

The Billboard

JUNE 19, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

TV Film Investment Best in Show World

Banks' Loans Based on 'Predictability' Of Pix Future; Firm Gets \$3,000,000

By GENE PLOTNIK

NEW YORK, June 12. — Two years ago the TV film industry was unable to shake loose any investment money from the banks. Today TV film is widely regarded as the soundest investment in show business.

An indication of this recently came from Walter E. Heller & Company, Chicago investment banking firm. With the revelation that it had completed \$3,000,000 in loans to Television Programs of America, the Heller company indicated that it was now in TV film to as great an extent as it was in motion picture financing.

Milton Gordon

Milton Gordon, president of TPA and former executive of the Heller firm, explains this changing state of affairs with the theory that TV film is now the only field in show business with an "area of predictability." The motion picture industry, which was in this position before World War II, has now been taken out of this area, according to Gordon.

Whereas in the old days any Class A picture was practically assured play dates in a certain minimum number of theaters, the ordinary independent production today faces the risk of not being able to make back the cost of production.

On the other hand, granting reasonably good program quality and an established, aggressive sales organization, any TV film series is assured of coming out in the black, Gordon says.

"Predictability"

This "area of predictability" derives from the very nature of the bank's deal with the TV film producer, it is pointed out by Herb Golden, assistant vice-president of Bankers Trust Company, which is the leading film investor in the banking field.

The movie producer's case to the bank is usually presented only in terms of the property's potential, the producer's track record and the apparent box-office value of the talent and personnel involved in the picture. The TV film producer, on the other hand, covers his loan with sales contracts written before production of the entire series is finished.

Despite this substantial collateral on TV film series, a production loan is by no means an open and shut case. Not only must the bank be assured that the producer will actually come thru with the number of segments

Chase Loans 'Janet' 260G

NEW YORK, June 12. — The Chase National Bank recently lent Cornwall Productions some \$260,000 for the production of the third cycle of 13 in "Janet Dean, Registered Nurse." Chase first got into TV film loans about a year and a half ago. It could not be learned how many such loans Chase has made, but it is not believed to be as active in TV film as Bankers Trust is.

As of this week, 35 installments of "Janet Dean" have been completed at the Marion Parsonnet studios here. The show is syndicated by Motion Pictures for Television and is sponsored regionally by the Emerson Drug Company.

promised in the sales contracts, but the bank also wants to know that it is investing in an individual with a good business future who will continue to use the services of the bank, since the interest on the individual loan is in itself not a big windfall.

Golden believes that the producers who approach the bank these days are generally far more respectable and more promising than those who were applying for loans a year and more ago. There was a time when persons with no experience in the industry would come in and ask for money on the basis of little more than a program idea. Today the applicant is often a distributor as well as a producer and usually has an established track record.

Both Gordon and Golden feel that in another year or two there will be more bank loans made before the show in question ever goes into production, rather than after enough sales contracts have been signed to cover the face value of the loan.

This will happen when the companies in the business are established enough to be able to cover these loans by their own corporate assets.

To some extent this has been

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KEYS & SCROLLS GO TO 1953-'54 LEGIT WINNERS

NEW YORK, June 12. — Here are legit's laurel wearers for 1953-'54. In the opinion of their fellow-workers in the theater, their talent contributions to the Broadway scene are the best of the past season. To each of them goes the gold key and scroll, accolades for the best in theatrical achievement, of the 11th Annual Donaldson Awards.

STRAIGHT PLAY

Actor Lloyd Nolan
Actress Deborah Kerr
Supporting Actor John Kerr
Supporting Actress Jo Van Fleet
Debut (Actor) Louis Jourdan
Director Elia Kazan
Playwright John Patrick
New Playwright Robert Anderson

MUSICAL

Actor Alfred Drake
Actress Shirley Booth
Supporting Actor Harry Belafonte
Supporting Actress Gwen Verdon
Debut (Actor) Billy De Wolfe
Debut (Actress) Hermione Gingold
Dancer Jonathan Lucas
Director Albert Marre
Choreographer Michael Kidd
Lyricist John Latouche

Theater Heralds Its Best in Billboard's Donaldson Awards

Industry's 11th Voting Perpetuates History of Legit Honoring Its Own

By BOB FRANCIS

NEW YORK, June 12.—This is "D. A." Day—the day that the results of the voting in the annual Donaldson Awards, sponsored by The Billboard, are made known.

For the last two weeks of May, everybody who has had a part in the making of a Broadway season had an opportunity to voice his opinions as to the best accomplishments of his fellow-workers in the theater over the last Broadway season. Now the tally is complete.

For an 11th successive year, the gold keys and scrolls, emblematic of Broadway's best contributions to legitimate theater, go out to the winners.

The Past

This seems a particularly good time to take an over-the-shoulder peak at the raison-d'etre of the Donaldson Awards, why they have no counterpart and why their recipients have come to cherish them as no other prize for theatrical achievement.

Back in 1943 someone on this

paper (the writer doesn't now remember who said it first) opined it a shame that accolades for legit theater honors always stemmed from selected and frequently self-perpetuating groups.

"Why," argued whoever it was, "can't a system of awards be established which will be absolutely democratic?" Outside of financing the notion, there seemed to be no con side to the argument.

The management of The Billboard not only heartily endorsed the notion, but agreed to underwrite all costs of operation and prizes. However, it was stressed from the very beginning that there should never be the slightest commercial taint in its promotion. No advertising was to be either solicited or accepted from any prize-winner—nor has it ever been over the years.

Good Will

The new awards were sponsored by The Billboard purely as a gesture of good will to stimulate interest in the legitimate theater, and as a memorial to the paper's founder, the late William Donaldson, who spent a lifetime in the service of show business.

The paramount idea was a system of awards voted by the theater as a whole to its own, the honors representing the majority opinion of the achievement of each recipient by his fellow toilers in the drama vineyard. And who should know more about theatrical achievement than the people who work at it?

The next step was to get the machinery working. The theatrical trades were enthusiastic. A committee was formed repping a prominent member from each, with representatives of The Billboard co-operating, to lay out the general plan.

Naturally, the first two decisions had to be: Who would vote and what for? The answer to the first was that everybody should have a ballot—from stagehands to producers, even critics were included.

22 Categories

For the second, 22 categories were agreed upon, covering both play and musical divisions. These included accolades not only for best productions, best performances, best supporting performances, best direction and best dancing, but for the best technician.

Legit Scores Banner Year

NEW YORK, June 12. — Now that the 1953-'54 Broadway legit season is wrapped up and put away, there is an opportunity to take stock of the Fabulous Invalid's condition. Has it been worse this season than the year previous, or the year before that? Oddly enough, despite the lamentation over legit production shrinkage, the answer appears to be a definite "no." The quantity may decrease, but the quality is definitely on the upgrade.

It is true that between May 1 of last year and April 30 of this (The Billboard's season span) only 64 productions lighted on the Stem. Thirteen of these were limited-run offerings, which cannot be included in success-failure cal-

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NEWS OF THE WEEK

ABC-TV in Sales Binge as NBC, CBS Close Doors
ABC-TV went off on a sales spree this week in what may be the start of the most expansive sales period in its history. Part of the reason for the sudden spurt of ABC-TV sponsor purchases is the all but sold-out status of NBC and CBS. Page 4

More Disk Jockey Tours Lure Record Artists
Eastern disk jockey tours appear set for a big upswing this fall with six already booked for New York. Higher pay for record artists playing shows presented by the jocks may ease some of the record company and artist ruminations about the jockey tours. Page 5

Profitable Export Market Open to U. S. TV Filmmakers
A chance to pick up residual coin from international distribution of TV film series will be offered American distributors by Italian Film Export. IFE's plan, still in its early stages, calls for dubbing of American TV films into foreign languages for distribution thruout world. Page 9

Record Sales Up in Midwest, New England, So. California
The New England, Midwestern and Southern California areas are now the hottest distribution centers for the record industry. Sharp sales increases have been shown in cities in these three areas. Page 16

AGVA Convention Agrees To Negotiate with Agents
American Guild of Variety Artists, at its national convention in Montreal, agreed to recognize agent associations and start negotiating with Chicago percenters. If terms are reached, it will mean the end of nearly two years of war between the actors union and agents in Chicago. Page 48

Distributors Get Preview of Hi-Fi, Tape Fall Lines
Leading high fidelity phono and tape manufacturers are giving distributors an advance

look at their new fall lines this month and next in readiness for the big consumer advertising-promotion push this summer. New models were introduced this week by RCA, Admiral, Capehart-Farnsworth, Pilot and others. Page 45

Montreal Show Business Threatened by Musicians
All Montreal night clubs, TV stations and other users of musicians have been notified that no members of the American Federation of Musicians will be allowed to play for members of the American Guild of Variety Artists after June 21. Page 48

Alaskans to See First Circus From States
The Bailey-Cristiani show will become the first American circus to play Alaska when it jumps from Casper, Wyo., to Anchorage this summer. Page 70

Muzak Offers Franchises To Juke Box Operators
The wired music system woos coin phonograph operators, as conversion from disks to magnetic tape playback machines profitably open smaller markets. Offer franchises for communities of 50,000 population instead of former 200,000 minimum. Page 85

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SEE OPERATION PUSHPOP IN ACTION

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'Tea,' 'Teahouse' Win Drama Bests; Musicals Split Honors

Nolan, Drake, Misses Kerr and Booth Cop Top BB's 11th Donaldson Awards

NEW YORK, June 12. — The theater electorate was in no manner of doubt this year as to the season's best play. John Patrick's happy comedy about Army contretemps in Okinawa, "The Teahouse of the August Moon," was voted the best contribution to the 1953-'54 Broadway scene in the straight play division. "Teahouse" has been accorded previous honors, but it remains for the people of the theater themselves to give it a permanent niche in Broadway's Hall of Fame, by voting it a solid plurality in balloting for The Billboard's 11th Annual Donaldson Awards.

So this year's gold key and scroll, emblematic of top playwriting achievement, goes to author John Patrick, and corresponding commemorative scrolls to producers Maurice Evans and George Schaeffer for bringing the comedy to the stem.

All may be particularly gratified, since nearly 2,500 of their fellow workers in the theater filed ballots in that category, stemming from every facet of the theatrical trades. Also, "Teahouse's" tally, as completed this week, represents no mean accolade against exceptionally hefty competition in the field.

New Playwrights

Only five playwrights had their wares unveiled for a first time on Broadway this season. Again, in the new scripters' category, there was no question in the voters' minds as to which effort rated top honors. Robert Anderson's moving drama about a misunderstood school boy, "Tea and Sympathy," piled up twice the tally of its nearest competitor.

However, "Take a Giant Step," Louis Peterson's touching play about a not other misunderstood teen-ager, found plenty of supporters in the runner-up position. Picking the year's best actor and actress in the Donaldson Awards always draws keen balloting, with voters backing any number of favorite candidates. It is also significant that theater folk know their values, and when an actor who has been absent from Broadway for years returns to give a performance that literally knocks them off their seats, their reaction is spontaneous.

Lloyd Nolan for his tremendous characterization of the psychopathic Lt. Cdr. P. F. Queeg in "The Caine Mutiny Court Martial" polled a four-figure tally for the season's best acting honors. Nolan came under the wire some 200 votes ahead of David Wayne, the other prime favorite in the running, for his performance of the ubiquitous Sakini in "Teahouse of the August Moon."

So the Donaldson key and scroll goes to Nolan. Wayne is already possessor of two, from back in "Finian's Rainbow" days.

Deborah Kerr

It seems unbelievable that an actress should make a Broadway debut to be hailed for the year's best performance. But that is just what Deborah Kerr has done. For her sympathetic underplaying of the schoolmaster's wife in "Tea and Sympathy," Miss Kerr received three times the vote of her nearest competitor, Audrey Hepburn ("Ondine"), as the season's best actress.

In the Best Debut category, she

completely swept the field, coralling more than half the total vote. Only once before has the best performance-debut feat been duplicated, when Martita Hunt came over from England, (also Miss Kerr's home ground) to appear here for the first time in "Madwoman of Chaillot." So a pair of gold keys and scrolls go to Miss Kerr for one of the most touching performances in many seasons.

In addition to its First Play scripting honors, "Tea and Sympathy" shares in two further accolades for its projection. Elia

Kazan's sensitive staging of a delicate theme wins him top acclaim as the season's best director.

John Kerr

John Kerr's portrait of the boy in the case wins him the Best Supporting Actor award by a handsome plurality over some exceptional competition. Kazan is already weighted down with three Donaldson Award keys. Previous seasons rated his staging of "All My Sons," "A Streetcar Named Desire" and "Death of a Salesman" as the best for those respective years. However, this time Kazan had no run-away. Charles Laughton's direction of "Caine Mutiny" was so highly thought of by many, as to put the latter right on his heels.

A handsome win was also scored by Jo Van Fleet in the Best Supporting Actress sector. Miss Van Fleet's playing of a domineering daughter-in-law in "A Trip to Bountiful" was a sharply etched and expert portrait which evidently left a lasting impression on the minds of the voters.

Debut-wise on the male side, honors go to Louis Jourdan for his performance in "The Immoralist." Jourdan is hardly a newcomer to the stage, enjoying as he does quite a reputation in his native France. However, ridiculous as it may seem to treat him as such, a rule is a rule, and this is certainly his first appearance on a Broadway stage.

Sets and Costumes

The winners of both scenic and costume design classes in the Straight Play Division are especially interesting this year. Young Peter Larkin, a comparative unknown a couple of seasons back, has pushed right up front among the vet set designers. Larkin literally ran away with the current award via his designs for "Teahouse," and was his own runner-up, with a third as many votes, for his backgrounding of "Ondine."

Likewise, Richard Whorf, who has long been a triple-threat man in the theater as actor, director and adaptor, now steps up with another talent. Whorf's imaginative costume designs for the fantasy, "Ondine," scored him a similar run-away in the body-draping department.

Musical Section

There was a considerable deviation this year in the voting in musical categories. It has been more or less a pattern in the last half dozen seasons for some one big hit musical to get the voters' concentrated attention. This time the honors are spread around.

That fantasy in song and dance by John Latouche and Jerome Moross, "The Golden Apple," which built itself into such a hit at the downtown Phoenix Theater that it moved up to Broadway, is this year's choice of the theaterites as the best of this year's musicals. "Apple," likewise, shares reflected glory via the achievements of five individuals who make it tick.

Young Jonathan Lucas' stepping in it has won him acclaim as the season's best dancer. John Latouche's satiric book, based on the Homeric legends, and his accompanying lyrics have made

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LEADERS SERVE ON 11TH DONALDSON COMMITTEE

1953-1954

Following are the members of the 11th Annual Donaldson Awards Committee. They serve in an ex-officio capacity, as representatives of their respective branches of the industry. Their signatures appear on the winner's scrolls. But the committee has no hand in the selection of the winners. The Donaldson Award winners are chosen by a democratic poll of all the people in Broadway theater.

For the Theater

LELAND HAYWARD

For the Producers

DAVID WAYNE

For the Actors

MICHAEL KIDD

For the Dancers

JOHN McCLAIN

For the Critics

BEN IRVING

For Chorus Equity

MORRIE SEAMON

For the Treasurers

PETER LARKIN

For the Scenic Designers

ALFRED HARDING

For Actors Equity

JOSEPHINE HULL

For the Actresses

RENKE JEANMAIRE

For the Dancers

JOHN EFFRAT

For the Stage Managers

OLIVER SAYLER

For the Press Agents and Managers

JOHN McDOWELL

For the Stage Hands

JOCELYN

For the Costume Designers

For The Billboard

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General Manager

ROBERT FRANCIS

Drama Editor

Theater Votes in 11th Donaldson Awards

Continued from page 1

cal contributions as well. There were to be awards for best costume and scenic design, and likewise for book, score and lyrics of song-and-dancers.

It was agreed that winners should receive a suitably engraved scroll, signed by the committee, commemorating their individual achievements, and also a gold key, faced with the ancient mask symbols of the theater superimposed on a lyre, and engraved on the reverse side with the recipient's name and honors.

Then the real spade work got under way. Based on a season, reckoned from May 1 to the following April 30, eligibility lists containing the casts and credits for every Broadway production between those dates were prepared. These were designed to serve as reference guides for filling out the ballot which accompanied them, together with a self-mailing envelope.

An accompanying letter explained that it was unnecessary to fill in all categories, since a voter's knowledge might conceivably run more to dramas than musicals or vice versa, that the ballot was secret and that it was only necessary to drop it in the nearest mailbox. In short, every effort was made to make it easy for the voter, except to provide him with a pencil.

Early in May, 1944, the first Donaldson Awards ballots and booklets were delivered to the theater electorate. Bundles were delivered backstage at each lighted Broadway theater, so that every actor currently at work should have the opportunity to exercise his franchise.

Union Co-Op

The unions agreed to address and mail others to their memberships. Other special mailing lists were compiled, and both Equity magazine and The Billboard carried coupons advising any accredited voter that he could obtain a ballot by returning same.

All in all, some 8,000 ballots

got delivered that first year, no mean accomplishment considering the project's newness. And the response to that infant attempt was amazingly large. It was evident from the beginning that the Donaldson Awards were headed for a special niche in the theatrical scheme of things.

It's sort of interesting to look back at some of the winners of that first year. "The Voice of the Turtle" was the big play of the season. "Carmen Jones" was the hottest musical. Margaret Sullivan and Mary Martin were the season's best actresses, the one for "Turtle" and the other for "One Touch of Venus." Neither of them has done too badly since.

Moss Hart's direction of "Winged Victory" was the best of the year. He's done all right since, too. So has Jose Ferrer who took best supporting performance honors for his Iago to Paul Robeson's Othello. Robeson's acting was thought the best of the season. By the way, what has become of Robeson?

Added Categories

So that's the story of the start of the Donaldson Awards and the reasons therefor. There have been slight changes in their operation over the years. Back in the 1945-'46 season, Clarence Derwent, representing Equity on the Awards Committee, suggested the extension of the ballot to encourage new talent. Accordingly, five new categories were added to include honors for the best first play by a playwright to reach Broadway, and also awards for best Stem debuts, male and fem, in both straight play and musical fields.

In recent seasons the stage managers of current productions have taken an increasing interest in the awards' affairs, delivering the ballots personally to their respective companies and monitoring them to get their votes in on time.

Successive committees have

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LLOYD NOLAN



DEBORAH KERR



SHIRLEY BOOTH



ALFRED DRAKE



JONATHAN LUCAS



JO VAN FLEET



JOHN KERR



HARRY BELAFONTE



GWEN VERDON

'Mutiny,' 'Giant,' 'Kismet' Head List Of 2d to 5th Position Runners-Up

NEW YORK, June 12.—While The Billboard Donaldson Awards keys and scrolls, of course, go only to the winners, no report on the balloting would be complete without mention of those who almost made the grade. Even if a candidate didn't actually win a laurel crown, it's nice for his supporters to know that he finished in the top bracket. So The Billboard herewith advises the honor-standings of candidates from second thru fifth place in each category.

While "Teahouse" scored a decisive victory as the best play, "Caine Mutiny" had a solid block of supporters to give it a hefty second-place rating. Almost as many admired "Tea and Sympathy" which ran third. Considerably behind the three leaders came "Ondine" and "In the Summer House" in that order.

As noted elsewhere, "Take a Giant Step" was a strong second-place scorer in the First Play sector. "The Remarkable Mr. Pennypacker" was third and "Dead Pigeon" fourth. "Teahouse," which was listed as eligible as a first play, of course, was barred in the voting in this category. There were no votes for "A Pin to See the Peep Show" which opened and shuttered the same night, so the listing only runs thru fourth place.

Directors' Score

Robert Lewis' direction of "Teahouse" puts him solidly in third slot, just a step behind Charles Laughton's ("Caine Mutiny") second-place tally. Alfred Lund's staging chore for "Ondine" brought him fourth rating, and Jack Garfein had considerable admirers of his work on "End as a Man."

David Wayne ("Teahouse"), of course, gave Lloyd Nolan ("Caine Mutiny") his biggest run for best actor honors. Otherwise, the voting was so scattered as to give no one any substantial tally. Far below the winner and runner-up, but scoring third, fourth and fifth, respectively, were Henry Fonda ("Caine Mutiny"), John Kerr ("Tea and Sympathy") and Ben Gazzara ("End as a Man"), in that order.

Audrey Hepburn ("Ondine") polled about one third of winner Deborah Kerr's return for best actress. Also well in the picture, however, were Josephine Hull ("Solid Gold Cadillac") in third place, Ina Claire ("Confidential Clerk") in fourth slot and Lillian Gish ("A Trip to Bountiful") a close fifth.

Male Support

Male supporting performance returns had top-bracketers closely bunched behind John Kerr's ("Tea and Sympathy") solid win. Lloyd Nolan ("Mutiny") came in second, with Gig Young ("Oh, Men! Oh, Women!") and Alan Hewitt ("Ondine") tied for third place and only a handful of votes behind, and with John Cromwell ("Sabrina Fair") right on their heels for fourth position. Fifth place went to Paul Ford ("Teahouse").

Similarly, on the distaff side, supporting performance returns were extremely close among the leaders. Kay Medford ("Lullaby") scored a strong second choice in the voting. Anne Jackson ("Oh, Men! Oh, Women!"), Mildred Dunnock ("Summer House") and Marion Seldes ("Ondine"), were all strong contenders, in the order given, for third, fourth and fifth finishes.

Gig Young ("Oh, Men! Oh, Women!") did himself proud as runner-up to Louis Jourdan ("The Immoralist") for male debut honors. Louis Gasset ("Giant

Step") and Eddie Firestone ("Caine Mutiny") were tied for third place. Dick York ("Tea and Sympathy") was fourth choice and Ben Gazzara ("End as a Man") was rated fifth.

Female debut runners-up included:

1. Eva Marie Saint ("A Trip to Bountiful")
2. Brenda Bruce ("Gently Does It")
3. Mariko Niki ("Teahouse")
4. Lola D'Annunzio ("Girl on the

"Almanac") was next in line. Victor Borge, via his highly successful one-man show, "Comedy in Music" was third. Stephen Douglas ("Golden Apple") snared enough votes to put him in fourth slot, and Charles Goldner ("Girl in Pink Tights") rated fifth.

Music Fems

Shirley Booth ("Beautiful Sea") had it far from all her own way to win this year. In fact, right up to the end of the tallying



ELIA KAZAN



ALBERT MARRE

Via Flaminia") and Muriel Berkson ("Summer House") tied for fifth place.

While Peter Larkin's scenic designs for "Ondine" made him his own second-placer, some of the old guard came thru with a solid vote for their contributions. Jo Milziener was a good third via his backgrounds for "Tea and Sympathy." George Jenkins took fourth for sets for "The Immoralist," and Oliver Smith's designs for "Summer House" drew him backing for fifth slot.

Despite Richard Whorf's runway polling in the costume design sector, Noel Taylor had a lot of backers for his work on "Teahouse." Motley was not too far behind the second contender with their clothes designs for "Mademoiselle Colombe." Alvin Colt had good support for a fourth slot for his contribution to "Coriolanus," and Main Bocher rated fifth for a similar chore for "Kind Sir."

Musical Almosts

As noted elsewhere, song and dance honors were divided between five musicals. "Golden Apple" won, but the other four were all included in the first five. "Kismet" gave the winner its closest competition, finishing a strong second. "Can-Can" likewise got hefty support for third place. Considerably lower in popular approval, but nonetheless in the top bracket, were "Almanac" and "By the Beautiful Sea," in that order.

On the score of musical staging, Norman Lloyd ("Golden Apple") gave winner Albert Marre ("Kismet") a fine run for the tape to put himself comfortably in second slot. The late John Murray Anderson's direction of "Almanac" was sufficiently admired to give him third rating. "Can-Can's" staging brought fourth place recognition to Abe Burrows, and George Abbott's work on "Me and Juliet" put him into the first five.

By the time Alfred Drake ("Kismet") bagged the vast majority of ballots as best musical actor, the remainder seemed to spread mighty thin over a big field of entries. Bill de Wolfe



HERMIONE GINGOLD



BILLY DE WOLFE

it was touch and go between her and Renee Jeanmaire for best musical actress honors. Miss Booth finally won, and handily, too, but M'le Jeanmaire ("Pink Tights") rolled up an exceedingly hefty second-place count. Kaye Ballard ("Golden Apple") also polled a handsome total for a third slot. Doretta Morrow ("Kismet") and Hermione Gingold ("Almanac") were a comfortable fourth and fifth, in that order.

Runner-up to Harry Belafonte ("Almanac") for best musical supporting performance by an actor was Jack Whiting ("Golden Apple"). Whiting won this honor last year for work in "Hazel Flagg." Next in order were Hans Conreid ("Can-Can") and Ray Walston ("Me and Juliet"), tied for third place, with Orson Bean ("Almanac") and Jonathan Lucas ("Golden Apple") close behind in fourth and fifth slots, respectively.

On the distaff side, second place supporting performance honors went to Bibi Osterwald ("Golden Apple"). Others in the top bracket were:

3. Barnes ("By the Beautiful Sea")

THE WINNERS OF THE 11TH ANNUAL DONALDSON AWARDS 1953-1954

Straight Play Division

- Best Play.....TEA HOUSE OF THE AUGUST MOON
- Best First Play.....TEA AND SYMPATHY
- Best Direction.....ELIA KAZAN (*Tea and Sympathy*)
- Best Performance—Actor.....LOYD NOLAN (*Caine Mutiny Court Martial*)
- Best Performance—Actress.....DEBORAH KERR (*Tea and Sympathy*)
- Best Supporting Performance—Actor.....JOHN KERR (*Tea and Sympathy*)
- Best Supporting Performance—Actress.....JO VAN FLEET (*A Trip to Bountiful*)
- Best Debut Performance—Actor.....LOUIS JOURDAN (*The Immoralist*)
- Best Debut Performance—Actress.....DEBORAH KERR (*Tea and Sympathy*)
- Best Scenic Designs.....PETER LARKIN (*Teahouse of the August Moon*)
- Best Costume Designs.....RICHARD WHORF (*Ondine*)

Musical Division

- Best Musical.....THE GOLDEN APPLE
- Best Direction.....ALBERT MARRE (*Kismet*)
- Best Performance—Actor.....ALFRED DRAKE (*Kismet*)
- Best Performance—Actress.....SHIRLEY BOOTH (*By the Beautiful Sea*)
- Best Supporting Performance—Actor.....HARRY BELAFONTE (*Almanac*)
- Best Supporting Performance—Actress.....GWEN VERDON (*Can-Can*)
- Best Debut—Actor.....BILLY DE WOLFE (*Almanac*)
- Best Debut—Actress.....HERMIONE GINGOLD (*Almanac*)
- Best Dancer.....JONATHAN LUCAS (*Golden Apple*)
- Best Danseuse.....GWEN VERDON (*Can-Can*)
- Best Book.....JOHN LATOUCHE (*Golden Apple*)
- Best Score.....ALEXANDER BORODIN (*Kismet*)
- Best Lyrics.....JOHN LATOUCHE (*Golden Apple*)
- Best Dance Direction.....MICHAEL KIDD (*Can-Can*)
- Best Scenic Designs.....WILLIAM and JEAN ECKART (*Golden Apple*)
- Best Costume Designs.....LEMUUEL AYERS (*Kismet*)

4. Nanci Compton ("Almanac")
 5. Lilo ("Can-Can")
- Voting for musical book scripting put Charles Lederer and Luther Davis in second slot for their adaptation of "Kismet." Abe Burrows' authoring of "Can-Can" took third place. Oscar Hammerstein II was fourth for "Me and Juliet," and Jerome Choderov and Joseph Fields were fifth for authorship of "Girl in the Pink Tights."

Score-wise, Jerome Moross wasn't much behind the tally of the late Alexander Borokin ("Kismet") for his clefing of "The Golden Apple." Cole Porter ("Can-Can") trailed the second-placer by about the same margin. Richard Rodgers' melodies for "Me and Juliet" put him in fourth place, and Arthur Schwartz' scoring of "By the Beautiful Sea" rated him the fifth bracket.

In the lyric sector, Robert Wright and George Forrest receiving handsome second-place recognition for making with the rhymes for "Kismet." Cole Porter again scored a third place with his words, as he did with his tunes, for "Can-Can." Herbert and Dorothy Fields ("Beautiful Sea") and Oscar Hammerstein II ("Me and Juliet") tied for fourth slot. Leo Robin's rhymes for "Pink Tights" put him into the first five.

Dance Patterns

Jack Cole's stepping patterns for "Can-Can" rated him a strong second-choice slot in the dance direction field. Hanya Holm also received strong support as third-place choice for her terp-grooming of "Golden Apple." Agnes De Mille was fourth contender for her work on "Pink Tights," and Robert Alton finished fifth via his terp designs for "Me and Juliet."

Lemuel Ayers ("Kismet") gave the winning team, William and Jean Eckart ("Golden Apple"), a close race in the song-and-dancer set design column. Thereafter, Jo Mielziner took over. Mielziner took third place with his designs for "Can-Can," fourth place for backgrounds for "Beautiful Sea"

(Continued on page 52)



Big Scramble On for ABC-TV Time, as Majors Near Sell-Out

Program Ratings, Station Clearances At New High; Six Sales Reported

NEW YORK, June 12. — The big scramble is on among advertisers for time on ABC-TV this fall. Among other contributing factors is the all but sold out picture at NBC-TV and CBS-TV.

In what may turn out to be the beginning of the most expansive sales period in its history, ABC-TV this week: (1) wrapped up American Motor Company for a half hour every week, and American Dairy for a half hour on alternating weeks for a complete sell-out of its Walt Disney stanza; (2) sold Chesterfield the Wednesday night 8:30-9 half hour following the Walt Disney show; (3) pulled in the Lehn and Fink cosmetic firm as sponsor every week for the Ray Bolger program, which is being vacated by Sherwin-Williams as a current alternating sponsor; (4) inked A. E. Staley Manufacturing Company, makers of Sta-Flo Liquid Starch, for "Breakfast Club's" Tuesday and Thursday 9:30-9:45 segment; (5) picked up the Monday night "Voice of Firestone" simulcast from NBC-TV.

This week's flurry of sales activity is expected to be matched, if not exceeded, in coming weeks by an increasing flow of new sponsors hopping aboard the ABC-TV bandwagon in a competitive bid for prime time franchises.

Merger Healthy Move

In retrospect, it now seems that the ABC merger with United Paramount Theaters, approved in February 1953, could not have happened at a more fortuitous time. In light of the economic picture of the industry today, the merger, with the resultant upbeat in programming and in other areas, has paved the way for the web to attract and accommodate what is expected to be an oncoming avalanche of time-seeking advertisers.

The enviable position in which ABC-TV now finds itself, while due in part to the unavailability of time on NBC and CBS, reflects also the continually improving appearance that ABC-TV is able to make as an advertising medium.

The problem of station clearance, while still plaguing the network to a great extent, has eased considerably as a result of the

Ethel Merman Ticketed for Top CBS Segs

NEW YORK, June 12.—Ethel Merman is ticketed for several top CBS-TV shows next season. The musical comedy star was signed last week by the network. She is certain to be starred in one musical which is to be presented on the Westinghouse "Best of Broadway," and may even do a second one.

Miss Merman will also very likely work on the hour-long Chrysler variety show which is to be aired from Hollywood next season. And she also may do several guest spots on such shows as Red Skelton and Jackie Gleason.

Benny t for return

NEW YORK, June 12.—Jack Benny is set to return to CBS radio for American Tobacco next season. Benny, however, will use 12 taped re-runs of his top shows from past seasons in addition to 23 new half hours of his radio comedy.

Batten, Barton, Durstine & Osborn is the agency.

continuing trickle of new VHF stations coming on the air in areas where the web formerly was locked out. ABC-TV advertisers who have stayed with their shows have found that they have gradually been able to pick up most of the markets they want.

Potentially, ABC-TV is capable of reaching 98.9 per cent of all TV homes. According to ABC research, the web's average half-hour or longer commercial program now clears enough stations to enable it to reach 72 to 74 per cent of the TV homes. Last October, when the web launched its new programming, the comparable figure was 65 to 67 per cent.

Ratings Improve
Ratingwise ABC-TV programs for the most part have shown

impressive gains, though there have been some notable flops (the George Jessel Show, "The Mask" and the Paul Hartman stanza, to name a few).

Slated for the fall is a whole new batch of television fare which it is hoped will strengthen the programming structure even more.

Among the new shows definitely set for fall airing are the Walt Disney stanza, the NCAA college football games, "Treasury Men in Action," "Postal Inspector," and General Mills' new June Havoc film series (which will replace the Stu Erwin show on Friday night), "Take My Word."

The show that Chesterfield is putting into its new Wednesday night slot is still unknown.

Color Video Center Eyed for N. Y. Roxy

Rockefellers Verge on Theater and Taft Hotel Buy for Giant Production Set-Up

NEW YORK, June 12.—This town may get its first color TV center shortly. Well founded reports are circulating that the Rockefeller interests are on the verge of purchasing the Roxy Theater from the National Theater Corporation for that purpose.

The Rockefeller interests already own the eastern half of the huge block and the purchase of the Roxy Theater, along with the Taft Hotel, would complete its title to the entire parcel of land. The new owners then would be in a position to begin whatever building and alterations are needed to make a color TV center.

The Roxy Theater would most likely be retained, altho it might be altered to make better use of its space and stages. A theater like the Roxy could not be put up for twice the cost these days when building prices are so high.

The Taft Hotel, which is a paying proposition, would undoubtedly remain functioning as it is today without any changes being made. The extreme eastern part of the block which faces on the Avenue of the Americas might also be left untouched. Alterations would most likely be made on the rest of the land.

Change of Scene

The sale of the Roxy Theater at this time by the National Theater Corporation probably would be a result of business conditions among the movie houses on Broadway.

With the smaller number of pictures being made, there is less need for large movie houses on the Stem. In the days of the movie business most production companies owned their own houses, but now Broadway theaters play films produced by sev-

Eastern A Grants Web Strike Rights

NEW YORK, June 12.—The Eastern region of the Television Writers of America this week, by a vote of 83 to 17 per cent, granted its leaders the right to call a strike if negotiations covering free lance scripters are not satisfactorily concluded with the networks.

The Western region of the union several weeks ago voted for a strike under the same circumstances.

The major stumbling block to a settlement at this time seems to be money. The union is asking \$715 per half-hour script, and the networks are offering \$425.

By next week, unless a satisfactory offer is forthcoming from the webs, the dispute may go to the United States Conciliation Service for mediation. However, if the nets refuse to mediate, the union may act.

eral companies because of the shortage of product.

NBC, of course, is one of the largest tenants in Rockefeller Center, and has had amicable relations with the Rockefeller over a long period of time. There is no question that NBC-TV could use a color TV center badly. The video network is badly in need of production space, and could, if centralized facilities were offered, move several of its outlying departments together.

NBC-TV, for example, recently had to give up space in the Sheffield Center to CBS-TV, which bought the building about a year ago. Being able to consolidate its production facilities would be of great value to the network.

When the color TV center will be built is not decided. It is a project, however, that because of its complexity would have to take many years of work.

UHF WAR OF WORDS

Senate Group Girds For June 15 Renewal

WASHINGTON, June 12.—Battle lines are drawn anew for the resumption of hearings Tuesday (15) on UHF television before the Senate Interstate and Foreign Commerce Communications Subcommittee.

Sen. Charles E. Potter (R, Mich.), subcommittee chairman, indicated he intends to avoid any further postponements of the hearing even though the Army-McCarthy proceedings will probably still be under way. Potter is a member of the Senate Investigations Subcommittee staging the Army-McCarthy hearing.

UHF adherents will get another inning as the UHF hearing opens at 1:30 o'clock Tuesday afternoon, with Ray Kohn, a UHF proponent, of Allentown, Pa., as first witness. Nearly 30 persons have served notice that they want to testify. These include a big array of VHF witnesses.

The spotlight will be on President Harold E. Fellows of the National Association of Radio and Television Broadcasters who will be one of the witnesses later in the week. Fellows, who has said he hopes to maintain NARTB's neutrality on the UHF issue (The Billboard, June 12), is certain to be asked his views specifically on a number of key issues raised by UHF critics of the Federal Communications Commission's handling of the ultra-high situation.

Fellows reiterated his neutrality in a speech before the Wisconsin Broadcasters' Association this week. He said also that the UHF hearings "could have a critical effect on the industry," and asserted that NARTB represents all of tele-

2d D.J. DERBY SET AT LAUREL

WASHINGTON, June 12.—Radio fans will have a chance to bet on their favorite disk jockeys when the second annual disk jockey derby is run at Laurel Raceway, Md., Monday (14). Trotting and pacing horses that night will bear the names of Bob Reed and Mac McGarry, of WRC, and such disk jockeys as Milton Q. Ford, Fred Fiske, Jerry Strong, Connie B. Gay, Art Brown and Eddie Gallagher. Fans can bet on their choice at the pari-mutuel window.

Campbell to Quit 'Double' At Cycle End

NEW YORK, June 12.—Reports are that Campbell Soup will bow out of "Double or Nothing" at the end of its current cycle on CBS-TV. The daytime show is presented Mondays, Wednesdays and Fridays in the 2-2:30 p.m. time period on the web.

Because of other TV purchases by Campbell, the sponsor may drop the show, which never really satisfied it. Numerous efforts have already been made to improve the show, without making Campbell happy.

Taking over "Double's" time on CBS-TV will be Robert Q. Lewis. The bespectacled comedian is already on and fully sponsored Tuesdays and Thursdays alternating with "Double or Nothing." He also has several other clients ready to buy in when his program expands into the other three days.

325G Sales by KABC-TV

HOLLYWOOD, June 12.—Within 10 days, KABC-TV negotiated spot and program sales totaling more than \$325,000, it was revealed this week by Elton Rule, station's general sales manager. Largest single deal was made with Doctor Ross Dog Foods, thru Rockett-Lauritzen Agency, for purchase of a 52-week schedule of spot announcements amounting to more than \$200,000 of the station's business, believed to be one of the largest spot-schedule sales ever made in the Los Angeles area.

NBC-TV Clear For Marketing Of Mon. 10:30

NEW YORK, June 12.—The NBC-TV network has put the Monday night 10:30-11 p.m. time period on the market. This was the last half hour for which affiliates were holding out against the network's attempt to use it for one of its clients.

Block Drug was to get the time period for "Name That Tune," but that property was sold to Carter. NBC-TV will now try to see whether General Mills displays any interest in the time for its June Havoc situation comedy.

NBC-TV has already cleared Thursday 10:30-11, which was local time for the last half hour of the Lux "Video Theater." The web is now clearing Tuesday 10:30-11 for Chrysler's "It's a Great Life," and Wednesday, at the same hour, for Lever's "Big Town." All other 10:30-11 periods are network time.

The next half hour of local time that the web now is eyeing is the 7-7:30 p.m. across the board slot.

NBC-TV Revising Daytime Programs On Summer Sked

NEW YORK, June 12.—NBC-TV this week was reshuffling its 12-1 p.m. daytime programming for the summer. If the sponsors consent, "Bride and Groom" and "Hawkins Falls," the two quarter-hour strips which air noon-12:30, will be moved to 4-4:30. Jergens, which has "Bride and Groom" Mondays, Wednesdays and Fridays, has practically consented, but Wesson Oil, the sponsor of "Hawkins Falls" Wednesdays and Fridays, has yet to give its approval.

A possibility for the 4:40-5 p.m. slot on NBC-TV is the Betty White show. The network this week showed its faith in Miss White by repacting her for another 13 weeks.

'Doodles,' 'Duke,' 'Marriage' Set for NBC-TV Summer

NEW YORK, June 12.—NBC-TV this week slotted three new summer sustainers.

"Doodles," a new half-hour panel show starring Roger Price, will move into the 8-8:30 p.m. time period on Monday nights beginning June 21. Into the Friday night 8-8:30 spot beginning July 2 will go "The Duke." This is a situation comedy which stars Paul Gilbert and features Allen Jenkins and Sheldon Leonard. It will originate in Hollywood.

NBC-TV is slotting "Marriage," the TV version of the Hume Cronyn-Jessica Tandy vehicle, on Thursdays, 10-10:30 p.m., beginning July 1 and lasting until August 26 when the Lux "Video Theater" takes over.

3 New Pro sals M e To Aid UHF Stations

NEW YORK, June 12.—UHF television station operators should be given tax relief by getting the right to write off audience-development promotion in their early years against later earning of the station. This will be one of the key proposals to be made at the UHF hearings, which get under way again in Washington on Tuesday (see other story).

Scheduled to be made by attorney Joseph Brenner, a member of the FCC Bar Association and a former member of the staff of the FCC, this proposal will be accompanied by another which would provide UHF operators with additional tax relief by

revising the depreciation schedules. Brenner is expected to suggest that UHF get the same depreciation rate on broadcast equipment as had been given VHF broadcasters up to this year. Formerly, VHF operators could take a straight line depreciation on equipment based on four years of useful life, but the Bureau of Internal Revenue proposes now to extend this to 15 years.

A third Brenner proposal is to stimulate the manufacture and sale of UHF-VHF receiving sets as "incomplete." A

WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, June 12.—TV sets are selling faster than ever despite gloomy talk that color would depress the market. In the first four months of this year, TV retail sales reached 2,152,515 sets, the highest since the Radio-Electronics-Television Manufacturers' Association started keeping statistics on this in 1951.

SOME FACTS ABOUT HILL'S "MONKEY SHOW" . . .

Whether or not Sen. Karl Mundt (R., S. D.) gets his wish granted to bring down the curtain next week on the McCarthy-Army soap opera, TV's role in the shindig will continue to be a lively story on Capitol Hill.

For the balance of this session you can expect to hear lawmakers jawing over whether the television cameras helped or hindered Senator Mundt's subcommittee. The argument has been touched off by a fistful of resolutions proposing to ban TV at Hill hearings. The latest of these came this week from Rep. Dwight L. Rogers (D., Fla.).

If TV has given millions of housewives and tavern-goers a ringside seat at one of the most frustrating, most garrulous and most pointless hearings ever staged under the Capitol dome, there's no sense in blaming TV for the shortcomings any more than you'd blame the Hollywood movie crew for the current jaded rehash of "Rose Marie."

One accomplishment of the hearing, tho, is that it's produced the smoothest TV-radio pooled operation in history. Apparently second only in importance to the principals in the fracas is the crew manning the cameras and other gear banked high on a platform in the stuffy Senate caucus chamber. After nearly two months of this telethon, this crew has developed a remarkable sense of timing.

Taking the case of Roy Van Winkle, NBC's contribution to the working pool. Roy's nickname, "Rip Van Winkle," has gained appropriateness as he's sat hidden away day after day in a tangle of wires, his ears glued back by a headphone. Roy is in charge of audio operations. If the sound recording is the best ever developed by TV and radio at any congressional rhubarb, one reason may be that Roy knows in advance how to cope with Sen. Joseph McCarthy's low whine, Sen. Stuart Symington's growl, Sen. Everett Dirksen's unctious singsong, subcommittee counsellor Ray Jen-

kins' barking and Army counsel Joseph Welch's pixyish intonations.

That television has had a powerful impact on the pattern of this hearing is an apparent fact. Subcommittee members, philosophically resigned to their own subordinate position, have made no bones about addressing their remarks to the TV cameras with the glowing red lights.

Never has there been a hearing where there's been so much mugging by everybody from the principals to the newsmen and the spectators. The seating daily is suggestive of a Broadway opener. You could fairly hear strains from "Call Me Madam" at the start of a typical day's session this week as Washington's hostess queen Perle Mesta, grinning with pure joy, swished into the glare of the newsreel lamps to occupy her usual seat up front in the chamber. The other afternoon, a lass who exercised squatter rights to a seat in the reserved area directly behind the witness chair wore theater make-up.

Probably the aptest character-

WNHC Giving 12G In 'Lucky Bucks'

NEW HAVEN, Conn., June 12.—The Lucky Bucks fad, now used as a promotion by many newspapers, started this week on radio Station WNHC. Running Monday thru Friday, the station will offer up to \$12,000 every week by reading off serial numbers on dollar bills.

Each day 10 numbers are aired, with a total daily offer of \$2,100. Listeners able to match a number must present the bill at the station within 24 hours to collect his prize. The value of each Lucky Buck is announced prior to the reading of the number.

ization of this telethon came unwittingly the other afternoon from Roy Cohn while he was describing at Welch's behest a visit to the Stork Club's Cub Room, a place which, Cohn remarked, isn't "quite as dramatic as it might sound." Welch broke in, saying, "I bet I couldn't get in, could I, Mr. Cohn?"

Cohn's reply brought down the house. "Well, they cater to television celebrities, Mr. Welch."

"The Brascar" Award

Earl Wilson, New York Post and syndicated columnist, will head up the committee to select the girl vocalist of the month who displays exquisite form on records. Patterned after the "Oscar," the "Brascar" will be a prestige award to be given out monthly. After the committee has selected a winner, the Buddy Basch office, which has been retained by Exquisite Form, Inc., will send out 500 records with the award-winning tune on one side and a specially prepared interview by Earl Wilson and the winning girl on the flip side. At the end of the year, a "Brascar of the Year" award will be presented with ceremony.

More Birds

Gust Boyd, deejay at KSIL, Silver City, N. M., has announced that he now wants the title "promoter" after his name. One afternoon recently Boyd took Percy, the KSIL parakeet, into the con-

trol room while he was doing "The Lordsburg Show." Percy chirped, squawked and chattered to the delight of the listeners. Thereafter, Percy became a part of the show, doing the commercials while Boyd interprets his chatter. He's had pictures taken, receives visitors and phone calls and just recently sent out autographed photographs.

Operation Pushpop

Thank you for the wonderful letters received about "Operation Pushpop." All requests for the kits are being taken care of from our Cincinnati office as quickly as they come in. We were certainly very happy to hear that so many of you fellows agree with our "no summer slump" push for pop records. For those of you who have not as yet sent in your requests, write The Billboard now for your programing kit, and it will be sent by return mail.

Surface Noises

Lou Barile, WKAL, Rome, N. Y., who just bought himself a shiny new automobile, writes, "I agree with Dave Tieg regarding 'Bring Back the Bands, and I'm trying to do my bit along with the many other deejays who are conscientious about this thing.' . . . Irwin Feldman, WBIP, Booneville, Miss., is all for the r.&b. push as published in The Billboard. He writes, 'In this area people go for r.&b. music, especially the high school set. I play a lot of it on my show.'"

Chuck Blower, KTKT, Tucson, Ariz., feels that other labels should take note of Capitol's success and, instead of an occasional LP sample, follow the Capitol example. . . . Dick Baker, WPIN, St. Petersburg, Fla., has been playing quite a bit of Dixieland and blues and getting excellent reaction.

Bruce Talford, WTSV, Claremont, N. H., has a suggestion for record companies. He writes, "It seems that everyone is suggesting that they lengthen or shorten records; so while they are at it, here are two suggestions for the 'label lookers.' List on the label the year the song was published and list the date the song was recorded. I would like to know how other deejays feel about this suggestion."

Bill Mangum, WTCJ, Tell City, Ind., among many other jockeys around the country, has been writing us about the shortage of records. As most of you fellows remember, we ran these complaints for quite a time in this section of the column and like other controversial issues which have been going here for weeks, this one, too, had to come to an end. We certainly don't like to ignore your notes but this issue has been blown up to such a great extent that the entire column would have been consumed. Please understand.

Change of Theme

Phil Christie, WCAX, Burlington, Vt., is on his two-week vacation, and staffer Bill Dow is substituting for him. . . . Reid Farrell, KGBC, Galveston, Tex., has added a 15-minute remote from the Club Deluxe to his (Continued on page 40)

LISTENERS VISIT STARS

Disk Jockey Tours of Teen-Agers To N. Y. Gain Momentum for Fall

By BOB ROLONTZ

NEW YORK, June 12. — Disk jockey tours, which have been causing much sotto voce rumbles on the part of diskeries and personal managers, appear to be headed for a real upswing come the fall. Deejay treks, which started in earnest with the Norman Prescott, WORL, Boston, jockey trip to New York last January with 2,300 teen-agers, have started to interest most of the Eastern deejays thru the selling job of a larger hotel here. So far seven tours are lined up for the fall, with more due by winter.

The record company alarm and the artist and personal manager cautiousness about the jockey tours, may be alleviated by fall by the action on the part of some jocks to pay a reasonable sum of money to those artists who appear at the show held by the visiting deejay.

This is being done by Joe Smith, for instance, WARD, Johnstown, Pa., deejay who is holding his "weekend in New York" today (12) at the New Yorker Hotel. Up to now, deejay paid record artists appearing at their shindigs little more than American Guild of Variety Artists scale, which in this city is \$25, plus a small sum for the AGVA Welfare Fund. Some are still paying only the minimum to artists.

Carter Buys 'Name Tune'

NEW YORK, June 12.—"Name That Tune" was given a reprieve this week when Carter Products purchased it. The sponsor will slot it on NBC-TV, Thursdays 10:30-11 p.m., a time period which it now will use alone because Toni has moved out.

At the same time Carter was buying the show, NBC-TV was trying to clear time for it. NBC-TV, of course, moved the program out of its Monday night 8-8:30 time period to make room for its new Sid Caesar show. Sullivan, Stouffer, Colwell and Bayles is the agency.

Boston Station Leases Theater

BOSTON, June 12.—Hub Station WBMS this week leased the long-dark Fine Arts Theater here. Within two weeks broadcasts will start originating from the house featuring Symphony Sid and other disk jockeys, as well as a cooking school conducted by Gretchen Jackson.

The deal was arranged by WBMS manager Norman Furman with the Loew's Theater corporation. Station studios and offices will remain at the Hotel Shelton.

Disk jockey tours are somewhat similar to high school graduation treks, with a deejay—rather than a teacher—as chaperone. For a stated sum, teen-agers can go on a tour that will take them from, for example, Boston to New York for Saturday and Sunday. They will arrive in New York about noon, have lunch, meet record stars at an afternoon party and then attend a real show at night.

The night show usually features record stars, a band, etc. The next day the teen-agers get a chance to go to church or sleep, and then back home.

This was the pattern started by Prescott last February. He advertised the show on his station, and by the time the tour took off, there were 2,300 kids on the train. Eight weeks later Prescott repeated the tour, and pulled another 700 teen-agers. The success of the Prescott tour, of course, made other jocks want to do it too.

In order to get talent to appear at the afternoon show and to perform at the evening show, deejays contact the record compa-

nies. For the Prescott affair, artists and the diskeries were anxious to have their artists appear, and the artists were happy to appear, even tho they received only AGVA scale for the rehearsal time and the performance. It was a new thing; it was good promotion, et al.

Two things started to worry the record companies and annoy the artists after the Prescott tour was over. One was the fact that the Prescott tour made a lot of money for the Jiminy Cricket travel agency that booked the tour in which Prescott has an interest. Another was that many other deejays then decided they wanted to have a tour, too, and they began to ask for diskeries to have their talent appear at their shows.

It appears that a deejay tour can make money for the travel agency that books the show if enough people come on the tour. Travel agencies get special rates from hotels and from the railroads for group parties.

The costs to put over a deejay tour include the promotion of the (Continued on page 17)

RANDLE CLOCKS 10.1

Cleveland Deejay Has Highest Rating

CLEVELAND, June 12. — Bill Randle, of WERE, has the highest rating of any disk jockey in the top 10 markets, according to a study of Hooperatings completed last week.

Randle, who airs here 2-7 p.m. daily, drew a 10.1 Hooper as his highest quarter-hour rating. This is also said to be the top rating of any daytime show in the 10 major markets. Arthur Godfrey reaches this figure in Chicago but doesn't get that high in Cleveland, tho Godfrey's average rating here, 6.3, over his hour and half is slightly above Randle's over five hours.

Randle, who has been with WERE since 1949, has just signed a new three-year contract with the station for approximately \$150,000. He has been credited with a part in boosting the rise of such record stars as Johnnie Ray, Mantovani and now the Crewcuts.

Randle's ratings have been climbing at least 20 per cent each year. His is now the only deejay show among the top 10 dailymeters here. At 4:30 p.m. he bucks five other record shows and pulls in

54.5 per cent share of the audience himself. In 15 of the 20 quarter hours he's on he gets top rating, and in the other five he runs second to network shows.

Clubtime Firm Peddles Popular Voice Tracks

HOLLYWOOD, June 12. — Bob McLaughlin, for the past seven years a disk jockey at radio Station KLAC here, this week announced formation of Clubtime Productions, Inc., for the syndication of pop artist voice tracks to stations thruout the country.

McLaughlin recently exited his post at KLAC to devote his time to formation of the firm. Clubtime's board of directors consists of McLaughlin as president; Larry Buskett, until this week sales manager at KLAC, vice-president; George J. Gottfried, secretary, treasurer; Red Doff, vice-president in charge of public relations, and Jerome L. Doff, general counsel.

Clubtime will lease to radio stations 100 voice tracks covering a period of two years, with 50 of the nation's top recording stars included in the first kit to stations. Included in this group of artists are Frank Sinatra, Tex Beneke, Les Brown, Jeff Chandler, Jerry Colonna, Ralph Flanagan, Johnny Desmond, Connie Haines, Joni James, Gisele MacKenzie, Buddy Morrow, Jane Russell and other prominent disk stars.

The Clubtime kit supplied to stations is an extensive one, with all features of the kit used at the option of the station. Basically, it embodies the following services: Voice track station breaks, publicity stories and pictures, new star voice tracks, star interviews, a four-hour daily program script, transcription replacement service and news bulletins. Package is being sold to stations with a minimum of provisos, chief among (Continued on page 16)

The Billboard

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

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address.

Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends; one year, \$6.50; and Vond, the monthly magazine of automatic merchandising; one year, \$4. Vol. 66 No. 25

Fight Looming Over Doerfer Nomination

WASHINGTON, June 12.—A battle which will have a bearing on the Federal Communications Commission's chairmanship is in the making in the Senate's upcoming action on President Eisenhower's nomination of Commissioner John C. Doerfer for another seven-year term on the FCC (The Billboard, June 12).

As Chairman John W. Bricker (R., O.) prepared to set a date for a hearing on the Doerfer nomination, a new controversial issue was raised in yesterday's (11) District Court hearing here on a case involving Edward Lamb's bid for renewal of his license for WICU-TV, Erie, Pa. At yesterday's hearing, Lamb testified that his attempts to get FCC authorization on "routine applications" and other matters had led him to the conclusion that Commissioner Doerfer was "the key to the problem" of his difficulties at the Commission. Declaring that his "routine applications were not acted on or even acknowledged," Lamb told the court that "every time I asked the commissioners about it, they said 'clear it with Doerfer.'" (For details on Lamb hearing see separate story.)

The Doerfer hearing may erupt into a politically divided fight if J. Howard McGrath, former U. S. Attorney General under President Truman, turns up as a witness against Doerfer's renomina-

tion. McGrath is legal counsel for Lamb.

Doerfer, a Wisconsin Republican, faces questioning from some members of the Bricker committee on two other questions: the UHF problem, (for UHF hearing, see separate story) and Sen. Joseph McCarthy (R., Wis.). Some senators have labeled Doerfer a "McCarthy man" because of McCarthy's approval of him and because Doerfer is from the controversial senator's home State.

One of the stakes in the Doerfer hearing may be the FCC chairmanship. President Eisenhower last year designated Rosel Hyde as chairman for a period ending last April 18, and Hyde has been subsequently serving as chairman by vote of the commissioners themselves.

Doerfer has been repeatedly mentioned as a prospect for the chairmanship and there has been considerable conjecture that the President would like to see the chairmanship held on a rotating basis. Doerfer's term on the FCC expires June 30 unless the Senate confirms his nomination for a new term. Right now, chances appear in favor of Doerfer's renomination.

Talent Notes on Air and Screen

Auditions for purposes of the adaptation to radio of the CBS-TV serial, "Love of Life," were begun this week by Roy Winsor, veepee in charge of creative programming of the Biow Company. ... Robert Barrat and Bert Freed will appear in "One of the Immortals," ABC-TV on June 15. ... Dana Wynter will be in "Suspense" June 15. ... Sam Levene and Meg Mundy will co-star on the "U. S. Steel Hour," ABC-TV, on June 22.

Betty Sue Albert has been set to do the Ammident commercial for the "Magic Clown".... Nancy Reynolds will do the Noxema commercial on "Person to Person".... Blair Wilcox has been signed to do the Cheer commercial for "Search for Tomorrow".... Rosemary Prinz will do the Holiday cigarette live commercial for "Plainclothesman".... Gaye Jordan, understudy to Audrey Hepburn in "Ondine," will step into the title role in the radio premiere on CBS Radio's "Let's Pretend" on June 19.

Harry Garvey, who plays the sheriff on NBC-TV's "Roy Rogers Show," was a recent Fort Worth visitor where he made a guest appearance on the "Bobby Peters Straightshooters Club" over WBAP-TV.... Dennis Day has been signed as star of "The Nutrilite Show," a new half-hour Sunday musical to premiere on the NBC Radio net in mid-September.

Jack Linkletter, 17-year-old son of Art Linkletter, will join his father as a member of CBS "House Party" shortly after his school closes down for the summer.... Will Rogers Jr. will sub for Dave Garraway on NBC-TV's "Today" show for the two weeks starting July 5.... Robert Wald has been appointed exec director of Teleprograms, Inc., and producer of "American Inventory" for NBC-TV.

CLOSED CIRCUIT

Hotel's Rooms To Get Pix as Pay-See Test

NEW YORK, June 12.—A preview of what might turn out to be a new aspect of TV will be unveiled here Monday (14) when for three days the Park Sheraton Hotel here will pipe closed circuit video shows into 1,600 sets located in every guest room. The operation is part of the annual National Community Television Association convention.

Execs gathering for the meet visualize miniature closed circuit transmitters, such as will be used here, ultimately feeding a string of top hotels with prime feature film programming at twice the normal theater box-office tariff, via pay-as-you-see TV. This might even be done, they say, in conjunction with the theater exhibitors, showing a 16-mm. print of a film in the last days of its first run theatrical showing, and cutting in the exhibitor on the take. Paramount short subjects will be screened as part of the two-hour nightly entertainment portion of the trial run this week.

Also to be demonstrated will be the Telemeter coin-box pay video, a development of a Paramount subsidiary, and color TV via the Ampli-Vision thru the tube made by Chromatic Laboratories, another Paramount subsidiary.

Visualized as another future-potential on the hotel circuit are sponsored closed circuit telecasts plugging shows, movies, night clubs, restaurants, etc.

Calif. Women's Org Names Jeanne Gray

HOLLYWOOD, June 12.—Jeanne Gray, actress-producer-commentator of radio and TV this week was re-elected president of the Radio-TV Women of Southern California during the organization's annual election and dinner meeting.

Other officers elected include Helen Parrish and Edith Todesca, vice-presidents; Marion Vilmore, corresponding secretary; Betty Hartlane, recording secretary, and Isabelle Pantone, treasurer. Board

LAMB PLANS APPEAL

Loses First Round In Fight With FCC

WASHINGTON, June 12.—Legalists for Edward Lamb, owner of WICU-TV, Erie, Pa., are preparing an appeal from a District Court decision yesterday (11), which amounted to a setback for Lamb in the first round of his battle with the Federal Communications Commission over renewal of his broadcast license.

District Court Judge Edward A. Tamm gave a green light for FCC hearings slated for July 28 on Lamb's application for license renewal. Lamb's lawyers, Russell Brown and former attorney general J. Howard McGrath, who had been seeking a court order to force the FCC to hold a license revocation hearing instead of the planned renewal hearing, said they would seek to stay Judge Tamm's decision until an appeal could be filed with the Circuit Court of Appeals.

After two and a half hours of heated argument yesterday (11) in which Lamb testified that FCC Commissioner John C. Doerfer was "the key to the problem," Judge Tamm upheld the FCC motion to dismiss Lamb's suit on grounds

Three Proposals

• Continued from page 4

would be on each such set, stating that the set cannot receive all channels operating or allocated.

The first Brenner proposal, on the promotion write-off, is based on a similar privilege now given to many print publications, which may treat expenditures for establishing, maintaining and increasing circulation as current operating expenses or as charges to their capital accounts. His suggestion on equipment depreciation is designed to attract capital from people who, with such tax advantages, would be willing to invest in UHF.

Repeats 4 Others

Brenner also is slated to repeat four proposals filed in April with the FCC. The first would have subscription TV approved but reserved for the UHF band, providing needed revenue to UHF and assuring programming competitive with VHF. The second provides for multiplex sound on UHF stations via utilization of the FM television sound channel.

A third Brenner petition to the FCC suggested that UHF stations get the same privilege to air music with fixed images, such as test patterns, slides and stills, as VHF outlets had prior to June 1951. This would allow them to obtain revenue while aiding dealers in demonstrations and installations of UHF converters. His fourth petition proposed that networks, after one year, have one-third of their affiliates in the UHF band, and after two years have one-half of their outlets UHF-ers, thus assuring web promotion of UHF and giving UHF stations needed web income.

War of Words

• Continued from page 4

that some of the other members of the FCC might be summoned for testimony. Whether or not the subcommittee winds up the hearings next week, it is certain that a subcommittee report will not see the light of day until next month, which is planned by leaders as the wind-up month for the present session of Congress.

The interval since the Potter subcommittee's last hearing has apparently provided VHF'ers an opportunity to organize and unify their arguments against such UHF-backed proposals as reimposing a freeze on VHF grants and moving all of television into the UHF. The VHF witnesses, including National Broadcasting Company, will voice support for "reasonable and proper steps" to encourage production and distribution of all-channel tuners.

Efforts to reach common ground and possibly reduce bitterness which has accompanied the proceedings will be made at a conference between NARTB President Fellows and temporary chairman Harold H. Thoms of the UHF co-ordinating committee on the eve of the resumption of the hearings.

members elected were Mildred Carruth, Janet Clark, Claire Hughes, Barbara Rosenquest, Pat Schertzinger and Norma Young.

that Lamb should "exhaust administrative remedies," or, in other words, go thru with the FCC hearing, before proceeding with any court action.

The FCC had ordered a hearing on renewal of Lamb's broadcast license, saying it had received charges indicating that Lamb had been a Communist party member. The Commission said it wanted to find out whether earlier denials by Lamb of Communist party membership and associations were true or whether they were a misrepresentation to the Commission.

FCC Chairman Rosel Hyde, subpoenaed as a witness by Lamb's lawyers, sat thru almost the entire hearing. Brown had intended to call him to the witness stand to support Lamb's testimony concerning talks between the two men, but didn't after Judge Tamm ruled this testimony did not apply to the case before the court.

Lamb testified that he had attempted to talk with several of the commissioners to find out why action on his "routine" applications were being delayed. He said he was told each time to confer with Doerfer.

Lamb testified that as the result of the FCC case, he has suffered financial and social damage. "Advertisers and all good Americans are most cautious in dealing with anyone labeled as subversive or communistically inclined. Advertisers have been reluctant to advertise on our stations."

Lamb declared: "Almost every trade paper, every newspaper has carried statements that the FCC has charged that Lamb has red connections. I have asked if there is any evidence. Each inquiry convinced me there is nothing except what has been in FCC files for years, including FBI clearances. Each time the answer is, 'see Commissioner Doerfer, he has the key to the problem.'"

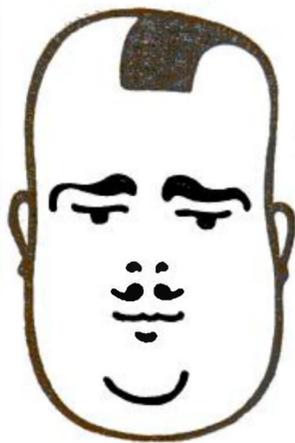
In addition to dismissing the Lamb suit in District Court, Judge Tamm denied a motion made by Lamb's lawyers to prevent the FCC from holding hearings involving Lamb's applications for TV stations in Orlando, Fla., and Toledo, O., until the FCC had decided on renewal of his license for WICU-TV.

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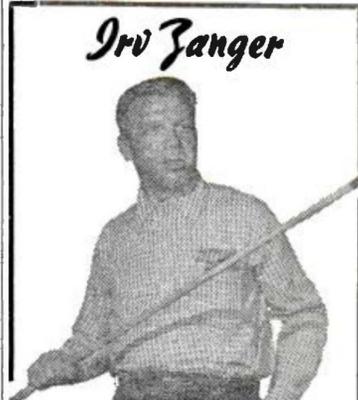
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PREMIUM BOOM

TPA Gets 3 Orders From Ramar Clients

NEW YORK, June 12. — Three "Ramar of the Jungle" sponsors ordered premium promotions this week, less than 10 days after the TPA Merchandise Division sent them the first announcement of the available items. Meanwhile, Jerry Capp, TPA merchandising director, launched a policy of plugging a different item each month. He has declared June as balloon month, and launched it with a mailing this week outlining all possible uses of balloons as promotional gimmicks.

One of the three "Ramar" sponsors starting premium promotions has stepped outside the list of available "Ramar" items. SeaPak Foods in Louisville is taking 10,000 "Li'l Abner Square Dance Handbooks" published by Toby Press. Beginning next month, SeaPak will offer the books to viewers for three labels and 10 cents. Capp is having Toby take the book off the Louisville newsstands.

Quaker City Chocolates, which has "Ramar" in three markets and is due to put it into about three more, has indicated it will take 10,000 "Ramar" medical kits or talking parrots. Thompson's Honor Dairy in Washington is taking 10,000 balloons.

Capp said he is beginning to sell ad agencies representing "Ramar" sponsors on the idea of exploiting "Ramar" merchandising on their other clients. Conversely, as with the "Li'l Abner" book, he is making available a wider assortment of premiums than just the "Ramar" items.

Official Films Has 'Hollywood Reel,' And O'Brien Pix

NEW YORK, June 12. — Official Films this week came up with two new video film properties. The syndicator is anxiously awaiting the half-hour pilot of a new comedy series starring Dave O'Brien that is being produced by Roland Reed, because several advertisers have shown great interest. O'Brien has been featured in the Pete Smith series of comedy shorts.

Official will also handle "Hollywood Reel," a new quarter-hour series which delineates life among the luminaries. The program is directed by Cly Watson and produced by Johnson-Watson Productions. There are 52 in the can.

UTP Cracks Sales Mark Twice in Row

HOLLYWOOD, June 12. — United Television Programs, Inc., national telefilm distributors, for the second consecutive month has topped its previous all-time high in sales, it was disclosed here this week by Lee Savin, executive vice-president, following his return from an extended business trip to Chicago and New York.

The unannounced sales volume figure for May is well ahead of April sales which surpassed UTP's previous three-year high which was set in January, 1954. The Savine would not disclose the new high sales volume, previously published monthly high for January was well over the \$500,000 mark.

This increased sales activity has coincided with the steady and increasing activity of UTP since its acquisition by Jaci Gross and Phil Krasne last October. Savin indicated that the reorganization of the distributing firm is now complete.

Contributing to the strong sales record were the closing of regional deals by UTP Vice-Presidents Wynn Nathan, Aaron Beckwith and John Rohrs on "Waterfront,"

'GALLANT' FOR MACY PARADE

NEW YORK, June 12. — "Captain Gallant of the Foreign Legion" will be featured in Macy's Thanksgiving Day parade here, as the result of negotiations just completed by the department store and Jerry Capp, head of the Television Programs of America Merchandise division. Besides Gallant (Buster Crabbe) and his son, Cuffie, on white horses, the parade will have a 20-piece band and about a dozen North African tribesmen on camels.

At that time Macy's will set aside a section in its toy department for Gallant merchandise, including a Foreign Legion hat, uniform, paint set, shield and spear, and T-shirts. The TV network coverage of the parade will include shots of the display in the toy department.

Prep Peggy Lee Series

HOLLYWOOD, June 12. — The pilot of a projected telefilm series starring singer Peggy Lee is expected to roll some time in July. The series, "Everyone Comes to Peggy's," is being packaged by John Beck thru his Independent Westwood Productions. Rodney Amateau and Bernard Drew are scripting.

Series would be lensed in Hollywood and Palm Springs, with a dramatic format that also would permit Miss Lee to do one or more musical numbers per episode.

SOMETHING NEW IN FILM MARKETING

TPA's Unique Promotion Offers Sponsors Free Merchandising Plan

NEW YORK, June 12. — TV film sponsors this fall will for the first time be able to get a high pressure merchandising campaign behind their shows at no cost other than the price of the show itself.

The precedent making offer will be made by Television Programs of America in connection with "Captain Gallant of the Foreign Legion."

Amidst the heightening competition in merchandising services offered by film distributors, the TPA scheme is unique. The general practice has been to offer the sponsors a wide selection of promotional and merchandising materials and bill them for the cost of those ordered. Because of the

mass orders distributors thus place with the printers and manufacturers, prices are invariably far below what the sponsor could get individually.

Valued at \$1,600

The value of the Gallant promotion — based on what each sponsor would have to pay to buy it individually—is estimated to be over \$1,600. "Gallant" sponsors will, in effect, get it free.

The campaign includes 2,000 gift packages, 3,000 post cards, 500 posters and two film blurbs.

The concept and presentation on the offer was finalized this week by Jerry Capp, director of the TPA Merchandise Division. In the presentation, Capp is billing the plan as the first built-in and fully automatic merchandising campaign ever offered in connection with a TV film show.

The heart of the promotion is the gift package, which contains a 32-page comic book on "Captain Gallant," a set of 10 trader cards, a membership certificate, a couple of autographed photos of Buster Crabbe, star of the show, and a set of Foreign Legion insignia and emblems.

Every sponsor will get 2,000 of these packages free, and TPA will take care of the distribution to the mailing list provided by the station or sponsor.

Other Dividends

In addition to the gift package, the client will get 500 posters and a 20-second film commercial plugging the show and merchandise.

As an added dividend, Capp is offering three sets of 1,000 picture post cards bearing handwritten messages from Gallant, and a French Moroccan stamp. Capp will also take care of the mailing of these. And the sponsor will get another film blurb plugging the post cards.

TPA will assure clients that the merchandising campaign will automatically go into action im-

mediately after the deal on "Captain Gallant" is made. Figuring on a 100-market sale of the show, the cost of this built-in merchandising campaign is spread so thin that the pro-rated cost per market is only a couple of hundred dollars. Capp estimates he will have his cost back on the promotion after 30 markets are sold.

Television Programs of America is due to begin peddling the "Captain Gallant" show in the fall. The show is now before the cameras in North Africa, and 13 segments have been completed so far.

The distributor is reportedly asking record-breaking prices for the package, which includes such titles as "One Touch of Venus," "Body and Soul" and "Arch of Triumph." Altho no figures have been given out, spokesmen for GT have indicated that the sales so far represent a terrific dollar volume.

'Mr. President' To Go to Film

NEW YORK, June 12. — Another well-known radio series, "Mr. President," is being readied to go before the TV film cameras.

Stuart Reynolds has closed a deal with Robert Jennings to produce a TV film version of the property. Edward Arnold, who played the lead in the radio stanza, is expected to do likewise for the film series. No production date has yet been set.

done by those TV film companies that are descended from pre-existing firms of other phases of show business.

Ziv-TV, for instance, is understood to have been putting into its TV film series money obtained from a Cincinnati bank by the Frederick W. Ziv Company on a regular corporate line of credit.

The Heller loans to TPA, it was indicated, covers shows that won't be up for sale for some time yet. These loans are understood to be secured by assets of TPA's top executives.

Heller is actually a factoring firm. This means that for the profit on his loan, he may share in the profits of the shows themselves. The ordinary banking operation, using depositors' money, is more restricted by law. Whereas a factor may receive income on his initial loan for as long as the show is making money, a bank can only get a specified interest on the face value of the loan.

Due Dates

For banking purposes, producers of nationally sponsored shows have been gradually moving up the due dates for the sponsors' payments. Heretofore, payment would usually not be due until playdate. Now, however, produc-

ers are frequently getting paid even before delivery of each film. In some cases they may even receive partial payment on approval of the script.

Bill Broidy, producer of "Wild Bill Hickok," which is sponsored nationally by Kellogg, has for some time been carrying a \$1,000,000 revolving fund from the California Bank of Los Angeles on the basis of his contract from Kellogg.

Altho banks—Bankers Trust in particular—have always regarded

syndication sales contracts as perfectly good collateral, some rough spots have been put on this picture recently by the slow payments of a few of the hard put UHF stations. And there are reports of slow payments from some VHF's, too.

The motion picture industry, meanwhile, has not been standing still and letting its stature with the banks dwindle. The latest plan is for the producer—before the picture ever goes into production—to get theaters to commit themselves to play it.

As far as banks are concerned, this is a great idea if it works. The concept of having stations pre-commit themselves to carry TV film shows has been mulled continuously in this industry, but so far nothing has ever come of it.

Screen Gems Names Jones to Head Animation

NEW YORK, June 12. — The long awaited organization of Screen Gems' animation department moved one step closer to realization this week as the firm named Volus Jones, who spent 18 years at Walt Disney Studios, to head up and form the department.

In another addition to its staff, Screen Gems moved Joyce Selznick in from her promotion-merchandising post at Columbia Pictures to take charge of exploitation and merchandising of Screen Gems TV film properties.

The firm is soon coming up with two new shows that lend themselves to extensive merchandising. They are "Captain Midnight" and "Adventures of Rin Tin Tin." Miss Selznick will work closely with Eli Harris, Screen Gems' advertising and promotion topper.

The new animation department will fill a void which has been in existence since last fall, in Screen Gems' TV commercial production operation. At that time, Screen Gems and United Productions of America, which had been handling Screen Gems' animated production, came to a parting of the ways.

GT Makes 20 Sales On Feature Package

NEW YORK, June 12.—General Teleradio Film Division has racked up sales of its 30 big name feature films upward of 20 markets so far. Among the stations that have bought are WCAU-TV, Philadelphia, and KRON-TV, San Francisco. Quite a number of the sales were reported to have been for unlimited runs over four years. That is the period for which GT has the rights to the pictures.

The distributor is reportedly asking record-breaking prices for the package, which includes such titles as "One Touch of Venus," "Body and Soul" and "Arch of Triumph." Altho no figures have been given out, spokesmen for GT have indicated that the sales so far represent a terrific dollar volume.

Based on the price GT is reported to have paid for the package, it is estimated it will have to gross \$60,000 per picture to break even, a figure which has seldom been exceeded in the feature field. The price for New York on a four-year deal is understood to have been pegged at around \$12,000 each. On multiple-play deals,

top pictures in this market have been sold for around \$5,000.

Here in New York, WOR-TV's option on the package, which initially expired June 1, has been extended indefinitely. WOR-TV is pitching one-fourth sponsorships on a line-up that will have each picture running 14 times in a week. The station has been rumored to be close to sales for some time, but as of this week no deal has been made.

Indications are that General Teleradio, which owns WOR-TV, will keep the package with this station come what may. The figuring is that these titles could draw such audiences to Channel 9, that even if the station doesn't sell the package on its original plan, it will be able to get all kinds of advertising on the basis of its fall ratings.

The GT Film Division this week sent out a presentation on the package to those stations it didn't see at the Chicago convention two weeks ago. In keeping with the quality of the package, the brochure is on an elaborate scale. Each station receiving it has its own call letters printed on the cover.

Radio, Television and TV Film reviews appear each week in the Talent Review Department of The Billboard. In this issue, the Talent Review Section begins on Page 48.

AGENCY BOWS OUT

Wm. Morris Again Turns Down Syndication for Own Tele Niche

NEW YORK, June 12.—Faced again with the opportunity to enter the TV film syndication field, the William Morris Agency this week decided to remain solely in the business of selling talent and programs.

In this decision, the Morris office reaffirmed its intention of going down a different path from that followed by its rival, Music Corporation of America, which has a TV film syndication arm in MCA-TV.

Morris' latest opportunity came when the J. Walter Thompson agency turned over the Sheldon Reynolds video film series, "Foreign Intrigue," to the Morris office. Ballantine sponsors the show in about 27 markets, and the agency has been syndicating the program in other stations. Reynolds evidently felt that the agency wasn't doing as well as it might with the property and persuaded Morris to take over.

Morris has nebulous plans for helping Reynolds with the pro-

gram. Most likely, however, it now will try to get a regular TV film distributor to take over the program for the usual 35 per cent fee.

Morris once played around with syndication when it tried selling "The Ruggles" that way. The agency did not have much success and after a period of time sold only three markets. The result was that it soured on video film distribution as an activity of its own.

But William Morris has become an important factor in putting TV film deals together. It brought Hal Roach together with ABC-TV; Reynolds was sold to Ballantine partially thru its efforts; Marty Poll and Ed Gruskin, the producers of "Flash Gordon," were tied to Motion Pictures for Television because of its work, and Cornwall Productions, which produces "Janet Dean," was introduced to MPTV via the Morris office.

EYES ON TV FUTURE

Color Labs' Warfare Bursts Open at FTC

NEW YORK, June 12.—A dispute between two of the major color film labs, which has been raging behind the scenes for more than a year, burst into the open this week when one of the contestants took its case to the Federal Trade Commission, crying foul. The battle appears to have bearing on the question of which process will be most favored when color TV film comes into general use.

Pathe Laboratories asked the FTC to stop the Technicolor Motion Picture Corporation from using the word "Technicolor" on films made in the Eastman negative-positive process.

Pathe claims that the practice has lured customers away from those labs using the Eastman process. This, it said, has happened because many in the industry were misled to believe that

Eastman and Technicolor were one and the same process and obtainable only from Technicolor.

A spokesman for Technicolor immediately replied that the credit lines "Color by Technicolor" and "Print by Technicolor" are authorized by the trade-mark laws and have long been used "to connote that prints of pictures bearing such phrases are products of Technicolor or its related companies."

He added that in each case the customer specifies the type of process to be used.

Wolcott Reply

James Wolcott, executive vice-president of Pathe, replied: "Trade-mark or not, Technicolor is still misleading the public by putting 'Technicolor' on Eastman processed films." He pointed out that for 20 years the word was applied only to Technicolor's three-strip dye transfer imbibition process. He charged that it had lost its identity as a company trade-mark and has become in the mind of the public a particular process.

As evidence that the word relates to a process rather than a company, Pathe cited the recent licensing of De Luxe Labs to use Technicolor's patented three-strip process with the mark "Color by Technicolor-De Luxe."

Chevrolet Dealers Option 'The Falcon'

NEW YORK, June 12. — The local Chevrolet dealers this week took an option on "The Falcon" for slotting on WNBT. The option runs until early next week, by which time it is expected that a half hour on the station will be made available. The program is the property of the NBC Film Division.

The option was taken thru the Compton Agency, which is the new advertising representative for the Chevrolet dealers. Campbell-Ewald formerly had the account.

"Lights"
"Camera"
"Action"

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MOVIELAB

FOR THE FINEST FILM PROCESSING IN
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REALISTIC

Space Ship Tour to Bally 'Rocky Jones'

HOLLYWOOD, June 12.—A "Space Ship," rechristened the "Orbit Jet," to promote Roland Reed Productions' "Rocky Jones, Space Ranger" telefilm series, has been set to go on tour June 26 with an itinerary of 20 Midwest and Eastern cities.

Wynn Nathan, vice-president in charge of sales for United Television Programs, Inc., the series distributors, said that the ship was purchased by Archie Gayer, of St. Louis, who will conduct the tour on behalf of the series. Among cities to be visited are St. Louis, Cleveland, Pittsburgh, Wheeling, W. Va.; Indianapolis, Anderson, Ind.; Columbus, O.; Parkersburg and Fairmount, W. Va.; New Castle, Pa.; Toledo, Akron, Easton, Pa.; Warren, Pa.; Williamsport, Pa.; Milwaukee, Knoxville, Nashville and Dallas.

Burns Kiddie Show to Color

NEW YORK, June 12. — The latest entry into the color TV film sweepstakes is a new 15-minute kiddie stanza, the Gene Burns show, which Jules Weill is getting set for lensing this month in Washington.

Scheduled for fall release, the show will feature Gene Burns, the originator of the "Reg'lar Fellas" cartoon strip.

Burns will tell a story to be pictured in cartoon form and will demonstrate how to draw. Current plans call for 104 episodes to be shot in Eastman color.

THE BILLBOARD SCOREBOARD

Pilot Films in Production Since April 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Name and Type of Show—Star (C Denotes Color)	Running Time	Pilot Shooting Date	How Selling
BBR PRODUCTIONS, 814 N. Van Ness Ave., Fresno, Calif. O'Henry From Brooklyn—Drama—Marty Ryerson... 5:00	Comp. Synd.
FILMCRAFT PRODUCTIONS, 8451 Melrose Ave., Hollywood Mark Twain Theater—Drama—J. Carroll Naish... 30:00	Comp. Synd.
FRANKLIN TELEVISION PRODUCTION, 636 Acanto St., Los Angeles 49 Little Champ—Child—Charles Griffith (C)... 12:30	Comp. Synd.
Dr. Jekyll and Mr. Hyde—Adven. (C)... 10:00	Comp. Synd.
HERBERT KERKOW, INC., 480 Lexington Ave., New York New York Night Beat—Adven. 3:30	6-1 Ntl.
MCCADDEN CORP., 1040 N. Las Palmas Ave., Hollywood Deadline—Drama—John Payne 30:00	Comp.
REID H. RAY FILM INDUSTRIES, INC., 2269 Ford Parkway St., St. Paul Man in the Kitchen—Cook—Saul Elkins... 12:30 Synd.
SCREEN GEMS, INC., 233 West 49th St., New York Johnny Nighthawk—Adven.—Howard Duff 26:30 Ntl.
Damon Runyon Theater—Drama—Various 26:30 Ntl.
Classified—Drama—Quentin Reynolds 26:30 Ntl.
Road Ahead—Drama—Thomas Mitchell 26:30 Ntl.
Navy Diary—Adven. 26:30 Ntl.

THE BILLBOARD SCOREBOARD

Other Films in Production Since April 1

This feature runs once a month in The Billboard's TV film department. It offers most complete directory available of films other than series produced especially for TV, and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Name and Type of Program	Running Time	Shooting Date	How Selling
ATLAS FILM CORPORATION, 1111 South Blvd., Oak Park, Ill. The Woodward Way—Bus. Philosophy 28:00	Comp.
AWLC—Selling Methods 12:00	Comp.
HARTLEY PRODUCTIONS, INC., 20 West 47th Street, New York 36 Catholic Charities 1954 Appeal 70 Sec.
KENT LANE, INC., 1253 South Third Street, Louisville G. E. Dishwasher—Sales Film 6:00	Comp.
TELEMON PICTURES, INC., P. O. Box 4555, Los Angeles 24 Lightning—Adventure 30:00	5:30 Open
State Police—Documentary 30:00	6:30 Ntwk.
13 Diamonds—Drama 30:00	7:30 Synd.
TELEVISION SNAPSHOTS, INC., 50 Park Avenue, New York 16 More Room at Home—Instruction 9:07
Ice Tea Time 3:30 Free
No Dishes Tonight 4:30
Tale of a Tea Bag 5:30
Fragrance for Living and Giving 6:15
Buffet Party 5:42

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since April 1

This feature runs once a month in The Billboard's TV Film department. It offers the most complete directory available of production of TV film series and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Name & Type of Show (C denotes Color)	Running Time	No. Planned	No. Comp.	How Selling
American Newsreel (Prod.)—Dist. by Essex Films Tenth of a Nation—Docum. 12:00	26	26 Open
Arrow Productions (Prod.)—Dist. by Television Programs of America Ramar of the Jungle—Adven. 26:30	52	52
Bruce Chapman Co. (Prod.) Dist. by Bruce Chapman Co. The Answer Man—Variety 12:30	Cont.	6 Open
Coffman Film Co. (Prod.)—Dist. by Coffman Film Co. Meet the Stanfords—Comedy (C) 12:30	26	15 Open
The Pastor—Religious (C) 13:00	26	16
Federal Telefilms, Inc. (Prod.)—Dist. by NBC Film Division The Falcon—Mystery 26:00	39 Synd.
Filmcraft Productions (Prod.)—Dist. by Guild Films Co., Inc. Life With Elizabeth—Comedy 15:00	78	15 Synd.
Filmcraft Productions (Prod.)—Dist. by Various Mark Twain Theater No. 2—Drama 30:00	26	1 Synd.
Children's Bookcase—Child. 15:00	26 Synd.
Vignettes—Drama 5:00	26 Sponsored
Fotovox, Inc. (Prod.)—Dist. by Essex Films Juniper Junction, U. S. A.—Hillbilly 26:00	26	26 Open
Franklin Television Production (Prod.)—Dist. by George Bagnall & Assoc. Federal Agent Diary—Adven.—(C) 30:00	52 Network
Hartley Productions (Prod.)—Dist. by Hartley Productions The Marion Palmer Workshop—Women's—(C) 12:30	6	2 Free
IMPS (Prod.)—Dist. by Kagran Corp. Johnny Jupiter—Child. 27:00	15 Sponsored
Medallion Productions, Inc. (Prod.)—Dist. by Medallion Productions, Inc. Chris Welkin Planeteer—Child. 12:00	130	5 Synd.
Paddy the Pelican—Child. 4:00	65	5 Synd.
MPA (Prod.)—Dist. by Essex Films Television Court—Comedy 26:00	26	13 Open
Reid Ray Television Productions (Prod.)—Dist. by Reid Ray Television Productions Walt's Workshop—Misc. 26:30	104	26 Synd.
Screen Gems, Inc. (Prod.)—Dist. by Screen Gems, Inc. Adventures of Rin-Tin-Tin—Child. 26:30	39	2 National
All Star Theater—Drama 26:30	78	78 Synd.
Celebrity Playhouse—Drama 26:30	39	39 Synd.
Big Playback—Sports 12:30	52	31 Synd.
Sovereign Productions, Inc. (Prod.)—Dist. by Television Programs of America Your Star Showcase—Drama 26:30	52	52 Synd.
Sportatorium (Prod.)—Dist. by Sportatorium Texas Rasslin—Sport 30:00	Cont.	85 Open
Texas Rasslin—Sport 54:00	Cont. Open
Television Programs of America (Prod.)—Dist. by Television Programs of America Ellery Queen—Mystery 26:30	32	32 Synd.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays.

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Table with columns: May ARR Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

NEW YORK 7 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Monday-Friday 7p.m. sign-on, including Superman, Cisco Kid, Wild Bill Hickok, Rocky Jones, Big Game Hunt, and Cowboy G-Men.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Saturday and Sunday 7p.m. sign-on, including Captain Midnight, Range Rider, Ramar of the Jungle, Hopalong Cassidy, Art Linkletter, The Visitor, Roller Derby, Time for Beany, and Adventures of Blinkey.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs from 7p.m. to sign-off, including D. Fairbanks Presents, Foreign Intrigue, I Led Three Lives, Favorite Story, Amos 'n' Andy, Badge 714, Mr. District Attorney, Annie Oakley, Racket Squad, Duffy's Tavern, Dangerous Assignment, Janet Dean, Joe Palooka, Liberate, Boston Blackie, Heart of the City, City Detective, Little Theater, My Hero, Captured, China Smith, Inner Sanctum, Paragon Playhouse, Captured, The Unexpected, Front Page Detective, Life With Elizabeth, and Life With Elizabeth.

(Continued on page 12)

IFE Plan Gives U. S. Distributors Residual Overseas Markets

By JACK SINGER

NEW YORK, June 12.—Firmly convinced that international distribution of TV film series can pay off, Italian Film Export here is planning soon to offer American distributors an opportunity to draw in world-wide distribution coin on their series.

IFE's move is the latest to spotlight the vast source of residual coin potentially available to TV film producers and distributors from the overseas markets.

IFE's plan, still in the formative stages, is to utilize the dubbing and world-wide distribution facilities of Radio Audizione Italiana Televisione, Italy's government-protected radio-TV organization, to handle distribution of American TV film properties thruout Europe, South America and elsewhere in the world.

Preliminary thinking calls for RAIT to put up the money and arrange for the dubbing of the American films into French, German, Spanish, Portuguese and

other languages and to distribute at its own expense these properties all over the world. RAIT, according to IFE, has been successfully dubbing and distributing Italian radio programs on an international basis for quite a while. It has built up a well organized international distribution set-up and has established contacts which will stand it in good stead, it is said.

RAIT Benefits

In exchange for taking care of the dubbing and distribution of the American films, RAIT would get free use of these properties in Italy and would share in the profits pulled in from sales in other foreign countries.

IFE emphasizes that the international market—except perhaps for the Spanish and French speaking areas—has not reached the stage of growth where profit can be expected immediately.

An excellent base for acceptance of dubbed American TV films has been laid in most over-

seas areas thru the widespread acceptance of American theatrical feature films. Hollywood currently derives approximately 40 per cent of its gross revenue from the showing of its features overseas.

Pix Salesmen Hopping With N. Y. Buying

NEW YORK, June 12.—A flurry of local station TV film buying here, both for summer and fall airings, had New York film salesmen hopping around town this week.

WABC-TV, which has been filling its coffers with large quantities of film buys in recent weeks, signed for four more series—CBS Film Sales' "Gloria Swanson Show," MCA-TV's "Biff Baker, U.S.A.," CBS' "Files of Jeffrey Jones" and Official Films' "Colonel March of Scotland Yard." WABC-TV, it's understood, is also currently looking for feature films.

Meanwhile, WOR-TV picked up a batch of mystery features from Motion Pictures for Television for use on a new late evening across-the-board feature stanza, "Doorway to Mystery," which premieres June 15 under the sponsorship of a food freezer firm. WCBS-TV, too, got into the act by purchasing the Vitapix feature film package and MPTV's Sherlock Holmes features.

CBS-TV Eyes Fall 'Search'

NEW YORK, June 12.—CBS-TV expects to program "The Search," its new filmed public service series, on Sunday afternoons next fall beginning in October. The network already has several films in the series on hand.

The show, which is produced by the web's crack documentary producer, Irving Gitlin, deals with colleges and the research they do that results in contributions to the welfare of humanity. It is a half hour in length and may go into 4-4:30 p.m.

Brit. Unions Seek 80% Quota on TV

LONDON, June 12.—Representatives of 16 unions speaking for actors, writers, musicians and technicians went to the House of Commons last week to back their demand for an 80 per cent British quota when commercial TV hits the screen here.

The unions had banded together on the policy to prevent a feared influx of American TV film programs once sponsored video gets the green light here. So far Parliament has not incorporated the quota in the Commercial Television Act.

FOREIGN TV

IFE and Ziv Talk Dub of Pix to Italy

NEW YORK, June 12.—Italian Film Export is negotiating with Ziv for the purchase of close to six TV film properties which will be aired on Italian TV stations with a dubbed Italian sound track. The films would be bought by Radio Audizione Italiana Televisione, which would put in the Italian sound track.

IFE has already arranged for the purchase of 13 "Jungle Macabre" episodes from Fremantle Overseas Radio, and a batch of nature and children's shorts from Encyclopaedia Films.

Among the Ziv properties being considered are "Favorite Story," "Boston Blackie," "Cisco Kid," "Mr. District Attorney" and "Yesterday's Newsreel."

Sinclair Okays NBC-TV Film Poll of Dealers

NEW YORK, June 12.—The national office of the Sinclair Oil Company has given the NBC-TV Film division permission to contact its individual dealers to see if they will co-operatively purchase video film shows. The NBC-TV Film division already has sold the Sinclair dealers in Columbus, Ga., the "Inner Sanctum" series without any aid from the national or regional Sinclair office.

Both the dealers and the oil company are extremely satisfied with the success of the show. Now the national office wants the film syndication firm to go out and see if more of its dealers will co-operatively move into the medium.

CBS-TV Film Sales Hunts 'Annie' Client

NEW YORK, June 12.—CBS-TV Film Sales this week was out trying to find a new sponsor for "Annie Oakley" for 1955. Canada Dry, its current sponsor whose contract runs until the end of this year, has a company policy which will not permit a decision until September as to whether it wishes to renew.

CBS-TV Film Sales obviously wants to get a client for next year as soon as possible. It is attempting to find a new one now, but, in the event that it cannot and Canada Dry wishes to renew in September, there will be no obstacle.

Canada Dry, on the other hand, is also protecting itself by looking at other shows. The sponsor bankrolls the show over a large spot network on alternate weeks. Mathes is the agency.

TV Spots Office Opened in Gotham

HOLLYWOOD, June 12.—East Coast sponsors and agencies now can be serviced by TV Spots, Inc., from the firm's newly opened New York office, according to Robert Wickersham. Wickersham announced that the new office for TV Spots, creator of animated and live action commercials with productive headquarters here, would be in charge of Dorothy Johnson.

Miss Johnson's territory includes New York, New England, Ohio, Pennsylvania, New Jersey, Maryland, and Washington.

'Rocky' Kines May Go Into Syndication

NEW YORK, June 12.—The kinescopes of "Rocky King," Du Mont web show, shortly may be offered to stations around the country by video film distributors.

This would be the fourth such series offered in kinescope form to local video outlets. "The Ruggles" has been on the market for quite some time after being produced on kine on the West Coast, as has "Time for Beany."

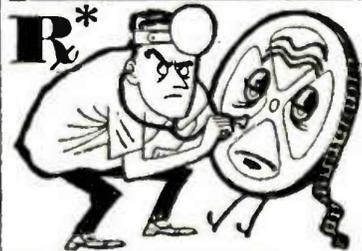
Recently kines of "Tales of Tomorrow" were put on the market by the TeeVee Company. These were made available after the American Federation of Television and Radio Artists union gave the producer, George Foley, permission to sell them for syndication as long as the performing talent got an additional fee for every run on a station. Stark-Layton has also applied

to the union for permission to sell its kines of "Rocky King." Its show, however, is still on the Du Mont network.

It intends to allow the syndicator to sell it under a different title in cities where it is now playing on the network. "Dragnet," retitled "Badge 714," can be seen both as a network and local show in many cities.

Stark-Layton must, however, come to some agreement with the Du Mont network which owns the negatives, but no great problem is foreseen in that area. There are more than 200 kines of "Rocky King" available, some four years of continuous product.

The TeeVee Company is said to have done exceedingly well already with "Tales of Tomorrow," which is now reported to be playing in more than 30 markets.

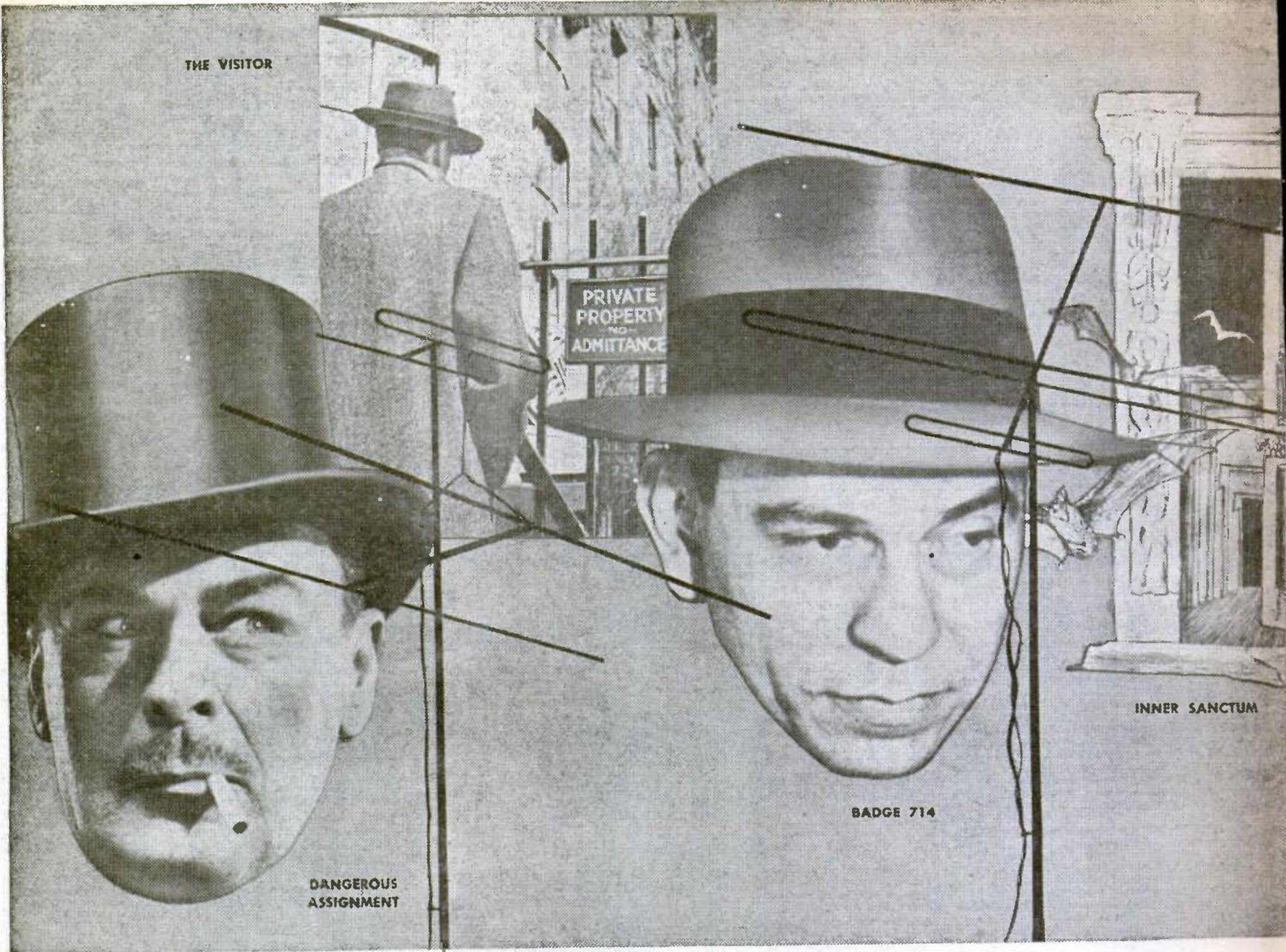


* Take MODERN for TV. Film Traffic Problems

Modern fills the gap between production and telecast projection to supply agencies, syndicators, and producers with a reliable custom tailored service for the traffic of television films.

Clients being served by Modern can be assured that their film program will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

MODERN TALKING PICTURE SERVICE 219 East 44th St., NEW YORK 17, N. Y. 140 East Ontario St., CHICAGO, ILL. 3450 Wilshire Blvd., Los Angeles, Calif.



What happens to **YOU** when you hire
TV's Top Syndicated

Get it straight from **8 smart clients!**



JOHN T. FARQUHAR,
 FARQUHAR & COMPANY, INC., Utica

[After only four episodes of **INNER SANCTUM** were presented over **WKTV, Utica,**] we received more comments than we dared to hope for—and not one word adverse! We have even had phone calls . . . to tell us how well received the show is. We expect **INNER SANCTUM** to do a very fine job for the client—Fort Schuyler Beer and Ale.



WILLIAM L. POWNALL, *President,*
 POWNALL ADVERTISING, INC., Decatur, Ill.

We have been using **BADGE 714** on **WTVP** for our client, Walter Flora & Sons, Jewelers, for approximately 5 months. The selling power of this show has been terrific. It is the top rated show in this market, in spite of a competitive station that's heavy on network shows. High ticket merchandise moves quickly when it is displayed on **BADGE 714.** We can wholeheartedly recommend **BADGE 714.**



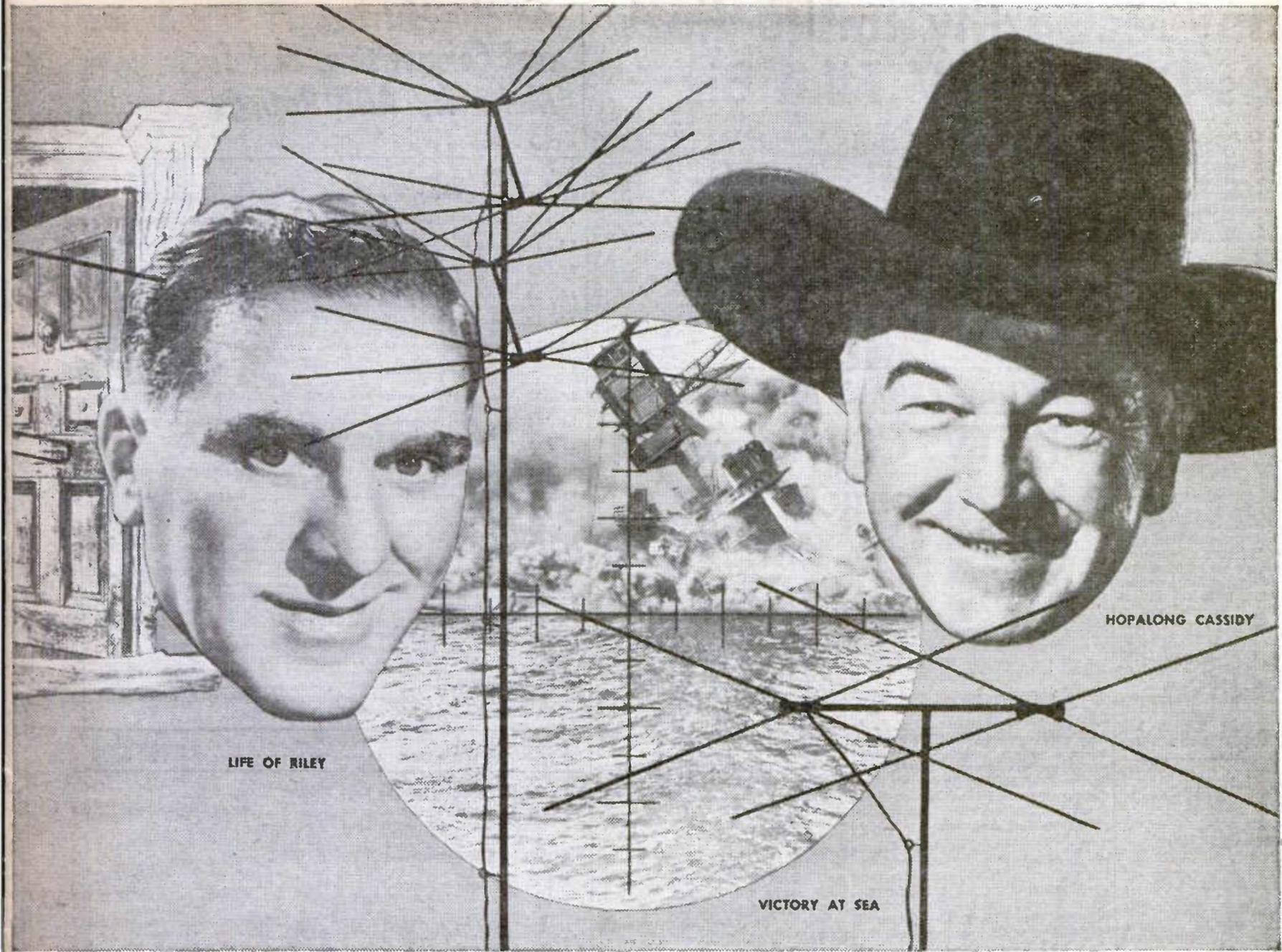
ELIZABETH U. BLOM,
Advertising Manager,
 GALLAHER DRUG CO., Dayton

The average rating of 14.1 which **THE VISITOR** produced was very satisfactory. We scheduled 13 announcements on cough syrup on this show. Sales increased at least 15% with us. In addition, the manufacturer was quite enthusiastic about the results and wrote that he had noticed remarkable sales improvement in and around our area.



HJ BRAMHAM, *Sales Manager,*
 WSM-TV, Nashville

During the past 3½ years, I have had the pleasure of arranging for local sponsorship of practically every syndicated film show offered by NBC Film Division — **DANGEROUS ASSIGNMENT, DOUGLAS FAIRBANKS, HOPALONG CASSIDY, VICTORY AT SEA, INNER SANCTUM,** and others. The quality of your program has been consistently good. We intend to run a lot more NBC Film Shows.



