.

Morrow has seen this happen. The announcer in such a plight, he claims, has no choice but to start working at scale again.

Due to the hazards of exclusivity, the advertiser seeking such representation often has to resort to an unknown talent.

Morrow ran into such a situation within the past two months. A major network sponsor already closely identified with one commercial personality wanted another as a foil and occasional substitute for its basic announcer. The sponsor again wanted an exclusive relationship. Morrow was auditioned for the job and turned it down. The sponsor ended up with an unknown and is most likely paying minimums.

#### Not Too Thin

Naturally, no name announcer would work for two competitors at the same time. Morrow himself says he keeps the number of his clients to a minimum not only as a matter of loyalty to his sponsors but in order not to spread himself too thin. This in itself gives the advertiser some degree of exclusivity.

The advertiser ought to keep an eye on his announcer's other work, anyhow, Morrow advises, to note not only the other products he sells but also where he sells them. Too close juxtaposition of the same announcer can be unfortunate for both advertisers. It can wear down

**QUALITY FILM PRODUCERS**  
the companies they

Among our clients:

<b>A. T. &amp; T.</b>	<b>Gulf Oil</b>
<b>N. W. Ayer &amp; Son, Inc.</b>	<b>Hills Bros. Coffee</b>
<b>Buchanan &amp; Company, Inc.</b>	<b>Hixon &amp; Jorgensen, Inc.</b>
<b>Buick</b>	<b>Hunt's Tomato Sauce</b>
<b>Leo Burnett Company, Inc.</b>	<b>Johnson's Wax</b>
<b>Bulova</b>	<b>Kudner Agency, Inc.</b>
<b>Campbell-Ewald Co.</b>	<b>Lever Bros.—Lux</b>
<b>Chevrolet</b>	<b>Lucky Lucky Beer</b>
<b>Delco Batteries</b>	<b>Management Associates</b>
<b>W. B. Doner &amp; Co.</b>	<b>Marlboro Cigarettes</b>
<b>Doyle, Dane &amp; Bernbach</b>	<b>McCann-Erickson, Inc.</b>
<b>Eastman Kodak</b>	<b>Max Factor</b>
<b>Eastside Beer</b>	<b>Mennen Products</b>
<b>Elgin</b>	<b>Raymond R. Morgan Co.</b>
<b>Foote, Cone &amp; Belding</b>	<b>National Bohemian Beer</b>
<b>General Motors</b>	<b>Norelco Razors</b>



**BARUCH, ANDRE**  
Lucky Strike, BBD&O, Hit Parade  
Nash, Geyer, Disneyland

**BECKER, SANDY**  
Wildroot, BBD&O, Robin Hood

**BLAINE, JIMMY**  
Nescafe, Bryan Houston, Stage Show

**BLAKE, JONATHAN**  
Kent, Y&R, 64G Challenge

**BRADLEY, TRUMAN**  
Chrysler, McC-Erickson, It's a Great Life

**BRAND, JACK**  
Viceroy, Ted Bates, Line-Up  
Viceroy, Ted Bates, Baseball Preview

**BREWER, BETTY**  
Nescafe, Bryan Houston, Stage Show

**BREWSTER, DIANE**  
Purex, Weiss & Geller, Big Surprise

**BRITTON, BARBARA**  
Revlon, La Roche, 64G Challenge

**BROOKE, HILLARY**  
Kelvinator, Geyer, Disneyland

**BROWN, JOE E.**  
Lifebuoy, Rinso, Good Luck, McC-Erickson, Big Town

**CANNON, JOHN**  
Armour, Tatham-Laird, Perry Como

**CARPENTER, KEN**  
Lux, Spry, Pepsodent, Good Luck, J. W. Thompson, Lux Video Theater

**CARUSO, CARL**  
Swanson's Chicken, BBD&O, Star Stage

**CASE, NELSON**  
Falstaff, Dancer-Fitzgerald-Sample,  
Baseball Game of the Week  
Esquire Polish, Emil Mogul, Masquerade Party

**CHAPPELL, ERNEST**  
Pall Mall, SSE&B, M-G-M Parade

**CLARK, DICK**  
Remington-Rand, Y&R, Caesar's Hour

**CLARKE, JACK**  
Cheerios, Dancer-Fitzgerald-Sample,  
Wyatt Earp

**CLAUSEN, CONNIE**  
Beech-Nut Baby Food, K&E, Dr. Spock

**CONOVER, HUGH**  
Skippy, Guild, Boscom & Bonfigli,  
You Asked for It

**COSTA, MARY**  
Chrysler, McC-Erickson, Climax  
Chrysler, McC-Erickson, Shower of Stars

**CROSBY, LOU**  
Dodge, Grant, Lawrence Welk

**DAY, LARAINÉ**  
Amana, Maury, Lee & Marshall,  
Phil Silvers

**DIXON, BOB**  
Gaines Dog Food, B&B, December Bride  
Campbell's Soup, BBD&O, Star Stage  
Tide, B&B, Loretta Young  
Amer. Oil, Katz, Person to Person

**DIXON, PAUL**  
Whitehall, Ted Bates, Midwest Hayride

**DUNNE, STEVE**  
Ford, J. W. Thompson, Ford Star Jubilee

**EDWARDS, ALLYN**  
AT&T, N. W. Ayer, Telephone Time

**ELLIOT, BILL**  
Viceroy, Ted Bates, Line-Up  
Viceroy, Ted Bates, Baseball Preview

**FENNEMAN, GEORGE**  
Chesterfield, Cunningham & Walsh,  
Dagnet

**DeSoto, BBD&O, You Bet Your Life**  
Chesterfield, Cunningham & Walsh,  
Gunsmoke

**Chesterfield, Cunningham & Walsh,**  
Warner Bros. Presents

**FLEMING, ARTHUR**  
Winston, Esty, Bob Cummings  
Noxzema, SSC&B, Perry Como

**FORSTER, ROGER**  
Singer, Y&R, Four Star Playhouse  
Bufferin, Ipana, Vitalis, Ban, Y&R, Four  
Star Playhouse

**FURNESS, BETTY**  
Westinghouse, McC-Erickson, Studio One

**GARRATT, CHARLES**  
Old Gold, Lennen & Newell, Two for the  
Money

**GIBNEY, HAL**  
Chesterfield, Cunningham & Walsh,  
Dagnet

**GIBSON, VIRGINIA**  
Toni, North, Truth or Consequences  
Toni, North, Perry Como

**GILMORE, ART**  
Pet Milk, Gardner, George Gobel  
Pet Milk, Gardner, Red Skelton

**GOODWIN, BILL**  
Ivory, Crisco, Campton, Fireside Theater

**GOODMAN, LEE**  
Ralston, Guild, Boscom & Bonfigli, Ethel  
and Albert

**GRAHAM, JUNE**  
Stoppette, Ludgin, What's My Line?

**GRAY, ARLENE**  
Stoppette, Ludgin, What's My Line?

**GREGSON, JACK**  
Mennen, K&E, Wed. Night Fights

**HAGEMAN, RICHARD**  
Necchi, Grey, Stop the Music

**HANCOCK, DON**  
Anacin, Aero-Shave, Biow,  
Doug Edwards News  
Anacin, Aero-Shave, Biow, Name That  
Tune  
Nash, Geyer, Disneyland

**HANNES, ART**  
Lincoln-Mercury, K&E, Ed Sullivan

**HERBERT, DON**  
G.E., BBD&O, G.E. Theater  
*(Continued on page 20)*



are known by  
keep...and keep...and keep!

Needham, Louis & Brorby,  
Inc.  
Pabst Blue Ribbon  
Reynolds Aluminum  
Rheingold  
Richfield Oil  
Shasta Cream Shampoo

Slenderella International  
J. Walter Thompson Co.  
Union Oil  
Warwick & Legler, Inc.  
Westinghouse  
White King Soap  
Young & Rubicam, Inc.

**HAL ROACH STUDIOS**

**HAL ROACH, JR., President**  
**S. S. VAN KEUREN, Vice-Pres. & General Manager**  
Cecil Underwood, Managing Dir., Commercial Div.  
Jack Reynolds, Prod. Mgr.  
8822 W. Washington Blvd., Culver City, Calif. • TEXAS 0-3361 • VERMONT 9-2311  
729 Seventh Ave., New York City—Circle 5-4135  
World's Largest Television Film Studios

**Animated Blurb  
Voice Is Most  
Non-Exclusive**

**Allen Swift Does  
6 Different Parts  
In One Commercial**

In radio, the stations, networks and sponsors usually wanted announcers with distinctive voices that would serve as their trademark. In TV, especially in the field of animated commercials, there is such a big demand for unseen voices that not all the well-known announcers of radio could fill the bill.

To meet this demand there is a small coterie—five or six—multi-voiced specialists to whom the problems of exclusivity and rehearsals described by Don Morrow elsewhere in this issue are unknown. They can work for anybody as long as they're not too busy.

One of the most non-exclusive talents in TV is Allen Swift. In the past year he has spoken with 150 different voices on close to \$8,000,000 worth of animated commercials. Sponsor loyalty is no virtue to Swift. Take gasoline, for instance. Swift in the past year has spoken for Amoco, Cities Service and Speedway 88. Tea? Swift has given out for Tetley and Nestea. Coffee? You can hear Swift on both the Sanka and Nescafe commercials, tho, of course, you'll never recognize him.

**Six on One**

On a single commercial, Swift has spoken as many as six different parts, including the straight sales message.

Rehearsal and production entail no problems for those in Swift's line of work, since they can read their roles directly from the script and the public never knows what they look like. With a little cunning the animation voice is ready to record almost as soon as he looks at the script.

In fact, Swift has practically no problems aside from getting away on vacations. He charges on a per-voice basis. This is not stipulated in the Screen Actors' Guild contract on commercials, but Swift has little difficulty getting producers to see the point.

Swift has also written the script on some commercials. He is a proponent of the cute slant and a deadly enemy of what he calls "square" commercials. As far as Swift is concerned, regardless of the number and type of sales points an advertiser has to make, there isn't a commercial that couldn't benefit from a humorous, interesting, original or likable script.



**CONSOLIDATED FILM INDUSTRIES**

First for quality, first for speed, first for economy...  
Billboard TV-Film Service Awards/1954 & 1955

**CFI**

Complete facilities for 16 mm, 35 mm, Black & White, Eastman Color, Titles & Opticals



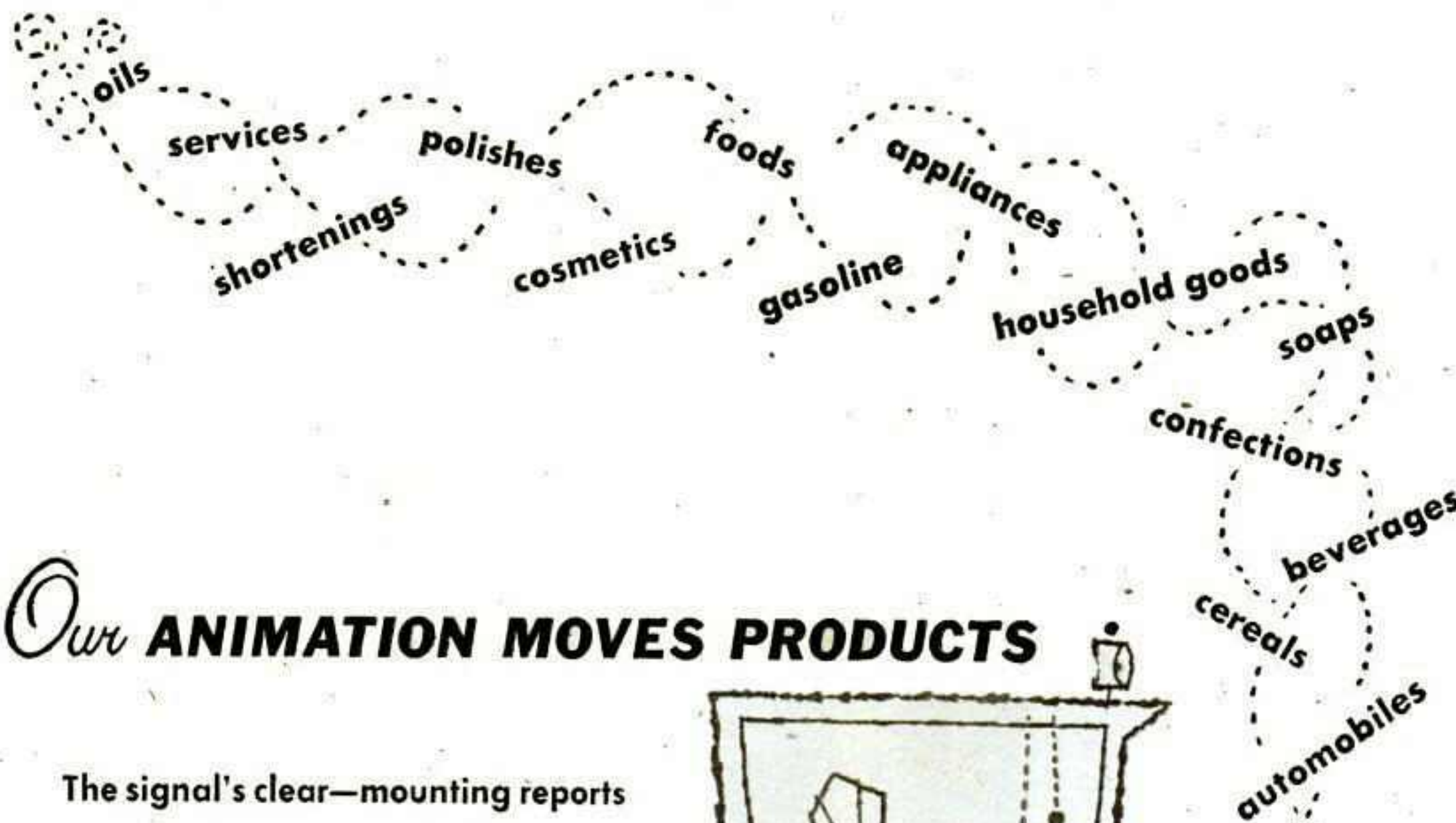
959 SEWARD ST., HOLLYWOOD 38, CALIF., HOLLYWOOD 9-1441 • 521 W. 57TH ST., NEW YORK 19, N.Y. CIRCLE 7-4400

**Spielers on Network Shows**

• Continued from page 19

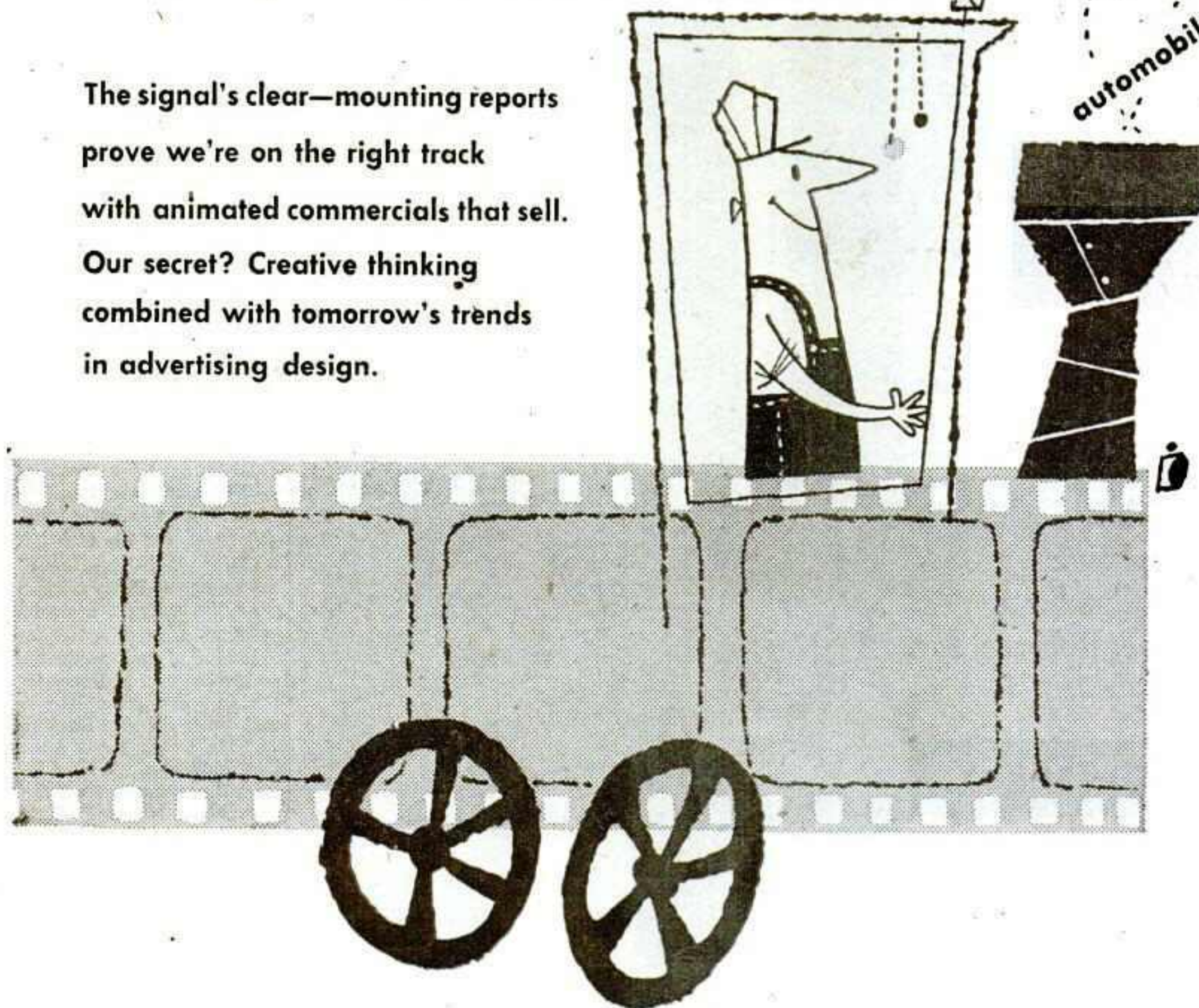
- HERLIHY, ED**  
Colgate, Fab, Lustre-Creme, Ted Bates, The Millionaire
- HICKS, GEORGE**  
U.S. Steel, BBD&O, U.S. Steel Hour
- HIESTAND, JOHN**  
Cheerios, Wheaties, Kix, Dancer-Fitzgerald-Sample, The Lone Ranger
- HODGES, RUSS**  
General Cigars, Y&R, Bowling Champions
- HOWARD, WED**  
Johnson's Wax, FC&B, Red Skelton
- JACKSON, JAY**  
Scott Paper, J. W. Thompson, Father Knows Best
- JACKSON, RUTH**  
Armstrong, BBD&O, Circle Theater
- JAMES, HUGH**  
Armstrong, BBD&O, Circle Theater
- JORDAN, JOANNE**  
Lilt, Blow, I Love Lucy
- KAYE, MARY (& JOHNNY)**  
U.S. Steel, BBD&O, U.S. Steel Hour
- KIRBY, DURWOOD**  
Life Magazine, Y&R, John Daly News All, Needham, Louis & Broby, Warner Bros. Presents
- LE MOND, BOB**  
Ovaltine, Tatham-Laird, Capt. Midnight Oldsmobile, D. P. Brother, Lieberman Presents
- LESCOULIE, JACK**  
Buick, Kudner, Honeymooners
- LEWIS, GLORIA**  
Borden, Y&R, People's Choice
- LUNDIGAN, WILLIAM**  
Chrysler, McC-Erickson, Climax Chrysler, McC-Erickson, Shower of Stars
- LODIS, JOHN**  
Gen'l Mills, Tatham-Laird, Tales of the Texas Rangers
- MARSHALL, REX**  
Maxwell House, B&B, December Bride Reynolds Metals, Buchanan, Frontier Minute Rice, Y&R, M-G-M Parade Gleam, B&B, Loretta Young Maytag, Leo Burnett, Navy Log Dodge, Grant, Break the Bank
- MCCARTHY, JACK**  
Ford, K&E, Producer's Showcase
- MEADE, JULIA**  
Lincoln-Mercury, K&E, Ed Sullivan Hudnut, K&E, Your Hit Parade
- MONROE, VAUGHN**  
RCA, K&E, Berle-Raye Show RCA, K&E, Producer's Showcase
- MOORE, CLAYTON**  
Cheerios, Wheaties, Kix, Dancer-Fitzgerald-Sample, Line-Up
- MOORE, TOM**  
Alka-Seltzer, Geoffrey Wade, John Daly News
- MORRIS, LESTER**  
Roto-Broil, Product Services, Super Circus
- MORROW, DON**  
L&M, Cunningham & Walsh, Gunsmoke Norwich, B&B, Ozzie & Harriet L&M, Cunningham & Walsh, Warner Bros. Presents
- MURDOCK, PEG**  
Sunbeam, Perrin-Paus, Sunday Spectacular Sunbeam, Perrin-Paus, Berle-Raye Show
- MYERSON, BESS**  
Frigidaire, FC&B, Do You Trust Your Wife?
- NELSON, JIMMY**  
Nestle, Bryan Houston, Stage Show
- NIMMO, BILL**  
Schick, K&E, Montgomery Presents Pabst, Warwick & Legler, Wed. Night Fights
- NORRIS, KATHI**  
GE, Y&R and Maxon, 20th Century-Fox Hour and Warner Bros. Presents
- OSMOND, KEN**  
Cheerios, Wheaties, Kix, Dancer-Fitzgerald-Sample, Lone Ranger
- O'SULLIVAN, TERRY**  
Ford, J. W. Thompson, Ford Theater Dentyne, Dancer-Fitzgerald-Sample, Caesar's Hour
- O'TOOLE, BILL**  
Admiral, Russel Seeds, Life Is Worth Living

Your American Red Cross Is Always There After Disaster Strikes



*Our* **ANIMATION MOVES PRODUCTS**

The signal's clear—mounting reports prove we're on the right track with animated commercials that sell. Our secret? Creative thinking combined with tomorrow's trends in advertising design.



**RAY PATIN PRODUCTIONS**

6650 SUNSET BOULEVARD, HOLLYWOOD 28, CALIFORNIA

**KATHI NORRIS**



Represented by William Morris Agency

(Continued on page 25)



# T.V. spot editor

*A column sponsored by one of the leading film producers in television*

## SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



The engaging combination of sprightly patter, with an animated King Puppeteer and live action form a sure sell series of Johnston twenty-second spots. Prominent container displays of Johnston Hot Fudge Sauce, Cookies and Graham Crackers provide powerful product identification. Produced by SARRA for the ROBERT A. JOHNSTON COMPANY through cooperation with KLAUVAN PIETERSON-DUNLAP, INC.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



Captivating mother and child sequences appeal to a wide audience in SARRA's newest series of TV commercials for Mexsana. Live action is punctuated with optical effects and emphasize the uses of Mexsana Medicated Powder and enumerate its advantages. Smooth continuity maintains interest and product display clinches sales. Produced by SARRA for PLOUGH, INCORPORATED through LAKE-SPIRO-SHURMAN, INC.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



This spot, one in a continuing series for 7-Up, proves that high key photography can reproduce perfectly on TV screens—does sell effectively! A cool commercial, set to hot music, is timed for summer selling, with close-ups that establish strong product identification and present an appetizing 7-Up float that almost comes off the screen! Skillful photography from a full range of camera angles takes full advantage of the expertly cast family group. Produced by SARRA for THE SEVEN-UP COMPANY through J. WALTER THOMPSON COMPANY.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street



The quality and skill that go into making Jax Beer keynote this series of one minute commercials by SARRA. Well-known TV personality Bob Neal sets a relaxed tone for effective soft sell by introducing "Golden Moments in Life" for sportsmen . . . of course, one of these is the enjoyment of Jax. Live action photography makes for credibility and focuses on strong product identification. The already popular jingle emphasizes the fact that "life looks brighter with Jax Beer." Produced for JACKSON BREWING CO. by SARRA through FITZGERALD ADVERTISING AGENCY, INC.

### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

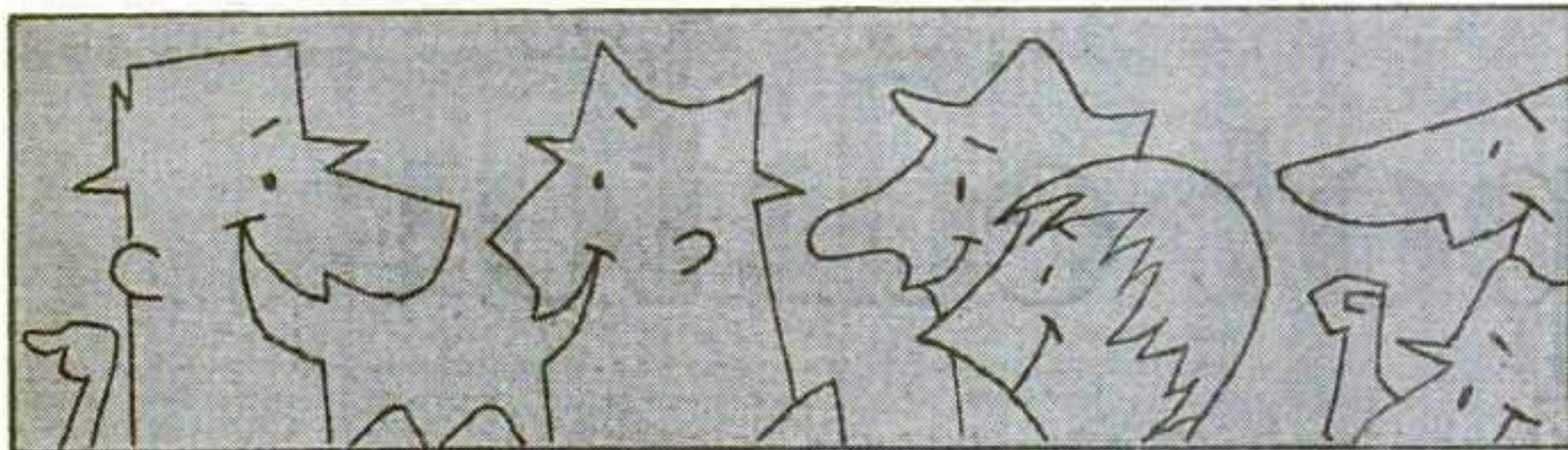


SARRA television commercials are designed to build viewer acceptance and promote sales. The more than 3,500 TV commercials already produced by SARRA's advertising specialists with more than 25 years' experience give conclusive evidence that SARRA commercials get results and inspire the confidence of advertisers.

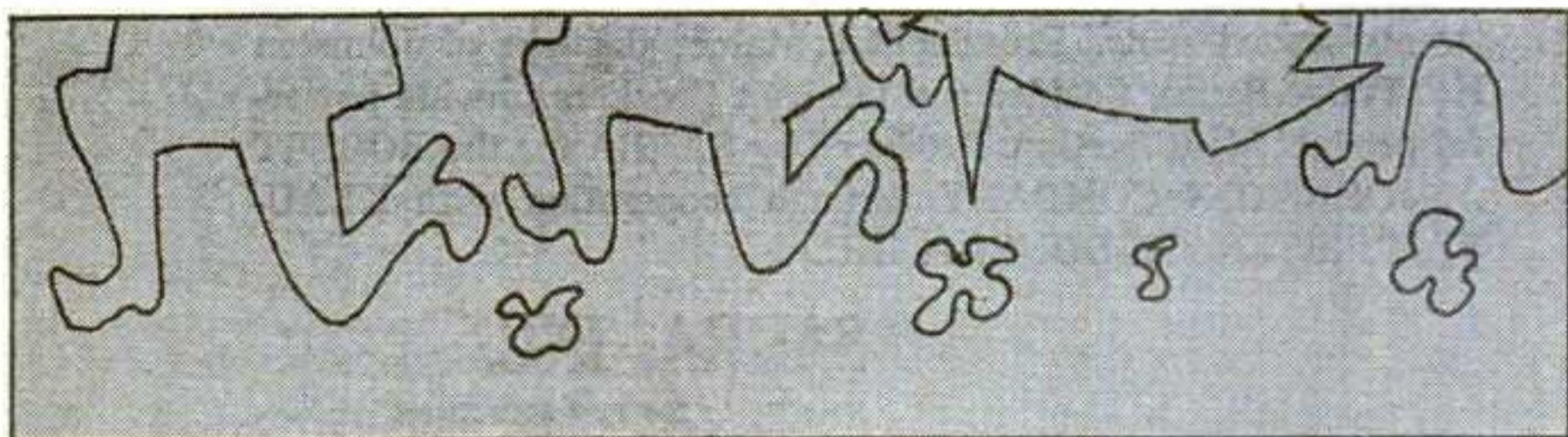
### SARRA, INC.

New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

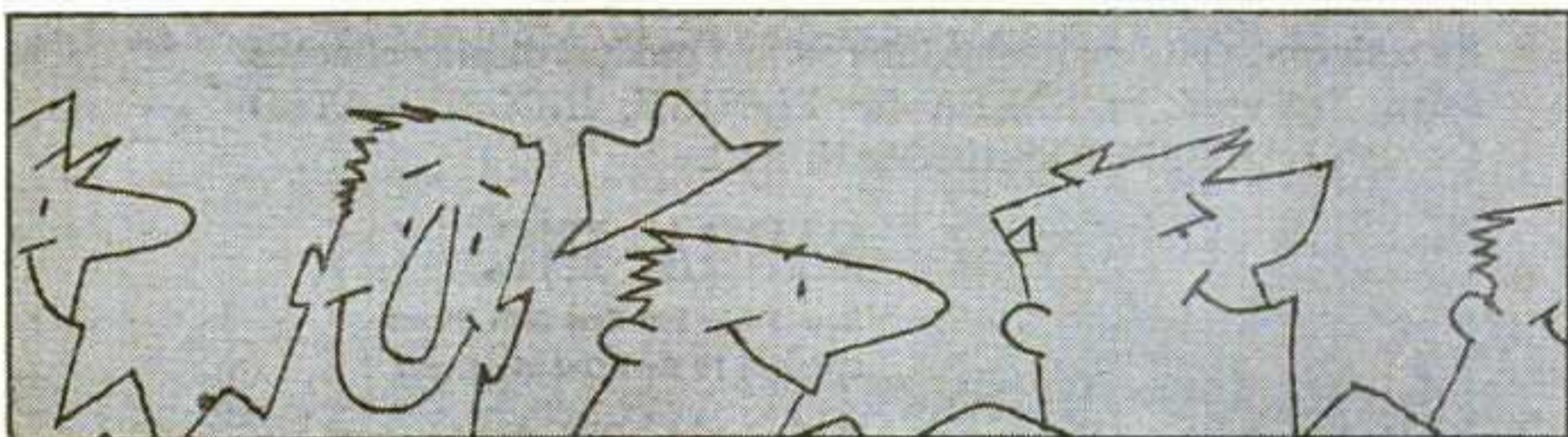




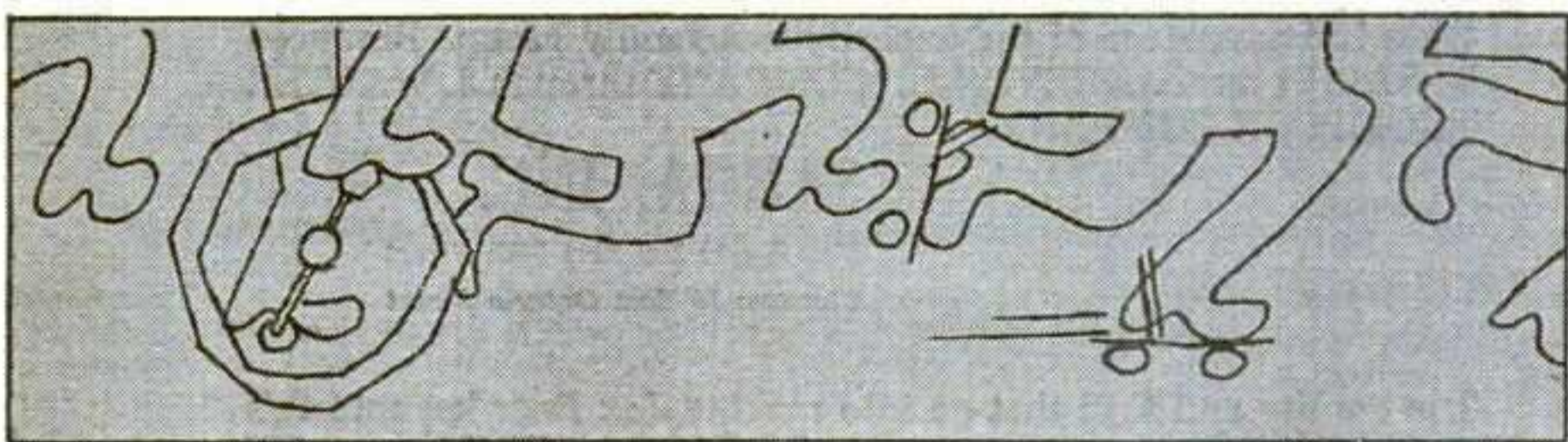
# CONTENTED CLIENTS



# RETURN TO KLING



# AGAIN AND AGAIN FOR



# QUALITY, CREATIVITY AND SERVICE..

**KLING**  
**FILM PRODUCTIONS**

CHICAGO • 1058 WEST WASHINGTON BOULEVARD • SEELEY 8-4181  
 HOLLYWOOD • 1416 NORTH LA BREA • HOLLYWOOD 3-2141

## Producer, Agency Relations

• Continued from page 15

only a limited schedule of commercials, would be better off by giving all its film work to one qualified producer in whom it has faith. I think this is what the small agencies will be doing, by and large, within the next three years.

The bigger agencies will, in the third era, distribute their film work according to brands. A single producer will do all of the commercials for a particular brand on a continuous basis for as long as he produces top-quality work for a fair dollar and on a reasonable time schedule. This is actually how the agency itself holds the brand.

### How Many?

How many different brands can a single producer work with on this kind of continuous relationship? This will depend on the amount of production work required by each brand. I doubt that a single producer should do more than \$3,000,000 gross business a year unless he has studio operations on both coasts. Right now there is no producer doing that much commercial work. To do more than that the producer would have to become a factory, thus defeating the very objective of the development I am recommending.

Production of TV film commercials is a personal, creative service. A good producer can contribute ideas as well as craftsmanship to the production of a commercial, but he can perform at maximum effectiveness only if he is thoroly acquainted with the advertiser and his product. How can he possibly have this complete familiarity unless he works with the brand on a continuous basis, just as the agency does?

Furthermore, the promise of continuous work on a brand is the greatest incentive to the producer to bend his best efforts for that

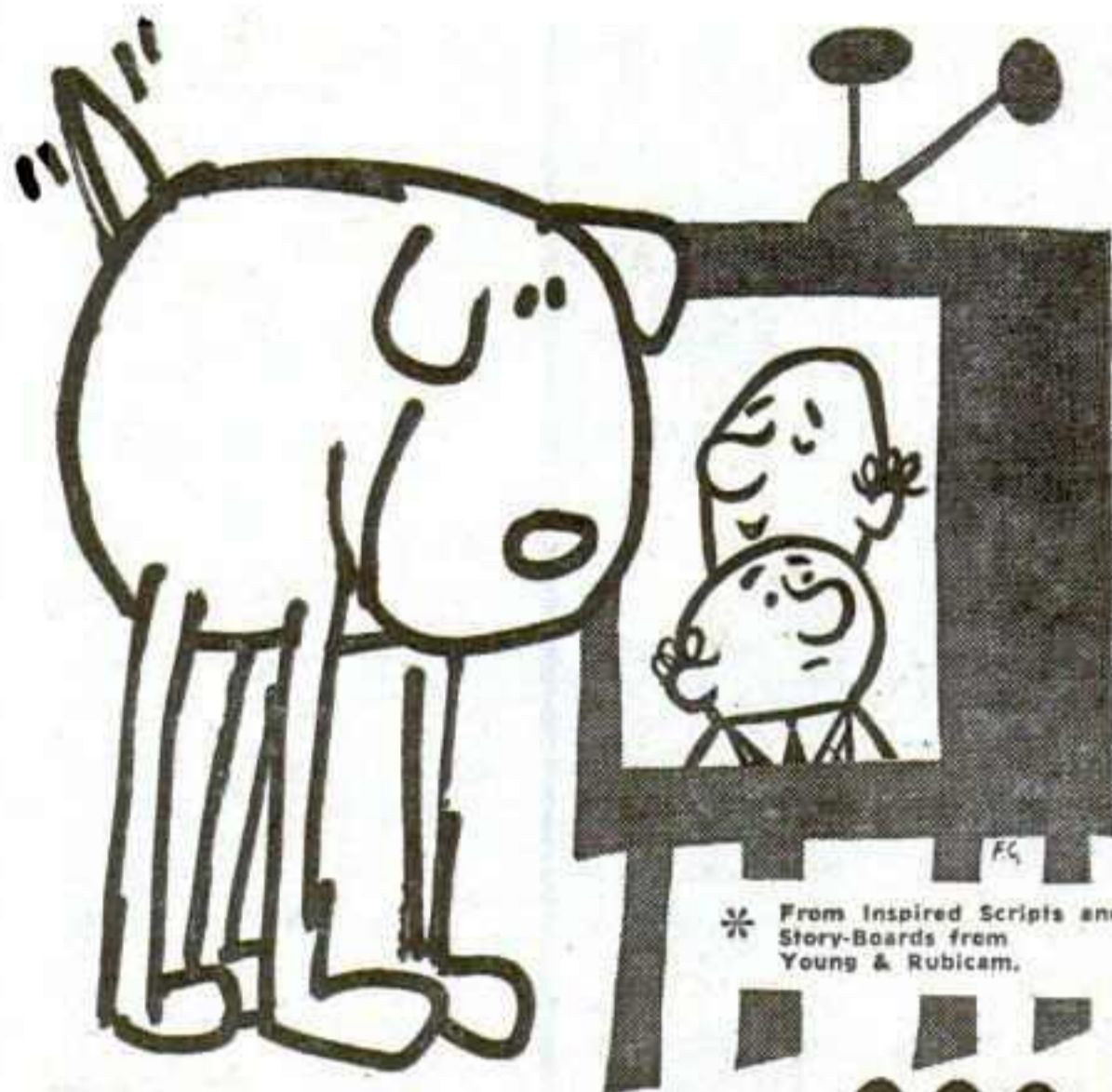
brand. By knowing the problems, plus the amount of work required over a given period of time, the producer is able to contribute a great deal more than he possibly can if he gets the work on a strictly catch-as-catch-can basis. From the agency side of the picture, Dan Ryan, of Tatham-Laird, puts it this way, "How else can an agency reward a producer for good work than to give him more work?"

Animation is a field in itself, with a different set of problems. Creative, original animation art is usually bought on the basis of a particular style or an individual artist. Except for the biggest agencies, who are familiar with the animation field, when an agency decides to go for an original animation idea, I believe it should make its selection with the help and understanding of its regular brand producer. When only routine animation work is required, it should be done or contracted for by the regular brand producer.

### It's Coming

The development I have described here will be disagreed with by some agencies, I am sure. However, before you disagree too loudly, I should explain that I saw the development take shape not from the producer's side of the street, but the agency's. I have proof that a close working relationship between an agency and a producer pays dividends to the client. The trick is for agencies to learn how to obtain the best possible quality of TV commercial work. One thing is sure: They'll never get it running up and down Madison Avenue with an armful of story boards asking for bids.

(P.S.: I wonder what would happen if advertisers shopped for agencies every time they had a new campaign. Interesting thought!)



\* From Inspired Scripts and Story-Boards from Young & Rubicam.

## ALL EYES ARE ON UPA'S NEW PIEL'S TV SPOTS

PRODUCED BY UPA PICTURES, INC.

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PLaza 8-1405

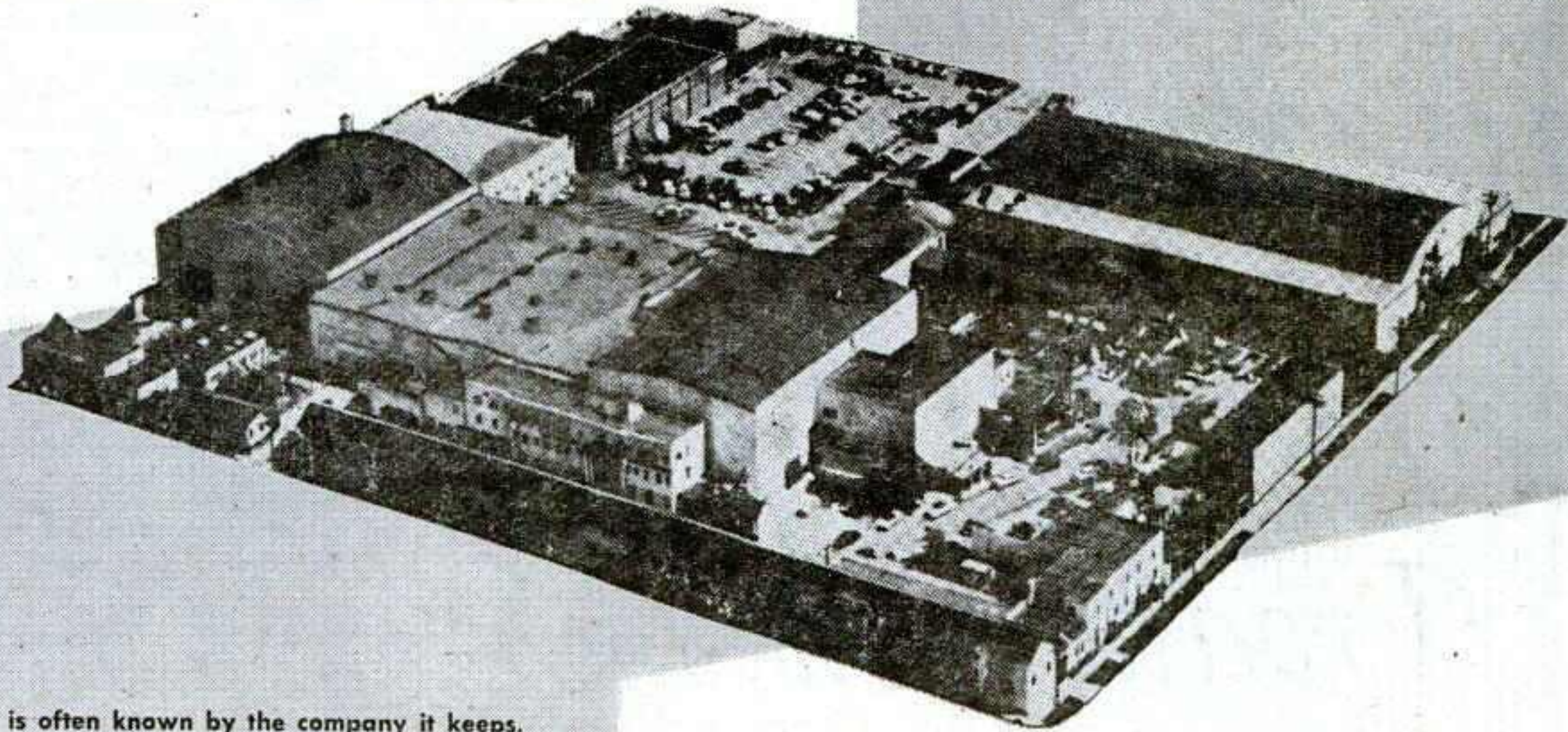
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MAKERS OF AMERICA'S FINEST  
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- Douglas Aircraft • Ford
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- National Carbon Co. • Pontiac
- Procter & Gamble • Raytheon
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- U. S. Steel • Westinghouse
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A company is often known by the company it keeps. And the Roland Reed organization is proud to keep company with these outstanding names of American industry.

We believe our successful services to these organizations to be based on these factors: (1) Outstanding personnel—hand-picked for their knowledge of the specialized needs of our clients; (2) Facilities—and in our case this means one of the largest areas devoted primarily to TV and industrial film production . . . a prime location in the heart of the film center . . . nine sound stages . . . complete creative and technical facilities . . . and more than a million dollars worth of specialized motion picture equipment; (3) Experience and know-how—built on a solid foundation of many years in the field of creative motion picture production.

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# Roland Reed

PRODUCTIONS, INC.

MAKERS OF THE WORLD'S FINEST  
INDUSTRIAL AND  
PUBLIC RELATIONS FILMS



# Copywriters Suffer TV Ills

• Continued from page 15

"Ingenuity instead of cameras," was slowly disintegrating. Complaints came that Mary's commercials were too arty. "They're all right for Greenwich Village, but not here."

Mary decided to have a talk with her boss. Should she continue writing the way she felt or should she kowtow to the simplicity attitude and send out "gray flannel commercials?" Boss said: "Up to you, Mary. After all, everyone laughed at Fulton. It's always harder to do the different. But it's up to you."

Mary: "But if my writing upsets announcers, cameramen, directors, perhaps it's not worth the outcome."

Boss: "Up to you, Mary."

### Jazz It Up

Mary went back to her office. She settled down, picked up her phone and called one of her clients. She asked what he would like to advertise on his next show. Mr. Jones replied excitedly that Mary should really jazz it up, sell it your style. Mary was thrilled. She

asked him what props he was sending. "Props? Who needs props? Just let the announcer tell about our fabulous sale. But really jazz it up. Give it the old one-two. . ."

And now: "Proposed cure for Mary's disease."

We recommend (1) meetings with announcers, directors, production managers and continuity on the co-operative way to make better commercials, thus instilling enthusiasm for new style commercials to replace the old hammering ones. (This recommendation is the most near sighted one. The following will take more time and money.) (2) Improved production methods, two camera availability, more rehearsal time. (3) Give continuity more time for creating, less time for jobs such as routine typing and filing. (4) Educating the station personnel who have direct contact with clients on TV techniques, thereby educating the client.

## TOUGH BUT POSSIBLE

# Local Sponsors Can Develop Top Commercials on Small Budgets

By BOB SPIELMAN

Is it possible for a local or small advertiser to turn out high-caliber commercials on a limited budget?

The answer is in the positive, providing he is willing to work within certain limitations, change the structure of his budget somewhat, and adopt some specific rules of practice.

The limitations indicated are, in the great majority of cases, helpful rather than harmful to the sponsor's message. It is becoming increasingly clear in TV that the simple commercials are usually the most effective—and whereas these can be as expensive as the most complicated spots, they can also be done well at low cost.

TV stations and producers unanimously agree—and agencies to a great extent concur—that the biggest roadblock toward the produc-

tion of better commercials today is the failure of the agency and sponsor to work more closely with the film producers and TV outlets.

Leading to almost as much trouble is the tendency of local advertisers to try to copy network commercials costing multi-thousand dollars. Local spots can be effective, but they must be kept simple.

Thirdly, the tendency of the local sponsor is to spend too much money on production, and not enough on script and storyboard. Often, the small agency (and this is by no means an indictment of all) has only little knowledge of the production techniques possible in live TV, and practically none of those in film. It is imperative that the script stays within the limits of the budget, and yet makes full use of the possibilities within that limit. Few scripts do.

Specifically, then, what can the small advertiser do to better his commercials (a) in film, and (b) in live TV.

### Film Commercials

The local advertiser can afford film, both live action and, to a limited extent, animated, if he uses it judiciously. A spot that has only onetime use is probably beyond his means. But the very advantage of film is that it can be run over and over again. Further, film can be recycled: Three one-minute spots, for instance, can be made with two minutes of production.

It is most important that the advertiser gives the producer a definite and honest budget prior to the time the storyboard is prepared. Only if this figure is available can the latter plan the commercial, utilizing those elements which best fit the pocketbook of the sponsor.

Song Ad Productions of Hollywood has probably done more filming for local sponsors than any other major producer. Advertisers for whom they've turned out footage range from one-showroom car dealers to one-market beers.

Effective use of animation and live in a one-minute spot is to have standardized cartoon openings and closings identifying the product, with live inserts between. Any number of new spots can thus be produced by merely switching the inserts.

Photo Animation offers numerous possibilities. The animation camera (not to be confused with the ordinary Mitchell) is versatile enough to be able to create some of the effects of animation with glossy photos. Other effects can be obtained with opticals, all cheaper than full animation.

Limited animation, in which only one part of the body, such as the mouth or a hand, moves, is another way to economize. Lip sync should be avoided, and voice over-utilized for local spots.

### Trade-Mark Type

Producer Ray Patin and George Faust, v.-p. of Roland Reed Productions, point up the possibility of developing a cartoon (or live) character that can be an identifying trade-mark for a local advertiser.

Patin visualizes the use of such a character together with a sequence of glossies identifying the product or place of business of the sponsor. Whereas this would not be animation per se, it would have some of its effectiveness without its high cost.

Another means to create the illusion of animation is to move a silhouette, such as a boat, in front of a panoramic background. This has only limited possibilities but, with certain trade tricks, can be made effective.

Earl Klein, of Animation, Inc., has begun experimenting with cut-

outs instead of line drawings for the bodies of characters, thus cutting costs 20 to 30 per cent. Even the time of year an animated commercial is to be produced is important. The slack period on the national front is from July to September, and a producer can therefore do a local spot cheaper during the summer.

In both animated and live film the number of scenes should be kept to a minimum (local agencies nearly always overload with visual copy), preferably only one. Development of a single scene is, in the majority of cases, the most effective.

A technique which is gaining popularity is not to show the faces of the actors in commercials. This puts the emphasis on the product and results in greater viewer identification. From a cost angle it's important because SEG instead of SAG actors can be used, knocking the talent price, and subsequent residuals, way down.

As a general rule, the small advertiser is better off in film (excluding animation) if he stays away from the large production centers, which are primarily geared to national sponsors.

Use of 16mm. instead of 35mm. film eliminates many of the factors (such as labor costs) which have skyrocketed prices in recent years. The end product will not be of the same quality, but it may still meet the needs of the sponsor.

### Live Commercials

Improvement in live commercials depends to a great extent on closer liaison between agency and station. In many cases, especially among smaller agencies, the personnel does not have the production knowledge station people have, yet the latter are often not consulted.

Ray Wagner, West Coast commercial head of Young & Rubicam, who has had to deal with the problems of local sponsors, puts pre-planning as the prime requisite for turning out a live spot at low cost.

Sets and props should be kept simple—the cluttered look is not as effective anyway — remembering that product identification is the most important element.

Employment of an art director can save time and money in dressing a set. Free-lancers are usually available for local agencies which do not have one on their staff.

Many of the production techniques employed in programming have been neglected when it comes to commercials. One of the most important of these is rear (or front) projection, whereby an announcer can be placed in front of a scene or sequence of scenes, sponsor-identifying or otherwise, at no more cost than the making of a slide.

Use of silhouettes with a rear process screen can be highly effective for some products. Full advantage of the electronic camera, with its revolving lens and ability to create upside-down, up-hill and down-hill illusions, is seldom taken.

Different kinds of cards with pull tabs, windows thru which copy can be rolled, can be used in a variety of ways. One of the more unusual effects can be obtained by moving magnetized objects over a smooth surface with a magnet hidden behind.

Use of models (not, in this instance, the two-legged variety) is another way to pep up interest. In one case, for example, an auto dealer wanted to put across four points. Instead of the usual stand-up pitch he used model cars. Four of these were rolled past the camera, each with one of the main sales points lettered across the top.

ONE OF AMERICA'S LEADING TELEVISION COMMERCIAL PRODUCERS

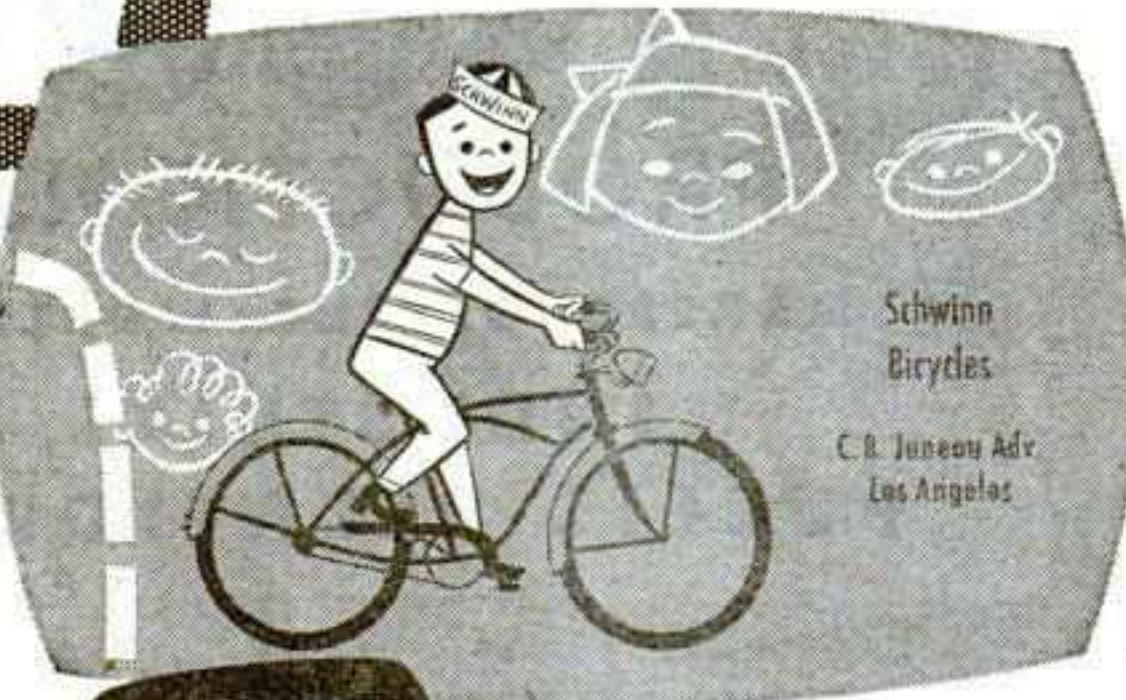
# Owen Murphy Productions, Inc.

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## SUPER SALESMEN

Animated by Song Ads' staff to Song Ads' music—now on TV sets across the U.S.  
Let's get together on your product!



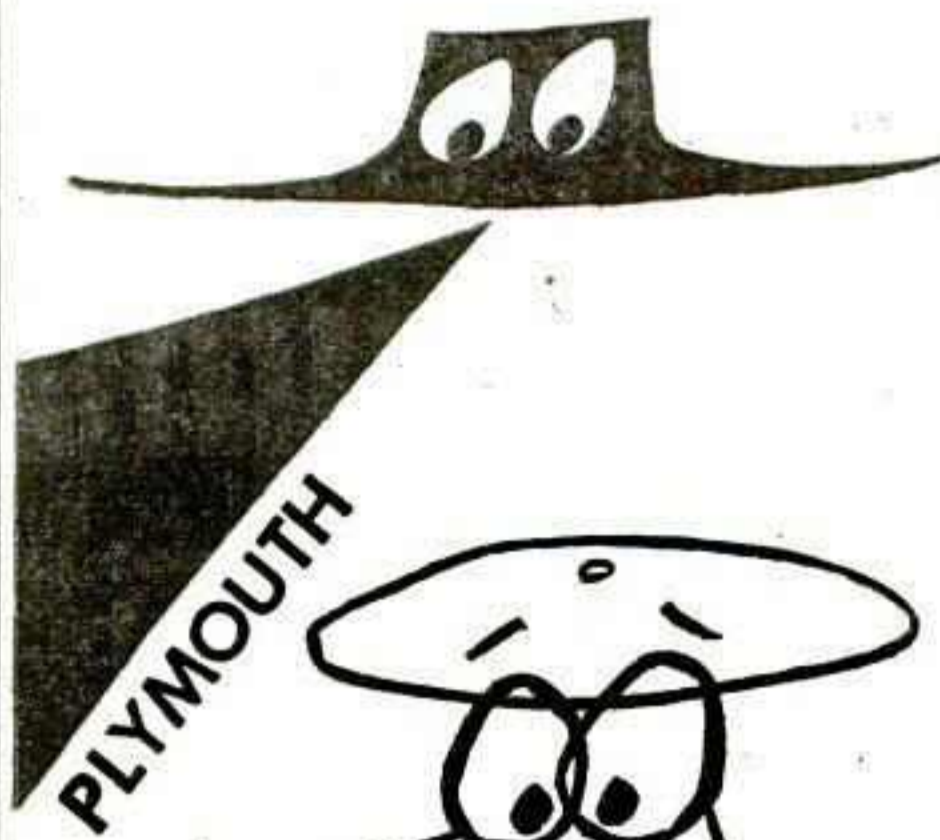
**SONG AD**  
Film-Radio Productions  
6000 Sunset Blvd. • HO 5-6181  
Hollywood 28, California



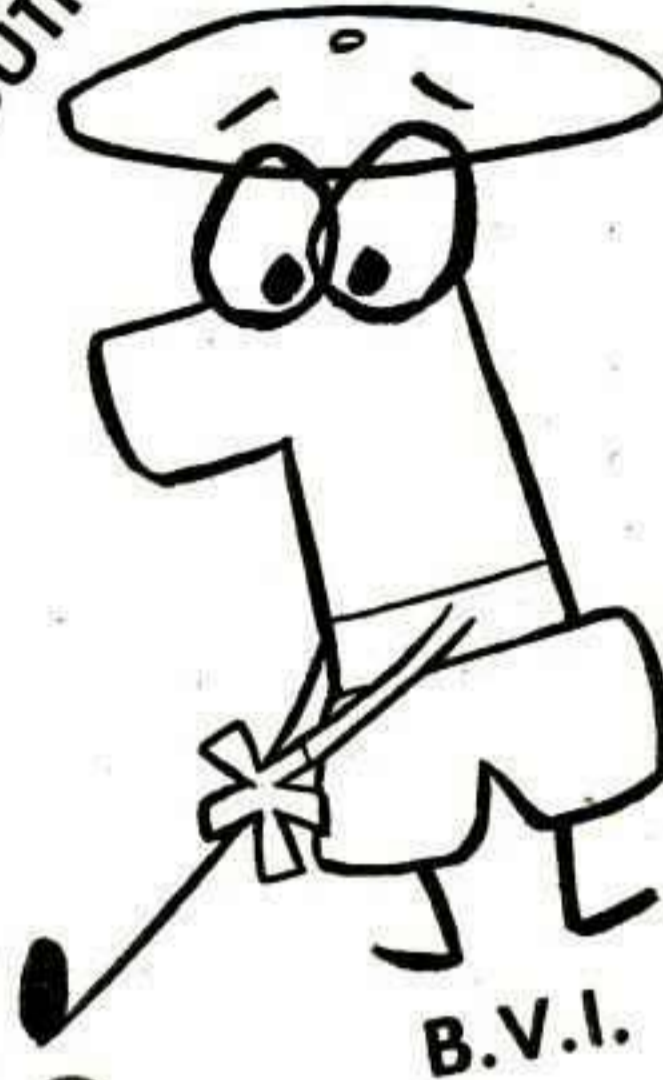
# Spielers on Network Shows

• Continued from page 20

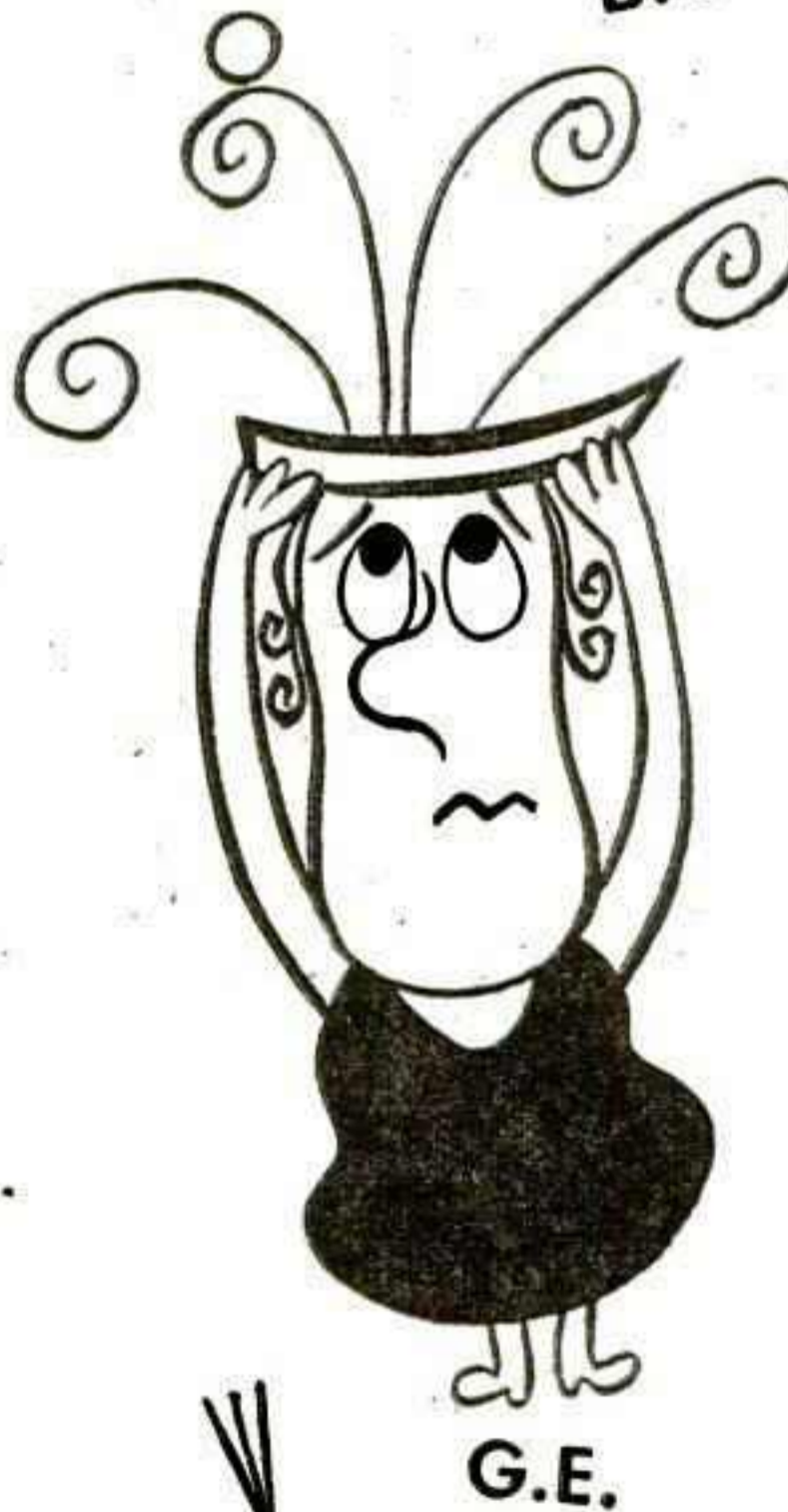
<b>PAIGE, BOB</b> Schlitz, Lennen & Newell, Playhouse of Stars	<b>SHIPLEY, BILL</b> Sylvania, J. W. Thompson, Beat the Clock Plymouth, N. W. Ayer, Swayze News Prudential Life, Calkins & Holden, You Are There
<b>PATRICK, EVELYN</b> Revlon, BBD&O, 64G Question	<b>STANTON, BOB</b> Johnson's Wax, Needham, Louis & Brorby, Montgomery Presents
<b>PAUL, RALPH</b> Goodyear, Y&R, Goodyear Playhouse Lanolin Plus, Biow, Name That Tune	<b>STARK, CHARLES</b> Kraft, J. W. Thompson, Kraft Theater Kodak, J. W. Thompson, Director's Playhouse
<b>PERRIN, VIC</b> Quaker Oats, Wherry, Baker & Tilden, Sgt. Preston	<b>STARK, DICK</b> Western Union, B&B, Down You Go Remington-Rand, Y&R, What's My Line?
<b>PRENTISS, ED</b> Oxydol, Dancer-Fitzgerald-Sample, Medic	<b>STEVENS, MARK</b> AC Spark Plugs, D. P. Brother, Wide Wide World
<b>RAYBURN, GENE</b> Pontiac, McManus, John & Adams, Playwright's '56	<b>SULLIVAN, JEAN</b> Kleenex, FC&B, Perry Como
<b>PONTIAC, McManus, John &amp; Adams, Wide Wide World</b>	<b>TAYLOR, BROOK</b> Alcoa, Fuller & Smith & Ross, Alcoa Hour
<b>RAYMOND, GENE</b> Studebaker-Packard, B&B, TV Reader's Digest	<b>VINES, LEE</b> Hazel Bishop, Raymond Spector, Arthur Murray Party
<b>REISER, ED</b> Elgin Watch, J. W. Thompson, Person to Person	<b>VON ZELL, HARRY</b> Carnation, Erwin Wasey, Burns & Allen Goodrich, BBD&O, Burns & Allen
<b>RIGGS, GLENN</b> Admiral, Russell Seeds, Life Is Worth Living	<b>WARREN, BOB</b> Prell, Raymond Spector, This Is Your Life
<b>ROBBINS, FRED</b> Coca-Cola, McC-Erickson, Eddie Fisher	<b>WEIST, DWIGHT</b> Johnson & Johnson, Y&R, Robin Hood
<b>ROBERTS, KEN</b> Stopette, Ludgin, What's My Line? Mogen David, Weiss & Galler, Dollar a Second	<b>WILLIAMS, BOB</b> Johnson's Wax, Needham, Louis & Brorby, Montgomery Presents
<b>RUSSELL, BOB</b> Sealtest, N. W. Ayer, Big Top	<b>WILSON, DON</b> Lucky Strike, BBD&O, Jack Benny
<b>SAWYER, STAN</b> Gulf, Y&R, Life of Riley	<b>WIRTH, SANDY</b> Chunky, Hilton & Riggio, Super Circus
<b>SHEPARD, BOB</b> Sunbeam, Perrin-Paus, Berle-Raye Show Serutan, Geritol, Kletter, Amateur Hour Geritol, Kletter, Masquerade Party	<b>WOODS, DONALD</b> Budweiser, D'Arcy, Damon Runyan Theater



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#### NOT ALL FILM

## Supply, Price Dictate Part Of Blurb Live

By ELLIOT SAUNDERS

(In charge of the New York office of the Perrin-Paus agency, Saunders is responsible for the Sunbeam commercials, including those mouth watering morsels for the frypan.)

Aside from the endless and often confusing arguments about production values, there are two unanswerable situations that require a TV sponsor to produce at least part of his commercial live. It's worth keeping them in mind.

They are both marketing situations. They both require up-to-the-minute copy. Since it takes from one to 10 weeks to film a commercial, it would be out of the question to can the message when the sponsor is in either of these situations.

I'm talking first of all of a situation in which the sponsor faces tough competition on prices. This is not unusual in the small appliance field. In the past few months the three leading electric shavers have been caught in a fluctuating price ride. Each had to answer his competitors' claims tit for tat. Under the circumstances it would have been impossible to commit the entire copy line to a sound track.

The other situation I'm talking about is inventory and supply. Sometimes your TV message can be a little too effective. You are especially vulnerable to this on a new item that you send off with a concentrated push.

Unless you get on the air and explain, you're going to have a lot of disappointed customers, or maybe lost customers if they are not persuaded to go back to the store and try again.

A situation like this can creep up on you suddenly, and then you have to get a line into this week's show something like: "If your dealer doesn't have any more in stock, please be patient. We're filling orders as fast as we possibly can."

You've got to act fast, faster than

## A TIME, COST ANALYSIS ON TWO-MIN. FILM BLURB

Each quarter The Billboard will endeavor to run a time and cost analysis of a specimen TV commercial. In most cases it will not be possible to identify the advertiser or producer, but the basics of the commercial will be described.

The specimen considered here was a two-minute film commercial for an automotive accessory. It involved a demonstration on the road with voice over, a sequence of graphic illustrations and a scene in a dealer's showroom with lip synchronization.

The producer planned a 15-day production schedule as follows:

First and second day: Plan location shooting, choose studio and talent, and start work on the art for the technical illustrations.

Third thru fifth days: Location shooting with crew one, build set and shoot studio sequence with crew two, record the voice over sequence, approve and shoot illustrations.

Sixth and seventh days: Develop and print dailies and graphic sequence, transfer sound to film and screen the dailies.

Eighth and ninth days: Edit and screen the first cut.

Tenth and 11th days: Make any necessary editorial changes and hold second screening for possible final client approval.

Twelfth day: Order fine grain for opticals.

Thirteenth and 14th: Proceed with opticals and mix.

Fifteenth: Answer print.

#### Budget Breakdown

The producer budgeted this commercial at \$5,500 to include his overhead and profit. His breakdown was as follows: One day of location shooting, also allowing for one day of bad weather—\$1,800.

One day of studio work, including cost of set construction—\$1,600.

Technical illustrations, showing a cross cut of the product—\$300.

Talent, consisting of two actors in the showroom scene and one announcer off screen—\$400 (over scale).

Sound studio and labor costs, not including mixing and fine grain—\$555.

Cutting and editing—\$300.

Opticals and fine grain—\$300.

Mixing—\$250.

Answer print and corrected print—\$45.

The producer pointed out that the cost of a one-minute version of this commercial would have been only slightly less than this budget.

However, the actual cost of this commercial was \$1,100 over budget for the following reasons:

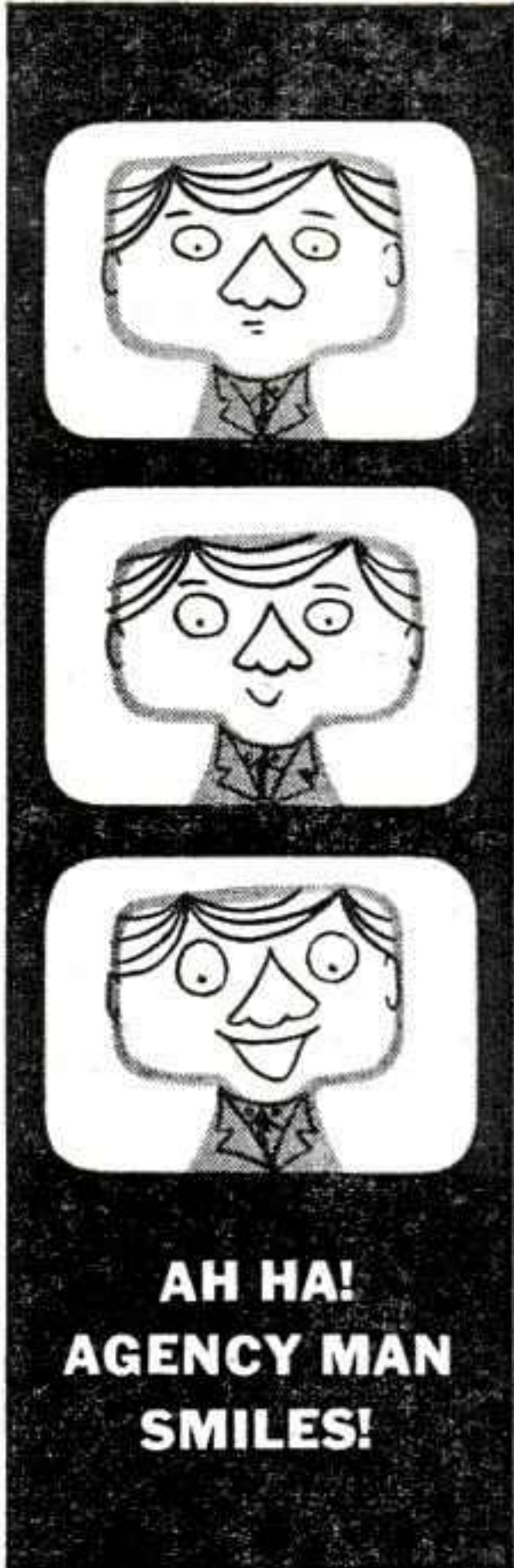
The basic art for the cross-cut sequence was not delivered by the agency until the eighth day of the schedule. Consequently, the illustration work was done on overtime, costing \$500 extra. Also, the editing of this sequence had to be done on overtime, which cost an additional \$100.

Finally, three days before the completion of the commercial, the agency made a change in the copy due to change in the statistics used in the sales talk. It took several hours to match the quality of the original sound track. This and the new mix cost another \$500.

you can produce a film.

You often see this kind of holding and pushing operation on Revlon's big quiz shows.

Hence, aside from format values, the necessity of producing a commercial live depends on price and supply fluctuations.



**AH HA!  
AGENCY MAN  
SMILES!**

You'll smile, too, when you produce those TV commercials at Jamieson Film Company in Dallas. Because out here in the wide open spaces, you'll relax in tension-free, unschizophrenic atmosphere that'll let you do probably the best work you've ever done.

And that Jamieson staff of creative film technicians will be working with you, turning out top quality material. You'll be impressed with our complete facilities (everything under one roof), one management: sound stage, mobile units, recording, animation, labs, opticals; our experience (40 years of motion picture production); a long list of satisfied clients (important national and regional advertisers).

At Jamieson, you'll get high quality films, delivered on time, well within your budget. And, with those nagging worries far behind, you'll be amazed at the ease with which you'll work in air-conditioned Dallas.

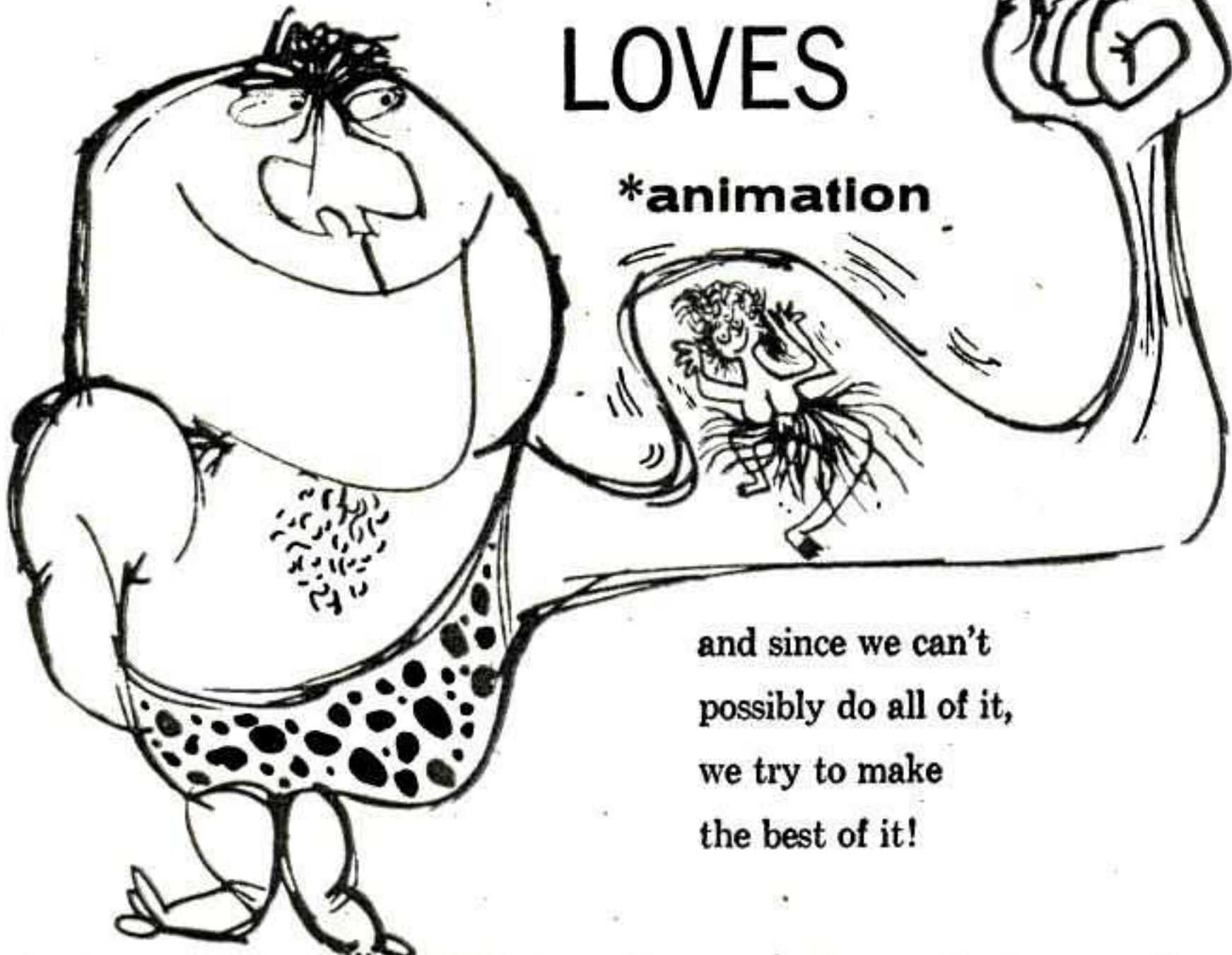
Sound good so far? The complete story is in this new Jamieson Brochure. Send for your copy today. You'll like what you see in it.



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and since we can't possibly do all of it, we try to make the best of it!

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Motion Picture Products Since 1916  
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Animation • Location  
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# Labs Suffer With Rush Jobs; To Charge or Not Is Question

In the frenzied world of TV film commercial production, the deadline for the next step in a production schedule is often "yesterday." It's a source of frustration to New York producers that the West Coast labs are set up to turn out work in less time than it normally takes the East Coast labs.

At the Society of Motion Picture and Television Engineers forum in New York last month, Bob Gross, of American Film Producers, suggested that East Coast labs set up a service for turning out work on a super-rush basis, a service for which they would charge a premium rate. This super-rush service, which would be available to everyone, would go a long way toward helping producers who find themselves in an emergency in which time is of the essence, Gross believes.

At present, Gross said, East Coast labs provide such ultra-fast service as a "personal favor" to their best customers. Smaller producers and animation producers, who turn out less footage, often can't get that kind of service, Gross claims. Eliminating the "personal favor" aspects and making ultra-fast service available to any producer willing to pay the premium would be a fairer and more business-like way of handling the situation, according to Gross.

How do the labs feel about this proposal? Can such a system operate effectively? To what extent would it solve the problems of producers caught in a time squeeze?

Herbert Pilzer, president of Circle Film Laboratories, believes that this plan would prove unsatisfactory. "A long string of delays and pressures that have been building up at the agency and production office comes to a head when the commercial reaches the lab," Pilzer said. "Practically every producer needs to have his job processed as quickly as possible. If we were to set aside special personnel or facilities to handle rush orders, this department would quickly become so jammed that it would cancel itself out."

"Besides," Pilzer continued, "the nature of a lab operation is such that it must be based on personal relationships. A lab does not cater to an infinite number of occasional customers as a clothing store does. We know our customers. The producer who places his business with us regularly deserves extra fast service when he needs it. I couldn't think of giving a one-shot customer a higher priority just because he was paying a premium price. . . . The only time we add a surcharge is when a job directly entails overtime."

However, at least two labs in New York, Du-Art and Movielab, do have provisions for handling ultra-rush work at premium prices. But their procedures are not as formalized as envisioned in Gross' proposal. Both retain the right of turning down such a job when they feel it would be too great a strain on their facilities.

Movielab, according to Ben Bloom, can and does provide extra fast service at higher rates, but it can only handle two or three such jobs at a time. A lab, Bloom maintains, must be able to accept or reject super-rush work at its own discretion.

Normally, East Coast labs do a job in 24 to 48 hours. "Rushes" or "dailies" are processed in less time. They are usually returned to the producer noon or earlier the day after they're shot. Other processing on a commercial—such as developing and printing of the sound track, printing the fine grain master, developing the dupe negative and making the answer print—usually are done in 24 to 48 hours as regular routine.

### In 12 Hours

On a rush basis, each of these jobs can sometimes be done in 12 hours or less. The rush jobs can be done overnight, labs prefer that the more critical work be done during the day when their most experienced workers are on hand.

## Medals Given by N. Y. Art Dir. Club For Light Blurbs

The champions of "mood" and "entertainment" commercials (as opposed to the advocates of "hard sell" or "square" commercials) had a heyday this month when the winners of New York Art Directors' Club medals were announced. The board of judges consisted of some truly heavyweight production and agency personnel. But the winners were all on the light side.

The winning animated burb was the one minute "John and Marsha" spot for Snowdrift Shortening produced by Storyboard, Inc., for the Fitzgerald Agency of New Orleans. The winning live action commercial was the leafy 20-second spot for Modess produced by Elloit, Unger & Elliot for Young & Rubicam.

A special medal went to the "Bert and Harry" commercials that UPA Pictures is producing for Piel Bros. thru Young & Rubicam.

Citations were also given Storyboard's "Dadaist" spot for Diamond Crystal Salt thru Benton & Bowles, to Van Praag's strong folk song live-action production for Dodge thru the Grant Agency and to the live kiddie and -blackboard commercial that Kenyon & Eckhardt produced for Ford on the "Producers' Showcase."

The total cost of laboratory work on an average 60-second live action commercial usually runs between \$100 and \$175, an extremely small proportion of the total production budget. Production of this type of commercial ordinarily takes about 16 days to complete, tho if all work—including lab processing—is done on a super-rush basis, an answer print can be turned out in half that time.

In an effort to get faster service on a regular basis, some producers are said to pay lab employees a set fee per week under the table to get special attention. There is little the labs can do to stamp out this practice. They maintain, however, that "pavola" rarely results in getting anything more than the regular service. "But if it keeps him happy by making him think he's getting something extra, it's okay by us," one lab exec observed.

### Small Revenue

To most labs processing of TV commercials constitutes a relatively small portion of their total business. Du-Art estimates that TV commercials bring in only about 8 per cent of its gross revenue. For a laboratory to revamp its routine to accommodate the TV industry's requirements for extra speed would be economically impractical. The labs, therefore, are far from eager to go whole hog on Gross' proposal.

One big beef the labs have is that many agency and advertiser personnel don't know too much about film processing, which leads them to make impossible demands and to feel cheated when the labs cannot oblige. The lab, they claim, is everyone's whipping boy and nobody's boss.

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## Three Reasons for Changing Importance of Disk Markets

### Shifting Populations, Dominance Of Packages, Sales Methods Cited

**By JOEL FRIEDMAN**  
**HOLLYWOOD**—An ever shifting population, the continued dominant role of the packaged goods business, and the use of streamlined merchandise methods are currently responsible for the change in importance of market areas in the disk industry.

The sales potential of a seemingly obscure city in classical albums, for example, is enough to account for an unusually larger share of the total volume of business than might ordinarily be attributed to such a given area.

In the main, the large metropolitan cities continue to dominate the disk picture insofar as sales are concerned, tho the volume of less densely populated areas in the West and Midwest continues to grow. The general rule of thumb in allocating sales quota to distributors is based on population, the economic level of the market in question, past performance and the individual characteristics of the territory itself. Los Angeles, for instance, has perennially been an exceptionally good album market, while Dallas is the No. 1 market

in the nation in country and western records. The sales performance of such cities would be appreciably higher in those fields, thus increasing their quota set by disk manufacturers and earning them a higher national rating.

#### Varying Strengths

There is no true market picture in the disk industry that would be applicable to each of the major recording companies. RCA Victor and Columbia far outweigh their competitors in the classical field, while Capitol is strong in the pop package business. Each firm would garner a larger share of business in its respective field, and thus allocate different sales quotas to their distributors and branches.

A composite view of the majors' top 15 markets in the nation in all categories of music, without tak-

ing into consideration such individual characteristics as depth of catalog or branch vs. distributor, shows the following ratings and percentage of national business attributed to each:

1. New York .....12.50
2. Chicago ..... 6.56
3. Philadelphia ..... 6.00
4. Detroit ..... 5.50
5. Los Angeles ..... 5.42
6. San Francisco .... 4.00
7. Dallas ..... 3.34
8. Boston ..... 3.30
9. Pittsburgh ..... 3.29
10. Hartford ..... 3.25
11. Cincinnati ..... 3.18
12. Baltimore ..... 3.10
13. Newark ..... 2.90
14. Cleveland ..... 2.44
15. Seattle ..... 2.31

The figures show that the top  
*(Continued on page 34)*

## Dealers May Find July Banner Month

### RCA and Col. Traffic Hypos Can Vanquish Dog-Day Doldrums

**NEW YORK**—July, traditionally the worst month in the year for the record business, may actually develop into a banner month in '56, thanks to a combination of the RCA Victor and Columbia traffic-building programs. This will be the month that Victors' Save-on-Records coupon book holders drop in for their free bonus disks, and both companies are advancing high-powered new releases as their \$2.98 specials.

Columbia's Buy-of-the-Month in the pop category will be Percy Faith's ork in "Passport to Romance" (CL 880). The classical BOM will be a coupling of Beethoven's Fifth and Mozart's Symphony No. 40 in G Minor, played by the Philadelphia Orchestra under Eugene Ormandy (ML 5098). The Faith set will consist of all-time hit songs from France, Germany, Portugal, Italy, etc., including such as "Madeira," "Merry-Go-Round," "Bonjour Tristesse," "Moritat," "Sierra Madre" and "Portuguese Washerwoman."

Victor's SOR coupon holders may

come into the stores to place their orders for the classical set, "Virtuoso Orchestra," with Charles Munch conducting the Boston Symphony Orchestra, or for the pop set, "We Could Make Such Beautiful Music," with the George Williams dance ork, or for both sets, which will cost \$2.98 each with a coupon. The Boston set includes new hi-fi recordings of three Ravel works—  
*(Continued on page 36)*

## M-G-M Hypos Hot Months Album Output

**NEW YORK** — M-G-M Records is stepping up its album release schedule for the summer months. Three dozen packages are set, including a third "Baker's Dozen" group for August.

Album sets will feature Joni James, Ziggy Elman, George Shearing, Ted Straeter, Art Lund, the Billy Williams Quartet and the Grand Vienna Waltz Ork among others.

The diskery will also keep its Bloomfield, N. J., pressing plant operating thruout the summer with employee vacations staggered, in order to handle the firm's own disk releases as well as its custom accounts.

## Clef, Verve, Norgran Up EP Price Tags

**HOLLYWOOD**—Effective July 1, the price of extended play records for the Clef, Verve and Norgran labels will be upped to \$1.49 from its present level of 98 cents.

Move is being made according to general sales manager Bernie Silverman to put the firm's prices in line with that of the industry. According to Silverman, EP sales are a negligible factor with the price increase not expected to affect the market in any fashion. Company had previously reduced the EP price of 98 cents some months ago.

Silverman also revealed the appointment of Eastern Record Distributors, Hartford, Conn., to handle the Clef and Down Home lines; Allied Record Distributors for Norgran, and Metro Distributing Company to handle Verve and Norgran.

On the repertoire front, label president Norman Granz concluded the recording of Bing Crosby in  
*(Continued on page 106)*

## Imperial Pact To Bill Davis

**HOLLYWOOD**—In line with the program to further diversify the operation of the company, Lew Chudd, president of Imperial Records, has signed organist Wild Bill Davis to a term recording contract.

Davis has already recorded a series of LP's, cut in New York this month, with release expected this fall. Additional name artists in both the jazz and popular fields are to be added in the future, according to Chudd.

Company recently bowed in the album business with the release of eight albums in the rhythm and blues and popular fields.

## SUNSET HYPOS BAILEY WAX

**HOLLYWOOD** — Indie Sunset Records will hypo the sale of the firm's new Pearl Bailey wax this week, via a joint promotion worked out by the label's sales topper, Guy Ward, and Paramount Pictures.

Miss Bailey, who stars in the Paramount film, "That Certain Feeling," with Bob Hope, will be heard via a special 45 p.m. clear vinyl open-end interview platter, currently being shipped to disk jockeys thruout the nation. Scripts allowing the jocks to ask questions and then cue in Miss Bailey's answers. In addition, two excerpts from her Sunset Works are included in the deejay promotion kit.

## Haydn Label Sale Close

**NEW YORK** — Sale of the Haydn Society label, following two previous deals that never jelled, is close at hand. It was learned this week that a syndicate known as Portchester Properties, Inc., has made a bid for the firm which has been accepted by the creditors' committee, headed by Columbia Records.

Howard Rikoon, attorney for the new corporation, would not identify the individuals involved but indicated that some "fresh money," new to the record business was represented.

Rikoon said that following expected acceptance by the necessary 50 per cent of all creditors of the offer, reported to be about 15 cents on the dollar, the label would quickly be reactivated. He said that Victor Cohen, a former Haydn employee, would be general manager.  
*(Continued on page 34)*

## Decca Re-Styles 15-Unit Phono Line

**NEW YORK**—Four-speed motors, permanent 45 r.p.m. record playing adaptors and a wider retail price range than ever before are features of the new Decca phonograph line. The 15 completely re-styled units comprising the line are being unveiled at distributor sales meetings in key cities by Syd Goldberg, Decca sales chief, and Mike Ross, manager of the firm's accessory division.

The Aristocrat, a special hi-fi AM-FM radio tuner, is standard equipment with the high-end model Eldorado, which retails from

\$499.50 to \$519.50, depending on cabinet material. The tuner can also be used with the Riviera and Demonstrator models, which sell for \$199.95 and \$129.95 respectively.

Heavy emphasis in the line is on portables with 10 new models in that category. Of these, three carry the four-speed turntable feature, while three others are 45  
*(Continued on page 36)*

## Friedman Exits S-B Coast Post

**HOLLYWOOD** — Veteran music man Sammy Friedman leaves his post as Coast representative for Shapiro-Bernstein, Inc., after a 10-year association to recover from a recent heart attack.

Friedman will vacation for the next three months before deciding upon a new affiliation. He will continue to head the Hollywood Music Men's Luncheon Club, local fraternal organization of song pluggers, and helm the weekly Wednesday meetings of the group.

## Angel Unveils Summer-Fall Discount Plan

**NEW YORK**—Angel Records' "Summer-Fall Plan," was scheduled to break this week, offers dealers freedom of choice in ordering either Factory Sealed or Standard packs wherever both are available.

The diskery has thrown its entire catalog into the annual plan, which offers a 10 per cent discount and deferred billing to any Angel dealer who places a minimum order of \$400. Dealers will get a 100 per cent exchange privilege on Factory Sealed disks only.

Altho the company will begin taking orders this week, delivery will be after July 2. According to sales manager John Woolford, billing will be one-third due on October 10, one-third on November 10, and the final third December 10. The deadline for orders is July 27.

Included will be Angel's complete operas, special editions, dramatic recordings, and the blue label series of lighter works and pops.

This week also, Angel will ex-  
*(Continued on page 34)*

### IN THE WORKS

## Riverside 5-Vol LP Jazz Hist.

**NEW YORK**—A comprehensive "History of Classic Jazz," a five-volume 12-inch LP set, is in preparation by Riverside Records for fall release. List price of the specially designed set will be \$25.

The unit, prepared by Riverside mentors, the noted archivists Orrin Keepnews and Bill Grauer, will include 60 examples by such names as Louis Armstrong, Fats Waller, Jelly Roll Morton, Bix Beiderbecke, Bessie Smith, Duke Ellington, etc. Much of the material has not been issued since its original release on now-defunct labels in the 1920's. Annotation will be by the noted jazz historian Charles Edward Smith.

In a more modern vein, Riverside is prepping two LP's featuring the compositions of Alec Wilder. One is a specially clefted group of works for guitarist Mundell Lowe and 10-piece jazz group. The other is a program of Wilder's off-beat songs, all new to wax. They'll be cut by Shannon Bolin, thrush who appears currently in "Damn Yankees." Both are scheduled for fall release.

## RCA Phono Push Keyed to Disk Hypo

**NEW YORK**—RCA Victor's 45 r.p.m. phonograph promotion, predicted by The Billboard last week, has been formulated, and will be introduced to the trade this week and next.

The push, which is aimed at expanding the base of the record buying market at the teen-age level, will be based on a tie-in, phono-and-records deal. The bait is a special package containing all of the material that was in Victor's Glenn Miller Limited Edition No. 1, to be made available

on 45 r.p.m. EP disks for \$5, with any of the company's four self contained 45 r.p.m. phonos at regular price. These will be the same 60 Miller recordings that were included in the original \$24.95 package, but without the fancy packaging. It is recalled that this first Miller set sold 125,000 packages, and often at premium prices.

According to L. J. Collins, sales manager for the RCA Radio and "Victrola" Division, this special will be offered with the model  
*(Continued on page 36)*



# C&W Deejays Kick Off First Annual

Initial Event a Quiet Affair But Big Things Promised for the Future

By BILL SACHS

SPRINGFIELD, Mo. — With Crossroads TV Productions and Top Talent, Inc., serving as host, the Country and Western Music Disk Jockey Association, headed by Nelson King, prexy, held its first annual conclave here Thursday thru Saturday (14-16) with some 220 signing the register at convention headquarters at the Colonial Hotel.

Like all first-time meetings of its kind there were a few slip-ups in arrangements, but overall it panned out a successful gathering, socially speaking. Other than the official annual meeting of the CMDJA board Friday (15) p.m., there was little official activity. There was a bit of moaning from tradesmen on lack of activity, chiefly from BMI adherents, but association spokesmen blamed it on a misinterpretation of what the original purpose of the meeting was to be. At the Friday gathering CMDJA board members explained that the gathering, which is to become an annual event, is not to become an overall trade gathering on the same basis as the annual country and western shindig sponsored by WSM in Nashville each November or the Jimmie Rodgers Day held in Meridian, Miss., on May 26 each year.

CMDJA spokesmen stated that the group's annual gathering would be dedicated to the purpose of furthering public acceptance of country and western music. Music men, record people and the like, they said, would not be especially invited to participate in the annual

events but would be welcome to attend. The purpose of the annual meeting, in addition to permitting the board to conduct its annual meeting, would be to enable the group to stage an annual show to raise money for the CMDJA treasury. The annual meeting, it was stated, will be held each year in a different town. The meeting held Friday afternoon (15) to determine next year's plans was a highly secretive one, but board members pledged to secretiveness assured that the announcement for next year's conclave, to be made at a later date, would come as a bombshell to the trade. They held off announcing details for fear that the idea might be lifted.

### Show Line-Up

The show held at the Jewell Theater Friday night was a corker, with some 1,200 people jamming the auditorium at a \$1 a head to witness a four-hour country and

(Continued on page 40)

## Richmond Sets New British Pub Firm

NEW YORK—Publisher, Howie Richmond has set up a new British firm, Cromwell Music, Ltd. The new firm will expose American hit properties in England.

Richmond's other British firm, Essex Music, Ltd., was organized a year ago to handle English-written material thruout the world. Richmond said that since Essex was set up, it has had four hits in England.

In addition, Richmond signed Allesandro Cicognini, noted Italian film score composer ("Bicycle Thief," "Bread, Love and Dreams," etc.), to an exclusive contract, covering all his compositions and Western hemisphere rights to all his film scores.

## Aberbachs Off on European Jaunt

NEW YORK—Gene and Julian Aberbach, Hill & Range Music toppers, will spend the summer in Europe. They will acquire material and visit their branch operations. Take-off is Wednesday (27).

## SCOPP LANDS FOREIGN MARK'T

NEW YORK — Mickey Scopp, chief of the Big Three music publishing firms, sees the European market as of increasing importance to the American music business. Returning last week from a trip abroad, Scopp stated: "The countries of Europe provide an important supplemental market to exploit American compositions. Progressive trends thruout Europe account for more substantial royalty remittances to American writers and publishers than ever before. The Big Three companies have organized effectively in Europe to handle professional exploitation of its catalogs and to administer its business affairs."

## Abramson to Build Atco Artist Stable

NEW YORK—In a new move to build Atco Records to an equivalent status with its parent label, Atlantic Records, Atlantic president, Herb Abramson, last week took over the artists and repertoire and sales direction of the subsidiary.

Abramson's first job will be to build the Atco artists stable in the rhythm and blues, rock and roll and pop categories. At a future date, as yet undetermined, he will start recording album material. Atco already has a complete web of distributors, apart from those handling Atlantic.

Atlantic's a.&r. will continue under the joint direction of vice-presidents, Ahmet Ertegun and Jerry Wexler, with v.-p. Nesuhi Ertegun in charge of packages and jazz.