Stars

On Madison Avenue or on Main Street, smart sponsors are doing million-dollar selling jobs.

But not with million-dollar budgets.

They're doing it with NBC Film Division's big audience, low cost-per-thousand syndicated shows.

Their successes tell you best how it's being done . . . in local area after local area . . . month after month.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

NBC FILM DIVISION—30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. Sunset & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, Royal York Hotel, Toronto



D. E. JACKSON, Partner,
CDX, CHANDLEE & JACKSON
ADVERTISING AGENCY, Charlotte

Hopalong Cassidy can sell anything! We have HOPALONG CASSIDY in 5 television markets. Each one of our clients has received a substantial sales increase through the use of HOPALONG CASSIDY. In 2 markets Hoppy more than tripled the sale of Dixie Dew Waffle Syrup. Hoppy not only sells the children, but also brings the adults to the store in droves.



C. ARTHUR HEMMINGER, Director
of Advertising and Public Relations,
FIRST NATIONAL BANK, St. Louis

When First National selects a television program, two requirements must be fulfilled: The program must have wide popular appeal . . . must have prestige. VICTORY AT SEA meets both requirements completely and effectively. Response has been very favorable. An excellent program choice for advertisers who must build good will for themselves.



GEORGE GLAVIN
WEST PACIFIC AGENCY, INC., Seattle

West-Pacific Agency has lived the "Life of Riley" since the purchase of NBC's show. RILEY can sell merchandise. I sold it to a local jeweler. The results were fabulous . . . sold everything from golf clubs to TV sets. The success story made it easy to sell to a local grocery chain. Results have been overwhelming . . . January was 30% over a year ago . . . it was the largest month they had ever had.



DON DE GROOT
Assistant General Manager,
WWJ-TV,
Detroit, Mich.

DANGEROUS ASSIGNMENT, VICTORY AT SEA and BADGE 714 have all had tremendously successful runs on WWJ-TV. They have steadily maintained high ratings, given us happy sponsors, and brought unhesitating renewals. We're proud of the records each of these outstanding shows has produced in Detroit.

CHARLIE CHAN BOWS TO MR. WELCH

Army-McCarthy Imbroglia Puts Dent in TV Film Biz

NEW YORK, June 12. — The Army-McCarthy hearings have been putting a thorn in the side of the TV film business, tho there are no politics involved. Some stations have been carrying the hearings full-length live during the day via ABC-TV and Du Mont, and others have been getting in abridged kines via NBC-TV and CBS-TV. All this has pre-empted feature film times.

For distributors this has meant a somewhat depressed market for the time being. For the stations it has created a dual problem. On the one hand the stations, have problem of making good on their spot contracts. On the other they have the problem of playing off their film contracts. Many stations will likely have to renegotiate their film contracts to allow for plays after the original termination date.

From the distributors' point of view, Jack Dube, Eastern sales manager for Atlas Television is suggesting that the stations program additional hours of features after the hearings go off and run a concentration of spots in their features to make good on advertiser contracts.

Here in New York, the effect has not been critical. WCBS-TV, which carries the hearings 11:30 p.m. to 12:15 a.m., has pushed back its "Late Show" to that hour, and there have apparently been no complaints from the advertisers. Tho the station has been holding out its best pictures

until the show gets back to its regular time, it has been pulling ratings of between 3 and 4 despite the later hour. "Late Show" usually pulls between 5 and 7.

Meanwhile WCBS-TV has been buying additional high powered features. This week it was reported to have ordered the 12 "Sherlock Holmes" pictures from Motion Pictures for Television. It has also signed for the "Vitapix Feature Theater" series of 26 pictures. And it has yet to play the "Big Ten" group bought from Hygo Television.

WABD, which carries the hearings daytime, has pre-empted the 2-3 p.m. feature strip. But meanwhile it has been broadening its feature schedule anyhow and has continued to buy film. WABD is making good on its daytime spots elsewhere on its schedule from day to day.

WABC-TV, which also has the hearings live, has never had a strong feature line-up. And it has been carrying spots on the station breaks in the hearings.

WNBT has pre-empted its "Midnight Movie" show.

'CENTURY' PROMOTION

KTTV, City Television Host Premiere Party

HOLLYWOOD, June 12. — Another TV "first" was chalked up here last night (11) when independent Station KTTV played host with Studio City Television Productions, Inc., to 250 TV personalities and press representatives at an unusual premiere party kicking off the start of "Stories of the Century" telefilm series.

The premiere outing and telecast was probably one of the biggest single promotions to start a new program and KTTV's second telecast of a behind-the-scenes press party. Guests boarded a Santa Fe-KTTV "Stories of the Century" special train which took them to "Centuryville," an hour's ride from Los Angeles.

Tho the new series, West Coast rights to which were obtained by the station, does not premiere until Sunday, June 20, brief scenes were shown during the special telecast. The telecast also featured interviews with members of the press and TV personalities.

Hosts for the occasion were Richard Moore, vice-president and general manager of the station; Norman Chandler, Los Angeles Times topper, and Herbert Yates, president of Republic Pictures, whose subsidiary, Studio City TV Productions, is currently filming "Stories of the Century."

The special Santa Fe six-car train traveled to Centuryville, located "somewhere in Southern California." This novel means of kicking off a series is the second KTTV has utilized to create interest in a new filmed program. The first was a special telecast of a press party for "Waterfront" which was held on the Hal Roach Studio lot stage where the series was produced by Roland Reed Productions. At that time it was hailed in trade circles as a unique method of exploitation, particularly since the station, sponsor, producer and distributor all combined in the effort for the first time.

"Stories of the Century" is being sponsored in Hollywood by Sears, Roebuck & Company.

'Father Knows' To Oust 'Web' For Lorillard

NEW YORK, June 12. — The P. Lorillard Company is virtually certain to put its "Father Knows Best" video series into the Sunday 10-10:30 time period on CBS-TV. This would replace "The Web," which has done an excellent job for the advertiser over a period of years.

Lorillard, up to the present, has not found another network time period to compare with the Sunday slot on CBS-TV. Consequently it is likely to use the slot. Whether "The Web" can be moved to another network is not clear. Mark Goodson and Bill Todman own the show, but CBS-TV may have some interest in it.

QUICK TAKES

Zac Schwartz, creative director for Transfilm, leaves June 19 for Holland on a special film assignment. . . Jason Lane, supervisor of the NBC Film Division's research department, and Juliet Georgi were married today (12).

Cy Kaplan, formerly sales manager of General Teleradio in Hartford, Conn., has joined Television Programs of America as an account exec.

Morris Levy Screen Gems' story editor, is out with an injured leg suffered in a fall. . . Thomas Mitchell and Sidney Blackmer will be starred by Screen Gems in "Shadow of Truth" for the Ford Theater. . . Hubert Wilke II, radio-TV director for Roy Durstine, has moved to Howell-Rogin Studios as executive producer for Cellomatic, the new animating projector for the TV and sales fields.

Stan Vainrib has been appointed vice-president of Academy Film Productions, Inc. He was formerly with the Storer Broadcasting Company and many radio stations. He will head up the production planning division of the firm and will be general sales manager.

Russ Davis, president of Imperial World Films, announced several personnel changes along with the enlarging of facilities at IWF. Gene Lukas has been appointed general sales manager and Nancy Niki Williams is now general traffic manager. Two additions to the booking staff are Phil Miller, for the Raymond Massey series, and Naomi Cassel, in charge of the open book for International Wrestling Films.

Kling Studios, Inc., Chicago, after testing Eastman's new Tri-X film stock, announced the firm would use the new stock in all future production. The firm claims the new stock can be used to great advantage under many low-light problems and results in saving on footage and lighting equipment on location shots. The film is available in both 35 and 16mm.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 9

Table with columns: May ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs and their ratings across different stations.

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
8.1..10.5.. Superman—Adv.—Kellogg Co. WKRC—W, 6:00-6:30. 15.0
Top Opp. & Rating: All Star Movie. —

Sign-On to 7 p.m.—Saturday and Sunday
22.8..29.4.. Cisco Kid—West.—Ziv TV WCPO—Su, 5:00-5:30. 31.6
Top Opp. & Rating: Meet the Press. 8.1
9.3..12.9.. Wild Bill Hickok—West.—Kellogg Co. WLW-T—Su, 5:30-6:00. 31.7
Top Opp. & Rating: Roy Rogers. —
6.7.. 8.0.. Annie Oakley—West.—CBS Film WLW-T—Su, 3:00-3:30. 10.1
Top Opp. & Rating: This Is the Life. —
6.0..18.0.. Cowboy G-Men—West.—Flamingo Films. WCPO—Su, 1:30-2:00. 10.8
Top Opp. & Rating: Sunday Matinee. —
2.8.. 6.5.. Johnny Jupiter—Child.—Hawley and Hoops. WLW-T—Su, 2:00-2:30. 7.8
Top Opp. & Rating: Sunday Theater. —
1.2.. 6.7.. Dangerous Assignment—Adv.—NBC Film. WLW-T—S, 5:30-6:00. 11.8
Top Opp. & Rating: Baseball. —

7 p.m. to Sign-Off—Monday thru Sunday
32.3..41.8.. I Led Three Lives—Adv.—Ziv TV. WLW-T—Th, 7:30-8:00. 53.7
Top Opp. & Rating: Four Star Playhouse. 14.4
30.9..25.5.. City Detective—Mys.—MCA-TV WKRC—M, 8:30-9:00. 63.4
Top Opp. & Rating: Robt. Montgomery Presents. 25.8
22.5..13.1.. Kent Theater—Drama—P. Lorillard WLW-T—W, 9:30-10:00. 47.1
Top Opp. & Rating: Blue Ribbon Bouts; Ringside Roundup. 18.4
21.7.. —.. Boston Blackie—Mys.—Ziv TV WLW-T—S, 10:00-10:30. 40.8
Top Opp. & Rating: News; Liberace. 12.1
18.6..20.2.. Heart of the City—Drama—United TV. WKRC—W, 8:00-8:30. 67.0
Top Opp. & Rating: Kraft TV Theater. 36.5
16.8.. 9.3.. Badge 714—Adv.—NBC Film WLW-T—M, 9:30-10:00. 56.8
Top Opp. & Rating: Studio One. 20.7
15.8..10.2.. Mr. District Attorney—Adv.—Ziv TV. WLW-T—T, 9:30-10:00. 53.7
Top Opp. & Rating: Name's the Same. 22.1
15.1.. —.. Favorite Story—Drama—Ziv TV WLW-T—F, 8:30-9:00. 57.6
Top Opp. & Rating: Our Miss Brooks. 37.9
14.0.. 4.0.. Life With Elizabeth—Comedy—Guild Films. WCPO—M, 7:30-8:00. 61.8
Top Opp. & Rating: Talent Scouts. 40.4
13.1.. —.. Your TV Theater—Drama—Ziv TV. WLW-T—S, 10:30-11:00. 29.0
Top Opp. & Rating: Liberace; Scoreboard. —
12.1..21.0.. Liberace—Music—Guild Films WKRC—S, 10:15-10:45. 36.1
Top Opp. & Rating: Boston Blackie; TV Theater. —
4.6.. 7.3.. Your Star Showcase—Drama—TPA WCPO—F, 8:30-9:00. 57.6
Top Opp. & Rating: Our Miss Brooks. —
3.6.. —.. Texas Rasin'—Sports—Sportatorium WCPO—W, 7:00-8:00. 66.1
Top Opp. & Rating: Godfrey and Friends. —
3.5.. 6.9.. Into the Night—Drama—Sterling TV. WKRC—S, 9:30-10:00. 46.0
Top Opp. & Rating: Your Hit Parade. —

COLUMBUS 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
23.1..15.3.. Superman—Adv.—Kellogg Co. WBNS—W, 6:00-6:30. 25.2
Top Opp. & Rating: News. 1.4
15.6.. —.. Kit Carson—West.—Coca-Cola Co. WBNS—Th, 6:00-6:30. 18.7
Top Opp. & Rating: News. —
1.1.. 4.0.. Greatest Drama—Docum.—Gen'l Teleradio. WLW-C—T, 6:15-6:30. 19.2
Top Opp. & Rating: Laurel and Hardy. —
0.7.. 3.0.. American Wit and Humor—Drama—March of Time WLW-C—W, 6:00-6:30. 25.2
Top Opp. & Rating: Superman. —

Sign-On to 7 p.m.—Saturday and Sunday
17.5..23.7.. Wild Bill Hickok—West.—Kellogg Co. WBNS—S, 6:00-6:30. 20.9
Top Opp. & Rating: Public Service Film. 2.3
13.6..24.3.. Cowboy G-Men—West.—Flamingo Films WBNS—S, 5:30-6:00. 19.1
Top Opp. & Rating: Industry on Parade; Catholic Youth. —
5.5.. —.. Art Linkletter and the Kids—Comedy—CBS Film WTVN—Su, 5:00-5:15. 19.7
Top Opp. & Rating: Meet the Press. —
1.1.. 1.7.. Johnny Jupiter—Child.—Hawley and Hoops. WLW-C—Su, 2:00-2:30. 15.2
Top Opp. & Rating: Sunday Showboat. —
0.7.. 2.7.. Fulton Lewis Jr.—News—LUTP WBNS—Su, 12:45-1:00. 11.6
Top Opp. & Rating: Sunday Showboat. —
0.4.. 0.7.. Animal Time—Child.—Sterling TV WTVN—S, 9:45-10:00. 11.6
Top Opp. & Rating: Western Theater. —

7 p.m. to Sign-Off—Monday thru Sunday
30.9..29.8.. I Led Three Lives—Adv.—Ziv TV. WBNS—T, 8:30-9:00. 61.2
Top Opp. & Rating: Circle Theater. 22.1
30.2..31.0.. Death Valley Days—West.—Pacific Borax. WBNS—Su, 8:30-9:00. 56.9
Top Opp. & Rating: Television Playhouse. 19.1
28.1..18.3.. Mr. District Attorney—Adv.—Ziv TV. WLW-C—W, 9:30-10:00. 31.0
Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot. 12.7
26.5..11.3.. City Detective—Mys.—MCA-TV WBNS—F, 9:00-9:30. 59.1
Top Opp. & Rating: Cavalcade of Sports. 19.6

(Continued on page 14)

TvAB Forms Committees In Two Areas

NEW YORK, June 12. — The Television Advertising Bureau formed two new committees this week—a membership committee and an executive selection committee. The former is headed by Norman Gittleman, WTAR-TV, Providence, and the latter by Roger Clipp, WFIL-TV, Philadelphia.

The major objective of the membership committee, which will consist of 20 members, will be to recruit as many TV station operators as possible into TvAB.

The function of the executive selection committee will be to examine applications of all persons seeking executive positions with the organization. The committee then will recommend candidates for a final decision by the TvAB board of directors.

Sterling Branch in Chi

CHICAGO, June 12.—Sterling Television this week opened a branch office here with Carl Russell, formerly of Vitapix Corporation, in charge. This is Sterling's third regional office, and it has a total sales staff of ten men.

TV FILM PURCHASES

International News Service has placed "This Week in Sports," in more than 50 markets to date. Sponsors include General Tire and Rubber which is currently sponsoring the show in 28 major markets. Station WFIL, Philadelphia, has contracted with INS for its facsimile service.

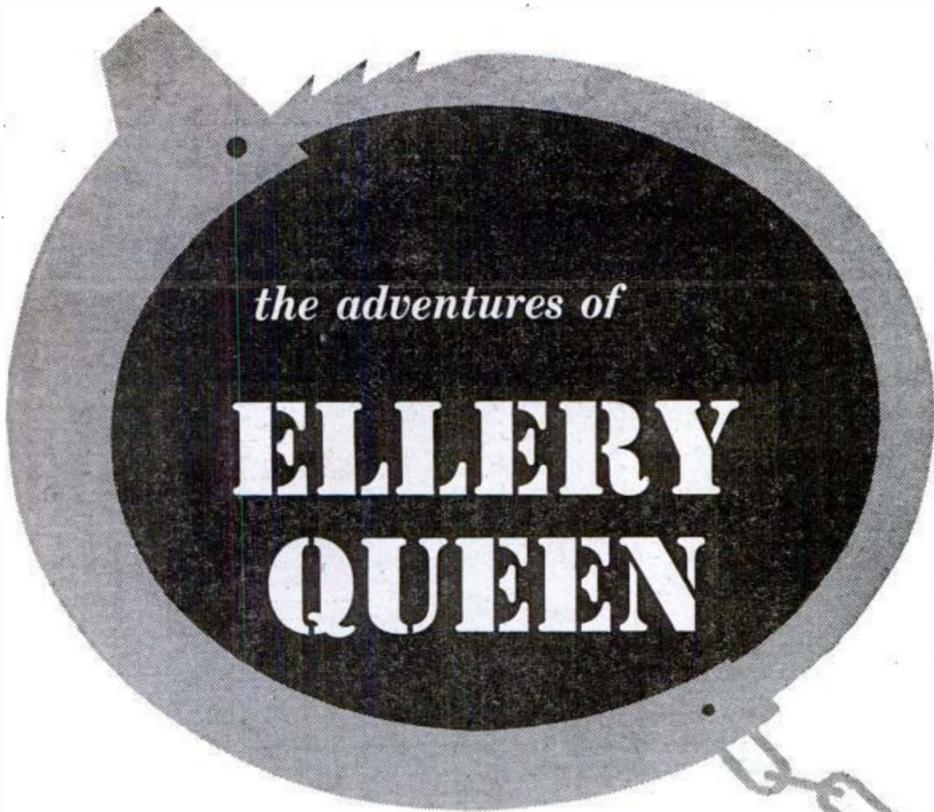
Screen Gems, Inc., reports the sale of 52 programs of "Your All Star Theater" to WDBO, Orlando, Fla. Sears-Roebuck has also purchased 52 programs which are being viewed on KBMT, Beaumont, Tex. "The Big Playback," another Screen Gems property, has been sold in nine markets during the past month. The first 26 programs, starring Bill Stern, will be shown on WJHP, Jacksonville; WDBO, Orlando, and WTVJ, Miami, all in Florida.

The NBC Film Divisor made the following sales this past week: "Badge 714" to KOMU, Columbia, Mo., for Staggs Beer; "Hopalong Cassidy" to KWK, St. Louis; "Life of Riley" to KPTV, Portland, Ore.; "Dangerous Assignment" to WMBN, Jacksonville, Fla.; "Victory at Sea" to WMAZ, Macon, Ga.; "Inner Sanc-

tum" to WTTV, Bloomington, Ind.; Feature Films to WDBO, Orlando, Fla.; "Daily News Report" to WKTV, Utica, N. Y., and "News Review" to WWOR, Worcester, Mass.

The Board of Realtors of Corpus Christi, Tex., has purchased from CBS TV Film Sales, "Amos 'n' Andy" to be shown on KVDO, Corpus Christi, Tex. Canada Dry Ginger Ale has added another market to its "Annie Oakley" roster. The show will be viewed over KIMA, Yakima, Wash. Other CBS TV Film Sales include: "Gene Autry" to KFBD, Great Falls, Mont., to be sponsored by Beatrice Foods; "Crown Theater" to WTRI, Albany, N. Y., along with "Art Linkletter and the Kids," "Gene Autry" and "Range Rider."

Sarra, Inc., has just completed a 20-second film commercial for Cracker Barrel Cheeze by Kraft Food Company, thru J. Walter Thompson Company. Also completed by the firm is a new series of TV film commercials for the Chase National Bank, New York, thru Kenyon & Eckhardt, Inc.



*... adapted from the
outstanding best-seller
of our times*

*... eagerly awaited
by millions of fans*

starring

HUGH MARLOWE

with

Florenz Ames

as Inspector Queen



Here's a new TV show that's as reassuring as money in the bank . . . a first-run series that's backed by a 25-year habit of success.

A success in every mass medium In print . . . on the screen . . . on the air—"Ellery Queen" has consistently spelled "box-office." On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance" . . . against any competition. Now, specially filmed for TV . . . starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A tremendous ready-made audience The readers who made "Ellery Queen" a 30,000,000-copy best-seller . . . the movie goers . . . the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle" . . . "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A show that can't miss To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name . . . the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.



television Programs of America, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 846 N. CAHUENGA BLVD., HOLLYWOOD 38, CALIF.

Sterling's TV Film Net Plan Blossoms

By BERNICE COE
Vice-President and Station Sales
Manager, Sterling Television
Company, Inc.

A couple of months ago I was having breakfast with a Midwestern station manager. He was due to go on the air in five weeks, with two networks . . . and he knew he didn't want to fill air time solely with features. He wanted to "program."

Having already looked over our catalog, he'd decided that many of our quarter and half-hour shows were much more in line with his programming ideas. The whole set-up looked like a film salesman's dream, except for one minor detail . . . the amount of film he wanted to use would be way out of line with his budget.

"I need a tremendous amount of programming," he said, ripping a piece of toast, "but it's got to be good enough to build an audience . . . I can't just throw air time away and hope to make a success of this business. But our film budget has to be small for the first year at least if we hope to survive."

Then he asked the question. "If I buy in quantity, what can you do in the way of price?"

"What's your idea of quantity?" I asked.

"About a thousand hours. . . . While the blood was returning to my face, I started thinking.

Whopping Order

Sterling has been (and probably always will be) against large-sized package deals which tie a station up for two or three years; which necessitate repeating film two, three or even more times in order to fulfill a contract which is impossible to break if something goes wrong. The shocker posed by my station manager friend, forced me to try to work out a package which I would want to buy were I in his rather uncomfortable shoes.

The result was Sterling's "Film Network Plan."

Here's how we worked it out. The first thing I did was set the number of hours at 300. Sterling has at present approximately 550 hours of programming. A 300-hour package would give the station a pretty wide latitude in the selection of material, and there would be no necessity of repeating anything (unless, of course, the local citizenry is storming the doors). And if a station wanted more than 300 hours, more was available. But no attempt would be made to shove the entire library down a station's throat.

Show Arrangement

We then arranged the plan so that a station could draw from virtually all of the material we distribute. This means that a station could program on film starting in the early afternoon with women's shows (like "For the Ladies," "The Jonathan Story"), moving into children's shows (such as "Betsey and the Magic Key," the P.T.A. endorsed "Junior Crossroads," "Animal Time," "Fearless Fossick," cartoons and Westerns), proceed to family shows (as "Armchair Adventure," "The World We Live In," "King's Crossroads," the Ray Forrest show, the Killiam Show, "The Little Show"), with a good sprinkling of sports shows ("Adventures in Sports," "What's the Record?" "Gadabout Gaddis," "Beat the Experts," "Sports on Parade"), with mystery-dramas ("Meet the Victim," "Into the Night") for later evening programming.

To round out the package further, the station could select full-length features, musical shorts and Vid-Bits (the name that won Dave Manning of WHAM a head of lettuce in our recent contest) plus Sterling's now famous stand-by library.

Set up at an over-all minimum hourly rate, the Film Network

Plan was now a feasible one for any station.

Per Station

The next hurdle to clear was the terms of the contract. Going back to my "other shoes" reasoning, I asked myself, "If I were a station buyer, what conditions would I want to see in a contract?" Our advertising man was passing my desk at the time and remarked that the answer would depend on what size station I intended to buy. So I rephrased the question, and came up with the following points:

1. No repeats—unless voluntary.

2. The right to reject anything I felt was not suitable for telecasting.

3. An extension clause . . . just in case an antenna didn't go up on schedule or a tower fell down unscheduled.

4. The right to cancel a contract. . . . If I canceled the contract, I would consider it fair to be billed at what it would have cost me if I had bought the shows individually.

5. The right to sell any of the material in the package to a sponsor.

And that is exactly what we put into the contract.

We even sold it to the same Midwestern station—plus one or

TV Film Guest of the Week



BERNICE COE

Bernice Coe, vice-president and station sales manager of Sterling Television Company, Inc., helped pioneer the TV film distribution business. Prior to joining Sterling she was with Walter O. Gutlohn, an educational film outfit. Then in 1947 moved to the 16mm. educational film division of United World Films.

In 1949 Miss Coe joined Sterling and set up the firm's first TV film operation. Today she is the only woman sales manager in the TV film distribution industry, with Sterling's complete sales staff, here and on the road, reporting to her. A Vassar graduate, she received her Masters Degree in mathematics at Columbia. Sterling's Film Network Plan, which was conceived and set up by Miss Coe, took first place in The Billboard's Second Annual TV Film Service Awards poll this year.

two others, who liked the idea. After several months of working on the Film Network Plan, we have the kinks ironed out and are now selling full force.

But ideas and contracts alone are not enough. Another important element must be brought in—service. Our Station Service department is at the beck and call of the Film Network stations, as well as any of our other accounts. Working away in the dungeon, they help stations program. They keep records of when shows are running out and contact the stations far enough in advance, so that replacements can be worked out well ahead of time.

They make suggestions and work with stations developing live shows around film material, such as a local Ray Forrest show (if the station has a local Ray Forrest whose personality they think is better suited to the community), or an "Award Film" program, or a kid's cartoon show with a live local character.

Maybe we're overly prejudiced, but we feel we've come up with a plan that not only makes for good programming, but is also economical. If even part of the material is sold to local sponsors, the film programming will pay for itself.

While we're on the subject of

WSP Readies Bowling Films

CHICAGO, June 12. — Walter Schwimmer Productions, Inc., has readied 26 one-hour films of "Championship Bowling" for early fall distribution.

The film series is an outgrowth of a live bowling show sponsored by DeMet Motors of Chicago and sponsored this past winter on WNBQ at 11 p.m. on Tuesdays. The show received ratings as high as 13.8 ARB. Pete DeMet and Matt Neisen formed their own production firm and signed most of the top bowling champions in the country on an exclusive contract, thus making this the only championship bowling show possible.

Agency for the firm and acting as assistant producer is the Wright-Campbell agency headed by Bill Wright, account executive on the DeMet account.

Du M. Tele-Center To Be Officially Opened on Monday

NEW YORK, June 12. — Du Mont on Monday will hold the official tape-cutting ceremonies for its Tele-Center, which has actually been in use for over a year. Speakers at the event will be Dr. Allen Du Mont and Mayor Robert Wagner.

The building has five large studios. In cubic feet, Studio 5 is the largest east of the Mississippi. Studio 4 has been set aside for color originations.

In its film room, a Du Mont Multi-Scanner with two Cinecon units was installed two weeks ago. While adjustments are still being made, it has already been used on the air a number of times. The machine will be converted to color shortly.

The building was constructed in 1890 by Col. Jacob Ruppert. It was originally the Central Opera House. Du Mont invested \$5,000,000 to re-build it for TV use.

Weiss Firm Signs Two Regional Reps

HOLLYWOOD, June 12.—Two more regional representatives have affiliated with Louis Weiss & Company, telefilm distributing organization, it was announced here by Adrian Weiss.

Bert Stolpe, of The Des Moines Register and Tribune, will represent the Weiss firm in Kansas, Missouri, Iowa, Minnesota, Nebraska, North Dakota and South Dakota. Robert Patrick, associated with Television Film Distributors, Inc., Denver, will have the territory of Wyoming, Montana, Idaho, Utah, New Mexico and Colorado.

UTP Cracks Sales

Continued from page 7

begin in September and covering the Scranton-Wilkes-Barre markets. Station purchase includes UTP's Bing Crosby Enterprises package of "Royal Playhouse," "Counterpoint" and "The Chimps"; "Heart of the City," "Lone Wolf," "Waterfront" and "Rocky Jones." "Space Ranger" also was purchased by KCOP-TV, Hollywood, for 78 weeks starting June 17, and by Hoag & Provandie, Inc., Boston, for airing over WJAR-TV, Providence, R. I., beginning September 11. New England Baking Company will sponsor for 52 weeks, according to Nathan, vice-president in charge of UTP sales.

The Walter J. Klein Company, Charlotte, N. C., earlier in the week purchased "The Lone Wolf" for Span-o-Life batteries for 52 weeks commencing July 15. UTP's "Curtain Call" package was also sold to KRON-TV, San Francisco, for 14 weeks starting June 19 with Necchi Sewing Machines as the sponsor. A 13-week contract was negotiated with Meier & Frank Department store to sponsor "The Ruggles" telefilm series over KPTV-TV, Portland, Ore., starting June 24.

money, the Film Network Plan is paid off as it's played off. Incidentally, our experience has been that stations using the plan, play it off at an average rate of about 10 hours a week.

As I said, we might be overly prejudiced, but we feel we've arrived at something workable, and since The Billboard reported that Sterling was voted first "far and away" by the stations as the "distributor whose library or station starter plan is considered best," maybe we're right.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 12

May ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
23.4	12.8	Badge 714—Adv.—NBC Film	WLW-C—M, 9:30-10:00	56.2
		Top Opp. & Rating: Studio One	20.3	
22.5	11.0	Boston Blackie—Mys.—Ziv TV	WLW-C—T, 9:30-10:00	53.4
		Top Opp. & Rating: Name's the Same	16.2	
20.4	17.8	Captured—Mys.—NBC Film	WBNS—Su, 9:00-9:30	58.2
		Top Opp. & Rating: Loretta Young	26.9	
20.0	20.6	All Star Theater—Drama—Screen Gems	WLW-C—F, 8:30-9:00	55.3
		Top Opp. & Rating: Marathon Theater	17.8	
14.2	12.8	Eversharp Theater—Drama—Eversharp Co.	WLW-C—S, 10:00-10:30	35.3
		Top Opp. & Rating: Duffy's Tavern	—	
13.5	—	Duffy's Tavern—Comedy—MPTV	WBNS—S, 10:00-10:30	35.3
		Top Opp. & Rating: Eversharp Theater	—	
12.7	24.6	Liberace—Music—Guild Films	WBNS—W, 10:30-11:00	26.1
		Top Opp. & Rating: Family Playhouse	—	
9.8	6.1	Dangerous Assignment—Adv.—NBC Film	WTVN—Th, 9:30-10:00	46.0
		Top Opp. & Rating: Mr. and Mrs. North	—	
8.4	15.3	Sports Spotlight—Sports—Tel-Ra	WBNS—W, 9:45-10:00	46.9
		Top Opp. & Rating: Mr. District Attorney	—	
7.6	—	Foreign Intrigue—Adv.—J. W. Thompson	WBNS—Su, 10:30-11:00	25.4
		Top Opp. & Rating: Front Row Theater	—	
5.5	—	Into the Night—Drama—Sterling TV	WLW-C—S, 10:30-11:00	27.3
		Top Opp. & Rating: Man Behind the Badge	—	
4.4	—	Waterfront—Adv.—United TV	WBNS—F, 10:30-11:00	21.1
		Top Opp. & Rating: Family Playhouse	—	
2.9	1.0	Paul Killiam—Misc.—Sterling TV	WBNS—W, 11:15-11:30	20.4
		Top Opp. & Rating: Family Playhouse	—	
2.2	—	Fulton Lewis Jr.—News—UTP	WBNS—Th, 11:15-11:30	17.1
		Top Opp. & Rating: Family Playhouse	—	
0.7	—	The Ruggles—Comedy—Station Dist.	WTVN—W, 7:30-8:00	64.7
		Top Opp. & Rating: Godfrey and Friends	—	

CLEVELAND 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

25.6	23.8	Superman—Adv.—Kellogg Co.	WNBK—M, 6:00-6:30	29.1
		Top Opp. & Rating: Movie Matinee	2.8	
17.1	13.1	Wild Bill Hickok—West.—Kellogg Co.	WNBK—W, 6:00-6:30	21.4
		Top Opp. & Rating: Movie Matinee	3.8	
9.7	18.1	Kit Carson—West.—Coca-Cola Co.	WNBK—Th, 6:00-6:30	14.5
		Top Opp. & Rating: Movie Matinee	—	

Sign-On to 7 p.m.—Saturday and Sunday

15.9	28.7	Annie Oakley—West.—CBS Film	WNBK—S, 6:30-7:00	18.6
		Top Opp. & Rating: Catholic Schools; Green Thumb	2.2	
13.8	24.2	Cisco Kid—West.—Ziv TV	WNBK—S, 6:00-6:30	19.8
		Top Opp. & Rating: Beat the Clock; Film Short	5.3	
6.1	14.1	Captain Midnight—Adv.—Wander Co.	WNBK—Su, 12:00-12:30	15.7
		Top Opp. & Rating: Gene Carroll	—	
5.1	—	Dick Tracy—Adv. Combined TV	WNBK—S, 5:30-6:00	20.3
		Top Opp. & Rating: Kentucky Derby; Beat the Clock	—	
4.9	6.2	Junior Crossroads—Child.—Sterling TV	WEWS—S, 11:30-11:45	9.8
		Top Opp. & Rating: Merry-Go-Round	—	
4.8	9.4	Johnny Jupiter—Child.—Hawley and Hoops	WEWS—S, 1:30-2:00	10.9
		Top Opp. & Rating: Fan Fare; Baseball Preview	—	
4.2	20.0	Ramar of the Jungle—Adv.—TPA	WEWS—S, 4:15-4:45	33.2
		Top Opp. & Rating: Baseball	—	
1.1	—	Animal Time—Child.—Sterling TV	WXEL—S, 10:45-11:00	8.0
		Top Opp. & Rating: Fun Wagon	—	

7 p.m. to Sign-Off—Monday thru Sunday

29.7	16.9	I Led Three Lives—Adv.—Ziv TV	WEWS—F, 10:30-11:00	48.6
		Top Opp. & Rating: Greatest Fights; Interviews	14.0	
26.2	20.6	Foreign Intrigue—Adv.—J. W. Thompson	WEWS—Su, 10:00-10:30	55.9
		Top Opp. & Rating: Loretta Young	20.9	
21.7	14.7	City Detective—Mys.—MCA-TV	WNBK—W, 10:30-11:00	35.5
		Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot	13.1	
18.2	32.4	Liberace—Music—Guild Films	WEWS—W, 9:00-9:30	66.9
		Top Opp. & Rating: Baseball	27.2	
15.9	15.0	Victory at Sea—Docum.—NBC Film	WNBK—M, 7:00-7:30	26.1
		Top Opp. & Rating: Polka Time	7.8	
15.7	—	Badge 714—Adv.—NBC Film	WNBK—F, 7:00-7:30	19.9
		Top Opp. & Rating: Capt. Video; News Parade	2.8	
13.8	22.5	China Smith—Adv.—Nat'l Telefilm Assoc.	WNBK—S, 7:00-7:30	15.4
		Top Opp. & Rating: Mental Health Week	1.1	
11.3	26.5	Range Rider—West.—CBS Film	WEWS—Su, 7:00-7:30	39.6
		Top Opp. & Rating: Baseball	—	
11.0	10.1	Favorite Story—Drama—Ziv TV	WNBK—Th, 10:30-11:00	27.8
		Top Opp. & Rating: Biff Baker, U.S.A.	—	
10.8	10.4	Kent Theater—Drama—P. Lorillard	WEWS—S, 10:30-11:00	47.1
		Top Opp. & Rating: Your Hit Parade	—	
9.9	—	Biff Baker, U.S.A.—Adv.—MCA-TV	WEWS—Th, 10:30-11:00	27.8
		Top Opp. & Rating: Favorite Story	—	
9.6	—	Sports Spotlight—Sports—Tel-Ra	WEWS—W, 10:45-11:00	31.7
		Top Opp. & Rating: City Detective	—	
2.0	—	Mr. District Attorney—Adv.—Ziv TV	WEWS—S, 7:30-8:00	22.7
		Top Opp. & Rating: Ethel and Albert	—	
8.5	—	Eversharp Theater—Drama—Eversharp Co.	WNBK—W, 7:00-7:30	20.7
		Top Opp. & Rating: Waterfront	—	
8.3	5.9	Boston Blackie—Mys.—Ziv TV	WXEL—F, 9:30-10:00	55.4
		Top Opp. & Rating: Our Miss Brooks	—	
7.4	7.9	Drew Pearson—News—MPTV	WXEL—S, 10:30-10:45	47.1
		Top Opp. & Rating: Your Hit Parade	—	
6.9	14.6	Racket Squad—Adv.—ABC Film	WXEL—Th, 10:30-11:00	27.8
		Top Opp. & Rating: Favorite Story	—	
6.7	5.1	Waterfront—Adv.—United TV	WEWS—W, 7:00-7:30	20.7
		Top Opp. & Rating: Eversharp Theater	—	
4.9	6.3	Janet Dean, R.N.—Drama—MPTV	WNBK—T, 7:00-7:30	17.7
		Top Opp. & Rating: Pooch Parade; Meet Your Schools	—	
3.7	—	Crown Theater—Drama—CBS Film	WNBK—M, 10:30-11:00	42.2
		Top Opp. & Rating: Studio One	—	
1.6	6.4	Greatest Drama—Docum.—Gen'l Teleradio	WEWS—F, 7:15-7:30	19.4
		Top Opp. & Rating: Badge 714	—	

TE Expands Staff, Offices

NEW YORK, June 12.—Telefilm Enterprises this week hired a salesman to cover New York and opened a branch office in Philadelphia. The New York man is Bill Russell, formerly of Ted Eshbaugh Studios. Heading the Philadelphia office will be Bob Gabriel, who formerly repped Commonwealth Television.

TE expects shortly to open offices in Chicago, Los Angeles, Cleveland, St. Louis, Atlanta, Dallas and Richmond, Va. Bud Austin, general manager is currently screening applicants for those spots.

23 Free Films Are Offered

NEW YORK, June 12.—Modern Talking Picture Service has begun a new series of promotions of its free films for use as public service series. The first mailing plugs "The Modern Home Theater," a 13-week series on home-making. Actually 23 different films are offered, almost half of them long enough to fill a half-hour slot alone.

Modern will shortly be plugging a "Modern Industrial Theater" and a "Modern Farm Theater." The films were produced under the auspices of various industrial firms. Modern has over 60 of them in all.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road • Cincinnati 6, Ohio
NEW YORK HOLLYWOOD

TWO NEW HALF-HOUR MUSICAL TREATS... for local and regional sponsors...

from the producers of THE LIBERACE SHOW

THE FLORIAN ZABACH SHOW

Television's Great New Musical Personality!



There's a new star on the TV horizon — FLORIAN ZABACH and his fabulous violin that "talks." A sensation in theatres and clubs from coast to coast... his recording of "The Hot Canary" has sold more than a million copies. Now... GUILD has built an excitingly different "personality musical show" around this great entertainer!



THE FRANKIE LAINE SHOW

WITH CONNIE HAINES



It's "Mr. Rhythm" himself — America's #1 recording sensation... now starred in his own tuneful TV musical revue. Featuring the songs of lovely, vivacious Connie Haines, and the nation's top dance stylists.



MUSICAL ENCHANTMENT FOR ALL THE FAMILY

Lavish Settings • Glorious Songs

Both shows produced with the same GUILD FILMS "know-how" that has put The LIBERACE Show in more than 180 TV markets!

FOR HIGHER RATINGS...AND GREATER SALES IMPACT!

Check on these current GUILD half-hour hits... all for immediate delivery!

LIFE WITH ELIZABETH

Sparkling situation comedy, starring lovely Betty White.



LIBERACE (For Radio or TV)

TV's top musical hit. New radio version available in September.



JOE PALOOKA

Ham Fisher's great characterizations brought to life by an all-star Hollywood cast.



Guild Films
COMPANY INC.

420 MADISON AVENUE • NEW YORK 17 • MURRAY HILL 8-5365

Disk Sales Pattern Changes, Cued by Distrib. Locations

By JOEL FRIEDMAN

HOLLYWOOD, June 12.—Record distributors in New England, the Midwest and Los Angeles are currently influencing a change in the sales pattern of the industry, with manufacturers placing increased emphasis on the position of these distributors.

The established territories, New York, Chicago, Philadelphia, San Francisco and other densely populated areas continue to dominate the scene insofar as total sales volume is concerned. Despite this, distributors in Los Angeles, Detroit, Hartford, Conn.; Milwaukee, Cincinnati and other cities are currently booking business far above their normal sales quota, largely resulting in a change in national ratings of top distribution outlets.

L.A. In Big Gain

The Los Angeles market area has reflected by far the heaviest gain, an upward trend experienced by all majors and a large number of independent companies. An over-all average of sales among Capitol, Columbia, Decca, M-G-M, Mercury and RCA Victor in Southern California indicates a gain of approximately 20 per cent over sales quotas of 1953. Taking the independent platters into consideration, and their domination of the rhythm and blues field, the rise is even sharper, with a majority of companies acknowledging that Los Angeles contributes more in total sales volume than do such cities as New York, Detroit or Baltimore.

KIDDIE PUSH

RCA to Tie Pop Artists, Kid Disks

NEW YORK, June 12.—RCA Victor's new push in children's records will see close co-operation between the kiddie and pop artist and repertoire departments this fall. Plans call for the use of many more pop artists singing moppet material. The collaboration will be sustained rather than occasional.

Trimming of the kiddie line to eliminate all slow movers (The Billboard, June 12) will be accompanied by an increased promotion drive. Steve Carlin, children's a.&r. chief, said top stress will be laid on the label's three top juve attractions, "Ding Dong School," Walt Disney and "Howdy Doody."

The new effort also calls for Carlin to co-ordinate his efforts more closely with the sales and merchandising departments. The low-cost Bluebird line, too, is due for more attention.

The Victor kiddie line is scheduled to undergo a price revamp in the fall, calling for the elimination of some present price categories.

F'er raws t'ars

HOLLYWOOD, June 12.—Almost every big name in show business who is in town is expected to turn out for the first date played here by Eddie Fisher since 1949 when he performed at the Orpheum Theater for

Fisher will open a 10-day stand at the Ambassador's Coconut Grove on Thursday at a fabulous guarantee and 70 per cent of the covers. Among those already known to have reserved tables for the opening are Eddie Cantor, Tom Martin, Jerry Lewis, Dean Dick P. June Allyson, Zinneman, oan Crawford, Louella Parsons, Norman Krasna, Edgar Bergen, General David Sarnoff, Manie Sacks, Dinah Shore and others.

Working with Fisher will be arkster Axel Stordahl, accompa- (Continued on page 48)

There are many compensating factors involved in the determination of specific top-market areas, a situation recognized by the record companies who generally operate on the "sales quota" principle. Their reasoning is sound, inasmuch as frequent changes of personnel, inventory problems and basic market potential seriously govern the sales volume any distributor might achieve.

The sales quota system apparently is one that is practiced by all major recording companies, subject, of course, to the demands required by their sales policies. All companies issue monthly bulletins to their branches and distributors, indicating the status of a given distributor in national listings, and further indicating what percentage of quota is being attained.

Cities that have shown the sharpest gains are Los Angeles, Detroit, Boston, Milwaukee, Syracuse, Cincinnati, Indianapolis, Spokane and Philadelphia.

Detroit Ranks High

Detroit significantly ranks high among both the major recording companies and the independent firms. Both King and Columbia Records list Detroit as the branch

with the greatest gain, with other majors placing the Motor City high on their list of important markets.

Surprisingly few Southern cities show on the lists of those with growing pains. This is true in the country and western field, as well as in other facets of the music business. Those that are contributing a healthy percentage above quota are Memphis, Atlanta, Richmond, Va., and Charlotte, N. C. Indie Abbott Records derives the bulk of its dollar volume from New York, an unusual fact in light of the company's specialization in country and western music.

An indication of the growth of the Southern California market area is seen in the gain produced by RCA Victor here, which is approximately 21 per cent ahead of last year. Columbia, as well, shows 19 per cent above quota. Both figures reflect sales thru April, 1954.

In the face of these changes, the record companies are earmarking a larger share of promotion budgets for the aforementioned cities, and at the same time, gearing their production and timing of releases with the specific locations in mind.

AFTRA & Disk Firms Begin Negotiations

NEW YORK, June 12.—The first negotiating session between the American Federation of Television and Radio Artists and the record manufacturers was staged this week on Monday (7) when AFTRA president George Heller presented some union demands verbally. Since then the record company negotiators have held a caucus of their own and the union is set to meet some time this weekend—all in preparation for a second union-company session on Thursday (17).

The AFTRA demands were not presented formally, it is known that Heller notified the record companies that his union would ask for a scale increase, a minimum call per record session and a "continuing interest" in the records made with AFTRA people.

The minimum call would work like this: When non-musical performers are used in record sessions they would be paid a minimum sum of scale for at least two

sides or a specified number of hours of work. This, the union feels, would eliminate calls for group singers working on a single side for minimum scale.

The "continuing interest" pitch may take the form of seeking additional and separate payment for AFTRA disk performers after a record has been marketed for a specified period of time and is still in current catalog. This proposal is a switch on the Music Performance Trust Fund which gives the musicians a "continuing interest" in records they make, but still offers performers a chance to participate in the earnings of a record.

Attending the first session for the record companies were Ken Raine for Columbia, Mortimer Edelstein for Capitol, Harry Polish for RCA Victor and Frank Walker for M-G-M. Also in attendance, but as an observer, was John W. Griffin, executive secretary of the Record Industry Association.

Music Sales Buys Robbins Out for 100G

NEW YORK, June 12.—Publisher Jack Robbins this week sold his J. J. Robbins & Sons, Inc., music and Consolidated Music, se g agency for J. J. Robbins, to Music Sales, Inc., for \$100,000.

Music Sales, owned by Al Ashley and Paul Gewirtz, large record-sheet music jobbers and concessionaires, already owns a number of publishing firms. (Continued on page 47)

Folk Event, Rodeo Tax Bill Hopped

WASHINGTON, June 12.—Taxes on admissions to national folk festivals and rodeos which do not provide any net to private stockholders or would be eliminated if Congress goes along with a bill hopped this week by Rep. Thomas B. Curtis (R., Mo.).

Representative Curtis stated that these entertainments, which are operated for "the preservation and development of American folklore," should be in the same class with other charitable entertainments, now exempt from the tax on admissions.

SCHERMAN SET FOR BOM DISKS

NEW YORK, June 12.—The first Book-of-the-Month Club recordings will be cut by Thomas Scherman, conductor of the Little Symphony Orchestra, featured previously on Decca and Columbia LP's. The Scherman disks will be used during the experimental phase of the club's operation (The Billboard, June 12).

Altho BOM is known to have broached its plan to a number of major record companies in order to secure club rights to albums, no commitments have yet been made. Board chairman of the book club is Harry Scherman.

SESAC Still Out License Pact at CBS

NEW YORK, June 12.—SESAC, Inc., and CBS have not yet reached an agreement on the renewal of a licensing agreement which expired on May 31. This marks the first time in about 20 years that SESAC has not had each of the networks licensed.

The licensing organization has, too, been unable to reach an agreement with radio station KFI, Los Angeles, which has not held an SESAC license for over a year.

As the situation now stands, the odds are against any agreement being reached for some time unless SESAC agrees to reduce its licensing fee for CBS usage of its music.

This it considers to place SESAC in a difficult position, since it deems its licensing fees as inviolate and cannot, in addition, place itself in a position wherein all other network licensees could demand the same money arrangement on a "favorite nations" clause in all contracts.

The CBS licensing agreement was last renewed in 1949, but the network has been licensed for over 20 years. The previous contract called for an approximate payment of \$25,000 a year to SESAC.

After lengthy negotiations thru the winter and spring, the opposing parties agreed to disagree, and negotiations ended just prior to the May 31 expiration date. Since then, only a short June 2 session was held during which time only papers belonging to each side were collected.

Cap to Put Up Hwd. Building Housing Complete Facilities

HOLLYWOOD, June 12.—Capitol Records will construct a multiple story office building in the heart of Hollywood to house the firm's complete operational facilities here. Announcement was made by Glenn E. Wallich, president of the company, following conclusion of negotiations for the site.

Building is to be located on Vine Street, between Hollywood Boulevard and Yucca, encompassing an area of 180 feet frontage on Vine and 60 feet frontage on the south side of Yucca. The building is planned for limit height construction, latter put at 13 stories by Los Angeles ordinance.

Announcement by Capitol put to rest reports that have been circulating for some years to the effect that the label would move their executive offices to New York. New Capitol building will house under one roof the company's recording studio facilities, executive offices, bookkeeping and accounting departments and their recently organized photography studio. At present, Capitol operations are located at their Sunset and Vine offices, Melrose studios and in the Palmer Building in Hollywood.

The architectural firm of Welton Beckett & Associates, noted in Los Angeles for their design of such buildings as the Prudential Building, the Los Angeles J. P. Pasadena and Westwood stores, and the Beverly-Hilton Hotel now under

construction, have been appointed to design the new Capitol headquarters. A fully air-conditioned building of modern design is contemplated.

No estimate could be placed on the amount of investment Capitol is making in this construction, since building plans have as yet not been fully developed. Cap (Continued on page 47)

Standard Music Still on Slight Increase, MPA Meeting Told

NEW YORK, June 12.—Publishers of standard music can look with "mild confidence" on sales prospects this coming fall, the Music Publishers' Association annual meeting was told here this week. Results of a survey taken among members indicated that sales of standard and educational music should continue its steady rise of the last few years but at a reduced rate of increase.

The 59th annual meeting of the association, which elected Don Malin, of C. C. Birchard & Company, president for the coming year, also took up other problems of concern to publishers. Prime among them was the proposed International Copyright Convention and unwitting but profit-

Clubtime Firm To Deal in Pop Voice Tracks

Continued from page 5

those are that no product or commercial association is to be tendered any artist, and the show must be aired for a minimum of one hour daily. Stations lease the Clubtime package on a 52-week basis.

McLaughlin and Doff returned from New York last week, where conferences with a majority of major disk firms were held. Doff indicated that full acceptance and support of the package had been given by the recording companies. The American Federation of Television and Radio Artists this week also placed its stamp of approval on the plan. Discussion concerning the Clubtime package is expected to be brought before the AFM convention in Milwaukee next week.

Artists thus far included in the package have given Clubtime a release, with no payment to be made by the firm to the recording stars. Clubtime is to return 5 per cent of all income received into national advertising and promotion for the artists.

The enormity of artists included in the Clubtime roster is seen as heavy competition to other syndicated voice-track transcription programs on the air. Ziv currently has Peggy Lee and Tony Martin, among others, airing a musical show. Artists and recording companies will derive a tremendous promotional outlet, thru inclusion in the four-hour program outline in the kit, latter to be used at the option of the station.

Subscribers to Clubtime thus far include KROW, Oakland, Calif.; KRIZ, Phoenix, Ariz.; KOB, Albuquerque, N. M.; KBIS, Bakersfield, Calif.; KNKS, Hanford, Conn.; WLEU, Erie, Pa.; KCNA, Tucson, Ariz.; WAIT, Chicago; CKLW, Windsor, Ont., and Detroit, and WAFD, Baton Rouge, La. S. W. Caldwell, Ltd., Toronto, has been named by Clubtime to handle the sale and distribution of their package in Canada.

Gary Crosby May Go to 'X'

HOLLYWOOD, June 12.—The Decca Records people here insist that Gary Crosby is still under contract to their label, the insiders believe that the Groaner's son will shortly wind up with a new disk contract on another label. It is known that several diskery a.&r. men have been eying a chance to sign the young Crosby, with RCA Victor's "X" label considered to have the inside track at this moment.

The presence of "X" recording chief Jimmy Hilliard and the expected arrival of Victor's top man, Manie Sacks, adds to the belief that Gary Crosby will be an "X" artist shortly. It is also admitted that a negotiation session for such a contract is scheduled for Wednesday (16). Expected to attend are Sacks, Hilliard, papa Crosby and Crosby clan mentor, Bill Morrow.

sapping copyright violations at home.

Standard publishers have been among the most vocal supporters of the International Copyright Convention, which is still awaiting favorable action by the United States Congress. The pact would make easier the flow of material abroad and provide for uniform rules with respect to the collection of royalties across national boundaries.

Educators Also of great concern to the publishers are the frequent copyright violations by educators, which collectively comprise their largest market. Mechanical devices, such as tape recorders, are used sometimes to circumvent these boundaries. (Continued on page 47)

GOVT. AID TO MUSIC

Sked Early Report to House on Howell Bill

WASHINGTON, June 12. — A House education and labor subcommittee is planning an early report on the Howell Bill to encourage government aid to music throughout the nation and to democratize the Federal Fine Arts Commission so as to provide representation for music, ballet, theater, TV and radio.

The subcommittee, headed by Rep. Albert H. Bosch (R., N. Y.), at a two-day hearing on the bill this week received strong encouragement from all witnesses except Chairman David E. Finley of the Federal Fine Arts Commission and Leonard Carmichael of the American Council of Education.

In the van of proponents who appeared before the subcommittee were American Federation of Musicians legalist Henry Kaiser and Herman Finkelstein, general counsel of the American Society of Composers, Authors and Publishers.

Kaiser, appearing for AFM President James C. Petrillo, said the Howell Bill deserves support because of its encouragement to professional music. He said that only 72,000 professional musicians are able to earn a living in the

present times and that another 175,000 must seek their income from other pursuits. He declared that "the problem is too big for the federation or any other private group or combination of groups or individuals to overcome."

"They cannot without the help of government create the opportunities for talent that are necessary if music is to continue as a meaningful expression of American Life," Kaiser said.

Kaiser pointed out that "name" band business is drying up and community brass bands are disappearing. As outlets for talent shrink, the talent itself withers away. He added, "I think the government ought to announce firmly and plainly that we believe in the cultural arts at least as completely as we do in the latest jet device, and that we will support them as they need support."

Finkelstein told the subcommittee that his declaration of support for the present represents his own "personal viewpoint" rather than that of ASCAP inasmuch as the ASCAP board of directors (Continued on page 22)

'CAINE MUTINY' ALBUM HALTED

NEW YORK, June 12. — RCA Victor's sound track album of "The Caine Mutiny," scheduled for release this month, has been shelved indefinitely, altho the LP's are pressed, packaged and ready for shipment.

Herman Wouk, author of the book from which the Columbia Pictures flick was made, refused to authorize release of the 12-incher, a dramatic condensation of the sound track. If his decision stands, the album may never be released.

Aladdin Sets Lamp Label

NEW YORK, June 12.—Aladdin Records, West Coast r.&b. firm, is starting a new subsidiary label, Lamp Records. The label is being issued in conjunction with arranger Jesse Stone, who has worked closely with Atlantic Records here for the past two years.

The first record to be released on Lamp is with singer-composer Leonard Lee and will be available next week. Stone arranged and supervised the session.

'Operation Pushpop' Extended for Week

NEW YORK, June 12.—'Operation Pushpop,' The Billboard's industry-wide promotional campaign to spark sales of pop records thru the summer will be extended for an additional week. The fifth weekly kit will be sent to disk jockeys on June 18, the operator kit will move into the mails on June 21, and the dealer packages of promotional material for the fifth consecutive week will be shipped on June 29.

The additional week of nationwide promotional activity is designed to give the record industry 20 per cent more merchandising material and action and will permit The Billboard to measure the results of the all-industry drive while it is in action, rather than after the promotional campaign has ended.

Meanwhile, requests for kits from dealers, operators and jockeys outside of the 10 market areas originally selected for "Pushpop" promotional and merchandising activity have continued to pour in. Dealers, operators and jockeys within the 10 market areas have also been unanimous in their desire to work with the promotion and

in their feeling that "Pushpop" is the most unusual and beneficial campaign ever undertaken by a trade paper in behalf of an industry.

Comments

Here are typical comments: "I am a subscriber to The Billboard and am a one-stop for operators. I'd like to get into 'Operation Pushpop' altho I'm not in the markets you specified. Please answer if I can be included"—Milton Wollman, Wollman's Music, Baltimore.

"One of our dealers, The Candlelight Shoppe, DeWitt, N. Y., is interested in obtaining the reprints you have for use of record dealers. Please communicate directly with the Shoppe, we would appreciate it."—Onondaga Supply Company, Syracuse.

"A little tardy on this, but could we help and get into 'Operation Pushpop'? We're just 60 miles out of San Francisco."—MacDonald's, Los Gatos, Calif.

"Seeing that much of our summer trade here is from the surrounding large cities, I am sure that it would help our business a great deal."—Myrtle B. Thompson & Son, J dington, Mich.

Permanent Plan?

"I have been reading in The Billboard about your plans for 'Operation Pushpop' and think that it is the first constructive thing that has ever been started to create business during the (Continued on page 47)

AFM Meet Due For Fireworks; Action, Maybe

MILWAUKEE, June 12.—The 57th annual convention of the American Federation of Musicians, which opens here on Monday (14), is expected to be the scene of much verbal fireworks, but the general trade feeling sees small likelihood of any dramatic actions being taken by either the rank and file membership or the union's incumbent leadership.

Certain to be broached by several individuals and groups are the AFM relationship with the American Guild of Variety Artists, the record industry, the radio-television networks, the American Federation of Television and Radio Artists and other past, present or future opponents of James C. Petrillo's union.

Petrillo Stet

Most trade observers feel that there is little or no chance for upsetting Petrillo's long-standing hold on the federation's presidency. Tho there is certainly opposition in the ranks, the various opposition groups have never been able to get together. The situation is not expected to change this year, since the two major locals which generally oppose Petrillo, Hollywood and New York, do not see eye to eye.

In any event, the 1,100 delegates will gather here at the Schroeder Hotel to hear Sen. Wayne Morse, Secretary of Labor James P. Mitchell and their own executives. The sessions are expected to wind up on Thursday. According to the AFM, the union will pay out more than \$200,000 in reimbursement of per diem and hotel expenses of the delegates.

IF ONE'S GOOD, LET'S TRY TWO

NEW YORK, June 12.—Mercury Records will pose a provocative problem for dealers and juke box operators this fall when Ronnie Gaylord gets out of the Army. As lead singer with the Gaylords, Ronnie was responsible for some of Mercury's biggest hits. However, a new lead-warbler joined the group when he entered the Army, and it is his voice which is featured on the most recent Gaylord releases.

Rather than break up the new Gaylords group, Mercury will record Ronnie Gaylord separately, but backed with two other singers, a la his old set-up with the Gaylords and utilizing the same style. In effect, this puts two Gaylords groups on the market.

DISK STARS PLAY TO DJ's

East Dee Jays' Teen-Ager Tours To N. Y. Gain Momentum for Fall

Continued from page 5

tour on the station (spot announcements), plus the cost of talent and musicians at the show, in addition to transportation, room and meal charges.

This is what upset the record companies and artists about the deejay tours. They don't mind appearing on a deejay tour shindig for a small fee if it is a non-profit promotion, but if it makes money, they feel they should get paid a reasonable sum. As a number of artists pointed out, they give up their evening and often their afternoon to do the show.

After the Prescott tour, eminently successful last February, the New Yorker Hotel here began to go on a real selling job to get more jocks to run tours. They sent a man to visit jocks in cities as far west as Pittsburgh and up to New England to get stations or jocks

to sponsor a trip to New York. The hotel's idea was to fill rooms, of course, and the selling job was put in the hands of the tour department.

The New Yorker has prepared a seven-page booklet for deejays which tells how to put on a tour that it can make money, that it is good prestige for the station, etc. The hotel won't try to get the talent for the jocks but will put them in touch with publicity men for the record firms.

The hotel has set a number of the tours for the fall, and has handled all of the tours that have come to town starting with the Prescott treks. These include the Joe Smith tour from Johnstown, Pa., today and the forthcoming Barry Kaye, WJAS, Pittsburgh, tour due here on June 19.

The first shift in payment for

artists appearing on the deejay tour shows was initiated by Joe Smith. He went to the General Artists Corporation and asked them to book his show.

He is paying all of the artists that will appear on the show above the AGVA scale for their performance. He has stated that (Continued on page 47)

POINT OF ORDER

Cap, 4-Star In Tiff Over Disk Satire

HOLLYWOOD, June 12.—Capitol and Four-Star Records entered into a legal skirmish this week, with an exchange of letters between both firms' attorneys concerning the latter's advertising of "Point of Order."

Capitol's legal firm, Gang, Kopp & Tyre, in behalf of their client, asked Four-Star to cease and desist a portion of their advertising they deemed damaging. Four-Star's ad read in part, "... this is the original two-sided full-length record and not the imitation that is being released to try to cash in on the popularity of our original record."

Bill McCall Sr., president of Four-Star, replied to Cap barristers thru attorney Harold F. Pettee Jr., claiming in effect that if Capitol's Stan Freberg release of "Point of Order" was not an imitation then Capitol was not suffering any damages. Moreso if the Capitol recording was an imitation, then possibly Four-Star was entitled to damages.

DJ's Air Pro & Con On 45 Shipments

NEW YORK, June 12.—As a result of the decision by the major diskeries to send out all disk jockey copies of pop hits on 45 r.p.m. records starting July 1, deejays all over the country are now sounding off with respect to the merits of 78's vs. 45's and vice versa.

Some jocks are happy at the forthcoming switch to 45's; others are mad as a hornet. As a result, diskeries are receiving pro and con mail concerning the swing to 45's every day.

Mercury, Columbia, Capitol, Decca and RCA Victor have al-

ready sent out official notices of the switch to 45's for jocks in July. M-G-M is sending its notice of the change next week, and other firms are expected to follow. The firms are shifting to 45's to save money.

The 45's are lighter and cheaper to mail, and it is estimated that the large firms will save up to \$250,000 per year by shipping out 45's rather than 78 r.p.m. disks. The donut disks can be sent out via air mail for less than the cost of first-class mail for 78's.

Many jockeys and stations are (Continued on page 47)

Announcing...The Billboard

N A M M CONVENTION NUMBER

National Association of Music Merchants' Convention, Palmer House, Chicago, July 12-15

Featuring... a valuable line-up of editorial features and directories covering subjects of special importance to music-record-phonograph dealers:

- SINGLE RECORDS • PACKAGED RECORDS • RECORD PLAYERS AND CHANGERS • HI-FI UNITS AND COMPONENTS • TAPE RECORDERS • PRE-RECORDED TAPE • RECORD ACCESSORIES • PROMOTION IDEAS • POINT-OF-PURCHASE MATERIAL • DISPLAY AIDS

Coming... IN THE JULY 17 ISSUE

Schedule Early Sen. Vote on Copyr't Treaty

WASHINGTON, June 12.—The Universal Copyright Treaty, which has received support from spokesmen of the music and broadcasting industries, is slated to reach the Senate floor for ratification next week. A bill to bring the federal copyright code into conformity with the treaty has been delayed, however.

The copyright pact, adopted in Geneva by the United Nations Educational, Scientific and Cultural Organization, is seen facing little difficulty in getting Senate ratification. But the Langer Bill to bring the copyright law into conformity with the proposed treaty has been tentatively delayed in the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks. This bill had originally been slated to reach the Senate for action at the same time as the treaty.

Nevertheless, the bill is expected to clear the Senate when it finally reaches the floor. Five motion picture companies which had opposed the bill withdrew their opposition this week. The legislation would grant American performance rights to citizens of all copyright pact member nations in exchange for similar rights for American authors in foreign countries.

Typographical unions which fear a drop in employment for union printers if the legislation is enacted in its present form, have shown no let-up in their opposition. As a result, a fight on the bill is in prospect when it reaches the house floor.

Col. Pays Fund On 90% Basis

NEW YORK, June 12.—Columbia Records this week was informed it could compute future payments due the Music Performance Trust Fund on the basis of 90 per cent of gross shipments. The firm petitioned for the new method to simplify the complicated accounting previously used to deduct actual returns from gross shipments "on many thousands of individual items."

Samuel R. Rosenbaum, trustee, in agreeing to the "90 per cent" plan, also made it available to other record companies. A test comparison indicated there would be little loss or gain either way.

Chi Disk Dealers Favor Fixed Return Privilege

CHICAGO, June 12.—The Chicago Record Retailers' Association at their meeting this week voted to set into motion a move to standardize across the board a 5 per cent return privilege to be granted to dealers by independent distributors.

Present practice calls for a 5 per cent return from larger labels and confusing return arrangements from independent labels, including the "one-release labels." In order for the distributor to provide this 5 per cent return arrangement, it was suggested by the retailers' association that the distributor retain 5 per cent of the retailers' cost when making payment to the manufacturers. This move is calculated to enable manufacturers to get better representation of their products in the retail stores, since at present retailers are reluctant to buy an independent label until the demand is strong enough to assure them that the loss incurred from

unsold copies will be no greater than the profit made on sold copies.

M. S. Starts It

The step in this direction was initiated by M. S. Distributing here, which is headed by Milton Salstone. M. S. started the policy as a means of coping with the problem of unsalable inventories. Salstone claimed that much of the financial trouble confronting distributors and dealers alike, on the national level, stems from unsold inventories. These stock piles both in dealers' back rooms as well as distributors' storage space, according to Salstone, "is dead merchandise."

Salstone claims he has no difficulties with manufacturers when he explains the 5 per cent retention system to them. "They either accept this way of doing it, or there's no deal," he said. "We're in this business for a profit and so is the dealer. This is the only way of showing a profit."

Other distributors contacted claimed merit in the association's suggestion. James H. Martin distributors, the largest handlers of independent labels in the area, altho not commenting on the immediate scope of the matter, did say that they will check into the matter and discussions will be held with their manufacturers. In the meantime, the retailers' association will contact the entire group of independent distributors in the area in the hope of setting up a uniform policy of 5 per cent returns in the area.

HIGH-TICKET

Granz's JATP Racks Up 425G Via 4 Albums

HOLLYWOOD, June 12.—With disk distributors relying more upon catalog package merchandise than ever before, Norman Granz's Jazz at the Philharmonic firm apparently has arrived at the successful formula in racking up a total of approximately \$425,000 in sales via four "high-ticket" albums.

The growing trend toward deluxe packages, selling at prices up to \$50 at the retail level, is by no means relegated to the jazz field. Virtually all the major recording companies have issued high-priced packages in both popular and limited editions. One of the most successful of recent releases was the Glenn Miller album issued by RCA Victor.

Granz, in bowing a new package this week, "The Genius of Art Tatum" at a retail list of \$25, pointed to the stability of such albums at both the distributor and dealer level. Consumer interest in the albums is always at a fairly high pitch, with little or no dead stock ever in inventory. As such, there is a constant demand for the product, a highly desirable situation for any label.

JATP Sales Manager Bernie Silverman estimates the first Granz high-ticket album to have sold approximately 1,000. Later, tagged "The Astaire Story," was offered thru subscription only at first and later at the dealer level, and marketed for \$50. As in subsequent Granz productions, album included a series of photos by Gjon Mili and a brief biography of Fred Astaire.

Granz's subsequent high-ticket releases, "The Jazz Scene" which sold for \$25 in a limited edition and \$10 in a popular edition, racked up a total sale of 15,000. The press run of the former was only 5,000 and was offered as a series of 78 r.p.m. recordings only, and included a picture folio. Firm's Volume 15 of its Jazz at the Philharmonic series marked the first complete offering of a JATP concert, whereas previous editions contained highlights from these concerts. Latter album, three 10-inch LP's, sold for \$15 and was a de luxe package.

Silverman opined that all future JATP releases would be on LP's only and would contain the complete works of a concert.

WILL ROSSITER, DEAN OF MUSIC, PASSES IN CHI

CHICAGO, June 12.—Uncle Will Rossiter, 87-year-old dean of music publishers and composer of "I'd Love to Live in Loveland," died Thursday (10) at the West Surburban Hospital here, following a short illness.

Rossiter belonged to the era of great ballad composers when Chicago's Tin Pan Alley was a center of song production, years before the ragtime and jazz periods. His most popular song was "Loveland" which sold over 2,000,000 copies of sheet music. In all, he penned some 500 tunes and published another 2,000, all under the pen name of W. R. Williams.

Until last week, Rossiter worked in his publishing firm at 173 West Madison Street. His associates, Carl Klein and Lillian Ringuist, plan to continue the business.

LEGAL TANGLE

Ward, ABC Heat Up on Pact Fuss

NEW YORK, June 12.—Billy Ward and His Dominoes and the Associated Booking Corporation were still feuding this week over contractual arrangements between the group and the agency. According to Ward he was no longer being booked by ABC. According to Joe Glaser, ABC head, Ward and His Dominoes were under contract to ABC for another year.

Ward has been trying to get out of his contract with ABC for close to six months. He asked for an arbitration hearing at the American Guild of Variety Artists so he could present his charges against ABC, but due to a number of reasons the hearings have not been held yet.

Ward "resigned" from AGVA two weeks ago with all of the Dominoes and had them all join the American Federation of Musicians, of which Ward himself was a member. However, AGVA refused to accept the "resignation" and told Ward there would be a hearing soon on his charges.

The AFM, according to Ward, first told him he was free of his ABC contract, then told him he was not free of it and would have to work it out with AGVA. Meanwhile, last Saturday (5), ABC took its first legal step and served papers on the group.

South Tour

Ward and His Dominoes start a one-nighter tour next week with the Paul Williams ork thru the Deep South and Florida. The tour was booked by Ward himself. ABC has wired the promoter of the tour that ABC still books the Dominoes and that commissions are payable to the firm on the one-nighter dates.

It is expected that the participants in the hassle will eventually get an AGVA hearing, which may straighten out the rhubarb.

Capitol to Go 45 In National D.J. Promotion Plans

HOLLYWOOD, June 12.—Capitol Records will join other major recording companies in switching its national disk jockey promotion program to 45 r.p.m. recordings effective July 1.

Company reasoning in making the change to 45's (The Billboard, June 5) is basically patterned along lines advanced by other firms. Capitol execs agreed that thru the use of 45's, disk jockeys thruout the nation would have the advantage of quicker service, higher fidelity and a minimum of storage problems. Tho not a serious problem, the change to the use of 45 r.p.m. recordings will also virtually eliminate any instances of breakage.

Capitol's announcement to the disk jockeys they service is scheduled to be issued in advance of their initial 45 r.p.m. promotion record shipment. Plans for the release of Cap standards and other catalog recordings considered essential to a basic library are being discussed by the firm's execs.

WARING PARTY

Music Trade Enjoys Annual Golf Outing

NEW YORK, June 12.—Contact men, publishers, a.&r. men and other assorted traders totaling 200 people took off from their daily rounds this week for a day or two at Fred Waring's Shawnee Country Club, in Pennsylvania's Pocono Mountains. This annual day at Waring's retreat marked the first Eastern music outing of the year.

Like all previous days at the Waring establishment, Golf, softball, sunshine and food were the primary interests, altho for those who came up on Monday (7) there were games of skill in the evening to test their luck. On Tuesday (8) the golf tournament, the softball game, and the music show, were enough to provide sports and fun for everyone. On the softball side, the music men whitewashed the Pennsylvanians by the score of 9 to 0.

In golf, the following music men won prizes for low gross score on the championship layout at Shawnee: Dee Belline, 76; Perry Como, 78; George Paxton, 78; Bob Day, 80; Clyde Seckler, 80; Nick Kenny, 82; Nat Brandwynne, 82; Fred Waring, 83; Kelly Camarata, 83; Lou Weinstein, 84; Joe Linhart, 84; Jack Spina, 84; Ross Parks, 84.

Prizes for low net score went to the following: Henry Onorati, Marvin Fisher, Bernie Shere, Mike Sukin, Hal Cooke, Mitch Ayres, Murray Luth, Percy Faith, Eddie Fisher and Hugo Winterhalter.

Norman Foley, Duke Niles and Percy Faith won prizes in the nearest - to - the - pin competition. Bob Sadoff, Bernie Pollack, Paul Cohen, Bob Austin and Joe Martin won prizes for the highest scores of the day.

The music show was a fantastic success, chock-full of yocks about the current and past music business. Stars of the operetta, titled "By Special Request" were Mickey Addy, Joe Del Guercio, Joe Santly, Murray Pizzell, Juggy Gayles, Bernie Pollack, Milt Gabler, Kelly Camarata and many other hard working publishers and pluggers. It was a sensational day. Bob Rolontz.

List Decca Common on L.A. Exchanges

HOLLYWOOD, June 12.—Fifty cents par value capital stock of Decca Records, Inc., was admitted to listing on the Los Angeles Stock Exchange this week (10), according to Thomas P. Phelan, executive vice-president of the exchange.

Decca previously had been listed on the New York Stock Exchange. As of May 1, 1954, Decca owned 672,996 shares of approximately 66.2 per cent of the outstanding common stock of Universal Pictures Company.

Decca presently has an offer outstanding to exchange two and one-fourth share of its stock for each share of Universal Pictures.

Spier-Kasner Firm Expands

NEW YORK, June 12.—Larry Spier and Eddie Kasner have formed Larry Spier (Canada), Ltd., as an equal partnership, with offices in Toronto. The new firm, to be managed by Eli Kasner, will handle in Canada copyrights held by Spier's five publishing firms. It extends further the international net being built by the two publishers.

Spier and Kasner already have an English firm which, in turn, has reciprocal arrangements with companies operated by Kasner in Paris, Berlin and Amsterdam. Spier's firms figuring in the Canadian set-up include Larry Spier, Inc., Carlyle (a joint operation with Johnnie Ray), and Beaver (in co-operation with the Four Lads), all affiliated with the American Society of Composers, Authors & Publishers, in addition to Montauk and Mapleleaf, licensed thru Broadcast Music, Inc. Kasner's American and Canadian holdings are not involved.

ARMY-McCARTHY WAX BY JARVIS

HOLLYWOOD, June 12.—Veteran disk jockey Al Jarvis, radio Station KFWB here, is currently making available to other d.j.'s thruout the nation a private recording satirizing the Army-McCarthy hearings.

Disk plot deals with a disk jockey being investigated for not facing reality. Jarvis has aired the platter on his radio show here and has received a majority of support from his listeners who requested that he continue to play the recording. Dubs of the record are not for sale.

England May Bar Entry of U. S. Publishers

LONDON, June 12.—Discussion here among top Bank of England brass may lead to a ban on further American music publishing companies opening up British offices.

Move is thought to have come up because of the drain of Sterling profits back into the dollar area as a result of the operation in this country of such American publishers as Leeds, Bourne, Mills, E. H. Morris, Robbins, Leo Feist, and Aberbach.

The proposed ban will not affect the companies already in existence, nor will it be spread to include other branches of show business unless the same situation arises.

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

THERE NEVER WAS A NIGHT SO BEAUTIFUL

Recorded by PERRY COMO... Victor

Published by BROADCAST MUSIC, INC.



THAT sensational RECORD YOU'VE HEARD SO MUCH ABOUT

FRANK SINATRA

DON'T WORRY 'BOUT ME

Capital Records

MILLS MUSIC, INC.

"I STILL LOVE YOU"

catching on both Pop and Folk

PROFESSIONAL COPIES FREE

Arlington Music Pub. Co.

3148 N. Rosser St. Alexandria, Va.

3 GREAT RECORDS!

DO YOU?

GUY LOMBARDO BLUE BARRON

Decca M-G-M

The Voices Of WALTER SCHUMANN

RCA Victor

Ludlow Music, Inc.

"BLUEBIRDS KEEP SINGING IN THE RAIN"

recorded by RUSH ADAMS

King #1321

"SOMEBODY BIGGER THAN YOU AND I"

Fred Waring - Vocal Frank Davh

Decca #29026

BULLS-EYE MUSIC, INC.

6526 Selma Ave. Hollywood, California

TONY MARTIN'S NEW SMASH

"HERE"

RCA Victor 20-5665

HILL and RANGE SONGS, Inc.

ALL THE FIRE OF JAMBALAYA

FELICIA SANDERS

JOLE JOHN

COLUMBIA 40219

FROM THE HEART OF THE CALUM COUNTRY

"ANSWER ME, MY LOVE"

Coming Up Fast!

"THE LITTLE SHOEMAKER"

BOURNE, INC.

136 W. 52nd Street New York 19

A "HIGHLIGHT" For Every Program

LITTLE THINGS MEAN A LOT

LEO FEIST, INC.



THE NATION'S MOST POPULAR BEST SELLING NEW RECORDS!!

You know all about "LITTLE THINGS" and "THREE COINS" - - - here are TOMORROW'S HITS...

FRED WARING *presents*

*The Glorious Voices of
The Pennsylvanians singing
the Inspirational song*

MY FRIEND

and

HE WAS THERE

29192



JERI SOUTHERN

sings

JOEY

and

THE MAN
THAT GOT AWAY

29184

GEORGIE SHAW *sings*

SOMEBODY ELSE'S LOVE SONG

and

WONDERFUL

29160



BURL IVES *sings*

WAIT FOR ME, DARLING

and

CASEY JONES

with Gordon Jenkins and His
Chorus and Orchestra

29129



BILL HALEY and His Comets

(We're Gonna)

ROCK AROUND THE CLOCK

and

THIRTEEN WOMEN

29124



ORIGINAL! THE SENSATIONAL GERMAN VERSION
NOW AVAILABLE HERE!

THE OBENKIRCHEN CHILDREN'S CHOIR

THE HAPPY WANDERER

and
Evensong
29193

*America's Fastest
Selling Records*



LATEST HITS ON LONDON

The season's fabulous new novelty record . . .

FRANK WEIR

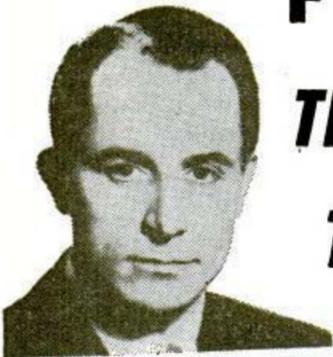
THE NEVER-NEVER LAND

backed with

THE LITTLE SHOEMAKER

VOCAL BY THE LITTLE TINKERS

1482 and 45-1482



Operators and dealers in Chicago and Milwaukee report: "This one's a hit!"

VERA LYNN

DU BIST MEIN LIEBCHEN

backed with

THE GREATEST LOVE OF ALL

1475 and 45-1475



BILLY COTTON

AND HIS ORCHESTRA

FRIENDS and NEIGHBORS

(vocal)

backed with

KITCHEN RAG (Instr.)

1473 and 45-1473

OPERATORS

Don't
miss
out
on
this!

JOHNSTON BROS.

THE BANDIT

backed with

THE SECRET OF OUR LOVE

1470 and 45-1470



LONDON

RECORDS



Full frequency range recording

MUSIC AS WRITTEN

MARTERIE, AYERS, BLEYER SET FOR CHI STAR NIGHT . . .

Ralph Marterie, Mitchell Ayers and Archie Bleyer and their respective bands have been signed to appear at Star Night in Soldier Field, Saturday, July 24. Already signed are Perry Como, Patti Page, Julius La Rosa and Lill Corey. The show also plays Cleveland and Detroit. Como is reportedly receiving \$10,000 per night for the three-day stand.

VICTOR READIES SACRED CATALOG . . .

RCA Victor is readying its first catalog supplement devoted exclusively to sacred records. The 12-page brochure will list the available output of all sacred artists on the label. Distribution to dealers will begin soon.

BILLY DANIELS CUTS FIRST BRITISH SIDES . . .

Billy Daniels, currently on a vaudeville tour of England, will make his first records in that country when he waxes four sides for Mercury Records in July. As yet all the titles are not fixed, but they will probably include "Bye, Bye Blackbird" and "She's Funny That Way." Billy's accompanist, Benny Payne, will also probably record here.

COL'BIA SUSTAINS ITS WINNING STREAK . . .

Columbia Records kept its winning streak intact when it defeated Allied Records 13 to 9 in a softball game held in New York Tuesday (8) in Central Park. Homers were hit by Paul Wexler and Herb Powers for the victors. This was the fourth straight victory for Columbia and keeps them at the top of the league. Next week undefeated Columbia meets the brand new team from RCA Victor and subsidiary labels "X" and Groove.

This important contest will be held on Tuesday, June 15 at 5 p.m. in Central Park. Here are the standings of the teams in the music softball league as of Saturday (12): Columbia, four wins, no defeats; Decca-Coral, one win, two defeats; Allied, no wins, one defeat; London, no wins, two defeats; RCA Victor, no wins, no defeats.

CHEESECAKE PICTURES FOR MISS WARREN . . .

M-G-M Records is sending out a cheesecake mailing piece to promote Fran Warren's new disk, "The Man That Got Away" and "Love Me, Love." The folder, which goes to record librarians and key deejays, features several revealing poses of the canary, highlighted by a particularly delectable photo visible thru a keyhole cutout on the first page. Copy line reads, "Do you like to peek thru keyholes?"

BMI TO MOVE ITS N.Y. EXEC OFFICES . . .

Broadcast Music, Inc., will move its executive offices Monday (14) to 589 Fifth Avenue, New York City. The offices of Associated Music Publishers, a BMI subsidiary, will also be located in the same building.

IMPERIAL SIGNS KIDISK TALENT . . .

Based on the success achieved via the current series of "Sherriff John" children's records, Low Chudd, president of Imperial Records, Inc., Hollywood, signed two additional names for similar wax presentation. Inked were Deputy Dave, of Television Station KPXX, San Francisco, and Deputy Tex, of Seattle. Chudd plans on releasing kid wax in the local areas identified with the stars' TV shows. Also inked to the firm's regular country and western roster was Merle Kilgore.

COL'S LIBERACE GETS LOTS A PUBLICITY . . .

Columbia Records is hitting the jackpot on publicity breaks for its pianistic heart-throb, Liberace. The 88-er was written up in Newsweek last month, Time magazine this week and is set for a spread in Look on June 15. Collier's and The American Weekly will do a spread on him in the fall. The American Weekly story will be a serial type and run over many weeks.

GRIDIRON CONCERT BY NAT'L SYMPHONY . . .

The National Symphony Orchestra will take its music right to the customers by playing a unique concert during half-time of the opening game between the Redskins and the New York Giants football teams in Washington on October 10. Following the premiere presentation of "Hail to the Redskins" in a symphonic ar-

range, the full orchestra will continue a brief program of serious symphonic music presented on concert hall standards, according to Dr. Howard Mitchell, orchestra conductor. The National Symphony opens its regular season at Constitution Hall October 20.

DEPT. STORE MUSIC SALES RISE 15 PER CENT . . .

Department store sales of phonograph records, sheet music and instruments in the first four months this year have jumped 15 per cent over sales in the same period last year, according to the latest tally of the Federal Reserve System. Stocks at the end of April were up 1 per cent from the same date last year.

New York

Coral's Four Girls—Jane Russell, Rhonda Fleming, Beryl Davis and Connie Haines—will guest on the Arthur Murray TV show Tuesday night (15), when it moves into Milton Berle's 8:30 to 9 p.m. spot on NBC-TV for the summer. Decca-Coral chief Milton Rackmil is throwing a cocktail party for the glamour quartet the night before.

Mercury Records is cutting some Georgia Gibbs sides this week for her new album. . . . Decca is bringing out a new LP album with pianist Peter Walters, featured at the Stonehenge Inn, Richfield, Conn. . . . Coral Records chalks up some nice network TV plugs on CBS-TV's "Morning Show" next week, when the Cora and Bil Baird puppets perform to three Coral platters on three successive mornings. Disks include Teresa Brewer's "Skinny Minnie" and "When Mama Calls" and Johnny Desmond's "Woman."

Dmitri Tiomkin's new "High and Mighty" sound track disk for Coral will be backed by the theme from his "Dial 'M' for Murder" score. . . . Betty Madigan plays Sciola's Cafe, Philadelphia, June 23-26. . . . George Shearing starts a five-day engagement at Rouge Lounge, River Rouge, Mich., June 22. . . . Fran Warren plays the Steel Pier, Atlantic City, June 20-26.

Audrey Cullen, secretary to M-G-M Record sales manager Wallace Early, married a non-pro June 12. . . . Decca a.&r. chief, Milt Gabler, starts his vacation this week, to be back July 5. . . . Decca sales manager Syd Goldberg visits Chicago next week for a confab with local distributors. . . . M-G-M Records is shipping two "Seven Brides for Seven Brothers" LP albums to every Loews Theater manager and every M-G-M Pictures field representative to be played in the lobby in conjunction with showings of the movie.

Steve Sholes, Victor's country and western chief, heads to Dallas Monday (14) to record Darrell Glenn and Charline Arthur. . . . Cuban composer Ernest Lecuona was here this week for a series of recording sessions for Victor's International department. . . . Label "X" has signed Juliette, a Canadian singer, who will cut her first sides for the firm in Toronto. . . . Vaughn Monroe will appear at the Roosevelt Hotel in New Orleans for a single engagement Thursday (17). . . . Freddy Binstock, who formed Monument Music 24 weeks ago, already has 25 record sides cut. . . . George Geyer, who will appear in Guy Lombardo's "Arabian Nights" musical at Jones Beach this summer, will record his first sides for B.B.S. Records Friday (18).

The correct number of the new Billy Ward and His Dominoes waxing of "Three Coins in the Fountain" is King 1364. . . . Four Star Records, for the record, had the first waxing on the market concerning the Army-McCarthy hearings now taking place in Washington. The Four Star record is Cactus Pryor's "With the Senator and the Private!" Capitol's record with Stan Freberg, "Point of Order," actually hit the market about a fortnight after the Four Star. . . . Percy Faith, Columbia Records' musical director, leaves next week for a six-week vacation in Europe. . . . Publicist Mal Braveman became a papa Monday (7), when his wife had a girl.

Chicago

The Leon Sash Trio opened for an indefinite stay at the New James Lounge and Restaurant this week. . . . Dick Nesbitt will fill in for Stan Dale on the "Morning Record Show" over WJJD

(Continued on page 22)

*On the
Way
to #*



DEAN MARTIN

with
Disc Jockeys
Juke Box
Operators
and Retailers

with his
wonderful
New Hit

SWAY

b/w Money Burns a Hole in My Pocket

CAPITOL 2818



The "COMEBACK" Girl of the Year—

LILLIAN ROTH

Her Story
in
Song



I'LL CRY TOMORROW

and

"Eadie Was a Lady"

CORAL 61182 (78 RPM) and 9-61182 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

MUSIC AS WRITTEN

• Continued from page 20

from 7 till 10 a.m. daily. Stan is off to California for a vacation for three weeks. . . . Don Glasser Orchestra is scheduled for a four-week engagement at the Melody Mill Ballroom starting June 30.

Tommy Reed and orchestra open at Pleasure Pier, Galveston, Tex., for two weeks beginning June 11. . . . The Blue Note is holding an "Ella Fitzgerald Week" beginning with her opening there June 11. The house promised reservation holders a raft of celebrities will be on hand to help Ella celebrate her 20th anniversary in show business.

Marla Terry, Coral thrush, in town making the rounds of the deejays with her latest recording, "Rendezvous." . . . Jackie Paris of Coral Records opened at the Cloister Inn of the Maryland Hotel this week. His latest is "I Know Why."

Ken Griffin, artist of the Columbia label, opens at the Club Hollywood Monday, June 14, for a one-week engagement. Griffin just finished a session in which he cut "Somebody Else is Taking My Place" and "Our Favorite Waltz" which was penned by Chicago deejay, Saxie Dowell. Following his stay here, Griffin sets out on a 12-week tour of fair dates.

Columbia records tossed a cocktail party this week at the Palmer House for Jerry Vale, Red Buttons and Mitch Miller. A host of deejays and retailers were on hand for the affair as well as representatives of Columbia and their local distributor, the Sampson Company. The party plugged Vale's "Go" and Buttons' "Buttons Bounce."

Chet Roble, the barefoot boy of jazz, is currently being heard Saturday nights at the Chez Paree. . . . Norma Douglas, whose latest etching is "Ah Ri Rung" on the Guyden label, will be in town the week of June 14 to visit with the deejays. She is currently visiting Pittsburgh.

Hollywood

Trend Records' new vocal group, the Hi-Los, have been held over for the Dennis Day show at the Sahara, Las Vegas. . . . Benay Venuta opens a three-week stand at Bimbo's 365 Club, San Francisco, June 17. . . . Disk jockey Larry Finley, currently doing 54 hours of radio a week at KFWB, spends weekends supervising operation of his Finley's Casino, San Clemente, Calif. . . . Carl Ravazza in for a four-week stand at Charley Foy's Supper Club. . . . Hollywood Palladium will team the Les Brown and Leighton Noble bands in marathon "graduation hop" for students of four high schools June 17. . . . Johnny Lang's "Somebody Bigger Than You and I," a song he worked on for three years, now has 11 recordings. . . . Ray B. Browne, UCLA student, won the annual \$300 Jo Stafford fellowship in American folklore.

Peggy Lee opened at the Fairmont Hotel, San Francisco, last week for a three-week stand. . . . Bill Richards, Kem Records' president, has increased production on his Hal Hopper recording of "More Love." . . . Music director

Frans Waxman left for Europe on a combination business-pleasure cruise. . . . Jimmy Hilliard, Label "X" artist and repertoire topper, arrived for a brief stay. . . . Lee Palmer's Jay-Kay distributing firm named to handle the Norgran line. . . . Eddie Truman takes on the music assignment for KCOP's "Living at Alameda's," new Sunday show which made its local debut last week. . . . Randy Van Horne and his Encores, original singing group with the Billy May orchestra, will be featured on the new TV series "Play for Pay," a musical quiz. Al Gannaway will emcee, with the Eddie Kay orchestra furnishing musical background. . . . Eddie Bergman inked for the summer at the Hotel Del Coronado.

HOMECOMING

2d Hillbilly Fair Set For Tenn.

KNOXVILLE, June 12. — The second annual Hillbilly Homecoming will be held here from June 30 thru July 5. The event was staged last year in Maryville, Tenn., but has been moved to this city to take advantage of the better local facilities for such an event. Governor Frank G. Clement has proclaimed Hillbilly Homecoming Week in honor of the non-profit promotion.

Already reported set for the local series of events are Eddy Arnold, Pee Wee King, Smiley Burnette, Homer & Jethro, the Davis Sisters, Martha Carson, Little Jimmie Dickens, Delores Watson, Buddy Hall, Del Wood and Hank Fort. Grace Creswell will again perform classical folk music, and Dr. George C. Grise, of Austin-Peay College, will present songs of the Southern highlands.

Evening shows will be staged at the Chilhowee Park Amphitheater. Other scheduled events are a crafts fair, outdoor supper, square dancing and strolling musicians.

Col. Plant Wages Boosted 4 Cents

BRIDGEPORT, Conn., June 12. —A 4-cent hourly wage increase was accepted this week by employees of Columbia Records, Inc., here, as they ratified a new two-year contract. Approximately 300 members of Local 237 of the United Electrical Workers Union met to vote on the contract. Terms of the agreement were reached during the week by the union and the company.

Richard Lindsley, international UE representative, stated that an additional 3 cents an hour will be given to about 92 workers in various classifications. About 560 of the 750 production workers will receive the 4-cent rise.

The contract, retroactive to June 1, will be signed this week and provides for a re-opener of economic issues after one year.

Government Aid to Music

• Continued from page 17

has not yet had an opportunity to study the bill. He said, however, that the Society "has at all times supported forward-looking measures in aid of American art, literature and music."

"It is believed that the Howell Bill is intended more to encourage those who bring musical works to the attention of the public, rather than those who create these works," Finkelstein said. "That seems a sound approach. For those who compose and publish music, their rewards are dependent upon sound copyright laws."

He went on to declare that "to some extent our copyright laws are outmoded in failing to recognize the forward steps in the progress of the arts." "For example," he said, "altho the law recognizes the necessity of compensating the composer when his music is performed publicly for a profit, a loophole in the 1909 Copyright Act enables those who perform music for profit by means of juke boxes to avoid payment to authors for such use of their works." He said: "This not only deprives authors of a very substantial income to which they are entitled, but it discriminates

against other commercial interests which pay for similar uses."

"Another shortcoming of the law," said Finkelstein, "is the failure to provide compensation to composers of musical works such as symphonies when their works are performed publicly but not for a profit."

Dr. Howard Hanson, representing the National Music Council, said the bill deserves overwhelming support because "the music profession desperately needs government assistance at municipal, State and federal levels."

Metropolitan star Tibbett, whose appearance at the hearing drew an overflow crowd, gave his testimony as first and now honorary president of the American Guild of Musical Artists (American Federation of Labor). He said that four-fifths of the membership of his union earns less than \$2,200 a year for musical works. This he said, has meant that talented youngsters have had to turn to taxi driving, teaching and other occupations to stay in music. Some, he declared, have given up the struggle, "producing a tremendous waste of talent and training."



'SH-BOOM'

COUPLED WITH

'I Spoke Too Soon'

MERCURY 70404 · 70404X45

A NEW SMASH BY THE
"CRAZY 'BOUT CHA BABY" BOYS

THE CREWCUTS

BIGGER THAN EVER!

“WAIT FOR ME DARLIN”

GEORGIA GIBBS



MERCURY 70386 • 70386X45



The Gal with the

COMES THROUGH WITH

Kitty



IN THE
 CHAPEL IN THE
 MOONLIGHT

Decca 29130 (4-29130)



Nation's #1 Hit
A NEW SMASH!

Kallen



**TAKE
EVERYTHING
BUT YOU**



Decca 29130 (4-29130)

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

The Billboard Music Popularity Charts

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

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Three Coins in the Fountain	1	4
2. Little Things Mean a Lot	2	7
3. Wanted	4	15
4. Answer Me, My Love	6	13
5. Happy Wanderer	5	6
6. Young at Heart	3	17
7. Hernando's Hideaway	7	2
8. Cross Over the Bridge	10	16
9. If You Love Me (Really Love Me)	8	6
10. I Understand Just How You Feel	11	3
10. Oh, Baby Mine	12	15
12. Here	14	10
13. Man Upstairs	8	5
14. Make Love to Me	15	19
15. My Friend	—	1

Tunes with Greatest Radio-TV Audiences

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

Radio

- A Girl, A Girl (R)—Valando—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Green Years (R)—Harms—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Understand Just How You Feel (R)—Jubilee—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Isle of Capri (R)—T. B. Harms—ASCAP
- Joey (R)—Lowell—BMI
- Lazy Afternoon (R)—Chappell—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Magic Tango (R)—Chappell—ASCAP
- Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- No One But You (R)—Feist—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Sway (R)—Peer—BMI
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- Wedding Bells Are Breaking Up That Old Gang of Mine—Mills—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- A Girl, A Girl (R)—Valando—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Buttons Bounce (R)—Lord—ASCAP
- Come Along With Me (R)—Peer—BMI
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hit and Run Affair (R)—Duchess—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- If There's Anybody Here (R)—Promenade—ASCAP
- Isle of Capri (R)—T. B. Harms—ASCAP
- It Happens to Be Me (R)—Paxton—ASCAP
- Knock on Wood (R) (F)—Famous—ASCAP
- Lazy Afternoon (R)—Chappell—ASCAP
- Little Lucy (R)—Roncom—ASCAP
- Little Shoemaker (R)—Bourne—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Love Him So Much I Could Scream—E. B. Marks—BMI
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- My Friend (R)—Paxton—ASCAP
- No One But You (R)—Feist—ASCAP
- Oh, My Papa (R)—Shapiro—Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- With All My Heart and Soul (R)—Leeds—ASCAP
- Young at Heart (R)—Sunbeam—BMI
- You're So Much a Part of Me (R)—Frank—ASCAP

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending June 9

This Week	Last Week	Weeks on Chart
1. Little Things Mean a Lot	1	8
2. Three Coins in the Fountain	3	5
3. Wanted	2	16
4. Happy Wanderer	4	7
5. Hernando's Hideaway	6	4
6. If You Love Me (Really Love Me)	8	8
7. Young at Heart	5	18
8. Cross Over the Bridge	7	16
9. Oh, Baby Mine	10	20
10. Man Upstairs	12	8

Second Ten

11. ANSWER ME, MY LOVE	9	16
12. I UNDERSTAND JUST HOW YOU FEEL	14	4
13. MAKE LOVE TO ME	11	20
14. MAN WITH THE BANJO	13	13
15. HERE	15	11
16. ISLE OF CAPRI	16	6
17. JILTED	17	9
18. CRAZY 'BOUT YOU, BABY	19	3
18. GREEN YEARS	—	1
20. STEAM HEAT	18	2

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and Permission will be immediately granted.

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

INDEX TO CHARTS

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Packaged Records, Classical	46	Other Categories	47

The Music Corner

As most dealers know there has been a considerable growth over the past two years in the sales of package merchandise. This includes all types of packages, in both the classical and the pop field. The jump in sales of package sets over the past 24 months has startled even the manufacturers.

What has caused the gain in sales of LP and EP sets? Certainly the fact that there is more music for the money on LP and EP disks than on 78's has helped spark the set boom. And the convenience of LP and EP has also proved advantageous. But possibly even more important is the sweat and tears poured into package merchandise by manufacturers to turn out the most appealing product possible and to merchandise that product to the nth degree.

Any dealer who takes a look at his stock of albums today, and then compares it to the album sets issued back in the 1930's or early 1940's, will be struck by the attractiveness of the current material as against that of two decades ago.

Certainly the covers are more attractive, the liner notes more informative, the orchestras and singers better recorded and the records more durable. In addition, the variety of material being recorded today is such that there are recordings available to please all tastes.

But even with all this improvement in package material, it would have gone for naught if the dealer had not jumped on the bandwagon. It was the dealer who used to push his sales volumes in the days of 78 albums when he would refuse to sell a hit single out of an album even if the manufacturer had said he might.

The dealer has always realized that it takes little more time to sell a high-priced set than it does to sell a single record.

During the single-record slump many dealers concentrated on their album sets as soon as they noticed the fall-off in pop and r.&b. wax. Some dealers were able to keep up their volume with jazz, others with classical and some with pop sets. But no matter what the specialty, it was packaged records that held up when other records slumped.

There is hardly a dealer who does not know how important the package record market is. What should make most dealers even happier about it is the fact that the market is still growing, and will mean even bigger sales for a long time to come.

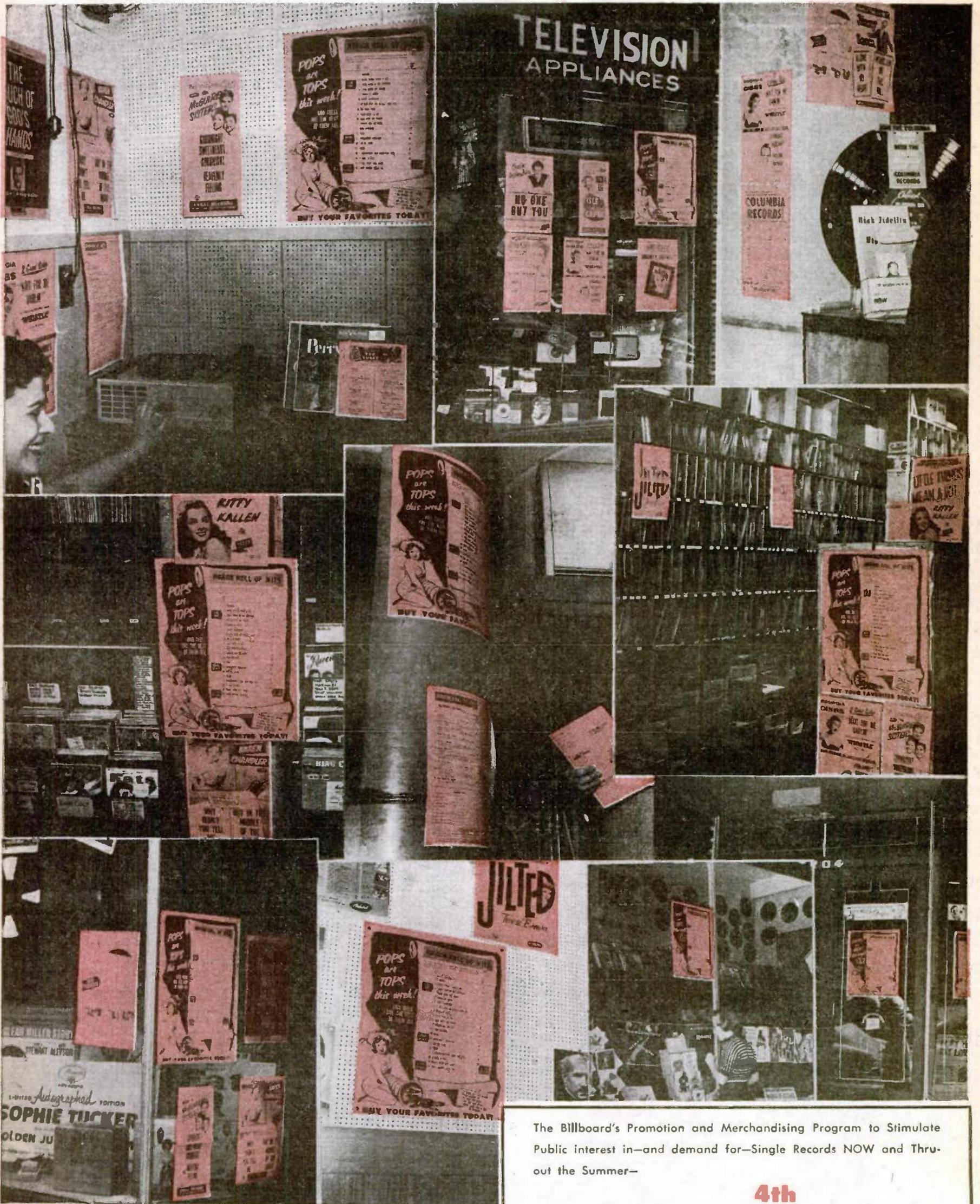
England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- Secret Love—Harms, Connelly (Remick)
- Happy Wanderer—Bosworth (Fox)
- Friends and Neighbors—Michael Reine (Ross Jungnickel)
- Heart of My Heart—Francis Day (Robbins)
- Someone Else's Roses—John Fields (Leeds)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Little Shoemaker—Bourne (Bourne)
- Changing Partners—Robt. Mellin (Porgie)
- I Get So Lonely—Edwin H. Morris Co., Ltd. (Melrose)
- Cross Over the Bridge—New World (Laurel)
- I See the Moon—Feldman (Plymouth)
- Such a Night—Sterling (Raleigh)
- Bimbo—Macmelodies (Fairway)
- Make Love to Me—Morris (Melrose)
- The Book—Kassner (Kassner)
- Young at Heart—Victoria (Sunbeam)
- Wanted—Harms, Connelly (Witmark)
- Sell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Idle Gossip—Bron (Redd Evans)
- Oh, My Papa—Maurice (Shapiro-Bernstein)

Operation Pushpop in ACTION

IN RECORD OUTLETS COAST TO COAST



The Billboard's Promotion and Merchandising Program to Stimulate Public Interest in—and demand for—Single Records NOW and Thru-out the Summer—

4th

NOW IN ITS FINAL WEEK!

EXTRA! By Industry Demand — Operation Pushpop EXTENDED ANOTHER WEEK

Watch for Kit No. 5

180,000

SOLD and REORDERED

RED FOLEY

ON **DECCA** RECORDS #29159

**NEW
JUST RELEASED**

86,000

INITIAL ORDER

FRED WARING

The Pennsylvanians

ON **DECCA** RECORDS #29192

**A GREAT RECORDING
BY AMERICA'S
#1 DANCE BAND**

**RAY
ANTHONY**

with Tommy Mercer and the Choir

ON **Capitol** RECORDS

**MEMO
GEORGE PAXTON, INC.
REPORTS
160,000
SHEET MUSIC SALES**

MY F

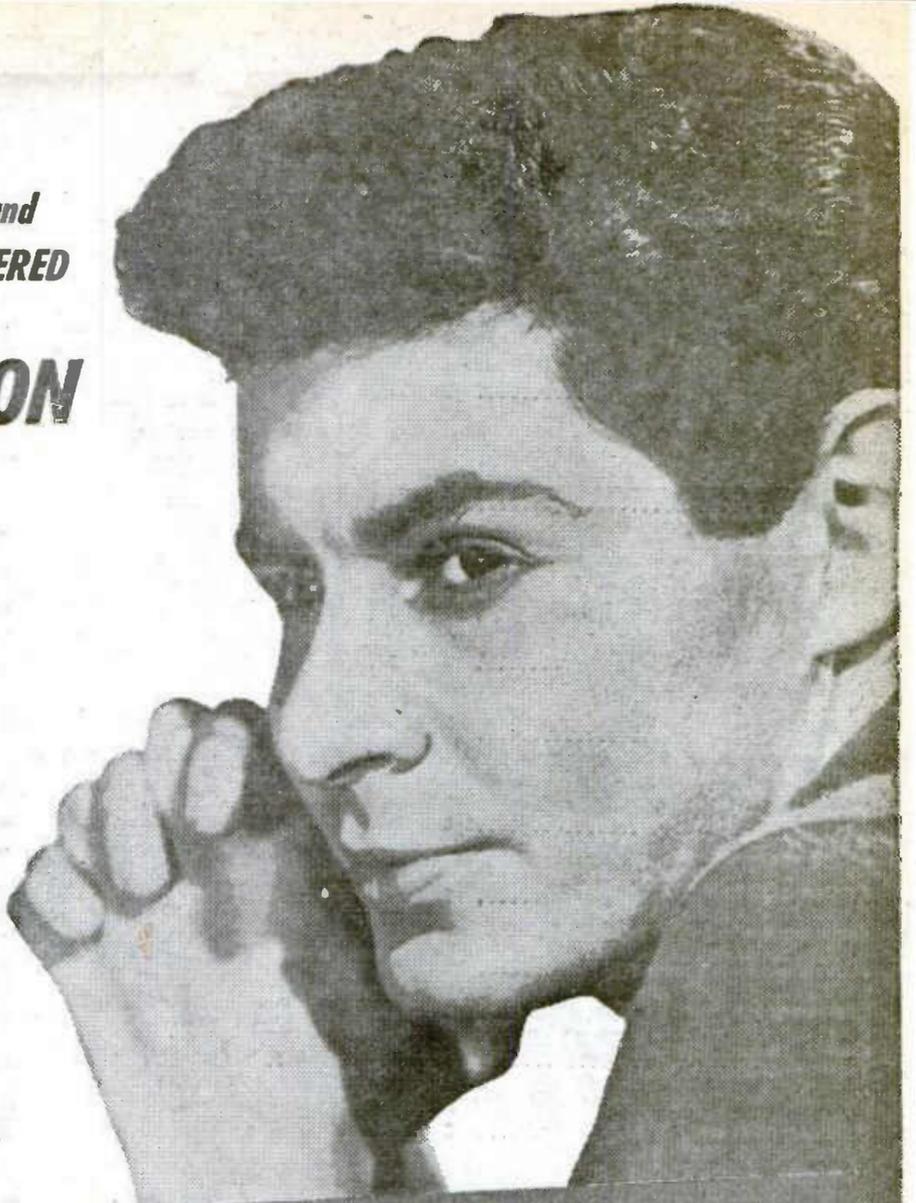
BROKE WIDE OPEN!

OVER 300,000 SOLD and REORDERED

ON THE ORIGINAL RENDITION

EDDIE FISHER

with HUGO WINTERHALTER'S Orchestra and Chorus
#20/47-5748



REORDER

RCA VICTOR
FIRST IN RECORDED MUSIC



**THIS WEEK'S
RCA VICTOR
DEALER REORDER
52,000**

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 9

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1.		10	LITTLE THINGS MEAN A LOT— K. Kallen.....	1
			I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
2.		5	THREE COINS IN THE FOUNTAIN— Four Aces.....	2
			Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
3.		4	HERNANDO'S HIDEAWAY—A. Bleyer	3
			S'il Vous Plait—Cadence 1241—ASCAP	
4.		6	HAPPY WANDERER—F. Weir.....	4
			From Your Lips—London 1448—ASCAP	
5.		16	WANTED—P. Como.....	5
			Look Out the Window—V 20-5647—ASCAP	
6.		9	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	6
			Man Upstairs (8)—Cap 2769—BMI	
7.		18	YOUNG AT HEART—F. Sinatra.....	7
			Take a Chance—Cap 2703—BMI	
8.		10	MAN UPSTAIRS—K. Starr.....	8
			If You Love Me (6)—Cap 2769—BMI	
9.		3	THREE COINS IN THE FOUNTAIN— F. Sinatra.....	9
			Rain—Cap 2816—ASCAP	
10.		20	OH, BABY MINE—Four Knights.....	10
			I Couldn't Stay Away From You— Cap 2654—ASCAP	
11.		16	ANSWER ME, MY LOVE— Nat (King) Cole.....	11
			Why?—Cap 2687—ASCAP	
12.		17	CROSS OVER THE BRIDGE—P. Page.	12
			My Restless Lover—Mercury 70302—ASCAP	
13.		13	HERE—T. Martin.....	13
			Philosophy—V 20-5665—BMI	
14.		12	MAN WITH THE BANJO— Ames Brothers.....	14
			Man, Man Is for the Woman Made— V 20-5644—BMI	
15.		6	HAPPY WANDERER—H. Rene.....	15
			My Impossible Love—V 20-5715—ASCAP	
16.		4	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	16
			Sugar Lump—Jubilee 5132—ASCAP	
17.		7	CRAZY 'BOUT YOU, BABY— Crew Cuts.....	17
			Angela Mia—Mercury 70341—BMI	
18.		6	ISLE OF CAPRI—Gaylords.....	18
			Love 1 You—Mercury 70350—ASCAP	
19.		3	STEAM HEAT—P. Page.....	19
			Lonely Days—Mercury 70380—ASCAP	
20.		20	MAKE LOVE TO ME—J. Stafford.....	20
			Adi-Adios Amigo—Col 40143—ASCAP	
21.		6	ISLE OF CAPRI—J. Lee.....	21
			By the Light of the Silvery Moon— Coral 61149—ASCAP	
22.		2	GREEN YEARS—E. Fisher.....	22
			My Friend (23)—V 20-5748—ASCAP	
23.		2	MY FRIEND—E. Fisher.....	23
			Green Years (22)—V 20-5748—ASCAP	
24.		2	I UNDERSTAND JUST HOW YOU FEEL—J. Valli.....	24
			Love, Tears and Kisses—V 20-5740—ASCAP	
25.		13	A GIRL, A GIRL—E. Fisher.....	25
			With All My Heart and Soul (Anema E Core)— V 20-5657—ASCAP	
26.		9	JILTED—T. Brewer.....	26
			Le Grand Tour de L'Amour—Coral 61152—BMI	
27.		1	THANK YOU FOR CALLING— Jo Stafford.....	27
			Where Are You?—Columbia 40250—BMI	
28.		3	JOEY—B. Madigan.....	28
			And So I Walked Home—M-G-M 11716	
29.		15	CUDDLE ME—R. Gaylord.....	29
			Oh, Am I Lonely—Mercury 70285—BMI	
30.		2	HERNANDO'S HIDEAWAY—J. Ray... 	30
			Hey, There—Col 40224—ASCAP	

• This Week's Best Buys

POINT OF ORDER — Stan Freberg — Capitol 2838

The comic has found a ready-made audience for this McCarthy parody. It has already jumped on the Los Angeles territorial chart and is reported a strong seller in Providence, Atlanta, St. Louis—and Milwaukee, of all places. New York, Philadelphia, Buffalo, Cincinnati and Durham were among other areas reporting good action. Dealers and operators ought to be cautious and be prepared for a possible let-down when the hearings draw to a close. Flip is "Person to Pearson." A previous Billboard Spotlight pick.

SWEETHEART — The Hilltoppers — Dot 15201

Out less than two weeks, this latest release by the group has moved out quickly in

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

Midwestern strongholds of theirs and is starting off well in several Eastern cities. St. Louis, Pittsburgh and Cincinnati reports were especially strong. Good reports were also received from Providence, Cleveland, Nashville, Milwaukee and Atlanta. Flip is "The Old Cabaret."

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• Most Played in Juke Boxes

For survey week ending June 9

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

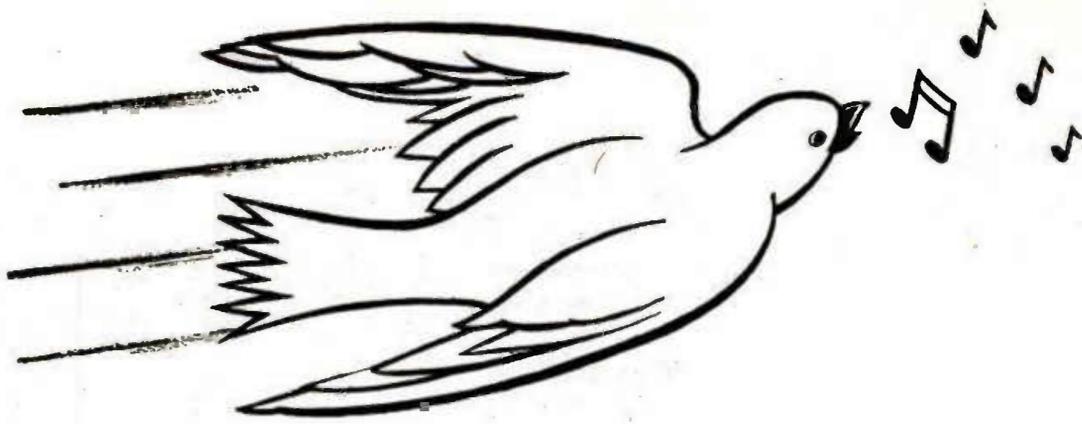
This Week	Last Week	Weeks on Chart	Title	Label
1.		15	WANTED—P. Como.....	1
			Look Out the Window—V 20-5647—ASCAP	
2.		6	LITTLE THINGS MEAN A LOT— K. Kallen.....	2
			I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
3.		5	THREE COINS IN THE FOUNTAIN— Four Aces.....	3
			Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
4.		15	CROSS OVER THE BRIDGE— P. Page.....	4
			My Restless Lover—Mercury 70302—ASCAP	
5.		19	OH, BABY MINE—Four Knights.....	5
			I Couldn't Stay Away From You— Cap 2654—ASCAP	
6.		20	MAKE LOVE TO ME—J. Stafford.....	6
			Adi-Adios Amigo—Col 40143—ASCAP	
7.		14	MAN WITH THE BANJO— Ames Brothers.....	7
			Man, Man Is for the Woman Made— V 20-5644—BMI	
8.		7	MAN UPSTAIRS—K. Starr.....	8
			If You Love Me (Really Love Me)— Cap 2769—BMI	
9.		15	YOUNG AT HEART—F. Sinatra.....	9
			Take a Chance—Cap 2703—BMI	
10.		6	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	10
			Man Upstairs—Cap 2769—BMI	
10.		3	HERNANDO'S HIDEAWAY—A. Bleyer	10
			S'il Vous Plait—Cadence 1241—ASCAP	
12.		6	HAPPY WANDERER—F. Weir.....	12
			From Your Lips—London 1448—ASCAP	
13.		8	JILTED—T. Brewer.....	13
			Le Grand Tour de L'Amour—Coral 61152—BMI	
14.		12	HERE—T. Martin.....	14
			Philosophy—V 20-5665—BMI	
15.		6	ISLE OF CAPRI—Gaylords.....	15
			Love 1 You—Mercury 70350—ASCAP	
16.		13	ANSWER ME, MY LOVE— Nat (King) Cole.....	16
			Why?—Cap 2687—ASCAP	
17.		2	STEAM HEAT—P. Page.....	17
			Lonely Days—Mercury 70380—ASCAP	
17.		1	HONEYMOON'S OVER— T. Ernie & B. Hutton.....	17
			This Must Be the Place—Cap 2809—ASCAP	
19.		1	HAPPY WANDERER—H. Rene.....	19
			My Impossible Love—V 20-5715—ASCAP	
20.		3	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	20
			Sugar Lump—Jubilee 5132—ASCAP	
20.		2	ISLE OF CAPRI—J. Lee.....	20
			By the Light of the Silvery Moon— Coral 61149—ASCAP	

• Most Played by Jockeys

For survey week ending June 9

RECORDS 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	Title	Label
1.		10	LITTLE THINGS MEAN A LOT— K. Kallen.....	1
			I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
2.		5	THREE COINS IN THE FOUNTAIN— Four Aces.....	2
			Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
3.		16	WANTED—P. Como.....	3
			Look Out the Window—V 20-5647—ASCAP	
4.		5	HERNANDO'S HIDEAWAY—A. Bleyer	4
			S'il Vous Plait—Cadence 1241—ASCAP	
5.		9	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	5
			Man Upstairs—Cap 2769—BMI	
6.		5	THREE COINS IN THE FOUNTAIN— F. Sinatra.....	6
			Rain—Cap 2816—ASCAP	
7.		19	YOUNG AT HEART—F. Sinatra.....	7
			Take a Chance—Cap 2703—BMI	
8.		8	HAPPY WANDERER—F. Weir.....	8
			From Your Lips—London 1448—ASCAP	
9.		16	CROSS OVER THE BRIDGE—P. Page	9
			My Restless Lover—Mercury 70302—ASCAP	
10.		7	HAPPY WANDERER—H. Rene.....	10
			My Impossible Love—V 20-5715—ASCAP	
11.		22	MAKE LOVE TO ME—J. Stafford.....	11
			Adi-Adios Amigo—Col 40143—ASCAP	
12.		13	HERE—T. Martin.....	12
			Philosophy—V 20-5665—BMI	
13.		3	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	13
			Sugar Lump—Jubilee 5132—ASCAP	
14.		13	MAN WITH THE BANJO— Ames Brothers.....	14
			Man, Man Is for the Woman Made— V 20-5644—BMI	
14.		1	GREEN YEARS—E. Fisher.....	14
			My Friend—V 20-5748—ASCAP	
16.		22	OH, BABY MINE—Four Knights.....	16
			I Couldn't Stay Away From You— Cap 2654—ASCAP	
17.		10	MAN UPSTAIRS—K. Starr.....	17
			If You Love Me (Really Love Me)— Cap 2769—BMI	
18.		1	I UNDERSTAND JUST HOW YOU FEEL—J. Valli.....	18
			Love, Tears and Kisses—V 20-5740—ASCAP	
19.		4	CRAZY 'BOUT YOU, BABY— Crew Cuts.....	19
			Angela Mia—Mercury 70341—BMI	
20.		1	JOEY—B. Madigan.....	20
			And So I Walked Home—M-G-M 11716—BMI	



TAKING OFF LIKE A BIRD!

The Happiest HIT That Ever Happened!

**“THE LITTLE
SHOEMAKER”**

MERCURY 70403 • 70403X45



by the

GAYLORDS



They're Hot!

**THE CLASS OF THE SINGING GROUPS!
THEIR HITS REALLY STAY!**

the **AMES BROTHERS**





LEAVE IT TO YOUR HEART

with a
standout
orchestration
by

HUGO WINTERHALTER

b/w

LET'S WALK
AND TALK

#20/47-5764

RCA VICTOR
FIRST IN RECORDED MUSIC





JUNE IS
JONI JAMES
MONTH

HARVEY
NORMAN

BY MY
SIDE
and
A DIM
CAFE

MGM 11752 78 rpm
K 11752 45 rpm

JONI JAMES

IN A
GARDEN
OF ROSES

EVERY
DAY



WINNER
of the Brad Phillips
WINS "Queen of the
Singing Battle Royal."

MGM 11753 78 rpm
K 11753 45 rpm

BILLY ECKSTINE

TEMPORARILY
BLUE
and
BELOVED

(From the MGM Film
"The Student Prince")
MGM 11744 78 rpm
K 11744 45 rpm

SEABREEZE
and
NO ONE
BUT YOU

From the MGM Technicolor Film
"Flame and the Flesh"
MGM 11712 78 rpm
K 11712 45 rpm

CINDY LORD
I'LL NEVER
NEED THE
MOON
and
I NEVER
FELT MORE
LIKE FALLING
IN LOVE

MGM 11737 78 rpm
K 11737 45 rpm

BETTY MADIGAN



JOEY

MGM-11716 78 rpm
K-11716 45 rpm

AND SO I
WALKED HOME

UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

DICK HYMAN
TRIO

UNFORGETTABLE

OUT OF
NOWHERE
MGM 11743 78 rpm
K 11743 45 rpm

THE CAT MEN
featuring Sam (The Man) Taylor
on Tenor Sax
THIS CAN'T
BE LOVE
and
PLEASE
BE KIND

MGM 11758 78 rpm
K 11758 45 rpm

M-G-M is First with the Nation's Newest Hit!

LEROY
HOLMES
and
his
Orchestra

THE HIGH and the MIGHTY
Whistling
by FRED LOWERY

Infectious Theme From the Warner Bros. Film "The High and the Mighty"

b/w LISA
MGM 11761 78 rpm - K 11761 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS
WITH RECORDS

The Billboard Music Popularity Charts
POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 9

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

Atlanta

1. Here, T. Martin, V.
2. Wanted, P. Como, V.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Young at Heart, P. Sinatra, Cap.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Hernando's Hideaway, A. Bleyer, Cdc.
8. Green Years, E. Fisher, V.
9. Cross Over the Bridge
P. Page, Mer.

Boston

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Green Years, E. Fisher, V.
6. I Understand Just How You Feel
Four Tunes, Jub.
7. Thank You for Calling, J. Stafford, Col.
8. Three Coins in the Fountain
F. Sinatra, Cap.

Buffalo

1. Three Coins in the Fountain
Four Aces, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Wanted, P. Como, V.

Chicago

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Isle of Capri, J. Lee, Cor.
7. Man Upstairs, K. Starr, Cap.
8. Crazy 'Bout You, Baby, Crew Cuts, Mer.
9. My Friend, E. Fisher, V.

Cincinnati

1. Three Coins in the Fountain
Four Aces, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Man With the Banjo, Ames Brothers, V.
6. Wanted, P. Como, V.
7. Happy Wanderer, F. Weir, Lon.
8. Isle of Capri, Gaylords, Mer.
9. Happy Wanderer, H. Rene, V.
10. Young at Heart, F. Sinatra, Cap.

Cleveland

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Happy Wanderer, F. Weir, Lon.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Isle of Capri, J. Lee, Cor.
6. My Friend, E. Fisher, V.
7. Steam Heat, P. Page, Mer.
8. If You Love Me (Really Love Me)
K. Starr, Cap.

Dallas-Ft. Worth

1. Three Coins in the Fountain
Four Aces, Dec.
2. Wanted, P. Como, V.
3. Young at Heart, F. Sinatra, Cap.
4. Little Things Mean a Lot
K. Kallen, Dec.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Isle of Capri, J. Lee, Cor.

Denver

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Happy Wanderer, F. Weir, Lon.
4. Man Upstairs, K. Starr, Cap.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Cross Over the Bridge, P. Page, Mer.
7. Happy Wanderer, H. Rene, V.
8. Three Coins in the Fountain
Four Aces, Dec.
9. Young at Heart, F. Sinatra, Cap.
10. Oh, Baby Mine, Four Knights, Cap.

Detroit

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Goodnight, Sweetheart, Goodnight
Spaniels, VJ.
6. Answer Me, My Love
Nat (King) Cole, Cap.
7. Man Upstairs, K. Starr, Cap.
8. Goodnight, Sweetheart, Goodnight
S. Gale, V.
9. Three Coins in the Fountain
F. Sinatra, Cap.
10. Wanted, P. Como, V.

Kansas City

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Wanted, P. Como, V.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Man Upstairs, K. Starr, Cap.
7. I Understand Just How You Feel
Four Tunes, Jub.

Los Angeles

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.

3. Wanted, P. Como, V.
4. Young at Heart, F. Sinatra, Cap.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Point of Order, S. Freberg, Cap.
8. Man With the Banjo, Ames Brothers, V.
9. Sh-Boom, Chords, Cat.
10. Happy Wanderer, T. Leonetti, Cap.

Milwaukee

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Joey, B. Madigan, M-G-M
6. Crazy 'Bout You, Baby, Crew Cuts, Mer.
7. Wanted, P. Como, V.
8. Three Coins in the Fountain
F. Sinatra, Cap.
9. If You Love Me (Really Love Me)
K. Starr, Cap.
10. Here, T. Martin, V.

New Orleans

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Wanted, P. Como, V.
4. Happy Wanderer, F. Weir, Lon.
5. Thank You for Calling, J. Stafford, Col.
6. Cross Over the Bridge, P. Page, Mer.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Here, T. Martin, V.
9. Make Love to Me, J. Stafford, Col.

New York

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Wanted, P. Como, V.
6. Young at Heart, F. Sinatra, Cap.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Three Coins in the Fountain
F. Sinatra, Cap.
9. Answer Me, My Love
Nat (King) Cole, Cap.

Philadelphia

1. Three Coins in the Fountain
Four Aces, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Happy Wanderer, F. Weir, Lon.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Wanted, P. Como, V.
6. Young at Heart, F. Sinatra, Cap.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Here, T. Martin, V.
9. Joey, B. Madigan, M-G-M
10. Man Upstairs, K. Starr, Cap.

Pittsburgh

1. Three Coins in the Fountain
Four Aces, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Hit and Run Affair, P. Como, V.
5. Happy Wanderer, F. Weir, Lon.
6. Steam Heat, P. Page, Mer.
7. Sweetheart, Hilltoppers, Dot.

St. Louis

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Happy Wanderer, F. Weir, Lon.
4. Isle of Capri, Gaylords, Mer.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Three Coins in the Fountain
F. Sinatra, Cap.
7. Green Years, E. Fisher, V.
8. If You Love Me (Really Love Me)
K. Starr, Cap.

San Francisco

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Wanted, P. Como, V.
4. Young at Heart, F. Sinatra, Cap.
5. Three Coins in the Fountain
F. Sinatra, Cap.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Three Coins in the Fountain
Four Aces, Dec.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Answer Me, My Love
Nat (King) Cole, Cap.
10. Man Upstairs, K. Starr, Cap.

Seattle

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, H. Rene, V.
3. Three Coins in the Fountain
F. Sinatra, Cap.
4. Wanted, P. Como, V.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Three Coins in the Fountain
Four Aces, Dec.
7. Young at Heart, F. Sinatra, Cap.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Love I You, Gaylords, Mer.
10. Here, T. Martin, V.

Balti.-Wash.

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Three Coins in the Fountain
F. Sinatra, Cap.
5. Wanted, P. Como, V.
6. Happy Wanderer, F. Weir, Lon.
7. Answer Me, My Love
Nat (King) Cole, Cap.
8. Here, T. Martin, V.



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

ALONE TOO LONG IT HAPPENS TO BE ME	M. Cole	2754
ANSWER ME, MY LOVE WHY	M. Cole	2687
MAKE HER MINE I ENVY	M. Cole	2803
THE MAN UPSTAIRS IF YOU LOVE ME	K. Starr	2769
OH, BABY MINE (I GET SO LONELY) I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
POINT OF ORDER PERSON TO PEARSON	S. Freberg & D. Butler	2838
RIVER OF NO RETURN GIVE ME YOUR WORD	T. Ernie	2810
SWAY MONEY BURNS A HOLE IN MY POCKET	D. Martin	2818
THREE COINS IN THE FOUNTAIN RAIN	F. Sinatra	2816
YOUNG-AT-HEART TAKE A CHANCE	F. Sinatra	2703

COMING UP FAST Listed Alphabetically

BACKWARD, TURN BACKWARD FACE TO FACE	G. MacRae	2760
GOODNIGHT, SWEETHEART, GOODNIGHT HAPPY HABIT	E. M. Morse	2800
I COULD HAVE TOLD YOU DON'T WORRY 'BOUT ME	F. Sinatra	2787
I WAS MEANT FOR YOU THEY TELL ME	The Four Knights	2782
HANG UP SORRY, SORRY, SORRY	H. O'Connell	2783
UNTIL SUNRISE HUMORESQUE	J. Carr	2730
THE VAMP SO BLUE	P. Hunt	2828

LATEST RELEASES

Numbers
424 & 425

ON AND ON GIVE ME SOMETHING TO GO WITH THE WINE	Al Martino	2826
EL RELICARIO ONE WHO BROKE MY HEART IS BACK IN TOWN	Gisele MacKenzie	2827
THE VAMP SO BLUE	Pee Wee Hunt	2828
THE TABLE NEXT TO MINE BELIEVE ANOTHER'S LIPS	Sonny James	2829
I'LL NEVER GO SAILING AGAIN LOOK-A HERE, BABY	Ramblin' Jimmie Dolan	2830
WHY DIDN'T YOU TELL ME I WASN'T THERE WITH YOU	Bob Manning	2831
POINT OF ORDER PERSON TO PEARSON	Stan Freberg & Daws Butler	2838
I'LL BE SEEING YOU PLEASE REMEMBER	The Four Freshmen	2832
RIVIERA RAG PICCADILLY RAG	Joe (Fingers) Carr	2834
THE DRUNKEN DRIVER HOMESICK	Ferlin Huskey	2835
THE BEST TIME OF ALL LOVELY VEIL OF WHITE	Tex Ritter	2836
HE WILL SURELY MAKE IT ALL RIGHT SEEK YE THE LORD	The Spiritualaires	2837
HERNANDO'S HIDEAWAY ANYTHING CAN HAPPEN MAMBO	Billy May	2840

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

AND AWAAAAY WE GO!	Jackie Gleason 45 rpm "EP" No. EBF-511 33 1/3 rpm No. H-511
BACKGROUND MUSIC—LIGHT AND LIVELY—	Loose, Stern, Gibbs 45 rpm "EP" No. EBF-375 33 1/3 rpm No. H-375
BY THE BEAUTIFUL SEA	Shirley Booth 45 rpm "EP" No. EDM-531 33 1/3 rpm No. S-531
THE DUKE PLAYS ELLINGTON	Duke Ellington 45 rpm "EP" No. EAP-1-477 & EAP-2-477 33 1/3 rpm No. H-477
THE HITS OF KAY STARR	Kay Starr 45 rpm "EP" No. EAP-1-415 & EAP-2-415 33 1/3 rpm No. H-415
MUSIC FOR LOVERS ONLY	Jackie Gleason 45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason 45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
NAT "KING" COLE 10th ANNIVERSARY ALBUM—	Nat "King" Cole 45 rpm "EP" No. EAP-1-2-3-4-514 33 1/3 rpm No. W-514
SOFT LIGHTS AND BOBBY HACKETT—	Bobby Hackett 45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458
SONGS FOR YOUNG LOVERS	Frank Sinatra 45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
SWINGIN' AROUND	Pee Wee Hunt 45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492
TAWNY	Jackie Gleason 45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
THIS MODERN WORLD	Stan Kenton 45 rpm No. KCF-460 33-1/3 rpm No. H-460

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

A FOOLER, A FAKER BREAKIN' THE RULES	M. Thompson	2758
HONKY-TONK GIRL WE'VE GONE TOO FAR	H. Thompson	2823
I ALWAYS GET A SOUVENIR LET ME LOVE YOU	T. Collins	2806
I LOVE YOU, MAMA MIA REMEMBER YOU'RE MINE	S. McDonald	2774
JERSEY BOUNCE SUNRISE SERENADE	H. Thompson	2792
LOOSE TALK THE CURTAIN NEVER FALLS	F. Hart	2726
NOLA FLY RIGHT BOOGIE	M. Moore	2796
SPACE COMMAND AIN'T YOU HAD NO BRINGIN' UP AT ALL	D. Frazier	2813
THEN I'LL BE HAPPY CRY, CRY, DARLING	J. Heap & P. Williams	2767
THEY MADE ME FALL IN LOVE WITH YOU YOU'RE RIGHT	F. Young	2780
TWO WHOOPS AND A HOLLER WHY DID YOU WAIT!	J. Shepard	2791
YOU BETTER NOT DO THAT HIGH ON A HILLTOP	T. Collins	2701

"Specialized" HIGH-FIDELITY ALBUMS

FULL DIMENSIONAL SOUND— Study In High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023

BEST SELLING— "EP" ALBUMS Listed Alphabetically

DANCE CRAZE	Anthony, Kenton, Hunt 45 rpm "EP" No. EAP-1-518	PIANO RAGS	Joe "Fingers" Carr 45 rpm "EP" No. EAP-1-497
I GET SO LONELY	The Four Knights 45 rpm "EP" No. EAP-1-506	RAY ANTHONY PLAYS FOR DANCING	45 rpm "EP" No. EAP-1-504
INVITATION	Les Baxter 45 rpm "EP" No. EAP-1-494	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
IT'S BILLY MAY TIME	45 rpm "EP" No. EAP-1-145	TWO FOR THE RECORD	Donny Goodman 45 rpm "EP" No. EAP-1-519
LIVING IT UP	Dean Martin & Jerry Lewis 45 rpm "EP" No. EAP-1-533	YOUNG AT HEART	Frank Sinatra 45 rpm "EP" No. EAP-1-510

BEST SELLING—"1600" SERIES Listed Alphabetically

HARLEM NOCTURNE WHAT IS THIS THING CALLED LOVE	R. Anthony	1664
HOW HIGH THE MOON JOSEPHINE	L. Paul	1675
I'LL REMEMBER APRIL GET HAPPY	J. Christy	1647
LOVER BRAZIL	L. Paul	1600
NOLA JEALOUS	L. Paul & M. Ford	1621
ONCE IN A WHILE BRAZIL	The Dinning Sisters	1653
SEPTEMBER SONG LAURA	S. Kenton	1680
SOUTH I WANT TO LINGER	P. Dally	1624
TENDERLY AUTUMN NOCTURNE	R. Anthony	1654
TWELFTH STREET RAG THE CHARLESTON	P. Hunt	1638

Joe "Fingers" CARR

"Riviera Rag"

"Piccadilly Rag"

Capitol Record
No. 2834

a new team in the modern idiom

Four Freshmen
AND **Stan Kenton**
WITH HIS ORCHESTRA

"I'll Be Seeing You"
"PLEASE REMEMBER"
backed by Nelson Riddle and his Orchestra
Capitol Record No. 2832

Pee Wee HUNT

"THE VAMP"

"SO BLUE"

Capitol Record
No. 2828



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RCA Victor's famous "ONE CALL" SERVICE offers you tremendous value... ask any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records. They will tell you—only at RCA Victor are you assured of unbeatable quality recording, processing and pressing at lowest possible costs.

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The Billboard Music Popularity Charts
POPULAR RECORDS

Review Spotlight on . . . RECORDS

KITTY KALLEN
In the Chapel in the Moonlight (Shapiro-Bernstein, ASCAP)
Take Everything But You (De Sylva, Brown & Henderson, ASCAP) — Decca 29130 — Kitty Kallen, now riding high with the top record in the country comes thru with two winsome readings of two fine standards on this new release. Both are sung tenderly and both could make it, big.

LOU MONTE
Vera's Veranda (Bregman, Vocco & Conn, ASCAP)—RCA Victor 20-5778—A very cute ditty about a girl who loved pets is sung brightly here by Monte, over an assorted accompaniment of animal sounds. This novelty effort could break thru quickly during the summer months. Flip is "Chain Reaction," (Pincus, ASCAP).

THE CREWCUTS
Sh-Boom (Progressive, BMI)—Mercury 70404—The Crewcuts, new group on the label, could have their second hit in a row with this fast cover of an r.&b. tune that is already going pop. The boys sing it with a beat and it could break loose. Flip is "I Spoke Too Soon" (Weiss & Barry, ASCAP.)

TUNES

Friends and Neighbors (Ross, Jungnickel, ASCAP)—A tune in the vein of "Underneath the Arches" of a few years ago has a chance to get off the ground with any one of three new slicings. One is the Billy Cotton disk on London 1473, now a smash in England. Another is the Tommy Prisco record on Mercury 70396. And the other is the Plunkett Family record on Essex 361. The tune is cheery and summery and it could make it with exposure.

Reviews of New Pop Records

LES PAUL-MARY FORD
I'm a Fool to Care . . . 87
CAPITOL 2839—A Billboard "Spotlight" 6-12-'54.
Auctioneer . . . 73
Good as it may be, this side falls in comparison with the flip. The fans will like it anyhow.

FRANK WEIR ORK
The Little Shoemaker . . . 86
LONDON 1482—A Billboard "Spotlight" 6-12-'54. (Boerne, ASCAP)
The Never-Never Land . . . 75
More of the soprano saxophone, some whistling, a moppet's lead voice and the vocal group all combine for a cute little reading full of spirit.

THE CREWCUTS
Sh-Boom . . . 86
MERCURY 70404 — The Crewcuts, riding high currently with "Crazy 'Bout You, Baby," could get a lot of attention with this swinging new side. The tune is a peppery novelty which has broken thru in the r.&b. field, and this pop version is sung neatly by the boys. Watch it; it could grab coins. (Progressive, BMI)
I Spoke Too Soon . . . 78
A pretty new ballad receives a warm vocal from the new group. Tune is a sweet one, and jocks won't pass up this side either. Two good sides by the boys. (Weiss & Barry, ASCAP)

BING AND GARY CROSBY
Corabelt Symphony . . . 80
DECCA 29147 — Another bouncy vocal duo by the famous father-son team. The tune, which has been around some time, has a jaunty beat. Should get plenty of spins from deejays and jukes. (Mellina, BMI)
The Call of the South . . . 77
Same comment. (Berlin, ASCAP)

NELSON RIDDLE ORK
Chapel in the Moonlight . . . 79
CAPITOL 2846—The Nelson Riddle ork, and a large chorus, turn in a first-rate performance on the oldie, singing it with feeling and warmth. The vocal work is fresh and the arrangement has merit. This one could get much attention with exposure.
Shadow Waltz . . . 76
An attractive new waltz is played expertly by the Nelson Riddle crew, aided much by a lovely arrangement. It's a lush warm side that should get its share of jock spins.

JOHNNY DESMOND
The High and the Mighty . . . 79
CORAL 61204—Theme ditty from the film of the same name is done lyrically here but with the inclusion of the whistled theme line. Desmond does fine and the tune could get going when the film is released. Watch this—and all the versions. (Witmark, ASCAP)
In God We Trust . . . 75
Desmond does a fine job with the lyrics of a semi-religious tune in the mood of "I Believe" and "My Friend." With enough exposure this could, too, get retail action. It's done beautifully. (Vlm, ASCAP)

THE MODERNAIRES-TEX BENEKE ORK
I Know Why . . . 79
CORAL 61199—The Modernaires and the Tex Beneke ork team up to turn out a version of the oldie, similar to the one cut by the group and the Glenn Miller ork back in the 1940's. And they come up with an almost perfect copy. This, due to the success of the "Glenn Miller Story" flick, should grab bundles of spins. (Felsel, ASCAP)
That's You, That's Me, That's Love . . . 74
Novelty tune is handed a strong reading by the Modernaires, while the Beneke crew pounds out a snappy beat behind them. Could also get jock use. (Lantern, ASCAP)

THE THREE SUNS
Moonlight and Roses . . . 77
V 20-5768 — This is a particularly slick reading, instrumentally, of the

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PEE WEE HUNT
The Vamp . . . 79
CAPITOL 2828 — Here's a mighty happy side by the Hunt crew. The tune is the snappy oldie, and it's played delightfully by the Hunt ork on this instrumental slicing. It also features the "do wacka do" sounds that the ork has made its style. Side has a chance for both spins and juke coins. (Felsel, ASCAP)
So Blue . . . 74
Neat and nifty instrumental reading of the oldie in two-beat style by the Hunt crew. It is cute enough to garner many spins and please the Hunt fans. (De Sylva, Brown & Henderson, ASCAP)

BILL COTTON ORK
Friends and Neighbors . . . 78
LONDON 1473 — If, as is always possible, the time has come for another series of click disks like "Underneath the Arches" of some years ago, this may be first in the new series. It's a hokey, but particularly retentive, reading in gang-sing style of a warm little tune. The disk, incidentally, is now one of the big hits in England. (Jungnickel, ASCAP)
Kitchen Rag . . . 76
Good second side, this, since it stays in pretty much the same vein, tho it's instrumental. As the title suggests, it's ragtime stuff. Ops will like it.

TOMMY PRISCO
Friends and Neighbors . . . 77
MERCURY 70396—If the public is ready for the string bands to return to popularity, this ditty could be the kick-off item. The Prisco reading, in which he leads the chorus, is a first-rate version. Ops should catch coin with this. (Ross Jungnickel, ASCAP)
My Love Is Yours . . . 73
A good new waltz ballad gets a good performance from Prisco, ork and chorus. (Tee Pee Music, ASCAP)

CHARLIE APPLEWHITE
Can't Get You Out of My Mind . . . 77
DECCA 29131 — Applewhite should attract many new fans with this warm and sincere reading of the big-style love ballad. This could pull some action if awarded enough exposure. (Supreme, ASCAP)
You Were Meant for Me . . . 74
The chanter is convincing in this musical argument that he and his gal are perfectly matched. Pleasant song and interpretation make the platter side a listenable entry. (Robbins, ASCAP)

THE THREE SUNS
Moonlight and Roses . . . 77
V 20-5768 — This is a particularly slick reading, instrumentally, of the

RATINGS—COMMERCIAL POTENTIAL

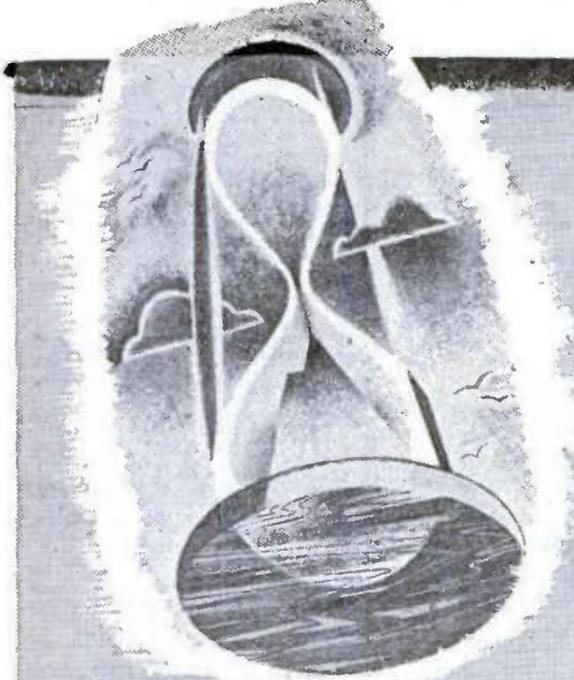
Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 40-49, Poor

(Continued on page 38)



★ ★ *Jane* **RUSSELL** *and* ★ ★ *Johnny* **DESMOND**



Sing

**BACKWARD,
TURN BACKWARD**

(O' TIME IN YOUR FLIGHT)

CORAL RECORDS
America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

CORAL 61198 (78 rpm)
and 9-61198 (45 rpm)



IT STARTED IN
PHILADELPHIA
MOST REQUESTED IN
WASHINGTON
A PROVEN COIN CATCHER IN
BALTIMORE
AND NOW—Spreading Coast to Coast

AH RIRUNG

(Sunbeam, BMI)
(THE ORIGINAL KOREAN LOVE SONG)

The DJ's—Ops—Dealers' Choice for Stardom
Vibrant, Lovely, Luscious

NORMA DOUGLAS

GYUDEN RECORD #703
b/w
IF YOU COULD ONLY
READ MY MIND




1334 LINCOLN-LIBERTY BLDG.
PHILADELPHIA 7, PA.

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 36

fine old standard. The Suns manage to make it sound like a brand new thing. Watch it. The boys have a way of breaking thru with stuff like this. (Moret Villa Inc., ASCAP)
Crazy Legs...74
Another gimmicky hunk of Suns' wax on this side. It's a cute instrumental reading of an attractive little melody. The trio should please many with this coupling. (Ross Jungnickel, ASCAP)

STEVE LA RUE
Money In Your Eyes...55
HARMAD 101—Cute novelty item deserves spins. Good material here. La Rue handles it nicely. (Okun, BMI)
You Ran Away...50
Both the material and the reading are fairly good, tho the backing could be lots better. Okay, tho, from a new label with new talent. (Okun, BMI)

VAUGHN MONROE
They Were Doin' the Mambo...76
V 20-5767—Clever idea should get this disk played. A Texan, you see, doesn't quite understand what his friends are doin'. Monroe, tho, doesn't sound as tho he much cares about the whole thing. (E. H. Morris, ASCAP)
Mister Sandman...73
Another okay side from Monroe. The tune is attractive, and the Monroe reading on this side sounds a little more sincere. He should get some spins with coupling. (E. H. Morris, ASCAP)

BOBBY WAYNE
A String of Broken Hearts...76
MERCURY 70401—Wayne has one of his better disks here as he sells the lyrics of an attractive new ditty set to a shuffle tempo. Jocks should get plenty of use out of this, and ops can catch coin with it, too. (Pincus, ASCAP)
They Were Doin' the Mambo...72
Light novelty tells the story of a guy who went back to Texas and found out that the gang was doin' the mambo. It's cute. (E. H. Morris, ASCAP)

RUSS MORGAN ORK
My Pretty Parakeet...75
DECCA 29182—Thrush Maugene Hughes, in an over-dubbed reading, handles the lyric portion of a neat little waltz item. The Morgan ork, of course, sets up a smooth backing. Good listening. (Village, BMI)
The Cuddlin' Song...75
Morgan himself handles the lyrics on this particularly cute bounce item. Ops could make good use of it. (Essex, ASCAP)

HELEN FORREST
Little Things Mean a Lot...75
BELL 1046—Helen Forrest comes thru with a mighty neat rendition of the big pop hit, with help from the chorus and ork. The thrush shows again on this platter that she is still one of the top canaries around. Good wax here. (Fest, ASCAP)
If You Love Me
(Really Love Me)...74
The current hit is handed a sock vocal by thrush Helen Forrest, over a tender arrangement by the ork. This one has a chance for strong sales for the 35-cent market. Two good sides. (Duchess, BMI)

PEGGY LEE
Summer Vacation...75
DECCA 29164—Latin-styled ditty is cleverly scored. The songstress deadpans it beautifully, and the tale of a frustrating vacation will bring smiles to many listeners. Fine jockey fare. (Melrose, ASCAP)
That's What a Woman Is For...73
Sophisticated item is handled with utmost grace by Peggy Lee, and her fans will reach for it eagerly. (Weiss, ASCAP)

GUY LOMBARDO ORK
A Thousand and One Nights...75
DECCA 29176—Tune penned by Carmen Lombardo for the outdoor musical "Arabian Nights" is sung nicely by Bill Flanagan and a chorus, over a typical Lombardo ork arrangement. (Shapiro-Bernstein, ASCAP)
How Long Has It Been?...70
This tune, too, is from the outdoor spectacle, and it is a pretty ballad, sung in okay style by Flanagan and played smoothly by the ork. For Lombardo fans. (Shapiro-Bernstein, ASCAP)

GISELLE MacKENZIE
El Relicario...75
CAPITOL 2827—Latin standard with new lyrics is handed a bright and peppy reading by the thrush over a choral and ork backing by the Nelson Riddle crew. Tune is certainly well known enough to help this one get spins. (E. B. Marks, ASCAP)
The One Who Broke My Heart Is Back in Town...69
The thrush sings of the fact that her old love has returned to town. The backing is spirited. (Essex, ASCAP)

BOB CROSBY ORK
Steam Heat...74
BELL 1045—Bob Crosby and the Bobcats turn in an effective reading of the hit from the Broadway show, "The Pajama Game," sparked by a happy vocal from thrush Joanie O'Brien. Could get some action. (Frank, ASCAP)
The Happy Wanderer...72
Here's a nice version of the current hit, with a thrush taking the place of the soprano sax sound on the Frank Weir London dishing. Bob Crosby and the group handle the vocal pleasantly. (Fos, ASCAP)

GEORGIE AULD
The High and the Mighty...74
CORAL 61205—This is another of many readings of the theme music from the film of the same name. Auld's version should get a piece of any action which may accrue to the tune itself. This is instrumental. (Witmark, ASCAP)
Sneaky Pete...72
Good instrumental item here with some "cat music" appeal as tenor man Auld fronts a combo for a rocking reading which includes some gang-sing bits. Good dance stuff and of interest to the jazz fans, too. (Gee Gee Music, BMI)

ARTHUR NORMAN ORK
Hernando's Hideaway...74
BELL 1047—This attractive version of the current hit should grab sales in the chains and syndicate stores. It is a bright and rather wild version of the Latin-styled ditty with a large chorus and snappy combo work. (Frank, ASCAP)
Don't Worry 'Bout Me...71
Danceable version of the oldie, sung effectively by a chorus and backed brightly by the Arthur Norman ork. (Mills, ASCAP)

TOMMY DORSEY ORK-JIMMY DORSEY
Three Coins in the Fountain...74
BELL 1044—The Dorsey ork turns in a pleasant rendition of the current hit, with Jimmy Dorsey featured on sax. Bill Raymond handles the vocal. Good wax for the 35-cent market. (Robbins, ASCAP)
Little Girl...70
Here's a bright and slightly old-fashioned version of the oldie by the ork, with Gordon Polk and Lynn Roberts featured on vocal. (Leeds, ASCAP)

TINY HILL
Don't Do It, Darling...73
MERCURY 70395—Country-like ballad above a sparkling beat is performed brightly. It's good for dancing and should pull a goodly number of juke nickels.
On the Uppermost Branch...69
He's going back to Tennessee and sings gladly about the forthcoming trip. Swinging backing by the ork adds to the cheerful effect.

TOMMY EDWARDS
Linger in My Arms...72
M-G-M 11763—Dreamy ballad sung in Edwards' usual relaxed style and lazy tempo. Lush backing helps.
If You Would Love Me Again...70
Same comment.

NICK NOBLE
Maybe Today...72
MERCURY 70397—Noble bows on the label with a smooth rendition of a pleasant new ballad supported by a vocal group and quiet ork backing. Noble has a sound reminiscent of Don Cornell. (Weiss, ASCAP)
Right or Wrong...70
Same comment. (Midway, ASCAP)

TOMMY DORSEY ORK-JIMMY DORSEY
It Happens to Be Me...72
BELL 1043—The Tommy and Jimmy crew turn in a very warm reading of the new ballad, while thrush Lynn Roberts sings it in adequate style. A good item for the market. (Paxton, ASCAP)
Lost in Loveliness...70
Bill Raymond sings the lovely ballad effectively here, over a smooth Tommy Dorsey ork backing. Listenable wax. (Chappell, ASCAP)

JOHNNY DESMOND-JANE RUSSELL
Forevermore...72
CORAL 61198—The movie queen warbles better than many fem stars, and Desmond has one of the better baritone around. Ballad, tho, is only routine. La Russell's film reputation should draw extra spins from jocks. (Mills, ASCAP)
Backward, Turn Backward...69
Desmond dominates the side with a pleasant vocal job, but tune has been out too long for disk to get many plays. (Sheldon, BMI)

AL MARTINO
On and On...72
CAPITOL 2826—Attractive warbling job on appealing ballad. Could do some business on the coin boxes. (Martin, ASCAP)
Give Me Something to Go With the Wine...68
Martino contributes a personable vocal to a so-so tune. (Alamo, ASCAP)

ANDY KIRK ORK
Hole in the Wall...74
DECCA 29167—Jump opus moves well in a fashion calculated to please young jitterbugs. Mildly suggestive, it might grab some juke nickels. H-Bomb Ferguson is the featured shouter. (Northern, ASCAP)
Mind If I Remind You?...70
Mel Moore is the singer, and his husky pipes are used with discretion in this tuneful ballad. (Northern, ASCAP)

LIONEL HAMPTON ORK
Gabby's Gabbin...71
M-G-M 11765—Instrumental builds to spirited jump tempo. Outstanding vib work. Should get spins.
Jumpin' With G. H....70
Good jump number for jukes with brash shout-vocal by Sonnie Parker.

THE LARKS
Tipplin' In...70
LLOYDS 110—He's trying to tip toe in after a late night out, but he's still jumping. Bright rhythm opus is sung with spirit. A good side for the coin boxes. (Advance, ASCAP)
(Continued on page 40)

SPRING TONIC

BILLY WARD and His Dominoes
THREE COINS IN THE FOUNTAIN
LOWESOME ROAD
KING 1364

THE MIDNIGHTERS
SEXY WAYS
DON'T SAY YOUR LAST GOODBYE
FEDERAL 12185

BONNIE LOU
WAIT FOR ME, DARLING
BLUE TENNESSEE RAIN
KING 1365

CACTUS PRYOR
POINT OF ORDER WITH THE SENATOR AND THE PRIVATE
4-STAR 1661

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Slovenian Vocal by Ed Korosa and His Merry-makers
"I LOVE YOU WALTZ"
Slov & Croatian Vocal by Ed Korosa and His Merry-makers
#6017 BALKAN
"LOVELY EYES"
Instrumental by "Windy City Hot Shots"
"UP AND DOWN POLKA"
Instrumental by "Windy City Hot Shots"
#6014 BALKAN
"WEDDING BELLS WALTZ"
Vocal by Ang, Alice and Stan with Jimmy Bovidik and His Melody Mates
"CRY BABY, CRY POLKA"
Vocal by Dan and Stan with Jimmy Bovidik and His Melody Mates
#6016 BALKAN
"SPIN THE BOTTLE POLKA"
Vocal by Honey Gals with Les Witte Orch.
"DEEP IN YOUR HEART WALTZ"
Vocal by Honey Gals with Les Witte Orch.
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"WHEN WE MEET UP YONDER"
Vocal by Denver Duke and His Ozark Pioneer Boys
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Vocal by Denver Duke and His Ozark Pioneer Boys
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FRANK NARI Sings:
"I LOSE CONTROL"
b/w Don't Be A Fool (FC 1004)

STARTING TO CLIMB:
★ DANCE ON MY PILLOW (FC 1000)
By SAL BUCAREY
★ DEBUT (FC 1001) By SAL BUCAREY
★ THE SONGWRITER (FC 1003)
By TOMMY LA GUARDIA

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"WHEN YOUR OLD WEDDING RING WAS NEW"
Bill Harrington and the Jones Boys A-24

"ACE IN THE HOLE"
Proven by tests from Coast to Coast
Both sides tabbed as Hit Parade possibilities by the Music Guild of America.

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MAKE

NAT

"King"

COLE

HER

MINE

THE BILLBOARD
JUNE 12

• Review Spotlight on . . .
RECORDS

NAT (KING) COLE
Make Her Mine (Bregman, Vocco & Conn. ASCAP)—
Capitol 2803—The warbler turns in a powerful reading
of a warm new ballad over a striking backing by the
Nelson Riddle crew. Should keep Cole right up there.

THE CASE BOX
SLEEPER OF THE WEEK

"MAKE HER MINE" (2:54)
[Bregman, Vocco & Conn. ASCAP—
Gallop, Conn.]

Best Bets

NAT (KING) COLE.....MAKE HER MINE
(Capitol)
Nat (King) Cole: "Make Her Mine"—
(Capitol). Nat Cole lends a distinctive touch even to mediocre material, but in "Make Her Mine" he has a first-rate ballad for heavy jock and...

VARIETY

The Best NEW Ballad cut
in the last Six Months



CAPITOL #2803

Everyone Is Spinning
BETHLEHEM RECORDS
How About You?

JIM BRIGHT
Honky Tonk
and
Moderner
Liebesträum
 B1295



CHRIS CONNOR
Blue Silhouette
and
Miser's Serenade
 B1291
Ask Me
and
Chiquita
 B1293

RAY DE MENO
What Might
Have Been
and
Pigtails
 B1292



BEULAH SWAN
Don't Steal
My Heart
and
Hip Shaking
Mama
 B1296

BERT BRYSON
One-Sided Heart
and
I Was Burned
In Carolina
 B1294



SIMMONS TWINS
Broken Hearted
Waltz
and
Echoing Mailbox
 B1297

SY OLIVER
 Music
 Director
 for ...



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 Heard a
 Singing Bear?



WATCH FOR IT
 ON

VITO RECORDS
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 Hollywood 46 Calif.

Vox Jox

Continued from page 5

schedule. . . . Bob Morrison has moved to an early time slot at WXLW, Indianapolis. . . . Doug Matthews, formerly with WFRX, West Frankfort, Ill., has moved to WSIL-TV in Harrisburg, Ill. . . . Chuck Blair, WFRX, West Frankfort, Ill., has left for studies at Southern Illinois University. Stan Freeman, recording artist, debuts in a new week-night music show on WNBC, New York, June 14. . . . Jack Wagner, of KHJ, Hollywood, is on vacation for three weeks. . . . Dean Griffin, formerly of WKYV, Louisville, is now director of programs for the Dixie Broadcasting System. . . . Eddie Dillon, WHJB, Greensburg, Pa., has just returned from a two-week vacation in Denver. . . . Gary Lesters, WVNJ, Newark, N. J., has just returned from his Florida vacation. . . . Don Veith, KVAN, Vancouver, Wash., will move his afternoon show to the pool side at Jantzen Beach, once a week for the summer. Sid Mandel, free-lance deejay, is now working full time at KYNO, Fresno, Calif. . . . The Ray Perkins show is now broadcast over the Inter-Mountain Network for a half-hour daily. . . . Uncle Ken Blevins is again handling the afternoon disk show for WTHH, Port Huron, Mich. . . . Bob Watson, WQXI, Atlanta, and Jerry Vandevanter, WSB, enjoyed a week's holiday in New York. . . . Chuck Stowe has joined WAVD in Auburn, Ala. . . . Kenny Radant is now handling all the polka chores at WOAP, Owosso, Mich., and wonders why Columbia hasn't reissued Jerry Mazanec's early pressings.

Operation "Theme" List

Edna Richardson, WTMA, Charleston, S. C., wrote us recently asking if we had ever published a list of themes used by jockeys across the country. Miss Richardson also asked if we had any knowledge of such a list being compiled by other publications or associations, and after checking several sources came up with nothing resembling it. We do have a suggestion, however, that would call for the cooperation of all our readers. We here at The Billboard will make this compilation which would be available to all deejays if you fellows will list at the bottom or back of the questionnaire, your theme song, artist's name, label and number of times a week you use this theme. So please do it now, and I'm sure the finished list will be of great interest to all of us. Please print or type.

Guestings

Bob Manning, Capitol recording artist, visited with Freddie Vigder, WISN, Milwaukee. . . . John Peterson, WHHH, Warren, O., had a visit from the Woodside Sisters who made their debut on Label "X." Peterson tells us that the girls hail from Youngstown, O., some 15 miles from Warren and that they are very well known in his area. . . . Sandy Singer, KCRD, Cedar Rapids, Ia., has a glowing report on his visit from Fran Allison. "It was a pleasure indeed to have on both my radio and TV shows, one of the most charming people I have ever met, Fran Allison. She started her career at one of the Cedar Rapids stations. Dotty Bohm, WTOL, Toledo, writes, "Last week two really wonderful people I know stopped by to see me, namely Tim Gayle with his very beautiful wife, Lorry Raine. Obviously, I'm sold on Miss Raine's talents, and I thought perhaps you would mention their visit in your column." Jacques De Mattos, Upstate Broadcasting Corporation prexy, writes, "Just a note to let you know that Johnny Long visited WNBZ, Saranac Lake, N. Y., last week. This is the third consecutive year that he has played this area, and during these visits he has made a host of new friends and fans. Now we can understand why he's called, 'Young America's Favorite.' He's certainly our favorite."

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- JUNE 17, 1944:
 1. I'll Get By
 2. I Love You
 3. I'll Be Seeing You
 4. San Fernando Valley
 5. Long Ago and Far Away
 6. G. I. Jive
 7. Amor
 8. Holiday for Strings
 9. Milkman, Keep Those Bottles Quiet
 10. Swinging on a Star
- JUNE 18, 1949:
 1. Riders in the Sky
 2. Again
 3. Forever and Ever
 4. Some Enchanted Evening
 5. "A"—You're Adorable
 6. Cruising Down the River
 7. Careless Hands
 8. Bali Ha'i
 9. I Don't See Me in Your Eyes Anymore
 10. Baby, It's Cold Outside

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 38

IF IT'S A CRIME . . . 64
 Love is no offense, chants the Larks in attractive harmony. The baritone lead is particularly smooth. Side could pull some pop and r.&b. business. (Bess, BMI)

DEAN PARKER
Simpatico Romantic . . . 69
 M-G-M 11764 — Romantic Latin-American tune with nice warbling by Parker and the Ray Charles singers.

I'VE NEVER BE THE SAME . . . 67
 Attractive vocal on a familiar ballad.

PATRICIA SCOT
I'm Giving All My Love to You . . . 69
 TIFFANY 1306—Well-recorded reading of a cute, hand-clapper bounce ditty. The gal does a first-rate job, too. In all, an above-average disk. (Doney, BMI)

Point of No Return . . . 65
 Miss Scot impresses as a capable chanteuse as she handles this agreeable ditty which apparently seeks to take advantage of the flick of the same name. (Frederick, BMI)

BOB HUND
When the Lord Shows His Hand . . . 67
 SILHOUETTE 506—Here's a spiritual-like item in pop style which should get some spins. Hund is a capable singer. (BMI)

I Sit Alone With a Dream . . . 67
 The label does well here, too. This is an attractive ballad. Result is an okay wax entry.

THE NOCTURNES
Tasty Lips . . . 67
 M-G-M 11762—Cute little romantic ditty, done in bouncy style by the group and ork. should get some deejay spins.

Pom Pidi Pom . . . 65
 Love ballad with and about mandoline makes for pleasant listening in this slick rendition.

KID KING'S COMBO
Memories in Melody . . . 64
 EXCELLO 2037—Tender reading of a pleasant melody in slow tempo could serve fine as background music, or late-hour dance wax. (Excellorec, BMI)

Dreamy Moods . . . 62
 More of the same with sax and guitar standing out in the tasteful arrangement. (Excellorec, BMI)

MITZI MASON
So Much More . . . 62
 M-G-M 11760—Voice of Miss Mason, new to the label, is appealing in this smooth reading of the okay ballad.

Who Can Say? . . . 60
 Another okay waxing by the thrush.

GUY CHERNEY
With All My Heart . . . 62
 TIFFANY 1305 — Listenable vocal here by the warbler on a gypsy-styled tune. He gets a chance to sing out, which could help its spin potential. Singer has a voice, but he needs material. (Doney, BMI)

Chattanooga, Tennessee . . . 58
 Cherney does better than many singers would with this minstrel-styled material. (Doney, BMI)

KAY WATSON
Come to Me . . . 58
 RADIANT 68 — Gypsy-type melody receives an effective warble by the thrush over routine combo backing. Thrush sings at times like Georgia Gibbs. (Bell, ASCAP)

With You . . . 55
 Satisfactory vocal by the thrush on a rather involved new ballad, over slim backing by a combo. (Bell, ASCAP)

Reviews of New Jazz Records

MILES DAVIS SEXTET
Ray's Idea . . . 78
 BLUE NOTE 1619—A fast modern composition with a lot of vitality and color played to a dazzling turn by this outstanding group. Honors here have to be shared by Davis' impeccable trumpet technique and the artistry displayed on drums by Art Blakey. I Wanted for You . . . 75
 In a more thoughtful mood Davis turns to a lyric bit of material that creates a mood of tender longing. Backing is subdued and poetic, particularly the piano of Gil Coggins.

BENNY GREEN QUINTET
I Wanna Blow . . . 77
 DECCA 29152—A showpiece instrumental takeoff at break-neck speed by a group of top-notch jazz musicians. Green shows outstanding technical control and style on trombone and gets terrific support from his rhythm section. (Bodco, BMI)

People Will Say We're in Love . . . 74
 A modern take-off on the Rodgers-Hammerstein oldie. The arrangement is imaginative and gives trombonist Green and William Root on tenor several high-flying riffs. Not least attractive is the solid beat of this opus. (Williamson, ASCAP)

LOU DONALDSON-CLIFFORD BROWN QUINTET
Bellarosa . . . 75
 BLUE NOTE 1623—Without trying to dazzle the ear with superficial technical display, the group impresses with their unpretentious musicianship and understanding. This modern composition in its stark, simple tonal colors makes very attractive listening. *Cochise* . . . 74
 Another pleasant side in a similar vein. It also has an easy flow of musical ideas and an engaging, spirited rhythm that sustains interest all the way.

URBIE GREEN SEXTET
Dance . . . 73
 BLUE NOTE 1627—The oldie takes on new charm in this swiny arrangement set to a crisp Latinized beat. Trombonist Green embroiders the melody with many a fanciful arabesque. Pleasant listening and dancing here. *Skyark* . . . 71
 The pretty Carmichael-Mercer tune in a slow, thoughtful mood. Green again proves to be a stimulating soloist and gets solid support from the group.

HORACE SILVER TRIO
Opus De Funk . . . 71
 BLUE NOTE 1625—Piano, bass and drums make for a rather dry sound, but what such a trio may lack in tonal color, it can make up for in interesting rhythm patterns, as it does in this original Silver composition. The group comes thru with some exciting music-making here. *Day In, Day Out* . . . 69
 A somewhat less successful riff on a fine old standard. There is no denying the expert craftsmanship of Percy Heath on bass and Art Blakey on drums, but they are not well integrated with Silver's antics at the keyboard.

Reviews of New Sacred Records

WEBB PIERCE
Mother, Call My Name in Prayer . . . 88
 DECCA 29155—A Billboard "Spotlight" 6-12-'54. (Cedarwood, BMI)

Bugle Call From Heaven . . . 86
 A Billboard "Spotlight" 6-12-'54. (Four Star, BMI)

EDDY ARNOLD
The Touch of God's Hand . . . 83
 V 20-5753—A Billboard "Spotlight" 6-5-'54. (American, BMI)

The Chapel on the Hill . . . 80
 A Billboard "Spotlight" 6-5-'54. (Acuff-Rose, BMI)

THE CROSSROADS QUARTET
The Old Hymns . . . 79
 M-G-M 11766—The group has an unusual piece of material here, in which they recall some of the old hymns they once loved, and then sing a few bars of each. The quartet does a good job, and the side ought to sell well.

Aren't You Glad You've Got Religion? . . . 77
 This side also has a fresh sound in its lyrics and vocal arrangement. The easy, swiny beat gives a happy spirit to this material which is hard to resist.

MARTHA CARSON
I Bow'd Down . . . 77
 CAPITOL 2825—A pulsating religious item, penned by Martha Carson, is sung well here by the thrush and her chorus, over snappy organ and piano support. It's a strong side, and it should get attention in the field. (Acuff-Rose, BMI)

He'll Part the Water . . . 76
 A bright, hand-clapping sacred effort is sung neatly by the thrush and the chorus over jazzy backing. Side should appeal to Miss Carson's fans in the market. A good two-sides release. (Valley, BMI)

BAILLES BROTHERS
Goodbye Hallelujah! I'm Gone . . . 76
 KING 1358—Here's a first-rate rendition of an interesting sacred tune by the Baille Brothers. The material is original, and the arrangement is, too. Good wax for the market. (Lois, BMI)

Standing Somewhere in the Shadows . . . 70
 The boys sing about the love that Jesus bears for all who find the going
 (Continued on page 44)

MR. POP D.J.

If you haven't received these two records, please notify us.

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Kid King's Kombo
 Excello 2037

YOU'RE THE ONLY GOOD THING

Jack Toombs
 Excello 2033
 (THE ORIGINAL)

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 and
"I UNDERSTAND"

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TIFFANY RECORDING COMPANY
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**THE
HIGH
AND
THE
MIGHTY**

RECORDED BY:—

**LES
BAXTER**

and his orchestra
CAPITOL #2845



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending June 9

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow..	2	4
My Arabian Baby—V 20-5698—BMI		
2. ONE BY ONE—K. Wells & R. Foley..	3	5
I'm a Stranger in My Home—Dec 29065—BMI		
3. SLOWLY—W. Pierce.....	1	20
You Just Can't Be True—Dec 28991—BMI		
4. EVEN THO—W. Pierce.....	5	3
Sparkling Brown Eyes—Dec 29107—BMI		
5. I REALLY DON'T WANT TO KNOW—		
E. Arnold.....	4	24
I'll Never Get Over You—V 20-5525—BMI		
6. ROSE MARIE—S. Whitman.....	7	8
We Stood at the Altar—Imperial 8236—ASCAP		
7. I'LL BE THERE—R. Price.....	9	16
Release Me—Col 21214—BMI		
8. SPARKLING BROWN EYES—		
W. Pierce-Wilburn Bros.	6	2
Even Tho—Dec 29107—BMI		
9. BACK UP BUDDY—C. Smith.....	7	8
If You Tried As Hard to Love Me—		
Col 21226—BMI		
10. YOU BETTER NOT DO THAT—		
T. Collins.....	—	16
High on a Hilltop—Cap 2701—BMI		

Most Played in Juke Boxes

For survey week ending June 9

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	17
Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—		
E. Arnold.....	2	23
V 20-5525—BMI		
3. ONE BY ONE—K. Wells-R. Foley.....	4	2
Dec 29065—BMI		
4. ROSE MARIE—S. Whitman.....	6	8
Imperial 8236—ASCAP		
5. YOU BETTER NOT DO THAT—		
T. Collins.....	3	16
Cap 2701—BMI		
6. RELEASE ME—R. Price.....	10	8
Col 21214—BMI		
7. I DON'T HURT ANYMORE—H. Snow	6	3
V 20-5698—BMI		
7. EVEN THO—W. Pierce.....	6	2
Dec 29107—BMI		
9. BACK UP BUDDY—C. Smith.....	5	6
Col 21226—BMI		
10. AS FAR AS I'M CONCERNED—		
R. Foley.....	9	9
Dec 29000—BMI		

Most Played by Jockeys

For survey week ending June 9

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. OH, BABY MINE—Johnnie & Jack....	—	11
V 20-5681—ASCAP		
2. I'LL BE THERE—R. Price.....	6	15
Col 21214—BMI		
3. BACK UP BUDDY—C. Smith.....	2	6
Col 21226—BMI		
4. SLOWLY—W. Pierce.....	3	19
Dec 28991—BMI		
5. EVEN THO—W. Pierce.....	4	3
Dec 29107—BMI		
6. I DON'T HURT ANYMORE—H. Snow	10	2
V 20-5698—BMI		
7. ONE BY ONE—K. Wells-R. Foley.....	8	2
Dec 29065—BMI		
7. SPARKLING BROWN EYES—		
W. Pierce-Wilburn Bros.	—	1
Dec 29107—BMI		
9. I REALLY DON'T WANT TO KNOW—		
E. Arnold.....	3	22
V 20-5525—BMI		
10. YOU BETTER NOT DO THAT—		
T. Collins.....	—	17
Cap 2701—BMI		

Folk Talent and Tunes

By JOEL FRIEDMAN

8000 Sunset Boulevard, Hollywood

Martha Carson and her "Grand Ole Opry" unit played to 3,500 at Bismark, N. D., recently and also racked up a house of 1,800 at Fargo, N. D., and 2,400 at Brandon, Man. Miss Carson is set for Sunset Park, West Grove, Pa., on June 20. . . . The Down Homers left last week for a 16-week USO tour of Army Air Force bases in Europe, North Africa and Egypt. . . . Red Sovine set for the "Marshall Jamboree," Marshall, Tex. . . . Dub Dickerson returns to Texas after appearances in Tennessee and Mississippi. He'll guest at the Big D in Dallas, the "Greenville Jamboree," the Barn in San Antonio and Rosa's Barn in Dallas before taking off for Pennsylvania dates for the Jolly Joyce Agency. . . . Don Pierce, Starday Records, returned from a seven-week cross-country trip visiting distributors and disk jockeys and is back at his headquarters in Hollywood. . . . Rex Allen gifted with a son this week, Mark Wayne, before skying to Lubbock, Tex., to open a four-day stand at the rodeo there. . . . Doug Antry set for several parks and fairs in the Midwest this summer. . . . Tommy Sosebee and his Oklahoma Wranglers, Bill Ring and Slim Wilson recently entertained at the Arkansas Broiler Growers' Association.

Bob Newman, formerly of the Georgia Crackers and now a member of Shorty Long's Santa Fe Rangers, became the father of a baby girl recently. . . . Donn Reynolds mourning the death of his father. . . . New barn dance premiered at the Rex Theater, Felicity, O., recently, with Jimmie Skinner, Ray Lunaford and Mary Roberts guests thus far. Show will be broadcast over WFTM, Maysville, Ky. . . . Maybelle Seiger, WWVA, Wheeling, W. Va., signed to record for label "X." . . . Matt Furin and Mike Elias have opened a BMI firm, Michael Music, Inc. . . . The late Hank Williams' mother and his sister, Irene, visiting with Sheriff Tex Davis at the latter's TV show via WTOV, Norfolk. . . . Jim Wilson, WHOO, Orlando, Fla., reports Curtis Gordon's RCA Victor recording of "Caffeine and Nicotine" literally going wild in juke boxes in that area. . . . Chuck Hunsinger, formerly of the Chicago Bears football team and now playing in the Canadian circuit, airs a daily country show via WSIL-TV, Harrisburg, Ill. . . . Bobby Lee starts his c.&w. disk jockey chores at KMBC, Kansas City, Mo., programing four hours of music daily. . . . Capitol Records' Ken Nelson guest starred with Uncle Eb Brown at WGST, Atlanta. . . . Tom Edwards, WERE, Cleveland, back at the emcee helm of the "Circle Theater Jamboree" there. . . . Ambrose Haley now at KPAL, Fulton, Mo., and is booking acts in addition to his d.j. work. Haley had Bill Monroe for opening day at Timber Lake Park, Mexico, Mo.

Little Joe Carson, Mercury Records, visiting with Ben Hall at KCLW, Hamilton, Tex. . . . Art Barrett producing two live shows for Saturday night broadcast at WAVY, Portsmouth, Va. . . . Red Sovine and his band played the Houston "Hometown Jamboree" recently. . . . Bob Strack, KTEM, Temple, Tex., touting the new Jimmy Heap recording of "Then I'll Be Happy." . . . Joe Allison now representing Cliffie Stone's Central Songs in Nashville. . . . Frank Miller has his new Drifting Texans organized and is booking dance dates. . . . Uncle Don Andrews, WSGW, Saginaw, Mich., has added an hour to his c.&w. show. . . . Bob Ferguson, d.j. for the past four years at KWSC, Pullman, Wash., graduated from Washington State College recently. . . . Jim Hutzell, WLAR, Athens, Tenn., has added a new show at the station, "Folk Music Time." . . . Webb Pierce and Faron Young pulled 3,000 payees at Atlanta recently. . . . Jon Farmer, WAGA, Atlanta, the winner of a juke box at a batting contest for d.j.'s there. . . . Lew Williams, the Texas Drifter, now recording for Flair Records. . . . Jim Loder, KBMN, Bozeman, Mont., hosted Lefty Frizzell and Slim Whitman recently. . . . Little Jimmy Dickens, Martha Carson and Del Wood played Butte, Mont., to heavy crowds late in May. . . . Ray Scott, WZIP, Covington, Ky., signed to a personal appearance stint at Verona Lake Ranch, Verona, Ky., for Bill Scroggins. . . . Bob Neal,

Review Spotlight on . . . RECORDS

JOHNNIE AND JACK

Honey I Need You (Hill & Range, BMI)
Goodnight, Sweetheart, Goodnight (Arc, BMI)—RCA Victor 20-5775—Two new slicings by Johnnie and Jack in their own special style, and both with a chance to break thru. The top side is handled smoothly by the boys and "Goodnight, Sweetheart, Goodnight," already an r.&b. and pop hit is sung brightly by the pair. Two strong disks.

TALENT

DON PAYNE

Pogo the Hobo (Starite, BMI)
Forever (Starite, BMI)—Starday 150—Don Payne can punch out a country tune and he shows off his pipes brightly on this new slicing for the label. "Pogo the Hobo" is a mighty cute novelty and the flip is a pleasant weeper. Payne is worth watching.

This Week's Best Buys

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

PRETTY WORDS

YOUR HEART'S TURN TO BREAK—Marty Robbins—Columbia 21246

This record broke out this past week in most Southern territories, making the Dallas territorial chart and racking up strong sales in Atlanta, Richmond, Nashville and St. Louis. Good action on both sides was reported, with "Pretty Words" holding a decided edge. A previous Billboard "Spotlight" pick.

MOTHER, CALL MY NAME IN PRAYER (Cedarwood, BMI)

BUGLE CALL FROM HEAVEN (4 Star, BMI)—Webb Pierce—Decca 29155

A sacred record that is proving to have wide appeal thruout the country and western market. Good and strong reports were received from Atlanta, Richmond, Nashville, Dallas, Los Angeles and Durham. Excellent response from pop customers was reported in Philadelphia and Milwaukee. Side preference is almost evenly divided. A previous Billboard "Spotlight" pick.

C & W Territorial Best Sellers

For survey week ending June 9

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.

Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. Slowly, W. Pierce, Dec.
3. Rose Marie, S. Whitman, Imp.
4. One by One, K. Wells-R. Foley, Dec.
5. Shake a Leg, Carlisle, Mer.
6. I Really Don't Want to Know, E. Arnold, V.
7. Even Tho, W. Pierce, Dec.
8. I'll Be There, R. Price, Col.
9. Cry, Cry Darling, J. Newman, Dot
10. I'll Be There, C. Copas, V.

Dallas-Ft. Worth

1. Even Tho, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. I Don't Hurt Anymore, H. Snow, V.
4. One by One, K. Wells-R. Foley, Dec.
5. Pretty Words, M. Robbins, Col.
6. Slowly, W. Pierce, Dec.
7. I Really Don't Want to Know, E. Arnold, V.
8. Sparkling Brown Eyes, W. Pierce-Wilburn Bros., Dec.
9. Bimbo, J. Reeves, Abb.
10. As Far as I'm Concerned, R. Foley, Dec.

Houston

1. One by One, K. Wells-R. Foley, Dec.
2. Even Tho, W. Pierce, Dec.
3. Cry, Cry Darling, J. Newman, Dot
4. I Don't Hurt Anymore, H. Snow, V.

5. Slowly, W. Pierce, Dec.
6. Wrong About You, G. Jones-S. Burns, Sdy.
7. Rose Marie, S. Whitman, Imp.

Memphis

1. Much Too Young to Die, R. Price, Col.
2. I Don't Hurt Anymore, H. Snow, V.
3. One by One, K. Wells-R. Foley, Dec.
4. I'll Leave the Door Open, York Brothers, King.
5. End of the Rainbow, M. Mullican, King.
6. Lookin' Back to See, Maxine & J. E. Brown, Fab.

Nashville

1. One by One, K. Wells-R. Foley, Dec.
2. I'll Be There, R. Price, Col.
3. Even Tho, W. Pierce, Dec.
4. Cry, Cry Darling, J. Newman, Dot
5. I Don't Hurt Anymore, H. Snow, V.
6. Sparkling Brown Eyes, W. Pierce-Wilburn Bros., Dec.
7. Back Up Buddy, C. Smith, Col.
8. This Ole House, S. Hambies, V.
9. Lookin' Back to See, G. Hill & J. Tubb, Dec.

New Orleans

1. Even Tho, W. Pierce, Dec.
2. One by One, K. Wells-R. Foley, Dec.
3. Thank You for Calling, B. Walker, Col.
4. Cry, Cry Darling, J. Newman, Dot
5. I Don't Hurt Anymore, H. Snow, V.

Reviews of New C & W Records

CACTUS FRYOR AND COMPANY

Foot of Order (The Senator and the Private).....80
FOUR STAR 1661 — A Billboard "Spotlight" 6-12-'54. (Four Star, BMI)

RAMBLIN' JIM DOLAN

Look-a-Here Baby.....77
CAPITOL 2830—Rapid-patter opus is delivered infectiously by Dolan. Novelty lyrics and the happy backing, including some right fine piano playing, lift this side above many new entries. Could stick around for some time and pull loot. (Fairway, BMI)
I'll Never Go Selling Again....74
Dolan warbles an off-beat ditty about the sea and invests it with lots of appeal. The beat is gay, and that should mean plentiful juke and jockey attention. (Central, BMI)

FLOYD TILLMAN

Call on Me.....75
COLUMBIA 21257 — He's available for any required loving, chants Tillman in his distinctive manner. A good side that his fans will take to easily. (Hill & Range, BMI)
I'll Never Be the Same....73
Free-swinging ballad finds Tillman in good voice. The side has an infectious beat and could do some business on the coin boxes. (Hill & Range, BMI)

WMPS, Memphis, had Hank Thompson, Betty Amos, Jim Reeves and others in Arkansas and Alabama dates thru June 1. . . . Fred Switzer, KTAE, Taylor, Tex., in need of d.j. releases from major recording companies.

ROSE MADDOX

Four Little Heartbroken Rees.....73
COLUMBIA 21253 — Thruout croons weeper with tenderness and emotional impact. Could pull spins and juke play. (Hill & Range, BMI)
Marry Me Again....68
Succers vocal on a plaintive ditty. (Peer, BMI)

WILLIS BROTHERS

Long Gone.....72
CORAL 64173—The Willis Brothers bow on the label with a bouncy weeper about a wandering woman. Guy Willis handles the opus with
(Continued on page 44)

JUST OUT

#796—Checker

"YOU'RE MINE"

Danny Overby

CHECKER RECORD CO.

4730 S. COTTAGE DRIVE, CHICAGO 15, ILL.
PHONE: KENWOOD 8-4212

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending June 9

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	9	1	WORK WITH ME ANNIE—Midnighters	Federal 12169—BMI
2	7	2	SHAKE, RATTLE AND ROLL—J. Turner	You Know I Love You—Atlantic 1026—BMI
3	1	1	HONEY LOVE—C. McPhatter	Warm Your Heart—Atlantic 1029—BMI
4	14	4	LOVEY DOVEY—Clovers	Little Mama—Atlantic 1022—BMI
4	2	7	IF I LOVED YOU—R. Hamilton	So Let There Be Love—Epic 9047—ASCAP
6	3	6	JUST MAKE LOVE TO ME—Muddy Waters	Oh, Yeh—Chess 1571—BMI
7	8	5	GOODNIGHT, SWEETHEART—Spaniels	You Don't Move Me—Vee Jay—107
8	18	3	YOU'LL NEVER WALK ALONE—R. Hamilton	I'm Gonna Sit Right Down and Cry—Epic 9015—BMI
9	13	8	LITTLE MAMA—Clovers	Lovey Dovey—Atlantic 1022—BMI
10	1	1	PLEASE FORGIVE ME—J. Ace	You've Been Gone So Long—Duke 128—BMI

Most Played in Juke Boxes

For survey week ending June 9

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Title	Label
1	6	1	SHAKE, RATTLE AND ROLL—J. Turner	Atlantic 1026—BMI
2	16	3	YOU'LL NEVER WALK ALONE—R. Hamilton	Epic 9015—BMI
3	13	4	LOVEY DOVEY—Clovers	Atlantic 1022—BMI
4	5	2	WORK WITH ME ANNIE—Midnighters	Federal 12169—BMI
5	7	8	GEE—Crows	Rama 5—BMI
6	2	5	JUST MAKE LOVE TO ME—Muddy Waters	Chess 1571—BMI
7	12	7	SUCH A NIGHT—C. McPhatter	Atlantic 1019—BMI
8	5	—	LITTLE MAMA—Clovers	Atlantic 1022—BMI
9	15	8	I DIDN'T WANT TO DO IT—Spiders	Imperial 5265—BMI
10	20	—	MARIE—Four Tunes	Jub 5128—ASCAP

Rhythm & Blue Notes

By BOB ROLONTZ

Two r.&b. records are breaking thru the pop barrier, continuing a trend that has been evident for a long time. The two platters are "Goodnight, Sweetheart, Goodnight" by the Spaniels on Vee Jay Records, and the recording of "Sh-Boom" by the Chords on Cat Records. (See separate story.) . . . Aladdin Records has started a new subsidiary label, Lamp Records, which will be under the supervision of music man Jesse Stone. Aladdin has a number of subsidiary labels already, including Intro, Score and 7-11.

All of the diskeries are jumping on the current craze for "cat" music. Columbia Records is now starting to sign up groups, and M-G-M Records has issued a new platter with Sam Taylor and the Catmen. Of course, the top indie r.&b. labels have been issuing "cat" records for a long time.

The Dominoes are still in the middle of their hassle with the Associated Booking Corporation over their contract. At the present time Billy Ward claims ABC is no longer booking the group, and the agency claims they are. It will probably go to arbitration eventually. (See separate story.)

Decca Records' a.&r. chief, Milt Gabler, has packed a new r.&b. quartet, the Barons, and will have the first wax out on them shortly. . . . Larry Dean, of WCIN in Cincinnati, is now running his r.&b. show five hours every day over the station. Dean's show is called "Larry Leaps," and we are told that it does!

Irv Siders, of Shaw Artists, is in California on a combination business and pleasure trip. . . . Grove Records' Danny Kessler packed a new singer, Sonny Brooks, on the West Coast last week.

The Orioles will be one of the groups featured at the "Star Night" concerts being held in Detroit, Chicago and Cleveland June 23, 24 and 25 by promoter Bud Arvey. The Clovers will not be

(Continued on page 44)

RHYTHM & BLUES RECORDS

Review Spotlight on . . .

RECORDS

TINY BRADSHAW ORK

Spider Web (Jay & Cee, BMI)—King 4727—A catchy riff is played solidly by the Bradshaw crew on this swinging new instrumental waxing. His fans will want this fine dance disk. Flip is "The Gypsy" (Leeds, ASCAP).

Reviews of New R & B Records

OTIS BLACKWELL

Nobody Met the Train . . . 77

JAY DEE 792—Otis Blackwell turns in a sock reading of the country-styled tune, which has had some slight action in the pop field. He sells the melodic effort with a lot of feeling, and it could grab many jock spins and some loot. (Laurel, ASCAP)

I'm Standing at the

Doorway to Your Heart . . . 77

Happy rocker receives a solid vocal from the warbler, over backing with a beat by the combo. Side is a breezy one, and it could get some attention with exposure. Two good sides. (Beacon, BMI)

DANNY OVERBEA

You're Mine . . . 73

CHECKER 796—Overbea moves up too close to the mike for an intimate and warm declaration of love. Ballad, an Overbea original, is on the pop side. Should get air exposure. (Arc, BMI)

Roamin' Man . . . 70

He's not worth worrying about, chants Overbea in his convincing manner. A good blues for fans of the warbler. (Arc, BMI)

EDDIE "TEX" CURTIS ORK

The Candy Man . . . 73

GEE 7—Curtis projects nicely on a slow-rocker blues item. Ops might make good use of it. The guy sings well enough.

The Girl I Left Behind . . . 65

Both the material and the performance here are a cross between pop and rhythm blues. In all it's okay stuff, nothing more.

THE ORIGINAL JUBALAIRES

You Won't Let Me Go . . . 71

CROWN 118—The group delivers a semi-pop reading of an attractive ballad. Good singing and good material here.

Little Church of Capistrano . . . 71

More of the same here.

LOUIS CAMPBELL

The Natural Facts . . . 69

EXCELLO 2035 — Slow blues is handed an impressive reading by Campbell. Southern territories may go for it.

Gotta Have You, Baby . . . 64

The beat here is a bit stronger, but material is less compelling than that etched on flip. Campbell does a good job.

HADDA BROOKS

I Don't Mind . . . 68

OKEH 7031—The sweet-voiced thrush sells this smooth and pretty effort with her usual feeling over a listenable backing. Not very powerful for the market but a side that could get plenty of deejay use. (Hill & Range, BMI)

He's Coming Home . . . 64

Same comment. (Folkways, BMI)

WILLARD McDANIEL

Yesterday . . . 68

CROWN 117—A smart ballad is done in good style by McDaniel, tho it's in the usual rhythm and blues groove. Backing by a fairly large ork and McDaniel's vocal are somewhat reminiscent of the Fats Waller style. Could get pop spins with this.

If I Had My Life to Live Over . . . 68

Same comment here tho the ditty is the familiar standard.

EDDIE CLARK

Number One Baby . . . 64

J.O.B. 1104—Up-tempo blues receives an adequate vocal from Clark over chant backing by the sidemen. (Lawn, BMI)

Cloudy Weather . . . 60

So-so rendition of a slow blues effort by Clark and the combo. (Lawn, BMI)

R & B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- Honey Love, Drifters, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- I Understand Just How You Feel Four Tunes, Jub.
- Little Mama, Clovers, Atl.
- Money Honey, C. McPhatter, Atl.
- Gee, Crows, Rma.
- Please Forgive Me, J. Ace, Duk.
- Hello Little Boy, R. Brown, Atl.

Charlotte

- Shake, Rattle and Roll, J. Turner, Atl.
- Work With Me Annie, Midnighters, Fed.
- Lovey Dovey, Clovers, Atl.
- Little Mama, Clovers, Atl.
- Don't Stop Dan, Checkers, Kng.
- If I Loved You, R. Hamilton, Epi.
- I Feel So Bad, C. Willis, Oke.
- Honey Love, Drifters, Atl.

Chicago

- Work With Me Annie, Midnighters, Fed.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- Just Make Love to Me Muddy Waters, Chs.
- Such a Night, C. McPhatter, Atl.
- Lovey Dovey, Clovers, Atl.
- Gee, Crows, Rma.

Cincinnati

- Shake, Rattle and Roll, J. Turner, Atl.
- Work With Me Annie, Midnighters, Fed.
- Honey Love, C. McPhatter, Atl.
- Lovey Dovey, Clovers, Atl.
- If I Loved You, R. Hamilton, Epi.
- Please Forgive Me, J. Ace, Duk.
- I Need One More Chance C. Willis, Oke.
- Sexy Ways, Midnighters, Fed.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- Things That I Used to Do Guitar Slim, Spc.

Detroit

- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- Just Make Love to Me Muddy Waters, Chs.
- Oh, Baby, Little Walter, Che.
- Chocolate Drop, L. Glenn, Ala.
- Work With Me Annie, Midnighters, Fed.
- Let's Walk, C. Brown, Ala.
- Lovey Dovey, Clovers, Atl.
- Hot Tamale, Counts, Dot
- Sugar Lump, Four Tunes, Jub.
- If Should've Been Me, R. Charles, Atl.

Los Angeles

- Honey Love, Drifters, Atl.
- Sh-Boom, Chords, Cat.
- If I Loved You, R. Hamilton, Epi.
- I Cried, Velvets, RR.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- Darling Dear, Counts, Dot
- Shake, Rattle and Roll, J. Turner, Atl.
- A Thousand Stars, Rivileers, Btn.

New Orleans

- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Baby Please, Fats Domino, Imp.
- Just Make Love to Me Muddy Waters, Chs.
- You'll Never Walk Alone R. Hamilton, Epi.
- Lovey Dovey, Clovers, Atl.

New York

- Honey Love, Drifters, Atl.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- You'll Never Walk Alone R. Hamilton, Epi.
- If I Loved You, R. Hamilton, Epi.
- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- I Understand Just How You Feel Four Tunes, Jub.
- Sh-Boom, Chords, Cat.

Philadelphia

- Work With Me Annie, Midnighters, Fed.
- If I Loved You, R. Hamilton, Epi.
- Sh-Boom, Chords, Cat.
- Honey Love, Drifters, Atl.
- Lovey Dovey, Clovers, Atl.
- Sugar Lump, Four Tunes, Jub.
- Milk and Water, A. Milburn, Ala.
- Please Forgive Me, J. Ace, Duk.

St. Louis

- No Place to Go, H. Wolf, Chs.
- Wish Me Well, Memphis Slim, Uni.
- Shake, Rattle and Roll, J. Turner, Atl.
- If I Loved You, R. Hamilton, Epi.
- Just Make Love to Me Muddy Waters, Chs.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ
- Ain't You Got Me? B. Johnson, Mer.

Balti.-Wash.

- Work With Me Annie, Midnighters, Fed.
- I've Lost, Scarlets, RR.
- Honey Love, Drifters, Atl.
- Please Forgive Me, J. Ace, Duk.
- You'll Never Walk Alone R. Hamilton, Epi.

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PEACOCK RECORDS, Inc.
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

M-G-M Pits Sexes In 'Cats Vs. Chicks'

NEW YORK, June 12.—M-G-M Records cut a "Cats vs. Chicks" album this week, in line with its new policy to put a heavier emphasis on jazz. The Leonard Feather production, sub-titled "A musical battle of the sexes," spots an all-fem group, vibre-artist Terry Pollard and her Septet, against an all-male outfit, Clark Terry and his Septet, featuring Lucky Thompson on tenor sax.

The LP contest gives each group a chance to take off on three different numbers—"Man-blues," "Man I Love" and "Anything You Can Do." It is scheduled for early release.

NEW RELEASES
#176—UNITED MEMPHIS SLIM
"WISH ME WELL"
b/w "Sassy May"
#137—STATES CARAVANS
"Blessed and Brought Up by the Lord"
b/w "Jesus Is a Rock"

UNITED RECORD CO.
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Phone WAger 4-3493

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The Diablos'
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A Sure Fire Hit
THE SPIDERS
"I'm Slippin' In"
b/w "I'm Searchin'"
#3291
Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

COAST TO COAST
IT'S A HIT
"BLUE HOURS"
The greatest instrumental since *Hucklebuck*
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

The "soul on fire" girl hits again!
I CAN'T HOLD OUT ANY LONGER
and **I'M LIVING MY LIFE FOR YOU**
by Lavern Baker #1030
Atlantic RECORDING CORP.
234 WEST 56th STREET NEW YORK 19, N. Y.

Reviews of New Sacred Records

Continued from page 40

rough on this new sacred item. The brothers handle it pleasantly. (Lois, BMI)

THE JORDANAIREs
Oh! Lord Stand By Me70
CAPITOL 2815—The group turns in a good parlor-type reading of a traditional sacred tune. (Beechwood, BMI)

Single Call From Heaven....70
The group's tenor leads the group in a smooth reading of a good piece of religious material. (Four Star, BMI)

DICK ANTHONY
Follow, I Will Follow Thee70
SINGTIME 1002—A pleasant sacred tune is sung agreeably by the warbler with help from a chorus and a combo. Backing is rather pop for a sacred item. The label is a new one out of Wheaton, Ill.

BILL PEARCE-DICK ANTHONY
Day By Day....69
Pearce and Anthony turn in a slow-paced duet on this new sacred effort. Okay wax, tho it needs more spirit in addition to its sincerity.

Reviews of New Spiritual Records

PROF. ALEX BRADFORD
Just the Name Jesus85
SPECIALTY 865—A Billboard "Spotlight" 6-5-'54. (Vee-ee, BMI)

I Won't Sell Out....81
In slow, measured cadence, Bradford assures the Lord of his faithfulness. A fine stylist, he is backed tastefully by chorus and piano. This side contrasts nicely with the more agitated reverse side. Both are top items for this market. (Vee-ee, BMI)

GOD'S CHILDREN
I Prayed, I Prayed80
JAY DEE 1100—The group shouts out the message strongly, with the sound of the supporting rhythm section contributing greatly to the overall effect. A solid side for the market. (Beacon, BMI)

Get Right With God!....77
The group gets right into the spirit in an infectious spiritual sparked by a hand-clap beat. This moves right along to the fade-out. Good wax. (Beacon, BMI)

THE SWAN SILVERTONE SINGERS
Jesus Is a Friend78
SPECIALTY 863 — An impassioned testimonial of the singers' intimate experience of the love of Jesus. The lead singer works himself to a frenzy of excitement and is solidly supported by the rocking beat supplied by the group. (Vee-ee, BMI)

How I Got Over....77
The lead singer here paints a graphic picture of how he found salvation. An almost equally exciting side by the group. (Vee-ee, BMI)

ALEX BRADFORD
He's a Wonder78
APOLLO 284—Bradford gives a rousing reading to this great old spiritual. Backed by an excellent choral group, he works up great excitement as he tells of the marvelous qualities of the Savior. An important release by an important artist in this field. (Bea, BMI)

He's So Good to Me....75
Another exciting side sung with spirit and conviction. The beat is a brisk one, and adds to the happy atmosphere of this fine material. (Bea, BMI)

THE WALDO SINGERS
Just Tell Jesus78
EXCELLO 2036 — A beautifully harmonized spiritual urging weary, burdened sinners to bring their troubles to Jesus. Organ and piano provide a tasty backing and a comfortable, bouncy pace. This is material with good commercial possibilities in this field.

Trust Him Today....72
With a high-voiced soprano leading here, the singers intone the soothing message of this spiritual with conviction. The material itself is not much more than routine, but the group compensates by its spirited performance.

SILVERTONE SINGERS OF CINCINNATI
Run on to the End75
EXCELLO 2034—A deliberately paced spiritual that builds easily and naturally to a high-tension climax. Lead-singer achieves an exciting sound and the others harmonize effectively.

Way Bye and Bye....74
Another fine side, with the lead-singer and the group sending solidly all the way. The beat is strong and steady and sells this bright material.

Chicago
Guy Cherney, Tiffany songster, will appear daily on the Howard Miller "Close Up" show next week (June 14). His latest plug is "Chattanooga, Tennessee." . . . Clark Dennis, also of Tiffany, was in town for a short confab on another cutting session before he heads for England engagements.

Joni James opened at the Chicago Theater this week along with the Four Knights.

Other Records Released This Week

Popular

Alley "C"; Dad's Theme—Dud Bascomb Ork, Tru-Blue 417
Day by Day; Cry Heart, Cry On—Chol-Nump-Ni, Academy 50
Get Off My Wagon; Is This Goodbye?—Linda Hopkins, Forecast 5002
God in His Wisdom Gave Me You; The Caverns of Lury—Kay Watson, Radiant 75
Let Me Be Your Darlin'; When Liberate Winks at Me—Danny Vaughn Ork, Alvin 688
Lie Cozy on a Bed of Roses; I'm Free as a Bird—Donna Phillips, Ken Scott Ork, Crown Music Medley 133
Lili Marlene; Darling, Je Vous Aime Beaucoup—Hildegard, Decca 29158
Ramin' Wild; Bugle Call Rag—Glenn Miller Ork, V 420-0038
Serenade in Blue; Blue Evening—Glenn Miller Ork, V 420-0037
The Greatest Love of All; Du Bist Mein Liebeschen—Very Lynn, London 1475
You Made Me Love You; Lonely Girl—Joyce Bryant, Epic 9046

Rhythm & Blues

I'm Gonna Get; I'm Just Another One in Love With You—The Mello-Tones, Decca 48319
Sittin' and Wonderin'; I Wonder What's the Matter—Jesse Allen, Imperial 5285

Polka

Bell Polka; Two Happy Hearts — Frank Wojnarowski, Dana 3169
Bunny Hop; Senny Sales—Gene Wisniewski, Ork, Dana 3176
Queen City Polka; Saturday Night Polka—Joe Resceta Ork, Decca 29132

International

Herbata Z Rumeckiem; Dobranoc-Wale—Gene Wisniewski Ork, Dana 318

Spiritual

I'm Goin' Back With Him; No Room in the Hotel — The Chosen Gospel Singers, Specialty 864
Run to Jesus; Keep Trusting—The Maceo Woods Singers, Vee Jay 108

Jazz

Echoes of Harlem; When It's Sleepy Time Down South—The Roy Eldridge Quintet, Clef 89116
Flamingo; I Let a Song Go Out of My Heart—Al Hibbler, Norgran 105
Pot Luck; The Nearest of You—The Stan Getz Quintet, Norgran 106
Talk of the Town (Part 1 & 2)—Dizzy Gillespie, Stan Getz Quintet, Norgran 107
Tempus Fugit; Enigma—Miles Davis Sextet, Blue Note 1618

Rythm & Blue Notes

Continued from page 43

on the bill, as they will be working in California. . . . Al Savage, Faye Adams, the Joe Morris ork and the Orioles will do a one-nighter tour thru the South starting July 27.

Paul Williams and the Dominoes will do a string of Southern one-nighters starting next week. . . . Guitar Slim, T-Bone Walker and Joe Turner have been set for a second tour thru the Texas area from July 30 to August 24. There are no open dates. The trio's last trek thru Texas, which ran for 30 days, was one of the most successful booked by Howard Lewis this year.

Chicago
Chess and Checker Records, now that they have moved into new headquarters at 4750 Cottage Grove, are beginning installation of a complete recording studio. The firm is installing all the latest equipment and hereafter will record all their own disks on the premises. . . . Parrot Records, headed by disk jockey Al Benson, has moved into the previous Chess and Checker location.

Disk jockey Sam Evans, WGES nightly from 9:30 to midnight, is putting on a dance here and will feature appearances by such r.&b. disk artists as Muddy Waters, Fats Domino, Joe Turner, Eddie Boyd and the Five C's. Sam, who also owns a record retail store, announced the opening of his second record shop which he calls "The Home of the Blues."

Danny Overbea, Checker artist, with his latest release, "You're Mine," is making his first bid in the pop market. This is his first ballad. . . . Ernie Young, of the Record Mart in Nashville and who owns his own labels (Nashboro and Excello), made a flying visit to Chicago labels. . . . Johnny Vinson, Southern representative for Specialty Records, in town on a tour of the deejays.

This Week's Best Buys

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

NO PLACE TO GO (Arc, BMI)—Howlin' Wolf—Chess 1566
A sleeper that is beginning to pile up strong sales thruout the South and Middle West and must be reckoned a chart threat. The disk appears on the St. Louis territorial chart and is also reported doing well in Nashville, Atlanta, Durham, Detroit, Chicago and Cleveland. While action on the East and West coasts has been limited, this record could break thru nationally now that it has achieved such strong acceptance in the territories listed above. Flip is "Rockin' Daddy."

Reviews of New C & W Records

Continued from page 42

spirit, and it has a chance for juke plays. (Tammen, BMI)
Eat a Little More....71
Happy novelty is sung neatly by the Willis Brothers as they ask their neighbors to eat all the 'aters, beans, and peas they can. For rural juke. (Acuff-Rose, BMI)

GENE AUTRY
My Lazy Day72
COLUMBIA 21252—Autry turns in a cheerful vocal on a relaxed ballad. Good for juke. (Golden West Melodies, BMI)

Closing the Book....69
Movie cowboy warbles the weeper in rather unemotional fashion. (Golden West Melodies, BMI)

ZAG FENNEL
Vegetable Love72
COLUMBIA 21255 — Happy little ditty with humorous lyrics is sung with considerable charm by Fennell. Country jockeys should spin. (Driftwood, BMI)

I Never Heard You Say I Love You....67
Fennell asks for a forthright declaration of love in this okay original ballad. Good listening. (Peer, BMI)

BOB WILLIS
Texas Blues71
M-G-M 11767—Nice vocal by Lee Ross, with engaging ad libs by veteran c.&w. artist Willis. Infectious guitar backing. Should get spins.

I Hit the Jack Pot....70
Clever lyrics and personable warbling by Ross, with good assist from Willis.

ROBERT LEWIS
Shenandoah Valley70
RADIANT 80 — Surprisingly good straight vocal by TV star Lewis on sprightly, old-fashioned ditty. Should do well with his extensive video following. (Bell, ASCAP)

Sweet Ginny Lee....67
A lyrical ballad with leisurely tempo. However, Lewis is better on flip. (Bell, ASCAP)

ACE BALL
Weeds of Hate67
Tuneful weeper is sung capably by Ball, who projects the lament with a catch in his voice.

Manson Composes TV Drama Score; Trinity to Tape It

NEW YORK, June 12.—Composer-harmonicist Eddy Manson has been commissioned to write a special score for an hour TV drama, "Fandango," which will be presented on the "Westinghouse Summer Theater" over CBS-TV. This is believed to be the first time a complete score has been written specifically for a TV drama.

"Fandango" has a Western background, and the music (written for harmonica and guitar) will be utilized behind the dramatic sequences to create a special effect, a la the movie "High Noon." Manson will conduct and play harmonica on the show. Trinity Music will publish the score.

In line with this, Trinity will record the sound track of the live TV drama on tape Monday (21), with a view toward making a deal for a record company to put the entire sound track score out in an album. A theme may also be extracted from the over-all score and published as a separate song.

Number of Releases This Week

Label	Pop	C&W	R&B
BELL	5	—	—
CAPITOL	5	1	—
CHECKER	—	—	1
COLUMBIA	1	4	—
CORAL	4	1	—
DECCA	6	—	—
EXCELLO	1	—	1
FOUR STAR	—	1	—
JAY DEE	—	—	1
LLOYDS	1	—	—
LONDON	2	—	—
MERCURY	5	—	—
M-G-M	5	1	—
OKEH	—	—	2
RADIANT	3	1	—
RCA VICTOR	2	—	—
SILHOUETTE	1	—	—
TIFFANY	2	—	—
TOTAL	43	9	—

She's Worth a Million to Me....67
Others may think the gal under discussion is worthless, but not the warbler. To him she's tops and true blue. Another okay reading of weeper material.

HARRY RODCAY
Don't Tell a Soul66
IMPERIAL 8244—Nice performance by Rodcay on a routine country effort. (Commodore, BMI)

What Did She Do to Me?...65
The singer tells his rival in love that he's as sorry for him as he is for himself on this weeper. (Commodore, BMI)

DEWEY RITTER
This Heart of Mine66
CORAL 64176—Dewey Ritter does a respectable job of putting across the mournful weeper. (Vaughn, ASCAP)

When My Day Rolls Around....62
A moderately effective bit of projection by Ritter. (Southern, ASCAP)

DANNY PRICE
Crazy Kind of Love....63
REPLICA 106—Routine ballad sung simply and sincerely, with quietly plaintive guitar backing. (Modern Standard, BMI)

Moonlight and Kisses....60
Same comment. (Modern Standard, BMI)

U. S. Army Radio Gives Boost to British Records

LONDON, June 12.—A big boost for British records came this week with the announcement from the American Forces Network in Frankfurt that in the future they will allow British commercial records to be aired.

Previously, permission had to filter thru so many departments that a disk was out of date by the time it got to the mike. Now AFN will be able to play British wax as soon as they hit the market, and already firms are flooding the station with samples.

The man who slashed thru the red tape was AFN Station Director Johnny Vrotsos, who had noted the increased interest among GI's and civilian European listeners in British bands and singers. AFN has a wide listening public in Britain and Europe, and the new market should give the record industry here a welcome fillip.

April Music Tax Collections Drop

WASHINGTON, June 12.—Collections from federal music taxes in April showed a sharp drop, the Internal Revenue Service reported today. Other amusement taxes produced mixed yields.

The federal tax on phonograph records yielded \$53,000 in revenue in April, compared with \$611,000 the previous April. Current figures are based on a change in bookkeeping methods since last year. Under new procedure, filings can be made on a quarterly basis instead of monthly.

Collections from the federal tax on musical instruments totaled \$241,000 in April, compared to \$980,000 the previous April. The federal tax on phonographs, TV and radio sets produced \$2,802,000 in April, compared with \$18,131,000 the previous April.

The yield from the federal tax on admissions to cabarets and roof gardens was \$2,339,000 in April, as against \$3,871,000 the previous April. The yield from the federal tax on admissions to theaters and concerts was \$18,954,000 in April, compared to \$25,330,000 the previous April.

The federal tax on coin-operated amusement devices yielded \$181,000 in April, as against \$70,000 the previous April. The federal alcohol taxes produced \$222,619,000 in revenue in April, compared to \$230,448,000 the previous April.

Capehart Emphasizes Hi-Fi in New '55 Line

FORT WORTH, Ind., June 12.—Capehart-Farnsworth's new 1955 line, introduced to distributors here this week, spotlighted three high fidelity combinations, and 11 phonos, including five hi-fi-phono consoles and one table model. As usual with Capehart, fine cabinetry was emphasized in all new models.

In line with this, the company notes that in hi-fi the cabinet construction itself is an important factor in faithful tonal reproduction. Even the grille cloths of the Capehart hi-fi sets are of a special fabric which does not retard or absorb sound. The new three-way combinations are priced at \$895, \$945 and \$955; a portable phono is listed at \$74.95; hi-fi phono models prices range from \$129.95 for a table model and \$199.95 for a console up to a de luxe console model for \$549.95.

In anticipation of "tape replacing records to a significant degree in about three years," Capehart is also mulling over the possibility of adding a tape recorder to its regular line. Meanwhile, the firm has set up an extensive advertising and promotion program to support the 1955 line, with complete literature coverage, hi-fi folders, sales training material, and an integrated display package which includes elements of the special backgrounds

used for the "Open House" program.