Atlantic, to date, has not found a new sales manager to succeed Lou Krefetz, who left several months ago to concentrate on his package tours and artists management. Wexler is doubling the role "until the right man comes along."

Abramson's first signings were two "rockabillys" from Nashville, both of whom he recorded there last week. These are Hal Willis and Glenn Reeves. It's possible that one of them may be switched to Atlantic. Also signed were the Tibbs Brothers, Andrew and Kenneth, a blues-singing duo. Brother Andrew was at one time a solo warbler on Aristocrat label, before the name was changed to Chess.

# SPA-CLGA Alliance To Solidify Trade

Merger of Two Organizations Deemed Necessity for Radio, TV Negotiations

NEW YORK—An alliance between the Songwriters' Protective Association and the Composers and Lyricists Guild of America is expected to result in the formation of a solidified body to represent songwriters in all fields of endeavor.

Should such a group become a reality as expected, it would mark the beginning of a new era for SPA, who up until now have represented songwriters in their relations with publishers only.

The unified organization is viewed as necessary, according to members of both groups, because of the nature of the changing music industry, and more important, because the two groups need each other if they are to successfully continue their negotiations with the radio and television industries, and proceed further in other entertainment media.

Negotiations between representatives of SPA and CLGA have thus far resulted in progress in some areas, tho the two groups are still far from solving their differences concerning representation in the radio and television fields. Ostensibly, SPA and CLGA realize that either group could not bargain with the networks without the

other, therefore the reasons for amalgamation.

Meetings between SPA and CLGA were recently held here, with discussions continuing by correspondence with the latter group in Hollywood. Both are scheduled to appear before the National Labor Relations Board on July 2, tho a postponement is expected to be sought to allow additional time for the two organizations to get together.

It's reasoned that SPA must enter the field as a labor organization because of the demands placed upon writers, particularly by film television. Writers are being hired by TV film producers, it's argued, and asked to sign "for hire" contracts. Under such agreements the writer generally loses a substantial share of his income, including performance money in some cases, as a result of being in an awkward bargaining position. With the networks in film production and with the motion picture studios selling blocks of film in which a writer might ordinarily have a vested interest, measures must be taken to protect the songwriter, it is pointed out.

CLGA has already been certified by the NLRB as the bargaining agent for writers at the motion picture studios. SPA contested CLGA's entry into negotiations with the networks with the result that hearings before the NLRB recently produced the current discussions between the two groups.

## 3 New Acts Inked by Shad

NEW YORK—Bob Shad, Mercury's roving artists and repertoire man, who also handles recording for the company's EmArcy and Wing subsidiaries, last week signed three new acts for the company.

Sister Rosetta Tharpe, a Decca property for many years, and a big, steady seller in the 1940's, follows her old sidekick, Marie Knight, into the Shad orbit, where she will continue to record religious material and possibly some blues. Two pop acts also were inked by Shad: Fiddler Florian ZaBach and the Jan Raye combo with thrush Lilyann Carroll. ZaBach, original exponent of "The Hot Canary," is another former Decca artist.

Miss Carroll, now a member of the Rave group, is the one-time Louis Prima vocalist. Most recently she was with RCA Victor.

### EVERLOVING

## Triple Play! 'Poopsie' to Dave to Fred

SHAWNEE ON THE DELAWARE, Pa.—"Poopsie" stole the show at Fred Waring's annual clambake for the music industry, held here last Monday and Tuesday (11, 12). When the contact men, publishers and a.&r. execs were gathering to watch a motion picture of scenes at Shawnee during the 1955 floods, Waring announced that a watch had been found. He looked at it casually and read the inscription: "To Dave, from his ever-loving Poopsie."

"It's mine!" a voice yelled frantically, and song plugger Dave Bernstein and crimson-red, came forward determinedly. Thruout the evening, Shawnee rang with cries of "Poopsie."

True to tradition, the weather at Shawnee was grand, and the golf course and pool were in constant use. Among the golf addicts, Don Cherrv scored low gross with a 69. Andre Baruch scored a 75; Fred Waring, 80; Lou Del Guercio, 74; and The Billboard's own Dan Collins was up among the leaders with a respectable 83. In the various golf contests, Harry Meyerson was closest to the pin—seven feet, two inches; and Jack Spina was credited with the longest drive, 275 yards.

In the baseball game, the song pluggers swamped the Pennsylvanians. Beauteous Dorothy Arms pitched for the pluggers. The baseballers were awarded sports shirts.

In token of their appreciation for the outing, the music men presented Waring with a DeWalt power saw.

## Pic Tunes for RKO's Lamas

NEW YORK—Marty Marchat, attorney for RKO-Unique's Lamas Music, last week stated his firm had gained the publishing rights for the music in five upcoming RKO films, now either completed or in the filming stage.

Marchat's negotiations with RKO execs, highlights a strong pitch being made by the pubbery, to funnel all future film material into the Lamas firm. Lamas is a subsidiary of General Teleradio, which also owns RKO Pictures. At the same time a spokesman for Mills Music admitted that his firm's long-standing publishing agreement with RKO had expired.

Films already in the bag for Lamas include "Tension at Table Rock," with a score by Dmitri Tiomkin and "Run of the Arrow," which features a Victor Young score. A strong effort is still being made for the rights to the Eddie Fisher-Debbie Reynolds flick, "Bundle of Joy," altho rights on this are believed to have been assigned elsewhere.

Another topic covered by Marchat in his talks at RKO is the diskery's interest in issuing sound track albums of old Fred Astaire-Ginger Rogers Filmsicals. These would include "Top Hat," "Flying Down to Rio," etc. Diskery execs believe a number of these films have sound tracks suitable for current release, in spite of the fact that some are as much as 20 years old.

It is understood that Astaire's original contract with the studio precluded the use of the song material on records. Efforts already made to get the star's okay will be resumed upon Astaire's return from a European junket.

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# Petrillo Tight in Saddle At AFM's Stormiest Meet

## J. C. P. Voted Even Broader Exec Powers

By JUNE BUNDY

ATLANTIC CITY—The American Federation of Musicians held one of the stormiest conventions in AFM history here last week, climaxed by the granting of broader powers than ever to President James Caesar Petrillo and the International Executive Board.

Obviously in the mood to "render unto Caesar the things which are Caesar's," the delegates enthusiastically endorsed practically all "things" proposed by J. C. and the board, including approval of an amendment to the constitution, whereby Petrillo—practically at will—now has the power to seize control of any local thru a trusteeship.

The delegates also okayed a recommendation to increase the per capita tax by 40 cents yearly, effective January 1, which will add about \$100,000 to the Federation's annual income and voted Petrillo and all four IEB members back into office.

At the same time, the nearly 1,300 delegates agreed to support the administration's expulsion of Cecil Read and 10 other officers and members of AFM Local 47 of Los Angeles and also rejected all 15 of the resolutions offered by that local. In effect, the vote was unanimous. However, the Local 47 delegation, altho announcing themselves as personally in accord with Petrillo, cast a block vote against expulsion—acting on instructions from its pro-Read membership.

Ironically, Local 47's appeal—marking the first serious attempt to challenge the long-time leadership of Petrillo and the board—apparently only prompted the delegates to grant him more power. The trusteeship program is obviously designed to enable Petrillo and the IEB to take swift action against rebel affiliates in the future.

Under its provision, the union leader will be able to seize control of any local thru a trusteeship, whenever the board "has a substantial reason to believe" that the local, its officers or members are: (1) Violating the Federation's constitution or bylaws; (2) disobeying a lawful order of the constitution, executive board or international president; (3) engaging "in any activity or course of conduct detrimental to the welfare or interests of the Federation or the local union." The trustee will have

(Continued on page 36)

## RCA Skeds Vacations

NEW YORK — RCA Victor's custom record department has set up its vacation schedule and passes this advice on to the trade which might be affected by its production and shipping shut-downs:

New York Area (Rockaway, N. J., Plant)—Production will close down completely from June 30 thru July 9. Shipping will not be interrupted during the production vacation.

Indianapolis Plant — Production will shut down from July 15 thru July 22. Shipping will shut down completely from July 16 thru July 18, with partial restoration starting July 19, and full activity on July 23.

Hollywood Plant — No complete shutdown, but curtailed production from July 8 thru July 15. The same goes for shipping.

## PETRILLO MIGHT BACK IKE

ATLANTIC CITY — Life-long Democrat James C. Petrillo struck an unexpected political note at the AFM convention here last week, when he indicated he might back President Eisenhower for reelection.

The AFM prexy made the announcement in introducing Secretary of Labor James P. Mitchell to the convention. Mitchell returned the compliment by promising the union his support in its campaign to abolish the 20 per cent cabaret tax, which he labeled "unfair and inequitable."

At the same time, Mitchell commended the union for "the unique way" it had attacked the problem of technological unemployment "without standing in the way of progress," and called the Music Performance Trust Fund "one of the most dramatic, forward-looking union movements in history."

## 47's Choice, Fight Back Or Surrender

HOLLYWOOD — Whether or not rank and file members of AFM Local 47 here will continue their anti-Petrillo campaign in the wake of Vice-President Cecil Read's unanimous expulsion (along with 10 others) at the AFM convention at Atlantic City last week (see story elsewhere on this page), appeared to be the burning issue facing the local at this time.

Read was in New York Friday (15) to confer with the local's attorneys and from there planned to proceed to Washington, where he expected to fill in the House Subcommittee on Labor and Education, which recently publicly branded the "broad dictatorial powers" of AFM chief, Petrillo, as "the most undemocratic ever seen or heard of in a labor organization" after a two-day session in Hollywood with Local 47 members.

While in Manhattan Read held

(Continued on page 36)

## DISK NAME FIESTA

# Denver Books Top Crop Summer Dates

By BERNIE GEBHARDT

DENVER—Nearly 100 of the country's top musical entertainers and record names will appear here during the summer, as the Rocky Mountain region launches the biggest music festival ever attempted in the hinterland. At least three major attractions each week are slated for the Denver area. Biggest booker of major talent is the Denver Symphony, directed by Saul Caston, who brings more than a dozen artists to the Red Rocks Amphitheater to highlight the summer festival that gets under way Tuesday (26) with Gisele MacKenzie, followed three nights later by the piano duo of Whittemore and Lowe. Other symphony guests on deck during the summer include Rise Stevens, Marian Anderson, Gordon MacRae, Donald Voorheese, Eileen Farrell and Peggy King. Caston has also signed the Mormon Tabernacle choir to follow the three-day performance of "Silk Stockings," the Broadway show brought here by the symphony.

### Package Shows Featured

Local concert representatives have launched an all out battle for tourist and native coin with an impressive list of stars that includes nearly two dozen package shows. Joe Lehr has signed Frankie Laine, Carl Perkins, June Christy, the Four Aces, Four Lads, Penguins and Duke Ellington's band as a package show for June 26 at the Denver University stadium. Lehr also has signed Henry Belafonte, a pair of name dance teams and others as part of his summer series that includes one and possibly two country and western shows. LeRoy Smith, biggest booker of rhythm and blues artists in the Rocky Mountain area, has lined up half a dozen package shows of top drawer r.&b. and r.&w. artists for summer appearances.

### Locations Big Problem

Biggest headache for local bookers has been in trying to find suitable houses to present their shows. Hazel Oberfelder waged a bitter

but unsuccessful fight against the symphony which, she claimed, excluded her from using city-owned Red Rocks which she claimed a right to as a tax payer. The civic group signed an exclusive contract with the city for use of the huge outdoor amphitheater during the mid-six-week period of the summer, a period less susceptible to rainouts and, therefore, considered the choice summer dates. Mrs.

(Continued on page 50)

# Spier Teams With Cole For Pubbing Operation

NEW YORK—Larry Spier has set up a music publishing operation in partnership with Nat (King) Cole. The Capito Records warbler and Spier have formed Princess Music Publishing Company, Inc., affiliated with the American Society of Composers, Authors and Publishers, and Rex Music Publishing Company, Inc., affiliated with Broadcast Music, Inc. Spier's present firm, Larry Spier Music, will be selling agent for the new operation.

The venture with Cole is Spier's latest publishing firm held with a disk artist. Maple Leaf Music, his BMI-affiliated firm held with Mike Stewart and the Four Lads, has already proven a successful instance of publisher-artist co-operation, with the Lads coming up with such hits as "Moments to Remember" and the current "My Little Angel."

A half dozen copyrights have already been placed in the Regina-Rex firms. Opio Minucci, well-known melodist contracted to Spier as a writer, has written "Make Me," with Tony Valona; "Forgive Me," with Fran Delano, and "Little Do They Know," with Valona. All three go into Rex. Starters in Princess Music are "Two Different Worlds," by Sid Wayne and Al Frisch; "The Boy With the Golden Kazoo," by Remus Harris and Sy

# Film & Tape In AFM Act

ATLANTIC CITY—Film and recorded tape, long regarded as anathema to the cause of live music, unexpectedly turned out to be the dramatic high spots of the AFM's annual convention here last week.

A cloak and dagger touch was provided by the playing of a tape recording of a "secret" meeting conducted by Cecil Read and his anti-Petrillo Local 47 followers. The tape, which caught Read in the act of outlining procedure for fighting Petrillo in the courts and thru the National Labor Relations Board, was broadcast over the public address system of the convention while Read and the other 10 Local 47 members were seated on stage.

At one point, Read (on tape), assuring his followers they wouldn't lose their jobs in the fight, said pointedly: "They've got to have somebody play the job. Petrillo can't play the trumpet. I've heard him!" According to Read, the meeting was "bugged" for Petrillo by Local 47's business agent Augie Augustine.

Film entered the AFM convention picture, via the screening of specially edited 40-minute film, featuring highlights from Petrillo's colorful testimony during the 1948 congressional hearings.

# Gay Adds KLRA To C.&W. Web

ARLINGTON, Va.—Connie B. Gay, local country music impresario, Tuesday (12) announced his purchase of Station KLRA, Little Rock, subject to Federal Communications Commission approval. Gay will operate the station as another outlet in his Town and Country Network which specializes in country music.

KLRA, a 10,000-watt ABC affiliate, was purchased from the Arkansas Gazette for \$162,500.

# Cap Repertoire Dept. Gets Major Reshuffle

Muskin; "Ciao, Signorina, Cia," by Milton Drake and Vic Mizzy, and "Make It Nice," by Hoffman and Manning.

Major disks on much of this material have been set, with releases scheduled for the fall.

Spier, who was general manager of Chappell & Company, Inc., and its affiliated firms for 16 years prior to forming his own publishing

(Continued on page 36)

# 750 Wanted Manuti on Exec Board

NEW YORK — Altho Al Manuti, prexy of Local 802 of the AFM here, didn't win a seat on the union's international executive board, he did poll 750 delegate votes at the AFM convention last week in Atlantic City. Tradesters considered this a rather impressive turnout of votes in view of the controversial position occupied by the exec during the meet.

As leader of the largest local in the union, Manuti was probably considered "suspect" by some of the smaller delegates, in view of what many among the latter regarded as an attempt by Local 47—the second largest local—to tamper with their Music Performance Trust Fund benefits. In a pre-election address on the floor of the convention, however, Manuti repudiated Cecil Read and his Local 47 followers, and accused Read of making "secret attempts to start a revolt in 802."

Read still has strong support from the Unison Club, a group of some 380 working musicians, 802 members, who are in sympathy with the views of the 47 membership on performance rights.

# Contest on 'SOFG' Disk

NEW YORK — "Sweet Old-Fashioned Girl" contests have blossomed out to give an extra push to Teresa Brewer's Coral dishing of the tune.

The Detroit Times' weekly Friday disk page offers a Dictograph hi-fi set (value \$179.50) to the teen-ager who writes the best "hundred words or less" letter on what typifies a "sweet old-fashion girl."

The Coral distributor in Chicago, in co-operation with local dealers, is offering 50 prizes in its "sweet old-fashioned girl" photo contest. Competition is open to girls between 13 and 21 and prizes include two five-day paid vacations, a 21-inch TV set and 80-lesson course in modeling.

Distributors in other territories are known to be working on similar contest deals with co-operation from retailers.

# Dictograph Sets Distributions

NEW YORK — Dictograph Products, Inc., has set six new distributors to handle its expanding line of hi-fi phono sets. The line-up includes M & N Distributing Co., Buffalo; Melody Sales Co., San Francisco; Music Suppliers of New England, Boston; M & S Distributing Co., Chicago; Pan-American Distributing Corp., Miami and Musimart of Canada, Montreal.

be identified as the single records policy committee, the other the album policy committee.

Single disk group is comprised of Glenn Wallichs, chairman; Lloyd Dunn, vice-chairman, and Joe Zerga, secretary. Committeemen include Dave Cavanaugh, Dave Dexter, Lee Gillette, Voyle Gilmore, Ken Nelson, Francis Scott III and Andy Wiswell.

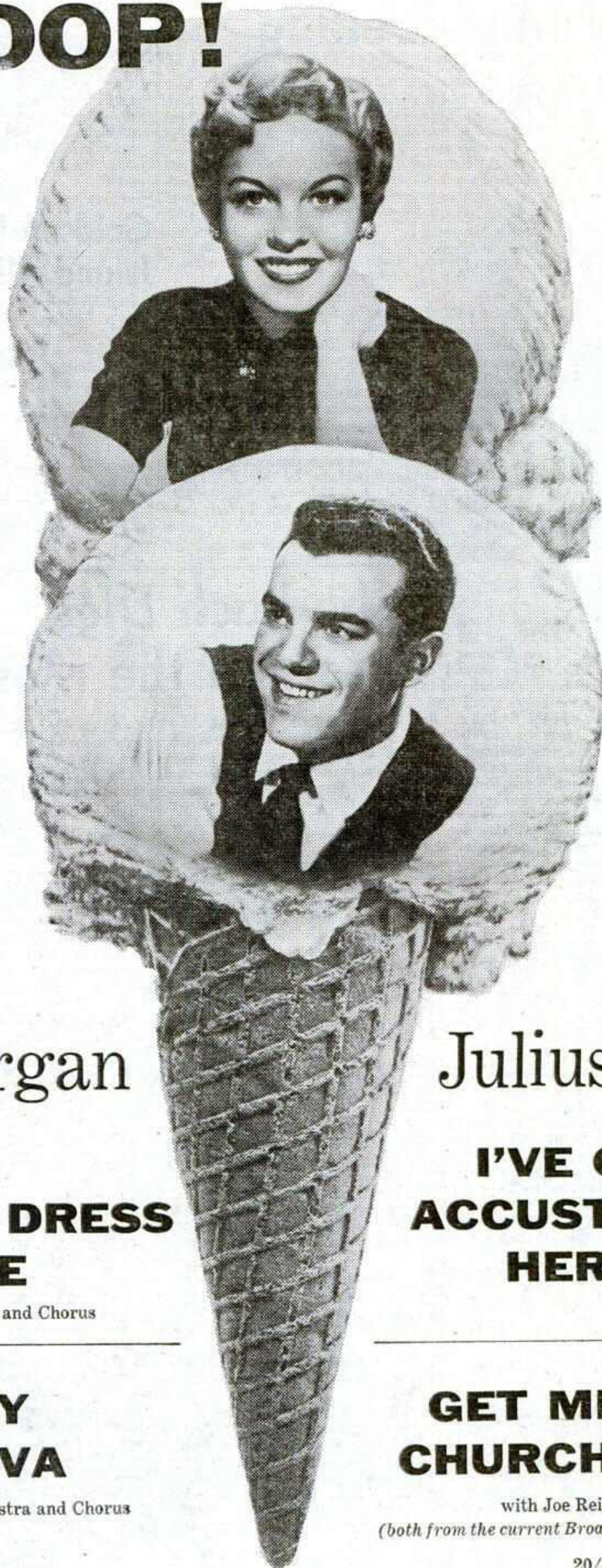
Album policy committee is headed by Wallichs as chairman, Zerga as secretary, Scott and Dunn. Serving under album repertoire director Scott are Joe Zerga, busi-

(Continued on page 36)



# DOUBLE SCOOP!

*two  
sensational  
discs  
for  
summer  
sales!*



Jaye P. Morgan

**THE  
WEST POINT DRESS  
PARADE**

*with Joel Herron's Orchestra and Chorus*

**JOHNNY  
CASANOVA**

*with Hugo Winterhalter's Orchestra and Chorus*

20/47-6565

Julius LaRosa

**I'VE GROWN  
ACCUSTOMED TO  
HER FACE**

**GET ME TO THE  
CHURCH ON TIME**

*with Joe Reisman's Orchestra  
(both from the current Broadway hit show, "My Fair Lady")*

20/47-6567

"New Orthophonic" High Fidelity recordings

the dealer's choice

**RCA VICTOR**





## MARKET REVOLUTIONS

# Diskers Plunge Into Greater Profits Thru Mass Selling

• Continued from page 1

lates interest in jazz and in long-playing records. Other manufacturers in the field point out that it also makes money for Victor out of material that has been "milked" many times thru the years and from the sale of the actual pressings.

In the case of some more recent jazz recordings, and of classical recordings from almost any period, it's quite possible that the company has yet to break even on its initial recording costs. By turning such material over to one of the mail-order houses, a company can work its artists out of the red overnight and also pick up some handy pressing business that, in addition to everything else, keeps down the manufacturing costs of the company's own commercial disks.

### Columbia Dept.

Columbia, perhaps, was the first company with a custom department to sell the services of its artists. Last year, Rosemary Clooney, Arthur Godfrey, Mitch Miller, Jerry Vale, Jill Corey, Liberace and others made special promotional and premium records for Ford, Pepsodent, Scandinavian Airlines, etc.

The company won the biggest pressing order in its history by making available to Gillette 15 minutes of material from a best-selling Columbia LP, the \$5.95 "Greatest Moments in Sports," after this had passed its initial peak. Columbia's plant pressed 1,500,000 seven-inch LP's for the razor outfit.

Millions of six and seven-inch 78 r.p.m. disks have been made up by Simon & Schuster's Little Golden Records department for distribution as premiums by General Mills and other food firms. Golden has used its own exclusive artists and material, producers and pressing facilities for these disks, which, in cool coin actually sell for half the price of a regular 25-cent Golden disk.

### S. & S. Concept

Actually, it was Simon & Schuster, quickly followed by several other kidisk indies, who introduced the concept of mass marketing of records. In the early 1930's, it is recalled, several companies made disks available on special labels for sale by the big mail-order catalog firms, and in 1934, Decca put its 35-cent disks into the 5 & 10's.

But S. & S. put its racks into book stores, newsstands, toy departments, variety stores, supermarkets, cigar stores and any other place where an impulse sale could be consummated. S. & S. didn't feel that it could wait for the orthodox disk dealer who was committed to a major-label, \$3.60 kidisk unit. Today, despite the availability of Golden disks in virtually every business block, there are few regular disk dealers who do not stock them also.

### Price Plateaus

S. & S., like its rivals Peter Pan and Cricket, now packages its products in a variety of styles at different price plateaus, for every possible type of outlet.

Once the kidiskeries pointed the way into the general shoppers' market, Pocket Books with its Bell pop-hits line and other low-priced pop outfits followed suit. But the public has continued to demand the original name artists on the hits, and the heat has been on the majors to supply the supermarkets and racks.

One by one the companies have been giving in, sometimes, in the case of the biggest rack jobbers, even by-passing their regular distributors and servicing direct from

the factory. Victor, Columbia, Capitol and Mercury have even set up special departments to nurture these outlets in the mass consumer market. Apparently, there is no longer any real company resistance to the racks.

### Big Sales

Comparatively new in the retail disk picture is the business of sales. Prior to the introduction of LP's, price cutting and promotional or stock-clearance sales were practically unheard of. Price control, discount structures and regular return privileges were sacrosanct. To put over LP, the companies and dealers first had to clear the decks of 78's, and the big sales turned the trick. When dozens of new LP firms got into the act, all vying for the dealer's limited capital, and then when some of these companies over-extended themselves, price concessions to dealers were inevitable, and these were reflected immediately in the retail picture as well.

Under those conditions, the price-cutter emerged as the dominant factor in the package business. At first, many traders believed the companies played ball with him, and let him do the yeoman's work of conditioning the public to LP's. When several of the biggest cut-raters threatened to swallow up the entire retail business, Victor was the first to cut its LP prices (January, 1955) and again gave the neighborhood shopkeeper a fighting chance.

By that time there had developed a big enough market to support both the price-cutters and the neighborhood shops, the department store disk departments and even the racks, most of which now include LP assortments along with the single pops and kidisks.

Late last year Victor inaugurated its Personal Music Service plan, which made it possible for many "fringe" outlets, like appliance stores, to service record customers without carrying stock, especially in areas where a record shop, as such, could not exist profitably.

### Record Clubs

Perhaps the most provocative development of the past few years has been the mail-order record clubs, patterned after the book-of-the-month clubs. This is not exactly new in the disk business, since Young Peoples' Records and Children's Record Guild have been operating in this way with children's disks for some years now, selling directly to the consumer via mail. In this method, these companies have sold their concept of a quality product so thoroughly that most retailers, tho opposed to the mail selling principle, have been forced to carry the product to meet the demand.

Concert Hall Society sold a similar idea with classical music disks, altho its initial "snob appeal," limited editions pitch has long since gone by the boards in favor of low-priced, mass public selling. The Book-of-the-Month Club went into the disk field on the premise that the public was hungry for "music appreciation" knowledge. The premise has proved valid and has created a market for BOM to sell disks of many labels to its mail trade, just as it takes orders for books other than its regular monthly selections.

### Concert Hall

Concert Hall launched its Musical Masterpieces, Opera Society and Jazztone clubs on a low-price peg and has bombarded a huge mailing list with sales copy and educational material re "good" mu-

sic. Music Treasures and American Recording Society, operated by the interests that also run Young Peoples' Records and Children's Record Guild, similarly got into the fray to sell classics, modern American longhair works and now, thru an arrangement with Norman Gran's various labels, jazz as well. The latter group in particular sells via heavy educational pitches.

The latest, and most spectacular entry in the mail-order field, of course, is Columbia—first of the standard firms to latch on, altho Victor's custom pressing wing (and Columbia's) have for some time been pressing the disks for some of the other mail-order operations.

Apparently most of the dealer dissatisfaction with Columbia's club has been dissipated by good retail business, by "My Fair Lady" and by Columbia's Buy-of-the-Month bargain plan. In fact, some dealers report that the Columbia

(Continued on page 34)

## Aberbach Digs Decision the Most

By MILDRED HALL

NEW YORK—Gene Aberbach, Hill & Range exec who months ago made a deal to acquire the share of Stephen William Ballentine in the De Sylva renewals—in the event the court decided the child had any rights—was jubilant and philosophical last week. Commenting on the U. S. Supreme Court's decision granting a child a share equal to that of the widow, Aberbach stated: "Now a songwriter can die quietly. . . . His children are protected. . . . In fact, the children of songwriters now enjoy unique protection." Aberbach added that "nine old men in Washington are not afraid of 12 old men in New York." Commenting on the amici curiae briefs filed by music and theatrical interests supporting the claim that "chaos" would result if the child were granted equal rights, Aberbach said that the market will be more competitive, rather than chaotic, and rights of children will have to be considered in such deals. The Aberbach Brothers paid \$100,000, and agreed to other royalty considerations, in return for the child's share of the De Sylva renewals.

WASHINGTON — The children of a deceased author or composer have a right to share simultaneously with his widow in copyright renewal rights, the Supreme Court ruled last week (11). The proportion due each survivor was left undecided.

The high court decision came over argument between Marie De Sylva, widow of composer Buddy De Sylva, who claimed exclusive renewal rights during her lifetime, and Marie Ballentine, claiming equal rights for De Sylva's illegitimate son, Stephen William Ballentine.

The American Society of Composers, Authors and Publishers, Music Publishers' Protective Association and Songwriters' Protective Association also filed briefs on behalf of the widow's priority. Their amici curiae briefs protested a California Appeals Court ruling upholding the Ballentine claim, which the music publishers said would bring "chaos" to pub-

## SPIN ARMOUR AND SAVE \$396

NEW YORK — Grand Award Records, which recently released a Tommy Armour Golf album, has furnished some interesting statistics in connection with the package. Armour's regular fee for private instruction is \$50 per hour. The disk offers, in condensed version, the equivalent of eight hour lessons for the price of \$3.98. At the "live" rate this tutoring would cost \$400!

## Goldsen Preps Island Album

HOLLYWOOD — Publisher Mickey Goldsen's specialization in the Hawaiian music field paid off again this week, with RCA Victor commissioning Goldsen to turn out an album of authentic Island melodies.

Goldsen is scheduled to leave for Hawaii shortly, where he will record 12 Hawaiian standards and originals to be packaged as "On the Sands of Waikiki." He previously turned out "Polynesia" for Capitol, "At the Luau" for RCA, "Hula" for Columbia, and "Rendezvous in Tahiti" for Decca.

## Siegel Pacts Reciprocal Label Deals

NEW YORK — Sidney Siegel, president of Seeco and Dawn Records, returned from Europe last week with several new reciprocal label deals. From Decca-London Records, Siegel acquired the U. S. and South American rights to that company's subsidiary Temple jazz line. In return, the British-based outfit is getting Siegel's Dawn jazz line for Canada, the British Isles, Scandinavia, Switzerland, New Zealand and Australia. Decca-London has had Siegel's Seeco Latin-American line for some time.

In France, where Siegel deals exclusively with the Vogue diskery, he exchanged Dawn for a new series of jazz cut in France, many of which is by such American artists as Jimmy Raney, Sidney Bechet and Lucky Thompson. He also acquired a special LP by pianist Pierre Dorsey and rhythm, which includes no less than 80 songs.

On his return, Siegel cut two new LP's for the company's Personality Series with Pianist Skitch Henderson and Cy Coleman. During the same week, producer Chuck Darwin cut several new jazz sets for Dawn to feed into this international pot.

The much-traveled Siegel, who visited Spain, France and England, next plans to hit Rio and Buenos Aires in July. Several weeks ago, he acquired the distribution of Dot Records in all of South America.

## Part of Dot To Operate From Gallatin

HOLLYWOOD — Despite the upcoming transfer of Dot Records' headquarters from Gallatin, Tenn., to Hollywood, the company will continue certain phases of its operation in Gallatin under the supervision of Gilbert Brown and Polly Mitchener.

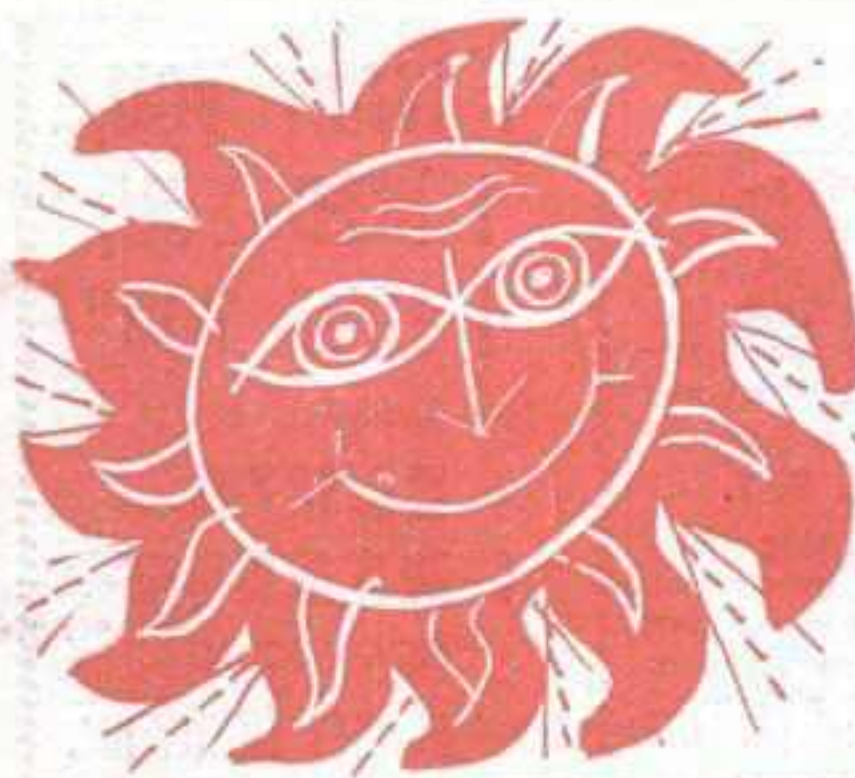
Latter will consist of the receiving and reprocessing of merchandise distributed thruout the Eastern and Midwestern sections of the country, to afford shorter runs for Dot distributors.

Key personnel shifting to Hollywood include L. L. "Rip" Thornton, vice-president of the company; musical director Billy Vaughn, assistant musical director Beasley Smith, production chief Chris Hamilton, Mary Brewer and Ferris Sloan. Western sales manager Al Bennett is already quartered here, with Eastern division manager Henry Onorati expected later this year.

ing in 1870. That statute read: "Widow, widower, or children." The first Copyright Renewal Statute, in 1830, which the court held to be Congressional intent, gave the renewal rights to "widow and children." Trouble with the words and-or, in legal parlance, "has been with us for a long time," Justice Harlan commented.

The Court could attach no weight to the copyright office brief, filed by the Solicitor General, because it frankly reported granting renewals indiscriminately to widows and children alike, only because there was "substantial doubt" as to how the copyright wording meant to determine the rights. The whole subject of renewal term in copyright will be surveyed in Copyright Office's current study of the baffling Copyright Act of 1909. (The Billboard, June 16.)





# THE HOTTEST SUMMER IN DOT HISTORY



**PAT BOONE**  
**I ALMOST LOST MY MIND**  
I'm in Love With You  
15472

**Nervous Norvus**

**TRANSFUSION**

Dig  
15470



**GALE STORM**  
**TELL ME WHY DON'T BE THAT WAY**  
15474



**EDDIE PEABODY**  
**STAR DUST MEMORIES**  
15473




**JIMMY WORK**  
**BLIND HEART**  
YOU'VE GOTTA HEART LIKE A MERRY-GO-ROUND  
1284

## DOT'S HOT IN POPS

The **HILLTOPPERS**  
**I'M WALKING THROUGH HEAVEN**  
Eyes of Fire, Lips of Wine  
15468



**JOHNNY MADDOX**  
**HONEY**  
Where the Lazy Daisies Grow  
15467




**MARC FREDRICKS**  
**TO LOVE AGAIN MEXICO CITY**  
15465



## DOT'S HOT IN C+W, TOO

**JIMMY NEWMAN**  
**COME BACK TO ME I WANTA TELL ALL THE WORLD**  
1283




**SY MANN**  
**CARIBE POINT LOBOS**  
15463

**PAT BOONE**  
**I'LL BE HOME**  
Long, Tall Sally  
15443

**SNOOKY LANSON**  
**AFTER SCHOOL**  
I'm Tired of Everyone But You  
15475

**DARRYLL GLENN**  
**SEND THIS WANDERER HOME YOUR LITTLE RED WAGON**  
15471

**MAC WISEMAN**  
**I'M DRIFTING BACK TO DREAMLAND**  
**SMILIN' THROUGH**  
1285



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with

## BILLY VAUGHN

and his Orchestra

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BEWITCHED  
OH, MY PAPA  
PRETEND  
EBB TIDE  
AUTUMN LEAVES

LISBON ANTIGUA  
CHERRY PINK AND APPLE  
BLOSSOM WHITE  
UNCHAINED MELODY  
POOR PEOPLE OF PARIS  
THIRD MAN THEME

DLP-3016



### AMERICA'S HOTTEST LABEL ...





# Mass Selling Ups Diskers \$\$

Continued from page 32

mail pitches have been creating a demand for such Columbia name talent as Bruno Walter, Eugene Ormandy, etc., in stores.

### Majors' Outlets

The major companies, at the same time that they have been developing new outlets, have attempted to ease any possible pain to their traditional dealers by devising all sorts of new "traffic builder" gimmicks. Columbia's Buy-of-the-Month, Victor's Save-on-Records Coupon Plan, Mercury's 1-cent sale, etc., would be examples of procedures quite new to the industry.

Club operators, however, will point to business they have tapped from areas that dealers could not possibly afford to cover—Canada and the sparsely-populated Western States, for example.

They also will point out how mail-order clubs have been the major factor in the creation of the tremendous new record market in parts of Europe, and especially in West Germany. These are forcing a radical change in merchandising methods by disk retailers who have been traditionally hooked to a "high price—don't let the customers touch the merchandise" policy.

Which brings us into the global aspects of the "new" disk business.

### Global Aspects

Since the war, contracts and

agreements have been flying thick and fast across the oceans. American artists, via disks and personal appearances, have built up huge followings abroad, and a number of foreign artists in all fields have won fans here.

Reciprocal company deals have acquired great value, and there has been much major maneuvering by the big companies to assure themselves proper exploitation and distribution in each of the potentially big foreign markets. Victor, for example, looks to get a bigger share of the global business thru its new deal with English Decca-London, which gets into full swing in April, 1957. There are the EMI-Angel-Capitol deals, the Columbia-Philips and the Decca-Deutsche Grammophon set-ups, to name just a few of the big ones.

Columbia's deal with Philips, made a few years ago, had developed big profit makers for both outfits. Columbia has obtained an entire catalog of longhair works to serve as the basis for its Epic package line, and more spectacularly, has obtained a couple of smash LP sellers by Michel LeGrand from France. Philips has provided Columbia with a far-flung market for its entire American catalog, and is in the position to promote many American-based talents and insure profitable for-

eign personal appearances by these artists.

### Foreign Manager

One astute talent manager, Mike Nidorf, foresaw the possibilities of the expanding market years ago when he put the Jo Stafford show on Radio Luxemburg. The result has been that Miss Stafford has frequently sold more disks in the English-Benelux markets than she has at home. The same has held true for Frankie Laine. Nidorf now goes so far as to predict that within the not too distant future, the potential for a hit record, as a global seller, will reach 5,000,000 copies, rather than the 1,000,000 to 1,500,000 figure it can hit today.

Proof of the foreign market development is seen in the fact that Laine's "16 Tons," which wasn't even issued in this country, has sold 250,000 copies for Philips. In Australia, another rapidly developing market, this version reportedly outsold Tennessee Ernie's.

On several occasions Columbia here has cut special covers of hit tunes by such foreign favorites as Laine and Miss Stafford, exclusively for Philips. These have never been issued here, where the original Nat Cole or Patti Page versions, for example, may have the field to themselves. It is believed now that this policy will be expanded.

### Victor Foreigners

Victor also has seen disks by its name artists, which have never been issued State-side, become big hits in other countries. Elvis Presley's "Blue Suede Shoes" was a top disk in Canada, and Eddie Fisher and Tony Martin, among others, have had big hits in England that American publishers tried in vain to have issued here.

Slim Whitman, Imperial's Western warbler, has sold 700,000 disks to date in England of "Rose Marie," which made only a dent here, and it's still strong there, where he is a big personal appearance draw. Guy Mitchell, who hasn't had too many big disks here in recent years, can pay his way at Columbia by his English sales. They love him in England.

Similarly, many foreign-made disks can make more money in this country than in their native market. LeGrand and Melachino would be good examples. More and more the foreign companies are making disks expressively for the American market. Caterina Valente in Germany, several dozen French singers, English artists such as David Whitfield and many more cut with at least one eye toward America.

### Longhair Disks

Oddly enough, many longhair disks cut in Europe originally for the American LP market (European recording costs being considerably lower) have only recently found themselves a profitable market back home. Many of the orchestras and artists that were sold to the American public by such outfits as Vox, Westminster, Vanguard, Concert Hall, etc., encountered difficult sledding here at first because they were unfamiliar.

Now that the Europeans have become record conscious, they

## Three Reasons

Continued from page 28

15 markets alone account for more than 67 per cent of the total disk volume of the business, while the top three markets, New York, Chicago and Philadelphia, do better than 25 per cent of the national volume.

### Longhair Strong in N. Y.

With new merchandising methods continually being introduced, the figures of all areas are subject to constant change. New York, for instance, accounts for almost 25 per cent of the classical record volume compared to less than 7 per cent for the second market, Los Angeles. The exceptionally high figure for New York is undoubtedly influenced by the highly competitive market there, and the immense volume achieved by Sam Goody.

Singling out the pop album market, the figures show that New York is still the top market in the country, followed by Chicago, Los Angeles, Detroit and Philadelphia. The latter five markets do more than 30 per cent of the total pop package business, with the sixth ranking city, Boston, achieves slightly more than 3 per cent.

New Orleans is rated highly in the rhythm and blues field, and is the 25th market in the over-all picture of the industry. All figures are far from conclusive and are largely influenced by the strength of any company in a particular field of music.

## Angel Unveils

Continued from page 28

and its local operation with the opening of New York depot at 76 Ninth Avenue. Peter Sutro will be in charge. Formerly, the New York depot and the Electric and Musical Industries warehouse operations were combined, but growth has necessitated the division. The old location will continue to serve as warehouse and dispatching point to other depots in Boston, Chicago and San Francisco.

## Haydn Label

Continued from page 28

ager, and that September releases were being set.

Total cash involved was understood to be around \$75,000. Assets include about 80 per cent of the original stock of records and a number of tapes that were never issued. Approximately 20 per cent of the disk stock was sold at a recent auction, according to Rikoon.

have leaped to the support of their local favorites, and the result has been that these companies have built big businesses for themselves in Europe. Now, if you can't get a recording into the black in one market, you have a good chance to do so elsewhere.

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I NEED YOU,  
I LOVE YOU"

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# BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
CANADIAN SUNSET (Meridian) HUGO WINTERHALTER ORCH. (Victor)	77 (Good)	Best Bet	
GET OUT OF THE CAR (Mobile) SAMMY DAVIS JR. (Decca)	84 (Excellent)	Best Bet	Very Good
GLENDORA (American) PERRY COMO (Victor)	Best Buy	Sure Shot	Best Bet
THE GOLDEN BATON (Coliseum) DICK JACOBS ORCH. (Coral)	Spotlight	Sleeper of the Week	Excellent
I ALMOST LOST MY MIND (Hill & Range) PAT BOONE (Dot)	Best Buy	Sure Shot	
I'VE GOTTA SING AWAY THESE BLUES (Daywin) DORIS DAY (Columbia)	82 (Excellent)	C+ (Good)	Good
LAST CALL (Webster) RALPH MARGERIE ORCH. (Mercury) GEORGE JENKINS ORCH. (Tampa)	Spotlight	Best Bet (Very Good)	
LOTS'A LOVE (Coliseum) THE JODIMARS (Capitol)	79 (Good)	C+ (Good)	
LOVE ME TENDERLY (Lowell) STEVE GIBSON (ABC-Paramount)	76 (Good)	(Very Good)	
LOVE, LOVE, LOVE (Progressive) THE DIAMONDS (Mercury) THE CLOVERS (Atlantic)	Spotlight Best Buy	Disk of the Week R&B Award	
NEVER TURN BACK (Springfield) AL HIBBLER (Decca)	Spotlight	Sleeper of the Week	Best Bet
PAO PAO (Pemora) MONCHITO (Fiesta)	78 (Good)	B+ (Excellent)	
REMEMBER WHEN (Trinity) CAB CALLOWAY (ABC-Paramount)	76 (Good)	(Very Good)	
RING, PHONE, RING (Regent) MARION MARLOWE (Cadence)	Spotlight	B+ (Excellent)	Very Good
ROLL OVER BEETHOVEN (Arc) HELENE DIXON (Vik) CHUCK BERRY (Chess)	86 (Excellent) Best Buy	Best Bet R&B Sure Shot	
A TEENAGER SINGS THE BLUES (Iris-Trojan) HELENE DIXON (Vik)	84 (Excellent)	C+ (Good)	
THEME FROM "THE PROUD ONES" (Weiss & Barry) LEROY HOLMES ORCH. (MGM) BUDDY MORROW ORCH. (Wing)	85 (Excellent) 76 (Good)	Best Bet B+ (Excellent)	
YO ARRIBA (Pemora) MONCHITO (Fiesta)	78 (Good)	C+ (Good)	

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MUSIC FOR LOVERS ONLY.....	Album 352
LOVERS' RHAPSODY.....	366
MUSIC TO MAKE YOU MISTY.....	455
TAWNY.....	471
MUSIC, MARTINIS, AND MEMORIES.....	509
JACKIE GLEASON PLAYS ROMANTIC JAZZ.....	568
MUSIC TO REMEMBER HER.....	570
LONESOME ECHO.....	627
MUSIC TO CHANGE HER MIND.....	632
NIGHT WINDS.....	717

**HIS LATEST BEST-SELLER**





# 47 May Fight or Surrender

Continued from page 30

confabs with officials of the Screen Actors' Guild and the American Federation of Radio Artists in an effort to secure their backing. Both outfits, according to Read, recently notified international labor organization representatives that they are not in accord with Petrillo's position on property rights. (Petrillo's "position" as set forth at last week's convention: "There are no property rights or performance rights in the [AFM] contracts with recording companies and there never will be as long as I'm president.")

Some legal opinion is that Read and those expelled might have a strong case in the courts on the grounds that they have been prevented from earning a gainful living. Read himself opines that the local could take its case before the civic courts on one of four points: 1. The legality of the Music Performance Trust Fund; 2. Read's one-year expulsion from the Federation; 3. Petrillo's over-ruling of the 47 membership's deposing of officers John te Groen and Maury Paul; 4. the Federation's new "trusteeship" amendment to the constitution (see story elsewhere on this page).

In view of the convention's expulsion of Read and 10 others, there appears to be little doubt that Petrillo would take further drastic measures and disenfranchise Local 47, if it continues to wage its battle. Under such circumstances, Local 47 members would then be placed in the incongruous position of forming a new union which would have to bargain with studios, networks, TV film producers and recording companies, which already are obligated to sustain existing AFM contracts.

In a fiery reference to the latter possibility, Petrillo told the convention last week that in the event film or network officials then continued to employ (Local 47 members) he would "boycott every picture made in Hollywood. Pull every AFM musicians out of TV and radio stations in U. S. and Canada, and traveling bands would not be able to leave Los Angeles."

Earlier last week Petrillo told

the convention delegates that "big employers" of the recording industry had promised him they will defend, if necessary, the Trust Funds in the courts. There were also indications last week at the convention that the Eisenhower administration might support Petrillo in the event the Trust Fund is challenged. (See story elsewhere on this page.)

Meanwhile Local 47 members are scheduled to hold an election here June 25 to select four members of their board of directors and a trustee. Interim appointments replacing Dan Rasey, Jack Dumont, Ray Toland, Bill Atkinson and Warren Baker, have been held by anti-Petrillo members. Latter five members were among those expelled at the AFM convention. The interim appointees will be candidates at the upcoming election.

A regular election of all officers will take place in December with both the insurgents and the pro-Petrillo faction—latter led by President John te Groen, Recording Secretary Maury Paul and AFM studio representative Phil Fischer—scheduled to present their own slate of candidates.

Te Groen (who was put in the rather impossible position of having to present and presumably defend the views of Local 47, while disagreeing violently with many of them personally), reportedly is in for a bad time when he reports back to the members on the convention at the June 25 meeting. At one point in the convention a harassed te Groen told the delegates "I was in touch with Los Angeles today by phone. The place is a bedlam. I am going to catch hell from the membership when I get home."

Most of the time Petrillo seemed to be in sympathy with te Groen's enforced split-personality maneuvers, but at one point, following one of te Groen's reluctant testimonials in behalf of the pro-Read Local 47 membership, the AFM prexy barked, "Johnny, just who in the hell's side are you on?"

# J.C.P.'s Powers

Continued from page 30

power to depose officers and appoint new ones, and may "take such other action as he deems necessary for the preservation of the rights and interests of the members of the local union and of the Federation."

If the Read faction, which is still in control of Local 47, decides to fight it out in the courts (see separate story) or if it should withdraw from the AFM and form a rival organization (an accusation of dual unionism was made against Read and his followers but denied by them in their appeals), Petrillo is now in a position to step in and take over the local.

In line with this, a clause in the trusteeship proposal adopted by the convention makes it impossible for any local union to secede voluntarily from the Federation without the consent of the International Executive Board "so long as 15 members of such local union object." Thus, Local 47, second largest in the Federation with 16,000 members, could be prevented from withdrawal by the objection of fewer than one-tenth of 1 per cent of its total membership.

# Banner Month?

Continued from page 28

"Bolero," "La Valse" and "Rhapsodie Espagno" plus Debussy's "Afternoon of a Faun."

The Williams set, a dance disk, includes a dozen tunes whose titles include the word "beautiful," such as the title song, "Oh, You Beautiful Doll," etc.

The big news, of course, is the free bonus disk, available to all of the estimated 250,000-plus purchasers of Victor's SOR coupon books. This will be Morton Gould's "Best Loved Waltzes," a middle-brow set that will contain Tchaikovsky's "Sleeping Beauty Waltz," Sibelius' "Valse Triste," Weber's "Invitation to the Dance" and assorted bon-bons by Strauss, etc., including "Roses From the South," "Vienna Beauties," "Gold and Silver," "Village Swallows" and three waltzes from "The Fledermaus."

# Cap Repertoire

Continued from page 30

ness manager; Cavanaugh, Dexter, Gillette, Gilmore, Dick Jones, Bill Miller, Bob Myers, Ken Nelson and Wiswell.

On another front, Capitol signed conductor Gordon Jenkins to an artists recording contract calling for his services primarily in albums, though he will be available for single etchings as well. Jenkins was most recently with Vik Records and prior to that with Decca. He continues as an NBC musical conductor, with plans for a 90-minute TV spectacular of his own production of "Manhattan Tower."

# Spier and Cole

Continued from page 30

operation, is also casting an eye toward the musical legit field. With Julie Styne, he plans a musical adaptation of the Italian dramatic film, "Frisky." The music for this would be effed by Minucci and Leo Robin.

In the publishing field, Spier is gradually broadening his foreign representation. The new firms will be repped in England and the continent by Larry Spier Music, Ltd.; in Australia by J. Alberts & Son; in South America by Fermata Publishing Company, of Sao Paolo and Buenos Aires.

# RCA Phono Push

Continued from page 28

7EY1 which lists at \$29.95, with the 7EY2 at \$36.95 and with the 6EY3 portable at \$39.95. It also will be available with the new hi-fi twin-speaker Mark VIII model 7HF45, which lists at \$79.95 in mahogany and \$84.95 in maple or light rift oak finishes.

National advertising of the special will begin in late July and August, altho dealers will be able to place their orders next week and get almost immediate delivery. The pitch is at 23 million magazine readers via Life, Colliers, Seventeen and Scholastic-Roto—the insert that goes into many high school papers. Also RCA will take plenty of time on its radio and TV facilities. Promotion also will tie in with the new Glenn Miller band, which currently is on tour under the direction of Ray McKinley.

# Number of Releases This Week

ABCO	.....	2
ABC-PARAMOUNT	3	2
AMERICAN	3	.....
ANDREA	1	.....
ATCO	.....	1
CALVERT	.....	1
CAMDEN	1	.....
CAPITOL	5	2
CAPRICE	1	.....
COLUMBIA	1	3
CORAL	1	.....
DECCA	11	4
FABOR	.....	2
FIRE	.....	1
FORTUNE	1	.....
4 STAR	.....	1
GRAND AWARD	1	.....
IMPERIAL	.....	1
KAPP	.....	1
KING	1	1
LEE	.....	1
LIBERTY	1	.....
LIBERTY BELL	.....	1
LONDON	1	.....
MERCURY	1	.....
METEOR	.....	1
M-G-M	2	.....
QUALITY	.....	1
RAINBOW	1	.....
SAGE & SAND	.....	2
SARG	.....	1
SAVOY	.....	1
SIMS	.....	2
STARDALE	.....	1
SUN	.....	1
SUNSET	1	.....
TIFFANY	.....	1
TREPUR	.....	1
VEE-JAY	.....	4
VICTOR	3	2
VIK	.....	2
VITA	.....	2
WHIPPET	.....	1
WING	.....	2
X-TRA	.....	1
TOTAL	45	32

# Decca Phono Line

Continued from page 28

r.p.m. only units. Two of the portables include AM radios.

Lowest price units in the line are two \$19.95 models. One of these is the new "Winky Dink" middle phono, a three-speed unit with character cut-outs of Winky Dink himself, sitting on the tone arm and speed control.

The top-tagged Eldorado contains six speakers, four of them housed in a separate cabinet. This unit contains a three-speed, Garrard changer and a six-tube, 20-watt amplifier.

The Demonstrator model is billed as a hi-fi transcription phonograph. The unit plays at all four speeds and has in-put jacks for second speaker assembly, AM-FM tuner and microphone.

The spread of units adds up to the company's strongest push yet toward full-line merchandising. This theme is further carried out with its offering of four different wrought iron tables; wire record racks and storage albums (all at optional extra cost). All models will be on dealers' shelves in the fall.

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Review Spotlight on . . .

ALBUMS

Popular

PERCY FAITH PLAYS MUSIC FROM "MY FAIR LADY" (1-12)—Columbia CL 895

"My Fair Lady" continues to be Columbia's No. 1 "salesheart," and this package should chalk up another best-selling LP in the name of Broadway's currently most popular show score. Faith has wrapped up 11 tunes from the show (some sides of which have already been released as singles) in rich, lushly melodic instrumental arrangements, ranging in mood from the bright and bouncy "Get Me to the Church on Time" and "Wouldn't It Be Lovely," to the hit ballad "On the Street Where You Live" and the moving "I've Grown Accustomed to Her Face."

HAVING WONDERFUL TIME, WISH YOU WOULD HEAR (1-12)—Columbia CZ 1

The label's June sampler is a carefully selected pot-pourri of the biggest names on the artist roster. There are bands of Kostelanetz, Weston, Sinatra, Elgart, Kaye, Faith, Armstrong, LeGrand, and Frankie Laine and Buck Clayton, to mention a few. The clever title, tied in with summer promotion, is bound to get attention, as is the handsome \$1.49 retail price tag. This can

be a very big item for dealers. Package also contains a complete catalog, in booklet form, of the label's entire CL 500 series of pop albums, which can mean even more business for smart retailers.

Classical

BELL, DRUM AND CYMBAL (1-12)—Saul Goodman, Percussionist. Angel 35269

This educational, entertaining disk is one of the best hi-fi demonstration records ever produced. Saul Goodman, long-time head of the New York Philharmonic's percussion section, recently presented a fascinating demonstration of the numerous percussion family on the television program "Omnibus." Much of that material is reproduced here. Almost anything that bings, bangs or booms, rattles, crackles or crashes is played in the course of this disk. The glockenspiel tinkles Papageno's theme from "Magic Flute"; the celesta plays the "Dance of the Sugar Plum Fairy"; and so on down the line, from timpani to triangle. The most interesting demonstration band is Goodman's playing of 14 percussion instruments simultaneously (via multiple tracking) in Saint-Saens' "Danse Macabre."

Walter Bloom, Jayne Walton, Parnell Grina and Bob Pace. Coral packages of up-to-date Welk will offer plenty of competition.

MOOD INDIGO (1-12)—73 Fran Warren (1-12") M-G-M E 3394

Miss Warren has turned out, over the years, a number of superior waxings, in the "candlelight and wine, hand-holding" mood. Here are a number of those, pulled out of the label's back issue file, and the dozen tunes will meet with approval from her fans. "The Man That Got Away," "Mood Indigo," "What Is This Called Love?" "I Hear a Rhapsody," "Speak Low," etc., make up the moody selection. Jockies, recalling earlier singles by the thrush, will no doubt want to air them again from this package. Cover carries an appealing photo of Miss Warren, which could spur some sales.

ROME ANTICS (1-12")—63 Heritage H 0063

A show tune collectors' item containing a baker's dozen of Harold Rome's tunes, some from past shows and others getting a first public hearing. Most are satiric in flavor. Cleffer sings to his own accompaniment, frequently and ably backed by a rhythm section. Obvious amount of thought has gone into this waxing, but it must be faced that Rome is no singer, and the result is neither as amusing or tender as is the intent. Appeal is decidedly limited, but "class" shops may move a few. This is the third Rome package issued by Heritage.

HOW TO PICK A WEDLOCK (A PRIMER FOR YOUNG LOVERS AND OLD WOLVES) (1-12")—62 Kaye Ballard, Stanley Prager, Johnny Haymer (1-12") Vanguard VRS 9005

It may be that Ira Wallach's new book of the above title may titillate a certain group of the mentally arrested, if there are enough of the latter these excerpts from it may enjoy a sale. However, this recording presents a hurdle to Kaye Ballard, Stanley Prager and Johnny Haymer, all prominent toilers in the comic vinyard, that is practically insurmountable. No comic is better than his material, and material here, they definitely haven't got. The package negates everything a come-on, sexy jacket promises.

Jazz

INTERPRETATIONS BY THE STAN GETZ QUINTET NO. 3 (1-12")—84 Norgran MG N 1029

Volume 3 in the Getz "Interpretations" series, with the top tenor sax man aided by Bob Brookmeyer, trombone, and John Williams, piano, is up to the high level of the two previous sets, all of which should be long-term steady sellers. Included are a rousing "It Don't Mean a Thing" and "Varsity Drag." A top-notch entry in the "cool" class, altho Brookmeyer also adds a sanguine, swinging quality.

LIGHTS OUT (1-12")—80 Jackie McLean Quintet (1-12") Prestige LP 7035

Interest is evenly divided here between the truly outstanding work of McLean on alto and of Donald Byrd on trumpet. Both have been coming to the foreground—and this set is their most favorable showcase to date. Individually outstanding as they are, it is even more impressive to hear them blow together, with a hand-in-glove rapport. The program has unusual range: a couple of beautifully handled ballads; a slow, down-home blues ("Lights Out") and plenty of fast pyrotechnical outbursts. A gassy set like this ought to be a great seller to modernists.

SUBTLE SOUNDS (1-12")—80 Johnnie Pate Trio (1-12") Gig GLP 100

Some comparative unknowns deliver a surprisingly good jazz program in this, the label's first LP. Pate, former cohort of Don Shirley, is a strong

bass man in the Pettiford vein, and young pianist Ronnell Bright is a swift, resourceful performer that reminds one of Oscar Peterson. With drummer Charles Walton, this Chicago crew swings. Biggest surprise is the single vocal by one Gwen Stevens, who has a warm, different sound. It won't be easy to get these unknowns off the ground, but dealers who take the time to demonstrate may move some copies. Try "I've Got a Crush on You."

SPOKEN WORD . . . SPOKEN WORD . . . POETRY OF THE NEGRO (1-12")—80 Sidney Poitier, Doris Belack (1-12") Glory GLP 1

Here is an unusual package, with strong appeal for libraries, dramatic students and collectors of "Spoken Word" LP's. It spotlights the works of seven distinguished Negro poets—Langston Hughes, Paul Laurence Dunbar, James Weldon Johnson, Countee Cullen, Gwendolyn Brooks, M. Carl Holman, and Armand Lanusse. The selections range in mood and spirit from the folk dialect of Dunbar to the polished phrases of Hughes. The material is interpreted with warm sensitivity and unerring good taste by Sidney Poitier and Doris Belack. Both artists utilize an expressive, softly understated technique, which underscores their powerful material yet skillfully avoids any suggestion of melodrama or affectation. Poitier has his own following (having appeared in the movie, "Blackboard Jungle," and "Cry the Beloved Country" on Broadway) which should give this LP a broader market coverage.

BOB SCOBEY'S BAND (1-12")—80 Down Home MG D 1

Scobey's Dixie band, with delightful Clancy Hayes on banjo and vocals, rates in some sectors as a hot juke box entity. There's plenty of popular and jazz appeal in the loose, free performances of old-time tunes, including "Dardanella" and "Canadian Capers," plus such unexpected items as "Summertime," "Stardust," etc. Hayes sings "Lazy River," "Stars Fell on Alabama" and four others. Unusual repertoire for Dixie-ites, which makes for fine programming possibilities. Can be sold anywhere.

SWINGING FOR THE KING (1-12")—79 Mercury MG 20133

An interesting anthology of fairly recent recordings of tunes associated with Benny Goodman. The spirit of the set is upheld mainly by ex-Goodman instrumentalists. For instance, there is Teddy Wilson doing "Indiana" and "Sweet Georgia Brown," Lionel Hampton in "Crazy Rhythm," Red Norvo in "I Got Rhythm" and Terry Gibbs in "Seven Come Eleven." Other instrumental sides are contributed by Ralph Marterie and Erroll Garner. Vocals in the set include "Soft Winds" and "Goodbye" by Dinah Washington and "Sometimes I'm Happy" by Sarah Vaughan. While all these have been issued before, hung on this programming hook, they add up to a commercial package with fresh appeal.

THE MODERN JAZZ SEXTET (1-12")—78 Dizzy Gillespie, Trumpet; Sonny Stitt, Alto Saxophone; John Lewis, Piano; Percy Heath, Bass; Skeeter Best, Guitar; Charlie Persip, Drums (1-12") Norgran MG N 1076

The title of the set is an eye-catcher, but it's misleading. Lewis and Heath, both members of the Modern Jazz Quartet, are present, but there's not a trace of the MJQ's cool-neo-classical aesthetic. It's strictly a blowing session, keyed by Gillespie's and Stitt's searing bop horns. There's a load of exciting modern jazz here. (Continued on page 40)

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.

BEST SELLING POPULAR ALBUMS—

1. ELVIS PRESLEY . . . . . RCA Victor LPM 1254
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra, Capitol W 653
3. BELAFONTE—Harry Belafonte . . . . . RCA Victor LPM 1150
4. MY FAIR LADY—Original Cast . . . . . Columbia OL 5090
5. CAROUSEL—Sound Track . . . . . Capitol W 694
6. FOUR FRESHMEN AND FIVE TROMBONES . . . . . Capitol T 683
7. BUBBLES IN THE WINE—Lawrence Welk . . . . . Coral CR 57038
8. PICNIC—Sound Track . . . . . Decca DL 8320
9. CALYPSO—Harry Belafonte . . . . . RCA Victor LPM 1248
10. NIGHT WINDS—Jackie Gleason . . . . . Capitol W 717
11. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
12. GENTLEMEN, BE SEATED (Minstrel Show) . . . . . Epic LN 3238
13. WALTZES OF IRVING BERLIN—Mantovani Orchestra . . . . . London LL 1452
14. THE MAN WITH THE GOLDEN ARM—Sound Track . . . . . Decca DL 8257
15. DREAM DANCING—Ray Anthony . . . . . Capitol T 723

Reviews and Ratings of New Popular Albums

LONELY GIRL (1-12")—88 Julie London (1-12") Liberty LRP 3012

Miss London's original album ("Julie Is Her Name") is still a hefty seller in many territories. This second edition has the makings of a standout successor. On the theory of giving 'em what they bought the first time, the label has turned out an identically patterned package. There's another gorgeous color photo of the gal to kick up retail excitement and the content has exactly the same slow, wistful, whispery boudoir-styled touch. Guitar backing is again featured, this time by Al Viola, and a slick job he does. Gal has a powerful wallop, but a bit more change of pace from the excessively slow approach could add even more sales vitamins. Dealers and jocks, however, should pay plenty of attention.

CHAMPAGNE POPS PARADE (1-12")—82 Lawrence Welk and his Champagne Music (1-12") Coral CRL 57078

Here's another link added to the long and growing chain of Welk LP's. This time, it's a dozen pop songs, most of which are currently on the trade charts. Three hit tunes from "My Fair Lady" are here, as well as "How Little We Know," "Standing on the Corner," "Wayward Wind," "Graduation Day," "Rock 'n' Roll Ruby," etc. Varibus members of the Welk crew take their turns on vocals. Considering Welk's TV popularity and the timely nature of the groovings, this seems a sure bet to move out in right smart fashion.

WHEN THE ORGAN PLAYED AT TWILIGHT (1-12")—80 Jesse Crawford (1-12") Decca DL 8300

Latest waxing keeps pace with organist's previous album releases. Currently, Crawford is favoring Friml compositions with a deep bow, with the composer's work featured in five out of a dozen numbers. It seems that Crawford continuously achieves new effects in color and tone, and lovers of the instrument should find this combination of pop ballads a

welcome addition to their disk libraries. A good inventory item.

STAN FREEMAN (1-12")—79 Epic LN 3224

A thoroughly delightful potpourri of the lighter side of Stan Freeman's pianistics. First side comprises an hilarious slice of Freeman in his spicy nitery vein, leveling vocal, neo-Shavian barbs at pop song circles, modes and mores, to his own accompaniment. Flip spots him in a more familiar groove, backed by his quartet and ork batoned by Dave Terry, for excursion into virtuoso, keyboard romancing. A "party" waxing, obviously dedicated to sophisticates who respond to wit, both vocal and finger-wise.

THE SWAN (1-12")—78 Sound Track (1-12") M-G-M E3399 ST

If "The Swan" (the new Grace Kelly-Alec Guinness movie) is big at

the box office, this LP should move out briskly. However, "The" wedding is now passe, and the picture hasn't exactly chalked up records in its initial showings. The neighborhood runs, tho, will be the real test. The LP spotlights Bronislaw Kaper's score with richly melodic instrumentals played by Johnny Green and his Orchestra. Cover features a striking painting of the beautiful Princess of Monaco and Philadelphia.

GREAT MOMENTS IN SHOW BUSINESS (1-12")—78

Admirers of Epic's "Here Come the Girls" should go for this companion piece, a compendium of theatrical nostalgia, dedicated with one exception to the non-staff side of the business. It brings back the voices of Walter Huston, Bojangles, Eddie Cantor, Cliff Edwards, Clayton, Jackson and Durante, Gene Raymond, Al Jolson, Dick Powell, Fred Astaire, and Rochester in considerably cherished bits. Gracie Allen gets into the act in an old routine with George Burns. The cuttings have been selected with care and excellently combined. Over-all is a fine collectors item for those with long memories and a show business yen. Can make for several fine radio segs.

MEL HENKE, VOL. II (1-12")—76 Contemporary 5003

Henke, altho recorded by a jazz label, is only occasionally a jazz pianist. But he does play an extremely tasteful, articulate and varied pop piano that could sell very well if exposed to a large audience. The pianist always had a big following in the Chicago area and should do okay on the Coast, where he has worked for the past few years. He does some engaging things with "Pennies From Heaven" and his own "Frenzied Flight." The high fashion cover is a classy attention getter.

THE CHAMPAGNE MAGIC OF LAWRENCE WELK (1-12")—73 Lawrence Welk and His Ork (1-12") Epic LN 3247

Bidding to cash in on the Lawrence Welk gravy train, the label has packaged a dozen of the band's sides from a much earlier day. These originally were issued as singles on Okeh and some go as far back as the late 1930's. The current band is smoother but this early edition turned out its own peppy brand of dance music, of which the album offers a fair sample. Vocals are handled by

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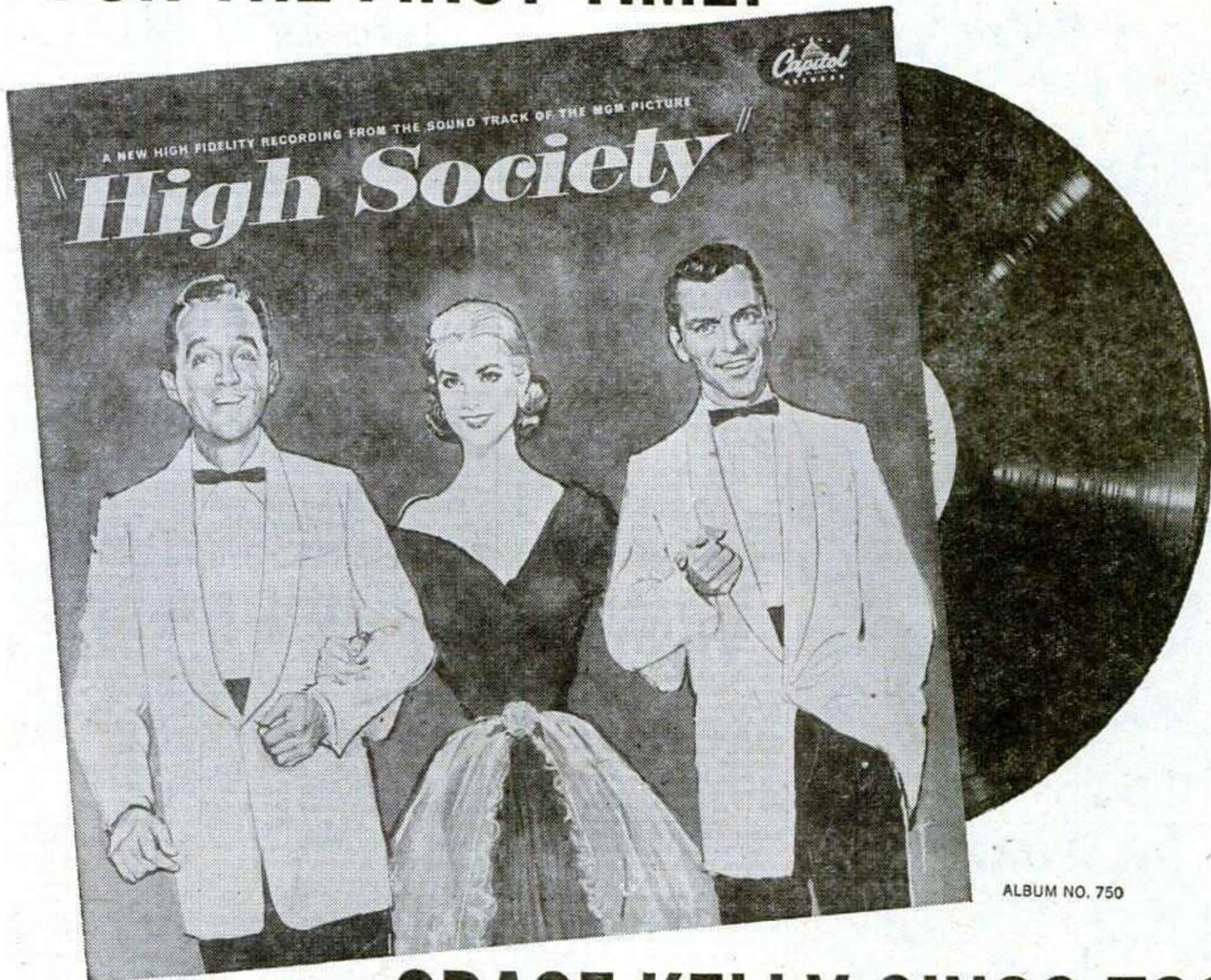
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## Reviews and Ratings of New Classical Releases

**MOZART: SYMPHONY NO. 39 IN E FLAT (K. 543); DIVERTIMENTO NO. 15 IN B FLAT (K. 287) (1-12")**—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 2001 .....81

Victor continues to glean Toscanini readings where it can. The Symphony disking dates from a 1948 broadcast, while the Divertimento has the sound of similar vintage. Interpretatively, the latter is a singing gem, and actually, buyers of Symphony No. 39 haven't had an outstanding group of diskings to select from. Despite the sound, which is below today's par, this should be okay steady inventory.

**SIBELIUS: SYMPHONIES NOS. 6 AND 7 (1-12")** — Philharmonia Orchestra. Herbert von Karajan, Cond. Angel 35316 .....78

Despite the number of competitive listings in the LP catalog on these two symphonies, particularly of the popular Seventh Symphony, von Karajan has little interpretative competition. Von Karajan's Seventh, in particular, is a powerful, emotional interpretation that will be the preferred one for Sibelius fans for a long time. Exceptionally fine sound enhances this attractive buy.

**MOZART: CONCERTO NO. 1 IN B FLAT MAJOR FOR VIOLIN AND ORCHESTRA (K. 207); CONCERTO NO. 7 IN D MAJOR FOR VIOLIN AND ORCHESTRA (K. 271a) (1-12")** — Arthur Grumiaux, Violin; Vienna Symphony Orchestra; Bernhard Paumgartner, Cond. Epic LC 3230 .....77

With this coupling, Grumiaux has completed six of the seven Mozart violin concerti, and dealers may do themselves and their customers a favor by demonstrating these sturdy, musical and handsomely recorded performances. The playing offers the music in forthright style that will appeal to the discriminating buyer. The competition is not too keen, either.

**THE PHILADELPHIA WOODWIND QUINTET (1-12")** — Columbia ML 5093 .....76

A concert of wide-ranging scope by first-chair woodwind players of the Philadelphia Orchestra. It includes: Haydn's Divertimento No. 1 in B Flat; Beethoven's Sextet in E Flat (specially arranged for quintet); Hindemith's Kleine Kammermusik, Op. 24, No. 2; Ibert's Trois Pieces Breves, and Bozza's Scherzo for Wind Quintet. This is a windfall not only for chamber music collectors but for students, players, and fanciers of the woodwind group. William Kincaid, Mason Jones, John de Lancie and the others are tops on their instruments. They make this set an unusually attractive buy.

**SCHUBERT: SCHWANENGESANG (1-12")**—Hans Hotter, Baritone; Gerald Moore, Pianist. Angel 35219 .....75

Within the limited confines of the lieder market, this figures to be one of the top items of the year. Actually not a cycle, but just a collection of Schubert's makes for a good packaging peg. Hotter is superb in a vocal and interpretive sense, and the presence of Moore is a musical and sales aid. Such familiar fare as the "Serenade" and "Aufenthalt" is included. Full German and English texts help.

**VIRGIL FOX PLAYS BACH (1-12")** RCA Victor LM 1963 .....74

If a poll were taken of the average music lover's favorite Bach organ works, they would include every one of the pieces in this LP: the "Tocatta and Fugue in D Minor," the "Arioso," "In dulci jubilo," "Come Sweet Death," the "Prelude and Fugue in D Major"—and of the chorale preludes, those on "Sleepers, Awake," "Praise the Lord, the Mighty King," and "Rejoice, Beloved Christians." Fox's is a proficient but highly romanticized Bach, made somewhat the more unctuous by the over-rich modern sound of the organ in the Riverside Church. Connoisseurs will prefer Walcha, Videro, Weinrich or Biggs on a baroque organ—yet this album will have much mass appeal, and probably outsell many connoisseur favorites.

**GREGORIAN CHANT (EASTER) (1-12")**—Choir of the Monks of The Abbey of Saint Pierre de Solesmes; Dom Joseph Gajard, Cond. London LL 1408 .....73

One side carries an Easter Mass, and the other Pieces From the Office. Superb singing and recording place this among the best disks in the category, and several Gregorian recordings have been surprisingly strong sellers. Timbre of the voices and subtle dynamics make the unison singing of the monks profoundly moving. Only drawback is the overly long bell ringing on side one.

**MOZART: COMPLETE WORKS FOR PIANO SOLO, VOL. XI (1-12")** — Walter Gieseking. Angel 35078 .....70

This is the final volume in the set of 11 to be issued first complete, and now as individual disks. It includes some of the lesser known works such as Eight Minuets and Trios (K. 315a), Allegro of a Sonata (K. 400), a Sonata Movement (K. 498a) and Six German Dances with Trios (K. 509). Most of the sales will be to connoisseurs and to students, altho this is charming and accessible music.

**TWO PIANO CONCERT (1-12")**—Rudolph Ganz, Parthenia Vogelback, Pianos. Tiffany T 2000 .....68

It's possible that there are enough Ganz pupils and disciples around the country to make this a profitable entry. Also in its favor is good sound and generally unavailable repertoire, most important item of which is Schumann's Andante and Variations, Op. 46. But Granz and Vogelback are not Vronsky and Babin, and technically they are not up to the business at hand.

### Semi-Classical

**PORTRAITS OF ITALY (1-12")**—Symphony Orchestra of Rome; David Whitehall, Cond. Camden CAL 298 ...80

This is wonderfully satisfying imagery music, much of which could easily be from a travelog sound track. A lush, flowing sound is voiced by strings and woodwinds. Sample titles from the 15: "The Alps," "The Lakes," "Venetian Lagoon," "The Bridge of Sighs," "Sunset on the Adriatic," etc. All were composed by Domenico Savino. The package has outstanding late-night jockey programming potential, and at \$1.98 it's a fine retail buy.

**EL CONDE DE LUXEMBURG (1-12")**—Luis Sagl-Vela, Elsa Marvel, Coros Radio Nacional de Espana, Orquesta de Camara de Madrid. Montilla FM 65 .....78

Fine recording of Lehar's old Viennese

## Reviews and Ratings of New Popular Albums

Continued from page 38

with especially great solo work on "Tour De Force" and "Dizzy Meets Sonny," which would have been a more appropriate title for the LP.

**STAN RUBIN AND THE TIGERTOWN FIVE IN MONACO...77** (1-12")

Jubilee 1024  
Material previously issued on 10-inch LP's has been repackaged and retitled to cash in on the well-publicized Rubin appearance at THE wedding. These earlier efforts have more obvious enthusiasm than the later Victor sides by the Dixie combo. And without enthusiasm, this band can be pretty blah. This can be sold to many who like their Dixie loud and not too subtle. Highlight: "Ballin' the Jack."

favorite, which evidently lends itself admirably to Spanish translation. Containing, as it does, some of the maestro's most delightful cleffing ("Say Not Love Is a Dream," etc.), and sung with esprit by Sagi-Vela and Elsa Marvel, "Luxemburg" takes to an Iberian medium, like a duck to water. Should have a definite appeal, not only to the old set, but for anyone who likes old style operetta well-sung and presented.

## First C & W Deejay Conclave

Continued from page 29

western presentation emceed by Red Foley and Sonny James. With Crossroads TV Productions picking up the tab for expenses on the show, the CMDJA netted \$1,219 for its treasury.

Those who participated in the full-evening presentation were Bill Wimberly's band, Nelson King, Red Foley, the Bonn Sisters, Brenda Lee, Uncle Cy Brasfield, Johnny Horton, the Philharmonics, Leppy Horne, Pete Stamper, Jim Edward, Maxine and Bonnie Brown, Billy Walker, the Carlises, Johnny Cash, Texas Bill Strength, Smiley Burnette, the Foggy River Boys, Red and Betty Foley, Sonny James, the Belew Twins, Chet Atkins, Janis Martin, Audrey Williams, Chuck Bowers, Earl Bowers, Bonny Gan, Roy Drusky, Jerry Reed, Slim Wilson, the Westport Kids, Junior Haworth, Shirley Caudel, Warren Smith and the Ferguson Sisters.

### Honor Nelson King

A chicken and dumpling luncheon Friday at the Colonial Hotel sponsored by the "Ozark Jubilee" for Nelson King, CMDJA prexy, was awarded the Ozark hillbilly medal usually reserved for distinguished visitors. Presentation was made by Bill Dauer, of the local Chamber of Commerce.

On Thursday night conclave visitors attended the presentation of the "Eddy Arnold Show," featuring Arnold and Chet Atkins. Saturday at 5:30 p.m. the conventioners caught the "Ozark Jubilee"

network originating from the Jewell Theater. Late Saturday the Red Foley Enterprises and Decca Records hosted the gathering with a cocktail and supper party.

Playing an active part in arrangements for the three-day event were Ralph Foster, president of Crossroads TV Productions; Si Siman and John Mahaffey, executive vice-presidents of the firm; Les Kennon, Lou Black, and Lester E. Cox, chairman of the board of Crossroads TV Productions, and Don Richardson, "Ozark Jubilee" tub-thumper, who looked after arrangements and the press.

Among the music and record men present were Bob Burton and Bob Sour, BMI; Wesley Rose, Mel Foree and Boudleaux Bryant, Acuff-Rose; Don Law and Bob Burrell, Columbia Records; Paul Cohen and Harry Silverstein, Decca; Jack Newman and Roy Horton, Peer International; Ken Nelson, Capitol; Chick Krumpacker, Bill Baker and Jack Dunn, RCA Victor; D. Kilpatrick, Mercury, and Nat Tannen, Tannen Music.

Representing WSM, Nashville, and his own firm, Cedarwood, was Jim Denny. On deck for "Big D Jamboree," Dallas, were Lawrence Thacker and Ed Watts.

Winding up the festivities Saturday night was the awarding of a plaque to Ralph D. Foster and the "Ozark Jubilee" crew by the CMDJA members.

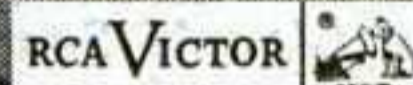






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# HONOR ROLL OF HITS

## THE NATION'S TOP TUNES

TRADE MARK REG.  
For survey week ending June 13

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Moonglow and Theme From Picnic</b>		<b>1 11</b>	<b>6. Hot Diggity</b>		<b>6 15</b>
By Hudson, Delange & Mills (Dunning)—Published by Mills Columbia Pictures Music Corp. (ASCAP)			By Al Hoffman & Dick Manning—Published by Roncom (ASCAP)		
<b>BEST SELLING RECORDS:</b> M. Stoloff, Dec 29888; G. Cates, Coral 61618.			<b>BEST SELLING RECORD:</b> P. Como, Vic 20-6427.		
<b>2. Wayward Wind</b>		<b>3 8</b>	<b>7. On the Street Where You Live</b>		<b>18 7</b>
By Stan Lebusky-Herb Newman—Published by Warman (BMI)			By Lerner & F. Lowe—Published by Chappell (ASCAP)		
<b>BEST SELLING RECORD:</b> G. Grant, Era 1013.			<b>BEST SELLING RECORD:</b> V. Damone, Col 40654.		
<b>RECORD AVAILABLE:</b> T. Ritter, Cap 3430.			<b>RECORDS AVAILABLE:</b> E. Fisher, Vic 20-6529; L. Welk, Coral 61644; F. Wayne, Epic 9153.		
<b>3. Ivory Tower</b>		<b>2 12</b>	<b>8. I Almost Lost My Mind</b>		<b>15 3</b>
By Jack Fulton and Lois Steele—Published by E. H. Morris (ASCAP)			By Hunter—Published by Hill & Range (BMI)		
<b>BEST SELLING RECORDS:</b> C. Carr, Fraternity 734; G. Storm, Dot 15458.			<b>BEST SELLING RECORD:</b> F. Boone, Dot 15472.		
<b>RECORDS AVAILABLE:</b> Four Hues, Coral 61617; L. Guerrero, Real 1310; O. Williams, DeLuxe 6093.			<b>RECORDS AVAILABLE:</b> L. J. Hunter, M-G-M 10578.		
<b>4. Standing On the Corner</b>		<b>5 8</b>	<b>9. I'm In Love Again</b>		<b>7 7</b>
By Frank Loesser—Published by Frank (ASCAP)			By Domino & Bartholomew—Published by Reene (BMI)		
<b>BEST SELLING RECORD:</b> Four Lads, Col 40674.			<b>BEST SELLING RECORD:</b> F. Domino, Imperial 5386.		
<b>RECORDS AVAILABLE:</b> N. Heftl, Epic 9158; D. Martin, Cap 3414; Mills Brothers, Dec 29887.			<b>RECORD AVAILABLE:</b> Fontane Sisters, Dot 15462.		
<b>5. Heartbreak Hotel</b>		<b>4 16</b>	<b>10. Walk Hand In Hand</b>		<b>9 8</b>
By Axton, Durden & Presley—Published by Tree (BMI)			By J. Cowell—Published by Republic (BMI)		
<b>BEST SELLING RECORD:</b> E. Presley, Vic 20-6420.			<b>BEST SELLING RECORD:</b> T. Martin, Vic 20-6493.		
<b>RECORD AVAILABLE:</b> Cadets, Modern 985.			<b>RECORDS AVAILABLE:</b> D. Vaughn, Kapp 143; A. Williams, Cadence 1268.		

### Second Ten

<b>11. Picnic</b>		<b>9 7</b>	<b>16. Magic Touch</b>		<b>11 12</b>
By George Dunning & S. Allen—Published by Shapiro-Bernstein (ASCAP)			By Buck Ram—Published by Panther (ASCAP)		
<b>BEST SELLING RECORD:</b> McGuire Sisters, Coral 61627.			<b>BEST SELLING RECORD:</b> Platters, Mercury 70819.		
<b>RECORDS AVAILABLE:</b> S. Allen, Coral 61620; B. Bregman, Vic 20-6471; G. Dunning, Dec 29888; R. Marterie, Mercury 70836.			<b>17. Born to Be With You</b>		<b>24 2</b>
<b>12. Graduation Day</b>		<b>14 5</b>	By D. Robertson—Published by E. H. Morris (ASCAP)		
By Joel Sherman & Noel Sherman—Published by Sheldon Music (BMI)			<b>RECORD AVAILABLE:</b> Chordettes, Cadence 1291.		
<b>BEST SELLING RECORD:</b> Rover Boys, ABC-Paramount 9700.			<b>18. It Only Hurts for a Little While</b>		<b>24 4</b>
<b>RECORDS AVAILABLE:</b> Four Freshmen, Cap 3410; Lemmon Sisters, Coral 61648.			By Mack David & Fred Spielman—Published by Advanced Music (ASCAP)		
<b>13. Happy Whistler</b>		<b>11 8</b>	<b>RECORD AVAILABLE:</b> Ames Brothers, Vic 20-6481.		
By Don Robertson—Published by Birchwood Music (ASCAP)			<b>19. Blue Suede Shoes</b>		<b>13 16</b>
<b>BEST SELLING RECORD:</b> D. Robertson, Cap 3391.			By Carl Perkins—Published by Hi-Lo Music, Inc.-Hill & Range Songs, Inc. (BMI)		
<b>14. I Want You, I Need You, I Love You</b>		<b>21 3</b>	<b>BEST SELLING RECORD:</b> C. Perkins, Sun 234.		
By Maurice Myself & Ira Kosloff—Published by Elvis Presley Music (BMI)			<b>RECORDS AVAILABLE:</b> B. Roubian, Cap 3373; B. Bennett, King 4903; R. Hall, Dec 29980; P. W. King, Vic 20-6450; S. King and the Five Strings, Col 21505; J. Lowe, Dot 15456; J. Mercer, Mercury 70805; E. Presley, Vic EPA-747; EPB-1254; S. Taylor, M-G-M 12197; L. Welk, Coral.		
<b>RECORD AVAILABLE:</b> E. Presley, Vic 20-6540.			<b>20. I Could Have Danced All Night</b>		<b>22 5</b>
<b>15. Transfusion</b>		<b>18 2</b>	By Frederick Loewe & Allen Jay Lerner—Published by Chappell (ASCAP)		
By Jimmy Drake—Published by Paul Barrett (BMI)			<b>RECORDS AVAILABLE:</b> C. Applewhite, M-G-M 12220; F. Carle, Vic 20-6460; R. Clooney, Col 40676; A. Lon-L. Welk, Coral 61644; D. Shore, Vic 20-6469; S. Syms, Dec 29903.		
<b>BEST SELLING RECORD:</b> N. Norvus, Dot 15470.					

### Third Ten

<b>21. Long, Tall Sally</b>		<b>15 11</b>	<b>26. A Tear Fell</b>		<b>18 16</b>
By E. Johnson—Published by Venice (BMI)			By Dorian Burton & Eugene Randolph—Published by Progressive (BMI)		
<b>BEST SELLING RECORDS:</b> Little Richard, Specialty 372; P. Boone, Dot 15457.			<b>BEST SELLING RECORD:</b> T. Brewer, Coral 61590.		
<b>RECORD AVAILABLE:</b> M. Robbins, Col 40679.			<b>RECORDS AVAILABLE:</b> A. Carter, Vic 6482; I. J. Hunter, Atlantic 1086.		
<b>21. Poor People of Paris (Jean's Song)</b>		<b>15 19</b>	<b>27. Church Bells May Ring</b>		<b>22 7</b>
By La Gaulante de Pauvre-Jean Marguerite Monnot—Jack Lawrence—Published by Reg Connelly Music (ASCAP)			By Willows & Craft—Published by Ray Maxwell-Hill & Range (BMI)		
<b>BEST SELLING RECORD:</b> L. Baxter, Cap 3336.			<b>RECORDS AVAILABLE:</b> Cadets, Modern 985; Diamonds, Mercury 70835; Willows, Melba 102.		
<b>RECORDS AVAILABLE:</b> W. Atwell, London 1628; L. Anthony, Tops 276; C. Atkins, Vic 20-6366; P. Beltran, Vic 20-6498; P. Clay, Col; L. Clinton, Bell 1123; R. Morgan, Dec 29835; R. Roger, M-G-M 12188; C. Powell, Groove 0144; J. Hansen, Remington 25035; P. Terrace, Tico 351; L. Welk, Coral 61592.			<b>28. I Want You to Be My Girl</b>		<b>26 6</b>
<b>21. More</b>		<b>- 1</b>	By Goldner & Barrett—Published by Kohl (BMI)		
By Tom Glader & Alex Alstone—Published by Shapiro-Bernstein (ASCAP)			<b>RECORD AVAILABLE:</b> Teen-Agers, Ges 1012.		
<b>BEST SELLING RECORD:</b> P. Como, Vic 20-6554.			<b>28. Sweet Old-Fashioned Girl</b>		<b>- 1</b>
<b>24. My Blue Heaven</b>		<b>29 5</b>	By Bob Merrill—Published by Valor (ASCAP)		
By G. Whiting & W. Donaldson—Published by Leo Feist (ASCAP)			<b>BEST SELLING RECORD:</b> T. Brewer, Coral 61636.		
<b>RECORD AVAILABLE:</b> F. Domino, Imperial 5386.			<b>30. Mr. Wonderful</b>		<b>13 13</b>
<b>24. Treasure Of Love</b>		<b>- 1</b>	By Buck Holofcener-Weiss—Published by Valando Music (ASCAP)		
By Lou Stallman & Joe Shapiro—Published by Monument-Progressive (BMI)			<b>BEST SELLING RECORD:</b> P. Lee, Dec 29834.		
<b>BEST SELLING RECORD:</b> C. McPhatter, Atlantic 1092.			<b>RECORDS AVAILABLE:</b> D. Collins, Coral 61591; T. King, Vic 20-6392; S. Vaughn, Mercury 70777; Mello-Larks, Epic 9146; B. A. Steele, ABC-Paramount 9669.		
			<b>30. Glendora</b>		<b>- 1</b>
			By Ray Stanley—Published by American (BMI)		
			<b>BEST SELLING RECORD:</b> P. Como, Vic 20-6554.		