Capehart has also decided to make available component parts thru its distributors' service departments in a move to help owners of earlier models convert to hi-fi with the help of Capehart servicemen. However, Capehart emphasized this move would in no way put it into the component parts business and it was not its intention to compete in the "Custom" market.

Three Hi-Fi's, Portable in '55 Admiral Line

CHICAGO, June 12.—Three new high-fidelity phonographs and one new portable that automatically sets itself for record size highlight the Admiral Corporation's 1955 line.

The new models were introduced here last week at the annual sales convention of Admiral distributors at the Drake Hotel. All the hi-fi models contain the Super 650 three-speed changer, turnover cartridge, two speakers and three-way automatic shutoff. Diamond stylus is optional on all models.

In the new line are a table model listing at \$129.95 in blonde, a chairside model listing at \$159.95 in blonde and a portable listing at \$99.95. Also included in the new line is a standard portable listing at \$69.95.

Magnecord Ready With 6 Consumer Tape Recorders

CHICAGO, June 12.—Magnecord, Inc., will introduce six consumer tape recorders at the Music Show here next month marking the firm's entrance into the hi-fi consumer market. Heretofore, Magnecord units ranged in price from \$49 to over \$5,000 for use primarily by professional musicians and radio sound technicians.

Among the new models are two portable magnetic tape recorder-playback machines to retail at \$299 and \$329 each, which Magnecord says will perform all the major functions of its higher priced units.

Victor, M-G-M Set Summer Schedules

NEW YORK, June 12.—RCA Victor and M-G-M Records this week finalized summer vacation plans affecting custom record production. Victor's plant here will be closed the week of July 10-17, although emergency jobs will be diverted to the company's new Rockaway, N. J., factory, scheduled to be in operation next month. Vacation schedules at Victor's Indianapolis plant will cut production by 50 per cent from July 16-27, with the facility shuttered completely from July 28 thru August 1.

M-G-M's Bloomfield, N. J., plant will remain open all summer, altho the staff will be reduced by one-third from July 5 to August 15. The firm has signed a new union agreement with its Bloomfield employees.

New V-M Portable Has 2 Speakers

BENTON HARBOR, Mich., June 12.—V-M's new portable high fidelity phonograph, which contains two speakers, will retail at \$119.95 list in two styles of heavy-duty pyroxylin leatherette.

The unit also contains an auxiliary input for playing AM, AM-FM radio or TV tuner, and an auxiliary output for external speakers and muting switch. The unit is equipped with a ceramic cartridge and twin-sapphire needles.

FALL LINE OF TAPE PLAYERS, PHONOS OUT

NEW YORK, June 12.—Distributors are getting their first looks at new fall lines of phonos and tape recorders this month and next, as the initial step in the manufacturers' campaigns to introduce their new fall models to the public, via all-out consumer advertising and promotional drives this summer.

RCA Victor, Admiral, Pilot, Capehart, Mirror-Tone and Greyline were among those who held new line showings or planned them this week. (See stories elsewhere on this page for details.) Emerson announced a distributor showing for next Tuesday thru Thursday (22-24) at the Lido Hotel, Lido, L. I., and Motorola scheduled its annual distributor showcase meet for July 8-9 at the Conrad Hilton Hotel, Chicago.

New model activities were also stepped up in the tape field, with Magnecord, Pen-tron, Ampro and Crescent all bringing out new equipment, details of which are also included in stories elsewhere in this department.

Greyline Has Home Phonos

CHICAGO, June 12.—The Greyline Engineering Company is expected to introduce its first consumer phono models some time next week when the company adds at least three new phonos to its Phono-Gard line of demonstrator models. All new models will be low-priced portables, according to trade reports.

It is expected that a new Phono-Gard store demonstrator will be introduced shortly. This set will include a changing mechanism. Also expected is a home model of the demonstrator with changer which will probably sell for under \$200.

Victor Spotlights New Lower-Priced Console

CAMDEN, N. J., June 12.—A lower-priced high fidelity console phonograph is a feature of RCA Victor's new phono line. RCA is readying the largest national advertising campaign in its history to introduce the new line starting July 19 with a three-page spread in Life magazine. A large scale campaign on the local level is also on the agenda.

The new hi-fi console, RCA's first phono console listing at \$199.95, has a low-boy styling, a three-speed record changer and a 12-inch speaker. The new hi-fi line also includes a table model at \$139.95 and a console model at \$275, with supplementary speakers in separate cabinets available at \$69.95 for use with table models and \$89.50 with consoles.

In the "Victrola" phono line, RCA will introduce its first portable, single play, three-speed model with a two-tube amplifier, listed at \$29.95.

A stepped-up merchandising program will highlight the special promotional push planned for RCA's new radio and phono models, in line with the company's recent designation of a separate radio and "Victrola" division, under the management of James M. Toney.

Sales promotion material and dealer aids will be provided to distributors and dealers shortly. Material includes a 20-minute film, "More Than Magic," with Frank Albertson in the role of a dealer, which will be shown late this month. A new slide strip film on the radio and phono line will also be made available.

AMPRO Intros 2 New Combos

CHICAGO, June 12.—The AMPRO Corporation, Chicago, announced the release of two new tape-recorder-radio combinations designed to offer dealers the double selling advantage of the radio replacement market as well as the lure of tape recording and high fidelity.

The models, the Celebrity (755-T) and the Hi Fi (756-T) are identical in appearance and styling. The only difference between the two being that the Celebrity plays at a speed of 3 3/4 inches per second and the Hi Fi at 7 1/2 inches per second. The Celebrity has a frequency response of 40 to 8,000 cycles per second and the Hi Fi has a response of 40 to 12,500 cps. Both units feature a piano key control system and connections for external speakers. A dealer selling feature of the new units is that either one can be turned on by the dealer and a tape cut from the radio for immediate play-back. The Celebrity will retail at \$264.45 and the Hi Fi at \$274.45.

Two New Hi-Fi Firms Set Up In New York

NEW YORK, June 12.—Two new firms which will manufacture and sell packaged high fidelity systems have been set up here—one by Mark Simpson, of the Mark Simpson Manufacturing Company, Inc., Long Island City; the other by Allegro Electronics Corporation, Huntington.

Simpson, whose regular firm manufactures Masco tape recorders and other sound equipment, this week introduced three new console models ranging in price from \$159.50 to \$229.50, with samples of all three units available for immediate delivery. Aimed primarily at department stores, the units will be sold directly to dealers thru Elcraft Electronics, set up as general distributor. Simpson is handling the new hi-fi firm as a separate venture.

The Allegro firm will introduce two new phono units and four or five radio-phono consoles at the Chicago Music Show next month. The company will be represented in sales by George Smith & Associates, New Rochelle, N. Y. Major distribution will be thru larger music dealers and department stores. The new firm is headed by James, Robert and Frank Manfredi Wood Products Corporation (cabinet suppliers). Carl D. Volpe, formerly with Starrett Television and Garod-Majestic, is executive vicepee.

Crescent Adds 2 New Models

CHICAGO, June 12.—Crescent Industries announced the addition of a high-fidelity portable phonograph and a high-fidelity portable tape recorder to its line, for delivery on or about July 1.

Both models fall into the average price bracket, with the phonograph listing at \$99.50, and the tape recorder retailing at \$149.50.

Both models feature two speakers. The phonograph features a three-speed "intermix" record changer and automatic last-record shutoff. The tape recorder highlights two-speed operation as well as the addition of a Magic-Eye recording level indicator.

Columbia Has Garland Album

NEW YORK, June 12.—Columbia Records will issue the sound track album from the forthcoming Judy Garland flick, "A Star Is Born," about the first week of July. The end of this month a single record from the album will be released.

Set will be the first sound track album by the firm with Miss Garland and her first release on the label since last fall.

ord outlets has issued a booklet containing a complete listing of high-fidelity recordings in its stock catalog for distribution to customers.

EQUIPMENT NEWS

Mirror-Tone division, Scott Radio, introduced two new high fidelity radio-phonos at its national sales conference in Plymouth, Ind., last week. . . . The Kelton Company, Boston, will put two new products on the market—the Vari-Q speaker and the Concord phono, with four speakers and a three-speed record changer listed at around \$160. The Vari-Q speaker, less than one-half cubic foot in volume, will retail under \$40 for either a corner or shelf model.

Manfredi Wood Products, Huntington, N. Y., this week introduced a new hi-fi cabinet and speaker enclosure, the Flamingo, designed to accommodate all the components in a single cabinet (listed at \$137). . . . TCA's tube division has a new compact four-inch loud-speaker said to be smallest of its type now on the market. It is one and a fraction of an inch in depth and four and one-eighth inches in diameter and will be available to TV, radio and other sound equipment manufacturers.

Pilot Has Trade Show

NEW YORK, June 12.—The Pilot Radio Corporation staged a special trade showing of its new high fidelity line here Wednesday and Thursday (9-10). New Equipment included a new hi-fi portable phono, a tuner and two new amplifiers.

QUIT STOOGING, ORDERS BRITISH MUSICIANS' UNIT

London, June 12.—A new order by the Musicians' Union here forbidding members from "stooging" for onstage performers has changed the pattern of one of the best-known British vaudeville acts. For years band leader Billy Cotton has been touring the country with his band show, which ends a knock-about half-hour by pelting the audience with cotton wool balls to the tune of a popular Cockney ballad "I've Got a Lovely Bunch of Coconuts."

In time-honored style the audience tosses the balls back on stage as the curtain falls. And when presently Cotton comes out to take his bow, the members of the pit ork bombard him. But now the MU says the pit ork must not join in.

Dealer Doings

By JOE MARTIN

LP Push

Dealers are coming up with all kinds of gimmicks to push LP sales. Here in Manhattan, Macy's record department is offering customers a free record album with every purchase of six 12-inch Royale disks. Records sell for \$1.89 or six for \$10.99. The bonus albums are plastic-covered, six-pocket jobs. . . . Out in Babylon, N. Y., the Babylon Recreation Shop has an LP dividend sales plan, whereby customers buying a specific number of LP's receive a credit on future record sales, with a time limit set on the credit. For instance, on a \$10 purchase of two LP operas, a customer receives a \$2.86 LP dividend slip.

R.&B. Kansas Style

R. H. Bailey, Oklahoma Radio & Record Shop, Kansas City, Mo., has some interesting sales notes on the rhythm and blues field. Bailey, who carries the largest r.&b. stock in Kansas City, says that two-thirds of his customers are white, and that half of his trade don't know the titles of the records they want. Consequently, Bailey points out, "if you haven't played the records yourself so you can identify a few phrases from the lyrics, you will lose a sale."

Bailey also finds that "The average customer doesn't read a record list. You sell more records by just picking a group of disks and letting them listen to them." "Blues," adds Bailey, "are the fastest selling records on the market today, because customers only have to hear a few words of the lyric, and they say 'I'll take it'."

Bailey's top selling spiritual was Specialty's "Too Close to Heaven" by Prof. Alex Bradford. The shop has also sold 500 copies of "Work With Me Annie." Bailey moves a lot of old stock by asking customers if they've heard a certain old record "If it's 10 years old and they haven't heard it, it

will be a new one to them." Bailey often sells slow-moving records with special radio plugs and deejay pushes over local radio Station KPRS.

Just Browsing

Harold and Lucille Rosswurm, owners of the former Rosswurm TV & Appliances, Detroit, have registered their Northwest area shop under a new name, Rosswurm Music, in keeping with their records and music supply merchandise. . . . M-G-M Records' new pictorial bulletin of record selling ideas features a special window display gimmick utilized by The Record Collector's Shop, New York City. The shop keeps a smart, inexpensive, yet flexible display showcase for new releases by tacking up new album covers on a display wall and listing their titles separately in white mitten letters, which can be purchased locally at any art shop.

Chicago

The Hudson-Ross Randolph Street store is installing more self-service racks as a result of the increase in business they experienced with the addition of browser boxes. Mary Colditz, record department head, states that business showed upsurges in all lines with the addition of browser boxes. The new racks, according to Miss Colditz, should enhance these sales even greater as each rack is arranged to feature a special brand or type of music such as jazz, mood music, Latin tunes, vocals, instrumentals, kiddie, etc. A complete wall unit, self-service, has already been installed to handle the Remington line of LP's.

The Wurlitzer store has remodeled its interior and only the addition of listening booths remains. More display space and self-service racks are being added here also, according to Betty Andrews, who heads the record department.

The Hudson-Ross chain of rec-

The Billboard Music Popularity Charts PACKAGED RECORDS

Reviews and Ratings of New Classical Releases

ROSSINI: WILLIAM TELL OVERTURE; SEMIRAMIDE OVERTURE (1-10) - NBC Symphony; Arturo Toscanini, Cond. RCA Victor LRM 7954...

ARIAS SUNG AND ACTED (1-12) - RCA Victor LM 1801. Die-hard opera enthusiasts may not be interested in this provocative new experiment in the LP field...

Backed by heavy promotion, this album is a natural for beginning collectors as well as for movie and legit fans and students of drama and voice.

BEETHOVEN: VIOLIN CONCERTO IN D (1-12) - Yehudi Menuhin, Violin; Philharmonia Orchestra; Wilhelm Furtwangler, Cond. RCA Victor LHMV 1061...

TURINA: LA ORACION DEL TORERO; WOLF: ITALIAN SERENADE; CRESTON: STRING QUARTET, OP. 8 (1-12) - Hollywood String Quartet. Capitol P 8260...

BRAHMS: SYMPHONY NO. 1 (1-12) - Los Angeles Philharmonic; Alfred Wallenstein, Cond. Decca DL 9643...

BACH: CELLO SONATA NO. 2 IN D; PROKOFIEV: CELLO SONATA, OP. 119; (1-12) - Gregor Piatigorsky, Cello; Ralph Berkowitz, Piano. RCA Victor LM 1792...

PRELUDES AND INTERMEZZI FROM THE OPERA (1-12) - Symphony Orchestra of Radio Italiana. Cetra A 50159...

TCHAIKOVSKY: SYMPHONY NO. 2 (LITTLE RUSSIAN); WALTZ OF THE FLOWERS (1-12) - Royal Philharmonic; Sir Thomas Beecham; Cond. Columbia ML 4872...

PROKOFIEV: CLASSICAL SYMPHONY; PIANO CONCERTO NO. 3 (1-12) - Orchestra des Concerts Lamoureux; Jean Martinon, Cond.; Alexander Unlasky, Piano; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3042...

DELIUS: PARIS, THE SONG OF A GREAT CITY; IN A SUMMER GARDEN; SUMMER NIGHT ON THE RIVER (1-12) - London Symphony Orchestra; Anthony Collins, Cond. London LL 923...

VIRGIL THOMSON: FOUR SAINTS IN THREE ACTS (1-12) - Soloists, Chorus and Orchestra; Virgil Thomson, Cond. RCA Victor LCT 1139...

BEETHOVEN: VIOLIN SONATA NO. 9 (KREUTZER); LECLAIR: SONATA IN D; YSAYE: SONATA IN E (1-12) - David Oistrakh, Violin. Vanguard VRS 6024...

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12) - Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3029...

SCRIABIN: PIANO SONATA NO. 4; BERG: PIANO SONATA, OP. 1; BARTOK: PIANO SONATA (1926); HINDEMITH: PIANO SONATA NO. 2 (1-12) - Zdenek Skolevsky, Piano. Columbia ML 4871...

SAINT-SAENS: CELLO CONCERTO NO. 1; LALO: CELLO CONCERTO IN D MINOR (1-12) - Zara Nelsova. London Philharmonic; Sir Adrian Boult, Cond. London LL 964...

BACH: ART OF FUGUE (2-12) - Gustav Leonhardt, Harpsichord. Vanguard BG 532-3...

PALESTRINA: MISSA PAPA MARCELLI (1-12) - Netherlands Chamber Choir; Felix de Nobel, Cond. Epic LC 3045...

LINER NOTES

By IS HOROWITZ

Elman Returns... Mischa Elman returned this week from London where on June 3 and 4 he recorded the Tchaikovsky Violin Concerto with the London Philharmonic under Sir Adrian Boult.

Elman, who severed a 43-year association with RCA Victor last October, faces a heavy concert schedule Stateside this summer and fall.

RCA Victor will release Vol. 3 of "The History of Music in Sound" in July. The renaissance period is covered. Coming from Bluebird is an LP coupling the Sibelius Seventh and Mozart's "Prague" symphonies.

Limited Edition... The seven symphonies of Vaughan Williams and excerpts from his "The Wasps," is being released by London in a plush limited-edition package.

Personal Notes... Dario Soria, president of Angel Records, and Mrs. Soria, in charge of publicity and artists relations, leave for Europe July 3.

The Chorus... Dealer readers of the New York Herald Tribune last Sunday (6) may have noted with interest that the paper ran liberal segments of The Billboard's classical, pop album and pop single charts.

Cugat, Lane Set For Columbia Pix... HOLLYWOOD, June 12.—Ork leader Xavier Cugat and his singer wife, Abbe Lane, have been signed to a Columbia Pictures contract calling for two pictures in 1954.

Classical Best Sellers (All Categories)

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

- 1. DVORAK: SYMPHONY NO. 5 ("New World") - NBC Symphony (Toscanini) ... RCA Victor LM 1778
2. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME - NBC Symphony (Toscanini) ... RCA Victor LM 1768
3. RACHMANINOFF: PIANO CONCERTO NO. 2 - Rubinstein, NBC Symphony (Golschmann) ... RCA Victor LM 1005
4. BEETHOVEN: SYMPHONIES NOS. 5 AND 8 - NBC Symphony (Toscanini) ... RCA Victor LM 1757
5. BEETHOVEN: MISSA SOLEMNIS - Shaw Chorale, NBC Symphony (Toscanini) ... RCA Victor LM 6013
6. WAGNER PROGRAM (Orchestral Excerpts from "Lohengrin," "Die Meistersinger," "Die Walkuere" and "Tannhaeuser") - Philadelphia Orchestra (Ormandy) ... Columbia ML 4865
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9 - NBC Symphony (Toscanini) ... RCA Victor LM 6009
8. MASCAGNI: CAVALLERIA RUSTICANA - Callas, di Stefano, La Scala Orchestra (Serafin) ... Angel 3509 B
9. BIZET: CARMEN SUITE - Kostelanetz Orchestra ... Columbia ML 4826
10. TWENTY-FIFTH ANNIVERSARY ALBUM - Boston Pops Orchestra (Fiedler) ... RCA Victor LM 1790
11. OFFENBACH: GAITE PARISIENNE - Boston Pops Orchestra (Fiedler) ... RCA Victor LM 1001
12. MOZART: PIANO CONCERTOS NOS. 12 AND 18 - Kraus, Boston Symphony (Monteux) ... RCA Victor LM 1783
13. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIRE BIRD SUITE - Philadelphia Orchestra (Ormandy) ... Columbia ML 4700
14. RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; TCHAIKOVSKY: CAPRICCIO ITALIEN; ANDANTE CANTABILE - Philadelphia Orchestra (Ormandy) ... Columbia ML 4815
15. BORODIN: POLOVETSIAN DANCES; STEPES OF CENTRAL ASIA; IPPOLITOV-IVANOV: CAUCASIAN SKETCHES - New York Philharmonic (Mitropoulos) ... Columbia ML 4815
16. STRAVINSKY: LE SACRE DU PRINTEMPS - Minneapolis Symphony (Dorati) ... Mercury 50030
17. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL - Detroit Symphony (Paray) ... Mercury 50020
18. IN MEMORIAM - William Kapell ... RCA Victor LM 1791
19. STRAUSS, J.: WALTZES - Mantovani Orchestra ... London LL 685
20. BERLIOS: ROMEO AND JULIET - Boston Symphony (Munch) ... RCA Victor LM 6011

Reviews and Ratings of New Popular Albums

LOUIS ARMSTRONG AND THE ALL STARS ... The Glenn Miller Story (1-10) ... Decca DL 5532

Satchmo recreates his Harlem night club scene from the recent box office movie "The Glenn Miller Story." In addition to regular Armstrong fans, dealers should find a ready market in teen-agers on the strength of the picture tie-up.

THE GOLDEN APPLE ... Original Broadway Cast (1-12) ... RCA Victor LOC 1014

The diskery has done a fine job in transferring the current Broadway musical to wax. The show won the Drama Critics Circle award as the best musical of the late season.

GRIEG: PEER GYNT SUITE; TCHAIKOVSKY: NUTCRACKER SUITE ... Fred Waring Ork (1-10) ... Decca DL 7031

Waring's glee club gives its "Vochestral" treatment to two of the most popular orchestra suites. The special lyrics add up to quite a mouthful in some cases for the group, but on the whole they're both fitting and effective.

UNTIL THE REAL THING COMES ALONG ... Decca DL 5526

Subdued and mellow is this new album of mood music by the Les Elgart crew. The set should interest both mood-music fans and deejays who have late night shows.

BY THE BEAUTIFUL SEA ... Original Broadway Cast (1-12) ... Capitol S 531

If proof was needed that you can't count on any new show being a smash hit, this is it. Even a combination of such talents as Herbert and Dorothy Fields, Shirley Booth, Arthur Schwartz, Wilbur Evans, Jo Mielziner, Helen Tamaris, Irene Sharaf, etc., managed only to come up with a pleasant musical comedy, set in Coney Island in 1907.

MEET THE COMMANOERS ... Eddie Gray (1-10) ... Decca DL 5525

Decca is readying a big push for its house band, and this instrumental album—the group's first LP—is the start of the build-up. Drummer Eddie Gray fronts, but the man behind the sound is Camarata. His genteel swing arrangements are fine on such standards as "O," "Honey in the Horn," "Make Love to Me" and "I Want a Little Girl." Name-wise, (Continued on page 47)

TEMPOTAPE For equipment, demonstration and Hi-Fi fans. Dual track—7 1/2 ips. List \$6.75 per 1/2-hour reel (no federal excise tax). RECORD CO. OF AMERICA 8540 Sunset Blvd., Hollywood 46, California

4 SPEED V-M MODEL 121 Cash-in on the new 16 2/3 rpm Audio Books with World's ONLY 4-SPEED portable phono! V-M Corporation BENTON HARBOR, MICHIGAN

Operation Pushpop Extended

Continued from page 17

normal slow periods. Although your plan is just for a short period, I do hope that this is a fore-runner to some plan that you hope to be able to establish a permanent part of the business of merchandising records."

"I believe that it is something that is needed in this industry and something I feel that all dealers would be interested in if it is something that they have the foresight to see as being so good for the industry as a whole."—Record Lane, Lowell, Mass.

"After being a disk jockey for 10 years I appreciate your very fine kit for 'Operation Pushpop'."—Bill Silbert, WMGM, New York.

"We here are very desirous of participating in 'Operation Pushpop.' We believe the idea is terrific and would greatly help our disk jockeys build their audiences, as well as give the audiences more of what they want to hear."—George E. Schligh, WSPT, Stevens Point, Wis.

"Count me in on the deal—sounds like the stimulant needed for big sides this summer. Speaking for the rest of my staff, they too are anxious to get on the bandwagon. Thanks for pushing such a wonderful operation."—Ken Scott, WPEO, Peoria, Ill.

"As business manager for the Los Angeles division of the California Music Merchants Association I am naturally interested in your promotion to stimulate play during the summer doldrums. I would be pleased to aid in helping to distribute these kits to my operators."—Ben Chemers.

"You asked, 'are you with it?' I'd like to be. Please include us in 'Operation Pushpop'."—Mrs.

Standard Music

Continued from page 16

and bands, cut the potential sale of sheet copies, and MPA has launched a continuing campaign to stem the practice.

The association looks on the problem as one that can be solved only thru a process of education. Experience has shown that most such violations are unintentional and are halted once teachers are informed that they are illegal.

A feature of the confab was an address by George Marek, director of artists and repertoire for RCA Victor. He told the 75 publishers gathered at the Warwick Hotel that they could enlarge their market by packaging their product more attractively. Marek pointed to the unprecedented growth in the packaged records segment of the disk industry to bolster his argument.

In addition to the election of Malin, Herb Marks was named MPA secretary; Geoffrey Gray, secretary-treasurer, and Leonard Feist, the retiring president, automatically took over the vice-president's post.

Directors elected to four-year terms were Charles A. Wall, Joe Fischer, Ralph Satz and Willard Sniffin.

Reviews and Ratings of New Classical Releases

Continued from page 46

cluded are seven fine examples of shorter choral works written by Lowlands composers such as Des Pres, Sweelinck and the great Orlando di Lasso. To choral collectors must be added potential sales in the school and library market.

ROSENMULLER: SUITE NO. 9 FROM THE "STUDENTENMUSIK"; TELEMAN: SUITE IN D MAJOR; CORELLI: CONCERTO GROSSO IN F MAJOR, OP. 6, NO. 12 (1-12)—College Music of the Saxton State Orchestra; Kurt Liersch, Cond. Urania URP 7113

Important chamber works by three masters of the Baroque period, not as well known today as they deserve to be. This is music of substance that will be a delight to all collectors of off-the-beaten-

G. C. Maret, Port Arthur, Tex. "I operate some 50 Seeburg 100 Selectomatic juke boxes and would be most happy to get a chance to co-operate with 'Operation Pushpop'."—Jack Gutshall Music Company, Corona, Calif.

Here's another operator who thinks your 'Operation Pushpop' is a tremendous idea. I'd like to participate."—Larry Stock, Jersey City, N. J.

Lou Levy Nears Deal in England

LONDON, June 12.—American publisher Lou Levy, here for discussion on the future of Leeds Music, is reported about to sign a contract which will give him the option of buying up the British side of the firm from the Peter Maurice Company, of which it is a subsidiary.

If the deal goes thru, Levy will be able to take up the option any time in the next six months, and if he does, Peter Maurice will remove its catalog from the Leeds firm in the United States. While here, Levy has bought a number of British songs for exploitation on his return to New York.

D.J. Pro & Con

Continued from page 17

already using the 45 r.p.m. disk and are rather happy with it. However, there is a large group of stations which have not installed 45 equipment and thus cannot play 45 disks. There are also those who do not want to use the 45 record. This latter group is estimated to be over 20 per cent of all jocks.

The objections to 45 r.p.m. records are as follows: (1) The small records are hard to cue; (2) They have a tendency to warp; (3) The 45 equipment is too sensitive and the 45 disks are subject to skipping due to vibration.

The controversy over 45's and 78's is expected to become even more heated come July, when the record companies actually ship their latest releases on 45. The companies believe that speed of delivery and convenience of the 45 disk will soon win the recalcitrant jockies over to the donut platter after they are in use for a few months.

Capitol Building

Continued from page 16

execs disclosed that approximately half of the office space will be occupied by them, with the remainder available for commercial lease.

Real estate negotiations for the building site were handled by the firms of Hubert Boisvert and Henry Beaumont. Site is located approximately two blocks north of Capitol's present executive headquarters and within direct approach of the newly constructed Hollywood freeway.

Play to J.D.'s

Continued from page 17

he doesn't want the artist to feel obligated.

Norman Prescott, who contemplates a 10-city deejay trek to New York in the fall, which will pull teen-agers from many New England towns, stated this week that he expects to have a talent budget of \$5,000 to \$10,000, and will hire all his talent thru the William Morris Agency.

According to Prescott, stars should be paid for their work at the shows on the basis of what they earn, or one-seventh of a week's salary, and he will do this for his fall tour.

Barry Kaye expects to have between 700 to 1,000 people on his deejay tour, which hits town on June 19 for a two-day stay. He will have a radio show in the afternoon and a stagershow at night, at which time record artists are expected to perform. He is paying his artists AGVA scale only. This tour is station-sponsored, and deejays Bill Brandt and Hillary Bogden will also be present.

It is expected that the Smith and Prescott method of hiring talent from the agencies and paying them better than scale will relieve the pressure on the record companies and the artists concerning deejay tour shows.

In addition, if the jock tours continue to grow, they could blossom into good and profitable work for record talent, with jocks the new entrepreneurs.

Music Sales

Continued from page 16

These are Amsco Music, Treasure Chest, Lewis Music and Schubert Music.

Music Sales purchased the J. J. Robbins capital stock in its entirety. Some of the most important material in the firm is in the educational catalog. This includes the "Music for Millions" series, which covers piano music, violin music, etc., and has been very successful, and the Harry Wilson Song Books, which are used in schools thruout the country.

The pop part of the catalog contains the score of "Gentlemen Prefer Blondes." Robbins intends to devote himself to show scores from now on in conjunction with other publishers.

The name J. J. Robbins & Sons Music will be continued by Music Sales for the present, but the name of the firm will be changed some time in the future. Lou Dreyer handled the legal negotiations for J. J. Robbins, and Ben Starr, for Music Sales.

Reviews and Ratings of New Popular Albums

Continued from page 46

Gray means little now, but if he clicks on his forthcoming road tour, this album may carry some weight.

Jazz

LOUIS ARMSTRONG SINGS THE BLUES 81 (1-12") RCA Victor LJM 1005

Trying to satiate the market for Louis Armstrong disks is like trying to fill the demand for Strauss waltzes—it just can't be done. So this latest collection of Armstrong's should do quite well. It's Louis handling both vocal and horn on 12 selections and with various combinations. Recordings date from 1933 and from 1946-47. All are fine, and the transfer to LP is excellent. Packaging and art work are additional assets. And tho all the performances have been issued before, this is still a worthy package.

CHET BAKER ENSEMBLE 80 (1-10") Pacific Jazz PJLP 9

The new set by one of modern jazz's leading lights features Baker and his combo on a group of tunes composed and/or arranged by Jack Montrose, young West Coast tenor man. The ensemble, which includes such names as Shelley Manne on drums, Montrose on tenor, Russ Freeman on piano, Joe Mondragon on bass, Herb Geller on alto and Bob Gordon on baritone sax, and, of course, Baker on trumpet. They play them with the fluidity and technique that will flip all of their young followers. All in all, it's an exciting set that should have the same solid appeal to modern fans as have other Chet Baker releases.

ARTIE SHAW AND HIS GRAMERCY FIVE, NO. 1 AND 2 78 (2-10") Clef MGC 159, 160

For the first time since Artie Shaw returned to the music business with his new Gramercy Five he and the group get a chance to show what they can do with these new releases. And given the chance the Shaw group really takes off, with Shaw coming thru with some sparkling clarinet work, over fine support from Tal Farlow on guitar, Joe Roland on vibes, Hank Jones on piano, Tommy Potter on bass and Irv Kluger on drums. The new Gramercy Five is in the modern groove, and as these records demonstrate, it's a swinging group. Of the two LP's, No. 2 is the brightest with a wild version of "When the Quail Come Back to San Quentin," "Sunny Side of the Street," and subdued renditions of "Tenderly" and "Autumn Leaves." LP No. 1 is sparked by "Sequence in B Flat," the Shaw oldie. Two strong waxings by the Shaw Five here.

THE MUSIC OF BUDDY DE FRANCO QUARTET ... 77 (1-10") Norgran MGN 3

Few will question that Buddy De Franco is the outstanding jazz clarinet virtuoso of the day. He won poll after poll and sparked every group he

played with. That's what happens here. The clarinetist fronts a small combo for some great jazz readings. The progressive music fans will go for this.

LESTER YOUNG WITH THE OSCAR PETERSON TRIO 76 (2-10") Norgran MGN 5, 6

It has been a long time since the Pres has shown off more attractive tenor work than he does on these two LP's with the Oscar Peterson Trio, consisting of Peterson, Barney Kessel and Roy Brown. Young's tenor work on these new waxings is more exciting and swinging than ever and his fans are sure to get a kick from them. And on all of the selections the fine work of the Peterson Trio stands out, with the pianist getting much chance to show off his own first-rate musicianship. The first LP contains "Ad Lib Blues," "I Can't Get Started"; "Just You, Just Me," and "Almost Like Being in Love." The other includes "Tea for Two," "There'll Never Be Another You," "Indiana" and "On the Sunny Side of the Street." Good wax.

SHORTY ROGERS COURTS THE COUNT 76 (1-12") RCA Victor LJM 1004

Shorty Rogers and a group of top-flight modern jazzmen show off their appreciation for the music of Count Basie, and both Basie fans and the cool set will appreciate the ork's work. Surprising as it may sound the cool cats manage to capture the flavor of the Basic ork work, while at the same time keeping within the modern idiom. Selections include Basie favorites like "Swingin' the Blues," "Jump for Me" and "Taps Miller," the latter two penned by the Count. And three of the selections, "Over and Out"; "Walk, Don't Run" and "Basic Eyes," were penned by Rogers himself. Rogers, Maynard Ferguson, Harry Edison and Pete Condon on trumpets, Jimmy Quiffre and Bill Holman on tenor, Milt Bernhart on trombone and Shelley Manne on drums are in the groove. A set that should interest many jazz fans.

THE GREAT BLUES SINGERS 75 Bessie Smith, Ma Rainey, Ida Cox, Chippie Hill (1-10") Riverside 1032

The Riverside label manages to come thru regularly with some of the most unusual jazz packages—and many a great one. This set, for example, includes Bessie Smith's "St. Louis Blues" taken from a 1929 movie sound track, 1928 performances by Ma Rainey on "Don't Fish in My Sea" and "Soon This Morning"; Chippie Hill's 1946 readings of "Troubled in Mind" and "Careless Love," and Ida Cox's 1929 readings of two fine blues items. The recording sound varies more than usual on this disk, but it is understandable considering the variety of original sources. This is a near-must for true collectors.



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AGVA Confab Takes Steps Toward Chi Agents Peace

Fireworks Flare Over Clause 6; Many Main Issues Left Up in Air

MONTREAL, June 12. — The first steps toward a peace between the Chicago agents and the American Guild of Variety Artists were taken at the seventh annual convention here of the performers' union.

Under a resolution urged by the majority of the delegates, some 50 assembled here, it was ruled that negotiations toward a settlement could be started.

For more than a year relations between AGVA and the Entertainment Managers' Association (EMA) affiliated with the Artists Representatives' Association (ARA) were non-existent. AGVA had demanded that EMA agents contribute \$1 per performer per show on dates they booked toward AGVA's welfare fund. Agents refused.

After long harangues from both sides AGVA placed the agents on its unfair list. ARA, in accordance with its agreement with AGVA, expelled the agents. The agents brought suit against AGVA, and one suit is now in the U. S. Court.

The decision to refuse to deal with agents associations was a

chief stumbling block to negotiations. AGVA refused to recognize the association, tho it was willing to talk to agents as individuals.

Jack Irving

Jack Irving, AGVA executive secretary, admitted he had gone to Chicago to talk to agents but he denied he made a "deal." Later when it was pointed out that it was his job to "discuss," he elaborated by saying that he did "talk to them—but I didn't make a deal."

What will happen to AGVA members who worked for unfair agents in Chicago was not discussed.

But if the switch in AGVA plans to recognize associations was finally attained, it wasn't without the usual fire and fury so characteristic of AGVA huddles.

Jackie Bright, AGVA president and chairman, had a tough time keeping order and managed quite well.

The subject of whether or not to continue demanding that talent buyers be considered employers and performers, employees was another explosive issue. Dick Jones, Eastern regional head of AGVA and an ardent supporter of Clause 6 (it deals with employer-employee relationship), caught

the convention flatfooted when he spoke for the elimination of the clause. One of Jones' most vociferous backers, Joe Campo, Philadelphia, then denounced Jones.

Henry Katz

Henry Katz, house counsel, took the floor, and after he finished it was certain that the disputed Clause 6 would stay as it was. Irving became completely confused and Jones finally requested he be transferred back to Philadelphia. The request was tabled.

Confusion was the keynote of the convention. It began with a stiff agenda. The first three days were spent in lining up the agenda, leaving only one actual day for the convention. The result was that the delegates never got around to either the question of employment, welfare or its battle with the American Federation of Musicians.

This means the unfinished business will go to the national executive board which sits here until Sunday (13). If they won't be able to handle the huge pile, it will go to the national executive board, of which seven constitute a majority. AGVA has usually found it difficult to find a majority, which means, probably, that the decision to act will go to the administrator. The administrator is Jack Irving.

SPOTLIGHT REVIEW

'Bozo's' Film Tailor-Made For Children of All Ages

By ED VELARDE

"Bozo, the Capitol Clown," is a pure delight. As TV fare for the entire family it possesses the charm, warmth and entertainment values many telefilm producers seek but few achieve. This pilot film, based on the record company's disk character, sets an unusually high quality for episodes to follow. It's composed of an admixture of showmanship encompassing fantasy, broad humor, a touch of the dramatic that's tailor-made for all ages.

"Bozo" is a simple story. It is the story of a little girl, Amy Carlson (Jeri Lou James), whose favorite doll is a rag clown. But the difference is that the clown, Bozo (Gil Lamb), is very real at times, one who comes alive, grows to life-size and with magical powers can reduce himself and his little mistress to the size of tiny mites. Of course, Amy's parents, Henry and Martha Carlson (David Bruce and Aline Towne), being adults, just don't understand all these things. For this unshared childish imagination, the father looks upon his daughter's expositions of her experiences with the clown as lunacy, while Mrs. Carlson views them with motherly indulgence.

What this situation develops and can create with simple plot lines makes for a combination of fantasy, a bit of slapstick humor, a dash of pathos, but above all charmingly wholesome entertainment.

Special photographic effects are

effectively and imaginatively employed to bring about the metamorphosis of Bozo coming to life and of Amy being reduced in size. In the pilot, clever use is made of animals and other wildlife—accentuated with equally believable lensing and dialog—to create the illusion of personification. Pilot's story-line had Truesdale (Amy's dog) unjustly accused of doing away with a prize hen owned by Ramsey (Florenz Ames) and efforts by Amy and Bozo to clear him. This enabled Bozo to cavort as a clown should, to become involved in amusing slapstick situations, albeit the faithful tho sometimes cowardly champion of the little girl.

Casting is first rate. Lamb, a wise selection for the title role, moves with easy grace. His mannerisms accentuate clever dialog, but above all he displays a skillful working knowledge of the role and understanding of childhood's whims. Jeri Lou James is convincing and is sure to develop into the No. 1 moppet of the TV screen. All other performances are outstanding.

The pilot reel employed a laugh track obviously made from a children's audience. Tho the sound track proves somewhat distracting, it nevertheless confirms appreciation from the younger set. Another contribution high on the plus side is appropriate musical background that emphasizes the plot line.

Aside from its purely entertainment value primarily as children's fare produced by a studio with extensive experience in production of comedies ("Our Gang" and "Laurel and Hardy" for example), "Bozo" is ripe for the by-products of a telefilm series. It should have a ready-made market thru the "Bozo" record albums. Add to this the merchandising possibilities for dolls, dresses, magic

(Continued on page 50)

Durante Inked To Open Copa City Dec. 24

HOLLYWOOD, June 12.—Murray Weinger, managing director-producer at the Copa City, Miami Beach, Fla., this week inked Jimmy Durante to headline the reopening of the nitery December 24.

Weinger, here on a talent buying spree, disclosed that negotiations are under way for the services of such names as Liberace, Bob Hope and Judy Garland.

Club is currently being refurbished at an estimated cost of \$200,000, with a seating capacity in the main room, called the Personal Appearance Room, of 800. Policy will be one show nightly in the room, with dining service suspended during the show. Copa City's little club, however, will operate on a continuous entertainment policy, with Steve Gibson's Red Caps already signed to open there.

Weinger disclosed that plans are also being made for a remote television show to emanate from a studio layout currently being added to the building.

NEWS AT A GLANCE

AFM Extends Boycott of AGVA to Montreal Clubs; Orks in Revolt

MONTREAL, June 12.—American Federation of Musicians has notified all night clubs here that it will not permit its members to play for AGVA acts after June 21. AGVA is readying an appeal to the Provincial authorities and if not successful will start suit against AFM thru a third party. Neither union is registered in Canada. Under Canadian law a non-registered body cannot sue in Canadian courts. Night clubs, thus faced with the possibility of having to choose between actors and musicians after June 21, are already rehearsing non-union bands. One top night club owner said he had already placed his union band on notice. Band leaders, who seldom leave Montreal, are openly talking revolt. They claim they have no fight and want to work.

SETTLEMENT NEAR IN VAN-ROSS SUIT . . .
NEW YORK—A suit was filed

in New York Supreme Court against Gus Van by George Ross for \$50,000. Ross claimed that Van (then president of AGVA) hit him in the head, hospitalizing him for many days. Suit is close to settlement — for less than \$3,000.

KALLEN BOOSTING SKYLAR'S STOCK . . .

NEW YORK—Now that Kitty Kallen has jumped to the name class, Sonny Skylar can sit back and collect a chunk every time she does some of his specials. The deal calls for 10 per cent for two years.

WOULD CREATE PHILLY CENSORS . . .

PHILADELPHIA — There's been so many complaints about "lewd" performances here that Mayor Joseph S. Clark is thinking of setting up a board to censor night club shows. Plan is to have each act go thru its routines for the local police who will recommend necessary changes. If the changes are followed — well, that's another thing.

LAST FRONTIER TO GET NEW NAME . . .

LAS VEGAS, Nev.—The Last Frontier will become the "New Frontier" when it winds up spending about \$2,000,000 for remodeling. The New Frontier will have a theater-restaurant that will be the biggest in Las Vegas. It will hold 972 people. Room will be terraced with rear higher than ringside.

CONTRACT PROTECTS BELLEVUE CASINO . . .

MONTREAL—Bellevue Casino, with a contract that runs until mid-December for its band, isn't worried by the June 21 AFM edict. It doesn't apply where a contract is in force. Six band-leaders claim they will insist that no bands be forced to stop working while the Bellevue Casino ork stays on the job.

TV COMMERCIALS AIN'T COMMERCIAL . . .

MONTREAL—TV commercials are blue-penciled here with emphasis. A beer outfit can buy TV time. But it can't mention that its product is any good. It can't even mention its product. It can say "This program was by so-and-so brewery" but it better not mention the word "beer."

"DANCING WATERS" MAKES D. C. SPLASH . . .

WASHINGTON — Super Productions, Inc., which opened its season at the Carter Barron Amphitheater here to sizable audiences with the American Savoyards in a Gilbert and Sullivan series, apparently has a crowd-getter in the water spectacle, "Dancing Waters."

The terpsichorean water act, which had a run at Radio City Music Hall, has literally made the "big splash" here. Considerable art and news treatment has been given by the daily papers, and Washington's spectacle-loving showgoers are evincing special interest in the water act. Irving and Israel Feld, who run Super Productions, have scheduled "Waters" as an extra feature following each night's regular show.

Fisher Draws Coast Stars

Continued from page 16

nist Harry Akst and Will Jordan. Eddie Cantor will probably work in the Fisher act too, but quite unofficially and in a nostalgic reminiscence of the days when Fisher worked with Cantor.

Following the Grove date, Fisher will vacation here and in Hawaii. Meanwhile, he'll do the final two weeks of the Coca-Cola TV series from here.

The second annual Eddie Fisher Day at Grossinger's, the Catskill Resort hotel which spawned the singer, has now been definitely set for September, immediately following the Labor Day weekend.

SPEAKING OF LEGIT

By BOB FRANCIS

When "Wish You Were Here" opened two years ago at the Imperial a lot of us thought that the song-and-dance version of Arthur Kober's comedy, "Having Wonderful Time," had lost a vast amount of the original's humor. Somewhere in the transition the fun had gone out of the characters.

Now Howard Hoyt, having obtained silo package rights to the musical from Leland Hayward, is preping an edition to start a seven-week booking on the summer circuit starting Monday (28).

For obvious reasons of space and economy, the big swimming pool scene has been eliminated. However, director Mervyn Nelson is reported to be giving the musical's book a real face-lifting job, by restoring whole scenes from the original play, and otherwise trying to get its characterization back on "Wonderful Time" beam.

Sonny Sparks will play Itchy, the social director of Camp Kare-free, and Faith Dane partners him as his 1 friend, Fay Fromkin. It be interesting if a silo edition of "Here" turned out to be better than its Stern original—

even without the celebrated swimming pool.

The legit theater gets another local house back in the fold this fall. The little Bijou, 589-seater on West 45th Street, has been virtually devoted to pix these last seven years. The Greater New York Chapter of the American National Theater and Academy has leased the house from the Astor Theater Corporation on an annual basis and immediately subleased it to a rep producing group, The Ensemble, which will present Eugene O'Neill's "Moon for the Misbegotten" in October.

The City Center has found that its two-week revival of "Carousel" is such a hit that it has extended its run thru July 25. Since nothing else is booked into the house until the Ballet Theater comes in on August 31, it is quite possible that the musical can stay on thru August 29, should business hold up.

"Wonderful Town" will at last call it a day at the Winter Garden July 3 after 556 performances. The song-and-dancer will relight July 7 at the Shubert in Chicago. Carol C. Gaynes and Don ske ed to go along with the show Edith Adams will be replaced by Betty Gillette.

ACTS AND ATTRACTIONS

Jackie Bright, speaking at the AGVA convention, said, "We have now come to an impasse." "What's an impasse?" somebody wanted to know. Sid Marion, Hollywood, yelled he had the answer. "When a guy wants to get out of the seat and he has to get by you, you let him pass!" (If anybody thinks that Marion was kidding, they don't know Marion.)

Georgie Price has had it up to here, he now tells intimates. "All these years I've given to AGVA. And now that I have a chance to become president, I get double-crossed again." . . . Paramount will go back to stage shows but via the back door. It will, thru ABC-TV (simulcast), put the "Voice of Firestone" on its stage each Monday night. A jurisdictional union problem is almost certain to come up. . . . Vin Strong's trio is now recording for Savoy Records. . . . Monte Proser's "Cocktail Party," which opens at his Bucks County Playhouse, will start with a grand opening that'll cost somebody a raft of dough.

Rumors that Boston legiters, Plymouth and Majestic, are to be

razed for parking lots are not true, according to Michael Kavanaugh, Shubert house manager. . . . Wally Wanger who left New York for Miami, is backed in a dancing school by Gene Doctor, a show angel. Wanger writes, "I don't miss any part of New York, including Lindy's. . . . I have 150 pupils. . . . I've been appointed by the Chamber of Commerce as the producer of all the beauty and talent pageants for Florida. I also have an eight-girl line that plays convention dates and have booked a line in South America."

The 1955 AGVA convention will be in New York. . . . Johnny Egger, former magician who runs a magic store in Palm Beach, Fla., goes back to his native Denmark each year loaded with gifts for the home folks. . . . The Music Corporation of America took it on the chin in a ruling involving a Dorothy Dandridge booking. . . . Jack Gwynne calls his house (and those of his children who live in identical houses on each side of him) outside of Chica "Mystery Manor." . . . Lester of Cincinnati, wants to know if we consider "Paddlin' Madeline Home" a sadistic song.

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 Julius P. Brill
 COPACABANA

The Billboard, Page 1, May 29

The Billboard
N. Y. COPA WILD FOR DURANTE, BARRY SISTERS
 By Bill Smith

"The Barry Sisters loom as the most entertaining singing sister team since The Andrews Sisters . . . if they looked any saucier or sexier, you couldn't hear them sing at all."
 —HY GARDNER

New Yorkers are Talking About Jimmy Durante and the Barry Sisters at the Copa. . . .
 —WALTER WINCHELL

"Show stoppers in their bow at the Copa . . . sent ahs and cheers through the audience . . . a study in showmanship."
 —ROBERT W. DANA

"Supremely talented . . . Voice blenders supreme who brought down the house."
 —LOUIS SOBEL

"The Barrys can work anywhere. They dress well, look swell, and ring the bell with their slick vocal arrangements."
 —VARIETY

TODAY'S BRAVOS: The Barry Sisters' great singing at the Copa.
 —EARL WILSON

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P.S.: Our Heartfelt Thanks

Colgate Summer Comedy Hour (TV)

Cast: Kaye Ballard, Jules Munshin, Jackie Cooper, Elise Rhodes, David Daniels, Bart Mayo, Al Goodman Orchestra. **Producer - director,** Nat Karson. **Writers,** Irvin Graham, Arnold Rosen, Coleman Jacoby. **Choreography,** Dania Krupska. **Sponsored by** Colgate-Palmolive Co.

(NBC-TV, 8-9 p.m., EDT, June 6.)

The "Colgate Summer Comedy Hour" stirred up some synthetic excitement on its initial show Sunday (6), but its surface slickness couldn't quite conceal its basic lack of quality production value. The chief flaw was in the material, which might get by on the star magnetism of a Durante, but was most inadequate as a showcase for the lesser-known talents of Kaye Ballard, Jackie Cooper and Jules Munshin.

All three are able performers, and Miss Ballard in particular has the makings of a big-time video comedienne on a level with Martha Raye, Lucille Ball or Imogene Coca. However, her abilities were only dimly perceivable Sunday night. She shone briefly with a couple of numbers from her night club act (a take-off on a torch singer with the hiccups and the "natural" look of an Italian actress) but her really fine singing talent received a quickie-production treatment, and her big sketch with Munshin (the old gag about a mannish fem exec making a play for her effeminate male secretary) didn't come off.

Jackie Cooper was quite agreeable in his emcee role, but he was all wrong for the actor-and-understudy black-out sketch, which he attempted with Munshin. His forte is drama or situation comedy anyway—not musical. Munshin, a really funny guy with the right material, was seen to the worst advantage of the three, in that a comic of his school is almost wholly dependent upon the show's writers.

Musically, the revue occasionally sparked some genuine zing (e.g., pretty Elise Rhodes' wholesome soprano charm in the Central Park production), but even here unimaginative choreography bogged down the number's otherwise let's-live-it-up pacing.

June Bundy.

CASSINI SHOW (TV), WNBC, New York, Sunday (5), 11:20 p.m.-Midnight, EDT. (Caught Again)

Igor Cassini, society columnist and professional name dropper, has moved his originating point to the El Morocco night club. This would appear to be a more advantageous setting in which to show the privileged classes enjoying their privileges.

But for entertainment values, this week's installment came off worse than the "Stork Club" show, which it now resembles. The reason seems to be that however glamorous Cassini and his friends may be on paper they are really quite awkward on the TV screen.

For instance, at one point Cassini and his wife interrupted an interview to get up to dance. Near the end of their dance they were supposed to bump into another couple accidentally, and the other couple turns out to be old friends. But the encounter was so obviously staged that it dripped with insincerity.

Another moment, Maggie McNeillis, opening an interview with a dress designer, asked how she would explain that her styles are so dramatic. The answer: "Because I love the drama." Such proceedings are not likely to dazzle the public.

Gene Plotnik.

YOUR SHOW OF SHOWS (TV), NBC-TV, Saturday (5), 9-10:30 p.m., EDT. (Caught Again)

"Your Show of Shows" rang down its final curtain Saturday night in an appropriate blaze of nostalgic glory. The aura of genuine sentimentality surrounding the last show was tantamount to that displayed when "Oklahoma!" and "South Pacific" concluded their lengthy runs on Broadway. And rightly so, since the hour and a half revue chalked up an unmatched record as an award winner during its four and a half years of video life.

Altho NBC is beating the drums to call the ending "only a beginning" (Sid Caesar, Imogene Coca, and producer Max Liebman are all set for separate shows of their own next season), it's difficult to look upon the demise of the program as anything but lamentable. On the other hand, perhaps it's better for the trio to

quit the show while it's still on top, thus assuring it a place in the annals of all-time TV greats.

NBC rounded up as many "Show of Show" regulars as were available for the final performance—the Billy Williams Quartet, Marguerite Piazza, the Hamilton Trio, Bambi Linn and Rod Alexander, Bill Hayes, Jack Russell, Keith Textor, Sylvia Michaels, James Starbuck, and, of course, Carl Reiner, Howard Morris and the unidentified, but nonetheless excellent blonde actress who played straight in the Hickenlooper sketches. Only Mata and Hari and Judy Johnson were absent Saturday.

Faye Emerson was a somewhat uncertain emcee for the closing show, which included some of the most popular sketches and production numbers presented over the past five seasons—the French movie, the sewing machine girl silent flicker sequence, the indomitable four Britishers, and Imogene Coca's wistful tramp turn. Miss Coca almost broke down midway, and in one forgettable close-up at the finish the camera caught her looking as loveable and forlorn as an abandoned puppy.

June Bundy.

TOP PLAYS OF 1954 (TV), NBC-TV, Tuesday (8), 9:30-10 p.m., EDT. (Caught Again)

Helene Curtis, making it bow as a network TV advertiser, has moved into the "Armstrong Circle Theater" spot this summer with a batch of films produced by Screen Gems and originally shown on the "Ford Theater." The segment shown this week was "Mantrap," starring Shelley Winters.

Rightly feeling that network baptism is auspicious occasion, Curtis gave the high sign to its advertising agency, Earle Ludgin, to come up with something unique in the way of commercials for its Spray Net product.

This the agency proceeded to do by dispatching two of its top TV execs, Hooper White and Jack Baxter, accompanied by two attractive models, to Europe, where the girls were shot posing in and around famous European landmarks.

The finished commercials, as seen on the show, should have little trouble holding viewers' attention. To some extent, they are miniature travelogs, and therein lies much of their weakness as commercials. For it seems likely that viewers could become so engrossed in the locales pictured in the commercials that the advertising message might well be lost. The spoken narration, however, counterbalances much of this tendency, since it consists of solid selling material that is highly effective in drawing attention to the product, despite the lure of far-away places.

Jack Singer.

Fabian of Scotland Yard (TV Film)

Cast: Bruce Seton, Noel Dyson, Ed Richfield, Mary Kenton, Helen Hurst, John Baxer, Charles Mortimer. **Writer,** Arthur Le Bern. **Director,** Montgomery Tully. **Music,** Eric Spear. **Camera,** Bendon Stafford. **Producer,** John Larkin. **Produced by** Trinity Productions. **Distributor,** Telefilm Enterprises, 38 East 57th St., New York.

(Reviewed at special screening. Running time 30 minutes.)

In the industry's abounding efforts to satisfy the public's hunger for mysteries, it is usually the producer's desire to imprint a style in his show that will set it apart. A distinctive style is certainly what the top running "Dragnet-Badge 714" has.

"Fabian of Scotland Yard," which was recently bought by KTTV, Hollywood, for the 11 Western States, appears to have a style that can potentially make it a standout. Where "Dragnet" has its intercutting close-ups, "Fabian" has a quietly roaming camera.

At times the camera tells the story unaided by audio. The show caught had a number of colorful location shots thru which the chase was followed. In all, "Fabian" seems to have an ace in its production values.

The card that has still to be dealt the show is the popularity of the hero. Here there is enormous potentiality. Robert Fabian, former chief inspector of Scotland Yard, is reputed to be one of the greatest detectives of modern time.

His book, "Fabian of the Yard," was well reviewed when it came out last fall. Telefilm Enterprises is reportedly arranging to get the foreword to the book as a premi-

um for the show's sponsors. TE is also arranging for book stores around the country to promote the show with window posters and easels.

Promotion

Still further, in view of the spark that Herb Philbrick's personal appearances gave the "I Led Three Lives" show, Fabian himself could conceivably be used as the show's most potent promoter.

Fabian himself appears at the end of each stanza to tell the outcome. He is brought in on a lap dissolve over Bruce Seton, who plays the role. The resemblance is striking.

Further, Seton makes a polished and scholarly sleuth. In the outdoor shots he wears a black coat and homburg. As the plot thickens, Seton gets impatient, but never ruffled.

The stanza caught, "Written in Dust," related his attempts to find a paranoic housemaid who poisoned her employers. The camera followed the woman along the banks of the Thames, thru Regents Park, and into drugstores. The emphasis was in scientific detection. Fabian finally pinpoints the gal after discovering her hat in a lot and having the lab analyze the dust on it.

Gene Plotnik.

Florian ZaBach Show (TV Film)

Cast: Florian ZaBach, Mary Ellen Terry. **Director,** Duke Goldstone. **Musical director,** Harry Zimmerman. **Produced by** Guild Films, 420 Lexington Avenue, New York.

(Reviewed at special screening. Running time 26 minutes.)

Guild Films, which scored perhaps the outstanding TV film success story out of the personality of Liberace, has wrapped up in another piece of unusual talent in the person of violinist Florian ZaBach. He is an accomplished performer, blessed with handsome features and a polished sense of showmanship—all of which are combined into a show packed with visual appeal.

Based on what happened with the Liberace stanza, which might be considered the prototype of the musical show, the sales future of Guild's new property seems safely assured.

The show throbs with visual movement, which is achieved by a combination of optical gimmicks used in a running superimposed insert of a tiny figure of a girl dancer, lovely Mary Ellen Terry.

The format of the show is a simple one. It consists of ZaBach briefly introducing the various musical selections which he plays with 14-piece orchestral accompaniment, directly to the home viewer. In the pilot film, some of the selections are played against a stage curtain backdrop, while others are performed in the setting of a terrace dining room overlooking a bay.

Brief Story

One sequence carried a brief visual story line, showing ZaBach sitting by a pretty girl, while the dancer on the table top did a slow burn out of jealousy. Another number included a rendition by a male vocalist seen in silhouette under an archway.

Some of the editing and cutting on the first stanza could be improved. For instance, in one sequence, shots of ZaBach playing alone are intercut with shots of ZaBach playing in front of a group of four or five accompanying violinists.

Taken all in all, however, the show is an attractive piece of commercial TV film programming. Whether or not the public will take to it as it has to the Liberace stanza is up to the whims of fate. Guild has done its part. And so has ZaBach.

Potential bankrollers already are lined up, altho Guild has not yet begun to take syndication orders. Understandably, many of these are sponsors who were too late to get Liberace, others are satisfied Liberace sponsors seeking to expand their TV holdings, while the remainder are those who sense in ZaBach a new TV personality, showman as well as virtuoso, who should attract the public and move goods.

Jack Singer.

DRAMATIC & MUSICAL ROUTES

King and I: (Philharmonic) Los Angeles. Picnic: (Biltmore) Los Angeles. Porgy and Bess: (Curran) San Francisco. Seven-Year Itch: (Lyceum) Minneapolis. South Pacific: (National) Washington. Time Out for Ginger: (Harris) Chicago.

'What's New' (TV Film)

Narrator: Don Wilson. **Producer,** Jack Chertok Productions.

(Reviewed at special screening. Running time, 30 minutes.)

Jack Chertok's latest entry in the telefilm derby, tentatively titled "What's New" and/or "What's New With the Shop Hound," is a significant contribution to the industry. It bears out the veteran producer's view that TV is basically a means of communication whose service features can be utilized in an entertaining manner. "What's New" is a daytime TV shopping service that epitomizes that premise. The pilot, however, is designed to talk about the idea of the series of 26 half-hour programs and further to show prospective sponsors (in this case department stores) the manner in which the series should be run.

The film's format brings to life advertisements from the pages of fashion magazines, employing the demonstration form of entertainment in the modeling of women's and children's apparel. With veteran announcer Don Wilson narrating, mannequins are presented against a plain, non-distracting background free of wall-floor lines to accentuate apparel being modeled. Wilson entertainingly describes the apparel features during this time, giving succinct data such as colors, sizes and the general price range.

Interspersed, according to present plan, will be vignettes on various phases of social behavior. In the pilot a cleverly "how not to" and a "how to" feature was offered to show how a person can act gracefully while awaiting the arrival of another. This pantomime, accompanied by Wilson's off-screen commentary, not only proves educational but entertaining. It, like the rest of the sequences, follows Chertok's insistence that the telefilm is aimed at the individual and not to a mass audience and comes off effectively.

Provision is made for local sponsor inserts of identification, local store prices of items shown and a key to the demonstrated merchandise. This is the first series made expressly for department stores and is being offered to the retail outlet at the "B" time rate of the local station. Chertok plans 26 half-hour pictures, available every two weeks, and suggests that the retailer show the same picture on consecutive weeks, thus allowing for an entire year's programming.

Also participating will be manufacturers whose merchandise is featured and who will pay a fixed fee. The editing is being so arranged as to offer retailers only those films which demonstrate merchandise carried by them.

"What's New" should very well fill the need of the local retail merchant who too often has found sponsorship of TV shows to be too costly while achieving minimum results. It is direct merchandising, educational yet entertaining to the individual housewife who thus achieves an added dimension prior to her shopping.

Ed Velarde.

Bozo the Capitol Clown (TV Film)

Cast: Gil Lamb, Jeri Lou James, David Bruce, Aline Towne, Florenz Ames, Bob Foulk. **"Corky,"** Producer. **Hal Roach Jr. Characters** created by Alan Livingston. **Teleplay by** Howard Harris from an original story by Frank Fox. **Carleton Brown and Hal Yates. Director,** Hollingsworth Morse; **associate producer,** Sidney Van Keuren; **production supervisor,** E. H. Goldstein; **director of photography,** Lucien Andriot; **photographic effects,** Jack Glass; **film editor,** Thomas Neff. **A.C.E.; art director,** William Ferraris; **set decorator,** Rudy Butler; **assistant director,** William Forsyth; **sound,** William Randall and Joel Moss. **Filmed in** Hollywood by Hal Roach Studios.

(Reviewed at special screening. Running time, 30 minutes.)

Continued from page 48

bows and arrows and other toys, the series looms as a prospective leader on this score. The William Morris Agency currently is showing the film for several prospective national sponsors.

Peter Lind Hayes (Radio)

Cast: Peter Lind Hayes, Jack Haskell, Norman Paris Trio. **Writer,** Bob Corcoran. **Producer-director,** Bruno Zirato Jr.

(CBS radio, 7:15-7:45 p.m., EDT, June 7.)

This is essentially the standard disk-jockey format, the midst the disks and chatter there is quite a bit of live music. It definitely won't scare listeners away, but neither does it compel listening with both ears.

Peter Lind Hayes reads his continuity with a gentle lilt. He has enough of the devil in his voice to make any innocuous matter seem potentially exciting. Each segment has its own loose theme.

One stanza this week told how hit tunes grew out of flops and related phenomena. This occasioned such tunes as "Tenderly," "Begin the Beguine" as put over by Artie Shaw and Perry Como's "Look Out the Window," which is the flip side of his current hit, "Wanted." Jack Haskell's vocals and the Norman Paris instrumentals were soothing to the eardrums.

Gene Plotnik.

Tea and Sympathy

(Barrymore Theater, New York, Tuesday, June 8.)

A drama by Robert Anderson. Staged by Ella Kazan. Setting by Jo Mielziner. Business manager, Victor Samrock. Stage manager, Seymour Milbert. Press representatives, William Fields and Walter Alford. Presented by The Playrights Company in association with Mary K. Frank.

Laura Reynolds Joan Fontaine
Lilly Sears Florida Friebus
Tom Lee Anthony Perkins
David Harris Richard Midgley
Ralph Alan Sues
Al Dick York
Steve Arthur Steuer
Bill Reynolds Lelf Erickson
Pill Richard Franchot
Herbert Lee John McGovern
Paul Yale Wexler

As noted elsewhere in this issue, "Tea and Sympathy" has been voted by the theater electorate the best first play by a new dramatist to reach Broadway during the past season. When "Sympathy" opened last September, this reporter remarked that author Robert Anderson had come of age as a playwright and had written an absorbing drama—both intelligent and commercial.

A reporter could hardly know at that time that the play would win in the gold key and scroll of the Donaldson Awards, or that acting by its star, Deborah Kerr, and young John (no relation) Kerr, and its staging by Ella Kazan would win similar honors. However, it did, and they did, and deservedly so.

Now Miss Kerr and Mr. Kerr have left Anderson's Boy's School for other commitments, and their places have been taken by Joan Fontaine and young Anthony Perkins. When an indelible stamp has been put on the creation of roles like the sensitively understanding house mother and the troubled teen-ager of the Anderson drama, it is a terrific hurdle to fill two pair of such shoes.

It can be faithfully reported that for all who did not see the original incumbents, and for many who did, that the new substitutes completely fill the bill.

Like Miss Kerr, Miss Fontaine is making a Broadway stage debut. As a matter of fact, so is young Perkins. The former is, of course, lovely to look at, and she brings charm and sensitivity to her every moment on stage.

If, arising to claim a point of captious personal privilege, this reporter finds her guilty of an occasional angular gesture and of moments when she is acting rather than living the role (as did Miss Kerr), it is nothing that continued playing won't correct. And her final scene in which she dedicates herself to the restoration of the lad's faith in his own manhood couldn't be bettered by anybody.

Anthony Perkins

As for young Anthony Perkins, it may just be said that he is a chip off the old block—his father, the late Osgood Perkins, 20 years back was one of the finest actors we had around. Perkins gives a splendid performance in a role that can easily become mawkish and repellent, unless given the deffest sort of handling.

A premise based on the adoration of a teenster for his schoolmaster's wife, the while he is falsely suspected of homosexual tendencies, is one to make any young actor walk on eggs, if he is to keep it sympathetic and in good taste.

It is a pleasure to report that Perkins manages it beautifully. It (Continued on page 51)

BURLESQUE BITS

By UNO

Sequin, who reinforces her strip routine with top singing and dancing, has just completed the week of June 11 at the Empire, Newark, N. J., under the novel billing of "Sparkling Sequin, Beauty to the 4th Dimension." A feature of her act is a special vocal number on a portrait of Dahlia, an extract from a film soon to be released. Sequin originates from Southern California and has toured thru the West, Southwest, Midwest and the Gulf Coast. . . . The Hudson, Union City, N. J., closes for the season June 19 with a new featured strip, Sharon Shane, plus a chorus girl's strip tease contest and a return of comedian Bert Carr. . . . Stanley Montfort, straight man, who has been with the Minsky shows since April, 1950, that takes in the stock at the Rialto, Chicago, and several nitery units, reopened at the Adams, Newark, June 4. Since leaving the Adams, Montfort played the Palace, Buffalo, 10 weeks and the Carmen, Philadelphia, nine weeks. A recent visit to Chicago was to see his wife, Mildred, who underwent surgery at the Wesley Memorial Hospital. . . . Marion Russell closed at the Havana Casino, Buffalo, June 6. Raven and her bubble bath opened June 10. . . . Al Tyler, who once was linked with George Shelton and Wally Sharples as a trio in burly and vaude, is now associated with the National Radio and Theatrical Bureau, booking for the most prominent club dates and orks. . . . Lilly Christine is the only current name strip on Bourbon Street, playing Prima's 500 Club in New Orleans. . . . Betty Rowland followed Jennie Lee as feature last week at the New Follies, Los Angeles.

Benita Francis, after 24 weeks at the Spur Club in Miami where she was featured in her "Dance of the Lovers," opened this week at the Peachtree Club, Atlanta, thru Marty Whyte of Chicago. . . . Kaye and Aldrich, knockabout comedy team, thru Jack Fauer's booking, leave burly for a week of vaude starting June 18 at the Palace, New York, and return to their old field July 7 via the Palace, Buffalo. . . . The Follies, Chicago, managed by Augie Cir-cella, sports a line of eight girls consisting of Helen Myler, Neva Erickson, Lillian Johnson, Carol Lucky, Catherine Smith, Irene O'Connor, Thelma Frchette and Mickey Koval, who support six strips including Vi Vickers, Lili Ann, Rusty Lane, Torchy Blair, Mickey Jones and May Joyce. Other principals are Paul West, Jack Heath, Bob Winkler and vocalist Jerry Dello. Strips are changed every two to four weeks. . . . Tempest Storm is back at the El Rey, Oakland, Calif. . . . Patricia Kingsley, a pianist conducting her own booking office, the La France Associates at 236 West 55th Street, New York, has had so many calls for exotic dancers and strippers that she has decided to make a specialty department in that particular field. . . . Dolly Fields, former ace singing and dancing soubret on the big wheels, is now a ticket taker in Dave Rosen's Freak Show on Coney Island, New York, where Steeplechase Park is without the services of Jean Bedini, former

show owner and producer, for the first time in several seasons, due to illness. . . . Lotus DuBois replaced Betty Howard at the Palace, Buffalo, with Miss Howard shifting to Frank's Casa Nova, same city, June 7, relieving Dixie Evans.

'Tea & Sympathy

Continued from page 50

looks as tho we have a new and up-coming leading man.

The remainder of "Sympathy's" cast remains the same. All continuing their excellent contributions. Anderson's tender drama is as good as it ever was—and that's saying a lot.

Bob Francis.

Palace, New York

Young China, Phil Bennett, Leonard and Leonard, Terry and the Macs, Joe Jackson Jr., Norton and Patricia, Arti Dann, Dalton and Bailey, Jo Lombardi and his ork.

(Reviewed June 11.)

With the exception of two new acts, the current bill spots familiar fare, and a good grade it is. Over-all, it looks like smart commercial booking.

Artie Dann is back in next-to-closing. The comic has a salt shaker full of new quips, but his standard approach holds to the tried-and-true line. Dann once more is a hot laugh click with the customers. Also on the standard comedy beam is the panto of Joe Jackson Jr. whose bike clowning, inherited from his late father's great laugh routine, is always sock with a vaude audience.

The bill gets started with a moderate exhibition of acro and hand-standing from an Oriental troupe, Young China (man and

BROADWAY SHOWLOG

Performances Thru June 12, 1954

DRAMAS

Anniversary Waltz	4-7, '54	77
Caine Mutiny Court		
Martial	1-20, '54	165
King of Hearts	4-1, '54	84
Oh, Men! Oh, Women!	12-17, '53	204
Ondine	2-18, '54	132
Praise of Folly	2-23, '54	111
Sabrina Fair	11-11, '53	244
Tea and Sympathy	9-30, '53	292
The Fifth Season	1-23, '53	582
The Remarkable Mr. Pennypacker	12-30, '53	189
The Seven-Year Itch	11-20, '52	654
The Solid Gold Cadillac	11-5, '53	252
The Tea House of the August Moon	10-15, '53	279

MUSICALS

By the Beautiful Sea	4-8, '54	76
Can-Can	5-17, '53	460
Carousel	6-2, '54	13
Comedy in Music	10-2, '53	291
John Murray Anderson's Almanac	12-10, '53	212
Kismet	12-3, '53	220
Pajama Game	5-13, '54	36
The Golden Apple	3-10, '54	109
Wonderful Town	2-25, '53	540

CLOSING

The Seagull	5-11, '54	38
Girl in the Pink		
Tights	3-5, '54	115

three fems). Most of routine is not new, but builds to a really excellent acro wind-up. Phil Bennett is back in second slot with his whistling crow, Jackie. The act, as usual, is cannily presented, and the bird's intellectuality snares a big hand.

Dance Team

When they were last at the house, this reporter tabbed the ballroom duo, Norton and Patricia, as definite comers in the slick terp field. Return date only proves the observation. The pair have improved tremendously in showmanship, with lifts and spins which are the epitome of timing. Their projection smacks

(Continued on page 52)

NEW ACTS

THE SALMAS BROTHERS (songs), Sapphire Room, Inglewood, Calif., June 1.

Four-boy vocal combo shows definite name-spot possibilities via superb blending of ballads and up-tempo numbers. Poise displayed in handling standards, "When You're Alone," and production numbers a la "Weigh Up," is skillful and easy earring. Tho lacking special material and comedy patter, which would not fit with the policy of the room, the Salmas Brothers' song style is original enough to sell them.

J. F.

ALEXANDER BROTHERS (songs), Park Lane Hotel, Denver, May 28.

The boys displayed polish and quickly won the crowd with their opening of "The Happy Wanderer." The two lads barely touched on Western numbers, and then in a very pleasing satirical way. Their band backing was poor. Irv Rothschild's combo had a tough time cutting their music. But in spite of poor support, the Alexanders projected well with a half dozen comedy numbers interspersed between ballads, pop and standards.

B.G.

MICKEY MANNERS (comedy), El Morocco, Montreal, June 9.

Slim, young, good-looking lad of average height has the potentials of making it once he acquires some material. At present he does about 25 minutes but has no more than about six minutes of real material. But what he knows best he also knows how to sell. Manners has a good pair of hands that he uses gracefully, only a fair voice that he uses on cliché parodies, but with it a likeable personality plus an anxiety to please. With proper coaching and added material the youngster would be somebody to watch.

B.S.

ROSE MAY O'REILLY (songs), Chez Paree, Montreal, June 8.

A tall, willowy brunette, rating high in the looks department, with a legit soprano voice more suitable for musicals than for a tumult show headlined by the Ritz Brothers. While the girl can sing in the upper registers, she has trouble in the lower registers. At times she sounds as if she's trying hard to be commercial without much idea of how to ac-

complish it. Material varies between pops and show tunes, tho all need considerable polishing for proper projection.

B.S.

ARLEEN JOYCE (acro-dance), Chez Paree, Montreal, June 8.

A fairly well-stacked girl has probably been around for some time, tho never caught by this reviewer. Her acro routines have some minor trimmings rather than difficult tricks. Trimmings, e.g., butterflies and walkovers, tho trite, are sold in slow fashion via feigned smouldering sexuality that draws and holds attention.

B.S.

THE CATRON BROTHERS (comedy), Latin Quarter, New York, June 8.

Three-time winners of Old Gold's "Chance of a Lifetime" show on Du Mont, The Catron Brothers pack a lot of showmanship in their fast-paced act. On the basis of their showing at the Latin Quarter this week they ought to have a bright future. The two rugged, squarely built lads do almost everything—piano, vocals, zippy hoofing. Over-all it's a comedy act, and their gag handling is quite good. They also displayed remarkable stage presence. Whether accident or design, some noise in the bandstand ruined a nicely built bit, and they picked it right up with their good humor unphased. Were their pacing not so fast and furious they might be able to hold up a smaller show by themselves.

TERRY AND THE MACS (songs), Palace Theater, New York, June 11.

Canadian quartet (gal and three lads) give fine account of themselves vocally. Act is well presented via good dressing and ingenuously youthful enthusiasm. Best on their current song menu is a medley of Scottish melodies, but they also score sharply with a well-arranged Canuck ballad.

B.F.

LEONARD AND LEONARD (terp), Palaco Theater, New York, June 11.

Negro tapping duo looks good. Footwork is excellent and both have a flair for finely timed acro interpolations. What is more to the point is their smartness in underselling their wares. Boys have got what it takes to build for the future.

B.F.

HOCUS-POCUS

By BILL SACHS

THE MAGICAL Leipsiger family was the subject of a lengthy human-interest yarn, written by George W. Stark, in the June 6 issue of The Detroit News. Included in the story was a biographical piece on the late Nate Leipsiger, internationally known trixter. There was also a piece on Herby Lynn, son of George Leipsiger and currently working professionally in the Miami area. Mention also was made of Harrison Davies, an associate of George Leipsiger, the father of Herby Lynn. . . . J. S. Ramsey, magician of Southern Pines, N. C., writes: "Regarding the complaints certain magicians have been making in your column recently to the effect that school assembly bureaus are hurting the independent magicians, it has been my experience that just the opposite is true. The assembly bureaus help the independent magician. There are two assemblies in North Carolina, Southeast, managed by Roth, and Carolina, managed by Patton. They book quite a number of other-type novelty acts in schools but not so many magic shows for the reason that the assembly magician does not change his program. As a result, the school principals are looking for outside magicians. Occasionally, the principal will book the entire series of acts, including the magician. I had four schools where they booked me, too. In two schools I followed the other magician by one day, so the school booked me for next season. If the magician will present a program of about 45 minutes and not use card manipulations, liquor tricks or off-color material, and throw away the linking rings, billiard balls and paper tears, and carry one illusion like the chopper or Super X Escape, he can book and show plenty of schools independently. One North Carolina magician has lost several schools and probably doesn't know why. However, it was the brassiere trick. About the pay: I get \$20 for the four to seven-room grade schools; \$25 and \$30 for larger grade and small high schools (most of them run in this bracket) and \$35 for the larger high schools, with a few at \$50. I have one each year at \$75. You can only show three a day as a rule in North Carolina, owing to a staggered lunch period, but in West Virginia and Maryland, where I now am, you can make four a day. Just treat the children well; don't chase them away. And be fairly well dressed when you are booking and you will get along okay. At least, there are six of us in North Carolina who seem to be doing all right—Wallace, Howard, LaShak, Coke Cecil, Smith and myself."

working year in the Texas country, is in Michigan for the summer, playing resorts and homecoming celebrations. He'll hop into New York State late in August to put in a school stretch before heading back South. . . . Three Chi trixsters, Jack Gwynne, Harry King and Bob Sharpe, attended the AGVA convention in Montreal June 7-13. . . . Johnny Platt is still holding forth at Chicago's LaSalle Hotel. . . . Douglas Andrews, well known for his magic in Southwestern Michigan, is appearing as an actor with the summer theater troupe housed in the historic old Ramsdell Opera House in Manistee, Mich. He will remain there until September 8, when he will again resume his pro magic role. . . . Ben Pressman is now in his second semester with his School of Magic at 136 West 44th Street, New York. The six-week course is offered on a one-night-a-week basis, each Wednesday from 8 to 10. Current class winds up June 29.

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THE FINAL CURTAIN

ARLEY—Dick, 37, member of the Three Arleys, head and hand balancing act, June 2 in Providence. The act appeared with a number of circuses here and abroad and in many theaters and night clubs. Survived by a step-brother, Luis, with Hunt Bros' Circus, and a sister. Burial in Providence.

ASHWORTH—Jake, 55, veteran concessionaire, recently in Madison, Ill. Working on various carnivals for the past 15 years, he was most recently with W. A. (Bill) Stacy on Shafter's Just for Fun Shows. Survived by a sister.

BIENCOE—Riley, 70, dean of show printers, at Chicago Saturday (12). For more than 50 years he was active in printing posters for the Ringling circus and many others plus paper for other types of shows. Survived by his widow, Lillian, and a son, Howard, both of Chicago. Burial in Chicago Tuesday (15). (Details in Outdoor section.)

CAPELL—William D., 69, veteran outdoor showman, June 3 in Hugo, Okla. He was a brother of H. N. (Doc) Capell, owner of the Edgar B. Bucks Circus and a former carnival operator. Burial in Hugo.

CLIFFORD—Catherine (Kitty), 74, actress who appeared on the stage at the turn of the century, June 8 in New York. She and her late husband, actor Horace Greeley DeBank, were married on the stage of a theater. As an actress she had appeared in several Charles Dillingham productions, including "When Johnny Comes Marching Home" and "Knight for a Day." She also had danced with the Wilbur Opera Company. A son survives.

COATS—Thomas J., 53, motion picture actor, June 6 in Los Angeles. He leaves his widow, Thelma, North Hollywood. Interment in Forest Lawn Memorial Park, Glendale, Calif.

COLEMAN—David B., 63, veteran magician, recently in Terre Haute, Ind. Survived by his widow, Pauline. Burial in Effington, Ill.

CRAWFORD—Ed, 85, veteran horse trainer and jockey at fairs, recently at his Des Moines home. (Details in Fair section.)

JENNIE DAIELL

the mother of *Bea Stock*, concessionaire and agent, died suddenly June 8, 1954. Survived besides *Bea Stock* are three sons, Doctors *Harvey, Theodore* and *Saul Daiell*, and two daughters, Mrs. *Brown* and Mrs. *Rendel*. Mrs. *Stock* is currently with the *COW Shows*.

DRAKE—Herbert F., 44, drama reporter, associate drama editor and film critic with The New York Herald-Tribune in the 1930's, June 4 in the Bronx, N. Y. He had handled publicity for the old Mercury Theater when it was headed by Orson Welles and John Houseman, and later did similar work for motion pictures. His mother and a brother survive.

FABER—Ernest, 79, widely known as an exhibitor at Connecticut fairs, recently in Seymour, Conn. Survived by a sister, Caroline. Burial in Trinity Cemetery, Seymour.

FELTMAN—Alfred, 71, formerly part owner of Feltman's restaurant and amusement center at Coney Island, June 6 in New York. (See Outdoor department for details.)

GREY—Gerald John (Jerry), 44, dancer, June 7 in San Antonio. A veteran of stage and screen appearance on two continents, he came here three years ago. With his wife, Jeanne, he appeared on various studio shows on WQAI-TV and recently opened the Jerry Grey School of the Dance. Survivors include his widow, a son and three sisters.

MARRIAGES

BROWNING-GENTSCH—William J. Browning and Myrna Lois Gentsch, daughter of Mr. and Mrs. J. A. Gentsch, owner of the J. A. Gentsch Shows, recently in Natchez, Miss.

LaFONTAINE-FLYNN—Leo LaFontaine, concession agent, and Jean Flynn, daughter of Mr. and Mrs. Roy Flynn, concessionaires on the Art B. Thomas Shows, recently in Cumbry, Minn.

LILLY-JOHNSON—James A. Lilly, production manager of KBID-TV, Fresno, Calif., and Barbara Johnson June 4 in Fresno.

BIRTHS

BAXTER—A son to Mr. and Mrs. Charles Baxter June 8 in Fort Lauderdale, Fla. Father is announcer on Station WQAM, Miami.

KENWORTHY—A son, John M., to Mr. and Mrs. Charles Kenworthy in San Antonio. Father is member of the news room staff of WQAI, that city.

McNULTY—A son, Timothy Patrick, June 10 in St. Vincent's Hospital, Los Angeles, to Dr. and Mrs. James McNulty. Mother is actress Ann Blyth.

PALUMBO—A son, Frank Jr., to Mr. and Mrs. Frank Palumbo, May 27 in Methodist Hospital, Philadelphia. Father is night club operator in that city. Mother is movie starlet and dancer known professionally as Kippie Valca.

HAUSSMAN—Mrs. Carl, 60, wife of Carl (Pop) Hausman, June 2 in Lansing, Mich. In addition to her husband, she is survived by two sons, Ted, Chicago circus fan, and Otto, CPA of South Bend, Ind. Burial in Lansing.

LIGHTSTONE—Mrs. May, mother of Oscar Lightstone, vice-president of S. O. S. Cinema Supply Corporation, New York, June 7 in Long Beach, N. Y. Survived by three other sons, Irving, of CBS-TV, and Leonard and Morton of the Island Theater Circuit, New York, and one daughter, Mrs. Herman Samuels.

IN LOVING REMEMBRANCE OF
Curtis Edward Little
Who Passed Away
June 22, 1950
CLARA W. LITTLE

LORENZEN—stage carpenter, recently in New York. Survived by his widow, an assistant wardrobe mistress; a son, a daughter and three brothers. Burial June 10 in Hoboken Cemetery, Hoboken, N. J.

MANN—Joe, former pichman and demonstrator, June 8 in Highland Park, Ill.

McCLOSKEY—Walter Jr., 12, son of Mr. and Mrs. Walter McClosky, of the Ringling-Barnum circus, and nephew of Frank McClosky, Ringling general manager, in a bicycle-bus accident at Groton, Conn.

McDONALD—Harold, 55, June 9 of a heart attack in Los Angeles. For the past 10 years he had been a member of the Universal-International Studio orchestra. Survived by his widow, Beulah, and a brother, Dr. Stewart McDonald.

McINTYRE—John E., 32, advertising and publicity agent for the five Shubert theaters in Boston, June 7 in St. Elizabeth's Hospital, Brighton, Mass. He was associated with the Shubert enterprises for 12 years and was a familiar figure in all Boston newspaper offices. Services in Cambridge, Mass., June 10. His widow and three children survive.

OAKLEY, S. L., 49, vice-president and general manager of Jefferson Amusement Company, and of the East Texas Theaters, Inc., May 29 in Beaumont, Tex. He started with the circuit in 1927 as a manager and was promoted to city manager, head of the booking department and later to his position as vice-president and general manager in 1945. He is survived by his widow, a son and a daughter.

PARKE—Mrs. Alice Harrington, 81, retired actress and dramatics teacher, June 8 in Greenwich, Conn. She made her debut in 1900 with the Ben Greet Players, later appearing with Edward H. Sothern and Julia Marlowe, where she often substituted for Miss Marlowe. From there she went with the Castle Square Stock Company in Boston, the Band Box Players and with Clyde Fitch's stock company. In 1913 and 1914, she played in a company under the operation of her husband, actor-director William Parke. In 1930 she joined the staff of the American Academy of Dramatic Arts, her alma mater, where she taught many film notables. A son survives.

PARLIAN—Ed, former concessionaire, May 18 in Fort Wayne, Ind., of a heart attack.

PELKONEN—Mrs. Mary Susan, 86, mother of songwriter Matt Pelkonen, June 4 in Cloquet, Minn. Services June 9, with burial in Hillcrest Cemetery, Cloquet.

In Loving Memory of
FREDDIE REED

Who Passed Away
June 17, 1951

You Are Always in My Heart.
Dollie Reed Frazier

RADFORD—Mrs. Annabel Birdwell, 68, millionaire real estate operator of Abilene, Tex., and mother of independent film producer James O. Radford, June 10 in St. John's Hospital, Santa Monica, Calif., of a heart ailment. Besides her son, she leaves three sisters, Mrs. Walter Roley and Mrs. John McGee, San Antonio, and Mrs. William Voeve, Los Angeles; a brother, Ebanon Birdwell, Oklahoma City, and two grandchildren. Interment in Abilene, Tex.

SEINTZ—Robert R., 60, business manager and public relations director of station WSBT and WSBT-TV, June 4 in South Bend, Ind. He joined the staff of WSBT in 1934. His wife and two daughters survive.

Profound thanks to all those nice people who were kind to me when I received the sad news of my mother's passing. And to Pearl Ridings, God Bless You. May you never know of a like sorrow.
MRS. BEA STOCK

SHELTON—E. C., Head electrician for the Interstate Theater, Circuit's Worth Theater, Port Worth, Tex. He is survived by his widow and two daughters.

SWINTZ—Robert H., 59, former manager of Station WSBT, South Bend, Ind., June 4 in that city. He joined the radio staff as manager of WSBT in September, 1934, and resigned his position in February, 1953, tho he continued his services to WSBT and WSBT-TV until just recently. His widow and two daughters survive.

TUTTLE—Lellie Ann, 4, daughter of Wesley and Marilyn Tuttle, radio-TV singers on Western show, June 9 by drowning in the family swimming pool, Sun Valley, Calif. In addition to her parents, also surviving is the child's twin, Wesley Jr.

WALLINGTON—Mrs. Tena J., 71, June 9 in the Hollywood home of her son, veteran radio announcer Jimmy Wallington. A resident of Southern California for the past 19 years, Mrs. Wallington was born in Milverton, Ont., in 1883. As a vocalist she had sung in churches of Santa Monica, Calif.; Rochester, N. Y.; Huntsville, Ont.; and Toronto. She leaves, beside her son, her husband, Lewis E. Wallington; a brother, James S. Whaley, Toronto, and four grandchildren. Interment in Forest Lawn Memorial Park, Glendale, Calif.

WELLER—Carrie, 84, actress whose career spanned 66 years, June 6 in Long Island. She made her debut with a Chicago stock company when she was 14, coming to Broadway in the 1920's to appear in "Henry Behave!" "The Marriage on Approval," "The Front Page," "The Bat," "Lost Boy," "Music in the Air," "O' Evening Star," "Love on the Dole," "Double Dummy," "Our Town" and "Merchant of Vankers." She had also appeared in radio dramas until she was hospitalized four years ago.

Palace, New York

of good taste in every department. The act deservedly draws one of the biggest hands of the bill.

Leonard and Leonard, Negro tapsters, and Terry and the Maccs, chanting quartet, are reviewed elsewhere under New Acts. Dalton and Bailey, fem acro duo, play another Palace date to score for a hefty wind-up with their comedy trapeze routine.

Pic, "Princess of the Nile."
Bob Francis.

Jose Duval

Beverly Allyson, Mickey Manners, Maury Kaye's ork.
(El Morocco, Montreal, June 9.)

This small room, as clubs here go, has an entertaining show, tho it seems to have a tough time doing business. On the night caught there was some banquet business that helped fill the room. The spot operates on a no-dancing policy (there's no room to dance), with acts working on a tiny platform right up against the piano. But despite the comparative smallness of the room and platform, there is no feeling of intimacy.

Jose Duval is a real hit here. His Latin songs, pop and even a Yiddish "Rumania, Rumania" is all down the commercial groove. The fact that Duval can also belt out handsomely is well recognized here.

Beverly Allyson, first-rate in the looks department (she's a cross between Elizabeth Taylor and Loretta Young) has a legit lyric soprano voice not particularly well suited for the songs she does or the routine she's chosen. When caught in New York's Sherry-Netherland some months ago, she seemed a lot better. The girl needs better phrasing and a toning down rather than try to belt each song. Mickey Manners (see New Acts) made a pleasant enough comedy emcee.
Bill Smith.

Lou Monte

Billy Gilbert, Del Ray & Young, Ned Harvey ork.
(The Boulevard, New York, June 9.)

The Boulevard, a tremendous nitery in the residential outskirts of New York City, can almost fill its 850 chairs on week-ends with youngsters hip on record talent. And that is what the spot provides.

Lou Monte, who had a big one with "Darktown Strutters Ball" on RCA Victor not too long ago, is still a fresh name to the kids. Tho few turned out on the week night caught, they responded enthusiastically to the chanter's smooth and entirely professional delivery of a half-dozen songs, both new and old. Monte, with guitar in hand, is an assured performer who can engage in informal repartee with his fans, to their delight.

Songs, whether of the novelty or sentimental variety, were all put across with equal ease. Monte was effective with the cute "Vera's Veranda," his next Victor release, but also held attention

'Tea,' Teahouse' Drama Bests

Continued from page 2

him another double winner in the current voting. And a key and scroll go to both William and Jean Eckart for "Apple's" excellent backgrounds. However, four other song-and-

with weepers like "A Baby Cried" and "My Yiddisher Mama."

It was Billy Gilbert, the corpulent veteran with the plastic features, however, who clicked most strongly. Tremendously show-wise, it took him only a few moments to get his audience with him and they loved every minute of the half-hour he was on. His burlesque bit with an unbilled red-head, and his perennial sneeze demonstration pulled the biggest yocks.

Show opened with a couple of dance routines by the proficient Del Ray and Young team. The Ned Harvey ork backed the proceedings ably, and the Diablo Rhumba combo enticed dancers on the floor between shows.

Is Horowitz.

Ritz Brothers

Rose May O'Reilly, Arleen Joyce, the Bob Conway line.

(Chez Paree, Montreal, June 8)

The three Ritz Brothers are in their element here. They can and do ad lib freely, throwing in blue innuendoes for yocks that frequently broke them and everybody else in the house, including the band. At one point the mike went off, and the boys really had a field day. Since last caught the brothers have added a new routine — three Mexican deejays — which is quite funny.

The rest of the show is a stage wait for the three comics. It runs on conventional lines, a novelty dancer, Arleen Joyce (see New Acts); a singer, Rose May O'Reilly (see New Acts), and three productions. The last named are surprisingly good. The six girls are quite pretty and have a fairly good knowledge of what to do with their feet. Kids are also tastefully costumed which adds to their looks.
Bill Smith.

Perez Prado Ork, Dick Shawn

(Mocambo, Hollywood, June 1)

With Perez Prado's five brass men blaring away, this is no place for the uninitiated. It's mambo with a dash of chili sauce, played like nothing you've heard before. With Prado slated for the Waldorf, New York, following this stint, the oddsmakers can make book on Prado's crew blowing a couple of chandeliers off the ceiling.

Every number is a production in itself, with Prado running the gamut from "St. Louis Blues" to "Stranger in Paradise." The squares were always applauding in the wrong places opening night, in not digging those 32-beat rests. It was tumult seldom heard at the Mo, with ringsiders applauding wildly at the finish.

Comic Dick Shawn rounds out the evening by belting sock yocks that were excellently received. His brand of humor is a welcome change, with his turn sparked by skillful staging and a large variety of comic routines.

Joel Friedman.

Rhythm on Ice

George Arnold, Melanie Magnan, Dru and DiJon, Flinn McDonnell, the Ice Cubettes, Carlos Molina ork.

(Crescendo, Hollywood, June 1)

First blade troupe to work the Sunset Strip in many a moon proved an entertaining one, largely a standout thru the use of strobe lighting and dazzling costuming. The George Arnold production of "Rhythm on Ice" doesn't lack for thrilling skating routines, provided in solo work by Arnold and Melanie Magnan, and an electrifying adagio turn by Dru and DiJon. Production numbers by four fems, the Ice Cubettes, won't melt any ice, altho they are pleasing. Flinn McDonnell handles off-stage vocal chores, while the Carlos Molina ork backstop the show and play for dancing.

Small confines of the rink hamper the skaters somewhat, tho the novelty of a nitery ice show should lure some trade.
Joel Friedman.

dancers received honors for some great contributions to the recent musical scene. Alfred Drake's portrait of Hajj, the beggar in "Kismet," has made the voters put him in a class by himself as best musical actor.

Drake's tally is over 1,000 votes ahead of his closest rival. This is the actor's second win. His performance back in 1949 in "Kiss Me, Kate" brought him a key for first acting honors.

Shirley Booth

Nor would it be a season without conferring an honor on Shirley Booth. Three times she has been acclaimed the best actress of the year by the Donaldson Awards electorate, for "Come Back, Little Sheba," "A Tree Grows in Brooklyn" and "Time of the Cuckoo." Now she has done it again for a fourth time. She is again her fellow-workers' choice for Best Musical Actress for her hilarious Lottie Gibson in "By the Beautiful Sea."

"Kismet" also shares in three other honors. Albert Marre's staging of it was rated a substantial best in the musical direction field. The late Alexander Borodin's beautiful melodies, which are the basis of its score, were voted tops. Lemuel Ayers, already possessor of four Donaldson Award keys in the designing field, wins another for his brilliantly colorful costumes for it.

The remaining two musicals share honors equally. Gwen Verdon, who burst on the scene last spring in the manner of a bombshell, takes the spotlight in two categories, another double key-and-scroll winner. The electorate opined that Miss Verdon not only deserved Best Supporting Actress honors for her work in "Can-Can," but that she is also the season's best danseuse.

Michael Kidd, who created her steps and those of others in the musical, doubled the vote of his runner-up as the season's best dance director.

"Almanac" Winners

"Almanac," likewise, produced three winners. Harry Belafonte's dramatic singing in the revue put him at the top in the Best Supporting Actor category. Belafonte also ran a close second to Billy de Wolfe in the same show for top musical debut honors, and Hermione Gingold, vet London comedienne but also making a first Broadway appearance, was the outstanding favorite to carry off the fem palm in the same category.

So winds up an 11th edition of The Billboard's Annual Donaldson Awards for theatrical achievements, their fellow-workers have done the winners right proud via their usual responsive balloting.

The Billboard wishes to thank the Awards Committee for its splendid co-operation and support, and likewise the theatrical trades for their assistance in reaching the voters.

Particular thanks is due the stage managers of current Broadway productions, and to John Effrat, who represented them on the committee, for exceptional interest and help in getting out the vote of their respective casts.

Theater Votes

Continued from page 2

come up with suggestions to improve the efficiency of the project, but in all essentials the Donaldson Awards for over a decade have remained exactly what they set out to become—the one completely democratic tribute, by, for and of the theater to its own.

The Billboard is proud to have been associated with them. And this reporter, who has been a combination whipping-boy and nurse to them from the beginning, wouldn't have missed a minute of it.

Runners-Up

Continued from page 3

and fifth slot for a similar chore for "Me and Juliet."

Costume-wise, in the musical division, "Golden Apple" and "Kismet" positions were reversed, with Alvin Colt's body-drapings for "Apple" polling about half the tally Lemuel Ayers received for his dressing of "Kismet." Motley ("Can-Can") took third place. Miles White scored fourth for his "Pink Tights" costuming. Irene Sharaff came in fifth via her designs for "Beautiful Sea."

PREP WORLD'S BIGGEST FREE PORK BARBECUE

KEWANEE, Ill., June 12.—This community, which claims to be the nation's largest producer of hogs and has U. S. Department of Agriculture statistics to prove it, is planning the world's largest free pork barbecue as a highlight of its centennial celebration July 15-18.

Plans have been made to serve 50,000 persons on Saturday, July 17. Two trenches, each 150 feet long, 4½ feet wide and two feet deep, covered with steel grates, will be used in preparing the mountains of pork.

Already huge piles of kindling wood and hickory have been stacked. Orders have been placed for thousands of loaves of bread, cold drinks in the tens of thousands, and coffee needed to make 800 gallons. Pickles, potato chips, sauce and other trimmings already are being gathered for the event.

Scores of men, protected with asbestos masks and padded gloves, will work in shifts at the trenches from early the day before the big feed thru the afternoon of the event in preparing and serving the meal.

Maurice A. Melford, an old hand at big promotions, is executive director of the centennial. A Chicagoan, Melford was identified with the Chicago lake front fairs and last year headed up the promotion of the successful Ottawa (Ill.) Centennial.

Hope Dims for Averting of New York Admissions Levy

NEW YORK, June 12.—Hopes for averting this city's 5 per cent amusement tax went down the drain this week, as the State administration refused a city bid for financial aid.

Mayor Wagner suggested to Governor Dewey several proposals that would get up about \$25 million for the city treasury. These included increasing real estate taxes and a bond issue. Dewey retorted that the proposals were no good, having been rejected in past years.

Wagner has told the Governor that granting State approval of the measures would enable him to veto the amusement tax, enacted last week to help meet a \$30 million deficit.

The tax is slated to go into effect July 1. Exempted from the 5 per cent are tickets of 10 cents or less. All entertainment admissions will be taxed except at boxing and wrestling matches, horse racing and entertainment held strictly for charitable purposes.

The city's theaters are still carrying on with their petition campaign, with tables set up in lobbies and on sidewalks, at which signatures are requested on petitions asking the Mayor to kill his movie tax.

Managers Plan 2d Auditorium Trade Exhibition

LONG BEACH, Calif., June 12.—The convention of the International Association of Auditorium Managers here July 18-22, will include a trade exposition at the Hotel LaFayette, it was announced by Merton E. Thayer, manager of Chicago's International Amphitheater and director of the exhibit section.

The IAAM's first such trade show was staged last year when the convention was in Chicago. Included among exhibitors were suppliers of various types of equipment used by auditoriums and arenas. Some attractions also had booths at the trade show.

The exhibit hall will be adjacent to the roof ballroom where all sessions of the convention are scheduled. Host for the convention will be David Olmstead, manager of the Municipal Auditorium, Long Beach. Arrangements for the trade show are being made by Thayer at Chicago.

Bell Bros.' Owners Named; Buy Cage From Wallace-Clark

NORWALK, Calif., June 12.—Bell Bros.' Circus, framed here at Auction City Zoo, will have new paper when it hits the road soon to play commercial and sponsored dates, according to Ben Sax, who owns the show with Sam Mannis, TV packager, and Floyd Humeaston, lion trailer.

Practically all of the equipment is new, Sax added. The small parade wagons were made for display at the zoo and will be used on the road. One cage wagon was purchased from the Wallace & Clark Circus.

FIRE DESTROYS SHRINE CIRCUS PRIZE HOUSE

PROVIDENCE, June 12.—Fire last Saturday (5) wiped out the nearly completed home which was to be awarded as a prize at this summer's Shrine Circus. Total loss was set at \$5,000 and was covered by insurance. The fire department said the flash blaze started when a blowtorch being used by a workman ignited cement used in laying floor tiles.

Choose Place For Chicago Convention Hall

CHICAGO, June 12.—A site for Chicago's proposed convention hall was announced this week by the Chicago Park District and Chicago Park Fair, Inc., group which now has \$2,500,000 and will have more than \$5,000,000, all from horse racing taxes, by early 1955. The money has been earmarked for construction of the building.

Site selected from a list of 18 is the lakefront ground used by the Century of Progress and the Chicago Railroad Fair.

Opposition was voiced at once by the Association of Commerce and Industry and the Greater North Michigan Avenue Association, both of which said the site was too remote from Loop hotels and other convention facilities.

No detailed plans for the building have been announced yet. Nor is the cost determined. But backers declare it will be larger than Cleveland's Municipal Auditorium and larger than the Atlantic City Convention Hall. The site also is larger than that being cleared for New York's new convention and exhibition hall. The New York building is to have the largest exhibit area under one roof. Chicago's will be comprised of several linked buildings.

Mills Wins \$\$ At Celina, O.

CELINA, O., June 12.—Mills Bros.' Circus scored a full afternoon house and three-quarters night here Wednesday (9) under Jaycee auspices. Show is using a price bill tied to its 15th anniversary observance.

This was the first show to make Celina in four years. At that time another show drew a double performance matinee.

At Noblesville, Ind. (4), the show had two half houses in rain.

Billy Blencoe, Show Print Vet, Dies in Chicago

With Globe, Others 50 Years; Handled Ringling Account

CHICAGO, June 12.—Billy Blencoe, 70, dean of show printers, died here Saturday (12). Funeral services were being arranged for Tuesday (15) from the Lain Funeral Home. Burial was expected to be in Showmen's Rest, with services by the Showmen's League of America.

Blencoe was with the Globe Poster Corporation in Chicago. Thru more than a half century in the business of supplying posters and other printed matter to shows, he became widely known in outdoor show business. He also had been active in the business of supplying paper for other types of shows.

As a youth he started with the Empire Show Printing Company in the '90's. The firm did printing for Ringling and other circuses, and such outfits as Hamlin's Wizard Oil med shows. When the Central Show Print Company, Chicago, won the Ringling business in 1898, the firm hired Blencoe to be in charge. He became superintendent of the company in 1918 and stayed thru 1939.

It was Blencoe's company which made the famed Ringling "Leaping Tiger" paper, which he said was the most-used design of the Ringling styles. Usually, Ringling's Chicago office was located in Blencoe's building. He was a close friend of John and Charles Ringling and at one time they offered him an agent's position with the show. He also did printing for Gentry, Norris & Rowe, Gillmar, Sells & Downs and Great Wallace circuses; Lincoln J. Carter and Gaskill & McVitty dramatic companies, the Orpheum vaude circuit, minstrels, Wild West shows and "Uncle Tom's Cabin" companies.

In later years his company did work for Sells-Floto, John Robinson, Hagenbeck-Wallace, Sparks and Al G. Barnes circuses. Other accounts were for rodeos, carnivals fairs and dance bands. In late years he added commercial advertisers to his lists of accounts. In 1939 he became associated with the Globe Poster Corporation and was active there until about 1950, when illness restricted him to an advisory role.

Blencoe and the former Lillian Lucas were married 35 years ago. She and their son, Howard, survive.

Hagen Show Resumes Route

SHEBOYGAN, Wis., June 12.—Hagen Bros.' Circus resumed operations with a stand here Monday (7) and played to good business. The show had been laying over at Jefferson, Wis., for several days. Among trouperes visiting at Sheboygan were Pete Lindemann and Harry Brown. The show remains in Wisconsin thru June 18, after which it dips into Illinois to play Arlington Heights, June 19.

FOUR-SHOW INSIGHT

Dory Miller Sees Business Near '53 When Skies Clear

COLUMBUS, Neb., June 12.—D. R. Miller, circus executive, said here that he looks for this season to be only slightly below last year, with weather to be the determining factor. It could be 5 to 10 per cent off and it could equal last year's business, he said.

As co-owner of the Al G. Kelly & Miller Bros.' Circus, Miller said business has been fair and weather has been bad. The show also has been short of help, he said.

The George W. Cole Circus, of which he is half owner, has moved into Michigan and has quit a plan to enter Canada, Miller reported. He said business for the show has been better than

R-B Compacts First Half of Canvas Trek

NEW YORK, June 12.—Ringling Bros. circus will climax the first half of its under-canvas tour August 28 in Chicago, the start of a nine-day run. The route, as finally jelled here before the Big Show left the metropolitan area for its tour of the hinterlands, is confined to a comparatively small 10-State area embodying the nation's most highly concentrated industrial communities.

The route will more nearly approximate the 1952 route than any other recent tour. At the time the circus will be in Chicago this year, a year ago it was already in Montana, heading for Washington and the Coast line. In 1951 San Francisco had the show early in September.

Except for the Mineola, N. Y., date which ended last Saturday (5), the Big Show will go thru June without a single extra-day stand. Towns in Connecticut, Massachusetts, New York, Ohio and Pennsylvania are routed.