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(C'est a Hambourg)

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**INTRIGUE**

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WHITING**  
**TRUE LOVE**

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**RED NICHOLS**  
COOL TANGO  
INDIANA

record no. 3464



**ELLA MAE MORSE**  
with **LES BAXTER** and His Orchestra  
I'M GONNA WALK  
COFFEE DATE

record no. 3458



**FRANK DEVOL** **RUBY MURRAY**

TOY TIGER

(From the Universal-International  
Picture "Toy Tiger")

THE THREE  
FISHERMEN

record no. 3457



A VOICE IN THE  
CHOIR

PLEASE HOLD  
ME TIGHTLY

record no. 3465



**LES BROWN**

HIT THE ROAD  
TO DREAMLAND

THAT CERTAIN  
FEELING

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the Paramount Picture  
"That Certain Feeling")  
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**SIMON CRUM**

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BOP CAT BOP

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GRANDMA ROCK  
HEART-BREAKIN' MAMA

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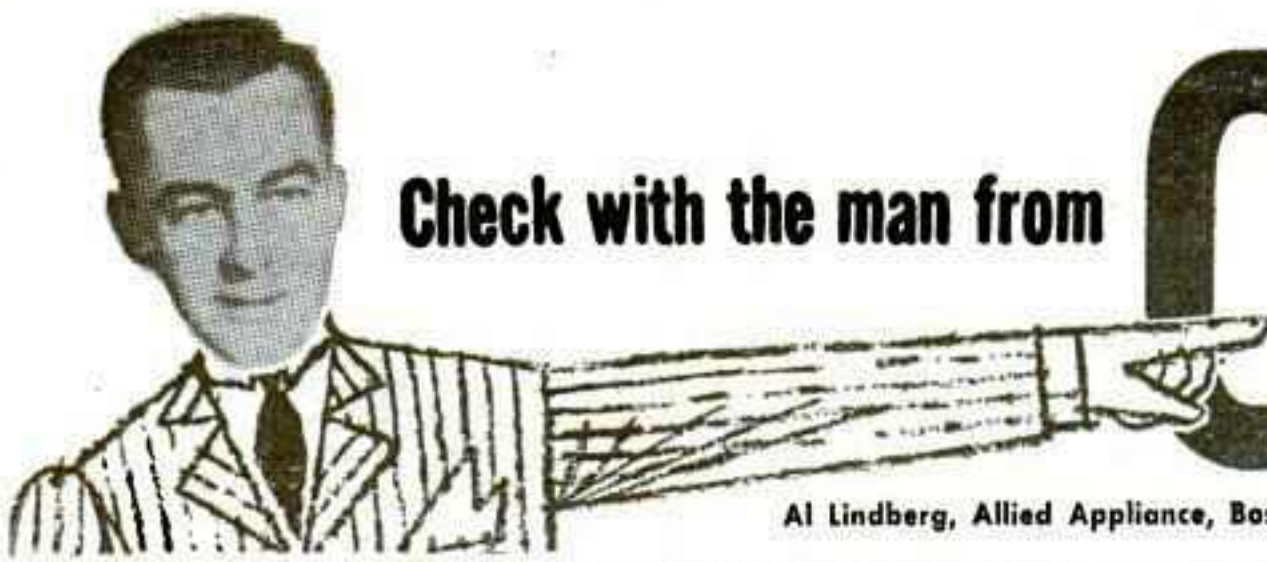
**TOMMY COLLINS**

THAT'S THE WAY  
LOVE IS  
NO LOVE HAVE I

record no. 3466







# COLUMBIA

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## BEST SELLING POP SINGLES

On the Street Where You Live  
We All Need Love  
Vic Damone . . . 40654 . . . 4-40654

- 1. Standing on the Corner—My Little Angel..The Four Lads . . . . . 40674 . . . 4-40674
- 2. Can You Find It in Your Heart—Forget Her..Tony Bennett . . . . . 40667 . . . 4-40667
- 3. Whatever Will Be, Will Be (Que Sera, Sera)—I've Gotta Sing Away These Blues..Doris Day . . . . . 40704 . . . 4-40704

- 4. You Don't Know Me—Enchanted..Jerry Vale . . . . . 40710 . . . 4-40710
- 5. Every Sunday Morning—Once Again..Sammy Kaye . . . . . 4-40698

## BEST SELLING POP ALBUMS

Castles in Spain  
Michel LeGrand . . . CL-888  
B-8881 . . . B-8882 . . . B-8883 . . . B-8884

- 1. My Fair Lady..Rex Harrison, Julie Andrews, Original Cast . . . . . CL5090 . . . A-5090
- 2. Ambassador Satch..Louis Armstrong and His All Stars . . . . . CL-840 . . . B-840
- 3. Songs of the South..Norman Luboff and Choir . . . . . CL-860 . . . B-860

- 4. The Eddy Duchin Story..Eddy Duchin . . . . . CL-790 . . . B-790
- 5. My Fair Lady..Percy Faith and Orchestra . . . . . CL-895 . . . B-8951 . . . B-8952 . . . B-8953
- 6. Trapeze..Music From the Sound Track of the Hecht and Lancaster Production . . . . . CL-870

## BEST SELLING MASTERWORKS

Rachmaninoff: Concerto No. 2 . . . . . Istomin,  
Ormandy-Philadelphia Orchestra . . . . . ML-5103

- 1. April in Paris..Jacqueline Francois, Michel LeGrand and His Orch. . . . . ML 5091
- 2. Goldberg Variations..Glenn Gould . . . . . ML 5060
- 3. Vivaldi: Double Concerto..Oistrakh, Stern, Ormandy-Philadelphia Orchestra . . . . . ML 5087

- 4. Delius: Paris Sea Drift..Beecham-Royal Philharmonic Orchestra . . . . . ML 5079
- 5. Brahms: Double Concerto..Walter, Stern and Rose . . . . . ML 5076
- 6. Noel Coward at Las Vegas . . . . . ML 5063

## BEST SELLING FOLK RECORDS

Crazy Arms  
You Done Me Wrong  
Roy Price . . . 21510 . . . 4-21510

- 1. You Are the One—Doorstep to Heaven..Carl Smith . . . . . 21522 . . . 4-21522
- 2. Honky Tonk Man—I'm Ready If You're Willing..Johnny Horton . . . . . 21504 . . . 4-21504
- 3. Make Him Behave—The Rockaway Rock..The Collins Kids . . . . . 21514 . . . 4-21514

- 4. I'll Know You're Gone—How Long Will It Be..Lee Emerson & Marty Robbins . . . . . 4-21525
- 5. Onie's Bop—I Wanna Hold My Baby..Onie Wheeler . . . . . 4-21523

### NEW POP RELEASES

Ghost Town  
I'll Be Around  
Don Cherry . . . 40705 . . . 4-40705

- 1. Unwanted Heart—Miracle of Love..Eileen Rodgers . . . . . 4-40708
- 2. Round the Rainbow—An Evening Prayer..Mahalia Jackson . . . . . 4-40712
- 3. The Faithful Hussar—Six Foot Four..Louis Armstrong & His All Stars . . . . . 40711 . . . 4-40711
- 4. Theme From "The Proud Ones"—Who Gave You the Roses . . . . . Lionel Newman . . . . . 4-40717

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### NEW FOLK RELEASES

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It's Heaven  
Werly Fairburn . . . 4-21528

- 1. If Today Were the End of the World—God's in the Saddle..Gene Autry . . . . . 4-21527
- 2. The Waltz of the Angels—Just Can't Live That Fast..Lefty Frizzell . . . . . 21530 . . . 4-21530
- 3. I've Got Leavin' on My Mind—I'll Never Stand in Your Way..Billy Walker . . . . . 4-21531





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### • Best Sellers in Stores

For survey week ending June 13

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

This Week	Last Week	Weeks on Chart	Record
1	8	1	<b>WAYWARD WIND (BMI)—G. Grant..</b> No More Than Forever (ASCAP)—Era 1013
2	10	2	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff....</b> Theme From "Picnic" (ASCAP)—Dec 29888
3	9	4	<b>STANDING ON THE CORNER (ASCAP)—Four Lads.....</b> MY LITTLE ANGEL (BMI)—Col 40574
4	8	5	<b>I'M IN LOVE AGAIN (BMI)—F. Domino.....</b> MY BLUE HEAVEN (ASCAP)—Imperial 5386
5	2	10	<b>I ALMOST LOST MY MIND (BMI)—P. Boone.....</b> I'M IN LOVE WITH YOU (BMI)—Dot 15472
6	16	3	<b>HEARTBREAK HOTEL (BMI)—E. Presley.....</b> I Was the One (BMI)—Vic 20-6420
7	4	12	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....</b> MY BABY LEFT ME (BMI)—Vic 20-6540
8	3	11	<b>TRANSFUSION (BMI)—Nervous Norvus.....</b> Dig (BMI)—Dot 15470
9	11	7	<b>IVORY TOWER (ASCAP)—C. Carr... 7</b> Please, Please Believe Me (ASCAP)—Fraternity 734
10	10	6	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates.....</b> Rio Batucada (ASCAP)—Coral 61618
11	8	9	<b>HAPPY WHISTLER (ASCAP)—D. Robertson.....</b> You're Free to Go (ASCAP)—Cap 3391
12	3	13	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone.....</b> We All Need Love (ASCAP)—Col 40654
13	2	22	<b>MORE (ASCAP)—P. Como.....</b> GLENDDORA (BMI)—Vic 20-6554
14	16	8	<b>HOT DIGGITY (ASCAP)—P. Como... 8</b> Juke Box Baby (ASCAP)—Vic 20-6427
15	1	—	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes .....</b> Love Never Changes (ASCAP)—Cadence 1291
16	4	20	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers..</b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
17	5	15	<b>PICNIC (ASCAP)—McGuire Sisters... 15</b> Dellah Jones (ASCAP)—Coral 61627
18	1	—	<b>TREASURE OF LOVE (BMI)—C. McPhatter.....</b> When You're Sincere (BMI)—Atlantic 1092
19	2	21	<b>GRADUATION DAY (BMI)—Rover Boys.....</b> I Hear Music (ASCAP)—ABC-Paramount 9700
20	7	19	<b>I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers .....</b> I'm Not a Know-It-All (ASCAP)—Gee 1012
21	5	18	<b>IVORY TOWER (ASCAP)—C. Storm. 18</b> I Ain't Gonna Worry (BMI)—Dot 15458
22	13	14	<b>MAGIC TOUCH (BMI)—Platters.... 14</b> Winner Take All (ASCAP)—Mercury 70819
22	4	—	<b>WALK HAND IN HAND (BMI)—T. Martin.....</b> Flamenco Love (ASCAP)—Vic 20-6493
24	1	—	<b>BE-BOP-A-LULA (BMI)—G. Vincent. —</b> Woman Love (BMI)—Cap 3450
25	1	—	<b>SWEET OLD-FASHIONED GIRL (ASCAP)—T. Brewer.....</b> Goodbye, John (BMI)—Coral 61636

### • Most Played in Juke Boxes

For survey week ending June 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	13	1	<b>HEARTBREAK HOTEL (BMI)—E. Presley .....</b> I Was the One (BMI)—Vic 20-6420
2	4	5	<b>WAYWARD WIND (BMI)—G. Grant.. 5</b> No More Than Forever (ASCAP)—Era 1013
3	8	2	<b>IVORY TOWER (ASCAP)—C. Carr.... 2</b> Please, Please Believe Me (ASCAP)—Fraternity 734
4	6	6	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 6</b> Theme From "Picnic" (ASCAP)—Dec 29888
5	5	9	<b>STANDING ON THE CORNER (ASCAP)—Four Lads.....</b> MY LITTLE ANGEL (BMI)—Col 40674
6	6	12	<b>I'M IN LOVE AGAIN (BMI)—F. Domino .....</b> MY BLUE HEAVEN (ASCAP)—Imperial 5386
7	14	4	<b>BLUE SUEDE SHOES (BMI)—C. Perkins .....</b> Honey, Don't (BMI)—Sun 234
7	6	10	<b>IVORY TOWER (ASCAP)—C. Storm.. 10</b> I Ain't Gonna Worry (BMI)—Dot 15458
9	7	8	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 8</b> Rio Batucada (ASCAP)—Coral 61618
10	14	3	<b>HOT DIGGITY (BMI)—P. Como..... 3</b> Juke Box Baby (BMI)—Vic 20-6427
11	11	7	<b>MAGIC TOUCH (ASCAP)—Platters... 7</b> Winner Take All (ASCAP)—Mercury 70819
12	4	13	<b>HAPPY WHISTLER (ASCAP)—D. Robertson .....</b> You're Free to Go (ASCAP)—Cap 3391
13	3	15	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....</b> MY BABY LEFT ME (BMI)—Vic 20-6540
14	2	16	<b>I ALMOST LOST MY MIND (BMI)—P. Boone .....</b> I'm in Love With You (BMI)—Dot 15472
15	14	11	<b>A TEAR FELL (BMI)—T. Brewer.... 11</b> Bo Weevil (BMI)—Coral 61590
16	8	14	<b>LONG, TALL SALLY (BMI)—P. Boone .....</b> Any Place in Heaven (ASCAP)—Dot 15457
17	1	—	<b>IT ONLY HURTS A LITTLE WHILE (ASCAP)—Ames Brothers .....</b> If You Want to See Mamie Tonight (ASCAP)—Vic 20-6481
18	1	—	<b>TRANSFUSION (BMI)—Nervous Norvus .....</b> Dig (BMI)—Dot 15470
19	7	19	<b>LONG, TALL SALLY (BMI)—Little Richard .....</b> Stippin' and Sittin' (BMI)—Specialty 572
20	3	20	<b>PICNIC (ASCAP)—McGuire Sisters... 20</b> Dellah Jones (ASCAP)—Coral 61627

### • 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	Record
1	9	1	Ivory Tower (E. H. Morris) .....
2	7	2	Walk Hand in Hand (Republic).....
3	4	3	Wayward Wind (Warman) .....
4	6	3	Standing On the Corner (Frank).....
4	6	4	Moonglow (Mills-Columbia Pictures) .....
6	6	4	Picnic (Shapiro-Bernstein) .....
7	7	4	On the Street Where You Live (Chappell).....
8	15	4	Hot Diggity (Roncom) .....
9	3	4	Graduation Day (Sheldon) .....
10	4	4	I Could Have Danced All Night (Chappell).....
11	10	4	Heartbreak Hotel (Tree) .....
12	18	4	Poor People of Paris (Connelly) .....
13	13	4	Mr. Wonderful (Laurel) .....
14	21	4	Rock and Roll Waltz (Sheldon).....
15	1	4	Happy Whistler (Birchwood) .....

### • Most Played by Jockeys

For survey week ending June 13

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

This Week	Last Week	Weeks on Chart	Record
1	7	2	<b>WAYWARD WIND (BMI)—G. Grant.. 2</b> No More Than Forever (ASCAP)—Era 1013
2	10	1	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—M. Stoloff.... 1</b> Theme From "Picnic" (ASCAP)—Dec 29888
3	8	3	<b>STANDING ON THE CORNER (ASCAP)—Four Lads.....</b> My Little Angel (BMI)—Col 40674
4	10	8	<b>MOONGLOW AND THEME FROM "PICNIC" (ASCAP)—G. Cates..... 8</b> Rio Batucada (ASCAP)—Coral 61618
5	4	9	<b>ON THE STREET WHERE YOU LIVE (ASCAP)—V. Damone.....</b> We All Need Love (ASCAP)—Col 40654
6	5	7	<b>I'M IN LOVE AGAIN (BMI)—F. Domino .....</b> My Blue Heaven (ASCAP)—Imperial 5386
7	16	4	<b>HEARTBREAK HOTEL (BMI)—E. Presley .....</b> I Was the One (BMI)—Vic 20-6420
8	2	17	<b>I ALMOST LOST MY MIND (BMI)—P. Boone.....</b> I'm in Love With You (BMI)—Dot 15472
9	15	5	<b>HOT DIGGITY (ASCAP)—P. Como... 5</b> Juke Box Baby (BMI)—Vic 20-6427
10	8	6	<b>HAPPY WHISTLER (ASCAP)—D. Robertson .....</b> You're Free to Go (ASCAP)—Cap 3391
11	7	10	<b>IVORY TOWER (ASCAP)—G. Storm.. 10</b> I Ain't Gonna Worry—Dot 15458
12	9	12	<b>IVORY TOWER (ASCAP)—C. Carr... 12</b> Please, Please Believe Me (ASCAP)—Fraternity 734
13	5	18	<b>WALK HAND IN HAND (BMI)—T. Martin .....</b> Flamenco Love—Vic 20-6493
14	3	15	<b>BORN TO BE WITH YOU (ASCAP)—Chordettes .....</b> Love Never Changes (ASCAP)—Cadence 1291
15	2	23	<b>I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley.....</b> My Baby Left Me (BMI)—Vic 20-6540
16	6	19	<b>GRADUATION DAY (BMI)—Rover Boys .....</b> I Hear Music (BMI)—ABC-Paramount 9700
17	3	25	<b>GRADUATION DAY (BMI)—Four Freshmen .....</b> Lonely Night in Paris (ASCAP)—Cap 3410
18	4	13	<b>HOW LITTLE WE KNOW (ASCAP)—F. Sinatra .....</b> Five Hundred Guys (ASCAP)—Cap 3423
19	1	—	<b>GLENDDORA (BMI)—P. Como.....</b> More (ASCAP)—Vic 20-6554
20	5	16	<b>PICNIC (ASCAP)—McGuire Sisters.... 16</b> Dellah Jones (ASCAP)—Coral 61627
21	2	21	<b>TRANSFUSION (BMI)—Nervous Norvus .....</b> Dig (BMI)—Dot 15470
22	2	—	<b>IT ONLY HURTS FOR A LITTLE WHILE (ASCAP)—Ames Brothers... —</b> See Mamie Tonight (ASCAP)—Vic 20-6481
23	19	23	<b>POOR PEOPLE OF PARIS (ASCAP)—L. Baxter .....</b> Helen of Troy (ASCAP)—Cap 3336
23	11	11	<b>MAGIC TOUCH (BMI)—Platters.... 11</b> Winner Take All (ASCAP)—Mercury 70819
25	2	20	<b>I COULD HAVE DANCED ALL NIGHT (ASCAP)—S. Syms.....</b> World in My Corner (ASCAP)—Dec 29903





FROM THE NEW MGM PICTURE "HIGH SOCIETY"  
A GREAT COLE PORTER HIT

# NICK NOBLE

## "YOU'RE SENSATIONAL"

AND  
A GREAT UP TEMPO FLIP  
"KEEPING COOL"

(WITH LEMONADE)  
MERCURY 70897



### THE GAYLORDS

SWINGING WITH A  
NEW RHYTHM!

### "ONE NIGHT ONLY"

AND

### "FIRST ROW BALCONY"

MERCURY 70891



### DAVID CARROLL

TWO MONEY MAKING  
INSTRUMENTALS!

### "MARIMBA CHARLESTON"

AND

### "WHISPERING"

MERCURY 70896

### WATCH THESE GO

### RICHARD HAYMAN "Autumn Concerto"

AND  
"STREET OF TEARS"  
MERCURY 70884

### EDDIE HEYWOOD "Soft Summer Breeze"

AND  
"HEYWOOD'S BOUNCE"  
MERCURY 70863

#### IMPORTANT NOTICE TO DEALERS

For January in June traffic, take part in Mercury's 1c Premium Sale.  
For all details contact your Mercury distributor NOW!





# MGM Records

NEW HIT!!

**Joni James**

**GIVE US THIS DAY** HOW LUCKY YOU ARE

MGM 12268 • K12268

**Dick Hyman Trio**

**WHEN YOU'RE SMILING**

and **ROLLIN' THE BOOGIE**

MGM 12258 • K12258

NEW ALBUM HITS



From Sound Track

**THE SWAN**

E3399



**The WEDDING ALBUM**

Richard Ellsasser

E3398 • X1203  
X1202 • X1204



**HI-FI-ing HERD**

Woody Herman

and His Orch.  
E3385 • X1282  
X1281 • X1283

## Territorial Best Sellers

For survey week ending June 13

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

### Atlanta

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. On the Street Where You Live V. Damone, Col.
5. Heartbreak Hotel, E. Presley, Vic.

### Baltimore

1. I Almost Lost My Mind, P. Boone, Dot
2. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
3. Wayward Wind, G. Grant, Era
4. I'm In Love With You, P. Boone, Dot
5. I'm In Love Again, F. Domino, Imp.
6. More, P. Como, Vic.
7. I Want You to Be My Girl Teen-Agers, Gee
8. Hot Dog Buddy Buddy, B. Haley, Dec.
9. I Want You, I Need You, I Love You E. Presley, Vic.

### Boston

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Graduation Day, Rover Boys, Pmt.
3. Born to Be With You, Chordettes, Cdc.
4. More, P. Como, Vic.
5. Wayward Wind, G. Grant, Era
6. Heartbreak Hotel, E. Presley, Vic.
7. On the Street Where You Live V. Damone, Col.
8. Transfusion, N. Norvus, Dot
9. How Little We Know, F. Sinatra, Cap.

### Buffalo

1. I Almost Lost My Mind, P. Boone, Dot
2. My Blue Heaven, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. Magic Touch, Platters, Mer.
5. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
6. More, P. Como, Vic.
7. Allegheny Moon, P. Page, Mer.
8. Treasure of Love, C. McPhatter, Atc.
9. Hot Diggity, P. Como, Vic.

### Chicago

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Standing On the Corner, Four Lads, Col.
3. Heartbreak Hotel, E. Presley, Vic.
4. Wayward Wind, G. Grant, Era
5. Ivory Tower, C. Carr, Fty.
6. I Almost Lost My Mind, P. Boone, Dot
7. Happy Whistler, D. Robertson, Cap.
8. On the Street Where You Live V. Damone, Col.
9. Hot Diggity, P. Como, Vic.

### Cincinnati

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. I'm In Love Again, F. Domino, Imp.
4. Transfusion, N. Norvus, Dot
5. Church Bells May Ring, Diamonds, Mer.
6. I Want You to Be My Girl Teen-Agers, Gee
7. Ivory Tower, C. Carr, Fty.
8. Hot Diggity, P. Como, Vic.
9. Heartbreak Hotel, E. Presley, Vic.

### Cleveland

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. On the Street Where You Live V. Damone, Col.
3. Picnic, McGuire Sisters, Cor.
4. I Almost Lost My Mind, P. Boone, Dot
5. Treasure of Love, C. McPhatter, Atl.
6. Standing On the Corner, Four Lads, Col.
7. Born to Be With You, Chordettes, Cdc.
8. Sweet Old-Fashioned Girl T. Brewer, Cor.
9. Heartbreak Hotel, E. Presley, Vic.

### Dallas-Fort Worth

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. I'm In Love Again, F. Domino, Imp.
4. My Baby Left Me, E. Presley, Vic.
5. Heartbreak Hotel, E. Presley, Vic.
6. It Only Hurts for a Little While Ames Bros., Vic.
7. Long, Tall Sally, Little Richard, Spe.
8. Transfusion, Norvus, Dot
9. Happy Whistler, D. Robertson, Cap.

### Denver

1. Wayward Wind, G. Grant, Era
2. Ivory Tower, O. Williams, Del.
3. Picnic, McGuire Sisters, Cor.
4. Born to Be With You, Chordettes, Cdc.
5. I Want You to Be My Girl Teen-Agers, Gee
6. I Want You, I Need You, I Love You E. Presley, Vic.
7. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
8. Church Bells May Ring, Diamonds, Mer.
9. It Only Hurts for a Little While Ames Brothers, Vic.

### Detroit

1. Wayward Wind, Gogi Grant, Era
2. I Almost Lost My Mind, Pat Boone, Dot
3. Picnic, McGuire Sisters, Cor.
4. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
5. I'm In Love Again, F. Domino, Imp.
6. My Baby Left Me, Elvis Presley, Vic.
7. Treasure of Love, C. McPhatter, Atl.
8. Graduation Day, Rover Boys, Pmt.
9. Heartbreak Hotel, E. Presley, Vic.

### Kansas City

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. It Only Hurts for a Little While Ames Brothers, Vic.
3. Wayward Wind, G. Grant, Era
4. Standing On the Corner, Four Lads, Col.

5. Happy Whistler, D. Robertson, Cap.
6. I Almost Lost My Mind, P. Boone, Dot
7. Transfusion, N. Norvus, Dot
8. In a Shanty in Old Shanty Town S. Smith, Epi.
9. I'm In Love Again, F. Domino, Imp.

### Los Angeles

1. Moonglow and Theme From "Picnic" G. Cates, Cor.
2. Wayward Wind, G. Grant, Era
3. Happy Whistler, D. Robertson, Cap.
4. Standing On the Corner, Four Lads, Col.
5. Heartbreak Hotel, E. Presley, Vic.
6. Hot Diggity, P. Como, Vic.
7. Ivory Tower, G. Storm, Dot
8. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
9. Walk Hand in Hand, A. Williams, Cdc.

### Milwaukee

1. Standing On the Corner, Four Lads, Col.
2. Wayward Wind, G. Grant, Era
3. I Almost Lost My Mind, P. Boone, Dot
4. Born to Be With You, Chordettes, Cdc.
5. Free, T. Leonetti, Cap.
6. Church Bells May Ring, Diamonds, Mer.
7. How Little We Know, F. Sinatra, Cap.
8. Heartbreak Hotel, E. Presley, Vic.
9. On the Street Where You Live E. Fisher, Vic.

### Minneapolis-St. Paul

1. Wayward Wind, Gogi Grant, Era
2. It Only Hurts for a Little While Ames Bros., Vic.
3. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
4. Be-Bop-A-Lula, G. Vincent, Cap.
5. Standing On the Corner, D. Martin, Cap.
6. I'm In Love Again, F. Domino, Imp.
7. More, P. Como, Vic.
8. On the Street Where You Live E. Fisher, Vic.
9. Portuguese Washerwoman J. (Fingers) Carr, Cap.

### New Orleans

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. Treasure of Love, C. McPhatter, Atl.
5. On the Street Where You Live V. Damone, Col.
7. I Almost Lost My Mind, Pat Boone, Dot
8. Standing On the Corner, Four Lads, Col.
9. Poor People of Paris, L. Baxter, Cap.

### New York

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Heartbreak Hotel, E. Presley, Vic.
4. Standing On the Corner, Four Lads, Col.
5. Graduation Day, Rover Boys, Pmt.
6. Poor People of Paris, L. Baxter, Cap.
7. On the Street Where You Live V. Damone, Col.
8. Hot Diggity, P. Como, Vic.
9. Ivory Tower, C. Carr, Fty.

### Philadelphia

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Era
3. Standing On the Corner, D. Martin, Cap.
4. Heartbreak Hotel, E. Presley, Vic.
5. On the Street Where You Live V. Damone, Col.
6. Hot Diggity, Perry Como, Vic.
7. Ivory Tower, O. Williams, Del.
8. Graduation Day, Rover Boys, Pmt.
9. Glendora, P. Como, Vic.

### Pittsburgh

1. More, P. Como, Vic.
2. I Almost Lost My Mind, P. Boone, Dot
3. Be-Bop-A-Lula, G. Vincent, Cap.
4. I Want You, I Need You, I Love You E. Presley, Vic.
5. Moonglow and Theme From "Picnic" G. Cates, Cor.
6. On the Street Where You Live Vic Damone, Col.
7. Picnic, McGuire Sisters, Cor.
8. Heartbreak Hotel, E. Presley, Vic.
9. Can You Find It in Your Heart T. Bennett, Col.

### St. Louis

1. Wayward Wind, G. Grant, Era
2. Standing On the Corner, Four Lads, Col.
3. Transfusion, N. Norvus, Dot
4. Moonglow and Theme From "Picnic" G. Cates, Cor.
5. Graduation Day, Rover Boys, Pmt.
6. I Almost Lost My Mind, P. Boone, Dot
7. On the Street Where You Live Vic Damone, Col.
8. Walk Hand in Hand, T. Martin, Vic.
9. Too Close for Comfort, E. Gorme, Pmt.

### San Francisco

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Heartbreak Hotel, E. Presley, Vic.
3. Ivory Tower, O. Williams, Del.
4. Wayward Wind, G. Grant, Era
5. Hot Diggity, P. Como, Vic.
6. Standing On the Corner, Four Lads, Col.
7. Graduation Day, Rover Boys, Pmt.
8. Happy Whistler, D. Robertson, Cap.
9. How Little We Know, F. Sinatra, Cap.

### Toronto

1. Moonglow and Theme From "Picnic" M. Stoloff, Dec.
2. Wayward Wind, G. Grant, Cor.
3. Ivory Tower, C. Carr, Fty.
4. Heartbreak Hotel, E. Presley, Vic.
5. My Blue Heaven, P. Como, Imp.
6. Standing On the Corner, Four Lads, Col.
7. Can You Find It in Your Heart T. Bennett, Col.
8. Hot Diggity, P. Como, Vic.
9. Walk Hand in Hand, T. Martin, Vic.

CHARLIE APPLEWHITE

PLUGGED ON ED SULLIVAN'S CBS-TV SHOW

**MORE, MORE AND MORE** and MY HEART WILL STILL BE YOURS  
MGM 12272  
K12272

**LEROY HOLMES** & His Orch. & Chorus **THE PROUD ONES** and **WOULDN'T IT BE LOVERLY**  
MGM 12275  
K12275

**ROSALIND PAIGE** **HAVE FAITH AND HAVE PATIENCE** and LET ME BE THE FIRST ONE  
MGM 12229  
K12229

BREAKING WIDE OPEN!

**Art Mooney and his orch.**

**DAYDREAMS**

SOMEBOODY STOLE MY MUCHACHA  
MGM 12277 • K12277

BILLBOARD VARIETY CASH BOX PICK

**BARRY GORDON** **10 YEARS TO GO** and **HOW DO WE LOOK TO THE MONKEYS** (Cha-Cha-Cha)  
MGM 12276  
K12276

New Country Star **BUCK GRIFFIN** **STUTTERIN' PAPA** and **WATCHIN' THE 7:10 ROLL BY**  
MGM 12284  
K12284

**Connie Francis**

**FORGETTING**

and **SEND FOR MY BABY**  
MGM 12251 • K12251

Plugged on "Stage Show" CBS-TV

**Betty Madigan**

**CRYING 'CAUSE I LOVE YOU**

and **A PERFECT UNDERSTANDING**  
MGM 12273 • K12273

**Ray Charles Singers**

**JUNE NIGHT** and **WHEN THE RED, RED ROBIN**

MGM 12274 • K12274



**MOOD INDIGO**

FRAN WARREN  
E3394 • X1300  
X1299 • X1301



**OH, ROCK**

Lionel Hampton and His Orch.  
E3386 • X1285  
X1284 • X1286



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**JOHNNY  
DESMOND**

**THE PROUD  
ONES**

Coral 61663 • 9-61663

**I ONLY KNOW  
I LOVE YOU**



**DON  
CORNELL**

**GRAZIE**

Coral 61659 • 9-61659

**COULD  
YOU**



**THE  
LANCERS**

**FREE**

Coral 61665 • 9-61665

**THE FIRST  
TRAVELING  
SALESLADY**



**ALAN  
DALE**

**NO ONE  
HOME**

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**ME 'N' YOU  
AND  
THE MOON**

**NEW LAWRENCE WELK ALBUMS**

**CHAMPAGNE POPS PARADE**

MOONGLOW and THEME FROM PICNIC  
STANDING ON THE CORNER  
MY LITTLE ANGEL  
WAYWARD WIND  
HOW LITTLE WE KNOW  
PRACTICE, PRACTICE WHAT YOU PREACH

I COULD HAVE DANCED ALL NIGHT  
ON THE STREET WHERE YOU LIVE  
I'VE GROWN ACCUSTOMED TO HER FACE  
ROCK 'N' ROLL RUBY  
GRADUATION DAY  
WHAT A HEAVENLY NIGHT FOR LOVE

CRL 57078



**SAY IT WITH MUSIC**  
*Sparkling Champagne Medleys of 36  
All-Time Favorites...* CRL 57041 • EC 82027

**MY FAIR LADY**

I COULD HAVE DANCED ALL NIGHT  
I'VE GROWN ACCUSTOMED TO HER FACE

ON THE STREET WHERE YOU LIVE  
WITH A LITTLE BIT OF LOVE

EC 81133



**CORAL RECORDS**

*America's Fastest Growing Record Company*





**LITTLE WILLIE JOHN**  
**FEVER**  
 b/w  
**LETTER FROM MY DARLING**  
 King 4935

**OTIS WILLIAMS AND HIS**  
**CHARMS**  
**IVORY TOWER**  
 DeLuxe 6093

**ONE NIGHT ONLY**  
 b/w  
**IT'S ALL OVER**  
 De Luxe 6095

**JAMES BROWN WITH THE FAMOUS FLAMES**  
**PLEASE, PLEASE, PLEASE**  
 Federal 12258

**I DON'T KNOW**  
 b/w  
**I FEEL THAT OLD FEELING COMING ON**  
 Federal 12264

**EARL BOSTIC and BILL DOGGETT**  
**MEAN TO ME**  
 b/w  
**THE BO-DO ROCK**  
 King 4930

**MAC CURTIS**  
**IF I HAD ME A WOMAN**  
 b/w  
**JUST SO YOU CALL ME**  
 King 4927

**THE MIDNIGHTERS**  
**OPEN UP THE BACK DOOR**  
 b/w  
**ROCK, GRANNY, ROLL**  
 Federal 12260

**EARL BOSTIC**  
**BUGLE CALL RAG**  
 b/w  
**I'LL STRING ALONG WITH YOU**  
 King 4905

**BILLY GAYLES**  
**IF I HAD NEVER KNOWN YOU**  
 b/w  
**I'M TORE UP**  
 Federal 12265



### 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. Featman's copyrighted Audience Coverage Index.

**Radio**  
 Bid D (R) (M)—Frank—ASCAP  
 Can You Find It in Your Heart? (R)—Witmark—ASCAP  
 Cimarron (R)—Peer—BMI  
 Don't Cry (R) (M)—Frank—ASCAP  
 Flamenco Love (R)—Bregman, Vocco & Conn—ASCAP  
 Graduation Day (R)—Sheldon—BMI  
 Happy Whistler (R)—Birchwood—ASCAP  
 He Loves, He Loves Me Not (R)—Broadcast—BMI  
 Hot Diggity (R)—Roncom—ASCAP  
 How Little We Know (R)—E. H. Morris—ASCAP  
 I Could Have Danced All Night (R) (M)—Chappell—ASCAP  
 It Only Hurts for a Little While (R)—Advanced—ASCAP  
 I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP  
 Kiss Me Another (R)—E. B. Marks—ASCAP  
 Moonglow (R) (F)—Mills—ASCAP  
 Moonglow-Picnic Theme (R) (F)—Mills—Columbia Pic—ASCAP  
 Mr. Wonderful (R) (M)—Laurel—ASCAP  
 On the Street Where You Live (R) (M)—Chappell—ASCAP  
 Picnic (R) (M)—Columbia Pic—ASCAP  
 Port-au-Prince (R)—E. B. Marks—BMI  
 Portuguese Washerwoman (R)—Remick—ASCAP  
 Searchers (R) (F)—Witmark—ASCAP  
 Standing On the Corner (R) (M)—Frank—ASCAP  
 Sweet Heartaches (R)—Pincus—ASCAP  
 Te Amo (R)—Southern—ASCAP  
 To Love Again (R) (F)—Columbia Pic—ASCAP  
 To Love You (R) (F)—Paramount—ASCAP  
 Too Close for Comfort (R) (M)—Laurel—ASCAP  
 Wayward Wind (R)—Warman—BMI  
 Whatever Will Be, Will Be (R)—Artists—ASCAP

**Television**  
 A Little Love Can Go a Long, Long Way (R)—Northern—ASCAP  
 Allegheny Moon (R)—Oxford—ASCAP  
 Believe in Love (R)—Robbins—ASCAP  
 Birds and the Bees (R) (F)—Gomalco—ASCAP  
 Blue Suede Shoes (R)—Hi-Lo-Hill & Range—BMI  
 Can You Find It in Your Heart? (R)—Witmark—ASCAP  
 Goin' On a Picnic (R)—E. H. Morris—ASCAP  
 Graduation Day (R)—Sheldon—BMI  
 Heartbreak Hotel (R)—Tree—BMI  
 Hot Diggity (R)—Roncom—ASCAP  
 How Little We Know (R)—E. H. Morris—ASCAP  
 I Could Have Danced All Night (R) (M)—Chappell—ASCAP  
 Ivory Tower (R)—E. H. Morris—ASCAP  
 Joey, Joey, Joey (R) (M)—Frank—ASCAP  
 Kiss and Run (R)—Reis—BMI  
 Lisbon Antigua (R)—Southern—ASCAP  
 Lovely One (R)—Blackwood—BMI  
 Magic Horn (R)—Leeds—ASCAP  
 Moonglow (R) (F)—Mills—ASCAP  
 My Dream Sonata (R)—United—ASCAP  
 On the Street Where You Live (R) (M)—Chappell—ASCAP  
 Picnic (R) (F)—Columbia Pic—ASCAP  
 Serenade (R)—Harms—ASCAP  
 Standing On the Corner (R) (M)—Frank—ASCAP  
 Too Close for Comfort (R) (M)—Laurel—ASCAP  
 Too Young to Go Steady (R)—Robbins—ASCAP  
 Walk Hand in Hand (R)—Republic—BMI  
 Wayward Wind (R)—Warman—BMI  
 What a Heavenly Night for Love (R)—Tee Kay—ASCAP  
 Without You I'm Nothing (R) (M)—Laurel—ASCAP

### Best Selling Sheet Music in Britain

(For Week Ending June 9)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

No Other Love—Chappell (Williams)  
 My September Love—Bron  
 Out of Town—Kassner (Kassner)  
 You Can't Be True to Two—Dash (Joy)  
 Hot Diggity—Peter Maurice (Roncom)  
 Rock and Roll Waltz—Maddox (Sheldon)  
 A Tear Fell—Robbins (Progressive)  
 The Poor People of Paris—Berry (Connelly)  
 It's Almost Tomorrow—Macmelodies (Northern)  
 I'll Be Home—Box & Cox (Arc)  
 Memories Are Made of This—Montclare (Montclare)

Theme From "The Three Penny Opera"—Arcadia (Harms)  
 Willie Can—Frank (Acuff-Rose)  
 The Ballad of Davy Crockett—Disney (Disney)  
 Mister Cuckoo—Macmelodies (Peter Maurice, Ltd.)  
 The Happy Whistler—Bron (Birchwood)  
 Only You—Sherwin (Wildwood)  
 The Dambusters' March—Chappell (Chappell)  
 Too Young to Go Steady—Robbins (Robbins)  
 Ivory Tower—Morris (Morris)

### Best Selling Pop Records in Britain

(For Week Ending June 9)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. I'LL BE HOME—Pat Boone (London)	2
2. LOST JOHN—Lonnie Donegan (Nixa)	3
3. HEARTBREAK HOTEL—Elvis Presley (HMV)	4
4. NO OTHER LOVE—Ronnie Hilton (HMV)	1
5. A TEAR FELL—Teresa Brewer (Vogue/Coral)	5
6. HOT DIGGITY—Perry Como (HMV)	6
7. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	7
8. MY-SEPTEMBER LOVE—David Whitfield (Decca)	8
9. BLUE SUEDE SHOES—Elvis Presley (HMV)	8
10. BLUE SUEDE SHOES—Carl Perkins (London)	17
11. THE HAPPY WHISTLER—Don Robertson (Capitol)	12
12. ROCK AND ROLL WALTZ—Kay Starr (HMV)	10
13. MOONGLOW AND THEM FROM "PICNIC"—Morris Stoloff (Brunswick)	16
14. TOO YOUNG TO GO STEADY—Nat (King) Cole (Capitol)	15
15. ONLY YOU—Hilltoppers (London)	14
16. POOR PEOPLE OF PARIS—Winifred Atwell (Decca)	13
17. OUT OF TOWN—Max Bygraves (HMV)	—
18. MAIN TITLE—Billy May Orchestra (Capitol)	10
19. GAL WITH THE YALLER SHOES—Michael Holliday (Columbia)	—
20. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)	—

### Denver Books Disk Names

Continued from page 30

Oberfelder turned to the Centennial race track for use of the facilities and with the installation of a large portable stage and shell, the move could prove a blessing as the 6,000-seat covered grand stand and paved parking lots could reduce the risk of rain-outs.

Mrs. Oberfelder's summer series begins July 15 with Liberace, followed a week later by Louis Armstrong and his packaged show. In August she has signed a country and western jamboree starring Webb Pierce, Tex Ritter, Merle Travis, Tex Williams, Carolina Cotton, Sons of the Pioneers and others.

of the entertainment offerings, Denver will be the scene of at least two Broadway shows, "Tea House of the August Moon," booked by Mrs. Oberfelder; "The Boy Friend," brought to town by Fox Intermountain Theatrical Agency; "Show Boat," staged and produced by local talent and a weekly change of billing at Elitch Gardens summer stock theater. Central City, a rejuvenated mining camp high in the Rockies, begins its annual summer opera festival with "La Tosca" and the "Ballad of Baby Doe," featuring members of the New York Opera Company and the Metropolitan Opera Company.

Many Legit Productions  
In addition to the musical part

### COMING UP STRONG

A listing of newer pop records which have shown solid trade response during the past week. Compiled thru a survey of all major markets, these records figure strongly as potential entries on the National Best Seller Chart.

1. Portuguese Washerwoman  
.....**Joe (Fingers) Carr**  
(ASCAP) Capitol 3418
2. Allegheny Moon.....**Patti Page**  
(ASCAP) Mercury 70878
3. Hot Dog, Buddy Buddy  
**Rockin' Through the Rye**.....**Bill Haley**  
(ASCAP); (ASCAP) Decca 29948
4. Whatever Will Be, Will Be.....**Doris Day**  
(ASCAP) Columbia 40704
5. My Prayer.....**The Platters**  
(ASCAP) Mercury 70893
6. Never Turn Back.....**Al Hibbler**  
(BMI) Decca 29950
7. Second Fiddle.....**Kay Starr**  
(ASCAP) RCA Victor 6541
8. I'm in Love Again.....**Fontane Sisters**  
(BMI) Dot 15462
9. Sweet Heartaches.....**Eddie Fisher**  
(ASCAP) RCA Victor 6529
10. Tell Me Why.....**The Crew Cuts**  
(BMI) Mercury 70890

### THIS WEEK'S BEST BUYS

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

- WHATEVER WILL BE, WILL BE** (Che Sera, Sera Artists, ASCAP)—**Doris Day**—Columbia 40704—This tune has an important role in the current Alfred Hitchcock film, "The Man Who Knew Too Much." To all appearances, it has had a powerful impact on the cinema audience, for it is now beginning to be in strong demand thruout the country. Boston, Providence, New York, Philadelphia, Baltimore, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta are among the territories reporting brisk business. Flip is "I Gotta Sing Away These Blues (Daywin, BMI).
- BOPPIN' THE BLUES** (Hi-Lo, BMI)—**Carl Perkins**—Sun 234
- ALL MAMA'S CHILDREN** (Hi-Lo, BMI)—See this week's Country and Western Best Buys.
- RIP IT UP** (Venice, BMI)
- READY TEDDY** (Venice, BMI)—**Little Richard**—Specialty 579—See this week's Rhythm and Blues Best Buys.



# FABULOUS



*Is The Word For The NEW*

# PLATTERS *HIT...*



# "MY



# PRAYER"

*By Far The Greatest Record*

*They Ever Made!*



COUPLED WITH

# "HEAVEN ON EARTH"



MERCURY 70893



**IMPORTANT NOTICE TO DEALERS**

For January in June traffic, take part in Mercury's 1c Premium Sale.  
For all details contact your Mercury distributor NOW!



# VOX JOX

By JUNE BUNDY

**JOCK'S JUKES:** Johnny Harper show, "The Juke Box," is expanding its time on KRLD, Dallas. Show will now be heard 12:30 to 5 p.m. Saturdays and will feature interviews with celebs and round-ups of the Dallas entertainment picture. . . . (Did) Dwyer of KAMO, Rogers, Ark., makes a tie-in with the boxes too, with his new show, "Juke Box of the Air," 6:30 to 7 p.m. daily. Dwyer now spins 38 and a half hours of disks each week.

WKAL, Rome, N. Y., jockey, Lou Barile, lifts his hat to the Nervous Nervous diskings of "Transfusion," for "a terrific plug for safe driving . . . aimed right at the age group the National Safety Council has been trying so desperately to reach." . . . WAYB in Waynesboro, Va., on the other hand, banned the disk. "We consider the lyrics in poor taste," said jockey Frank Bleam. . . . WSKY, Asheville, is bringing the jockeys and the music to the people—in person. A German Volkswagen has been equipped with two turntables and record storage compartments. It's used to bring jockeys to the merchants' doors.

Harold Cann, who hosts the Spinnersanctum show on KDEN,

Denver, up-dated the old Scavenger Hunt game on a recent airing. Gimmick offered a 1950 Pontiac to the first listener to show at the studio with a May 7 copy of Time magazine, a set of ice cubes, plastic wrapped, a photo of Mamie Eisenhower, a tire from a midget auto and a live pigeon. The winner arrived 50 minutes later.

Latest fem jockey entry is "The Girl Upstairs," who plays music in the soft light vein on a late evening show on KQOD, Denver. The lady is Merrie Lynn, announcer and gal Friday at the station. Teen-ager Candy Lee, on the other hand, who celebrates her fifth year at Green's Hotel, Pleasantdale, N. J., will run weekly deejay salutes during its entire summer season. On salute days, guests will receive autographed albums of favorite artists of the jock being honored.

**ALBUM PLAYS:** Jim Aylward, of WHIL, Malden, Mass., is including a 15-minute album exposure seg on his morning and afternoon shows, highlighting increasing use of packages by jocks. . . . Deejay Joe Ryan, of WALL, Middleton, N. Y., does a 55-minute slotting called "Album Time" on his daily ailer. Ryan says that disk-

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JUNE 22, 1946:

1. The Gypsy
2. Laughing on the Outside (Crying on the Inside)
3. They Say It's Wonderful
4. Prisoner of Love
5. All Through the Day
6. Doin' What Comes Natur'ly
7. Sioux City Sue
8. Full Moon and Empty Arms
9. I Don't Know Enough About You
10. Do You Love Me?
11. I'm a Big Girl Now
12. Cement Mixer
13. In Love in Vain
14. In the Moon Mist
15. Shoo-Fly Pie and Apple Pan Dowdy

JUNE 23, 1951:

1. Too Young
2. How High the Moon
3. On Top of Old Smoky
4. My Truly, Truly Fair
5. Mockin' Bird Hill
6. Jezebel
7. Rose, Rose I Love You
8. Mister and Mississippi
9. Sound Off
10. Loveliest Night of the Year

eries sending out LP excerpts of album releases are missing the boat. Ryan claims that companies cannot tell which album selections individual jockeys will play and that those who send complete al-

(Continued on page 56)

# THE TOP 100

For survey week ending June 13

A list of the TOP 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Pos.	Song	Artist	Label	Last Week
1.	WAYWARD WIND	G. Grant	Era	1
2.	MOONGLOW AND THEME FROM "PICNIC"	M. Stoloff	Decca	3
3.	STANDING ON THE CORNER	Four Lads	Columbia	4
4.	HEARTBREAK HOTEL	E. Presley	Victor	1
5.	MOONGLOW AND THEME FROM "PICNIC"	G. Cates	Coral	7
6.	I'M IN LOVE AGAIN	Fats Domino	Imperial	8
7.	IVORY TOWER	C. Carr	Fraternity	6
7.	I ALMOST LOST MY MIND	P. Boone	Dot	12
9.	HOT DIGGITY	P. Como	Victor	4
10.	HAPPY WHISTLER	D. Robertson	Capitol	9
11.	I WANT YOU, I NEED YOU, I LOVE YOU	E. Presley	Victor	16
12.	IVORY TOWER	G. Storm	Dot	11
13.	TRANSFUSION	N. Norvus	Dot	15
14.	BORN TO BE WITH YOU	Chordettes	Cadence	20
15.	IT ONLY HURTS FOR A LITTLE WHILE	Ames Brothers	Victor	21
16.	ON THE STREET WHERE YOU LIVE	V. Damone	Columbia	17
17.	MAGIC TOUCH	Platters	Mercury	10
18.	PICNIC	McGuire Sisters	Coral	13
18.	WALK HAND IN HAND	T. Martin	Victor	28
20.	GRADUATION DAY	Rover Boys	ABC-Paramount	23
21.	MY BLUE HEAVEN	Fats Domino	Imperial	29
22.	BLUE SUEDE SHOES	C. Perkins	Sun	14
22.	I WANT YOU TO BE MY GIRL	Teen-Agers	Gee	26
24.	MORE	P. Como	Victor	45
25.	CHURCH BELLS MAY RING	Diamonds	Mercury	26
26.	IVORY TOWER	O. Williams	De Luxe	19
27.	CAN YOU FIND IT IN YOUR HEART?	T. Bennett	Columbia	25
28.	SWEET OLD-FASHIONED GIRL	Brewer	Coral	34
28.	A TEAR FELL	T. Brewer	Coral	21
30.	GLENDORA	P. Como	Victor	54
31.	POOR PEOPLE OF PARIS	L. Baxter	Capitol	18
32.	MY LITTLE ANGEL	Four Lads	Columbia	30
33.	ALLEGHENY MOON	P. Page	Mercury	37
34.	STANDING ON THE CORNER	D. Martin	Capitol	32
35.	GRADUATION DAY	Four Freshmen	Capitol	33
36.	LONG, TALL SALLY	P. Boone	Dot	36
37.	MY BABY LEFT ME	E. Presley	Victor	31
38.	TREASURE OF LOVE	C. McPhatter	Atlantic	34
39.	PORTUGUESE WASHERWOMAN	J. (Fingers) Carr	Capitol	40
40.	LONG, TALL SALLY	Little Richard	Specialty	23
41.	IN A SHANTY IN OLD SHANTY TOWN	Somethin' Smith	Epic	47
42.	SWEET HEARTACHES	E. Fisher	Victor	84
43.	BE-BOP-A-LULA	G. Vincent	Capitol	78
43.	ON THE STREET WHERE YOU LIVE	E. Fisher	Victor	69
45.	KISS ME ANOTHER	G. Gibbs	Mercury	40
46.	I'M IN LOVE AGAIN	Fontane Sisters	Dot	44
47.	SECOND FIDDLE	K. Starr	Victor	71
48.	TOO CLOSE FOR COMFORT	E. Gorme	ABC-Paramount	39
49.	I COULD HAVE DANCED ALL NIGHT	R. Clooney	Columbia	51
49.	ROCK ISLAND LINE	L. Donegan	London	38
51.	LISBON ANTIGUA	N. Riddle	Capitol	42
52.	CORRINE, CORRINA	J. Turner	Atlantic	61
53.	HOW LITTLE WE KNOW	F. Sinatra	Capitol	43
53.	WHY DO FOOLS FALL IN LOVE?	Teen-Agers	Gee	51
55.	MR. WONDERFUL	P. Lee	Decca	49
56.	SLIPPIN' AND SLIDIN'	Little Richard	Specialty	58
57.	DELLAH JONES	McGuire Sisters	Coral	60
57.	I COULD HAVE DANCED ALL NIGHT	S. Syms	Decca	45
57.	STANDING ON THE CORNER	Mills Brothers	Decca	81
57.	I'M IN LOVE WITH YOU	P. Boone	Dot	95
61.	NEVER LOOK BACK	A. Hibbler	Decca	75
62.	CHURCH BELLS MAY RING	Willows	Mercury	84
63.	LITTLE GIRL OF MINE	Cletones	Gee	68
64.	TOO YOUNG TO GO STEADY	Nat (King) Cole	Capitol	48
65.	NO, NOT MUCH	Four Lads	Columbia	66
66.	I LOOK AT YOU	Lassies	Decca	—
67.	ROVIN' GAMBLER	T. Ernie	Capitol	64
67.	TANGO OF THE DRUMS	L. Baxter	Capitol	—
69.	FREE	T. Leonetti	Capitol	73
70.	OOBY DOOBY	R. Orbison	Sun	77
70.	WALK HAND IN HAND	D. Vaughan	Kapp	—
72.	LOVE, LOVE, LOVE	Diamonds	Mercury	—
73.	TO LOVE AGAIN	Four Aces	Decca	57
74.	LOVE, LOVE, LOVE	Clovers	Atlantic	—
75.	MAIN TITLE (MAN WITH THE GOLDEN ARM)	R. Maltby	Vik	49
76.	LAZY RIVER	R. Sherwood	Decca	—
77.	I'VE GROWN ACCUSTOMED TO YOU FACE	R. Clooney	Columbia	70
78.	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	—
78.	WHY DO FOOLS FALL IN LOVE?	G. Storm	Dot	53
80.	MAIN TITLE (MAN WITH THE GOLD ARM)	E. Bernstein	Decca	59
81.	MAIN TITLE MOLLY-O (MAN WITH THE GOLDEN ARM)	D. Jacobs	Coral	75
82.	POOR PEOPLE OF PARIS	L. Welk	Coral	89
83.	A LITTLE LOVE CAN GO A LONG, LONG WAY	Dream Weavers	Decca	78
84.	GREAT PRETENDER	Platters	Mercury	—
85.	WILD CHERRY	D. Cherry	Columbia	56
86.	I'LL BE HOME	P. Boone	Dot	55
87.	BO WEEVIL	T. Brewer	Coral	—
87.	BLUE SUEDE SHOES	B. Bennett	King	73
89.	YOU'RE THE APPLE OF MY EYE	Four Lovers	Victor	62
90.	WALK HAND IN HAND	A. Williams	Cadence	65
91.	CANADIAN SUNSET	H. Winterhalter	Victor	—
91.	EDDIE MY LOVE	Fontane Sisters	Dot	92
93.	JUKE BOX BABY	P. Como	Victor	97
94.	POOR PEOPLE OF PARIS	R. Morgan	Decca	—
95.	HOT DOG BUDDY BUDDY	B. Haley	Decca	82
96.	TUTTI FRUTTI	P. Boone	Dot	—
96.	ROCK RIGHT	G. Gibbs	Mercury	—
96.	ON THE STREET WHERE YOU LIVE	L. Welk	Coral	—
99.	WHY DO FOOLS FALL IN LOVE?	Diamonds	Mercury	63
100.	PICNIC	R. Marterie	Mercury	—

## OPEN LETTER

Dear D. J.'s, Dealers and Distributors:

You'll never know what it feels like to be a poor Negro boy in Macon, Georgia, dreaming a dream that couldn't possibly come true—and yet it did.

I had knocked around some, trying different jobs, but the dream that kept buzzing in my head was to make a living as a singer.

Then it happened. I invested two dollars in a test recording and sent it to a record company in Hollywood. The next thing I knew I was recording, for that company, my original song, TUTTI-FRUTTI.

Although TUTTI-FRUTTI was covered by several big-name artists, my record appeared on all the pop charts, as well as R&B charts. And believe me, I was in heaven!

Imagine my surprise when both sides of second release, LONG TALL SALLY and SLIPPIN' AND SLIDIN' also hit the tops of all the charts, and, in addition, won me The Billboard Triple Crown Award!

Now I've really got my fingers crossed because it looks as if I might even be a three-time winner. My latest record, RIP IT UP, backed with READY TEDDY, has already sold 342,000 records in its first ten days of release!

How lucky can a guy be? I just had to open my heart in this open letter and say: "Thanks, thanks a million — for everything."

*Little Richard*  
SPECIALTY RECORDS

### CAUTION TO DEALERS AND JUKE BOX OPERATORS

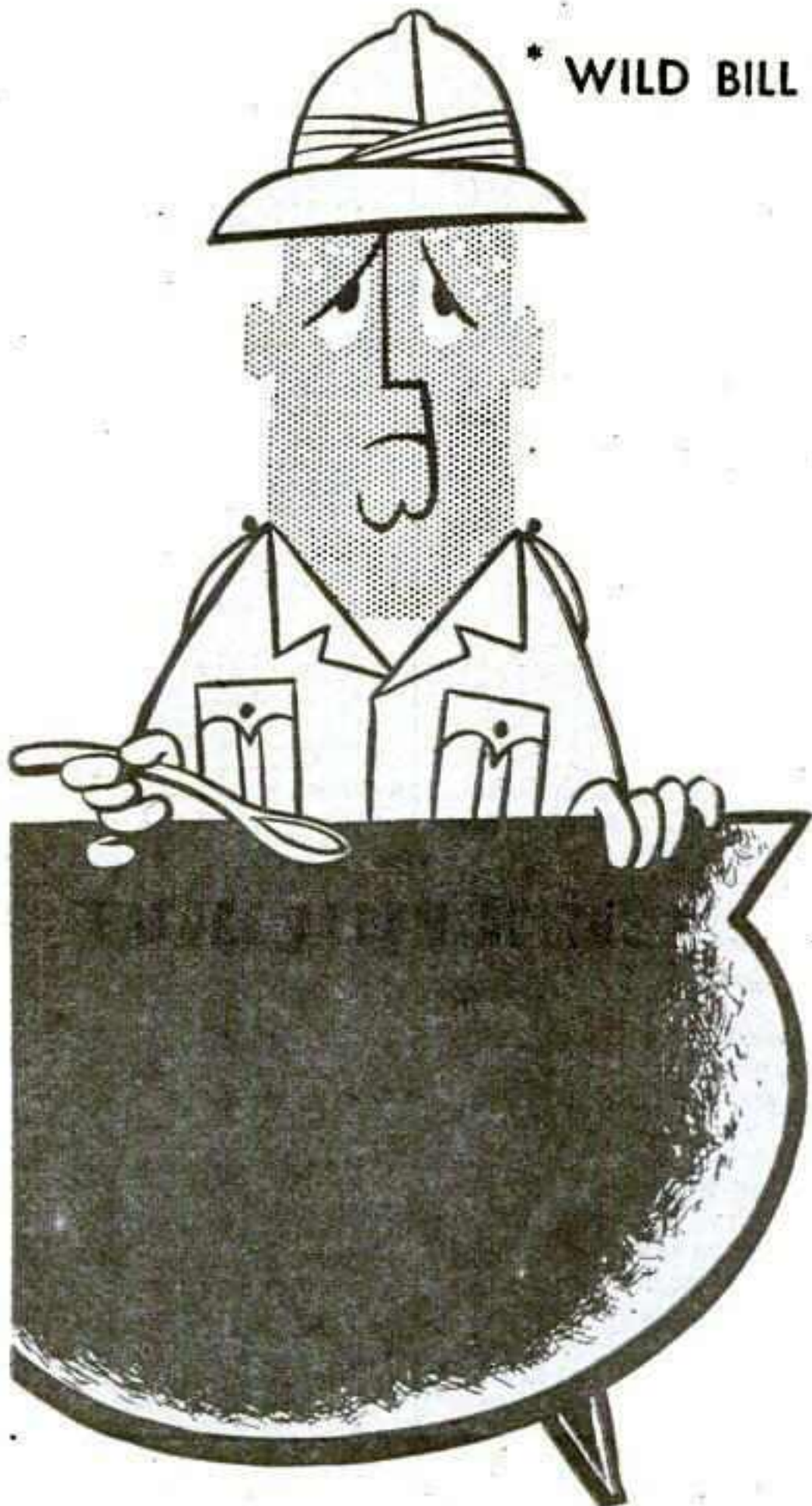
The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



**THE CRAZIEST NOVELTY  
HIT OF THE YEAR!**

**“STRANDED  
IN THE  
JUNGLE”**

\* WILD BILL PUTNAM



featuring

**THE GADABOUTS**

and

**\*“WILD BILL”  
PUTNAM**

...meanwhile back at the ranch...meanwhile back in the states

**ORDER NOW! DON'T WAIT!**

MERCURY 70898





Review Spotlight on . . .

RECORDS

THE FOUR ACES...Decca 29989...DREAMER I ONLY KNOW I LOVE YOU (Leeds, ASCAP) The Aces have another strong pairing. The "Dreamer" side features a lovely retentive melody with lush female voices adding to the production. The flip is a slow, pulsing ballad job and the boys squeeze out the last drop of emotion.

FRANK SINATRA...Capitol...YOU'RE SENSATIONAL (Buxton Hill, ASCAP)

WAIT FOR ME (Barton, ASCAP) The Voice has been riding high in all facets of the show business and his singing is better than ever. Those facts point up these two appealing, romantic slicings as solid hit material. Top side is a Cole Porter tune from "High Society," in which Sinatra stars. Watch 'em both!

NAT (KING) COLE...Capitol 3456...THAT'S ALL THERE IS TO THAT (Meridian, BMI)

MY DREAM SONATA (United, ASCAP) The warbler makes a rare step in the r.&b. direction on the top side, and a mighty impressive triplet-backed job it is, with bouncy vocal backing by the Four Knights. On the flip Cole clicks again with soft, caressing tones on a haunting ballad. Both stack up as big sales and jockey entries.

DON CORNELL...Coral 61659...GRAZIE (George George, BMI)

Cornell wraps up his thanks to the lady in color Neopolitan style. It's an attractive, lifting tune handled in solidly convincing, paydirt fashion. Plenty of potential here. Flip is "Could You?" (Mellin, BMI).

MARTY ROBBINS...RESPECTFULLY MISS BROOKS (Acuff-Rose, BMI)

YOU DON'T OWE ME A THING (Acuff-Rose, BMI) See separate listing under Review Spotlight on country and western records.

NOVELTY

STAN FREGBERG...THE ROCK ISLAND LINE

HEARTBREAK HOTEL (Tree, BMI) Two highly stylized singers currently enjoying great Capitol popularity are devastatingly mimicked by Fregberg. "Rock Island Line" satirizes its lengthy and prosy intro, while, in "Heartbreak Hotel," Fregberg works himself into such a lather he literally splits his jeans. Even rock and roll devotees will get a charge out of these sadistic take-offs on their heroes of the hour.

DISK JOCKEY PROGRAMMING

JULIUS LA ROSA...Victor 6567...I'VE GROWN ACCUSTOMED TO HER FACE (Chappell, ASCAP)

GET ME TO THE CHURCH ON TIME (Chappell, ASCAP) Here are two excellent sides on tunes from "My Fair Lady." La Rosa wraps up the tender ballad, "I've Grown Accustomed to Her Face," with warmth and sincerity. The sprightly novelty flip gets a personable vocal in keeping with its humorous theme. Both sides should fill plenty of programming holes for jocks, with "Face" looming as a particularly potent audience pleaser.

THE THREE SUNS...Victor 6574...HAUNTED GUITAR (Pincus, ASCAP)

THEME FROM "THE PROUD ONES" (Weiss & Barry, BMI) Deejays should get plenty of dependable programming mileage from these sides, both of which are in the tastefully, simple style of old Three Suns' waxings. "Haunted Guitar" spotlights an interesting instrumental treatment of a moody theme, while on the flip the boys play and whistle. A dramatic version of the moving movie theme.

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. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

- 90-100. Tops
80-90. Excellent
70-79. Good
60-69. Satisfactory
50-59. Limited
40-49. Poor

DEAN MARTIN I'm Gonna Steal You Away . . . . . 88

CAPITOL 3468—Here's a cute, sly and tuneful new waxing by Martin. The side has a wonderful lilt, and the tricky vocal backing and guitar rhythm are right in the "Memories Are Made of This" groove. This one can win all the marbles.

Rue De Mon Amour . . . . . 78 Martin waxes in the style of the gay boulevardier with this melodic Parisian episode. It's pretty in a Continental styling, but the flip has the fast break-out potential.

LIONEL NEWMAN ORK Theme From "The Proud Ones" . . . . . 87

Columbia 40717—Newman's version of the much-recorded film theme, altho not the first issue, happens to be the sound track cut, with the composer batoning and Muzzy Marcellino whistling. As the original, it figures to get action. (Weiss & Barry, BMI)

Who Gave You the Roses? . . . . . 78 Another Newman theme, not from the

flick, but handled in similarly lush fashion, with more fine whistling by Marcel- lino. (Weiss & Barry, BMI)

GEORGE CATES ORK The Proud and Profane (Ballad of Colin Black) To Love You (I Only Live to Love You) . . . . . 86

CORAL 61655—Several themes from the pic "The Proud and Profane" are expertly woven together to make a compelling commercial disk. The "Ballad of Colin Black" is sung by mixed chorus; the other themes, lushly orchestrated, have strong instrumental qualities. Cates could repeat the "Moonglow" success. (Paramount, ASCAP)

Away All Boats . . . . . 80 This rhapsodic film theme also has great charm. It is developed by solo piano to a rich orchestral backing, with a beautiful trombone obbligato toward the close. Both films, being current, will keep interest alive for some months. (Northern, ASCAP)

THE COWBOY CHURCH SUNDAY SCHOOL CHOIR

Don't Send Those Kids to Sunday School (Get Out of Bed and Take Them) . . . . . 85 DECCA 29958—Delightfully phrased advice from clefter Stuart Hamblen, sung with delicious charm by the children's chorus. Should be a steady item with the family trade for a long time. (Hamblen, BMI) It Is No Secret . . . . . 83 The earlier Hamblen hit, still a record and sheet seller, gets another thoroly charming performance, led by Little Miss Enery. Moppets, as well as adults, will go for this, the children's first release in many months. (Duchess, BMI)

JOHNNY DESMOND

I Only Know I Love You . . . . . 85 CORAL 61663—The singer offers an exceptionally tasty reading of this Neopolitan-style ballad, opening strongly with the Italian lyrics, following with the English. Sensitive backing helps wrap up one of the best performances Desmond has ever put on wax. (Leeds, ASCAP) Theme From "The Proud Ones" . . . . . 80 The only vocal version released so far of this much-recorded film tune. Desmond's conception makes the most of the nostalgic feeling and lovely melody. This will be a strong competitor on this tune. (Weiss & Barry, BMI)

BONNIE SISTERS

Shug-Ga Dug-Ga . . . . . 84 RAINBOW 344—The ex-nurses, who clicked with their first disk outing, have a swinging follow-up. It's a happy, peppy singing job and those teen-age slang bits add potential. Watch this. (Starling, BMI) Confess . . . . . 83 The gals switch things to a slow-paced romantic opus. Harmony sounds are mighty pleasing and there's sales appeal here.

KITTY KALLEN

Will I Always Be Your Sweetheart? . . . . . 83 DECCA 29959—This melody query has the retentive qualities to stay around for a while. It's the gal's first disk in some months and it impresses as a first class effort. (Valyr, ASCAP) True Love . . . . . 78 Here's a high-plane love sentiment from the Kelly-Sinatra-Crosby "High Society" pic. It's a pretty melody in waltz time and Miss Kallen's touching reading, combined with big pic plugs, will get it spins aplenty. (Buxton Hill, ASCAP)

BETTY MADIGAN

A Perfect Understanding . . . . . 80 M-G-M 12273—Miss Madigan could have a sleeper in her delightful vocal treatment of this appealing ballad. At any rate it's bound to please the jocks. Fine backing by Jimmy Leyden. (Cryin', BMI) Pleasant thrashing job on an attractive tune, but flip has more play potential.

ROSANNE JUNE

A Heart Without a Sweetheart . . . . . 80 CAPRICE 0050 — Dual debut of, thrush and label, is a strong effort. The gal turns in a pro bit of multi-track harmony that sells the song effectively. With exposure and distribution, this could kick up some fuss. (United, ASCAP) That's How I Cried Over You . . . . . 68 This one has less going for it than the flip. (Harris, ASCAP)

SAMMY DAVIS JR.

You're Sensational . . . . . 79 DECCA 29976—An unusually smooth warbling job (as opposed to his trademarked dynamic style) by Davis Jr. on the sultry Cole Porter ballad from the forthcoming Sinatra-Crosby movie, "High Society." The Voice's version. (see Pop Review Spotlight) is the one to beat, but this platter is bound to pull plenty of jockey play. (Buxton Hill, ASCAP) Five . . . . . 77 Another style-switch for Davis, who sings a folksy theme on this side, with a spiritual flavor and a strong, deliberate beat. Effective jockey wax. (Bourne, ASCAP)

RICHARD MALTBY

Pagan Love Song . . . . . 79 VIK 0215—Instrumental reading of the standard, with a vocal. Arrangement is marked by flashy percussion and a rolling beat beneath the melody. Nice deejay side. (Robbins, ASCAP) Raucous Marners . . . . . 76 Novelty instrumental, Latin-flavored and with an attractive rhythmic pattern. Another strong deejay side. (SESAC)

DON ESTES

Shattered Dreams . . . . . 78 DECCA 29967—Rock and roll-type ballad, introed effectively by the Youngsters on Empire and by "Them" on HEG, is given a forceful, reading by Estes which, with Decca's distribution, could make a race of it. (Simon House, BMI) The Abbreviation Song . . . . . 76 Cute novelty by Mann and Hilliard is warbled with genial personality by Estes, aided by vocal group. It's something a little different for spinners. (Shapiro-Bernstein, ASCAP)

ARTIE WAYNE

Angel . . . . . 78

(Continued on page 61)

ABC PARAMOUNT LATEST RELEASE Graduation Day THE ROVER BOYS 9700

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THE MODERN ART OF JAZZ is big on DAWN Vol. 1 ZOOT SIMS DLP 1102 Vol. 2 MAT MATHEWS DLP 1104 DAWN RECORDS 59 W. 60 St. N. Y. C.

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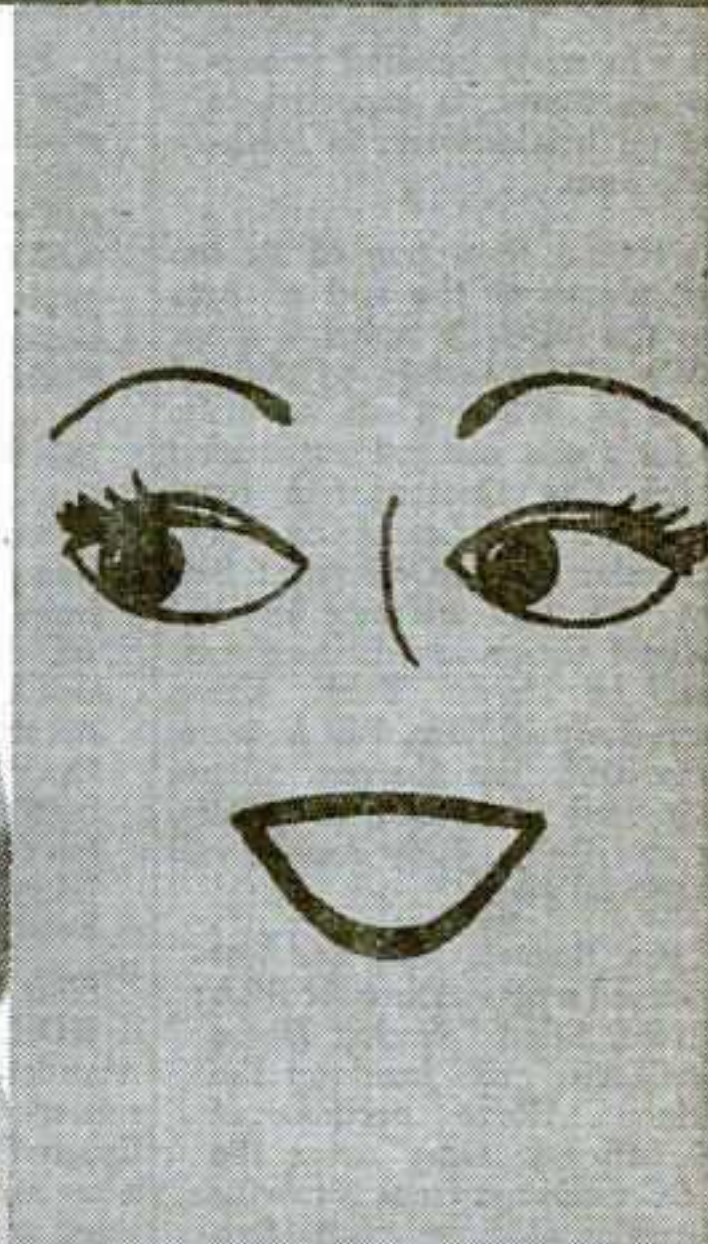




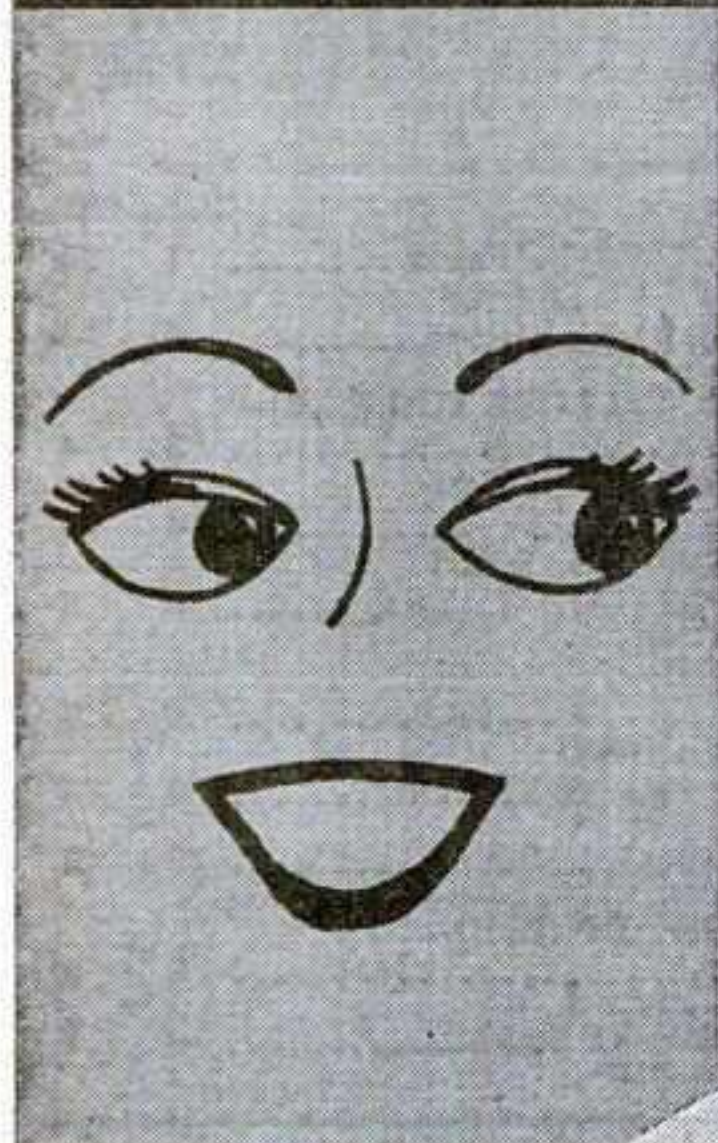
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**HONEST I LOVE YOU**



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**Tabby Calvin & The Rounders**  
*"tailored tunes for a terrific debut"*



**FALSE  
ALARM**

**I CAME BACK  
TO SAY I'M SORRY**

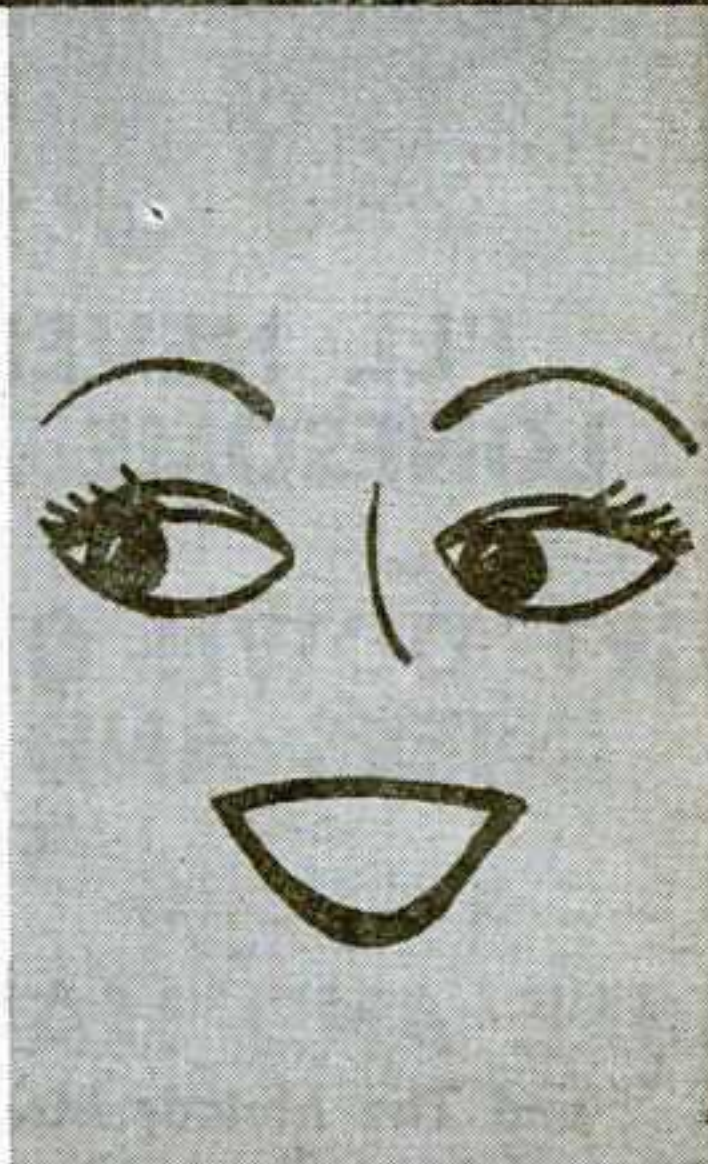
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**Keely Smith**  
*"boldly stepping out"*



**SHY**  
**I WISH YOU LOVE**



record no. 3445



# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Mae Boren Axton, the song-writing school marm out of Jacksonville, Fla., has assumed the personnel management of Hank Snow, with the latter moving out from under the banner of Col. Tom Parker, of Madison, Tenn. Miss Axton, who formerly handled publicity on Snow, is expected to set up headquarters in Nashville soon.

Television loses one of its top c.&w. shows at the end of June when the NBC-TV network drops WLW's "Midwestern Hayride," piloted by Willie Thall, to make way for a new musical seg headed by Ina Ray Hutton, fem band leader. . . . The "Grand Ole Opry" spectacular on ABC-TV next Saturday (23) will embrace the old showboat theme and feature such names as Ernest Tubbs, Faron Young, Lew Childre, Bill Monroe, Goldie Hill, Jim Reeves, Minnie Pearl, Rod Brasfield, and Nita, Rita and Ruby. Eddy Arnold will be a special guest.

Jim Reeves, who has just released a new album for RCA Victor, titled "Singing Down the Lane," will head up the Prince Albert portion of "Grand Ole Opry" over the NBC radio net from Nashville Saturday (23), with Bill Monroe on as special guest. . . . Billy Wallace, country music songwriter, who recently entered Baptist Hospital, Nashville, with a temporary paralysis of his left side, is reported on the mend and recuperating at his Nashville home. Wallace, whose "Back-Street Affair" was recorded by Webb Pierce, recently signed an artist's pact with Mercury and has as his first release "That's My Reward" and "What'll I Do?"

Ferlin Husky, following a brief vacation at his father's home in Poplar Bluff, Mo., is currently touring the East, which will include a stopover in New York, where he and his manager, X. Cosse, will continue negotiations with motion picture officials in regards to the filming of an epic flick in the near future. Husky concludes the

Eastern trek with an engagement at Sunset Park, West Grove, Pa., Sunday (24). . . . Martha Lynn (RCA Victor) is set thru June on show date in West Texas. . . . Webb Pierce and Red Sovine played to 25,000 paid admissions on a recent seven-day swing thru Nova Scotia.

Texas Bill Strength informs that the Minneapolis station on which he does a daily record-spinning stint has changed its call letters from KEYD to KEVE. He urges record companies to send the new releases to the new address. Strength says he's now booking talent into the Flame Club, Minneapolis. . . . Johnny Horton, working under the management of Tillman Franks, was guest on "Ozark Jubilee" from Springfield, Mo., June 16, and next Saturday (23) will be featured on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network from Nashville. Horton's latest on Columbia is "Honky-Tonk Man" b/w "I'm Ready If You're Willing."

Slim Bryant and His Wildcats, on KDKA-TV, Pittsburgh, have just recorded a long-play album of square-dance music, with calls by Lippy Bryant, for M-G-M Records. They are slated to cut four regular sides soon for the same label. . . . Ben Yearly is producer; Wesley Tuttle, director, and Kenny Lee, band leader, of "Gold Coast Jamboree," new Saturday night show and dance which kicked off recently in Miami. From 3-4:30 p.m. each Saturday, "Gold Coast" artists do a show over WMIE, Miami. The jamboree itself runs from 8-12 p.m. Saturdays, with the last two hours airing over WMIE. Heading up the "Gold Coast" line-up are Tommy Spurlin (Perfect), Marilyn and Wesley Tuttle (Capitol), Kenny Lee (RCA), Jimmy Hartley (DeLuxe), the Country Pals, Ann Clark and the Dixie Darlings.

Ray Price, the Cherokee Cowboy, opens with his own unit in Hawaii June 30. Al Flores, Price's manager, says the group is set on the Island for a week, with options for a second. Appearing with Price and his band will be yodelin'

Arvada Miller, formerly with the Dude Martin show on the West Coast; Roy Hall (Decca), and Hal and Ginger, the Canadian Sweethearts. On June 10, Price played for Johnny Rion in St. Louis with T. Tommy and Van Howard. The same group, plus Rod Brasfield, is set for Campbellsville, Ky., August 6.

Jerry Osborne and His Riders of the Rockies continue their daily TV show over KTVR, Denver, while doubling two nights a week at Castle Rock, Denver; two more nights at a local Western club and Sundays at a dude ranch outside of town. . . . R. D. Herndon and His Western Swing Band are currently holding forth at the Western Jamboree Dance Hall, Houston.

Nearly 7,000 c.&w. fans jammed the Denver Coliseum recently for the one-night stand of A. V. Bamford's "All-American Jamboree," starring Homer and Jethro, Sonny James, Johnny Cash, Tommy Collins and the Maddox Brothers and Rose. Also on the bill were George Jones and the Texans. It was the last show of the season. Bamford's practice of scaling the house from \$1.25 to \$1.50 in advance, with an additional 25-cent hypo at the door, resulted in a definite increase in advance sales all season. . . . The Belew Twins, of "Big D Jamboree," Dallas, have a new release on Coral, "Lonesome River" b/w "Take It on Down to Grandma's House."

The Collins Kids, of "Town Hall Party," Compton, Calif., moved into the Walt Disney studios in Hollywood last week for filming of a string of "Disneyland" features.

Recent record releases by "Grand Ole Opry" artists are George Morgan, with "Send for My Baby" b/w "Take a Look at Yourself," on Columbia; Carl Smith, "Doorstep to Heaven" b/w "You Are the One," on Columbia; the Jordanaires, "Do Unto Others" b/w "Do Not Play," on Capitol, and Chet Atkins, "Cecilia" b/w "The Lady Loves," on RCA Victor.

Hank the Drifter, who with his Drifting Hillbillies appears nightly at the Copa Lounge, Fall River, Mass., has two new releases on New England Records, of Taunton, Mass. Platters are "Bill Collector's Blues" b/w "I'm Crying My Heart" (Continued on page 58)

## VOX JOX

Continued from page 52

bums get better play, across the board.

THIS 'N' THAT: Bob Benson, Philly jockey for 15 years, has taken over the late night show on WRCV in that city. . . . Ted Hepburn, commercial manager at WKVA, Lewiston, Pa., has a new Saturday afternoon show titled, "Music U. S. A." He features The Billboard's Honor Roll of Hits, the top 30 across the U. S. A. . . . Dave Chase, formerly of Houston, has moved to Hollywood, where he has taken over the afternoon deejay stanza on KGFJ. . . . "Teens Top Ten," the top listings according to a poll taken at three high schools in the area, is a new feature on WBCK, Battle Creek, Mich. Guest teen-age jockeys on the show help pick the "High School Hit of the Week."

## Best Sellers in Stores

For survey week ending June 13

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. HEARTBREAK HOTEL (BMI)—E. Presley	1	17
I WAS THE ONE (BMI)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	19
Honey, Don't (BMI)—Sun 234		
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	3	4
MY BABY LEFT ME (BMI)—Vic 20-6540		
4. I WALK THE LINE (BMI)—J. Cash	7	3
Get Rhythm (BMI)—Sun 241		
5. YOU AND ME (BMI)—R. Foley & K. Wells	4	22
No One But You (BMI)—Dec 29740		
6. CRAZY ARMS (BMI)—R. Price	9	3
You Done Me Wrong (BMI)—Col 21510		
7. I TAKE THE CHANCE (BMI)—M. & J. E. Brown	11	3
Goo Goo Dada (BMI)—Vic 20-6480		
8. HOPING THAT YOU'RE HOPING (BMI)—Louvin Brothers	15	3
CHILDISH LOVE (BMI)—Cap 3413		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	8	12
I'm Not Mad, Just Hurt (BMI)—Cap 3347		
10. YES, I KNOW WHY (BMI)—W. Pierce	6	16
'Cause I Love You (BMI)—Dec 29805		
11. SO DOGGONE LONESOME (BMI)—J. Cash	10	19
FOLSOM PRISON BLUES (BMI)—Sun 232		
12. I'VE GOT FIVE DOLLARS (BMI)—F. Young	14	12
You're Still Mine (BMI)—Cap 3369		
13. LITTLE ROSA (BMI)—R. Sovine & W. Pierce	5	8
Hold Everything (BMI)—Dec 29876		
13. I DON'T BELIEVE YOU'RE MET MY BABY (BMI)—Louvin Brothers	13	22
In the Middle of Nowhere (BMI)—Cap 3300		
15. SWEET DREAMS (BMI)—F. Young	—	1
Until I Met You (BMI)—Cap 3443		

## Most Played in Juke Boxes

For survey week ending June 13

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. HEARTBREAK HOTEL (BMI)—E. Presley	1	15
I WAS THE ONE (ASCAP)—Vic 20-6420		
2. BLUE SUEDE SHOES (BMI)—C. Perkins	2	16
Honey, Don't (BMI)—Sun 234		
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	3	4
MY BABY LEFT ME (BMI)—Vic 20-6540		
4. YES, I KNOW WHY—W. Pierce	4	14
'CAUSE I LOVE YOU (BMI)—Dec 29805		
5. I'VE GOT FIVE DOLLARS (BMI)—F. Young	5	8
You're Still Mine (BMI)—Cap 3369		
6. HOLD EVERYTHING (BMI)—R. Sovine & W. Pierce	6	6
LITTLE ROSA (BMI)—Dec 29876		
7. YOU AND ME (BMI)—R. Foley & K. Wells	8	13
No One But You (BMI)—Dec 29740		
8. FOR RENT (BMI)—S. James	10	2
My Stolen Love (BMI)—Cap 3357		
9. BLACKBOARD OF MY HEART (BMI)—H. Thompson	9	9
I'm Not Mad Just Hurt (BMI)—Cap 3347		
9. YOU ARE THE ONE (BMI)—C. Smith	—	1
Doorstep to Heaven (BMI)—Col 21522		

## Most Played by Jockeys

For survey week ending June 13

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. CRAZY ARMS (BMI)—R. Price	3	5
Col 21510		
2. HEARTBREAK HOTEL—E. Presley	1	17
Vic 20-6420—BMI		
3. I TAKE THE CHANCE—J. E. & M. Brown	4	9
Vic 20-6480		
4. YES, I KNOW WHY—W. Pierce	2	17
Dec 29805—BMI		
5. I WALK THE LINE—J. Cash	6	3
Sun 241—BMI		
6. YOU AND ME—R. Foley & K. Wells	5	19
Dec 29740—BMI		
7. YOU'RE STILL MINE—F. Young	12	10
Cap 3369—BMI		
8. HOPING THAT YOUR HOPING—Louvin Brothers	8	5
Cap 3413—BMI		
9. HONKY TONK MAN—J. Horton	9	7
Col 21504—BMI		
10. LITTLE ROSA—R. Sovine & W. Pierce	11	10
Dec 29876—BMI		
11. MY LIPS ARE SEALED—J. Reeves	—	1
Vic 20-6517—BMI		
12. FOR RENT—S. James	10	11
Cap 3357		
13. BLACKBOARD OF MY HEART—H. Thompson	—	6
Cap 3347—BMI		
14. HOW FAR IS HEAVEN?—K. Wells	—	2
Dec 29823—BMI		
15. BLUE SUEDE SHOES—C. Perkins	6	18
Sun 234—BMI		



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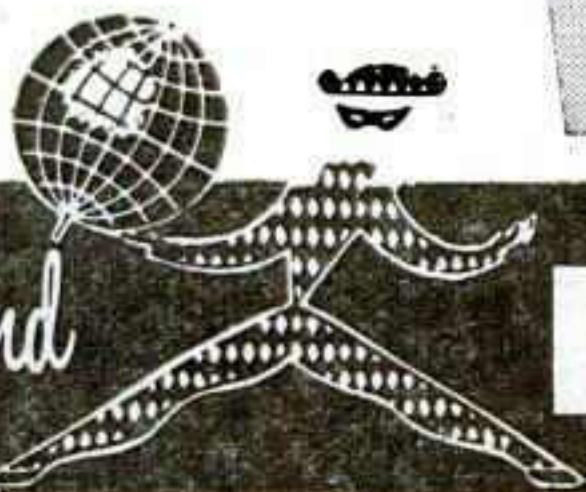
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# C & W Territorial Best Sellers

For survey week ending June 13

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. Heartbreak Hotel, E. Presley, Vic.
2. Little Rosa, R. Sovine-W. Pierce, Dec.
3. All Mama's Children, C. Perkins, Sun
4. My Lips Are Sealed, J. Reeves, Vic.
5. Searching, K. Wells, Dec.
6. Why, Baby, Why?  
R. Sovine-W. Pierce, Dec.
7. I Was the One, E. Presley, Vic.
8. My Baby Left Me, E. Presley, Vic.
9. You're Still Mine, F. Young, Cap.

## Charlotte

1. Heartbreak Hotel, E. Presley, Vic.
2. Hoping That You're Hoping  
Louvin Brothers, Cap.
3. I Want You, I Need You, I Love You  
E. Presley, Vic.
4. My Baby Left Me, E. Presley, Vic.
5. I Take the Chance  
J. E. & M. Brown, Vic.
6. Childish Love, Louvin Brothers, Cap.
7. I Walk the Line, J. Cash, Sun
8. So Doggone Lonesome, J. Cash, Sun
9. Sweet Dreams, F. Young, Cap.
10. You and Me, R. Foley & K. Wells, Dec.

## Dallas-Fort Worth

1. I Walk the Line, J. Cash, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. My Baby Left Me, E. Presley, Vic.
4. Twenty Feet of Muddy Water  
S. James, Cap.
5. Heartbreak Hotel, E. Presley, Vic.
6. Honky Tonk Man, J. Horton, Col.
7. I've Changed, C. Smith, Col.
8. I Was the One, E. Presley, Vic.
9. You and Me, R. Foley & K. Wells, Dec.

## Houston

1. I Want You, I Need You, I Love You  
E. Presley, Vic.
2. Heartbreak Hotel, E. Presley, Vic.
3. You Are the One, C. Smith, Col.
4. Honky Tonk Man, J. Horton, Col.

## Memphis

1. I Walk the Line, J. Cash, Sun
2. Blue Suede Shoes, C. Perkins, Sun
3. Boppin' the Blues, C. Perkins, Sun
4. Heartbreak Hotel, E. Presley, Vic.
5. Ooby Dooby, R. Orbison, Sun
6. Rock 'n' Ruby, W. Smith, Sun
7. Yes, I Know Why, W. Pierce, Dec.
8. Come Back to Me, J. Newman, Dot

## Nashville

1. Crazy Arms, R. Price, Col.
2. I Take the Chance  
J. E. & M. Brown, Vic.
3. Heartbreak Hotel, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Sweet Dreams, F. Young, Cap.
6. Blue Suede Shoes, C. Perkins, Sun
7. My Lips Are Sealed, J. Reeves, Vic.

## New Orleans

1. I Walk the Line, J. Cash, Sun
2. Heartbreak Hotel, E. Presley, Vic.
3. You and Me, R. Foley & K. Wells, Dec.
4. Backboard of My Heart  
H. Thompson, Cap.
5. Blue Suede Shoes, C. Perkins, Sun

## Richmond, Va.

1. Heartbreak Hotel, E. Presley, Vic.
2. Blue Suede Shoes, C. Perkins, Sun
3. For Rent, S. James, Cap.
4. I Take the Chance  
J. E. & M. Brown, Vic.
5. I Want You, I Need You, I Love You  
E. Presley, Vic.

## St. Louis

1. Come Back to Me, J. Newman, Dot
2. Heartbreak Hotel, E. Presley, Vic.
3. Blue Suede Shoes, C. Perkins, Sun
4. You and Me, R. Foley & K. Wells, Dec.
5. I've Got Five Dollars, F. Young, Cap.

## CHARLIE FEATHERS

Get With It .....77  
METEOR 5032—Country blues with the deep bass beat and souped-up vocal. Feathers does a strong selling job here. (Meteor, BMI)  
Tongue-Tied Jilt...74  
Country blues. Charlie Feathers' style is not extreme, but carries a lot of the true feeling. (Meteor, BMI)

## CHARLIE WALKER

Stand Still .....77  
DECCA 29908—Looking at his girl, Walker sees her as a vision of beauty. An appealing ballad sung with terrific force. Walker ought to have no trouble lining up the jockeys on this one. (TNT, BMI)  
Remembering....75  
This is in a melancholy, nostalgic vein, but almost as powerful as the flip. Walker is a versatile singer and gets the most out of whatever he is working on. An attractive coupling like this should be very easy to sell. (Hill & Range, BMI)

## BUDDY THOMPSON

I'm Sweet on You .....75  
VICTOR 6559—The light baritone of this singer is well cast in a novelty type ballad like this. He turns the impudent lyrics to a "T." (Delmore, ASCAP)  
Time's Runnin' Out on Me....73  
A weeper that also gets smooth delivery from Thompson. May do some business in the territories. (Cedarwood, BMI)

## RUCKUS TYLER

Rock Town Rock .....74  
FABOR 135—Tyler is still another rockabilly warbler with good beat, tremulous tone and hackneyed material built around the word "rock." (Dandelion, BMI)  
Rollin' and A-Rockin'....72  
As above. (Dandelion, BMI)

## MOON MULLICAN

Hey Shah .....73  
KING 4937 — Three-beat item has cajun lines and flavor. May do some business in the territories. (Cedarwood, BMI)  
Maybe It's All for the Best....69  
Weeper ballad is in a pop idiom. Mullican turns in his usual competent job for the fans. (Jay & Cee, BMI)

## FABOR ROBISON BAND

Here Today and Gone Tomorrow .....73  
FABOR 4011—The Jim Edward and Maxine Brown tune makes a very pretty instrumental in this slow, lyric treatment. Guitar and piano alternately spell out the melody. (Dandelion, BMI)  
Draggin' Main Street....69  
A livelier instrumental side to a ranchero beat. These contrasting sides make good juke box fare. (Dandelion, BMI)

## PECK TOUCHTON

You've Changed Your Tune .....72  
SARG 132—Altho his material isn't too unusual, Touchton warbles well and gets good production. Texas waxing can do business around home base. (Tree, BMI)  
Then I Found You....68  
Another good warble, but the flipside material is stronger. (Tree, BMI)

## JACK COCHRAN

Riverside Jump .....71  
SIMS 107 — Still another country blues, rock and roll style. Moves right along. Cochran's phrasing has an authentic touch. (R&R, BMI)  
Hip Shakin' Mama....70  
This side is another country blues in the frantic, emotional rock and roll style currently popular. (Fairway, BMI)

## CLIFF WALDON

Daddy Hurry Home .....69  
STARDALE 333—Sprightly vocalizing by Waldon and an unbilled fem, who has personality-plus, on a cute novelty with a catchy beat. (Nash, BMI)  
Indian Mama....65  
A rather monotonous reading of a novelty-rhythm tune with insistent drum backing. (Cedarwood, BMI)

## THE MILLER BROS.

Hey, Pretty Baby .....68  
FOUR STAR 169—A rhythmic toe-tickler aimed at the juke box trade. Both the vocal and instrumental backing will spark interest. (Four Star, BMI)  
Who's Gonna Know....66  
Another bright and bouncy rhythm side, with a bit of sly, tongue-in-cheek humor added. Neither material nor performance are quite up to that of the flip, however. (Four Star, BMI)

## RAY PENNINGTON

Boogie Woogie Country Girl .....68  
LEE 502—Pennington, in a cover of a recent Joe Turner waxing, has some strong material, well adapted to the country field. A good performance that rates deejay spins. (Progressive, BMI)  
I'm in Love Again....65  
A fair, but rather late, cover of the Fats Domino hit, which mopped up in all categories. (Reeve, BMI)

## TOMMY DOWNS

That's Why I Cry .....67  
TIFFANY 1321—Downs goes melancholy on this plaintive declaration. It's a weepy job handled with moist sincerity but the piano and guitar

# This Week's Best Buys

## BOPPIN' THE BLUES (Hi-Lo, BMI)

ALL MAMA'S CHILDREN (Hi-Lo, BMI)—Carl Perkins—Sun 243—In 10 days' time Perkins' new release has established the fact that "Blue Suede Shoes" was no flash-in-the-pan success. The artist's new record is moving out even faster than its predecessor, and is already among the top 10 lists. Action is heavy on both sides, with a slight preference for "Boppin' the Blues." As before, sales are as good in the pop stores as the c.&w. A previous Billboard "Spotlight" pick.

TWENTY FEET OF MUDDY WATER (J. B., BMI)—Sonny James—Capitol 3441—James is also following up a recent hit ("For Rent") with a strong seller to take its place. Listed this week on the Dallas territorial chart, it is also moving up quickly in Atlanta, Nashville, St. Louis, Birmingham and other key cities. A significant chart contender. Flip is "All Mixed Up" (Central Songs, BMI)

# Review Spotlight on . . . RECORDS

## MARTY ROBBINS

Respectfully, Miss Brooks (Acuff-Rose, BMI)  
You Don't Owe Me a Thing (Acuff-Rose, BMI)—Columbia 40706—Seldom do two such great performances find their way on to a single platter. But Robbins has delivered with two superior tunes of his own cleffing. Both get the kind of warm, haunting, bluesy and beatful reading that send chills up and down the spine. These are close to the best Robbins has done and both have solid all-market power.

## WEBB PIERCE

We'll Find a Way (Cedarwood, BMI)  
Any Old Time (Peer, BMI)—Decca 29974—Pierce has seldom missed paydirt in the past two years and these sides should help keep the record intact. On top lusty, wailing pipes sound great on a hopeful romantic theme while the flip spotlights a fine old Jimmy Rodgers tune handled in the same impressive style. Both have solid payoff potential.

## HANK SNOW

Conscience, I'm Guilty (Central, BMI)—RCA Victor 6578—Snow throws his heart and soul into this sorrowful self-confessional weeper. It's a typical traditional country theme handled in frank, solidly convincing style. Should eventually assert itself in a big way. Flip is "Hula Rock" (Dandelion, BMI).

# TALENT

## RONNIE SELF

Pretty Bad Blues (Cedarwood, BMI)  
Three Hearts Later (Cedarwood, BMI)—ABC-Paramount 9714—The label has come up with an impressive talent in the Elvis Presley school. The 17-year-old rocks the blues with plenty of feeling and expressive phrasing. A promising debut and the lad shapes up as a threat in both the country and pop markets.

# FOLK TALENT AND TUNES

Continued from page 56

Out for You." Earlier in the year Hank waxed "Cheaters Never Win" b/w "Hank Williams Is Singing Again" for the same label. New England Records is headed by Daniel Raye Andrade. . . . Bill Martin, formerly of Atlanta, reports that the new address of World Wide Country Fan Club Association is 6913 S. Stewart Avenue, Chicago.

she is taking a six-week course in dramatics at the Neighborhood Playhouse. . . . Upcoming dates on Ferlin Husky are Connie B. Gay's Boat Ride, Washington, June 21; Sunset Park, West Grove, Pa., June 24; Eureka, S. D., July 4-6, and the Calgary Stampede, Calgary, Alta., July 10-14. . . . Wayne Perdew, whom Cliff Rodgers, deejay at WHKK, Akron, has been promoting for several years, and Mac McCaulty, active in Akron niteries for some time, have joined the Red Foley show in Springfield, Mo. Perdew plays fiddle, guitar and bass. McCaulty is a guitarist.

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(THE GREATEST OF ALL)  
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# Reviews of New C & W Records

## WILBURN BROTHERS

Deep Elem Blues .....87  
DECCA 29887—The Wilburn Brothers have struck pay-dirt in this fast traditional-folk material. The striking lyrics, the driving beat and the aggressive performance of the duo give all the ingredients for an outstanding commercial disk.  
I'm So in Love With You....84  
Teddy and Doyle Wilburn blend expertly on this listenable ballad, and increase the disk's potential substantially with another excellent side. (Sure Fire, BMI)

## LEFTY FRIZZELL

Just Can't Live  
That Fast (Any More) .....85  
COLUMBIA 21530 — Entertaining hunk of material is slyly intoned by Frizzell with rhythmic backing. Could be a good one for the artist. (Golden West, BMI)  
The Waltz of the Angels....84  
Frizzell's cover of this appealing waltz can be the one to click. (Central Songs, BMI)

## BILLY WALKER

I'll Never Stand in Your Way .....84  
COLUMBIA 21531—Fine cry ballad by the late Fred Rose is taken at a slow pace by Walker, who warbles it with great tenderness. An unusual side that may make a big impression on jock and juke audiences. (Milene, ASCAP)  
I've Got Leavin' On My Mind....68  
Material and performance are much

weaker on this side. (Golden West, BMI)

## ERNEST TUBB

Will You Be Satisfied That Way? .....81  
DECCA 29934—Tubb's unique style is admirably suited to this weeper. It's arranged with typical honky-tonk piano, etc., and will raise a lump in the throat of every one of Tubb's fans. (Tubb, BMI)  
Jimmie Rodgers' Last Blue Yodel  
(The Women Make a Fool of Me) 78  
Tubb does this Jimmie Rodgers' blues with style and understanding. Instrumentation, with honky-tonk piano, is effective. (Peer, BMI)

## AUTRY INMAN

It Would Be a Doggone Lie .....79  
DECCA 29936 — Inman chants this this country blues in highly charged emotional style. (Tree, BMI)  
Be Bop Baby....79  
Rock and roll-type country material. Good example of the type. (Old Charter, BMI)

## SIMON CRUM

Bop Cat Bop .....78  
CAPITOL 3460—Simon Crum, alias Ferlin Husky, turns in a wild side that's a humorous parody of rock and roll. Crum shouts, claps hands, and just about flips with that crazy tenor sax. Interesting hybrid of styles which could move juke coin. (Tree, BMI)  
Muki-Ruki....76  
There's some fancy-free tenor saxing here which is an oddity, considering the Ozarkian country flavor of "Simon Crum." There's a happy beat and Crum really has a ball. (Central Songs, BMI)

## SKEETS McDONALD

You Oughta See Grandma Rock .....78  
CAPITOL 3461 — McDonald makes this one rock with his chanting, shouting, echo sound. The side is of the Presley school and it's got plenty of power. Stirs excitement and could earn its keep. (Vidor, BMI)  
Heart-Breakin' Mama....77  
The singer belts this country blues with equal vitality. Backing gathers steam for a solid wind-up. Potential on this side, too. (Central Songs, BMI)

A STREAMLINE PIANO SPECIAL!  
**Floyd Cramer's**  
**"TENNESSEE**  
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it's cool - daddy  
coming soon . . .  
the latest release of the  
"Queen of the singing Cowgirls"  
IT'S A FLAME RECORD



### Best Sellers in Stores

For survey week ending June 13

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

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	1	10
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. FEVER (BMI)—Little Willie John	2	6
Letter From My Darling (BMI)—King 4935		
3. LONG, TALL SALLY (BMI)—Little Richard	3	12
SLIPPIN' AND SLIDIN' (BMI)—Specialty 572		
4. TREASURE OF LOVE (BMI)—C. McPhatter	5	5
When You're Sincere (BMI)—Atlantic 1092		
5. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	4	8
I'm Not a Know-It-All (ASCAP)—Gee 1012		
6. HALLELUJAH, I LOVE HER SO (BMI)—R. Charles	8	2
What Would I Do Without You? (BMI)—Atlantic 1096		
7. HEARTBREAK HOTEL (BMI)—E. Presley	7	11
I Was the One (BMI)—Vic 20-6420		
8. CORRINE, CORRINA (BMI)—J. Turner	6	8
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
9. ROLL OVER BEETHOVEN (BMI)—C. Berry	—	1
Drifting Heart (BMI)—Chess 7071		
10. BLUE SUEDE SHOES (BMI)—C. Perkins	15	15
Honey, Don't (BMI)—Sun 234		
11. CASUAL LOOK (BMI)—Six Teens	11	3
Teen-Age Promise (BMI)—Flip 315		
12. LITTLE GIRL OF MINE (BMI)—Cleftones	14	6
You're Driving Me Mad (BMI)—Gee 1011		
13. PLEASE, PLEASE, PLEASE (BMI)—J. Brown	12	10
Why Do You Do Me? (BMI)—Federal 12258		
14. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	10	2
My Baby Left (BMI)—Vic 20-6540		
15. LOVE, LOVE, LOVE (BMI)—Clovers	—	1
Your Tender Lips (BMI)—Atlantic 1094		

### Most Played in Juke Boxes

For survey week ending June 13

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I'M IN LOVE AGAIN (BMI)—F. Domino	1	8
MY BLUE HEAVEN (ASCAP)—Imperial 5386		
2. ROLL OVER BEETHOVEN (BMI)—C. Berry	5	2
Drifting Heart (BMI)—Chess 1626		
3. I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley	3	2
MY BABY LEFT ME (BMI)—Vic 20-6540		
4. CORRINE, CORRINA (BMI)—J. Turner	2	8
Boogie Woogie Country Girl (BMI)—Atlantic 1088		
5. FEVER (BMI)—Little Willie John	6	3
Letter From My Darling (BMI)—King 4935		
6. TREASURE OF LOVE (BMI)—C. McPhatter	4	3
When You're Sincere (BMI)—Atlantic 1092		
7. LONG, TALL SALLY (BMI)—Little Richard	7	11
Slippin' and Slidin' (BMI)—Specialty 572		
8. I WANT YOU TO BE MY GIRL (BMI)—Teen-Agers	8	4
I'm Not a Know-It-All (BMI)—Gee 1012		
9. LITTLE GIRL OF MINE (BMI)—Cleftones	—	1
You're Driving Me Mad (BMI)—Gee 1011		
10. RUBY, BABY (BMI)—Drifters	—	1
Your Promise to Be Mine (BMI)—Atlantic 1089		

### Most Played by Jockeys

For survey week ending June 13

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'M IN LOVE AGAIN—F. Domino	1	10
Imperial 5386—BMI		
2. FEVER—Little Willie John	6	6
King 4935—BMI		
3. TREASURE OF LOVE—C. McPhatter	5	3
Atlantic 1092—BMI		
4. LONG, TALL SALLY—Little Richard	3	12
Specialty 572—BMI		
5. I WANT YOU TO BE MY GIRL—Teen-Agers	11	6
Gee 1012—BMI		
6. PLEASE, PLEASE, PLEASE—J. Brown	12	10
Federal 12258—BMI		
7. MY BLUE HEAVEN—F. Domino	6	8
Imperial 5386—ASCAP		
8. ROLL OVER BEETHOVEN—C. Berry	—	2
Chess 1626—BMI		
9. LOVE, LOVE, LOVE—Clovers	—	1
Atlantic 1094—BMI		
10. CAN'T STAND TO SEE YOU GO—J. Reed	15	2
Vee Jay 186—BMI		
11. HEARTBREAK HOTEL—E. Presley	—	11
Vic 20-6420—BMI		
12. KISS FROM YOUR LIPS—Flamingos	—	2
Checker 837—BMI		
13. CORRINE, CORRINA—J. Turner	4	10
Atlantic 1088—ASCAP		
14. IVORY TOWER—O. Williams	13	11
De Luxe 6093—ASCAP		
15. BLUE SUEDE SHOES—C. Perkins	—	14
Sun 234—BMI		

### Rhythm & Blues Notes

By BILL SIMON

Ten different labels (unless we count King and Federal as one) are represented among the 15 disks on the best selling r.&b. chart this week. Once again this points up the keen competition in the field, and the problem a disk maker faces when he tries to plug more than one record at a time. Atlantic once again is setting the pace as numerical leader with four disks in the money, but there was once a time when this label could place as many as seven hits in the top 15. Today four is almost remarkable.

The phenomenon of the charts, of course, is the presence of three rockabilly platters on the r.&b. list—two by Elvis Presley and one by Carl Perkins. Prior to "Blue Suede Shoes," no country artist ever showed here. And prior to Presley, Victor was a stranger to the r.&b. charts for a long, long time.

The label line-up is as follows: Atlantic, four disks; Victor, Gee and King-Federal, two each; Imperial, Specialty, Chess, Sun and Flip, one each.

Herb Abramson, Atlantic-Atco president, who is now handling artists and repertoire for the diskery's Atco wing (see separate story), plans to release a special this week by the Coasters. The big push will be on "One Kiss Led to Another." Abramson describes this new duo, the Tibbs Brothers, as "a great team of note-benders. . . . Rama's two new acts, the Pretenders and thrush Mabel King, are both at the Apollo Theater this week, their appearance coinciding with their first disk releases. . . . Another first, the Five Satins' "I'll Remember in the Still of the Night," on Herald's subsidiary Ember label. It looks as tho there will be plenty of heat on new artists this summer if you'll pardon the word play.

Morty Craft, who got his new Melba label off to a spectacular start (especially in Chicago, we hear), is out on the road promoting his new releases by the Willows and the Tokens. . . . Baton's Saul Rabinowitz is working to establish Ann Cole, and after a slow start the thrush is starting to get off the ground. The side that's doing it, according to Rabinowitz, is "Easy, Easy Baby." . . . Buddy Johnson and his ork, with vocalists Ella Johnson and Floyd Ryland, are off on a one-nighter tour that will cover the South and Southwest over a 13-week period, right thru August. The Wing artist has 58 dates booked so far. . . . Alto sax star-orkster Earl Bostic, who has been appearing on the West Coast for the past two months, has extended his bookings there until late August; Monday (18) he was set to open at the Cave, Vancouver, British Columbia.

Bobby Shad, of Mercury, EmArcy and Wing, now has both halves of that great spiritual act of Marie Knight and Sister Rosetta Tharpe. He signed the latter last week. Under the Shad auspices, Sister Knight has made an impressive comeback on Wing. Her "Tell Me Why" is still making money and inspired several strong cover versions. Tradesters will be watching with interest to see what he will be able to do with Sister Tharpe, once one of the hottest properties in the field.

## The Original SMASH HIT! 'A CASUAL LOOK' c/w "Teen Age Promise"



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LITTLE ESTHER "TAIN'T WATCHA SAY" b/w "YOU CAN BET YOUR LIFE" SAVOY 1193

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**Review Spotlight on . . . RECORDS**

**THE CLEFTONES**

Can't We Be Sweethearts? (Kahl, BMI)—Gee 1016—A strong follow-up to "Little Girl of Mine." The youngsters have another tricky-beat rhythm-ballad right in the current teen-age taste groove. "Neki-Hokey" (Progressive, BMI), finds the group harmonizing in similarly styled up-beat material.

**THE TEEN QUEENS**

Until the Day I Die (Dig, BMI)  
Billy Boy (Modern, BMI)—RPM 464—The girls, who clicked with "Eddie, My Love," come up with strong ammunition again on this release. "Billy Boy" is similar to the earlier hit, and given the same impressive treatment. However, unless lightning strikes twice in the same place, the odds should be on the flip, a pretty ballad with a catchy beat. Interest will be keen on both sides.

**SHIRLEY AND LEE**

Let the Good Times Roll (Aladdin, BMI)  
Do You Mean to Hurt Me So? (Aladdin, BMI)—Aladdin 3325—Shirley and Lee are favored with unusually appealing material in this new issue. "Good Times" is a happy, groovy side that lifts the spirit and sets toes tapping. The flip side is a more typical Shirley and Lee dialog, the one taking the other to task, in turn. This is the most potent commercial offering of the duo in some time.

**DISK JOCKEY PROGRAMMING**

**SAM (THE MAN) TAYLOR**

The Beat (Ross Jungnickel, ASCAP)  
Real Gone (Tuna, BMI)—M-G-M 12278—The tenor

sax of Sam Taylor has seldom sounded happier than in these two uninhibited instrumentals. "The Beat" has a vocal chorus, but as the lyrics themselves say, "Nothing's important but the 'beat.'" "Real Gone" is a driving honker in which Taylor's gutty horn "sends" all the way. Deejays—and their audiences—can have a ball with this rocking material. Also good juke possibilities.

**TALENT**

**MABEL KING**

I'm Gonna Change (Kahl, BMI)—Rama 200—One of the more forceful singers to make the scene in recent weeks, Miss King has the energy, the sense of beat and phrasing to charge material like this with "plus" excitement. Her voice has a dark, rich texture that takes on different moods and emotions. "Alabama Rock 'n' Roll" (Kahl, BMI) is the tune on the flip.

**This Week's Best Buys**

**RIP IT UP (Venice, BMI)**

**READY TEDDY (Venice, BMI)**—Little Richard—Specialty 579—A strong two-sided seller that is fitting right into the grooves of "Long, Tall Sally." Out little more than a week in most cities, it is already reported moving over the counters to both pop and r.&cb. customers in unusually large quantities in Durham, Atlanta, Nashville, St. Louis, Detroit, Pittsburgh, Buffalo, New York and Philadelphia, to mention only a few. Preference is almost evenly split between the two sides. A previous Billboard "Spotlight" pick.

**UP ON THE MOUNTAIN (Tollie, BMI)**—The Magnificents—V-J 183—Quietly this record has been moving up in various territories, and now is a chart threat. It has been on the Cincinnati territorial chart, and is now reported a very good seller in New York, New England, Philadelphia, Chicago, St. Louis, Durham and Pittsburgh. Flip is "Why Did She Go?" (Tollie, BMI)

**R&B Territorial Best Sellers**

For survey week ending June 13

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. I'm In Love Again, F. Domino, Imp.
2. Fever, L. W. John, Kng.
3. Treasure of Love, C. McPhatter, Atl.
4. Roll Over, Beethoven, C. Berry, Chs.
5. Love, Love, Love, Clovers, Atl.
6. I Want You to Be My Girl, Teen-Agers, Gee
7. Long, Tall Sally, Little Richard, Spe.
8. Your Promise to Be Mine, Drifters, Atl.
9. Slippin' and Slidin', Little Richard, Spe.
10. Hallelujah, I Love Her So, R. Charles, Atl.

**Charlotte**

1. Fever, L. W. John, Kng.
2. I Want You to Be My Girl, Teen-Agers, Gee
3. Treasure of Love, C. McPhatter, Atl.
4. Roll Over, Beethoven, C. Berry, Chs.
5. I'm In Love Again, F. Domino, Imp.
6. Love, Love, Love, Clovers, Atl.
7. Ivory Tower, O. Williams, Del.
8. Please, Please, Please, J. Brown, Fed.
9. Little Girl of Mine, Cleftones, Gee

**Chicago**

1. I'm In Love Again, F. Domino, Imp.
2. Why Do Fools Fall in Love?, Teen-Agers, Gee
3. Fever, L. W. John, Kng.
4. Blue Suede Shoes, C. Perkins, Sun
5. Heartbreak Hotel, E. Presley, Vic.
6. I Want You to Be My Girl, Teen-Agers, Gee
7. I Want You, I Need You, I Love You, E. Presley, Vic.
8. Church Bells May Ring, Diamonds, Mer.

**Cincinnati**

1. Hallelujah, I Love Her So, R. Charles, Atl.
2. Candy, Big Maybelle, Sav.
3. Tain't Whatcha Say, L. Esther, Sav.
4. Lost Dreams, E. Freeman, Imp.
5. I Want You to Be My Girl, Teen-Agers, Gee
6. Kiss From Your Lips, Flamingos, Che.
7. Up On a Mountain, Magnificents, VJ.
8. In the Still of the Night, Satins, Her.
9. I'm Not a Know-It-All, Teen-Agers, Gee

**Detroit**

1. Fever, L. W. John, Kng.
2. I'm In Love Again, F. Domino, Imp.
3. Heartbreak Hotel, E. Presley, Vic.
4. Ruby, Baby, Drifters, Atl.
5. Roll Over, Beethoven, C. Berry, Chs.
6. Who? Little Walter, Che.
7. I Want You to Be My Girl, Teen-Agers, Gee
8. Please, Please, Please, J. Brown, Fed.
9. My Baby Left Me, E. Presley, Vic.

**Los Angeles**

1. Casual Look, Six Teens, Flip.
2. Fever, L. W. John, Kng.
3. I'm In Love Again, F. Domino, Imp.
4. Corrine, Corrina, J. Turner, Atl.
5. My Blue Heaven, F. Domino, Imp.
6. Long, Tall Sally, Little Richard, Spe.
7. Blue Suede Shoes, C. Perkins, Sun

8. Heartbreak Hotel, E. Presley, Vic.
9. Girl in My Dreams, Cliques, Mod.
10. We Go Together, Moonglows, Chs.

**New Orleans**

1. Treasure of Love, C. McPhatter, Atl.
2. Fever, L. W. John, Kng.

(Continued on page 61)

**HEADED FOR THE TOP**  
**The Cadillacs**  
**WOE IS ME**

b/w  
**BETTY MY LOVE**

Josie #798

**Jimmy Ricks**  
**and his Rickateers**  
**SHE'S MINE—**  
**SHE'S FINE**

b/w  
**THE UNBELIEVER**

Josie #796

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**DOOTONE RECORDS**

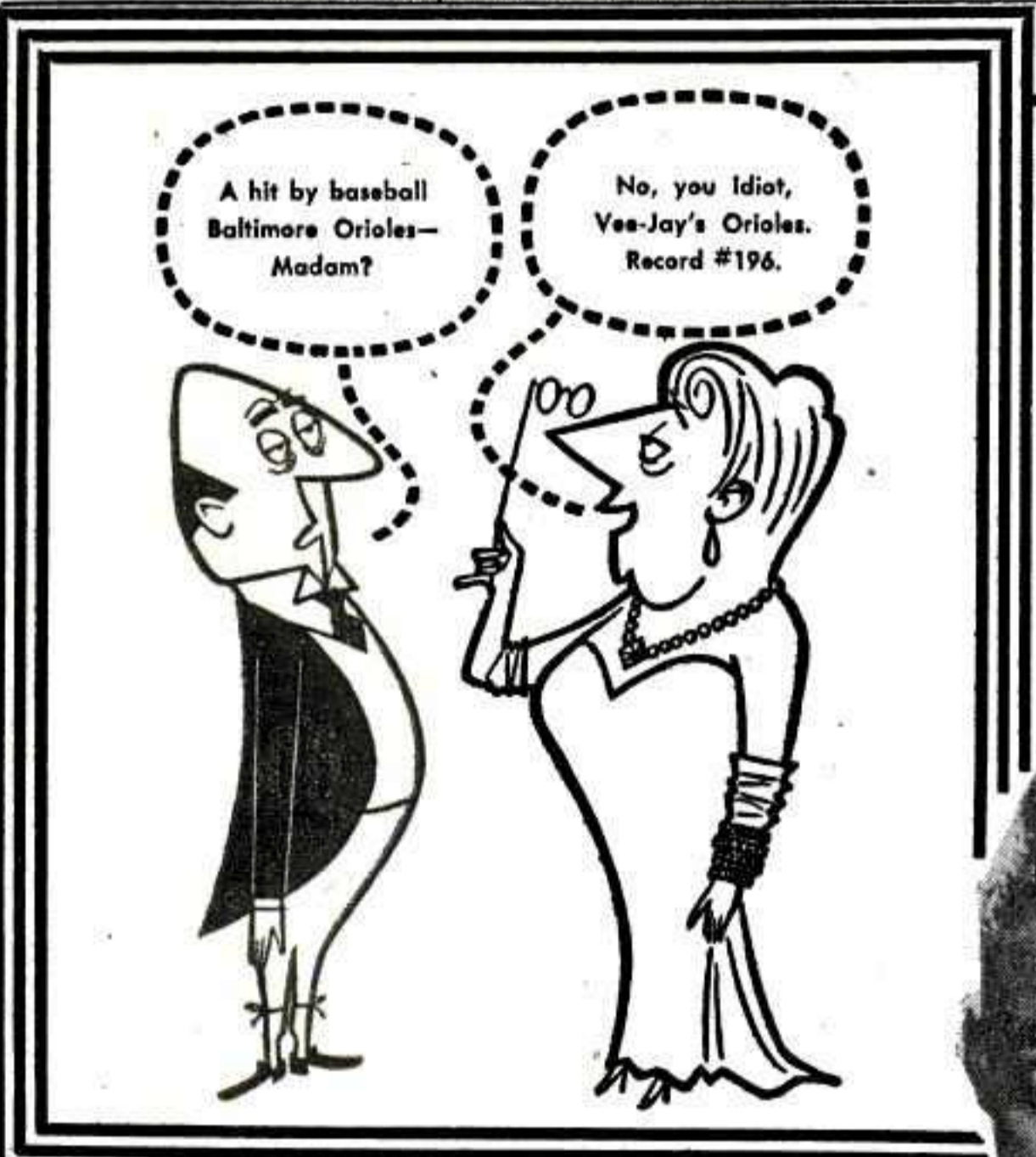
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**LET'S GET TOGETHER**

and  
**I'M SO IN LOVE WITH YOU**  
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**IN ON THIS BIG**  
**"MONEY MAKING"**  
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# Reviews of New Pop Records

Continued from page 54

**LIBERTY 55021**—Actually, this is "Look Homeward, Angel," which created some territorial action via the London disk. Even at this late date, Wayne's well-made waxing can pick up some coin. (Amenra, ASCAP)  
**Golden Earrings**... 72  
 Multiple guitars at double-tempo spruce up Wayne's competent warbling of the erstwhile hit. Will attract many deejays. (American Academy, ASCAP)

**FRANK CHACKFIELD ORK.**  
**Banks of Seine**... 78  
 LONDON 1671—A lush, sweeping instrumental waltz, with color and interpretive eclat. Excellent deejay item for almost any type of show. (Robbins, ASCAP)  
**Donkey Cart**... 71  
 This is the tune cut a few weeks ago as "O Madonna." Weird Italian melody, with a different lyric, still

**HEADED FOR THE TOP**  
**Della Reese**  
**HEADIN' HOME**  
 b/w  
**DAYBREAK SERENADE**  
 Jubilee #5247

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**The Four Tunes**  
**DANCING WITH TEARS IN MY EYES**  
 b/w  
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**"ROCK AND ROLL BELLS"**  
 b/w  
**"All Over, Goodbye"**  
 by a new artist  
**LOUIS JONES**  
 Peacock #1663

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faces a hard pull in this market. (Burlington, ASCAP)

**FRANK WEIR ORK**  
**Mister Cuckoo**... 77  
 CAPITOL 3459—This is Weir's first Capitol's platter. Both sides were recorded in London. Spotlights here is a showmanly vocal treatment of a catchy novelty with a happy aura of German music hall exuberance. A good programming bet for early morning deejays. (Melodie Der Welt, BIEM)  
**If Ever You Go to Paris** (Bonjour, Paris)... 75  
 Pleasant group warbling on a pretty theme with a strong Gallic flavor. (Enoch & Cle, BIEM)

**THE CHUCKLES**  
**Gypsy in My Soul**... 77  
 VIK 0216—The oldie is smartly-showcased by this very professional arrangement. Merits exposure by deejays. (Words, ASCAP)  
**We're Still Holding Hands**... 73  
 The Chuckles chant a tender waltz with feeling. Well-produced disk, with pretty arrangement. (Joy, ASCAP)

**CAROL RICHARDS**  
**Intrigue**... 77  
 VICTOR 6562 — Moody, mysterious tune is from the flick "Foreign Intrigue." The thrush gives it an intense work-over that will have some jockey appeal. (Leeds, ASCAP)  
**No One Home**... 69  
 This ballad affords the thrush less to work with. (Southern, ASCAP)

**RUSS MORGAN ORK**  
**When, When**... 76  
 DECCA 29892 — A fetching waltz. Morgan's smart and lush arrangement, including chorus, is very effective. (Valyr, ASCAP)  
**I Got a Feelin'**... 75  
 Danceable. Performance is smart and brisk. (Glenmore, ASCAP)

**ELLA MAE MORSE**  
**I'm Gonna Walk**... 76  
 CAPITOL 3458—The gal sings an unusually effective rhythm tune with style and a bright, appealing beat. Stand-out backing by Les Baxter. Spinners will go for this one. (Baxter-Wright, BMI)  
**Coffee Date**... 72  
 A swiny vocal treatment of a smartly paced rhythm number. (Marti, ASCAP)

**JAYE P. MORGAN**  
**Johnny Casanova**... 75  
 VICTOR 6565—A great deal of stress and strain manifest themselves in the vocal, orking and recording of this platter. Pleasant-enough material, but this isn't one of the thrush's most attractive sides. (Sheldon, BMI)  
**The West Point Dress Parade**... 66  
 A valiant try by all forces, perhaps too much so. (Hill & Range, BMI)

**THE SUNNYSIDERS**  
**Humdinger**... 75  
 AMERICAN 1030—This side by the Sunnysiders has a relaxed feeling, plus considerable country-blues flavor. Nice for the ops, and likely to get action. (American Academy, ASCAP)  
**Oh Me, Oh My, Oh**... 75  
 The cute lyric is belted out with a happy sound and solid beat. (Mills, ASCAP)

**BUDDY GRECO**  
**The Blue Room**... 75  
 KAPP 146 — Greco warbles with warmth and taste on the delightful oldie. Smart backing. Both sides should pull jockey play. (Harms, ASCAP)  
**Don't Come Cryin' to Me**... 73  
 Sincere, smooth reading on a nice ballad with a strong up-tempo and good lyrics. (Unltd, ASCAP)

**ALAN MARTIN**  
**Choir of Angels**... 75  
 ABC-PARAMOUNT 9720—The material and choral support help Martin deliver an impressive side. Will need heavy plugging, however. (Porgie, BMI)  
**Brazil**... 70  
 Tender warbling of the Latin standard, with colorful, rhythmic backing, but limited market potential. (Peer, BMI)

**BOB EBERLY**  
**How Would You Have Me**... 75  
 GRAND AWARD 1006 — Eberly voices profound thoughts of love on this tuneful ballad. The smooth tones have a strong appeal. The slow beat puts the side in the terp category for the dreamy couples. (Moon Mist, BMI)  
**September Song**... 74  
 Bob Eberly still has his sock dramatic style in full command and he brings it into play in an emotional reading of the standard. Jockeys should like this wax. (DeSylva, Brown & Henderson, ASCAP)

**KAY CEE JONES**  
**A Gypsy Fortune Teller**... 74  
 AMERICAN 1032 — Crying fiddles and a sob-laden vocal style by Kay

# Reviews of New R & B Records

**NAPPY BROWN**  
**Love Baby**... 84  
 SAVOY 1196—Nappy Brown loads this blues with effective church sound and sells it effectively. A satisfying side. (Crossroads, BMI)  
**Am 17**... 82  
 This side is a rhythm number—blues in construction, marked with a rolling beat. Also an ear-catching opus. (Savoy, BMI)

**PAULINE ROGERS**  
**Come Into My Parlor**... 83  
 ATCO 6071—A voice of uncommon quality and texture, coupled with a cute piece of material, smartly recorded, makes this a very strong side. Pop potential, too. Could easily take off. (Progressive, BMI)  
**Round and Round**... 82  
 The warbling and instrumentation on this side is relaxed and groovy. A quality blues side. (Progressive, BMI)

**SONNY TILL**  
**Happy 'Till the Letter**... 82  
 VEE-JAY 196 — Till wraps up a folksy ballad in a powerful vocal with a strong country flavor, augmented by the familiar r.&b. beat, interesting switch on the current rock-a-billy trend. (Conrad, BMI)  
**I Just Got Lucky**... 79  
 Spirited warbling by Till and his Orioles (that's the way they're billed on label) on a bouncy rhythm item with an enthusiastic beat. (Conrad, BMI)

**LARRY BIRDSONG**  
**Now That We're Together**... 81  
 CALVERT 102 — Birdsong ranges nimbly thru the upper falsetto regions to give above-average impact to this pretty ballad. Similar to his recent "Pleadin' for Love," which did very well commercially, this also should do well in the market. (Babb, BMI)  
**We'll Never Part**... 78  
 The singer gives a strong reading of this rhythmic ballad material, and will rate plenty of air play here, too. He has an individual way with a song that attracts and holds attention. (Babb, BMI)

**THE EMPIRES**  
**Don't Touch My Gal**... 79  
 WING 90080—Persistent, hard-driving rhythm is the feature on this rocking side. Group has a fancy polish that's likely to get them spins. (Personality, BMI)  
**My First Discovery**... 73  
 The lead singer works up a lather on this emotional ballad. The spoken bit in the middle never quite gets off the ground, however. Nevertheless, the lead wails in persuasive style. (Pera, BMI)

**SUGAR AND SPICE**  
**Don't Be a Bunny**... 78  
 WING 90081—Tricky rhythm backing on this light, happy tune makes the side stand out. Cute lines sell it and the side can grab a share of coin. (Personality, BMI)  
**There Were No Angels**... 70  
 The gal and guy pairing give out with a lusty, full decibel interpretation of a love opus with "heavenly" overtones. The couple doesn't lack for power or enthusiasm. (Pera, BMI)

**BILLY (THE KID) EMERSON**  
**You Won't Stay Home**... 77  
 VEE-JAY 175—Chief attraction here is the material. Lyric is very sophisticated, and Emerson handles it nicely. (Conrad, BMI)  
**Don't Start Me to Lying**... 75  
 Uncommon material; a blues, with both church sounds and some jazz phrasing. Especially attractive for deejays. (Conrad, BMI)

Cee Jones make this one an attractive side for the deejays—not to mention the blue seltzer bottle set. (American Academy, ASCAP)  
**Wait Little Darling**... 74  
 This folk-flavored lyric, with its oompah rhythm, is chanted in happy style. Considerable instrumental flourish. (Mills, ASCAP)

**THE NEIGHBORS**  
**I Won't Go Until I Get Some**... 74  
 ABC-PARAMOUNT 9715—Excellent group vocalizing on a folk-styled song, with lively pacing. Blend work is unusually clear and smooth. Both sides could go c.&w. as well as pop. (Meridian, BMI)  
**Pay Me My Money Now**... 72  
 Same comment. (Meridian, BMI)

**GARY CROSBY AND LOUIS ARMSTRONG**  
**Lazybones**... 73  
 DECCA 29921—This one's like turning the clock back—to "Gone Fishin'" by Satch and Bing Crosby. The younger Crosby has a tough time in that league, but Armstrong has his own following, which should sell copies. Jocks will play it, too. (Southern, ASCAP)  
**Easy Street**... 73  
 Similarly reminiscent fare. (Johnstone-Montel, BMI)

**MORRIS PEJOE**  
**Maybe Blues**... 75  
 ABCO 106 — Slow Southern blues, chanted by Pejoe with deep feeling. Recommended for territories which dig the true Deep Southern flavor. (Lawn, BMI)  
**Screaming and Crying**... 73  
 Blues with Southern-styled backing. Pejoe's vocal is okay. Nice territorial disk. (Lawn, BMI)

**BIG JOHN GREER**  
**Let Me Come Home**... 73  
 KING 4941—In his first record for King, Greer offers a slow, relaxed blues in his characteristic style. A solid reading that his fans will enjoy. (Kearney, ASCAP)  
**Come Back Uncle John**... 70  
 The shouter drives hard in this humorous material. His enthusiasm almost puts it across, but it just barely misses. (Jay & Cee, BMI)

**JOHNNY FULLER**  
**Restless**... 72  
 IMPERIAL 5395—Fuller chants an okay ballad of devotion to classy backing. But there's nothing unusual enough here to draw heavy attention. (Commodore, BMI)  
**Don't Slam That Door**... 68  
 An energetic novelty shout that doesn't add up to much. (Reeve, BMI)

**THE KOOL GENTS**  
**Do Ya Do**... 71  
 VEE-JAY 173—Catchy item. Kool Gents' vocal is backed by smart rhythm work. (Conrad, BMI)  
**This Is the Night**... 70  
 Bluesy ballad, adequately done. (Conrad, BMI)

**THE ROBINS**  
**Merry-Go-Rock**... 70  
 WHIPPET 201—The group essays a gang-sing over a driving boogie figure in the manner of so many of the Bill Haley disks. It is freshened up by the addition here of sound gimmicks that suggest the merry-go-round (e.g. the calliope, etc.). Intended to go pop as well as r.&b., it has only fair potential in either field. (Criterion, ASCAP)  
**Hurt Me**... 69  
 The group's lead gets a chance to belt out an expressive lament in this cry-ballad. More conventional in its approach, this side shows better craftsmanship than the flip, but is less flashy material-wise. (Fairway, BMI)

**THE RIP-CHORDS**  
**Let's Do the Razzle Dazzle**... 69  
 ABCO 105 — The group lunges aggressively into this melee of shouts and assorted vocal sounds. Bass shares lead chores with a high tenor. Competitively, only a fair offering. (Lawn, BMI)  
**I Love You the Most**... 64  
 Here's a slow, wailing ballad with the high lead in the spotlight again. Boys have a tendency to slide a bit, which gives a dragging effect. Flip has a better chance. (Lawn, BMI)

**THE SWENSONS**  
**Golly Boo**... 68  
 X-TRA 100—Routine blues competently done by the group, altho instrumentation could have a brighter sound. (Sylvia, BMI)  
**Remember Me to My Darling**... 68  
 Same comment. (Sylvia, BMI)

**AL SMITH ORK**  
**Fooling Around Slowly**... 67  
 VEE-JAY 174—A slow, relaxed after-hours blues. Many of the late-evening deejays will find this instrumental fine programming material. (Conrad, BMI)  
**DIZZY DIXON**  
**Soup Line**... 63  
 Dixon dreamed that times got hard again, and standing in the soup line, came to realize the follies of his past life. He doesn't make much of a case for his material. (Conrad, BMI)

**THE JUMPIN' JAGUARDS**  
**Knock-Kneed Nellie From Knoxville**... 65  
 DECCA 29938—The group sings with considerable verve on a bouncy rhythm tune. (Goday, BMI)  
**Shut the Door Baby**... 65  
 Same comment. (Goday, BMI)

## R & B Territorial Best Sellers

Continued from page 60

- Hallelujah, I Love Her So R. Charles, Atl.
- I'm In Love Again, F. Domino, Imp.
- Shirley Jean, Big Walter, Pea.
- I Want You to Be My Girl Teen-Agers, Gee
- Little Girl of Mine, Clefstones, Gee
- What Would I Do Without You? R. Charles, Atl.

- Corrine, Corrina, J. Turner, Atl.
- Tell Me Why, M. Knight, Wng.

- New York**
- Treasure of Love, C. McPhatter, Atl.
  - My Blue Heaven, F. Domino, Imp.
  - Fever, L. W. John, Kng.
  - I Want You, I Need You, I Love You E. Presley, Vic.
  - Heartbreak Hotel, E. Presley, Vic.

- Philadelphia**
- Hallelujah, I Love Her So R. Charles, Atl.
  - I'm In Love Again, F. Domino, Imp.
  - Casual Look, Six Teens, Flp.
  - Headin' Home, S. Gunter, Mod.
  - Treasure of Love, C. McPhatter, Atl.
  - I Want You to Be My Girl Teen-Agers, Gee
  - Roll Over, Beethoven, C. Berry, Chs.

- St. Louis**
- Fever, L. W. John, Kng.
  - Forty Days and Forty Nights M. Waters, Chs.
  - I'm In Love Again, F. Domino, Imp.
  - Roll Over, Beethoven, C. Berry, Chs.
  - I'm Tore Up, Midnighters, Fed.

- Washington, D. C.**
- I'm In Love Again, F. Domino, Imp.
  - Long, Tall Sally, Little Richard, Spe.
  - I Want You to Be My Girl Teen-Agers, Gee
  - Treasure of Love, C. McPhatter, Atl.
  - Corrine, Corrina, J. Turner, Atl.
  - Hallelujah, I Love Her So R. Charles, Atl.
  - Love, Love, Love, Clovers, Atl.
  - Little Girl of Mine, Clefstones, Gee
  - Fever, L. W. John, Kng.
  - Blue Suede Shoes, C. Perkins, Sun

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## RAS FRAMES KIDDIELAND WITH OWN ARCH, LIGHTS

### Area for Small Fry to Have Benches For Parents, Feature Band Organ

By HERB DOTTEN

DAVENPORT, Ia.—The Royal American Shows, regarded by many as the bellwether of the industry, at its fairs this year will make the most intensive pitch ever made by a carnival to the small fry, Carl Sedlmayr Sr., RAS owner, disclosed here last week.

A Kiddieland, comparable in size and in number of rides to the largest of permanently installed kid funspots, will be set up at all of the Royal's fair dates where space permits. Sedlmayr estimated that at least half of the fairs the show plays will have sufficient area.

#### Special Arch

As planned, the Kiddieland will have a special, attractively decorated and strikingly illuminated entrance arch facing the Royal's main midway line-up. The arch will be decorated with cut-outs and paintings of clowns, toy soldiers, etc., designed to snare the eyes of the youngsters.

The arch will lead into a U-shaped area, 60 feet in width by about 200 feet in depth, on all sides of which will be lined up by the Royal's array of kiddie rides—the largest on the road. Six light

poles, each supporting four long fluorescent tubes, will be spotted down the center of the open area. Similar to the lights used at gasoline filling stations, the six poles are expected to provide an abundance of light.

Specially designed figures of clowns, soldiers, etc., are to be placed back to back on each of the poles, thus carrying out the theme of the entrance arch.

The old German band organ, purchased by Sedlmayr last year and since restored to eye-filling magnificence, is to be spotted at the far end of the Kiddieland. Mounted in a specially built all-steel wagon,

the organ, with its unusual music, animation and attractive painting, is expected to add greatly to the appeal of the area.

#### Benches for Parents

The Kiddieland is planned for the comfort of parents as well as for the delight of the youngsters, Sedlmayr said. Park-type benches, he said, are to be set down the center of the area to provide a resting place for foot-weary adults. Such benches, he pointed out, should serve to lengthen a family's stay in the Kiddieland.

During the late evening hours, by which time kiddie ride play

(Continued on page 73)

## Mike Barnes Wills \$39,000 to Charities

CHICAGO—Fourteen church, medical and charitable organizations, including the Showmen's League of America, Chicago, and the Jewish Theatrical Guild of New York, will receive sums ranging from \$1,000 to \$5,000 under the will of the late Mike H. Barnes, Mid-West Fair attraction booker.

In all, bequests to church, medical and charitable groups or institutions totaled \$39,000. The cemetery fund of the Showmen's League and the Jewish Theatrical Guild each are to receive \$1,000.

Other charitable bequests were:

\$5,000 each to the National Jewish Hospital, Denver, Colo.; Jewish Charities of Chicago, Catholic Charities of Chicago, United Charities of Chicago, Loyola Medical School, Chicago, and the Mt. Sinai Medical Research School, Chicago. \$2,000 to St. Mary's Church of the Lake, Chicago.

\$1,000 each to the Salvation Army, Peoples Church of Chicago, the Boys Club of Chicago, Father Flanagan's Boystown, Boystown, Neb., and the Chicago Lodge, No. 4, B. P. O. E.

#### Put at \$4,000,000

The bulk of the estate, which persons close to Barnes will aggregate \$4,000,000, is to be divided

between his widow and two daughters. His widow, Beatrice Mary, of Chicago, is to receive one-half, and his daughters, Mrs. Helen Galvin and Mrs. Betty Sheridan, both of the Chicago area, are to share the other half.

Trusts will be set up for both daughters. On the death of either, trusts will be turned into the Mary Helen Galvin Trust or the Betty Jane Sheridan Trust, as the case may be.

Executors are Robert Galvin, executive vice-president of the Motorola Corp. and a Barnes' son-in-law, and the First National Bank, of Chicago.

Barnes, who died May 25 at the age of 79, had been a dominant figure in Midwest outdoor talent booking figure for more than 30 years. He was one of the founders of the Barnes-Carruthers Fair Booking Association, sold his interest in that following World War II, but continued to handle some, few major fairs for its successor, the Barnes-Carruthers Theatrical Enterprises, headed by Sam J. Levy Sr.

A long-time investor in securities and Chicago realty, most of the fortune Barnes left was built from such investments. A philatelist, he also left a highly valued stamp collection.

### 4TH ON GREENS

## Country Clubs Up Fireworks Shows, Budgets

Continued from page 1

in price from \$750 up on July 4, when fireworks companies are limited in the number of shows they can handle by the number of operators they have. At times other than the Fourth, such shows cost from \$400 up.

The packaged shows are priced at from \$50 for aerial pieces only to over \$300 for a show consisting of both aerial and set pieces.

## Harris Renews Contract for Atlantic City

ATLANTIC CITY — "Ice Capades" has signed to continue the show in Convention Hall after the present lease expires this summer. Phillip E. M. Thompson, manager of the hall, said the agreement with John H. Harris, president of Ice Capades, Inc., is for 1957 with options to continue the show the following four summers thru 1961. This year's show will play July 20-September 2.

Thompson said the provisions of the new contract are the same as in the old one, with the city getting 10 per cent of gross and the show management providing all extra help, such as musicians, stagehands and ushers.

"Ice Capades" has grossed about \$250,000 a year here of which Convention Hall got \$25,000. In addition to the sum paid the hall, the city has taken in some \$7,500 annually from the 3 per cent levy on tickets. Convention Hall also gets 25 per cent of the gross of the concessions.

"Ice Capades" has been playing here since 1940, with the exception of the war years, when the big hall was occupied by the Army.

## Some Rails Cut Freight Rates, Abolish Script

CHICAGO—Eastern and southern railroad freight associations have cut rates for some show moves and abolished show script, but the western railroads group in an informal meeting this week decided against the move.

Eastern and southern roads raised rates for shows by 6 per cent this spring, when all freight rates went up. From that, the roads allowed a 20 per cent reduction for all show train moves of 41 cars or more.

Until now they have issued script good for transportation of advance agents. The amount of script issued was 20 per cent of the freight price.

Thus shows involved in this rate set-up pay less for freight moves but pay cash for passenger moves of the advance personnel. Most observers see little advantage in the rate change, and point out that

## Judges Select Winners of Army Contest

Continued from page 1

Winners in the live categories, listed in the order of their finish, were:

Vocal soloist; Pfc. Walter Palmer, semi-classical; Pfc. Phillip J. Coffin, classical; Pvt. Walter S. Jackson, popular.

Vocal group: The Four Glemen, barbershop quartet; the F. A. Gospel Singers, spirituals; the Gospel Wheelers, spirituals.

Instrumental soloist: Pfc. William L. Scott, semi-classical pianist; SP3 Richard J. Ertel, classical pianist; Pvt. Rufus D. Jones, drummer.

Instrumental groups: The Tamettes, Polka Dots, Jazz in e Veins. Specialty soloist: Pfc. Morton D. Isaacson, comic; Pvt. Roger D. Lehman, tap dancer; Pvt. James H. Hoskins, dancer.

Specialty groups: Les Garcons de Paris, song and dance; the Jumping Jets, trampoline; the Hip Cat Hillbillies, comedy.

Winners in the recorded groups, judged in Washington at the Pentagon, May 24-25, were:

Barbershop quartet: A cappella, the Cleemen; the Second Army Band Quartet.

Country and western group: The Circle A Wranglers, Melody Wranglers, Gentry's Home Folks.

Army band chorus: Eighth Army Band Chorus, Fifth Army Band Chorus, Third Army Band Chorus.

Battalion or regimental chorus: The PMGC Chorus, 7th Cavalry Regimental Chorus, the Engineer Center Chorus.

Post or division chorus: The Russian Chorus, Fort Devens All-Male Chorus, 8th Army Chapel Choir.

Singing platoon: The Singing Platoon MPTC, 48th Medics, Second Army Singing Platoon.

Army and civilian personnel active in the staging of the contest and finals were Maj. Gen. John A. Kline, adjutant general; Lt. Gen. Thomas W. Herren, commanding First Army; Maj. Gen. Robert W. Ward, commanding Fort Dix; Col. L. W. Jackson, chief, special services, TAGO; Col. Adolph F. Solomon, chief, Crafts-Entertainment; Cyril P. Heiman, soldier shows advisor; Dr. Harold W. Arberg, soldier music advisor; Lt. Col. Dwight H. Sloan, First Army special services officer; Leonard Kobrick, First Army staff entertainment director; Maj. Irving S. Fleischer, special services officer, Fort Dix; Elwyn Dearborn, post entertainment director, Fort Dix; CWO Alexander T. DiFrenzo, director army band and chorus; Capt. John White, executive officer, special service, Fort Dix, and CWO Thomas N. Rivera, theater officer, special service, Fort Dix.

Judges in the live categories were Paul Ackerman, The Billboard; Dave Kapp, Record Industry Association of America, Inc.; Kay Holley, American Theater Wing; Jackie Bright, American Guild of Variety Artists; Jim McHugh, The Billboard; James Hammerstein, League of New York Theaters; John C. Bacso, American Federation of Musicians; Bill Coss, Metronome, and Milton Rosentock, American Theater Wing.

shows' total transportation costs will be virtually unchanged.

The change resulted from negotiations begun last fall by Ringling-Barnum attorneys along with Henry North and Michael Burke, executive director of the circus.

## Sullivan Band Signed for 14 Fair Showings

NEW YORK — Bandleader Mickey Sullivan has landed 14 fairs for his musical outfit this season, in addition to the June 21-23 Shrine Circus in Alexandria, Va., and several other dates.

Sullivan music will be part of the grandstand entertainment at fairs in Bloomsburg, Clearfield and Bedford, Pa.; Elmira, Westbury Hamburg and Westport, N. Y.; Brockton and West Springfield, Mass.; North Haven, Conn.; Ottawa, Sherbrooke, and London, Canada, and Rutland, Vt.

Other engagements are July 4-6, park concerts in his home town of Worcester, Mass.; Flag Day parade and Holy Cross College festivities in Worcester, and Feast of St. Anthony, West Boylston, Mass.

## 'Trotters' Acts Well Received In Gt. Britain

LONDON—Excellent comment has been the order in England on the variety offering packaged with the Harlem Globetrotters. Some 10,000 spectators attended the bill two weeks ago at the Boulevard, Hull.

Supporting acts were the Dagenham Girl Pipers, Lily Yokoi, bicycle; Rolando Johanssen, balancing; Ray Wilbert, juggler; Tony Lavelli, accordion; Jacques Cordon, unicycle, and Bud Carrell and Rose, whip cracking and ropes.





# King Hearing Recessed; 3-Year Troubles Told

MACON, Ga.—Federal District Court here was crowded with creditors and spectators Tuesday (12) when Judge E. P. Johnston, U. S. referee in bankruptcy, presided at the first meeting of creditors in connection with the proceedings against Floyd King and Arnold F. Maley, partnership operating the King Bros. Circus.

Maley was on the witness stand for more than an hour, under questioning by his counsel and nearly a dozen attorneys representing claimants.

Floyd King, also had been scheduled to appear, did not show up at the hearing and Judge Johnston recessed the meeting until Tuesday, June 19, at 3 p.m. with specific instructions for King to appear and give testimony.

Maley assured the court that King had been unavoidably detained because of unforeseen difficulties at Danbury, Conn., and that he would be in court in Macon at the new date.

### Tells of Big Drop

In his testimony Maley outlined operations for 1954, 1955 and the spring of 1956, after he and King had acquired the former King Bros. & Cristiani Circus.

"We grossed about \$1,000,000 during the year 1953 when King and Lucio Cristiani were partners and I was treasurer," Maley testified. "We assumed that substantially the same business could be anticipated for 1954, but the gross dropped about \$400,000 to approximately \$600,000. Meanwhile our expenses of operations increased.

"In this first year of our ownership, 1954, we made a profit, but practically all the money was put back into the show."

Maley said that in the 1955 season the show lost approximately \$125,000.

### Unit Idea Fails

The experiment of putting out two units this spring was "a big failure," Maley admitted.

"The plan looked good on paper but just didn't work out," he testified. Last week, ending June 9, after closing the Eastern unit at Stroudsburg, Pa., and transferring the Western unit to the Eastern's route, we had our first winning week."

Maley said the "replacement value" of circus properties and animals owned by the partnership would exceed \$300,000, and that the liabilities are about \$290,000, some of which are disputed.

Under questioning Maley said the total assets probably would not bring 10 per cent, or \$30,000, in the event a "forced sale" was ordered by the bankruptcy court.

Maley gave a complete breakdown of operating expenses and sources of income at present and predicted that if the court allowed the show to continue operation under receivership a minimum of \$50,000 will be realized for the benefit of creditors this year.

### Bailey Wants Out

Another snag developed when W. J. Bailey, prominent Macon business man and well-known circus fan, announced that he is unwilling to continue as receiver. Bailey had accepted the appointment several weeks ago when several creditors filed a petition for involuntary bankruptcy against King and Maley. Subsequently both King and Maley admitted insolvency and bankruptcy in answers filed in court.

Judge Johnston asked creditors and their counsel for nominations for a trustee to relieve Bailey, but no action was taken pending the resumption of the hearing when Floyd King appears. Bailey will continue as receiver until the court names a trustee to take over the circus properties.

The biggest creditor is the federal government, which holds tax claims of about \$100,000. There are numerous other creditors holding security on the show's canvas, trucks, light plants, elephants and other property.

It was reported at the hearing that there have been several attachments recently. Judge Johnston pointed out that ordinarily property in the hands of the bankruptcy court is not subject to attachment or levy and he instructed Maley to attach a sign to each piece of property showing that it is "the property of the receiver in bankruptcy. United States District Court, Macon, Ga."

# St. Louis Jubilee Offers Cut-Rate Advance Tickets

ST. LOUIS—The Mid-America Jubilee, which will operate on the river front here the month of September, will place cut-rate combination tickets on sale Friday (15).

Combination tickets for adults, to include outside gate and admission to the pageant, will go at \$2 each, while children's ducats will be \$1. During the run, adult gate will be pegged at 75 cents and the spec at \$1.50. Children will be charged 35 cents and 75 cents, respectively.

In addition to the open sales, the organization is pushing the sale of the combinations in blocks to business houses and civic organizations.

# Bob Morse Hospitalized Following Heart Attack

LA PORTE, IND.—Bob Morse, secretary-manager of the La Porte County Fair, is confined to the Fairview Hospital here while recovering from a heart attack.

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**Herb Dotten**  
— In This Corner—Pardon, Park

**L**OTTIE MAYER versus Annette Kellerman. The battleground was Chicago. More specifically, its then two great amusement parks, the late White City and the still-thriving Riverview.

The time was 1907 . . . a time when major parks featured large and costly shows. At Riverview, Will Rogers and Tom Mix then were appearing in "The Great Train Robbery." And, Carl Sedlmayr Sr., now the owner of the Royal American Shows, was the co-owner of the Illusion Show.

In the duel between the two parks, they—and other shows such as Baba Delgarian's "Fatima" at Riverview—were not enough.



MAYER

White City snared Annette Kellerman, the most publicized girl of her times. A cripple, she had recovered, almost miraculously, thru swimming. A shapely girl, she was billed as the "form divine". Her husband, an outstanding advertising man, with wide friendships in the newspaper field, handled her publicity. And, when she opened at White City, Annette was one of the best-known women in the nation, if not the world.

Swimming interest, moreover, was on the rise. Women had begun to do more than merely dip their toes into the water. And designers had turned their attention to bathing suits that were not judged by the layers of material in them.

When White City snared Annette, it scored. And it rocked Riverview Park. Riverview's management was not given to taking a beating lying down. It contacted Fritz Mayer, then owner-operator of a Chicago natatorium, a former swimming instructor for the German marines, and teacher of George Gaidick, Olympic swimmer. "Could you come up with someone who Riverview could pit against Annette?" Fritz was asked.

**Billed as 'Hometown Girl'**

Fritz paused—but not for long. "Yes, I can. My niece, Lottie; she can swim and dive like the best of men."

And, thus, Lottie Mayer was brought into outdoor show business, billed as "the hometown girl; Chicago's own." Now, 50 seasons later, she's still in it, with her long-since famous Disappearing Water Ballet, currently touring with the Royal American Shows.

Reflecting on her many years in the business, Lottie points out, "I never did think I would make it for 50 years."

But three years ago Carl Sedlmayr reminded her that 1956 would mark the 50th anniversary of when they were together at Riverview.

"And when 1956 rolls around," Carl said, "I want you with me again." That—plus the strength and the always refreshing appeal of the Disappearing Water Ballet—accounts for her current tour.

To anyone who knows Lottie, her long success is not surprising. "It's her enduring qualities," is their summary.

Lottie takes great pride in her show and in her girls and they have a warm affection and deep respect for her. That's why she has no problems in recruiting new girls. "I get them largely by recommendations of those girls that have been with me," she explains.

She estimates that she has trained about 1,100 girls for the act. "I try to pick what I affectionately call "water rats"—girls who really like the water. I select them, too, for their wholesome qualities."

**Jumped From Many Bridges**

One of her girls was her daughter, Leona, the wife of Robert K. Parker, widely known concession operator. Three of "her girls" married millionaires. "The show," Lottie remarks, "is one of the marryingest."

While her success is largely based upon her own innate qualities as a lady and as a perfectionist when it comes to handling her show and her girls, Lottie is quick to point out that the ever-rising interest in swimming is a big factor.

It took considerable selling on Lottie's part to put her shows across in the early days. Initially, when she first played vaudeville and she played all of the top circuits (as well as leading fairs), not once but several times—it took some doing to convince people that a sufficiently large tank of water for diving or swimming could be supported on an ordinary stage.

The battle for publicity also was intense. And hard-working Lottie did not spare herself in efforts to get publicity for the place she was showing. She concedes that she dived off "an easy 50 bridges"—and by easy she means not small plunges but the number of bridges from which she dived.

Moreover, she made long distance swims for publicity. One of her longest was from Alton, Ill., to St. Louis, a distance of 28 miles which she made in 5 hours and 18 minutes.

Lottie's Disappearing Water Ballet has taken her far. She's played in Japan for as long as six months in one theater. She was in Munich when Hitler took Austria and she hurried back to the States. And she's played almost every fair and theater of any size in the U. S.

Long may she continue!

**'Follies' to Play**  
**St. Louis, Det.,**  
**Gotham Arenas**

**HOLLYWOOD**—"Ice Follies" will play Detroit, New York and St. Louis next season as a result of the closing of "Hollywood Ice Revue."

The Shipstad and Johnsons show will be in the Detroit Olympia October 31-November 11; Madison Square Garden, New York, January 15-27, and St. Louis Arena October 9-14.

**Explosion Hurts**  
**Dukie Anderson**

**SHREVEPORT, La.**—Lawrence (Dukie) Anderson, circus clown for 36 years, was in good condition in North Louisiana Sanitarium here Monday (11), after being injured in an explosion during his act Sunday (10), with the Jimmy Lynch Thrill Show at the Fairgrounds.

A two-inch firecracker went off in his left hand, blowing off three fingers and his thumb. His right hand was injured slightly. The audience of 1,500 thought it was part of his act. Even the ambulance driver didn't realize at first that he was injured.

He said he had been working with another firecracker, which was a dud, and a spark ignited the second explosive in his other hand prematurely.

**Auldridge Joins**  
**Hoosier Tarpaulin**

**INDIANAPOLIS**—Hoosier Tarpaulin Company here has announced the appointment of John Auldridge as superintendent of big top operations. Auldridge comes to Hoosier from Ringling Bros. and Barnum & Bailey Circus, where he had been shop foreman of tent-making operations for the past 18 years at the show's Sarasota, Fla., quarters.

Hoosier has also announced the introduction of center poleless big tops and cable-suspended trapezoidal canopies. Hoosier is now specializing in design and fabrication of unusual tentage made of canvas or vinyl-coated nylon.

**COLUMBUS, O.**—Secretary of State Ted W. Brown has issued a corporation charter to Steel's Frontier Days Company, Inc., London, O. The stock issue is 100 shares of no par common. Incorporators are Robert B. Steele, C. S. Weigand and Hazel Vieth. Forrest E. Sidener Jr., London attorney, is statutory agent.

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## Estes Rodeo OK in Paris

PARIS—The Bob Estes rodeo unit had a fair engagement here, in the Palais des Sports. First two weeks were reportedly good, then it turned very hot and the public stayed away from the building, which is not air conditioned.

Show then went to Nantes, and is booked June 19 thru 26 into Marseilles.

## Acts Booked Into Rhodes Ballroom

PROVIDENCE—A mardi gras-type dance offering is being held today (16) at Meyer Stanzler's Ballroom, Rhodes on the Pawtuxet, in Cranston. Acts booked in thru Abe Feinberg of New York include ventriloquist Ricky Lane, clown Jolly Jazzbo, and a group of acts out of Boston.

## WFA to Have Library On Public Relations

SACRAMENTO — Member fairs of the Western Fairs' Association this week were advised that the board of directors approved the development of a non-circulating library of public relations material.

Louis S. Merrill, WFA general manager, declared that the association was now receiving a number of public relations publications. These will be kept on file at the WFA headquarters here for use by its members.

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## ARENAS & AUDITORIUMS

### 'Twin' Managers in Twin City Work Out Smooth Operation

By TOM PARKINSON

ONE of the Twin Cities has "twin" auditorium managers. That's Minneapolis, where Atwood Olson and Melvin Dahl are the co-managers. The double appointment came about in a logical way. But what has been surprising to some, including members of the city council, is that the plan has worked out so well.

Dahl has been with the building since 1927 and became supervisor and maintenance man. Olson came to the Auditorium in 1937 and thru civil service rose to administrative assistant.

That's how it stood in 1951 when the veteran manager, George Adams, retired. The 26-man city council set about to select his successor, and the voting came out 13 for Olson, 13 for Dahl. But 13 became their lucky number, and led to good fortune for the city. They hit upon the co-manager idea.

IN THE ENSUING years, the plan has worked out to perfection, according to the managers. Each has his own bailiwick, well defined and well observed. Olson handles the bookings, the finances, the procedures. Dahl handles the maintenance, the equipment, the personnel.

Some managers have looked upon a manager's job as a two-headed monster anyway, and rarely would one look upon both his office and physical plant chores with equal enthusiasm. Some would consider the managerial schedule enough for a two-man job in any case. Perhaps that is part of why the Minneapolis system has been successful.

Beyond that, however, is the fact that Olson and Dahl worked alongside each other for years and knew each other's way of doing things. They get along well personally. And in actual operation the system is simple. When Olson rents the building, he takes the renter to Dahl's office and from then on Dahl is in charge.

IS THIS DOUBLE-DECKING? Is the management costly or excessive? Not a bit, in the view of the city council. The set-up is seen, not as having two managers, but instead as having managers that do two jobs apiece. Since each is doing the same work he did before plus his share of the new position, the dual operation saves the city several thousand dollars a year in salary money, Olson points out.

With management tested and proved, Minneapolis now is looking to enlarging the facilities they manage. An appropriation has been made for a survey to study the building's needs, and the IAAM's New Building Consultant Board is being asked to step in. The schedule calls for requesting a \$4,000,000 bond issue this fall.

WITH THE MONEY, the city would complete two wings of the building. The present west wing would be replaced with a five-story structure, including exhibition space, meeting halls and committee rooms. An east wing would be built to contain a 4,000 portable seat arena and more exhibition space.

In all they would have 170,000 square feet of exhibit space, where about 55,000 feet exist now. Olson points out that he has been forced to turn down from 75 to 100 events a year because of lack of such space as the additions would provide. To that would be added more convention business that they feel is passing up Minneapolis.

Once approved and built, the new additions will create a challenge in the form of space and time. But odds are that Atwood Olson will keep it rented and Mel Dahl will keep it in top operating form.

## Arena Recap

Louisville Coliseum In Final Stages  
LOUISVILLE — Construction on the new Coliseum, part of a new fairgrounds here, is in final stages. Ice rink piping is being installed. About one-fourth of the ceiling is in place. Coliseum will seat from 14,660 to 32,000 persons when completed this fall.

International Amphitheater Ups to 585,000 Sq. Feet  
CHICAGO — International Amphitheater here will start building a new addition with 112,000 square feet of exhibition space. It will handle 3,500 booths, each 10 feet square. The addition, second in two years, will give the huge Amphitheater a total of 585,000 square feet.

Announcement of the plans was tied in with a meeting with the National Machine Tool Builders' Association, which is contracted with the Amphitheater for 1960,

1965 and the 1970's. First to use the added space will be American Road Builders' Association in January.

Lawrence Welk Sets Record at Spokane  
SPOKANE — Lawrence Welk set a new record for bands at the Spokane Coliseum June 7. Coliseum Manager Benjamin Moore reported 7,690 paid admissions and estimated the total crowd at 8,200. This equaled Welk's San Francisco turnout and surpassed Sacramento, Portland and Seattle, other cities on the current tour. The advance ticket sale was a sellout despite addition of 500 seats to the regular seating capacity.

Resume Construction On Sask. Arena  
ASSINIBOIA, Sask.—Work has resumed on the partially completed arena here which was damaged May 30 by a twister that collapsed 12 of the 5,000-pound laminated arches that had been raised into place.

Columbus Sports Show Sets Spring Dates  
-COLUMBUS, O.—Fourth annual Dispatch-Journal Sports, Vacation, Travel and Boat Show will

(Continued on page 84)

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Alamo Expo.: Lusk, Wyo.  
American Beauty: Maquoketa, Ia.  
Amusements of America: Clark, N. J.; Scranton, Pa., 25-30.  
Babcock United: Coronado, Calif.  
Badger State: International Falls, Minn.; Blue Earth 25-30.  
Baker United: (English & La Salle Sts.) Indianapolis: Spencer, Ind., 25-30; Linton July 2-7.  
Barker, Al.: Anamosa, Ia.; Center Point 26-30.  
Beam's Attrs.: Gallitzin, Pa.  
Becht, Lee: (Clark & Cutter Sts.) Cincinnati, O.; (Poplar & Dalton) Cincinnati, O., 26-30.  
Bee's Old Reliable: Jenkins, Ky.  
Belle City: Kenosha, Wis., 20-26; Burlington 29-July 4.  
Bernard & Barry: Joliet, Que., Canada.  
B. & J. Greater: Philo, O.; Port Washington 25-30.  
Big City: Angola, Ind.  
Big Four Amusements: Forest Park, Ill.; Kenosha, Wis., 27-July 1.  
Blue Grass: Marion, Ind.  
Bogle, F. C.: Parsons, Kan.  
Borderland: Jal, N. M., 15-21.  
Buck, O. C.: Plattsburg, N. Y.  
Buckeye State: Lexington, O., 19-23; Jeffersonville 26-30.

Burke, Harry: Oakdale, La.  
Burkhardt: Lombard, Ill.; Warrenville 25-July 1.  
Byers Bros.: Holton, Kan.; Glenwood, Iowa, 25-29.  
Capital City: Tompkinsville, Ky.  
Caravella Am.: Mercer, Pa.; Warren, O., 25-30.  
Carpenter Bros.: Clyde, O.  
Carr, Lawrence: Dedham, Mass.  
Carroll's Greater: Casselton, N. D., 19-20; Finley 21-23; McVillie 23-27; Carrington 28-30; Mayville July 2-4.  
Cattlett Greater: Fairmount, Mo.  
Catskill Mountain: Whitney Point, N. Y.  
Central States: Grand Island, Neb.  
Cetlin & Wilson: Connelville, Pa.; Dravosburg 25-30.  
Chanos, Jimmie: Germantown, O.  
Cherokee Am. Co.: Paola, Kan.  
Coleman Bros.: Meriden, Conn.  
Collins, Wm. T.: Fargo, N. D., 25-30.  
Continental: Barre, Vt.  
Crafts Expo.: S. San Francisco 20-24.  
Crafts 20 Big: Hawthorne, Calif., 20-24; Monterey 28-July 4.  
Cross Road Am.: Rockford, Mich., 20-23; Sunfield 26-30; White Cloud July 2-7.  
Cumberland Valley: South Pittsburgh, Tenn., 23-30; Crossville July 2-7.  
Cunningham Expo.: Sardis, O., 20-23.  
Davis Am. Co.: Myrtle Creek, Ore., 19-24; Oak Ridge 26-30.  
Del Flore Am.: Avonmore, Pa.; Youngwood 25-30; Irwin July 2-7.  
Dickson United: Maysville, Okla.  
Dobson's United: Stillwater, Minn., 18-20; North Branch 22-24.  
Douglas: Astoria, Ore.  
Down River Am. Co.: Berkley, Mich., 19-23; River Rouge 25-July 1.  
Drago Am., No. 1: Frankfort, Ind.; Knox 25-30.  
Drago Am., No. 2: Tipton, Ind.; Chesterfield 25-30.  
Drew, James H.: Grayson, Ky.; Olive Hill 25-30.  
Dudley, D. S.: North Platte, Neb., 19-24; McCook 28-30; Brush, Colo., July 2-7.  
Dumont: Pulaski, Tenn.; Columbia 25-30.  
Dyer's Lotta Hooley: Flora, Ill.; Ladd 25-30.  
Eastern Am. Co.: Belfast, Me.; Old Town 25-30.  
Eddie's Expo.: Jeanette, Pa.; Petrolia 25-30.  
Emshoff: Richland Center, Wis.  
Evans United: Hiawatha, Kan.; Plattsburg, Mo., 28-30.  
Fidler: Greenville, Ill.; Auburn 25-30.  
Foley & Burk: Pleasanton, Calif., 18-July 5.  
Frame's Greater: Salamanca, N. Y.; Smethport, Pa., 25-30.  
Franklin, Don: Topeka, Kan., 18-22; Salem, Ill., 25-30.  
G. & B.: Masontown, W. Va.  
Gem City: Lowell, Ind.; Tuscola, Ill., 25-30.  
Gentsch, J. A.: Ripley, Tenn.  
Georgia Am. Co.: La Grange, Ga.; Toccoa 25-30.

Glades Am. Co.: Stephens City, Va.; Elkton 25-30.  
Gladstone Expo.: Standfort, Ky., 18-25; Danville 25-30.  
Gold Bond: Janesville, Wis.; Plainview, Minn., 28-July 1.  
Gold Medal: Elkins, W. Va.  
Gooding Am. Co., No. 1: (N. High & Dominion) Columbus, O.  
Gooding Am. Co., No. 2: Steubenville, O.  
Gooding Am. Co., No. 3: Warren, O.  
Gooding Am. Co., No. 4: Cleveland, O.  
Gooding Am. Co., No. 5: Goshen, Ind.  
Gooding Am. Co., No. 6: E. Liverpool, O.  
Gooding Am. Co., No. 7: Lawrenceburg, Ind.  
Gooding Am. Co., No. 8: Maple Heights, O.  
Gooding Am. Co., No. 9: Osceola, Ind.  
Gooding Am. Co., No. 10: Pittsburgh, Pa.  
Gooding Am. Co., No. 11: Marietta, O.  
Gooding Am. Co., No. 12: Lorain, O.  
Grand American: Brooklyn, Ia., 20-23; Colfax 25-26; Oxford 28-30.  
Great Northern: Newberry, Mich.; St. Ignace 25-30.  
Great Western Amusements: Grant, Neb.  
Green: Port Credit, Ont.; Ville St. Pierre 25-30.  
Griffiths, Wm. A.: Gressona, Pa.  
Griggs Bros.: Picketon, O.; Aberdeen 25-30.  
H. & J. Neodesha, Kan.  
Hale's Shows of Tomorrow: Kansas City, Kan., 19-30.  
Hames, Bill: Fort Worth, Tex.  
Hammond, Bob: Houston, Tex.; Belton 28-July 4.  
Hannah's Amusements: Republic, Pa.; Belle-Vernon 25-30.  
Hannum, Morris: (Fair) (29th & Clearfield Sts.) Philadelphia; Levittown 25-July 4.  
Happy Attrs.: London, O.; Quaker City 25-30.  
Heller's Acme: Paterson, N. J.  
Heth, L. J.: Washington, Ind.; Bloomington 25-30.  
Hill's Greater: Watertown, S. D.  
Holly Bros.: (Irwin & Boulevard) Atlanta, Hottle, Buff, No. 1: Vandalla, Ill.  
Hottle, Buff, No. 2: Bastrop, La.  
Howard Bros.: Ottawa, O.; Fairport Harbor 25-July 4.  
Howard Bros Rides: New Kensington, Pa.; Connelville 25-30.  
Hugo's Novelty: Lawrence, Kan.; Leavenworth 25-30.  
Ideal Rides: Nashville, Ind.; (3700 Jackson) Louisville, Ky., 28-30.  
Imperial: (Dixie Way North) South Bend, Ind.; Morris, Ill., 25-30.  
Jack's United: Beech Grove, Ind.  
Johnny's United: Richmond, Ky.  
Key City: Champaign, Ill.; Watseta 25-30.  
Kile, Floyd O.: Tallulah, La., 18-22; Rayville 23-30.  
Klein Am. Co.: Madison, S. D., 18-19; Vesta, Minn., 20-21; Maceppa 23-24.  
Lagasse Am. Co., No. 1: Nashua, N. H.; Arlington, Mass., 25-30.  
Lagasse Am. Co., No. 2: Providence, R. I.; Ware, Mass., 25-30.

Lagasse Am. Co., No. 3: Dorchester, Mass.; Gloucester 25-30.  
Maddox Bros.: Chanute, Kan., July 2-4.  
Majestic Greater: Newport, Ky.  
Manning, Ross: Goshen, N. Y.  
Marks, John H.: Baltimore.  
Marvel: Deer Creek, Ill., 22-24; Wataga 28-29.  
Maryland Bazaar: Lexington Park, Md.  
Meeker's: Missoula, Mont.; Helena 25-30.  
Merriam's Midway: Lakefield, Minn., 19-20; Willmar 21-23; Mountain Lake 25-26; Fountain 28-30.  
Merry Midway: Anamosa, Ia.  
Miami Valley Am.: Sharonville, O.; Cheviot (Cincinnati) 25-30.  
Midway of Mirth: Marine, Ill.  
Mighty Hoosier State: Paoli, Ind.; Bedford 25-30.  
Mighty Interstate: Paintsville, Ky.; Bristol, Va., 25-30.  
Miller, Ralph R.: Baton Rouge, La.  
Mo-Ark: Salem, Ark.  
Monarch Expo.: Polo, Ill.; Pekin 25-30.  
Moore's Modern: Nowata, Okla.  
Motor State: Waterville, O.; Fenton, Mich., 25-30.  
Mound City: (Fair) Maplewood, Mo.  
Mountain State: Coeburn, Va.  
Mullins Royal Pine: Patten, Me.  
Myers, Sonny: Atchinson, Kan.; Maitland, Mo., 27-30.  
Nelson, Geo. W.: Pocahontas, Ia., 19-20; Calumet 22; Bancroft 23-24.  
Nolan Am. Co.: Elyria, O.; Whitehall 25-30.  
North Star: Lonsdale, Minn., 18-20; Preston 21-23; Lewisville 27-28; Norwood 29-July 1.  
Northern Expo.: Bismarck, N. D.  
Olson: Joliet, Ill., 20-26.  
Page Bros.: Albany, Ky.  
Pan American: Georgetown, Ill.  
Penn Premier: Springfield, O.; Marion 25-30.  
Playtime: Plymouth, Mass.; Buzzards Bay 25-30.  
Powell Greater: Strasburg, O.; Quaker City 25-30.  
Prel's Broadway: Hicksville, L. I., N. Y.; Riverhead, L. I., 25-30.  
Priddy Latin American: Bishop, Tex., 19-30; Arkansas Pass July 2-7.  
Raines Amusements: Siloam Springs, Ark.  
Rainier: Parkland, Wash., 18-25; Sedro Woolley 30-July 4.  
Raley Bros.: Columbia, N. C.; Creswell 25-30.  
Raney's United: Columbia Heights, Minn.  
Regal: Paintsville, Ky.  
Reid, King: St. Johnsbury, Vt.  
Reid's Golden Star: Weber City, Va.  
Reithoffer, Blue: Lebanon, Pa.  
Reithoffer, Uley: Lawrenceville, Pa.; Milesburg 25-30.  
Rock City: Springfield, Ill.  
Rogers Bros.: Center, N. D., 18-20; Wing 21; Zap 22-23; Almont 23-24; Hillsboro 27-29; Bemidji, Minn., 30-July 4.  
Rohr's Modern Midway: Buckley, Ill.; Kankakee 25-27; Manhattan 28-July 1.  
Rose City Rides: Ellington, Mo.  
Royal American: Winnipig, Man.  
Royal United: Sioux Falls, S. D.; Janesville, Minn., 24-26; Paynesville 27-28; Windom 29-30.  
Schaefer's Just for Fun: Dallas, Tex.  
Shamrock: Wilber, Neb., 28-30.  
Shop-O-Rama: Yates Center, Kan., 18-20; Burlington 21-23; Abilene 25-27.  
Shorter's: Elgin, Minn.  
Siebrand: Pocatello, Idaho.  
Skerbeck: Newberry, Mich.  
Smith, Geo. Clyde: Boswell, Pa.  
Smith's Funland: Mount Clare, W. Va.; Pennboro July 2-7.  
Snapp Greater: Madison, Wis.  
Standard: Pinedale, Wyo., 19-21; Green River 23-27; Lander 29-July 4.  
Stanley, Wm. D.: Ortle, S. D., 21-22; Barrett, Minn., 23-24; Coleraine July 2-4.  
Star Am. Co.: Osceola, Ark.  
Stephens: Leon, Ia.  
Stephens, C. A.: Williamson, W. Va.; Martin, Ky., 25-30.  
Strates, James E.: Utica, N. Y.  
Sunny, A. J., No. 1: Wickliffe, O., 19-24; (Todd St.) Warren 26-July 1.  
Sunny, A. J., No. 2: Cleveland, O., 19-24.  
Sunset Am. Co.: Brainerd, Minn.; Montevideo 28-July 1.  
Sylvester, Ernie: Cape Charles, Va.  
Tatham Bros.: Ashland, Ill.; Monticello 28-30.  
Tennessee Valley Am.: Elkton, Ky.; Portland, Tenn., 25-30.  
Thiess United: Channahon, Ill., 21-24; Oswego 27-30.  
Thomas, Art B.: No. 1: Aberdeen, S. D.; Clark 25-26; Ponca, Neb., 29-30.  
Thomas, Art B., No. 2: Mankato, Minn., 18-21; Winnebago 22-24; Sheldon, Ia., 25-27; Jackson, Minn., 28-July 1.  
Thomas Joyland: Bellaire, O.  
Tidwell, T. J.: Marshall, Tex.  
Tinsley, Johnny T.: Newton, N. C.; Black Mountain 25-30.  
Tip Top: (Detroit & Jackson Sts.) Milwaukee 22-24; (Green Bay Ave.) Milwaukee 25-July 1.  
Tivoli Expo.: Canton, Ill.  
Tri-State: White, S. D.; Jeffers, Minn., 20-21; Jasper 22-24; Ramona, S. D., 25-26; Montrose 27-28; Iroquois 29-30.  
Tropical Midway: Wallace, N. C.; Roseboro 25-30.  
20th Century: Hutchinson, Minn., 22-24.  
United Expo.: South Beloit, Ill.  
United States: Oceana, W. Va.  
Val's Expo.: Thomson, Ga.  
Virginia Greater: Hammonton, N. J.; Salem 25-30.  
Wade Greater: Marine City, Mich., 20-24; Coleman 25-30.  
Wade, W. G.: Cheboygan, Mich.; Stambaugh (Iron River) 25-30.  
Wallace Bros.: Port Atkinson, Wis.  
West Coast: Grants Pass, Ore.; Klamath Falls 26-July 4.  
West Coast, No. 2: Martinez, Calif.; Stockton 24-July 4.  
Western: Darrington, Wash., 22-26.  
Wilber's Wolverine: Mulliken, Mich.  
Wileox, Dick: Caribou, Me.  
Wilson Famous: Rock Falls, Ill.; Galva 25-30.  
Wolfe Am. Co.: Waverly, Va.; Suffolk 25-30.  
World's Finest: Winnipeg, Man., 18-30.  
World of Mirth: South Plainfield, N. J.  
World of Pleasure: Traverse City, Mich.; Sault Ste. Marie 25-30.  
Young, Monty: Pleasant Grove, Utah; Provo 27-July 4.

### Circus Routes

Benson Bros.: Smethport, Pa., 20.  
Carson, Tex.: Highmore, S. D., 19; Onida 20; Gettysburg 21; Bowie 22; McLaughlin 23.  
Clyde Bros.: Kingston, Ont., 19; Ottawa 20-23; St. Jerome, Que., 24-25; Sherbrooke 26-27; Trios-Rivieres 28-29; Shawinigan Falls 30-July 1; London, Ont., 5-7.  
Cole, Geo. W.: Jonesville, Mich., 19; Union City 20; Bronson 21; Marcellus 22; Bloomingdale 23; Delton 24; Lowell 25; Ovid 26; Ithaca 27; Beiding 28; Edmore 29; Shepherd 30.  
Cristiani Bros.: Yarmouth, N. S., 19; Middleton 20; Bridgewater 21; Kentville 22; Windsor 23; Truro 25.  
Gould, Jay: Elkader, Ia., 19; Ossian 20-21; Osage 22-24; Albert City 25-26; Anita 29-30; Rochester, Minn., July 2-4; Maynard 5-7.  
Gray, Gil: Williston, N. D., 21-22.  
Hagen Bros.: Madison, Wis., 19; Richland Center 20; Viroqua 21; Winnoa, Minn., 22; Red Wing 23; Northfield (mat.) 24; Hastings 25; St. Louis Park 26; Fridley 27; S. St. Paul 28; Anoka 29; Little Falls 30.  
Hunt's Three-Ring: Morris Plains, N. J., 19; Pearl River, N. Y., 20; Mohawk 21; Walden 21; Poughkeepsie 23; Kingston 25; Chatham 26; Lenox, Mass., 27; Torrington, Conn., 28; New Milford 29; Brewster, N. Y., 30; Pawling July 2; Wappinger Falls 3; Beacon 4; West Haverstraw 5.  
Kelly-Miller: Brookfield, Mo., 19; Kirksville 20; Memphis 21; Bloomfield, Ia., 22; Ottunwa 23; Keosauqua 24; Keokuk 25; Fort Madison 26; Maquoketa 27; Aledo 28; Muscatine, Ia., 29; Iowa City 30.  
Mills Bros.: Iilon, N. Y., 19; Hamilton 20; Syracuse 21-22; Binghamton 23 and 25; Sidney 26; Cobleskill 27; Westmere 28; Hudson 29; Catskill 30.  
Packs, Tom, Eastern: Effingham, Ill., 20; Centralia 21; Carmi 22; Evansville, Ind., 23-24; Cairo, Ill., 25; St. Louis, Mo., 29-July 4.  
Packs, Tom, Western: Great Falls, Mont., 22-23; Cheyenne, Wyo., 25-27; Casper, 28-30; Portland, Ore., July 6-8.  
Polack Bros.: Eastern: Boise, Idaho, 19-21; Ogden, Utah, 25-26; Salt Lake City 28-30.  
Polack Bros., Western: Monterey, Calif., 22-23; Long Beach 29-30; Pasadena July 4; Ukiah 9-10; Eureka 12-14.  
Ringling Bros. and Barnum & Bailey: Providence, R. I., 19; New Bedford, Mass., 20; Fall River 21; Worcester 22.  
Von Bros.: Pine Brooks, N. J., 19; Wanaque 20; Port Washington, N. Y., 22-23; Bellmore 25.

### Miscellaneous

Brunk's Comedians: Salda, Colo., 19-23.  
Hitler's Personal Armored Car: Jack W. Burke, Mgr.: Troy, N. Y., 19; Oneonta 20; Binghamton 21-22; Canandaigua 23-24; Buffalo 25-29.  
Schaffner Players: Carthage, Ill., 19-24; Augusta 25-30; Quincy July 1-8.

Catching George W. Cole Circus at Hebron, O., were Charlie Duke Hall, the Buck Lucases, Harold Curtis, Roy Barrett, the Ray Fisks, Faith King, Herb Schumpf, the Bert Dearos, Jack Sweetman, Charles Rocky, Fred Pfening and the Amos Millers.

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## THE FINAL CURTAIN

**DE VARO—Charles,** 82, veteran bar performer and minstrel, at Indianapolis June 8. His family name was Enoch. For 25 years he was a partner with Charles Zemater, now a Chicago agent, in a bar act that played vaude and minstrels. They worked in blackface as the Flying Minstrels. He and his wife had an act billed as DeVaro and Curtis. He also was with Coburn Minstrels, Gus Sun Minstrels and circus, vaude, and in the Walter Guice bar act that was with Ringling-Barnum circus five years. Survivors include a brother and a nephew, William Enoch, of The Indianapolis Star.

**EVANS—Fawntella,** 85, June 14 in St. Vincent's Hospital, New York. Surviving are a son, Lee Barton Evans, singer and company manager for GAC-Hamid revues; four grandchildren and seven great grandchildren. Cremation followed services June 16.

**FREED—Harry,** 80, owner of the H. T. Freed Shows, May 25 at his home in San Antonio. He had retired from the road 14 years ago. Surviving is his widow, Marion Freed. Burial in San Antonio.

**In Loving Memory of our dear mother CONCHA (MEM) MORALES**  
who passed away June 25, 1952.  
You will never be forgotten.  
**CONCHA & KARL ERIKSON**  
**LOLA & TONY LAMB**

**MAROHN—Anna,** mother of Lillian Tucker of the Ladies' Auxiliary, Miami Showmen's Association, May 28. Burial in Evergreen Cemetery, Chicago. Survivors include two sons, Elmer and Carl, and three daughters, Lillian, Rose and Hadie.

**REA—John T.,** 68, veteran Side Show owner and operator, recently in Norfolk, Va. During his many years in show business, he worked, at various times, with the Dumas and Reid, W. G. Wade and John H. Marks shows. Survived by his widow, a step-daughter, two brothers and two sisters. Burial in Worthville, Pa.

**In Memory of Our Darling Sister LILLIAN SHEPPARD**  
Who left us June 22, 1947.  
We are so lost without you.  
**Dave & Emily Friedenheim**

**WATSON—Sam H.,** 80, concession operator at fairs for many years, June 10 in Mayfield, Ky. He operated a restaurant and market in Mayfield until his retirement 10 years ago. For about 30 years he had concessions at county and State fairs in

## BIRTHS

**YHNATKO—** A son to Mr. and Mrs. John Yhnatko June 9 in Camden, N. J. Father, known as Gaby Yhnatko, is a veteran concessionaire. Mother is the former Lois Ibber-son, spot worker.

**TURNER—** A daughter, Julia Louise, to Mr. and Mrs. Charles V. Turner Jr., St. Louis. Grandfather is Charles V. Turner, formerly ahead of Ringling-Barnum and theatrical productions.

the South. Survivors include his wife, Mrs. Ada Watson; four sons, George, Leonard and Lloyd Watson, all of Mayfield, and Clayton Watson, Farmington; three daughters, Mrs. Carl Smith, Carthage, Tenn.; Mrs. Paul Maxson, Massillon, O., and Miss Jett Watson, La Jolla, Calif.; seven grandchildren and four great grandchildren. Interment was in Maplewood Cemetery, Mayfield.

## Pepsi to Operate Eat, Drink Stands At St. Louis Event

**ST. LOUIS—**The Mid-America Jubilee has awarded the Pepsi-Cola Company the concession to operate four food and drink stands during the September run of the event, Joseph M. Holland, chairman of the concessions committee, announced.

Stands housing the concessions will be designed and built by the celebration. It was emphasized that Pepsi-Cola will not be sold at the exclusion of other soft drinks, particularly those which are produced locally.

## Denver Kiddieland Winning Business

**DENVER—**Exceptionally hot weather during the past fortnight has brought big crowds to Kiddie City.

Trade picks up briskly at the Kiddieland about 5 p.m. on weekdays and holds well until nearly closing time at 9 p.m. Weekend trade has been very good most of the time, in spite of several hours of threatening clouds and light rain showers at least twice each weekend.

Kiddie City has a new Merry-Go-Round, Train, Hand Cars, a Roller Coaster and Sky Fighter, bringing the number to nine, along with a large snack bar.

## Form Theatrical AMVETS Post

**NEW YORK—**A new AMVET post for all show business personnel has been organized here and headquartered at 109 W. 45th St. Harold King is commander of the post, which is open to the veterans of World War II and Korea.

# Los Angeles Starts Arena, Plans Big Aud

**LOS ANGELES—**Work on an \$8,000,000 Sports Arena in Exposition Park here was started Monday (11) and will be completed late in the fall of 1957.

The construction of the arena will give this city a 34,000-seat auditorium modernly equipped for all types of athletic contests, trade shows, and general community affairs.

Financing of the project will be done thru the sale of revenue bonds.

The arena is located at the southeast corner of Exposition Park near Figueroa Street between South Coliseum Drive and Santa Barbara Street. It is near the Los Angeles Coliseum, scene of collegiate and professional football games, the American Legion Fourth of July celebration, and the Sheriff's Rodeo.

The new arena's building and management will be directed by the Coliseum Commission. At the ground-breaking ceremonies were G. E. Kinsey, chairman of the commission's building committee; Jim Smith, commission vice-president; Donald P. Loker; Al Rogers, legal counsel for the commission, and William P. Nicholas, Coliseum general manager.

Guy F. Atkinson Company has the contract for the construction, which includes the excavation of more than three acres to a depth of 30 feet.

## San Antonio Expo Huddles With Autry

**SAN ANTONIO—**Officials of the San Antonio Livestock Exposition last week huddled here with Gene Autry in an attempt to sign the cowboy actor as the featured attraction at next February's run. E. W. Bickett, expo president, announced that no definite decision had been made.

## Oshkosh Inks Young Show for 15th Year

**OSHKOSH, Wis.—**Winnebago County Fair here recently closed with Ernie Young, Chicago to have the latter provide its night grandstand show for the 15th year. Show will feature the Manhattan Rockets. Fair's dates are August 28-31.

## Do-It-Yourself Does It

**WASHINGTON—**In a quarter of a century of American commercial recreation, only the participant activities—from bowling alleys to fun rides and parks, from skating rinks to swimming pools—have shown a steady increase in the number of admissions. Commerce Department's recent (May) survey of consumer spending for recreation reports that the upward trend for the participant sports since 1929 is still climbing.

Participant amusements took around \$600 million in consumers' money in 1955, Commerce estimates, as against some \$240 million for spectator sports. The recent proposal of the House Ways and Means Committee to drop the 10% admission tax for patrons of the rinks, pools and parks would mean another boost.

While the participating amusement fans have steadily increased in numbers over the years, spectator sports like pro football have taken deep slumps in admissions. So have hockey, college and other amateur sports. The spectator sports, like baseball, which had its golden peak in the 1929 to 1947 period, fell as much as one-third after that time, until 1953, when it began a moderate recovery.

Participation admissions, like the spectator sports, had a heyday in the 1929 to 1947 period, doubling their number but they did not decline from that point, as did the sit-and-watch admissions. Except for the depression years, when all recreational spending drooped, the steady rise of the participant sports admissions has gone from 1929's take of \$200 million to today's \$600 million.

Horse racing is the only other "spectator sport" (so classified by Commerce Department) with rising receipts since 1929. About \$2.6 billion went thru the pari-mutuel machines in 1955—one billion over 1949. Admissions for 1955 were at about \$38.5 million, with 2 per cent of the pari-mutuel receipts taken by county and State fairs, and 18 per cent at harness racing. The number of States permitting pari-mutuel betting has doubled since 1935.

**LOS ANGELES—**Construction of a \$50,000,000 civic auditorium and music center seating 20,000 and with 315,000 square feet of usable floor space for exhibits was recommended here Monday (11) by a Massachusetts research firm.

The recommendation was the result of a nine-month study by Arthur D. Little, Inc., for the Board of Supervisors for \$185,000. The company's exhaustive report was made at the Ambassador Hotel to the Auditorium and Music Center Advisory Committee.

The Little survey recommended a site bounded by Olympic Boulevard, Flower, Eighth and Hill streets. Consideration was also given another location bounded by Third, Hope and Fifth streets and the Harbor Freeway.

The report recommended that financing be acquired from private investors by a non-profit corporation established specifically for that purpose. The corporation would acquire the site, construct the buildings and lease them to the county on a long-term basis. It was also suggested that the facilities be operated by a separate non-profit corporation with a board composed of civic-minded business people.

No actual designs were submitted; however, the recommendations, if followed, would result in buildings that are "revolutionary" in concept. They include a seven-acre convention and exposition hall with movable partitions. It was estimated that the project would attract about \$11,000,000 yearly from trade shows and conventions.

## New York Annual Moves To Center of County

**GREENWICH, N. Y.—**Washington County-Cambridge Valley Fair, August 21-25, will be held in Hudson Falls this year. The move, decided by the fair board at a recent meeting, will bring the fair closer to the county's center of population and thus allow more people to participate in the fair's various activities.

Again this year, tickets will be sent out in envelopes for Children's Day. These tickets will admit children free and they will also be eligible for drawing on that day. Robert D. Kellogg Amusements have been signed for the fair's midway.

## Weaverville, Calif., Adds Rodeo to Cele

**WEAVERVILLE, Calif.—**The third annual Gold Rush Days of Trinity County to be held here June 30-July 1 will feature a rodeo, Earl R. Ford, of Douglas City, co-chairman, said.

Stock will be furnished by Ray Hicks of Auburn. Ford, who is serving with Ted Nelson, also of Douglas City, estimated that prize money won't be about \$3,000.

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## BEST DAYS LOST

### Weather Woes Pile Up for Eastern Units

NEW YORK — Amusement parks and other outdoor show business endeavors in the Eastern sector have taken it on the chin so far this season. The unfavorable weather that has affected attendance and grosses is, to quote operators with long experience and memories, the worst ever for the period.

The first of the season's holidays, marking the traditional opening of the season in these parts, was virtually lost with the best of the reported weather experience tagging the day as cool and cloudy with showers.

The two weekends that followed were even worse, weather-wise, with rains added to the cool, cloudy misery of the period. Some of the best weather has come on the slowest days, Mondays and Fridays.

#### Worries Pile Up

Operators who have always looked to being off the nut with the coming or passing of the Fourth of July are loaded with skepticism at the moment. For many, nothing short of a minor miracle will get them off the hook before the season's biggest holiday is over.

The weather in April, when many funspots attempted to get under way, at least on a weekend basis, and in May was below sea-

sonal levels. June was well under way before the feel and look of summer was apparent.

An excellent potential has been discovered by everyone in the short periods favored by good weather. Money is plentiful and interest high in the fun centers, indicating some banner grosses when all governing factors are favorable.

But a day lost in the short outdoor season is gone forever and the wasting by weather of too many simply stacks the percentages against big success.

Last year the hurricanes of August ruined much of that month's activity. The year before August was the life saver. It may be again this year.

## Accidents on Coasters Mar Scene in East

NEW YORK — Two Roller Coaster mishaps resulting from standing in cars occurred in Eastern park last week. One resulted in a fatality.

At Willow Grove Park, Philadelphia, a 21-year-old sailor was killed in a 40-foot drop after being thrown out. His companions said he stood up as the car sped into a sharp turn.

At Whalom Park, Fitchburg, Mass., a 17-year-old Boston girl was seriously hurt in a 30-foot drop. She reportedly stood up at a curve as the train neared the end of its run. She was on an outing of her graduating class.

## Hot Weather Hypes Elitch Attendance

DENVER — Unseasonably hot weather for the past two weeks has boosted attendance at amusement parks, with Elitch Gardens reporting turnstile records thru the week. Cash records that were highest over last year have tumbled already, according to Arnold (Bud) Gurtler, co-owner of the park.

The ballroom, featuring Eddy Howard and his band, has pulled as good a gate as it did last year with Dick Jurgens' band.

More than one million plants have been set out to complete the biggest landscaping project ever attempted at the park. Dozens of new flower beds and hanging flower baskets have been added to the grounds. Flowering plants in the cocktail lounge for the ballroom have acclaim and publicity in local papers. This is the first time that the Gurtlers were able to raise such plants indoors.

Half a dozen special promotion gimmicks by the Gurtlers are helping to build attendance, with two of them doing a major share of the work. Tie-in with The Denver Post on the 65th anniversary of the park proves a natural for promoting the opening play of the summer theater.

A waltz contest will provide winners with free cash, merchandise, season tickets to the theater and complimentary copies of Eddy Howard's "Anniversary Waltz" record. Guests celebrating an anniversary have been invited to participate in the contest, and The Denver Post gives it play with pictures and stories nearly every day.

End seals from a local bread company entitle kids to ride the adult rides for a nickel or the kiddie rides for 3 cents.

### Salt Lake's Zoo Adds Gate Charge

SALT LAKE CITY — For the first time in the history of Hogle Zoological Gardens at Salt Lake City, an admission charge has been instituted.

The zoo, which operates on a minimum budget of about \$30,000 from the city, gets main support for new animals and improvements from Utah Zoological Society, which in turn gets its support from donations.

The gate charges 25 cents for adults and a dime for kids. Funds will be plowed back into zoo improvements.

Newest ticket promotion is a family package fare, 14 tickets for a dollar. This price and "wholesale" angle has proven to be one of the most popular things hit on for a long time, Gurtler reported. He also pointed to a free drawing promotion stunt that will see the winner receive a 1956 station wagon at the end of the season. Picnic groups, civic organizations and other groups who have their outings at Elitch are invited to distribute tickets to their members, with stubs being deposited at the park. The co-op deal is being worked with one of the auto dealers in the city.

## Low-Cost Transit Rockaways' Reality

NEW YORK — A goal of six years' standing will be achieved Thursday (28) when the new transit connection to the Rockaways is officially opened. It has been that long since the Long Island Railroad trestle from the Queens mainland burned out.

The new link will open the resort peninsula to more people than used it when the railroad bridge was in operation, since now the trestle will carry regular subway trains at much lower rates than the LIRR used to charge. Long thumping for the project have been Chamber of Commerce and resort amusement leaders.

June 28 will be "R-Day" by announcement of Mayor Wagner, and the fact has been proclaimed in the press and on subway posters. Exhibited in every transit car, they carry a large cartoon of a beach-bound subway car loaded with vacationers and labeled "Rockaway

### New Park Company Formed in Carolina

WHITE LAKE, N. C. — Crystal Beach, Inc., here, has obtained a charter from the secretary of state to engage in the operation of amusement centers. Authorized capital stock is \$100,000, with \$400 stock subscribed by J. L. Corbett, W. M. Corbett Jr. and Evelyn C. Corbett, all of White Lake.

## TOP GROSS IN U. S.

### Rotor at Kennywood Surprises Operators

NEW YORK — Biggest 1955 surprise for operators of the Rotor unit was the installation at Kennywood park in Pittsburgh, it is reported. Charles Freeman, co-director with Charles Silk, of the Anglo Rotor Corporation, Ltd., arrived in the country from England this week on an annual visit to American parks.

Freeman's firm has rights from Ernest Hoffmeister to run stationary Rotors, and has units spotted at Kennywood, Coney Island in Cincinnati; Long Beach, Calif.; Riverview Park in Chicago, and Rockaways' Playland.

The shift to Kennywood was made from Olympic Park in New Jersey, where a Rotor did reasonably well but lacked the power it showed after the switch. Freeman consulted this week with management at Playland on methods to stimulate lagging interest in the unit there. Kennywood's Rotor, he said, even outdistanced the one in Riverview.

Most Rotor contracts are for three years, expiring the end of the 1957 season, so there is little likelihood of any changes in the operation, Freeman said. Only thing contemplated is whether to bring over the firm's sixth Rotor, a massive one built for the Festival of Britain five years ago and still in operation at Battersea Park. This unit can handle 1,200 spectators at once, it is reported, and is so tall it has fire escape ladders on the outside. It is reportedly three to four times the size of any Rotor in this country.

Freeman said he doubted whether any American location has the potential to support such a unit, except for Coney Island in New

York. It is said to have played to 6,000,000 people since its construction.

British interest in outdoor amusements, he said, is so subdued that there is little likelihood any recently developed American ride would gain much success abroad, altho he added a couple of foreign units in use would probably prove popular here. Freeman's tour will include parks at which his firm's Rotors are installed.

## Bandshell at A. C. Repeats Music Shows

ATLANTIC CITY — Atlantic City will sponsor another season of music in the Garden Pier bandshell, City Commissioner Richard Jackson announces. To begin June 30, the programs will feature orchestras, bands, choruses and soloists of leading opera companies and the Broadway stage. They are free to the public. William McMahon, who had charge of the concerts for the past two years, will again produce and direct. He is completing the bookings.