Back to Cincy

July contains four extra-day stands. Pittsburgh is set for three days, Columbus, Cincinnati and Indianapolis for two each. The circus will be returning to Cincinnati for the first time in many years. Cleveland and Detroit will

200 MORE SEATS

R-B Rolling Okay in Trek Under Canvas

MINEOLA, N. Y., June 12.—The Ringling show has been functioning well in its moving, setting up, and tearing down since its under-canvas trek started May 18 in Baltimore. The Big One is back to its three-section size after railroading on one train for the New York City and Boston dates. Canvas, wagons and cookhouse were waiting when the show arrived in Baltimore from Boston.

This season will be one of 70-car moving, including the North car, the Jomar. It has already been revealed (The Billboard, March 27) that 10 additional stock and flat cars will be added for the 1955 season, in a possible swing toward the huge size the show maintained seven years ago when it traveled on 108 cars.

Altho the menagerie is still being offered under the same top as the main performance, there is a possibility that in seasons not too distant the animal collection will be shown under a roof of its own.

Plastic-encased cables are being used to hold down the big top this season, and inside the tent there are 200 extra seats being used. These result from the addition of two rows to the bottom of the bleachers at each end of the tent. Total seating is now 8,832, it was reported. With bleachers priced at \$1.50, the new blues can gross up to \$600 daily for the Big One's coffers.

be played for three days each in August.

Between now and the first week in September the Big Show will play cities in Connecticut, Massachusetts, New York, Ohio, Pennsylvania, Maryland, West Virginia, Kentucky, Michigan, Indiana and Illinois. Three towns in West Virginia, Parkersburg, Charleston and Huntington will see the Big One.

No Canada Dates

Notably lacking in this year's schedule is any entry into Canada. Last year, in a major route maneuver, the circus inked in 13 Canadian dates. The results were very poor.

As the schedule now stands the Big Show has remaining less than three full months available for routing thru the rest of the country. Allowing for the final moves that will bring it into its winter quarters at Sarasota, there is even less time remaining.

Business Group Leases Coliseum From Ind. Fair

INDIANAPOLIS, June 12.—Melvin T. Ross, manager of the Indiana Coliseum Corporation Syndicate, has been granted five-year contracts for entertainment and concessions at the Indiana State Fair Coliseum. For the past 15 years the contract for entertainment has been held by Arthur M. Wirtz of Chicago.

According to Gilman C. Stewart, fair board president, the new contracts were awarded on a 15 to 2 vote by the board members. The Ross bid provided for 3 per cent of gross receipts on entertainment and 25 per cent of gross receipts on concessions to be paid to the fair board.

There were 11 bids on the concessions and only one on entertainment.

Ross gave assurance that ice skating would be continued and encouraged at the building. Skating clubs feared this might be curtailed.

Members of the Indiana Coliseum Corporation Syndicate are W. Hunter Robbins, Greensburg farmer and banker; William Schiedler, Greensburg utility corporation executive; William R. Hunter, Winchester attorney; Francis Simpson, Winchester banker and utility corporation executive; Harry M. Bitner Jr., Indianapolis, WFBM radio and television executive.

PSAA Pressing To Kill All Taxes at Gate

WARRINGTON, Pa., June 12.—Thirty-five members attended the May meeting of the Participating Sports Association of America, held at Bob Koch's Warrington Recreation Center. A picnic party was followed by a business session and inspection of the pool and other facilities of the Center.

Vernon D. Platt, of Feasterville, association president, announced that the next meeting will be on Monday, June 28, at Eric Arneith's Fischer's Pool and Cottage Colony, in Lansdale. This will be a picnic basket supper affair, with everyone bringing their own.

The association is working on its project of eliminating completely any admissions taxes on private industry. Altho the amusement industry has received a reduction in admissions taxes, Platt explained, the PSAA holds it is unjust to tax private industry and not government-owned facilities. The members represent businesses in which people participate in sports.

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Houston Halls To Get \$2 Mil Refurbishing

HOUSTON, Tex., June 12.—Contracts totaling nearly \$2 million have been awarded for reconstruction this summer of Sam Houston Coliseum and Music Hall, according to F. R. Deering, Director of Public Properties and manager of both halls.

Deering said the 12,000-seat Coliseum will be completely air-conditioned before the end of the summer. A new permanent seating arrangement will boost the number of permanent seats to 9,012. Another 3,000 temporary seats can be installed on the arena floor. New escalators will be installed to service balcony areas.

The adjacent Music Hall will have its seating increased to 3,000, and will also get a new hydraulic lift orchestra pit, lobby and mezzanine refurbishing, and an acoustical going-over.

"Ice Cycles of 1955" will open the revamped Coliseum's season on October 1. The Music Hall will debut in November when new director Ferenc Frisway will lead the Houston Symphony Orchestra.

OCCUPATIONAL HAZARD STRIKES

LONG BRANCH, N. J., June 12.—Dawson West, fire eater in the Hunt Bros. Circus Side Show, learned what occupational hazards are here Saturday (5). While he was doing his act with blow torches, a sudden gust of wind whipped in under the tent. This blew the flames to one side, igniting West's shirt and burning him on the face and head. He will be hospitalized for about two weeks.

Omaha Building Hiring Manager; See '55 Opening

OMAHA, June 12.—Omaha's auditorium, now under construction, is expected to be completed by December and the Omaha Auditorium Commission is in a position to make firm commitments for use of the building after February, 1955, according to Joseph Barker Jr., chairman of the commission.

The structure will include an arena, with 6,300 permanent and 4,000 portable seats; a music hall with 2,550 seats, and exhibition hall of 45,000 square feet; and a convention hall with 600 seats.

Barker said the building had some reservations for attractions but that no specific contracts had been signed yet. He said that step awaits the hiring of a manager and that the commission now is in the process of selecting one. Barker said the manager may be selected within 60 days.

Al Feltman, of Coney Family, Passes at 73

NEW YORK, June 12.—Alfred Feltman, of the well-known Coney Island enterprise family, died Monday (7) in Doctors Hospital at the age of 73.

Feltman was a son of the late Charles Feltman, founder of the park and restaurant that bears the family name. The elder Feltman died in 1910.

Alfred Feltman served several times as treasurer of the Coney Island Chamber of Commerce and, with his brother, the late Charles L. Feltman, was active many times as host of orphanages at parties and other affairs. In 1946 he, his brother, and Charles A. Feltman, grandson of the founder, sold the family business.

Union City Cops Again Ink Wirth

UNION CITY, N. J., June 12.—The Frank Wirth Agency, New York, has again been awarded the contract to produce the Police Circus which will be held in Roosevelt Stadium here early in September.

The first show, produced last year, proved highly successful and a larger expenditure for talent has been budgeted.

Already contracted by Wirth for the date are Aida, the Girl in the Moon and Jack Joyce's Camels. About 15 acts will be used in all.

Kelly-Miller Stand In Nebraska Scores

COLUMBUS, Neb., June 12.—Al G. Kelly & Miller Bros. Circus had a three-quarters house in the afternoon and a full one at night here Friday (4). Weather was good and a large crowd was on the lot all day.

At Freemont, Neb., Saturday (5), the show had two three-quarters houses.

No Bucks for Bucks

Neb., June 12.—Edgar B. Bucks' Circus has been playing to what Owner H. N. (Doc) C described as "very bad" but he said the show was con as usual.

PHENOMENAL

R-B Side Show Gross \$54,000 First 14 Days

MINEOLA, N. Y., June 12.—Business done by the Ringling Side Show to date has been phenomenal, according to Manager Dick Slayton, who reported Saturday (5) that 108,000 people had paid to see the show during its first 14 days under canvas.

At 50 cents a head, that made the gross \$54,000, and has had show execs beaming. The increased crowds have had their expected cheering effect on the pitches of attractions.

Philadelphia's closing day Sunday (30) saw an all-time one-day Side Show record of \$10,905.50 being grossed, the result of 21,811 paying customers.

Trenton Poor
Removal of the 20 per cent federal admissions tax, coupled with excellent turnouts, has skyrocketed the takes so far. Following Philadelphia, the Side Show did well in Atlantic City (1), found Trenton (2) to be the usual larry, and had better-than-expected business in Asbury Park (3).

The gross figure for the 14 days under canvas is for dates following New York and Boston, where the Side Show was offered as a free attraction in the arena basements of those two cities.

Lyda Akado, German tattooed girl, joined the line-up at the closing in New York. Also in the show are Seal the Seal Boy; Freda Pushnik, armless-legless girl; Baby Thelma, fat girl; Doll Family, midgets; Johnny Kirk, whip cracker; Lady Beth, sword swallower; Fred Bancrofts, knife thrower; Senorita Carmen, snake handler; Singalee, fire eater.

Salem, Ill., Sets Plans For Vet Cele

SALEM, Ill., June 12.—Attraction plans for the 71st annual Marion County Soldiers and Sailors Reunion here, June 21-26, have been completed, Omar J. McMackin, general chairman, announced. The event is being held a month earlier than usual, in order to avoid conflict with fairs, McMackin said.

Billed as the oldest veteran affair in the country, the event this year will have Don Franklin Shows as the midway attraction. Barnes-Carruthers Theatrical Enterprises, Inc., of Chicago, will produce the revue to be held in the outdoor amphitheater here.

Sen. Paul Douglas of Illinois will be the chief speaker on Democratic Day, and Joseph T. Meek, Republican candidate for the U. S. Senate, will top his party's representation on their day. The American Legion will be honored with a day as will old settlers and amateur talent.

Milwaukee Race Culls 1,

MILWAUKEE, June 12.—The Wisconsin State Fair unveiled its new asphalt mile race track here Sunday (6) before over 31,000 race fans who came to see the annual AAA 100-mile National Championship event.

The oval, which was paved this spring, came up to all expectations. Chuck Stevens, who won the grind, set a new record, average five miles per hour faster than previous mark for the century run.

Globe Ticket Co., Builds Dallas Plant

DALLAS, June 12.—Globe Ticket Company, of Philadelphia, has started construction of a new plant here in the Brook Hollow Industrial District and has taken over the Southwest Ticket and Coupon Division of Southwest Tablet Manufacturing Company. The plant will have 25,500 square feet of floor space in one story.

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COMING EVENTS

Arkansas
Lake City—Watermelon Festival, Aug. 30-Sept. 4.
Portia—Celebration, July 1-3.
Tuckerman—Celebration, July 5-10.

Arizona
Flagstaff—Southwest Indian Pow Wow, July 3-5.
Glendale—State Melon Growers' Festival, July 8-10.
Globe—Junior Rodeo, June 26-27.

California
Long Beach—International Association of Auditorium Managers' Convention, July 18-22.
Los Angeles—California Gift Show, Billmore and Alexandria hotels, July 25-30. Chamber of Commerce.
San Francisco—Flower Show, Aug. 25-26. Alfred Stettler, Room 278, City Hall.

Colorado
Boulder—Celebration, July 4.
Brighton—Adams Co. Open Horse Show, July 24-25.
Colorado Springs—Jr. League Horse Show, July 9-11.
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.
Delta—Deltarado Days, July 30-31.
Denver—Antique Show, July 22-26. L. Verne Stout, Vermontville, Mich.
Fairplay—Gold Days Celebration, July 30-Aug. 1.
Glenwood Springs—Strawberry Days, June 18-20.
Greeley—Horse Show, June 26-27.
La Junta—Koshare Indian Spring Festival, July 16-18.
Limon—Celebration, July 8.
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.
Salida—Shavano Days of '48, July 4.
Springfield—Celebration, July 3.
Walsenburg—Spanish Peaks Fiesta, July 28-31.
Woodland Park—Ute Train Stampede, July 24-25.

Connecticut
Stamford—Lions Club Expo., June 31-26.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Foster B. Steward, 1401 Peachtree St., N.E.

Idaho
Emmett—Cherry Festival, June 21-26.

Illinois
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.
Bainbridge—Street Fair, June 16-18. Gaylord Kilgore.
Chicago—Italian Festival (Grand & Crawford), July 31-Aug. 1.
Chicago (Soldier Field)—Celebration, July 4.
Chrisman—Homecoming, July 7-10. Stanley R. Kent.
Farmersville—Irish Day Picnic, July 23-24.
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.
Hardin Celebration, July 3-5. Arthur F. Kamp.
Iroquois—Celebration, July 3-5.
LaPorte—Celebration, July 4.
Lexington—Homecoming, July 21-24.
Loda—Centennial, June 18-30.
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.
Palmyra—Terry Park Industrial Fair, July 26-29.
Pawnee—Centennial, June 17-19.
Pecatonica—Celebration, July 3-5.
Polo—Military Days & Homecoming, June 17-19.
Rantoul—Centennial, Aug. 2-7.
Roodhouse—Jaycee Homecoming, Aug. 19-21.

Indiana
Bainbridge—Street Fair, June 16-19.
Brazil—Celebration, July 5.
Huntington—VFW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.
Logansport—Lions Club Celebration, July 4-10.
Martinsville—Celebration, July 3.
Milan—American Legion Homecoming, June 21-26. Howard Hempfling.
Montesuma—Street Fair, June 22-28.
Mooresville—VFW Spring Festival, June 15-19.
Nashville—Bond Boosters Festival, June 22-26.
New Palestine—Lions Club Celebration & Fish Fry, June 23-26.
North Webster—Mermaid Festival, June 28-July 3. J. G. Herrman.
Paoli—Am. Legion Celebration, June 14-19.
Reynolds—Centennial, June 14-19.
Salem—VFW Celebration, July 12-17.
South Marion—Street Fair, July 12-17. Don Marshall.
Veedsburg—Am. Legion Fair, July 13-17.
Walkerton—Celebration, July 4.
Warsaw—Centennial, July 5-10.
West Baden—Am. Legion Celebration, July 4.

Iowa
Algona—Centennial, July 5-8.
Clinton—Celebration, July 4.
Calumet—Pan Cake Day, June 25.
Creston—Celebration, July 3-5. Chamber of Commerce.
Fairfield—Centennial Celebration, June 28-30. George Henna.
Newton—Celebration, July 5-7.
Pocahontas—Pow Wow Days, June 23-23.
Red Oak—Celebration, July 3-5.
Seymour—Celebration, July 5.
Washington—Celebration, July 1-3.
Waterloo—Centennial, June 20-26.

Kansas
Chanute—VFW Celebration, July 8.
Ogden—Centennial, July 3-5.
Pittsburg—Celebration, July 5.

Kentucky
Eminence—Celebration, July 4.
Greenup—Celebration, June 28-July 5.
Hopkinsville (Camp Campbell)—Soldier Fair & Expo., June 28-July 4.
Renfro Valley—Homecoming, Aug. 30-Sept. 6.

Louisiana
Houston—La. Peach Festival, June 14-19. A. K. Coft.

Maryland
Oakland—Celebration, July 4.

Massachusetts
Gloucester—Am. Legion Celebration, June 29-July 4.
Lowell—Celebration, June 30-July 5.

Michigan
Ann Arbor—Gladious Show, Aug. 8-9.
Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadelin.
Charlestown—Bunker Hill Celebration, June 16-19.
Charlotte—Mich. Swine Breeders Show, July 21. H. P. Moxey.
Coloma—Gladious Show, Aug. 21-22.
East Lansing—Gladious Show, Aug. 7.
Glen—Pancake Festival, June 26-27.
Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.
Hillsdale—2 Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.
Imlay City—Mich. Yorkshire Breeders Show, Aug. 4. Alice Taylor.
Lapeer—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.

(Continued on page 75)

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Illinois Fair Inks Newberry Thrill Show

SPRINGFIELD, Ill., June 12.—Earl Newberry's Tournament of Thrills auto show has been signed as a one-night attraction at the Illinois State Fair, officials announced this week.

The thrill show will be the first one to play the fair here since 1946 when Newberry brought in the Jimmy Lynch Death Dodgers. The unit will play the opening Friday night, August 13, which was filled by a variety show last year headed up by screen actress Denise Darcel, Jan Garber and Eddie Peabody.

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FOR STURDY CONSTRUCTION — EYE APPEAL — LOW MAINTENANCE.

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National is famous for

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- The Trackless Train
- Comet Coaster Jr.
- Large Coaster
- Old Mills
- Mill Chutes
- Funhouses
- Kiddie Buggy Ride
- Kiddie Ferris Wheel
- Laughing Mirrors

Rides built by National over 30 years ago are still in operation and considered too good to replace.

Big Bottlers to Spend \$40 Million for Ads

CHICAGO, June 12.—Bottlers of soft drinks have launched one of the most extensive ad campaigns in the history of the industry this year, and it is estimated they will spend upward of \$40 million dollars in both the retail and institutional fields this season alone.

Coca-Cola, Canada Dry and Pepsi-Cola have launched big cam-

paigns via television, and Royal Crown is pushing its product with a network radio program. Family-type magazines are being used this year by Nesbitt Fruit Products, who will run ads in Life, Look, Family Circle, Women's Day, Successful Farming and Household, to name a few.

The Seven-Up Company, which recently announced it would double its advertising budget this year, is also using heavy national magazine coverage plus the Sunday comic sections of many big-city newspapers.

Dr. Pepper Company, in addition to its seed giveaways, is launching a wide variety of stunts thruout the country including gifts for bottle tops and a wide variety of other promotions.

Recording star Andy Griffin is helping to push National NuGrape Company's products thru a tie-in deal and local bottlers are also using television.

Other firms who are putting more money and effort behind their product to beat the economic slump include Cantrell & Cochran, who are pushing their canned product; B-1 Beverage Company, Squire and Dad's Root Beer.

Bottler Assn. Proposes New Title Change

WASHINGTON, June 12.—American Bottlers of Carbonated Beverages is mulling the change of its name to the American Soft Drink Association. The new title will be proposed at the organization's November convention.

The move to take the "Carbonated Beverages" out of the name and substitute the more inclusive "soft drink" is looked upon by some as an indication that non-carbonated soft drinks are becoming a more important part of the industry.

Mack Predicts Big Inroads By Canned Pop

CHICAGO, June 12.—A big inroad of cans in the soft drink industry will be made in the next five years and from 35 to 40 per cent of beverage produced will be in tinneled containers by that time, Walter S. Mack, president of Cantrell & Cochran Corporation, predicted here this week. Mack made this announcement at the opening of the firm's new Chicago plant which is producing soft drinks in capped cans.

Mack, former president of Pepsi-Cola, was the principal speaker at a luncheon held here at which a button was pressed to start the new machinery in the plant. The new plant has 33,600 square feet of floor space and a capacity of 180 million cans per year. Its volume is expected to exceed \$10 million dollars a year in Chicago and the 10 Midwest States it will serve.

The local operation is the fourth opened within nine months by C&C. Others are operating in New Jersey, California and Florida. Additional plants are scheduled to open in Texas and the Pacific Northwest.

NEW DEVELOPMENT

Deep Fryer Designed For Stand-By Service

CHICAGO, June 12.—A stand-by fryer that is designed for utilization during slow periods is now being marketed here. The unit has a 6½-pound capacity and is said to conserve fuel and frying fats and yet do the frying job quickly and easily. It is constructed with a one-piece, heavy cast aluminum kettle, has embedded heating unit and is finished in heavy baked enamel.

According to the manufacturer, the fryer heats up to proper cooking temperatures rapidly and has a high rate of temperature recovery when cold foods are added to the fat. The unit is easily cleaned and operated and when plugged into an electrical outlet and fat added is all ready to go, the maker reports. It has an independent temperature control light, heat-resistant handles and knobs and a grease drain valve.—Bloomfield Industries, Inc., 4546 West 47th Street, Chicago 32.

Compact Design Meat Tenderizer . . .

CONCORD, Mass.—A compact machine that tenderizes meat and assures sanitation, is being marketed by Sir Steak Machinery, Inc., this city. The maker states the blade assemblies of the machine are made of stainless steel for long wear and assured sanitation. They cut with a multiple circular action, weaving as they tenderize. Unit is equipped with a portable lift-out for refrigerator storage, easily removable strippers and blade rollers, control switch located for safety, shock-absorbing belt, gears in an oil bath and a third horsepower motor. Unit is finished in an acid-resisting baked white enamel and it comes equipped with cleaner and sharpener.—Sir Steak Machinery, Inc., Box 201, Concord.

Range Line Expanded . . .

HARTFORD, Conn.—Two, three and four unit models are now available in the line of commercial gas ranges produced by the Silex Company. According to the firm, all models are efficiently operated, easily cleaned and serviced. Ranges are equipped with heavy cast iron burners to withstand high heat, snap removable range bodies for any necessary dismantling, easy accessible pilot lights and burners that can be used with either manufactured, natural or LP gas.—The Silex Company, 88 Pliny Street, Hartford.

Citrus Crystals Dissolve Quickly . . .

CHICAGO—California Products of Chicago has introduced Instant Citro Crest Crystals that are made with a base of spray-dried California lemon juice. According to the maker, the flavor is natural, uniform and one-ounce jar is the equivalent in flavor value to 128 average size lemons, squeezed strength. A jar makes up into eight gallons of ade and an eight-ounce serving costs approximately 2 cents per glass, the firm said.

The crystals are available in lemon, orange, lemon-lime and can be used in cooking, for making drinks or other processes where citrus flavor is desired. The crystals do not require refrigeration, won't settle out in solution and are simple to store.—California Products of Chicago, 1653 East 79th Street, Chicago 19.

fornia Products of Chicago, 1653 East 79th Street, Chicago 19.

Lunch Unit Has Wide Menu . . .

PITTSBURGH, Pa.—A compact and attractive service unit for preparing individual plate lunches is capable of serving individual-sized tins of beef stew, beef goulash, chicken noodle dinner, three kinds of beans, chili con carne, chicken stew with dumplings, chop suey, macaroni creole (Continued on page 57)



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MAKE \$100.00 A DAY
On Candy Floss
Our PERFECTION is just that—Precision built spinner... volt meter, rheostat. No vibration. FREE parts. Write today for free literature.
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ROYL POPCORN
CONCESSION SUPPLIES AND EQUIPMENT
ALL GOLD MEDAL PRODUCTS
ROY SMITH CO.
Tampa Jacksonville
1207 19th St. 1075 W. Adams St.

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Mechanical Refrigeration NOW Available—ROOT BEER BARREL

(45 Gallon Size Only)
Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

Exclusive!

8 Gallon Root Beer Barrel (single faucet)
17 Gallon Barrel (one or two faucets)
45 Gallon Barrel with Draft Arm for plain soda plus two faucets for 2 different drinks.

Also Dispensers for Coca-Cola, other Drinks

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High Speed Shaver and Plexiglas Case, as pictured—\$127.50. Price of Machine only \$75.00. Stands, \$12.50.

New, Improved Shaver and Plexiglas Case, as pictured—\$312.50. Improved Ice Shaver only \$250.00.

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SNO-CONES | CANDY APPLES | GRABS

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ORIGINAL WAFFLE MOLDS
3916 SECOR RD. CONCESSION SUPPLY CO. TOLEDO 13, OHIO

Bottler Costs On the Rise

WASHINGTON, June 12.—The cost of producing bottled soft drinks in '53 showed a sharp increase over the preceding year, according to the annual cost survey of the American Bottlers of Carbonated Beverages.

The association said the cost of producing six to nine-ounce soft drinks was up 3 cents per case; 10 to 12 ounces, 3.2 cents per case, and 24-ounce and over, 5 to 5½ cents per case.

Candy Assn. Opposes Peanut Price Support

CHICAGO, June 12.—The removal of price supports on peanuts was sought by confectioners at the 71st annual convention of the National Confectioners' Association, here this week in the Conrad Hilton Hotel.

In a resolution passed by the conclave it was stated: "Elimination of peanuts as a basic commodity and establishment of a flexible price support would be a progressive step in providing for the production of peanuts on an economically sound basis."

The association said that the use of peanuts by the confectionery industry has been reduced from 209 million pounds in 1943 to 120 million in 1952.

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Makes Snowcones and Snowballs!
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FAMOUS MAKE
Save \$400 on brand new, never uncrated, cabinet model, kettle type. 54" high, 44" long, 29" deep. All metal, nickel trim, roller bearing casters. 360 an hour popping capacity, all electric. Good for years of profit. List price \$695.00, our price while 5 only remain, \$295.00 each. Phone 4-6823, Canton, Ohio, or write P. O. Box 1305, Station C, Canton, Ohio.

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and other Equipment and Supplies. Send for free catalog.
VICTOR POPCORN SUPPLY CO.
187 N. 17th St. Richmond, Va. Phone 7-5538

Dixie Cup Beats '53 First Quarter

WILMINGTON, Del., June 12.—Business for the Dixie Cup Company continues to increase, according to Cecil F. Dawson, president. For the first quarter of this year, Dixie earned \$509,059 on net sales of \$8,724,661, he said.

The sales not only topped the same period last year but also came up to the quota set for the period, Dawson added.

Lily-Tulip Sales, Net Ahead of '53

NEW YORK, June 12.—Lily-Tulip Cup Corporation showed a substantial upward trend, both sales and profitwise, during the first quarter of '54. Sales for that period amounted to \$14,232,213, compared with \$12,444,578 in the same period last year. Net profits for the three months this year amounted to \$1,061,447, a sharp increase over last year's \$521,085.

New Equipment Developments

Continued from page 56

with mushroom and tomato sauce and macaroni with cheese sauce. The unit has a fibrous glass front 32 inches high, 25 inches wide and 17 inches deep. It comes equipped with a stainless steel electric stew pan and two automatic time switches. Maker states heating and serving time for an individual tin is three minutes.—H. J. Heinz Company, 1062 Progress Street, Pittsburgh 12.

Slicer Designed For Small Operator . . .
SAN FRANCISCO—A compact

food slicer, designed for small operators, has been introduced here by Spico Industries. The unit cuts roasts, sausages, fruits and vegetables, breads and cheeses with a minimum of effort. The steel blade is easily adjustable to cut shaving-thin or slab-thick slices. A metal clamp fixes the machine rigidly in place without marring surfaces, Spico says, and the slicer is made of reinforced plastic and has a fold-up food shelf for easy storage.—Spico Industries, 674 South Van Ness Avenue, San Francisco.

Process Revives Cooking Oils . . .

NEWARK, N. J. — Clinton Chemical Company has introduced a process that is said to extend the life of a batch of cooking oil indefinitely thru the use of a daily treatment which takes out fatty acids and impurities. The treatment involves the use of a compact filtering unit and is said to take no longer than half an hour. A proper amount of chemical compound is added to the hot oil at the end of the day's run and the oil is agitated for a short time. The compound combines with free fatty acid and impurities in the oil to form solid lumps which are then filtered out.—Clinton Chemical Corporation, 175 Clinton Place, Newark, N. J.

Mixers Use Separate Motors . . .

RACINE, Wis. — Hamilton Beach Company has introduced a three-spindle fountain mixer with each spindle operating on its own individual motor. Manufacturer points out that if one motor is being repaired the other two spindles continue in operation. Motors are geared to three speeds which makes it possible to prepare heavy, medium, light and ice drinks. Each spindle is equipped with a four-fold aerator for folding in air and making fluffy, smooth shakes and malts. Unit is available with a green or white base.—Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine.

Snack Bar Is Flexible . . .

ROCHESTER, N. Y.—Richardson Corporation here has introduced a new snack bar for the food service operator that is designed for flexibility. Built in three sections from laminated plastic, the root beer section is 33 by 28 inches by 40 inches high and is self-contained. Equipment includes a refrigeration system, carbonator, refrigerated meat storage cabinet, two vertical manifold carbon dioxide tanks, a cup dispenser and root beer keg. The keg can be used to dispense root beer only or root beer and another carbonated drink. The orange drink section provides counter space for a refrigerated orange dispenser. This section also has a sink with hot and cold water.—Richardson Corporation, 1069 Lyell Avenue, Rochester 3, N. Y.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A.C.A.: Wausau, Wis.
- Alamo Expo.: Santa Fe, N. M.
- American Beauty: Newton, Ia.; Ottumwa 21-26.
- American Midway: Marshall, Tex.
- A. M. P.: Corriganville, Md.
- Badger State: South International Falls, Minn., 15-20; Winton 22-27.
- Baker United: Noblesville, Ind.; (16th & West) Indianapolis 21-26.
- Beam's Attrs.: Clearfield, Pa.; (Fair) Clarion 21-26.
- Becht, Lee: Loveland, O.; (Bank & Baymiller) Cincinnati 21-27.
- Bee's Old Reliable: Wayland, Ky.
- Belle City: Butler, Wis., 16-20.
- Bernard & Barry: Niagara Falls, Ont.; Toronto 21-26.
- B. & H.: Charlotte, N. C.
- Big Four: Kenosha, Wis.; (22 Ave. & 45 St.) St. Francis 21-27.
- Big State: Caldwell, Kan.; Kingman 21-26.

(Continued on page 68)

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Alvarado: Carmel, Ind., 18-20; Hartford City 22-26.
- Beatty, Clyde: Walla Walla, Wash., 15; Yakima 16; Pendleton, Ore., 17; The Dalles 18; Hillsboro 19; Tillamook 20; Molokini 21; Corvallis 22; Salem 23; Oregon City 24; Portland 25-27.
- Clyde Bros.: Kansas City, Kan., 15-16; Topeka 17-20.
- Cole, George W.: West Branch 15; Clare 16; Ewart 17; Marion 18; Lake City 19; Kalkaska 20; Frankfort 21; Northport 22; Elk Rapids 23; Charlevoix 24; Boyne City 25; Harbor Springs 26.
- Gainesville Community: Ardmore, Okla., 17-18; Denton, Tex., 24-25.
- Gould, Jay: Wilmet, S. D., 15; Arlington 16-17; Granite Falls, Minn., 18-20; Kurdock 21-22; Barrett 23-24; Watertown, S. D., 25-26.
- Hagen Bros.: Woodstock, Ill., 15; Racine, Wis., 16; Waukesha 17; Kenosha 18; Franklin Park, Ill., 19; Hammond, Ind., 21; LaPorte 22; Niles, Mich., 23.
- Hunt Bros.: Berkeley Heights, N. J., 15; Danville 16; Pompton Plains 17; Wyckoff 18; Oradell 19.
- Kelly, Al G., & Miller Bros.: Pierre, S. D., 15; Phillip 16; Rapid City 17; Belle Fourche 18; Deadwood 19.
- King Bros.: Scranton, Pa., 15; Wilkes-Barre 16; Hazleton 17; Elton 18; Plainsfield, N. J., 19; Norwalk, Conn., 21; Bristol 22; Middletown 23; Norwich 24; New London 25.
- Mills Bros.: Shelby, O., 15; Ashland 16; Strongsville 17; Wickliffe 18; Ashtabula 19; Girard, Pa., 21; Cambridge Springs 22; Sharon 23; New Castle 24; Edwood City 25; New Brighton 26.
- Packs, Tom: Carbondale, Ill., 15; Harrisburg 16; Marshall 17; Centuria 18; Alton 19; East St. Louis 20; Belleville 21; Mattoon 22; Mt. Carmel 24; Carmel 25.
- Polack Bros. Eastern: (Stadium) Boise, Idaho, 15-16; (Ball Park) Twin Falls 18-19; (Stadium) Ogden, Utah, 21-22; (Fairgrounds) Salt Lake City 24-26.
- Polack Bros. Western: (Stadium) Salinas, Calif., 15; (Fairgrounds) Bakersfield 17-19; (Fairgrounds) Tulare 21-22; (Aud.) Fresno 23-26.
- Ring Bros.: Swanton, O., 15; Edgerton 16; Churubusco, Ind., 17; Payne, O., 18; Paulding 19; Holgate 20; Leipsic 21.
- Ringling Bros. and Barnum & Bailey: Glens Falls, N. Y., 15; Schenectady 16; Oneonta 17; Binghamton 18; Elmira 19; Geneva 20; Watertown 21; Syracuse 22; Auburn 23; Oswego 24; Rochester 25; Batavia 26; North Tonawanda 27.

OUT IN THE OPEN

Bronzed from a trip to the West Indies, Art Briese, of the Thearle-Duffield Fireworks Company, and Mrs. Briese are back in Chicago. . . Sid Jessop, of the U. S. Tent & Awning Company, Chicago, is sporting a deep tan, the result of his long vacation in Florida. Sid is vice-president of the Chicago District Golf Association but is adhering to the doctor's orders and foregoing the game. . . Robert K. Parker was a recent Chicago visitor, coming in from the Memphis Cotton Carnival.

Booker Abe Feinberg, who journeyed to Allentown, Pa., Thursday (20) to help Bob Flary celebrate his 50th anniversary as operator of Dorney Park Saturday

(22) handled an entire church doing in New York, with Will Hill's elephants, rides and other show units.

Sam J. Levy, top man in Barnes-Carruthers Theatrical Enterprises, is back at his desk in Chicago after a trip to Shreveport where he again arranged to produce the night grandstand show at the Louisiana State Fair.

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Hobart Arena In July 4 Plan; Sums Up Year

TROY, O., June 12. — Hobart Arena here will take part in a three-day celebration of July 4 by the Chamber of Commerce. Building will be the scene July 5 of a musical show with name acts. Public ice skating rink will be open during the show and part of the audience will be skating while another part is seated.

The arena's regular season ended with a Sonja Henie Ice Show stand of six days which proved to be the second best on the Henie route and only slightly under the high mark set by Henie at Sioux City, Ia.

Manager Ken Wilson said the Hobart Arena hosted 247,372 people during the past season for the best total of the building's four-year history. Breakdown shows audiences as follows:

"Holiday on Ice"—Sonja Henie, 62,583; college basketball, 7,857; professional basketball, 6,914; high school basketball, 31,167; food show, 15,253; wrestling, 2,527; civic sponsored events including skating club ice show and Chamber of Commerce pancake festival, 5,036; public ice skating, 32,326, and hockey, 83,709.

Management said the building purposely avoided package shows using names from music business. High fees and guarantees demanded by such shows were cited as the reasons. Regular season will reopen September 17-19 with the second annual Miami Valley Food and Appliance Show.

125,000 See Cranston, R. I., Cele Parade

CRANSTON, R. I., June 12.—An estimated 125,000 persons jammed little Cranston on Saturday (5) to cap that community's bicentennial celebration. About 10,000 marchers, including two score bands, paraded Pontiac Avenue and Rolfe Street.

It was estimated to be the biggest thing, in point of attendance, ever witnessed in Cranston. The six-week observance of the community's 200th anniversary drew fun-seekers from all over this part of New England to the town with the festive atmosphere.

The latter stages of the celebration were catered to by Slim April's United Amusement Company midway.

Brooks Sets 6 Fair Shows

PORTLAND, Ore., June 12.—Monte Brooks Attractions this year will produce shows at six fairs on the West Coast. Included are annuals at Gresham, Ore.; Centralia and Walla Walla, Wash., and Crescent City, Anderson and Orland in California.

Acts signed for the run include Gautier's Tally Ho, Clark's Bears, Lamont's Birds, Vaughn and Wright, Payne, Ford and Harris, Royal Whirlwinds, Glens, and Joe Page.

Triangle Maps New Pittsburgh Plant

PITTSBURGH, June 12.—Triangle Poster Company plans construction of a new plant near its present location here to handle expanding business, according to Louis Rosenberg, senior member of the firm who reported business up 35 per cent from a year ago.

A large portion of the increase in business is due to Triangle's expansion in the silk screen process field, a division currently using more than 2,500 square feet of floor space, said Rosenberg.

Swenson Thrillcade Skedded to Show Six Missouri Fairs

SPRINGFIELD, Mo., June 12.—Aut Swenson's Thrillcade this year will play six Missouri fairs, including the Missouri State Fair, Sedalia. Other Missouri annuals booked are Ozark Empire, Springfield; Northwest Missouri State, Bethany; Southeast Missouri District, Cape Girardeau; Audrain County Fair, Mexico, and Scotland County, Memphis.

Eight State fairs, besides Sedalia, are to be played by his unit, Swenson said here this week upon the completion of his bookings for '54.

Palisades to Host Gotham Girl Scouts

PALISADES, N. J., June 12.—Thousands of New York Girl Scouts will congregate at Palisades Park today for the group's annual outing. It is the biggest one-day event booked into the Rosenthal funspot.

Attendance to date has been running ahead of last year's but spending per-capita is off, said Irving Rosenthal. Coupled with the federal tax relief, the added turnouts have resulted in slightly higher grosses, he added.

Among the new units operating at the park, the multi-unit batting range has grossed \$700 on its best day, Rosenthal said. The Roto-Jet's top day has been \$400, with the German-made ride running second to the Roller Coaster as a repeater. Both are expected to do substantially better during the summer school vacation.

The Tommy Reynolds ork will be replaced by Gene Williams' crew today to play for the coming week's free dancing. Henry Peters fronts the house band which alternates with Dixieland music. Bob Top and Lauren, aerial roller skaters, were last week's free act, being followed by Gautier's Dogs and Ponies. Murray Kaufman, WMCA disk jockey, has celebrities appearing at the park for his Friday night shows. Last week's guests (4) were singer Tony Bennett, comic Joey Adams, and baseball personality Johnny Mize.

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Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12 Signs, Any Quantity, Each . . . 1 1/2¢
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Samples of each of the above 4 items for 25¢ No. 1 45-Page Assorted Color Covers . . . 50¢

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150 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11. . . . 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. 40¢
Sienna Cards, Illustrated. Pack of 36 . . . 15¢
Grand Cards, 5x17, Sample 5¢, Per M. . . \$7.50
MENTAL TELEPATHY. Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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FOR SALE CIGARETTE GALLERY AND TRUCK — 10x24 khaki top and wall, pin hinge frame, 10 Daisy cork guns, back drops, etc., some stock, all in good condition, complete, ready for action. International Truck with enclosed body, old model but a sturdy truck. Truck and outfit \$400. Come get it. After 48 years quitting show business on account of high blood pressure. Will not divide. ROBERT HUGHES, 841 Lawrence Ave., Chicago 40, Ill.

NEW MERRY-GO-ROUND HORSES

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NAAPPB SCHEDULES AUG., NOV. MEETS

Dorney Maps Summer Session Plan; Regional Groups Set Confab Dates

CHICAGO, June 12.—Plans and dates for the summer and fall meetings of the National Association of Amusement Parks, Pools and Beaches and similar sessions of regional park organizations were announced this week.

Paul Huedepohl, secretary of NAAPPB, said the summer meeting will be August 11 at Dorney

Park, Allentown, Pa., where the park is observing its 70th year and Manager Robert L. Plarr is celebrating his 50th year in the business. Program details are being prepared.

The national group's fall meeting will be November 28 thru December 1, with the location again set for the Hotel Sherman, Chicago. Huedepohl has begun handling hotel reservations and arrangements for display space.

Plarr, second vice-president of NAAPPB, announced the Chicago convention's program committee includes Plarr, chairman; Arnold B. Gurtler Jr., vice-chairman; Richard L. Geist Jr.; Col. Allan E. MacNichol, John J. Dineen, and Howard Stoneback. Vernon D. Platt again will head the beach and pool section, with aid from John H. Dickson, Charles R. Flatt and Frank J. Phillips.

The New England Association of Amusement Parks and Beaches will hold a summer session at Henry G. Bowen's Whalom Park on July 27. The Pennsylvania Amusement Park Association has scheduled its annual post-season meeting for September 7 at Hershey Park, Hershey, Pa.

BEER SPONSOR

Weekly Pyro Show Set for Rockaways

NEW YORK, June 12.—Rockaways' Playland will again take part in a program of free weekly fireworks this year, on Wednesday nights offshore over the Atlantic and sponsored by Schaefer Beer. Joe Carideo and John Serpico, of International Fireworks Company, will oversee the pyro displays.

More than \$25,000 will back the venture, with Schaefer putting up a maximum of \$1,500 for the shows every Wednesday at 9 p.m., plus July 4 and Labor Day. The Rockaways' Chamber of Commerce has pledged \$10,000 toward advertising and other exploitation and Playland will contribute its share of promotional activities.

The reciprocal aspects of the program will find Playland's speaker system broadcasting beer commercials and jingles, and its posters and newspaper advertising plugging the Schaefer-sponsored pyrotechnic shows. Schaefer will mention the fireworks in its ads and during its radio-TV baseball broadcasts.

An estimated 350,000 people a night are exposed to the fireworks, congregating on the Boardwalk for miles in both directions.

Also in on the promotion are WNBC and WNBT, which will interview participants in "Operations Fireworks."

New Swim Spot Opens Season At Kansas City

KANSAS CITY, Mo., June 12.—Grandview Beach, a new swimming and picnic center on a 30-acre tract south of Kansas City, opened recently with big crowds swelled by personnel from nearby Grandview Air Force Base.

H. W. Burnsworth, the owner, developed the site at a cost of \$25,000. The operation has a four-and-one-half acre lake with 500 feet of sanded beach and three islands, one connected to the main shoreline by bridge; a picnic area, parking lot and concession stands. The beach is open daily from 10 a.m. to 10 p.m.

DORNEY GIVING ANNIVERSARY SOUVENIR BOOK

ALLENTOWN, Pa., June 12.—Coincidental with the celebration this season of Dorney Park's 70th anniversary, and of Bob Plarr's 50th year at the wooded funspot, the park is distributing a fancy, slick-papered souvenir book of the park's history. Lavishly illustrated with photos showing the development of Dorney, the book discusses the origin of the park and shows the grounds, crowds and rides as they appeared as far back as the 1890's.

Lakewood, Dorney Start On Free Acts

NEW YORK, June 12.—Lakewood and Dorney parks in Pennsylvania, using talent booked in by Abe Feinberg, of New York, opened their free-act policies over the Memorial Day holiday weekend.

Lakewood, in Mahanoy City, offered the Will Hill Society Circus animal acts, and the Hunter Valley Pony Hitch which performed and was offered for free rides for kiddies. Dorney, in Allentown, had the 20-man St. Comicles Kiltie Band plus hand balance, monkey and juggling acts.

four nights over the Memorial Day weekend.

The contract was awarded to the Fireworks Corporation, of America on a bid of \$250 for each performance. The Calvi Electric Company submitted the only bid for operating searchlights, offering to furnish the manpower for four hours at three locations nightly for \$120 per night.

A. C. Signs for Lights, Pyros

ATLANTIC CITY, June 19.—Contracts for staging nightly fireworks displays and for operating six huge city-owned searchlights on the Boardwalk were awarded by the City Commission, in a move to extend the resort's Centennial celebration. Fireworks on the end of Garden Pier will be resumed tonight and continue nightly thru the 100 Golden Days. The displays were introduced for

Des Moines Park Opens Big, Tries Sports Car Kiddie Ride

DES MOINES, June 12.—River-view Park here opened its best initial week of record but the second week was killed by rain, according to Manager Bart Koker. He said he anticipated fairly good takes if weather breaks are right.

The park is using spot announcements on television this season. Koker said two film strips were being aired weekly over WHO-TV. The films show rides in operation and they are spotted near children's programs on Tuesday and Friday evenings. Newspapers and radio stations in Des Moines and elsewhere in Iowa are to be used as usual.

The spot will use fireworks and acts for holidays only. Ballroom has a local band signed for Saturdays and Sundays, with name bands unavailable to the location.

New in the ride line-up are eight of Allan Herschell's Sports Cars. The free running vehicles are made of fiberglass and modeled after Jaguars. The park built a 400-foot concrete track of irregular shape. It is 13 feet wide, and this allows space for about five

of the cars to operate at a time. Koker said the cars were put into use on May 29 and it is too early to judge their appeal. However, he said they have been popular with youngsters and teen-agers who are approaching the auto driving age.

CONEY ISLAND, N. Y.

By UNO

One of the oldest and, as far as known, the first major ride on Coney, Thomson's Roller Coaster or Scenic Railway, facing Surf Avenue, built and started by Thomson and Dundy, at the turn of the century, is no more. Due to the widening of West 8th Street, city authorities found quite a few feet of the ride interfering with the project and forced Joe Bonsignore, who had been the owner and operator the last seven years, to vacate. A suit is in prospect by Bonsignore, now devoting his entire attention to his other ride, the Bob Sled on the Bowery. Bonsignore, in his legal action against the city, will ask for much more payment than what is now offered him, especially in view of the fact that the entire ride is lost to him.

The group successful in the bidding at the June 1 auction sale of Feltman's Park comprise Dewey Alberts, a real estate and a group ball game operator; Herman Rapps, owner of Eddie's 5-Star Final grouper; Irving Dworman, owner and operator of Ravenhall's Baths and a Bowery Whip ride; Nathan Handwerker, of Nathan's Famous eatery; Paul Yampol, dress manufacturer and Sydney Robbins, a Manhattan attorney. The Island last week mourned the death of Alfred Feltman, 73, son of Charles Feltman, founder of the Feltman's amusement enterprise who passed away in 1910. Alfred, brother Charles L. Feltman and Charles A. Feltman, grandson of the founder, sold the family business in 1948.

BENEFIT DAY POOR

More Adult Rides Slated For Bronx Kiddie Funspot

NEW YORK, June 12.—Funland on Bruckner Boulevard has far from stopped growing, according to Arthur Becker, owner. Having added an adult Merry-Go-Round, Tilt-a-Whirl and Skooter this year to supplement its six kiddie rides, the park will definitely offer a Ferris Wheel and some other form of adult aerial ride for 1955, he said.

The Bronx kidspot will offer its second kiddie TV attraction of the season on June 26, when the

Route Kazootie crew will entertain on a stage beside the Skooter. The plaza, which may hold a ride next year, can accommodate 500 persons.

The May 29 Cerebral Palsy benefit day was a bust, Becker said, with only normal business being transacted. Captain Video, signed by Funland, appeared and entertained for children but there were no other celebrities on hand, he added, although the park had held up its end on the reciprocal promotion work deal.

Business the past week was okay for weekdays, Becker reported, with the exception of Thursday (10) which was the poorest good-weather day since Funland opened last summer. Irving Reikus and Julie Rifkin have leased the new restaurant structure for the season.

Philly Builder Finally Gets Okay for Park

PHILADELPHIA, June 12.—Julian B. Shapiro has finally gotten the go-ahead on his move to build an amusement park at Stanton Avenue and Tulpehocken Street. State Supreme Court held that an ordinance aimed at blocking the construction was discriminatory.

In March, 1953, some 2,000 residents appeared at a hearing to protest the granting of a permit to Shapiro's firm, Stenton Park, Inc. The permit was refused and Shapiro has been sweating it out in the courts until this week when he got the green light.

Disney Park Asks NAAPPB Membership

NEW YORK, June 12.—The mammoth Disneyland, Inc., enterprise has applied for membership in the National Association of Amusement Parks, Pools & Beaches, according to Bill de L'horbe. De L'horbe, who was a consultant on the California fun project, received the application from C. V. Wood Jr., vice-president of Disneyland.

The form has been sent on to NAAPPB headquarters, de L'horbe added.

Wood and other Disney staff members attended the Chicago convention last December. It is intended that Disneyland, Calif., will become an official Post Office designation and town name, according to Wood.

THIRD TIME

'All Nations' Cele Slated for Gwynn Oak

BALTIMORE, June 12.—Gwynn Oak has scheduled its third annual All-Nations Day Festival for Sunday, August 30, and has lined up another impressive list of events.

The event, which has grown considerably since its inception, last year drew 30,000 people and snarled traffic for hours.

This year there will be more than 40 nations or nationality groups taking part in the festivities, to last from noon to closing. Three groups participated in the 1951 day, and 16 in 1952.

A parade will be conducted at 5:45 p.m., with costumed national groups marching thru the park to its outdoor stage. There will be competitions in parading, singing, dancing and specialties, plus exhibits of native relics and other merchandise of various nations, much of which will be offered for sale.

One of the event's originators is Hal Steward, publicist of the park, which is owned and operated by Arthur B. Price and sons.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP GET THE NEW "REVOLVING" HOLLYWOOD SPOTS-LITE. BETTER'N A CRYSTAL BALL. NO MIRRORS TO BREAK. WASH OR POLISH. PATENTED. GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS SEATING BINES. CLUBS. TAVERN BARS. AMUSEMENT PARKS. HOTELS. RESORTS. Write For Complete Free Details. **HOLLYWOOD SPOTS-LITE CO.** Dept. B 3612 No. 16th St. Omaha 10, Nebraska

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FOR SUMMER

Book or lease Kiddie Rides, Miniature Train, Merry-Go-Round, etc., for Finsop Park, Garden City, Kansas. Population 11,000. Call or write. **ROBERT PEART, City Manager** Garden City, Kansas

FOR SALE
No. 12 ELI WHEEL
Late model in perfect condition. Used in park. Steel seats, gasoline power unit. May be seen in operation. Will deliver.
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High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W.F. MANGELS CO., Coney Island 24, N. Y.

WHEELBARROW RACE SET AS PLACERVILLE LURE

PLACERVILLE, Calif., June 12.—The Eldorado County Fair here is pulling out all the stops in advertising a wheelbarrow race.

The unusual speed contest will be staged over an obstacle course with contestants required to finish with their shovel and a sack containing a minimum of 50 pounds of gold-bearing gravel.

In addition to the main event, which offers \$300 as first prize, \$200 as second prize and \$100 as third prize, other wheelbarrow events will be staged with prizes up to \$100.

The feature race is named the John M. Studebaker Wheelbarrow Race in honor of the area's most distinguished pioneer and one of the founders of the Studebaker Corporation. Studebaker got his start here, when the community bore the name Old Hangtown, by building wheelbarrows for miners. He saved \$8,000 in two years' time and then returned to Indiana where he and his brothers started the Studebaker Corporation.

Quebec Expo Skeds 100G Improvements

QUEBEC, June 12.—The Exposition Provinciale will spend approximately \$100,000 on plant improvements this year in preparation for its 43rd annual run to be held here September 3-12. Major projects include paving and beautifying, a new automobile gate, enlarged parking lots, landscaping of the Coliseum area and improved lighting.

Attraction in the Coliseum this year will be the new edition of Harold Steinman's "Hippodrome of 1955" which is scheduled for 14 performances during the 10-day fair. Also set for fair week is a return presentation by the armed forces on Army, Navy and Aviation Day on the final Saturday. A mass band concert will be held in the Coliseum the same day.

The sale of advance ticket strips will begin in mid-July with 50,000 to be offered on the basis of three admission tickets for a dollar. Regular admission is 50 cents.

REVUE, RACING SIGNED

Pa. Annual Revives After 13-Year Layoff

SMETHPORT, Pa., June 12.—The McKean County Fair is being revived this year as a Labor Day date, and expectations are that it will re-establish itself on an annual basis as before World War II. Dates are September 6-10.

Slated for the county seat again, the affair will kick things off in a big way for a revival, having already arranged for harness racing and a grandstand revue. There is no midway as yet, and midway manager J. P. Beere is rounding up the necessary amusement attractions.

The fair was held for 37 consecutive years until being suspended because of the war, and has not been operated since. The insurance on fair buildings has

been maintained, however, and the plant, including the track, is being brushed off for an expected heavy turnout.

Russell A. Weston is president of the McKean County Fair Association, with Lloyd Mulvihill as secretary.

Three days of harness racing will be offered on the half-mile dirt track. A \$5,000 grandstand revue has been contracted for with the Al Martin agency of Boston, and it is hoped that children's TV attractions can also be presented. The stands here seat about 2,500.

Admission will be 7¢ cents at the gate, Beere said, with no extra charge for parking. Seats in the grandstand will go for 60 cents each. Children under 14 will be admitted free to the fairgrounds.

A premium list offering more than \$5,000 is being drawn up, and it has already been decided to allot \$2,400 for the harness race prize list.

PATRONS' GAIN

Hamid Vows Cut Prices For Trenton

TRENTON, N. J., June 12.—Lower grandstand prices are in order for New Jersey State Fair patrons, according to President George A. Hamid. Hamid said the prices, to be announced shortly, result from the reduction in federal admissions taxes, and will reflect his policy of passing the savings on to customers. Dates this year are Sunday to Sunday, September 26-October 3.

Talent for the grandstand show will include Phil Spitalny and His All-Girl Orchestra, Hamid added. The Dancing Waters spectacle, offered on the stage last year, will be shown this year under canvas as one of the units of the World of Mirth Shows midway.

Norman L. Marshall, secretary-manager of the fair, said work is nearing completion on the new building which will house the FFA cattle show, held at the fair for the first time last year. The building is next to the Coliseum and judging will take place there.

Entries of horses in the harness events, scheduled for four days, September 28-October 1, have been closed early due to more-than-ample applications. Also closed has been receiving of entries for space in the Grange Building, with all space having been allotted.

Ky. State Posts 135G

LOUISVILLE, June 12.—A total of \$135,031.70 in premiums will be offered by this year's Kentucky State Fair, J. Dan Baldwin, manager, announced. The fair itself will offer \$81,770.50 in premiums while special items total \$53,261.20.

Major items include the horse show with \$50,250; beef cattle, \$11,610.20; dairy cattle, \$14,546; 4-H Club work, \$6,063; FFA, \$4,657; and poultry and pigeons, \$4,200. Fair will be held September 10-18.

McMinnville, Tenn., Preps for First Run

McMINNVILLE, Tenn., June 12.—Dates for the first annual Warren County Agriculture and Livestock Fair here have been set for September 16-18, President Clifford McClain announced. The executive committee is now lining up attractions.

Meanwhile, construction is being pushed on the buildings at the new fairgrounds on the Smithville Highway. Wells Construction Company is the contractor for a 5,000-capacity grandstand, while J. D. Womack Company has the contract to build two livestock barns.

Fair Dates

Copyright 1954 The Billboard Pub. Co.
The following changes and additions to the list of Fair Dates were received during the week ending June 11.
The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Mississippi
Meridian—Mississippi Fair & Dairy Show. Sept. 27-Oct. 2. B. Smuckler.

Missouri
Maryville—Northwest Missouri Horse Show. July 21-22. Mrs. Lester Swaney.

New Hampshire
Center Sandwich—Sandwich Town & Orange Fair Assn. Oct. 12. Doris L. Benn.

Oklahoma
Anadarko—Caddo Co. Free Fair. Sept. 22-25. Paul Stonum.
Paula Valley—Garvin Co. Free Fair. Sept. 8-11. James T. Jackson.

Pennsylvania
Littitz—Littitz Community Show Assn. Sept. 14-18. John W. Keehn.

West Virginia

Belington—Belington Community Fair. Sept. 15-18. Bill Williams.

Berkeley Springs—Morgan Co. Fair. Aug. 19-21.

Buckhannon—Central W. Va. Strawberry Festival. June 3-5. Forrest Stump.

Charles Town—Jefferson Co. Fair Assn. Sept. 30-Oct. 2. Mrs. R. P. McGarry Jr.

Circleville—North Fork Community Fair. Oct. 6-8. Byrl L. Law.

Dallas—Dallas Community Fair. Sept. 3-4. Mrs. Robert L. Klug.

Elkins—Mountain State Forest Festival. Oct. 7-9. Philip K. Harness.

Fairview—Clay Dist. Fair. Aug. 25-28. Mrs. Dave Moore.

Grantsville—Calhoun Co. Fair. Aug. 30-Sept. 4. B. A. Hensley.

Green Sulphur Springs—Green Sulphur Dist. Fair. Aug. 19-21. Wm. J. B. Simmons Jr.

Helvetia—Helvetia Community Fair. Sept. 10-12. Mrs. Arnold Betler.

Kingwood—Preston Co. Buckwheat Festival. Sept. 30-Oct. 2. Eilene M. Heraman.

Lewisburg—Ronceverte—State Fair of West Virginia. Aug. 23-28. C. T. Sydenstricker.

Mannington—Mannington Dist. Fair. Aug. 24-28. Paul M. Hess.

Martinsburg—Berkeley Co. Youth Fair. Sept. 2-4. John J. Harvey.

Matewan—Magnolia Fair. Aug. 9-14. F. M. Allara.

New Hope—Beaver Pond Dist. Fair. Sept. 2-4. C. P. Hylton.

Philippi—Barbour Co. Street Fair. Sept. 22-25. General Proudfoot.

Pt. Pleasant—Mason Co. Fair. Sept. 15-18. Virgil W. Sidery.

Pruntytown—Taylor Co. Fair. Sept. 15-18. Paul C. Barlett.

Rivesville—Paw Paw Dist. Fair. Sept. 15-18. Mrs. Frank Arnett Jr.

Terra Alta—Preston Co. Fair. Sept. 15-18. Harry G. Sanders.

Wadesboro—Battelle Dist. Fair. Sept. 15-18. Raymond D. Tennant.

Webster Springs—Webster Co. Fair. Sept. 15-18. Betty N. White.

Geo. Freeman Dies At 74; Shreveport Exec Since 1907

SHREVEPORT, La., June 12.—George Freeman, 74, prominent civic-business leaguer, who had been associated with the Louisiana State Fair since its inception in 1905, died Tuesday (8) in a local hospital.

Freeman was a director of the fair from 1907 until his death. He served as president from 1917 until 1937, the longest period any one has held the office.

Toronto Trade Show Tops '53, Pulls 30,000

TORONTO, June 12.—With exhibitors from practically every country this side of the Iron Curtain showing their wares, the Canadian International Trade Fair is again considered a success this year, its sixth in operation.

Staged at the Canadian National Exhibition, over 2,000,000 square feet were available, with exhibits taking up 245,000 feet.

Attendance topped that of last year by 2,000, early guesses show, with 30,000 persons from business attending. Three days during the show, which ran from May 28 to June 11, the public was allowed in on payment of 50 cents a head. Some 32,000 clicked thru the turnstiles.

Santa Ana, Calif., Contracts Circus Acts Thru Brunsons

SANTA ANA, Calif., June 12.—Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, will supply talent for the Orange County Fair to be held here for six days starting August 10, R. M. C. Fulewider, secretary-manager, said. This marks the fourth consecutive year for the Brunsons to handle the shows here.

The Brunsons will supply circus-type acts for the performances in the outdoor theater. Included will be Hap Henry, his baby elephant, wire act, and dogs; Wally Blair, clown and unicycle; Cindy, chimp act, and Jeff Gledhill, electric organist.

Frank W. Labcock United Shows will be featured on the midway.

Rochester, N. H., Barns Hit by \$25,000 Fire

ROCHESTER, N. H., June 12.—Damage unofficially estimated at \$25,000 was caused by a fire which destroyed a 200-foot section of stables at the Rochester fairgrounds. Five thoroughbred harness racing horses also were destroyed in the fire.

Pennyroyal Buys Site

HOPKINSVILLE, Ky., June 12.—Purchase of 20 acres just outside of Hopkinsville as a site for this year's Pennyroyal Fair, September 1-4, has been announced by Irvin Munday Jr. For the past three years the fair has been held in local warehouses. Mrs. Granville Cayce is secretary of the annual.

Mineola Names Patterson as Hon. Chairman

WESTBURY, N. Y., June 12.—A. Holly Patterson, Nassau County executive, will be honorary chairman this year of the Mineola Fair & Industrial Exposition. The announcement came from James W. Carpenter, president of the Long Island Association, and J. Alfred Valentine, president of the Queens-Nassau Agricultural Society.

The fair will be held for the second time at Roosevelt Raceway here. Dates are October 9-17 and Charles Bochart will again be manager.

Crawford, Veteran Horseman, Is Dead

DES MOINES, June 12.—Ed Crawford, 85, veteran horse trainer and former jockey, died at his home here. Death was caused by gangrene, following an illness of nearly a month.

Ed and his twin brother, Fred, were well known at Midwest State fair tracks. Fred died seven months ago.

The brothers were co-owners and operators of the Crawford stables and riding academy at the fairgrounds. They sold the business to Ed Lamson, Ed's grandson, in 1941 but continued to serve as guides for several years.

Lexington, N. C., Plans To Build Barn, Stands

LEXINGTON, N. C., June 12.—A barn for poultry, swine and sheep, with a judging area that will have a seating capacity of 500 for judging those classes, is to be built at the Davidson County Fair here.

The arena's seating capacity will be about 1,000 for entertainment, according to President Curtis Leonard.

Other improvements planned in time for this year's events are the construction of four additional stands.

Burgaw Chartered

BURGAW, N. C., June 12.—Pender County Agricultural Fair Association, Inc., with principal offices here, has obtained a certificate of incorporation from the secretary of state at Raleigh. The principals include J. N. Honeycutt, John Carraway, Earl W. Myers and others of Burgaw.

Fashion Show Runway Set By Troy Hills

TROY HILLS, N. J., June 12.—A floodlighted area this season will be the location of automobile, fashion and flower shows of the North Jersey Agricultural and Industrial Exposition, put on by the Morris County Fair Association, Inc.

New manager, Swante C. Swenson, said a stage and runway will be provided for the fashion show, with area retailers supplying the display clothing. Automobile exhibits will surround the fashion show setting.

Dates of the event are August 17-21, Tuesday thru Saturday, I. T. Shows will hold down the midway.

101st Ogle County Fair

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Day and Night
Want to hear from good Free Acts, preferably Wire and Animal Acts, Acrobatic and Novelty. Must be good or do not write. 1, 2 or 3 days.
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Pennyroyal Fair

Christian County, Ky.—Sept. 1-4
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WANTED

Carnival Rides during the BUCHANAN COUNTY FAIR, Grundy, Virginia. County Fair sponsored by the Buchanan County Chamber of Commerce. The local county tax has been waived during the week of the fair. Please contact R. W. GIBSON JR., President of the County Fair, P. O. Box 445, Grundy, Va. Telephone 4471 or 3741. (County Fair to run the week of Aug. 16 thru 21, 1954.)

THE GREAT HAGERSTOWN FAIR

Week of September 20-25
WANTS

SHOWS—Want independent shows with own outfits.
CONCESSIONS—Want legitimate Concessions, Hanky Panks of all kind; no flats or grift.
RIDES—Contact Thompson Bros. Amusement Co., Altoona, Pa., for Rides not conflicting with 15 office-owned rides.

All replies to M. H. Beard
Care Hagerstown Fairgrounds, Hagerstown, Md.

CARNIVAL WANTED

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Established 1927
WM. S. FEAZELL
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SLA Contest to Pick 1954's 'Miss Outdoor Show Business'

Four Runners-Up Also to Be Honored, Given Prizes; Club's Fund to Benefit

CHICAGO, June 12.—"Miss Outdoor Show Business of 1954" will be picked in a Showmen's League of America-sponsored contest, details of which were announced this week.

Besides the winner, four runners-up in the competition will be honored. Prizes will go not only to the title-winner but to the four entries that give her the strongest competition.

The contest, League officials

pointed out, is to raise funds for the organization's vital program of giving medical aid, burial, or other assistance to distressed showmen.

Good Will Builder

Further, League officials said, the contest serves to focus attention upon the outdoor amusement industry and to build good will for it and those engaged in it.

Joséphine Haywood, the joint entry of the Lloyd I. Thomas Joyland Shows and the Morris Lipsky Concessions, was the winner of the '53 contest. As Miss Outdoor Show Business of that year, she was honored at the national outdoor conventions and also at other events and places

throughout the country and, in addition, received many valuable prizes.

Competition will follow the same general lines as the '53 contest, with points going to entries on the basis of contest tickets they sell. The contest will close 6 p.m., November 30 during the outdoor conventions in Chicago. The field of entries will be narrowed to five November 15, when the semi-finals in the contest will begin.

Thirty-two fairs, carnivals, circuses, amusement parks were represented in the contest last year. This year, League officials maintain, the field will be larger (Continued on page 65)

Conklins to Set Up on Kitchener Streets for Cele

Many, Varied Events, Attractions Billed For Centennial Week

KITCHENER, Ont., June 12.—The Conklin Shows will set their rides, shows and concessions up on the streets of Kitchener during the city's centennial June 27-July 3 following a favorable decision by the city council.

The centennial celebration looms as the biggest event ever to be held in the city. A variety of attractions, apart from the Conklins' street operation, have been set, and are now being given wide publicity thruout Kitchener's trade area.

The program embraces variety shows, band concerts, parades. (Continued on page 65)

VIVONA GROSSES BEST IN YEARS

Earnings Up Despite Lost Saturdays; Early Fairs Add Profit Chances

By JIM McHUGH

KENILWORTH, N. J., June 12.—Vivona Bros.' Shows are riding high on the crest of the best dollar income they have counted at early dates in the past several years.

Surprisingly, the earnings are such to make everyone happy, despite the loss of five or six Saturdays to rain in the nine weeks played to date.

The discrepancy in the number of lost Saturdays, the lesser number offered by Manager John Vivona, with the additional loss counted in by his mother, Catherine, is sufficient indication that the tour to date must have been good if there could be any degree of confusion about the total number of these important working hours that were lost.

Early Fairs

The Vivonas, Morris, Babe, Moe and Dom, included, are happy and hopeful. They should have an excellent shot at a winning season in view of the good start and the fact that their fairs this year will start about a month earlier than in the past. By early

August they will be into fairs lasting thru the end of the season.

The show opened deep in South Carolina, skipped North Carolina to enter Virginia and Maryland, and then headed up country to Jersey, their home State. In a week or two the show will head into New York and New England, playing a route similar to that traveled last year.

Good crowds have been the rule. People seem to have sufficient money and to be willing to spend it. Consequently, recession and unemployment talk have not yet had much meaning for the shows' personnel.

Tax Cut Important

Mrs. Vivona, who handles the office and has long experience in (Continued on page 65)

Mar Gets 100 Shows at J. po

BURLINGTON, N. J., June 12. John H. Marks Shows got away to a good start here this week with big turnouts registered the first couple of evenings. Org is sponsored by the local fire department and the lot is located near Bristol, home of the Fairless Steel Plant and is just a few miles away from Levittown, king-sized housing project.

Show had its best week to date in Philadelphia where it day-and-dated the Ringling Circus. Woodbury, N. J., provided good weather and crowds were large.

Fair route this year includes 14 annuals, most of them repeat dates which begin in mid-August and run to November 12.

Staff includes John H. Marks, owner-manager; Paul Lane, as- (Continued on page 65)

ACA Holds Over In Kenosha, Wis.; Hit by Weather

KENOSHA, Wis., June 12.—Amusement Company of America caught more rain and off-weather here this week, its second successive week in the same location. Originally, the show had been scheduled for one week here but held over when that week was virtually blanked by the weatherman. From here, the show moves to Wausau, Wis.

Montgomery Fair Contracted by etr 'tan

Exposition Awards Show Five-Year Pact As Top Crowds Attend First Sessions

AMBRIDGE Pa., June 12.—Cetlin & Wilson caught a red one here this week at the Beaver County Exposition and Free Fair. The bonanza date came after some six weeks of almost continuous bouts with the weather, with the show coming out second best.

An estimated 23,000 persons piled thru the gates on opening night Monday (7) and the reaping of the harvest was on. Good weather on successive nights brought additional crowds, with a banner opportunity to pile up the gross expected today, the last in the week's run.

John W. Wilson and Issy Cetlin, co-owners, announced Wedn (9) that their show had been awarded a five-year contract for the event.

Better Than Expected

Booked last winter and expected then to prove a banner date, it is unlikely that any of the show execs anticipated the crowds that greeted their appearance here. The local papers in this heavily populated area devoted page one coverage to the event, with the emphasis on the part played by the shows.

Creditable industrial exhibits were housed under tents and this phase of the exposition is expected to be expanded each successive year.

The show, which was extremely fortunate last year in its dealing with the weather thru the early part of the season, this year got the equalizer treatment. A number of important working hours were lost to rain.

The last two towns, Johnstown

REAL ESTATE AIDS STRATES IN TWO WAYS

ALBANY, N. Y., June 12.—Acknowledged an adept manipulator of real estate in the midway sense, James E. Strates next Monday (14) will make ground space pay off in another way when he collects from the Ringling circus, which will use the Watervliet lot he owns for their local showing. On Tuesday (15) Strates will move his own show equipment onto the grounds and likely peddle a little more real estate, this time to concessionaires attracted to the date.

SHOW BEATS BAN

Strong Finish Saves Fulton For Continental

OSWEGO, N. Y., June 12.—Roland Champagne's Continental Shows started with rough going in Massena last week, being first in but hampered by rain during the early days. Monday night (31) was good but Tuesday was wet and Wednesday (2) was completely washed out.

Show personnel were looking for a break in the weather like the one that enabled them to produce a winner at Fulton, N. Y., where they did okay at a town that had banned organized shows for eight straight years. Fulton, always a good show town, started slow but finished strong. The ordinance still stands but Continental managed to get a special permit, general agent Paul La Cross said.

Week Starts Poorly

Figuring the town to be carnival-hungry, the show looked for a banner week. But altho located perfectly, right in town, the show did poorly Monday thru Thursday (24-27), every night being very cold.

The tide turned Friday night (Continued on page 66)

RAS Chalks Up Strong Finish At St. Louis

Preps for Canadian Tour as It Opens Davenport Stand

DAVENPORT, Ia., June 12.—The Royal American Shows moved in here this week from St. Louis with time to spare for its opening Wednesday night (9) on the Mississippi River bank. The show train railed out of St. Louis early Monday morning and arrived here about 5 a.m., Tuesday. Actually, the show could have been ready to work that night but instead held to its advertised Wednesday night opening.

The stand here will run thru Sunday (20), after which it will begin its long trip to Brandon, Man., to begin its swing over the Western Canadian A Circuit. Soon after the show's arrival here Walter Devoyne, show treasurer, and his aids started to compile information for Canadian customs and immigration authorities preparatory to crossing the border.

The run here was made swift in the face of a hot box that halted the show. Tom Adams, the show's electrician, drew high praise from Burlington Railroad officials for his quick speed in getting power in operation to give the work crew necessary light to make repairs to the show train.

Wind-Up Big

The wind-up of the 21-day stand in St. Louis gave the show another big weekend. Biggest beneficiary was Leon Claxton's "Harlem in Havana" unit, which (Continued on page 66)

Montgomery Fair Contracted by etr 'tan

DANVILLE, Ill., June 12.—The Metropolitan Shows have been sign to furnish the midway attractions at the South Alabama Fair, Montgomery, the week of October 18, Bobby Kline, the show's general agent, announced here this week. The fair will be held on the site of the new, \$3,000,000 State-built coliseum, which will be used for fair exhibits and features.

Fritzie Brown is now Metropolitan's business manager, having joined Saturday (5) at Vincennes, Ind. He replaces Art Lewis.

The show caught its first stretch of good weather here during the early part of this week and was looking to a strong wind-up on the stand.

Next week the show moves into the Chicago area, where it will show at 124th and Ashland avenue, Calumet Park.

Plainfield Fair Set for 1954

NEW BRUNSWICK, N. J., June 12.—Frank Bergen's World of Mirth Shows opened strong here after a banner nine

Bergen and the sponsoring firemen, the Arbor Hose Company, concluded a pact for next year prior to the end of the engagement last Saturday (5). Next year's date will mark the 21th consecutive appearance of the shows under the same auspices in Plainfield.

The date here, only 12 miles from Plainfield and a standard on the World of Mirth route, opened okay on Monday (7). Business built steadily thereafter and the prospects for a gala wind-up today were good, especially in

view of a favorable weather report.

Best Start Ever

The bonanza date pulled at Plainfield gave the shows the best overall gross it has ever had. The date resulted from Bergen's decision to delay the season's opening until the Decoration Day weekend and to skip entirely the three towns that used to precede Plainfield.

In addition to a show and ride gross judged to run around \$30,000, the show gained an additional \$20,000 by eliminating the earlier dates which for years proved costly because of bad weather.

The wisdom of the delayed opening, insofar as weather is (Continued on page 65)

Shows Willute anots or trates

NEW BRITAIN, Conn., June 12.—The James E. Strates Shows seem to have escaped some of the bad weather that has been dogging it for weeks as it opened here on a new lot adjoining Willow Brook Park. Opening night Monday (7) was warm and crowds were good. The business and weather outlook for the remainder of the week was good.

Last week, showing Hill in Schenectady, N. Y., business was only fair. Rain closed the show on Tuesday, Friday and Saturday nights, and attendance on Wednesday night was held down by cold weather.

The Decoration Day opening was good and the children's matinee on Saturday was also very good, exceeding that of last year. With the fair season only six weeks off the personnel is busy

g the physical equipment proper

Joe Pelaquin Jr. is breaking in a lion fighting act for the Motordrome and will have a lion beginning next week. Joe Pelaquin Sr. and his sons, Joe Jr. and Russ, and daughter-in-law, Anita, make up the personnel.

Bonnie and Jack Norman are designing new sets and costumes for their "Broad to Hollywood" revue. Included Siska and her trained macaw. Jerry Jackson is personnel to his "Hi-Steppers 1954."

"La Vie Paree" featuring Jaaneen and owned by Eddie and Pat Fry, is also being reared. queen of the fat girls, here with a new outfit.

★ HELP YOUR OWN ★ HELP YOURSELF ★ HELP YOUR INDUSTRY

Support

THE SHOWMEN'S LEAGUE OF AMERICA

and its contest to pick

“MISS OUTDOOR SHOW BUSINESS OF '54”

and

You'll Help the League to Help Needy Showmen



Enter Your Choice for the Queen



JOSEPHINE HAYWOOD

“Miss Outdoor Show Business of '53,” is enthusiastic over the contest

“I'm delighted that the league again is sponsoring a contest to pick 'Miss Outdoor Show Business.' The greatest thrill of my life was winning in '53.

“I received many valuable prizes, just as 'Miss Outdoor Show Business of '54' will receive this year. I was entertained and honored—not for myself alone but as a representative of the outdoor amusement industry—and of The Showmen's League.

“But the most meaningful thing of all to me was the realization that my participation . . . and the participation of my fellow contestants—helped to raise funds for the important charitable work of the League.

“It is gratifying to know that one's contributions—either as a queen contestant or as a buyer of ticket books—permitted the Showmen's League to raise the money needed to continue its important work of helping destitute showmen in time of sickness, trouble or death.

“I for one, plan to actively support the League's '54 contest. And I urge all of my friends to do the same because I am deeply appreciative of the fine work the League has done for the past 41 years and which it must continue.”

The winner of the contest will receive many valuable prizes . . . so, too, will the four runner-ups. . . . They'll represent the Outdoor Amusement Industry and be honored at many functions where they will focus strong, favorable attention upon the outdoor show world, upon the fairs, carnivals, circuses, amusement parks, etc., they represent.

SUPPORT YOUR CHOICE FOR THE QUEEN

You can do that by buying books of tickets. The winner will be chosen because she sells more tickets than any other contestant. The opportunity to win is unlimited. Last year the winning contestant represented one of the smaller shows. The same thing can happen again. It is up to you!



FOR A VITAL CAUSE

Money raised from the contest will go to the League's Cemetery and Welfare Fund. . . . Thus, your contributions . . . your ticket purchases . . . your queen entry . . . will help the League in the face of mounting demands and soaring costs to continue to aid needy showmen . . . provide them with medical care, hospital care, burial or other assistance.



Entry blanks and contest rules are being sent to carnivals, circuses, fairs, amusement parks, kiddielands and other installations. As soon as you name your candidate for queen, return the blank immediately.

SHOWMEN'S LEAGUE OF AMERICA

54 W. RANDOLPH STREET



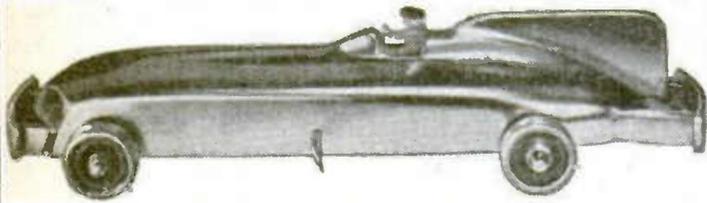
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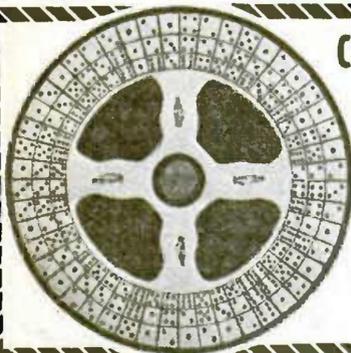
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EXPOSITION—JUNE 21-26

50,000 Paid Admissions last year.

CONCESSIONS: Cook House, one who can cater to Show people. Ball Game, Age & Scales, Photo Gallery, Long & Short Range Gallery, Derby Racer. RIDES: Kiddie Rides, Dark Ride, Glass House, Fun House, Pony Ride.

SHOWS: Any Show of merit, Fat Show, Midget Show. Will buy 40x70 top in good condition.

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Want Fish Pond, String Game, Long Range, Short Range and all Hanky Panks that work for stock. All replies to

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Horse Racing—Free Acts—Fireworks

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GEORGE CLYDE SMITH SHOWS, D Street Shows Grounds, Johnstown, Pa., this week; Central City, Pa., next week.

Pappy "Zip" Templeton wants Colored Girls for Girl Show.

Wanted—WILBER'S WOLVERINE SHOWS—Wanted

Sunfield, June 17-18-19; Rodger's Heights, June 25-26-27; July 3-4-5, Michigan's First Fair at Lake Odessa.

Concessions that work for stock only. No flats or gypsies. Also clean Shows, Mechanical or what have you? Will book or buy one Major Ride, prefer Octopus. Can use capable Ride Help; must drive semi. Drunks, chasers, comic-book readers, stay where you are. All replies:

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Opening Pacific, Mo., June 18-20; St. Clair, Mo., June 23-27; Eldon, Mo., June 28-July 3; Salem, Mo., July 5 Celebration. This show plays all Celebrations and Fairs (on the streets). Need Ride Help in all departments. (Johnnie Anderson, come on.) Will book a few Shows not conflicting.

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Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

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PENNSY DATES GIVE
BUCK A BREATHER

Railroader Eludes Rain, Sees Money;
Shapes Attractions While Heading West

TARENTUM, Pa., June 12.—Escaping bad weather for the first time as it headed west in Pennsylvania, the O. C. Buck-Model Shows saw its first good business last week at Coatesville and here this week.

Manager David B. Endy reported that the weather since opening in Charlotte, N. C., in April had frequently been bad, affecting midway crowds and spending. The several weeks played in Philadelphia were only fair with the weather again a factor.

At Coatesville, a Decoration Day spot, the show got off to a good start after some 3,000 persons witnessed the unloading of the show train. The spot was the best of the season both because the weather remained clear and because the community had not seen a show of this type in a number of years.

Eye on Weather

Spotty as business has been since the beginning of the tour, Oscar C. Buck, general manager, and Endy are looking for satisfactory earnings in their territory as long as they can dodge the worst of the weather.

For the next month or so the show will be in new territory, making its first jaunt thru the Midwest States and using its dates to showcase for a stronger bid for fair dates.

The show is on 25 cars, and its 22 rides are all office-owned. The

office also owns 22 of the 45 concessions bossed by Bill Cowan, aided by Whitey Holeman. Operating personnel includes George Harris, M. McCauley, George Rainer, Jack Fields, Ada Cowan, Bernie Feldman, Bobby Costello, Scotty LaBrewue, Jacky Owens, Benny Glass, Ruby Kline and Dick Anderson.

Heading up the show is Oscar C. Buck, president of O. C. Buck-Model Shows, Inc., with Dave Endy, general manager; Jim Quinn, general agent; Nick Stepp, secretary and treasurer; Bill Cowan, business manager, and Roy Peaugh, press and second agent. Others on the staff are John (Tiny) Dempsey, general superintendent; James Zabrowski Sr., diesel and electrician; William Beldock, ride superintendent; Eddie McTigue, lot man ahead; Johnny Brooks, trainmaster; Victor Palmer, billposter; Wilson Johnson, artist; Joe Marchino Jr., mail and The Billboard; Bull Smith, night watchman, and E. James Strates, general purchasing and ticket boxes.

11 Shows Carried

Eleven shows include the Side Show, Whitey Sutton, manager; Girl Show Revue, Joe Casper, production manager, Ginger Rae, talker, organ by Sissy Broome, two comics and 10 girls featuring Mitzi the Wonder Girl; Posing Show, Kismet, Dorothy Dempsey, talker, and five girls; Monkey Show, Howard Munn; Baby Show, Mrs. Howard Munn; Snake Show, Joey Hatfield and Franky; Fun House, Bobby Reynolds; Wild Life, Pony Hoffman; Glass House, J. E. McDonald; Harlem on Parade, W. H. (Fathead) Williams, six-piece band and 12 performers.

Rides are Merry-Go-Round, Tex Eames; Ferris Wheels, Bill McCoy and Red Horton; Looper, Frank Baker; Octopus, Joe LaFreinier; Tilt-a-Whirl, Joe Garland; Caterpillar, George Igo; Whip, Harry Prior; Fly-a-Plane, Abe Cousins; Silver Streak, George Wheeler; 20-car Skooter, Eddie Johnson; Dipper, J. Damer; live pony ride, Sally Bedlock; Roll-o-Plane, Clifford Shelters. Otis Chambers is foreman of five men at the nine-ride kiddieland, which has three tickets boxes.

Besides the office-owned concessions mentioned, the show is carrying a de luxe cookhouse carried on two wagons and one truck, and operated by Mr. and Mrs. Ted Williams; Larry Marchino, two glass pitches; Sidney Goodwalt, grab stand; Helen Goodwalt, popcorn; Mr. and Mrs. Con Weiss, 2; Mrs. Sincley, 2; J. L. Campbell, 4; Danny Dorson, bingo; Mrs. D. B. Endy with Joe Myslevy, custard; Mrs. Tex Eames, floss and ice; Mr. and Mrs. Joe Marchina, French fries; Mrs. Pat Marchino, two cigarette galleries; Frank Voght, long range; Less Prime, Derby Racer, and Mr. and Mrs. John Levitt.

Mrs. Eddie Johnson is on the front gate. Raymond Libby is in charge of the seven light towers. The show carries eight sets of diesels on three wagons.

Cranston Cele
Gives United
Okay Grosses

CRANSTON, R. I., June 12.—The United Amusement Company did all right here last week, showing in conjunction with the bicentennial celebration staged by this city. The weather was a factor, remaining fair thruout the week.

Slim April, show manager, added a new kiddie tractor ride for the date.

A number of concessionaires made the spot. Included were Harry and Myer Kaitz, kitchen gadget demonstrators from Boston; Carolyn Enterprises, New York, spiral rack saw blade; Mike DiNapoli and Sam Bender, exclusive souvenirs; Bob and Molly Herling, Coney Island, hats; B & M Supply Company, Cranston, auction sale and grab bags; Charles Cosentino, Fitchburg, Mass., grab; Ernie Moon and Squawk Riley, Gibsonton, Fla., Iron Lung; Gerald and Lawrence Barker, Buffalo, long range and French fries; Art Doyle, pony, train and bomber rides plus two ball games and a dart store. Bill Boudreau had the Motordrome.



FOUR VIVONAS are included in this photo of Vivona Bros. Shows' executive personnel taken under the office canopy on a recent rainy night. From left, standing, are Moe Vivona, lot superintendent; Danny Dell, business manager, and Harry E. Wilson, press representative. Sitting, from left, are John Vivona, general manager; Sebastian (Babe) Vivona, purchasing agent, and General Agent Morris Vivona, who sadly studies the muddied roadway.

W.G. WADE SHOWS

CALUMET, MICH.

WEEK JUNE 21
AMERICAN LEGION ANNUAL CARNIVAL

This is the same event played by Railroad Shows for years.

CAN PLACE:

LEGITIMATE GAMES for merchandise of all kinds. Ball Games, String, Balloon Darts, Coke Bottle, Fish Pond, etc. Let us know what you have.

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Negaunee, Mich., all this week

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Concessions, Ball Games, Grind Stores, Bingo for Mannington, W. Va., June 28-July 5 and balance of season. Want Shows with own outfits.

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New Kensington, Pa.
June 14-19.

WANT
CANDY BUTCHERS

And Novelty Agents for 100 Yr. Centennial, Waverly, N. Y. Pageant and parades every day, June 26-July 5, Jim Eskew's Rodeo. More dates to follow.

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Royal American Shows
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WANT

For Coalgate, Okla., Homecoming, June 17-19, and to follow big July 3-4 and others. Wheel Man for Ell 5, other Help all departments. Will book any Concession, Show, Ride not conflicting. Bingo for lease or sale.

DICKSON UNITED SHOWS
Coalgate, Okla.

MIDWAY CONFAB

W. D. (Tiny) Cowan and his wife, Francis Jablonski, operators of the Side Show on the Thomas Joyland Shows, celebrated a 10th wedding anniversary recently with a spaghetti dinner for Side Show personnel. Business has been above expectations, reports Cowan. L. I. Thomas, manager, has added new banners and canopies to all shows. Cowan's daughter, Myrtle, has joined the show. Attending Sue Womble's birthday party on the World of Today Shows at Leavenworth, Kan., June 2 were Dan and Margaret Vogt, Stoney Cohan, Billie Gregg, Bennie and Dolly Hazen, Dolly Vogt, Johnnie Byers, Glenn Baker, Skippy Best and Buddy Womble. Billy Logsdon (Louis-Louise) opened the season at Austin, Minn., as annex attraction with Charles H. Hodge's Side Show on the W. T. Collins Shows recently. This is Logsdon's fifth year with Hodge. Bertram Hassett also joined Hodge's Side Show recently as "Boy With the Iron Tongue," his second year on the show.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.



LEO HAGGERTY, carnival agent, and Steve Vaughn (right), concessionaire, discussed Haggerty's recent Eastern trip during which he visited several show lots. Vaughn is the chairman of the Pacific Coast Showmen's Association banquet and ball to be held in Los Angeles in December.

Cecil Woods, concessionaire with Rose City Rides for the past eight years, is in serious condition in Barnes Hospital, St. Louis, as the result of injuries suffered in an auto crash.

Tommy (Gypsy) Comer, Cetlin & Wilson Shows concessionaire, flew to Vicksburg, Miss. recently to be at the bedside of his daughter, Cheryl Diane, 5, who was rushed to Luthern Hospital for an appendix operation. Everything went okay and the child is at home with Mrs. Comer in St. Joseph, La. And Claude Sechrist flew from the show to be at his son's graduation June 4 from Miami Day School for Boys. The family was to rejoin the show together.

Mr. and Mrs. Paul Towns of the Coleman Bros. Shows were in Providence last week on a stock-buying trip. While there they reported to jobber Sam Pockar that the show had been lucky with the weather and that business had been quite good.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Charles (Blackie) Ford, West Coast Shows concessionaire, is reported seriously ill in the Naval Hospital in Oakland, Calif. Other Pacific Coast Showmen's Club members on the sick list are Harry Wallace, E. J. Rose, and Tom Condrone, who are patients in the Veterans' Hospital in Sausalito, Calif. Joe Archer is promoting special events with the Sports Car Racing on the Santa Clara County Fairgrounds in mid-July, one of his many functions. Associated with him is H. I. Pemberton, former Navy lieutenant-commander. F. M. (Pete) Sutton Jr., former owner and manager of the Great Sutton Shows in the Midwest, is now manager and legal adjuster for the Crafts 20 Big Shows. Making his home in California, Sutton admits that the State at least has ideal weather for show business and is witnessing his first season to see a spring route without a drop of rain.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Early season visitors to the Veterans' United Shows, owned and operated by Charles Carroll, included Otto Zilas, of the Hutchinson (Minn.) Water Carnival; Elizabeth Meyers, William T. Collins, Mrs. Carroll's mother and sister; Wallace Lee, Leo Farrell, Mr. and Mrs. Robert Hill and Mr. and Mrs. E. G. Ehman.

The Mike Rockwell Shows have been getting okay business in Nebraska. Hastings, Neb., was a solid winner despite some rain. Show goes into the Dakotas and Montana for celebrations and the Montana Circuit of Fairs, after which it will play Kansas and Oklahoma fairs. Show carries 10 rides and about 25 concessions. Concessionaires with the show include Bob Jacobs, who has the grab stand, plus mail and The Billboard; Jack Ogle, with Moss diggers; L. K. Carter, 5; Toby Young, 4; Bill Boutell, 2; Joe Brocato, 2; Pearly Hustes, 2; Carl Harlan, 2; Hank Baron, 3; Ed Young, 1, and Van Johnson, 1. Mrs. Rockwell has the popcorn and floss. Barry Lambert has the funhouse.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Mr. and Mrs. James Tomlinson, who for the past 13 years have been concessionaires on the Rogers Bros. Shows, celebrated their 42d wedding anniversary June 5.

Concessionaire Nick Thomas raced home to Detroit from the Cetlin & Wilson Shows last week, arriving at Mount Carmel Hospital to be at his wife Sylvia's bedside June 6 when she gave birth to a boy, Brad Nicholas.

The Thoroughbred of Canada, devoted to breeding and horse racing, devoted considerable space in its May issue to Midway Farm in Brantford, Ont., 450-acre breeding enterprise operated by Frank R. Conklin, associated with his brother, J. W. (Patty) Conklin in their Conklin Shows midways.

The June Rhode Islander, magazine supplement of The Providence Sunday Journal, features an illustrated story on Billy Boudreau, who has ridden the walls for 43 years, and the rest of the Boudreau Motordrome riding family.

Gloria Jones, daughter of Mr. and Mrs. H. William Jones of bingo fame, was graduated last week from Wellesley College, Wellesley, Mass., with a bachelor of arts degree. She majored in psychology. Extra curricular activities included membership in the dramatic society and the basketball team. Richmond Cox, publicist for the World of Mirth Shows, was a New York visitor last week, conferring with Harold Steinman and Sam Shayon, producers of Dancing Waters, a show unit that will be carried by the WOM at fairs.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

More than 80 show people and friends of the Vivona Bros. Shows took part in the surprise party pitched Wednesday night (9) for Dominick Vivona, in the American Legion Hall in Clark, N. J. Celebrating his graduation from Duke University, the shindig last-

(Continued on page 65)



C. F. (DOC) ZEIGER, former owner of Zeiger's United Shows in the Northwest, and Harry Seber (right) cut it up in the clubrooms of the Pacific Coast Showmen's Association in Los Angeles. Zeiger is now on a lengthy trip East to visit relatives. Seber has not yet announced his plans but will most likely have the Girl Show on the Conklin Midway at the Toronto exposition.

STERLING CROWN Shows

Are proud to announce the signing of contract for Florida Citrus Exposition, Winter Haven, Fla., Jan. 29 thru Feb. 5, 1955, and to list the following fairs for this year — Griggsville, Ill., July 1; Jerseyville, Vienna, Flora, Danville, Marion and Greenup, all in Illinois; Winchester, Tenn.; Pulaski, Tenn.; Fayetteville, Tenn.; Aberdeen, Miss.; Corinth, Miss.; Alexander City, Ala.; Montezuma, Vienna, Dublin and Waycross, Ga., with four more to be announced.

CAN PLACE NOW AND THRU SEASON

CONCESSIONS	Fish Pond, Ball Games, Hoop-La, Novelty's, High Striker, Custard, Arcade or any Merchandise Concession. No Wheels or Coupon Stores. Hanky Panks only.
SHOWS	Motor Drome, 10-In-1, Wildlife, Snake, Monkey or any Show not conflicting.
SHOWMEN	Have all equipment and trucks for Side Show, Snake Show and Monkey or Wild Animal Show; will turn over to capable operators. Can also place Colored Man to handle front and tent for Jig Show, must drive truck. Can place Talker for same who can handle candy sales.
RIDES	Will book Caterpillar, Spitfire, Rock-o-Plane, Looper, two or three more Kiddie Rides other than Auto or Plane.
RIDE HELP	Capable, sober First and Second Men who drive trucks and have licenses.

All replies to: E. L. YOUNG, MGR., So. Fulton, Tenn., this week

PENN PREMIER SHOWS

worlds • cleanest • midway

Lancaster, N. Y., Spring Festival, June 21-26; Allegany, N. Y., Firemen's Celebration, June 28-July 3; Erie, Pennsylvania, American Legion 4th Celebration, July 5-10. These are all proven money spots with everyone working full time. Our route of 15 Fairs start the third week in August, so book now.

CONCESSIONS	Can place Fish Ponds, Dart Balloon, Basketball, Cork Gallery, Ball Games, Fish Bowl, Glass Pitch and Photo and any other legitimate Concessions that work for stock. Those joining now will receive benefit at our coming fairs.
SHOWS	Can place any good money getting Shows not conflicting with what we have. CHARLES ZERM CAN PLACE GOOD HALF AND HALF IN ANNEX, must be sober and reliable. Can also place other Working Acts. Our Feature works every week. Frank Texano can place Girls for Review, no experience necessary. Salary guaranteed from Office. Larry Reynolds can place one more Rider for Drome. Frank Cook, contact Larry Reynolds.
RIDES	Can place for our long string of Fairs, Little Dipper, Caterpillar, Fly-o-Plane or any Ride not conflicting.
HELP	CAN PLACE GOOD FERRIS WHEEL FOREMAN WHO CAN HANDLE DUAL WHEELS, also Second Men on all Rides who drive semis, must be sober and reliable. CAN PLACE SCENIC ARTIST, to join immediately. We never miss a payday plus bonus.

Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows, Syracuse, N. Y., this week

CETLIN & WILSON SHOWS

SHARON, PA., JUNE 21st to 26th INCLUSIVE

CAN PLACE: For a long circuit of Major Fairs starting at Ionia Free Fair, Ionia, Mich., August 8th.

WANT—Rollo, Fly-o-Plane, Spitfire, Octopus, Whip, Little Dipper, and any new Ride not like what we have. Will furnish wagons if needed.

WANT—Any worthwhile Show not conflicting with what we have.

WANT—All legitimate Merchandising Concessions. Can place Photo Gallery, Long Range Gallery and all other Hanky Panks. Can place exclusive Glass Pitches.

WANT—Two Second Wheel Men. Can also place experienced Workingmen in all departments.

WANT—GOOD SHOW PAINTER.

All Address
CETLIN & WILSON SHOWS, East Liverpool, Ohio

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT * * * WANT * * * WANT

CONCESSIONS

HANKY PANKS OF ALL KIND THAT WORK FOR STOCK FOR MICHIGAN'S LEADING 4th OF JULY CELEBRATION, MANISTEE, MICHIGAN, Downtown Location, Wednesday, June 30th thru Monday, July 5th.

Preceded by Battle Creek, Michigan, Tuesday, June 22nd thru Monday, June 28th.

SHOWS

Can place BIG SNAKES (No Geeks), Midget, Glass Blowers, Mechanical, or any other Show of merit that would like to be part of a consistently winning midway. A real route of Still Dates with a proven route of Michigan's best Fairs to follow. Address all communications to

CHARLES O. STEWART, General Manager, or O. BUCK SAUNDERS, Public Relations

THIS WEEK JACKSON, MICHIGAN.

FOREMEN WANTED FOR FERRIS WHEEL AND FLY-O-PLANE

Must be sober and reliable. Address: BOX 619, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis, Mo.

WANTED

Can Place Large Carnival for Eastern Georgia Colored State Fair, Savannah, Ga., Oct. 25-30, 1954.

Bona Fide Agricultural and Industrial Exposition. Biggest Colored Fair in the South. Can also use U. P. and Exhibit Space and Premium Book Sales Persons.

Write or wire
HARRY C. GRAFTON
207 W. PLUMSTEAD AVE. LANSDOWNE, PA.

MIDWAY WANTED LABOR DAY FAIR

Established McKean County, Pa., Fair is being revived this year as a Labor Day date. First time since 1941. This is a five-day County Seat Event, September 6 to 11, with a potential of 240,000 people living within 40 miles of the fairgrounds. We will definitely have Harness Racing and a Grandstand Revue. Want a Carnival, or will book Rides and Concessions to make up our midway. No time to waste. Contact: J. B. BEERE, Midway Manager, McKean County Fair, Smethport, Pa.

VIVONA BROS. Combined Shows

CAN PLACE FOR CHOICE NEW ENGLAND DATE AND 15 FAIRS STARTING AUGUST 2

Grind and Ding Shows, Hanky Panks of all kinds, Girls for Dancing Shows, Wheel, Chairplane and Kid Ride Foremen. Second Men on all rides. Must drive semis. Get with the show which pays on pay day. Herb (Red) Williams, contact.

Address Waterford, Conn., this week.

O. C. Buck - Model Shows

America's Finest Railroad Show

ANDERSON, INDIANA, FREE FAIR

Open Midway. All Concessions come on.

THE FIRST FAIR OF THE SEASON; 15 More to Follow.

Place Photos, Short Range, Ball Games, Hanky Panks, Hats, any outstanding Shows, Dark Ride, Glass House, Wild Life, War Show.

EATING AND DRINKING STANDS.

ALL ANSWER WHEELING, WEST VIRGINIA, THIS WEEK

8 BIG DAYS AND NIGHTS 1st ANNUAL HOMECOMING RENFRO VALLEY, KY. AUG. 30 thru SEPT. 6 8 BIG DAYS AND NIGHTS

Kentucky's largest Labor Day week of activities. Broadcasts Saturday night over 50,000-watt WHAS, Louisville, and coast-to-coast CBS Sunday a.m.

I Call Only Rides Wanted I Call Only

Major Rides and Kiddie Rides

Especially want Train Ride with plenty of track and flashy Pony Ride. Have wonderful deal for Rides coming in—can stay over week if you want for another big weekend. Can also have Saturday and Sunday before August 30. Want Motor Drome and Dip with Bo Bo Concessions. Photo, large and flashy. Long and Short Range Shooting Galleries. Custard, Crab, French Fries. All must be on clean trailers. Plenty of people and kiddies will be here. Something going on day and night. Radio Stars, Barn Dance, Rodeo, Governor's Day, etc. Danny (Chief) Smith, contact me at once. NOTE: Will consider buying a Wheel, Jenny and Chairplane and Kiddie Rides. Have good deal for reliable couple with their own fast camera. Will furnish building with large stuffed horse, steer and rabbit; also trailer to live in. All contact at once:

"RED" HARRINGTON, Homecoming Promotional Mgr. RENFRO VALLEY, KENTUCKY

NO PHONE CALLS NO COLLECT WIRES NO FLATS OR GYPSIES

WHEAT HARVEST—KANSAS TERRITORY WANT—BIG STATE SHOWS—WANT

CONCESSIONS—Can place Bingo, Flow, Snow and Popcorn, Diggers, Photos, Jewelry, Duck Pond, Cork Gallery, String Game, Coke Rings, Hanky Panks of all kind, \$16.50 a week. Book Mitt Camp, Want Agents for Pin Store, Blower and Skillo. Doc Tuffy, get in touch with Stokes. Have complete outfit for Monkey Show or what have you to put in it? Want Girl Show with own equipment. Book Kid Rides or any Rides that don't conflict. Pony Ride, come on, ready for you. Have Fairs in Kansas, Oklahoma, and Texas. Caldwell, Kan., this week; Kinsman, Kans., June 21-26; Then big pay, Salina, Kans., June 28 to July 3.

Wire ANNA MOORE, Mgr.

BAKER UNITED SHOWS

We can place Concessions for SPENCER, Indiana, 4th of July Celebration, week of June 28; LINTON, Indiana, 4th of July Celebration, July 5 through 10; FRANKLIN, Indiana, FREE FAIR, week of July 12, and other Fairs and Celebrations. Particularly need PHOTO, CUSTARD, COKE BOTTLE, STRING GAME or other Merchandise Stores. TOM BAKER BOOKING CONCESSIONS FOR DELPHI STREET CELEBRATION, AUGUST 11 through 14.

Replies to ERNIE ALLEN

c/o Show, Noblesville, Ind., this week; Indianapolis, 16th & Northwestern, next week, or TOM L. BAKER 2257 Madison Ave., Phone Garfield 4584, Indianapolis, Indiana.

WANTED

Hanky Panks of all kinds for Street Celebrations and Annuals, beginning June 23 at Hanna City, Illinois. Need Second Men on all Rides. Man to set up Bingo top and check stock.

S. FIDLER, Malden Airport, Malden, Missouri

WANTED

WANTED

STOCK TICKETS

1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00

ROLLS 2,000 EACH

Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

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of every description
Wheel tickets carried in
stock for immediate ship-
ment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED

Cash With Order. Prices	
2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.50
100,000 33.00
500,000 133.00
1,000,000 250.00

Roll or Machine
Double-coupon, double price

COMPREHENSIVE ANALYSIS

Big Words Take On Meaning When Harry Ettels Elucidates

NEW BRUNSWICK, N. J., June 12.—"Repetitive economic evolutions necessitating reappraisals of operating procedures will likely cause re-evaluation of techniques resulting in the ultimate reversal of policies and the adoption of principles designed to cope with growing consumer resistance."

Or, what has happened before will likely happen again.

So says Harry Ettels, showman-concessionaire who has some 50 years of operating experience on which to base his profound thoughts.

While the use of big words is designed to capture and hold the interest of his audience, Harry finds that they also impress—himself, as well as others. But soft-hearted and mellow by nature, he will elucidate.

He Explains

Holding forth in the concession headquarters of Bernard (Bucky) Allen on the World of Mirth Shows, a friend and associate for many years, Harry will erase the blank looks earned by his big words in this fashion.

"We are in a cycle. The paid

gate saved us before. As long as money remains plentiful people will pay admission solely for the privilege of spending more. When money tightens up again we'll need the free acts once more to lure people thru the gates."

In his 70's, Harry, a top-ranking pugilist in his youth, a former successful show owner and a continuing successful operator of concessions at such spots as the Rutland (Vt.) Fair, should know his subject. He has done a pretty good job of prognosticating thru the years.

One-Man Committee

Having his finger in many concession pies, Harry has ample time to voice his analysis of the business. In addition, it eases the strain of his voluntary adoption of the role of a one-man entertainment committee.

Despite the somber warnings, no air of pessimism resulted from Harry's discourse. He admitted, after a peek at the midway action here and last week at Plainfield, N. J., that the time had not yet come for belt-tightening.

Assured of this, Harry, a man of moderate habits, decided to bet a horse. With only 13 letters allowed in a thoroughbred's name he was having trouble making a choice. He would have preferred one with 14 or more letters, perhaps on the theory that it would aid a nag in a photo finish.

Page Bros. Gets Good Business In Wellston, O.

WELLSTON, O., June 12.—The Page Bros.' Shows enjoyed good business here the week ending June 5, with the gross hiked by the largest kiddie matinee of the season. Show was spotted in the city park, with the Fire Department as auspices. Kiddie matinee promotion was handled by Frank Bland and featured giveaway of two bikes.

Johnny Williams joined with a monkey show and four concessions and W. O. Williams Jr. with a grab joint. Ray Johnson's bingo continues to top all concessions. Dixieland Minstrel Show, managed by Joe Woods Jr., is carrying nine performances and a five-piece band.

Staff includes W. E. Page, manager; Charles Griggs, business manager; Mrs. W. E. Page, secretary; Frank Bland, general agent; Colon Lenard, special agent; Bill Frazier, electrician, and Jim Shrouf, superintendent of operations.

Maine Rains Ruin Wilcox Early Stands

MILLINOCKET, Me., June 12.—The Dick Wilcox Shows playing here last week have but one comment to make about the down-east weather—rain and more rain. The show opened at Sanford, Me., May 1 and worked but four hours thru the engagement. Kennebunk the following week was a blank for the same reason, plus the added detriment of cold weather.

The same conditions held true in South Portland and Pittsfield except that in the latter spot the show did squeeze in a good matinee before rain washed out the night show. Every Saturday night since opening has flopped. At Millinocket at mid-week the score stood two out of three rainy but with hopes for a break the last three days.

Next week the show will try to beat the jinx at Limestone. This season's line-up includes six office-owned rides and 20 concessions. Bill Brown and his wild animal show is a recent addition to the back end attractions. Show will stick to its customary Maine territory with five fairs already booked.

With the org this season are Don and Jessie Watson with beano and five concessions; Slim Chappas, cook house; Charles and Esther Ginsburg, novelties and jewelry; Harris Enterprises with various concessions. Also Dave Blotner, Justin Edgerton, Larry Gallant, Louis Ginsburg, George Storte, Al Lefebre, Ernest Silva, Fred Stanton and Mr. Ponzi. Sam Edstine is mail and The Billboard agent.