The Air Force WAF Band of the Lackland Air Force Base, San Antonio, will open the pier on the evening of June 30. The only all-girl band in the Air Force, the 50-member organization will be officially welcomed to the city prior to the concert.

William Madden and his Atlantic City Festival Orchestra have been re-engaged for the season and will play pop concerts at the pier on Monday and Tuesday evenings. On Monday evenings will be featured nationally known soloists, including John Brooks McCormack, of the New York City Opera; Walter Fredericks, of the San Francisco Opera, and Eddie Roecker, of musical comedy. Also to be heard at the pier will be U. S. Steel's Velvet Voices of Steel from Pittsburgh and the U. S. Army Field Forces Band.

On Wednesday nights thruout the summer will be the Boardwalk Star Revues of Lucille Russo, featuring talented youngsters from this area. Thursday evenings are being reserved for special events. The bandshell has a capacity of 400 people.

## Compounce Opposes Hike In Police \$

SOUTHINGTON, Conn. — Operators of Lake Compounce Amusement Park, in neighboring Bristol, have asked the Southington Police Commission to modify new rates for hiring supernumary officers, slated to take effect July 1.

Irving and Julian Norton, operators of the park, situated on the town line, said they were willing to pay "a reasonable rate" for police protection, but voiced objections to increases on a shift basis of from \$5 to \$7 Mondays thru Wednesdays, and from \$7 to \$9 Thursdays thru Sundays. It is expected that Commission action on the request will be taken at the July 2 meeting.

## Palisades Adds Cooling Unit To Trout Pond

NEW YORK — To keep its trout fishing feature operating and thriving, the management of Palisades (N. J.) Amusement Park on Wednesday (13) announced the installation of a costly cooling system. The fish, lolling in the shallow tank under a torrid sun that hit a record 96 degrees for the day Thursday (14), might have passed as par-boiled, at least, without the aid of the cooling ducts.

## \$750,000 Set For 3 Boston Ice Rinks

BOSTON — Sites have been selected for three artificial rinks to be constructed in the metropolitan area, at a cost of \$250,000 each. They will be built on land belonging to the Metropolitan District Commission from funds authorized by the State Legislature.

The rinks will be placed to allow skaters to be within easy reach of at least one rink. The basic design will incorporate two skating surfaces. The larger surface will be about the size of the Boston Garden, and there will be a smaller one for children.

Night lighting will be provided and other facilities will include warming houses and parking areas. One rink, running under civic auspices in suburban Milton, had 40,000 paying customers last year and took in \$16,000. Cost to operate one of the rinks is estimated at \$18,000.



**ROLLER RUMBLINGS**

**Building Hippodrome Skatery in Auto City**

DETROIT—A new roller rink to be known as Hippodrome Skating Rink is under construction in Northeastern Detroit at 14270 East Seven Mile Road, a few miles from the former Eastwood Park Roller Rink site, which has been cleared. Owners of the new project are Lester A. Harris and Robert J. Chambers, newcomers to the business. A veteran rink manager will be in charge of operations, Chambers said.

The Hippodrome will be 100 by 65 feet in size and have a terrazzo

floor. This will make it possible to alternate with a dance policy, using a traveling name band about twice a month, according to band availability. Plans for regular operation call for six nights of skating a week, with a club type policy. Harris and Chambers will also operate a restaurant in conjunction with the rink.

**Pitt's Lexington On Summer Schedule . . .**

PITTSBURGH — The four-day Eastern regional RSROA championships having been completed Sunday (17) at Lexington Roller Skating Palace here, the management announced the summer skating schedule for the air-conditioned rollery.

Nightly operation, except on Mondays and Tuesdays, is planned with admission pegged at 67 cents. In addition there will be daily matinees, except Mondays, for 35 cents. Sunday and holiday matinees will go for 45 cents. Two-hour Saturday morning kiddie sessions will go for 22 cents. Tuesday and Friday practice sessions, from 4:30 to 6:30 p.m., carry a 35-cent tariff, while Sunday practice sessions, 5 to 7 p.m., go for 50 cents.

**Mineola Kicks Off Summer Schedule . . .**

MINEOLA, N. Y.—Earl Van Horn's Mineola Roller Rink ushered in the summer skating season June 13 following a gala celebration on June 9, marking the close of the spring season. During the hot weather the rink will operate on Wednesday, Thursday and Friday nights, resuming its full-time schedule September 14.

Summer skating classes are now being organized. They will be under the supervision of professionals Margaret Myers, Eddie O'Donnell, Ruth Henrich and Gladys Weeden.

**Hartford "Follies" Features Cast of 100 . . .**

HARTFORD, Conn. — "Roller Follies of 1956," annual production of the Richland Figure Skating Club, was presented at Hartford Skating Palace May 23, 24 and 27, featuring a cast of 100. Public skating preceded and followed each performance. Headliner was U. S. free-style champion Edgar Watrous of Hartford.

**500 Spectators See Conn. State Contests . . .**

GROTON, Conn.—Local skaters, members of Melody Figure and Dance Club, won first places in six of eight classifications in State championship roller skating competitions conducted May 30 at Melody Skating Rink. Five hundred spectators, watched eliminations in morning and afternoon sessions and finals at night. Admission was \$1.

First-place winners were: Senior

**Mass. Drive-In Kid Spot Clicks; One for Medf'd**

BOSTON—A new Kiddieland at a drive-in has proven highly successful in Oxford, Mass., and a second combination drive-in and moppet park is under construction in Medford.

Location in Oxford, known as the Flagship drive-in, belongs to the American Theater Corporation, and includes an 18-hole miniature golf course as well as rides. In operation only a couple of weeks, it also offers Herschell Merry-Go-Round, Sky Fighter and auto ride, Rensselaer Miniature Train, King boat ride, and other units.

Park and golf are managed by Dick Gallant. Kids patronize the park until dusk when the theater opens, after which they enter with parents and can also occupy themselves at a playground inside. The Flagship is on Route 20, a main highway between Boston and New York.

The Medford spot is a twin-screen drive-in on Revere Beach Parkway, which will open in July. At least a dozen kiddie rides will be in the movie's Kiddieland, owned by chain theater operators Winthrop Kern Jr., Lloyd Clark and George Hackett.

**Shopping Center Kiddieland Opens In Detroit Area**

DETROIT—A new kiddie ride center was opening Saturday (16). The new funspot is Sheldon Center Kiddieland at Plymouth and Farmington roads in the suburb of Livonia. The spot is an integral part of the Sheldon Shopping Center, opened two and a half years ago. It had already housed several carnivals, the last only three weeks ago.

Owner of the Sheldon Center Kiddieland is Kenneth D. Blum, formerly a Detroit orchestra leader, who is making his first venture into outdoor show business. He is opening with five rides.

dance, Marie and Edward Walker, Groton; intermediate dance, Mr. and Mrs. Joseph Floody, Mystic; novice dance, Jean Moore and William Douglass, Pawcatuck; novice men's figure skating, Paul Cottrell, Guilford; intermediate ladies' figure skating, Jean Moore; diaper division, Richard Ranelli, Niantic.

First, second and third-place winners qualified to compete in the regional meet, June 27-July 1, at Lincoln Park, New Bedford, Mass. First, second and third-place regional winners qualify for the national tournament at Richmond, Va., this summer.

**Philly Studies Kiddie Village**

PHILADELPHIA—An amusement center with a Colonial motif has been proposed for Fairmount Park by Mayor Dilworth. He said the idea was inspired by Disneyland. The Mayor made the suggestion at the 90th annual meeting of the park's board of commissioners.

He told them the park would attract children and parents from other areas in the East. He suggested historic and adventure themes based on Colonial life and the War for Independence.

Charles I. Thompson, board president, and City Council President James H. J. Tate, liked the idea, said a five-acre site might be found and suggested the Lemon Hill section. Thompson will name a three-member subcommittee to survey the park for a tract near public transportation and with adequate parking space.

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## R-B Moves Slow, Business Strong

Hicksville Gives Year's First Straw; Afternoon Shows Start Late, Acts Cut

HICKSVILLE, N. Y.—Slow moves and late performances plagued Ringling Bros. and Barnum & Bailey Circus last week, but the show garnered good business. At Hicksville it registered its first straw house of the season.

Shortage of manpower and late moves cost the show in late and curtailed afternoon performances. Wild animal acts, requiring time and men to erect cages, have been eliminated in several instances.

Pickets continued, without affecting the show. Usually numbering three, they appeared at most stands but were not at Poughkeepsie or Bridgeport.

At Hicksville, one of the young elephants rolled over on a family of four persons, bruising a mother and two daughters. One of the burros bit a child. A tent pole hit a worker on the head. And show horses coming from the big top rushed a group of 40 persons, injuring two.

### Levittown Show Late

At Levittown, N. J., Wednesday (6) the show was two hours late in arriving and the first performance began about 5 p.m. Cage acts were cut and the new suspension menagerie top was not used. Animals were sidwalled. Ringling got a half house in the afternoon and a three-fifths night crowd. Hunt Bros. had been playing nearby recently.

Business was good at Oceanport (7). The show was late in Newark on Friday (8) and blamed the railroad for a slow move. Matinee was an hour late and drew a one-third crowd. Night was a near-full. On the second day in Newark (9) the afternoon was three-quarters and night was near-full in light rain.

### Flat Car Derailed

The Poughkeepsie Sunday (10) stand drew half and one-quarter houses. A seat wagon had rolled over the end sill of a flat, derailing the car, near Jersey City during the jump. Resulting late arrival and rain brought about a 5 p.m. matinee. Some ticket money was refunded. Cage acts were cut. Cristiani Bros. played there earlier and Ringling had expected to bill against them, but the Ringling paper did not arrive in time. Hunt Bros. also plays the city.

Bridgeport on Monday (11) started more than an hour late in

## Russian Show To Belle Vue

LONDON — The visit of the Moscow State Circus to this country is being extended due to the excellent reception given it at Harringay Arena. The show opened at a second location, Belle Vue in Manchester, on Tuesday (12).

Tom Arnold, promoting the visit, said the troupe desired to follow Manchester with a visit to Glasgow, but would have to return to Russia instead. Negotiations are in the works for a collection of British circus acts to play Russia in exchange.

### Miller in Wisconsin

HARTFORD, Wis. — Miller Bros. Circus had half houses here Tuesday (12) with Jaycee auspices. Fort Atkinson (8) gave a big afternoon crowd and near-full at night. Jaycees sponsored.

the afternoon but drew a three-quarter house and the night show was near-full, according to Zack Freedman, general press agent. There, as in other cities, a baby elephant was a day ahead of the show as bally.

Move to Hicksville this year was made from a different direction than usual and therefore a bridge could be used instead of railroad barges as in the past. Ticket sale was large at Hicksville. Both Tuesday (12) houses were three-quarters or better. On Wednesday the afternoon was three-quarters and the night brought the first straw of the year.

## MILLS OFF FOR TV; 3-SHOW DAY IN N. Y.

Neil Burke Named General Agent; Rochester Paper Plugs Show, Business

LOWVILLE, N. Y.—Mills Bros. Circus will lay off Saturday (21) so that acts from the show may appear on the "Big Top" TV show out of Philadelphia. Jack Mills said that the Mills elephants, Drougetts and Greco will be on the program.

Mills also announced that Neil Burke now is general agent of the Mills circus. Burke formerly was ahead of the Rubin & Cherry Shows as general agent and for the past several years he has been in business at Miami. Aiding Burke is Jack Edwards, formerly with the Scott and Wagner carnivals.

The Mills circus played to big attendance at each of three performances here Saturday (9). Rochester Times-Union carried a feature article about Jack Mills on show day, and at the same time it carried an editorial.

The editorial, after commenting on obstacles facing a circus and on recent circus troubles, goes on

## Beers-Barnes Season Okay

LEBANON, Ky.—Beers-Barnes Circus has been doing well on the season but ran into lower grosses in recent days. Excessive heat bothered two stands. Show was behind the Merchant's Free Circus in several other spots.

Roger Barnes, part owner of the show, along with Harold Barnes, Walt Davis and Gene Christian, agent, will meet at Louisville Sunday (17) on business.

Show has been pulling half and three-quarter houses.

### Features Three-Ring Circus in Fireworks

LLANO, Tex.—A three-ring circus, depicted in fireworks, featured the Centennial Celebration here June 5-8. The three-ring circus theme was the product of the Paramount Fireworks Company. It will be repeated at several other major celebrations this year, including the centennial at Aberdeen, S. D., June 21-23, and the 250th anniversary celebration at Albuquerque, N. M., July 4-13, according to Fred Herrin Jr., Paramount general manager.

### NOT SO FUNNY

## Embarrassment To Shows, Fun To Newspapers

NEW YORK—To believe headlines in the east, the King show is on its hands and knees, and Ringling is never on time. Actually things have not been as bad as all that, but circumstances being what they are, the newspapers are having a field day with the circuses. Difficulties which make it troublesome to operate have drawn no sympathy from the press, only humorous and sarcastic references.

King's progress up thru New Jersey and into New England has been a newspaper's comedy of *(Continued on page 80)*

to pay tribute to Jack Mills and show people in general.

"People who square off against those odds have our admiration, plus wishes for that stock in trade of the circus—luck—and 'straw houses' every season," the editorial concluded.

At Wolcott, N. Y., Monday (11), it was learned, the show had paid attendance of 2,186, where the population is 1,560. The advance sale was 1,305 tickets. Perry, N. Y. (7), gave good houses.

## N. Y. Pact 5 Years For Ringling Show

NEW YORK—Altho local columnists last winter were "reliably" reporting the vow of Madison Square Garden officials never to allow a John Ringling North circus into the arena again, exactly the opposite proves to be the case.

The Ringling show will be back next year, and for three years following next year.

Garden official Ned Irish said Friday (16) that North holds a five-year contract, and the statement should put an end to speculation over what the future holds between the two parties.

The contract followed months of uneasiness regarding which circus would appear in 1956 in New York. As far back as last June, when the previous five-year pact was nearly expired, it was brought out that a big cog in negotiations was North's holding out for a year-to-year engagement, while the Garden favored another long-term contract. When the final settlement was reached it was further learned that the arena had won its point: A greater percentage for the house and probably, altho not officially, a long lease.

North's objections were reportedly based on a contention that the larger percentage over a number of years would be detrimental to the Big Show in the event of a business decline.

During the negotiations both sides told of alternate plans in case a settlement could not be reached. North was first said to

## King Bros. Halts In Connecticut

Idle at Middletown; May Reopen; Maley in Charge, King an Employee

MIDDLETOWN, Conn.—King Bros. Circus was laying off here at week's end after one of the most hectic periods in its turbulent tour. It was understood that the advance had folded and that the show was without any place to go. There was some reason to think it might start up again this week in Rhode Island.

The show arrived here Wednesday (13), gave performances, but stayed over for Thursday. It was still here Friday (15). Arnold Maley, general manager and agent for the receiver, was in Macon, Ga., at the time it closed to take part in a bankruptcy hearing. He left Wednesday to rejoin the show here.

Two units of King Bros. were operated until June 5, and on that time Maley, acting on a court order, assumed control of the Eastern unit, which until then was managed by Floyd King. From that time, Maley said, King was an employee serving as general agent.

Maley then merged the Eastern and Western units, with the single organization predominantly from his Western unit. Excess equipment was stored at East Stroudsburg, Pa., location of the merger.

The single King show then played several dates on the Eastern show's route. The Western route was canceled. This selection was made because the Eastern show had about five sponsored dates involving advance sales. The Western unit recently had been playing lot-and-license auspices.

At this point, Maley denied that his unit had ever closed. He said that it had laid off a few days in Pennsylvania earlier because the advance had failed to make a necessary registration with New York State and those stands had to be canceled. He pointed out that two of the towns were picked up later and that additional towns were played when the show reopened. He also stressed that the Western show had not closed earlier but that the Eastern had closed and the Western moved to its route.

He planned to send an agent back along the Eastern show's route to reclaim equipment abandoned by it. Maley said that the Western show had not abandoned any equipment. Reclaimed equipment was scheduled to be taken to Macon quarters.

The June 6 stand at Greenwich, Conn., was canceled. Subsequently at Danbury, Conn., Monday (11) the circus played to big business, giving three shows to accommodate the throngs. At Danbury, the Greenwich auspices tied up the show but this was settled and the show was moving again Tuesday (12). It got to Middletown (13).

## Eagles Leaves; Smith Steps In

CHICAGO—Paul Eagles, resigned general agent of the Ringling-Barnum show, closed here and left for his Los Angeles home Friday (15).

George W. Smith, new general agent, now takes over. The two had been working together since Eagles' resignation of some weeks ago and Smith's subsequent appointment.

Show now is contracted three weeks ahead.

### Convention Set

PERU, Ind.—Circus Historical Society will hold its convention here August 10-12, it was announced by Robert C. King, secretary.

Mike C. Piccolo visited King Bros. and Mills Bros. . . . Danny Styron and Michael Minello are clowning with Ring Bros.

## Beatty Recites Woes; Talks With Concello

MACON, Ga.—Clyde Beatty, president of the National Circus Corporation, which operated the Clyde Beatty Circus since 1949, testified in federal court here Tuesday (12) that the corporation was "hopelessly" in debt and is bankrupt.

Beatty verified the schedules filed in the bankruptcy division here several weeks ago after the show suddenly closed in Burbank, Calif. Debts were listed as approximately \$265,000, with assets of less than \$300.

The show equipment, railroad train and animals are the property of Monarch Circus Equipment Co., Inc., also a Macon corporation, and

were leased to National under a weekly rental agreement, Beatty testified.

### Seeks New Money

Monarch is not involved in the bankruptcy proceedings. The hearing testimony showed that mortgages of National for about \$50,000 held by Arthur M. Concello, and \$16,000 held by Frank McClosky and Walter Kernan, were guaranteed by Monarch.

Beatty testified that for three weeks he has been in the East and in Florida and Cuba seeking new money so that some arrangements could be made to take the show

*(Continued on page 80)*



# UNDER THE MARQUEE

By TOM PARKINSON

Spencer Stine caught Ringling at Washington. . . . Bozo Lamont is at Pontchartrain Beach, New Orleans, for a two-week booking. . . . Jim Stutz had the best day of his season with the Hitler Car at a rodeo in Springmill, La. . . . Charles Kistler caught Cristiani at Allentown, Pa. . . . Charles H. Elwell was among fans catching Cristiani in New England.

Kelly-Miller's Art Bitters is plac-

ing the tie-in ads in most stands. Show's ad for old houses, hay and eggs now also includes a pitch for working men and truck drivers. . . . John Cuneo is breaking an act with leopards, wolves and zebra. His Paramount Bears act now has a polar bear riding a free motorcycle. . . . John Harrop and Sam Johnson were among Chicago fans catching Miller, Leonard and Hagen shows.

music. . . . Several Ringling people went into New York on a Sunday off to catch Emmett Kelly at the Roxy Theater. . . . Ringling visitors have included Mrs. Dick Anderson, Mrs. Richard Rogers, George A. Hamid, Charlie Franks, the Great Arturo, Rose Murphy and Dick and Edith Barstow. . . . Raincoats and boots and overcoats have been in evidence.

The Miller-Woodcock Elephants, with the Bill Woodcocks in charge, played Chicago this week for Polk Bros. stores. They have more dates in the Chicago area. Upcoming, too, is a "Big Top" TV appearance. Bulls were part of a Chicago Loop parade to bally movie "Trapeze" Thursday (14).

Byron Gosh closed his indoor circus at Alexander City, Ala., and has recently been contracting free acts at a string of Alabama and Florida fairs as well as setting acts for 10 weeks of fairs and celebrations. Now he'll operate a "fireworks circus" in ball parks. This calls for fireworks set-pieces depicting animals plus local quiz show, dog show, milking contest and old fiddler's contest on three-day stands. Tryout spots are Anniston, Gadsden, Huntsville, Selma and Lanett, Ala. Visiting with Gosh recently have been Hall and Leonard, Al Morrison, Bertha Bert, Doc Charlie Hudson, the Bill Dollars, the Great Berosini, and Peter Huffman.

Beatrice Dante's chimp act and Happy Harrison with her dogs are playing Deer Forest near Coloma, Mich. . . . Ed Lester reports the Winifred Colleano Tent, CFA, had a window display in downtown Miami June 8-15.

Milt Hinkle, veteran Western performer and promoter, having a good word for recent changes in The Billboard, goes on to say that "the bull whip acts again will have good paper for their acts."

Rube Ray and his wife, Lotty, are back with Bill Green's animal farm at Fairlee, Vt., after completing school show dates out of Canton, O. An opening day visitor at the farm was Prof. Glen Cunningham, former track champion. Green, track man himself, talked shop with the champ.

Ringling reports made by Freddie Freeman tell that Dr. J. Y. Henderson made a trip into Maryland for some Clydesdale horses to be added to the show's horse fair. . . . Bill and Emma Pringle gave a party for the Bob Dovers, with Charles Mrowkowski, Juan and Pinito Del Oro, the Freemans, Frankie Saluto, Adalina, Al Schwartz and Prince Paul as guests. . . . Tommy Bale had his youngsters practicing acrobatics daily, a switch from tiger training. . . . Early visitors on Ringling were Charlotte and Everett Smith, the L. Wilson Pearches, Mrs. Cline, Claire and Tony Fawcett, Dr. William Mann, Fred Walls, Robert Good, Bill Rector, C. W. Glotzbach, the Rev. John Callahan, Ed Kupert, Lloyd Binder, A. F. (Red) Davis, Chris Voihl, Rick McConnell, Bob Wells, Jim Hassen, Rudy Conway, John Van Matre, Red Dolan, Harry Hunt and Charles T. Hunt.

Dorothy Turner writes from Tex Carson Circus that Darlene Loter broke an arm in a fall. The Duke Del Rios, Lexington, Neb., worked in the show while it was in their area, doing web, ladder, whips and knives. Doc Edwards joined as banner man. A middle piece and more seats were added. Jack Turner's gorilla show has been doing well. Mel Haugen, manager of George Bell's concessions, bought a new

truck. Blonda Ward, was bitten by a monkey and the injury required several stitches. Visitors were the Joe Flemings, Estelline Pike, former sword swallower, and J. C. McBride and Dee Aldrich, both veteran side show managers.

Three generations of the Robert Noells caught Mills Bros.' Circus at Butler, Pa., and Mae Noell writes that seeing the show and cookhouse made her think of going with a circus again. The Noells have Noell's Ark Gorilla Zoo on the road.

The B. W. Youngs and Donald Nicholsons hosted a party recently for Mills Bros.' personnel, including the Harry Bakers, Buck Leahy, the Jojo Lewises, Christine Hudson, Rita Sagraves, Una Jean Sagraves, Monica O'Neill, Valerie Travers, Eletra Brock, Patricia Brown, Patricia Ready, Sheilagh Ready, Vickey Denyer and June and Jeff Dewsbury.

Dr. William Mann, Jimmie Keegan, Frank Green and Claire and Tony Conway visited Benson Bros. when it was near Washington. The DeRiskie Family had closed to go back to Ring Bros. Billy Yates, former flyer with Ringling and other shows, is with Benson. Skippy O'Donnell is doing roly-rolle there. Everett Coriell is acting as equestrian director in addition to his other chores.

Charlie (Sunburst) Lockier painted the Von show this year. . . . Bob Dickman is on the Hunt advance. . . . Lee Kenny, New Brunswick, N. J., visited Hunt Bros. . . . Willow Grove Park, near Philadelphia, booked the Jimmy Cole Elephants. . . . The Harry Chipmans, Alhambra, Calif., vacationed at San Diego during the Polack run, and 36 Los Angeles area fans came in for a breakfast and visit to the zoo and circus.

Don Francis has been touring the East and stopped off in Chicago last weekend on his way home to San Francisco. . . . Officer Ernest Pressley, Charlotte, N. C., police officer whose Safety First Circus is sponsored in schools by the American Trucking Association, closed an 18-State tour at Danville, Va., recently.

Betty Pasco, high act, started her fifth season at Pontchartrain Beach, New Orleans, and is booked solid thru October 15, with indoor dates to follow.

On Jimmy Woods' Pan American carnival are Mary and Cliff Henry, with their Tony Madison Circus; Ova and Bob Thornton, former equestrian director with Barnes; Frank Chicarella, Pet Graham, Sweaters McFarland, Harold Hall, Al Moss, and Jack McAfee. Woods also produces the circus program on KLAC.

From Tom Packs Western, Don Rey writes Charles and Beverly Allen have added a cub to their bear act. . . . Don Rey bought a

(Continued on page 81)

## 2 Promotional Men

With Crews. Must be reliable and ready to start now. Wire where you may be reached by phone after midnight.

**JACK MILLS MILLS BROS.' CIRCUS**

As per route in The Billboard

## MILLER BROS.' CIRCUS WANTS

Capable Phone People for all season's work—30% to 35% paid daily—Towns set—phones in. JC's police, Lions, Firemen, Shrine, Circus acts, contact us as per Billboard routes.

## PHONEMEN

Book, UPC, Tickets, Banners  
**CHAIRMAN CIRCUS OFFICE**  
Office #476, Capri Hotel  
Bldg., Telephone Capital  
4 4220, St. Paul, Minn.  
Cancer Fund drive sponsored by largest organization in the city.

## PHONEMEN

(1) Leon Peek, Jim Lynch (N. Y.), Steve Salamoney, "Blackie" Friedrichs, "Red" McKinley (Krum), Elmer Mosley, Bob "Peanuts" Wallace, Bert Jurista. Want 2, possibly 3, of above for solid Labor Campaign (a 30-year deal). Stu says fez yer good. Write or wire BOX 304, Lima, Ohio, or phone Val Sydney, Days 5-2736, Nites 9-3339. P.S.: Anyone curious, write. Phones in, taps ready.

## PHONEMEN

Have towns for fall and Christmas run. Steady work; air-conditioned office. Tix, books, banners. Pay daily. Phones set. Must write \$300 daily. No collects, please.  
Phone: Alpine 5-1087  
113 East Mifflin St. Madison, Wis.

## WANTED

Acts, Girls for Aerial Work, and Clowns. Prefer family. Must have own transportation.  
Grayson, 19; Sandy Hook, 20; West Liberty, 21; Louisa, 22; Catlettsburg, 23; all Kentucky.  
Merchants' Free Circus, B. C. Davenport

## TWO PHONEMEN

**ELKS' CIRCUS**  
Banners and Tickets for Elks' special project Research and Rehabilitation Clinic for Epilepsy.  
Call Elks' Circus Committee, Phone 3-9445, Burlington, Vt.  
No collect calls. Toni and Sonny Boy Snyder, answer.

## SHOWMEN-----PERFORMERS

Our 1956 Catalogue of Show & Performers Equipment is ready for mailing.

**THE HEBELER SHOPS**

P. O. Box 691

Phone: Ringling 3-7801

Sarasota, Florida

## EXPERIENCED AGENT

To Book Telephone Sponsored Dates; Circus experience preferred but not necessary. References must be furnishd.

e/o Box #857

Care Billboard, 188 W. Randolph St., Chicago 1, Ill.

## PHONEMEN

Circus UPC's and Banners. Daily collection and pay. No room for sharp shooters and lush hounds. Want Men who can and will work from 9 to 5. Must appreciate a long season and a money route.

**BILL COYLE** Needs 2 Men for 2 day Atlantic City date. Phone Pleasantville, N. J., 4144.  
**J. F. SHAFER** New Castle, Dela. Call person to person or wire where to call you. Police Dept. will have the office phone number.  
**ROY FREDERICKS** Needs 2 Men. Cat-skill Horse Co. #8, Catskill, N. Y. (No collects.)

## PHONEMEN

NEED 3-TIX & BANNERS  
25% pay daily. Call

**DICK BRODRIC**

c/o Francis Hotel Kokomo, Ind.

## PHONEMEN

Deal just started. Phones in. Cards issued as they come in alphabetical order. Cut-offs. Three deals to follow.

Call  
**KEITH DU BOIS**

8-3701 Des Moines, Iowa

## 2- PHONEMEN-2 FOR LABOR DAY DEAL

Local Union Directory, \$10,000.00 repeats. Work from Union Hall. Several weeks and continuous if desired.

McCLURE or HARVEY

Melrose 2-7991 Day; Melrose 5-1343 Nite. 9 East Costilla Colorado Springs, Colo.

## ADVERTISING and PHONEMEN EXPERIENCED ON LABOR

Penna., Maryland, District of Columbia, New Jersey and other Eastern States. Good proposition for Heel and Toe Men. No collect.

**E. SULLIVAN**

Box 4675, T Street Station Washington, D. C.  
HO 2-5465

## PHONEMEN

Radio-TV Programs

**M. KAPLAN--"KAPPY"**

**A. H. FISH**

Dexter 1-8200 Providence, R. I.  
Les Harris, Ed Mosley, Bill Stover, call J. E. Leonard.

## 8 PHONEMEN

To sell on the Spec. Labor Day and Christmas Edition in Jacksonville's only official endorsed labor paper, also on the Spec. Florida Federation Convention plus selling Tickets and Banners on Christmas Baskets for the needy. Come ready to work, same deal as last year. 25 to 30% comm. No phone calls.

**STEVE LYNCKER**

808 Main St. Jacksonville, Fla.

## THANK YOU

**King Bros.' Circus**

(Eastern) for your Chevrolet Tractor Fleet purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

3000 Third Ave. Altoona, Pa.  
Phones 9347 or 3-0003

## CAN USE 2 PROMOTERS

4 Phonemen, new deal. All-Girl Professional Rodeo. Good sponsors. Sheriffs' deals.

Contact **DR. PERRY**

Capitol 4428, San Antonio, Texas. No collect. 510 Houston Bldg., Phones in and ready.

## PHONEMEN

VEY BUILDING FUND DEAL

Live calls—pay daily.

Call—**Jack Simpson**

Richmond, Va., 33688.

Roy Harkey, Don Carnes, call.

## 4 PHONEMEN

Need 4 good Men. Police Sponsored Country Music Show. (The best known name in the business.) Another Police Deal to follow already signed. The following may call collect. Gill & Bea Carnay, George Q'Donnell, Les Brown, U. C. Jones & Froggy (Ted & John here). Melrose 4-5894 or 7-9641. 9 to 8 only. 24 N. College, Indianapolis, Ind. Ask for Joe or Paul.



## 4TH ESTATE IN ACT

### Calif. Award to Go For Top Reporting

SACRAMENTO — Top reporting of the biggest news story will be the basis for the 1956 Press-Radio-Television Awards of the California State Fair and Exposition here August 29 thru September 9.

Bert J. Abraham, Bellflower, director in charge, said the fourth annual awards, to be presented during Press Day, at the fair, will accent

each community's top story and the manner in which it was handled.

Every newspaper, television channel, radio station, magazine or industrial publication in the State is qualified to enter. The story time, however, must be between June 1, 1955 and June 1, this year. "Special awards for particular campaigns or features tend to eliminate some organizations which concentrate on reporting the news," Abraham said. "Also, sometimes such drives are staged specifically for the award.

The 1956 awards will be based on a past story. Abraham pointed out that magnitude or scope of the story is not all-important and may be a small-town scandal, housing problem, or other event that will be considered just the same as disasters or accidents in metropolitan areas.

Handling of the story will be the key, Abraham continued. How the story was presented in the publication, on the air or on television will be studied. Credit will also be given for the behind-the-scenes master-minding, use of unusual means to get and/or communicate news or picture, and special efforts by news staffs.

Newspaper awards will be divided into three categories: Metropolitan daily, small city daily, and weekly. Television and radio have two categories: Metropolitan area and small city. All magazines and industrial publications printed in California for California circulation will qualify.

Deadline for entries at the State Fairgrounds is July 10, Abraham concluded.

### Expanded Fair Studied for Boston Common

BOSTON — Boston Common returned last week to the purpose for which it was first established—that of grazing cows — when an agricultural fair was presented under the direction of Paul M. Corson, general manager of the Topsfield Fair. The exhibit was sponsored jointly by the Massachusetts Department of Agriculture, the New England dairy industry and the American Dairy Association of Vermont.

Live radio and TV casts were carried on from the Common showing the exhibition of farm equipment, dairy processing and milking exhibit. Manager Daniel Hurl Jr. estimated that nearly 2,000 persons per hour saw the displays during the eight-day run which ended Saturday (9). More than 100,000 saw the show. Next year it is planned to have the exhibit run for two weeks, and something along the lines of a regular fair is contemplated.

### Yuba City, Calif., Plans Token Run At Flood-Hit Plant

YUBA CITY, Calif.—Directors of the Yuba-Sutter Fair here have decided to stage a short token exposition this year, Roy Welch, secretary-manager, announced.

Welch said that all activities will be centered in the Exposition Building as it was virtually the only fair structure that escaped serious damage or complete destruction when the grounds were flooded last December. Some sections of the grounds were under as much as 12 feet of water.

The decision to go ahead with the fair came after the board members were urged by the community to stage one. Admission will be free and fees for commercial booth space reduced.

### Dallas Books Borge For Night in Bowl

DALLAS—The State Fair of Texas has booked Victor Borge, Danish comedian-pianist, for a one-night show in the Cotton Bowl as a special attraction of the 1956 exposition.

Borge will appear in the Cotton Bowl Saturday night, October 20. It is expected that only one side of the 75,504-seat stadium will be used for seating for the show, giving available seating space of 30-35,000.

Admission prices have not yet been determined. Borge is understood to be booked under his usual 75-25 split.

### Dunn, N. C., Adds New Exhibit Bldg.

DUNN, N. C.—The American Legion Four County Fair here has started construction work on a new permanent exhibit hall that is scheduled to be ready for this year's run, George F. Blalock, chairman of the fair committee, announced.

The structure, the first permanent building on the grounds, is the first in a long-range building program. Other units on the program include a race track and a stadium.

The '56 run has been scheduled for the first week in October, two weeks later than in recent years.

## PACT TO GAC-HAMID

### Brockton Abandons Free Grandstand

BROCKTON, Mass.—A new formula was set up this week with the return of grandstand show at the Brockton Agriculture Society's fair, September 9-15, when GAC-Hamid was given the contract to provide the acts for the 82d annual event. George A. Hamid and his nephew A. C. (Bab) Rabb were on hand for the signing. For many years Brockton has offered grandstand entertainment at no extra charge to patrons.

Hamid will provide four separate top-line packages as well as a regular list of acts. Sunday (9) will feature the Mariners, the Elkins Sisters and the Two Flames. Monday, Tuesday and Wednesday he will bring in the TV Discoveries with Pat Boone, Joan Weber and Tony Pastor's orchestra.

NBC's original Midwestern Hayride cast will perform Thursday, and on Friday and Saturday Rock 'n' Roll, with the first New England appearance of Carl Perkins and Lillian Briggs, will be on the bill. Admission to the grandstand will be \$1.25 with children half price.

In addition there will be four other acts and an orchestra in for the full week. These are the Wazzan Troupe, the Aerial Semrus, A. Robins, and Peyton and Raye.

#### Last Contract 1940

At a luncheon to mark the event, the fair directors entertained members of the press, radio and television in the Capeway Manor here. Hamid spoke at length of his association with the Brockton Fair and recalled that he had played there in 1907 with a tumbling act. It is 16 years since he last had the contract here.

Hamid, who said he had provided attractions for more than 200 fairs last year, stressed the point that while the agriculture exhibits were still the backbone of fairs, it was imperative that fair directors move with the times and cater to the changing tastes. This, he said was why he was bringing in a rock 'n' roll show and the Midwestern Hayride. These, he said, had proved their worth at his Atlantic City Steel Pier and he planned to book them at many fairs this season.

Dr. George A. Buckley, president, presided at the luncheon. Also present were fair manager Carlton J. Larson, Albert C. Doyle, Albert P. Doyle, William E. Doyle, John A. Eaton Jr., Roger Keith, Anthony

D. Matarese and John F. Tullie, all directors. Six days of thoroughbred horse racing are scheduled for the meet. A meeting of the directors later in the day was to be held, to set the budget and premiums.

### Dining Room Vacated for Exhibit Area

TROY HILLS, N. J.—Morris County Fair will not operate its dining room this season, with the announced reason being to aid the many service groups which run eating stands on the grounds. In addition, the vacated area in the Hall for Exhibitors previously occupied by the dining room, will be available for extra indoor exhibit space.

Fair will be policed locally, and also by Burns Detective Agency. Dates are August 20-25.

### Anthony Resigns San Jose, Calif., Asst. Mgr. Post

SAN JOSE, Calif.—Lou K. Anthony has resigned as assistant manager of the Santa Clara County Fair here, A. L. Christopher, fair president, announced. Anthony indicated that he will become affiliated with a private industry.

Anthony is retired from the Navy where he was in charge of public relations at nearby Moffett Field. He assisted in the special events department of the fair in this connection prior to becoming assistant manager under Russell E. Pettit, who resigned early this year to devote full time to his post as manager of the Chamber of Commerce.

William A. Staub, formerly assistant manager here before becoming secretary-manager of the Kern County Fair in Bakersfield, where he served for three years, was recently named manager of the Santa Clara exposition.

### Bethany, Mo., Halves Its Run Due to Drought

BETHANY, Mo.—The Northwest Missouri State Fair here has cut its scheduled running time from six to three days because of drought conditions in the area. The new dates are September 2-4. In pruning the run, the fair canceled its open-class livestock show, an ice show, big car races and horse races.

T. M. Nickerson was elected secretary at a recent meeting to replace L. M. Maple. A member of the fair board since 1938, Nickerson has served in almost every capacity, including secretary from 1938 to 1941. In recent years he was in charge of the grandstand entertainment and of the midway.

### See 4,000,000 At Pa. Events

PHILADELPHIA — An estimated 4,000,000 people are expected to attend the 94 county and community fairs in Pennsylvania this year, according to William L. Henning, secretary of agriculture. The season opens July 18-28 with the Kimberton Fair in Chester County.

First county fair is at Clearfield, August 1-6. Final event on the calendar is the Nazareth Farm Show, November 15-17. Many of the better non-perishable items at the fairs will be sent to the annual Pennsylvania Farm Show in Harrisburg to compete for State honors, next January 14-18.

### Sonora, Calif., Inks Sportsmen

SONORA, Calif.—The Sportsmen, singing foursome heard on the Jack Benny programs, will be featured at the Mother Lode Fair here for four days starting August 2, Cecil B. Matthews, secretary-manager, announced.

The quartet, well known for appearances on both radio and television, are scheduled to appear with the stage show Saturday night (4) along with a line-up of featured acts.

Larry (Bozo the Clown) Valli is again set to play the independent midway as is Harry Richards with "Monkey Charlie."

### Auburn, Calif., Adds Day, to Run Four Days

AUBURN, Calif.—The 20th District Fair here will run four instead of three days and will open September 20 rather than September 21, Robert Towers, secretary-manager, announced last week.

Gates will not open the first two days until 5 p.m. On Saturday and Sunday, however, the gates will open earlier, possibly at noon.

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All Girl Revue or Comedy Show to play on commission basis at  
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**FAIR**  
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OPEN DATES  
Aug. 21, 22, 28, 29  
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## BACK-END UNITS SET

### I. T. Fix-Up Starts For Fair 7 Weeks Off

NEW YORK—I. T. Shows have been holding their own since the season began, and the hope is that business continues on the same general level until the opening fair in Middletown, N. Y. Altho weather has hurt on several weekend occasions, there are no complaints, general manager Phil Isser reports.

The Whip is in Roosevelt quarters being refurbished for Middletown, and other units will also be given a short haul into quarters, one at a time. It is anticipated that

this system, made possible by the closeness of the home lot, will enable the show to head into fairs with most of the make-ready having been completed.

The show last week returned to its opening week's lot in Ozone Park but altho it was a big winner the first time, not much business was experienced the second time around. One week has been played in Suffolk County, at Glen Cove. A Bill Jones bingo joined for that date and had a fair week, Isser said. The show is keeping out of that Long Island county for the rest of the season, due to political trouble which has embroiled the district attorney's office, making operating conditions uncertain for traveling organizations.

#### Trebish in Brooklyn

Partner Is Trebish's unit has returned to Brooklyn following several weeks in the Bronx, at spots previously played by Johnny Bass with E. and B. Amusements.

Arrangements have been completed for four units to populate Orange County Fair, a double weekend event starting Saturday, August 4. Carlo Gianetti will have a new unit there, "See Yourself on TV." It is a closed-circuit affair with other electronic gadgets.

Also to be present will be Fitzpatrick's snake show and two shows by Fred Indell of Coney Island, his Congress of Freaks and minstrel show.

## Bill Hames, Franklin Ink Winter Events

BROWNSVILLE, Tex. — The Bill Hames and Don Franklin shows each added a major winter event to its route recently, replacing another show in each instance. Franklin was signed to provide the midway attractions at Charro Days to be held here in February. Hames closed for the Rio Grande Valley Livestock Show and Rodeo to be held in Mercedes in March of next year.

Both dates have been played by Don Brashear's American Midway Shows the past eight years. Also bidding for both events were Hill's Greater Shows and Schafer's Just for Fun Shows.

Signing of the Mercedes event by Hames gives him three major winter dates including stock shows at Fort Worth, Houston and San Antonio.

## Change of Lot In Plattsburg OK for Cont'l

ST. ALBANS, Vt.—Continental Shows pulled in here following a pretty good week in Plattsburg, where a lot change was required because of weekend rains which spoiled the Diamond Match Company lot on Margaret Street.

The show played there last year, but this time reverted to the old grounds, known as Harry Alpert's Field, on Sharron Avenue. In order to counteract posters and paper advertising the original lot, extra ads by newspaper, radio and sound truck were required.

A reported opening gate of 1,100 repaid the effort, and fair weather throught the week enabled okay business to be scored. The good take was believed due to patronage from the nearby air base where some 3,000 men are stationed.

Publicity was aided by two live TV shows over the local outlet. On one a knife act was put on and on the other, a snake attraction. John Kinsey, sound truck man, promoted two radio programs on which he was interviewed, sang and played his guitar, on the Eddie Owens Show.

## Scrambler Set For Heth Show

OWENSBORO, Ky. — A new Scrambler purchased by the L. J. Heth Shows is to be delivered in time for the show's stand the week of July 4 at Connersville, Ind.

Besides Owner-Manager Floyd R. Heth, the show's staff includes Alfred H. Kunz, assistant manager; Dolly Young, business manager; Mrs. F. B. Heth, treasurer; Louis E. Heth, agent; Claude Dutton, concession manager; William Bozeman, chief electrician, and Sam Saladino, mail and The Billboard.

Concessionaires are Abe and Edna Franks, bingo; Mr. and Mrs. J. C. Osteen, cookhouse; Joe Spaulding, diggers; Bert Woods, three merchandise concessions; Mrs. Clarence Osteen, bear pitch; Mrs. Walter Hood, jewelry; Mrs. Al Kunz, whirling saucer, and F. Varner, short range gallery.

On the back-end are B. O. (Buttons) Granthams' chimp-monkey show; Harold Weather, "Scandals of 1956"; Nathan Gray, Rock and Roll Minstrel; Dot Blackhall, fat girl; D. Vavenport, Funhouse; and the office-owned snake show, glass house, mystery show and posing show.

# RAS FRAMES KIDDIELAND WITH OWN ARCH, LIGHTS

## Area for Small Fry to Have Benches For Parents, Feature Band Organ

• Continued from page 62

normally fades away, the brilliantly illuminated Kiddieland archway will be kept lighted tho the activities in the Kiddieland are suspended. Thus, Sedlmayr said, there will be no dark spots on the midway in the late evening hours.

#### Add to Power

The show was assured of more than enough power to fill all of its needs, with the delivery here of a new 150-k.w. Caterpillar turbo jet generator, the first of its kind sold by its manufacturers. The new generator replaces a 75 k.w. which has been retired.

The addition of the new 150-k.w. unit increases the total output of the show's combined generators

to 1,465 k.w.'s. On the lot it uses two units, each with 250-k.w. capacity; seven with 100 capacity each, and the new one with its 150 capacity. The first section of the show train is equipped with one 30-k.w. unit, the second section has three units, two with 30-k.w. unit, the second section has three units, two with 30-k.w. capacity, the other with a 15-k.w. capacity.

Sedlmayr, his son, C. J.; painters, carpenters and electricians were occupied with plans and work on the Kiddieland during the 12-day stand which was to end Sunday (17).

#### Prep for Canada

Meanwhile, Walter Devoyne, the

show's veteran secretary-treasurer, was busy with the huge job of preparing for the show's next move into Canada, for its first fair at Winnipeg. Devoyne, assisted by several veteran show staffers, handled the mass of detail connected with moving the show's equipment and personnel across the border. Representatives of the Canadian immigration and customs departments were on hand to assist.

The Royal's featured revue, "Watercade," opened here, with Lottie Mayer's Disappearing Water Ballet—the big feature of the show—getting an enthusiastic reception from all who viewed it.

Besides the captivating water ballet, the show also offers a production number—a sparkling one. The revue contrasts from similar recent offerings on the Royal in which emphasis had been placed on huge headdresses, heavy gowns and the like. Patrons of the Royal American will probably find the costumes in Watercade more to their liking. They are less heavy, less cumbersome and are more pleasing to the eye than previous editions. The wholesome look of Lottie Mayer's diving ballet, contributes much to the show.

Wallace (Wally) Cobb, the RAS trainmaster, rejoined the show here after spending three weeks in the Barnes Hospital, St. Louis, resting upon the orders of physicians who at the end of that time pronounced him to be in good health. Cobb suffered a heart attack in Tampa this winter but handled the show's move into St. Louis before undergoing a check-up.

## Floyd Gooding Buys Spineroo For Road Unit

COLUMBUS, O. — Floyd E. Gooding, president of the Gooding Amusement, disclosed at the organization's headquarters here that he has purchased a new Spineroo from the King Amusement Company, Mt. Clemens, Mich. The ride is to be delivered about July 1, Gooding said, and will go out with one of the many Gooding road units.

Zoo Park, a new Gooding operation here, enjoyed excellent business Sunday (10), with rides running to capacity thru most of the afternoon hours and getting a strong play at night. Turnouts at Zoo Park and the Columbus Zoo, directly opposite the kid funspot, were so large that parking facilities were not sufficient and a large number of cars were turned away. Steps to facilitate more parking have since been taken, Gooding reported.

Ever since the turn in the weather, Gooding's touring units have been registering satisfactory gross. Thru Thursday (14), the Gooding units were given a ten-day stretch of warm, clear weather which contrasted sharply with the cold and rainy weather which preceded it.

## Manning Sets Date Inside Army Camp

### Ft. Dix, N. J., Showing for Special Services Set for July 17-22; Includes Sunday Play

NEW YORK — A contract to show on the grounds of Fort Dix, N. J., was awarded to the Ross Manning Shows Wednesday (13). The showing, the first of its kind at the military installation, will begin on Tuesday, July 17, and continue thru Sunday, July 22.

All units, shows, rides and concessions are covered by the contracts. Manning said he would add to his usual attractions to augment the presentation on the Sports Arena Field for the benefit of the Special Services Fund.

The Fort, a major permanent Army installation, reportedly houses 35,000 military personnel with about 8,000 civilians also employed there. Adjacent McGuire Air Force Base has a population of about 10,000. Civilians will have access to the show grounds as well as military personnel.

#### Pay Day Missed

A pay day period is not covered by the dates but Manning looks for the total attendance to run around the 50,000 mark and dollar earnings to approximate half the crowd total.

The date at Fort Dix, arranged thru Maj. Irving Fleischer, special services officer, may be followed by others at military installations, Manning said.

Two celebrations, also listed for July, hold high promise for the

Manning forces. An Italian celebration at Hammonton, N. J., July 9-16, drew a reported 50,000 persons last year. In good weather the crowds are always large. The other spot, Valatie, N. Y., close to Albany, is slated for July 2-7.

Business has been spotty for the Manning forces, due principally to the weather. Burlington, N. J., for instance, was rained out completely with only a few dollars representing the entire gross for Friday and Saturday. Kingston, N. Y., turned out fair with the earnings coming mostly on Friday and Saturday. This week, near Newburgh, N. Y., hot, clear weather greeted the opening and prospects were good.

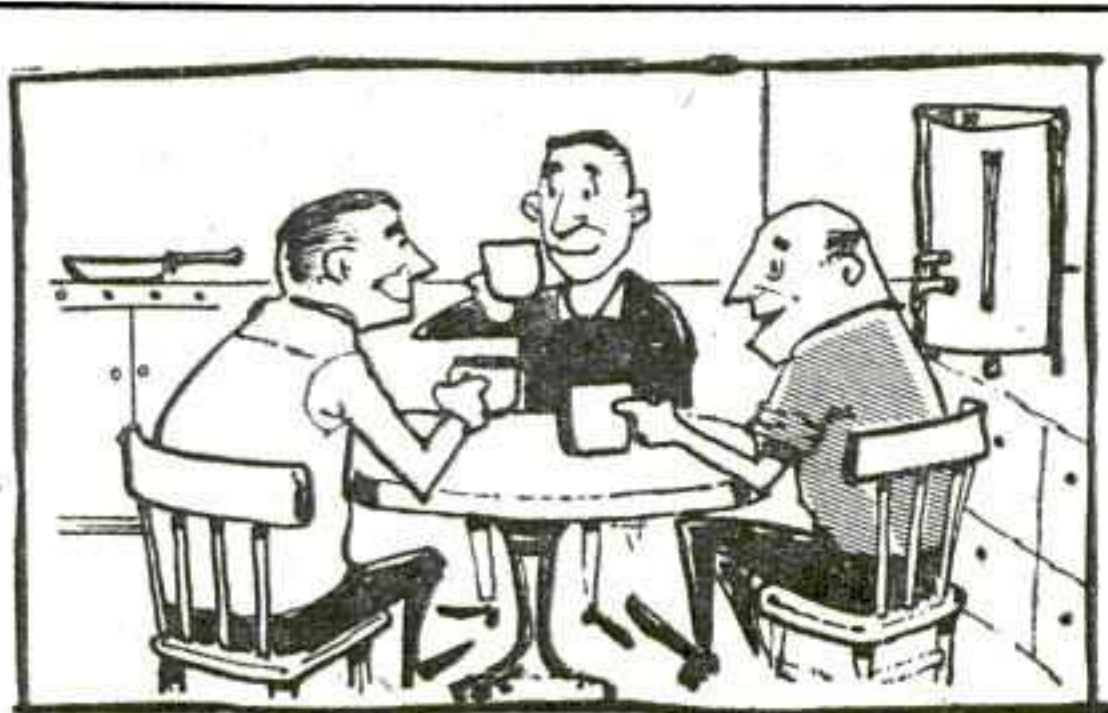
A high per capita spending average has been noted on several occasions, Manning said. A very good season is indicated.

## Jack Lindsey Buys 50% of 20th Century

DUBUQUE, Ia.—Jack Lindsey Jr., well-known Texas concessionaire, has purchased a half interest in the 20th Century Shows from E. D. (Mac) McCrary, it was disclosed during the show's recent stand here. Lindsey and McCrary will share the managerial duties, it was announced.

## Groton, Conn., Lot Closed

GROTON, Conn.—Shows can no longer set up on government property here, according to David T. McGrath, area manager for the Public Housing Administration. He referred to a petition of objection by residents, over use of a former project playground as a show lot.



"Okay—we covered their paper, changed their route markers. Think we can jam their TV program?"

—Russell McCullough, 2221 Lincoln Way, McKeesport, Pa. winner, June 9 issue GAGSTER Cartoon Contest.



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49TH ANNUAL 4TH OF JULY CELEBRATION, Red Boiling Springs, Tenn., week of July 1.

Want flashy Bingo. Art Ludwig, contact. Place Hunky Panks of all kinds: Photos, Ball Games, Water Games, Lead Galleries, Glass Pitch, Slum or Jewelry Spindle, Buckets, Swinger, Guess Your Age. Good territory for Bear Pitch. Shows: Illusion, Monkey, Cuck, with or without equipment. HELP: Foreman for Merry-Go-Round, Men for Kiddie Rides and Front Gate, Second Men on all Rides. Clay Burton wants Skillo Agents. Geo. Lowe, contact Clay.

AGENTS: Two good Skillo Agents, only Skillo on show. Mack Hoge, come on. Want Pin Store Agent, Six Cat Agent and Gunner, Ball Boys and Concession Help.

Following also contact: Frenchie Moore, Goodie, Rebel, Iron Jaw or anyone who knows me. Above contact Kirk Decker, Harvest Moon Motel, Phone Colony 52659. All others, Theodore Meadows, Elkton, Ky., all this week. P. S.: Portland, Tenn., to follow.

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Finest Materials—50 Yrs. Experience  
NEW NYLON Tent Fabric  
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Concessions—Show Tents—Ride Tops—  
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Hinged Legs—Slip Joints—Rustproof

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**WANTED**

HELP: Ride Foremen and Second Men—Wheel, Spitfire, Caterpillar at once. Must be able to drive semi. CONCESSIONS: Cookhouse, Stock Concessions, Jewelry and Novelties. SHOWS: Low percentage. Age, no Girl Show. Concession Agents for Stock Stores.

Tallulah, La., till June 22; Rayville, La., June 23-30; then Missouri two Fourths.

Fairs till Nov. All replies:

**FLOYD O. KILE SHOWS****WANTED — WANTED — WANTED  
MID WEST SHOWS**

NORTHWEST'S LARGEST JULY 4 BUHL, IDAHO, JULY 2, 3 AND 4.

Cookhouses, Grab Outfit, any Stock Concession, Alibi Concessions with two or more Stock Concessions. Shows: At Show, Animal Show or any Show that can handle people. No Girl Show. Book Rides not conflicting. This is a proven spot. Get plenty of people. Wire or call.

Green River, Wyo., June 19 to 24; then as per route. (OPEN MIDWAY.)

**Mgr., MID WEST SHOWS, Ed Lundgren****ANNUAL SUMMER FESTIVAL, OLIVE HILL, KY.**

JUNE 25-30

With large bona fide Fourth of July Celebration to follow and fairs until mid-November.

Will place legitimate Concessions of all kinds, also outright sales stands. Good opening for Photos, Custard, Ice Cream, African Bo Bo and Short Range. Can place Foreman for Little Dipper, also one other good Ride Man who can drive.

All address this week: JAMES H. DREW SHOWS, Grayson, Ky.

**SUNSET AMUSEMENT CO.**

Wants Tilt and Merry Foremen, also Ride Men who drive. Can place Cookhouse or Sit-Down. Photos and Long Range open.

Brainerd, Minn., this week; Montevideo, Minn., Fiesta, next week.

**BAKER UNITED SHOWS**

LINTON, INDIANA, 4th OF JULY CELEBRATION

Can place Popcorn, Grab, Long and Short Range, Cork Gallery, Pitch-Till-U-Win, Hoop-La, Six Cats, Jewelry or any clean legitimate Concessions that work for Stock Opening for Demonstrators and Pitchmen. Can always use good, useful, sober Ride Men. Must drive and have license. Shows—Can place Monkey, Funhouse, Drome, Illusion or Fat. Will book one more Major Ride not conflicting.

All replies ERNIE ALLEN, English & LaSalle Sts., Indianapolis, Ind., now; Spencer, Ind., on the Streets to follow.

**MIDWAY CONFAB**

Charles (Chuck) Magid, now with the William T. Collins Shows, informs that his health is back to normal. . . Charles F. Hayes, midway vet, is confined to St. Joseph's Infirmary, Atlanta, and would enjoy receiving letters. . . Rosie and Gracie Little, twin daughters of Mr. and Mrs. Carl Little, of Johnny's United Shows, will not troupe with the show this season for the first time in 18 years. Both graduated from Our Lady of Victories High School, Pascagoula, Miss., this year and Gracie will join the Parroff Trio high act. Rosie will be married to Anthony R. Busquets, currently in the U. S. Air Force.

Adonis, magician, is reported readying a 20-person illusion show to hit the midway trail soon. Front and insides are being framed in Chicago. Already on the staff are Al Grossman, Fritz Kruger, Lois Martin, Jean Hagert, Paul Carroll and Inez Doenitz. . . Mrs. Earl Jones, of Penn Premier Shows, was showered at Providence by women of the show. Those attending were Zelda Travers, Sis Vallie, Pat Petrie, Elizabeth Smaller, Henrietta Campbell, Tina DeRocco, Cinda Dupree, Nita Cabot, Irene McNutt, Evelyn Morine, Mary Cook, Vurlon Byrd, Monica Baress, Doris Fritts, Carol Wells, Carrie DeVito, Ruth Miller, Marilyn Jowett, Elsie Rositto, Hazel O'Grady, Violet DeVito, Cheita Bowman, Ike Tribble, Billie Stone, Virginia Guernsey, Gladys Tribble, Lois Agne, Irene Burton, Vicci Pinsonauet, Goldie Quillam, Freda Joyce, Milly Brown and Mrs. Eddie McTeague Sr.

Pork Chops Ginsburg, veteran Detroit area concessionaire, is currently taking it easy in the Motor City but plans to take out his string of concessions to play fairs.

Mrs. Adrian Dybdahl and daughter, Pamela, visited Rogers Bros. Shows at its Princeton, Minn., opening. Mrs. Dybdahl is the daughter of Mr. and Mrs. Bud Rogers, co-owners of the show. . . Mrs. George (Dixie) Malanga, wife of the Strates concessionaire, is confined at Room 301, Columbus Hospital, Newark, N. J., following surgery.

Carl Prell, son of Mr. and Mrs. Joe Prell, of Prell's Broadway Shows, will spend two weeks with the Marine Reserves before resuming his studies at the University of Virginia. . . Mabelle Kidder is residing at Madeira Beach, Fla., where she is managing apartments for Charlie Lenz. Her daughter, Jean, lives close by with her husband, Mason Knabe. . . Gerald Snellens and Richmond Cox are in New England winding up details in connection with a string of dates the World of Mirth Shows will play there.

Martha and Ben Weiss stopped off in New York for a few days after the Philadelphia Circus date, en route to their Miami home. They caught the opening of a friend, Roberta Sherwood, at the Copa.

Lewis and Babe Gaskill, retired high performers, are now selling house trailers in Burlington, Wash. Recent customers included the Sandfords of Douglas Greater Shows and the Delaportes of Rainer Shows. . . Leona Lee, annex on Jeffery's Side Show with Penn Premier, is framing a new unit to play winter fairs down Texas way. George V. Ice is scheduled to handle the front.

Mrs. Benny Hazen was given a baby shower by the women of Carroll's Greater Shows at Morgan, Minn., with the main gift being an infant bed. Mrs. Betty Carroll, wife of the show's owner; Mrs. Henrietta Sinderson and Mrs. Betty Shores served the refreshments. Others participating included Mrs.

Joe Stanley, Mrs. John Stanley, the Misses Elizabeth, Marie, May and Mary Stanley, Mrs. Neva Lanke, Mrs. Mary Dean, Mrs. Charlotte Dean, Mrs. Meredith Brown, Mrs. Darlene Watts, Mrs. Mildred Oakleaf, Mrs. Hazel Erickson, Irma Fredrickson, Mrs. Jean Haddad, Mrs. Ed Frazier and Mrs. M. Mitchell.

Elaine Myers and Mable Carolus, both of Sonny Myers Amusements, will leave the show for a week to attend a meeting in San Francisco. Paul Huss is back this year with John and Mary Dillard on the Myers organization.

Phil and Sol Cook and their sister, Lee, were Monday (11) visitors at The Billboard's Cincinnati office. They were en route to join a show in the Midwest as concession agents.

Aching for motor transportation that would match his sartorial splendor, Gerald Snellens, general representative of the World of Mirth Shows, toyed this week with trading his common, run-of-the-mill Cadillac sedan for a de luxe (slightly used) seven passenger model which would set him apart from the world and his chauffeur with the aid of a movable glass panel between the back and front seats. While demonstrating the vehicle, which had been in attendance at innumerable weddings, christenings and funerals, to his wife, Bonnie, and publicist, Richmond Cox, the engine literally flew apart on the New Jersey Turnpike, a 70-mph thoro fare. Gerald, attired in his white hat and faun gloves and wearing a cane, and his group were forced to ride out the rest of their trip in undignified splendor with the front end of the limousine hoisted in the air by a crane on the back of a tow truck. The old Caddie, it was decided, is good for another season.

Georgis, two-year-old daughter of Treasurer and Mrs. Bud Sollenberger of the World of Mirth Shows, journeyed from New Brunswick, N. J., to Newark, N. J., in style to see the Ringling Circus thru the benevolence of her grandparents, Mr. and Mrs. Frank Bergen, show owners. The young lady was transported in a chauffeured Cadillac and accompanied by a nurse.

Sid Goodwalt was hospitalized with pneumonia in Ogdensburg, N. Y., while the O. C. Buck Shows were playing there. . . Silvia Pate was confined to her hotel by sickness the following week at Masena. . . A new arrival on the Buck Show was Mrs. Frank (Vi) Vogt, who joined her husband.

Bev Kelley was a visitor to the Royal American Shows at Davenport. . . The Alzora Tene Museum recently closed eight weeks of street dates in Nashville and headed for Kentucky, where it is to open its fair tour. Acts slated to join for fairs are Safari Rose and Eartha Bert. Gloria Hole, cat face girl, and Arthur-Arthurine, annex attraction, (Continued on page 79)

**WANTED**

Non-conflicting Major Ride first week-end in August for good fair. Also two good Ride Men who drive. Blackie, come on.

**EMSHOFF SHOWS**

Richland Center, Wis.

**Attention, Ride Owners and Manufacturers**

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One Dark Ride—(Pretzel)  
One Kiddie Auto Racers  
One Kiddie Auto Ride (A. H.)

All Equipment in A-1 condition. Will demonstrate for bona fide purchasers at our winter quarters in North Hollywood. Phone—Write—or Wire.

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**DANCERS  
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**WANTED**

Ferris Wheel Foreman, salary \$60 plus.  
Also want other Ride Help.

McGINNIS BLUE RIBBON  
AMUSEMENTS  
7834 Pearl Rd. Cleveland, Ohio  
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**WANT TO BOOK**

Four or five good, capable Stores and Percentage Outfits. Now until Labor Day on the best Colored Beach in the Carolinas. Must have all Colored Agents and Dealers. All fixed. Contact H. W. THOMAS, Ocean Drive Beach, South Carolina. Letter or Phone 2133 or 2138 evenings.

**AGENTS**

Need Six Cat Agent, Nail Agent, only one of each on Show. Must work right. Also Agents for all types of Hunky Panks. Long season. Fairs start soon. Wire or come on. Waterville, Ohio, new; Fenton, Mich., next week; Plymouth, Mich., for Fourth.  
**CHARLES KREKELER**  
c/o Motor State Shows  
P.S.: John Litzenburg, holding your stuff, answer or come on, can use you.

**WANTED**

CARNIVAL FOR 4-H SHOW

July 25 through 28. Contact

**JERRY NUTT JR.**  
Carthage, Illinois

**WANTED**

Capable, sober Ride Man experienced on Ferris Wheel and Merry-Go-Round in park. Can use General Help. Inquire of Roger M. Work.  
**NELSON LEDGE AMUSEMENT PARK**  
(located on Route 282 off 422—35 miles East of Cleveland)  
Garrettsville, Ohio

Colored Musicians and Performers

**DIAMOND TOOTH BILLY ARNTE  
ROCK AND ROLL REVUE**

Four Chorus Girls, Saxophone Player, Drummer and Trombone for band. Show starts July 1, 1956. Ten fairs, work all winter in Theatres and Schools. No money, will send tickets. Address all mail to BILLY ARNTE, Mgr., 1819 Gregg St., Columbia, South Carolina.



# Strates Finds Own Upstate N. Y. Lot OK

WATERVLIET, N. Y.—Excellent weather on Friday and Saturday (8-9) gave the James E. Strates Shows a fine week here. The same kind of weather break on Friday and Saturday (15-16) should give the show a second good week on the same lot, located between the sizable cities of Albany and Troy and owned by Strates.

The date came on top of an expensive washout in Philadelphia where rain ruined the final three days, Thursday thru Saturday, of

the engagement on the parking lot of Municipal Stadium in South Philadelphia. The date was a costly one to begin with and the washout made for a total loss.

The lot here, played for some 10 years, may not be available after this year since Strates indicated that the 60-acre plot—the largest undeveloped area between Albany and Troy—was being dickered for now by a developing group.

### Fairs in Six Weeks

The show has six weeks to go before its first fair at Clearfield, Pa., and Strates said the principal concern during that period would be to solidly organize and embellish the show and its attractions for the fair route.

The best hope is to come out even on the dates preceding fairs. Good progress was reported being made in this direction until the washout in Philadelphia.

Strates said that Friday and Saturday activity was becoming increasingly important. Last week a creditable gross for the entire period was earned on those two days. The pattern was set up the same way here. Altho the earnings are fine, the knowledge that the loss of one or both of these days, could come close to blanking out a week is disheartening.

The show heads next for Utica and then Schenectady. The same general Northern territory will probably be traveled before fair time.

# Illions Pacts Pan American Adult, Kid Rides

POMONA, Calif.—Harry A. Illions contracted Pan American Amusement Corporation Wednesday (14) for the show to supply both major and kid 'ie rides in the amusement sections of the Los Angeles County Fair here for 17 days starting September 14.

Illions, who directs the World's Fair Midway on the grounds, will use Pan American's equipment including a 16-car Octopus, Fly-o-Plane, Tilt-a-Whirl and Rock-o-Plane to augment his permanent rides on the Gay Way. Illions recently added to his 14 permanent rides in the section with equipment brought from his New Liberty Park in Buffalo.

Pan American will also supply 12 to 14 rides for the Kiddieland near the Mexican Village. This show, managed by Jimmie Wood, will also install a Ferris Wheel in the No. 1 Kiddieland, where Illions will have rides, four of them recently acquired from a moppetland in Las Vegas.

Pan American was represented in the deal by William Overly, general agent.

# Upstate N. Y. Towns Okay For Buck Unit

MASSENA, N. Y.—A switch in the weather from cold and wet to hot and dry helped the O. C. Buck Shows to get off to a good start here Monday and Tuesday (18-19).

The promise of good business here followed a week's stand at Ogdensburg, N. Y., where business was reported very good with the help of a kiddie matinee on Saturday which was said to be the best of the season.

Reports of good crowds and spending when the weather is favorable continue.

# Rogers Bros. Bows At Minn. Jubilee

PRINCETON, MINN.—Rogers Bros.' Shows opened its season here Friday (1) where it provided the midway attractions at the Princeton Diamond Jubilee. Show opened here with 10 rides and upwards of 40 concessions. Bob Laughlin joined with his new kid ride.

Show's route of fairs and celebrations will take it into North Dakota as well as Minnesota.

# Dallas Stands Prove Fair For Schafer

DALLAS—Business for W. A. Schafer's Just for Fun Shows, which this spring played most of its still dates at shopping centers here, has been just fair. Show will continue to operate here on this basis until its first fair of the season at Griggsville, Ill., which opens June 29 for six days.

Schafer has added three new light plants this year and the Snake Show has all new banners and a number of new reptiles. Captain Rodgers is handling the inside, with Archie Hensley on the front. The Fun-house, managed by Frank Hart, has been up-dated and Joe Gould has his Animal Show on the back end.

Staffers, in addition to Schafer, include Mrs. W. A. Schafer, secretary-treasurer; Archie Hensley, shows and attractions manager; Chuck Moss, concessions manager, assisted by Blackie Schoefield, and Al Gilbert, electrician.

### Other personnel includes:

Rides: Ferris Wheel—Cotton Spivey, Glen Satterfield; Merry-Go-Round—Walter Worth; Sky Fighter—Henry Leverett; Racer—Henry Grant; Bulgy the Whale—Al Sumner; Ponies—H. E. Kelley; Roller Coaster—F. W. Hart; Octopus—Boyce Lively; Thurman McKenzie; Kiddie Train—Short Cross; Tilt-A-Whirl—Jack Wall, Pete Hayes; Autos—Tom Crump; Rockoplane—Thomas Vangarder, Tom Gilbert.

Concession: J. L. (Tex) Chambers, 8; John Mandrell, milk bottles; Ace Denton, six cats; Floyd Lakin, high striker; Louise Mandrell, pan game; Earl Hubble, Ken Leon, pea ball; Madeline Chambers, jewelry; Jackie Chavenger, blower; George L. Ames, Fletcher Teels, Rusty Wagner, cook-house and grab; Vaughn Helzer, popcorn; J. O. Harper, jewelry; Mr. and Mrs. Ed Flishe, razzle; B. C. Lee, George Steens, pins; James Cooke, Van Harwoods, diggers; Mr. and Mrs. J. Stanley, spindle; Thurman O'Conner, washing well; Mrs. Mary Stevens, roll-down; Jim Dowling, ball game; Joe Stevens Jr., Coke bottles; Shirley Dowling, Joe Stevens Sr., bear pitch; Charlie Elder, Cassie Elder, Thomas K. Elder, snow cones; L. E. Smith, duck pond; Mrs. V. B. Thomas, cork gallery; Mrs. M. P. Lear, buckets; Pats Waller, June Denton, balloon darts; Mary Elder, cigarette gallery; Jean Schafer, Coke bottles, and Janice Schafer, penny pitch.

# ROSS MANNING SHOWS

3 BIGGEST DATES IN THE EAST

<b>VALATIE, N. Y.</b> Centennial Celebration July 2-7 11 miles from Albany. Parades—Fireworks.	<b>HAMMONTON, N. J.</b> July 9-16 Biggest Italian Feast in U.S. 70,000 attendance 1955. Sunday included.	<b>FORT DIX, N. J.</b> On Army Ground inside the Camp. July 17-22, Sunday included.
<b>CONCESSIONS</b>	Eats, Drinks, Long and Short Range, will give Ex Hi-Striker, Novelties (HYMES, CONTACT), Duck Pond, Dart Balloon, Basketball, Coke Bottles, Hankies, Jewelry, Photos, will give Ex. No gypsies.	
<b>SHOWS</b>	LE-OLA wants Working Acts for Side Show. Jerry, contact Le-Ola. Want Man and Woman to operate Punk Show. Have new outfit. Salary and P.C. out of office. Wildlife (Irene Burton, contact). Want Monkey Show.	
<b>RIDES</b>	Cat, Scooter or Scrambler.	
<b>WRITE OR WIRE: ROSS MANNING</b> Goshen, New York, June 18-23; or West Haverstraw, N. Y., June 25-30.		

# CALIFORNIA'S 2 BIG 4TH OF JULY CELEBRATIONS

JUNE 29 - JULY 4 Inclusive

6—BIG NIGHTS—6—BIG DAYS—6

Now Booking Shows and Concessions

## MONTEREY

On the Streets. Only 4th of July Celebration in the area. Thousands of soldiers at Ford Ord.

## OAKLAND

73d Street & Foothill Boulevard, Outstanding location in the heart of Oakland's business and residential section. On Main Boulevard. Auspices National Boys' Foundation.

Wire or phone as per route/or

## CRAFTS 20 BIG SHOWS

7283 BELLAIRE AVE., NORTH HOLLYWOOD, CALIF.

Telephones: POplar 5-0909—POplar 5-0320

C.S. PECK presents

# KEY CITY SHOWS

WANT FOR MOUNT VERNON, ILL., JULY 4 CELEBRATION, JULY 2 THRU 8, OUR SECOND YEAR HERE. PLAYED TO 70,000 PEOPLE LAST YEAR. AND FAIRS TO FOLLOW

ESPECIALLY WANT—FOR MOUNT VERNON ONLY—GIRL SHOW. MUST HAVE OWN EQUIPMENT AND AT LEAST 3 GIRLS

CONCESSIONS—Cook House, Bottle, Cork, Age & Weight, Dart, Shakes, any Hanky Pank of merit. No gypsies or flats.

RIDE HELP that have license and drive semi. If you do not qualify stay away.

Contact C. S. PECK

Kankakee, Ill., Phone 2-8215. Champaign, Ill., this week; Watseka, Ill., June 25-30.

# MAJESTIC GREATER SHOWS

WANT WANT WANT  
SHOWS—RIDES—CONCESSIONS

FOR THE FOLLOWING FAIRS, STARTING JULY 9 AT RISING SUN, IND.; SUNMAN, IND.; ORLEANS, IND.; LONDON, KY.; ONEIDA, TENN.; WINCHESTER, TENN.; LAFAYETTE, TENN.; JASPER, ALA.; MOULTON, ALA.; CHILDERSBURG, ALA., AND WARREN ROBBINS, GA. ALSO TWO MORE PENDING.

Want Cookhouse, Custard, Novelties, Sno Cone, Balloon Darts, Ball Games. Will sell exclusive on Glass Pitch. Want Manager for Bingo and Cigarette Block Agent. Can place Ride Help who will drive. We have Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Spittire, Moon Rocket, Rolloplane, one Kid Ride. Will book or lease set of Kiddie Rides. Also book or lease #5 Ferris Wheel to twin with ours. Will trade present Merry-Go-Round for late model Merry-Go-Round or will book or lease letter for balance of season. Good proposition for Grind Shows. Jimmy Cyrs wants Man and Wife to manage Bear Pitch. Tom Terrell, contact me immediately. We are now showing in the heart of Newport, Ky., at 6th and Oak Streets.

All replies to R. C. McCARTER, Newport, Ky., this week

## HELP WANTED

Wheel Foreman, Chairplane Foreman and General Ride Help. Good pay, good treatment. Short moves. Wire or telephone.

## FAIRLAND SHOWS

100 Aurora St. Lancaster, N. Y.  
Tel: Regent 1307

## MOTOR STATE SHOWS

WATERVILLE, OHIO, 30TH ANNUAL CELEBRATION. BANDS, PARADES, TWO CARS GIVEN AWAY, JUNE 20-23; FENTON, MICH., FOLLOWS; THEN TWO OF THE BEST ANNUAL 4TH OF JULY CELEBRATIONS, HARRISON AND PLYMOUTH, MICH.

Can place for above and balance of season, with continuous route of Celebrations and Fairs including long season South. Can place Hanky Panks only. Two or three Kid Rides. Foremen on Rock-o-Plane, Octopus and Kid Rides for #1 Unit. Wages total \$75.00 per week. Can also place for Unit opening June 25: Wheel Foreman and Merry-Go-Round Foreman; must drive. Top wages and sure bonus. W. Davenport, Dale Hanson, Walt Sherin, Jim Kenton and Vic Curtis, come on.  
Waterville, Ohio, now; Fenton, Mich., next week.

J. J. FREDERICKS



# J HETH SHOWS

THE NATION'S MOST FUN-PAKED MIDWAY

**BLOOMINGTON, IND., SPRING FESTIVAL, JUNE 25-30; ANNUAL CONNERSVILLE, IND., 4TH OF JULY CELEBRATION, JULY 1-7; FOLLOWED BY STRING OF 19 FAIRS TO NOVEMBER.**

**CONCESSIONS:** Want Long Range, Pitch-Till-You-Win, Block Hoop-Las, Balloon Dart, Age and Weight, Parakeet Pitch, Basket Ball, String Game, Glass Pitch, Bear Pitch or any Stock Concession. Good opening for Penny Arcade. Dolly Young wants Agents for Grind Stores.

**SHOWS:** Want Grind Shows with own equipment and transportation. Harold Wetherbee wants attractive Girls for Revue and Posing Shows. Buttons Grantham wants first class Talker for front of Monkey Show.

**Contact FLOYD R. HETH, Mgr., Washington, Ind., this week**

W. R. GEREN Presents

# MIGHTY HOOSIER STATE SHOWS

**WANT**

Hanky Panks, Race Horse Derby, Ball Games, Punk, Bottles and Coke Bottles, Glass Pitch, Bear Pitch, Custard, Ice Cream Bars, or what have you. **SHOWS**—Want nice Girl Show, two or more girls. Must be neat frame-up. You will work here. Want Funhouse, Glass House, Snake Show, Drome, or what have you.

**FAIRS START IN TWO WEEKS, SOLID UNTIL OCTOBER 6**

Want Tilt-a-Whirl Foreman. I mean a Foreman who must know Ride and drive semi. Jim Ward, call or come on. Do not want drunks or chasers. \$75.00 per week. Can use Second Men on Wheels, \$50.00.

Want Cookhouse or Set Down Grab, also Long and Short Range to join at Bedford, Indiana, June 24.

All replies: Wire c/o Western Union, no phone calls. All this week, June 18-23, Paoli, Indiana; June 25-30, Bedford, Ind.; with one of Indiana's best 4th of July Celebrations to follow; then Fairs balance of season.

**W. R. GEREN**

\*\*\*\*\* of \*\*\*\*\*

# AMUSEMENTS AMERICA

**A STAR SPANGLED MIDWAY**

**DOWNTOWN • SCRANTON, PA. • JUNE 25-30 AND OTHER BIG ONES TO FOLLOW, INCLUDING THE BIG PLANK ROAD BUSINESS MEN'S ASSN. ANNUAL CELEBRATION, ALTOONA, PA.**

**CAN PLACE**

**SHOWS**

**CONCESSIONS**

**HELP**

Motordrome, Monkey Show, Grind Shows. R. E. Leonard, contact. Tried to call you. Lola Canklin wants for Side Show: Sword Swallower (Jackie Lynn, answer), good Annex Attractions (Billie, wire me), Bally Girls, Tattoo Artist (Texas Pat, join at once), Knife Thrower, Magician or any worth-while Side Show Acts. Lea Britton, Gladys Stover and Rosita the Gorilla Girl, contact Tony Mason.

Hankies of all kinds, Bear Pitch, Coke Bottles, Rat, Pan and Block Games, Short Range, Hats and Striker.

On all Rides. Can use Wives as Ticket Sellers.

**All address JOHN VIVONA, Clark, N. J., this week**

# Morris Hannum Shows

*One of the Great Eastern Shows*

**LEVITTOWN, PA., JUNE 25-JULY 4, OPPOSITE PENNSYLVANIA'S LARGEST SHOPPING CENTER, ON THE CHURCH GROUNDS. TEN BIG DAYS, FREE GATE, ATTRACTIONS AND CAR GIVE-AWAY.**

**SPRING MILL FAIR, CONSHOHOCKEN, PA., JULY 6-14.**

**RIDES**

**SHOWS**

**CONCESSIONS**

**HELP**

Caterpillar, Rolloplanes, Scrambler. Will buy Comet. Herbert Mace, telephone collect.

Family-type Shows, Mechanical, Arcade, Wildlife.

Straight sales of all kinds except Grab. Age and Weight, Hats, Jewelry, Games that work for stock.

Experienced Men for Wheel, Octopus and Chairplane. Licensed drivers preferred.

**All replies to MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa. Telephone Philadelphia, Chestnut Hill 7-8176**

## J. A. GENTSCH SHOWS

**WANT FOR THE BEST IN FAIRS AND CELEBRATIONS IN TENNESSEE AND MISSISSIPPI, STARTING MARTIN, TENNESSEE, JULY 4**

Will sell Ex on Diggers, Frozen Custard, Scales, Photo and Bingo. Book Hanky Panks of all kinds. No Ex. Mr. Willis, contact me at once. Positively no flats or Rag Heads. Want Foreman on Spitfire and Merry-Go-Round, must drive semi, and Mechanic who has his own hand tools. Red Miller, call me collect. Useful Help in all departments. Paul Webber, call Charles Spriggs. Sammy Craden wants Bucket Store and Six Cat Agents. Walter and Heavy, wire.

**All answers to Ripley, Tenn., this week, 18 to 23.**

## FOR SALE

Allan Herschell 10-Car Kiddie Auto Ride and C-12 Streamliner Train. Must leave on Show for balance of season. 15 Fairs and 6 Celebrations. All inquiries

**MOTOR STATE SHOWS**  
As per route.

**GIVE TO DAMON RUNYON CANCER FUND**

## Tony Carl Wins Altho Weather Cuts Down Net

DETROIT — Altho inclement spring weather has made inroads into the business of A. J. Carl Shows, the season thus far hasn't been too bad, according to A. J. (Tony) Carl, owner-manager. Show was at nearby Livonia for an 11-day stand that wound up Sunday (3) where it was set up on the Sheldon Shopping Center with the benefit of adequate paved parking facilities.

Carl organization opened its sixth season on Easter Sunday with a two-week stand at the Centerline (Mich.) Builders' Show. Show shared in good crowds that were drawn by the builder exhibits. Then, remaining in the Detroit area, it played several stands under various auspices, getting considerable rain and cold in a number of spots.

Upcoming dates include the Wayne (Mich.) Homecoming the last week in June and the Brighton, Mich., July 4 celebration. On the fair route are annuals at Marne and Wayland, both in Michigan, and two celebrations in the state at Newaygo and Lowell. Show will close its season in Livonia the end of September.

**Bought Own WQ**

It will then move to its new winter quarters on 25-mile Road near Utica, which it purchased last fall and used during the past winter for the first time.

Show's personnel is limited, as sponsoring committees provide most of the concession operators during the early part of the season. Front end will be augmented later on for the major fairs and celebrations.

Staff in addition to owner Carl, has John (Buck) Bowden, general superintendent; Mrs. Alta Carl, secretary, and A. R. Petka, advertising.

Rides and ride help are—Kiddieland, Bill Rolph with Carl Shively; Merry-Go-Round, Leland Elkins with Doug Sherrill; Octopus, George Loud with Bobbie Kane, and Ferris Wheel, William Detter.

Currently on the front end are Mrs. A. J. Carl, floss; Frank Cook, three, with Ray Eaches, Earl (Heavy) Rittenhauser and Joe McDonald; Buck Bowdin, long-range shooting gallery, with Barney King; Bud Kemper, popcorn, with Evelyn Littleton.

## Stronger, Shorter Route for Kellogg

STILLWATER, N. Y.—Robert D. Kellogg Amusements will open June 25 in Corinth, N. Y., at the newly created Firemen's Park. From there the show goes into a Fourth of July celebration at Poes-tenkill, N. Y., for its sixth consecutive year.

Altho the show is opening somewhat later than usual, owner Robert D. Kellogg feels that the strong shorter route will be a profitable one in that all "dead wood" spots have been eliminated. The show has also been set for the Washington County - Cambridge Valley Fair, August 21-25, Hudson Falls, N. Y.

## WALTER L. (SLIM) SWAN \$100.00 REWARD

For location of Swan. 43 years old. Wife, Bonnie. Last with United Expo Shows, East St. Louis, in May. Agent on Nail Driving Concession. May work any concession. For reward call collect

**GEORGE TURNER**  
Victor 3-9888 Oklahoma City, Okla.

## Agents & Help Wanted WHITESIDE CONCESSIONS

Can place Hanky Pank Agents, Ham Wheel Agent, one Agent for Alley, two Agents for Skillo. Can use one or two capable Working Men, semi drivers preferred. All replies:

**A. R. WHITESIDE**  
c/o Manning Shows, Goshen, N. Y., this week; then West Haverstraw, N. Y.

## RIDE SUPERINTENDENT WANTED

Capable, full charge of eight office-owned Adult Rides, to join immediately. Salary range \$110-\$150, depends on you.

**KING REID SHOWS**  
St. Johnsbury, Vermont  
Telephone: Avenue Hotel, 8-2358

## Wanted Capable Agents

For legitimate Concessions. Sober and reliable.

**LEE BECHT SHOWS**  
Clark & Cutler Sts., Cincinnati, Ohio, June 19-24; Poplar & Dalton Sts., Cincinnati, Ohio, June 26-July 1.

**GIVE TO DAMON RUNYON CANCER FUND**

## KING BROTHERS' SHOWS

Chama, N. M., through the 24th; Pagosa Springs, Colo., July 2, 3 and 4; Cripple Creek, Colo., July 6, 7 and 8; Boulder, Colo., Pow-Wow Days, July 23 to 29; La Junta, Colo., Aug. 1, on the streets; Dalhart, Texas, XIT Celebration, downtown; Las Animas, Colo., Fair; Ogallala, Neb., Fair; North Platte, Neb., Fair; Sidney, Neb., Fair and 10 other Fairs and Celebrations.

Will book Octopus, Tilt or Pony Rides. A few Hanky Panks, only one of a kind. Especially want Cook House. This is a good route. Will book one Show and can use dependable Ride Help, good pay.

**All replies JOE L. KING**  
KING BROS.' SHOWS, Chama, N. M., this week.

## IMPERIAL SHOWS

Help: Want Ride Men, good salary; must drive. Concessions: Will book Coke Bottles, Devil's Bowling Alley, Novelties, Shake, etc.

**Contact BILL GULLETTE, Mgr.**  
So. Bend, Ind. (Dixie Way North), this week; Morris, Ill., next.

## BOB HAMMOND SHOWS

Wanted for Texas' biggest July 4 Celebration, Belton, Texas, June 28-July 4.

MECHANIC: Want A-1 Truck Mechanic with tools. Must be sober and reliable. Top salary and you get it. RIDE MEN: Can use a few Foremen. Also Second and Third Men on all Rides. Good salary, long season. HARRY LAMON needs Clerks for Skillo, Peek and Count Stores. Also one good Bucket Agent and General Concession Help. E. J. McDANIELS needs 10 more reliable Agents for well-flashed Slum Stores. Countermen for Bingo, must drive truck. RAY MURRAY wants Talkers and Grinders for eight Shows. PRICES FOR QUICK SALE—3-Legged Cow and Banner. NOW PLAYING MARKET AND LOCKWOOD STS., HOUSTON, TEX. ADDRESS:

**BOB HAMMOND or HARRY LAMON**  
6115 Gold St., Houston, Tex.  
(Phone: Oxford 4-8447)

**E. J. McDANIELS**  
Auditorium Hotel, Houston, Tex.  
(Phone: Capital 7-3351)

**GIVE TO DAMON RUNYON CANCER FUND**



# FIREMEN'S CELEBRATION

## CORINTH, NEW YORK

CENTER OF CITY

JUNE 25....JUNE 30

(International paper working full time)

FOLLOWED BY

Giant Annual VFW Fourth of July Celebration at POESTENKILL, N. Y. (NEAR TROY, N. Y.), July 2, 3, 4. Fireworks every night, Mammoth Parade the Fourth. Two thousand dollars in free prizes.

THEN

SEVEN STRAIGHT WEEKS OF CELEBRATIONS AND FAIRS in Northern New York and Vermont, including Connecticut Valley Exposition at Bradford, Vermont; Warren County Fair, Warrensburg, N. Y., and Washington County Fair at Hudson Falls, N. Y. (Formerly at Greenwich, N. Y.)

WANT: Concessions of all kinds that work for stock (one of a kind). Good opening for Grab, Novelties, Long or Short Range. What have you? Good proposition for a set of two or more KID RIDES, Girl Show, Wildlife, Snake or Freak Show.

RIDE HELP... good pay to the right men.

**ROBERT D. KELLOGG AMUSEMENTS, INC.**

STILLWATER, N. Y.

MORRIS 4-5273

# BADGER STATE SHOWS

WANT WANT WANT

For the best Fair route in the State of Minnesota. Beginning with "One Hundred Year Centennial and 4th of July Celebration" combined at Blue Earth, Minn. Can use Photo Gallery, Jewelry Spindle or Straight Sales, Basket Ball, Punk Rack, Duck Pitch, Age and Scales, Cork Gallery, Glass Pitch and Novelties. Can use Ferris Wheel Foreman and Second Man, Ride Help that can drive and have drivers' licenses. Ten-in-One or Five-in-One, Glass House, Snake Show, Monkey Show or any Show not conflicting. Can use Girls for Girl Show. Henry Kolon wants Wrestlers. Johnnie Reynolds wants Agents. Laura Manos wants Cat Boy and Gunner. Al Williamson can use Agents for Pitches and P.C. Also Man who can up and down joints and drive semis.

Contact **JACK VOMBERG**

International Falls, Minnesota, June 18 to 24; then Blue Earth, Minnesota.

# WANTED WANTED WANTED

All Spots—Week of June 25 to 30.

No. 1 Unit—Quaker City, Ohio, Centennial Celebration. Games all kinds.

No. 2 Unit—Killbuck Homecoming. Popcorn, Games all kinds.

No. 3 Unit—Bowerstown Homecoming. Popcorn, Floss and Apples, Photos, Jewelry, Games of all kinds. Shows of all kinds for all Units.

**POWELSON AMUSEMENTS**

Box 125, Coshocton, Ohio

Phone 1088M

# LAST CALL CHARLES (CHUCK) MAGID LAST CALL

AM BACK ON THE ROAD AGAIN WITH THE **WM. T. COLLINS SHOWS**

CAN PLACE AGENTS FOR THE FOLLOWING CONCESSIONS: BUCKETS, PUSH-UP-FORK COKE, ONE-BALL BALL GAME, ALSO GENERAL HELP.

(ALL STATE FAIRS—THE BEST IN THE MIDWEST.)

CONTACT ME UNTIL JUNE 23 BY PHONE, WIRE OR LETTER, OAK GROVE HOTEL (ROOM 409), 230 OAK GROVE ST., MINNEAPOLIS, MINN. (Phone: Federal 2-8741); JUNE 24-30, c/o WM. T. COLLINS SHOWS, FARCO, N. DAK.; THEN PER ROUTE.



# PARAKEETS and CAGES

Real Flash CHROME & NICKEL CAGES

50¢

Write or Wire for Prices on Live Birds.

- Shipped Daily
- Safe Arrival
- Lowest Prices
- Buy Direct

25% dep. Bal C.O.D.—F.O.B. Chicago—Webster 9-4191  
422 S. State St. Chicago, Ill.  
**CHICAGO BIRD & CAGE CO.**

# WANTED FOR THE ERIE COUNTY AMERICAN LEGION CONVENTION WILLIAMSVILLE, N. Y.

This is the big one for the Buffalo area this year. Don't miss it. Will book all Stock Concessions.

EDDIE FISHER, 67 Hirschfield Dr., Plaza 6233, Williamsville, N. Y.

# DESBRO SHOWS

Wanted for American Legion Erie County Convention, June 26-29, Williamsville, N. Y. The big 4th of July Celebration at Livingston Manor, N. Y.

Concessions—Will book all Stock Concessions. Ride Help—Foreman for Ferris Wheel and Second Men on all Rides.

**A. R. DESIDERIO, Wayne Hotel**

Lyons, N. Y.

# CURLY LITTLE WANTS

FOR KNOX COUNTY FAIR, MT. VERNON, OHIO, JULY 22-28. 7 DAYS & NITES. FREE GATE SUNDAY WITH GRANDSTAND SHOW. Want Hi-Striker, Scales, Cane Rack, Bear Pitch, Pottery or Glass Pitch, Dart Games, Cork Gallery, Milk Bottles or any games that work at Ohio Fairs. Will sell exclusive on Hats and Novelties. Also need Agents for the best Fairs in Ohio. Wire

**CURLY LITTLE, HOWARD BROS.' SHOWS**  
Ottawa, Ohio, this week; then Fairport Harbor, Ohio, June 25-July 4. Joe Siermean, contact me.

# SHOW HELP

For 20 weeks' work in Canada

We have Canvas and Transportation.

Can place Side Show, organized Jig Show, Western or Geek. This Show works 7 days a week. Bertie Bert, Bill Redmond, Yellow, Earl Weber, Gene Frazier, Fats Usher, get in touch. No time to lose. Write or wire

**T. GREEN**

c/o Green Shows

Port Credit, Ontario, Canada

# CONCESSION HELP

Can use Man and Wife for Novelties.

Need 3 more Agents for Monkey Punks.

Three Celebrations—21 Big Fairs to follow. Contact

# BILL HARDING

c/o Green Shows, Port Credit,

Ontario, Canada

# CUSTARD TRAILER

FOR SALE

Stainless steel body, Electro Freeze and accessories. Can be seen New York City.

BOX 29

The Billboard

1564 Broadway New York, N. Y.

# WANTED

SINGLE COPIES OR BOUND VOLS. OF The Billboard (1939-1947)

For research on history of the entertainment industry. Write, giving dates of issues and price.

Suite 1301, 347 Madison Avenue New York 17, N. Y.

# WANT AGENTS

For Balloon Dart, Milk Bottle, Coke Bottle and Roll-down, Curley, come on.

**HAPPY ANKRUM**

c/o Howard Bros.' Shows this week of June 18, Ottawa, Ohio; then Fairport Harbor, Ohio.

# WANTED CONCESSIONS

Not conflicting.

Channahon, Ill., 21-24

Oswego, Ill., 27-30.

**THEISS UNITED SHOWS**

# WANTED FOR W. G. WADE SHOWS

Pin Store, Count Store and Six Cat Agents.

Marine City, Mich., week of 19th to 24th; Coleman, Mich., to follow. All wires

**EARL KELLY**

c/o W. G. WADE SHOWS

Marine City, Mich.

# CASEY SENS WANTS

Good reliable Foremen for Wheel, new 3-Abreast, adult Coaster and Spitfire playing church lots around Chicago—short moves. Pay \$60-\$75 per week, depending on ability. No drunks. Wire or call Turner 48806, Gary, Ind. No collect wires or calls.

2130 West 44th Ave., Gary, Indiana

# WANTED

Side Help, Agents for Monkey Punks. Useful Side Show People, Talker and Ticket Seller for newly framed Show or Man with complete Side Show.

**JOE SEABOALT**

618 Oak Street, Abilene, Texas, until June 21.

# Grand American Shows

Want for 4th of July Celebration, LA PORTE CITY, on the streets, sponsored by Chamber of Commerce. Three day program, July 2, 3 and 4. This is a BIG DATE.

TOLEDO Celebration on Court House Square, July 5-7; NEW HAMPTON Celebration on streets, July 9-10; WILTON JUNCTION Celebration on streets, July 12-14.

Want for WATERLOO, first in, Lafayette St., Evansdale lot, Highway 297, Programs, Bands. This event known as Evansdale Booster Days, sponsored by Kiwanis Club, July 16-21.

ACKLEY Sauerkraut Days, on the streets, July 23-24; CLARION Celebration, sponsored by Junior Chamber of Commerce, July 26-28; JESUP Farmers' Day, on the streets, July 30-31.

All these Celebrations are in IOWA.

Want for the first 2 big Fairs in IOWA:

Butler Co., Centennial Fair, ALLISON, Aug. 2-6; Jackson Co. Fair, MAQUOKETA, Aug. 8-12; also Central Iowa Fair, MARSHALLTOWN; Cass Co. Fair, ATLANTIC; Clayton Co. Fair, ELKADER;

Audubon Co. Fair, AUDUBON, and OTHER FAIRS TO FOLLOW.

Want for Waterloo, Allison, Maquoketa, Marshalltown, Audubon:

Bally Shows, Arcade, Motordrome, Grind Shows, any Exhibits. These are all BIG DATES and Shows will get money. Will book Shows, 30% to office, including insurance.

WANT RIDES for above Fairs: 3 Major and 2 Kiddie Rides that do not conflict. We are carrying a Merry-Go-Round, Kiddie Auto Train, Kiddie Swing, 2 Ferris Wheels, Tilt-A-Whirl, Octopus and Rock-o-Plane.

WANT CONCESSIONS: Will book or once Ice Cream or Custard, Photos and Jewelry, all kinds of Skill Games, Basketball, High Striker, Balloon Dart, Monkey Punks of all kinds.

WANT RIDE HELP: Ferris Wheel Foreman for one Wheel, Foreman for Allan Herschell Roller Coaster and Flying Scooter. All Ride Help must drive trucks. Moving is part of this business.

All address L. O. WEAVER, Mgr.

Brooklyn, Iowa, this week; Colfax, Iowa, June 25-26; Oxford, June 28-29-30; then La Porte City.

# 12 RIDES FRAME'S GREATER SHOWS 6 SHOWS

June 25-30, SMETHPORT, PA., OLD HOME WEEK (3 Parades); July 2-7, Shinglehouse, Pa., Centennial and Four (4) County Firemen's Convention.

Parades every day. Fireworks. Cars given away.

biggest 4th spot in Pa. or N. Y.