RED ONE

U. P. Spells 'Up' for Wade Org Gross

MANISTIQUE, Mich., June 12.—The initials "U. P." are abbreviations for Michigan's Upper Peninsula and they also describe the grosses of the W. G. Wade Shows since its arrival on the Peninsula.

After battling weather, business conditions and television since leaving Eustis, Fla., March 15, the show hit its first real business of the season here. For instance, by Wednesday (10) spending was well above any previous week this year, the show reported.

Stand has been favored by good weather, is holding daily kid matinees and has promoted heavily thru increased radio and newspaper ads, billing and heralds.

Ferry services across the straits was handled in good time altho the crossing was made on a holiday weekend. Org's back-end includes 12 shows with Joe Sciorino's gal unit and Mickey Donahue's Motordrome running about even for top money. Wade is scheduled for four more stands here before it enters its fair route.

Gillette Bros. Back in Running After Blowdown

SCOTIA, N. Y., June 12.—Gillette Bros.' Shows were here this week winding up a 10-day stand and for the most part scars of the damage suffered in a blowdown several weeks ago were erased. Show was hit by a windstorm during its Adams, Mass., stand. The cookhouse and several concessions were blown over and almost every top on the lot received some damage. Tops were torn off both the big and little Merry-Go-Rounds and while the Ferris Wheels were threatened, they managed to ride out the gale.

Stand here was for a golden jubilee and as a result of big promotional efforts, proved to be a good date for the rides and concessions. Org is awaiting delivery of a new sound truck to replace the one destroyed by fire last winter.

Front-end personnel includes Frank Camp with candy floss, popcorn and custard; F. Summers, cork gallery and pitch-till-you-win.

WANT

4th of July Celebration in Kansas, Nebraska, or Colorado. Can use Wheel Foreman and Helpers, Cookhouse and Athletic Show.

MOORE'S MODERN SHOWS
Pratt, Kansas; then Great Bend.

BIRDS-BIRDS

Carnival Birds

PARAKEETS
CANARIES
FINCHES
and
CAGES

CONRICK BIRD FARM

8900 South Western Ave.

Los Angeles 47, Cal.

Phone: Pleasant 8-5294

—24 Hour Service—

ALL TYPES OF WHEELS



Mdso.
Big Sixes
Double
Wheels
Laydowns
Ask for 1954
Catalogue
Operated by
Joseph Mandel

CARDINAL MFG. CO.
2944 West 26 St., Brooklyn 24, N. Y.
ESplanade 2-7810

WANTED

Ride Foreman, especially for Tilt-a-Whirl and Ferris Wheel. Must drive semi and stay sober. Top wages. Want legitimate Concessions and clean Shows for the Centennial Celebration at Dixon, Iowa, July 2, 3, 4 and 5. Other celebrations and fairs to follow.

SAM MENCHIN

11 West Division Street, Chicago, Illinois
SUperior 7-7243

Byers Bros.' Shows

WANT

Diesel Electrician, must drive. Ollie Bryer wants Agents for Grind Stores, Buckets, Swinger, Ball Games, Heart Pitch, Superior, Nebr. (on streets), July 3-4-5. Other Nebraska and Iowa Celebrations to follow. Address: Ellinwood, Kans., this week; then per route.

GIRLS—WANTED—GIRLS

FOR GOOD DANCING GIRL SHOW

Experience unnecessary; finest of treatment; costumes furnished. Top salary with bonus and the finest opportunity in outdoor show business. Also want Girl Dancer-Talker. Write or wire collect.

LESLIE KIESTER
Hotel Nuville Rochester, Minn.

FOR SALE

MOTOR DROME AND TRUCK

Almost new top; Cummings Diesel power plant, 50 kw., and searchlight mounted on semi truck; other trucks and equipment. Will sacrifice or will trade for Rides.

ANTHONY MASSETH
10900 Firestone Blvd., Norwalk, Calif.

WANT SIDE SHOW HELP

Man who can do pleasing act, lecture inside or make openings on front. Must help up and down. Young Lady for illusions, not over 5'7" or 150 lbs. Good proposition for couple.

HELEN GOLDEN
County Fair Shows
Gretna, Nebraska

WANT

FOR ZILWAUKEE CENTENNIAL

June 17-18-19

Concessions that work for Stock, Glam Pitch, Hi-Striker, Bowling Alley, Punk Rack, Ball Games, Novelties, Foot Longs. Wire or Call:

SLIM BISHOP, Mosher Amusements,
Zilwaukee (Saginaw), Mich.

CARNIVAL

Wanted for

GOLDEN JUBILEE

Illmo, Mo.

3 Days, Sept. 16-17-18 or Sept. 23-24-25.

Contact: Paul B. Sifton, Illmo, Mo.
(Phone: 303 or 20M)

RIDE HELP WANTED

Foreman and Second Man for Tilt, Mixup Foreman. Will furnish house trailer for foreman if wife can sell tickets. Can use Man and Wife on Kid Ride, must drive truck or semi.

J. W. MAHAFFEY
Osawatimie, Kan., June 14-19

Vivona Grosses

Continued from page 60

trying to match income to expenses, says that the big difference comes from the savings made possible by the elimination of the federal admissions tax. This burden of the past kept the shows hamstrung, with never a chance to get even once they fell behind in earnings.

Another influence, and an intangible that might be called luck, is pointed up by Manager John. This year, he notes, everything has gone just right for the shows. The past two years, no matter what the effort, things seemed to go wrong more often than right and the spell lasted pretty much through the season.

This year Danny Dell heads up the front-end, and that department has functioned efficiently and continuously from the start.

The Vivona show properties are broken into two units, with Morris handling a bazaar presentation functioning in Jersey at the spots and in the fashion that the family got its start in the carnival business. This unit, they say, has also done well, playing only one mediocre date so far.

At fairs the units will be combined to provide a show that may exceed even last year's sizable aggregation. A Merry-Go-Round, Ferris Wheel, Fly-o-Plane and Chairplane are among the major units in use here. Three kiddie rides are also carried. Col. Lew Alter's Side Show and two girl shows populate the backend with other fronts being built.

Helping to stimulate public interest in the Vivona showings are the varied and imaginative promotional stunts engineered by Harry Wilson, publicist and show agent. Harry weekly drums away to build up—in addition to the Saturday kid deals—sunset matinees, ladies' nights and other miscellaneous deals, many of which are reported highly successful. The novelty of his enterprises, such as the "baby giveaways," have earned him and the shows considerable publicity.

Dom, the youngest of the family clan, was graduated last week from Duke University where he studied accounting. A day or two later he was getting back into the swing of things on the show to which he has given part-time effort thru his college years. On Wednesday (9) a surprise party in honor of his graduation was held, with a host of relatives and friends in attendance.

Marks Gets

Continued from page 56

Assistant manager; Harry Schrieber, business manager; Henry P. Halder, secretary-auditor; R. C. McCarter, general representative; Walter D. Nealand, press; Al Gilbert, master mechanic; A. R. McGuire, chief electrician; Rudy Geiger, Kiddieland manager; John C. Fulghum, advertising and advance man; Al Palmer, front gate tickets, and H. C. (Doc) Morehouse, superintendent of tickets, mailman and agent for The Billboard.

Back-end units include Billy Taylor's gal show and posing show; Jimmy Simpson's Negro unit, Earl Meyer's Side Show, and James Thompson's whale. The cafeteria is operated by Anthony (Porky) Fustanio and Sam Padrone. George Schleman has candy apples and popcorn and Joe Uknis has the custard. Harry Weiss has his bingo with the show.

Conklin

Continued from page 60

street dancing, a revue to be presented five nights in Kitchener Memorial Auditorium, special sporting events, and an appearance of Guy Lombardo and his band.

Merchants are co-operating enthusiastically with the centennial committee and many plan special window displays which will feature antiques and interesting articles owned by old Kitchener fames. An art show, which will depict the history of the city and scenes in Kitchener, is to be presented at the Memorial Auditorium.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

SLA Contest

Continued from page 60

due to the success of the first contest, not alone for the money it raised for the League, the good will it built for the industry, but also for the honor and prizes that fell to all contestants, not only the finalists.

Committee Chairmen

Charles Zemater is the grand chairman of the League's contest committees, with Harry Duncon co-chairman. Deputy grand chairmen are Ned E. Torti, M. (Lefty) Ohrens and Albert Sweeney. John Gallagan heads the application committee.

Other committees follow:

Tickets Jack Duffield, chairman; Fitzie Brown, Oscar C. Buck, E. J. Casey, Izzy Cetlin, James N. Chanos, William T. Collins, J. W. (Patty) Conklin, Nadji Delgarian, John J. Denton, M. J. Doolan, James H. Drew Jr., William R. Dyer, Joseph J. Fontana, K. H. Garman, E. E. Farrow, David E. Fineman, E. E. Farrow, Harry (Irish) Gaughn, W. R. Geren, Ep Glosser, George A. Golden, Sam Gordon, James A. Greenway, Don Greco, C. C. Groscurth, J. C. Harris, Morris Lipsky, Ralph G. Lockett, J. C. McCaffery, E. D. McCrary, Jack D. McDonald, Chuck Magid, Harry Mamsch, Andy Markham, Alva Merriam, Joe Murphy, Edward G. Nichols.

Paul Olson, Leo Overland, Robert K. Parker, Thomas Payne, C. S. Peck, H. V. Peterson, L. C. Reynolds, Jack Ruback, Max Sharp, Hank Shelby, P. W. Siebrand, William R. Snapp, Sam J. Solomon, Michael Stark, Charles A. Stephens, Louis Stern, James E. Strates, J. P. (Jimmy) Sullivan, Aut Swenson, Lloyd I. Thomas, J. C. (Tommy) Thomas, C. A. Vernon, Morris Vivona, Sam Ward, M. M. (Neil) Webb, Louis Weiss, O. J. (Whitey) Weiss, E. W. (Slim) Wells, Frank R. Winkley, Jess Wrigley, Edward L. Young.

Prizes—M. (Lefty) Ohren, chairman; M. K. Brody, William Carsky, Gerald Snellens, Ed Sopenar, Sol Wasserman, Ward (Flash) Williams.

Circus—Mickey Blue, chairman; Walter Forbes, Floyd King, Jack Leontini, Sam T. Polack, Arnold Maley, Louis Stern, Earl Shipley.

Fairs—Bernie Bendelson, chairman; D. K. Baldwin, Arthur Briese, George Flint, F. E. Gooding, C. H. Harnden, Sam J. Levy Jr., Rube Liebman, R. N. McIntosh, Joe Monsour, Archie Putman, Jack Reynolds, Ernie Young.

Parks, Pools, Beaches—Paul H. Huedepohl, chairman; Jack Gilbert, J. E. Johnson, Harry Henries, Harry Illions, Gerald P. Mackey, Dave Picard, Robert K. Templeton.

Press—Nat S. Green, chairman; F. Beverly Kelley, Herb Dotten. Auditing—George W. Johnston, chairman; Andre Dumont, Fred Kressman.

Coronation—Frank Duffield, Sam J. Levy Sr. Legal—Morris A. Haft chairman; Louis Herman, Arthur Morse.

Plainfield

Continued from page 60

concerned, has been borne out so far. The weather since opening has been good. While not always as warm as desirable, it has at least been clear.

Adopt Policy

There is little doubt that the experience this spring will result in the same booking policy for the Bergen organization next year. Those persons connected with the show, whose livelihood depends strictly on grosses, are very happy with the outcome since everyone in the first week wound up with money, instead of on the nut as has happened many times in the past.

All concession units including bingo were in full operation in Plainfield and Bernard (Bucky) Allen, concession manager, had the same group of units operating here.

The flashing of the show and ride units got the green light here. Work plans call for full-scale refurbishing, with the lavish use of neon. The next stand, a two-week stint in Philadelphia, will give the crews an excellent opportunity to push work programs.

Including the Philadelphia stand, Bergen will have close to five weeks of operation out of three railroad moves, including one that brought the show in from winter quarters, and another that will take it out of Philadelphia. The economy routing, a specialty of the Bergen management, also saves the show thousands of dollars.

TECUMSEH, MICH., ANNUAL HOMECOMING
June-30 thru July 3
Downtown City Park

WARSAW, IND., CENTENNIAL CELEBRATION
July 5 thru 10
On Streets Around Courthouse

ST. CLAIR, MICH., ANNUAL WATER FESTIVAL
July 14 thru 18
Downtown City Streets

Tecumseh is an old annual celebration which has proven successful for many past years. Warsaw, Ind., will have a complete program for 6 full days and nights, including Vice-President Nixon, Soap Box Derby, Cyprus Gardens (Fla.) Water Show, Bob Hope Show, Name Bands, Parades and everything they could squeeze in. Should be a humdinger. St. Clair has been a good one on this circuit for years.

CAN PLACE—Now and for the season:

SHOWS
Two or three small Shows, prefer truck type, such as Mechanical, Snake or Monster, Walk-Thru or anything which will set up on streets.

OUTRIGHT SALES
Name-on-Hats, Novelties, Jewelry and other such sales.

CONCESSIONS
Legitimate Games of all kinds like Milk Bottle Ball Games, Coke Bottle Ball Games, Hoop-La, Punk Rack, Pitch-Tilt-You-Win, Coke Bottle Pitch, Break-a-Plate, Cork Gallery, String, Age and Scale, Country Store, Balloon Darts, Cigarette Block, etc.

HELP
Equipment now being readied in quarters. Can use Foremen for Merry-Go-Round, Ell Wheel, Tilt, Rolloplane. ALSO Second Men and Helpers for same. Semi drivers preferred. (Boozers and chasers, don't bother.)

All replies C. D. MURRAY, Mgr. Negaunee, Mich., week June 14; Calumet, Mich., week June 21; then Tecumseh, Mich.
Wade Greater Shows, c/o W. G. Wade Shows

One of the Great Eastern Shows

CAHILL FIELD FAIR
29th AND CLEARFIELD STS., PHILADELPHIA, PA., JUNE 21-26

Free Gate, Free Acts, three Autos given away. No need to tell you what an outstanding gate this is. Spring Mill and Flourtown to follow. CONCESSIONS—Scale and Age, Photos, all straight sales and games that work strictly for merchandise only. Please don't waste your phone calls or anything else, space is very limited. HELP—All Ride Help who drive.

We are taking deposits now for space at Cambria County Fair, at Ebensburg, Penna., which always starts on Labor Day. This is the leading Labor Day Fair in Penna., Sept. 6-11.

All Replies **MORRIS HANNUM**
934 MURDOCH ROAD Telephone: Phila., Chestnut Hill 7-8176 PHILADELPHIA, PA.

INTERSTATE Shows

JUNE 28-JULY 5, AMERICAN LEGION AND CITY FIRE DEPT. 33D ANNUAL GIGANTIC JULY 4TH CELEBRATION, 1 block from the business district in Shady Park. 3 Big Days and Nights, July 3-4-5. Those joining now will be given preference of our Fairs beginning July 19.

Shows: Wildlife, Monkey, Fun House, any worth-while Grind Shows not conflicting. Will give good proposition to Penny Arcade and Motordrome. Want organized Minstrel Show having not less than twelve people, including band. Will give excellent proposition. Satan Wrisley wants Side Show Acts, also Annex Attraction, Penny, answer.

RIDES: Live Pony Ride, Ride Help; Want Foremen for Merry-Go-Round, Tilt; Second Men on all Rides. Must be licensed semi drivers.

Want Bingo Caller and Counter Men. Want Mistletoe Man and Cook for Cookhouse.

CONCESSIONS: Hanky Panks of all kinds, Eating and Drinking Stands; good opening for Pop Corn, Candy Apples, Frozen Custard, Ice Cream, Foot Long Hot Dogs, Age and Weight, Novelties, Hats, Jewelry, High Striker, Gadgets, Long Range Gallery, Short Range Gallery.

Want Mechanic with tools for fleet of late model trucks. No shade-tree Mechanic wanted or one who sits around Cook House and drinks coffee all day. I pay good wages and want men that will produce.

Want sensational Free Act to join week of June 28. Replies to

H. B. ROSEN, Western Union, Cumberland, Ky., this week

CHEROKEE AMUSEMENT CO.
Want Photo, Novelties, Hoop-La, Fish Pond, Duck, Cork Gallery, Scales, Bumper, Blower, Coke Bottle, Ice Cream and Basketball. All Concessions and Fairs after June 28. Have two Fourth—Rich Hill, Mo., July 3; Pittsburg, Kan., July 5.

J. W. MAHAFFEY
Ozawatomie, Kan., June 14-19

R. A. MacEACHERN WANTS AGENTS
For Popcorn, Floss, Candied Apples, Snow, Lemon Shake and Ice Cream Joints. (P. C. deals.) Address:
c/o DON FRANKLIN SHOWS
St. Charles, Mo., this week.
P.S.: Rabbit, contact if interested.

WANT AGENTS
Six Cats, Buckets, Pin Store, Blower.

AL BROWN
c/o Royal United Shows, as per route.

WANT
Side Show Talkers who can produce. Tattoo Artist, come on.

LISA DELMAR
Care Gem City Shows, Bloomington, Ind.

WANTED
SET OF FAT SHOW BANNERS
WM. T. COLLINS SHOWS
Fargo, N. Dak., this week

LAST CALL LAST CALL
WANT FOR MOOSEJAW, SASK., CANADA, FOLLOWED BY 14 OTHER CANADIAN FAIRS

RIDES—Rock-o-Plane, Roll-o-Plane, Caterpillar, Round-Up and two more Kiddie Rides.

SHOWS—Snake, Monkey, Fun House and Mechanical City.

CONCESSIONS—Can place 5 Hanky Panks. Want Bingo Caller.

Address Johnny J. Denton, Gold Medal Shows Ray, North Dakota, this week.

WANTED WANTED WANTED
For Galax, Va., 4th of July Celebration, and fourteen bona fide Fairs starting last week of July.

Concessions: Balloon Dart, High Striker, African Dip, Jewelry Spindle, Cork Gallery, Pitch-Tilt-You-Win, Long and Short Range Gallery or any other Stock Concessions not conflicting. Ellen and Earl, come on; Pea Pool open. Want crew for Roll Down and Line-Up Store to join on wire.

Shows: Wildlife, Big Snake, Fun House and Motordrome. Want Side Show Acts of all kinds. Strong Annex Attraction. All acts contact Dr. Food.

Rides: Live Pony or any Kiddie Ride not conflicting with Train or Swing. Any Major Ride not conflicting. Always place good Ride Men who drive. All replies to **MARK (CURLY) GRAMAM, Bus. Mgr., or W. G. (BILL) PAGE, Gen. Mgr.**

MIGHTY PAGE SHOWS
Abingdon, Virginia, June 14 to 19.

WANT—FUNLAND SHOWS—WANT
CONCESSIONS: Duck and Fish Pond, Age and Scales, Basket Ball, Photos, American Family, Roman Target and small Bingo for season. Large Sit-Downs Grab for July 4th American Legion Celebration at Aurora, Mo., and big 5-day Rodeo to follow. AGENTS for Razzle, Roll Down and Pin Store. Also for Ball Games and Hanky Panks. Need Ruffies and good Night Watchman. WILL BOOK OR BUY GOOD TILT-A-WHIRL. WILL BOOK SIDE SHOW FOR SEASON OR WILL BUY 20x60 TOP FOR GOOD OPERATOR. FOR SALE: GOOD SITTIE RIDE. 1 good Wall Machine. (Cairo, call me.) WANT TO BUY 4 or 5 good Concession Tops and Frames. Address:
SAM E. CALDWELL, Con. Mgr., Waynesville, Mo. (downtown, 50,000 soldiers here), until June 23.

MEMBERS OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

WEST COAST SHOWS #1

With the strongest route including the big Fourth of July Celebration at Klamath Falls, Oregon; St. Helens Fair, Multnomah County Fair, Siskiyou County Fair, California State Fair at Sacramento, Santa Clara County Fair at San Jose, Madera County Fair, Kern County Fair at Bakersfield and the strongest still spots in the west.

Can place immediately—Long Range Gallery, String Store, Jewelry, Photos, Bumper, Punk Rack, Huckley Buck, Bagatel, Fish Pond, Sling Shot or any other Hanky Pank. Wire or write to West Coast Shows as per route immediately.

ROCKY MOUNTAIN EMPIRE SHOWS

Want for biggest July 4th in the Midwest and other Celebrations to follow. Rapid City, S. D., June 25 thru 29; Belle Fourche, S. D., July 1 thru 5. String of Fairs to follow.

RIDES—Will book Tilt, Looper or Roundup. Want clean and well framed Shows. Will book Motor Drome, Jack Nasworthy, get in touch with me.

FRANK SWARTZ

As per route.

VIRGINIA GREATER SHOWS

WANT—Photos, Novelties, Age & Scales, strictly American Mitt Camp (Gypsies, don't answer), Pitch Till Win, Coca-Cola, Basketball, Balloon Darts, Fish Pond or Duck Pond, Short Range, Bumper, Hoop-La, Cigarette Pitch, Pea Pool, also Pan Game. Want Man and Wife to manage Shows' Cookhouse, must drive semi, also Griddle Man, must drive semi also. Want Girl Show Manager with two or more girls, Bill Hoxie wants working Side Show Acts. Capt. Sid Anderson Tattoo, answer. Half & Half Lee, come on in. Want Monkey, Snake, Unborn, Wild Life, Penny Arcade, Pony Ride. Minstrel Show People wanted to join at Dover, Delaware, July 12th going South. Rags, come on in.

Spring Valley, New York, this week; Riverside, New Jersey, June 21-26th. All Mail and Wires to

WM. C. (BILL) MURRAY

Rohr's Modern Midway

Loda, Ill., Centennial, June 16-20; Watseka, Ill., Swimming Pool Dedication, June 25-27; Chebanse, Ill., Century Celebration, July 2-5; Dwight, Ill., Centennial, August 16-22; El Paso, Ill., Sweet Corn Festival & Centennial, August 23-28. All other dates, centennials and celebrations in Illinois.

WANTED

Concessions that work for stock only. Cotton Candy, Popcorn, and Snow Corn already booked. No flats or gypsies. Also clean Shows, Mechanical or what have you? One Major Ride that does not conflict with seven office owned. Second Men wanted for all Rides. Write, wire or phone. No collect calls accepted.

D. J. ROHR, Chebanse, Illinois. Phone: Chebanse 11

STATE FAIR SHOW

(UNDER NEW MANAGEMENT)

WANT FOR 25th ST. ALFIO FESTIVAL (ON STREETS) IN DOWNTOWN OMAHA, NEBR., JUNE 19-27; FREE ACTS, PARADE, 9 BIG DAYS, 2 SATURDAYS-2 SUNDAYS. BIG JULY 4 CELEBRATION, RED OAK, IOWA, JULY 3-4-5.

CONCESSIONS—Hanky Panks, Balloon Darts, Hi-Striker, Scales or what have you? NO P.C., NO GYPSIES. Only Two of a Kind, reasonable privilege. RIDES—Tilt, Whip, Caterpillar or any Major Ride not conflicting with what we have, Kiddie Rides, especially Live Pony, SHOWS—Grind Shows, Monkey, Mechanical or any worthwhile Shows. Have outfits for Reptile and Side Show, Need good Operators. Get in on these good early dates and stay for our big route of Fairs, out until November. WE FEATURE JOE DRISCO, SENSATIONAL HIGH-SWAY POLE FREE ACT ON OUR MIDWAY. WIRE QUICK.

E. J. MORRIS, MGR., Blair, Nebr.

JUNE 14-17

VICTORY EXPOSITION SHOWS

FLAGSTAFF, ARIZ., 9 DAYS AND NIGHTS, STARTING JUNE 26 THRU JULY 4

LARGEST CELEBRATION IN SOUTHEAST

Can place Long and Short Range, Custard, Derby, Balloon Darts, Fish Pond, Hanky Panks of all kinds. Can place Ferris Wheel Foreman, Help on other Rides.

Address: **ALVIN VANDIKE, Winslow, Ariz., This Week**

GULF COAST SHOWS

WANT

WANT

Sit-Down Grab, Custard, Photos, Penny Pitch, Stock Concessions of all kinds. Will sell "EX" on Popcorn, Snow Cones and Candy Floss. Will book Independent Shows with own equipment. Need Kid Auto Ride.

Address: **F. M. SUTTON SR., Mgr.**

Vidalia, La., this week; Oenham Springs, La., this week.

BIGGEST 4th OF JULY CELEBRATION IN STATE OF LOUISIANA

WANT—FOR PORT ISABEL, TEXAS—WANT

Largest July 4 Celebration in the South—4 Big Days, 4 Big Nights—On the Streets. Dedicating Multi-Million Dollar Causeway, 4TH OF JULY CELEBRATION. CONCESSIONS: Will book Ball Games, Grass Pitch, Cork Gallery, Age & Weight, Jewelry, Stock Concessions of all kinds. Have 23 Fairs and Celebrations. Will book Bingo. WILL BOOK SHOW: FUNHOUSE. RIDES: OCTOPUS, TILT; low percentage. Going in ride and show territory. HELP: MAN for Kid Ride, Second Men on all rides, Merry-Go-Round Foreman, must drive semi. Lay out lot Friday, June 18. Don't miss this one. Miller and Cook, contact. All replies:

SANTA FE EXPOSITION SHOWS

BOX 442

(Phone: 470)

ODONNA, TEXAS

FLOYD O. KILE SHOWS

WANT FOR

2ND ANNUAL DAIRY FESTIVAL, JUNE 21-26, CABOOL, MISSOURI, followed by LICKING, MO., city park location, 4TH OF JULY CELEBRATION. CONCESSIONS: Will book Ball Games, Grass Pitch, Cork Gallery, Age & Weight, Jewelry, Stock Concessions of all kinds. Have 23 Fairs and Celebrations. Will book Bingo. WILL BOOK SHOW: FUNHOUSE. RIDES: OCTOPUS, TILT; low percentage. Going in ride and show territory. HELP: MAN for Kid Ride, Second Men on all rides, Merry-Go-Round Foreman, must drive semi. Lay out lot Friday, June 18. Don't miss this one. Miller and Cook, contact. All replies:

Floyd O. Kile, Mgr.

CABOOL, MISSOURI, FROM JUNE 17.

MIDWAY CONFAB

Continued from page 63

ed thru the wee hours. A buffet prepared by Marie Vivona and Peggy Wilson was served, and refreshments were supplied by John Vivona. Stanley Urbanik and his ork played. Attending were Mr. and Mrs. Low Alters, Mr. and Mrs. George Ames, Mr. and Mrs. Tony Bares, Cappy Broadway, Mr. and Mrs. Bill Cism, Jerry Cohen, Mr. and Mrs. Don Crown, Mr. and Mrs. Danny Dell, Mr. and Mrs. Art Detwiler, Ed Ecker, Mr. and Mrs. Mike Ferrone, Mr. and Mrs. Matty Fontana, Mr. and Mrs. Morris Friedenheim, Joe Gianduso, Pete Hendrix, Joe Ingussia, Whitey Johnson, Mr. and Mrs. Jim McHugh and party, Mr. and Mrs. Tony Masiello, Mr. and Mrs. Gabe Novak, Mr. and Mrs. Matty Novak, Danny O'Connor, Mr. and Mrs. Steve Parello, Dutch Patterson, Pin Store Danny, Tommy Pell, Pot-Out Eddie, Mr. and Mrs. Al Renton and party, Mr. and Mrs. Mike Roman, Jim Rapple, Sam Shapiro, Sam Spielman, Mr. and Mrs. Bill Thompson, Robert Trebas, Mr. and Mrs. Trebas, Joe Urban, Marian Vivona, Mr. and Mrs. John Vivona, Mr. and Mrs. Babe Vivona, Mr. and Mrs. Morris Vivona, Harry and Peggy Wilson, Mr. and Mrs. Moe Vivona.

Motor State Shows Starts Winning After Rainy Spring

WOODBURN, Ind., June 12.—Motor State Shows, after getting their share of bad weather earlier in the spring, have started to hit pay dirt and prepping its gear for its route of fairs which begin in a few more weeks.

Org recently signed to provide the midway attractions at the Fort Wayne (Ind.) 4-H Fair and is also heading for additional annuals in Michigan and Ohio.

A Spitfire was recently purchased from Lee United Shows and also new in the ride line-up is a Junior Whip. All other rides are sporting new tops and show recently took delivery on a new Fruehauf 30-foot trailer that is being used as the office.

Show scored big during its recent stand in Detroit, which was bolstered by a big advance sale of tickets as well as four special matinees with all kid rides going at two for 15 cents.

Staff includes Joe Frederick, owner-manager; Mrs. Marian Frederick, secretary. The Ed Bahners have framed a new grab joint to be worked with their cookhouse.

Detroit Shopping Center Adopts Midway Technique

DETROIT, June 12.—Some 140 retail stores that make up the Seven-Mile-Livernois shopping center here took a cue from outdoor show business when they recently staged their "Big Fiesta" shopping event.

The McKeown Amusement Company had two kiddie rides set up, operated by Bill McKeown and Jerry Roberts. The promotion lasted five days and clerks donned colorful costumes and counters were placed out on the sidewalks, in the manner of midway concessions.

DANNY DELL RINGS BELL, WINS PRIZE

CLARK, N. J., June 12.—Danny Dell, concession manager of the Vivona Bros.' Shows, won the big prize, a trophy, here Wednesday night (9). Harry Wilson, acting as head of the store, made the surprise presentation on behalf of the front-end guys and gals. The trophy, which Wilson described as "solid," was suitably inscribed and noted the successful generalship of Dell in his first year as concession boss with the organization. The presentation was made at a gala after-midnight party here honoring Dom Vivona who graduated last week from Duke University.

Mrs. Catherine Vivona, Benny Vivona, Phil Vivona, and Mr. and Mrs. Rocky Wilder, Harry Wilson, general agent, was emcee, and gave business manager Danny Dell a trophy for his work so far.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

H. B. Dickson, manager of Dickson United Shows, hit the road June 14 after a lay-off of one year due to an eye operation. Dickson purchased a Ferris Wheel recently to make up a ride unit for the '54 tour, which will carry the show thru four States, ending in South Texas near Christmas. All equipment has been repaired, with some new pieces added. Mrs. Dickson will handle office concessions, while Dickson manages rides and shows. A new house trailer will house the office. Jimmie Sayre, Motordrome rider, is serving in Korea and would like to hear from friends. His address: Pfc. James E. Sayre, U. S. 5534667, Co. C. 19th Inf. Regt., 1st Bn., A.P.O. No. 24, c/o Postmaster, San Francisco.

L. G. Chapman, general manager of the Foley & Burk Shows, visited with Ralph Lockett, secretary of Clyde Beatty Circus, during the circus' stand at Napa, Calif., recently. Lockett has since joined the World of Today Shows to handle office chores.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Blind Bill Durand, a member of the Hot Springs Showmen's Association, who has many friends in the outdoor show world, recently celebrated his 50th anniversary as operator of a newsstand and shoe shine parlor in Hot Springs by giving a party for children, at which he distributed 15,000 novelties, toys, candy and gum to the moppets. The party festivities were transcribed and later played over Radio Station KWFC. Blind Bill was a showman before he settled here permanently and opened his newsstand and shoe shine parlor.

Red and LaVerne Meyer have sold their cookhouse on the Badger State Shows to Andy and Marie Anderson. Red, who is agent for The Billboard, is operating his kiddie Airplanes in order to keep his hand in.

RAS Chalks Up

Continued from page 60

had one of the biggest Saturdays it has ever had in St. Louis on Saturday (5).

Claxton and his performers, aided by members of the Royal American's Shrine Club, entertained Negro orphans Thursday (3).

Visitors to the show here included Dr. B. J. Palmer, Mr. and Mrs. Bernie Stone, Mrs. Robert L. Lohmar, and Warren Thompson and E. C. Cummings of the Peoria Tractor and Equipment Company. Upon arrival here, the show took delivery of a new Caterpillar (DC-4) tractor.

Show Beats Ban

Continued from page 60

(28) when more than 3,000 came thru the front gate. Continental had advertised all week the fireworks display for Friday. The night was a warm one and spending was good enough for concessions to make up much of the week's lost grosses. Rides did capacity business with long lines forming at all. The fireworks went off at 11 o'clock and much of the crowd stayed thru to 1 a.m.

Saturday afternoon (29) was also good for the rides, with kids riding thru the intermittent rain. Saturday night was a clear and warm one, and 2,000 patrons came thru the gate.

D. S. DUDLEY SHOWS

10—NEW RIDES—10

Want for Gold Rush Days, Idaho Springs, Colorado, July 2 to 10 and Boulder Pow Wow to follow. Also balance season in New Mexico, Oklahoma and Texas. Grind Shows and Funhouse, with own transportation; Cookhouse or Grab, Legitimate Stock Concessions, no sneak stores or percentage. Foremen for Dipper, Spitfire, Ferris Wheel, Tilt-a-Whirl, "Brownie" Clarence Brown, Jack Rideout, Vick, Harold, answer. Need Second Men on all Rides, must drive semis. Ticket Sellers, Agents for Coke Bottle, Juckley Buck, Bingo, Popcorn, Snow. Carl Mitchell, Eddie Kirk, answer. Wire Wichita Falls, Texas. Phone 2657 Holiday, Texas. Write Box 71, Mankins, Texas, until June 28; then per route. D. S. DUDLEY.

Beautiful Healthy

PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM

2143 South Myrtle Ave.

Monrovia, Calif.

Phone: Elliott 8-6185

Orders accompanied by Cashiers Check or Money Order

SHIPPED SAME DAY

GIRLS GIRLS

FOR GIRL SHOW

\$75 week

Exotic, Rhumba, Strip, Specialties. Will teach willing beginners. Will furnish wardrobe, transportation if necessary. Entering for Fairs. Ticket Seller who can up and down and drive, good salary. Following contact: Max Forester, Johnny, Pat & Diane, Virginia Sharp, Vickie King, Slim & Doris, Myrna Maru, others who have worked with me.

JOE MOONEY

Continental Shows

Ogdensburg, New York—June 14-19

IDEAL RIDES WANT

For Mooresville, Ind., June 15-19, V.F.W.; Nashville, Ind., June 22-26 under Band Boosters Club.

Now booking for one of the best spots in Illinois—City Park, Shelbyville, Illinois. Want Color Game for It only. Want for all above spots with ten County Fairs in Illinois and Indiana following. Can use Basketball, String Game, Cat Rack and other Hanky Panks.

AGENTS FOR EIGHT OFFICE OWNED HANKY PANKS.

RIDES—Will book Octopus, Tilt, Spitfire, Roller Coaster for 4th and Fairs. HELP—Second Men who drive, without the skirts and hot-roads.

REITHOFFER

Want all types of Concessions and Shows for 100 Year Centennial in Pittston, Pennsylvania—June 21-26th. Get in on miner's once-a-year \$100.00 bonus pay. Followed by one of the finest routes of Celebrations and Fairs in the business.

P. E. Reithoffer Jr.

Reithoffer's Shows

Phoenixville, Pa.

LEGAL ADJUSTER

AT LIBERTY

30 years' experience carnival or circus.

HARRY W. LAMON

4600 8th St. Meridian, Miss. (Phone 2-0476)

"Opportunity Knocks"

Want Shows, Hanky Panks, Novelties, Striker, Scales, Age, Athletic Show Talent, Second Men who drive. No drunks, please. Sell transformer, 20x30 top. Ladd, Ill. (Street), June 15-20; Maquoketa, Iowa (Athletic Field), 21-27; Getwein, Iowa, City Park, June 25-July 5. If looking for cream, contact

Dyer's Greater Shows

WANTED

For Siloam Springs, Ark., Celebration, followed by Prague and Pawnee, Okla., for the Fourth. All Celebrations and Fairs to follow. Shows of all kind. A good Cookhouse, Popcorn, Ice Cream, Apples, Long or Short Range, Hi-Striker, Glass Pitch, Hoop-La, Penny Pitch, Coke Bottle. Can use two good Ride Boys.

RAINES AMUSEMENT CO.

Muldrow, Okla., June 13-18

Concessions Wanted

STOCKTON, ILL.

ANNUAL STREET CELEBRATION

July 15-17. Sponsored by Lions Club. (Located twenty miles West of Freeport, Ill.)

FRANK C. NIEMEYER, Sec.

Phone: 3 of 70

GIVE TO DAMON RUNYON

CANCER FUND

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, June 12.—Things are quiet around the rooms but activities are expected to be stepped up with completion of the Ways and Means Committee's plans for the Miss Outdoor Show Business Contest.

Past president Lou Keller is in Billings Hospital for a check-up. Frank M. Knight is in Alexian Brothers Hospital following a heart attack. Charles Levine is confined at St. Vincent's Hospital, Little Rock.

Vince McCabe has disposed of his concession equipment and is now in Melrose Park Trailer Court, Melrose Park, Ill. Fred Potenza continues confined to his home. Harry Mamsch's condition is reported serious. Mel Harris is up and about but feeling weak.

Among those who left to join the William T. Collins Shows with Hank Shelby were Max Friedman, Henry Polk, Joe and Mrs. Shapiro, Humpy Weeks, Joe Welles and The Swede. Dave Fineman, Chuck Magid, Rip Winkle, Robert R. Kline, Max Sharp, William Bloom, John F. Courtney and John Duffy were in town for a few days.

Callers to the rooms included Dick Best from Riverview Park; Floyd Woolsey, of the Blue Grass Shows; Paul Delaney, Jack Krutt, Jack Hawthorne, Tom Sharkey, M. J. Doolan, Jack (Pee) Levine, Chick Bohdan, Ray Bona, Jack Duffield, Harry Duncan, Sam Solomon, William Wolper, Walter F. Driver, Jack Kaplan, Silent O'Brien, Al Purcell, Dave Goldfen, Charles Drobyk, Herb Dotten, George B. Flint, Jess Wrigley, Jimmy Morrissey, Bill Mansfield, William Meyers, Ray Balzer, William A. Hetlich, Andre Dumont, Charles Zemat and John Lempart.

Ed Sopenar, Jack Kaplan and Secretary Joe Streibich placed flags on graves at Showmen's Rest on Decoration Day.

National Showmen's Association

317 W. 58th St., New York

NEW YORK, June 12.—At present time we have on our sick list Alfred (Chick) Rauchfuss who is at the Veterans' Hospital, Fort Hamilton, Brooklyn. He would like to hear from the members. Frank (Popeye) Blatsky, who has been ill for a long time, has now fully recovered and can be seen in the clubrooms daily, where he is welcomed by all. Henry Fein is not too well, and has to take it easy, altho when he can he comes over for a visit about once a week.

Happy birthday greetings to following: May 30, Al Dorso; June 2, Frank (Shrimpie) Rappaport; 2, Harry A. Field; 4, Dr. Arthur Marcus; 5, August Berni, Edward G. Fabian, Lee I. Good and George Ross; 6, John DeMarco and Charles Thorne; 7, Walter B. Cox.

Recent visitors were Edward Turbin, Charles Wertheimer, Isidore Beck, Louis Nuskind, Jack Stern, Jack Harris, Albert Halpin, George Bovino, David Kallman, Ike Weinberg, Doc Charles Morris, Edward Elkins, Doc Arthur Marcus, Charles Reich and many others.

Letter received from Edward P. Rahn advising that he has been ill for quite a while at his home in Schenectady, but is now improving slowly.

President Joseph A. McKee, altho he has been very busy at Palsades Amusement Park, still finds a little time to check over matters at the clubrooms and stop over periodically. He would like to receive letters from members if they have any suggestions to offer on summer project or other new ideas. Our fiscal year is July 15, when dues are payable. Daily visitors who find time to spend a few hours here, frequent the Television Room for current events.

Miami Showmen's Association

1799 N.W. 28th Street, Miami

MIAMI, June 12.—Phil Cook, executive secretary, arrived back here last week after a quick goodwill tour of units already operating in the North. He reports the raising of funds, the receipt of 12 new applications for membership and the picking up of back dues from six delinquent members. Cook's major tour of shows will commence early in August. At that time he expects to travel some 10,000 miles, visit some 30 shows and to raise more than the \$15,000 he helped put together from all sources last year.

Persons joining now will receive paid-up cards good thru September 1, 1955, Harry Schreiber and Dave Fineman, co-chairmen of the membership committee, announce. This will be the final membership drive and it is hoped to reach the 2,500 mark. The new cards will be ready in a few days and the low numbers will naturally go to the first to pay their dues.

Donald Murphy, with the Mighty Hoosier Shows, is seriously ill. Bob Hunter is also seriously ill.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, June 12.—Past President Mel Smith conducted the regular Monday night (?) meeting in the clubrooms here with Al Flint, executive secretary, recording the minutes. Smith and Flint substituted for Hunter Farmer, president, and Joe Mead, secretary, both of whom are on the road.

Application of LeRoyce Ingram was accepted for membership.

Larry Benner, of Polack Bros.' Circus, and Harry Gordon, of Phoenix, were welcomed to the club.

Steve Vaughn, chairman of the annual banquet and ball, reported that arrangements had been made for the use of the Gold Room at the Biltmore Hotel here December 14. Vaughn said that talent is being lined up for the show.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, June 12.—President Charlotte Porter chaired the June 7 meeting. Other officers present were Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary. Plans for the ladies' bazaar November 15 were discussed. Members present after long absences included Sam Waxler, Harry Lewis, John Libarry, and Mr. and Mrs. Nate Cohn. Eddie (Blackie) Ford and Eddie Burke were reported ill.

HOLLY AMUSEMENT CO.

HELP on office-owned Wheel, Merry-Go-Round, Spitfire and Kiddie Rides. CONCESSIONS: String Game, Bowling Alley, Balloon Darts, Coke Bottles, Basket Ball, Jewelry, Age, Scales, Sium Spindle, Glass Pitch, Pop Corn and Apples. F. HOLLINGSWORTH, Mgr. JONESBORO, GA., THIS WEEK.

ROYAL UNITED SHOWS

Want for Waterloo, Iowa, Centennial Celebration, June 20-26. We have exclusive rights downtown on streets, 2 locations, 2 complete units. Want legitimate Concessions of all kinds working for stock, Grab, Novelties, Popcorn, Candy Floss, etc.

Contact John Dorland, Royal United Shows, as per route

WANT—UNITED EXPOSITION SHOWS—WANT

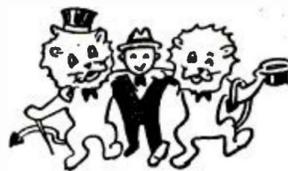
CONCESSIONS: Charles McCarthy wants Clothes Pin and Count Store Agents. Shorty Brown wants Count Store Agents. Man to take charge of Cigarette Block Game—one who knows how. SIDE SHOW HELP. RIDE MEN WHO DRIVE SEMIS. 10 more weeks of smoke stacks—all factories working. Address: C. A. VERNON, Mgr., North Chicago, Ill., new; Chicago Heights, Ill., next for 10 days; then two big July 4th Celebrations.

11,000 LIONS' CLUBS NEED

75,000 ACTS AND FUND RAISING IDEAS

THIS YEAR

- * Speakers
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- * Carnivals
- * Pageants
- * Circuses
- * Minstrels
- GET "IN" WITH THOSE LIONS
- * Vocal Groups
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- * Money-Making Devices
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- * Home Talent Shows
- * Fireworks



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Lions' Club officers and program chairmen need information on suitable entertainment for their club affairs. They are also keenly interested in ways and means to raise money for charitable activities.

Professional acts and their agencies can sell their talent by advertising in the Annual Lions' Directory, in a special section called "Program Ideas and Fund-Raising Activities." Tell Lions' officers what you have to offer. Your ad puts you in direct and constant touch all year around with the men who plan the program and buy the acts.

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LIONS INTERNATIONAL

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CARAVELLA ★ ★ ★ AMUSEMENTS

★ ★ ★ WANT FOR OUR ROUTE OF PENNSYLVANIA CHOICE DATES ★ ★ ★

CONCESSIONS Cook House, Custard, Photo, Short Range, Novelties, Glass Pitch, Jewelry, Fish Pond, Floss and Apples, Hi-Striker, etc.

SHOWS Wild Life, Mechanical, Arcade, Fun House, Monkey, Man and Wife to operate Unborn Show, Girl Show—Barbara Lee May, contact me at once.

RIDES Will book Ferris Wheel, Octopus, Chairplane, any Major Ride not conflicting.

Wire CARAVELLA AMUSEMENTS

Altoona, Pa., this week; Williamsburg, Pa., June 21-26; Irvona, Pa., June 28-July 3; Ebsburg, Pa., July 4-10.



WANT FOR RIVESVILLE, W. VA., FIREMEN'S CELEBRATION PARADE, FRIDAY EVENING, JUNE 25.

Stock Concessions of all kinds, Photo, Lead and Cork Gallery, Penny Pitch, Scale and Age, Glass Pitch, Sium Spindle, Six Cats, Pea Pool and Over and Under 7, Pan Game. Have purchased a new Merry-Go-Round, now have five first-class rides. Have six kw. Light Plant for sale. Dandy Dollies, four-wheel trailer.

Contact Orville or Hilda Smith STAR CITY, W. VA., JUNE 14-19.

DRAGO AMUSEMENTS, UNIT #1

CAN PLACE FOR FRANKFORT, IND., June 22 to 30, and for HOOPSTON, ILL., the biggest 4th of July in Illinois. Then Fairs and Celebrations.

Long and Short Range, Pitch-Till-U-Win, String Game, Hoop-La, Foot-Long, Penny Arcade, Derby and any other Concessions that work for stock. Will book any Show except Girl Show for committee money.

WILL BOOK 2 OR 3 KIDDIE RIDES FOR UNIT #2. CALL OR WIRE CHET PIERCE.

ATTENTION, COMMITTEES: Have Labor Day open. Call or wire. WANT HIGH ACT for North Judson, Ind., July 6 to 10; Knox, Ind., July 19 to 24.

PAUL DRAGO, UNIT #1

Peru, Ind., this week; Frankfort follows.

CHET PIERCE, UNIT #2

Reynolds, Ind., Centennial, this week; Milan follows.

ELYRIA, OHIO, June 21-26, ANNUAL LIONS' CLUB FESTIVAL; GROVEPORT, OHIO, June 29-July 2, FIREMEN'S STREET FAIR; ASHVILLE, OHIO, July 3, 4, 5, ANNUAL FOURTH OF JULY CELEBRATION. PARADES, FIREWORKS, ACTS, ETC.

WANT CONCESSIONS AND SHOWS OF ALL KINDS Buckets, Jewelry Sales, Custard, Ball Games, Coke, Hi-Striker, Scales, Basketball, Add-Darts, Long Range, Cigarette Range, String Games, Duck Pitch, etc. Snake Show, Monkey, Illusion, Mechanical, etc. Glass House, Funhouse, Live Ponies and any Ride not conflicting.

NOLAN AMUSEMENT CO.

Wellington, Ohio, Street Fair this week, June 16-19.

Wants—For Giant 4th of July Celebration—Wants

AMVETS FIESTA, Mt. Clemens, Mich., July 1-5

Fireworks nightly—Car Races—Free Gate and all Fairs to follow.

Blue Water Festival, Port Huron, Mich., July 12-18; Cayuga, Ind., Fair; Ind. State Colored Fair, Indianapolis; Converse, Ind., Fair; Mason, Mich., Fair; Big Rapids Fair and Romeo Peach Festival. Legitimate Merchandise Concessions. Shows with own equipment. Set of Kid Rides (except Auto). Cookhouse after July 4. Ride Help who drive semis. All answers:

SAM GOLDSTEIN or L. GOULD

MAJESTIC GREATER SHOWS

1780 STEWART AVE., S.W. PHONE: CA 8888 ATLANTA, GA. (THU June 26)

AGENTS WANTED

For Count Stores, Pin Store and Skillo. Will give head of Skillo to copoble man with crew. This Show works every week. All those who worked for me before, please contact.

MAX SHARP

CONCORD HOTEL CONCORD, NORTH CAROLINA P.S.: Mee's Kalin, call me—very important.

HELLER'S ACME SHOWS

Want Long and Short Range Gallery, Bingo or Operators, Custard, Coke Bottles, Popcorn and Candy Apples. Can use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents. Want Foreman on Spitfire and Second Man. Want Chairplane, Kiddie Ride, Merry-Go-Round, Octopus and Ferris Wheel Foremen. Also good Help. Cliff Carter, contact. Top salaries paid. All address:

HARRY HELLER

Bayonne, N. J., through June 26; then Livingston, N. J., Big Fourth of July Celebration, Greenwood Lake. Phone: Orange 4-5447.

over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

MADISON COUNTY (N.Y.) FIREMEN'S CONVENTION

JULY 3-4-5

BANDS, PARADES, FIREWORKS, ETC.

Want Popcorn, Candy Apples, Waffles, Novelties, Weight, Age, also Ball Games, Hanky Panks, "EX" \$22. Eats and Drinks sold. No racket. Also Auburn, N. Y., June 18-19-20 and Breesport, N. Y., June 24-25-26.

FRED ALLEN

1400 Brewerton Rd., Syracuse 11, N. Y. Phone 543000

WANT TO BUY

Major Rides, particularly Roll-o-Plane and Dark Ride. Want Glass Maize. Will book any Major Rides that do not conflict. Year-around business, 52 weeks a year. Here's an excellent opportunity for ride owners who want to stay put and get in a full year's work every year.

Contact George McLean

FUNLAND PARK

7850 N. W. 27th Ave. Miami, Florida Phone 84-2044

WANTED!!

Good seven or eight-ride Carnival for August 3-day

AMERICAN LEGION 4TH OF JULY CELEBRATION

Featuring

Horse-Pulling Contest, Popularity Contest, County-Wide 4-H Talent Show, Bar-B-Q Chicken Dinner, County Chorus Fort Knox Drill Team, Kerosen Vets Honored, many other crowd-pulling features. Expected crowd—10,000 or more. Pulling power—50-mile radius, including New Albany, Jeffersonville and Louisville. Write or call

VIRGIL MILLER

Corydon, Indiana

WANTED—WHEEL FOREMAN

To join at once. Top salary, plus bonus. To handle Dual Wheels. Must drive semi. Wire or come on.

Lloyd D. Serfass

PENN PREMIER SHOWS

Syracuse, N. Y.

WANTED

Ride Help for all Rides. Can also place Shows.

MOUND CITY SHOWS

Pawnee, Ill.

WANT TO BUY ERIE DIGGERS

CALL EVERGREEN 2-6963

or Mrs. Ida Davis, 6200 Easton Ave., St. Louis, Mo.

DUE TO DISAPPOINTMENT

WANT TO BOOK

5 or 6 Ride Carnival for Tri-State Oil Show, Grayville, Ill. Sept. 2-6 inclusive. (Burkhardt Shows, contact). Address:

VANELL SMITH, Chairman Grayville, Ill.

FOR SALE OR TRADE FROZEN CUSTARD MACHINE & TRUCK

Used two seasons, cost \$11,200. Sacrifice for cash or trade for late model ride.

F. HOLLINGSWORTH

c/o Holly Amuse. Co., Jonesboro, Ga., this week; Chamblee, Ga., next week.

WANT CARNIVAL

For Biggest 4th in Illinois, account Carnival changing route, June 28 to July 3th, City Park. People every day and nite.

Glen Purcell, C&E Depot, Mt. Vernon, or Jack B. Moore's Shows, Pratt, Kansas.

PARADA SHOWS

Marienville, Mo., Centennial, this week, 17-18-19-20, ends Sunday, Saffalo, Mo., Rounton, June 24-25-26.

Want Concessions, Ride Help, Agents. Man to take over front for Midget Horse Show, office-owned.

M. C. SWISHER

P.S.: Want to buy for cash. Ill No. Five Ferris Wheel, Light Plant, Front Gate Arch.

FOR SALE NO. 5 ELI WHEEL

Reasonable. All replies

M. F. KAUFMAN

1709 Tyler Parkway Louisville, Ky.

SHORTER'S SHOWS

WANT

Girl Show, Athletic, Animal and one more Major Ride. Need a few Concessions. Photos, Jewelry, etc. Want Bucket Store Agent. Need a Mitt Camp. Playing two and three a week, Iowa and Minnesota. Dakota City, Iowa, June 14-16; Reno, Iowa, June 17-19, and Bancroft, Iowa, June 21-23-25.

FROM THE LOTS

Gladstone Expo.

HORSE CAVE, Ky., June 12.—During the stand at Princeton a baby shower was given three expectant mothers, Mrs. Betty O'Connors, Mrs. Clara Billingsley and Mrs. Linnie Ayers. Mrs. Russell Phillips and Mrs. Bob Crawford prepared the refreshments. Gifts were presented to the ladies by members of the show, and a wire was read from Ernie Farrow, Wallace Bros.' Shows, congratulating the husbands.

Those present included Mrs. Liley Krug, Mrs. Rice, Mrs. Bob Crawford, Mrs. Forrest Poole, Mrs. Vi Martin, Mrs. John Williams, Jaunite Paxton, Kitty Luckner, Doris Riley, Mrs. Jeri Ringlin, Sadie Clendenning, Ruth Couture, Mrs. Joan McHodges, Mrs. Lois Von Hooser, Mrs. Elsie Hall, Lottie Roberts, Mrs. McCarthy, Mrs. Schlicking, Mrs. Edna Chapman, Helen Warley, Jean Landers, Ruth Miller, Mrs. Bell Flowers, and Mrs. Leona Murray.

The week at the Humbolt (Tenn.) Strawberry Festival, May 8-8, was successful. John Williams' Monkey Show topped the midway, with Betty O'Connors' Girl Show running second. Tilt-a-Whirl was the top ride, with the new Octopus next, and the Sky Fighter best of the kiddie rides.

Concessionaires included Russell Phillips, George Ringlin, Glen Clendenning, custard; Ernie Murray, Van Hooser, Hoppie Chapman, Gabe Shickling, Mac Hodge, Chuck Alexander, John Williams, Billingsley, Louis Hall, C. Rice Krug, O'Conner, Martin, Crawford, bingo, and Riley.

R. A. McCarthy, a new arrival, has a Congo animal show.

Staff includes Mrs. F. Poole, secretary; Ernie Murray, lot superintendent; Jack Oliver, business manager; F. Poole, owner-general manager, and Bob Courtney, ride superintendent; Louis Hall, mechanic, and Glen Clendenning, The Billboard and mail agent.

Monty Young

ROOSEVELT, Utah, June 12.—The show opened in Heber, Utah, June 2 in freezing weather. Warmer weather, however, brought a fair weekend, helped by a VFW convention held in Heber June 4-6.

Reed Williams joined his mother and father, concessionaires. Also joining were Mrs. May Snobar and daughter, Sandra. The Snobars have the photo and Rock-o-Plane on the show. Mrs. Jim Busby returned after visiting her daughter-in-law, who gave birth to a daughter recently in San Francisco. The Busbys own the kiddie rides.—SAMUEL S. SNOBAR.

Central States

LEAVENWORTH, Kan., June 12.—The seventh week out finds grosses off in all departments. Great Bend and Salina, Kan., held up until cold weather and rain caused the show to lose both Saturday nights. The show came out of quarters with plenty of paint and new indirect-lighted ticket boxes for rides. A new front, designed by Scoby Moser, co-owner and general manager, has been built.

Concessionaires include Snippy Kolb and his brother, Ty, cookhouse; Marilyn Shrewbury, hand-painted pictures; Mr. and Mrs. Bill Heron, novelties; Mrs. Blackie Miller and Wanda, popcorn, peanuts and candy floss; Jack and Libby Miller, buckets, ball game and snow cones, with Mae Holms, agent; Herb Guillemette, long range; Tex Chambers, 6; Glen Atkins, jewelry spindle; Louise and Ann Mandrell, high striker; Bessie Kuhn, Coke bottle pitch; John Mandrell, cigarette block; Madeline Chambers and Mildred Nettle, six cats; Fred Kuhn, Asa Denton, Douglas Miller, Ralph Nettle; Doc Steinbeck, 4; Archie Boyd, glass pitch; Jack Cope, slingshot; Bob Plaja; William Payton, hit and miss; Martin Rose, knife rack; Maple Williams, 5; Pappy Wilson, ball game; Tommy Bullard, balloon dart and

buckets; Orié Yocam and June Denton, Coke bottles; B. R. Yocam, Tommy Trussell, Dave Miller and Olin Miller, nail joint; Johnny Hines, photos, pony rides and midget cattle show; Jack and Jim Watson, color game; Carl Johnson, little farm show, and Frank Evans family, mitt camp.

The kiddie Ferris Wheel and Autos are owned by Doc Steinbeck, with Richard Moser, foreman, and Mrs. P. M. Moser in the ticket booth. Miniature Train and Airplanes are owned by Pappy and Olga Scevers. Robert Garrison is manager of the Side Show, with Mrs. Garrison, tickets; Charles Smith, front talker; Peggy, Betty, Leon and Willa Garrison and Russell Love, inside, and Ilene Allen, annex. Clyde Davis has the Delores Show and girl revue.—MADELINE CHAMBERS.

Star Amuse. Co.

NEWPORT, Ark., June 12.—Manager B. E. Miller reported business good at the Strawberry Festival. J. A. Knight and family, with show and concessions, joined at Bald Knob, Ark., as did Chief Littlewolf with his shows.

Albert McElya, concessionaire, was rushed home from Bald Knob where he died Monday (17), with burial at Hollywood, Ark., May 19.

Manager Miller reported that he is ready to add the Tilt-a-Whirl and Octopus to the line-up. Miller is The Billboard agent and Mrs. Doc Reeves is the solicitor.

McKenna's Rides-Amuse.

STEVENS POINT, Wis., June 12.—Sunny skies the week of May 19 made business good and kids' day tremendous. Proceeds of the annual Businessmen's Jamboree that was played here are used for a Christmas party given children of this area. The show will play a return engagement here under a fraternal organization, July 27-August 1, using the same downtown location.

Model Shows of Canada

LACHUTE, Que., June 12.—The show left Barrie, Ont., quarters April 28 and opened its Ontario tour to fair business despite cold, damp weather. From Hamilton the show moved to Guelph where the same weather prevailed the first three days. Remainder of the week, however, was milder and business was slightly better than at last year's stand there.

Next date was Belleville, where the show again played to larger crowds than last year. Cornwall followed for the May 24 holiday. Weather was fair and warm and the show drew capacity crowds.

All equipment has been repainted and three new vans, new canvas and new concessions have been added. The staff includes Frank Rome, president; J. C. Harris, vice-president-manager, and Charles Billington, secretary. Mrs. Frank Rome is traveling with the show again this year.

Pearl Fields, vocalist, is greeting the public at the main entrance. Frankie Satola is in the cookhouse.

Concessionaires include Joe Lobb, popcorn, ice cream, budgie wheel, doll wheel, Coke joint and shooting gallery; Jack Walsh, dart game; George Lake, Coke joint; Don Berman, novelties, fish pond, dart game and p.c. wheel; Elene Infelise, country store; Charles Stetler, bingo; Pat Algiers, candy floss; Frankie Kurin, blowers; Bernie Mullins, rolldown; Joe and Mrs. Farintine, grab joint; Paul Morin, pan game; Joe Med, cigarette gallery and ball game; Joyce Offen and Irene Velleneuve, ball game; Sam Snare, swinger, and Mike Sabol, rolldown.

Rides under Harold Offen, lot foreman, are: Tilt-a-Whirl, J. Miller; Ferris Wheel, Philip Martin; Rocket, Dave Busch; Merry-Go-Round, George Ross; Caterpillar, Leo Joly, and Kiddyland, Fred Lane.

Frank Robbins has his 10-in-1 with Shorty Clarke as talker. Jackie Davies is with the "Paris After Midnight" show, and Joe Clark has his wax works on the show. Jack Manko and his assistant, Pat Algiers, handle the electrical and maintenance department. Fred Di Pillio is the chef in the pie car.

Carnival Routes

Continued from page 57

- B&J Greater: Hayesville, O.; Port Washington 21-26.
- Blue Grass: Elkhart, Ind.; Bowling Green, Ky., 21-26.
- Blue Ribbon: Janesville, Wis., 15-20.
- Blue Valley: Windsor, Mo., 17-19.
- Bogle, F. C.: Wichita, Kan., 14-26.
- Boone Valley: Carroll, Ia., 14-16; Denison 17-19.
- Borderland: Grand Falls, Tex.
- Briggs, A. R.: Senecaville, O., 16-19.
- Suck, O. C.-Model: Wheeling, W. Va.; Richmond, Ind., 21-26.
- Burdick's Greater: Brenham, Tex.
- Burke, Harry: Franklin, La.
- Burkhart: Warrenville, Ill.; Plano 23-27.
- Byers Bros.: Ellinwood, Kan.
- Capital City: Hodgenville, Ky.
- Caravella: Altoona, Pa.; Williamsburg 21-26.
- Carpenter Bros.: Clyde, O.; Bettsville 21-26.
- Central States: North Platte, Neb.; Grand Island 21-26.
- Cetin & Wilson: E. Liverpool, O.
- Chanos, Jimmie: Eaton, O.
- Cherokee Am. Co.: Osawatimie, Kan.
- Coleman Bros.: Naugatuck, Conn.
- Collins, Wm. T.: Fargo, N. D.; Crookston, Minn., 21-26.
- Continental: Ordensburg, N. Y.
- Cote Am.: North Branch, Mich.
- Crafts Expo.: Oeland, Calif.
- Cross Road Am. Co.: Twin Lakes, Mich.
- Cumberland Valley: South Pittsburg, Tenn., 14-16; Union City 17-July 3.
- Cunningham Expo.: Sardia, O.
- Dan-Louis: Hardinsburg, Ky.
- Davis Am.: Brownsville, Ore.; Odell 23-27.
- DeLuxe: Adams, Mass.
- Del-Flore Am.: Youngwood, Pa.; Youngstown, O., 21-27.
- Desbro: Hornell, N. Y.
- Dickson United: (Fair) Coalgate, Okla., 17-19.
- Dobson's United: Stillwater, Minn., 14-17; North Branch 18-20.
- Douglas Greater: Eastside, Ore.
- Down River Am. Co.: Plymouth, Mich.; Berkley 21-26.
- Drago Am., No. 1: Peru, Ind.; Frankfort 21-26.
- Drago Am., No. 2: Reynolds, Ind.; Milan 21-26.
- Drew, James H.: Madison, W. Va.
- Dumont: North East, Ill.
- Dyer's Greater: East, Ill.; Maquoketa, Ia., 22-27.
- Eastern Am.: Waterville, Me.
- Eddie's Expo.: California, Pa.; Latrobe 22-25.
- Ellis, Doug.: (Kellogg Ave.) Cincinnati, O.
- Emshoff: Cross Plains, Wis., 18-20; Madison 24-27.
- Evans United: Liberty, Mo.; Plattsburg 21-26.
- Franklin, Don, No. 1: St. Charles, Mo.; Salem, Ill., 21-26.
- Franklin, Don, No. 2: Boonville, Mo.
- Funland: Waynesville, Mo., 14-23.
- G. & B. Rides: Rowlesburg, W. Va.
- Gatto Am.: Cedar Grove, Pa.; Hammon-ton, N. J., 21-26.
- Gem City: Bloomington, Ind.
- Gentsch, J. A.: Cleveland, Miss.
- Georgia Am. Co.: Hogsanville, Ga.
- Glades Am.: Mathews Court House, Va.
- Waynesboro 21-27.
- Gladstone Expo.: (Fair) Springfield, Ky.; Danville 21-26.
- Gold Bond: Bessemer, Mich., 15-20.
- Gold Medal: Ray, N. D.
- Gooding Am. Co., No. 1: Columbus, O.
- Gooding Am. Co., No. 2: Zanesville, O.
- Gooding Am. Co., No. 3: New Castle, Pa.

- Gooding Am. Co., No. 4: Garfield Heights, Ohio.
- Gooding Am. Co., No. 5: Mishawaka, Ind.
- Gooding Am. Co., No. 6: Moundsville, W. Va.
- Gooding Am. Co., No. 7: South Euclid, O.
- Gooding Am. Co., No. 8: Cleveland.
- Gooding Am. Co., No. 9: Steubenville, O.
- Gopher State: Astoria, S. D., 15-16; Hendricks, Minn., 19-20; Watertown, S. D., 22-27.
- Grand American: Des Moines, Ia.
- Great Wallace: Oak Hill, W. Va.
- Greater Dixieland Expo.: Tulsa, Okla.
- Gulf Coast: Vidalia, La.; Denham Springs 21-26.
- Hale's Shows of Tomorrow: Kansas City, Kan.
- Hannum, Morris: Levittown (Bristol), Pa.; (39th & Clearfield) Philadelphia 21-26.
- Happy Attra.: Ada, O.; Fremont 21-26.
- Hartsack Bros.: Pearl, Ill., 16-19; Kirksville, Mo., 23-26.
- Happyland: Lansing, Mich., 14-23.
- Heiler's: Bayonne, N. J.
- Helman United: Hermann, Mo.; Vandalla 21-26.
- H&M Am.: Belle Vernon, Pa.; Bentleyville 21-26.
- Hoh, L. J.: Clarksville, Ind.
- Holy Am.: Jonesboro, Ga.; Chambler 21-26.
- Hottle Buff. No. 1: Staunton, Ill.
- Hottle Buff. No. 2: Ziegler, Ill.
- Howard Bros. No. 1: Cleveland, O.; Bedford 19-25.
- Huff's Greater: Helena, Mo.
- Huro's Novelty Expo.: Pleasant Hill, Mo.
- Ideal Rides: Mooresville, Ind.
- Imperial: Urbana, Ill.; (Fair) Morris 21-26.
- Inter-Mountain Am.: Franklin, Idaho, 14-15; Emmett 21-26.
- Interstate: Cumberland, Ky.
- Johnny's United: Richmond, Ky.
- Key City: Kankakee, Ill.
- Kile, Floyd, O.: Cabool, Mo., 21-26.
- Lagasse Am.: Winthrop, Mass.
- Liberty United: Payette, Mo.
- Magic Empire: Deer Lodge, Mont.
- Majestic Greater: Atlanta, Ga., 14-26.
- Manning, Ross: Haverstraw, N. Y.
- Marion Greater: Charlotte, N. C.
- Mark, John H.: Raritan, N. J.
- Meeker: Kalspell, Mont.
- Merriam's Midway: Fredericksburg, Ia., 14-15; Preston, Minn., 17-19; Lakefield 21-23; Willmar 24-26.
- Metropolitan: Chicago.
- Midway of Mirth: Carlyle, Ill.
- Mighty Hoosier State: Hartford City, Ind.
- Miller Bros. Am.: Huntington, Ind.
- Miliken Bros.: Uvalde, Ga.
- Missouri Valley: Shellburg, Ia.; Center Point 21-26.
- Moser-Rundle: Oolo, Ia., 17-18; Arlington 21-26.
- Mosher: Zifwaukee (Saginaw), Mich.; New Haven 24-27.
- Motor State No. 1: Waterville, O.
- Mound City: Pawnee, Ill.
- Mound City, No. 2: Pacific, Mo., 18-20; St. Clair 23-27.
- Mullins Royal Pine: Bath, Mo.
- Myers, Souny: Mattland, Mo.; Atchison, Kan., 20-26.
- Nelson, George W.: Scranton, Ia., 15-16; Pomeroy 18-19; Pocatontos 22-23; Calumet 25; Revere, Minn., 26-27.
- Nolan: Wellington, O.
- Northern Expo.: Bismark, N. D.
- Norton's Rides: Pierre, S. D.
- Page Bros.: Pomeroy, O.
- Palmetto Expo.: Burlington, N. C.
- Pan American Am.: (Fair) Santa Barbara, Calif.; El Monte 23-27.
- Parada: Marionville, Mo., 16-19; Buffalo 24-26.
- Penn Premier: Syracuse, N. Y.
- Playtime: Gloucester, Mass.; Plymouth 21-26.
- Powelson Greater: Nevada, O.; Coshocton 21-26.
- Prell's Broadway: Hicksville, L. I., N. Y.
- Rainer: Burlington, Wash.
- Raines Am.: Muldrow, Okla.
- Raney United: Hibbing, Minn.
- Reid King: Barre, Vt.
- Reithoffer: Phoenixville, Pa., 14-26.
- Rocky Mountain Empire: Glenwood Springs, Colo.
- Rockwell: Hardin, Mont.
- Rogers Bros.: Hebron, N. D., 14-16; Wing 17-19; Harvey 21-23; New Rockford 24-26.
- Rohr's Modern Midway: Loda, Ill.; Watseka 25-27.
- Rose City Rides: Sullivan, Mo.
- Royal American: Davenport, Ia.
- Royal Midwest: Fortville, Ind.; (Fair) Montezuma 22-26.
- Royal Pine: Bath, Mo.
- Royal United: Riceville, Ia., 14-16; Alden 17-19; Waterloo 21-26.
- Rumble Greater: Paoli, Ind.
- Schafer Just for Fun: Gary, Ind.
- Shamrock: Geneva, Neb.
- Shorter's: Dakota City, Ia., 14-16; Rolfe 17-19; Bancroft 21-23; Thompson 24-26.
- Shugart: Clarksville, Tex.
- Siebrand Bros.: Pocatello, Idaho.
- Smith's Funland: Rivesville, W. Va., 21-26.
- Smith, George Clyde: Johnstown, Pa.; Central City 21-26.
- Snapp Greater: Winona, Minn.
- Southern Valley: Helena, Ark.
- Spartan Greater: Park Rapids, Minn.
- Standard: Buffalo, S. D., 15-16; Mott, N. D., 18-20.
- Star Am.: Truman, Ark.
- State Fair: Blair, Neb.; Omaha 21-26.
- Sterling Crown: South Fulton, Tenn.
- Stephens, C. A.: Loudon, Tenn.
- Strates, James E.: Albany, N. Y., 14-26.
- Stumbo's Tri-State: Kildeer, N. D., 14-15; Watford City 16-19.
- Sunset Am. Co.: Creston, Ia.; Centerville 21-26.
- Tatham Bros.: North Chillicothe, Ill., 10-16; Bartonville 18-20.
- Tennessee Valley: Hartsville, Tenn.
- Thomas, Art. B. No. 1: Seneca, S. D., 15; Redfield 16-17.
- Thomas Joyland: Washington, Pa.
- Tidwell, T. J.: Altus, Okla.
- Tinsley, Johnny T.: Kannapolis, N. C.
- Vivona Bros.: New London, Conn.; West-erly, R. I., 21-26.
- Tip-Top: Alma Center, Wis., 18-20; Mil-waukee 25-27.
- Tivoli Expo.: Bonner Springs, Kan.; Hannibal, Mo., 21-26.
- 20th Century: Dubuque, Ia.
- United Expo: North Chicago, Ill.
- United States: Oceana, W. Va.
- Veterans United: Casselton, N. D., 15-17; Hunter 18-19; Finley 21-23; Northwood 24-26.
- Victory Expo.: Winslow, Ariz.
- Virginia Greater: Spring Valley, N. Y.
- Volunteer: Harriman, Tenn.
- Wade, W. G.: Nequaunee, Mich.; Calumet 21-26.
- Wallace Bros.: Kenosha, Wis.
- West Coast: Redding, Calif.; Grant Pass, Ore., 21-27.
- West Coast Expo.: Sacramento, Calif.; Stockton 21-July 4.
- Western: Anacortes, Wash.; Darrington 24-27.
- Wilcox, Dick: Patten, Me.
- Williams Am. Co.: Franklin, N. C.
- Wilson Famous: Rock Falls, Ill.; Oreve Ocor 23-27.
- Wolf Greater: Columbia Heights, Minn.
- Wolfe Am. Co.: Stony Creek, Va.
- World of Mirth: Upper Darby, Pa.
- World of Pleasure: Jackson, Mich.
- World of Today: Kansas City, Kan., 14-17.
- Young, Monty: Pleasant Grove, Utah.
- Elko, Nev., 22-27.

Out Next Week!

(In the JUNE 26th Issue)



Loaded with Practical Profit Tips for Everyone in Outdoor Showbusiness!

- ★ Latest 1954 Fair Dates
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Races Off 10% At Des Moines

DES MOINES, June 12.—Rain and State-wide storm warnings cut into turnouts at the Sunday (6) big car race program held at the Iowa State Fairgrounds by National Speedways, Inc.

According to Al Sweeney, top man in the organization, the attendance of 7,500 was 10 per cent under last year's event and much of the loss was due to the weather. Showers preceded the program of sprint events and considerable rain fell all around Des Moines. Bob Slatler, winner of the 50-lap feature, set a new record for that distance on a half mile oval.

Eltch Names Theater Cast

DENVER, June 12.—Promotions of special days and events have built family crowds at Eltch Gardens this season, with kiddie and adult attractions drawing patronage. Currently at the Trocadero Ballroom for a limited stay is Dick Jurgens' orchestra, and it is scheduled for a longer engagement later this season.

The park this week named the cast for its 63rd summer stock theater season, which is a major part of the amusement park's operation. As in the past, director will be George Somnes. Cast members will include Margot Stevenson, Laurence Hugo, Helen Seamon, Joel Ashley, Paula Houston, Donald McClelland and Ray Stricklyn.

Bridgeport Spot Adds Fourth Ride

BRIDGEPORT, Conn., June 12.—Kiddie Fair on Boston Avenue has added an Allan Herschell Sky Fighter, and is now running to good business with the new ride plus a Merry-Go-Round, Boat Ride and Mangels Roto-Whip. Hours are 5 to 9 p.m. daily, and 1 to 9 p.m. weekends.

SHAMROCK SHOWS

Celebrations—Fairs
Want for 21 Celebrations and Fairs from July 4 thru October 16, including Crete, Neb., July 17-18. Only one still date after July 4.
WANT SHOWS: Monkey, Mechanical, Wildlife, Big Show, Big Snake, 10-in-1 or any clean show with own outfit. T. Burke, come on. Will book attractive Girl Show for Fremont, Neb., June 21-26. Need Second Men who can drive semi. No drunks, gypsies or flats wanted. Will book Hi-Striker and Coke Pitch. CARNIVAL MANAGER, Geneva, Neb., June 14-19.

60" SEARCHLIGHTS AND GENERATORS

MUST GO — NEVER USED
WILL SELL SEPARATELY
Generators, 16.5 kw., like new, guaranteed, \$400. 60" Searchlights, like new, guaranteed, \$200. We will make all shipping arrangements.
J. PILE, 2329 Central St., Evanston, Ill.
Phone: University 4-5866 or Mulberry 5-3510

WANT FREE ACT!!

Must be sensational
For Ft. Campbell, Ky., week of June 28 to July 4. Address:
C. C. GROSCURTH
BLUE GRASS SHOWS
Elkhart, Ind., this week; Bowling Green, Ky., next; then Ft. Campbell.

TILT-A-WHIRL FOR SALE

With or without transportation. Can be seen in operation. No reasonable offer refused for quick sale. Will consider selling other Major and Kiddie Rides.
WM. HARRINGTON
Mt. Hope, W. Va., this week

GLADES AMUSEMENT CO.

Wants for Shenandoah Valley Firemen's Convention, Waynesboro, Va., June 21-26
Over fifty Fire Companies and Parade. Followed by American Legion Celebration, Callao, Va., June 30-July 5. Car give-away. All downtown locations. Concessions wanted working for stock only. Want Ride Help for Wheel, Merry-Go-Round and Comet. Wire
JERRY SADDLEMIRE
MATHEWS COURT HOUSE, VA., THIS WEEK

WANT For C. A. STEPHENS SHOWS No. 2 UNIT

OPENS NEXT WEEK
Concessions working for stock—Photos, Cigarette Gallery, Ball Games, Water Games; only one of a kind booked. No gate—no P.C. Wire
C. A. STEPHENS or BILL JONES
Louden, Tenn., this week

Holiday Autos Fill Bigger Lot At O. Kidspot

HURON, O., June 12.—Harry Suhren's new Huron Kiddieland drew an estimated 10,000 persons over the Decoration Day weekend, with Sunday (30) pulling what may have been a record crowd in this town of 2,500 people.

The Kiddieland had to turn away several hundred cars Sunday (23) for lack of parking space, so Monday (24) found bulldozers at work on tripling the size of the parking area in time for the holiday weekend. Site was oiled to eliminate earlier dust troubles. Suhren said the enlarged lot was filled over the holiday weekend.

The Kiddieland is between Sandusky and Lorain, O. Suhren formerly operated rides at fairs. The layout includes a kiddie train which circles the 10 acres, a new Jolly Caterpillar, Merry-Go-Round, major and kiddie Ferris Wheels, Little Dipper, small Bug, Sky Fighter, Little Whip, Hand Car, Rocket, Choo-Choo, Pony Cart, Bulgy the Whale, Boat, Arcade, concession building and theater-type marquee which juts toward the highway from the train station. Manager is Robert Ferdinandsen, who said an additional 10 acres are to be developed. Rides are five for 49 cents or 12 for \$1. There are 20 employees.

Celoron Starts With Holiday

JAMESTOWN, N. Y., June 12.—Harry A. Illions' Celoron Park began its season Decoration Day weekend. The funspot held a preview May 22-23 for the park and there was a wrestling match at the roller rink on Monday (24).

Bad break in the weather forced the parkmen to do much of this year's refurbishing in short takes between showers. Almost all of the Roller Coaster was renewed, however, and Illions said the spot was in beautiful shape for the preview. Crowd then was nice despite cool weather.

Manager of Celoron is Mrs. Ella Swank. Ride superintendent is Charles (Shorty) Carson, and the manager of the Pier Ballroom, which uses name bands, is Richard Hancock. Other staff people include Dot Zimmer; Skinner Bullock, picnic booking; Carl Rothfuss, director; Elna Carlstrom and Mrs. Lought, office force, and Mrs. Bullock, food and drink concessions.

Danes Plan Study Of Yank Kid Spots

COPENHAGEN, Denmark, June 12.—At the close of the park season, a committee of four members of the Concession Holders' Association of suburban Dyrehavsbakken amusement park will go to America to study children's playgrounds, kiddie parks and kiddie rides and equipment, with a view to adding some sort of a kiddie play spot to the Bakken grounds.

Members of the committee will be Mrs. Lydia Garthausen, president of the Concession Holders' group; Orla Hoyer, architect; C. E. Jensen, lawyer, and Willy Henriksen, caterer. The Tuborg (brewery) Foundation has allotted a sum of \$1,450 to a fund to finance the trip. Remainder will be anted up by concessionaires in the park.

Attractions Set For Ripley Event

RIPLEY, W. Va., June 12.—Smith's Funland Shows, several free acts, including Kayletta,

Sauzer Takes Run Ahead Of Early '53

SCHERERVILLE, Ind., June 12.—Sauzer's Kiddieland, despite some inclement spring weather, is running substantially ahead of last year, according to Frank Sauzer, owner-manager. Much of the increase, which at times is 35 per cent over last year, is attributed by Sauzer to the fact that more people have become aware of the spot, which is now in its fifth year.

Newest addition to the attraction line-up is a new boat ride, currently under construction. Sauzer is having an oval ditch, 700 feet long, dug adjacent to his rides and has ordered eight gasoline powered boats from National Amusement Device Company, Dayton, O. The water course, which is four feet deep, will be shored up and landscaped.

The kid-spot is now operating nine rides, including a three-abreast Merry-Go-Round, plus kiddie Ferris Wheel, Jet Planes, Hand Cars, Street Car, Boats, Autos, live ponies and a Miniature Train that operates on a three-fifth mile track. The train is leading the pack thus far this season, Sauzer said.

Advertising this year has been ambitious. Sauzer has rented space on 17 trucks that operate in the vicinity and also has given away dozens of decks of playing cards with his ad on to lodges, veterans posts and fraternal organizations. In addition, he sponsors a bowling team and provides dance tickets, with his ad on the back, to a number of groups.

Rides are priced at 11 for \$1 or two-for-a-quarter. Improvements this year, in addition to the new ride, included much added lighting to the rides and grounds and expanded parking for another three dozen cars.

Los Angeles Vote Kills Auditorium Bond Plans Again

LOS ANGELES, June 12.—For the third straight time, Los Angeles voters rejected a proposed bond issue to finance the building of a convention hall and an opera house. Nearly complete returns in this week's election in Los Angeles (8), indicated that the bond issue would not be carried, since it was necessary for a two-thirds majority for the proposition to win.

Sponsors of the \$19,500,000 bond proposal, the smallest sum thus far proposed for the convention hall, had no statement to issue inasmuch as election returns were not complete.

A companion amendment which provides for operational means for the auditorium, was passed, but was automatically doomed with approval of the bond issue.

Red Sturgill Dies Of Heart Attack; Seek Relatives

CINCINNATI, June 14.—Hubert (Red) Sturgill, 45, concession agent with the Lee Becht Amusements, died of a heart attack in Franklin, O., early Sunday (13). He had previously worked for Shelly Fisher, concessionaire.

Anyone knowing the whereabouts of relatives of the deceased are requested to contact the Becht organization at Loveland, O., this week. Last known address of Sturgill's wife was Stillwater, Okla.

aerialist, booked thru the Jimmy Hetzer agency, Huntington, W. Va., and some radio-TV attractions are scheduled for the annual Jackson County Celebration to be held here July 5, according to Don Flesher, managing director.

The Smith organization will remain here for the entire week. Radio-TV acts already set are the Old-Timer, heard on WSAZ-TV; Odey Crabtree and His Gang, and Ralph Shannon's group. Additional singers and dancers are expected to be booked. Also planned is a parade with Army personnel from Washington and an air show. The event will get under way at 9 a.m. and close at 10 p.m. In the past it has drawn crowds of 8,000 to 12,000.

BLUE GRASS SHOWS

Can Place for the Big One—Fort Campbell Soldiers' Fair and Exposition, Fort Campbell, Kentucky, June 28 to July 4.

CONCESSIONS—Can place Hanky Panks with prize every time of all kinds. Have opening for Derby Racer, American Palmistry, Cookhouse, Grab for this date. SHOWS—Can place Monkey, Snake or any good Grind Show with own transportation. FREE ACT—Want a sensational Act for this date. Also place Free Acts for week of July 19 at Gibson City, Ill. NOTE—Jack Knoll, wire your present address. All address:

C. C. GROSCURTH, BLUE GRASS SHOWS
Elkhart, Ind., this week; Bowling Green, Ky., next; followed by Ft. Campbell.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Harvey Field, Chicago, and two weeks in Rockford, Ill.—Big July Fourth Celebration there.

WANT CONCESSIONS SHOWS HELP AGENTS RIDES
WANT Will sell exclusive Novelties, Scales, Custard, Long and Short Range, F.C. Photos and French Fries, legitimate Concessions of all kind.
WANT Monkey Show Operator—have complete set of trained monkeys; Wildlife, Arcade or any Grind Show. Have complete outfit for Snake Show.
WANT Ride-O, Ferris Wheel and Flyoplane Foreman. Fitzie Brown wants to hear from Johnny Wilson; am ready for you.
For Bowling Alley and Blower. Useful Help on all Concessions. No gypsies wanted.
Want Octopus and Tilt-a-Whirl.
All Concession People address FITZIE BROWN, All others address SAM LEVY, Mgr. Blue Island, Ill., this week.

F. C. BOGLE SHOWS, INC.

LAST CALL For the biggest 4th you ever played, Ogden, Kansas, Centennial, June 28 to July 5 inclusive. Soldiers' pay day plus three-day centennial July 3-4-5. Parades, fireworks, pageants—30,000 soldiers, 25,000 civilians.

Want Hanky Panks, Fish Pond, Scales, Ball Games, Balloon Darts, Novelties, Glass Pitch, percentage, etc. SHOWS—Side Show, Motordrome, Snake, Mechanical, Girl Show. RIDES—Kiddie, other than Ponies and Autos. HELP—Show Electrician, man and wife to handle office Bingo, sober Ride Foreman, Wire, no phone.
F. C. BOGLE, Mgr. Wichita, Kansas, till June 26.
P.S.: Curley Clark, wire me.

PAGE BROS.' SHOWS

Want Wheel and Tilt Foreman; Ride Help on all rides, must drive. Cookhouse, Lead Gallery, Stum Outfits of all kind. Count Store Agent—MUST STAY SOBER ON JOB; DRUNKS THE REASON FOR THIS AD. Want Skillo Agent, Bingo Help, Six-Cat Agent; useful people in all departments.

Pomeroy, Ohio, this week.
P.S.—Musicians and Performers for Jig Show; top salary.

AGENTS AGENTS AGENTS

Can place Razzle, Skillo and Pin Store Agents. Only 3 stores on show. Joe Wilson wants Art Snyder, Clarence Campbell, Jimmie Nolan and boys who worked with him before get in touch. Man to up and down Razzle. Bob, wire or call. Want Gunner and Ball Boy for Six-Cats. Don Wells and "Fingers," get in touch with me. 18 weeks of Celebrations and Fairs starting June 20, Firemen's Celebration, Elkhart, Pa., followed by Sesquicentennial and Fourth of July Celebration combined, Waverly, N. Y., week June 28. All address:

KIRK DECKER
Colonial Hotel, Smithport, Pa., this week; then as per route Carl D. Ferris Shows. P.S.: Can place Dancing Girls for newly framed Girl Show with panel front; also good Operator.

GREAT WALLACE SHOWS

Want legitimate Concessions of all kinds. No racket or gypsies. Want Age and Scales, Ball Games, Photos, Darts, Cigarette Shooting Gallery and any other clean Stock Stores. Good opening for Glass Pitch and Popcorn and Candy Apples. Roy Allen no longer connected with this show. Need Foreman for Eli Wheel and other rides; must drive semi. Have complete Sideshow—want Manager with performers; also have Girl Show—need Manager with performers. Synrex, contact me. Will book Snake Show, Monkey Show and any other nonconflicting Show. Will also book Live Pony, Train Ride and Octopus. All answers to

AL WALLACE, Oak Hill, W. Va., this week

CAN PLACE CAN PLACE CAN PLACE

Good Operator for completely framed Side Show to join immediately. We have new banners and panel front. Frank Zorda, contact. Fairs start Aug. 2 in New York State.
Contact

John Vivona, Vivona Bros.' Combined Shows
New London, Conn., this week; Westerly, Rhode Island, next week.

AMERICAN LEGION FAIR

CLARION, PA., JUNE 21 THRU 26.
Want Hanky Pank Concessions. Girl Show, Operator for Side Show, Couple to run French Fries and Sno-Cone Concession Agents. Big Celebration, Oil City, to follow.
Contact

BEAM'S ATTRACTIONS
FAIR GROUNDS, CLEARFIELD, PA.

WANT WANT

Ferris Wheel Foreman, Merry-Go-Round Foreman, Chairplane Foreman and Ride Help who understands Kiddie Rides.
SAM TASSELL
5839 WALNUT ST. Phone: Granite 2-5852 PHILADELPHIA, PA.
P.S.: Can use few more Hanky Panks that work for stock.

INDIANA'S FIRST BIG STREET FAIR

Montezuma, Ind., June 22-26, on the main street. Bands, parades, free acts, drawings, contests; solid route of Fairs to follow.
Place French Fries, Pitch-Tilt-You-Win, Ball Games, Drinks, Long and Short Range, High Striker, Coca-Cola, Diggers. Stock Concessions of all kinds. Mechanical Funhouse, Unborn Shows. Pony Rides, Tilt Wire, don't phone. Acts for Side Show, contact PRINCESS-SUNFLOWER

Royal Midwest Shows, Roxie Harris
FORTVILLE, IND., THIS WEEK.

King Business Big At Eastern Stands

Three Die as Horse Truck Crashes; Grosses Fine in Ohio, Pennsylvania, New York

OLEAN, N. Y., June 12.—Moving from a week of rain and accidents to one of clear sailing, King Bros.' Circus continued to draw good business at stands in Ohio, Pennsylvania and New York.

Three men killed Saturday (5) en route to Warren, Pa., when a ring stock truck went over a 25-foot cliff, were identified by Floyd King as Arthur Taylor, Bloomington, Ill.; George McGough, Saltzburg, Pa., and Paul C. Richardson, La Fayette, Ind.

LION ACT CUT

Under-Canvas R-B Program Is Shuffled

MINEOLA, N. Y., June 12.—Addition of one act, elimination of two animal acts and rearranging of the display order was noted here in the under-canvas version of Ringling Bros. and Barnum & Bailey Circus.

Wire-walker Con Colleano has been making his tight-wire somersaults regularly, and failed to show here only because of a freak mishap Wednesday (26) in Philadelphia. He made his difficult forward somersault okay but upon hitting the wire the heel of his slipper came free, spilling him. Colleano continued to perform, however, thru Asbury Park, N. J. (3), when X-rays revealed a fractured rib and he was sidelined.

Working in the wire act display with Senorito Tonito, both on slack wires, Luis Munoz took a spill while side-swaying during the Saturday (5) matinee here, and injured his shoulder. The wire display was removed from the program for the night show.

Animals Back In Fla.

The lion and big-bear acts have been returned to Sarasota quarters. The third caged animal act, Trevor Bale's tigers, continues in the center ring of the opening display, and is flanked by De Jonghe's Chimps in one outside (Continued on page 72)

R-B to Set Counsel Fee

BRIDGEPORT, Conn., June 12.—Indications this week were that the Ringling circus will pay a "reasonable" fee to Julius B. Shatz of Hartford without going into court. Shatz was counsel for Edward Rogin who served as receiver for six years following the Hartford circus fire.

Superior Court Judge John Cullinan and others at this week's meeting said John Ringling North and other officials of the Big One will try to determine a fair fee to offer Shatz. State Supreme Court on March 18 okayed a \$60,000 fee for Rogin, which was set by Judge Cullinan.

Earline Hale Hurt in Fall

CLYMER, Pa., June 12.—Earline Hale will be out of the Von Bros.' Circus performance for an indefinite period as a result of injuries suffered in a fall from a swinging ladder during a recent performance here.

Miss Hale, who is now in the Indiana (Pa.) hospital, suffered a brain concussion, a scalp wound which required 11 stitches and a bruised eye. She is expected to be discharged from the hospital in about a week, at which time she will rejoin the show for complete recovery. Her husband, Zack, is the show equestrian director.

Bodies of McGough and Richardson were being returned to their families. No relatives of Taylor had been located.

The accident occurred as the truck left the Friday stand, Oil City. King said it was checked mechanically as it left the lot. Outside of town, it went off the road and crashed into an embankment below. Driver Robert Black jumped clear and went for help. Police and firemen worked for some time before they learned that men as well as horses were in the semi-trailer. Black was hospitalized.

Cole Stock, Trailer

In the truck were horses and ponies, most of the horses being from the Palomino act purchased recently from Cole Bros.' Circus. Six horses were killed in the wreck and one was destroyed because of injuries. King and William Horstman, Chicago, of Cole (Continued on page 72)

Top Acts Thwart TV Hurting Big One—Valdo

MINEOLA, N. Y., June 12.—Shaping the switch from indoor to under-canvas presentations of the Greatest Show on Earth, Pat Valdo, general director of the Ringling-Barnum circus, views with satisfaction the Big One's smooth-running performance and opines that the circus, or at least R-B, could last forever.

An analyst, along with others who are threatened by the relatively new medium of television, Valdo dismissed the danger.

Points to Acts

"You can't see these acts on television," said Valdo, meaning the aerialists Josephine Berosini, Pinito Del Oro and the Nocks, sway-pole artists, among others. "You can't get the flavor or color of the circus on television either, Valdo maintains. The perfection of color television isn't going to make much difference in this respect either.

Valdo does not dismiss the potency and appeal of television and the effect it has had on other show business efforts and sports. He listened in years ago to high-ranking friends in Hollywood who even then predicted what the home screen entertainment would do to the theaters.

Aware of Potency

Altho he and other show personnel wintering around Sarasota get only fringe reception so far, and so have not yet been exposed to the full dose of home viewing, Valdo knows what it can do from having a set in his hotel room for some 50 days while in doors in New York on.

He persona enjoys many things on television, but is unwavering in his belief that the circus, as presented by Ringling, cannot be transmitted thru the air waves.

The Big Show each year brings in new acts. Many, Valdo notes, are unique and unexcelled. When the public knows what they are and what they do then they are enticed to the Big Show.

Needs Foreign Talent

Admitting the high quality and versatility of American acts, Valdo, nevertheless, says the

Kelly-Morris State of Affairs

MILFORD, Conn., June 12.—Capt. A. M. Gadd, of the Arctic Engine Company, announced this week the State Fire Marshal's office has denied permission for a circus performance to be sponsored by the company.

The Kelly-Morris Circus had been scheduled to play here on June 30 but the engagement will now have to be canceled.

3 R-B Mineola Shows Draw Nearly 23,000

NEW YORK, June 12.—The Ringling circus pulled into New England for a brief, six-day jaunt last week after playing to nearly 23,000 in its three performances in Mineola.

After blowing the Friday (4) matinee because of high tide preventing unloading of railroad barges, the Big One drew a near-capacity house Friday night, with only a couple of sections unfilled.

Saturday (5) saw a strayed matinee and three-quarters night show in the 8,832-seat big top.

Prices this season are \$3 and \$4 for reserved seats and \$1.75 for bleachers. There are four sections at \$4 (\$3.64 plus 36 cents tax) and 13 sections at \$3 (\$2.73 plus 27 cents tax). The breakdown on blues is \$1.36 plus 14 cents tax, with children's tickets selling for half price, 68 cents plus 7 cents tax. Admissions to the Side Show is 50 cents, untaxed.

Big One can't be produced with American talent alone.

It is necessary to bring in imports each year, he says, so that the Ringling show will be able to uphold its reputation for bringing out each season new top features never before seen on this continent.

It is this, Valdo says, that keeps the Big Show big and the greatest.

With only a few under-canvas performances behind him, Valdo still confidently predicted a good season ahead. He had a feeling born of years of experience, and the top grossing stands of the past week seemed to bear him out.

Early Packs Stands Earn Big Audiences

NASHVILLE, June 12.—The Tom Packs' Circus launched its new season Monday (7) at Cape Girardeau, Mo., and opened next at Nashville for its 11th annual invasion of the Tennessee capital. Jack Leontini, speaking for Packs, said business had been big.

At Cape Girardeau, the show was sponsored by the South-eastern Missourian, a newspaper celebrating its 50th year. Houck Stadium at the local college was filled, Leontini reported.

Mo. to Nashville's Sulpher Dell k for a Tuesday (8) night show, the Packs show had rain but a good turnout. Wednesday's performance had a three-quarter house in threatening weather. A matinee for children was given at 12:30 p.m., Thursday to a full grandstand. Another matinee will be given on Sat (12), final day of the Shrine-sponsored stand.

Zacchini Injured

Eddie Zacchini was injured while performing his tram act in Nashville. Upon completion of a forward full twist, he caught his right foot in the trampoline lacing. The ankle was cracked and he was taken to a hospital for treatment. He is now on crutches and with the show, but will be unable to work for a while.

Leontini said the show is continuing its practice of giving matinee in very few places unless large advance sales warrant the scheduling of an afternoon show. In the circus' upcoming route of 11 days in Southern Illinois only one matinee will be given. Leontini said that reports from the Illinois stands indicated a "terrific advance."

Packs is making all moves on trucks, as usual. The show is using telephone promotion in five places this time in a departure from the unit's usual plan of leaving promotion to auspices

R-B BLOWS MINEOLA SHOW; FIRST TIME BEATEN BY TIDE

MINEOLA, N. Y., June 12.—The Ringling circus blew its first show of the season here Friday afternoon (4), and for the strangest of reasons: high tide. Arriving two hours late at the west bank of the Hudson River, the circus loaded its first section onto cross-harbor barges and made it to the Brooklyn piers. But the second section, after making the water voyage around the tip of Manhattan, couldn't beat the tide. Nineteen cars were removed as the waters rose, until at last the tracks on the barges were just too high to link up with those on the mainland. The big top didn't arrive at the show lot until 2:30 and 7,000 milling fans got no show. Hardly any tickets were refunded, most fans exchanging theirs for later performances. The crowd was sniped at by the Side Show talkers with about 800 customers being captured. It was the first time in anyone's memory on the Big Show that it had blown a performance because of the tide.

Bailey Allows 11 Days For Trip to Alaska

Long Jumps Take Show Thru Wyoming; Set Layoff After Casper Engagement

CASPER, Wyo., June 12.—Seven-league jumps will bring the Bailey Bros. & Cristiani Circus here for three days (24-26) prior to an 11-day lay-off during which the circus will move to Alaska.

The show will open July 7 at Anchorage. After 17 days in two Alaskan stands, the show will start southward and it is making plans to play several Canadian dates on the way back. Apparently this means that all of the show will return by the Alcan Highway route. On the way to Alaska, where it will be the first circus to appear in the territory, part of the personnel and equipment will go overland while another section will go by ship.

Bailey-Cristiani also has an earlier lay-off of five days, Sunday (13) thru Thursday (17). From Evanston, Wyo., Saturday (12), it will drive 336 miles to Laramie during the five days. Two-day stand (18-19) at Laramie will be followed by a Sunday jump to Cheyenne, where the show is booked June 21-23. Casper follows.

Meanwhile, the show got some Alaskan weather at Logan, Utah,

Saturday (5). Rain turned to snow in the morning and cold, wet weather continued in the afternoon. At night a driving rain hit.

Despite this, performances were given before a grandstand to small crowds. Chamber of Commerce sponsored the show.

Parker Books Chicago Area

CHICAGO, June 12.—Parker Bros.' Circus, operated by Edward and Harriet Say, signed the Deerfield, Ill., Lions Club for a circus Saturday 12. Say, who recently promoted a date at Waukegan, Ill., also said he had contracted the Evanston, Ill., Jaycees for July 2-3. Acts, he reported, are yet to be signed.

The Deerfield date was originally set by Hagen Bros., but that show blew the town.

Say pointed out that he and his wife, the former Harriet Albina Beatty, were using only their Parker Bros.' title.

Bailey-Cristiani Pulls in Oregon

ONTARIO, Ore., June 12.—Bailey Bros. & Cristiani Circus played to capacity business in the afternoon and a near-full night at a grandstand here Tuesday (1). Lions Club sponsored the show.

At Baker, Ore., Saturday (29), the show had a three-quarter stand in the afternoon and half of a grandstand's capacity in the evening. Jaycees, who sponsored the show, said the night business was good considering a hard rain. Show had a 110-mile jump into Baker.

Funeral in Calif.

HOLLYWOOD HILLS, Calif., June 12.—Funeral services for Jean Evans, former wife of Ringling, were conducted here Saturday (29). Burial was at Forest Lawn Cemetery, it was reported by Helen Vorgias, a niece, who flew here from Chicago to arrange the funeral. Also attending was a brother, John Evans. Jean Evans died Monday (24).

committees. Advance publicity again includes newspaper material, window and tack cards plus billposting of a volume in keeping with the number of available locations.

Tornado Hits Capell Show

ARTHUR, Neb., June 12.—A tornado struck the Edgar B. Bucks Circus here Friday (11) night. Ten spectators were injured but no show people were hurt. Owner H. N. (Doc) Capell said the show was sidewalling Saturday (12) at Hyannis, Neb., while the canvas was being repaired.

Hunt U S Busin agon; d in N. J.

WILLIAMSON, N. J., June 12.—Better than average business has resulted from Hunt Bros.' Circus sweeping thru its home State since May 24. Three-quarter to full houses have been registered all along the way, according to show sources. Freehold (4) gave a night runaway and Long Branch had two straw houses.

Hunt Bros.' patented reserved seat wagon was put into use on May 27 at Maple Shade, N. J. The equipment was designed and engineered by Edward Hunt. Preliminary bugs have been eliminated and it now is in regular operation. The apparatus seats 350 persons. The show also has 300 chairs on standard platforms and jacks.

Eddie Mellon, veteran of 20 years with circuses, has joined as boss canvasser. Chief Red Cloud and family of Sioux Indians have joined the Side Show, managed by Welby Cooke, and business has been mounting for that department.

Ringling-Barnum and Hunt Bros. were close together when Ringling played Trenton (2) and Asbury Park (30). Hunt Bros.' opinion was that Ringling's heavy outdoor billing and other advertising in New Jersey had an effect for both shows by making the public circus conscious. Plus effort by Hunt's auspices and good weather added up to business at the Hunt circus wagon.

UNDER THE MARQUEE

By TOM PARKINSON

Fun City, Milwaukee amusement park, had Clown Cop Corrigan (Jake Disch) and the Eries one-finger stand as recent acts.

Billy Barton's aerial act is making four weeks of firemen's field days in the Syracuse area with Phil Daniello shows. Duane Clark, after four years in the Air Force, has rejoined Barton and they are readying their high cradle act with a trip to Europe in the offing. . . . Al G. Vincent is hopping to Eastern Montana to join the advance of the Tommy Scott hill-billy show as contracting agent. He had been off the road several years.

Rex M. Ingham is working in the sheriff's office at Ruffin, N. C., since closing his school shows in April. He is presenting a collection of weapons and a crime-doesn't-pay lecture at county schools, using a large truck from the sheriff's office. Willie Rawls

is staying off the road this season, headquartered at Macks Creek, Mo. . . . Eddie Kuhn's wild animal show is playing small towns in Missouri.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

The Valentino Sisters and Cherie, managed by George Valentine, played the Dayton Grotto show and are booked for five centennial celebrations in Illinois during June and July. The Valentines renewed acquaintances on the Hagen Bros.' Circus at Pontiac, Ill.

Wilbert D. Bender's Miniature Circus was on display during National Circus Week recently under auspices of the City Loan Company, Uhrichsville, O., and the Personal Finance Company, Canton, O. . . . Howe Bros.' Miniature Circus made its third appearance on Station WWTW, Bloomington, Ind., June 6. Fred H. Howe, owner, is a member of the Circus Model Builders' Association of America, the Circus Fans of America and owner of the J. A. Howe Candy Company, Bloomington.

Earl Shipley was elected as a delegate to the AGVA convention as a representative of outdoor acts, but at the last minute was unable to attend. He opened June 2 on the press staff of the Earl Newberry Tournament of Thrills. . . . Win and Marian Knowlton Partello, formerly of Cole Bros. and now with "The King and I" road company in Los Angeles, visited with Norman and Shirley Carroll.

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JoJo Lewis writes from Mills Bros.' Circus that George Davis is serving chicken . . . that Harry Baker plans to organize a girls' softball team . . . that Mrs. Ray Goody is wardrobe mistress. . . . that Eva May Lewis celebrated with a birthday party at Fort Wayne, Ind. . . . that recent visitors included Mrs. Gollmar of the old Gollmar show, Reita Tybell, Etta Hodgini, Joe Hodgini, Pat Kramer, Doc Malouf, Eddie Woekener, Pistol Pete, Lyman Kyes, Jimmy O'Connor, the Christiansons, Bert and Corrine Dearo, Carl Solts, Ted Hodgini, Harold and Gladys McAllister, Mrs. Don Young Jr. and family, Emmett Kelly Jr. and family, Jeff Murphree, Charlie Lewis, Ralph Clark, the Don Cooks, Leo Hollinger, the Rev. Robert Chaffee, Ray Marsh Brydon, Melvin Olsen and family, Judge Arthur Robinson and Mrs. Robinson, George Piercy, Ronnie Bacon, the Thorn-dykes, James Coulter and wife, Doc and Ivy Wilson, Bob King, the Jon Shaffers, Roy Frederick and Peter Estuck.

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Roy Barrett clowns at fairs August 30 thru October 9. . . . Karl Erikson reports the May issue of Strength and Health magazine carries a photo of The Eriksons, which now includes six girls and three men. Act is in its second season with Siebrand Bros.