Want Monkey Punks of all kinds, Grab, Cookhouse Novelties, Hi-Striker, Live Duck Pitch, Glass Pitch, Pottery Pitch, Buckets, Swinger Six Cats, Ice Cream, Pan Game. Want experienced Ride Help that drive, no drunks. Uniforms furnished. Ride Supt. capable of handling 12 Ride Show Paul Botwin wants Bingo Help. Al Zellers wants Agents. Sam Goldman, Red, Bob Shay, come on.

P.S.: I hold contract for Towanda, Pa., Fair.

**HARRY FRAME**

This week Salamanca, N. Y.

# DUE TO DISAPPOINTMENT Need LARGE CARNIVAL for MANISTEE, MICH., NATIONAL FOREST FESTIVAL

June 29 thru July 4, downtown location

Or will book Independent Rides and Concessions. Guaranteed large attendance.

PARADES—FIREWORKS—AIR-SEA RESCUE—AUTO AND OTHER BIG PRIZE

GIVEAWAYS—FREE ATTRACTIONS

Wire or Call

Gene Colin, Phone 191, or Max Adams, Secy., Board of Commerce Building, Manistee, Mich.

# HOLLY BROS.' SHOWS

WANT WANT WANT

CONCESSIONS Photos, Long Range and Monkey Punks. Sit Down Grab that can feed show people.

HELP Second Men on all Rides.

SHOWS Of merit, no Girls.

Wire c/o Western Union, write General Delivery, Atlanta, Georgia

# BOB PARKER WANTS FOR SEASON

MANAGER AND GENERAL HELP FOR DERBY RACE GAME. EXPERIENCED MOUSE GAME AGENTS.

Wire, write or phone:

**BOB K. PARKER**

10915 GRIFFING BLVD. (Phone: PLaza 9-0342) MIAMI, FLA.

# FOLEY AND BURK COMBINED SHOWS

WANT—Trainmaster that can get it out of town by 6 AM. 14 flats to load and unload. Top salary to competent man. Wire or phone, reverse charges.

Pleasanton, Calif., June 18 to July 5.

FOR SALE

# 18-CAR CATERPILLAR

In excellent condition, new tunnel, used one season.

BOX D-216, c/o THE BILLBOARD, CINCINNATI 22, OHIO





**GEM CITY SHOWS INC.**  
FEATURING GOOD, CLEAN  
OUTDOOR AMUSEMENTS

**WANT FOR TUSCOLA, ILL., ANNUAL AMERICAN LEGION CELEBRATION NEXT WEEK AND FRENCH LICK, IND., ANNUAL 4TH OF JULY CELEBRATION**  
Want complete set of Kid Rides. Will also book for these two big spots additional Major Rides of any kind. Especially want Merry-Go-Round.

**RIDES** Want Fun House, Glass House, Monkey Show (Earl Taylor, answer), Motordrome, Snake Show and Illusion Show.

**CONCESSIONS** Will book legitimate Concessions of all types.  
O. C. (Bama) Gates, get in touch with Mississippi. Very urgent and important.  
Contact  
**THOMAS D. HICKEY or SAM GRECO**  
V.F.W. Grounds or Stewart's Motel  
(Phone: Lowell 7-1321) Lowell, Ind. **DON GRECO**  
Lowell, Ind.

**WANT MERRY-GO-ROUND FOREMAN**

Can place capable man for 36-horse machine. Loads in 34-foot van. Good salary and bonus for sober and reliable man. Must be licensed Semi Driver. Can also place Second Men on all major rides. Address

**C. C. Groscurth, Blue Grass Shows**  
Marion, Ind., this week

**JOHNNY T. TINSLEY SHOWS**

CAN PLACE THE FOLLOWING FOR NEWTON, BLACK MOUNTAIN AND JULY 4 CELEBRATION AT NORTH WILKESBORO, ELIN, MT. AIRY, BOONE, SPRUCE PINE (ALL NORTH CAROLINA) AND OUR LONG LIST OF FAIRS STARTING IN AUGUST AND ENDING THE MIDDLE OF NOVEMBER, WITH 4 PENDING.

CONCESSIONS: BINGO (Emil, contact). These are all ideal Bingo Spots. Also want Arcade, Darts, Pitches, Hoop-La or any good Stock Concession.

RIDES: Dark Ride, Scooter, Sky Fighter, LIVE PONY, Coaster.

SHOWS: Side Show, Monkey Drome (Pete, answer), Funhouse, Mechanical City and any Grind Shows with own equipment. Can place Girls for Girl Revue. Want Talker, Musicians and Performers to enlarge Minstrel Show for Fairs.

All replies **JOHNNY T. TINSLEY or TED WOODWARD**  
Newton, N. C., now; Black Mountain, N. C., next week.

**MULLINS' ROYAL PINE SHOWS**

NOW BOOKING FOR OUR GIGANTIC JULY 4 CELEBRATION AT WOODLAND, MAINE—ON THE CANADIAN BORDER PARADES, FIREWORKS, BEAUTY CONTEST, FREE ACT NIGHTLY

All Concessions open. Those booking now will be given preference at our Fairs.

All Replies:  
**C. W. MULLINS, MGR., PATTEN, MAINE, THIS WEEK.**

**MIGHTY INTERSTATE SHOWS**

Want for Bristol, Va., June 25 to 30, downtown location, first show this year. Followed by Mammoth Fourth of July Celebration, Galax, Va.

SHOWS: Grind Shows or Family Shows, organized Minstrel Show. Have all equipment for same. James Beach wants Working Acts for Side Show.

CONCESSIONS: All legitimate Merchandise Concessions open. All Eating and Drinking Stands open. Will book Bingo beginning June 25 and balance of season.

RIDE HELP: Foremen for Merry-Go-Round, Tilt, Wheels, Chair-o-Plane, Second Men on all Rides. Top wages.

RIDES: Will book one or two more Flat Rides not conflicting with what we have. Also any Kiddie Rides not conflicting.

HELP: Want Scene Artist and Painter to join on wire. Want Show Carpenter and Builder to join on wire. General Help in all departments reply to

**H. B. ROSEN, Care Western Union, Paintsville, Ky.**



**GRIGGS BROTHERS SHOWS**

Want Agents: Alley, Pin and Count. Will book Six Cats, Buckets, Swinger, Diggers. Have one of the best 4th spots for Hankies and Alibis. Will book Bingo, Water Games, Pitches, all legitimate Merchandise Concessions. Grind Shows with own equipment. Foreman for new Allan Herschell Little Dipper, \$60.00 and bonus.

**Pike-ton, Ohio, this week; Aberdeen, Ohio, June 25-30**

**FIDLER SHOWS**

Will book Hanky Panks of all kind. Want Man to handle Bingo Top and Stock, must drive semi. Want Ride Help for Tilt and Wheel, must drive semis. Address:

**Greenville, Ill., this week; Auburn, Ill., next; 4th of July, City Park, Princeville, Ill.**

**EVANS UNITED SHOWS**

Will book Concessions for season. Starting on the streets, Hiawatha, Kans., June 18-23; Plattsburg, Mo., June 28-29-30.

Need Bumper, Glass Pitch, Basket Ball, Grab, Short Range and others not conflicting. Can place Bingo Help. Also need Ride Help, must drive semis. Need Foreman for new Tilt. Address:

**Hiawatha, Kansas, this week; then per route.**

**RALEY BROS.' EXPO.**  
CLEANEST SHOW ON EARTH

Want for largest July 4 Celebration in South, Belhaven, N. C. 30,000 people last year. Boat races, parades, free fish fry, street dances, beauty contest, governor speaks. 15 County Fairs follow.

Place any Stock Concessions, no grift any time. Special rates to family-type shows with own outfits. All seven my tops in use.

**Columbia, N. C., this week; Creswell, N. C., next; then Belhaven.**

**HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKERSON, Gen. Agent**

## Down River Biz Up As Mercury Soars

DETROIT — Business has turned up for the Down River Amusement Company with the advent of summer weather, after early grosses that were far below those of last year.

The show enjoyed a strong weekend in its Belleville, Mich., June 5-10, stand as the thermometer soared. The show lot was city property surrounding the old high school building just off the main street. Another lot across the street was used for the free act. Date was under joint auspices of the Veterans of Foreign Wars and the Oddfellows.

### Carry Aerial Act

The show opened its season April 27 at its winter base, River Rouge. The first few dates were extremely disappointing, but three recent stands showed marked improvement, starting with a Romulus date sponsored by its Veterans of Foreign Wars. Monroe, played under local CIO auspices, ran ahead of last year.

An aerial act, Dave Winnie and Patsy, is on for the full season. Winnie was with the show about five years ago.

The show has five new GMC tractors. Its line-up consists of 7 adult and 4 kiddie rides, 25 concessions and one show, Grady Stiles' Lobster Family, which is on for the season. Grady is assisted by his wife, Edna, and son, Grady Jr.

Owner-Manager Severin Hilo is using a Portapage, portable p.a. system, for bally, announcements, and instructions to personnel.

### Intros Supper Break

Hilo has introduced Saturday "supper breaks," usually from 5 to 6 p.m. Announcement is made shortly beforehand, so the patrons know all midway units will suspend at five o'clock.

The show's route includes five fairs in Michigan—Stockbridge, Cassopolis, Wayne County 4-H at Belleville, Eagle Township, near Lansing, and Chelsea. Celebrations will be played after the last fair, with the show skedded to remain on the road until late September.

Roster includes Victor R. Ferguson, assistant manager; Harriet Hilo, secretary and Billboard agent; James Edward Allen, electrician; Vian R. Colegrove, painter; Jerry W. Joseph, searchlight operator, and Walter (Windy) Schaefer, billposter.

Ride personnel follows: Tilt-A-Whirl, George Ernest Robinson, Jr., foreman, with Dawson Knatz, assistant; Merry-Go-Round, Edward Stanley Booron; Ferris Wheel, James Couch; Rolloplane, Andrew

## Phoenix Club Holds Outing

FLAGSTAFF, Ariz.—The Arizona Showmen's Club members on Siebrand Bros.' Circus & Carnival held their first outing of the season here at nearby Lake Mary during the stand here.

P. W. Siebrand, shows' owner, was unable to attend due to business in Phoenix. Mr. and Mrs. Paul Pesicka and Grace Pentz supervised the fires, and Sammy Steffin donned apron and chef's hat to handle the barbecue with Millie Freeman doing the carving.

Refreshments were doled out by George Redwood, Ham and Lou Siebrand and Simmy and Inez Carroll. Others attending included Nora and Harry Lucas, Gordon Shirley, Mike Aaron, Chuck Cooper, Delores Gordon, Little Man and Dori Steiner, Small Fry Locken and Gordon.

Jackson Riggs; 4 kiddie rides, William Welch, foreman, assisted by Jack Welch. Henry Bruhn rides—Rock and Roll, Bill Hale; Fun House, Bill Wright. Stan Baker rides—Tunnel of Love, Jack Davy; Hot Rods, William Woods.

Concessionaires are: Roy Mathias, 3, with Jackie Mathias and Grady Dockrey; Pete Mudry, 6, with Steve Simon, J. W. Hare, James Coleman, Patricia Coleman, Ella Couch, and Doris Mudry; Mike Englebrink, 3; Ralph Butcher, 3; Sheik Hennessey, cookhouse, with Red Morgan, Mr. and Mrs. Charles Davis, and Stanley (Blackie) Macielag; Victor R. Ferguson, 4, with Louise Ferguson, Harry Dunn, Isaac R. Clark, Mrs. Annie Clark, and Harry Caldwell; Joseph Smith, ice cream; Stan Baker, Coke bottles, with Al Kinder; Bill Myers, photo gallery.

## San Fernando Fiesta Zooms 30% for Crafts

SAN FERNANDO, Calif.— Crafts 20 Big Shows, Unit No. 1, chalked up 30 per cent more business here at the Fiesta Days Celebration than it did a year ago because of better weather and strong sponsorship support, Orville N. Crafts, show owner, said.

The weather for the five days ending Sunday (10) was declared perfect, altho it was on the hot side the last three.

Concessions Shared

The show, which is playing a route of sponsored dates, did not use the 400-foot big top here. The concession line-up, however, was augmented by 20 stores with the civic groups operating 10 and the show the others. Joe (Red) Dauer, returned to the show with four concessions; Al Antinori with jewelry; Otto Fictum, pan game, and Darwin Glenn, Roman targets. Both Bob Jones and Jimmie Rose added several to bring their string of stands to 34 for the date.

The good business here followed on the heels of the five-day run, which ended June 3, in Artesia where the show played the Dairyland Fair. Gross was up 25 per cent for this date.

At the dairy fair the show used the big top with seven 40-foot middles, housing all of the displays except livestock.

Ray Wainish operated the cookhouse for both dates but only for the show personnel. Food stands for the public were handled by the sponsoring groups.

### Make Fast Moves

Moves are being made in record time, Crafts declared, under the direction of Roy Shepherd, general superintendent, and Al Corsi, superintendent of transportation.

In addition to Frank Warren, manager, the staff for the unit includes Martin E. Arthur, business manager; Theo. Forstall, secretary; W. Lee Brandon, general agent; Ken Baker, special events director and Herb Skinner, co-ordinator.

Crafts and Warren recently returned from a week of game fishing at LaPaz, Baja California, the trip being made in Crafts' plane. Upon returning to winter quarters in North Hollywood, Crafts visited both this unit and the Crafts Exposition Shows in Taft, some 150 miles away, in the same day.

## FOR SALE

2 KIDDELAND RIDES  
1 1955 Kiddie Ferris Wheel, enclosed basket-type.  
1 1955 King Kiddie Coaster.  
Both Rides used only 90 days. Reasonably priced. Call RELIANCE 5-4200, Extension 2553, Mr. Hebert or write Al Green Vending Co., Room 925, 1 N. La Salle St., Chicago, Ill.

**W.G. WADE SHOWS**

—CAN PLACE—  
**HANKY PANKS OF ALL KINDS**

Want Billposter, with own transportation, for balance of season. Can use at once.

Excellent opportunity for 2 GRIND SHOWS.

**ROLAND PORTER** wants girls for Revue Show; also Canvasman.

All replies to  
**D. WADE**  
**W. G. WADE SHOWS,**  
**CHEBOYGAN, MICH., all this week.**

P. S.: Following Cheboygan show plays Stambaugh (Iron River), Michigan.

**A. J. SUNNY AMUSEMENTS**

WANT  
**WHEEL FOREMAN**  
**TILT FOREMAN**  
**M.G.R. FOREMAN**

Top wages for sober, reliable Help.  
Contact  
"Heavy" Saunders or A. J. Sunny  
**A. J. SUNNY AMUSEMENTS**  
3006 E. 130th St., Cleveland, Ohio  
Phone Washington 1-4679

**STUMBO TRI STATE SHOW**

Want the following for North Dakota and balance of season: Merry-Go-Round and Ride Help, Photos, Grab, Popcorn, Balloon Dart, Custard, Fish Pond, Short Range and any Hanky Panks not conflicting. Glen Ullin, No. Dakota, June 21, 22, 23; Powers Lake, No. Dakota, June 25, 26; Bowbells, No. Dakota, June 28, 29, 30; Belfield, No. Dakota, July 3, 4; then as per route. G. E. McALLAN, Manager, Stumbo Tri-State Show

**VIOLA, ILLINOIS. CENTENNIAL CELEBRATION**  
JULY 2-3-4

Can use Concessions and Rides not conflicting. No gypsies or flats. Answer by wire or letter only. For Sale—Bingo, Kiddie Merry-Go-Round.

**FRANK WESTPHAL**  
Chairman Rides and Concessions  
BOX 107 OGLESBY, ILLINOIS

**AGENTS WANTED**

Man and Wife for Duck Pond and Ball Game. Must drive truck.

**CLIF. MATTER**  
c/o Wilber's Wolverine Shows, Mulliken, Mich.; Maple Rapids, next week.

**WANTED**

Good Scale and Age Agents at once. Season's work on Boardwalk, Jacksonville Beach, Fla. Also for Florida Fairs later.

**MRS. ANN ROTH**  
Tides Hotel, Jacksonville Beach, Florida, 411 N. 1st St.

**BIG ANNUAL 4TH JULY CELEBRATION**  
PENNSBORO, W. VA.

Concessions of all kinds, Shows, M. E. Eagleson, come on. No calls, all wires to Clarksburg, W. Va., care Western Union.

**Smith's Funland Shows**

**EDWARDSBURG, MICH. RIDES WANTED**

For S.E. Michigan Homecoming Week, sponsored by Lions, any week of Aug.

Write or call  
**H. T. SMITH, Edwardsburg, Mich.**

**SCHAFFER'S JUST FOR FUN SHOWS**

Want for Griggsville, Ill., Fair and balance of season. Athletic, Girl and Monkey Shows, also Penny Arcade.

**W. A. SCHAFFER**  
714 S Haskell Dallas, Tex.

**MADDOX BROS.' SHOW**

Wants Concessions of all kinds for big Street Celebration, Omaha, Nebraska. Lefty Fineout can also use Agents for Concessions. Contact per route, Haddam, Kan., June 14-16; Omaha, Neb., June 23-29; Chanute, Kan., July 2-4.



# MIDWAY CONFAB

• Continued from page 74

closed with the wind-up of the street dates.

John Moran, one-time Cavalcade of Amusements trainmaster and World of Pleasure Shows lot superintendent, has retired from the carnival business and is installing picture screens and other equipment in Detroit area theaters. . . . Mac McMillen, veteran concessionaire, is convalescing in Detroit from a case of pleurisy. . . . Louise Ferguson, wife of Victor Ferguson, assistant manager of the Down River Amusement Company, is in Ypsilanti (Mich.) General Hospital.

Mrs. Bob Hammond, wife of the owner of the show bearing his name, is recuperating in a Houston Hospital following a major operation. The Bob Hammond Shows have been playing Houston lots and are slated to begin their route of celebrations and fairs June 21 in Bellaire, Tex. . . . Al Alfredo's Side Show has joined the Buff Hottle Shows for the season. California Skipper is expected to join at Eldorado, Ill., Alfredo infos.

Red Harrington reports good business for his age and scales at Turner Scott's fun spot in Daytona Beach, Fla., and says he will not take to the road this year. . . . Jimmie Travis continues as a patient at the National Jewish Hospital, Denver. . . . Shirrie Dean recently joined the Munroe Brothers Side Show on the Gold Medal Shows as the featured attraction. Others with the Munroe unit are Jimmy Boats, strong man; Lucky Sutton, magician-emcee; Vera Sutton, atomic girl; Ethel Goodyear, rubber skin girl, Bluey Bluey, fire act; Jada, sword swallower; Marie, goldfish girl; Miss Jewel, escape act; Ali Lynn, mentalist; Elaine, miracle woman; Kathy Munroe, snake act; Fatima, fat lady. Jack Munroe is manager; Preacher Munroe, front man, with Joe Graham and Johnny Munroe on the ticket box and Jackie Lynn handling the second openings.

Roster of the Madge and Clarence Thames girl show on the 20th Century Show includes Sheri Lane Thames, Skippy La Rue, Zonie Burgess, Julia Davis, Jerry Ross, Jean Snow and Virginia Dare. A. T. Thames works the front of "Paris After Dark" and David Thames does the same for Moulin Rouge. Tickets are handled by James Simmons and Henry Griffiths. Donald Usser is in charge of the canvas. Clarence Thames' recent birthday was marked by a dinner on the show in Span's cookhouse, which was attended by 31 guests.

Line-up on W. B. (Whitey) Sutton's Side Show on the John H. Marks Shows follows: Dolly Reagan, ossified girl; Wally Emeridge, pin cushion; Louise Marvel, alligator skin; Jolly Cora, fat girl; Mari Wimler, rubber skin; Joe Crossin, iron tongue; Kathy Sutton, electric chair; Skipper McDonald, magician; Charlie Smith, snakes; Bobby Rawson, midget; Rita Ravell, atomic girl; Madame Primo, mentalist; Sailor Joe, tattoo; Georgette Vaughn, mule-face girl; Chick Stafford, talker; Bobby Kork, annex; Jimmy Reagan and Al Rutter, tickets. . . . Mrs. Flornie Ayers is convalescing at her home, 354 Marine street, Mobile, Ala., after undergoing surgery.

Eileene Brown, wife of Wheeler Brown, of Lie James H. Drew Shows, is confined in the Waverly Hills (Ky.) Tuberculosis Hospital and would like to hear from friends. She is expected to be there for a year.

Evelyn Holmes, formerly one of Raynell Goiden's showgirls, and recently a Philadelphia model, has been named "Miss Recreation of 1956." She is visiting mayors of

major cities in the interests of better recreation facilities.

Guests at a baby shower held jointly for Mrs. George Topps and Mrs. James Wermackon on the James H. Drew Shows were Hazel Reed, Billy Bowman, Peggy Topps, Melenda Drew, Anna Hernandez, Mrs. Jimmie Parton, Sandra Parton, Kittie Parks, Mrs. Bill Hunter, Pearl Myers, Mrs. Stephens, Loretta Holland, and Eula Drew. . . . Jack Yasvack was a recent visitor to the Drew show.

Clyde Davis, operator of the Dolores Show on the Johnny J. Denton Shows, recently presented Roxanne Davis with a new '56 charcoal gray Oldsmobile as a birthday gift. . . . Joe Mooney, now operator of a girl show with the Denton show, is featuring Lillian (Texas Lil) Schwartz and Lucille (Peaches) Gody.

Charles (Chuck) Panacek, owner of the Belle Amusements, reports that the show has been getting good business in Wisconsin's industrial area. An exception was Oconto Falls, Wis. Iron Mountain, Mich., played in good weather, also yielded light business. Show is carrying 8 major, 6 kiddie rides; 4 shows and about 25 concessions. It has four light towers. E. A. Bodart, Panacek said, is doing a good job as general aide. Eddie Hamparion handles the billposting and does the legwork. Bob Atterbury has the Wildlife Show and a Grind Show. Charles Huckbody has the Penny Arcade and Sonny Burnet the novelties.

The Standard Shows opened May 30 at Basin, Wyo., for a four-day stand that provided business far above expectations. Vince John, owner-manager, infos. Thermopolis, Wyo., which followed, also yielded good crowds and business. Show is carrying 6 major rides, 23 kid rides, as many shows, and 23 concessions. Staff includes B. B. (Doc) Snow, general agent, and N. L. (Whitey) Dixon, concession manager.

Elmer A. Richards, jewelry concessionaire, suffered a dislocation and multiple fracture of the shoulder, dislocated collarbone, fractured three ribs and a slight concussion as the result of a 20-foot fall from the window of his Cincinnati home Wednesday (13) while installing screens. He was taken to St. Francis Hospital and released the next day, but will be off the road for three to six weeks before beginning fair dates in Ohio. He and his wife, known as Dick and Dot, are well known in Ohio, having toured with the Gooding Shows in the past.

## Davenport Is Up To '55 for RAS

DAVENPORT, Ia.—The Royal American Shows hit hot, clear weather here thru the first nine days of its 12-day engagement which was scheduled to end Sunday (17). Business was reported up to last year's level and show execs looked for a strong weekend finish which might up the gross for the full stand to over that for last year.

The Royal American Shrine Club held a benefit show Thursday night (14) in the Watercade top which yielded \$2,000. Talent included the band from Leon Claxton's Harlem in Havana show; Gilbert Nelson, vocalist from that show; the entire Watercade production, and Alice Johnson, tap dance, who is the daughter of Mr. and Mrs. John Johnson, concessionaires with the show.

# Jersey Spots Blow Hot, Cold for WOM

SOUTH RIVER, N. J.—Business here ran under expectations for Frank Bergen's World of Mirth Shows despite the best spell of weather encountered in three weeks of operation.

A pickup in activity was likely on Friday and Saturday (15-16) but almost any increase in activity would fall far short of turning the stand into a banner date.

Business last week at New Brunswick was good, despite some bad weather. The fact that the lots in use last week and this week are only a few miles apart may have some bearing on the lack of interest.

### First New Tower

The easy moves had been chosen by Bergen to allow as much time as possible for the reassembling and building of show units made necessary by the sale of show property to the Dominican Republic. The first of the replacement light towers was completed this week. It is a triangular steel fabricated structure mounted on the top of a wagon and reaching some 45 feet in the air. The easily erected structure is topped by eight shaded 2,500-watt lamps. The towers are outlined in fluorescent tubing. Additional embellishments are planned.

The Thelma fat show and Fred Sindell's unborn show will join shortly. The Hermine midget troupe will join in New Britain, Conn., the Fourth of July date, for the remaining still dates and fairs.

The show has made all of its moves overland since unloading its train for the first date at Plainfield, N. J. A highway move will be made again for the next date, South Plainfield, N. J. Elizabeth, N. J., will follow, marking the first time a show has played that town in about seven years. On the show route for many years in the past, Elizabeth was always tagged with big potential, altho the weather history was particularly bad with rain marring virtually all of the stands.

The show will head into New England after Elizabeth, opening

that territory with a celebration date at Stamford, Conn.

The show has been doing particularly well with its publicity. A full page of pictures in The Saturday (10) New York World Telegram and Sun highlighted the exhibits set for a show on the horrors of communism, which will join shortly.

Beginning Saturday (9) at New Brunswick and continuing thru Monday (11) here, a six-man crew from the Dave Garroway network TV show shot hundreds of feet of film. Pictures were taken of the show in action, setting up and tearing down and the moving of equipment over the highway. Bergen appeared before the cameras in an interview.

The film, which will be edited to about eight minutes, will probably be shown on the Garroway program during the week beginning Monday (25).

# PARAKEETS 70 CENTS BABIES \$1.00

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

**THANK YOU**  
Sam & Penny Barrett  
Concessionaires, Olson Shows  
for your new Buick Century purchase.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
3000 Third Ave. Altoona, Pa.  
Phones 9347 or 3-0003

## WANT FOR Midland, Pa., July 2-7, Centennial

On the Streets, Band, Parades and Pageants. Pennsy's Largest Event. Want Bingo and Lunch, Games and Concessions. No grift or Mitt Comp. No ex, come on. Want Rides not conflicting, also Ride Help who drive, First and Second Men. Top salaries, pay each week.

### BUCKEYE STATE SHOWS

Contact per route or phone MANAGER, Moxahale Park, Zanesville, Ohio.  
Phone: Gladstone 2-8252

## ROHR'S MODERN MIDWAY

Buckley, Ill., Centennial, all activities in one location, June 21-23; Kankakee, Ill., on the streets, June 25-27; Manhattan, Ill., June 28-July 1; Rantoul, Ill., Chanou Air Base, July 2 thru 7.

Basketball Pitch, Novelties, Hats, Duck Pond, etc. Only Hanky Panks, no flats or gypsies. Will book Mechanical, Monkey Show, or what have you? "Big" Mac McLean wants Colored Dart Agents. Those who join now will be given preference over the Fourth of July. Bill Hall, come on.

**D. J. ROHR, Buckley, Ill., then per route**

## SILK CITY SHOWS

Want for Big 4th of July Celebration, Oxford, N. J.; Open Midway, and for a proven route of Celebrations and Fairs. First Fair, Manassa, Virginia, Aug. 13.

Concessions: Ex on Cookhouse and Grab, Custard, Popcorn. Opening for Age and Scale, Jewelry, Ball Games, Hats, Photo, Long or Short Range, Straight Sales, High Striker, Cork, Cigarette Blocks. Some Percentage open, also book other type Concessions. Shows with own equipment, Girl Shows, Motordrome, all other Grind Shows. Rides: Roll-o-Plane, Tilt, Octopus, Rock-o-Plane. Greek, contact. Help: Capable Foreman and Ride Help, join at once; also good Electrician.

All Replies to  
**A. LONGO, 260 McBride Ave. Paterson, N. J.**

## WANT RIDES, SHOWS, CONCESSIONS, RIDE HELP AND AGENTS

Now playing Indianapolis, Ind., Kentucky and Morris streets; next Gary, Ind., then Hoopston, Ill., for the 4th of July, one of the largest in the Middle West.

### PAUL MILLER

611 Virginia Ave., Indianapolis, Ind.  
Melrose 21978, Melrose 48551, Mobile Unit, WJ 53023

## IDEAL RIDES

Wanted for Big 4th of July Celebration at City Park, Shelbyville, Illinois July 4th to 8th

Hanky Panks of all kinds. Fish Pond, Hi-Striker, Ball Games, String Game, Coke Bottle, Short Range, Ice Cream, Custard, Lemon Shake, Hoop-La, etc. No Strong Outfits or Mitt Camps. Wires only.

**NASHVILLE, IND., THIS WEEK**



# CETLIN & WILSON SHOWS

40 Car Railroad Show

Week of June 25, Dravosburg, Pa.

CAN PLACE—Legitimate Merchandise, Hanky Panks. Can also place Photo Gallery and American Palmistry.

Good proposition for Glass House with own transportation.

WANT—Ride Foremen, Second Men and all general Ride Help. Cat and Mule Drivers. Want Peler for train. Jesse Jones, answer.

Ralph Decker, contact us immediately.

All Address this week  
CONNELLSVILLE, PA.

## 17 FAIRS PAGE COMBINED SHOWS 17 FAIRS

Want for Allegany, N. Y.—Old Home Week—June 25-30, followed by four more Celebrations. Then 17 weeks of Fairs from the Great Lakes to Central Florida. WANT THE FOLLOWING:

CONCESSIONS: Long and Short Range Gallery, Roman Target, Break-the-Plate, Bear and Parakeet Pitch, Basketball, Bumper, String Game, Funk Rack, African Dip, Cane or Shit Rack, Coke Bottle, Derby Races, Rotary Diggers, Sell Ex on Novelties, Hats, Ice Cream, Waffles and Auction Sales. All people joining now will be given preference at our big route of Fairs.

SHOWS: Motor or Monkey Drome, Big Snake, Life Show, Mechanical, nice framed Fun House, Monkey Circus and outstanding Wildlife. Can place Manager and all types of Acts for Side Show. Bright Eyes wants two fast-stepping brown skin Girls for Colored Girl Show. Eddie Ames wants two Girls for white Girl Show, also Talker and Geek.

RIDES: Will book Live Pony, Scooter, Scrambler, Pretzel, Coaster or Dipper or any Ride not conflicting. We have an outstanding route for Rides and Shows.

**NO MORE STILL DATES . . . NO MORE STILL DATES**

The balance of our season are bona fide Celebrations and Fairs.

We can always place reliable Show People in all departments. All replies to:

**COL. BILL PAGE, Du Bois, Pa.**

P.S.: Want Carnival Bookkeepers to join on wire.

## ROCKY MOUNTAIN EMPIRE SHOWS

Fairs and Celebrations, starting with Logan, Utah, July 2-7; six action-packed days and nights. All Fairs and Celebrations to follow thru Oil Show, Odessa, Texas, in October

CONCESSIONS: Cork Gallery, Fish Pond, Photos, Short Range Gallery, Gold Fish, Duck Pond, High Striker, Hanky Panks of all kinds. No flats or lucky boys.

SHOWS: Fun House, Glass House, Motordrome, Illusion. A. W. McAskill, attention! Any well framed Show with own equipment. RIDES: Will book Octopus, Tilt, Scrambler, Round-Up, any Major Ride not conflicting. HELP: Wheel Foreman, exceptional deal for the right man. Help on all Rides. Must drive and have license. Bingo Counter Help. Wire or phone per route. No collects.

All replies to FRANK O. SWARTZ, Owner, or Mark Kane, Agent

## CARAVELLA AMUSEMENTS

WARREN, OHIO, June 25-30, Auspices American Legion Committee, including Parades. CONNEAUT, Ohio (on Lake Erie) July 2-8, SEVEN BIG DAYS, including SUNDAY.

BOAT RACES • FIREWORKS • SOMETHING DOING EVERY MINUTE WANT FOR THE ABOVE AND PENNA. AND OHIO'S BEST BONA FIDE DATES:

Concessions	Rides	Ride Help	Shows
GLASS PITCH JEWELRY PHOTO NOVELTIES LONG RANGE	TILT-A-WHIRL Attractive Set of KIDDIE RIDES PONY	1st and 2nd Men on OCTOPUS. 2nd Men on Coaster, Wheel, Chairplane and Merry-Go-Round. Clyde, Ernie, contact.	Monkey, Snake, Wildlife, any good Show of merit with own equipment. . . .

ALL WIRE; MERCER, PA., THIS WEEK. F. H. CARAVELLA

## EASTERN AMUSEMENT CO.

WANTS WANTS WANTS WANTS WANTS  
For Houlton, Maine, best 4th of July spot in New England with the best route of Celebrations and Fairs to follow.

AGENTS: For PC and Hanky Panks. Best deal for Six Cat Agent, Virgin territory. WANT: Monkey Drome Operator, will cut even.

CONCESSIONS: Photo, String Game, Bear Pitch, Custard, Jewelry, Cork Gallery, Hats, Glass Pitch, Bumper or any other Hanky Panks.

SHOWS: Best deal for Fun House, Snake, Illusion, Geek or any Pit, Athletic, Fat Girl or Man, Glass House or what have you? Come on and get your br. here.

WANT: Ride Men with license to drive semis given preference. No drunks or chasers. Top salary to right Men.  
**CONTACT M. S. EARL**  
Belfast, Maine, June 18 to 23; Old Town, Maine, June 25 to 30.

## BUFF HOTTLE SHOWS

WANT FOR UNIT #1—Manager and Riders for office owned Motordrome. Also need Agents for office owned Hanky Panks. Bill Herington wants Counterman for Bingo to join at first Fair, Fairfield, Ill., starting July 2.

WANT FOR UNIT #2—Want Concessions of all kinds that work for Stock. Also want two or three Grind Shows with own equipment to join at Metropolis, Ill., July 2.

Replies to

**BUFF HOTTLE, Mgr.** UNIT #1  
Vandalia, Ill., this week

**ROMEO DUNN, Mgr.** UNIT #2  
Basitrop, La., this week

## "DRAGO AMUSEMENTS"

Starting next week this show plays Fairs and Celebrations till the end of season in October

Want for Knox, Ind., Fair and Danville, Ill., 6-Day 4th of July Celebration. Seale, Frozen Custard, Ice Cream and Sno-Ball (will sell exclusive on these). Will book any other Concession working for stock for \$26.50. Want to book Motordrome, Snake or any other Animal Show, Glass House or Fun House or any other Show (except Girl Show) for small per cent (at Danville, Ill., for committee money only). Want to book two Major Rides for 4th of July. Have semi with 42-ft. front (could be used for Snake Show or other Show). If anyone interested wants to take charge, get in touch with me. Frankfort, Ind., this week; Knox, Ind., to follow. No. 2 Show wants all kind of Concessions. Contact

**CHET PIERCE, as per route**

# COMING EVENTS

### Arizona

Ajo—Celebration, July 4.  
Bisbee—Celebration, July 4.  
Casa Grande—Celebration, July 4.  
Dewey—Rodeo, June 24.  
Eloy—Celebration, July 4.  
Flagstaff—Celebration, July 4.  
Flagstaff—Southwest Indiana Pow-Wow, July 2-4.  
Flagstaff—Sheriff's Posse Parade & Rodeo, July 29.  
Flagstaff—N. Ariz. Square Dance Festival, Aug. 10-12.  
Globe—Arizona Club Rodeo, June 22-24.  
Mesa—Mermon Pioneer Celebration, July 24.  
Payson—71st Annual Rodeo, Aug. 10-12.  
Prescott—Frontier Days, July 1-4.  
Prescott—Smoki Ceremonials, Aug. 11.

## Decatur Gives Olson Weather, Good Business

DECATUR, Ill.—Warm, clear nights were given to the Olson Shows here thru the first three nights and part of the fourth night of its six-day stand which was skedded to close Saturday (16). Business during the first four nights was as good as the weather and was rated slightly better for the show than when it played here last year. Show jumps from here to Joliet, then to Toledo, O.

### Not So Funny

Continued from page 70

errors, as one tough break after another has dogged the show. "Will It, Won't It Get to West Warwick?" was the Rhode Island headline.

The press has played up the chain of misfortunes surrounding the show, notably runaway girls, a stranded animal truck, wire act trouble, and more. Crowning event was the reference by agents that the show would be in West Warwick on Monday (18) "as far as they knew."

### Greatest Is Latest

Ringling, on the other hand, has picked up the facetious label of "Latest Show On Earth." It has been late consistently for matinees, sometimes by more than two hours, but despite these delays the crowds have stayed late and given the Big Show some mighty satisfying engagements. The trouble has been a rousing about on railroad moves, and just plain short-handedness which has affected loading and setting up.

In addition, Ringling was plagued in Hicksville by stampeding horses which knocked down a patron and child, a baby elephant which rolled onto another patron and two offspring, and show hand Joe Renillet, who was hit in the head by a steel beam. The patrons were not injured beyond the bruising stage. Renillet's cut required stitches.

With advance publicity having picked up sharply (it was very good for Long Island) and business shaping up nicely despite all handicaps, the hope is that the show can at least meet its operating schedule so that stories when it leaves are so favorable as the ones before it arrives.

### R-B Gotham Pact

Continued from page 70

management, was in town during this period.

After the signing both sides were quiet on the contract details. Irish's statement means the Ringling-Garden marriage will continue for another four years, at least.

Exact dates for next year's engagement have not been determined but it was learned the circus will pull into town the first Sunday in April, as has been the custom.

Safford—Pioneer Celebration, July 24.  
St. Johns—San Juan Day, June 24.  
St. Johns—Camporama & Pioneer Day Celebration by Mormons, July 24.  
Snow Flake—Pioneer Day Celebration & Rodeo, July 23-24.

### Arkansas

Helena—Centennial, Aug. 17-22. Sam W. Tappan, Chamber of Commerce.  
Rogers—Diamond Jubilee, Aug. 27-Sept. 2. C. B. Porter.

### California

Eureka—Eureka Rodeo, June 29-July 1. Ralph Barnes.  
Hollister—San Benito Co. Saddle Horse Show, Rodeo & Fair, June 22-24. J. M. Leonard.  
Lamont—Lamont Rodeo, June 29-July 1. Los Angeles—Home Show, June 14-24.  
Oceanside—Celebration, July 4.  
Salinas—California Rodeo, July 19-22.  
San Francisco—China, Glass and Gift Show, Aug. 5-8. Kay Leber, 1355 Market St.  
San Francisco—Flower Show, Aug. 23-24. Robert D. Gromm, 2059 28th Ave.

### Colorado

Aspen—Silver Stampede Rodeo, July 14-15. Arthur A. Pfister.  
Boulder—Pow Wow & Rodeo, July 28-30. Gene Love.  
Brush—Brush Amateur Rodeo & Race Meet, July 3-4. Everett E. Hult, Jaycees.  
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 7-11.  
Colorado Springs—Pikes Peak Auto Race, July 4.  
Estes Park—Nat'l Horseless Carriage Club Show, June 22-24.

Continued on page 84

## Hymes Units Hold 3 Holiday Spots

NEW YORK — A. Hymes, novelty, weight and age concessionaire, will have units operating at three events over the Fourth of July holiday period.

A repeat date is the Lowell (Mass.) Fourth of July Celebration, credited as one of the biggest in the nation. The two other spots are rodeos. One, operated by Joe Daly, will be held at the Boston Arena. The other will be presented by Jim Eskew at Tonawanda, Pa.

## Beatty Tells Woes

Continued from page 70

out again but so far he has been unsuccessful.

Concello, McClosky and Kernan came here from Sarasota, Fla., and held several conferences with Beatty, but they did not appear at the creditor meeting or take any action in the National bankruptcy.

Judge E. P. Johnston, referee, commented that few claimants had filed proofs of claims against National and no objections to the bankruptcy had been received by the court.

### Petty Testifies

Other National officers at the court hearing were Frank Orman, vice-president, and W. M. Petty, chief accountant.

Petty testified that the show had lost an average of about \$2,000 per day from the opening in Deming, N. M., until the closing at Burbank. Los Angeles, usually a good stand for the show, was a heavy loser, Petty said. The 1956 gross for 12 days in Los Angeles was about similar period in 1955, the auditor testified.

Beatty, Orman and Petty arrived in Macon Sunday, Beatty flying in from Sarasota and Petty flying in from winter quarters at Deming. Orman drove from his home in Fort Lauderdale, Fla. Beatty revealed that he has been offered several attractive bookings for late summer and fall for his wild animal act but he had withheld commitments until he exhausted all efforts toward reorganizing the circus. No definite plans or action had been taken at the time of the bankruptcy hearing.

Durward Mercer, Macon attorney, was named trustee for the National corporation and he is to dispose of the office machines and advertising matter it owns.

Beatty, Concello and McClosky stayed in Macon thru Wednesday (13) for further discussions but nothing had come of these talks by Friday (15).

## PARAKEETS

BABIES—\$1.10 ea.  
CARNIVAL BIRDS  
85c ea.

Shipped Daily. F.O.B. Los Angeles.  
Minimum Order, 48 Birds.

**Durkee's Bird Farm**  
8967 E. Gallatin Rd., Pico, California  
Phone: OXFord 9-5210

## MERRIAM'S MIDWAY SHOWS WANT

Girl Show, Athletic Show, 10 in-1 or other Shows with nice equipment for Cannon Valley Fair, Cannon Falls, Minn., July 2-3-4; Detroit Lakes Water Carnival, July 12-13-14-15; Shell Prairie Fair, Park Rapids, Minn., July 16-17-18. Can use about 10 more Concessions. Willmar, Minn., now; Mountain Lake, Minn., June 25-26; Fountain, Minn., June 29-30.

### BINGO HELP

Leaving Minneapolis June 22; open Fargo, N. D., June 25 for one Still Date, then fairs.

Salary and daily bonus. COUNTERMEN AND RELIEF CALLER. One who can drive semi. ALSO HANKY PANK AGENTS.

**JIMMY HARRISON**  
c/o William T. Collins Shows  
801 E. 78th St. Minneapolis, Minn.

## MARVEL SHOWS

Want Ride Help who drive, especially Wheel Man.  
Deer Creek, Ill., 22, 23, 24; Wataga, Ill., 28, 29.

**Edward (Jake) Merriman**

## RIDE HELP WANTED

Merry-Go-Round, Rock-o-Plane, Tilt and Scramble. Top salary and bonus.

**DELGARIAN AMUSEMENT**  
1759 N. Newland Ave. Chicago 35, Ill.  
Merrimac 7-2103

## FOR SALE

Popcorn and Candy Apple Outfit complete. Top and equipment like new. Reasonable price. Same can be booked on Show balance of season. Can be seen in Waverly, Va. All replies to

**BEN WOLFE**

Waverly, Va., this week; Suffolk, Va., June 25-30.

## WANTED

Concessions for the 65th Annual Old Settlers' Reunion to be held at Louisburg, Mo., on July 23 & 24. See or write

**HARRY W. ATCHLEY**  
Louisburg, Mo.

### WANTED

**CONCESSIONS**  
For Maplewood, Mo., Fair, June 18-22, and Pena, Ill., Centennial, and Nokomis, Ill., Centennial.

Also want Foremen for Octopus and Merry-Go-Round.  
**MOUND CITY SHOWS**  
MAPLEWOOD, MO., THIS WEEK

## WANTED

First Man for Merry-Go-Round and Spitfire. Must know Rides complete and be semi driver. Sober, reliable and able to stand good treatment or you will not last. Do not misrepresent. Call before coming. Also want Ferris Wheel Foreman. No tickets. Call

**PAULINE SKERBECK, Newberry, Mich.**

## WANT A-1 WHEEL FOREMAN

Top wages and bonus, long season. Must drive semi. Answer as per route.

**BERNARD THOMAS**  
Art B. Thomas Shows

## RELIEF CALLER COUNTERMEN

**WANTED FOR HARRY WEISS BINGO**

Contact via mail  
**MARKS SHOWS**, Baltimore, Md.; then per route.  
Irving (Doc) Strang, contact at once.

## WANTED

MERRY-GO-ROUND FOREMAN AND FERRIS WHEEL FOREMAN. Payday every week. All replies to

**Jim Boley**  
**Bill Heals Rides**  
Newport, Ky., this week; Felicity, Ohio, next week.



### W. G. Wade Shows

Wanted: Cook House now through Fair season. Must cater to show people. Excellent opportunity for right operator. Harbalt, please contact. All replies via Western Union only to

**D. WADE**

W. G. WADE SHOWS  
Cheboygan, Mich., all this week.

### LOUIE DUCHENE

**WANTS GIRLS FOR GIRL SHOW**

Experience not necessary. Top salary and bonus. Living quarters furnished. Canvas Man who can sell tickets and grind. Blacky, wire me. Jack Lee, contact. Best July 4 spot in Kentucky, then 14 Fairs. Replies:

c/o PACE BROS.' SHOWS  
Albany, Ky., this week

## CLUB ACTIVITIES

### Pacific Coast Showmen's Association

LOS ANGELES—With Robert Downie, vice-president, and Robert Matthews, secretary, on the rostrum, the membership of the Pacific Coast Showmen's Association here were told Monday night (11) of the forthcoming show-within-a-show to be staged by West Coast Shows.

The event will be held when the West Coast Shows play Medford, Ore., on July 11. Eddie Hellwig, the show's general manager, will act as the treasurer and Sam Dolman will be chairman of

the event. Buster Odle and Don Gilbert will be in charge of entertainment, with Mary Ragan Kanthe and Joe Wallace to handle the tickets. Everett W. (George) Coe, show's business representative, will officiate as greeter.

One new member, Emanuel Macais, of the Crafts Shows, was received into the organization.

Steve Vaughn reported on the car contest.

Art Anderson, who underwent surgery, is back with the West Coast Shows. Clyde Gooding was reported in the hospital for a check-up. Lou Korte was said to be improving from his illness. George Surtees, who was confined to a Long Beach hospital, is out and planning to paint the club's kitchen.

### Miami Showmen's Association

MIAMI — Redecorating of the club's lounge and bar will not be undertaken until the members return in the fall. Meanwhile, Carl B. Wilson will paint and fix up the lounge temporarily.

Shep Blumberg, a go-getter for the club, visited the Strates midway and put on an affair. Irving Sherman, of Philadelphia, donated a diamond wrist watch, Tommy Thomson sold tickets and Guy Markell ran the bingo, which was a success. Shep will continue his visits to shows around his backyard of Camden, N. J., to help raise funds for the club.

Member J. O'Connor passed away in Harlan, Ky., and was buried at Miami Showmen's Rest, with William Bryant conducting the services. He is survived by his widow, Betty. Also attending the funeral were Harry Heiser, Lyman Truesdale, Mel Dodson, Clif Wilson, Guy Dodson and Marty Weiss.

Recent club visitors included Tony Buzzella, Mr. and Mrs. Ernie Buzzella, Con Weiss, B. C. Kasher, Lyman Truesdale, Art Touhey, Joe (Rochester) Green, Pud Hartman, Eddie Crowell, Al Beck, Dutch Holtzman, Tex Sherman, Clif Wilson, Mel Dodson and Guy Dodson.

### UNDER THE MARQUEE

Continued from page 71

new carry-all. . . Gil Gray personel who visited included Max and Gertie Craig, Dorthy and Bobby Yerkies, the Aerial Gibsons, Jack and Babe Jackson, Skinny Goe, Jackie Tolliver, Mildred Welbes, Joe Natal, Hazel King, Joe Horwath, Eva, Victoria and Jose Vasca. . . High altitude at Wolf Creek Pass, Colorado, proved too much for some of the trucks and trailers. Karl Wallenda's truck and two of the Packs trucks developed trouble. Herman Wallenda found a fire in the motor in time to extinguish it. Boze Harrell's trailer brakes gave out on a mountain. Willie Robbins blew a trailer tire, and Harry Hammond had to hitch-hike after two of four new tires blew out.

Charlie Sherwood, Janesville, Wis., has caught Polack Easter, Hamid - Morton, Polack Western and Miller Bros., with a trip to Hagen Bros. in the works.

### WANTED

Want Wheel Foreman, other Ride Help. Can place Hanky Pank Concessions.

**GEORGE OWENS**

Watermelon Jubilee  
Stockdale, Texas, now

## GOLD MEDAL SHOWS

Can place for 17 Fairs starting second week of July. Elkins, W. Va., this week, followed by Winchester, Va., then downtown Staunton, Va., on Fairgrounds, Big 4th of July Celebration.

Ride Help Wanted: A-1 Foremen for Twin Wheels, Octopus, Tilt-A-Whirl. Top salary. All Legitimate Concessions open. Sell ex on Photos, Novelties and French Fries. Good opening beginning week of July 9. A-1 Coin Game (Bingo), prefer one that operates for choice, also for Grind Stores, must have Hanky Panks. Want Business Manager who can and will follow orders.

All replies to **JOHN J. DENTON, Owner & Mgr., Gold Medal Shows, Elkton, W. Va., this week**

## FAMOUS AMERICAN SHOWS

Want for Gadsden, Alabama, downtown location, Huntsville to follow. Concessions: Bingo, Hanky Panks of all kinds, reasonable privilege, Six Cat, Glass Pitch, Cassidy, get in touch. Roy Allen wants Couple to operate Cook House. Shows: Fun House Operators, Girl Show with or without outfit, Monkey Show Operator (have monks and show. Committee P.C. for Shows with your own outfit. Help: Truck Mechanic that understands show equipment. N. L. Carl, get in touch. Help: Ferris Wheel, Fly-a-Plane and Caterpillar Foreman. Salary and bonus. We pay every week. Man to take complete charge of Kiddie Land, salary and P.C.; Front Gate Man and Tower, Assistant Electrician, Second Men on all Rides. Roy Allen wants a few Count Store Agents. Also Lot Man wanted. All help that worked for us before, please contact.

**SHIRLEY LEVY**

RICH HOTEL, GADSDEN, ALA.

P.S.: Have 10 Monkeys for sale and complete Show.

### BYESVILLE, OHIO, CENTENNIAL

**JULY 2-7—BANDS, PARADES AND HORSE SHOW**

Want Bingo and Lunch, Custard, French Fries and legitimate Games of all kinds. Want Rides and Shows, also Ride Help who drive, First and Second Men. Top salaries, pay each week.

### BUCKEYE STATE SHOWS ON MIDWAY

Contract per route or phone **MANAGER, Moxahala Park, Zanesville, Ohio.**

Phone: Gladstone 2-8252

### WILLIAM T. COLLINS SHOWS

"AMERICA'S LARGEST MOTORIZED MIDWAY"

Show Leaves Winter Quarters June 22, Opening Fargo, N. D., June 25

**RIDES** Will book one more Major Ride, Spitfire, Looper, Twister, Hurricane, Flying Scooter or Caterpillar.

**RIDE HELP** Want Foremen for Dodgem and Round-Up. Must be of good character, sober and reliable. Will pay salary and percentage of gross. Following men contact: Swede Lundquist, Doug Humphreys, James Varnell, John Alvarez, Lee Harlibut and others who have worked for me, get in touch.

**SHOWS** Can place Revue and Posing Show. Want party to furnish personnel and P.A. systems for both Shows. (Jimmy Johnson, call me.) Can also place Motordrome.

Address **WM. T. COLLINS, Mgr.**

801 E. 78th St., Minneapolis, Minn. (Phone: Rockwell 9-5097), until June 22; then Fargo, N. D.

### GLADES AMUSEMENT COMPANY

Stephens City, Virginia, Firemen's Celebration this week, followed by Elkton, Virginia, Firemen's Lawn Party, week of June 25, and then one of the best 4th of July spots in Virginia, LIVELY, VIRGINIA.

Firemen's Carnival, Fireworks, Hillbilly Show, Car Give-Away Saturday Night. Want Hanky Panks of all kinds. Will book small but well-framed Show, Monkey, Side Show, Big Snake, Fun or Glass House. Need Ride Help of all kinds, must be semi drivers. All replies: **JERRY SADDLEMIRE,**

**GLADES AMUSEMENT CO.**

STEPHENS CITY, VA., THIS WEEK.

### ASHVILLE, OHIO, JULY 2-3-4

**ANNUAL FOURTH OF JULY CELEBRATION**

Parades, Fireworks, Free Acts, Dances and Entertainment Every Day.

**MIDLAND, PA., GOLDEN JUBILEE, JULY 2-7**

WANT CONCESSIONS, SHOWS and RIDE HELP. Want Tilt Foreman and Wheel Foreman. Top salary.

### NOLAN AMUSEMENT CO.

Elyria, Ohio, this week; Whitehall, Ohio, June 25-30.

## WANT LOT MAN

Must be capable of handling large truck show and must make self generally useful at all times.

Address

**C. C. Groscurth, Blue Grass Shows**

Marion, Indiana, this week

### PAN-AMERICAN SHOWS

Want individually owned Grind Stores—Especially want "Peek" and "Count." Want Grind Store Agents. Want capable Operators to take heads of Pan Game, Razzle and Pin Stores. Wire or call "Foots" Reeves. Want for Midwestern's outstanding Fourth Celebration and fourteen bona fide Arkansas, Louisiana and late Florida Fairs, nicely flashed Bingo and Merchandise Concessions—exclusive on Custard, Long and Short Range Galleries, Novelties, Jewelry and other exclusive privileges. Concession Help. Want Operators for office Snake, Geek, Monkey Speedway, and will frame any worth-while money-getting Show for capable people. Want Wildlife have a number of animals for same). Have black-faced female caged Chimp for sale. Want Wheel, Tilt Foremen and Second Men on all Rides. Contact L. H. Hardin, lot supt. Showmen, contact Jimmie Farmer. Can always use Specialties for Revue and Circus Side Show personnel. Inside Attractions Andy Kelly or "Doughboy," answer.

PAN-AMERICAN SHOWS, City Park, Georgetown, Ill., week of June 18.

### For Sale--Heller's Acme Shows--For Sale

4 Major Rides, 3 Kiddie Rides, 1 Caterpillar, 75 KVA, 6 Tractors, 6 Trailers, 1 30-ft. Low-Boy Office Trailer. Everything new in operation. Can be seen in Paterson, N. J., this week, 21st Ave. and State St. Booked until end of October. Have contracted 10 Fairs. Want Man to handle Custard, also Hanky Panks. Also want good Ride Help and Mechanic. Next week, West Orange, on the streets. All address:

**HARRY HELLER**

9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447 after 11:00 p.m.

### Monarch EXPOSITION SHOWS

Military Day Celebration, Polo, Ill., June 21-23; followed by Derby Days, Pekin, Ill.—6 big days—June 25-30; Granite City, Ill., July 4; then all county Fairs until August, including Belleville, Ill., July 27-August 5.

Want Popcorn Trailer, also a few more Stock Concessions. Also want two Agents for Stock Concessions. Can place three Ride Men.

Address **E. L. WINROD, Mgr.**

Polo, Ill., this week; Pekin, Ill., next week.

### GOLD BOND SHOWS

WANT WANT WANT

CONCESSIONS: Want Hanky Panks of all kinds. Photos, Novelties, Pitch Joints, Records, Ball Games, Roman Targets, Gold Fish, Ice Cream. SHOWS: Want 10-in-1, Monkey, Mechanical, Wildlife Drome. Can furnish complete equipment for 5-in-1 to reliable operator

All replies **MICKEY STARK, Mgr.**

Janesville, Wis., June 17-24; Plainview (Centennial), Minn., June 27-July 1; Menomonee Falls, Wis., July 3-8.

### WANTED—WANTED—WANTED

Wheel Foreman—Top salary, paid every week. Short moves. Also want Tilt and Octopus Help. (Jimmie Whitmore, let me hear from you.) Can use Man and Wife for Bingo and Jingle Board. (Larry, come on.) Will book Hanky Panks. No gypsies or flats.

**JESS WRIGLEY**

c/o Hugo's Novelty Shows, Lawrence, Kans., this week; Leavenworth, Kans., next week.

### TIVOLI EXPOSITION SHOWS

Want for 18 bona fide Celebrations and Fairs starting now until Nov. 1. Concessions: Can place Fish Ponds, Balloon Darts, Pitch-Tilt-You-Win, Long and Short Range Galleries, Penny Arcade, Ball Games, String Games, Coke Bottles, or what have you? Want to book one Major Ride such as Rock-a-Plane, Spit Fire or any Ride not conflicting.

Contact **H. V. PETERSEN**

Canton, Illinois, this week; big June Jubilee to follow.

### JEFFERSONVILLE, OHIO 15TH ANNUAL CELEBRATION ON MAIN STREET

Want legitimate Games and Concessions. Also want Rides not conflicting. Ride Help on all Rides who drive. First and Second Men. Top salaries, pay each week.

**BUCKEYE STATE SHOWS**

Contact as per route or phone **MANAGER, Moxahala Park, Zanesville, Ohio.**

Phone: Gladstone 2-8252



## MERCHANDISE TOPICS

Users of low-priced novelty items are urged to investigate the lavender sachet baskets handled by Sherfy's, Ltd., 2126 Boyer, Seattle. The item is a small hand-woven basket with perforated plastic cover plus a small bag containing genuine dried lavender. When suspended in a closet or placed in women's dresser drawers, the aroma of lavender is given off. You can buy the item for 11 cents and sell it for 70 cents to \$1. Send 25 cents for a sample, \$21.60 for a gross or \$110 for 1,000 baskets. The lavender sells at \$5 for five pounds.

Jiffy Enterprises, Inc., 150 North 13th Street, Philadelphia, has a new gadget for hanging clothes in an auto. The hanger consists of a square of adhesive-backed cloth tape reinforced by a steel insert bar that holds an extruded hook. It is attachable to any smooth, flat surface and may be applied to the window or to the frame over the door. It is said not to interfere with the opening of the door. The hanger may also be used to hold pictures, maps, charts, decorations, etc., and will sustain a weight of 15 pounds. Directions indicate that it may be applied to wood, metal, glass, tile or cement. Retail price is six for 19 cents.

Marine-Tex is the name of a new plastic repair and patching substance having great bonding strength on metals, soft and hard woods, plywood and other solids. The manufacturer, Travaco Laboratories, 223 Condor Street, East Boston 28, says it hardens like steel yet may be sanded like wood. The firm claims that the material is impervious to oils, greases, brine, detergents and other chemicals. Hardening time is from two to three hours but may be speeded up by application of heat. Because any repair product which has great strength makes a good demonstration, this product should be of interest to demonstrators.

A new decorating and touch-up paint spray is being marketed by Acrolite Products, Inc., 108 Ashland Avenue, West Orange, N. J. It is claimed that this paint never discolors, chips, cracks or peels. Acrolite sprays will paint any wood, metal or paper surface in seconds and will dry in five minutes, the firm says. It is available in 14 popular colors and is non-flammable. Surfaces refinished with Acrolite will be thoroughly waterproof and will resist sun, salt air, alkali and fungus growth.

## PIPES FOR PITCHMEN

By BILL BAKER

ACCORDING TO . . . the latest dope breezed in from the West Coast, Mary Ragan was knocking 'em just a little bit dizzy at the Chico, Calif., fair with her new jewelry stand.

AMAZING DOC JESTER . . . reports that Frank Hayward, of the Hayward Puppeteers, suffered a heart attack recently and bowed out May 26. It will be recalled that Hayward did a kids' magic act and puppet show and only recently he worked his puppets at the famous children's Fairy Land in Oakland, Calif.

PRINCE JULIAN . . . that young man of magic, pipes in for the first time to report that he's working as a demonstrator in one of Woolworth's five-and-dimers in New York. He's realizing some good takes pushing So-E-Z fabric mender.

THE FOLLOWING . . . news nuggets were penciled by Jim Poole from Indianapolis: "Joey Marks (King Koolie), purveyor of novelties, has forsaken pitchdom. He has accepted a job as assistant boss canvasser on the Cornell & Weiss Med Show. Joe Joblots is the boss canvasser. . . Elmer Regan (Nellie) will return to Springfield, Ill., for a well-earned vacation. He not only has been getting the long green here but also knocked 'em dead at the Kentucky Derby. He will be a guest at Frank Lazar's Annual Outdoor Fun Fiesta. Sagebrush Slim Moffet will entertain with western and hillbilly songs and also do his rope act. . . Bud L'esplenter entertained the boys with a steak dinner and the customary liquid libations at The Pad-dock, a local nitery. . . William (The Horse) Weiss has been busy reorganizing and getting his equipment ready. He will have Tomato Face Dutch and his trombones, George M., blues singer, the Seidel Troupe, acrobats, and a line of Ball Babes. Jackie Andrews will be general agent. . . Also noted at the "500" were Buzz Cottin, Leroy Brown, Ray Alfred, Russell Mazet, Louie Maser, Joe Sesano and Big Foot Murphy."

"DEAR FRIENDS" . . . pens Big Al Wilson from Chicago. "Have been out of the hospital now for a week and I'm glad to say that I'm feeling okay. My present plans call for a selling job in Ohio with the Maxwell House Company. There are plenty of pitchmen around Chicago and all the boys on Maxwell Street seem to be doing all right so I guess times are not so bad. Met Gus Young, of Young Enterprises, and he tells me that his crew are on the uptrend. Red Gunn and Jimmy Kare are both doing fine. June Kare is knockin' 'em dizzy in a downtown Chicago store."

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**80¢ EACH**

**ONE PIECE PLASTIC HANDLE**  
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold.

**TELESCOPIC BAMBOO POLE**  
12-ft. length • 3 section • F equipped • 3 guides and full metal tip • Red lacquered wraps • Full metal clamp holder for reel • Individual clear bag sleeve • Blue Ribbon Brand. Per Doz., \$18.00.

**SPINNING LINE Soft Monofilament** • 100 yards to spool • 6 lb. test • Dupont Tynex • 12 spools packed to box • Per Doz. Spools. \$3.00. No less sold.

**TROUT FLIES** On #10 Hooks • 12 asst. numbers mounted files on two cork strips packed in Paulownia wood box • Box re-usable for men's cuff links and jewelry • 12 boxes total of 144 flies packed to container • Doz. Boxes, \$4.75. No less sold.

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Ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon.

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Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.00 per set.

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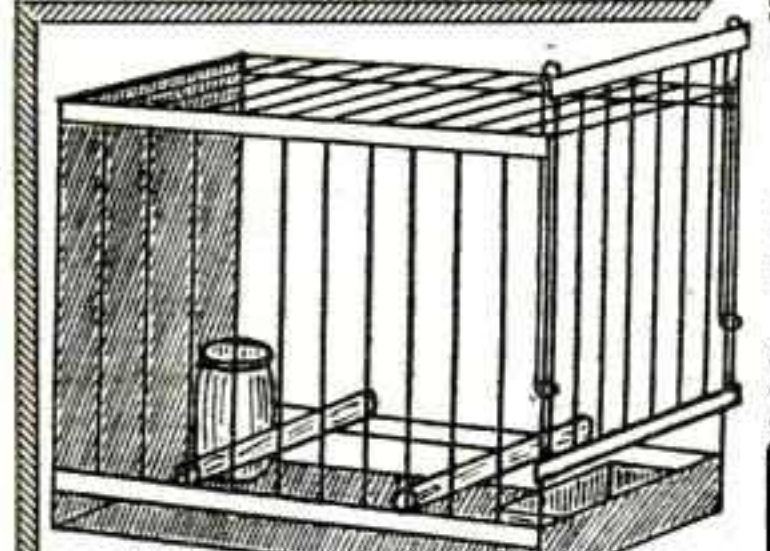
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.  
Cincinnati 22, O.

#### Parcel Post

Cooper, Jerry  
(Popular Mechanics Magazine), 144

Alderson, Wm. C.  
Aldrich, Marion  
Allen, Diana  
Allen, James  
Anderson, Frank  
(Merry-Go-Round)  
Andes, Mrs. June  
Andes, Jr., Wm. G.  
Andrican, Peter &  
Andrican, Mrs. C. E.  
Andrican, Mrs. Chas.  
Anthony, Pat  
Asher, Chas.  
Atchley, James C.  
Bagby, John B. &  
Baker, Joe  
Balderson, Geo.  
Balsewick, Peter  
Barchinger, Wayne  
Barnstein, Barney  
Beckwith, Gerald  
Bell, Wm. C.  
Bellows, Al  
Benson, Elwood W.  
Bible, Roy  
Black, Holly  
Blackhall, Dottie  
Blackhall, Thos.  
Blair, J. Wesley  
Bly, Ed  
Bock, Raymond  
Borders, Wainright  
Bowers, Evelyn  
(Peggy W.)  
Boss, Mrs. Helen  
Boucher, Mrs. Hope  
Boudreau, John  
Bourassa, Chas.  
Boyer, Howard (or  
Sandy Lee)  
Bradley, Henry &  
Brady, Dorothy  
Brady, Pete  
(Hollywood Thrill Show)  
Bray, W. M. (Whitey)  
Brodnaugh, Geo.  
(Peggy W.)  
Brown, Mrs. Edna  
Brown, Mrs. Hazel  
Buckley, Mrs. Madj  
Bundy, Donald  
Bullock, W. H. Blacky  
Burridge, Jos.  
California Skipper  
Candria, Joe & Mrs.  
Carr, Jeannie  
Carter, Bert  
Carver, Wm.  
Lawrence  
Caudorph, C. F.  
Caudell, Mary Sue  
Chavanne, James  
Church, C.  
Cisno Kid  
Clancy, Carlisle  
Cole, Mrs. Daisy  
Conklin, Lola (Mr.)  
Connoley, Edw.  
(Whitey)  
Connors, Jack  
Conti, Herbie  
Cortier, Thos. Sam  
Costa, Steve  
Counter, Mrs. Virginia  
Cox, Walter  
Crawford, Mrs. E. V.  
Crenshaw, W. R.  
Cromes, Bob & Mrs.  
Cronin, Arthur  
Crotts, B. K.  
Cruz, Edw.  
Cummings, W. G.  
Cusso, Betty Jean  
Cutler, "Boots"  
Cutler, Richard  
Dabbs, Harvey  
Dagg, Roy & Mrs.  
Dallas, Mrs. Mary  
Daubenspeck, Robt.  
Davis, Eddie  
DeRinkie, Frank  
DeWald, Bonnie M.  
Dearduff, Mrs. Alice  
Deloga, Jean  
Demetrio, Archie & Betty  
Demster, Frank  
Denby, Buck  
DiRocco, Tina  
Docen, Clarence  
Duchene, Lewey & Mrs.  
Dullin, Jules V.  
Duncan, C. R.  
Dye, Princess Valder  
Eargle Jr., A. C.  
Eddington, Cecil  
Elliot, Jack K.  
Ellis, James  
Elmore, John  
Engle, Chas. (Agt.)  
Escorcia, Ramon  
Evans, Clarence  
Evans, Patty  
Evans, Raymond  
Evans, Steve  
Ewins, Burton H.  
Farien, Harry Ernest  
Feo, Mrs. Grace  
McMahon  
Fine, Murray (Bugs)  
Fitzgerald, Fred  
Flint, Geo. B. & Mrs.  
Flower, M. A.  
Foley, Mrs. Jack  
Ford, Ted (Pen Store Agent)  
Foster, E. M.  
Frazier, Clarence  
Fritts, W. R.  
Fryman, Bill  
Furay, Paul  
Gallagher, John J. & Bessie  
Gallagher, Russell & Rose  
Gallo, Geo.  
Galluppo, Jack O. & Peg  
Geer, Frank  
Gennusa, B. C.  
Gentry, Rye  
George, Gertrude  
Gibson, Jack  
Gibson, Oscar L.  
Gifford, C. F.  
Gill, Frank  
Gilklin, Mr. Mickey  
Gilmore, John L.  
Esc. (Zandau)  
Glosser, Olga

Goad, Dortha Marie  
Goe, Skinny (Band Leader)  
Goff, Geo.  
Good, Connie  
Goodall, Mrs.  
Catherine  
Goodman, Spark Plug  
Gray, Howard  
Franklin  
Green, Nicholas  
Green, Richard  
Greene, Donald S.  
Grey, Andrew John  
Griffiths, Wm. E.  
Grigson, Herman  
Grison, Maurice  
Hackett, Edw. J. & Mrs.  
Haley, Loyd (Whitey)  
Hall, Forrest C.  
Hall, Mrs. Louis  
Hall, Mrs. Marie  
Hall, Ward & The Leonard  
Hammond, Roy  
Hannan, E. F.  
Hanson, James  
Harley Jr., Angus J.  
Hatchett, Mrs.  
Elizabeth  
Haynes, Francis L.  
Heady, Mrs. Bill  
Helman, Morris  
Helms, Chuck  
Henry, Clifford P.  
Hill, David  
Hinkle, Mitt  
Hobbs, Curley  
Hose, Mack P.  
Hood, Eddie  
Hosford, Richard  
(Dick)  
Houseman, R. E.  
Hubbard, Paul  
Hubbert, Theodore  
Huth, John P.  
Jack (The Blanket Man)  
Jenkins, Raymond  
Johnson, Coster  
Johnson, Frank & Mary  
Johnson, Mearie  
Johnson, Steve R.  
Johnston, M. E.  
Jones, Geo. & Jewell  
Jones, Hilary F.  
(Whitey)  
Keating, Jack  
Kelley, Andy & Mabel  
King, Mrs. Florence  
King, Faith  
King, Mrs. X. Fred  
King, Pearl (Kitty)  
Knox, Bill  
Kobacker, Robert  
Herman  
Korman, Carroll  
Kowaki, Raymond M.  
Krause, Freddie  
La Dieu, A. E.  
La May, Barbara  
La Prise, Larry  
Lamb, Scott  
Lane, Hubert J.  
Lane, Mrs. Tommy  
Langley, M. A.  
Laren, Frank  
Larson, Melvin L.  
Ledbetter, Floyd  
Lee, Mrs. Clara  
Lee, Mary  
Lee, Tona  
Lefurgy, Elmer E.  
Leonard, Harry (W. Hall)  
Leonard, P.  
Lester, Robert H.  
Lester, Don  
Leto, James V.  
Levine, Mickie  
Lewis, Lockwood  
Lockard, Mrs.  
Love, C. Amanda  
Lowrey, Sammy M. Grace  
Lynch, Roberta  
McCafferty, Frances  
McCarroll, J. T.  
McCuehen, Betty Jo  
(Ginger)  
McGee, John  
McGrath, Leo  
McKewen, Grace  
Mace, Billy  
Mack, Le Roy Earl  
Mack, (Slim or Mack)  
Mack, Robert L.  
Mackey, Roy & Mrs.  
Madden, Mrs. Ruby  
Maiman, Marvin  
Main, Robert  
Mannuzza, Tommy  
Marks, Pete (Dago)  
Martin Earl  
Martin, R. E. (Bob)  
Murray, Mrs. Harry  
(Pearl)  
Matthews, Stanley  
May, Harry & Hedy  
(Gil Gray Circus)  
Mayer, Wm. Bronson  
Mazer, Lewis  
Meller, Frank  
Metcalfe, William  
(Billy)  
Meyer, Andrew  
Meyers, Carl D.  
Mikloiche, Joseph  
Miller, Arthur  
Miller, Cash & Gerlie  
Miller, C. M. (Red)  
Miller, Donald S.  
Miller, Mrs. Dorothy  
(or brother)  
Miller, Frank  
Miller, Fred B.  
Miller, Mrs. Margaret  
Miller, Walter Battle  
Milliken, J. A.  
Mills, Don  
Minor, Alton G.  
Moffett, Dolly  
Moffett, Slim  
Montello, James & Mrs.  
Montgomery, Frank  
Monty  
Moody, Mrs. Lattie  
Moore, Edward  
Moore, Harvey C.  
Moore, Harvey Z.  
Moore Sr., W. F.  
Morgan, Thomas  
Murray, George  
William (Thrill Show)

Muroko, Tony  
Myers, Fred E.  
Nabor, Daisy  
Negus, John T.  
Nelson, Tony & Mrs.  
Newcomer, L. E.  
Nixon, James (Curly)  
Noels Spotted Liberty  
Horses (Mgr.)  
Norie, Art  
Norwood, Bob  
O'Hara, Betty  
O'Haver, Jack D.  
O'Malley, Doc & Mrs.  
O'Neil, Jas.  
O'Riley, Jimmie  
O'Shields, Mrs. Mary  
O'Toole, Clifford  
Ogden, Curly  
Olsen, Frank W.  
Olsen, O. S.  
Oma, J. J. Deavers  
Osborn, A. J.  
Osborne, Anna & Charles  
Palmateer, Geo.  
Parker, Dan  
Parmenter, Arthur  
Parry, Elizabeth  
Hanson  
Patterson, Annie  
Patterson, Mrs. Rose  
Pain, Walter (Payne)  
Paul, F. W.  
Pearl, Joe  
Pelley, Whitey  
Perkins, Herman M.  
Perry, Fred  
Perry, Howard N.  
Peterson, Pete  
(Lucky)  
Petty, Bill (Mother)  
Phillips, Tiny  
Picard, Dave  
Pine, Danny  
Pinelli, Sebastian J.  
Pinson, Bob (Gil Gray Shrine Circus)  
Pivoteau, Mrs.  
Jennine Marguerite  
Poling, Charles H.  
Powers, Clinton  
Powers, Mrs. Nellie  
Pruitt Jr., Evans Lee  
Prusick, Chester  
Randl, Bob  
Rankin, J.  
Rates, Jimmy  
Ray, Mr. Lynn  
Reed, Ross  
Reisinger, Lillian  
Reynolds, Peggy  
Richardson, Jazz Lips  
Richardson, Nostle  
Riffie, Lewis  
Riley, Charlie  
Ringsling, George & Mrs.  
Roach, John W.  
Robbins, Vic  
Roberts, Lucille  
Roberts, Nick  
Robertson, Richard & L. F.  
Robinson, M. A. F.  
Robinson, Mrs. E.  
Rochman, A. O.  
Rodgers, John Henry  
Rome, Mrs. Clara  
Rose, Blakely  
Rothman, Sol  
Rucker, E. H.  
Sable, Jack  
(Cookie)  
Sabott, Chas. & Mrs.  
Sakobis Sr., James  
Sanders, Robert  
Sands, James  
Savoy, Mrs. Norma  
Scheel, G. R. & Mrs.  
Scheel, Roy  
Schuch, Clarence J.  
Scott, Earl  
Seifert, Marlon  
Severence, Charles  
Sheiford, Wm.

Shrinner, Joe  
Siegrist, Billy  
Sisco, R. Hank  
Slater, Donald  
Slusser, Earl  
Smith, Harold C.  
Smith, H. H.  
Smith, Steve  
Smithie, John  
Sniffen, Mrs. Charles  
Snooks, Bob  
Solderich, Doris J.  
Sorenson, Paul  
Sparton Family  
Spencer, Bill J.  
Steelman, Loyde & Rose  
Steffen, John  
Stein, Hy  
Sterner, Maxine E.  
Stevens, William P.  
Stewart, George  
Stophel, Wm. R. & Ella  
Strather, J. B.  
Strother?)  
Sward, Buford  
Tattoo Sandy  
Tervilliger, Edw.  
Tetts, Eugene M.  
Tetts, Fletcher  
Tetts, Mrs. June  
Thompson, Butch  
Timberlake, Billie  
Todd, Buster  
Townser, Tom  
Townsend, Carol & Naomi  
Trivette, Clyde Edward  
Tumbler, Bill  
Tyler, Carl E.  
Underwood, Chas.  
Valenti, Shirley Ann  
Venter, Bob  
Venus, Bunny  
Vidala, Prof.  
Vogt, Elowene  
Vost, Frank X.  
Wald, Frank  
Walker, Chuck  
Walsh, Peter Rabbit  
Walsh, Sir Hopkins  
Ward, J. Robert & Juliette  
Ward, Mrs. M. (o Robert Marchette)  
Webster, Fred  
Weller, S. E.  
Westoek, Joseph  
Wetzel, Kenneth  
Wheller, W. H. (Mickey)  
White, Robert F.  
White, William H.  
Wilder, Kenny  
Wilhite, W.  
Wilkinson, Robert  
(Cooper) & Mrs.  
Wilkinson, Terry  
Williams, Al  
Williams, Mrs. Claude  
Williams, Mrs. Geneva  
Williams, James  
Ashley  
Williams, Lawrence  
Williams, Mrs. L. L.  
Williams, M. O.  
Williams, Rex & Mrs.  
Wilson, Chuck  
Wilson, Mrs. Lenus  
Winegarner, Ernest G.  
Wingfield, Harry  
Winters, J. G.  
Wolfe, Herman (Slim)  
Woodard, Ted  
Woodcock, Col.  
William H.  
Woods Sr., Larry & Mrs.  
Wright, Robert (Bob)  
Yurster, A. E.  
Yazvac, Jack  
Young, C. A.  
Young, Ted  
Zimmerman, Paul

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1564 Broadway  
New York 36, N. Y.

Adams, Amella  
Anderson, Frank  
Bailey, John J.  
Bain, Angel  
Belasco, L.  
Blackwell, Lane  
Borden, Lee  
Brannigan, James J.  
Burke, George  
Burns, Larry R.  
Chris and Ray  
Ciccarelli, Jack  
Cocco, Betty Jean  
Davis, James  
Demetry, Peter  
Farley, Leonard  
Ice, George P.  
Jabara, Louise  
Johnno, Vernon  
King, Margaret  
Lang, Paul  
LeClair, Wentworth  
LeRoy, Leonard J.  
Maxwell, Charles D.  
McGee, Lester  
Malnes, Williard  
Mack, Eddie (Happy)  
Marvel, David  
Maloni, J. H.  
Miller, R. E. (Lucky)  
Moore, Almed  
Moran, Joseph  
Moeller, Harold F.  
Murry, Ed  
O'Connell, Tom  
Owens, Buck  
Patten, Mason  
Page, Marlon  
Pelloni, Ermino  
Raynolds, Rae  
Schwartz, Laura  
Shafer, Frank  
Silverberg, Walter  
Speigel, Sam  
Staberg, M. G.  
Stoll, Hank  
Sutton, Vivian Van R.  
Toop, Boop  
Trotter, Jerry  
Weintraub, M.  
White, W.  
Zubryn, Emil

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Causby, Herman S.  
Chisholm, John E.  
Carter, June  
Cucco, Betty Jean  
Day, Andy  
Jeffries, Elmer C.  
King, Clifford R.  
Leighton, D. O.  
Meyer, Fritz  
Starr, Andy  
Scott, W.  
Shaffer, Jack  
Smith, Joseph  
Stone, Fred  
Springer, Art  
Wall, James M.

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.  
St. Louis 1, Mo.

Ackley, Ann  
Akeley, James W.  
Adkisson, Gordon  
Allen, H. S. (Jack)  
Allison, Tex. J.  
Baifour, Ann  
Benson, Harry  
Brinn, Mrs. Deana  
Brown, Mrs. Merdeth  
Brown, Wm. (Lucky)  
Bryer, Mae  
Bunch, Sam  
Burns, W. J.  
Butterbaugh, G. W.  
Byrne, David E.  
Calolan, Carl A.  
Carl, Robert  
Chidsey, William  
Chuiilo, Michael S.  
Clark, Vaughan S.

Cook, Mr. & Mrs. Jack  
Cooke, Dano  
Conlon, Pat  
Cooper, Russell L.  
Cotner, John  
Craig, Allen C.  
Crown, W. J.  
Cucco, Betty Jean  
Dalaney, Bernice  
Davis, Mrs. Daisy  
DeWitt, Ted B.  
Dunn, David E.  
Eaton, Floyd Dorene  
Eckman, Arthur Q.  
Edson, E. J.  
Edwards, C.  
Fester, Chuck G.  
Fisher, Rocky  
Flemings, Mrs. Rita  
Funicello, Vincent  
Gibson, Mr. & Mrs. Cliff  
Graves, F. A.  
Hammond, Roy  
Harris, A. J.  
Harvey, John  
Hattfield, Dale  
Hill, John Arthur  
Hollenbeck, Harold C.  
Holston, J. F.  
Horn, Mr. & Mrs. R  
Howard, J.  
Howells, Detrimonta  
Huff, Marshall  
Humphrey, E. E. Jr.  
Kenney, Ariene  
Kiely, John Michael  
Korman, Carroll  
Lautner, William E.  
Lee, Toni  
Leviton, Mickey  
Littlefield, Jack  
Little Wolf, Chief  
Loud, Dusty  
Lundquist, Gustaf F.  
McDonald, B. C.  
McGuire, Mrs. A. R.  
McMillan, R. J.  
Martin, Earl  
Matejewski, Chester  
Matthews, Sport  
Melby, Viggo  
Metzger, Burton  
Middleton  
Mills, Mrs. Judy  
Mills, Melvin E.  
Moffield, James  
Moore, Harvey Z.

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The **Billboard** SUMMER SPECIAL



# COMING EVENTS

Continued from page 80

Estes Park—Kids' Jamboree, June 24. Chamber of Commerce.

Estes Park—Legion Fireworks Show, July 4.

Estes Park—Mountain & Plains Regional Appaloosa Horse Show, July 5. Chamber of Commerce.

Estes Park—Rooftop Rodeo, Aug. 2-4. Chamber of Commerce.

Estes Park—Regional Arabian Horse Show, Aug. 18-19. Chamber of Commerce.

Evergreen—Kids' Field Day and Rodeo, July 1. Frank Casteel.

Fort Morgan—Ninth Annual Howdy Day, Aug. 1. Olin L. Webb.

Greeley—July 4 Celebration, June 30-July 4. C. L. Mayer.

Gunnison—Cattlemen's Days, July 19-22. M. J. Venzuh.

La Junta—Kids' Rodeo, June 26-28. Ward Watkins.

Pagosa Springs—Red Ryder Round-Up, July 3-4. Glen Edmonds.

Walsenburg—Spanish Peaks Festival, Aug. 4-8.

Woodland Park—Ute Trail Stampede, July 20-22. Edith M. Atwell.

### Connecticut

Bridgeport—Barnum Festival, June 26-July 7.

Meriden — 150th-Year Celebration, June 17-23.

### Georgia

Brunswick—Brunswick-Glynn Co. Centennial, Aug. 13-18. W. G. Bishop, Room 219 Oglethorpe Hotel.

### Idaho

Plummer—Plummer Rodeo, June 30-July 1. J. R. Inescore.

### Illinois

Chicago (Soldier Field) — Celebration, July 4.

Davis—Celebration, July 26-28. William Braut.

De Kalb—Centennial, July 11-16.

Farmersville—Irish Day Picnic, July 16-21.

Forest Park—Centennial, June 16-24.

Geneseo—Celebration, July 4-7. VFW Post 5083, State St.

Griggsville—Celebration, June 28-July 4.

Iroquois—Celebration, July 4.

Mount Vernon—Celebration, July 4.

Maywood—Italian Festival of Chicagoland, July 25-Aug. 5. Joseph De Seerto, 1615 N. 16th Ave., Melrose Park.

Momence—Glad Festival, Aug. 18-19.

Olney—Celebration, July 4.

Palmyra—Terry Park Industrial Fair, July 5-8. Oral H. Cooper.

Salem—Reunion, June 25-30.

Shelbyville—Celebration, July 4-8.

### Indiana

Braniff—Rotary Club Celebration, July 4.

Charlestown — Lions Celebration, July 8-14.

Chesterfield—Sesquicentennial, June 25-30.

Columbia City—Old Settlers Day and Legion Festival, Aug. 8-11. Byron Beeber.

Connersville—Legion Celebration, July 4.

Huntington—VFW Street Fair, July 30-Aug. 4. Warren C. Heeter.

Hymers—Homecoming, July 11-14.

Linton—Celebration, July 2-7.

Loogootee—Lions Club Celebration, June 25-30.

Marion—S. Marion Street Fair, July 9-14. Don Marshall.

Nashville—Brown County Band Festival, June 19-23.

North Webster—Mermaid Festival, June 25-30.

Osceola—Centennial, June 18-24.

Walkerton—Celebration, July 2-7.

### Iowa

Charlton—Lucas Co. 4-H Achievement Show, Aug. 14-16. Mrs. Lee Cottingham, Russell.

Cherokee—Pilot Rock Plowing Match, Aug. 13-15. Albert R. Griffith.

Clinton—Clinton Birthday Party, July 18-21.

Clinton—Celebration, July 2-7.

DeWitt—Clinton Co. Club Show, Aug. 6-10. Jimmy Miller.

Fairfield—Jefferson Co. Jr. Agrl. Show, Aug. 13-16. Henry McCleary, Packwood.

Greenfield—Celebration, July 4.

Logan—Celebration, July 4.

Red Oak—Celebration, July 4.

Sibley—Osceola Co. Livestock Show, Aug. 29-31. Gene Alexander.

Sioux Center—Sioux Co. Youth Fair, Aug. 7-9. Maurice E. Eldridge, Orange City.

Thompson—Winnebago Co. Jr. Show, Aug. 13-15. Dean Nerdig, Forest City.

### Kansas

Anthony—Anthony Race Meet, July 18-21. J. L. Robinson.

Kansas City—Kansas City Rodeo, June 18-24. W. C. Connor.

Peabody—Celebration, July 4.

### Kentucky

Louisville—Homecoming, July 2-7. R. J. Doby.

Olive Hill—Summer Festival, June 25-30.

Paducah—Centennial, July 29-Aug. 4. Jack Keller, Columbia Amusement Co., Arcade Theater Bldg.

Paintsville—Celebration, July 2-7.

### Maryland

Lowell—Lowell Commons Celebration, July 2-4.

New Bedford—Fire Fighters Free Charity Circus, July 16-21.

### Massachusetts

Gloucester—St. Peter's Fiesta, June 28-July 1.

Palmouth—Portuguese Fiesta, July 3-4. Jack Cooper, 17 Worcester St., Boston.

Lowell—Celebration, July 2-4.

Springfield—Home Show, June 18-26. Sam Wasserman.

New Bedford—Feast of the Blessed Sacrament, Aug. 3-5.

### Michigan

Aima — Centennial, July 1-7. Paul T. Haagen.

Baraga—Baraga Co. Dairy Show, Aug. 8. Donald Lehto.

Bay City—Brown Swiss Cattle Show, Aug. 7.

Berrien Springs — Southwestern Mich. Guernsey Breeders' Show, Aug. 8. F. W. Bruce.

Charlotte—Brown Swiss Cattle Show, Aug. 8.

Coldwater—Brown Swiss Cattle Show, Aug. 9.

Corunna — Mich State Holstein-Friesian Show, Aug. 3.

Detroit—Panorama of Progress, June 30-July 4.

Glenn—Glenn Pancake Festival, June 29-July 1.

Grand Rapids—Grand Rapids Guernsey Show, Aug. 11. Donald Kamps.

Grant—Jersey Cattle Show, Aug. 2.

Imlay City—Jersey Cattle Show, Aug. 1.

Imlay City—Thumb Dist. Guernsey Show, Aug. 1. Harold L. Kingsbury.

Ionia—Brown Swiss Cattle Show, Aug. 10.

Jackson — Southeastern Mich. Guernsey Show, Aug. 11. Lauren Goodlock.

Jackson—Jersey Cattle Show, Aug. 18.

Menominee—Menominee Dairy Show, July 28. Gail E. Bowers.

Midland—Saginaw Valley Guernsey Show, Aug. 13. Osborn Thurlow.

Midland—Jersey Cattle Show, Aug. 15.

Newaygo—Brown Swiss Cattle Show, Aug. 11.

New Baltimore—Celebration, June 30-July 4. Ted Brousseau, Civic Club.

Pontiac—Central States Threshermen's Reunion, Aug. 30-Sept. 3.

Port Huron—Blue Water Festival, July 9-18. Floyd B. Walters, 14-19. Harker St.

Rudyard—Eastern U.P. Jr. Fat Stock Show, Aug. 8-9. Wm. Dickinson.

Wayland—Jersey Cattle Show, July 30.

### Minnesota

Bemidji—Water Carnival, June 30-July 4.

Braham—Progress Days, July 30-Aug. 1.

Edgerton—Dutch Festival, July 18-19. Clifford H. Peterson.

Duluth—Centennial Celebration, Aug. 3-12. James W. Kling, 219 W. First St.

Fergus Falls—Kiddies' Day, July 13-14.

Gaylord—75th Anniversary and July 4 Celebration, July 2-4.

Mareppa—Wabash Co. Dairy Days, June 23-24.

New Prague—75th Anniversary Celebration, July 6-8.

Plainville—Centennial, June 26-July 1.

Savage—Dan Patch Days, July 27-29.

Vesta—Vesta Days, June 20-21.

### Mississippi

Sebastopol—Leske Co. Dairy Show, Sept. 3-8. L. R. Anthony.

### Missouri

Aurora—Legion Celebration, July 4. W. A. Oglesby.

Canon—Lewis Co. 4-H Show, July 20-21.

Gallatin—Davies Co. Jr. Livestock Show, Aug. 31. Geo. H. Schmitt.

Hillsboro—Hillsboro Horse Show & Festival, July 27-28. Sam Martin.

Hopkins—Hopkins Picnic, Aug. 10-12. Geo. L. Hill.

Linneus—Old Settlers' Reunion, Aug. 9-11. Roy T. Young.

Lucerne—Lucerne Stock Show, Aug. 30-Sept. 1. K. K. Blanchard.

Maitland—Blue Grass Festival, June 27-30. Dale A. Macdon.

Maryville—Northwest Mo. Horse Show, July 11-12. Mrs. Lester Swaney.

Pollack—4-H Club Achievement Day, Aug. 4. J. H. Streeter.

### Montana

Butte—Butte Rodeo, June 28-30. Lewis A. Guay.

### Nebraska

North Platte—Buffalo Bill Rodeo, June 22-24. Clark Hord.

Omaha—St. Alfio Festival, June 23-July 1.

Potter—Potter Rodeo, June 23-24. John Alves.

Wilber—Kolaee Days, June 28-30.

### Nevada

Elko—Elko Rodeo, June 29-July 1. Orah Probert.

Ely—Nevada Fair of Industry, Aug. 23-26. P. P. Hoover, P. O. Box 688.

Reno—Reno Rodeo, July 1-4. R. A. Peterson.

### New Jersey

Hammonton—Celebration, July 9-18.

Hammonton—Feast of Our Lady of Assumption, Aug. 13-18. Ralph Santilli, 221 French St.

NEW MEXICO HRDL HRDL

Cimarron Rodeo, July 4. W. M. Hope.

Gallup—Inter-Tribal Indian Ceremonial, Aug. 9-12. Edward S. Merry.

Gallup—Gallup Rodeo, June 23-24. Peter J. Racki.

### New York

Alabama — Firemen's Convention, June 22-23.

Alton—Firemen's Field Day, June 21-23. Ralph DeGelleks, Box 54.

Busti—Firemen's Gala Days, June 21-23.

Cooperstown—Jr. Livestock Show, Aug. 7-8.

Copake—Holstein Show, Aug. 4.

Corinth — Firemen's Celebration, June 25-30.

Elmira—Antique Show, Sept. 17-20.

Fredonia—Annual Gait Week, Aug. 21-25. Fire Dept.

Fredonia—Antique Show, July 10-12.

Lackawanna—Legion Field Days, July 18-22. Edward Aldrich, 546 Ride Road.

Manchester—N. Central New York Firemen's Convention, June 27-30. Angle Fronti.

Mattydale—Firemen's Field Days, June 21-23. Geo. Mundy, 102 Bremen Ave.

Mayville — American Legion Convention, July 4.

Middieport—Street Fair, Sept. 2-3.

Montauk—Horse Show, Aug. 5.

Mount Morris—Livingston Co. Firemen's Convention, July 17-21. F. J. Lopez.

New York—International Housewares Show, June 25-29.

New York—National Baby's and Children's Show, Aug. 4-12.

New York—National Home Furnishings Show, Aug. 25-Sept. 9.

North Tonawanda—Wuriltzer Anniversary Celebration, Aug. 22-25.

Celoron—Firemen's Gala Day, June 23.

Oakfield—Firemen's Convention, Sept. 3.

Ogdenburg—National Home Show, June 27-July 1. John Daly.

Poestenkill—VFW Celebration, July 2-4.

Ridgeway — Firemen's Convention, June 22-23.

Sarnac Lake—Antique Show, July 31-Aug. 2.

Springville—Firemen's Convention, June 21-23.

Stormville—Firemen's Celebration, July 27-Aug. 4.

Valatie—Centennial, July 2-7.

Youngstown—Firemen's Convention, Sept. 3.

### North Carolina

North Wilkesboro—Celebration, July 4.

### North Dakota

Almont—Golden Jubilee, June 23-24.

Butte—50th Anniversary Celebration, July 17-18. Otto Hulsebus, Commercial Club.

Dickinson—Dickinson Rodeo, June 30-July 1. Howard Schnell.

Hillsboro—Diamond Jubilee, June 27-29.

Wing—Community Day, June 21.

Zap—Lignite Jamboree, June 22-23.

### Ohio

Cadiz—Firemen's Mardi Gras, June 20-23.

Caldwell—Firemen's Fair, July 25-28.

Lexington — Boosters' Club Celebration, June 19-23.

Miamisburg—VFW Free Fair, Aug. 20-25.

Montpelier—National Threshers' Assn. Reunion, June 28-30.

New Waterford—Firemen's Street Fair, June 19-23.

Pleasant City — Homecoming Firemen's Fair, July 18-21.

Warren—Legion Celebration, June 25-30.

### Oklahoma

Pawhuska—Osage Co. Cattlemen's Association Convention, June 22-23.

Pawhuska—Ben Johnson Memorial Steer Roping, June 24.

Pawhuska—International Round-Up Clubs Cavalcade, July 27-29.

### Oregon

Albany — World's Championship Timber Carnival, July 2-4.

Albany—Williamette Valley Ram Sale, Aug. 4.

Beaverton—Beaverton Horse Show, July 20-21.

Clymer—Volunteer Firemen's Convention, Aug. 6-11.

Connellsville—Sesquicentennial, Aug. 9-18. Robert Welsh.

Connellsville—Western Pa. Firemen's Assn. Convention, Aug. 13-18. Robert Welsh.

Enterprise—Junior Rodeo, June 30-July 1.

Enterprise—Wallowa Co. 4-H Fat Stock Sale, Aug. 25.

Grants Pass—Gladiolous Festival & Show, July 28-29.

Medford—Celebration, July 4.

Nehalem—Nehalem Bay Garden Club Flower Show, July 28-29.

Portland—Washington Park Summer Festival, Aug. 11-25.

Roseburg—Roseburg Rodeo, June 23-24.

Vondia Miller.

Sheridan—Phil Sheridan Days & Rodeo, June 22-24.

Taft—Fireworks Shows, July 4.

### Pennsylvania

Clark — Homecoming, July 31-Aug. 4. George Luder.

Connellsville—Sesquicentennial, Aug. 9-18. Ray Booth.

Forest City—Firemen's Celebration, July 9-14. Rudy Harvatin, Browndale Hoag Co.

Irwin—Celebration, July 2-7.

Levittown—St. Michael's Church Fair, June 25-July 4.

Philadelphia—Cahill Field Fair, June 18-23.

Sharon—Firemen's Festival, June 26-30.

James Barker, 35 Superior St.

Williamsport—Sesquicentennial, July 8-14. Mickey Percell, 8. Williamsport.

### Rhode Island

Bristol—Celebration, June 27-July 4.

Natick—Old-Timers Jamboree, July 23-28.

Newport—National Home Show, Aug. 14-19. A. F. French.

### South Carolina

PageLand—Watermelon Festival, July 9-14.

### South Dakota

Aberdeen—Diamond Jubilee, June 18-23.

Belle Fourche—Black Hills Round-Up, July 3-5.

Clark—75th Anniversary Celebration, June 24-26.

Corsica—Dutch Festival, Aug. 31-Sept. 1.

Custer—Gold Discovery Days, July 22-24.

Deadwood—Days of '76, Aug. 3-5.

Elk Point—Elk Point Carnival, Aug. 16-18.

Faith—Annual Stock Show, Aug. 10-12.

Faulkton—Celebration, July 4.

Port Pierre—Port Pierre Rodeo, July 4.

Gregory—Gregory Celebration, July 2-4.

Groton—Harvest Festival, Aug. 21.

Hill City—Heart of Hills Celebration, June 23-24.

Lake Preston—Watermelon Festival and Labor Day Celebration, Sept. 2-3.

Martin—Sioux Stampede, July 3-4.

Midland—Celebration, July 4.

Mobridge—Mobridge RCA Rodeo, July 3-5.

Mobridge—50th Anniversary Celebration, Aug. 24-26.

Murdo — Golden Jubilee Celebration, June 30.

Presho—Water Carnival, July 4.

Rapid City—Range Days, Aug. 16-19.

Redfield—Celebration, July 4.

Sioux Falls—Centennial Celebration, June 15-23.

Tabor—Czech Days, June 25-28.

Vermillion—Old Settlers' Picnic, Aug. 18.

Vermillion—Days of '59, Aug. 23-24.

### Tennessee

Adamsville—Adamsville Horse & Stock Show, Aug. 9. Coleman Smith.

Crossville—Centennial, July 2-7.

Lewisburg—Marshall Co. Jr. Dairy & Calf Show, Aug. 24-25. Emerson Burnett.

Martin—Weakley Co. Dairy Show, Aug. 9-10. A. M. Walker.

Memphis—Shelby Co. Jr. Livestock & Dairy Show, Aug. 9. James T. Guill.

Selmer—McNairy Livestock & Dairy Show, Aug. 18. Mrs. Mildred Petty.

Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Aug. 10. Mrs. W. K. Fly.

Yorkville—Yorkville Jersey Cattle Show, Aug. 24. Lloyd Kuykendall.

### Texas

Austin—Austin Rodeo, July 26-28. James M. Clay.

Beaumont—Beaumont Rodeo, June 28-30. Gus Becker.

Bellaire—Celebration, June 21-24.

Belton—Belton Rodeo, June 30-July 4. W. F. Hamner.

Big Spring—Big Spring Rodeo, Aug. 1-4. E. P. Driver.

Brady—July Jubilee, July 2-4. Jack Locklear.

Burkburnett—Burkburnett Rodeo, June 27-29. F. A. Martin.

Center—Center Rodeo, July 19-21. Leo Mockeroy.

Coleman—Coleman Rodeo, July 11-14. Weldon Davis.

Dalhart—XIT Rodeo & Reunion, Aug. 3-4. Nick P. Craig.

Dublin—Dublin Rodeo, Aug. 29-Sept. 1. C. E. Leatherwood.

Fredericksburg—July Horse Races, July 1-4. Wm. M. Petmecky.

Gladewater—E. Tex. Quarter Horse Breeders' Show & Races, Aug. 20-21.

Hampshire—Hampshire Rodeo, July 3-5. Fred Pears.

Houston—Gift & Housewares Trade Show, Aug. 19-21.

Kaufman—Kaufman Co. Livestock Show, Aug. 30-Sept. 1. Wm. D. Percy.

Kerrville—S. Tex. Sheep Dog Trials, Aug. 2-4.

Kerrville—Angora Goat Show & Sale, Aug. 2-4. P. E. Gulley, Uvalde.

Lubbock—Lubbock Rodeo, June 20-23.

Orange—Orange Jaycee Rodeo, Aug. 30-Sept. 1. Henry Bland Jr.

Pampa—Top o' Texas Rodeo & Kid Pony Show, Aug. 6-11. E. C. Wedgeworth.

Pecos—West of Pecos Rodeo, July 4-7. May Stafford.

Rusk—Lions Club Rodeo, Aug. 8-11. Leo Pledger.

Stockdale—Stockdale Watermelon Jubilee, June 22-23. Joe Meyers.

Weatherford—Parker Co. Frontier Rodeo, July 25-28. Fred Sloum.

### Utah

Ferron—Southwestern Livestock Show, Aug. 3-4.

Richfield—Jr. Livestock Show, Aug. 23-25.

### Vermont

Morrisville—Celebration, July 4.

### Virginia

Galax—Celebration, July 2-7. Ebert L. Lundy.

Staunton—Celebration, July 4.

### West Virginia

Ripley—Celebration, July 4. J. J. Karr, Volunteer Fire Dept.

Terra Alta—Celebration, July 4.

### Wisconsin

Dale—Festival, July 13-15. A. W. Strehlow, P. O. Box 1, Waukesha.

Fond du Lac—Water Regatta, June 23-24.

Janesville—Celebration, June 18-24.

Kenosha—Jaycee Lakefront Fair, July 14-22.

Milwaukee—Wis. Sports Show at State Fair, Aug. 18-26. Willard Masterson.

Reeseville—Centennial, Aug. 15-19. A. W. Strehlow, P. O. Box 1, Waukesha.

Waukesha—Centennial, Aug. 15-19. A. W. Strehlow, P. O. Box 1.

### Wyoming

Afton—Field Day, June 22.

Fairview—Pioneer Days, July 24.

Lander—Pioneer Days, July 3-4.

Laramie—Horse Show & Races, July 12-14.

Riverton—50th Anniversary Celebration, Aug. 15-18.

Sheridan—All American Indian Days, Aug. 3-5.

Shoshoni—Shoshoni Water Carnival, Aug. 4-5.

Worland — 50th Anniversary Celebration, July 11-15.

### CANADA

#### Alberta

Foremost—Foremost Rodeo, June 28.

Cardston—Cardston Rodeo, July 16-17. Bert Gibbs.

Claresholm—Fort MacLeod—Claresholm-Fort MacLeod Rodeo, June 29-30.

Ponoka—Ponoka Rodeo, June 29-30.

Raymond—Raymond Rodeo, June 29-30.

Wainwright — Wainwright Rodeo, June 22-25.

## Arena Recap

Continued from page 65

he March 29-April 7, it was announced by Ben Cowall, show director. Show formerly was called the Midwest sports show. Travel section will be new next time. Cowall said final reports on the 1956 show confirmed that the show was successful in both attendance and exhibits. Despite a blizzard on three of the 10 days, the show drew more people than in 1955.

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- All gags become the property of The Billboard Publishing Company. No entries will be returned. Send in as many as you wish.
- Name, occupation and address of sender must accompany all entries.
- Gags received by Wednesday noon in Chicago will be judged for the contest ending that current week. Those received after that time will be held over until the following week.



Contest Editor, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

My Caption for Cartoon:

Name \_\_\_\_\_ Occupation \_\_\_\_\_

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#### ACTS, SONGS & PARODIES

**ATTENTION! RECORDING COMPANIES and Artists!** Send for a free copy of calypso number "Gambling Girl." Suitable for Western or Jazz bands. Write Gunnar Bergstrom, 1209 Cherokee St., Denver 4, Colorado.

**INTRODUCTORY OFFER—FREE "STAG-LINES No. 1"** with your order for "Comedy Notebook." The all purpose comedy gagfile. Cl. Limited! Show-Biz Comedy Service (Dept. B 71), 1613 E. 29th St., Brooklyn 29, N. Y.

**SCREAMINGLY FUNNY RIOTOUSLY RACY!** Over 1,000 "cleaver remarks." \$1 satisfaction guaranteed! Order Today! Edmund Orrin, 5854 San Vicente Boulevard, Los Angeles, Calif. j7

#### AGENTS & DISTRIBUTORS

**A BEST BUY CLOSING OUT, BARGAINS.** 507 dozen 5 color silk screened novelty T Shirts; 245 dozen 8 color silk screened novelty Sailor Hats; 171 gross genuine French-type Perfumes. Sacrifice. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Illinois. j230

**AGENTS, JOBBERS, PITCHMEN, BIG profits;** 30 dozen buttons, retail one dollar. Send one dollar for sample box and price list. Everbest Products, 10 Brookstown Ave., Winston-Salem, N. C.

**BILLBOOKS, CASH BOOKS, SALESMEN'S Order Books.** Fast selling line printed business forms, continuous forms. Free illustrated catalog. Ersc0, Bronx 72, New York. ch-1p

**NEW GENERAL, RELIGIOUS, COMEDY 7"x11" Signs:** cost 7¢, sell 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 930, New York 3 je30-ch

**NEW FLASHY 7X11" SIGNS, LIGHT RE- flecting, illustrated, color blended, 3,000 varieties.** Sample, 10¢; 12. \$1; 100 best sellers, \$6 postpaid U. S. only Koehler, 335 Goetz, St. Louis 23, Mo. je30

**REFILLS FOR PAPERMATE PENS, BLUE, red, green, black; 6 for \$1; 36 for \$5; 144 for \$15 postpaid.** Broadway Distributors, 1835 B Santa Fe, Long Beach, Calif.

**SPARK YOUR FAIR SALES WITH SUM- mer white imported Italian Earrings, \$3 dozen pairs postpaid; markup, 100%.** D'Indri, Imports, 5529 Quincy, Chicago 44.

**WANTED—FACTORY REPRESENTATIVE.** Sell Magic Eye Switch. Turns on at dusk, off at dawn, used on outdoor signs, store window displays, phone booths, night light in homes. Write today. Lite-Switch, Alger, Michigan.

**WATCH SPECIALISTS FOR 66 YEARS. AD in Life, 9 piece watch sets, \$5.95.** Catalog of smallest low cost women's 17J and 7J watches and watch sets. Result Sales (Dept. B.), 580 Fifth Ave., New York. ch-je23

**\$25 DAY EASY-SELLING REL-ONG NAIL beautifier** (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Meche Manufacturing Co., Spiro 7, Oklahoma.

**\$50—\$75—\$100 FOR YOU! SHOW FRIENDS** new type Christmas. All Occasion greeting card assortments, gift wrappings, novelties. Profits to \$1 per box. Bonus. Write today for Feature boxes on approval. 74 free samples Personal Christmas Cards, Stationery, free Catalog. New England Art Publishers, North Abington 633-C, Mass.

**10¢ FUN BAGS, \$9 PER GROSS. FREE** bags cover postage. Samples, 25¢; jobbers wanted. Fumbags, 1422 Poplar, Terre Haute, Ind.

#### ANIMALS, BIRDS, PETS

**ALLEN HAS BABY BLACK BEAR CUBS,** \$125; Red Fox Puppies, \$10; adult Gray Fox, \$15; Wild Cats, \$45; year old Black Bear, \$100; Ringtail Monkeys, \$35; large Canadian Timber Wolves, \$100 pair. Bill Allen, Fredericktown, Mo.

**ANIMAL SHOWS — SNAKES, LIZARDS,** Monkeys, Birds, Giant Reptiles. Write, wire, phone Reptiles, Inc., Ross Allen's, 1112 N. Miami Ave., Miami, Fla. Franklin 3-4806.

**ATTENTION—SHOWMEN, ZOOS, EXHIBI- tionists!** We have a larger and better selection than ever before to fill your immediate needs. Buy where prices are right and quality is unexcelled. We have in stock for immediate shipment: Paca (Giant Jungle Rats), \$35; Prehensile Porcupines, \$25; extra large Wild Cat, \$35; Kinkajou (Honey Bears), \$50; Azaras Wild Dogs, \$35; Tayra, \$50; Grison, \$35; Red Squirrels, \$25 pair; Acorn, \$20; Capybara, \$35; Giant Anteaters, \$125; Jaguar, \$450; sulphur-breasted Toucans, \$35; Toucanets, \$35 pair; Jabiru Storks, \$150 pair; Curassows, \$50 pair; King Vulture in full color, \$85; Young King Vulture, \$35; Harpy Eagle, \$500; Quetzales, \$200 pair; Rails, \$35 pair; Boat-Billed Herons, \$50 pair; Laughing Sea Gulls, \$40 pair. We can fill your complete needs in reptiles. We offer the largest and most colorful dens of snakes on the market, including exotic specimens, ranging in price from \$25 and up. Complete reptile exhibits from \$50 and up. \$50 exhibits include 1 large Chinese Dragon, 1 large Tegu, 1 S.A. Alligator, 1 6' Boa Constrictor, 1 6' Anaconda and 6 smaller colorful snakes. Gila Monsters, \$50; big Boa Constrictors up to 10 ft. and heavy bodied Anacondas up to 18 ft. This week's specials: "Cinnamon Ringtail" and Golden Splender Monkeys, \$25 each, and colorful baby Turtles, \$27.50 per hundred. Tarpon Zoo, Tarpon Springs, Fla.

**BABY MYNAH BIRDS, MAKE WONDER- ful talkers, attention getters, \$35; Baby Rheas, \$30; Cinnamon, Whiteface, Ring- tails, \$35; Squirrels, \$20; Pigtales, \$50; African Monkeys, \$35. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. j7**

**FIVE BEAUTIFUL OUTSTANDING SHEET- land Ponies, all gentle to ride and drive;** 2 are trained Picture Ponies, \$1,000. Ted Reeves, 527 W. Silverlake Rd., Tucson, Ariz.

**LARGE FLORIDA RATTLESNAKES, \$10;** large Moccasins and Copperheads, \$3; harmless Dens, 25 snakes, \$25; Baby Turtles and Box Turtles, \$3.50 dozen; tame baby Prairie Dogs, \$5; Opossums with babies, \$5; Armadillos, \$5; scentless Skunks, \$12; young Black Bear \$75; Florida Otters, \$125; beautiful Macaw, \$150; Alligators, Anacondas, Iguanas, etc. Roy Singleton, Rattle- snake, Fla.

**PARAKEETS FOR CARNIVAL, 85¢ EACH.** Minimum order, 4 doz. Cages, \$4.80 doz. Canaries, Flash Cages, Rats, Mice. Immedi- ate shipment. Terms: part cash, balance c.o.d. Estab. 1907. National Pet Supply, 3029 Olive, St. Louis 3, Mo. j7

**PLENTY SNAKES, ALL KINDS BOAS,** Iguanas, Alligators, Armadillos, Horned Lizards, Terrapins, Badger, Prairie Dogs, Coyote pups, Timber Wolf pups, Rats, Guinea Pig, Parrot, Egyptian Goose, Ring- neck Doves, Fantail Pigeons, deodorized Skunks, Monkeys, Pacas, beaded Lizards Phone 141. Otto Martin Locke, New Braun- fels, Tex. je30

**SALE—PURE WHITE GERMAN SHEPHERD** puppies; seldom seen. Theatrical dog training secrets revealed. Knoff, c/o Circle "K" Ranch, Nashotah, Wis.

#### This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

**SKUNK KITTENS, PEN RAISED, DE- odorized, \$10; Ferrets, white or brown, \$6; White Fox, \$20 each, \$35 pair. L. C. Ruby, New Sharon, Iowa.**

#### SPECIAL — ELEPHANTS

Just arrived. Real Indian Assam female babies (Not Siamese), large choice. All be- low 5'.

We compete as usual on price and quality. Phone Whitehall 3-4073 or (after hours) NEW Rochelle 4-2096

**NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.** 39 Broadway, New York

#### BUSINESS OPPORTUNITIES

**AMUSEMENT CENTER CONSISTING OF A** Golf Driving Range, Miniature Golf, mod- ern Refreshment and soft Ice Cream Stand. Ideal location for shopping center, located in Eastern Pa. Inquire Box C-457, c/o Bill- board, Cincinnati 22, Ohio.

**BOARDWALK LOCATIONS — BALLOON** Dart, Penny Pitch, Coke Game and Grind Stands for rent. Wanted: Puppet Show and Walk Thru. Venice Amusement Corporation, Grant Ave. and Boardwalk, Seaside Heights, N. J. E. Thomas, mgr. Seaside Park 9-0833. E. Thomas, manager. je23

**BOARDWALK LOCATION FOR HI** Striker, good opportunity. Venice Amuse- ment Corporation, Grant & Boardwalk, Seaside Heights, N. J., E. Thomas, mgr. Seaside Park 9-0833. ch-je30

**CHARGE AUTO, FLASHLIGHT BATTERIES** 2c. Also three, quick cash, inside secrets. Eleven others. \$1. Teycer, Box 1287B, Chi- cago 90.

**FORTUNE POSSIBLE RAISING GIANT** Fishworms and Crickets. Start in back- yard or basement Tremendous profits. Free literature Carter, Farm-F, Plains, Ga. j714

**FOR SALE—FRENCH FRY AND WAFFLE** Concession with nine good Ohio fairs. Write for picture and particulars. John York, Zanesfield, Ohio.

**Spotlight Value!**  
Packed with "SELL"  
Priced for PROFIT!

**CEL-MAX Ensemble**

**KEY CHAIN**  
**EXPANSION BAND**  
**JEWELLED WATCH**  
**CUFF LINKS**  
**TIE BAR**

**\$4.89**  
Sample \$6.45

In lots of 12, \$4.79 Ea.

1 Stunning Beauty in FIVE (5) Smartly matching pieces.  
2 Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch!  
3 Shipped in assorted sets. Beau- tifully boxed! Min. order 6.

**NATIONALLY ADVERTISED**  
It's terrific! High styled Cuff Links . . . Full length Key Chain . . . Tie Bar . . . Fine Expansion Band and Handsome Jeweled Watch! . . . All luxuriously packed . . . Sensation- ally priced! A sample will convince you! 25% with order, Balance C.O.D.

**CEL-MAX, Inc.**  
582 SO. MAIN ST.  
MEMPHIS, TENN.

**PDQ—World's Greatest PHOTO BOOTH CAMERAS**

Dependable — efficient — Makes DIRECT POSITIVE pictures in 3 min- utes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly as- sembled. Sim- ple instructions. Fully guaranteed.

Also portable cameras. Write for details.

**PDQ CAMERA CO.**  
1546 W. Cortez Chicago 22, Ill.

**GIVE TO DAMON RUNYON CANCER FUND**

**To Order Your Market Place Ad USE THIS HANDY FORM TODAY**

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Property	<input type="checkbox"/> Tattooing Supplies
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Want to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.  
 DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14.

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name .....

Address .....

City ..... State.....

**LITTLE ATOM**  
World's Smallest Pistol

COMPLETE WITH RANGING AND YOUR CHOICE OF LEATHER, HOLLER OR BLANKS

ACTUAL SIZE

Dealer's Cost... \$12.00 DOZ.  
List... \$1.93 ea.  
Actually shoots blanks with terrific report... sells on sight with a bang!

**DISPLAY CARD MOVES 'EM FAST**

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '56 Catalog.

**G & S Mfg. Co.**  
Dept. B. 504-506 Deaderick  
NASHVILLE, TENNESSEE

**DICE and DOMINOES POLICE WHISTLES**

and other plastic novelties.  
Write for free catalog.

**Cristoid plastics inc.**

55 Porter Street  
Providence 5, R. I.

Successor to The Silverloid and Ideal Dice Companies.

**Free Wholesale Catalog CONTAINING**

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closets, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

**FRISCO PETE** 226 S. Wells St. Chicago 6, Ill.  
All Phones: Franklin 2-2567

**HERE IT IS!!! HORSESHOE RING IT'S NEW—IT'S TERRIFIC!!**

No. 800 \$2.50 Doz.  
\$27.00 Gross  
It's a Beauty!

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

**SALES BOARDS TICKET GAMES PULL TICKETS BASEBALL TIPS**

**HOLDOUTS—KEYS**

**SEATTLE GAMES**  
319 East Pine, Seattle 22, Wash.

**STORE ROUTE MEN**

Ronson-type guaranteed automatic Lighters, triple gears, beautiful chrome finish, assorted designs, gross price \$6.00 a doz. prepaid, carded or boxed; sample \$1.00, sample doz. \$6.50, prepaid with circulars on other items.

**ARCADE SALES**  
Dept. 125, Silver Lake, Ind.

**Did This Ad ATTRACT YOUR ATTENTION!**

Use **DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

**RATE: \$14 per inch**

Rule border permitted when using two inches or more.

**EARRINGS — ASSORTED STONED AND** tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. j230

**FAMOUS MFR. CLOSEOUTS**  
Assorted Brooches.....\$1.75 dz.  
Summer Earrings, asst. .... 1.50 dz.  
Stoned or tailored Earrings ..... 2.00 dz.  
Pierced Earrings on Display ..... 1.50 dz.  
Charm & Link Bracelets, asst. .... 1.75 dz.  
Lord's Prayer Necklace, boxed ..... 3.00 dz.  
Children's Jewelry, boxed, asst. .... 2.75 dz.  
Shorty Tie Slides, carded ..... 1.00 dz.  
Cufflinks, carded ..... 1.25 dz.  
Cameo Sets, boxed ..... 7.20 dz.  
Anklets, G.F., carded ..... 3.50 dz.  
Tie Slide Sets, asst. .... 4.00 dz.  
Rhinestone "Miracle" Crosses, boxed ..... 4.00 dz.  
Charm Bracelets, asst. .... 1.00 dz.  
Pearl Necklaces (domestic) ..... 1.75 dz.  
Summer Sets, boxed ..... \$4.50 & 9.00 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**FANCY HAIR NETS, 39¢ SELLER, \$8.64** gross, assorted colors, boxed. Send 25¢ for samples. Rightmyer Industries, 4643 Bordson, Toledo 13, Ohio.

**FAST SELLING MONEY MAKERS! METAL- lic Ironing Board Cover, Pursue-Shopping Bag, many others, including \$1 retailers Quality Products (Dept. E), Box 748, Passaic, New Jersey. ch-je23**

#### FREE NEW PRICE LISTS OF

Descriptive literature from the fastest growing CLOSEOUT artists in the country. Terrific values, extra special!!!! Boxed, asst. colors. Floral Neck & Ear Set, reg \$3.98—now \$10.80 doz. C.O.D.

**KAREN ORIGINALS**  
45 No. Main St. Bristol, Connecticut

**FREE BOOKLET! MAKE BIG MONEY!** Sell popular sensational kits model airplanes, boats, etc. New England, B.H. 124 Empire St., Providence, R. I.

#### INTERCHANGEABLE EARRINGS—REMARKABLE

You get 5 pairs to each. Send \$4.50 for dozen or \$24 for 6 dozen deals complete. Satisfaction absolutely guaranteed.

**BARGAIN JEWELRY CO.**  
394B Harvard St. Brookline, Mass.

**JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned.** Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. j230

**LINIMENTS, PROFITS TO 445% OTHER** bottle goods, send for list. Stubberty Mfg. Co., Dept. BL, 1417 Market St., Chattanooga 3, Tenn. j230



**Big gift value!**  
5 stunning pieces!  
Men's fine matched jewelry!

**THORNEHILL ENSEMBLE**

**JEWEL WATCH GUARANTEED UNBREAKABLE MAINSPRING**

**\$575**  
6 OR MORE

KEY CHAIN  
CUFF LINKS  
TIE BAR and EXPANSION BAND

NATIONALLY ADVERTISED  
Sample \$4.95

Looks like a million... Complete jewelry wardrobe! No less than 10 different matching pieces—high styled cuff links... tie bar... full length key chain of pen and pencil... beautiful jeweled watch... fine expansion band. Presentation packed in luxurious leatherette box.

TERMS: 25% with order, balance C.O.D.  
SPECIAL PRICE TO QUANTITY USERS

**HAWTHORNE WATCH CO.**  
593 MISSION ST. DEPT. 35  
SAN FRANCISCO 5, CALIF.

MAIL ORDER OPPORTUNITY—EXCITING home business or office side line. Mail order executive will show you how to net large profits with no investment in merchandise or advertising required. Experience not necessary. Proven practical, fully explained in free confidential letter. Write Impact, Inc., 2108 Payne Ave., Dept 28-6, Cleveland 14, Ohio.

MAKE \$25,000 A YEAR; BE A PROMOTER! Sell fabulous Radio Promotions on 50,000 watt stations. Write or wire: E. J. Henke, Mgr., Box 2581-B, San Antonio, Tex.

**LIFETIME OPPORTUNITY**  
**\$5,000 to \$10,000 PER YEAR**  
**EARNINGS**

Franchise available to produce "EMM" Brand Meat Specialties Coast to Coast. Reasonable fee for franchise and poundage charge for continuous guidance. Products you require purchased in your own locality. You handle all your own money. Daily turnover. Never a dull moment. We guarantee success or franchise money returned. Established 1930.

**"EMM" BRAND MEATS**  
187 Fort Green Place  
Brooklyn 17, N. Y.

OWN COLLECTION AGENCY OFFICE— Pays big, free details. Franklin Credit, Roanoke 7, Va.

POPCORN BUSINESS AND EQUIPMENT for sale. Danbury fair, can be seen. Phone Spruce 85470. Secol, 372 Oak St., New Haven, Conn. j630

**RECREATION RESORT**

In the Ozarks. On shores of Elk River. Boating, swimming, 12 water-buggies, crafts, water skiing, etc. Dance hall, 600 capacity. 2 taverns, cokes bar, cafe, gift shop, liquor & sport shop, all on one main street. Plus lovely 8-room home. Grossing \$115,000 a year with a net profit from \$35-40,000 a year. 9 months' operation. Price only \$85,000 for property, fixtures, equipment, plus invoice stock about \$15,000. \$30,000 down. Details, write

**OSCAR NURSETH**  
224-26 Okla. Natural Bldg.  
Oklahoma City, Okla.

**KNAPTON BUSINESS BROKERS**

THIS IS IT—VAPORIZER JOINT THREE slides, two carb, six hundred units. Everything complete. Write Ellwyn Sprout, 1050 Diamond, Grand Rapids, Mich.

\$350 BUYS ANIMATED "LUMBERING & Saw-mill," "Alice in Wonderland" scenes. Excellent for window, floor or trailer mountings. Harvey Ruelle, Hayward, Wis. j630

\$100 A WEEK OR MORE MANUFACTURING concrete incinerators! Free details, write today. Cobby-K Mfg., 37 Ridge Ave., York, Pa.

**COSTUMES, UNIFORMS, WARDROBES**

ATTRACTIVE CURTAINS (8x35), \$40; NEW Clown Suits, \$10. Feet, Wigs, Comedy Props, Policeman's striptease outfits complete. Orchestra Coats, Suitscases, Chorus Wardrobe, Minstrel's, Chinese Robes, Uniforms, Tent Curtains. Wallace, 2453 N. Halsted, Chicago.

PANEL & BRA SETS, \$5; PASTIES, 50¢ PR.; Clown Suits & accessories, Tramp & Comedy Cop Outfits, Derbies, Top Hats, Rhinestones, Plumes, cheap. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

**FOOD AND DRINK CONCESSION SUPPLIES**

BEST SNO-CONE FLAVORS, \$1.50 QUART prepaid, send for list. Stuchbery Mfg. Co., Dept BS, 1417 Market St., Chattanooga 2, Tennessee. j630

**FOR SALE SECONDHAND GOODS**

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. j623

LARGE ELECT. TATTOO OUTFIT. WHITE Stevens, 1120 Chaucer St., Berkeley, Calif.

2 MUTOSCOPE DELUXE VOICE-O-GRAPH Machines, used one year. James W. Lawler, 22 Clark St., Tel. 8383, Philadelphia, New York.

8 CAR AUTO RIDE, MINUTE PHOTO; Evans Bumper, Wheel, High Striker, 3" Unirton Telescope. Priced to sell. Watson, Huron, Ohio. Ph. 5395.

**FOR SALE—SECONDHAND SHOW PROPERTY**

AT SACRIFICE — SIX BOATS, 24 Passenger Wet Kid Ride, Steel Tanks, \$995. Want Wheel Seats, steel only and MGR Horses, AH only. State condition, price first letter. Caste's Rides, Lyndenhurst, New Jersey. j7

BUILDING PLANS FOR KIDDIE RIDES—Auto, Airplane, \$100 Chairplane, Boat, Handcar, \$5 each. Free circulars. Brill, Box 875, Peoria, Ill.

CIRCUS RIDE, FIRETRUCK, GALLERY Rifles, Arcade trade for Wet Boat Ride, Big Train, Shafer Rides, Mesker Park, Evansville, Ind.

ELI WHEEL NO. 5—GOOD CONDITION, two light rings, ticket box, good power unit. Contact J. M. McIntyre, Rt. 10, Box 55, Charlotte, N. C. Phone FR. 80505.

FOR SALE—LEAD BB SHOOTING GALLERY, complete, ready to be set up; with 1,200 pounds of BB shot. Will sacrifice due to husband's death. Mrs. Albert Thomas, 1427 N. Charles St., Baltimore 1, Md. Phone Plaza 24519. j623

FOR SALE—1 20 PASSENGER AIRPLANE Ride, \$475; 1 Car Ride, \$525. No personal checks accepted. Fred Utter, Main St., Adena, Ohio. Day ph. 3351.

**FOR SALE**

Single ladder High Act Rigging and a horizontal 2 bar Rigging with a trapeze on front, all chromed.

A Floor Show Rigging.

Lovely Sequin and Rhinestone Costumes.

For Details Write

**THE GASKILLS**  
500 Carl St. Burlington, Wash.

**JEWELRY CLOSEOUTS**

E-1—Tailored earrings, asst. gr. \$18.00  
E-2—Stone earrings, asst. gr. 21.00  
E-3—Bracelets, asst. gr. 24.00  
T-1—Tailored Tie Sets, bkd., gr. 3.50  
T-2—Stone Tie Sets, bkd., dz. 4.50  
R-1—Ropes, all-head, asst. dz. 3.00  
R-3—Men's stone rings, asst. dz. 2.75  
2160—Stone neck & ears, bkd., dz. 7.50  
2164—Stone, neck & ears, bkd., dz. 9.00  
2256—3-piece pearl set, bkd., dz. 13.50  
1202—3-pc. Rhinestone Set, dz. 18.00  
W-1—4-piece Watch Set, each 8.95  
6 or more (Ladies' 30 more) 5.95  
C-1—Cufflinks, carded, dz. 1.25  
T-4—Tieclides, carded, dz. 1.25  
P-3—Pearl necks, Am. made, gr. 15.00

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov. R. I.

**FOR SALE**

GENUINE CALLOPE RECORDS ON 78 AND 45 rpm. \$1.10 each ppd. 5 record album of 78 for \$5.95. No less than 2 single records shipped. Taggart, 1602 National, Rockford, Ill.

NEW RECORDING COMPANY WANTS Original Copyrighted Material with or without artists. Send dubs, tapes, with lead sheets. Unused material will be returned. Bernie Roth, 555 Roosevelt St., Gary, Indiana. j623

WANTED — OLD HANDCARVED WOOD Merry-Go-Round Horses, jumping style; Dentsel, Mangels, Illions, looff Murphy. Name best price. Ross R. Davis, 1915 Alta St., Los Angeles 31, Calif.

**M. P. FILMS & ACCESSORIES**

NEW RENTAL CATALOG 16MM. SOUND films. Lowest prices. Quality pictures. New film trailer service. Rogers Film, Lombard, Ill. j623

WILL BUY OLD SILENT MOVING PICTURE Machine, Lubin, Edengraph, Selig, Edison Peephole Kinetoscope, etc.; silent 35mm. Films, Slides, Steriographics, posters. Don Malkames, 7 Plymouth Ave., Yonkers, New York. j623

16MM. 3,000 SOUND REELS, SELL DIRT cheap. Big, new list Features, Westerns, Serials, War films. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

**PERSONAL**

ARE YOU SEEKING PEACE OF MIND? Free correspondence course in Catholic Religion. Faultless Instruction Center, Dept. B, 2 Columbus Ave., New York 23, N. Y. ch-np

BUCKY BUCHANAN, PLEASE CALL ME at District 7-0238, Washington, D. C., regarding Marine Corps Reserve Convention Dance. Ed Perkins.

**PHOTO SUPPLIES DEVELOPING—PRINTING**

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1536 Franklin, St. Louis 6, Mo. j74

FOR SALE—2 D. P. CAMERAS, POSTCARD size, takes groups, full length, 3/4 and bust size photos. Extra good lens. Liberty Studios, 462 W. Broad St., Savannah, Ga.

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative, 25¢ additional for each different photo. Jack Koons, Huntington Mills, Pa. j7

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PD2 Camera Co., 1546 W. Carter, Chicago 22, Ill. ch-tn

PHOTOMOUNTS FROM MANUFACTURER. 3x5, \$3.80/100; 5x7, \$5/100; 8x10, \$11/100; 70 styles, 350 types; ask Department B for free samples. Penn Photomounts, Glenolden, Pa. j7

**PAPER MEN**

Contact Don Knight  
For good deal on Kentucky and Tennessee State Farm Papers. Write

**STATE FARM PAPER UNIT**  
P. O. Box 210 Middletown, Kentucky

**DIRECT FROM MANUFACTURER EARRINGS**

The Year's HOTTEST Earring Promotion!

Hollywood Styled Creations. Hundreds of handsome, modern designs! Completely NEW SPRING AND SUMMER STYLES! Large and small Dangles, buttons and clip type, tailored and for pierced ears. Pearl Flower Rhinestone combinations. Many \$2.00 Retailers. UNBELIEVABLY LOW PRICED at \$34.00 gross. Sample dozen, \$3.50. Also beautiful assortments at \$18.00 gross. Sample dozen, \$1.75. IMMEDIATE DELIVERY. Sold one dozen styles (assorted) to package. 144 different styles!

SEND FOR ILLUSTRATED CATALOG! 15¢ OTHER JEWELRY ITEMS. Guaranteed lowest prices. 25% deposit on all C.O.D.'s.

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MATERIAL WANTED AT ONCE, NEEDED for resorts in burlesque act near New York. Contact Bert Lewis Copenhagen, 1027 E. 167 St., Bronx 59, N. Y.

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HERE IS A PUBLIC APPLAUSE WINNER which has been featured by Fox Movie-tone. The Death Plunge into Suicide Pool. Some really pass out on this one and others are momentarily held in a state of shock. The impact on nerves is so terrific. It's a dynamic attraction if there ever was one and bound to make your Celebration the talk of the town. Capt. McDonald, International High Diving Sensationalist, 456 Lamphier Place, Warren, Ohio. Tel. 45337. Ju30

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AVAILABLE! "LA FEMARITA," WORLD'S greatest Man into Woman—miracle sex enigma of all time! Calendar age turned back half century! Inimitable singing voice! Inexplicable musical technique, previously unknown! Her matchless figure politely exhibited with original fine art daring. Owing to serious accident to her Portable Theatre, she is now personally available as feature, stage, orchestra, travel or park engagements. La Femarita, 429 Capitol Hotel, Richmond, Va.

SALESMEN CARNIVAL MEN WAGON JOBBERS!

MEN'S WOMEN'S New Styles

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$69.50 (Sample Watch \$8.95)

Benrus Elgin Waltham Gruen Bulova Watches

Choice Lot—Famous WATCHES, 6 for \$49 With Expansion Bands

Special Close-Out! Men's Elgin, Waltham WATCHES \$6.45 WHILE THEY LAST Completely reconditioned. Complete with expansion bands. Guaranteed.

WATERPROOF ELGIN, BULOVA, BENRUS WATCHES WITH EXPANSION BANDS GUARANTEED and re-conditioned like NEW! \$8.75 Order sample and be convinced!

Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S 102 S. Main St., Memphis, Tenn.

500 BIG GLOSSY PICTURES (Brand New Collection)

Uncensored Poses Private Files of Hollywood's Leading Figure Photographer

TAKE A PEEK AT THIS AMAZING OFFER

8x10's, 5x7's, 4x5's and wallet size

\$1.00 ONLY POSTPAID

You've never seen anything like this breathtaking bevy of lovely beauties. Daring, unretoched shots of Hollywood's most gorgeous figure models in every imaginable pose. No two pictures alike. You must find the kind of picture you like in this never-before-offered group or your money refunded without question.

PIX UNLIMITED, 1124 No. La Brea Ave. Dept. BB-4, Hollywood 38, California

NO RISK COUPON

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Dear Sirs: Please rush me your giant collection of 500 figure studies by return mail. I enclose only \$1.00 in full payment.

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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.

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For Girls, young Ladies and Grandmothers to have engraved, names of their loved ones. Full line Ident Chain Bracelets. Cash sample order \$5.00.

BAY STATE NOVELTY CO. 33 Congreve St. Rosindale 31, Mass.

### LAVENDER "SACHET" BASKETS



hold dried lavender flowers to give milady's boudoir a delightful fragrance! A 12 months' gimmick . . . and good! Buy at 11¢, sell at 70¢ to \$1.00.

Aroma of lavender perfume flash draws 'em in! All baskets guaranteed perfect BASKET PRICE (F.O.B. Seattle) — \$110 per 1,000, \$21.60 per gross. Lavender—\$5.00 for 5 lbs. Sample 50¢. 1/3 deposit, balance C.O.D. Write for full information.

### SHERFY'S LTD

2126 BOYER SEATTLE, WASH.

NEW 5' TUBULAR Glass Casting Rod, 3 stainless steel guides and tip, metal handle with cork grip . . . . . \$2.75 ea.  
Also 6 1/2' Tubular . . . . . \$3.25 ea.  
Spinning Rod . . . . . \$1.15 ea.  
CASTING ROD, full 8' long, sturdy glass construction. Cork and aluminum handle . . . \$1.15 ea.  
6 1/2' Spin 2.00 ea. 7 1/4' Fly 2.15 ea.  
Glass Rod 2.00 ea. Glass Rod 2.15 ea.  
In 1 dozen lots.

138-PC. BAIT CASTING SET with Glass Rod and Ocean City Reel . . . . . \$2.75 ea.

GRASS SEED Free of Crabgrass—"A blend of laboratory tested seed." High germinating. 8-lb. clear, heavy plastic bag . . . . . 90¢ bag

Assorted Lures, 1 doz. to box . . . . . \$3.60 per dz.  
25% dep. with order, bal. C.O.D., F.O.B. Chicago.  
Open Sundays  
Write for FREE Listing  
C & G SALES 1180 Milwaukee Av. Chicago 22, Ill.

### Levin's Catalog Ready

32-PAGE FLYER OF CARNIVAL AND BINGO PRIZES

Give routing for week of June 25 or permanent address when requesting your free copy.

18-in. Feather Monkey (while they last)  
\$4.50 Dozen \$50.00 Gross  
10 Gross of Slum for \$8.50  
F.O.B. Terra Haute—Postage Extra. Send 25% Dep. With C.O.D. Orders.

### LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

Introductory Offer!

### SLUM

GREATEST DEAL ON THE LOT!

Assorted Novelties, Gifts, Toys, etc. \$6.75 LOT  
1,000 PIECES . . . . .

KLONDIKE 19 East 16 St. New York City

### CLEARANCE EXPANSION WATCHBANDS

1/20 12K gold filled front and back. Regular retail price, \$7.90 each. Sale price, \$9.00 dozen. Sample, send \$1.00.

R. D. ROBINSON CO.  
44 Belvidere Road Cranston, R. I.



## Germany Seen as Mfg. Center For Europe Vending Trade

### Difficulty of Importing U. S. Units, German Facilities Are Big Factors

NEW YORK—The German hot and cold drink machine industry, both on the manufacturing and operating level—is due for tremendous growth this year, according to Horst Sommer, German coin machine executive who completed a business trip to this country Thursday (14).

Sommer is sales manager for Schwelmer Eisenwerk Muller & Company, German vending machine manufacturer, and European representative for the Food Engineering Company, manufacturer of a cup milk vending machine.

He said that Schwelmer is currently making a six-selection (four selections of coffee, one hot chocolate and one soup) powdered ingredient hot drink machine and a four-selection (three carbonated and one non-carbonated) cold drink machine. Both units have been in production for two months.

#### Vending Center

Sommer feels that West Germany will become the vending manufacturing center for Europe and that European manufacturing will outstrip the American export business.

Most European countries are not in a position to buy American machines in any quantity. It is simply a matter of not having enough dollars to buy the equipment. The only European countries that do have the money are Germany, Belgium and Switzerland.

Most Western European nations belong to the O.E.E.C., which is an economic treaty organization to encourage trade among European nations. Thru this organization, it is possible for machines of German manufacture to be shipped to England, France and Italy, countries which would have difficulty getting dollars for American goods.

#### Country of Origin

Also goods must be labeled as to

their country of origin, so it is difficult to transship American goods from countries with dollar surpluses to countries with dollar shortages.

Thus, all these factors work for the establishment of a strong vending machine industry in Germany. The Germans have the industrial facilities, the skilled workman, a fairly low wage scale and thousands of industrial plants which can be used for test locations.

Two of the largest plants in Germany—the Volkswagen factories in Hannover and in Brunswick—will soon be used for test locations,

Sommer said. The Hannover plant employs 5,000, while the Brunswick plant has 3,000 workers.

#### 150 Machines

Plans call for the installation of 150 vending machines in the Hannover plant. The machines will be inside kiosks, with 17 machines to a station. Each kiosk will have cigarette, sandwich, soft drink, milk and candy venders. All units, except the milk machines, will be of German manufacture. The installation will cost about \$120,000.

Sommer explained that every type of machine available will be tested on the location so that man-

*(Continued on page 91)*

## Candy Bar Venders' Sales Up 8% in '55

### Vending Increase Tops All Other Outlets In Nation, U. S. Commerce Dept. Reports

WASHINGTON — Vending machine operators bought and sold more candy bars in 1955 than in the previous year, while general sales of bar goods to all other outlets were practically at the 1954 level.

The U. S. Commerce Department reports that sales of bar goods to vending machine operators increased 8 per cent in 1955 over the 1954 total, while sales to most other outlets increased in smaller proportions.

Total increase in manufacturers' bar goods poundage sales was 0.5 per cent, while dollar value increased only 0.1 per cent.

An increase of 6.3 per cent in poundage sales of non-chocolate bars, and a 7.6 per cent in value signify the continuance of the 1954 trend.

#### 5-Cent Bars Down

Manufacturers' sales of 5-cent bars decreased 3 per cent in poundage and 4.60 per cent in value. Sales of 10-cent bars decreased less than 1 per cent in poundage and dollar value.

Sales of bars in price classes over 10-cent per bar at the retail level increased 70 per cent in poundage and 66 per cent in value.

Five-cent bars constituted 65 per

cent of total bar sales value in 1955 while 10-cent bars comprised 24 per cent of the total. Bars selling at prices over 10 cents comprised 9 per cent of total bar sales by manufacturers.

During 1955, manufacturing confectioners sold an estimated 2,724,000,000 pounds of candy, with a value at the manufacturers' sales level of \$1,031,000,000. Total-wise, this was 16.6 pounds consumed per capita, up slightly from the 16.3 pounds of 1954.

## Arnold Leaves Union News Vending Berth

NEW YORK — Robert A. Arnold, in charge of national vending operations for the Union News Company, has announced his resignation. He said that his plans will be announced in July.

Arnold has been with Union News Company since 1948, heading the Southwest Division (Kansas, Texas and Oklahoma) from the Dallas office. In 1951 he was named assistant to the Midwest Division vice-president in Chicago and two years ago was named head

*(Continued on page 91)*

## Ill. Operators Form State Association

By BILL MASLOWE

CHICAGO—Announcement of the formation of the first State-wide association of Illinois automatic merchandising operators was made this week by Bernard J. Kiley Jr., head of Airport Vending Service, Inc., one of the founders and temporary president.

The new organization will be known as the Illinois Vendors' Association with offices temporarily located at Kiley's headquarters, 1144 South Kostner Avenue, Chicago. Corporate papers applying for a charter have been filed with the secretary of state's office.

Primary objectives of the association are to promote the expansion of the industry and to combat unfair legislation and taxation, Kiley stated.

Temporary officers were elected at the first meeting of group May 28 at the Bismark Hotel here attended by representatives from 45 firms thruout the State.

#### Association Officials

In addition to Kiley, Norval Rader, Automatic Canteen Company of America, was elected vice-president; D. C. (Dinty) Moore, D. C. Moore Automatic Merchandising, Rockford, Ill., secretary, and Warner G. Sylvester, Serv-U Vending Company, Geneva, Ill., treasurer.

George Larsen, Chicago, formerly of the National Automatic Merchandising Association staff,

## TASTE DIFFERS? SMOKE'S ENDING

WASHINGTON — And now the cigarette smoker will be "notified" his smoke has about ended because the taste will be different.

Patent No. 2,746,890 issued by the United States Patent Office last week to Larus & Bros. Company covers a method for changing the taste of a cigarette's last inch of tobacco to "inform" the smoker he has about reached the end of his cigarette.

The method was invented for the Richmond, Va., manufacturer by Henry M. Legler.

## Mercury Bows New 11-Column Cigarette Unit

CLEVELAND — Development of a new cigarette model, the Mercury 460, 11-column vender featuring a three-pack display window and a 460-package capacity, was announced by Mercury Vendors, Inc.

The new machine, the manufacturer announced, can be serviced without special tools or equipment as the major component parts fit together without a screwdriver.

Sixty inches high, 32½ inches wide and 11 inches deep, the "460" will vend regular or king size cigarettes and permit dual pricing in all columns. It is also available with an electric coin totalizer for full coin combination vending.

The display window is illuminated with fluorescent lighting. Cabinets are available in a choice of scratch-proof Plextone, wood grain or baked enamel finishes. No price was announced.

## Cole-Spa Line Has New Design; Slate Showings

CHICAGO — Cole Products Corporation announced it will hold a series of introductory showings of its redesigned Cole-Spa Special line of one, three and four-flavor cup venders.

All showings will be from 9 a.m. to 9 p.m. The Chicago showing was to be held Monday and Tuesday (18 and 19) at 560 West Lake Street. The St. Louis showing is set for Wednesday and Thursday (20 and 21) at the Coronado Hotel, formerly the Sheraton, with Richard Cole, vice-president; Dennis Nagy, engineer, and George Gruebert, divisional sales manager, in attendance.

Other showings are scheduled for Cleveland, Nashville, Minneapolis, Detroit and Kansas City, Mo. Dates and sites will be announced next week.

Featured in the redesigned line is "Frigid Heart" cooling, a system that will produce instant cold drinks, according to Albert Cole, president.

The line has a hammertone green finish and has a three-color illuminated display panel. The machine has cooled dispensing valves, two operational relays and a one-third horsepower compressor. All units have 750 cup and 1,500 drink capacity, Cole stated.

## Auto. Caterers Sells Operation To Auto. Merch.

NEW YORK — Automatic Caterers, Westbury, L. I., full-line vending firm, has sold its operation to the Automatic Merchandising Service, another full-line firm headquartered in East Meadow, L. I.

Cray Wilson, of AMS, becomes one of the largest full-line operators on Long Island with the acquisition of 100 major pieces on 30 locations, mostly industrial.

Three partners in Automatic Caterers were Joe Weirstein, Mike Brecher and Walter Strauss. Brecher will concentrate on his theater vending operation in New York, and Weinstein, a former ice cream operator, is now connected with a wholesale ice cream distributor. Strauss has not yet announced his plans.

## Instant Pancake Batter Considered for Vending

NEW YORK—The C&C Super Corporation, manufacturer of canned carbonated beverages for the vending trade, will soon introduce nationally an instant pancake batter packaged in pint milk-type containers.

Walter Mack, C&C president, said the corporation might consider marketing the new product, called Batter Up, in milk venders, particularly those located in outdoor stops and apartment house lobbies.

The product should be able to be vended in any machine which

dispenses milk in pint containers or larger. The retail price, however, is 35 cents, which means that two-selection venders (the other selection milk) would have to be set at 25 cents and 35 cents.

#### 20 Cakes

The instant batter requires no other ingredients. The cook merely pours some on a hot griddle to make flapjacks. A pint container yields about 20 three-inch pancakes.

According to the manufacturer, the batter packages will hold up

*(Continued on page 91)*

## SAVES \$\$ THRU NEW LOCATION PAYMENT PLAN

COHOES, N. Y.—By issuing location commission checks on a quarter, semi-annual and annual basis, Buy-A-Pack, Inc., here has realized a tidy savings in operating costs.

The move eliminated the issuance of 8,700 checks a year plus all the bookkeeping work and mailing expense entailed in the procedure of monthly payments, Charles T. Desormeau reported.

"We formerly issued and mailed about 1,000 commission checks monthly," Desormeau stated. "But one month we included a letter and return post card requesting customers to accept commission checks at less frequent intervals."

Explaining the reason for the proposed change, the firm offered locations a choice of the three methods of payment. "Response was gratifying," Desormeau disclosed. "Only 5 per cent insisted on monthly checks; 53 per cent quarterly payments; 16 per cent semi-annual and 26 per cent annual checks."

He concluded by adding: "We did not lose a single location in the move."



# Commerce Dept. Vender Report: A Big Future

WASHINGTON — Automatic merchandising will be an increasingly convenient and profitable method of retailing relatively low-cost items, and of supplementing the selling of salespeople on repetitive, impulse sales of convenience goods.

This future outlook on the vending industry was pointed out in a summary of information on automatic merchandising in the Business Service Bulletin BSB-151 issued by the U.S. Department of Commerce here.

Looking into the future of automatic merchandising, the article stated:

"A gradual increase is to be expected in the vending of merchandise other than food, beverages and tobacco products. For instance, low-price items to be sold thru machines after regular store hours, possibly thru venders fitted in door panels or display windows. . . Venders will help the store handle peak sales periods and simultaneously provide prompt service to the customer."

Further, the article declared,

automatic merchandising is likely to influence preconstruction planning of various types of retail stores. It reported: "A department store recently constructed specified the exact locations of the vending machines, and made special provision for all necessary electrical and water connections required for installation."

The 10-page bulletin available for 10 cents from the U.S. Department of Commerce, Washington 25, and its field offices, includes a brief history of the development of vending machines; a summary of salient features of automatic merchandising — manufacturing, merchandise supplies, operators, locations owners, contracts and future outlook.

Much of the material printed in the bulletin was adapted from articles printed in Vend magazine.

"While there are undoubtedly opportunities for men of ability to enter the industry," the article reported, "success will require skilled salesmanship, mechanical aptitude, infinite attention to detail, and the efficiency necessary to operate on small profit margins."

**Low Price Sales**  
Continuing, the article reported,

an executive of one of the nation's largest department stores recently stated he doubted that his store could show a profit on items with a selling price of 28 cents or less because of today's high operating costs.

"...Automatic vending machines have been used successfully in the sale of low-price merchandise," the article stated. It listed four ways:

1. By making sales during off-hours when manual selling is not available.

2. By supplementing the efforts of a sales clerk during busy periods.

3. By permitting a reduction in the hours a sales clerk is in attendance without loss of service to the public.

4. By replacing retail salespeople in the case of certain low-price items.

Also printed in the bulletin is a list of publications directly related to the vending industry and where they can be obtained.

## New Onion Soup Bowed by Barvend

ESCONDIDO, Calif. — Cream of onion soup has been added to the Barvend Foods, Inc., line manufactured especially for the hot drink vending market, Roland Finch, general manager announced this week.

The new instant soup blends the flavor of cooked onion with whole milk, Finch said. Barvend's line includes chicken, beef, onion, green pea, potato and tomato soups.

WE HAVE OAK'S NEW  
**"PREMIERE"**



T. T. VENDING SALES CO.  
2659 N. Racine Ave.  
Chicago 14, Illinois

OAK MFG. CO., INC., CULVER CITY, CALIF.

**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, silk screened in blue lettering; height 33 1/2", width 4 1/2", shipping weight 22 lbs.; hasp 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 ..... \$24.16  
2 to 11 ..... 19.30  
12 to 49 ..... 18.05  
50 or more ..... 17.40

**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.**

**Keeney's 3 VENDERS**



**SOUP**  
**COFFEE**  
**SNACKS**

**Northwestern**



VENDING EQUIPMENT BRINGS GREATER PROFITS  
Get Your Share With NORTHWESTERN  
**5c Package Gum Vender**

This amazing vender is a sure bet for big gum profits. A rotating merchandising drum with five columns vends a total of 95 standard nickel packs. "Visidrome" display top attracts sales. Write for complete details of this and other NORTHWESTERN money makers today.

**THE NORTHWESTERN CORPORATION**  
26236 East Armstrong St., Morris, Ill.

**Cleveland Coin Machine Exchange, Inc.**  
Northwestern Corporation Distributors  
2029 Prospect Ave. Cleveland, Ohio  
Tel. 1-6715  
Write for prices.

**ONLY THE BILLBOARD** — among over-all entertainment weeklies—is a member of the **AUDIT BUREAU OF CIRCULATIONS.**

**BRING 3-WAY PROFITS!**  
★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

**New! Keeney's HOT SOUP VENDER**  
300-Cup Capacity ALL-AUTOMATIC with 3 Selections of Hot Soup USING ALL DRY INGREDIENTS  
Red or Gold Hammerloid



SIZE: 19 1/4" W. x 15 1/2" D. x 52" H.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #29 1c Porc.	7.95
N.W. #35 1c Porc. B.G.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
ABT Gum	30.00
Acorn 1c or 5c	8.50

**TWO BIG MONEY-MAKERS!**

**NOW Victor's Famous BABY GRAND**  
Equipped With **PICTURE CARD VENDOR**



Vending beautiful, interesting cards simultaneously with ball of gum.  
**LARGE CAPACITY— 1200 CARDS • 1200 BALLS OF GUM**

Don't overlook the fact this is the same highly popular BABY GRAND which opened thousands of locations never before available to bulk venders. . . . And requires no more space than the regular model.  
Write for complete details and prices. Also ask for prices on outstanding CHARM VALUES.

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVE. CHICAGO 22, ILL.

**Keeney's HOT COFFEE VENDER**



SIZE: 19 1/4" W. x 15 1/2" D. x 52" H.

**Keeney's SNACK VENDER**



SIZE: 10" W. x 10" D. x 36" H.

Attach to or set beside any hot or cold drink vender.

**Write FOR FREE CIRCULARS TODAY!**  
**J. H. Keeney & CO. INC.**  
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.57
Cashew Whole	.61
Cashew Butts	.59
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 52c ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M. & M.), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 40 ct.	\$.20
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct., 200 lb. minimum, prepaid, on all Rain Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices. . . . Write**

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St. New York 18, N. Y.  
LONGACRE 4-6467

**ROYAL "17"**  
THE CIGARETTE MACHINE WITH FULL 17-COLUMN SELECTIVITY



17 fully automatic columns of sales-producers. Vends Regular, King Size, Parliaments and other boxed cigarettes. Capacity 400.

This 17-column machine is also available with four reserve columns—total capacity of 500 packages. With or without penny changer.

TERRITORIES OPEN FOR EXCLUSIVE DISTRIBUTORSHIP ON THIS FAST SELLING CIGARETTE MACHINE

— WRITE NOW FOR INFORMATION —  
**ROYAL MANUFACTURING CO.**  
1360 Howard Street San Francisco, California

This machine available in all models with penny change maker, making the machine adjustable to 9 different prices on each column, from one cent to over a dollar. Eliminates pennies under cellophane.



**Cig Manufacture Up**

Cigarettes manufactured in the first quarter of this year totaled 103,699,770,816, compared with 101,117,608,669 in the same quarter of 1955, according to Treasury Department. First quarter total of large cigars manufactured was 1,457,861,420, compared with 1,

414,835,952 in the corresponding period of 1955. Small cigar manufacture dropped 2,074,760 in the first quarter of this year to a total of 14,542,990. Smoking tobacco manufactured in the first quarter of this year totaled 17,700,148 pounds, compared with a total of 20,546,522 pounds in the same quarter last year.

**MILWAUKEE**

**Sked DeeJay, Op, One-Stop Party June 28**

MILWAUKEE—Plans are under way for what is hoped to be the first in a series of annual disk jockey, music operator, record dealer, parties in the Beer City.

Representatives of the three groups have been invited to a party at Stein Hall of Miller Brewing Company on June 28. The get-together will mark the first such combined gathering ever held here.

According to Benn Ollman, of The Billboard, and Stu Glassman, of Radio Doctors, local one-stop, the event will be strictly social with emphasis on "getting to know everyone." Ollman and Glassman head the committee setting up the event.

Invitations are being sent to all Beer City juke box operators, disk jockeys, record shop owners plus juke box and record distributors. "Most record dealers in Milwaukee are not acquainted with juke box operators," said Glassman. "This party should give us all a chance to get acquainted. Actually, it is in line with the public relations program recently publicized by the Music Operators of America at their convention."

Tentative plans, adds Benn Ollman, include the presentation of an award to the local disk jockey credited with turning in the best public service job in the past year.

**Darimatic Plans Sales Campaigns**

LOS ANGELES — Charles M. Pine, who was recently appointed general sales manager of Darimatic, Inc., is in Los Angeles to map future sales campaigns on the firm's Model 505 milk vender.

Pine has just completed a nationwide tour during which he contacted the company's representatives. Working with him on the campaigns are Howard Lewis, president, and Lynn Hartzler, assistant sales manager.

Pine, who was national sales manager for Globe Lighting Products, of New York and Los Angeles, succeeded Charles Abeles, who resigned to become associated with Ternan, Clauson & Company, leasing brokers. Pine will make his headquarters in New York.

**Vending Tax Hearings Set In N. J. Towns**

NEWARK, N. J.—Ed Murach, executive director, and Norman Schiuff, counsel for the New Jersey Automatic Merchandising Association, will appear at two public hearings next week to present the views of the vending industry in regard to taxes.

Tuesday (19), the pair appears at a Piscataway Township hearing on a proposed levy ranging from \$2 per machine per year on bulk venders to \$25 a machine a year on cigarette machines.

Thursday (21), they go to East Paterson to present a proposed vending ordinance to the city council. The community had been considering a ban on all outdoor vending machines and a flat \$10 per year machine tax on all equipment is being considered in Newark.

**New Products**

Spray Graph, a new, instant drying and long lasting graphite lubricant is available in six-ounce spray containers. It can be applied to metallic and non-metallic surfaces. Application of Spray Graph, according to the manufacturer, increases life of moving parts, steps up efficient operation and reduces maintenance costs. There is no surface build-up or drippage of the lubricant, which effectively lu-



bricates at temperatures ranging from 100 degrees below zero to 800 above. It does not pick up lint, dust or dirt. Actual application is lightly sprayed across surface after it has been cleaned with a degreasing solvent. Retail at \$1.25, \$11.70 for case of 12. Spray Graph is manufactured by American Resin Corporation, 3215 N. Sheffield Avenue, Chicago 12.

VMC Model 144 Selective Automatic, four carrier columns, three selections (two columns sell one flavor), 144 bottle capacity. Chrome plated selector dial. Loads from top, delivers from the bottom. Can be equipped with coin changer for multi-price operation. Adjustable to vend bottles from six to 12 ounces. Features VMC Strato-Cold refrigeration, cabinet seams sealed with rubberized undercoating. Hangers, breaker strips, door panel of low heat conducting stainless steel, which also prevents sweating. Patented wick absorbs moisture from automatic defrosting. Parts not made from inherently rust-proof materials Bondarized or Cad-plated and Irodited for durability. Du Pont enamel and prime coated thruout. Louvers on sides. Floor space, 3 1/2 square feet. No price quoted. Manufactured by Vendorlator Manufacturing Company, Fresno, Calif.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

- STONER 8-COLUMN CANDY, 160 capacity, prewar model ... \$110.00
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- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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Send 35c for Regular Sample Kit of Charms

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



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**CIGARETTE MACHINE CONVERSIONS**

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PRESIDENTS, CRUSADERS NATIONAL 750, 9A

UNEEDA ALL MODELS

Also • ROWE PRICE DIFFERENTIAL BARS

Available • NEW CIGARETTE MAGAZINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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- DuGrenier Model W, 9 Cols., 270 Cap. .... 85.00
- National 950, 9 Cols., 370 Cap. .... 115.00
- Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢ ... 135.00
- Rowe Crusader, 10 Cols., 425 Cap., 25¢ & 30¢ ... 145.00
- Rowe President, 10 Cols., 425 Cap., 25¢ & 30¢ ... 135.00



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11 Cols., 420 Cap.

SPECIAL!!!!

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vends Ball Gum and Picture Card both for 1c

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- Chlor-o-Vend Ball Gum .... 40¢ lb.
- Chlor-o-Vend Chicks, 220 ct. .... 40¢ lb.
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- 5-Stick Gum, 100 packs .... \$1.99

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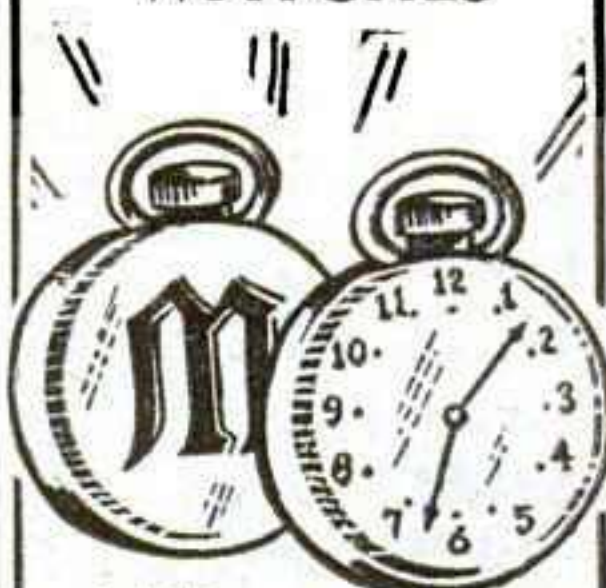
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Inlaid Hamilton Gold or Silver

10.75 per thousand

AN ITEM WITH DOUBLE APPEAL

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GIVE TO DAMON RUNYON CANCER FUND



### Pepsi Purchases Park Avenue Bldg.

NEW YORK—Pepsi-Cola Company announced Tuesday (12) it had purchased the 500 Park Avenue Building at public auction from New York City for \$2,000,000. The firm plans to demolish the building and erect an ultra-modern world-wide headquarters for Pepsi-Cola Company and Pepsi Cola International.

The sale represents the largest single piece of real estate in dollar amount sold at public auction in New York City, officials report. Current occupants of the building, various departments of the city, are expected to vacate within 60 days.

### 4 Units Sell 80,000 Ice Cream Bars

MEDFORD, Mass.—Four ice cream vending machines in four General Electric Massachusetts plants are selling 80,000 ice cream bars annually at 10 cents each.

The units are part of a complete battery of venders dispensing milk, sandwiches, coffee, pastries, beverages and candy, William C. McConnell Jr., head of Automatic Merchandising Corporation here, explained.

Monthly sales at the Lynn Works are 1,500. The plant has 20,000 employees and a cafeteria. Annual sales at the other plants exclusively serviced by vending machine are: Fitchburg, with 700 employees, 40,000 sales; Everett, with 400 workers, 16,000 units, and Holyoke, with 500 workers, 5,000 bars.

### Arnold Leaves

Continued from page 88  
of the national vending operation, with headquarters in New York.

He was in a large measure instrumental in Union News' expansion in industrial automatic catering, particularly with hot foods. Also he pushed the development of ice cream vending in New England, Philadelphia, Buffalo and Detroit. Union News' vending operations cover 36 States.

Arnold attended Duke University and is a graduate of Colgate University. He is a former ranking tennis player in the East.

### Peanut Supply Heavy

The supply of peanuts on April 30 totaled 698 million pounds of equivalent farmers' stock (uncleaned, unshelled), up 233 per cent over the amount held in similar positions a year earlier, according to Agriculture Department. Supply was 16 per cent below the March figures. Total includes two million pounds of imported shelled peanuts, but excludes stocks on farms, shelled seed and shelled oil stock. Stocks of shelled edible peanuts totaled 218 million pounds compared with 128 million pounds a year earlier. Supplies of roasting stock peanuts (cleaned, unshelled) totaled 27 million pounds, compared with 22 million pounds on April 30 of last year. Peanuts reported used in making candy, salted peanuts, peanut butter and other products thru April totaled 411 million pounds, slightly above the quantity used during the same period last year.

### Germany Europe's Mfg. Center

Continued from page 88

agement will know which units are best suited for the stop.

One of the biggest stumbling blocks to the development of vending in Europe, according to Sommer, is not the lack of manufacturing effort but the scarcity of operators.

He explained that most existing equipment is location owned, and most machines are built for outdoor operation. One thing that has been discouraging potential operators is that the cost of equipment doesn't leave them with much of a profit margin.

However, Sommer feels that hot and cold drink machines will serve to get individuals into the operating end of the business, and that as they acquire industrial locations, they will eventually have to go into a full-line operation.

Milk has a great potential and a tremendous handicap in Germany, he said. Both wholesale and retail prices are pegged by the government, and the retail spread is only 2 cents a quart.

Management, however, instead of getting commissions on milk sales, has actually been paying operators subsidies to install milk machines. Public locations, however, are pretty much ruled out under this set-up.

The reason industrials are so

willing to pay subsidies is that the government is trying to increase milk consumption and pressure is being put on industrial leaders to aid the drive.

Sommer sees signs that German juke box manufacturers are interested in vending machine manufacturing, and there is also heavy interest on the part of operators and distributors.

Juke box location ownership, which is on the rise in Germany, is part of the reason. Operators are running into location ownership of music machines and are looking for greener pastures. They think vending machines may be the answer.

#### Red Move

Even the Russians are showing keen interest in vending machines. At the recent Hannover Fair, Sommer had discussions with three members of the Soviet Ministry of Interior Economics—Boris Fedorovich Botshorow, Alexander Alexandrovitch Uschakow and Leonid Sergevitch Akulow.

The Russians, who claimed they had never seen a vending machine before, seemed to have an amazing grasp about the mechanical principles, according to Sommer.

He said they talked in terms of large orders of food machines for industrial locations, and Sommer is convinced the Russians are seriously considering the manufacturing of their own machines.

### Ill. Ops Form

Continued from page 88

collect sales tax, Kiley said, pointing out that 14 States already have amended their laws along the lines of the association's request.

#### Schedules Meetings

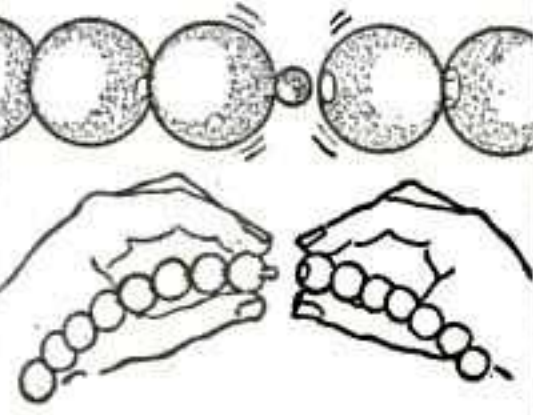
To further acquaint Illinois operators with the association's program five meetings will be held thruout the State within the next six weeks, Kiley said.

The first has been set for 8 p.m. Monday, June 25, at the Faust Hotel in Rockford, Ill., and the second for July 2 in Springfield, Ill. No dates have been set for the meetings to be held in Peoria, East St. Louis and Carbondale.

Future plans of the newly formed organization include a convention to be held within the next four to six months at which time by-laws will be drawn up and permanent officers elected.

Membership will also be discussed. Currently the membership is open only to any company operating merchandise vending machines, or firms in the coin-operated machines business whose merchandise vending is at least 20 per cent of its over-all volume. As yet, suppliers and manufacturers have not been permitted to join.

### CONNECTING BEADS



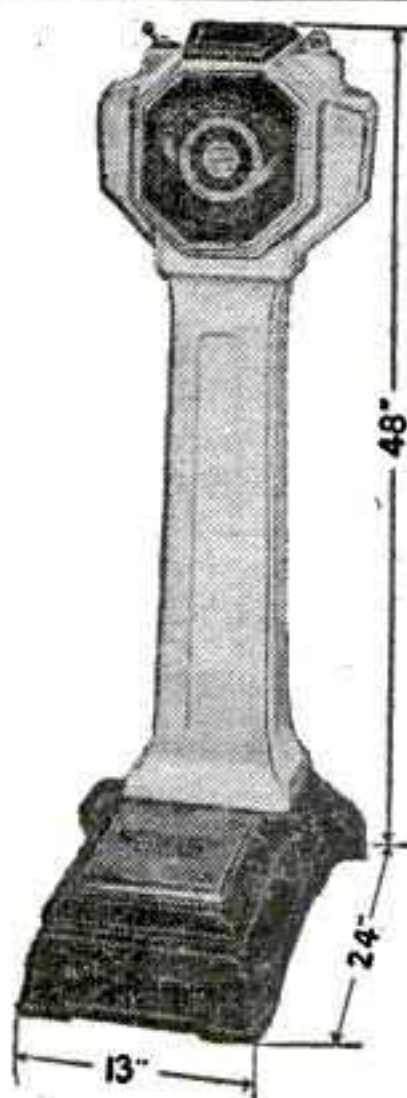
We have three molds manufacturing BEADS 24 hours a day, six days a week. WE GIVE IMMEDIATE DELIVERY on BEADS.

OPERATORS are using BEADS in place of Plastic or Plated CHARMS as FILL, along with EPPY GIMMICKS—and business is EXCELLENT.

100,000 lots & up. \$2.10 per 1,000  
10,000 to 99,000. 2.50 per 1,000

f.o.b. Jamaica, N. Y.  
Minimum Order 10,000.  
Or: At Our Distributors.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 35, L. I., N. Y.



**\$25 DOWN**

Balance \$10 Monthly  
ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

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**VICTOR Standard TOPPER**

1c BALL GUM VENDOR \$13.25 Each

\$12.75 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.

**SPECIAL TRADE-IN OFFER**  
As High As \$6.00 Per Machine On VICTOR TOPPERS  
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### VICTOR'S TOPPER

1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

**H.B. Hutchinson Jr.**

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Phone: TRinity 5-4300

### Pancake Batter

Continued from page 88

under refrigeration for about three weeks. Consumer promotion will point out that hot cakes can be

### THE "LIVE" HOT DOG



This cute "gag" charm will really please the kiddies. The dog is red and the roll in natural color. Terrific key chain item... a sure-fire seller!

Order Them Now!  
IMMEDIATE DELIVERY!  
\$14.00 per M

Paul A. PRICE Co. Inc.  
55 Leonard St., N.Y. 13, N.Y. CDRtlandl 7-5147-8

**\$1.00** FOR 3,000 PLATED CHARMS. VALUE \$15.00.  
With purchase of 4 Victor Vendors. Any Quantity.

### VICTOR'S TOPPER

1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders  
Write for free 32 page coin machine catalog.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 1, Md.

made in two minutes, that instant batter eliminates waste and that they will be more economical to serve than those made with conventional mixes.

Supermarket distribution in the New York area will be thru Bernstein Bros., Bildner-Big Ben, Conte, Daitch-Shopwell, Davidson Bros., Diamond K, Food Fair, Garden Markets, Mitchael's Fair Mart, Universal Food Stores, Peter Reeves, Walbaum and Certified.

Tests have already been made in Philadelphia, Washington, Baltimore and some New England cities. It is expected that vending efforts will depend on consumer acceptance of the product.

**LOOK AT THIS OFFER!**  
COMPLETE PACKAGE DEAL! \$64.  
Here's What You Get:  
2 Victor Baby Grand Picture Card Vendors!  
+ 25 lbs. Gum!  
+ 4 Packs of Cards  
TOTAL COST \$64!  
Cash with order or 1/3 dep., bal. C.O.D.

**PIONEER VENDING SERVICE**  
Syd Rubenstein  
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**PENNIES PAY OFF**  
with greatest money making scale on the market  
\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
NAME \_\_\_\_\_  
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# SEE MUSICAL "KISMET"

LIVE--DIRECT FROM BROADWAY



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**AUGUST 23-24 and 25**

**ALL FOR FUN  
ALL FOR YOU**



Best accommodations at Buffalo's finest hotel — The Statler.



Top stage entertainment by recording artists, name bands and variety acts.



Guided factory tours. See the fabulous 2000 made right before your eyes.



Giant carnival with circus performers and midway right on the Wurlitzer grounds.

**PLUS PRIZES  
BY THE HUNDREDS**

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.

So join the Wurlitzer Centennial Club now. See

your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.



# WURLITZER

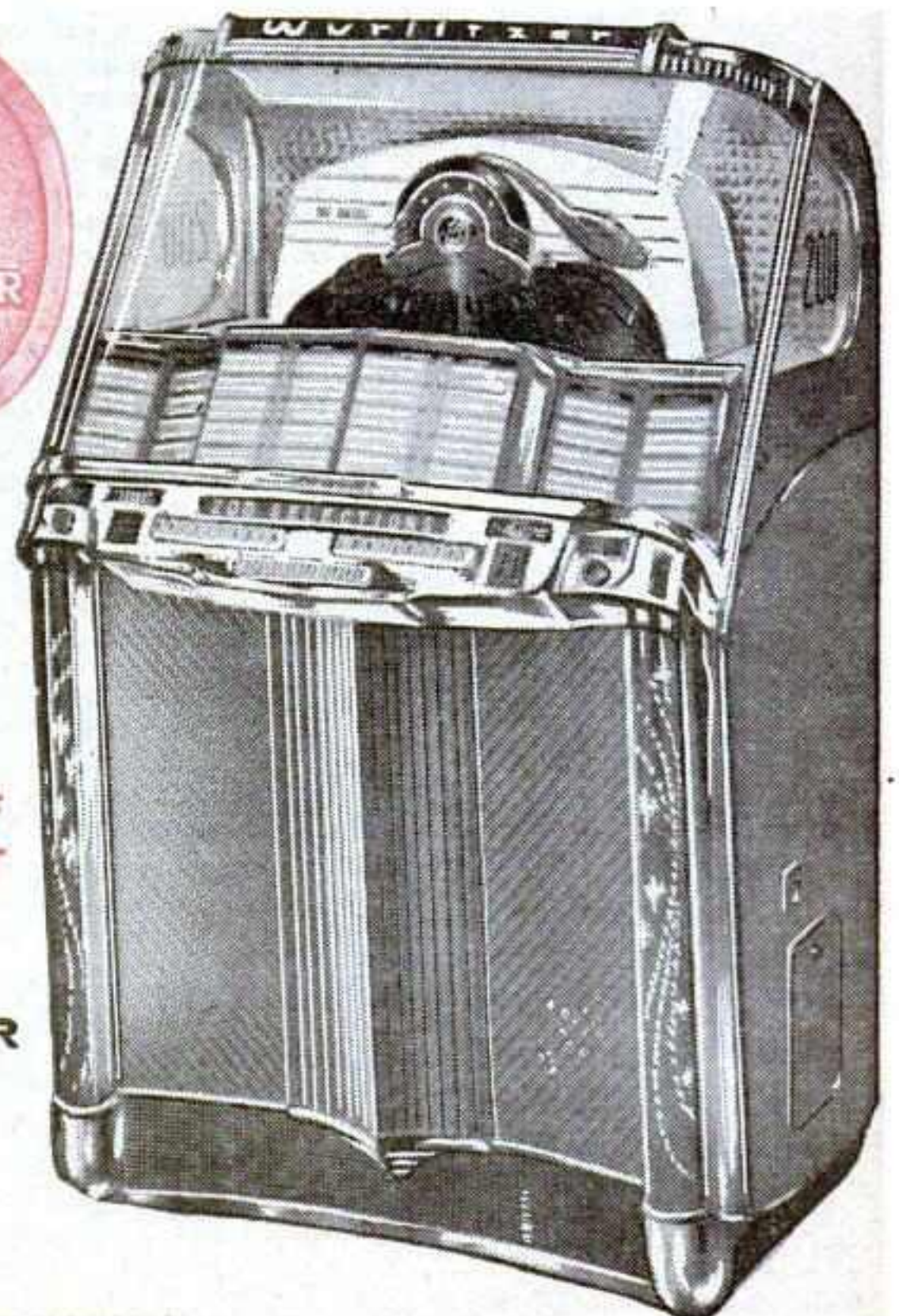
## Centennial

### MODEL 2000

**HIGHLIGHTING 100 YEARS OF  
MUSICAL ACHIEVEMENT**

**SEE IT, HEAR IT, BUY IT AT  
YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY  
NORTH TONAWANDA, NEW YORK**





**LETTER TO EDITOR:**

## Contends Ops Build Own 10c Headaches

(Editor's Note: Willie Blatt, well-known Miami music operator, originally started out to write The Billboard why he thought dime play music was moving so slowly. Actually, when he finished, he had written considerably more. Hit letter traces his own thinking on the subject, pointing out how he too once thought location

## Witsen Reports Good Response On Rock-Olas

PHILADELPHIA — Abe Witsen, head of the International Scott Cross Company, newly appointed Rock-Ola distributor, has received his initial shipment of Rock-Olas and reports that response has been favorable.

Witsen will expand his sales organization for the new line. His territory includes Eastern Pennsylvania, Southern New Jersey and New Castle County, Del. Salesmen will be added in Scranton, Pa., and in Philadelphia.

International export business will help in Rock-Ola sales, Witsen feels. The foreign market allows Witsen to offer substantial trade-ins on old boxes as he can ship these machines aboard for a fair price.

Witsen said that while most of his foreign shipments are going to Europe, the South American market is developing rapidly and now accounts for 10 per cent of his export sales.

## Eye Dime Play, Tourist Influx In Upper Mich.

ISHPEMING, Mich.—A combination of dime play expansion and an unusually heavy trek of tourists this season could spell a very profitable summer for operators here.

The movement to dime play in the Upper Peninsula of Michigan coincided with the recent introduction of the new 200-selection machines.

At least four operators in this area have reported initial success with dime play conversions. They are Frances Nardi, Ishpeming; Harry La Foille, of Manistique; Art Dause, of Christmas, and Bill Cleary, Sault Ste. Marie.

## Air Reopening Of Colo. Assn.

DENVER—Efforts are under way here by music operators to reorganize the old Colorado Music Guild, an association which expired three years ago.

Mutual operating problems which might be solved at general meetings via an exchange of ideas and experiences was cited as the reason.

owner and public opposition, along with operator competition, could never be overcome. It tells how he launched into dime play, and shows how thru successful management and dime play two routes are being built out on one. Blatt, incidentally, entered the coin machine business in 1928. He is active in both the Miami association and the Music Operators of America.)

By WILLIE BLATT

What's holding up dime play music?

I don't believe slow dime progress is the fault of the manufacturers, distributors, location owners or public. I believe that dime play progress is being held up by the operators themselves.

Unfortunately, operators are way of dime play for several seemingly good reasons: Will the customer play the juke box on dime (after all it is a 100 per cent increase)? Will the location owner blame the juke box operator if business happens to fall off (and perhaps change operators)? Will my own collections fall off?

We were confronted with a problem of rising costs. We either had to increase our income, which

(Continued on page 96)

## Operators Enjoy Best Phono Buyers' Market in Juke Era

More Models, Selection Variety, Colors to Please Individual Tastes

By JIM WICKMAN

(Editor's Note: This is the first in a series of articles pointing out the improvements and advancements of the automatic phonograph industry during the past 10 years. Next week's story will spotlight innovations in record mechanisms.)

CHICAGO — Music operators are currently enjoying the best juke box buyers' market in the history of the automatic phonograph industry.

Altho there are only four juke box manufacturers in this country today, as compared to nine as recently as 1946, the operator is being offered a wider choice of models, far greater variety in selections, and more color combinations than ever before.

What has actually happened is that phonograph manufacturers have dropped single model production and incorporated multi-line production. Operators today are offered equipment ranging from 50 to 200-selections, over a dozen color combinations, and coin chutes which can be set for nickel play, dime play, dual pricing or

any combination desired by the operator. Even a half-dollar chute has been added by one manufacturer.

Of the four manufacturers currently in production, two are producing two basic models, the other two are producing three models apiece. And while the total number of machines being built is 10, the operator actually has a choice of any number of different colors or coin chute settings on each.

Choice of Models

AMI, Inc., manufactures three phonographs—80, 120 and 200-selection models. Each of the three models is available in any one of eight different color combinations. Dual pricing, which gives operators the opportunity of charging two different prices for a single selection, is available on the 200-selection model.

Rock-Ola Manufacturing Corporation, the now only marketing two phonographs—50 and 120-selection models—is preparing to introduce a third model with 200-selections sometime in August. The firm has announced that it plans to continue to manufacture all three models for indefinite period.

The J. P. Seeburg Corporation is

currently producing 100 and 200-selection machines. The latter features dual pricing as standard equipment.

The Rudolph Wurlitzer Company also features two models—one sports 104 selections, the other 200. Both are available in four colors and the 200 can be equipped with a 50-cent coin chute at the operator's option.

Auxiliary Equipment

With regard to auxiliary equipment, each manufacturer has several speakers, wall boxes and receivers.

In 1946, the picture was considerably different. There were nine manufacturers, but each concentrated on a single model. The firms, in addition to the four current manufacturers, were Aireon, U. S., Challenge, Packard, Mills and Ristaurat.

## Redd Displays New Wurlitzer In 3 States

BOSTON — Redd Distributors took the Wurlitzer 200-selection phonograph on a three-State tour last week, following a two-day showing at the firm's Allston headquarters May 28-29 which attracted over 200 operators.

Bob Jones, sales manager, along with Hank Petit, Wurlitzer field engineer, conducted the showings on the tour.

Operators in the central and western portion of Massachusetts saw the new phonograph on Tuesday (12) in Springfield. The following day, Rhode Island coinmen were hosted to a similar showing at the Narragansett Hotel in Providence. Connecticut operators saw the new model at the Thomas Hooker Hotel in Hartford on Thursday (14).

Si Redd said that operator response to the new model was excellent at all three showings.

## A CHART FOR QUESTIONS

# Where Are the Juke Profits When Locations Go to Dime?

FAYETTEVILLE, N. C.—Do collections really increase when a juke box is converted to dime play? And if so, how much?

Julius Nelson, manager of Vemco Music Company here, had these questions thrown at him by location owners, other operators and even his own salesmen when he first started converting to dime play. And tho he was convinced that dime play was good for business, he didn't have the facts to back up his answers.

He decided then and there to keep an accurate record of collections in locations changing over to dime-a-disk. The result: He now has proof in black and white that collections go up anywhere from 20 to 100 per cent.

The figures were so impressive that Nelson decided to use them as a sales pitch to locations. In a letter to location owners still on nickel play, Nelson briefly explained that he had charted the collections on eight locations that had changed to dime play. The locations, he explained, had been picked at random and represented every type of stop on the Vemco route. The accompanying chart tells the story.

Nelson believes that the longer operators hold out on nickel play

the more money they stand to lose. With the cost of equipment, records and maintenance going up steadily, an operator just can't make ends meet on nickel play, says Nelson.

"Of course, every locality has its own problems to combat with regard to dime play, but all problems can be licked if operators really get out and sell," says Nelson.

The first rung on the ladder to dime play, he feels, is convincing the location owner that normal business will not be affected by the increase in price. Showing him that his share of the collections in the juke box increases as a result of dime play usually plays a big part in his final decision, Nelson points out.

Forget Your Troubles

"Never, under any circumstances," Nelson asserts, "should an operator tell a location owner about his troubles. Location owners have enough of their own rising costs problems without having to listen to the operator's, too."

Compromises also help, Nelson feels. "When a location owner is stubborn and just won't allow dime play, three for a quarter, offer him dime play and four or five tunes for a quarter.

### 3-Month Comparison

Location	1953(5¢)	1954(10¢)	\$ Increase
A .....	\$132.50	\$251.00	\$118.50
B .....	343.00	553.00	210.00
C .....	385.50	617.00	231.50
D .....	335.00	460.00	125.00
E .....	390.00	467.00	77.00
F .....	416.50	587.50	171.00
G .....	138.50	309.00	170.50
H .....	300.00	469.50	169.50

## Expect Rock-Ola 200 Trade Debut in Aug.

CHICAGO—Trade showings of Rock-Ola's 200-selection phonograph will probably be held late in August.

Rock-Ola officials said Friday (15) that distributors would get their first look at the new model August 9-10, and that operator showings would follow as quickly as possible.

Invitations to distributors were mailed two weeks ago (The Billboard, June 16). Ed Ristau, Rock-Ola sales director, said the invitations to distributors pointed out that both operator and location owner reaction to 200-selection equipment had been studied, and that the new model featured a cross-section of these findings.

Details of the new phonograph, however, were not announced.

Meanwhile, Wayne Bradfield, advertising and sales promotion manager, told The Billboard that David Rockola had extended spe-

cial invitations to distributors to attend the Tam O'Shanter golf tournament on August 11-12, the week-end following the 200 showings.

## DISKERIES FIND SALES SHIFTING

LOS ANGELES—A constantly shifting population is keeping disk manufacturers on their toes with regard to distribution of single records, packages and albums.

An analysis of the national market points out that a set pattern for diskeries to follow is hard to come by. The survey also shows that Midwestern and West Coast cities are growing in importance in the record business (see story in Music-Radio section).



# ROCK-OLA

## DISTRIBUTORS

### Provide These Services For YOU

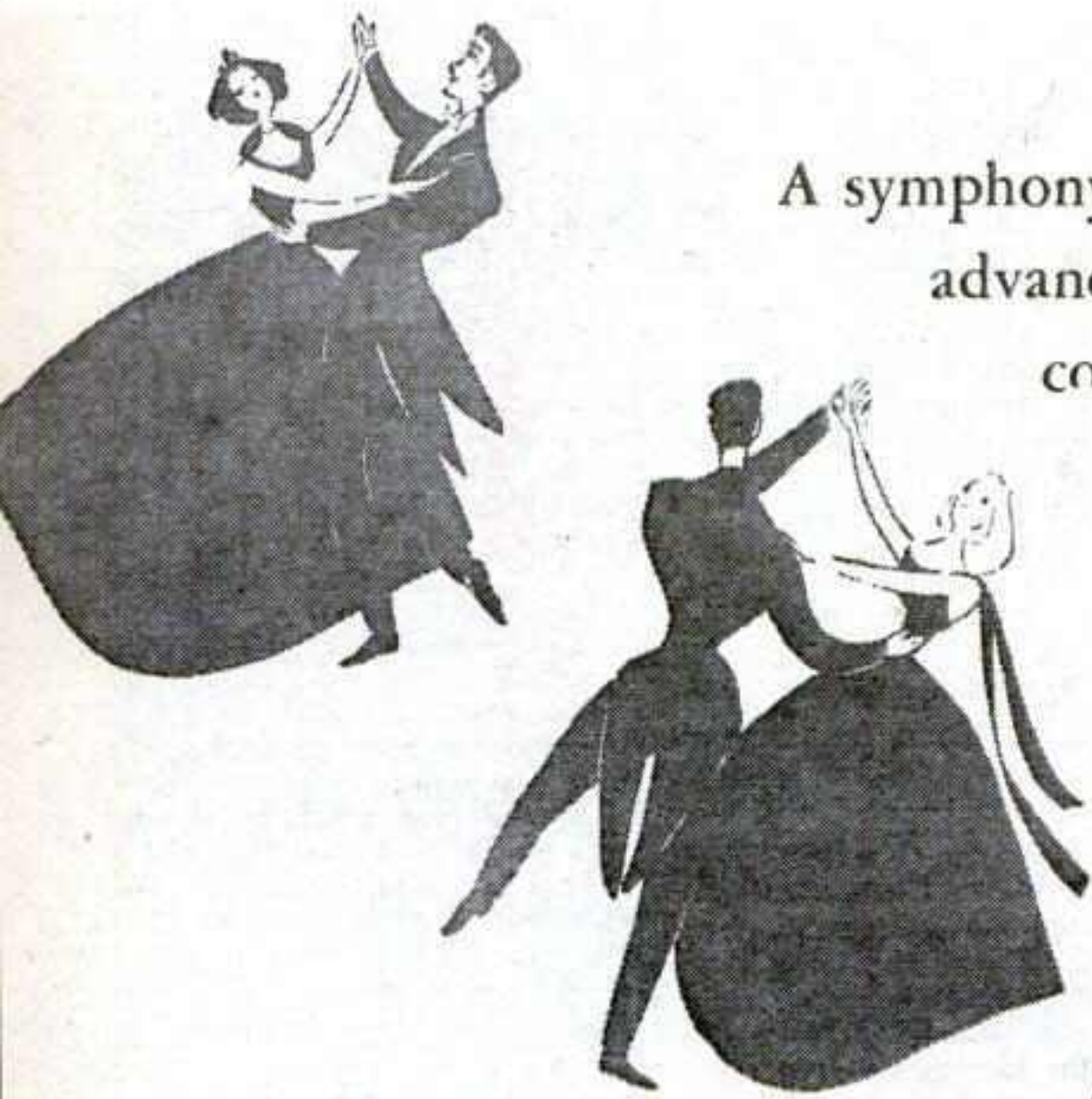


- ★ A full stock of automatic phonographs and accessories including all new current model ROCK-OLA'S and rebuilt late models, all makes.
- ★ A factory trained and supervised service department with a complete inventory of genuine ROCK-OLA parts.
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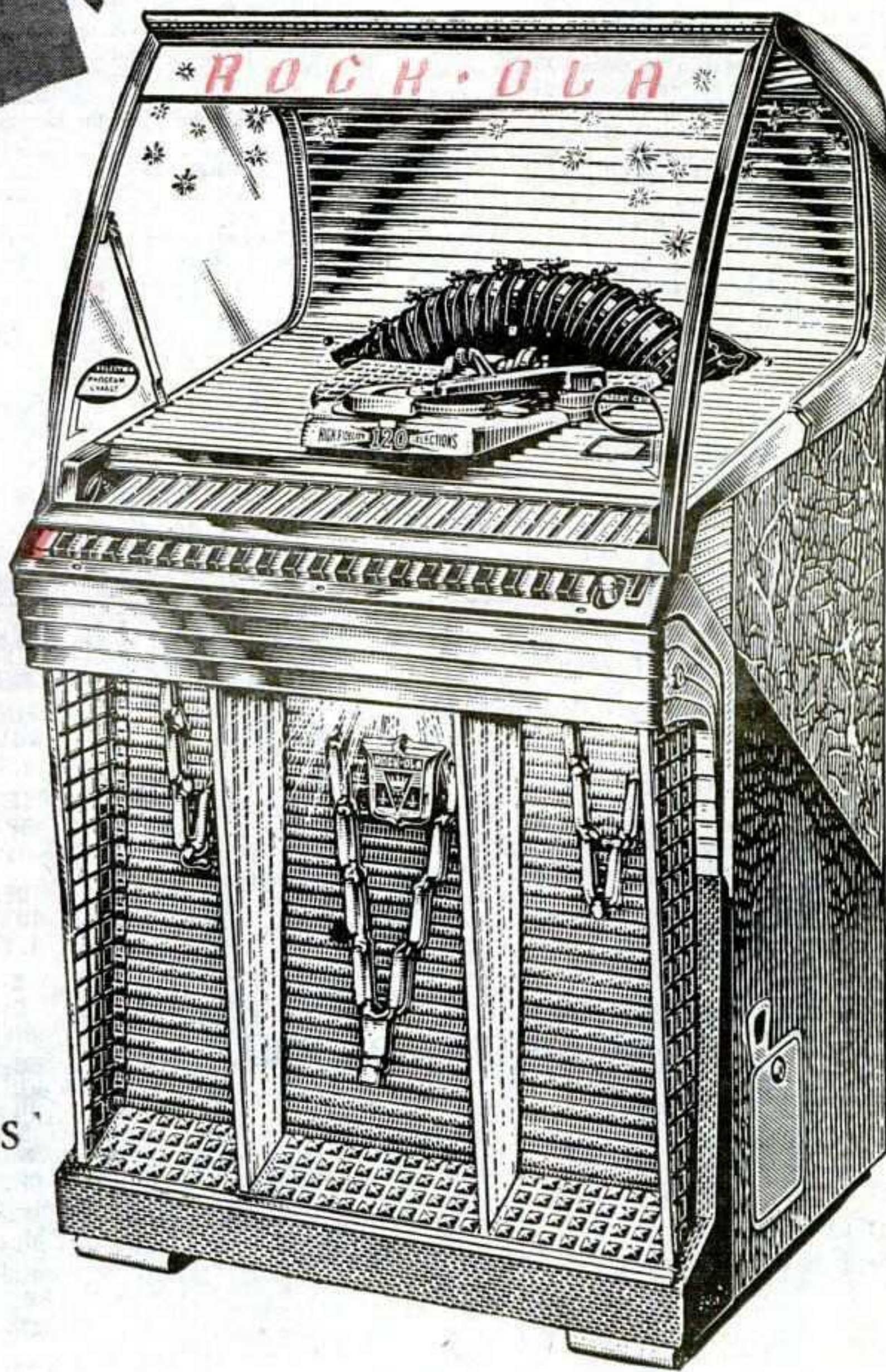




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## COINMEN YOU KNOW

### Los Angeles

By SAM ABBOTT

**CIRCUS BALLY IS BALLY.** Ed Wilkes, manager of Paul A. Laymon, Inc., took advantage of the fact that his Elbekal Shrine Temple was staging a ceremony and was soon to sponsor Polack Bros.' Circus in Long Beach. Bringing up the end of the parade staged in connection with the ceremonial was Wilkes and his truck with a Bally Champion horse ride loaded on it. A fellow Shriner was astride. The bally was made by Clark Arnold, who announces wrestling matches in that city. . . . George Phillips was along coin row buying for his operation in Manila. . . . Jimmy Wilkins, Paul Laymon, Inc., attended a meeting of the Los Angeles County Board of Supervisors when hearings were staged regarding sidewalks in East Whittier, where the Wilkinsons live. Wilkins has sidewalks in front of his home, but is helping the others who are for the project. . . . Earl Wilson and Mel Walzinger, partners in an operation in Las Vegas, were in town on business.



WILKINS

**Bob Young**, who was with National Rejector in St. Louis, has moved his family back to the West Coast and is setting up a coin machine engineering service. . . . **Roy A. Provencher**, who handles sales for Minthorne Music in Bakersfield and San Bernardino, became a grandpappy for the second time. . . . Smith-Hudson Company, independent coin machine manufacturers and distributors in Western States, has appointed Hill & Christopher advertising agency to handle its expanded promotional schedule. . . . **Elmer Tappendorf** is reported to have set up his own music operation in San Bernardino after years with the Towne Music Company there.



PROVENCHER

**Matt Nordberg**, who was with Sierra Distributing Company, has rejoined Minthorne Music in the sales department. **Paul Vogel**, formerly with Bringas Bros., music operators, joined Minthorne Music as a sales engineer. . . . **Joe Lein**, veteran music operator, celebrated his 36th wedding anniversary. . . . **Phil Robinson**, Western representative for Chicago Coin, is anxiously awaiting a shipment of his company's Twin Hockey Game. . . . **Jack Badgewell**, Victorville music operator, is recuperating from a broken ankle. . . . **Stan Rousso**, Stoner Manufacturing Company Western representative, on the road again after a brief stay here. . . . Western Vending Machine Operators' Association will meet June 26 at the Unique Cafe at the corner of Figueroa and Washington to elect new officers.

### Miami

By RAOUL SHAPIRO

**GAME ROUTE CHANGES HANDS.** Harry Steinberg announced he has purchased the entire game route from Marino Music Company. At the same time, Harry reported he has sold his interest in Stirling Music Company, which he operated with his brother, Moe, in Hialeah.

**Lucky Skolnick**, of Music Makers, Inc., back from a fast trip to New York where he attended a wedding. Lucky left his family in the big city, and already is wandering around like a lost sheep. Two Music Makers, Inc., roulemen, **Danny Hudson** and **Legs Biggers**, on two-week vacation. Danny will spend his vacation in Tampa with his family, while Legs will spend his at home. . . . **Eddy Leopold**, of Towne Amusement Company, also off on his vacation. Eddy will spend his at home, too, just resting. Another guy off on a two-week well-deserved rest is **Bert Kahn**, office manager for Bush Distributing Company.

**Eloise Mangone**, of Mangone & Mangone, had everyone concerned this past week regarding her health, but happy to report that she is feeling fine again. Another young lady under the weather with virus was **Ruth Hoskinson**, of Budisco. . . . **Pumpnick's** looked like a Miami coinmen's convention the other early morning with the following all trooping in at one time: **Mr. and Mrs. Willie Levy**, Mellow Music; **Mr. and Mrs. Whitey Pincus**, Whitey's Amusement Company; **Mr. and Mrs. Harry Steinberg**, Neil Shuffleboard Company; **Mr. and Mrs. Willie Blatt**, of Music Makers, and **Mr. and Mrs. Dave Friedman**, American Operating Company.

The following out-of-town coinmen seen this past week at Budisco One Stop filling their record needs: **Bill Rogers**, of E. C. Rogers, Ft. Meyers; **Red Gurkin**, Glades Music Company, Belle Glade; **Frank Crosby**, Crosby Music Company, Pahokee; **Gail First**, Gale First Music Company, Naples; **Jim Robbins**, of Robbins Electric Company, Okeechobee, and **Oscar Garcia**, of Oscar Garcia Music Company, Key West. All report business off, but much better than at this time last year.