Ray Brison worked dates out of Reading, Pa., during the Hagen Bros. lay-off. . . . Larry (Boxo) Valli, clown, will play the Colusa County, Calif., fair and Sacramento County Fair. . . . Following closing of the Orrin Davenport show's season, Ernie Burch went to King Bros., Chester and Joe Sherman went to Chicago, Dick Lewis hopped to Los Angeles, George LaSalle went back to Chicago, Roy Barrett went to the Dayton Grotto show and Earl Shipley joined Earl Newberry's thrill show.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Harold Barnes, wire act, played the Chicago Theater, Chicago, thru Monday (10). He worked the Omaha Shrine show and has just signed to work the Steel Pier, Atlantic City, from mid-June thru Labor Day. . . . Bruce Peacock,

of the Regina, Sask., Leader-Post, visited with Dick Lewis, Earl Shipley, the Sherman Brothers and Bill Woodcock, while the Orrin Davenport show was in Regina.

The Detroit News on Sunday (30) carried a feature about early show history in observance of Circus Week. Writer George Stark, city historian, highlighted the Circus Clown Club and the old Matt Wixom Show, which was based in Michigan. . . . Mrs. Clyde Wixom, whose husband owns the Wixom show title, is still recuperating at Detroit from injuries received in an auto accident in December.

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Mike C. Piccolo, Uniontown, Pa., caught King Bros. at four stands and visited with Floyd King, Arnold Maley, Mal Fleming, Harry Thomas and Lee Hinckley. . . . Nena Evans is back at work as secretary to John Ringling North. . . . Paul Kelly's elephant is being booked out of Peru, Ind., quarters and is currently at a supermarket in Cleveland.

Eugene Christy has his lion act with the Alvarado Wonder Circus in Indiana. . . . Mrs. Esther (Red) Reader is confined to the Barnes Hospital, St. Louis, for a number of weeks and would like to hear from friends. . . . Uncle Miltie Neuman again is working novelties on Mills Bros.' Circus. . . . June Mills is assisting her husband, Harry Mills, Mills Bros.' concession boss.

Miami members of the CFA have formed the Winifred Colleano Tent, CFA, with Henry T. Hutchinson as president; E. M. Feldman, vice-president; Paul R. Sharp, secretary, and Freddie Daw, treasurer. The first tent in Florida also includes Bob White, head of a fruit juice company, and W. A. Sadler, CFA State chairman. . . . Chalmer Condon, Logansport, Ind., fan, caught the King show in several stands. . . . Donald Marcks, San Francisco area circus fan, spent several days touring with the Beatty show. He is plugging for a CFA preview of the new Beatty movie. . . . Jack Mills and several of his staffers were guests at a meeting recently of the John L. Davenport Tent, CFA, Chicago. About 40 persons attended the Sunday meeting, with Sam Johnson, president, in charge.

The Aerial Alcidos (Edna, Louie and Wilfred) are with the Bell-Ford Show for the season. They recently visited with their good friends, the Stardusters (Hope and Mike Kent), and Sol Soldman.

Emmet J. Farley had occasion to visit Jack La Peare when Mills Bros.' Circus was playing Indianapolis June 5.

Frank Braden was busy renewing acquaintances when the Ringling show played Bridgeport, Conn. Frank was especially happy to see his old friend and pal, Matt L. Saunders, formerly press agent with the old Buffalo Bill Show, and now Loew's Circuit city manager in Bridgeport. They had their picture taken together, which appeared in the Bridgeport Post. Also among the happy boys to reach Bridgeport were Frank McClosky and Pete Grace, who have relatives there. McClosky's sister, Alice, is the wife of Capt. William Ordner of the nearby Stratford fire department.

Walter B. Fox writes from Mobile, Ala., that his pictures of Minnie Ha, Ha, the Georgia pinhead, has been selected as Picture-of-the-Month by the pub-

lishers of "Circus Band Wagon" for distribution to all members of the Circus Historical Society. Fox recently found the photo in the collection of a Pennsylvania collector which he purchased in a "blind" sale.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Roy Romas flew to New York recently for the opening of Jean Daren, acro-contortion act current at the Waldorf-Astoria. Romas and his performing horse have been playing Sunset Carson Park, Lancaster, Pa., along with the Flying Romas Troupe. . . . Valla and Mack, of McCall's Society Circus Revue, recently closed a 30-week tour of Kentucky, Virginia, North and South Carolina, Florida and Georgia for Robert E. Roth's Southeast School Assemblies. The act is now at home in Mexico, Mo., working on props.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

Willie Carr, Ringling 24-hour man, has returned home because of illness. . . . Franco Richards, owner of Ring Bros.' Circus, has returned to a hospital for further treatment. . . . Dick Clemens is laying over in Illinois pending the return from the West of Polack Eastern. . . . Johnny Fulghum, ahead of the Marks carnival, visited the Diano show on the World of Mirth and visited with Smokey Jones. . . . Mell Henry has returned from Puerto Rico for medical treatment in New Orleans.

Gil Gray Circus played Billings, Mont., thru June 5. . . . Bill Green, press agent with several shows and now with "Cinerama," will be in Cincinnati thru June 22. . . . J. C. Admire, the veteran agent, is declaring this is his last summer season on the road. He'll take out his school circus unit, tho. . . . Ringling-Barnum is using a mail-away herald for country routes again this season. It's printed by the Cuneo Press, New York. . . . The DeSoto-Plymouth publication, People and Places, for June carries a yarn about the college students who operate a show boat on the Ohio. Pictures include one of the boat's steam calliopes.

Bill Kasiska reports from Baraboo, Wis., that a new CFA tent, named for the Riding Rooneys, has been raised there. Officers are Dr. Fred E. Tryon, president; Judge Eugene A. Madalon, vice-president; Kasiska, secretary; Robert A. Downie, treasurer; Henry Moeller, historian; Ernest F. Mueller, photographer. Dr. Tryon was with Gollmar Bros., and Moeller is the wagon builder and cousin of the Ringlings and Gollmars. . . . Chalmer Condon, Logansport, Ind., fan, now is superintendent of schools there. . . . The Lew Christiansons are at home in Sheboygan, Wis., after making dates in Indiana. They are booked for the Burlington, Wis., celebration, July 3-5, and the Ishpeming, Mich., centennial, July 26-31. . . . Gerald Monday, who has been a bull-handler on various shows, was written up in the Sunday (6) issue of The Indianapolis Star.

The next issue of The Billboard will be the big outdoor Summer Special with lists of fairs and other outdoor events. Don't miss it.

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Two (2) phones open. U.P.C.'s and Banners. We use collectors and pay on collection
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Phone: 7-3272 Canton, Ohio

1—PHONEMAN—1
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JACK CLARK
Mt. Vernon, Ill.
Days—2056 Nite—5133

5—PHONEMEN—5
POLICE DEAL—Office Opens June 21
City of 300,000 (not Nashville). Banners—Book—Tickets. Usual P.C. Phone 6-0920, Nashville, Tenn., for placement.
ASK FOR SAM DELL

PHONEMEN WANTED
BOOK—TICKETS—BANNERS
4 BIG PROJECTS—CENTENNIAL—SHRINE CIRCUS—FALL FESTIVAL—RODEO. No Limbers—No Drunks—No Collects. If You Can't Produce, Don't Waste Our Time.
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Sixteen weeks of solid sponsored dates. Opening July 3rd. Cowboys—Cowgirls—Thrill Acts—Clowns—Rodeo Hands Wire or Write to CHARLES MORGAN, Rodeo Director.
Also wanted at once—Phonemen and Managers—Pay daily—25% on U.P.C.—Book, Banners—10% additional override. Good sized towns now open with solid sponsors. Ted Dedrick, contact me. Good proposition for capable Contracting Agent. The following if not busy contact me: E. Debold, C. Seldman, Sadler Bros., Marie Reid, Bob Beck. Address all replies to
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Phone: Emerson 6-4217

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RED NOT STATE-WIDE PHONE DEAL. GET HERE FAST—GET NICE AND FAT. BE GOOD OR GET LOST ON THE WAY.
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21363 Van Dyke Base Line, Mich.

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U.P.C.'s and Circus Banners. Rotary date, Second Annual. Collect and pay daily.
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Orchard Park, New York
Phone Idlewood 4940—No collect

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DEAL
PERMANENT WORK. If you are reliable, sober, can travel—you can make \$250 up weekly. Give address, phone and references. Write
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188 W. Randolph St. Chicago 1, Illinois

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25% commission, paid daily. Must be sober. Tickets and books. Phones open and in.
DOC TATE
240 E. Butler Fort Wayne, Indiana
After 6:00, call Harrison 8554.

2 PHONEMEN
For the best deal in Western Pennsylvania, Elks; have two phones open. Just starting; if you can produce you have a job, if not stay away. Call Pittsburgh, Pa., EX. 1-2198. Write
PITTSBURGH ELKS' LODGE #11
628 Penn Ave. No Collects.

PHONEMEN
Starting now our special LABOR DAY EDITION of the Labor Journal (Director-Newspaper), 16,000 cards ready to call all with the cut-off from sales of last year. 35% paid, pick up the same day. This is just outside of Philadelphia.
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Paterson Tops AOW Race League Finals

Season of Racing Tops 30,000 Mark At Gate for Record Since '46 Debut

ELIZABETH, N. J., June 12.—For the third successive year the racing club of Paterson (N. J.) Arena ran off with the challenge trophy in grand finals of the America on Wheels inter-rink racing league, reports Jack Edwards, AOW director of speed.

A record crowd for a June night packed Boulevard Arena, Bayonne, N. J., to see 211 entries, representing the top four teams in AOW's Northern and Southern divisions, compete in the 30 events offered.

According to Edwards, the league has closed one of its most colorful and successful seasons since organized racing was started by AOW in 1946. For operators involved, 1954 events set a new

high at the gate. More than 30,000 patrons saw the 32 meets conducted from October, 1953 to June.

All contestants who finished 1-2-3 in their classes in the contests received trophies. Winners of the golden skates, donated by the Chicago Skate Company as merit awards, were Richard Reese, a senior on the Boulevard team, and Betty Cunningham, also of Boulevard. In runner-up positions were Ray Musser, Paterson, and Pat Bogert, also of Paterson. William Schmitz, general manager of the chain, made the presentations.

The skates were awarded to those who never missed a meet during the past season, had no disqualifications, and won the most number of places during the season. In the matter of places won Reese had 30; Musser, 29; Miss Cunningham, 24, and Miss Bogert, 20. There were 28 candidates who had 100 per cent attendance and no disqualifications.

Point standings in the grand finals were as follows: Paterson, 89; Reading (Pa.) Rink, 59; Alexandria (Va.) Arena, 54; Boulevard, 46; Mount Vernon (N. Y.) Arena, 18; Bladensburg (Md.) Arena, 10; National Arena, Washington, 5, and Sinking Spring (Pa.) Rink, 0.

King Business

Continued from page 70

Bros., said the stock was insured under a policy held by Cole. The King truck was demolished, but the trailer, which formerly was a wagon on the Cole railroad show, was being repaired.

Meanwhile, 10 of the elephants on King, those which formerly were on Cole, have been taken to Hollywood, under direction of Bert Pettus, for work in the movie, "Jupiter's Darling." They will return to the show after filming is complete.

Strong Business Holds

King said that business has been excellent. All but one day of the first week in June were rainy. At Beaver Falls, Pa., on Decoration Day, the show had two packed houses. East Liverpool, O. (1), had a good afternoon and mediocre night, with rain becoming heavy at night. The lot was more than three miles from town. Alliance, O. (2), gave a quarter house in the afternoon and better than three-quarters at night with rain. Warren, O. (3), had day-long showers, but matinee was a capacity and night was two-thirds.

At Warren, Pa. (5), the parade was delayed an hour because of the fatal accident in the morning. Matinee was near-full altho it was raining, and at night the house was half full during rain.

With clear skies coming on, Jamestown, Pa., Monday (7), gave two 85 per cent houses, and King pointed out that this much in their present tent was equal to a straw house in last year's Bradford, Pa., gave two more 75 to 85 per cent houses. At Oleon, N. Y., Wednesday (9), the show had a straw matinee and three-quarter night.

Three stands on the King route in New York also are being made by Ringling. They are Jamestown, Elmira and Binghamton. In each, Ringling has posted wait paper and used opposition newspaper ads.

DRIVIN' 'ROUND THE DRIVE-INS

CHIEF DRIVE-IN, Austin, Tex., has installed a new fiberglass screen. . . . Bob George, former manager of Lariat Drive-In, Wink, Tex., has been named manager of the Rig Theater in that city. . . . Two men robbed the King Center Drive-In, Houston, of \$1,400 recently. . . . Bucks County Drive-In, Willow Grove, Pa., will have its buying and booking handled by Claude Schlanger Jr. . . . Philadelphia's Tri-State Booking & Buying Service is handling Caledonia Drive-In, Ortanna, Pa., and the Starlite Drive-In, Quakertown, Pa. H & M Enterprises operates the Caledonia and Irving Berney the Starlite. . . . Atlantic Drive-In, Pleasantville, N. J., is having wide-screen television installed. On June 17 the Atlantic will present the first of a series of closed-screen television events. . . . In Allentown, Pa., E. M. Loew's, Inc., Boston, purchased an 18-acre tract from Harold A. Schantz for erection of West End Drive-In, to have a capacity of 1,100 cars and cost \$200,000. John S. Scully Jr., owner, Midway, Allentown, who will book and manage the new enterprise, stated that the drive-in will have the largest screen in Pennsylvania, 100 by 75 feet. The drive-in will be of rustic redwood construction with a cafeteria-style redwood concession stand. The drive-in should be completed by July 4. . . . Also in Allentown, the Fabian circuit was reported leasing the Boulevard and Airport drive-ins from David Milgram, Philadelphia. . . . In Dagsboro, Del., Alfred W. Goodyear, owner of the Dagsboro Drive-In, was held under \$500 bail on each of two charges of exhibiting indecent pictures. State police said they visited the drive-in after receiving complaints about the show. After looking for a time at what they termed burlesque-style motion pictures, they stopped the show and confiscated the film. Goodyear was arraigned in Sussex County Court and held for further hearing.

Biz Good at Mo. Spot

EXCELSIOR SPRINGS, Mo., June 12.—Business is reported good for the roller rink at Tate Chiles' Lake Maurer Park here. Under the management of Mr. and Mrs. Bill Milton, the rink was remodeled last fall. It has been in operation since early spring.

R-B Under-Canvas Program

Continued from page 70

ring, and Albert Rix and Paul Fritz working three small bears in the other. Fritz worked the lions in New York. Vivi Schmidt being ill, her husband worked their sea lions here.

Showing under canvas are the Wendanis, man and young girl hand-to-hand acrobatics. A boy added to the Yong Sisters and Brothers gymnasts, brings the strength of the act to five. Not working here was the Fenis-Feroni Duo, Rolla-Rolla.

One man, Clayton, being ill, there were two flying return acts showing here, one being sideline. Vocalist Harold Ronk had a cold and there were no vocals in the three shows here.

The road list of displays is as follows:

Display 1: Trevor Bale and seven tigers in the center ring, flanked by De Jonghe's Chimps (5) and Albert Rix and Paul Fritz working three performing bears.

Display 2: Four aerial acts. The Puatos and the Renellys, double trapezes, the Great Logan, aerial contortionist, and the (2) Rixos, unsupported ladder.

3 Wire Acts

Display 3: Three wire acts, with Con Colleano on the center ring tight wire, flanked by Luis Munos and Senorito Tonto, slack wires.

Display 4: Three elephant acts, with Capt. Hugo Schmitt working seven baby elephants in the center ring, flanked by four girl-mounted big elephants in each outer ring.

Display 5: Clown walk-around.

Display 6: Bareback riders, with flonka Karoly in the center ring, flanked by Miss Vivian and Miss Antoinette.

Display 7: Rolly and Arry, knockabout comics.

Display 8: Three animal acts, with Victor Julian's dogs in the center ring, flanked by Tiebor's (3) sea lions and Vivi Schmidt's (3) sea lions.

Display 9: Spec, "Dreamland." Procession with nursery rhyme format employing girls, horses, elephants, clowns and floats; decorations and costumes representing fables.

Intermission.

Display 10: Unus, finger balance, in the center ring, flanked by Tell Telgen, bal-

Admish Tax Threat To Rink Operators

CINCINNATI, June 12.—Rink operators all over the country may well be in for another bout with the tax man (this time at the State and/or municipal levels) as a result of approval by the New York City Council last week of a 5 per cent admissions tax.

Most observers who have studied the New York case feel that the action could spark a wave of similar legislation in other communities across the nation, pointing out that the ease with which the New York tax was forced down the throats of the amusement trade will undoubtedly encourage officials in other areas to make similar attempts to raise administrative funds. Any such attempt, say rink men, will call for the strongest kind of anti-tax action, not only by the rink owners but by every other amusement operator, if it is to be defeated.

The New York tax will become effective July 1 unless the city by that time finds some other source of revenue. The measure puts a levy on virtually all forms of entertainment, notable excep-

tions being boxing and wrestling matches, horse racing or entertainment held for purely charitable purposes. Also exempt were tickets to amusements costing 10 cents or less. A relatively small segment of the New York amusement trade will be affected by this ruling, chiefly operators of kiddie-lands. These operators hiked their rates from 9 cents to 10 cents a few months ago when the federal admissions tax was cut.

Theatermen led the fight against the tax, along with the three major league baseball clubs. In the case of the former, they were fighting with the knowledge that the tax could well cue similar action in other areas in which they have theater interests.

Following approval by city council last week the measure went to the Board of Estimates, which promptly okayed the action Friday (4). It was then passed on to Mayor Robert Wagner for signature. Refusal this week by the State administration of financial aid made it virtually certain that the mayor would have to sign the measure.

ROADSHOW REP

MAC JOHNSTON, former rep-ster, is in his fifth year with United Productions of Kansas City, Mo. . . . Bob Neil, stroller player and merchandiser, writes from Portland, Ore., that he plans to make a season of stands in Southeast Oregon. Neil says that he did some subscription work during the past winter in the Portland area. His summer show will be prepped to play street dates in small towns and take on any indoor dates that come along. . . . The Harris Family has arrived in Fresno, Calif., after a trek that started in Corey, Pa. . . . From Colville, Wash., Ernest Bradstreet writes that he will again be back at celebrations and outdoor shows this season after playing school dates to poor business in Eastern Washington during the winter. Cold weather hampered him, he reports. . . . From Frederick, Okla., stroller player Hank Morrison reports that he has been going from one storm section to another. First

it was dust in Kansas, Morrison says, and lately it has been tornado weather. . . . Horace Allen and his wife are making ready to take on fairs and celebrations in Central Idaho after a poor winter of school and sponsored dates.

T. L. ANDERSON, old-time roadshow agent, has been promoting hobby shows in Northern New England to what he calls ordinary business. Anderson plans to have an outdoor kiddie playground near Rockland, Me., this summer. . . . After a season of amateur play productions in Southwest Pennsylvania, Carl Abel is laying off in Atlantic City, where he expects to start working a concession soon. Abel reports that cold weather and unemployment hurt his winter dramatic work, but that he expects to return to it next fall. He would like to read some comment about the old-time Buddy Players. . . . Jess Roberts, writing from Oklahoma City, reports that he is finding the State a tough nut to crack with a magazine subscription proposition. He asks the whereabouts of William Auton, an old-time trouper. . . . The McMann Players recently closed a west-to-east jaunt with a four-act opus, "On Vacation." The McManns plan a month's visit with relatives in Halifax, N. S., before making a return trip west via Canada. Business was reported good on the trip east when weather was favorable. . . . From Red Lodge, Mont., L. L. Gitts, who for years has had a family show in the West, reports that the past winter was tough for him, with business way off. Gitts recently bought some canvas and plans a long jump to Western Canada, an area which he has played often in the past 15 years. Gitts recently bumped into Frank Harrison, formerly of the Beach and Bowers Minstrels, in Dillon, Mont. Harrison is now presenting a lecture show in connection with a food proposition. . . . George Steele, of the Concord Country Club, Concordville, Pa., says he will pay folks for pictures taken on the Mack minstrel show, which closed in September, 1953. It is his recollection that some snapshots were taken on the show that season.

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NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.



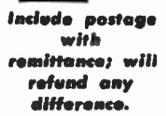
No. 3893
Size 3 in. high.
\$20.00 per gross
\$2.00 per dozen
(No less sold)



No. 4995
BASHFUL MONKEY
\$14.00 per gross
\$1.50 per dozen



No. 3927
SNAKE BOW TIE
\$14.00 per gross
\$1.50 per dozen



No. 3936
SPIDER GIRL
\$17.50 per gross
\$1.75 per dozen

WISCONSIN DELUXE CO.
1902 North Third St.
Milwaukee 12, Wisconsin

MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Arlington Hat Company, New York, is featuring a "Tex-Straw" Western hat. Tex-Straw is scientifically created simulated straw with a fine woven texture. The hat is made by hat craftsmen, with a dyed-in color giving it that natural look which sells on sight. Another item which is designed to sell is the firm's "Howdy Doody" cowboy hat. This hat will be seen by millions on television, creating a large demand for it. The new Howdy Doody hat is also made of Tex-Straw with the official Howdy Doody emblem, a braided chin cord and adjustable slide. They are packed in assorted sizes, two dozen to the carton. Made in pure white with red trim.

W. D. Ballinger, of California Brands, Los Angeles, is offering the "Gardener's Thumb," which looks good for fair and flower show demonstrations. The item is a new-type aluminum garden hose nozzle that controls water flow with a touch of the thumb. By changing the kind of stream the nozzle is throwing, the lawn or garden may be watered in half the time, Ballinger states. It may be adjusted to reach corners and will give a full stream or a gentle spray. Ballinger advises that "Gardener's Thumb" may be demonstrated by using a splash pan. . . . Ronald B. Drummond, Capistrano Beach, Calif., reports that he has a shine-proof steam iron cover. It is designed to take the shine off slacks and skirts as well as seams and pocket flaps on gabardine, serge, dull-surfaced silks, faille, etc. The item lends itself to demonstrating and appeals to housewives, for it is said to be handier than a press cloth and allows women to see their work as they are ironing.

A line of items for use in raising dogs is available at Pacific Coast Scent Company, Compton, Calif. Among the items are Pet-Vet, a compound that stops bleeding, prevents infection and promotes healing; Housebreaking Scent, which trains dogs to answer nature's call; Dog-Wick, which keeps pets from digging and eliminating in undesired places, and Scent-Sation, which prevents parasites on dogs and cats. . . . Jewelry workers should get acquainted with "Go Betweens," a product of Albin Enterprises, Los Angeles. This item assures earring wearers of comfort. Made of latex foam rubber, the item keeps both clip and screw-type earrings from pinching. Go betweens may be transferred from one pair to another. They are washable, easy to apply and come packaged on cards in cellophane sealed envelopes.

Sunset Sales Company, Hollywood, has introduced "Pinky-Twixx," appealing to teen-agers and adults. They are finger and toenail decals offering a blending color for every ensemble. Six complete changes for each finger and toenail are offered. The designs are Beau Blue, Date Bait, Lucky, Gone Heart, Rhapsody and Crazy Daisy. They are washable, enduring and easily applied. Each unit of six sets is individually cellophane packed with illustrated descriptive tab sealing the top. Retail for about \$1.

House-to-house workers should investigate the Home Sprinkler offered by the Sprinkler System Company, Hollywood. This flexible sprinkler can spray an area 15 feet wide and 50 feet long at average water pressure. It may be draped over a hillside or twined around flower beds. And it will not rot or mildew. The sprinkler weighs one pound and comes complete with solid brass connector and sliding end closure.

Selectric Products Company, Lynwood, Calif., has answered demands of housewives with a new combination knife sharpener and buffer for polishing silverware. All that is needed to get a good cutting edge on a knife is to pull the blade lightly thru twin slots a few times. The buffer wheel runs on the same shaft as the abrasive wheel. A sliding plastic guard prevents contact with one wheel while the other is in use. The black top section triggers the device. When slight pressure

is placed on this section, the 110-120 volt, AC-DC. motor is activated. When pressure is removed the motor stops.

Jay Sales Company, Chicago, has announced a new product for the summer months. F.O.B. is the name, meaning First on Burns. It's a new scientific treatment for all types of burns. It sprays on in seconds, soothes, quickly relieves pain, promotes healing and protects against infection. F.O.B. is clinically proved by hospital and laboratory tests. It is guaranteed non-toxic and non-irritating for children and adults alike. F.O.B. relieves pain from sunburn and other burns. It is available in a five-ounce size at \$1.89 per can, or the 11-ounce economy size which retails for \$2.89 a can. The product comes in an aerosol spray-type container.

From Dexter Manufacturing Company, Providence, R. I., comes a new idea in charm bracelets, the "Snap-In" photo bracelet. It's in tune with the popular favorite or sentimental photo trend. The bracelets have six good-sized areas ready to receive one's favorite group of photos by just snapping them into place. All metal parts are gold plated. Bracelets are priced to retail at \$1. . . . Imperial Merchandise Company, New York, announces importation of 21-count needle books with patented needle threader to sell to jobbers for \$2.85 per gross. Samples will be submitted without charge to jobbers upon request. Large stocks are on hand for immediate delivery of quantity orders.

Ideal Greeting Card Company, Boston, has added a new pack of 25 cards to its "Ideal Treasure Family Bag" line, in addition to its 50-card pack. The new pack, like the 50-card assortment, consists of all-occasion cards with envelopes, prepackaged in a reusable plastic bag. Each card in the Treasure Bag costs the buyer 2 cents or less. Retail cost is 39 cents. The firm suggests a retail price of 79 cents. A special deal is offered wholesalers. . . . Shoe-Eze is the name of a product offered the trade by Leather Tech Products, Los Angeles, as a shoe leather relaxant. A colorless liquid, the firm says the product provides quick relief from the discomforts and harmful effects of tight, ill-fitting shoes. A few drops applied to the outer surface of a shoe does the work. The product retails at \$1 for a two-ounce bottle, sufficient for many shoes.

The Musical Lazy Susan Carousel, a revolving snack tray that employs an imported Swiss musical unit to tinkle "Tea for Two" with a turn of the handle, is the latest item announced by W. Scott Hassler Associates, Chicago. Twelve inches in diameter, the item consists of four removable chartreuse trays and a ball-bearing turntable and handle in ebony black. It sells for \$4.95 to the prize and premium trade. . . . A new pocket combination game kit containing playing board, necessary pieces, scoreboard and illustrated instructions for the playing of checkers, chess and four other games, has been announced by Stylecraft Manufacturing Company, New York. Retailing at 15 cents, the kit fits pocket or purse. Back panel of the outfit is designed so that it may be mailed by addressing and affixing a 2-cent stamp. The firm claims splendid mass-volume possibilities for the kit because of its appeal to vacationists, children, travelers, etc.

Levin Bros., Terre Haute, Ind., is offering a complete line of carnival goods, including straw hats, rubber horses, fur monkeys, feather monkeys, rayon parasols and a wide assortment of other items. . . . "Spots," the running dogs, are toys that should go over exceptionally well. Now being featured by Eastern Sales Company, Akron, the stretch in a lazy manner, run, jump and perform amusing antics. They are sturdily built and are bulb operated.

OF COURSE, We Want Your Business

MINIATURE SAILOR STRAW HAT	Dozen \$.85	Gross \$ 9.60
MINIATURE MEXICAN STRAW HAT	Dozen .60	Gross 6.90
8-INCH COOLIE HAT, ASSORTED	Dozen .85	Gross 9.60
8-INCH FUR MONK WITH PIPE	Dozen .80	Gross 9.20
8-INCH FEATHER DRESSED BOLL	Dozen 1.85	Gross 21.00
20-INCH RAYON PARASOL, ASS'D COLOR	Dozen 2.90	Gross 33.50
14-INCH RUBBER HORSE WITH WHISTLE	Dozen 4.00	Gross 46.80
18-INCH FEATHER DRESSED MONK	Dozen 5.75	Gross 66.00

10 GROSS ASSORTED SLUM FOR ONLY \$9.00

BINGO OPERATORS, write for new housewares catalog showing scores of items you can use. BALL and WHEEL Operators, write for special Carnival catalog. ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE—25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

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Established 1886
TERRE HAUTE, INDIANA

17-JEWELS

WAFER THIN (BRAND NEW)
YELLOW CASE

Looks like \$100 flash.
One year written guarantee with every watch.
25% dep. bal. C.O.D.

\$6.95
Each
BANDED
SAMPLE \$7.50



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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

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IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



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(ON SALE NEXT WEEK)

We can still take care of it if

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THE FAMOUS Birds' Nest HAT

Another KIPP'S Special

Natural straw Bird's Nest Hat with loose strands around edge. Tightly woven and in natural colors.
Hurry—get in on these SPECIAL prices!
Bale of 250.
Per bale \$32.50
Per dozen 1.75
Include postage with order.
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Photos taken on "SUPER SPEED" 120 ct positive paper. Picture size 2 1/4 x 3 1/4 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Des. 88
PDQ CAMERA CO.
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PIPES FOR PITCHMEN

By BILL BAKER

KAY AND BUSTER DOSS report that the U-Lik-A Players just recently closed their first spot of the season, a two-week stand in Brownsboro, Tex. Crowds were good and there was plenty of the old green stuff being tossed around, according to Buster.

THE NEWEST member of the cast of the U-Lik-A Players is Ray W. Smith. We understand that in addition to his histrionic talents, Ray also does a bit of med lecturing.

HENRY H. VARNER, the Akron home guard postals that he had quite a time for himself while visiting with the Flying LaForms on the King Bros.' Circus when the show was playing Coraopolis and Beaver Falls, Pa. The fact that the old boy was really cuttin' some fancy capers is attested to by the photographic proof that he sent along with his note—a picture showing him making googoo eyes at Mitzie LaForm, who is really a delightful looking hunk of feminine charm. Henry also mentioned that he met a friend of Eddie Gillespie at the C.F.A. banquet in New Philadelphia, O.

SEVERAL WEEKS ago we reported here that Big Al Wilson had been slapped down by a second spell of sickness and was at that time doing a stretch at the hospital in Manteno, Ill. We haven't received any reports directly or indirectly on the big boy's condition, so we are wondering whether he's still engaged that "Now he's up now he's down again" act.

ART NELSON, major domo of the Crestline Company, pipes in with this bit of bad news: "Just received word that Joe Mann, the former pitcher and demonstrator, died June 8 at the home of his son, Ray Mann, Highland Park, Ill., after a long illness and a series of operations. The boys have been tak-

ing up a collection as his hospital and medical bills have been quite high. I know that it placed a tremendous burden on his son, so if any of the boys in the business who read this message would care to make a little donation they can do so by contacting Joe's son in care of The Billboard, Cincinnati." Joe was one of the real old campaigners and it is unfortunate that his last days were so rugged.

COMING EVENTS

Continued from page 55

- Jackson—Freedom Festival, July 4-10. James W. Kling.
- Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.
- Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.
- Menominee—Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse.
- Midland—Mich. Gladiolus Show, Aug. 15-16. Millington—Millington Centennial, Aug. 11-14. Dale P. Stewart.
- Mount Clemens—Amvets Fiesta, July 4.
- Plymouth—Celebration, July 5.
- Port Huron—Blue Water Festival, July 12-18.
- Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.
- Sand Lake—Celebration, July 4.
- Stambaugh (Iron River)—Celebration, July 2-5.
- Tecumseh—Homecoming, June 30-July 3.
- Zitwaukee (Saginaw)—Mich. Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.
- Minnesota**
- Caledonia—Centennial, July 16-18. M. A. Duxbury.
- Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
- Hastings—Celebration, July 3-5. Herbert P. Koch.
- Lake Benton—Diamond Jubilee, July 9-11.
- New Prague—Celebration, July 2-4.
- Revere—Ice Cream Days, June 26-27.
- Rotnsay—Celebration, July 3-5. D. Lindberg.
- Rushford—Centennial, July 3-5.
- St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.
- Mississippi**
- Tupelo—Home & Industrial Show, July 1-3. Joe C. Williams, Box 150.
- Missouri**
- Albany—Old Soldiers' Reunion, July 7-10. Junior Clark.
- Buffalo—Reunion, June 24-26.
- Cabool—Dairy Show, June 21-23.
- King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.
- Licking—Celebration, July 1-3.
- Maitland—Am. Legion Blue Grass Festival, June 18-19. Dale A. Marlon.
- Marceline—Celebration, July 5-10.



OAK-HYTEX CRYSTAL CLEAR STRIPE .. No. 10CCS

(transparent with colored stripes)

BIGGEST FLASH at any Joint

Be **FIRST** with this real **MONEY GETTER** See Your Jobber

The **OAK RUBBER CO.** RAVENNA, OHIO.

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OAK RUBBER SPECIALS
 Airship Balloons—#1242 \$4.50 gr.
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 Height and Dozen Prices:
 10½" \$16.80 8½" \$13.80 5½" \$6.00 4½" \$3.60
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CLOSING OUT 1,000 TABLE LAMPS with Shades Assorted colors, about 24" tall
\$18.00 and \$24.00 Dozen
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SENSATIONAL NEW ITEM FOR GADGET WORKERS
NEW ROSEBUD RADISH CUTTER
 Now Makes Radish Roses Easier, Faster!
 It's a red-hot, 5 second demonstration item proved by tremendous sales to be the most wanted kitchen gadget ever made. Sells on sight to every woman. Makes perfect radish roses every time in one simple operation with lightning-fast speed. No more tedious hand cutting with sharp knives—it's safe, quick, and automatic with ROSEBUD.
 PRICE \$14.40 per gross.
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 RUSH YOUR ORDER TODAY. Don't Miss This Money-Maker!
 A 5-SECOND DEMONSTRATION SELLS IT!
PLASTI-CRAFT INDUSTRIES, DEPT. B1
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TOP BANANA HAT Specials
 The best made hat on the market. With elastic bands for adjustable sizes. Large variety of colors and designs.
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LADIES' GABARDINE PEAK HAT
 With eyelets and cord, with button on top. Flashy number. Sells like wildfire!
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3-PIECE PEN SET
 WITH METAL CAPS AND CLIPS
 Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.
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 Checkered be-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.
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 Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.
Amazing Value—\$13.50 Per Dozen
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New Low Price FUZZY WUZZY LARGE SIZE STRAW HAT
 Made of woven straw in natural color. Sells on sight. 18" from brim to trim.
\$3.00 Doz. \$33.00 Gr. Medium Size, \$18.00 Gross

Sensational RUBBER WALKING DOG and Ball
 Press ball and watch action
\$2.00 Doz. \$21 Gro.

The Latest Craze
WHITE STRAW COWBOY HATS
 AND ASSORTED COLORS
\$4.50 Doz. \$51.00 Gr.
While They Last
MIDGET LIGHTERS
 Selling Like Wildfire
 Smallest lighter in the world. For Ladies and Men. Beautiful chrome finish. Limited amount.
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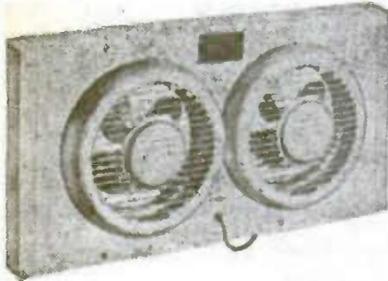
— SPECIALS —

Little Oscars	Gross \$ 6.00	Confederate or Pirate Flags, muslin, 12x18	Dozen \$2.00
Large Field Glasses, with compass and Shoulder strap.	Dozen \$5.75 Gross 65.00	Medium size Rubber Horses	Dozen 3.25
7" High Hat Feather Dolls	Dozen \$1.50 Gross 14.40	Rubber Squawking Animals	Dozen 3.50
Midget Harmonicas, with Key chain	Gross 4.50	12" Inflated Rubber Elephants with moving eyes	Dozen 3.00
#16 Padded Mottled Balloons	Gross 7.00	Dart Balloons, 10 gross lots	Gross 50c
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New Plastic Whistling Birds, American made	Gross 9.00	Trading Cards, Baseball Players, Airplanes, etc.	Gross 8.50
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Swagger Sticks	Gross 8.50	Small Rubber Horse, Inflates	Dozen 2.00
Long Silk Lash Whips	Gross 14.00	Small Rubber Monkeys, Inflates	Dozen 2.00
12" Fur Monkeys with Fez and Pipe	Dozen 2.50	Gorgeous 5-piece Jewelry Set	Dozen 18.00
7" Fur Monkeys with Fez and Pipe	Gross 9.00	6-Piece Utility Screw Driver Set, Plastic case	Dozen 7.00
4" Celluloid Badge Board Dolls	Gross 8.50	6-Piece Table Cutlery Sets, Stainless steel, Ivory handles, boxed	Dozen sets 15.00
Necklace Beads, Slim	Gross 2.50	4 Point Pinwheels, beautiful colors	Gross 8.75
24" Spread Rayon Parasols	Dozen 3.00	8 Point Pinwheels	Gross 9.50
12" Celluloid Hula or Feather Dolls	\$3.25 Dozen Gross 36.00	Large Mexican Sombrero	Dozen \$5.00 Gross 55.00
American-made Flying Birds with Whistle	Gross 9.00	Fine Quality Yacht Caps	Dozen 7.00
Pennant Cans, good grade	Per 100 1.50	Motorcycle Caps	Dozen 6.00
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25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.
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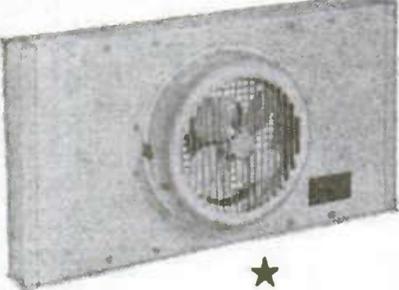


TWIN ROOM COOLER WINDOW FAN

Double duty fan that effectively cools large room. Attractively finished. Easy installation. Adjustable from 27 1/2" to 33 1/2" wide. Twin 8" blades—8" cord—off and on switch. 1800 cu. ft. air delivery per minute. Permanently lubricated motor—115 volts—4 cycle A.C. Exhaust only. Retail price \$39.95. Your cost each in doz. lots \$18.00. F.O.B. Chgo. Sample \$25.00 each F.O.B. Chgo.

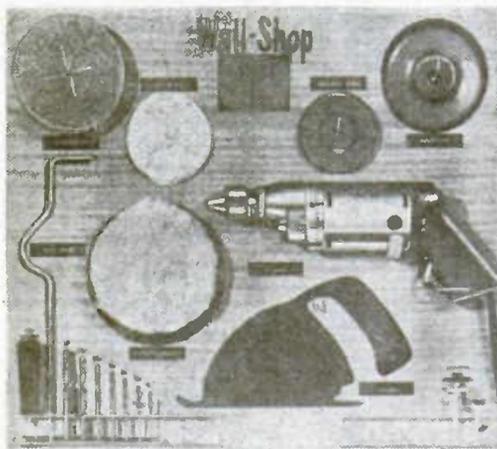
REVERSIBLE ROOM COOLER WINDOW FAN

Same as above except—single unit reversible window fan, 900 cu. ft. air delivery per minute. Retail price \$29.95. \$12.50 each in your cost... \$12.50 doz. lots F.O.B. Chgo. Sample \$17.50 each F.O.B. Chgo.



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35-PC. 1/4" DRILL SET INCLUDING WALLBOARD



Reg. Retail Value \$24.95
1 Year Mfr.'s Warranty
\$10 each in 3 doz. lots. F.O.B. Chicago.
\$11 each in doz. lots. F.O.B. Chicago.
Sample, \$15.00 ea. F.O.B. Chicago.

4" TILT BLADE SAW Attachment available. Reg. retail \$7.95. Your cost \$3.50 each in carton lots of 24. Less than carton lots \$3.00 each postpaid.

Note: Dozen lot prices shown above are dealer prices. Auctioneers and jobbers, write for larger quantity prices. All prices shown are F.O.B. Chicago. Terms: 50% deposit, balance C.O.D. or payment in full with order. Send P. O. money order or certified check. Samples ordered in Illinois include 2% Ill. occ. tax.

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NO. 2400, assorted styles—per gross \$5.50

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Illustrations 1/2 actual size

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32" WHITE POLAR BEAR Made of White Non-Inflammable Woolly Fluff. Packed in Plastic Film Bag \$24.00

32" GIANT RAYON PLUSH BEAR Per Dozen \$21.00

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Lower Prices to Quantify Users! Stuffed Toys as Low as \$4.50 Dzl. Send for Closeout Lists.

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Sample dozen C.O.D. on request.

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LARGE COLORED MUGS \$3.25 per doz. Overall width 3 1/4", height 5". 25% Deposit. Balance C.O.D., F.O.B. Brooklyn.

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MEET MISS BUBBLES RED HOT

Press sides for a big surprise. Get on the band wagon with this item. You can't miss. 6 in. tall. \$2.50 doz., \$27.00 st. Sample 50¢ P.P. 25% with order.

HAWAIIAN MFG. CO. 123-27 E. Main St. Alliance, Ohio Phone 1-5173

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3 CASH WITH ORDER

DISPLAY-CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch CASH WITH ORDER (unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in care of The Billboard allow for six additional words.
On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

FREE CATALOG! PROFESSIONAL Comedy Material! Every phase of showbiz introductory collection, including seven parodies. \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif.

INTRODUCTORY OFFER! PARODY SONG Titles, \$2; Adlib Folio, \$3; Comillection, \$2; order all three, \$5. Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

Tailored Earrings, asst. gr. \$15
Tailored Pins, asst. gr. \$15
Stone Earrings, asst. gr. \$18
Stone Pins, asst. gr. \$18
Stone Pin & Earring Sets, boxed dr. \$9
Stone Neck & Earring Sets, boxed dr. \$9
Bracelets, Round & Link, asst. gr. \$9
Sample dozen for no. 256, deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

AAA WORLD'S FAMOUS PERFUMES

Reproductions 5 costly French-type fragrances, individually gold boxed; \$1 each. Costs you \$3 dozen, your profit \$9 every dozen. Mammoth Treasure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box, \$3 sellers, costs you \$6 dozen, your profit \$30 every dozen. See them yourself; send \$1 for samples, both prepaid; your \$1 credited first order.

"MUSK" O'HARE 5732 North Kenmore Ave. Chicago 40, Ill.

AAAA NEEDLE BOOKS WITH 70 Needles, Threader \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets \$3; 5,001 other bargains. Many same and catalog, \$1. Mills Sales, 26 West 23d St. New York.

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns. Sample \$1.25; order, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. Je26

AMAZING BARGAINS! LATEST STYLE TIE BARS... \$1.45 doz. LADIES' CUFFLINKS... \$1.95 doz. (Above items nicely assorted on cards) (Minimum order—6 dozen on above items) TAILORED & STONED EARRINGS... \$18 gross HAND PRONGED MULTI-STONED BRACELETS... \$1.95 doz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit, balance c.o.d. SAMUEL SILVERMAN & CO., 1820 Westminister St., Providence, R. I.

ATTENTION, CARNIVAL MEN—DECAL giveaways; individually packed; first time offered; \$4.72 per gross. Samuel Silverman & Co., 1820 Westminister St., Prov., R. I.

CLOSEOUT—BALL POINT PENS, PENCIL type; brass writing tip, metal cap and clip; assorted colors; 5¢ each in hundred lots postpaid; sample dozen, \$1. Crescent Sales Co., 150-B Broadway, N. Y. 38.

COMIC POST CARDS—CONTAINING LATEST gag printed in color on krome stock, 5¢ retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa.

CROWD PLEASERS FOR THE CARNIVAL Trade—Religious Plates, Barbecue Pit Ash Trays; in great demand everywhere; several thousand offered at close-out prices. Write, wire or call for quotations: Sanders Manufacturing Company, 124 4th Avenue, South, Nashville 3, Tenn. Jy10

DEMONSTRATORS: FIVE NEW ITEMS FOR fast sales. Don't miss these; get free details. Sanford Sales Company, 170-A Broadway, New York 38, N. Y. Je19

FAST SALES AND PROFITS WITH DECALS, Comic, Gilted, Souvenir Decals; also various witty plaques. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. Jy3

HULA-HULA SHADOW DANCER—POPULAR, fast selling paper novelty, 50 for \$1. Coamo Service, 370 Beach St., West Haven, Conn. Je26

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. Je26

JUMPING BEANS—NEW CROP CHOICE, by one, guaranteed all alive, \$3 per hundred, \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. Jy24

LADIES' FULL FASHIONED NYLONS, (thirds), \$1.25 doz.; Pillow Cases, \$3.25 doz.; Chemise Bedspreads, \$26 doz.; 20% off. Chattanooga, Tenn. Je19

BOXED FLOWER EARRINGS—36 ASSORTED styles, \$6.75 per doz., postpaid; \$1 and \$2 retail, as advertised by leading jewelry houses; gross lots, \$60. Complete line of other \$1 Earrings also. Ace Sales Co., Chenango Forks, N. Y. Je26

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Raleco," X-1, Boston 10, Mass. np

"ERMIRO" WATCHES—117 JEWELS. EXPENSIVE looking, low price; catalog upon request. Transworld, 565 5th Ave., New York 17, N. Y.

FIGHTING ROOSTERS, REAL FEATHERS; jump, peck, scratch, shuffle; crank operated; fun for all. Retail \$1.50, sample \$1 prepaid. Stulken's Specialty, 312 West Corpus-Christi St., Beeville, Tex. Jy10

HORSE RACING BOOK—SELL NEWS-dealers, big colored fish; retail \$1, costs 30¢ each. "Dollar from Mutuels" sample cover, particulars free. Hall's Tops-all, Co., Sepulveda, Calif. Je26

JAPANESE GOVERNMENT'S TRADE DIRECTORY (English), contains over 300 pages leading firms including classified index of various products, \$3.50 postpaid. Hoffman, Box 652 LB, Pasaic, N. J. Jy10

LAMPS—FACTORY CLOSEOUTS, ASSORTED Boudoir and Table, priced right. Phone 21, Edgerton Lamp Corp., Edgerton, Wis. Je26

LATEST PUZZLE SENSATION—HI-Q, REG. \$1, now 89¢. Send check, M.O. Webber Sales Co., 120 Harmon St., Brooklyn 21, New York.

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply 3025 Mesquite Rd., Fort Worth, Tex. Phone Valley 5017. Je26

MANUFACTURER NEEDS AGENTS AND Distributors to sell new novelty. A terrific seller, write for details now. Hudak, 511 S. Blakely St., Dunmore, Pa. Jy26

OIL PAINTINGS—POPULAR PRICES, ALL sizes, all kinds; for tourist trade, stores, carnivals. Studio-7, 1306 E. Third, Merrill, Wis.

PERFUMES, COSMETICS—BUY DIRECT from manufacturer; Mauret Perfumes in three alluring fragrances; beautiful, spill-proof deluxe bottle with ivory flare cap; individually gold boxed; no leakage, no evaporation; \$3 per dozen, 1 free with every dozen; also standard Perfume Bottles at lower price. Send \$1 for sample all perfumes; 3 in deluxe bottles, 3 in standard; get details on complete line of cosmetics and perfumes; other fabulous offers. Send at once. Apollo Laboratories, Dept. 446, 2312 N. Lincoln Ave., Chicago 14, Ill.

PERFUME GUARANTEED TO SELL AND repeat, 50¢ and \$1 sellers; profit 55%; sample 25¢. Brownell, 8558 So. Broadway, Los Angeles, Calif.

ROYAL ALUMINUM SPIRAL STREAMERS, amazing quality; durable, double colors; lush profits; 20-foot, six for \$5; 10-foot, six for \$3; sample \$1 postpaid; returnable if not delighted. Cox, Box 389, Rochester, Pa. Je19

SAVE DURING OUR GREATEST STOCK Reduction Sale on famous Watches, Diamonds, Jewelry, Shavers; wholesale only terms. International, 611 Roberts, Portland, Maine. np

SELL 8x10 OIL COLORED ENLARGEMENTS, attractively framed from any photo for only \$2.95. Big commission. Write White, Box 57, Levy Sta., No. Little Rock, Ark. Je26

SEWING ORGANIZER—BRAND NEW CONTAINER for Sewing Supplies, replaces messy sewing boxes; every woman who has it wants one. Write for details. Hunt Products, Inc., Dept. B, 4821 Superior, Cleveland 3, Ohio.

SOMETHING NEW — ROUND PLASTIC Plaque, gold plated cross attached, red and amber colors; fast seller, sample 25¢ postpaid. H. Weiss, 1487 Shore Parkway, Brooklyn 14, N. Y.

START YOUR OWN WHOLESALE BUSINESS—With name brand Appliances, Watches, Giftware; no investment; big profits. Free "Wholesale Buying" National Buyers Service, 1213CA Capitol, Houston, Texas. Je26

WATCHES, WATCHES, WATCHES — Wholesalers' paradise; one of the largest selection of reconditioned watches at lowest prices; send for our free catalog. Maddox Watch Co., 116 Nassau St., N.Y.C.

WHOLESALE CATALOG FREE — NAME brand Watches, Appliances, Cameras, Sporting Goods; 1000 tested sellers. General Wholesalers, P. O. Box 3058CE, San Francisco, Calif. Je26

WISCONSIN MAN REPORTS SELLING four deals after buying my instructions for operating a profitable advertising deal. Instructions, one dollar; no Minnesota or Iowa. Patterson, 800 West Lake St., Minneapolis 6, Minn. Jy26

4 NICKELS TO 4 DIMES TRICK SELLS AT each demonstration! Sample, \$1; 2 dozen, \$10; one gross, \$48. Immediate delivery! Finest quality! Robbins Co., 127-B West 17th St., New York City. Jy19

ANIMALS, BIRDS, PETS

AAA COMPLETE REPTILE EXHIBIT, \$50—Consisting of one heavy bodied seven-foot Boa Constrictor, one six-foot Brazilian Anaconda, one large Chinese Dragon, one medium sized fat, feeding South American Alligator, 10 assorted Turtles and Tortoises and six colorful Snakes. We have plenty of monkeys and a good variety of other animals and birds on hand for immediate shipment. This week's special: "Young Golden Spider Monkeys, \$35, and seven-foot Brazilian Anacondas, \$25." Tarpon Zoo, Tarpon Springs, Fla.

ATTENTION CIRCUS OPERATORS — WE have a few Gorillas available, excellent specimens. For details write Chase Wild Animal Farm, Egypt, Mass. Jy19

BEAR DUCKINGS FOR CARNIVALS—Available now, thruout the season! Immediate delivery; \$25 per 100 postpaid. DeVries, Poultry Farm, Zealand, Mich. Phone 3054. Jy26

BEARS WANTED — YOUNG, ALL varieties; state age, sex, lowest price delivered; also Northern fur bearing animals, some birds. Wire Ray Palmer, 16 Main St., Netcong, N. J. Je26

BLACK BEAR CUBS—ABOUT 6 POUNDS, 1 or 2 dozen; Silver Tip Grizzly Cubs, 8 to 12 lbs.; stock perfect condition. Bill Green, Fairlee, Vt. Je26

BRAD BRADFORD

Box 475, International Airport Miami 48, Florida (82-0414)

Complete \$50 Starter "Den," Harmless or Poisonous, only \$10 to everybody. New to Showmen and Marks. 12 pound "Earth Moving" POWERFUL Land Tortoise, \$6.50 ea. Beautiful non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Thank you for the many SNAKE orders.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc. Hermosa Beach, Calif. Jy10

FOR SALE—EIGHT MONTHS OLD MIXED breed Puppy born without front legs; strong back legs; in walking some in upright position without training; vaccinated for distemper, hepatitis and dewormed; would make excellent show dog. Write or call M. E. Matthis, Box 411, Wilson, N. C. Jy19

FOR SALE—LIVE ARMADILLOS, \$5 EACH, \$9 pair. Apetit Armadillo Farm, Salado, Tex.

FOR SALE—MIDGET BULL, WHITE FACE, 2 yrs old, 28 in. high; price \$125; don't miss this one. Bill Dustin, c/o Don Franklin Show, St. Charles, Mo.

FOR SALE — HEALTHY FIVE-LEGGED calf, fifth leg fully developed; nine months old. Allen Board Jr., Austinburg, Ohio. Phone 55414.

LARGEST STOCK OF GIANT INDIGOS and Yellow Bulls in America; complete shows shipped out same day order received; satisfaction guaranteed on every order; your every reptile need filled. A new shipment of Rattlesnakes just received enables us to give an extra large den for \$25; non-poisonous dens a specialty; fine pen-raised Alligators. Tel. GL. 6-3632, Waynesville, North Carolina, Soco Reptile Gardens.

MUST SELL SHOW—BOXING KANGAROO, wrestling Champ, talking Bird, Alligator, 1 1/2 ton Truck, 2 Amplifiers, 3 Mike's, 3 Speakers, 130 ft. Sidewalk, Bally Stage, Ticker Box, beautiful Front; best offer takes all this and more. Lorin R. Wilcox, East Main Road, Fredonia, N. Y., c/o Ted Bronson.

PARAKEETS—\$18 and \$24 DOZEN; ANY amount. Brown's Bird Aviaries, 8232 Valley View Drive, Overland Park, Kan. Jy31

PEKIN DUCKINGS — LATEST CONCESSION premium; just send route list, dates and number wanted; order direct from this ad, a card or letter will do; we'll ship anywhere; \$25 per 100, c.o.d. Zeewitt's Zealand Hatchery, Zealand, Mich. Je28

PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Iguanas, Alligators, Horned Toads, Guinea Pigs, Parakeets, Coati-mundis, Monkeys, Wild Cats, deodorized Skunks, Rabbits, Peafowl, black and white Rats, large exhibition male Puma, Horned Owls, Agoutis, white Fantail Pigeons, Otis Martin Locke, Phone 141, New Braunfels, Tex. Je26

PEKIN DUCKINGS MAKE BIG PROFITS for carnival men. Evedybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanuise, Ohio 324.) Free catalog. Hile Duck Hatchery, Box 115, Carey, Ohio. Jy19

PET SHOP FOR LEASE—ESTABLISHED since 1922; top location, good lease. M. Seapl, 1525 N. W. 27th Ave., Miami, Fla.

SNAKE DENS, \$25; ORDER FROM THE nearest responsible dealer and save \$4555 on express. Telephone 5411, C. C. McClung, LaPlace, La.

WANTED LIVE RHINO Like to rent live Rhino with movable cage in your location. State particulars as to city or itinerary, rental and availability. Write Box #C-56, c/o Billboard, Cincinnati 22, Ohio.

WE NOW HAVE AVAILABLE, THOROUGHly acclimated baby and young Chimpanzee priced from \$595 up. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla.

WHITE FACE RINGTAILS, \$35; SPIDER Monkeys, \$30, 4 for \$108; Squirrel Monkeys, \$22; Cinnamon, \$32; Agoutis, \$25; Rats, \$25; Renda, \$12; Zeewitt's Inc. Myrah Bird Fledglings, \$30. Bronson Tropical Birds, 149 Fort George Ave., New York 40, N. Y. Phone Lorraine 9-0940. Je26

WILD HEALTHY BOBCATS, \$20; SILVERTIP Badgers, \$15. Dr. Wildes, Pharr, Tex. Jy19

ALL FOR \$8.50—ICE SHAVER THAT shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free Illustrated Snowball equipment and supplies catalog, Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. Je26

A REAL BARGAIN, NEVER BEEN USED—5 Baseball Pitching Machine, plus 50 dz. Baseballs, coin meters. Cost \$2700, price \$900. Frank Arico, 26 E. Main St., Rockaway, N. J. Je26

BE YOUR OWN BOSS—MAKE 80% PROFIT. Its stamping nameplates; circular free. Frank Bonomo, 51 Jefferson St., Brooklyn 5, N. Y. Jy24

BEST BARGAIN OF THE YEAR! Costume sagg selling for half price in Southern California. Climate free. Large stock theatrical, masquerade and fiesta costumes. Everything from cash register to sequins included; racks, closets, fixtures thrown in. Asking price \$22,500. Write New York Costume Co., 104 Seventh Ave., San Diego, Calif. Phone: Belmont 2-0745. Je28

FIRST CLASS MOBILE CUSTARD UNIT—"Diamond T" Truck, '46 model, low mileage, complete with E-Z-Way Frozen Custard Machine, Dispensing Cabinet, Sink, Hot Water, Neon. Complete unit ready to roll. Bargain! General Equipment Sales, 1348 Stadium Drive, Indianapolis, Ind.

FREE — WHOLESALE PRICE INFORMATION. Nationally advertised merchandise. Speedway, 2320 N. Raynor Ave., Joliet, Ill.

FULLY EQUIPPED 2 PRESS RECORD Plant—Highly profitable, \$5500. Phone Prospect 1810, 6 p.m. to 8 p.m. Box A152, Billboard, 6000 Sunset, Hollywood 28, Calif.

NOVELTY, CARNIVAL, FAIR MEN—BIG money; newest, fastest, greatest novelty; kids go wild over it. Unger, 655 South Wells, Chicago 7. Je28

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary, year-round operation, permanent income, universally popular. Details, Spencer Brockway, Seaside, Ore. Je26

SAVE MONEY! BUY FAMOUS NAME brands at record prices. Radios, House Furnishings, Appliances, etc. Savings to 50%. Free catalog, gifts. Williams, Box 786, Newark, N. J.

SIGN PAINTING PAYS AMAZING PROFITS; you do professional work using "All-in-One" Master Letter Patterns; window buildings, trucks, banners, cards, plywood letters; complete set, 1 1/2" x 12" with instructions, \$1 prepaid. Everly Co., Box 383, Newton, Ia. Je26

2,000 AUCTIONS AND COMMUNITY SALES listed in 40 States, towns and days given; valuable; \$1. Simpson, 2705 Jude St., St. Joseph, Mo. Je26

COSTUMES, UNIFORMS, WARDROBES

EVENING GOWNS, \$3 UP; NYLON REMnants, 4 1/2 yd.; Derbys, 75¢; Rhinestones, 75¢ gross. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT," shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. Je26

SWEDEN SPEED FREEZER—SOFT ICE cream, etc. Double head, one gal. each with 4 gal. continuous feed tank; was rebuilt for customer; model 1-131A3, in A-1 condition. New \$2375, f.o.b. Seattle; will sell for \$1450, f.o.b. Great Falls, Montana. C. H. Swanson, 2313 3rd Ave., North, Great Falls, Mont

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—Caramel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. su21 A GIANT CRETORS GAS POPCORN Popper, \$140; 3x5 side lever "Ideal" Printing Press, \$40. Lansing Popcorn Co., 3525 S. Cedar, Lansing 17, Mich.

"LITTLE ATOM RIFLE" 4 3/4 in. long. Brand New Companion to "Little Atom Pistol"! Another Promising profit producer for 1954! It has the same fine workmanship as Little Atom Pistol. Shoots blanks with extra loud report. Complete with ramrod and blanks. Dealers' Cost \$24.00 Doz. List \$3.95 ea. G & S Mfg. Co. DEPT. B, MARIETTA, GA. Also—1312 So. Los Angeles St., Los Angeles 15, Calif.

NEW EXTRA-LONG CARTRIDGES! "THE ROYAL" Retractable BALL POINT PEN. Over 4" in length \$24.00 Per Gross Refills 7¢ ea. DIRECT from MFR. With New Instant Dry Ink. Sample Doz. \$30.00. MODERN PEN MFG. CO., INC. 395 Broadway New York 13, N. Y. Canal 6-9016

GUARANTEED WHITE HOUSE PAINT \$1.25 gal. Guaranteed utility house paint for inside and outside use. Titanian formula in oil. Same quality as paints selling for \$1.50 a gallon. In cases of 4 1-gal. cans or in 5-gal. cans. We carry hundreds of fast selling items for carnivals, wagon jobbers, agents, premiums, etc. Write for catalog and new reduced price wholesale list. 25% with order, balance C.O.D. F.O.B. Chicago Phone: R.A. 4-4093. Universal Distributing 729 W. Randolph St. Chicago 6, Ill.

FINEST ON THE MARKET TODAY. AAI White gem, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up. Per carat \$8.95. Get's new \$8.95 yellow gold mountings, additional \$2.50 and up. The same 14k in ladies; \$9.50 and up. BULOVA—ELGIN—GRUEN—BENRUS Ladies' and gent's brand-new model cases and dials. Reconditioned and guaranteed like new. (3 or more) \$8.95 Each 15-J. \$10.95. 17-J. \$12.95. Send for Free Value-Packed Spring Flyer Wholesale only—25% with order, balance C.O.D. Open account to rated houses. (Samples, \$1 add.) S. S. Wabash Ave. Midwest Watch Co. Chicago 3, Ill.

POPCORN, JELLYAPPLES, PEANUTS Trailers, gas and electric, 16 ft. long, all glass, bargain. Katooff, Kiddle Park, cor. of New York and Magellan, Atlantic City, New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

ART SHOOTING GALLERY, 7 GUNS, COMPRESSOR, also 12 unit Balloon Racer. Donald Hays, 613 Argyle Rd., Brooklyn, N. Y. Gedney 4-2949.

A 15 PASSENGER KIDDIE ROCKET RIDE, \$400; 10 passenger Kiddie Space Ship, \$300; 12-foot Kiddie High Striker, \$65, \$600 takes all. "Popcorn" Miller, 3525 S. Cedar, Lansing 17, Mich.

BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Outdoor Chairs, Stadium Cushions, Sidewalk, Tents, Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Boat, Rocket Airplane, Handcar, Carrousel, \$5 each; free 43 Plan Circular, Brill, Box 875, Peoria, Ill.

COLLAPSIBLE SINGLE HIGH BAR, \$275—No cables needed in ground; rigging still will not move when being used; large rubber shod base keeps it stationary; wheels included on base. I will pay freight. For further information, write to: Caldwell, 51 Harbison Ave., Hartford, Conn.

COMPLETE KIDDLAND FOR SALE—Ready to set up and operate. Four rides (train, wheel, cars, planes) and concession, equipped. All rides in excellent condition. Attractive, well-lighted layout on major highway (65), inside North Little Rock city limits. \$11,500 investment, will sell for \$10,000 or will sell rides alone for \$8,500. Real opportunity. Reason for selling, other business. Long season in pleasant climate. Write Morrissey, 321 1/2 Main St., Little Rock, Ark. Je19

FLY HARWOOD KIDDIE FIRE TRUCK—Excellent condition; cost \$3150, lost lease, take six hundred. W. J. Burchfield, Cedar Point, Ohio. Je19

FOR SALE—JEEP RIDE, 5 YRS. OLD, \$500; and Boat Ride, no tank, 3 yrs. old, \$500. Elmer's Arcade, Bass Lake, Knox, Ind.

FOR SALE—10 CAR KIDDIE AUTO RIDE and Dodge Truck, excellent condition. Ernst Kaufhold, Conneaut Lake, Pa. Phone 4216.

FOR SALE—MINIATURE TRAIN, GASOLINE capacity 24 adults or 36 kids; good condition, \$2500 cash; Kiddie Airplane, 1953 factory built, 10 cars, \$2500 cash; Boat Ride, 10 Boats, electric, good condition, \$900 cash (no tank). Come and get them. Funkin Center, Vallejo, Calif. Phone 3-7922, evenings.

FOR SALE—ELI NO. 5 WHEEL AND Semi, complete, and 16 seat Pickneyville Chairoplane with Fence, Ticket Box and transportation. A. H. Freers, 311 Fairview Ave., Muscatine, Iowa. Je26

KIDDIE LAND—SIX RIDES, REFRESHMENT Stand, 2-room Cabin, Cox Fence; sacrificing account ill health. 1402 No. Alexander Dr., Baytown, Tex.

LONG RANGE GALLERY FOR SALE—With Truck. Can be seen at Geneva Park, Geneva, N. Y. at night or contact or write Hazel Barnes, North Rose, N. Y.

MANUFACTURE, REPAIR, TRADE ANYthing canvas. Any size and new tents. What do you have or want. Smith Tent Auburn, N. Y. Jy3

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refund). Miniature Trains, 33B Winthrop, Rehoboth, Mass. Je19

ONE 8x8 POPCORN AND APPLE CONcession, complete; one 10x12 Balloon Dart, complete. Johnny Goff, 112 Madison Ave., Plainfield, N. J.

PORTABLE SKATING RINK, COMPLETE, 40x92, maple floor, 100 pair skates, etc., \$3,000. Paul McGannon, Rt. 1, Tyler, Tex. Phone 4-4921. Je19

SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

UNICYCLES—SORRY BEHIND ON ORDERS, catch up this week. 16", \$20; twenty-four not plated, \$40; plated \$55. Nilsson, 9016 Beverly Blvd., Los Angeles.

4 NEW ATTRACTIONS—MIDWAY PIKE or recreation centers. B-B Gun Shooting Gallery, Poker Den, Dart Baseball, Top Roulette. Write Carnival Attractions Company, Box 861, Ventura, Calif. Jy3

1953 SUNSHINE CHOO-CHOO TRAIN, 8 aluminum Flying Horse Ride; will trade for good gasoline train suitable for park. Kiddie Playland, 5021 Alameda Ave., El Paso, Tex.

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures—Laugh producing program, \$1, catalog 10¢. Balda Art Service, Oshkosh, Wis. Jy17

MISCELLANEOUS

ANY WATCH REPAIRED, \$2 OR DUPLICATED by same quality. Exchange Watch Division, 4720 12 St., Detroit 8, Mich.

SOMEONE TRAIN ME AS AERIALIST, support me while training, pay transportation. Will repay all favors. Joseph Lampaxi, 101 Madison Ave., Lackawanna 18, N. Y.

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 44 Hartford 1, Conn. Jy17

MUSICAL INSTRUMENTS, ACCESSORIES

WRITE FOR OUR LOW STRING AND reed prices. Dixie String & Reed Supply, Box 775, Dept. B, Little Rock, Ark. Je19

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Chris Johnson, notify the Salvation Army, 129 West 14 St., N. Y. C.

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic Religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. Je26

ESTABLISH A PERMANENT CHICAGO address—mail forwarded daily, forwarding address can be changed as often as necessary; only \$3 per month plus postage. Letters remailed showing Chicago postmark, 25¢ each. Continental, Suite 506-C, 20 West Jackson, Chicago 4.

IN BEHALF OF FRANKIE BREWER—I ask anyone owing me money, if without too much inconvenience, please remit so can apply in favor of a friend, Thos. C. Mason, 1014 Lee St., Lawton, Okla.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelty Miller Supplies, 1535 Franklin, St. Louis 8, Mo. Jy24

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jy24

EASTMAN DIRECT POSITIVE PAPER, Cameras, Lenses and Accessories, Marks & Fuller, Inc., 70 Seo St., Rochester 4, N. Y. Je26

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jy24

ROLLS, REPRINTS, JUMBOS IN ALBUMS, 8—30¢; 12—40¢; 16—50¢. Bobs Photo, Box 23, Fairmont, W. Va. Jy19

PHOTOMOUNTS FROM MANUFACTURER, \$25 folders, \$3/100 f.o.b. here; \$3 free on 1000 orders. Free samples; cash discounts; fast delivery; 5x7, 8x10, etc., in stock. Penn Photomounts, Glenolden, Pa. Jy24

YOUR OLD OR NEW PHOTO COPIED TO 8x10, \$1; with coloring, \$2; original returned unharmed. Johnson, Box 3355, Washington 10, D. C. Jy3

SALESMEN WANTED

DEMONSTRATORS—ALL SUMMER resorts are perfect locations to demonstrate and sell the Jiffy Presser; send for special price list. Jiffy Products, 3724 S. W. 82d Ave., Miami 44, Florida. Je19

NECKTIES—\$3-\$8 50 DOZEN; FREE CATALOG. Loren Specialties, 4351-H6 Flournoy, Chicago 24, Ill.

SNAZZY AUTO CLOTHES HANGERS—(Carded), plastic-stainless steel, assorted colors 10¢ each, gross lots; retail 25¢ to 35¢. Hot for fairs, concessions, gas stations. B. B. Snazzy, 2912 National, Detroit 16, Mich.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3 Jy17

WANTED TO BUY

CASH FOR ROLLOPLANE SUPER 220 single phase Motors. Wire Tank Rupp, King Reid Shows, Barre, Vt.

WANTED TO BUY—GOOD USED TENT and Sidewalk, approximately 14'x24'; describe and quote for cash. S. E. Weller, c/o Billboard, Cincinnati 22, Ohio.

A Sales Hypo For The Warm Days TEMPLE'S SUMMER SUPPLEMENT Send for Your FREE Copy Today! TEMPLE COMPANY, INC. 804 Sansom Street Philadelphia 7, Pa. Market 7-8242 Visit Our New Street Floor Showroom at Above Address

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Out Next Week! (In the JUNE 26th Issue) The Billboard Summer Special Loaded with Practical Profit Tips for Everyone in Outdoor Showbusiness! ★ Latest 1954 Fair Dates All Latest Revisions ★ Latest in Premium, Prize and Gift Merchandise for all Concessionaires ★ Novelties and Money Makers of All Kinds for the Pitchman, Streetman and Demonstrator ★ Profit tips on Rides, Shows, Equipment and Supplies The Billboard, 2160 Patterson St., Cincinnati 22, O. 941 Please send me The Billboard for 1 year (52 issues) at \$10, saving me \$3 on single copy cost. Start with Big Annual SUMMER SPECIAL NUMBER. Payment enclosed. Name Address City Zone State Occupation Foreign: 1 year (52 issues), \$20.

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Very attractive. 3 limit stone eyes.
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Always popular.

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One gross of a number, otherwise add 25% additional.

Asst. samples, one gross (4 doz. each number) shipped postpaid **\$10**

All rings made of aviation, tarnish-proof metal. Write TODAY for complete information and prices on our full line of rings.

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SUMMER SPECIALS!

RUBBER LAPEL MONKEY

\$1.00 DZ. \$10.00 Gr.

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Finest steel self sharpening blades. Sensationally quiet, yet powerful. Cuts short as well as long hair. Ideal for Ladies, too. Individually gift boxed. 1 year guarantee. Sample \$5.00 prepaid. Exclusive with Lots.

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Tee Shirts—Emblems—Caps.
Write for prices.

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Featuring a complete assortment of name-brand merchandise

BE SURE TO VISIT BOTH OUR SHOWROOMS FOR THE FINEST DISPLAY OF MERCHANDISE AT PRICES THAT DEFY COMPETITION!

RAKE COMPANY

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609 Spring Garden St. Philadelphia 23, Pa. Lombard 3-7866

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by theagate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

DIRECTOR FOR AMATEUR SHOWS—RED-path-Horner, 48 year old nationally known theatrical producer want capable woman, 23-45 years, free to travel. Production pre-arranged, no previous experience necessary, complete training given. Hotel, meals, transportation plus earnings, \$200-\$400 monthly. Write: Barbara Brooks, 3419 Broadway, Kansas City, Mo. j26

HILLBILLY AND WESTERN MUSICIANS wanted: steel guitarist, fiddle, others; union, appearance, sober, important; to join established radio-stage unit. Salary. Write or wire all. Box C-55, c/o Billboard, Cincinnati 22, Ohio.

SWING ORGANIST, BASS, SAX, GUITAR: blind, young artist preferred; recording and European tour. Millard Eason, 170-07 120th Ave., Jamaica, N. Y.

WANTED—PIANO PLAYER, ALSO HILL-billy Band; Medicin Tent Show; join on wire. Maurice Cash, Mgr. Tent Show, Mount Orab, Ohio.

TRUMPET—READ WELL, CUT SHOWS: good tone, soc-commercial, prefer married, car, sing; write all, age, salary expected, etc.; locations only. Chuck George, Elm Grove Trailer Park, Hobbs, N. M.

WANT DRUMMER AND TROMBONE player for grand stand show at fairs, those with show experience preferred. Williams and Lee, 464 Holly Ave., St. Paul, Minn.

WANTED — EXPERIENCED AND RE-liable Man to lecture tours while handling and showing reptiles and animals. round. Details, D. Johnson, 6632 Airline Hwy., Baton Rouge, La.

WANTED—PIANO PLAYER FOR DRAM-atic work stand show; other useful people write; open July. Chick Boyes, Hebron, Nebr. j26

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

CHICAGO NAME DANCE ORCHESTRA now available: 5 men and girl vocalist who doubles instrument; summer resort, hotel, location; own style; Class A union men. Phone, wire, B G Orchestra, 3089 N. Haussen Ct., Pensacola 6-7478, Chicago, Ill.

SEVEN PIECE MODERN DANCE BAND—Wants bookings in Nebraska, Northern Kansas; 3 sax, 2 trumpets, piano, drums, Charlie Bambauer, 1212 Elm St., Fairbury, Neb. Phone 1428J. np

CIRCUS & CARNIVAL

CLOWN COP—ALSO DO BOZO AND character acrobatic, tumbling, clowning. Tommy Sales, c/o Gen. Del., Ast, Neb.

FOR CIRCUS—CORNET EXPERIENCED: clarinet and trombone; no circus experience; go anywhere. Joseph Flanary, c/o 20 E. Coffee St., Greenville, S. C.

MISCELLANEOUS

DISK JOCKEY AND RECORD SHOP Salesman; very personable, desires job on radio or in record shop; 15 years' experience; can move anywhere. Write: Disc Jockey Ad, Box 293, Sioux Falls, S. D.

PART TIME WORK—EVENINGS, WEEK ends; college major; an phase of entertainment business; car. Chas. Bernstein, 363 Ocean Parkway, Brooklyn. j49

MUSICIANS

BASS FIDDLE — LOCATIONS, AGE 33, commercial name hotel experience; will double tenor or trombone. Ed Bayne, Gen. Del., Shreveport, La.

BUSINESS BUILDER—NEW HAMMOND organ, for your dining room, tavern; 20 years' exp.; low cost; photo. Box C-50, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Wire, write or phone George Sloan, HA-5052, 1119 East 11th St., Kansas City 6, Mo. j28

DRUMMER—UNION, YOUNG AND RE-liable; experienced, with fine rudimental background; read or improvise; travel or location. Fine equipment. Cork Davies, Box 351, Vandalia, Ill. Phone 371.

ELECTRIC GUITAR, BASS, VOCALS, SOLO. parts. Five years with Max Gordon trio. Musician, Harmon Hotel, 105, Minneapolis, Minn.

GUITAR, ELECTRIC—LEAD OR FULL rhythm; lead or fake; years of experience; good voice; no hillbilly; sober; reliable. John E. Meyer, 64 Norfolk Road, Torrington, Conn. j33

GUITARIST AND PIANIST—TWO MEN together or individual to join combo; travel anywhere. Guitarist plays any melody, vocals, novelties and impressions; pianist plays any melody or rhythms. Will also work as singer. Contact: Guitarist Robert Filane, 258 Withers St., Brooklyn, N. Y. Tel. EV 8-5200. Pianist Red Olsen, 90 Cedar St., Brooklyn, N. Y. Tel. GL 5-6204.

HAMMOND ORGANIST — OWN ORGAN and two Leslie tone cabinets; available July 1; top references; reliable. Organist, 725 Central, St. Petersburg, Fla. j10

LEAD ALTO, CLARINET, FLUTE—NAME experience; will travel; available immediately. G. Schutte, 4731 N. Wintropo, Chicago, Ill. j33

PIANIST — AVAILABLE IMMEDIATELY; age 30; reliable; union; sober; all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. j49

PIANIST—HIGHLY EXPERIENCED; BEST hotel recommendations; just closed long solo engagement; desires summer job only; solo or combo. David Chody, Chimes Hotel, Kansas City, Mo.

PIANIST—AVAILABLE; 26; UNMARRIED; prefer jazz trio; no reading or shows; three consecutive seasons at resorts. Write or phone Jake Horton, P. O. Box 592, Kissimmee, Fla. Phone 3451.

STRING BASS PLAYER—ALL ROUND EX-perience in legit, dance, show, jazz, club work; attended Tanglewood, 1953; union; play guitar also, any style; sing solo or ensemble; 23, single; read, improvise. Contact Don Pennington, 1848 Fourth Ave., Huntington, W. Va.

TENOR, CLARINET, FLUTE, ALTO—EX-perienced all styles; jazz; read, cut, no notice; available immediately; sober, 1313 Sixth Ave., Sterling, Ill. j33

TROMBONE MAN — NAME AND SEMI-name experience; read, fake; fine sound; good, consistent range; member Local 802; consider all offers. Bill Young, 45 Ohio Ave., Newport, Ky. Phone JUniper 9597.

TROMBONE AND ARRANGER — UNION; have car; will travel. Write or wire Howard Chapman, 1907 Logan, Middletown, O.

TRUMPET PLAYER — EX-SERVICEMAN, doubles slide trombone; read and fake both instruments; experienced in dance and show work; prefer combo; sober, dependable. Will travel. J. Reed, 43 Penn St., Steelton, Pa. Phone 9-2707. j49

TRUMPET PLAYER, DOUBLE FIDDLE and vocalist would like job at summer resort anywhere in the East; union; married. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. Te 89717. j33

TRUMPET—READ, FAKE; WOULD LIKE summer work from June 1st thru Sept. 1st. Pictures available. Sam Cannella, P. O. Box 286, Phone 100J, Melville, La. j26

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum; union; William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

PARKS & FAIRS

AERIAL ACTS, ANIMAL ACTS, ACRO-batic Acts, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2015 Oliver St., Fort Wayne, Ind.

AT LIBERTY—HUSKY DOG ACT, TRICK pony; 4 pony drill; dog, pony, monkey combination; 4 acts; parks, fairs, circuses; what have you? Phone 6133 M4, no collect calls. E. L. McCall, Rt. 5, Mexico, Mo. Tom K. Buchanan, answer.

AVAILABLE GRANDSTAND ACT—HORSE, two Dogs, Novelty Act, Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone LI-1-4454. j49

AVAILABLE AFTER JUNE 18—BOZO THE Clown with 1000 laughs; travel anywhere; work single, double, group; walkabout; many novelty numbers; A-1 wardrobe. Bozo, P. O. Box 225, St. Joseph, Mo. Phone: 8-2876 or 4-6968.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. j33

CLOWN AVAILABLE — FOR ANY OC-casions; plenty to offer; go anywhere. Roy Barrett, Billboard Office, Chicago, Ill.

CHARLES LA CROIX — OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; work act. Particulars, literature. Address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

GIRL MOTORCYCLE RIDER — DOUBLE, trick and fancy; hell driving. Virginia Dare, c/o Gen. Del., New Town, N. D.

PAMAHASIKKA PRESENTS AMERICA'S greatest birds. Cockatoos, Macaws. Pamahasikka's Studio, 3504 N. Eighth St., Philadelphia 40, Pa. Telephone SAmore 8336. j33

PROFESSOR WRIGHT AND HIS TAL-ented 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. j10

SENSATIONAL HIGH DIVING—FEATU-ring the smallest diving tank in the world, nicknamed the suicide pool. Without body protection or safety devices, he defies the ring of sharp spears and the flaming inferno of blazing gasoline, etc. A world's fair attraction featured by Fox Movietone. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, Ohio. Telephone 45337. j10

5 ACTS IN I—COME AND SEE MOVIE OR Acts. Herman Miller, Wilton, Wis. j10

VAUDEVILLE ARTISTS

AVAILABLE—COMEDY MAGICIAN AND record pantomimist; four acts, flashy wardrobe, assistant; veterans; will travel; anything considered. Lynn Hibbens, LeRoy, Ill.

Sell Ultra-Blue SIGNS

New fast-selling signs for every retail store

50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s.

100 Ultra-Blue Signs... \$7.00
15 Store Signs 7x11... 1.00
15 Religious Signs, 7x11... 1.00
15 Comedy Signs, 7x11... 1.00

L. LOWY, 912 B way, Dept. 798, N. Y. 3, N. Y.

COMING EVENTS

Continued from page 75

Hammonton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.

Vauxhall—Street Celebration, June 7-13.

Wharton—Celebration, July 26-31.

New York

Cherry Valley—Celebration, July 10.

Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.

Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.

New York—International Gift Show, Astor Hotel, Aug. 22-27.

Scotia—Centennial, June 3-12.

Toughnoga—Toughnoga Carnival & Fair, Aug. 19-22. Ray Wells.

Ohio

Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredriks.

Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.

Elyria—Grotto Celebration, July 1-5.

Fort Recovery—Harvest Jubilee, July 5-11. B. B. Burke.

Portaria—Centennial, July 12-17.

Garfield Heights—American Legion Carnival, June 15-20. Bill Stredl, 3641 Bosworth Road, Cleveland 11.

New River—Firemen's Celebration, July 5-9. Harold Burkett.

North Industry—Homecoming, June 20-24.

Twinsburg—Homecoming, July 7-10.

Waco—Homecoming, June 22-26.

Wellington—Veteran's Street Fair, June 15-19.

Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

Oklahoma

McCloud—Blackberry Festival, July 3-5.

Pawhuska—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-26.

Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.

Oregon

Portland—Am. Legion Celebration, July 3-5. Monte Brooks.

Pennsylvania

Arnold—Old Home Week, July 11-17. Arthur F. Fleeger.

Cedar Grove—Celebration, June 14-19.

Clarion—American Legion Fair, June 21-26.

Clearfield—Sequelcentennial, June 14-19.

Coudersport—Potter Co. Sequelcentennial, July 18-24.

Ebensburg—Cambria Co. Am. Legion Celebration, July 5-10. F. H. Caravella, Box 294, Sunbury.

Irvona—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton.

Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.

Latrobe—Centennial, June 21-26.

Latrobe—Centennial, June 21-26.

Levittown—Levittown, June 14-19.

Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.

Philadelphia—Cahill Fields Fair, June 21-26.

Pittsburgh (Herr's Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.

Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.

Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.

Tarentum—Pawntownship Firemen's Fair, June 13-19. Frank L. Christy.

South Dakota

Burke—Homecoming Days, Aug. 20-21.

Bresford—Annual Horse & Buggy Days, July 2-3.

Custer—Gold Discovery Days, July 26-27.

Elkton—75th Anniversary Celebration, July 27-28.

Groton—Harvest Festival, Aug. 20-21.

Hartford—Celebration, July 3-5.

Lennox—Diamond Jubilee, June 22-24.

Madison—Yankee Doodle Days, July 30-31.

Marion — 75th Anniversary Celebration, July 28-29.

Mobridge—Celebration, June 30-July 5.

Newton—Community Days, Aug. 30-31.

Pierre—Days of '81, June 14-20.

Rapid City—Shrine Circus, July 9-11.

Salem—Harvest Festival, Aug. 23-24.

Timber Lake—Days of 1910, Aug. 26-29.

Vermillion—Days of '59, Aug. 26-27.

Watertown—Diamond Jubilee, June 20-26.

Tennessee

Union City—Centennial, June 20-July 3.

Texas

Brady—Jubilee, July 1-4. Joe Ogden.

Dalhart—XIT Reunion and Rodeo, Aug. 9-10. Nick P. Craig.

Fredericksburg—Race Meet, July 3-5. Wm. Petnecky.

Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Guiley, Uvalde.

Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.

Narasota—Centennial & Watermelon Festival, July 2-5. L. O. Wallace.

Phoenixville—Firemen's Fair, June 16-26.

Ben Stevens.

Stockdale—Watermelon Jubilee, June 25-26.

Winston Lorenz.

Virginia

Haymarket—St. Paul's Parish Horse Show, Aug. 28.

Narrows — 50th Anniversary Celebration, June 13-20.

West Virginia

Pennsboro—Celebration, July 1-5.

Sutton—Lions' Club Celebration, July 5-10. M. V. Cristip.

Wisconsin

Radisson—Fire Dep. Celebration, July 3-5.

Madison—Celebration, July 1-5.

Wyoming

Cheyenne—Cheyenne Frontier Days, July 27-31.

Laramie—Jubilee Days, July 9-10.

Shoshoni—Water Carnival, Aug. 7-8.

Thermopilis—All American Indian Days, Aug. 7-8.

CANADA

New Brunswick

Woodstock—Old Home Week, July 26-31.

Windsor—Emancipation Day Celebration, July 31-Aug. 3.

Ontario

Kitchener—Centennial, June 28-July 3.

MEN'S AND LADIES' WATCHES

\$8.75 EA.

Bulova, Waltham, Elgin, Benrus, Gruen Watches

Yellow Exp. Band, 95c Extra

SPECIAL!

6 assorted watches... \$49.00 with yellow expansion band. Reconditioned and guaranteed like new.

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A Man's Watch of Unmatched Quality! The transparent back allows a fascinating view into the Precision Movement of this 17 Jewel Masterpiece of Swiss Craftsmanship. Luminous Dial. Sweep Second Hand. Wide, modern bezel. Suede Leather Band Boxed.

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ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Dart Balloon... Gro. \$.75
Ladies' Ident... Gro. 3.60
Aluminum Double Heart Ident... Gro. 7.95
Plush Bear, 30 inch... Doz. 24.75

25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

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SINCE 1909
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NEW, FAST SELLING ACTION NOVELTY FOR FITCHMEN, CARNIVALS, CONCESSIONAIRES AND FAIRS.

Get in the Swim With SWIMBO

SWIMBO

\$6.00 doz.

Just wind, submerge Swimbo and off he swims. He twists and turns just like a real fish. Swimbo swims under water and on top. Fastest selling novelty in years. TERMS: 25% with order, balance C.O.D. Write for free money-making catalogue.

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59 E. 8th St., Dept. B, New York 3, N. Y.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

FLAMINGOS

Cast Aluminum. 30 inches high. \$40.00 dozen pair. Sample pair postpaid \$4.95.

—Aluminum Red Birds. \$4.00 doz. Woodpecker, \$18.00 dozen. Samples \$2.00 each postpaid.

Blond Manufacturing Co. Valley Station, Ky.

SPECIAL!

Full Size, 17 1/2" x 11 1/2"

HORSE CLOCKS

In Two-Toned Bronze or Gold Finish with 40-hour wind movement.

\$5.40 Ea. in Lots of 6 Sample, \$6.75

Self-starting Westinghouse licensed with sweep second hand.

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NEW LOW PRICE ON BRONZE HORSES

Send for free catalog. 25% off on all balance C.O.D. F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.

HOUSE OF BRONZE
1497 Myrtle Ave., Brooklyn 37, N. Y. GLenmore 6-4949

Kaye Launches Sales Drive on Activeaire Units

NEW YORK, June 12.—Activeaire Devices, Inc., an electric hand drier concern headed by Irving Kaye, local kiddie ride manufacturer, launched its initial sales drive this week. Barney Sugarman, head of Runyon Sales, 10th Avenue coin machine and AMI distributor, is exclusive sales distributor.

Kaye and Sugarman will direct their sales efforts primarily toward juke box and game operators, as they feel that those with location relations are best suited to handle the item.

According to Kaye, the Activeaire Electric Towel may be plugged into any 15-amp outlet. It delivers a flow of warm air thru a two-inch by six-inch opening.

Dimensions, Parts

Dimensions are 13 inches wide, 7 inches high and 6 inches deep; construction is 16-gauge steel and weight is 22.5 pounds. It is finished in baked white enamel; has a 1,500-watt, 15-amp. 115-volt a.c. heating element and a Miller Harris timer.

De-odorization is handled by General Electric ozone lamps and a deodorant block. The motor is one-eighth h.p., 7,500 r.p.m., with a wedgeproof starter button. Kaye said the unit is guaranteed for 30 months against defective parts and workmanship.

He said the unit dries hands, prevents chapping, deodorizes, sterilizes and scents hands and acts as an insecticide.

Distributors have been appointed in Canada, California, Oregon, Washington, Wisconsin, Michigan, Pennsylvania, Delaware, New York, New Jersey, Florida, Illinois and Georgia. He added that territories in some of these States, and all other States, are open.

RIDE ARCADE

Highlights Neighborhood Sale Push

DETROIT, June 12.—A unique kiddie ride Arcade under canvas was set up by Michigan Midget Movies Company for five days of The Big Fiesta, a promotion staged by 140 merchants in Northwest Detroit last week. It is said to be the first sidewalk selling event ever held by a neighborhood shopping center.

Store personnel dressed in colorful costumes, operated stands on the sidewalk in front of the stores.

The Michigan Midget Movies firm, managed by Joseph Auton, set up a tent on a lot next to one of the store buildings, with the front open to the sidewalk. Seven dime rides were offered: Space Ship, Hot Rod, Little Choo Choo, Bright Eyes, a two-passenger Carousel, Rocket, and Lightning (Donald Duck).

FIRST ROUND VICTORY

Chi Mfrs., Distribs Eye City Pin Future

CHICAGO, June 12.—The first round victory in the fight to legalize pin games in Chicago—the injunction ordered by Judge Fisher restraining the city from interfering with pinball operations in the city (see separate story)—drew enthusiastic but cautious response from the city's game manufacturers, and distributors.

While manufacturers pondered the long-range aspects of a possible permanent lifting of the ban in Chicago, distributors continued to stockpile equipment.

Said Sam Stern, Williams Manufacturing Company: "If pinballs are handled correctly by the operators, it will be alright. If not, the city will find some way to move the pinballs out.

BURGLARS GET \$900 IN ARCADE

NEW HAVEN, Conn., June 12.—Police here reported that burglars stole two bags containing \$900 in quarters and dimes from a Savin Rock Amusement Park establishment.

Detectives said that the Savin Rock Arcade, Inc., was entered thru a hole drilled in the floor. A pipe with a hook on the end was used to reach the money bags, they said.

Vincent Anderson, owner of the establishment, said that the burglars left behind a bag containing \$50 in pennies.

Frericks Named To Get Distribs For Texas Kiddie

FORT WORTH, June 12.—Texas Kiddie Rides Company named Barney Frericks, president of Universal Distributing Company, St. Louis, national distributor representative for Kiddie Karousel, a ride manufactured by the firm. Frericks will secure distributors for the firm in this position.

Frericks set up a new firm—Texas Kiddie Rides, Inc. of St. Louis—as the new agency.

David Wheeler, partner in Texas Kiddie Rides, stated that the reason for the move was Frericks' familiarity with distributors thruout the country and his long experience in the coin machine industry. Frericks has been in the business for 33 years.

Wheeler said his firm would also continue to appoint distributors.

Universal Distributing covers the St. Louis metropolitan area for Texas Kiddie Rides.

The ride was shown for the first time at the Music Operators of America exhibit in Chicago in March by the Fort Worth firm which made its trade show debut at that time. The ride unit features horses, zebras, swans, reindeers, bunnies; has a 38-inch square base and is 80 inches high. Animals come in three materials: laminated wood, aluminum and fiberglass.

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PORTLAND, Ore., June 12.—Legal action brought this week by a Portland game operator forestalled for an indefinite period the Portland City Council in its declared intention of ordering removal of pinball games from locations in the city.

The action—latest in a series of maneuvers that began in 1951—was the filing Monday (7) by attorneys for Stanley G. Terry, Portland operator, of a petition asking the State Supreme Court

to rehear Terry's suit attacking legality of the Portland ordinance prohibiting free-play games.

The high court set no date for the rehearing, and meanwhile games will continue to operate in Portland without city control or necessity of license fees, as they have since the 1951 ordinance was tied up in litigation.

Wilber Henderson of Portland, attorney for Terry, in filing the petition, acted on the last day of an extension the court had granted Terry for such action (The Billboard, June 5).

When a rehearing is held Terry will seek to have the State Supreme Court reverse its April decision that held the city to be within its rights in prohibiting games in the face of a State law licensing such amusement devices.

That decision stemmed from an (Continued on page 96)

I think there is room for both pinballs and shuffle games, as each are a part of the industry."

Herb Perkins, Purveyor Distributing Company, said: "It will be a good thing for the industry if the courts take a more favorable look at pinball games. Many operators, tho, cannot afford to invest in pinballs until they are sure they will be able to continue operating them."

Don Moloney, Donan Distributing Company, said: "It would be wonderful for business thruout the State if the injunction is upheld."

Ralph Sheffield, Genco Manufacturing and Sales Company, stated that Genco had no pinball (Continued on page 96)

Judge Orders Injunction In Chicago Pinball Case

CHICAGO, June 12.—Superior Court Judge George M. Fisher Friday (11) ordered that an injunction, restraining the city and the police department from interfering with the operation of pinball games in Chicago (The Billboard, June 5), be put into effect as of next Wednesday.

The city was given until that time to decide whether it will appeal the ruling or stand on its original motion that the complaint be stricken.

Judge Fisher held that the plaintiffs' amended complaint, filed in Superior Court May 12, was a valid one and overruled the city's motion to strike the complaint.

The first hearing in the case was held May 7, when Judge Fisher heard attorneys for the coin machine companies request a temporary injunction against the city and the police department acting under Chicago's bag-

atelle ordinance. The plaintiffs are Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicoletti.

At that time Judge Fisher concluded that proper pleadings were not made and both parties were told to submit briefs and return at a later date. Briefs were submitted May 28, which included the main contentions of each side:

The plaintiffs (coin machine firms) claimed that the enactment of Sections 341 and 342 of the State of July 7, 1953, and Paragraph 481.B1 and sub-sections of the Illinois Revised Statute of 1953, repealed the power to prohibit pinball machines under the provisions of Sec. 193-26 of the Municipal Code of Chicago, enacted in 1939.

The city contended that the enactment of Sections 341 and 342 of Chap. 38 and Paragraph 481.B1 and its sub-sections of Chap. 120 approved in July, 1953,

were unconstitutional in two respects:

1. That they violate Section 27 of Article IV of the Constitution of the State of Illinois of 1870, which provides as follows:

"The General Assembly shall have no power to authorize lotteries or gift enterprises for any purpose and shall pass laws to prohibit the sale of lottery or gift enterprise tickets in this State."

(Continued on page 96)

U. S. Coin Game April Tax Take Hits \$181,000

WASHINGTON, June 12.—The federal tax on coin-operated amusement devices yielded \$181,000 in April, compared to \$70,000 the previous April, the U. S. Internal Revenue Service reported this week.

Collections from the federal tax on coin-operated gaming devices in April totaled \$92,000, compared with \$127,000 the previous April. The yield from the federal tax on cigarettes in April was \$124,394,000, a drop of \$2,500,000 from the previous April. The yield from the federal tax on cigars was \$3,655,000 in April, a drop of \$300,000 from the previous April.

Court Rules For Op in Pin Seizure

DALLAS, June 12.—A District Court decision that held the City of Dallas could destroy two pinball machines seized by police from a cafe owner was reversed by the Court of Appeals.

The case was sent back to District Judge W. L. Jack Thornton's court for retrial. The city contended the machines were gambling devices, but operator Gus T. Flener said the machines were for amusement only.

The appeals court held there was no basis for the trial court's decision, the jury not being able to agree on whether Flener paid off anything of value to players receiving high scores.

Pinball Games Pick Up in N.B.

ST. JOHN, N. B., June 12.—The number of pinball machines in use has increased substantially in this area since the Canadian Supreme Court ruled that pinball machines used only for amusement are not illegal in New Brunswick. (The Billboard, April 17).

An earlier decision of the New Brunswick Court of Appeals upheld confiscation of the machines.

Previously located in stores selling smokers' supplies, the pinballs are now in dry goods stores, food, drugs and variety stores, and are being played by women and children as well as men and youths. Some merchants are posting the names each week of players with the highest scores.

CONGRESS GETS 2 BILLS TO TIGHTEN O SON AC

Measures to Stop Remote Control Units; Make Interstate Mfrs. File With Atty. Gen.

WASHINGTON, June 12.—A new bill to strengthen the Slot Machine Act of 1951 (Johnson Act) was hopped by Rep. Kenneth B. Keating (R., N. Y.) in the House this week as hearings on anti-slot machine legislation introduced by Sen. John W. Bricker (R., O.) wound up before a Senate Interstate and Foreign Commerce subcommittee.

Both are expected to press for floor action on their bills at this session.

The Bricker proposal would make it compulsory for every manufacturer of gambling devices and every dealer, whether or not engaged in interstate commerce, to register with the attorney general and file with him a detailed

monthly inventory of sales and deliveries. The bill is supported by Atty. Gen. Herbert Brownell Jr., as an aid to enforcement of the ban on interstate shipment of gambling devices.

Brownell Request

Brownell in March made a request for legislative action to strengthen the slot machine act in identical letters sent to Vice-President Nixon, Senate presiding officer, and Speaker of the House Joseph W. Martin Jr. (The Billboard, April 10).

In the Senate subcommittee hearing, Rufus King, of the American Bar Association, pointed out what he said was a loophole in both the slot machine act and the Bricker proposal, citing remote control slot machines as a means of circumventing the act. He described the machine as "an old one-armed bandit with a device which is put behind the bar where the bartender can take your money and push the control."

King suggested this loophole could be closed by an amendment banning interstate shipment of mechanical devices which "when operated may deliver money or property, or upon operation of which a person may become entitled to receive, as the result of the application of an element of chance, any money or property."

It is not presently known how far-reaching the effects of the application of this proposal would be.

Keating Bill

The amendment suggested by King is almost identical in wording to the Keating bill introduced in the House. The Keating bill has been endorsed by the American Bar Association.

Commenting on his measure, Keating said it was designed to (Continued on page 95)

Reliable Coin Machine Buys 50-Unit Route

HARTFORD, Conn., June 12.—Art Lipsky and Lou Lipton, of the Palace of Fun, downtown amusement Arcade, have sold their local 50-unit route to Reliable Coin Machine Company of Hartford for an undisclosed sum.

Principals in Reliable Coin are Abe and Paul Rechtschafer and Murray Simon, the latter functioning as field manager.

The route consists of juke boxes, pin games and bowlers. It is understood that the Lipsky-Lipton interests, planning to retain their Palace of Fun operation, will shortly announce other new plans.

len ar for oi n

June 19—Tri-State Vendors' Association (Vermont, New Hampshire, Maine), monthly meeting, Laconia, N. H.

June 20-26—Play Your Juke Box Week, national public relations campaign.

June 21—Los Angeles division of the California Music Merchants' Association, membership drive meeting, Cartwheel Restaurant, Los Angeles.

July 26—Executive board of directors of MOA, Morrison Hotel, Chicago.

June 28—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

June 29—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

July 9-11—National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.

August 1-5—National Candy Wholesalers' Association, annual convention, exhibit, Hotel Commodore, New York.

Juice Bar Leaves Spacarb Fold; To Operate as Separate Concern

Cross, Richardson Quit as VP's to Head Can Vender Firm; '53 Merger Dissolved

STAMFORD, Conn., June 12.—The merger of Spacarb, Inc., and the Juice Bar Sales Organization, which went into effect early in 1953, ends June 30.

On that date, the resignations of Jack Cross and Howard Richardson as vice-presidents of Spacarb-Juice Bar go into effect, with Cross and Richardson operating Juice Bar as a separate entity, having no connection with Spa-

carb. However, both remain on the Spacarb board of directors.

At Lake George, N. Y., where he was attending a regional meeting of the National Automatic Merchandising Association Friday (11), Spacarb president I. H. Houston confirmed the resignations. He emphasized that relations between Spacarb and both Cross and Richardson are cordial and the dissolution of the merger will make for the most efficient operation of both Spacarb and Juice Bar.

He explained that developments of the new Juice Bar cap-top venders for carbonated beverages

is still at the pilot stage at the Stamford factory, and that this development would likely be accelerated with Juice Bar as an independent concern.

In New York, Cross and Richardson said they planned a vigorous sales campaign for the juice bar convertible, a unit which vends both fruit drinks in flat-top cans and carbonated beverages in cap-top cans, and the new Juice Bar 12-ounce canned carbonated beverage unit with a 168-can capacity. A pilot run of 10 of the latter units has been made for Can-A-

(Continued on page 82)

Sanitation, Profit, Legal Facts to Theme First NABV Sessions

Chi Sanitation Chief Featured Speaker; Sked P.M. Open Forum

CHICAGO, June 12.—National Association of Bulk Vendors will examine sanitation, profit and legal aspects of bulk vending during its first day-long business session at its July 9-11 convention at the Congress Hotel here.

The business meetings will open on the second day of the meet, Saturday (10), and continue thru the third and final day.

Following a welcoming address by Bernard K. Bitterman, president, at its opening 10 a.m. Saturday, the meeting will get under way at 10:30 a.m. with the first of three half-hour panel discussions. First will be directed by Edward F. King, Chicago Board of Health Chief of Sanitation. His subject, "Cleanliness Brings Business," will cover the bulk vending field in general. Bitterman will talk on how "The Operator Can Increase His Profit." To be explored: Reduction of overhead, depreciation factors.

Milton T. Raynor, NABV legal counsel, will conclude the morning session with a talk on "Legal Aspects of Tomorrow." He will explore the legal background of bulk vending, offer conclusions and predictions on future trends.

The session will end at noon, re-open at 2:30 p.m. following luncheon. The afternoon meeting, an open general discussion lead by Bitterman, will conclude

at 4:30 p.m. Regular speakers will be aided and/or substituted by open comment and questions and answers from among the audience of operators, distributors, suppliers and manufacturers.

Final action on Saturday will be a report of the nominating committee and election of new officers for 1954-'55.

CUBE OR BLOCK

Miami Ice Op Cites Vender Boon Via Ads

MIAMI, June 12.—The advantages of purchasing ice cubes and block ice from vending machines were effectively presented in a recent double-page multi-colored Sunday advertisement by City Products Corporation of Miami.

The advertisement in the form of an illustrated feature story ran in the Florida Living section of The Miami Daily News. It pointed out that vended ice is a by-product of the push-button age and that the company's ice-vending stations render efficient service 24 hours a day.

"Put a few pieces of change into the coin chute," the ad stated, "and presto! out comes a

(Continued on page 82)

S Coffee i en r e

NEW YORK, June 12.—The vended cup of coffee is getting to taste more and more like the drink are accustomed to at home. conclusion may be reached by a bit of reverse reasoning using survey s released this week by the American Institute of Food Distribution.

By poundage, regular coffee consumption has decreased by 25 per cent for the first quarter of this year compared with a like period in 1953. Yet, also by poundage, soluble coffee consumption is up 19 per cent.

This means that a lesser percentage of the population is drinking regular coffee and a greater percentage is drinking soluble coffee.

Carrying it one step further, more people are associating the product they get from venders with the product they drink at home.

Ironically enou the 8

U. S. Market Continues Goal Of Elmer Mfg.

Australian Rep Attempts Sales To Ops, Distribs

NEW YORK, June 12.—H. David Jourdain, controller of T. S. Skillman, Australian manufacturer of Elmer and Hiram, all-purpose venders, sailed for Australia last week after a sales trip in New York.

Jourdain operated from the offices of Charles Hardy, Inc., here in an attempt to make direct sales to U. S. operators or distributors.

A spokesman at Hardy said that Jourdain had completed no deals, but that "several were on the fire." New York Telecoin was formerly distributor for Skillman in this country, but failed to place any of the Australian venders on location on a permanent basis.

Jack Chalcraft 'n ral r.

AURORA, Ill., June 12.—Jack G. Chalcraft was appointed general manager of Silver-King ration's vending division this week. Chalcraft joined the firm recently as field representative in charge of appointing direct factory agents over the country.

Formerly assistant sales manager of Coan Manufacturing Company, Chalcraft has been associated with the vending field in various capacities since 1934.

With the appointment, S-K President Adolph Theis also announced that a new four-column, 200-capacity penny tab gum vender is being tooled for July production. A cookie vender with 75-pack capacity in three columns will be produced in August. Former will list under \$15, the cookie unit under \$50, Theis said, including brackets for attaching to a larger vender or to a wall.

Meanwhile, a S-K 500-cup coffee machine (in two models offering manual and automatic cup drops) will not be marketed until sometime this fall.

Candy Makers Told At NCA Meet: Ops Need Better Margin

Geiger Sees Bar Vending Hit as More Profitable Lines Become Factors

CHICAGO, June 12.—A better gross margin is necessary if the candy industry expects to maintain, let alone increase, its present volume thru venders—so advised an operator member of a special business panel at the National Confectioners' Association convention here this week (6-10).

Herb Geiger, Geiger Automatic Sales Company, Milwaukee, told assembled candy manufacturers that the decline may be hastened by the appearance in volume of other product competition for the vender customers' nickels and dimes.

"And most of these products," Geiger said, "offer the operator a greater percentage of gross margin."

Because of the diversification need of the automatic merchant, and because candy is now one of his lowest profit items, emphasis will be increasingly placed

on other types of vending equipment, Geiger maintained.

Gross profit margin adjustments was one method whereby candy makers could increase their volume, he said, noting the panel subject, "How Can Distributors and Manufacturers Increase Per

(Continued on page 81)

Rowe Point-of-Sale i in roduction

Lorillard to Pay \$12 Subsidy for Each Recording Unit Used by Ops

NEW YORK, June 12.—Rowe Corporation announced this week it had acquired exclusive rights for vender use of the Carter & Galantin midget phonograph for point-of-sales messages (The Billboard, May 29). C&G, however, will continue to produce models of the unit for other media.

Under the Rowe-C&G co-operative effort, the unit has been specifically engineered for use with the Rowe 520 manual cigarette merchandiser. P. Lorillard Company also figured in the first application of the device, which fea-

tures a special "Buy Old Gold" message.

The unit consists of two dry cells and a disk which plays an eight-second message when any of the column plungers are pulled.

According to Charles Brinkman, Rowe vice-president, the unit may be installed in the base of the Rowe 520 in less than five minutes, with wires from the unit running thru holes in the vender designed for the wires.

Lorillard Subsidy

Operators pay \$16.50 for the Rowe-Corder and 10 records, which Brinkman figures is a year's supply on an average location. P. Lorillard pays operators \$12 a year for each unit on location. The messages, of course, plug Old Golds.

However, Brinkman pointed out that the primary consideration for the operator would not be the \$12 per vender per year, but the increased cigarette sales which would result from this point-of-purchase aid.

The record, in addition to plugging Old Golds, asks for multiple sales. Here's what a recorded

' r f e f e e t

NEW YORK, June 12.—Officials of the National Candy Wholesalers' Association announced this week that "Program for Profits" will be the theme of the NCWA convention, to be held at the Commodore Hotel here, August 1-5.

The first business session, the Early Bird Breakfast, will be under the direction of John Mock, Evanston, Ill., sales consultant.

The opening luncheon session will feature an address by NCWA President C. E. Morgan, Morgan Brothers, Inc., Asheville, N. C.

Aug. 3 Session

"Program for Profitable Seasonal Selling" will be the theme of the August 3 session, with panel and floor discussions slated. Officers will be elected and veterans in the industry honored at the executive meeting.

The final business session August 4, will be devoted to program for Profitable Partnership Between Manufacturer and Wholesaler."

Entertainment is scheduled the evening of August 2 at the Hotel Astor. The convention winds up with the annual banquet the evening of August 3.

USDA Says Cig Smoking Off for Year

NEW YORK, June 12.—A 1 per cent drop in tobacco consumption for the fiscal year ending June 30 was predicted by the U. S. Department of Agriculture. The USDA attributed the decline to less cigarette smoking, it refused to speculate whether reports 1 lung cancer to cigarette smoking had anything to do with it.

The forecast for the next fiscal year is that cigar and cigarette smoking will continue at the same level, with a 4 per cent rise in cigar production.

The 380 billion cigarettes likely to be consumed for the fiscal year represents a dip of more than 4 per cent compared to the previous year.

similar limitation when first introduced nine months ago. However, earlier this year, Ald. Thomas Keane challenged the restrictions, moved to have them abolished and include taverns and other retail businesses as locations.

It was this change that held up the vote on the measure at the Council's May 19 and June 2 meetings.

If passed, the ordinance will levy a \$120 annual license fee on each location where venders are installed, and \$5 a year registration fee per machine.

Vote June 16 on Chi Cig Vender License

CHICAGO, June 12.—The City Council License Committee Thursday (10) approved Ald. Daniel Ronan's revised proposal for a city cigarette vender ordinance (The Billboard, June 12). Action cleared the way for a City Council vote on the licensing measure at its next meeting Wednesday (16).

Under the revision, the ordinance limits cigarette vender installations to industrial plants, offices and stores where employees only may patronize the venders. The bill was originally written by Ronan with

ole ells Interest In ana ian o.

Renamed Vend-O-Matic, Firm Acquires Rowe, Bert Mills Distributorships

TORONTO, June 12.—Duplate Canada, Ltd., announced the purchase this week of Alfred Cole's interest in Cole Products of Canada, Ltd., and appointment as Canadian distributor for Rowe Manufacturing Corporation and Bert Mills Corporation under the new management. Alfred Cole is president of Cole Products Corporation, Chicago.

F. C. Wallace was named president of the firm renamed Vend-O-Matic, Ltd. He said it would continue to distribute the Cole Spa machine, which is manufactured in Canada by Smith & Stone.

The Rowe distributorship includes all of that firm's units with the exception of the cigarette machine. Latter continues to be handled thru Canada by Knowles Bailey Company, Ltd.

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NEW ROCKET ITEM!

ROCKET RING MIX—4 different types of rings containing asstd. mystery capsules (eliminates marble)—\$20.00 per 1,000.

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TOPSY TURVY MYSTERY SPINNER—contains a baseball or Put-N-Take Game—\$19.00 per 1,000.

New Filled Capsule Items

Magic Photo Kit. Per 1,000... \$20.00
Baseball Pennant. Per 1,000... 18.00
Flicker Picture Key Chain.
Per 1,000..... 22.50

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THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES VENDING MACHINES

	Issue of June 12	Issue of June 5	Issue of May 29	Issue of May 22
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)...	17.25	17.25	17.25	17.25
Advance Model D Ball Gum...	6.45	6.45	6.45	6.45
Advance No. 11 Mds...	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c...	8.50	8.50	8.50	8.50
Ajax 5c Hot Nut Vendor...	59.50	59.50	59.50	59.50
Ajax (8 col.)...	125.00	125.00	125.00	125.00
25c Ball Point Pen Vendor...	49.50	49.50	49.50	49.50
C-8 Electros	135.00	135.00	135.00	150.00
Columbus 1c...	6.50	6.50	6.50	6.50
DuGrenier (5 col.)...	65.00	65.00	65.00	65.00
DuGrenier, Model S (7 col.)...	80.00	80.00	80.00	80.00
DuGrenier Model W (9 col.)...	95.00	125.00	95.00	95.00
Exhibit Card Vendor, 1c...	15.00	15.00	15.00	15.00
Foot Ease	75.00	95.00	75.00	75.00
	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn...	55.00	55.00	55.00	55.00
Hershey 1c (2 col.)...	6.50	6.50	6.50	6.50
Keeney Electric (9 col.)...	150.00	150.00	150.00	150.00
Kleenix 5c or 10c...	49.50	49.50	49.50	49.50
Master 1c & 5c...	6.95	6.95	6.95	6.95
Master 1c...	6.50	6.50	6.50	6.50
Master 5c...	6.50	6.50	6.50	6.50
Mills Candy (8 col.)...	198.50	198.50	198.50	198.50
Mills Tab Gum...	27.50	27.50	27.50	27.50
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum...	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c...	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c...	7.95	7.95	7.95	7.95
Northwestern 49, 1c...	17.35	17.35	17.35	17.35
Northwestern 49, 5c...	17.35	17.35	17.35	17.35
Northwestern Stamp...	69.00	69.00	69.00	69.00
Northwestern Tab Gum...	25.95	25.95	25.95	25.95
Pop Corn Sez...	49.50	65.00	49.50	65.00
Pop-N-Hot Popcorn...	65.00	65.00	65.00	65.00
25c Razor Blade...	19.50	19.50	19.50	19.50
Rowe Crusader (10 col.)...	150.00	150.00	150.00	150.00
Rowe Diplomat Electric (8 col.)...	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)...	155.00	155.00	155.00	155.00
Rowe President (8 col.)...	155.00	155.00	155.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)...	85.00	100.00	85.00	100.00
Rowe Royal (10 col.)...	110.00	110.00	110.00	110.00
Rowe Royal (9 col.)...	100.00	100.00	100.00	100.00
Silver King, 1c Bulk...	8.50	8.50	8.50	8.50
Silver King, 5c Bulk...	8.50	8.50	8.50	8.50
Silver King...	13.95	8.50	13.95	8.50
Silver King 1/2 Ball Gum...	7.45	7.45	7.45	7.45
Silver King 1c Mds...	7.45	7.45	7.45	7.45
Silver King, 5c...	7.45	7.45	7.45	7.45
Silver King Hot Nut...	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy...	249.50	249.50	249.50	249.50
Uneeda Candy		62.50		62.50
Uneeda Challenger (8 col.)...	110.00	110.00	110.00	110.00
Uneeda Model E (6 col.)...	50.00	50.00	50.00	75.00
Uneeda Model A (9 col.)...	90.00	90.00	95.00	95.00
Uneeda Model 500 (9 col.)...	110.00	110.00	100.00	110.00
Uneedapak Model 500 (9 col.)...	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

Candy Makers

Continued from page 80

Capita Candy Consumption?

Pointing up his gross margin comparisons, Geiger told candy-men that the operator's gross margin on coffee was 52 to 72 per cent (depending upon the vended price); 55 to 60 per cent on soft drinks; 52 per cent on ice cream; 33 per cent on milk (but overhead is down as the dairy stocks the venders); 40 per cent on pastry and 24 per cent on cigarettes (higher volume increases the margin on latter).

Geiger contrasted the candy margin of 40 or less per cent with the above.

He stated that unlike the situation when dime bars were first offered operators, the present margin between nickel and dime items is now the same.

"So it makes no difference, profit-wise, to the operator whether he vends one or the other if dollar volume remains the same," Geiger said.

A \$60,000 investment in a candy operation returns an annual net profit of between \$1,000 and \$1,500, Geiger declared.

It should be more, in line with other vended products, he said.

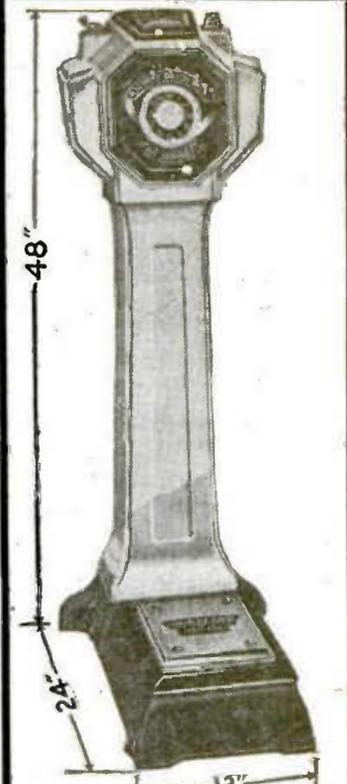
Lose to Cookies

Due to the lower margin picture, the candy manufacturer has lost approximately 10 per cent of the vended volume of five or six years ago. Geiger said this was directly traceable to the influx of crackers and cookies as a vended product, both of which offer a more interesting margin.

"The same development is likely to occur in the milk vending field when it gets rolling. Higher gross margin will make it more appealing to the operator."

Candy vending became a big factor for both operators and candy producers during the years when it offered a larger margin to work on. "Gross margin and sales volume are closely related," Geiger said.

"That is why in one location candy venders lost 30 per cent of their sales recently to other vender types."

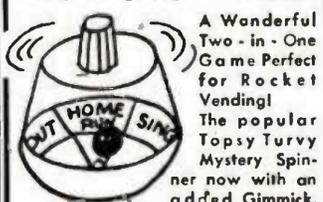


\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.

Pekin Appointed Fishman Assistant

CHICAGO, June 12.—Ben Pekin has been appointed executive assistant to William S. Fishman, vice-president of Automatic Merchandising Company here. Pekin was formerly with the Hayden Manufacturing Company as national sales manager.

TRULY SENSATIONAL!



A Wonderful Two-in-One Game Perfect for Rocket Vending!
The popular Topsy Turvy Mystery Spinner now with an added gimmick, making it the most irresistible attraction ever put in any vending machine—anywhere—any time!
An ABBEY PLASTICS exclusive (patents pending). This Spinner with the built-in Baseball and Put & Take Game is definitely destined to become the Big Money-Making Sensation of the year. Gold, Green, Red and Black in Color.

A 5c Vend All by Itself!
AND ONLY \$19.00 PER M!
(Exceptionally terrific when used half-and-half with the regular two-tone Topsy Turvy at \$12.00 per M.)
Abbey Plastics Corp.
3354 Nostrand Ave., Brooklyn 29, N.Y.

READY FOR DELIVERY NOW!

1c or 5c ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **Silver Streak** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

GIVE TO DAMON RUNYON CANCER FUND



SENSATIONAL VICTOR'S NEW 5c Capsule Vender
New Large Capacity.
Takes in..... **\$12.00**
Get those best locations now. Never before has the vending industry experienced such phenomenal profits.
SPECIAL OFFER
4 Venders and 1,000 Charm-Filled Capsules **\$80.00**
CHARMS IN CAPSULES
Assorted Puzzles ... \$20.00 per 1,000
Playing Cards 20.00 per 1,000
Mirrors & Combs 20.00 per 1,000
Assorted Rings 20.00 per 1,000
Wood Tops 20.00 per 1,000
Key Chain Items 22.50 per 1,000
Wire Puzzles 18.00 per 1,000

Immediate Delivery. 25% Deposit, Bal. C.O.D.
LOGAN DISTRIBUTING CO. 916 Milwaukee Avenue Chicago 22, Illinois

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

1c & 5c mechanism slides into place—no screws!

EASTERN OFFICE
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.

WESTERN OFFICE
OPERATORS VENDING MACHINE SUPPLY CO.
1025 So. Grand Ave.
Los Angeles 12, Calif.

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

SAY YOU SAW IT IN THE BILLBOARD!

VICTOR CHARMS

for
CAPSULE-ROCKET
and
BULK VENDING



VICTOR 'Snap-Spin' Top
in 4 brilliant colors—red, yellow, green and blue. Can be spun with a cord or by snap of the finger.



The VICTOR Puzzle Series

4 brightly plated items . . . the "Twisty"—"Question Puzzle"—"Tangle Twisty" and "Tango Link" Puzzle.

Our charms are all suitable for 5c Capsule, Rocket and Bulk Vending.

Our line of charms will be rapidly expanded to include many new and exclusive items.

Keep in constant contact with your VICTOR distributor for new and outstanding items . . . as well as our complete line of VICTOR venders.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

Gies Receives Kettle Award

CHICAGO, June 12.—Victor H. Gies, vice-president of Mars, Inc., was named the Candy Industry Man of the Year by NCA's Kettle Committee this week.

The 1954 Candy Kettle award was the ninth annual presentation of the honorary title. Gies was chosen from a group of seven candymen.

Minute Maid Net Down, Sales Up

NEW YORK, June 12.—Sales of the Minute Maid Corporation, supplier of frozen orange concentrate to the vending industry, climbed to \$18,292,430 for the six months ended May 2, compared with \$14,548,605 for a comparable period in 1953.

Net profit, however, dipped from \$183,991 (equal to 11 cents a share) to \$172,741 (equal to 10 cents a share) in the same periods. The low average prices for orange concentrate—which accounts for 80 per cent of the firm's sales—were held responsible for the profit drop.

The profit outlook is improved, however, by the price hikes in April and May. Sales goal for the current year is between \$40,000,000 and \$45,000,000.

Soluble Coffee

coffee prices may aid the operator indirectly. Housewives, noting the \$1.25 tags per pound on roasted coffee, have been switching to the soluble variety which they can get for 65 cents a jar. Of course, they may neglect to figure out that they get fewer cups of coffee from the jar, but they buy it anyway, and their families grow accustomed to it.

Hence, when hubby buys a cup of coffee from the vender at the plant or office, it may taste like the cup he had for breakfast. The institute figures that soluble sales now run from a third to a half of total coffee sales.

Some 1,500 retailers and many large wholesalers were polled in the survey.

Eskimo Pie Sets Washington, Oregon Outlet

RICHMOND, Va., June 12.—The Arden Farms Company, Seattle, has been granted the Eskimo Pie franchise for Washington and Oregon, it was announced this week by J. Louis Reynolds, president of the Eskimo Pie Corporation.

Eskimo Pie today completed the move to its new headquarters here from Bloomfield, N. J.

Robert H. Brown, EP general sales manager, pointed out that the naming of Arden gives Eskimo Pie complete distribution on the Pacific Coast.

A series of sales meetings, conducted by Stuart Mitchell, Western zone manager, is underway, with Arden personnel in attendance.

A concentrated advertising campaign, with heavy emphasis of television spot announcements and traveling displays in Seattle, Spokane and Portland, Ore., was recently put into effect.

Juice Bar

Continued from page 80

Pop, a Sheridan, Wyo., soft drink firm.

Juice Bar is also working with Cantrell & Cochrane, Englewood, N. J., firm which is marketing a line of canned carbonated drinks on a national basis and which has an ambitious vending program headed by George Herald.

Mfg. Facilities

Cross and Richardson said that new Juice Bar manufacturing facilities will be announced soon. The Juice Bar Corporation was founded in 1948 by Richardson and Cross, with the Juice Bar sales organization organized two years later by the partners.

The firm began production with its Juice Bar Senior, a 546-can machine, and later came out with the Juice Bar Junior, a 248-can vender. The plant was in Matawan, N. J., before the Spacarb merger.

\$700,000 Deal

The merger of Juice Bar Sales, the Juice Bar Corporation and Spacarb gave the combined firm, at the time, a book value of \$700,000.

Spacarb makes 1,000-capacity cup drink venders of three, four and eight selections, as well as a combination three-selection carbonated drink and fully selective coffee vender with a 1,000-cup capacity, and a 600-cup coffee vender. Spacarb is national distributor for the Fred Hebel ice cream vender.

Spacarb was incorporated in 1938 when it bought the master-drink machine and patent from the Seeburg Corporation, juke box manufacturer which was then experimenting in the cup drink vending field. A close working connection existed between Spacarb and Coca-Cola thru 1942.

Under the new set-up, Juice Bar's expansion plans will most likely be guided by the general consumer acceptance of canned carbonated beverages by the public thru normal retail channels. However, with the vigorous bid being made by C&C, and the recent entry of Canada Dry and Hoffman Beverage into the field, the expansion prospects would appear bright.

Rowe Point

Continued from page 80

feminine voice says: "Hello—I am the Old Gold dancing pack—don't run short, better get two packs—and for a treat instead of a treatment, make it Old Gold."

For the operator who wants a message other than the one prepared by Lorillard, the cost is considerably higher, said Brinkman—\$125 for the unit, with a \$10 tab for the first 40 records.

The unit has been on a test location for 30 days here at Walsh's, a bar and restaurant at 23d Street and 1st Avenue. The Old Gold message is heard no matter which of the 11 plungers is pulled.

Sales of the Rowe-Corder will be handled directly from the factory and thru Rowe salesmen throughout the nation. A 2.5 by 4-inch sticker is available as a visual tie-in for the recording unit.

The unit was first introduced in Chicago by Carter & Galantin as the Sellavox.

Cube or Block

Continued from page 80

big generous size bag of City ice cubes—the modern way to make drinks more enjoyable." Pictures in beautiful colors showed both the interior and exterior of a City ice vender, picnickers purchasing ice from the vender, and ice trucks lined up ready to service the many venders which are located in high-traffic spots over Greater Miami.

City Products Corporation supplements frequent newspaper display advertising with spot commercials on several local radio stations. Established in 1925, the firm now serves customers in more than 300 Florida cities, towns and communities, and its vending division is growing rapidly.

See You at the Convention

JULY 9-10-11

Bob Guggenheim

Fred Loewus

M. J. Abelson

CONGRESS HOTEL

Chicago

NATIONAL ASSOCIATION OF BULK VENDORS

Guggenheim

33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

NEW-RECONDITIONED

METAL TYPER MACHINES

We Carry Complete Line of Parts in Stock

WRITE FOR PRICES

NOW!

Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.

1318 N. Western Ave., Chicago 22, Ill.

5c BALLOONS in CAPSULES

Eight assorted, regular 5c seller balloons in capsules. Full value—that's why it SELLS WELL.

\$22.50 per 1,000 f.o.b. Jamaica, N. Y. Immediate delivery.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, L. I., N. Y.

Another NEW SERIES

Metal-Plated Charms

SERIES #5

There are SIXTY DIFFERENT CHARMS in this NEW SERIES #5. Comes plated, half-copper, half-silver. ALL brand new Charm Ideas—and beautiful.

\$3.00 per 1,000

f.o.b. Jamaica, N. Y.

Or: At Your Distributor

There's always New Business when New Charms are in your machines. OUT with the OLD—IN with the NEW, the NEWEST and the BEST, Series #5.

SAMUEL EPPY

& CO., INC. 91-15 144th Place Jamaica 2, L. I., N. Y.

Advance Candy Bar and Cracker Vender

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin-detector. This machine has an adjustable hopper for handling many sizes of candy bar, cracker or goods in cartons. A flexible vender that will give you steady repeat sales 52 weeks in the year.

Standard Machine, 5c or 10c Coin Control.

Sample 2 to 11.. \$19.30 \$24.10 12 to 49.. 18.05

ORDER TODAY

1/3 dep., bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines 1645 Bedford Ave., Brooklyn 25, N. Y. President 2-2790

FILLED CAPSULES

\$20.00 PER M YOUR CHOICE!

- Rocket Jewel Rings (1/2 plastic, 1/2 plated)
- Initial Ring—Paul Price (1/2 plastic, 1/2 plated)
- Playing Cards (full deck)
- Play Puzzles: Pyramid "T" Formation Magic Square Wire Triangle
- Tic Tac Toe (on key strap)
- Crazy Whiskey Bottle (on key strap)
- Initial Insignia Plaque (on key strap)
- Assorted Key Chains • Snap-Spin Tops
- Butterfly Pins • Bronx-Chor Razors

Many More—Write for Samples

CHARLES E. BUCKMAN CO.

P. O. BOX 475 GREEN BAY, WISCONSIN

VICTOR'S TOPPER

The World's finest bulk and charm vender.

100 or more

\$12.00 each

Less than 100

\$12.50 each

Equipped with large globe.

Immediate Delivery on all Victor Models. Time Payment Plan Available.

ROY TORR—LANSDOWNE, PA.

RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

We Carry a Complete Line of Capsule Vendors, Capsules, Charms, Etc., in Stock!



4 Col. GV Gum VENDER with 600 pieces of assorted Adams Gum. ONLY \$17.25 EA.

POP CORN SEZ

Clean—Ready for Location—10c Mechanism \$49.50 EA.



ATLAS 5c ALMOND TRAY VENDOR

Special Deal! 1 Mach. & 5 lbs. of Almonds (700 count). \$10.95



SILVER KING

1c or 5c Bulk completely reconditioned \$8.50 EA.



BINK'S "ZIPPER"

Fast, high score Bingo Counter Game. \$79.50

SPECIAL \$15.00 TRADE-IN ALLOWANCE

on your old counter amusement game. Ship in your old ABT Targets, Kickers & Catchers, etc., prepaid, and we will allow you \$15.00 on the new Binks "Zipper."



Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio Yes—Please sign me up for Vend for 1 year at \$4. 2 years at \$6. 3 years at \$7.50 (Foreign rate, one year, \$8) 945

Name Address City Zone State Occupation



GIVE TO DAMON RUNYON CANCER FUND

BALL and VENDING GUMS

New LOW Factory Prices

BUBBLE • CHICKLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb. Chlor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb. Chlor-o-Vend Chicks, 275 & 320 ct. 45¢ lb. Chickie Chicks, 320 & 520 ct. 36¢ lb. Bubble Chicks, 320 & 520 ct. 30¢ lb. F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant Newark 4, N. J.

ATTENTION, DISTRIBUTORS!

We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details.

Abbey Plastics Corp. 2354 Nostrand Ave., Brooklyn, N. Y.





NATD to Hold Vending Meet

NEW YORK, June 12.—The National Association of Tobacco Distributors holds its Automatic Merchandising Conference June 26 at the Hotel Statler here, with Joseph Kolodny, NATD managing director, and Harden Goldstein, NATD associate director, slated to speak.

Goldstein said participation in the meeting will be limited to the membership, with a panel format planned.

NATD will hold a Sales Training Seminar at the Ten Eyck Hotel, Albany, N. Y., today (12), and a Management Conference at the Palmer House, Chicago, Friday (18), followed by a Sales Training Seminar at the Palmer House, Saturday (19).

Pioneer Preems Pennant Charms

BROOKLYN, June 12.—Sid Rubenstein, head of Pioneer Vending, local Victor outlet, announced this week that his firm is currently producing a baseball pennant fill for capsule charms.

Rubenstein said the assortment contains flags of the 16 major league teams, with team coloring and lettering similar to that which appears on the official standards.

He added that Pioneer is currently working on other charms which will be announced.

Candy Sales Drop

Manufacturers' sales of confectionery and competitive chocolate products totaled \$74,768,000 in April, down 11 per cent from March sales and 3 per cent below last April's total, the Census Bureau reported. Reports from a selected group of large manufacturers indicated that poundage sales of bar goods for the first four months this year were about 3 per cent below last year's level, while poundage sales of bulk goods were down 8 per cent and sales of package goods retailing at less than 50 cents per pound were up 12 per cent as compared with last year.

tip types. Most of the States which showed declines of more than 3 per cent in cigarette consumption this year are in the South and West. Cigar output is expected to reach 6 billion this year, the same as last year.

Milk Price Down

Prices for milk sold to plants and dealers averaged \$3.50 per 100 pounds in May, 18 cents less than in April and 42 cents less than in May last year, Agriculture Department reported. This continues a steady decline in dairy price since last November. Meanwhile, milk production in April reached a new record for the month, being 4 per cent higher than production the same month last year.

Cigarette Output

Cigarette output during the fiscal year ending June 30 is now expected to reach 416 billion, about 4 per cent lower than the record 436 billion produced in the last fiscal year, the Agricultural Department reported. Output and consumption of cigarettes next year is expected to continue at the current rate, with some decline in the consumption of regular size cigarettes and increases in the use of king-size and filter-

CHARMS!

• NEW DESIGNS
• NEW IDEAS
• NEW FINISHES

send 35¢ Complete Sample Kit

Be sure to attend the N.A.B.V. Show in the Congress Hotel, Chicago, Ill., July 9 to 11.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.



Brand New! Victor MODEL HMS \$16.95 each Less than 100 \$16.50 each 100 or more Write for free 32 page catalog. Parkway Machine Corp. 715 Ensor St. Baltimore, Md.

THEY'RE NEW! NEAT LOOKING! TERRIFIC! IMPORTED METAL TOY VEHICLES (Army Tank, Roadster, Rocket Ship, Speed Boat—all with wheels.) Silver and gold finish. Perfect for penny vending \$11.45 M. Prepaid shipment! Write for Free Sample OHIO GUM SUPPLY CORP. P. O. Box 155 Wickliffe, Ohio

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1/4 & 5/8 Comb.	\$12.00
N.W. 239 1/4 Porc.	7.95
N.W. 233 1/4 Porc. B.G.	6.50
Master 1/4 Bulk Porc.	6.50
Master 5/8 Bulk Porc.	6.50
Master 1/4 & 5/8 Bulk Porc.	4.95
Columbus 1/4 Bulk	6.50
Silver King 1/4 B.G. or Mds.	7.45
Silver King 5/8	7.45
Exhibit Post Card (Metal)	15.00
Advance 20 1/4 B.G.	6.45
Advance 21 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Shell	.50
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts	.25
Almonds, 480 ct., 5 lbs., vac. pk.	.95
Baby Chicks	.30
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, all sizes, per 100 lbs. minimum. Prepaid, per 100	\$.28
Adams Gum, all flavors, 100 ct.	.44
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

ATTENTION, DISTRIBUTORS!
We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details.
Abbey Plastics Corp.
3354 Nostrand Ave., Brooklyn, N. Y.



5¢ VICTOR 5¢ CAPSULE VENDOR

NOW Available for IMMEDIATE DELIVERY!

Less than 100.....\$60.00 Case (Packed 4 to case)
100 or more.....\$57.00 Case

INTRODUCTORY OFFER
4 Capsule Vendors plus 2000 Filled Capsules—(1000 filled with rings, 1000 filled with key rings with \$99.99 key chain charms).....
2000 Capsules will return approximately \$100.00.

All Victor Models available. Write for our complete merchandise and charm list, including charms for capsules.

BERNARD K. BITTERMAN
4709 East 27th Kansas City, Mo.

Be sure and attend the NABV Convention at the Congress Hotel in Chicago, July 9, 10 and 11.

SUPPLIES IN BRIEF

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

HAVE YOU ORDERED YOURS?
ROCKET RINGS
Beautiful JEWELLED RING with BIRTHSTONE
Holds marble firmly. A ring that anyone will treasure. Real 10c value.
NICKELPLATED \$15.50 Per M
GOLDPLATED \$16.50 Per M
All prices FOB, NYC

We Have a Full Line of Capsule Mds. and Charms. Write for Lowest Prices. See Us at the N.A.B.V. Show!

PAUL A. PRICE CO.
55 Leonard St., New York 13

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

Attention, operators in OHIO—IOWA—ILLINOIS—MINNESOTA

Here is a genuine GOLDEN OPPORTUNITY an honest ONCE-IN-A-LIFETIME DEAL!

In liquidating our own operations of penny weight scales we are practically GIVING AWAY OUR LAST FOUR ROUTES!

If one of these routes is in your territory then GRAB IT... because the price asked is SO LOW IT'S PRACTICALLY A STEAL!

We are the oldest and largest penny weighing machine business in the world! Now we are closing our routes! This Opportunity Cannot Happen Again!

ACT NOW! THIS WHOLE DEAL IS SO REASONABLE THE ENTIRE NEGOTIATION CAN BE CLOSED BY MAIL! FIRST COME, FIRST SERVED!

EVERY ROUTE IS COMPLETE—IN PERFECT WORKING ORDER—ON LOCATION NOW—MAKING BIG PROFITS RIGHT THIS MINUTE!

EACH ROUTE CONSISTS OF:
In OHIO (Northern Part)—64 scales.
In ILLINOIS (Central Part)—180 scales.
In IOWA (Southeastern Part)—40 scales.
In MINNESOTA (Northern Half)—104 scales.

WRITE, WIRE or PHONE TODAY!

PEERLESS
WEIGHING & VENDING MACHINE CORP.
42-02 116th Street, Long Island City 1, N. Y.
Phone: STIllwell 4-1620

Industry Moves Into High Gear In Drive for Juke Box Week

CHICAGO, June 12.—Operators, distributors and associations in the coin music industry moved into high gear this week as the national public relations campaign—Play Your Juke Box Week—nears its grand scale launching, June 20-26.

Thruout the week distributors of AMI, Rock-Ola, Seeburg and Wurlitzer began distributing thousands of location posters to juke box operators across the country.

Editor's note: The cost of the posters was borne by manufacturers and distribution to operators will be without charge. Operators are urged to visit their local distributors for their supply.

Various associations thruout the country reported local campaigns, to tie-in with the national drive, were already under way. Hirsh de La Viez, president of the Washington Music Guild, Inc., reported that along with promotional material sent to disk

jockeys, newspapers, record artists and television stations, the association planned to hire a sound truck to broadcast announcements of "Play Your Juke Box Week" in the city streets. (See separate story for complete Washington activity).

During the week, 2,682 disk jockeys and television stars received letters and phone calls from The Billboard in an effort to gain their co-operation in this campaign. Record retail stores began receiving location posters this week.

Over 500 merchandising kits were sent to operators who had returned the coupon appearing in last week's Billboard.

George A. Miller, president of the Music Operators of America, announced last week that MOA was backing the campaign 100 per cent.

Every indication points to the most successful public relations campaign ever held in the coin machine industry.

Next week's issue of The Bill-

board will contain more information concerning preparations for the campaign in addition to a special section devoted entirely to the music operator.

Meantime, operators' attention is directed to the editorial on this page and the check list of ways, on page 86, in which the operator can tie-in locally with the national promotion.

Miller Reports MOA Programs Gain Momentum

Urges Op Support In National Tax Council Survey

OAKLAND, Calif., June 12.—George A. Miller, president and general manager of Music Operators of America, this week announced that the association's National Tax Council and National Membership Drive were gaining momentum.

He pointed out that a check of all city, county and State licenses affecting juke box operators was underway and that as soon as the data was compiled, the Tax Council would be put into operation.

He urged all local and State associations, as well as individual operators, supply costs in their areas to MOA headquarters. "The sooner the information is compiled," Miller said, "the sooner the Tax Council can become active and beneficial to all parties concerned."

Miller explained that the Council would be set up in four cities, each equipped with current material useful in combatting unfair taxation proposals. One of MOA's own executives will handle the

(Continued on page 91)

Cleveland Ops Honor Cohen

CLEVELAND, June 12.—Members of the Phonograph Merchants of Cleveland turned the spotlight on Jack Cohen, who has been president of the association for the past 10 years, when they held a special banquet here this week in his honor.

Approximately 100 persons jammed the Skyway Restaurant for the testimonial banquet and floorshow. James Ross, vice-president of the association, and Sanford Levine, secretary-treasurer, presented gifts to both Cohen and his wife.

Cohen, who started Cleveland's Hit Tune Parties in 1936, has been instrumental in nearly every public relations campaign held in this city. The Hit Tune Party held last November in the Cleveland Arena was considered the biggest local public relations effort to hit the industry.

able, it was decided to postpone the final decision until the next meeting.

On hand to explain the advantages of State-wide organization were Clint Pierce, president of

(Continued on page 86)

Muzak V-P Outlines Blueprint for Juke Operators on Tape

NEW YORK, June 12.—A blueprint for juke box operators to follow in expanding their bases of operation was drawn this week by Edward Hochhauser Jr., vice-president of the Muzak Corporation, who has been placed in charge of the firm's promotion and advertising department (see separate story).

Muzak, a pioneer in functional background music as a manual disk operation, is converting the bulk of its nationwide service to magnetic tape playback machines (The Billboard, June 12).

Cornerstone of the new tape policy, said Hochhauser, will be economy—compared to the disk operation, the tape system is far

simpler to operate, requires less help and consequently costs less money.

Franchise Basis

Muzak markets its music on an exclusive operator franchise basis, with territorial markets protected. There are currently some 79 of these operators, covering about 10,000 locations in more than 200 cities.

Based on the cost of the manual disk operation, it had heretofore been necessary to limit Muzak franchises to population centers in excess of 200,000. However, Hochhauser feels that operators in communities of 50,000 can now operate a profitable tape route. The most logical franchise oper-

EDITORIAL

Are You With It?

Play Your Juke Box Week is now only a week away. It begins June 20.

Distributors of AMI, Rock-Ola, Seeburg and Wurlitzer phonographs are putting out thousands of Play Your Juke Box Week posters for their operator customers to use.

Alert operator associations have plans to use the material in The Billboard's Merchandising Kits to promote the juke box business in their local press and on their local radio and TV stations.

At deadline, Merchandising Kits had been mailed to more than 2,500 disk jockeys urging them to participate in Play Your Juke Box Week and to build programs around the material in the kit.

Individual operators informed The Billboard that they would place posters in each one of their locations. If their response is any indication, the week-long promotion should be as successful as last year's celebration of the 65th anniversary of the founding of the juke box business.

Need Public Relations

No one needs to tell a music operator or distributor of the need for good public relations—for telling the public, location management and legislative bodies the real story of the music machine business.

But public relations can only come from Play Your Juke Box Week if operators and distributors work at making the promotion a success. The returns—in good will and understanding of this industry's problems—just can't be measured by the effort.

Look over the checklist which appears in this section. It contains 25 practical ways for you to "sell" the juke box in your hometown. If you haven't done so already, write now to The Billboard for as many copies of the Merchandising Kit as you can use.

3d WEEK

Threats, Bombings Key Union Racket Trial

DETROIT, June 12.—Testimony this week keyed the trial of William E. Bufalino, president of Local 985 of the Teamsters Union (AFL), and six other defendants accused of extortion and conspiracy to monopolize the juke box business here.

George Corbetts, operator and owner of Corbetts Music Company, testified before Recorder's Judge Joseph A. Gillis that one of his locations, the New Palmer Bar, was bombed in May, 1953. He said he had been suspended from the union because he was \$105 behind in dues in 1949. He added that he was reinstated when he paid the amount.

James C. Haggerty, defense attorney, opened the cross-examination of the witness with the introduction of a letter from Corbetts to Bufalino wherein he stated that his complaints to the police about union interference in his business were incorrect. When questioned by Haggerty about this, Corbetts appeared evasive.

Thursday (10), the witness' fourth day on the stand, Judge Gillis warned Corbetts that if he continued his evasive answers, he would cite him for contempt of court and possibly perjury. Corbetts had also balked at questions regarding his connection with the Friendly Music Company and how stock in the company came into the possession of his wife.

After the warning, Corbetts testified that the business had been formed by his three brothers-in-law, all of whom had with-

(Continued on page 88)

DENVER

Resort Areas Not Always a Rosy Picture

DENVER, June 12.—"While it is true that resort areas filled with summer tourists appear to promise a nice income potential," says Jack Williams, head of Capitol Sales Company, "costs must be carefully examined before extending a route into a short-lived vacation center."

While only a comparatively

(Continued on page 91)

Iowa Ops Take Steps For State-wide

DES MOINES, June 12.—Juke box operators from all over the State met at the Savoy Hotel here last Monday and laid the ground work for a State-wide association.

Seven directors, representing nearly every section of the State, were elected to draw up a charter and plans to get an association rolling. In the event that additional directors are needed, operators agreed to increase the number at the next meeting, June 27.

Directors elected included Maurie Rosenstein, Marshalltown; Don Hall, Spencer; Bob Treiner, Sioux City; Vic Jorgensen, Mason City; Don Reese, Carroll; John Sanderlie, Fort Dodge, and Al Lamberti, Des Moines.

Altho operators agreed that the name Iowa Automatic Music Operators' Association was suit-

Correction

CHICAGO, June 12.—The advertisement published in The Billboard last week for Rock-Ola was in error. The advertisement which should have appeared is shown on page 93. Our apologies to Rock-Ola, their distributors and our readers.

D. C. Ops Support Juke Campaign

WASHINGTON, June 12.—The Washington Music Guild, Inc., announced this week that it was going all-out on the national juke box public relations program—Play Your Juke Box Week—scheduled for June 20-26.

Hirsh de La Viez, president of the association, lauded The Billboard for stepping out again in an effort to win public support for the coin music industry.

He said that such a public relations program was a challenge to every juke box operator in the country.

"Operators know that only if they support such a campaign in every city and hamlet in the country will it be a success, and certainly they know that the industry needs such a campaign," Hirsh declared.

Here's what was being done in Washington:

1. Arrangements for sound trucks to cruise the streets with amplified music and signs informing the public: "This is juke box week."

2. Material for disk jockeys in the area was being distributed so that they would be prepared to announce to their listeners that "Play Your Juke Box Week" is under way.

3. Juke boxes in the area supplied with some of the na-

tion's all-time favorites. The same tunes to be featured on the juke boxes will be sent to disk jockeys so that they can tie-in with the promotion.

4. Locations in the area supplied with the posters offered by manufacturers announcing "Play Your Juke Box Week."

5. Placement of juke boxes in

(Continued on page 86)

Juke Box Week Begins to Roll In Central Ill.

PEORIA, Ill., June 12.—Charles Sisney, president of the Central States Phonographs Operators' Association, reported this week that every member of the association was backing the national juke box public relations campaign scheduled for the week of June 20-26.

Sisney said that plans had been made to furnish every location in Central Illinois with

(Continued on page 86)

FULL-SCALE P-R

Power of Public Opinion Keys S. D. Op Assn. Meet

YANKTON, S. D. June 12.—Plans for an all-out public relations program dominated the South Dakota Phonograph Operators' Association's quarterly

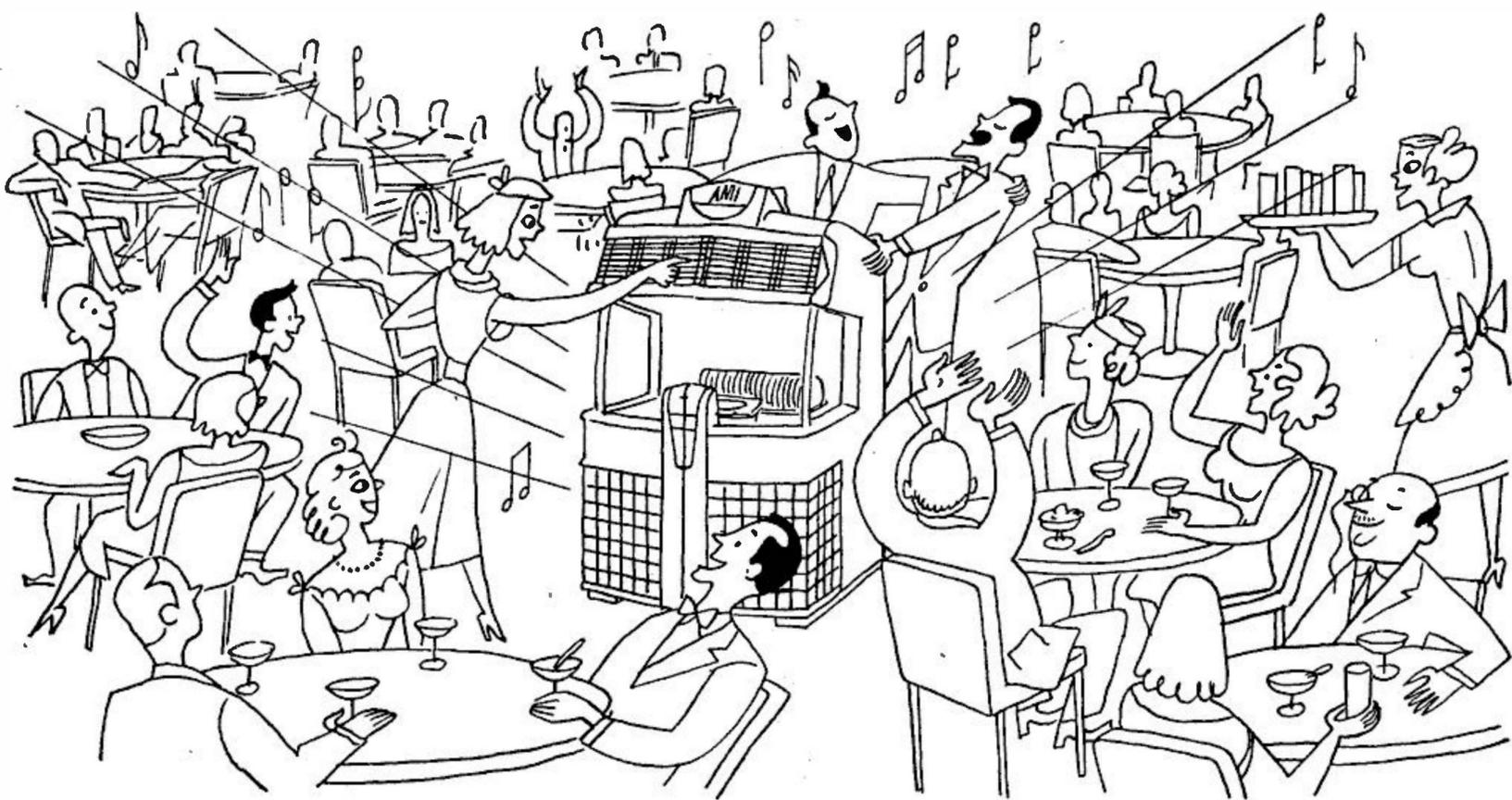
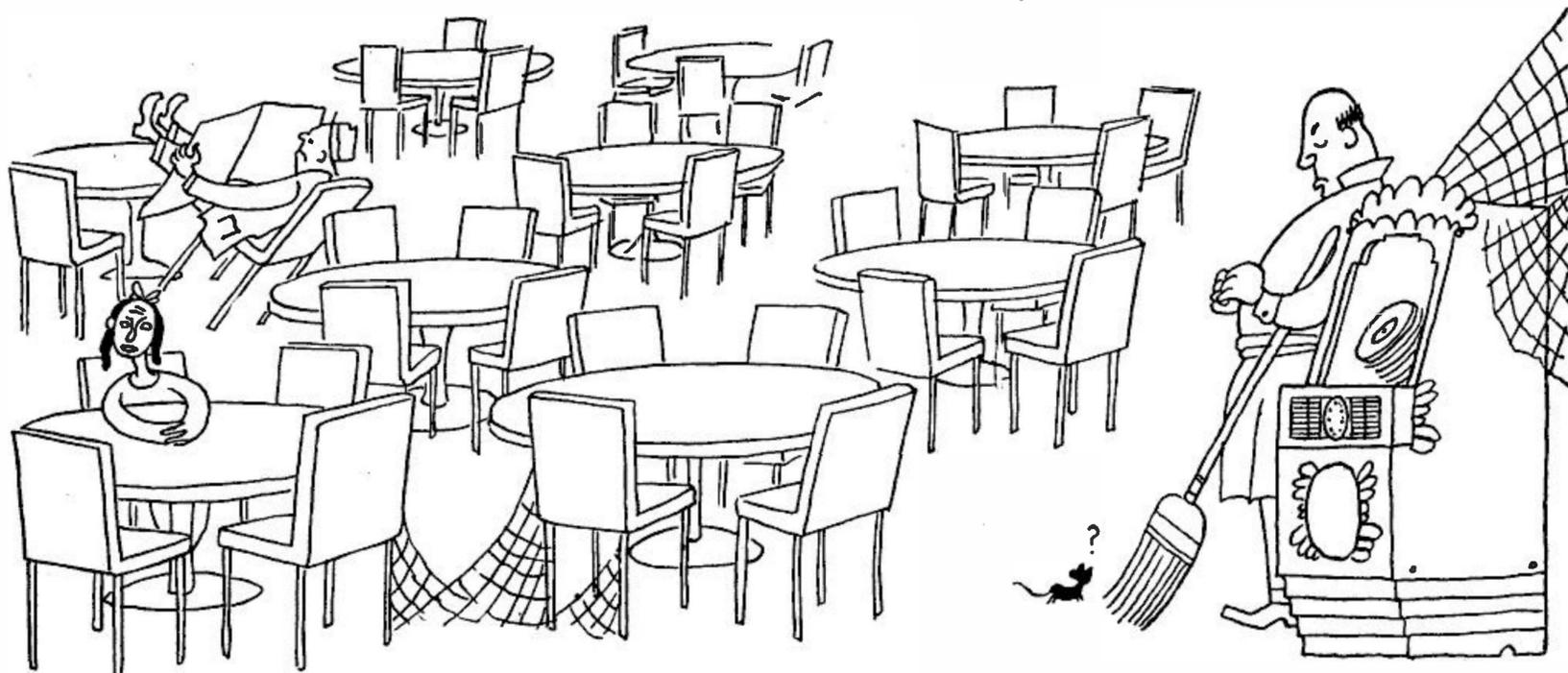
meeting here last Sunday and Monday (30-31).

Before the two-day event came to a close, operators had agreed to sponsor a candidate in the coming Mrs. South Dakota beauty contest, increase the number of juke boxes donated to worthy organizations, give the public the opportunity of choosing the organization to receive the donation, begin using advertising in local papers, contact staff writers of papers regularly, accept every available opportunity to appear before civic and social groups and to use direct mail to their locations and suppliers.

Gordon Stout, president of the association, said that the theme of the program would be "The Power of Public Opinion." He pointed out that no industry ever became successful without first winning public support.

Stout said that the playing public would be given the opportunity to pick organizations to receive juke box donations. Tentative plans, he said, were to have juke boxes on all major streets allowing public to indicate the location of its choice. A committee

(Continued on page 86)



Never Underestimate the Power of a Model "E"

TRUE-TONE FIDELITY • ALL-ROUND CABINET BEAUTY • MOVING LIGHT AND COLOR • SPEEDY ONE-BUTTON PLAY • UNFALTERING PERFORMANCE • ATTENTION-GETTING DESIGN AND DECORATION
 WIDE CHOICE OF SELECTIONS • CONVENIENCE OF EYE-LEVEL PLAY • MINIMUM MAINTENANCE

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

'OPERATION PUSHPOP' EXTENDED A WEEK. Fifth kit being mailed to coin operators, disk jockeys, dealers (Music department).

HOTEL TO TEST CLOSED CIRCUIT TV. To pipe films to rooms as test of pay-as-you-see video (Radio-TV department).

DJ'S AIR PROS AND CONS ON 45 SHIPMENTS. Record firms' decision kicks off reaction from stations (Music Department).

HOT DISTRIBUTION CENTERS FOR DISK INDUSTRY. New England, Midwest, Southern California areas lead (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Juke Box Week

• Continued from page 84

one of the posters being supplied by the juke box manufacturers and that radio and television tie-ins were expected.

Les Montooth, director of the Peoria association and a vice-president of MOA, has been working with one of the biggest disk jockeys in the area for some time now, Sisney said, and co-operation from that end seemed assured.

In addition, Sisney said, local newspapers were being informed of the campaign as well as all of the local social clubs.

A gathering of Peoria operators was expected next week in an effort to tie all loose ends of the promotion into one neat package.

D. C. Operators

• Continued from page 84

every theater in the downtown area.

6. News releases supplied to every newspaper in the city. Additional stories to follow on the number of juke boxes that the Guild has donated to date. A listing of all organizations that have been supplied.

7. Night club editors supplied with special announcements on the campaign.

8. Record artists in town during the week of June 20-26 will be contacted and urged to plug this juke box campaign.

9. Television stations in the area supplied with juke boxes for use in as many programs as needed.

10. All operators displaying on their trucks The Billboard posters—"Play Your Juke Box Week."

New Wurlitzer Distrib Named In Nashville

NORTH TONAWANDA, N. Y., June 12.—The Rudolph Wurlitzer Company Monday (7), announced the appointment of the Rock City Amusement Company, headed by Kenneth S. Brake, as distributor in the Nashville territory.

Robert H. Bear, phonograph sales manager of Wurlitzer, said that the appointment followed a meeting between R. E. Williams, of Williams Distributing Company, Inc., former Wurlitzer outlet in Nashville, Brake and the



KENNETH S. BRAKE

Wurlitzer Company, at which a mutual agreement was reached. Williams will continue his distributorship in Memphis.

The Nashville territory includes 74 counties in Tennessee and 11 counties in Kentucky.

Brake a Veteran

Bear said that Brake comes to Wurlitzer with a veteran's experience in the coin machine field. Starting with Automatic Canteen in 1928, Brake worked routes in Indiana, Connecticut, New York and Tennessee. For the past 16 years he devoted all of his time and efforts to the coin-operated business in Tennessee.

Rock City Amusement Company has taken over the offices and showrooms formerly used by Williams Distributing Company at 108 Lafayette Street, Nashville.

Brake said that a complete remodeling job was being done on the offices and that an open house for operators would be held as soon as the work was finished.

Iowa Ops Take

• Continued from page 84

the Wisconsin Phonograph Operators' Association and vice-president of the Music Operators of America; Charles Sisney, president of the Central States Phonograph Operators' Association, a Middle and Southern Illinois organization, and Les Montooth, also of the Central States Association and a vice-president of MOA.

They explained the steps taken to form their associations.

Des Moines operators, who already have a local association, also pitched in, urging operators to get the program underway as soon as possible.

Pierce acted as temporary chairman of the meeting and Hall took over the duties of secretary.

Directors of the proposed association have asked that every Iowa juke box operator make an all-out effort to attend the next meeting, June 27, 2 p.m., at the Savoy Hotel.

Full-Scale P-R

• Continued from page 84

will be appointed to tabulate the returns.

The meeting was the first to be held under the direction of the new officers elected last January. Gordon Stout moderated the event. Other newly elected officers at the meeting included Darlow Maxwell, vice-president, Huron; Harold Scott, secretary-treasurer, Moberly; Tony Trucano, Deadwood, and Mike Imig, Yankton, both directors.

25 WAYS TO PROMOTE PLAY-JUKE-BOX WEEK

Here are 25 practical suggestions which can be used by music operators and distributors in promoting "Play Your Juke Box Week" (June 20-26). Most of the suggestions can be achieved with little or no cost—all of them are designed to promote juke box play.

"Play Your Juke Box Week" is a national undertaking, but its degree of success lies in what each individual does to promote it. Remember: When you help your industry, you help yourself. Be sure you let The Billboard know what is being done in your community so that results can be published in the June 26 issue (DEADLINE—JUNE 15).

Promotional material mentioned in the following list can be obtained by writing the Coin Machine Department, The Billboard, 188 W. Randolph Street, Chicago 1. Use the coupon below.

1. Set aside five or 10 favorite old-time records to be used on your phonographs during the week of June 20-26. A complete list of juke box all-time hits is included in the kit offered to participants.

2. Write now for placards, designed specifically for use in locations, announcing to the public that this is "Play Your Juke Box Week."

3. Write in for sample press release and advertising cut for use in your home-town newspapers.

4. Contact local disk jockeys urging them to build programs around the theme of "Play Your Juke Box Week." Tell them some of the old-time records you intend to play. Give them a copy of the all-time hits.

5. Let disk jockeys know that you are willing to take a part in a show in conjunction with the drive. Use the interview fact sheet offered in The Billboard kit.

6. Send letters to your locations pointing out the purpose of the drive. Drive home the fact to the location that it also benefits by a successful promotion. See sample letter in kit.

7. Offer your local TV station the use of a new juke box for as many programs as it wishes during "Play Your Juke Box Week."

8. Contact your local record distributor. Work with him setting up some kind of tie-in between juke boxes and record retail stores.

9. Visit local record retail outlets. Point out to them how your objectives are the same: Music for the public. Offer to place placards in their stores.

10. Set up tie-ins with record retail outlets by offering to place a juke box in the stores, set for free play. Point out the novelty of having a juke box playing both the latest releases and the old-time favorites.

11. Talk to theater owners on the idea of placing a juke box in their lobbies. Put the box on free play and tie-in the music with the movie playing when possible.

12. Find out the cost of having your name and firm flashed on a movie screen along with other advertising trailers. You might even make it a regular routine.

13. Check with local printers and see if badges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the play on their machines.

14. Plan a contest in your locations. Place an old juke box in the window and offer an album of records for the one who guesses the number of times the machine has been played.

15. Contact local newspapers. Send press releases to persons in charge of entertainment items.

16. Talk with program chairmen of local organizations—Kiwanis, Lions, Elks, Masons, etc.—about a speech on the juke box industry. Ideas and a prepared speech will be found in The Billboard promotional kit.

17. Offer a juke box for any school, church or fraternal organization scheduling a dance during "Play Your Juke Box Week." If they already have a band playing, suggest that they use the phonograph during intermissions.

18. Give high school students a chance to dance during their lunch hour in the auditorium or gymnasium by supplying them with a juke box. Let local newspapers know what you're doing—it's good local news.

19. Donate extra records to veterans hospitals in the area. Contact local representatives of the VFW and the American Legion and tell them what you intend to do. A story in any publication helps the campaign.

20. Spark a college or high school poll on favorite pop singers. Contact school paper editors and point out how the students would find it interesting. Show them how it could possibly blossom into a regular feature in the paper. It might come in handy for you in some of your teen-age locations.

21. Sit down with your servicemen and collectors and tell them about this campaign. Ask them to pass the word along to locations they visit, to promote play.

22. Place signs on all your rolling equipment—trucks, cars etc.

23. Contact local soft drink bottlers and see if a tie-in can be arranged to promote a teen-age dance to celebrate "school's out."

24. Ask for and use promotional material manufacturers will make available thru their distributors.

25. Fill out and send in the coupon below for the promotional material you want. THERE IS NO CHARGE.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

() Please rush me at absolutely no cost your Merchandising Kit for "Play Your Juke Box Week."

Your Name _____

Name of Firm _____

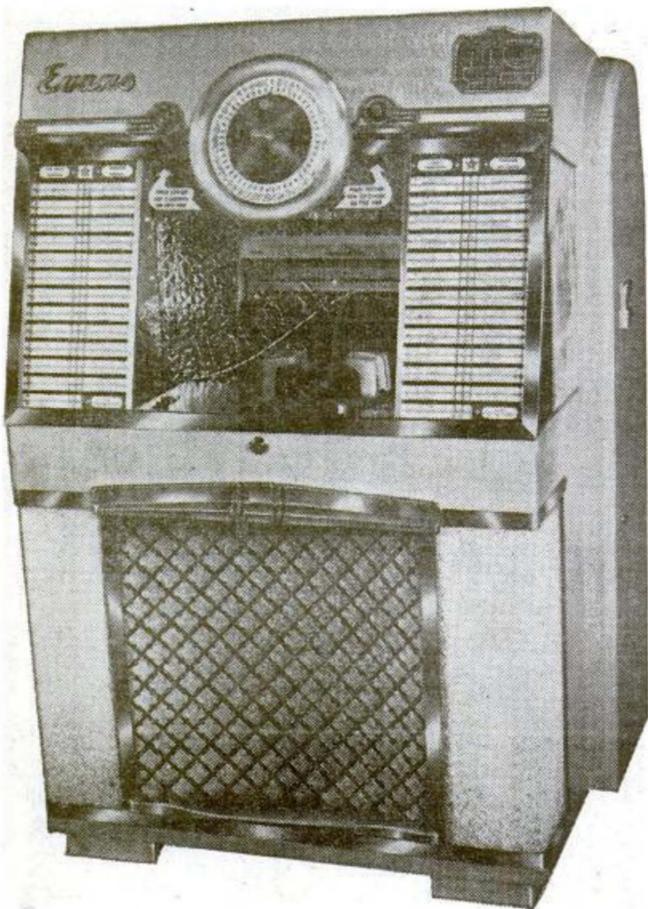
City _____ Zone _____ State _____

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO. 1536 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

5 Questions for every Music Distributor... and **MAGNECORD'S** Multi-Million Dollar Answer!



MAGNECORD
(High Fidelity Continuous Reproducer)
and
RCA Planned Music
A "PACKAGED" BACKGROUND MUSIC SERVICE

"By 1955 Magnecord's new Background Music Service with RCA Planned Music will be a multi-million dollar a year business. To the Music Distributors and Music Operators who will sell and operate this Background Music Service, this business will mean unlimited profit opportunities.

"That's why I ask every Music Distributor in America to ask himself these five questions."

"Heinie" Roberts

1 Am I ambitious enough to want my share of this multi-million dollar Background Music business?
According to Emanuel Sacks, Vice President and General Manager of RCA Victor Record Division, Background Music is entering an era "that promises to dwarf the progress such music has already made in business and industry."

2 Am I interested in being part of the "first team" in Background Music under Magnecord leadership with RCA specially planned repertoire?
RCA is the Biggest Name in Music and Magnecord is the leader in manufacturing quality professional tape-recording equipment.

3 Am I alert enough to reach for my share of this new Background Music business?
Remember, this is the first time that Background Music is available with RCA Planned Music and it's the first time that this "Packaged" Background Music Service, on tape, can be supplied to individual or grouped locations by a single responsible source, as a complete service.

4 Am I quick to recognize the value of this exclusive distributor franchise?
Today, Background Music is an essential utility — a business necessity. The combination of Magnecord and RCA Planned Music results in a franchise of unlimited potential worth.

5 Am I a man of action?
Don't waste another minute. FILL IN THIS HANDY COUPON AND AIR MAIL IT TO ME BEFORE YOU TURN THIS PAGE.

5 FACTS WORTH KEEPING AT YOUR FINGERTIPS

- This is a completely new Background Music Service conceived and created by Magnecord, Inc.
- It utilizes a new, finer, specially-developed continuous magnetic tape playback that delivers a superior quality of music reproduction.
- It includes RCA Planned Music . . . music expertly produced, planned, and programmed by RCA itself.
- It will be distributed, operated, and serviced through the Music Distributors and the Music Operators of America.
- Since the recent Magnecord announcement, there's an avalanche of nation wide interest from Music operators, Distributors and prospective subscribers, seeking this new Background Music Service. Distributor franchises are now being granted!



magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager— Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889

SEND COUPON TODAY!

Mail Today To:
Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a Music Operator Distributor
and I handle these coin operated phonograph lines:

Name _____
Street _____
City _____ Zone _____ State _____

B-5

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

Op Sees Pick Up In Music Business . . .

Herman Klebba, Dependable Music Company, reports that he and his assistant, Harry Salad, have been getting increased collections in the last three or four weeks from their juke box route. Improvements have been made on their coin machine routes, which include operation of Arcade equipment and shuffle alleys. Herman recently returned from a Florida trip.

Johnny Oomens, of Walter Oomens Sons, after sparking the Chicago bowling banquet plans, came down with the sick bug and had to miss the event. There just "ain't" no justice.

Phil Levin and Ray Cunliffe have been out scouting golf courses, trying to find the best site for the fifth annual golf outing of Recorded Music Service Association. There's talk that the twosome have worn out three golf club managers and have tasted the cooking of at least a half dozen chefs—all in the interest of finding the best spot, of course.

Bob Gnarro, head of ABC Music, and Burt Bondioli, head of B & B Novelty, returned from Indianapolis. The Decoration Day speed race was the big attraction.

Judd Weinberg, D. Gottlieb & Company, reports that Alvin Gottlieb visited distributors last week in Louisville, Kansas City, St. Louis and Minneapolis. Judd says Alvin is getting big orders for Gottlieb's new five-ball, Drag-onette.

Ralph Sheffield, Genco Manufacturing sales manager, says that Leo Weinberger, Southern Automatic Music, Louisville; Sam Tarin, Tarin Distributing, Miami, and Al Simon, Al Simon, Inc., New York, all dropped in for a visit this week.

Herb Perkins, Purveyor Distributing Company, says he was peacefully relaxed watching television the night he got the news of the fire which brought damages to the tune of about \$25,000 to his company's building (The Billboard, June 12).

Fred Brandstrader, legislative counsel for National Automatic Merchandising Association, expanded his chest another few centimeters. Occasion: the birth of Fred's ninth child. Score to date: four boys and five girls (the newest Brandstrader was a girl).

Cole Products Corporation has something new in beverage equipment in the near-ready stage. Alfred Cole, president, said the unit might be bowed at the October NAMA convention in Washington.

Ted Raynor, legal counsel for National Association of Bulk Vendors, looks for a top-pulling show this year when the group holds its annual meeting July 9-11 at the Congress Hotel. Reason: it will host a wide variety of venter, product manufacturers in addition to the usual bulk line firms.

Ed Levin, Chicago Coin, says folks are going for Star Lite Bowler. Frank Mencuri was reported in Houston, Tex., and expected back at the office early next week.

Paul Golden, La Ru Novelty; Ed Gilligan, Chicago Music Company; Lew (Colonel) Lewis, Merit Industries, and Phil Schwartz, Amusement Sales, are busy operating shuffle game routes.

Detroit

Communications to:
Hal Reves
Woodward 2-1100

City Vending Co. Eyes Coffee Field . . .

The recently incorporated City Vending Company, headed by

Vital Statistics Deaths

Howard H. Wood, 50, San Antonio juke box operator, May 31 in that city.

Robert Joynt, is studying developments in the coffee vending field with a view to active operation. Joynt has a machine shop operating under the name of Desco.

Wayne D. Brenkert, former owner of the Bracey Corporation, which he sold to Kwik-Kafe some time ago, is sharing quarters with Joynt, operating a bulk coffee sales.

David Saperstein, owner of the Charles Vending Company and a principal in the Reliable Vending Company, was a guest at the annual golf outing of the Detroit Floor Covering Association at Meadowbrook Country Club, and managed to walk off with the top guest honors and trophy.

Michigan Music Company, headed by James F. Hopkins, which operates Muzak in this area, has secured approval from the Federal Communications System for a new FM radio station which is expected to provide a similar service to Flint and Jackson, Mich., and Toledo, in addition to other near-by towns.

Mrs. Lillian Patton, owner of White Novelty on the West Side, has had her wholesale-retail record shop closed for two weeks. Neighboring operators report that Mrs. Patton is quite ill.

George Lawson, of the sales department of Brilliant Music, last Friday married Jerry Vernon at the Woodward Avenue Baptist Church. He planned a very brief weekend honeymoon.

James Morisi, amusement machine operator from New York, has established his own route, the Joy Amusement Company, on the West Side. He operates bowling game machines.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Lichtman Takes Over Bill Boyd Shop . . .

Bill Schwaemmle, head of Bill Boyd, a 10th Avenue juke box conversion and repair shop, is out of business. The shop is now occupied by Charlie Lichtman, a veteran of 20 years in the coin machine business, who will operate a one-stop. Lichtman has been operating record shops for the last five years.

Sol L. Kesselman, counsel for the Music Guild of New Jersey, has resigned his post. He is being replaced by Maurice Schapira. Schapira was counsel for the Amusement Board of Trade of New Jersey from 1935-42.

Don Shapiro, local music operator, is vacationing at Lake Placid, N. Y. Ralph Elephante, Elite Shoppe, became the father of a son two weeks ago. Drew Calland, official of the local juke box union, and Mrs. Calland have adopted an eight-month-old son, Frank Calland.

Tom Greco, Glasco, N. Y., operator, was a visitor on 10th Avenue last week. Ben Becker, local Bally representative, is back from a business trip to Pittsburgh. He exhibited the Bally Victory Bowler at a meeting of the Associated Amusement Machine Operators of New York at the Henry Hudson Hotel.

Barney Sugarman, head of Runyon Sales, and Irv Kempner, sales representative, visited operators in up-State New York.

Meyer Parkoff, head of Runyon Sales, AMI outlet, spoke before the Associated Amusement Machine Operators of New York at the group's meeting at the Henry Hudson Hotel. He discussed the United Jewish Appeal dinner to be held June 22 at the Commodore Hotel by the UJA Coin Machine Division on behalf of Mike Munves, coin machine and arcade distributor. Guests of George Posner at the meeting were Morris Rood and Ed Daddis, Runyon distributors. . . . Art Herman, Kings Amusement, Brooklyn, sold part of his route to Sid Slater. . . . Irving Kaye is reported to have sold his route.

Pat Mahoney, Rowe executive, is the new father of a son, Patrick J. Mahoney Jr. Adolph Theis, president of the Silver King Corporation, Chicago bulk venter manufacturer, was in New York

last week on business. He left town Thursday (10) for Texas. Nat Cohn, president of Riteway Sales, was in New Jersey last week on a sales trip for the firm's 3-D Theater.

Paul Levine, office manager at Herman Distributors, 10th Avenue Evans outlet, said that sales on new and used juke boxes are good. Hymie Rosenberg, who represents Decco, New Jersey kiddie ride manufacturer, on the West Coast, was in New York this week.

Barney Sugarman, Runyon Sales, reported that the first Exhibit Shooting Gallery arrived on the floor this week. Visitors on 10th Avenue last week included Russ Carpenter, Chester, N. Y.; John Fitzgerald, New Haven, Conn., and Harry Wasserman, Bronx.

Al Ostrofski and Pete Sagan, engineers from the Keeney factory in Chicago, conducted a service school for Keeney operators at offices of Runyon Sales in Newark and New York, Thursday and Friday (10 and 11). They concentrated on the Keeney Bikini and Keeney Shuffle Alley.

Local cigarette operators will gather June 25-27 at the Laurels Country Club, Monticello, N. Y., for the 18th annual outing of the Cigarette Merchandisers' Association. The tariff is \$13 a day. Meyer Parkoff, head of Atlantic-New York, Seeburg distributor, presided at a luncheon meeting of the coin machine committee Friday (4) to discuss plans for the Mike Munves testimonial dinner at the Hotel Commodore June 22.

Charles J. Cooper, the Cooper Tobacco Company, Lancaster, Pa., chairman of the National Association of Tobacco Distributors' Vending Machine Council, and Joseph Kolodny, NATD managing director, will attend the NATD Automatic Merchandising Conference at the Hotel Statler June 26. New Jersey operators Walter Haenle, Prince Vending, and B. J. McFarland, associate director of the Music Guild of New Jersey, were in the hospital recently.

Miami

Communications to:
Al Denny
83-3898

Dade County Ops Cruising to Nassau . . .

Coin operators belonging to the Amusement Machine Operators' Association of Dade County are looking forward to a luxury cruise to Nassau aboard the SS Florida on June 25. The ship will leave Pier 2, Miami, Friday evening and return the following Monday morning. About a dozen operators have already signed up, according to AMOA Secretary Doris Shapiro. Many more are expected to follow before the deadline. The idea of the cruise was brought up at the final AMOA meeting of the season and approved by the membership.

John W. Haddock, president of AMI, is expected in Miami, according to Bob Norman, of the Southern Music Company. Norman said that the AMI official would stop off at Orlando to visit with Ron Rood, Southern Music owner, and then journey to Miami to confer with Norman.

On the ailing list is Harry Baron, of Baron Cigarette Service, who is recovering from a recent heart attack.

Jack Kauffman, C & L Amusement Company, finds his collections up from a year ago, in contrast to the general trend here. But there's a reason for that, adds Kauffman. "I've expanded my music route considerably from a year ago, and that's the reason. Actually, collections are off, but the extra equipment that I have out has boosted the take from a year ago."

Jimmie Bonnie, business manager of the AMOA, and his wife, Angie, tossed a unique party in honor of their dog's birthday. To celebrate the first birthday anniversary of their Boston terrier, Nonnie, the Bonnies invited about 20 friends and had a party with the pooch as guest of honor. "We even received a few telegrams wishing Nonnie a happy birthday," said Jimmie.

"North Florida's juke box operators are pleased with the way
(Continued on page 90)

Outlines Tape Music for Ops

• Continued from page 84

payroll and with shop space available for placement of the tape player, can pare that initial cost considerably.

R. Isacksen Elected NIRA President

CHICAGO, June 12.—Ralph M. Isacksen, director of personnel of the J. P. Seeburg Corporation, was elected president of the National Industrial Recreation Association during the organization's four-day annual business conference at the Morrison Hotel last week.



RALPH M. ISACKSEN

NIRA, which includes Canada, was founded in 1941 by businessmen who felt that good employee relationships were encouraged by comprehensive recreational programs.

Isacksen, who has been a member of NIRA since its origin, has been directing recreational activities for the Seeburg Corporation for the past 18 years.

SLAP IN FACE

H-T Editorial Takes Swipe At Juke Ops

NEW YORK, June 12.—Juke box operators here are smarting from what they consider an uncalled-for slap in an editorial which appeared in The New York Herald-Tribune Wednesday (9). The editorial dealt with the St. Lawrence Seaway project and the fact that juke box manufacturers, located in the Great Lakes area, will be able to ship their music machines overseas directly when the project is completed.

Evidently, the editorial writer is uninformed about the juke box import business, because he says: "News that there is a juke box market in Europe is something of a surprise." Elsewhere in the editorial, juke boxes are referred to as "musical torture chambers."

The editorial concludes that ". . . if swift completion of the Seaway will help get the juke box out of the tavern around the corner, many an American will be only too willing to grab a shovel and help in the digging."

Third Week

• Continued from page 84

drawn after one of their locations had been bombed. Corbetts said that his brothers-in-law had been members of a rival of Bufalino's Local 985, servicing coin-operated machines.

Bufalino and his co-defendants are being tried on five counts of extortion and conspiracy as a result of a congressional investigation committee's findings. A one-man grand jury investigation followed and the indictments resulted.

Other defendants are Vincent A. Meli, head of Meltone Music and White Music, and a brother-in-law of Bufalino; Leonard Monteleone; Cecil Watts and Lawrence J. Welsh, business agents of the union; Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan, and Herman Prujanski.

The trial, which is expected to take about six weeks, moves into its fourth week Monday.

The operator pays an initial price for the equipment, then a monthly rental fee on tape and a royalty fee on volume. Locations are charged a monthly fee by the operator.

Hochhauser pointed out that Muzak is meant to supplement, not to compete with juke box music. The primary distinction, he said, is the juke box music is listened to, while Muzak is heard. In other words, the former is for entertainment, while the latter is for background, mood or morale.

In the work-a-day problem of selling locations, some locations must be regarded as juke box potentials, others Muzak customers.

For the juke box operator, the most logical outlet for Muzak would seem to be that high-toned restaurant which doesn't want an automatic music machine on the premises. And it is a good prospect.

However, factories, schools, hotel lobbies and stores are equally good prospects, according to Hochhauser. The problem is still basically one of approaching management and selling the service.

Competition Factor

Hochhauser emphasized that while the juke box operator must compete with other operators for locations, he is the exclusive Muzak operator in his territory and the headache of competition is removed, except for any rival tape music service that might be in the area.

The Muzak library currently contains more than 7,000 selections, each about three minutes. Tape programs contain 16 hours of playing, broken into 15-minute sections with 12 minutes of music and three minutes of silence.

One method of location selling is demonstrating by actually wiring the location and putting in a speaker. While this requires some expense and effort, Hochhauser said that contracts resulted in 90 per cent of these demonstrations. Another method of location selling is taking the prospect to another location where Muzak is in operation.

Leased Wire

Music is transmitted from the operator's headquarters to the locations by leased telephone wires. Leasing costs vary, depending on the number of locations and their distance from the operator's headquarters.

For example, the more locations an operator has from a main line, the lower becomes his per-unit wire charge. The fewer and the more strung out the locations are, the higher are the charges.

While operators of Muzak pay royalty fees to the American Society of Composers, Authors and Publishers, they are not normally required to pay licensing fees levied by various municipalities on juke boxes. They are required to pay a federal excise tax.

Firm Name

Licensed operators are not allowed to use Muzak in their firm name, but they can advertise and represent themselves as Muzak operators. In fact, the firm name that crops up most often among Muzak operators is Business Music, Inc.

A rotating system on tapes is used. An operator gets a tape for a given period, then passes it on to an operator in another area, and, in turn, gets a new tape from a third operator.

Railway Express is an active participant in this arrangement. An ample time margin is allowed, but Railway Express also reminds the operator it is time for shipment if he forgets. Operators are provided with special shipping cases, with the label of the next operator to get the tape already marked on.

Little Volume

According to Hochhauser, Muzak may be heard with little volume required. He explained that the high-fidelity tone makes it possible for Muzak to be heard in factories when riveting is taking place. Volume, of course, can be adjusted at the location.

In industrials, he added, the factory public address system may be utilized to project the music, while, conversely, the Muzak speaker system may be used for public addresses.

Muzak is adding to its library at the rate of 30 selections a month and is currently making tape masters in its studios. Each tape recording sent to an operator is a master. Selections are programmed for three basic location types—factories, offices and public places.

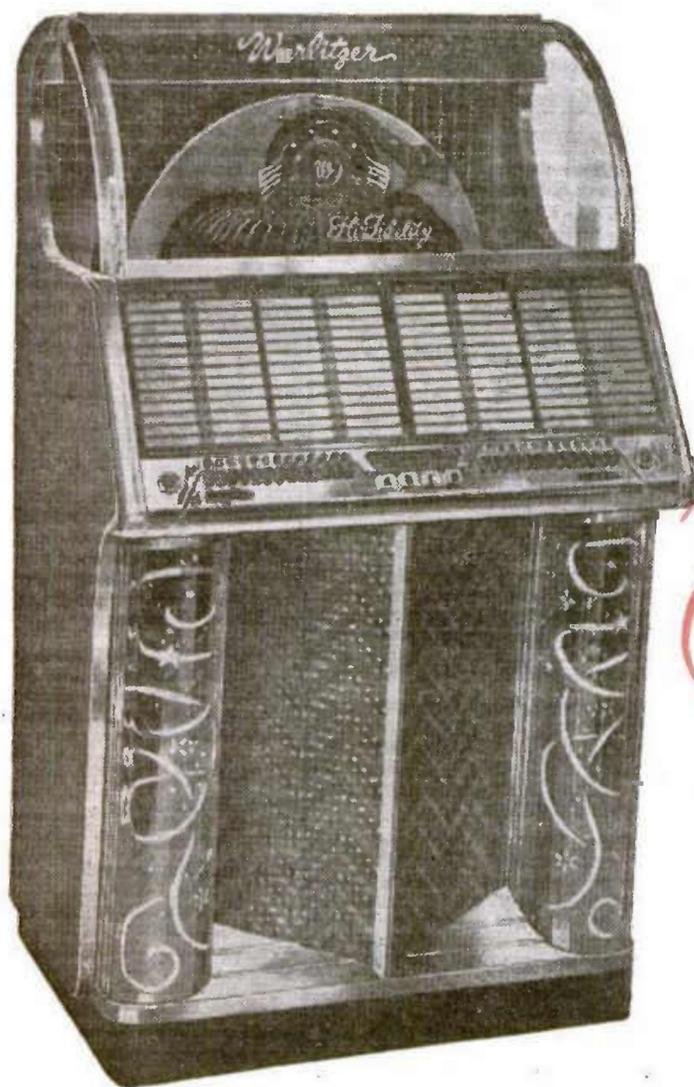
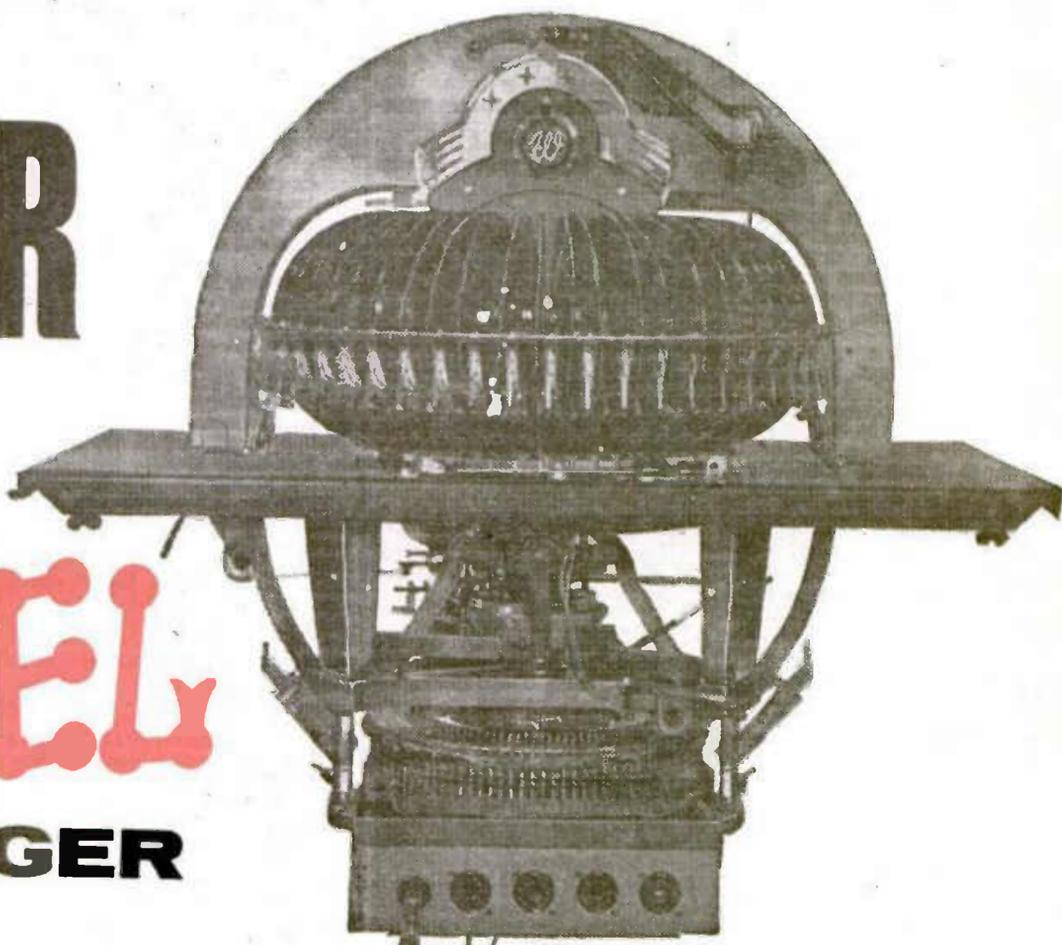
SIMPLEST, FASTEST CHANGER in Record Handling History

The WURLITZER

**104 SELECTION
ALL 45 RPM**

CAROUSEL

RECORD CHANGER



SIMPLIFIES SERVICE ...SAVES YOU MONEY

The revolutionary Wurlitzer Carousel Record Changer utilizes only one tone arm, one needle and one turntable direction, yet plays both sides of 52 seven-inch 45 RPM records.

The Carousel Changer never grabs the record. It gently raises, positions and plays the record vertically. Never turns a record over. Each record has its own playmeter registering up to 60 plays.

Entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of only four major assemblies, the Changer can be quickly disassembled, saving service time—and time is money.

**THE AMAZING CAROUSEL RECORD
CHANGER IS ONE OF MANY NEW
DEVELOPMENTS THAT MAKE THE**

Wurlitzer **1700HF**

THE GREATEST PHONOGRAPH OF ALL TIME!

**SEE IT, HEAR IT AND BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856

COINMEN YOU KNOW

Continued from page 88

the switch to dime play has worked out," said Ozzie Truppmann, of Bush Distributing Company, who spent a few days in the company's branch office in Jacksonville. Truppmann said that the entire county of Duval (Jacksonville) is 100 per cent on dime play, and operators belonging to the North Florida Coin Operators' Association are working in perfect harmony.

Max Engel, 31-year-old attorney son of coinman Dave Engel, Dade Vending Company, ran a strong race in the runoff for the Dade County Board of Public Instruction (Miami School Board) but finished second. It was Max's first try for public office and he had the solid backing of the coin machine fraternity. The nearly 50,000 votes he polled weren't quite enough to win.

Harry Hausen, Early Bird Vending Company, is building a flourishing law business, but he still operates the games route he has had for many years and which helped to put him thru law school. Hausen's success stems in part from his pleasing personality and everlasting smile, according to friends.

No question about it, North Miami Beach is gradually becoming a haven for coinmen. Latest to purchase a home in that growing community is Bobby Schwartz, of B & B Vending Company. Others who recently acquired homes in North Miami Beach are Jack Lipsiner, Coin-Operated Service; Eddie Leopold, C & L Amusement Company; Jimmy (Moon) Mullins, Mullins Amusement Company, and Mercury record distributor Steve Brookmire.

David Adamson, D & M Amusement Company, was admitted into membership in the AMOA. Adamson recently purchased a music route from Dave Engel.

Altho the business office will be open full time as usual, the AMOA has suspended monthly meetings until the last Thursday in October. However, the executive board will continue to meet every Monday, according to President Willie Blatt.

Mrs. Patricia Hamill, who fills in occasionally for Mrs. Doris Shapiro at AMOA headquarters, is vacationing in Long Island, N. Y. Upon Mrs. Hamill's return to Miami late in June, Mrs. Shapiro expects to depart on her vacation, and following her return, Business Manager Jimmie Bonnie is slated for a trip.

Bob Norman, Southern Music Company, and his wife, Sally, flew to Nassau for a weekend of relaxation while their home was being renovated. Norman is interviewing applicants for the secretarial job to be vacated soon by his "right hand girl," Norma Elliott.

An interesting juke box installation was reported by Ozzie Truppmann, of Advance Music. Truppmann said that a Model 1600-A Wurlitzer had been placed on the ship SS Florida, which cruises regularly between Miami, Havana and Nassau. A special converter for alternating electric current was required. In the two weeks since it was installed, said Truppmann, the phonograph has done excellent business. It is geared for dime play, he added.

Jack Kauffman, C & L Amusement Company, takes time out occasionally for a round of golf. He visited the links with Aaron Getzoff, a retired manufacturer. Kauffman reports heavy juke box play on "Honey Love," by the Drifters on the Atlantic label. The flip side, "Warm Your Heart," is also doing well, he said.

President Willie Blatt of the AMOA is taking steps to obtain

hospital and surgical group insurance coverage for members desiring it.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

New L. A. 'Op Group Set for June 21 Party ...

The Los Angeles Music Merchants Association is all ready for the June 21 party at the Cartwheel in the Norwalk area for the purpose of acquainting operators with the recently formed local group. Ben Chemers, representative of the association, said many of the recording artists would be on hand to meet the operators.

Robert Bear, national sales manager of the Rudolph Wurlitzer Company, arrived here this week for a brief business stay, working with Paul Laymon, Paul Laymon Company, Southern California distributors. Bear was accompanied by his wife, and is expected to return to North Tona-wanda next week.

Minthorne Music Company, local Seeburg distributor, continues remodeling with the installation of sliding glass doors at the main offices on Pico Boulevard. Tom Jones, San Diego operator, getting back into the swing of business following his sojourn to Churchill Downs for the Kentucky Derby.

Sheridan Thompson, Long Beach music operator, exhibited the new Wurlitzer phonos at the Bartenders' Association meet recently. Frank Lamb, Los Angeles, recuperating from a recent operation at his home here. Herman Paster, Milwaukee, Wis., in town visiting with Bill Happel, president of Badger Sales Company.

Sam Ricklin, California Music Company, scheduled to return from a three-week Eastern vacation this week. Tom Catana, Los Angeles music operator, taking his first vacation in 10 years. Pete Shupp, South Gate, off to Bishop for some fishing.

Jack Simon, Volume Sales Company, reports sime in his export business continually growing. Ray Powers, Ray R. Powers Sales Company, attracting sizable distributor and operator interest in his Nelson Modernization Kit. Powers took occupancy of his new quarters on Pico Boulevard last week.

Operators on coin row this week included Jack Neel, Riverside; Alan McMahon, San Jacinto; Charles Gager, Ventura; Bill Bradley, Covina; S. L. Griffin,

Pomona; John Lantz, South Gate; Charles Koski, Long Beach; Clyde Demlinger, Balboa; Irv Gayer, San Bernardino, and Lloyd Dindinger, Oceanside.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Music Op Reports Collections Up ...

Collections are picking up generally in the metropolitan Washington area, according to Mrs. G. L. Sinclair, of the Northern Virginia Music Company. Government employee layoffs have ended and business has leveled off.

Joseph O'Neil, manager of the Canteen Company, reports the usual summer decline in candy sales, but adds that soft drink and ice cream sales are up. O'Neil and other local operators also are happy with the increased costs of syrups.

The Kwik Kafé of Washington Company continues pleased with the good reception given its combination coffee-hot chocolate vender, according to Manager James Bowen. Bowen adds that business has held up well despite the recent warm weather.

Meyer Gelfand, of the G. B. Macke Corporation, reports business "fair and climbing slowly."

Evan Griffith, owner of Pioneer Novelty, believes the Army-McCarthy hearings are responsible for the recent lull in business.

"People are reluctant to put dimes in juke boxes when for nothing they can enjoy a slambang show," he says. Griff hopes warm weather will take people out of their homes, into places where there are juke boxes.

The Washington Music Guild, headed by Charles Bowles, of East Coast Music, will hold its monthly meeting the second week of June.

Norman Hayter, manager of the local Dr. Pepper Tru-Ade Distributing Company, is glad that warm weather has arrived. May was a poor month for his firm and it will take considerable pushing to make up the loss.

Hirsh de La Vies, owner of Hirsh Machines, continues pleased with his steady flow of business.

Westway Vending, headed by Sid Lotenberg, is busy rearranging its installation at the University of Maryland. Parts of the University will close for the summer, and machines will be shifted to other locations. Sid is still expanding his ice cream routes and is pleased with collections.

Pittsburgh

Communications to:
Leon Lettingwell
Walnut 1-0102

Atlas New Qtrs.

The new building of the Atlas Music Company here is to be a one-floor operation and is expected to increase company operating efficiency 50 per cent, reports Phil Greenburg, partner and manager of the Pittsburgh branch. To the best of his knowledge this is the only building of its type in the country, with the exception of the new Atlas factory in Chicago.

Robert Stanton and Dan Feldman, partners in Stanton Distributors, are working slowly on the remodeling of their new set-up at Swissvale, Pa.

Bill Sopira, of Service Rental Coin Machine Company, may acquire a new type of enterprise in addition to renting out music machines. His brother, George Sopira, is a partner in the business.

Harry and John Bailey and C. William Pappert, of Quick Coffee Corporation of Western Pennsylvania, had 12 years' experience in the coffee field before organizing the vending firm.

Harry Dennis, manager, and William Weiland, assistant manager, of Automatic Canteen Company, said they watch trends in the automotive and real estate fields to determine what may well happen in vending. The former two fields are reliable indicators, they say.

Management at Williams Vending, operated by Mrs. M. A. Williams, said that operating in diversified fields pays well.

John S. Novosel, of Novo Vending Service, reports that vending business in gas stations has picked

up because of increased traffic on the highways.

Glen Mowry, of Gem Vending Company, has found that scales are a slow but sure vending business because there is little maintenance and they are good coin collectors.

M. J. Abelson returning from a trip to Canada reports all types of vending business there is booming.

Morris Moskowitz and Sidney Weinstein, of Sidmor Vending Company, say they have found that a few hundred ball gum machines will keep business in good shape.

Rusty Smith, of Wurlitzer, says one excellent way to improve collections at a location is to make sure service is better than any competitor can provide.

Milwaukee

Communications to:
Benn Ollman
Uptown 3-6018

Braves No Boon To Coin Receipts ...

Practically every coin man engaged in the effect major league baseball is having on music and game route receipts agrees that the Braves contribute nothing to cash box takes. Ironically, coinmen are often the hottest Braves fans. One coinman, Vic Manhardt, says, "Baseball is just another form of entertainment and therefore competition to us. We can't ignore it and we'd be better off thinking up ways of making it work for our own benefit."

Frank Bartnik, of Banaco Music, is another who feels that baseball is having a deterrent effect on coin business. Bartnik just returned from a week spent at his hunting lodge near International Falls. His hideaway is located about 60 miles away from civilization and can only be reached by air. He was stranded for several days when bad weather prevented him from flying his Cessna out of the brush.

Otto Hadrian, president of the Greater Milwaukee Operators' Association, reports that the trade group at present has few pressing problems.

Bill Farr, Columbia Records distributor in this territory, was a busy man early this week. Bill spent a lot of time seeing to it that thrush Toni Arden made the rounds of the deejays plugging her dishing of "Three Coins in the Fountain."

Switch in jobs a couple of weeks ago in the Philip Morris organization finds former sales boss Bob Nehr now working for the Corina Cigar distributor. His place was taken by Paul Himan, formerly with the Green Bay headquarters. Himan was joined here this week by J. K. O'Connell, district sales supervisor, who came down from his office in the Twin Cities to introduce Himan to the trade.

Sam Hastings Distributing Company's Bluemound Road headquarters has taken on all the aspects of an assembly line plant. Sam's conversion department, under the supervision of Harold Rohde, is turning out an increasing number of pinball games. Conversion orders, priced at \$99.50, are coming in from all over the State, according to Hastings. Conversions are labeled Top-Hat and Madcap units. Interest is growing so fast, adds Sam Hastings, that he intends to hold a showing of samples of the work done for everyone in the trade. No date for the conversion show has been set as yet.

Top record among music buyers in the past week at the Mercury Records stronghold, according to Johnny O'Brien, is Patti Page's "Steam Heat."

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

Gorsen Joins Acme; To Operate 1-Stop ...

Irv Gorsen, who has operated a one-stop record station for the London Music Company, Minneapolis, for several years, has liquidated his enterprise and joined the Acme Music Company one-stop station, managed by Vera Foster, at Lieberman Music Company. For Gorsen this means a return to the location where he got his start in the record business.

Four Duluth-Superior coinmen

IT'S NEW! IT'S HOT!

NELSON MODERNIZATION KIT
For Seeburg 100A to 45 rpm
ONLY \$98.50
Incl. Playmeter
Quickly, simply and easily installed
Terms: 1/2 cash with order
Balance C.O.D. or Sight Draft

RAY N. POWERS SALES CO.
Phone: WEBster 8-3737
4415 W. PICO BLVD., LOS ANGELES 19, CALIF.

How Was Your Timing on ...

"ISLE OF CAPRI"

JACKIE LEE
CORAL 61149

Now on Billboard's "Best Selling Singles" Chart

Start today to fine your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money ... you'll be riding only the winners for top play the year around!

Spotted as a
Billboard
BEST BUY

MAY
4, 1954

Title Strips
Ready for Top
Juke Profits

MAY
4, 1954

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost (months)	Cards per Week	Cost (months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
40 (800 strips)....	17.00	80 (1600 strips)....	33.00
50 (1000 strips)....	21.00	90 (1800 strips)....	36.00
60 (1200 strips)....	25.00	100 (2000 strips)....	39.00

and their wives were guests recently of Harold Lieberman, Lieberman Music Company, at a dinner party in the Flame Night Club, Duluth. The guests were Mr. and Mrs. John Czerniak, Mr. and Mrs. Rod Wilbur and Mr. and Mrs. Morris Berger, all of Duluth, and Mr. and Mrs. Earl Berkowitz of Superior, Wis.

With Lieberman were Sol Nash of the Twin City Novelty Company, Minneapolis, and Ralph Nicholson, of Chicago, Bally representative in this area. Lieberman, Nash and Nicholson went fishing on the Gunflint Trail in Northern Minnesota but reported poor luck. They flew to South Lake for some angling and the weather became so bad that their airplane was unable to return to pick the trio up. They had to walk out of the wilderness, a two-mile trek.

Twin Cities distributors were well represented at the Decoration Day weekend quarterly meeting of the South Dakota Operators' Association in Yankton. Present were Art Lindeholm, of Automatic Games Company, St. Paul; Arnold Golden and Harold Harter, of the Sandler Distributing Company, Minneapolis, and Matt Engel, Lieberman Music Company, Minneapolis. Ralph Nicholson, the Bally representative in this area, also attended. Nicholson and Harold Lieberman attended the meeting of the Nebraska Music Guild June 6-7 in Omaha.

Lu Welch, of the F. C. Hayer Company, distributors here for RCA Victor Records, reports that operators are taking to the new Ames Bros. platter, "Leave it to Your Heart." Herb Sandel, Lieberman Music Company, Coral jobbers, predicts that Teresa

Brewer's latest, "Skinny Minnie Fish Tail" will head the list of juke box favorites within 30 days. He bases this on the way coinmen are grabbing up the tune.

Fabor Robison, president of the Abbott & Fabor Record Company, was a visitor in this area this week, the guest of Herb Sandel. Lou Ruben is back at work at Lieberman's following a bout with a virus. He's anxious for some action on the golf course, but has to take it slow on doctor's orders.

Iszy Bernstein, of Empire Novelty Company, Minneapolis, reports business is seasonably good on his music and games route. He's expanding his operation, adding new equipment for several new stops.

Frank Pontero, of Worthington, Minn., here on a buying trip, reports that while business is fair, he is adding new locations and buying equipment. Lyle Kesting, of Bellingham, Minn., was here picking up supplies for his operation.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

Third Son Greets
MOC Exec Veep...

It's a boy—the third son—for James Tolisanos, of Superior Music, Hartford. Proud papa is also executive vice-president of MOC (Music Operators of Connecticut). Other Tolisano youngsters are Thomas, 4, and Michael, 2.

Ralph Colucci, president and chairman of the board of Seaboard Distributors, will fly to

Toronto Firm Bows Coin-Operated TV

TORONTO, June 12.—Century Products, Ltd., is offering a coin-operated TV set here to operators and motels.

Feature of the unit is a five-minute sample of programs offered every half hour. The guest then is given the opportunity of depositing a quarter for a half-hour's viewing. When the guest is ready to retire, he can turn the set off and not be disturbed.

The sets are equipped with an electric counter which automatically registers the number of coins deposited. This can be checked at any time by the location owner. Century offers the sets either on a cash purchase basis, or on an easy payment basis, whereby the sets pay for themselves.

Marty Brooks Dead; Was With Coin Trade

CHICAGO, June 12. — Marty Brooks, 45, brother of Lee R. Brooks, of the Jones Frankel Company, a concern handling advertising for several companies in the coin machine business, died Monday (May 31).

Brooks was at one time associated with the coin machine industry, but worked more recently in the insurance field.

Chicago to attend the annual reunion of the 2d Army Division. He flew to Texas last winter to visit some Army friends.

Formation of Prospect Distributors, Inc., a new beverage distribution concern which will cover Connecticut, has been announced by Bruno W. Golaski and Peter H. Camp.

Abe Fish, General Amusement Games, Hartford, and MOC (Music Operators of Connecticut) president, has this poignant thought for coin operators: "The best way to improve business is to continually talk up good business. The best way to financial ruin is a sour face and continual grumblings of doom."

Muzak Names Ed Hochhauser

NEW YORK, June 12.—Harry E. Houghton, president of the Muzak Corporation, announced this week that Edward Hochhauser, Muzak vice-president, had been placed in charge of the firm's merchandising program.

He will supervise the promotion and advertising department and will direct the merchandising and advertising activities of the new Muzak tape program (see separate story), Houghton said.

Hochhauser has been vice-president and general manager of the Associated Program Service, the



ED HOCHHAUSER

transcription library and TV sales division of Muzak, for a year. He had previously been field representative and general sales manager of APS.

13-Year Veteran

A 13-year veteran of the radio, transcription and television industry, Hochhauser has been an announcer, copy writer, engineer and salesman with radio stations in Virginia, Ohio and New York.

In 1946, when Transcription Sales, Inc., an open-ended transcribed program production and distribution agency was formed,

Denver

Continued from page 84

short distance from the major fishing and mountain climbing resorts, Williams limits his music route to locations that can be reached within one hour's driving time. The reason, he said, is that most resort owners want nothing but multi-selection machines, which are unable to earn enough money in 90 days to justify the installation.

Williams holds to the theory that the average coin-operated phonograph depreciates at the rate of about \$4 a week. He points out that experience has proven that in order to maintain a machine, change the records and answer occasional service calls, the machine must take in about \$8.50 a week to break even.

A resort machine, he said, must pull about \$25 a week before it can begin to enter the profit column.

If an operator keeps in mind the high cost of hauling heavy equipment and the time it takes to get to a particular resort, chances are he'll realize that the location is not as rosy as it first appeared, Williams added.

Miller Reports

Continued from page 84

material in each city, he said. In regards to the membership drive, Miller said, MOA plans to double its size by the end of the year.

"Application blanks," he said, "are being sent to operators throughout the country, pointing out the advantages of belonging to a national organization." He added that operators, who were not members of local or State associations holding membership in MOA, were eligible to join. The membership fee is \$20 a year.

He became one of its first employees, serving as account executive, sales manager, Eastern division manager and vice-president.

Hochhauser is an alumnus of the University of Virginia and a resident of Merrick, L. I., N. Y.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 12	Issue of June 5	Issue of May 29	Issue of May 22
AMI				
Model A.....	\$139.50 149.50	\$155.00	\$119.50 170.00	\$149.50 175.00
	155.00			195.00
Model B.....	265.00		229.50 239.50	239.50 245.00
			240.00	
Model C.....	265.00	275.00(2)	229.50	275.00(3)
	275.00(3)		275.00(2)	295.00
	295.00			
Model D-40.....	369.50(2)	395.00	350.00 369.50	350.00 369.50
	395.00(2)		370.00 379.50	375.00
	400.00		395.00	395.00(2)
Model D-80.....	475.00(2)	475.00 495.00	459.50 475.00	475.00 495.00
	495.00(2)		495.00	
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	139.00
EVANS				
Constellation.....	195.00 250.00			250.00
MILLS				
Constellation.....	75.00 95.00			150.00
ROCK-OLA				
Fire Ball, 45 RPM.....	475.00	495.00	495.00	495.00(2)
1422.....	75.00 79.00	89.00 95.00	89.00	89.00
	89.00 95.00			
1426.....	109.00 130.00	109.00 130.00	109.00	109.00
1428.....	175.00 179.00	175.00 225.00	225.00	225.00
1434.....	365.00		375.00	375.00
1436 Fireball 45 RPM.....	475.00(2)		445.00	445.00
SEEBURG				
Hideaway.....	495.00	449.50	125.00	125.00
M 100 A 78 RPM.....		449.50	449.50	
146.....	79.00 95.00	95.00 99.00	99.00	99.00
H 146 Hideaway.....	75.00	75.00	79.00	75.00
147.....	95.00 129.00	129.00 130.00	129.00	129.00
	130.00			
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	175.00 179.00	175.00	175.00	175.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	169.00 199.00	199.00	169.00 199.00
WILLIAMS				
Music Mite.....	49.00			
WURLITZER				
800.....	49.00			
1015.....	95.00 125.00	85.00 130.00	75.00 85.00(2)	125.00(2)
	130.00			
1017 Hideaway.....	83.50		83.50	
1080.....	95.00 99.00	99.00 125.00	99.00 110.00	99.00 110.00
	110.00		125.00	125.00
1100.....	195.00	215.00 225.00	215.00 225.00	225.00 240.00
	225.00(2)	240.00	240.00	
1250.....	265.00	275.00(2)	219.50 275.00	275.00
	275.00(3)		295.00	295.00(2)
1400.....	415.00 445.00	419.50 465.00	415.00 475.00	450.00 475.00
	465.00(2)			
1450.....	445.00			



OUT NEXT WEEK

A Valuable Coin Machine

Special Issue of

THE BILLBOARD

published in conjunction with

National "PLAY YOUR JUKE BOX" Week

featuring numerous profitable operator articles . . .

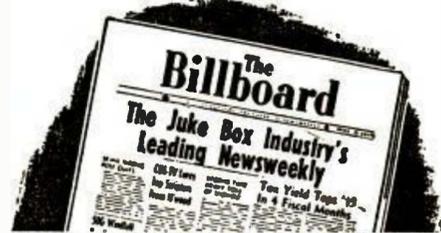
★ A Round-Up of Special "Play Your Juke Box" Promotions from all sections of the country . . . ideas you can use all year long to stimulate juke box plays.

★ Complete, Up-To-Date Directory of Juke Box Manufacturers and Distributors.

★ Public Relations for Juke Operators—Case studies of successful, sustained campaigns. Examples of how local operator associations can join forces in united efforts for every operator's benefit.

All these and many more—in the big June 26th Billboard "Play Your Juke Box" Special Issue!

★ How Operators Cash in on Non-Coin Business—How to capitalize on the big opportunities in taped, "piped-in" music to plants, offices, stores, etc.



SAVE MONEY

SUBSCRIBE NOW

Mail Coupon Today

The Billboard 2160 Patterson St. Cincinnati 22, Ohio 947

Please send me The Billboard for 1 year (52 issues) at \$10, saving me \$3 on a single copy cost. Start with the big "Play Your Juke Box" Special.

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____

Company _____ or Title _____

Foreign: 1 year (52 issues) \$20



WINDOW POSTER

TO BOOST PLAY, TO ATTRACT ATTENTION, POST ONE IN EVERY JUKE BOX LOCATION.

FREE

Actual poster is 12 inches square in red and black on enameled paper. To obtain them contact your local distributors representing the phonograph manufacturers listed below. Make sure that you have them for every phonograph location and in a prominent place . . . during the week of June 20 to June 26. The window posters are being furnished thru the courtesy of

AMI, Incorporated

Rock-Ola Mfg. Corp.

J. P. Seeburg Corp.

The Rudolph Wurlitzer Co.

ARE YOU READY?

"GOT YOUR MERCHANDISING KIT?"

"GOT YOUR POSTERS?"

Right now you and your servicemen should be carrying the window poster, as shown above . . . posting one prominently in every juke box location. **YOU CAN GET THEM FROM YOUR PHONOGRAPH DISTRIBUTOR.**

Right now you should be using the Juke Box Merchandising Kit to (1) Tell your locations about the drive; (2) getting publicity in your local papers; (3) contacting disk jockeys, radio and TV people for air mentions; (4) arranging to make a speech(es) before your local groups . . . plus any other local promotion devices you can arrange.

YOU CAN GET THE KIT DIRECT FROM THE BILLBOARD . . . your local distributor also has a limited supply of the kits.

AND IT'S ALL SO EASY . . . the posters are FREE from your distributor . . . the KIT has everything ready for your use, already written: The Location Letter, The Press