### Denver

By ROBERT LATIMER

**DONATES USED JUKES.** Peter Geritz, head of Mountain Distributors, Denver, is continuing a long-standing policy of donating used phonographs to charitable institutions. A few weeks ago Geritz donated a used Wurlitzer to the Wallace Home, an institution for mental cases, in Denver, and is planning another for a cerebral palsy home.

Independent Amusement Company, operating phonographs, games and vending machines thruout the Denver area, is undergoing growing pains as Owner **Ray E. Enright** directs an expansion program. More shop space, a larger warehouse and better office facilities will be the result. . . . **Curt Dines** has purchased a 30-location string of phonographs in the Akron, Colo., area. Dines will service the routes himself.

An unusual background is helping **Joe Ramirez**, phonograph operator who owns the Record Shop, Pueblo, Colo., to make a success of both juke route and retail record sales. Ramirez is a popular Pueblo radio announcer and TV personality. His familiar face and voice help him to land new juke locations.

**Elton Dines**, operator in Boulder and surrounding Colorado mountain spots, returned from the opening day's fishing in the Rocky Moun-

tain National Park with a full creel and reports "fishing good" thruout the territory. . . . **George and Sam Salardino**, owners of New Music Company, Pueblo, Colo., have announced a new name for the firm, Sali Music Company. The firm operates routes from Pueblo to Florence, Colo. . . . **Jack Wytaver**, head of Ideal Music Company, juke operation in Greeley, Colo., has mixed feelings over the opening of the new Clover Leaf Greyhound Racing Track near Greeley. While it's pulling crowds, it also takes potential customers from tavern and restaurant locations nearby, says Wytaver.

### Chicago

By BEN KNAUF

**LEWIS RINGS BELLS.** A big weekend was in store for **Sam Lewis**, Exhibit Supply president. Wedding of Sam and **Laurel Daube**, Highland Park, Ill., was scheduled for Saturday (16). Honeymoon (it's no secret, says Sam) is slated for Miami and Cuba.



**Philip Sparacino**, bulk vending operator, recovering from an auto accident at St. Francis Hospital, Evanston. Steve's still in high spirits despite serious injury.

**Joe Robbins**, Empire Coin Machine Exchange, heading back to the old home grounds this weekend. He's off to Connecticut for a three-week breather. **Gil Kitt** and **Jerry Bremner**, in the meantime, will have the able assistance of sales representative **Jack Burns** at the home office. . . . **Bill DeSelm**, United Manufacturing Company, reports the firm's annual golf tournament is under way. That means gin rummy takes a back seat to athletics for the time being.

**Ed Ristau**, director of sales of Rock-Ola, is out on the West Coast visiting distributors. . . . **Ben Coven**, head of Coven Music, Wurlitzer distributor, busy talking over the phonograph business with **Herb Bidekap**, new salesman with Coven. Bidekap will cover northern Illinois and Indiana. . . . **Phil Levin**, president of Recorded Music Service Association, and **Milton T. Raynor**, legal counsel of the National Vendors' Association and the Chicago Independent Amusement Association, trying to work out a new licensing plan for Chicago operators.

**Wayne Bradfield**, Rock-Ola advertising and sales promotion manager, reports summer sales holding up better than expected. . . . **Ed Ratajack**, AMI's director of sales, out of town Friday on business. . . . **Tom Herrick**, assistant general sales manager of Seeburg, says business is holding up extremely well thruout the country.

### Milwaukee

By BENN OLLMAN

**SLATE RALLY AT MILLER BREWERY.** Key coin machine operators are slated to attend a music industry gathering June 28 at the (Continued on page 97)

## Ops Build 10c Headaches

• Continued from page 93

seemed impossible to accomplish with the route we had, or buy an additional route. We decided on the latter.

However, before we had a chance to close the deal, one of our rhythm and blues locations called us for service. The machine on location had burned out a transformer. Since the machine couldn't be repaired on location, we sent

over another machine which had been on the service floor.

What we didn't know was that the replacement machine was set for dime play. The switch in machines happened on Friday—we didn't realize the mistake until Monday. We talked it over for quite awhile and finally decided that we'd leave the dime machine there until we received a complaint.

### 60 Per Cent Increase

And at the end of the next week, and still no complaint from the location, we made a collection and found a 60 per cent increase. The location owner was happy, the customers were happy and we certainly were. That particular location has never taken in less than a 50 per cent increase over what it did when on nickel play.

We are now gradually changing over to dime play in all of our locations. Naturally, each location has to be dealt with differently, but we are finding that by changing equipment and discussing the problem nearly all of them are willing to go to dime play.

We have even guaranteed the location owner that he would make more money with dime play. The result was that he did and so did we.

The pay-off is this: We no longer have to buy a new route to increase our income. Changing to dime play is automatically giving us the equivalent of a second route in the collection department.

I hope this helps.

## 1ST VOTES IN ON MOA POLL

**OAKLAND, Calif.** — The first votes returned in Music Operators of America poll to determine the site of next year's convention have been tabulated.

The questionnaire was sent to two groups—exhibitors and operators. Exhibitors are in accord, over 90 per cent want MOA conventions to continue to be held in Chicago. Operators, on the other hand, are evenly divided for and against the Windy City. Cities mentioned most often by operators who would like to see the convention elsewhere next year included Atlantic City, New York and Miami.

A great number of operators and exhibitors indicated a preference for another hotel if the convention is to be in Chicago. The last two conventions were held at the Morrison.

## Nebraska Guild Re-Elects Slate; Maps Big Meet

**NORTH PLATTE, Neb.**—The Music Guild of Nebraska re-elected all officers for the coming year at its annual meeting June 2 and 3 at the Pawnee Hotel here.

Returned to office were **Ted Nichols**, president; **Dick Taylor**, vice-president; **Howard Ellis**, secretary and treasurer; **Mack McKee** and **Joe Zwiener**, directors.

Another important item of business was the decision to hold the next quarterly meeting September 22 and 23 in Omaha. Plans are to make this a five-State meet, with Nebraska, Kansas, Iowa, South Dakota and Missouri delegations taking part.

The proposed quarterly meet would consist of two full days of business sessions, with representatives of each State conducting part of the program.

At the June meet, a juke box was presented to the Opportunity School, a school for handicapped children. A representative from the school was on hand to receive it. The phonograph will be serviced by the Music Guild.

## Coven Adds Sales Rep. H. Bidekap, To Cover Ill., Ind.

**CHICAGO** — Coven Music, Wurlitzer distributor here, announced Tuesday (12) the appointment of **Herb Bidekap** as sales representative covering Northern Illinois and Northern Indiana.

Bidekap, a veteran in the coin machine business, most recently was a salesman for the firm of **Jimmy Martin**, handling the Du Grenier cigarette line thruout Illinois and Eastern Missouri. Prior to that he owned his own coin machine route in Northern Illinois.

## 'Wayward Wind' Still MOA Choice

**NEW YORK**—Gogi Grant's Era recording of "The Wayward Wind" again was selected as the nation's top juke box disk Saturday (16) on "National Juke Box," the ABC radio network program prepared by the Music Operators of New York.

Other favorites selected for the program were "Moonglow," with **Morris Stoloff** on Decca; "I Almost Lost My Mind," with **Pat Boone** on Dot, and "Careless Love," with **Lou Demarco** or **Ferris**.

Voted most promising were "Magic Melody," with **Don Costa** on Ampa, and "Allegheny Moon," with **Patti Page** on Mercury.

## MOA STEPS UP MEMBER DRIVE; 5,000 GOAL SET

**OAKLAND, Calif.** — Music Operators of America kicked off its summer membership drive last week with a letter to every operator in the country.

The letter, over the signature of **George A. Miller**, president and general business manager, stressed the importance of MOA to operators in such matters as legislation and taxation. An offer to local and State associations was made to provide an MOA officer or director at any meeting upon request.

MOA's membership goal in 1956 is 5,000.



# COINMEN YOU KNOW

• Continued from page 96

Miller Brewing Company's Stein Hall. On the committee aiding Benn Ollman with arrangements are Stu Glassman, of Radio Doctors, and Barney Kuehn, Music Mart.

Operators have been buying a sizable quantity of Joe Turner's "Corina, Corina" and "Picnic" by the McGuires, according to Music Mart disk buyer, Barney Kuehn. Recent stop-ins for their wax needs included Art Menne, Elkhart Lake; John Jesinski, Sheboygan; Bob Harding, Milwaukee, and Arnold-Jost, of Beloit. . . . Vacation schedules have begun to take over at Hastings Distributors. First man on the force to take off for the Northwoods and fishing is Dick Saulig.

Veteran coinman Carl Klein is marking his 29th year in the industry this summer. He got the scare of his life last week. While riding here with Clayton Nemeroff, visiting from Chicago, they were sideswiped by a car. Neither was injured.

Mrs. Mildred Smith, Oshkosh operator, sold her music route, effective the first week of June. She ran the music business for the last eight years following the death of her former husband, Johnny Aspidor. . . . According to Mrs. Ray Lax, of Ray's Amusement Company, the month of June seen a big hop in music receipts. Four big numbers, she says, have been responsible: "Allegheny Moon," by Patti Page; Teresa Brewer's "Old-Fashioned Girl," Perry Como's "Glendora" and the Ames Brothers' "It Only Hurts for a Little While." . . . Phyllis Kappenman, Major Distributors office manager, is absent from her busy desk due to illness.

Frank Bartnik, Banaco Music's flying coinman, is planning to fly his new Bonanza to Cleveland next week. He will visit with the family of Al Witalis, who operates Western Music Company in that city. . . . Jerry Groll, head of the premium department at Paster Distributing Company, is doing a little boasting this season about the big 22-pound muskie he caught up North. At press time this week Sam Cooper, manager of the local Paster office, was pacing the hospital floor awaiting the appearance of the newest member of the family. More news from the Paster organization: Sam Rottman has left his post in the premium section to go back into the gas heating installation business.

## Boston

By CAMERON DEWAR

**WARM WEATHER BOOMS BUSINESS.** Things are humming in the Hub now that bright days are here. Activity has picked up in music, games and kiddie ride equipment, leaving inventories at the lowest peak of the year. . . . Bob Jones, sales chief at Redd Distributors, reports they're scraping the bottom of the barrel to keep operators happy.

Sam Swartz, Federal Amusement, Montreal, in visiting at Redd's. . . . James J. Geracos, Dorchester, recovering after an attempt to move a juke box left him with a bad back sprain. . . . Jerry Flatto, Boston Record Distributors, back after hobnobbing with the cafe set at Monaco, Paris, London and Rome. He and his new wife will make their home in Brookline.

David J. Bond, Trimount Automatic Sales Corporation, getting back into harness and finding business perked up since he and his wife left on their 10-country tour of Europe. . . . Trimount's general manager Irwin Margold trying to contend with the sudden upswing in music and games.

Louis and Barney Blatt, Atlas Distributors, happy over the boom in AMI sales. Louis, just back from the Northern territory, says operator acceptance of the machine most gratifying. . . . Ed Ravreby, Associated Amusements, finding his new quarters to his liking. Ed has installed a svelte, new receptionist, Christine Kane, in his modernistic office and things are off to a fine start.

Dick Mitchell, Dick's Records, having quite a run on Frankie Laine's platters after "Mr. Rhythm" did a 10-day stint at Blinstrub's here. . . . Dave Baker, of Melo-Tone Music, Arlington, finds it hard to keep his mind on the route these days. Dave is itching to get up to his summer place in New Hampshire and try out his new power boat. . . . Tony Grazio, Globe Vending Company, Quincy, making one of his infrequent visits to coin row to look for new games and music.

## Detroit

By HAL REVES

**ROUTE CHANGES.** B. E. Abraham, of the southern suburb of Lincoln Park and a newcomer to the coin machine business, has bought out the juke box route of Patterson Music Company of nearby Taylor Township. Abraham will continue operation under the new name of Les Music Company. . . . William J. Patterson, formerly owner of Patterson Music, who made notable history in the industry in 1950 when he brought suit against the servicemen's union, is now operating a bar. . . . Thomas J. Riggs Jr. has resigned as president of F. L. Jacobs Company, vending machine manufacturing firm. He plans to give a "free hand" to the new group which recently bought major interests in the company, headed by Alexander L. Guterman as chairman of the board.

Ernest Rheame has been added as a partner in the Automatic Phonograph Company, operated for the past decade by Robert Robertson Jr. The firm, which specializes in juke box service for operators, has moved to new headquarters downtown. . . . James Jeffrey, who operates as Jeff's Music and is president of the United Music Operators, has moved his headquarters, formerly in west side Detroit, to the suburb of Dearborn. . . . Edward L. Hall, an accountant, has formed the new Middlebelt Vending Sales in the western suburb of Inkster to operate a cigarette vending route. He is starting with a small route of machines on a part-time basis and plans expansion.

Frank Zapranuk has taken over sole ownership of the firm of Fra-Sy Vendors in the west side suburb of Dearborn, which he formerly operated in partnership with Elizabeth Shapy, who has withdrawn from

(Continued on page 105)

# MUSIC OPERATOR FORUM

## What's Holding Up Urban Dime Play?



(Editor's Note: This is the fourth and last article in a series covering dime play activity throughout the country. This week's Music Operator Forum deals with routes in cities of 50,000 or more population.

Most music operators in cities with populations of 50,000 or more regard operator competition as the most important factor to be considered when converting to dime play—more important, in fact, than the next two leading factors combined.

These facts are clearly reflected in this week's Music Operator Forum, which spotlights urban dime play activity. As the accompanying charts shows, 39.6 per cent of all urban operators participating thought competition was the biggest factor. The next two leading items—operator-location owner co-operation and equipment changes on location—pulled a combined vote of only 37.9 per cent.

Other factors in order of importance were operator publicity-advertising campaigns, new equipment purchases and written contracts.

It is interesting to note that rural operators, covered in last week's Forum, considered location owner co-operation as the most important factor, thought brand-new equipment purchases more important than publicity-advertising campaigns.

Both are understandable. Competition is less of a problem in the smaller town because there are fewer operators. Advertising is less attractive to operators in rural territories because there are fewer operators to share the cost.

But in spite of the competitive problem, city operators have made giant strides in the field of dime play. According to MOF operators, only 12 per cent of all operators in larger cities still operate all of their equipment on nickel play.

An impressive 45 per cent said that they had converted over 75 per cent of their routes to dime play. This 45 per cent conversion figure chalked up in urban areas compares with 22.6 per cent in rural areas.

With regard to competition, operators said the best methods to overcome the problem were: To hold forum meetings where operators could sit down and hash out the advantages and disadvantages; to take the bull by the horns and just go ahead and start converting, and to convince

location owners that a trial period should be given to dime play.

One operator, William Blatt, of Miami, said if operators would stop worrying about their competitors and concentrate more on dime play, there would be a great many more conversions being made. Blatt feels that the biggest dime play problem is the operator who says he can't go to dime play because of competition, and then never tries to do anything about correcting the situation (see separate story).

Unlike rural route conversions, which tend to blanket "best" locations with dime play before moving to average locations and marginal stops, city changeovers seem to move at a more even pace.

As the chart shows, even the smallest dime play percentage routes have average locations on dime play. Routes approximately half converted have about 50 per cent of the machines in both the best and average stops on dime play and about 25 per cent in marginal spots. By the time the route nears the 75 per cent mark, best locations, average locations and marginal locations are all being converted at the same rate.

### How They Voted

1. What percentage of your phonographs are on dime play?  
% of Units  
On a Dime  
None ..... 12%  
Under 25% ..... 18%  
25-50% ..... 13%  
50-75% ..... 20%  
75-100% ..... 45%
2. If "none," when do you plan to begin converting?  
Unable to say ..... 90%  
Never ..... 10%
3. If you do operate some equipment on dime play what percentage of the machine in each of the following three locations have been converted?  
% of Route  
On a Dime  
Under 25% ..... Under 25%     Average Stops     Marginal Stops  
Approx. 50% ..... 50%     50%     Under 25%  
Approx. 75% ..... 75%     75%     50%  
Approx. 100% ..... 100%     100%     75-100%
4. Please rank in order of importance the following factors in successfully converting to dime play:  
39.6% Relations with other operators.  
24.1% Operator-location owner co-operation.  
13.8% Equipment change on location (not brand new).  
10.4% Operator publicity-advertising campaign.  
8.6% Brand new equipment.  
3.5% Written contracts

### Solving Operator Competition . . .

**HAROLD MEEKER**, Indianapolis: "There are three important factors for successful dime play conversions. They are: 1. The operator must have the courage to stick to dime play even after play falls off following the changeover. 2. The operator must believe in dime play and look to the future rather than the present. 3. The operator must get out and sell the idea of dime play to his locations."

**DEL KARFONTA**, Jacham Music Service, Baltimore: "The biggest problem in changing to dime play is operator competition. This can be overcome by talking over the change with location owners, improving service and sticking to a definite dime play policy."

**ANTHONY SCHRIMM**, Schrimm Bros. Music Company, Pittsburgh: "Because there is always another operator ready to step in to take over a location at the first sign of complaint as a result of dime play, the location owner must be solidly sold on the change before actual conversions are made."

**LOU CASOLA**, Casola Amusement Company, Rockford, Ill.: "The biggest dime play problem is getting an operator sold on dime play. Then, and almost as big a problem, is need for selling the operator on keeping his equipment on a dime long enough to see how profits are effected."

**WILLIAM E. ZELKO**, Columbus, O.: "When converting to dime play, use at least 25 per cent EP's to start. Tell the location owner that current hit tunes are not available as EP's, and so the straight dime price on singles. Standards, operators can explain, are still nickel play since you hear two tunes for a dime. It is also important that an operator has the 'guts' to go ahead with dime play in spite of opposition."

**E. D. REBORI**, Automatic Amusement, Springfield, Mo.: "In my opinion the most important factor in going to dime play is the operator's ability to survive financially for the period of time it takes the playing public to accept dime play. Territories would vary in the time element as to acceptance."

### Location Owner Recruiting . . .

**JEROME RUBIN**, Canton, O.: "The main objective in converting to dime play comes from the loca-

tion owner. He feels that the revenue will not be great enough from the machine to offset the loss of business expected. The job for the operator, therefore, is to get out and sell the location owners. The public, in time, gets used to the increase and is therefore only a minor problem."

**H. PEARL**, Trenton Amusement Company, Trenton, N. J.: "When converting to dime play, be sure the location owner is sold on the idea. He will then handle all situations that come up in his spot. His attitude will be reflected to the customers."

**CARL W. FISHER**, Los Angeles: "One problem in going to dime play arises after the operator has sold the location owner. This problem, or opposition, comes from the bartenders or waitresses. Operators must remember to sell employees as well as employees."

**MORTON LYNN**, Ocean Auto Music Company, Brooklyn: "The location problem actually arises because location owners find out that his competitor is still operating a juke box on nickel play. I believe the only way to overcome this problem is to change every location. Every operator must make a concentrated effort to bring this about."

**AL EVANS**, Evans Sales & Service, South Bend, Ind.: "We have had little trouble in changing to dime play. First, we concentrated on selling location owners. Second, we advertised in the local papers that the change was coming. As a result we changed to dime play and our collections rose in every instance."

### Eye More Solutions . . .

**RALPH STUDY**, Automatic Music Company, Dayton, O.: "Operators must sell themselves. When they have done this they will try dime play and like the results."

**A. C. STURGES**, Jamaica Plain, Mass. (Boston): "The increase should be moderate. I believe that the heavy player should get a better price such as one play for a dime, four for a quarter."

**WILSON STRAIT**, Des Moines: "To tell the truth, we never had any real problem when converting to dime play. Operators here notified location owners that they had to change and before long we had all we could do to keep up with conversion requests."



## Ops to Ask Pin Rehearing In Ohio, Ban Now Halted

### To Battle High Court Ruling; 1954 Injunction Stays Enforcement

CINCINNATI — Repercussions of the recent ruling of the Ohio Supreme Court terming free-play pinball games "gambling devices" were felt thruout the State last week.

It was agreed at a conference of State officials last week that a temporary injunction granted in 1954 prevents the State Liquor Department from removing or con-

fiscating pinballs from locations until the injunction is revoked.

In the meantime an attorney for Westerhaus Corporation, pinball operators, said he will file an application for rehearing of the case. Robert N. Gorman said he would base the application on two things: That the court erred in ruling the machines gambling devices per se, and that the court took into account

the ruling of a special master commissioner that the machines are gambling devices.

#### Enforcement Plan

Earlier, State Liquor Director William C. Bryant, had disclosed a plan for a concerted State-wide drive to oust pinballs from liquor establishments, following the high court decision.

The injunction order, granted in Hamilton County (Cincinnati) Court in 1954, was gained by Westerhaus, the Cincinnati pinball firm. Having the restraining order, State pinball operators are generally content to let the case hang in court.

#### Argues for Pins

In requesting a rehearing of the high court rule, Attorney Gorman argued that while the machines can be used for gambling purposes, they are not gambling devices per se. He also argued that the special master commissioner's opinion shouldn't have been considered by the court because the commissioner's ruling was not based on evidence before the court.

The Supreme Court's ruling this

*(Continued on page 104)*

## PERKS UP PARKS

### Games in Scandinavia: Can't Get Enough of 'Em

By LEE WOLFRAM

COPENHAGEN—As much as Scandinavians love to play American-made coin-operated amusement games, they're still all too scarce an item at locations here.

Practically the only spots to sport coin games are the amusement parks, where these pieces do a steady business in the large "Automat" halls, counterpart of the Penny Arcade here.

There are at least six large amusement parks in Denmark, four in Sweden, two in Norway and one in Finland. Sweden has about 250 Folk Parks, many of which are amusement parks.

The majority of games on location at the parks are old models, many of which award the player

tokens exchangeable for merchandise.

#### Imports Increase

Up until the latter part of last summer there was no market for new American games of any type as it was practically impossible to import any amusement machines from the U.S. because of dollar and import regulations. At present many types of American-made machines are finding their way into the park Arcades and carnivals in Denmark, and also in Sweden and Finland.

The imports come by way of Germany, Belgium and Holland, but it would be difficult to explain in detail how the sales and deliveries are made, altho there is no

*(Continued on page 106)*

## CIAA Hashes License Beefs With City Brass

CHICAGO—Representatives of the Chicago Independent Amusement Association, game operator group, met Thursday (14) with officials of the City Collectors Office to lay the groundwork for proposed changes in Chicago's coin game licensing laws.

The meeting brought together Sam Greenberg, CIAA president; Dave Brody, treasurer; Milton T. Raynor, CIAA legal counsel, and William Pendergast, city collector, and Larry Goss, of the city collector's office.

Commenting on the results of

the meet, Raynor said: "The city officials are very understanding of our problems and expressed a definite feeling that there are grievances in the present licensing system that should be corrected."

#### To Draft Amendment

Raynor is undertaking the draft of an amendment to the present licensing ordinance, which, following the mutual agreement of Chicago operators, he will present to the City Council.

Raynor said no date had been set for presentation of the proposed

*(Continued on page 104)*

## About the 'Senator'

NEW YORK—Al (Senator) Bodkin, head of Forest Hills Music, is a tireless worker in fund-raising activities for charities.

He's active in Catholic charities of the Archdiocese of New York, Boys' Town of Italy, the U.S.O. and the Holy Name Society. The religious persuasion of the sponsors has been of little concern to him. The only requirement has been that the cause is a worthy one. In the 12 years the coin machine division has been conducting drives for UJA here, the dynamic Irishman has been one of the workhorses.

The "Senator" acquired his nickname in 1936 when he was Democratic candidate for the New York Assembly from Queens. He polled more than 10,000 votes and lost the race by only 1,500 ballots. Working with no funds and not even an automobile, his fiery campaign oratory made such an impression with the voters that he was immediately tagged the "Senator." The name stuck.

Bodkin himself has been an operator for 20 years. Previous experience has included work as a salesman for the New York Telephone Company and a securities trader for a Wall Street financial house.

When he sold telephone service to non-subscribers in the height of the depression, the "Senator" learned never to take no for an answer. This habit persists in his charity work.

## Ops Benefit From Trade Unity: CIAA

CHICAGO—The rewards to the operator thru membership in an association were pointed out last week in a bulletin distributed to local amusement game men by the Chicago Independent Amusement Association.

"Fortunately, since most of the

*(Continued on page 103)*

## \$41,000 RAISED FOR CAUSE

### Coin Machine Trade Pays Tribute To Senator Bodkin at UJA Dinner

NEW YORK — Nearly 500 members of the coin machine industry turned out at the grand ballroom of the Sheraton-Astor Hotel Wednesday night (13) to pay tribute to Sen. Al Bodkin and to celebrate the culmination of the Coin Machine Division's fund-raising drive on behalf of the United Jewish Appeal.

A financial record as well as an attendance record was set. Under

## Bally Horse, Model T Rides Get U-L Nod

CHICAGO—The Underwriters' Laboratories, Inc., which is sponsored by the National Board of Fire Underwriters, has approved Bally Manufacturing Company's Champion Horse and Model T kiddie rides.

Both rides will now have the U-L sticker applied as they leave the factory. This is termed "the

*(Continued on page 102)*

## EDITORIAL

### Limit Location Loans

Business thrives on loans. Loans are essential and beneficial in any business. It is therefore a sad fact that a few operators misuse their privilege of making loans to locations by allowing them to become the price of getting or keeping a location, in some cases by allowing them to become nothing more than gifts.

Very few operators are financially able to loan small sums of money to locations, much less to give them. The fact that misuse of location loans is understandable in the handful of cases where it does happen does not make it any the less sad, nor any the less poor business. When there is only a given number of business opportunities—in this case locations—and competition among operators for them is naturally keen, it is understandable—as in any business—that financial inducements might be turned to in order to get or keep business by the handful financially able to make them.

#### Dangerous Practice

But outbidding each other for locations, whether its by commission rates or loans or gifts, is a dangerous practice for operators. Most important, the whole practice of selling a location on the idea of coin-operated equipment solely on the basis of what it will earn directly for his pocketbook, rather than on emphasizing what it will mean to his pocketbook by helping his business is poor operating practice. It's a subtle point that often spells the difference between a successful operator and one who's just trading dollars.

An operator loan to a location, when the operator is financially able to give it and where interest charges and payments are made, is good business. But when it becomes a matter of trying to outbid other operators for a location, it's business that isn't likely to benefit anyone except the location.

## Ops Try Variety Play At Coin Pool Locations

CHICAGO—Demand is growing from coin pool game operators in many areas of the country for numbered balls that make possible rotation, Kelly play and other versions of the game on the coin pool models.

Charles Nicholas, Marvel Billiard and Bowling Supply Company here, who sells numbered pool balls to operators and distributors, reports inquiries and re-orders for these items are growing. Operators are trying the different versions of play at locations and finding it builds interest in the game, he says.

Many operators, Nicholas stated, rather than waiting for players or location owners to make a suggestion, are installing the numbered balls and fresh versions of play at

their locations and sparking up play.

#### Rule Cards

To accommodate locations and players, Marvel is drawing up card-board rules cards for operators to place at their spots, explaining the different versions of play possible with numbered balls.

The firm sells numbered balls of 2 1/8-inch diameter (the regular coin pool size), and cue balls of 2 1/4-inch. The larger size cue ball will not pass thru the playfield holes, falling into them, but not thru them. Thus the cue ball remains in play thruout the game.

For the rotation game, Nicholas explains, five balls are lined up on each end of the table, players

*(Continued on page 104)*

While in Chicago the "Senator" and his New York committee members took time out from business and social demands to raise another \$6,000 from manufacturers.

He admitted that while some of his methods for fund solicitation were not exactly low pressure, he will always use hard-sell techniques for humanitarian causes.

Dr. Gillion warned the opera-

*(Continued on page 107)*

## Gov't Action Brings Minn. Pin Blackout

ST. PAUL—Virtual blackout of pinball operations not only in the Twin Cities but thruout Minnesota was reported here last week, following culmination of a year-long federal anti-pinball campaign.

The federal government wrote "finis" to its case against 39 individuals and firms in the Twin Cities area who were indicted last February by a grand jury on charges of

*(Continued on page 103)*



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NIGHT CLUB .....	Write
BROADWAY .....	\$450.00
BIG TIME .....	265.00
MIAMI BEACH .....	250.00
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BIG TIME.....	\$295.00	MIAMI BEACH ....	\$295.00
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**3-WAY CHECK**  
**Whims Are No Buying Guide, Says Wis. Op**

OSHKOSH, Wis. — Keeping a close check on disk popularity charts in trade papers, local newspapers and on deejay listings pays off for the music operator in consistently better-than-average collections.

That's what Nick Gluth, operator here, has learned. About 60 per cent of the records on Gluth's machines are always current hits. If rock and roll is going over big, then that's what customers can expect to find on his machines.

"I can't program my machines on the basis of some person's whims—even when they are my own," Gluth says. Programming modern multi-selection machines without some kind of formula is too risky, he said.

**WANTED FOR CASH**  
**Guns—Arcade Games**  
Including Bear Guns and Genco 2-Player Basketballs. Give price and condition of game in first letter.  
**ECONOMY SUPPLY CO.**  
579 Tenth Avenue    New York City

**WANTED FOR CASH**  
Any Quantity  
**SKEEBALLS** of all types  
State condition and price in first letter

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If you've been looking for any of the old time **CLUNKERS**, Table, Stand or Floor Models, we probably have them.

**CONTACT US NOW FOR YOUR NEEDS!**

**FOR IMMEDIATE CLEARANCE!**  
Bert Lane's  
**NEW ELECTRIC SCORING DART GAME**  
**DEAD ZERO . . . . . \$295**  
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**Now...EXHIBIT Eliminates PLAY KILLERS!**

**WITH THE NEW, GENUINE SLATE POOL**

**Featuring a Playfield of Solid 1-1/16" HIGH GRADE SLATE!**

<b>ELIMINATES</b>	<b>INCREASES PLAY AND REVENUE</b>
1. Warped Uneven Playfields	Exhibit's genuine SLATE TOP is smooth, true, can't possibly warp, wrinkle, distort, contort or gnarl. Balls roll silently and true. Draw shots, mass'es, follow shots are all possible to a degree never before obtained.
2. Lined Playfields	Smooth, felt-covered slate top has no lines to interfere with the roll of the balls.
3. Table Jolting	Heavy, substantial 160 lbs. weight of Exhibit's 1 1/16" thick slate keeps SLATE POOL solidly in place, unmoved by accidental jolting.

**DRAWER PULLS OUT FOR EASY SERVICING**  
Unique, new pull-out drawer eliminates the need for lifting table top, makes servicing quick and easy. All mechanism and cash box drawer is within easy reach.

**3 SPOTS TOUCH FLOOR ON EACH END OF TABLE, GIVING TABLE 6 POINTS OF CONTACT, ELIMINATING JOSTLING, JIGGLING AND ACCIDENTAL PUSHING OF TABLE. TABLE STAYS LEVEL!**

Exhibit's **NEW SLATE POOL** is equipped with the highest quality balls, finest rubber rails and a handsome, specially constructed table designed to handle the additional weight of the slate top . . . plus all the other famous EXHIBIT features.

ESTABLISHED SINCE 1901  
**EXHIBIT SUPPLY**  
4218 W. LAKE STREET    CHICAGO 24, ILLINOIS



THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

PINBALL GAMES

Table with columns: HIGH, LOW, Mean Average. Rows include BALLY (Atlantic City, Beach Club, etc.), EVANS (Saddle & Turf Club), GENCO (400, Golden Nugget), GOTTLIEB (Diamond Lil, Four Bells), and WILLIAMS (Army & Navy, Peter Pan).

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 16, 1956)

Table with columns: HIGH, LOW, Mean Average. Rows include ARCADE EQUIPMENT (SEEBURG, BALLY), MUSIC MACHINES (SEEBURG, ROCK-OLA), SHUFFLE GAMES (CHICAGO COIN), PINBALL MACHINES (BALLY, GOTTLIEB), and WILLIAMS.

Table with columns: HIGH, LOW, Mean Average. Rows include SEEBURG (M-100-A, M-100-B), WURLITZER (1500, PX), SHUFFLE GAMES (Ace Bowler, Advance Bowler), and MUSIC MACHINES (AMI, ROCK-OLA).

Table with columns: HIGH, LOW, Mean Average. Rows include Gold Cup, Gold Medal, Holiday Match, Jet Bowler, King, Leader Shuffle Alley, League Bowler, Magic, Mars, Mars Deluxe, Mercury Deluxe, Name Bowler, Olympic, Pacemaker, Rainbow Shuffle Alley, Royal, Shuffle Alley 10, Starlite, Super Frame, Team Bowler, Triple Score Bowler, Triple Strike, Venus Deluxe, Victory Bowler.

Explanation of Coin Machine Price Index

Prices given in the index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment.

Table with columns: HIGH, LOW, Mean Average. Rows include National 950, PX (10 Col), Ace Bowler, Advance Bowler, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Capital Deluxe, Capital Deluxe Shuffle Games, Capital, Carnival, Cascade, Chief, Classic, Clipper, Clipper Deluxe, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Regular, Crown, Diamond, Feature, Fireball, Flash.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Mean Average. Rows include ABT Challenger, Advance Shockers, Baseball, Basketball, Basketball Champ, Bat-A-Score, Carnival Deluxe, Champion Baseball, Coon Hunt, Dale Gun, Derby, Drivemobile, Flying Saucer, Galaxie.

Am. Shuffleboard Sees 20% Rise in Business

NEW YORK — The American Shuffleboard Company expects this year's sales to top 1955 figures by about 20 per cent, according to Sol Lipkin, ASC sales executive. The firm has been exhibiting at the convention of the National Industrial Recreation Association at the Hotel Statler.

Pacific Northwest, where 600 participated in a Seattle tournament (The Billboard, June 2). He added that about 500 leagues throughout the country are in operation this year. Principle weakness in the operating end, said Lipkin, is that operators tend to hang onto their equipment long after it has been depreciated.

all gravy and will settle for takes of \$20 or \$30 a week. In cases where five-year-old equipment has been replaced with new games, he added, location records show that \$80-a-week takes are not unusual. Unlike most pin and shuffle bowling games, shuffleboard models do not become obsolete so quickly and there is little pressure for an operator to replace equipment on location.

Stuart Auer Named Backgr'nd Music Mgr. at R. F. Jones

SAN FRANCISCO—The R. F. Jones Company, Seeburg distributor, announced the appointment of Stuart F. Auer as sales manager of its background music division. Auer was formerly associated with Muzak as sales manager in Wisconsin and as general manager of the Baltimore division.

Wolberg Eyes Europe, Sees Future Growth

CHICAGO — A realistic appraisal of the coin machine export market—combining an analysis of both current problems and big potential—was called for last week by Sam Wolberg, partner of Chicago Coin Machine Company. Wolberg, who recently returned from a three-month European tour, made it clear that although the European market represents a great potential to the U. S., the need for American dollars and governmental restrictions currently hinder rapid development of this market.

Steel Plates Boost Life Of Five-Balls

CHICAGO — Steel protection plates added to the exterior of new five-ball pin models coming off the D. Gottlieb & Company production lines are cutting down on operator repair bills, according to the firm. Plates were first installed along the sides of the games, where players operate flipper buttons to shoot balls up the playfields.

Disneyland Copy Results in Sales For Mike Munves

NEW YORK — Mike Munves, the nation's oldest distributor of Arcade equipment, reported that recent trade publicity on his shipment of Arcade pieces to Disneyland in California is paying off. He disclosed that Storytown, a Lake George, N. Y., funspot has placed an initial order of 25 pieces for its new Disneyland-type operation.



### Ponser to Market Slate Table Tops

NEWARK, N. J.—George Ponser, local game jobber, has announced that his firm will sell slate table tops for pool games. He

said the tops will be three-quarter-inch slate with rubber-backed cloth and large bumpers.

Ponser added that the tops will come in regulation sizes and initial deliveries will be made within a week. He plans to name distributors.

### Capitol Set on Sound Movies

NEW YORK—Capitol Projectors has gone into production on sound movies, Sam Goldsmith, Capitol executive, disclosed last week.

Goldsmith said the unit is similar to the Capitol midget movies, except that sound is co-ordinated with the film. Also, the new sound movies have a double claw which engages the film from both sides and the new claw bearing, which was tested on the Pan-O-Rama.

The optical system, he added, has been improved with a brighter light which makes for a sharper image. Goldsmith said the list price has not yet been set.

Film for the new coin-operated device will be primarily for children, with comedy, cartoon and adventure features now available. Running time is about one minute a film.

### Eases Coin Laws To Permit Games

PITTSFIELD, Mass. — The Pittsfield Licensing Board has eased up on its ban of coin-operated amusement devices.

It lists four types that will be permitted: Pool games, shuffle bowlers, baseball games and gun games.

At the same time, however, it did not lift the ban on pinball machines.

In issuing the new regulations, the board is requiring all dealers or licensees to sign a statement agreeing that the licenses "are revocable at the pleasure of the board," and outlawing all free games, prizes, contests or gambling.

The board said the ban on all amusement devices was modified, following a petition submitted by the Pittsfield Restaurant Association.

### Phono-Vend Adds New Sales Staffer

SAN ANTONIO — Lou Sebastian, sales manager of Phono-Vend, Rock-Ola distributor, has announced the addition of L. H. Porter to the firm's sales force. Porter will cover the area surrounding San Antonio.

Porter comes to Phono-Vend with many years of experience in the automatic phonograph business.

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RATE: 20¢ a word—Minimum \$4.00.  
**CASH WITH ORDER**

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EXCELLENT MONEY MAKING OPPORTUNITIES in coin radios & coin television for operators & distributors; installations made in hotels & motels; write or wire for details and prices. Coradio, Inc., 196 Albion Ave., Paterson 2, N. J. ch-sull

### Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. je30-ch

### Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Ill. je30

### CIGARETTE—CANDY—COFFEE—CIGAROMAT

—Factory Distributors—  
U-Select-It, Candy & Coffee, Lehigh, P.K. Royal "17" Cigarette, Watling Scales, White's Comb Vendor & Combs. Write for complete details, prices, installment terms.

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FOR SALE—A FEW VERY NICE PANORAMA, 40 Arcade Machines, Panoram Projectors. H. E. Loebsock, 1438 N. Emporia, Wichita, Kan. je23

FOR SALE—REBUILT CIGARETTE MACHINES, all 25¢ & 30¢; Rowe President 6 column, \$45; Rowe President 8 column, \$65; Lehigh P.K. \$75; Keeney Electric 9 column, \$85. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. je30

FOR SALE—23 POKERINOS, SCIENTIFIC make, Formica tops, excellent working condition, priced reasonable for quick sale. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 22816.

NEW BUMPER POOL TABLES FOR SALE. G-5339 South Saginaw Road, Flint 7, Mich. Phone: Owens 4-6112. je37

### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV 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.

Authorized factory distributor of ADVANCED VENDING MACHINES  
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VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum all sizes, 1/2 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, 1/2 Hershey's, 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 Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 15, Ill. je30

### Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING MACHINES; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. je30

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VENDING MACHINES WANTED—4 OR 5 Jack's, Northwestern 49's, Silver Kings, Acorns, Toppers, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

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Gottlieb's New 2-Player  
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ORDER NOW—IMMEDIATE DELIVERY!

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## "PLA-POOL" for Big Profits

SENSATIONAL BUMPER-TYPE POOL GAMES..... 2 SIZES

Center Hole Has Removable Plug for 2 or 3 Hole Play!



- 5-Oz. Phenolic Balls
- Pocket set in from end permit rebound action
- Dimensions: Deluxe Model, 72"x34"x32" Regular Model, 52"x34"x32"
- Table Top on Hinges with 2 Locks
- Cash Box Inside, also with Lock
- ABT Double 10¢ Chute Bumper Posts
- New Plastic Light-Up

- Anti-Warp Adjusters included
- Repair Kit Included

**POOL SUPPLIES**

Set of 10 2 1/4" Balls	.....\$12.00
Set of 10 5-oz. 2 1/4" Balls	..... 16.50
ABT 20¢ Coin Chute	..... 8.00
Overhead Light w/brkt.	..... 15.00
48" Cues	..... 1.95
Cue Chalk, gross	..... 3.50
Anti-Warp Adjusters	..... 8.95
Set of 2	..... .75
Billiard Rail Brush	..... .75
Cue Repair Kit	..... 4.95

Write for complete list of parts.

**Pool Game Playfields**

Novoply—complete, ready for installation. 3-hole models, center hole equipped with plug for 2 or 3-hole play. Each \$35.00  
Large size tops. Each ..... 45.00  
Tops with lights in bumpers... \$10.00 addtl.

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READY NOW FOR IMMEDIATE DELIVERY

- ★ Single 5c tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
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- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
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EXHIBIT SPANISH POOL—New

DISTRIBUTORS: Snap up these UNITED BINGO buys!

7 RIO . . . . . \$35 | 2 NEVADA . . \$35  
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- League Bowler . . . . . 120.00
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- C.C. Hi Speed Triple . . . . . 95.00
- C.C. Fireball . . . . . 245.00
- C.C. Super Frame . . . . . 125.00
- C.C. Ribbon . . . . . 350.00
- Victory . . . . . 165.00

### POOL TABLES

10 late used \$110.00  
SLATE TOPS for any standard table—complete with bumpers, \$89.50.

### UPRITE & SPECIAL GAMES

- Saddle & Turf (3) \$275.00 (club model)
- Hunters (2) . . . . . 295.00
- Genco 400 (25) . . . . . 49.00
- Genco Gold Nugget . . . . . 59.00
- Circus . . . . . 225.00

### NEW—10 DERBY ROLLS . . \$250.00

### CIGARETTE MACHINES

LEHIGH 12-COL. NEW All-Coin Combinations . . . . . \$235.00 (mechanical)

### 5 BALL PIN GAMES

- National 930, used \$ 95.00
  - National 950 . . . . . 110.00
  - PX 10 Col. . . . . 115.00
  - Electro 8 Col. . . . . 95.00
  - Keeney 9 Col. Elec. 135.00
  - Electro 10 Col. . . . . 165.00
- All used a quality men's shop and refinished with 25¢ and king size.

### BINGOS

Please call or wire us your requirements for lowest prices.

ZODIAC VENDOR, complete with 1,200 folders—\$395.00.  
Liberal Trades Accepted.

### POOL TABLES

All makes—all models—new and used. Trades accepted—call for the best deal.

### RIDES

- Lane's Fire Engine \$695.00
- Bally Space Ship . . . . . 295.00
- Ex. Space Patrol . . . . . 175.00
- ADT Challenger . . . . . 295.00
- Bally Moonrider . . . . . 295.00
- Bally Hot Rod . . . . . Write

### COUNTER GAMES

- Kicker & Catcher, new . . . . . \$ 42.50
- Advance Shockers, 24.33
- 10 or more . . . . . 19.50
- ADT Challenger . . . . . 20.00
- Smiley . . . . . 15.00
- Three of a Kind . . . . . 18.00
- Pop Up . . . . . 15.00
- Ship, Wizard . . . . . 19.50
- Whiz (4) . . . . . 18.00
- Whiz Basketball . . . . . 18.00
- Got. 3-Way . . . . . 120.00
- Grippers . . . . . 20.00
- Merc. Grippers . . . . . 20.00

### 5 BALL PIN GAMES

- Race the Clock . . . . . \$195.00
- Fairway . . . . . 55.00
- Guys and Dolls . . . . . 65.00
- Pin Wheel . . . . . 95.00
- Quartette . . . . . 59.50
- Shindig . . . . . 95.00
- Arabian Knight . . . . . 110.00
- Poker Face . . . . . 85.00
- Green Pastures . . . . . 85.00
- Derby Days . . . . . 225.00
- Happy Days . . . . . 45.00
- Disc Jockey . . . . . 65.00
- Grand Slam . . . . . 65.00
- Rose Bowl . . . . . 65.00
- Skillpool . . . . . 75.00
- Madison Sq. Garden . . . . . 50.00
- C.O.D. . . . . 95.00

### ARCADE EQUIPMENT

- Bally Big Inning . . . \$ 85.00
- C.C. 6-Pl. Home . . . . . 175.00
- Run . . . . . 175.00
- Pitch'm & Bat'm . . . . . 175.00
- Wms. DeLuxe Baseball . . . . . 125.00
- Wms. World Series Lite-a-League . . . . . 75.00
- Ex. Six Shooter . . . . . 145.00
- Evans Bat-a-Score . . . . . 145.00
- Heavy Hitter . . . . . 35.00
- Star Super Slugger, new . . . . . Write
- Coon Hunt . . . . . 150.00
- Sbs. Bear Gun . . . . . 125.00
- Carnival . . . . . 250.00
- Bally Defender . . . . . 125.00
- C.C. Pistol . . . . . 50.00
- Dale Gun . . . . . 50.00
- Ex. Sportland . . . . . 175.00
- Ex. Gun Patrol . . . . . 95.00
- Ex. Six Shooter . . . . . 95.00
- Genco Sky Gunner . . . . . 95.00
- Silver Bullet . . . . . 125.00
- Ex. Jet Gun . . . . . 125.00
- Genco Rifle Gallery . . . . . 225.00
- Ex. Shooting Star . . . . . 185.00
- Champion Hockey . . . . . 125.00
- C.C. Hockey . . . . . 75.00
- C.C. Goalie . . . . . 95.00
- C.C. Basketball . . . . . 195.00
- K.O. Fitter, new . . . . . 395.00
- K.O. Fitter, F.S. . . . . 350.00
- Telequiz . . . . . 100.00
- Vibrators, F.S. . . . . 150.00
- Shoe Brush-Up . . . . . 95.00
- Shoe Shine Mach. . . . . 150.00
- Midget Movie . . . . . 125.00
- Mut. Card Vendor . . . . . 50.00
- Phil. Toboggan (10) . . . . . 475.00
- Sidewalk Engineer . . . . . 195.00
- Muto, Photomat . . . . . 350.00
- Auto Photo, newest Write
- Balloonomat, new . . . . . 295.00
- Balloonomat, F.S. . . . . 345.00
- Keeney Targ. Gun . . . . . 195.00
- Rock-N-Roll . . . . . 145.00

### VENDING MACHINES

- Andico Hot Coffee (4) . . . . . \$495.00
- Andico Hot Coffee, F.S. . . . . 375.00
- Coca-Cola Cup . . . . . 150.00
- Drink . . . . . 150.00
- Revco Ice Cream (15) . . . . . 85.00
- Craig Ice Cream . . . . . 85.00
- Kleenix, brand new . . . . . 20.00
- Adv. Sanitary Nap. (25) . . . . . 15.00
- N.W. Jet Capsule, 5¢ (50) . . . . . 10.00
- Victor's Rocket Capsule (50) . . . . . 10.00
- Victor's Baby Grand, 1¢ . . . . . 7.00

WURLITZER DISTRIBUTORS

**Cleveland Coin MACHINE EXCHANGE, INC.**

2029 PROSPECT AVE., CLEVELAND 13, OHIO  
All Phones: Tower 1-6715  
Terms: 1/3 deposit with all orders, balance C.O.D.

## Brady Holds 2-Day Service School on Wurlitzer 200 Unit

CHARLOTTE, N. C. — Brady Distributing Company, Wurlitzer distributor, held a two-day service school for operators from North and South Carolina on Wurlitzer's new 200-selection phonograph.

The sessions were conducted by Joseph F. Hrdlicka and Harry D. Gregg, service manager and field service engineer respectively, of Wurlitzer. The turnout was one of the largest ever hosted by Brady Distributing.

Local operators on hand included K. D. Austin, R. N. Austin, C. E. Osborne, J. V. Bradley, J. L. Eudy, R. L. Brown, Isaac Brown, B. J. Pearson, J. H. Bell, S. A. Frazier, C. D. Dickerson, J. R. Miller, W. M. Chesser, W. W. Richards, Jimmy Kostakes, Enos Ingram, Luther Caldwell and Theodore Theavos.

### Out-of-Towners

Other North Carolina operators included John Archer, Morrisville; O. M. Winfield and Albert Jowdy, Washington; Johnny Estridge and Aaron Watkins, Albemarle; G. L. Brown and Jack Cavender, Winston-Salem; James Matthews, Jamestown; C. Paul Blair, Roxboro; Mr. and Mrs. Donely Aldridge, Crossnore; Dwain Church, N. Wilkesboro, and Joe Gathings and Howard Hill, of Lilesville.

Jay Parker, N. Wilkesboro; C. H. Nelson, Lenoir; George Bragg, Burlington; Richard and Edward Long, Lexington; Mose Phillips, Crossnore; R. H. Aldred, Randleman; J. F. Carpenter, Lincolnton; Mr. and Mrs. G. L. Brown, Winston-Salem, and T. C. White, of Kannapolis.

South Carolina operators included Herbert Blackwell, Rock Hill; Joel Mackey, Anderson; Mr. and Mrs. Merlin L. Stutz and E. B. Trammell, Greenville; T. W. Kelly and Frank Fletcher, Spartanburg; H. C. Keels, Florence, and Roy Peeler, Gaffney.

Hrdlicka called the service school an outstanding success and stated that it represented the first of many such sessions to be held by Wurlitzer's field engineers throughout the country.

## Bally Rides Okayed

Continued from page 98

utmost provision for security and safety of the children riders."

According to Bally, the parents of the children can now have "the fullest confidence that everything has been done for the children's safety and welfare."

Champion Horse has now been in production for over five consecutive years, and has served as a revenue producer for both storekeepers and operators.

The Ford Motor Company has approved the adoption of the name Model T by Bally for its auto kiddie ride. It resembles a miniature Model T car. Both rides have been placed on location in department stores, supermarkets and variety stores.

### GOTTLIEB 5-BALL SPECIALS

Shopped—Ready for Location

- GUYS 'N' DOLLS . . . . . \$ 75
- DRAGONETTE . . . . . 140
- MYSTIC MARVEL . . . . . 145
- DUETTE . . . . . 235
- GLADIATOR . . . . . 315

Write for Complete List of Buys on POOL GAMES, BINGOS, BOWLERS.

IRV OVITZ

ACME-INTERNATIONAL DIST.

3643-45 W. Montrose Chicago 18, Ill. CORnelia 7-7272

## POOL TABLES—BILLIARD SUPPLIES

The original Coin-Operated Pool Table.

Simple, trouble-free operation.



WRITE, WIRE OR PHONE

Low cost and low upkeep.

Plus a complete line of all Billiard Supplies.

## THE EASTERN MANUFACTURING CO.

426 E. LENOIR STREET PHONE: 5880 KINSTON, N. C.

## RECONDITIONED EQUIPMENT

Buy with confidence! Every game we ship is reconditioned by experts. Rails scraped and lacquered, cleaned inside and out, ready for location.

- |                                |                              |
|--------------------------------|------------------------------|
| MIAMI BEACH . . . . . \$300.00 | HI-FI . . . . . \$ 85.00     |
| GAY TIME . . . . . 250.00      | SURF CLUB . . . . . 85.00    |
| GAYETY . . . . . 160.00        | PALM SPRINGS . . . . . 85.00 |
| BIG TIME . . . . . 275.00      | BEACH CLUB . . . . . 75.00   |
| VARIETY . . . . . 165.00       | TRIPLE PLAY . . . . . 250.00 |

## H.M. BRANSON DISTRIBUTING COMPANY

811 EAST BROADWAY Phone: WAbash 1343 LOUISVILLE 4, KENTUCKY  
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## POOL GAMES

Largest and Most Diversified Stock in The Country . . .

**99.50 up**

We Specialize in Conversions

TOPS from \$35.00

Write, Wire, Phone

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

## PURVEYOR SPECIALS



POOL TABLES \$90 and up

### Phonographs

- Wurlitzer 1700 . . . \$495.00
- Seeburg 100R . . . 795.00

### POOL GAMES

- Keeney Fascination \$120.00
- Chi Coin Crown Pool (Hinged Top) . . . . . 135.00
- Valley Bumper Pool . . . . . 135.00
- Keeney Fascination (Hinged Top) . . . . . 135.00
- Exhibit Skill Pool . . . . . 120.00

### SUPPLIES

- Cue Sticks, Ea. . . . . \$ 2.50
- Chalk, Gr. . . . . 3.50
- 10-Minute Cement . . . . .
- Tube . . . . . .20
- Cue Clamps, Ea. . . . . .25
- Plastic Cups, red or white, Ea. . . . . .50
- Coin Chutes, Ea. . . . . 10.00
- Playfield Cloth . . . . . 9.50
- Set of 10 2 1/4" Pool Balls . . . . . 12.00
- Set of 8 Pucks . . . . . 12.00
- Shuffle Game Wax . . . . . 3.50

### BINGOS

- Night Club . . . Write
- Broadway . . \$445.00
- Beach Beauty 395.00
- Miami Beach. 295.00
- Big Time . . . 260.00
- Gay Time . . . 240.00
- Variety . . . . 160.00
- Pixies . . . . . 295.00



4322-24 N. WESTERN AVE  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

## ATLAS . . . More MUSIC for the Money!

- A.M.I. MODEL A . . . . . \$ 95
- A.M.I. MODEL C . . . . . 150
- A.M.I. MODEL D-40 . . . . . 225
- SEEBURG 100C . . . . . 595
- WURLITZER 1500 . . . . . 275
- ROCK-OLA FIREBALL (120) . . . . . 275
- ROCK-OLA 1432 (50 Sel.) . . . . . 175



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

when answering ads . . .

Say You Saw It in The Billboard



### MECHANIC-FOREMAN

We must expand our entire music service facilities to handle the increased volume of sales of new AMI phonographs and trade-ins. We need a working Foreman who has enough experience and a thoro knowledge of juke boxes; who understands and can take charge of checking, installing and servicing new phonographs; who is capable of turning out reconditioned phonographs equal to the best in the industry. This is a real opportunity with excellent salary and fine working conditions for a man who can take full charge and responsibility for this busy department.

**GENERAL MUSIC SALES CO., INC.**

245 W. Biddle St., Baltimore 1, Md. Phone—YErnon 7-4119

### ROCK CITY'S BEST BUYS

PIN BALLS		UNITED	
BIG TIME .....	\$240.00	MANHATTAN .....	\$160.00
GAYTY .....	125.00	PIXIE .....	300.00
GAYTIME .....	200.00	TRIPLE PLAY .....	200.00
MIAMI BEACH .....	250.00	CARAVAN .....	WRITE
VARIETY .....	145.00	STARLET .....	325.00
BROADWAY .....	450.00		
MODEL 9 AUTO PHOTO MACHINE.....		WRITE	

*Rock City Amusement Co.*

108 LAFAYETTE ST.  
NASHVILLE, TENN.  
Phones: 6-8371 or 42-4353

### SUMMER SPECIAL

SEEBURG M100A .....	\$195.00
ROCK-OLA COMET 1438, 120 (45 rpm) .....	445.00
WURLITZER 1250 (45 rpm) .....	150.00
WURLITZER 1500 .....	265.00
WURLITZER 1500A .....	350.00
COMCO Wall Speakers—\$11.95	
GUARANTEED 100% SATISFACTION	

ALL EQUIPMENT RECONDITIONED—READY FOR LOCATION.  
TERMS: 50% DEPOSIT, BALANCE SIGHT DRAFT.  
EXPORT INQUIRIES INVITED

### COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210  
Cable Address: COVENMUSIK—1/3 Deposit, Balance C.O.D.

### BINGO BARGAINS

**AJAX (8 COL.) ELECTRIC CIGARETTE MACHINE**  
All Col., Regular or King Size—320 Capacity  
USED .....

SURF CLUBS } \$89.50	DUDE RANCH } \$69.50
PALM SPRINGS } Each	BEACH CLUB } Each
YACHT CLUB } \$49.50	RIO } Each
PALM BEACH } Each	TAHITI } Each
SPOT LIGHT } Each	BEAUTY } Each
CONY ISLAND } Each	TROPICS } Each
ATLANTIC CITY } Each	HAWAII } Each

All Used Games Shopped—Ready for Location  
Terms: 1/3 Deposit With Order. WRITE, WIRE OR CALL

### Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

#### BINGOS

Un. Starlet .....	\$450.00
Un. Pixie .....	425.00
Un. Triple Play .....	295.00
Un. Manhattan .....	275.00
Un. Nevada .....	125.00
Un. Hawaii .....	125.00
Un. Mexico .....	125.00
Un. Rodeo .....	125.00
Un. Tahiti .....	95.00
Un. Cabana .....	95.00
Un. Leader .....	95.00
Un. Rio .....	90.00
Un. Tropics .....	75.00
Ba. Miami Beach .....	325.00
Ba. Big Time .....	265.00
Ba. Gay Time .....	225.00
Ba. Palm Springs .....	195.00
Ba. Surf Club .....	150.00
Ba. Dude Ranch .....	110.00
Ba. Hi-Fi .....	110.00
Ba. Beach Club .....	85.00
Ba. Yacht Club .....	75.00
Ba. Coney Island .....	50.00
Ba. Palm Beach .....	50.00
Ba. Spotlight .....	35.00

#### BOWLERS

Un. Deluxe Super Bonus Bowlers Write	
Un. Deluxe Top Notch Bowlers Write	
(New) Un. Venus Targette .....	\$295.00
Un. Deluxe 5th Innings .....	240.00
Un. Deluxe Comet Shuffle	
Targette .....	195.00
Un. Team Shuffle Alley .....	150.00
Un. Star Regulation Shuffle Alley .....	125.00
Ba. Jet Bowler .....	195.00
Ba. Victory Bowler .....	175.00
C.C. Star Lite Bowler .....	175.00

#### ARCADE EQUIPMENT

K. O. Champ .....	\$150.00
Un. Deluxe Carnival Gun .....	275.00
Un. Deluxe Jungle Gun .....	225.00
Un. Deluxe Derby Roll .....	195.00
See. Coon Hunt .....	125.00
See. Bear Gun .....	95.00
Ex. Space Gun .....	95.00
Ex. Gun Patrol .....	95.00
Ex. Dale Gun .....	50.00
Photo-Matic .....	175.00
Mu. Drivemobile .....	125.00
Mu. Ace Bomber .....	95.00
Sl. Baiting Practice .....	50.00
Regal Score Board .....	75.00
Ba. Heavy Hitter w/stand .....	35.00

#### CIGARETTE MACHINES

Rowe Cig. Machine (8 col.) .....	\$140.00
Fesco Cigarette Machine .....	95.00

#### MUSIC

1438 Rock-Ola Comet Phono. ....	\$550.00
1436 Rock-Ola Phonograph (78) ..	195.00

**FIVE BALL GAMES**  
Wms. Jolly Jokers .....

### DAN STEWART COMPANY

140 East 2nd South Street Phone: DAVIS 2-2473 Salt Lake City, Utah

### Ops Benefit

Continued from page 98

operators are individual businessmen, they have recognized the need for unity to accomplish the many important things needed by the industry . . . knowing that as individuals, little could be achieved," it was stated.

As a reward of membership, according to the bulletin, the operator gains character, intelligence, judgment, sportsmanship, credit, financial protection and insurance.

"We have built our trade association on a sound foundation . . . and by building slowly and steadily we have reached the point where we now have a sizable membership."

#### Association Benefits

Commenting on the benefits accruing to operators, the CIAA bulletin asserted that association membership is a measure of character, because it shows a man's ability to get along with others. It is a measure of intelligence in business methods, because it is the most successful method now known to eliminate the waste of outmoded practices.

It is a measure of judgment, the bulletin continues, because it offers a choice between unnecessary individualism, now quite out of date and co-operation, as a means of economical growth. It is a test of sportsmanship: The good sport declines to accept benefits that comes to his business thru the co-operation of his fellow businessmen without paying his share.

In respect to business credit, the letter asserts that banks lend more readily to a businessman who has enough standing in his industry to be entitled to association membership, and they lend more readily to businessmen who distribute the risk of business judgment.

#### Business Insurance

Trade association membership is a business insurance, according to the letter. The free exchange of business information by a group engaged in the same business cuts down credit losses, wasteful practices, useless experiments and saves the high cost of using original ideas only.

In conclusion, the bulletin states, trade association membership is a measure of the soundness of the industry as a whole.

CIAA has been meeting regularly on the third Tuesday evening of each month. This month's meet was scheduled for June 19 at 9 p.m. in the Pine Room of the Congress Hotel. Refreshments were to be served thru the courtesy of Avron Gensburg, Genco Manufacturing & Sales Company.

### Government Action

Continued from page 98

operating pay-off pinballs without buying federal \$250 tax stamps.

Net result of the campaign were: A total of \$35,050 in court fines.

More than \$25,000 in civil penalties, including \$250 for each machine plus 50 per cent fraud penalties, plus 6 per cent interest.

Closedown of pinball operations thruout the State.

Coupled with the federal attack on pinball operations was a move by Miles Lord, Minnesota's attorney general, who ruled pinballs with a free-play pay-off violated the State's gambling laws. This resulted in an almost immediate shut-down of all pinball operations.

However, a Minneapolis Arcade owner took the case to Hennepin County District Court and, in effect, won somewhat of a reversal of Lord's ruling from Judge John A. Weeks. By then, however, most operators had disposed of their pinballs and haven't brought them back.

## SHAFFER TROUBLE FREE RECONDITIONED PHONOS

SEEBURG		WURLITZER	
M100-C .....	\$595.00	1800 .....	\$695.00
M100-B .....	475.00	1700 .....	495.00
M100-A .....	249.50	1500 .....	299.50
3 W1 Wallbox... ..	59.50	1250 .....	129.50
Shoot the Bear ..	89.50	5205 Wallbox... ..	39.50

AMI		ROCK-OLA	
E-120 .....	\$465.00	1438 .....	\$495.00
D-80 .....	299.50	1436 .....	195.00
D-40 .....	165.00		
C-40 .....	109.50		

SEND FOR ILLUSTRATED CATALOG

## Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO	CINCINNATI, OHIO	INDIANAPOLIS, IND.
849 N. High St.	1200 Walnut St.	1327 Capitol Ave.
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ATTENTION, OPERATORS, JOBBERS, DISTRIBUTORS

## WANTED USED EQUIPMENT

OF ALL TYPES

SEEBURG M100A's, B's, C's, G's & R's

WURLITZER 1800's & 1900's

GOTTLIEB & WILLIAMS  
PIN GAMES—Mfrd. from 1952 upward

Postwar ARCADE EQUIPMENT

SEND IN COMPLETE LISTS



Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

# TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT

10 WALTHAM STREET BOSTON 18, MASS.



**NOW IN PRODUCTION and ON DISPLAY AT YOUR Williams DISTRIBUTOR!**

<b>Williams PICCADILLY</b> 2-Player 5-Ball	<b>Williams CRANE</b> The Greatest Novelty Game Ever Built!	<b>Williams DE LUXE 4-BAGGER</b> BASEBALL GAME
<b>Williams KLIK BILLIARDS</b> Entirely Different Concept of a Pool Table	<b>Williams "Magic Top" 2-Way Deluxe BANK POOL</b> Guaranteed No-Warp Playfield	<b>Williams STAR POOL</b> Scoring in the End Rails
<b>Williams 2-Way Deluxe BANK POOL</b>	<b>Williams Imperial Pool</b> Larger Balls Giant Bumpers	<b>Williams 2-Way Special Deluxe BANK POOL</b>

**WILLIAMS MANUFACTURING CO.**  
4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

# POOL TABLES

**New & Used**

**REGULAR.....\$74.50**  
With Lights—\$84.50

**KING SIZED \$99.50**

**FLOOR SAMPLES**  
CHICAGO COIN Clover Pool  
New EXHIBIT Super Star  
Write for prices

**EXHIBIT SKILL Pool.....\$135.00**

EXCLUSIVE DISTRIBUTORS FOR WURLITZER AND D. GOTTLIEB & CO.

**ACTIVE** Amusement Machine Co.  
666 N. BROAD ST. PHILA. 30, PA.  
FRemont 7-4495

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

**GIVE TO DAMON RUNYON CANCER FUND**

### Ohio Ops to Ask

• Continued from page 98

month was the most recent in a five-year battle the pinball operators have waged with cities and the State.

Westerhaus Corporation, defendant in the original case brought by the City of Cincinnati in Hamilton County Common Pleas Court, Cincinnati, saw the case carried from Common Pleas Court to the Court of Appeals and finally to the high court.

Gorman, a former Ohio State Supreme Court justice, said he does not know what the pinball operator's next move will be if his application for rehearing is denied.

The high court, in its opinion, said the pinballs are gambling devices because playing them involves the three necessary elements of a lottery: namely, money to play them, chance and possible reward in the form of free replays.

**Lottery Question**

Gorman argued free replays do not constitute a prize under the meaning of the State lottery law. Meanwhile, James Farrell, assistant Cincinnati city solicitor, who argued the case for Cincinnati, said the city will make no move to confiscate any of the more than 1,500 machines licensed until the Supreme Court acts on Westerhaus' application for rehearing.

In other Ohio cities—Akron, Canton, Massillon, Hansfield and Lorain—the Supreme Court decision was being studied and in some cases action was proposed to remove pinballs from locations.

The court's decision will not affect such devices in Columbus, the city attorney's office indicated last week. The Columbus City Council recently passed a new ordinance prohibiting displays of pinballs.

### CIAA's Beef

• Continued from page 98

amendment, but expected such action would take place in the near future. He said such an amendment, if passed, would probably not go into effect until next January, but that it was possible that it might be effected at an earlier date.

The proposed amendment was to come under discussion at the June meeting of the CIAA membership, Tuesday (19).

Game operators here are generally in favor of changing the present licensing system to permit licenses to be pro-rated thru the year, rather than issued on an annual basis. They also feel licenses should be transferable from one machine to another, to allow for necessary changes of equipment on locations.

### Ops Try Variety

• Continued from page 98

"breaking" these on their first shots, as in the regulation rotation game.

**Explain Procedure**

Nicholas said the variations in play can be readily adapted at locations of operator or location owner will spend a few minutes explaining the play procedures.

The printed rules cards, which Marvel plans to introduce this week, will make explanation of the different play versions easier for players to understand, Nicholas said.

Both two-hole and three-hole play can be utilized, with the center hole counting for bonus scores, Nicholas advised.

**FOR SALE**  
**AUTOMATIC MUTOSCOPES**  
8 post-war deluxe models. All in good shape. Make offer. Write  
**AUTOMATIC AMUSEMENT COMPANY**  
729 Fourth Ave. San Diego, Calif.

## CLOSING OUT... BRAND NEW POOL GAMES

—VARIOUS TYPES AT BELOW COST!

LIMITED QUANTITIES USED  
JR. POOL TABLES ..... \$100  
SR. POOL TABLES ..... 125

### 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 FACTORY DISTRIBUTORS  
AMI-CHICAGO COIN-GENCO-EXHIBIT

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**FOR ALL YOUR ARCADE NEEDS**  
 Late Guns, like new ..... Write  
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 577 Tenth Ave. (at 42nd St.)  
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 44 YEARS SERVICE - EST. 1912

**COINMEN YOU KNOW**  
 • Continued from page 97

the business. In business about two years, Sharpy bought out the route of John Tinco, of J & T Vending, now engaged in manufacturing vending machines. He is operating a small but well-diversified route, including coffee, hot chocolate, soft drink (cup), candy, nut and cigarette machines, and is planning expansion.

**Little Rock**  
 Tom Armstrong and Olan Jackson, of Armstrong Amusement Company, Brinkley, Ark., were in Memphis last week on business. . . . Fred Swan, Swan Music Compang, Forrest City, Ark., was in Paris, Tenn., for fishing on Kentucky Lake. . . . Mrs. Delores Bokker, new manager of Bokker Amusement Company at Forrest City, is doing a good job of running the business with the help of Wayne Cartillar. . . . Bill Poland, Poland Amusement Company, Forrest City, setting up a new phonograph in a night club at Wynne, Ark.

Edward Wilcox, owner of Baker Music Company, Pine Bluff, Ark., said the new industry moving into Pine Bluff is making business boom. . . . Manual Cavas, partner in M & H Music Company, Pine Bluff, is putting new equipment in his top spots and moving the older equipment down the line to take better care of the business rush. . . . Billy Foster, Foster Music Company, Pine Bluff, says the new paper mill has business clicking and reminds everyone there of the boom town spirit of former years. . . . E. K. Eby, Pine Bluff Music Company, recently bought a new home. . . . Louis Galloway, owner of Galloway's Cigarette Service, was seen unloading a carload of new streamlined Eastern Electric cigarette machines.

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- BALLY UNDERSEA RAIDER..... 125.00
- WESTERN BASEBALL ..... \$ 85.00
- TEXAS LEAGUER (5c Play).... 50.00
- SEEBURG COON HUNT GUN.... 125.00
- CHI. COIN BASKETBALL CHAMP. 135.00
- EVANS TEN STRIKE ..... 75.00

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- MIAMI BEACH ..... 325
- GAY TIME ..... 235
- GAYETY ..... 145
- BIG TIME ..... 285
- VARIETY ..... 175
- TRIPLE PLAY ..... 255
- HI-FI ..... 95
- PALM SPRINGS ..... 95
- ICE FROLICS ..... 115
- BEACH CLUB ..... 75
- CARAVAN ..... WRITE
- STARBUST ..... WRITE
- STARLET ..... 375
- PIXIES ..... 345
- NEVADA ..... 85

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- 2 PL. TOURNAMENT ..... 275
- 2 PL. DUETTE ..... 325
- 4 PL. JUBILEE ..... 325
- EASY ACES ..... 245
- PETER PAN ..... 175
- COLORS ..... 135
- STAR POOL ..... 125

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- DLX. VENUS ..... \$175
- DLX. COMET ..... 125
- DLX. TARGETTE ..... 110
- HOLLYWOOD ..... 275
- DLX. CAPITOL ..... 295
- DLX. CLIPPER ..... 265
- DLX. LIGHTNING ..... 245
- ACE BOWLER ..... 145
- DLX. 11TH FRAME ..... 145

**POOL TABLES**

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- DLX. BANK POOL SENIOR
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Rock-Ola 1448 Hi-Fi, 120 Select. . Write  
 Rock-Ola 1446 Hi-Fi, 120 Select. \$495.00  
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Seeburg 3W1 Hammerloid ..... \$ 49.50  
 Seeburg 3W1 Chrome .....

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Bally Bull's-Eye Kiddy Gun ..... Write  
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**POOL TABLES? WE HAVE THEM**

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 Chicago Coin Advance  
 Center Hole Plugs use as a 2-Hole or 3-Hole Game  
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 Used Pool Tables ..... \$115.00 & Up

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 MEIrose 4-8468

## Scandinavian Games Tops

• Continued from page 98

appearance of any irregularities. There exist fine technicalities relating to assembling, rebuilding, etc. In the countries from which these machines are sold to buyers in Denmark, there are very complicated regulations covering the import and export of such machines.

New and used American-made machines are classified according to the exact amount of "parts"—made by the importer, or other firms in the country—that are added to the machines before they are placed on sale. Theoretically, a specified quantity of materials added to an imported machine gives it a classification as a "domestic" product and allows it to be exported—to Denmark, for instance.

### Gun Games Popular

It can be judged that American exporters and the European importers of such machines know the answers to these regulations, as the American machines are coming in now in fairly large numbers. They all appear brand new and fresh from the (American) factory. Apparently only the coin chutes have been adjusted to handle the required foreign coins, or a new name, or instructions have been painted on the machine.

What is rather unusual is that most of the American machines being imported are some form of target game, rifle or pistol units

with no award features. While it costs the players more to operate these games, they get just as much or more play than do the numerous award machines, most of which operate at much lower prices.

In Copenhagen's Summer Tivoli, Poul Kristensen has one stand with four Seeburg Shoot the Bear units, and another with four Coon Hunt machines—all getting steady daily play. This also applied to a battery of five—Cenco, United and Williams—target games he has in the Rainbow Arcade in the basement of the park's new Concert Hall.

### Home-Made Units

Hans Ziirsen operates the large Automat Hall in Tivoli, but makes his own machines, or rebuilds old machines of foreign make. He makes his own juke boxes but also has two Bally Champion horse kiddie rides and a number of new German wall box amusement machines.

The Stefansen Bros., (Hugo and Oscar), operate Dambus Tivoli and have big interests in Tivoli and Dyrehavsbakken, the big Copenhagen parks. They also have interests in Sweden and Germany. This firm makes rides and coin machines, but also import machines from foreign countries.

Svend Jarlstrom also is an important figure in the coin machine field. He has his summer headquarters in Copenhagen, but during the summer he is a director of the big Linnanmaki amusement park in Helsinki, Finland. His principal interest is coin machines. All are interested in acquiring new American coin machine of all types.

At present they are able to secure some American machines by way of Germany, Belgium or Holland. These are mostly of the target type. The Germans are offering strong competition in producing machines that provide for making awards to players. The American target machines bring more profits, but they are a more costly investment.

### Need New Equipment

In most cases the Arcades and carnivals in Danish and Swedish parks would be glad to sell their many old machines to acquire more modern pieces. If they could sell them for dollars they would very probably expend the entire returns of the deal in the purchase of new American machines.

Copenhagen's Tivoli is unique—more than a century old—and a steady money maker. Liseberg, in Gothenburg, Sweden, is also in a class by itself. In all these parks Arcades are big sources of revenue. Copenhagen rates as Scandinavia's coin machine center.

## Hike EP Prices

• Continued from page 28

the latter's album for Verve, "Bing Swings." Wax was cut here last week (11-12) at the Capitol Custom Studios, with Buddy Bregman directing.

Firm will shortly release a special "disk jockey sampler" of 24 Clef and Norgran artists to aid DJ programming.

## NOTICE

If you are interested in Bally BROADWAYS, BEACH BEAUTIES, MIAMI BEACHES, BIG TIMES, AND GAY TIMES, call, write or wire

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- 3 FROLICS .....@ 75.00
- 10 BEACH CLUB .....@ 90.00
- 1 BEAUTY ..... 80.00
- 4 HI FI .....@ 125.00
- 1 ICE FROLICS ..... 110.00
- 6 GAYETY .....@ 150.00
- 1 VARIETY ..... 175.00
- 5 MIAMI BEACH .....@ 325.00
- 7 BIG TIME .....@ 300.00
- 4 GAY TIME .....@ 300.00
- 2 BEACH BEAUTY .....@ 500.00
- 5 BROADWAY .....@ 550.00
- 3 NIGHT CLUB ..... Write

### UNITED

- 1 TROPICS ..... \$ 70.00
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- 1400-1450 ..... 235
- 1600-1650 ..... 350
- 1700 ..... 549

### AMI

- B ..... \$150
- C ..... 150
- D-40 ..... 195

### ROCK-OLA

- 1428 ..... \$ 99
- 1432 ..... 169
- 1434 45 R.P.M. .... 225
- 1436 Fireball 120, 45 R.P.M. .... 259

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- ★ SEEBURG 3W1 Hammerloid ..... \$54.00
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- ★ WURLITZER 4820, 3-wire 48 selection ..... 15.95
- ★ WURLITZER 3020, 3-wire 24 selection ..... 9.95
- ★ WURLITZER 219 Stepper ..... 9.95

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**BULLETIN**

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One reason why  
advertisers in  
THE BILLBOARD  
get all they pay  
for.

**41G for UJA**

Continued from page 98

tors that recent Soviet arms shipment to the Near East brings the possibility of war much closer.

Invocation was delivered by Rabbi S. Gershon Levi, head of the congregation of which Chairman Lou Boorstein is a member. Father John Kelly, the Senator's priest, paid tribute to the guest of honor for his work on behalf of both Catholic and Jewish charities and also cited the coin machine industry for its work on behalf of the USO.

Boorstein Cites

Cited by Chairman Boorstein for their work on behalf of UJA were Claire Morano, business manager of AAMONY; Joe Conner, chairman of the 500 executive committee, and Nash Gordon, of MONY.

Seated on the dais were Teddy Blatt and George Holtzman, counsel and president of AAMONY; Joe Young, Young Distributing; Dave Stern, ambassador of good will from New Jersey and head of Seacoast Distributors; Jack Mitnick; Barney Sugerman, Runyon Sales; Rabbi Levi, Father Kelly, "Senator" and Mrs. Bodkin, Lou Boorstein, Dr. Gillion; Sidney Levine, MONY and Music Operators of America counsel; Al Denver, president of MONY; Meyer Park-off, Atlantic-New York; Mike Munves, Mike Munves Corporation; Bill Rabkin, International Mutoscope; Harry Rosen, Atlantic-Pennsylvania, and Carl Pavesi, head of the Westchester Operators' Guild.

Stanley Ork

Music for dancing and backing up the show was provided by Art Stanley and his ork. Buddy Hackett closed the show with a comedy bit.

Recording artists at the affair included Hill Hayes, Cadence; Jerry Vale, Columbia; Robin Hood, M-G-M; Dick Hayes, ABC-Paramount; Alan Dale, Coral; Meg Miles, Capitol; Roberta Sherwood, Decca; Toni Arden, RCA Victor, and Virginia Lopez, Seeco.

Working with the UJA Coin Machine Division were UJA staff representatives George Nemzoff Mike Weintraub. Nemzoff said a tape recording of the "Senator's" speech has been made and is available for operator events.

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1 or 2  
CAN  
PLAY

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PIN-GAME SIZE  
• FORMICA  
PLAY FIELD.

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**GENCO'S New POOL GAMES**

now feature the genuine

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**EXCLUSIVE  
DISTRIBUTORS**

**CHICAGO COIN**

STEAM SHOVEL  
TWIN HOCKEY  
ROTATION POOL  
ADVANCE POOL  
CLOVER POOL

**EXHIBIT**

SLATE POOL  
SUPER STAR  
SPANISH POOL

**INTERNAT'L  
MUTOSCOPE**

ROCK 'N' ROLL  
TUNGO

DROP KICK  
K.O. CHAMP

MYSTIC SWAMI  
MUTOSCOPE MOVIES

**IMMEDIATE  
DELIVERY**

Joe 'n' Wally Say:  
To Save Money,  
Time and Trouble,  
Call FIRST for  
Service  
"On the Double"!



**POOL GAMES**

**WORLD'S BIGGEST  
SELECTION!**

ALL MAKES—  
REGULAR AND KING SIZE  
FINEST GAMES—  
LOWEST PRICES!

\$99.50 and up

NEW and "FIRST-Conditioned"  
IMMEDIATE DELIVERY



**FIRST**

**COIN MACHINE  
EXCHANGE, INC.**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**BINGO 5-BALLS**

**FIRST-Conditioned  
BALLY**

BROADWAY . . . \$485  
MIAMI BEACH . . . 345  
GAYTIME . . . 265  
GAYETY . . . 160  
VARIETY . . . 175  
SURF CLUB . . . 110  
ICE FROLICS . . . 110  
PALM SPRINGS . . . 90  
DUDE RANCH . . . 90  
BEAUTY . . . 80  
PALM BEACH . . . 75  
YACHT CLUB . . . 75  
SPOTLIGHT . . . 75  
CONEY ISLAND . . . 65

**UNITED**

MEXICO . . . \$135  
HAVANA . . . 115  
RIO . . . 105  
TAHITI . . . 95

**TARGET GUNS**

Un. BONUS GUN . . . \$275  
Un. DL. CARNIVAL . . . 225  
Ex. SPORTLAND . . . 195  
Gen. RIFLE GALL'RY . . . 185  
Seeburg COON HUNT . . . 145  
Seeb. SHOOT BEAR . . . 145  
Mut. SKY FIGHTER . . . 135  
UNDERSEA RAIDER . . . 125  
SKY GUNNER . . . 115  
Exh. SIX SHOOTER . . . 95  
C.C. PISTOL PETE . . . 75  
Ex. SHOOT THE BULL . . . 70  
Ex. DALE GUN . . . 65

**SHUFFLE GAMES**

**FIRST-Conditioned  
CHICAGO COIN**

BOWLING TEAM . . . \$325  
\*ARROW . . . 315  
\*TRIPLE STRIKE . . . 275  
\*PLAYTIME . . . 225  
\*FLASH . . . 195  
\*FEATURE . . . 185  
\*STARLIGHT . . . 175  
\*SUPER FRAME . . . 165  
\*CRISS CROSS TRGT. . . 125  
\*ADVANCE . . . 135  
\*KING . . . 120  
\*GOLD CUP . . . 115  
\*TRIPLE SCORE . . . 85  
\*CROWN . . . 85  
\*DOUBLE . . . 75  
\*NAME . . . 65

**UNITED**

\*DeL. CLIPPER . . . \$275  
\*DeL. VENUS . . . 250  
\*DeL. MARS . . . 215  
\*TARGETTE . . . 165  
\*TEAM . . . 155  
\*ROYAL . . . 90  
\*CLASSIC . . . 85  
\*CLOVER . . . 75  
\*STAR 10TH FRAME . . . 60

**KEENEY**

\*DIAMOND . . . \$175  
\*BIKINI . . . 150  
\*BONUS . . . 125  
\*PACEMAKER . . . 95  
\*DOMINO . . . 75  
\*CARNIVAL . . . 65  
\*10 PLAYER . . . 55  
\*6 PLAYER . . . 45

**BALLY**

\*JET BOWLER . . . \$195  
GENCO  
\*MATCH POOL . . . \$ 75  
\*Indicates Match Play



**WILLIAMS**  
DE-L 4-BAGGER  
Greater than  
King of Swat

**UNITED**  
STAR SLUGGER  
Great Baseball Action!

**GENCO**  
HI-FLY BASEBALL  
Balls Fly Through  
the Air!

**Dam Bursts,  
Waters Flood  
Coin Locations**

DENVER—Many thousands of dollars worth of coin-operated amusement games, juke boxes and vending machines were lost June 5 when a reservoir dam at Georgetown, Colo., burst, flooding several resort communities.

The dam broke at the head of a canyon some 50 miles above Denver, sending the reservoir's contents cascading thru Idaho Springs, Morrison, Golden, and other mountain slope communities.

Damage at Idaho Springs amounted to nearly \$500,000, included 25 phonographs, more than 100 pinball games and other amusement machines, most of which were under several feet of water. The flood took out half-a-dozen bridges and caused buildings along the banks of a mountain stream to collapse.

Jerry Bierman, typical operator hit by floods, lost nine phonographs, 13 amusement machines, seven vending machines in Idaho Springs and roadside taverns to the west and east of the city.

In Golden, 20 miles farther east, damage was likewise heavy, with the loss of 60 coin machines reported. Denver distributors offered full co-operation and to loan equipment to operators in the stricken area.

NEW YORK—David G. Baird has been elected to the board of directors of the ABC Vending Corporation. He is a partner in the New York stock exchange firm of Baird & Company and a board member of the Midland Trust Company, Atlas Corporation, Interstate Bakeries Corporation and the Ekco Products Company.

**WANTED** —Guns  
**UNITED**  
Clipper  
Capitol  
Super Bonus  
Lightning  
Top Notch  
Late 5-Balls  
Seeburg-AMI  
Phonographs  
TERRIFIC  
TRADE-IN  
DEALS ON  
NEW  
POOL GAMES  
OR  
S-P-O-T C-A-S-H

**ARCADE**

UN. STAR SLUGGER, WMS. DEL. FOUR BAGGER  
WMS. CRANE GENCO HI-FLY BASEBALL

Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Big League Baseball	175.00
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Genco Quarterback	325.00
Grandma Horoscope, New	Write
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranges	295.00
Merry-Co-Round	375.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50

**BINGOS**

United SOUTH SEAS	MI-FI	\$125.00
Pixies	Surf Club	115.00
Triple Play	Ice Frolics	115.00
Rio	Palm Springs	125.00
Tahiti	Dude Ranch	100.00
Bally NIGHTCLUB	Beach Club	100.00
Gay Time	Yacht Club	85.00
Big Time	Palm Beach	85.00
Gayety	Bright Lights	95.00
Variety	Bright Spot	95.00
	Evans Saddle &	
	Turf Club	195.00
	Miami Beach	325.00

**SHUFFLE GAMES**

United REGULATION

Clipper, High Score	\$275.00
Capitol, Match Score	295.00
Venus, High Score	275.00
Comet, High Score	175.00
Banner, Match Score	195.00
Ace, Match Score	195.00
Speedy, High Score	175.00
Leader, Match Score	175.00
Chief, High Score	145.00
Rainbow, High Score	175.00
League, High Score	145.00
Mars, High Score	225.00
Chi Coin Fireball	195.00
Bally Magic	225.00
Cross Cross	125.00
Team, Match Score	165.00
Royal, High Score	95.00
Olympic, High Score	75.00
Cascade, High Score	75.00
Chi Coin Bowling Team (new)	325.00
Hollywood	295.00

**PORTABLE COIN COUNTERS**

KLOPP Model D-2—Extremely Light  
STANDARD-RAPID—Made in Germany  
Try either one on a 30-day  
money-back guarantee

**EXCLUSIVE DISTRIBUTOR NEW  
AUTO PHOTO II**

Illinois, Kentucky, Ohio, Indiana,  
Wisconsin.  
Order Now—for Early Delivery.

1/2 Deposit, Balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED-CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

**GOTTLIEB'S**

**2 PLAYER TOREADOR**

1 OR 2 CAN PLAY AT THE SAME TIME

*A Proven Fact:*  
**COMPETITIVE PLAY ATTRACTS GREATER PROFITS!**

- ★ 4 Alternating-Light Cyclonic Kickers
- ★ Single and 10 Times Value Bonus Scores up to 250 Points
- ★ 5 Contacts Advance Bonus
- ★ "On-Off" Clustered Pop Bumpers
- ★ Single and Double Number Match Feature Scores Specials
- ★ Adjustable 3 or 5 Ball Play
- ★ Multi-Tilt Feature Permits Play to Continue if One Player Tilts
- ★ Chrome Plated Cabinet Guards Around Flipper Buttons

★ Beautiful DeLuxe "New Look" Cabinet  
★ 2 Super Powered Flippers  
★ Plated Cigarette Holders on Side Rails  
★ Twin Chutes—10c—3 for 25c

Subject to AMUSEMENT TAX Only!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

AVAILABLE AT YOUR DISTRIBUTOR NOW!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



**chicago coin BRINGS YOU THE NEWEST IN PROFIT MAKING ATTRACTIONS!**

CHOOSE FROM THE MOST COMPLETE LINE OF POOL GAMES IN THE INDUSTRY!



**CHAMPION SR. POOL**  
8 inches longer — size 3 ft. by 5 ft.



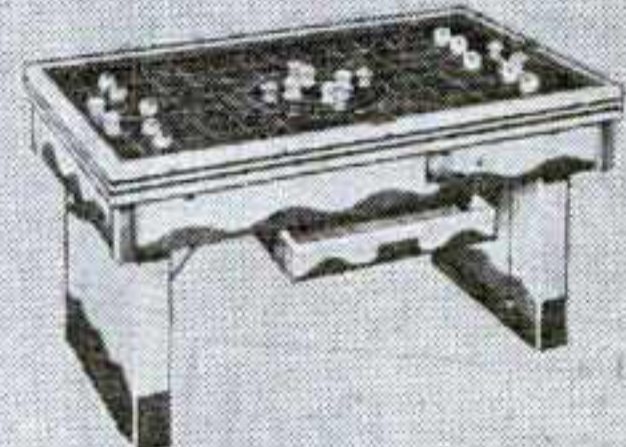
**CHAMPION POOL**  
Also available Champion Model 35



**CLOVER POOL**  
Also available Clover Model 35



**JUMBO POOL**  
18 inches longer than regular size — 70 inches by 36 inches



**4 SIDED ROTATION POOL**  
with numbered balls  
8 inches longer — size 3 ft. by 5 ft.

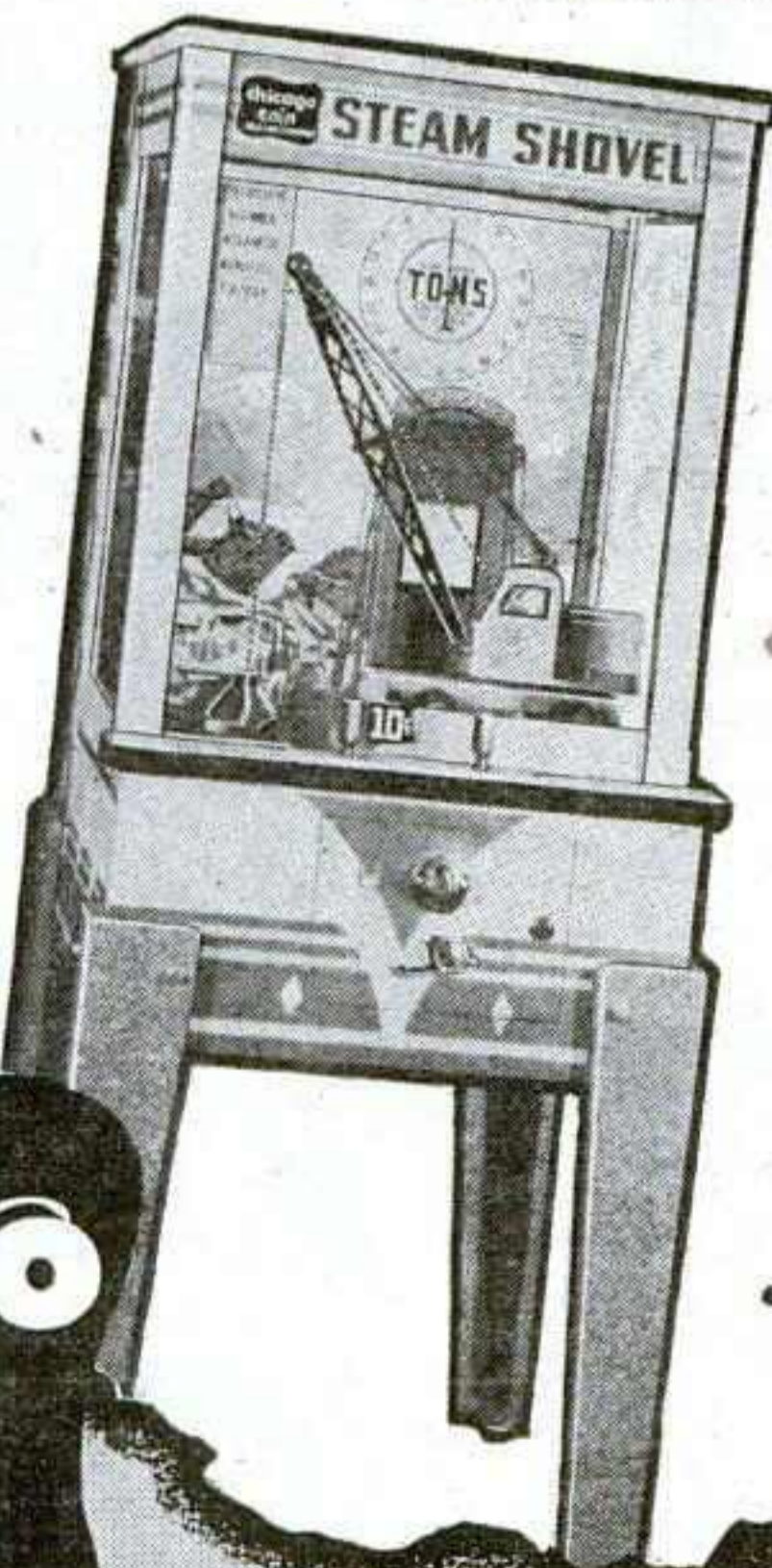
**Greatest Action You Ever Saw!**  
**TWIN HOCKEY**

REGULAR OR MATCH MODELS WITH FREE PLAY!

- Scoring Value of Balls Advance as Game Progresses! (From 10 to 50)
- Two Sided Play! Players Face Each Other at Opposite Goals!
- Ball Type Operating Lever for Complete Operating Comfort!
- Brilliantly Lit Up with Fluorescent Lights!
- Formica Playfield and Control Panels!
- 1 or 2 can Play!
- 5c or 10c per Player! (Optional 6 for 25c)



**Excitement For Sidewalk Engineers From 6 to 106**



**STEAM SHOVEL**

- Free Play or Regular Models!
- A Natural Attraction for Thousands of New Locations . . . Retail Stores . . . Terminals . . . Arcades . . . Dime Stores . . . etc.!
- Dual Controls Raise and Lower Shovel — Scoop Up Simulated Gravel — Swing Shovel and Cab — Deposit Load into Hopper!
- Scale Indicator Scores in Tons the Amount of Gravel a Player Has Skillfully Deposited into Hopper!
- Special Rating Panel Ranks Player at the End of Play Either as Beginner — Advance — Qualified — Expert!
- Entire Cabinet is Exceptionally Well Lit Up! Brilliantly Colorful!
- 2 Hand Lever Controls for Simple Operation!

**chicago coin MACHINE COMPANY**

1725 West Diversey Blvd., Chicago 14, Ill.



# A Bally GAME FOR EVERY LOCATION

## NIGHT-CLUB

All the big money-making play-appeal of BROADWAY plus sensational new

**BEFORE** and **AFTER** feature



Magic Squares  
SPOTTED 2 OR 18  
Advancing Scores  
CORNER SCORES  
Extra Balls  
BALLYHOLE

press buttons  
**BEFORE**  
shooting 4<sup>TH</sup> ball

press buttons  
**BEFORE**  
shooting 5<sup>TH</sup> ball

press buttons  
**AFTER**  
shooting 5<sup>TH</sup> ball

Double, Triple and **Quadruple** scores

Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.



## Deluxe ABC OFFICIAL SCORING bowler

NEW IMPROVED MECHANISM

Now you can get delivery again on the greatest money-maker in bowler class. Order

Deluxe  
ABC BOWLER  
from your  
Bally Distributor  
today.

## Magic Pool

Fastest money-maker  
in FRONT PLAY  
pool-table class



Choice of  
2 DIMES or  
1 QUARTER  
operation

**Booster-Pool  
Pin-Pool**

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

for best deals on biggest money-makers \$ \$ \$ \$ \$  
\$ \$ \$ \$ \$ SEE YOUR *Bally* DISTRIBUTOR



# UNITED'S STAR SLUGGER

## Fascinating 2-Player Animated Baseball Game



**NEW**  
**ELECTRO**  
**MECHANICAL**  
**Features**

**2**  
**MODELS**  
Regular or Replay  
**OPTIONAL**  
1-2-3  
INNING PLAY

**3-WAY**  
**HITTING CONTROL**  
WEAK  
MEDIUM  
HARD

### Many Attractive Scoring Features

**SUPER HOME RUN POCKET**  
SCORES 30 RUNS PLUS 1 RUN FOR EACH MAN ON BASE

**LOWER DECK** SCORES HOME RUN AND MEN ON BASE SCORE 1

**CENTER DECK** SCORES 2 HOME RUNS AND MEN ON BASE SCORE 2

**UPPER DECK** SCORES 3 HOME RUNS AND MEN ON BASE SCORE 3

**ALL 3 DECKS LIGHTED SCORE 30 RUNS**

Ball in any one of 3 front single holes on playfield loads bases

SIZE: 6½ FT. HIGH  
6½ FT. LONG  
2 FT. WIDE

**BRIGHTLY**  
**ILLUMINATED**  
**COLORFUL**  
**FLASHY**

**SEE YOUR**  
**DISTRIBUTOR**

UNITED  
OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

EQUIPPED WITH  
UNITED'S FAMOUS  
SLUG REJECTOR

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley



# PROGRAM FOR PROFIT

With  
the  
Seeburg  
V-200

When there's "music for everyone" you are assured of the maximum in earnings from every location. A properly programmed music system should feature both types of 45 RPM records.

**Singles.** Every music system includes current popular tunes that are released on singles.

**Extended-Play Records.** Show tunes, all-time favorites, classics and varieties should also be played because this is music the public wants to hear. This standard music is available principally on two-tune E. P. records.

You should be compensated for the additional time required to play E. P. records. And you are with the Seeburg V-200—the music system that plays single records at one price and E. P. records at a proportionately higher price.

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's finest and most complete music systems*

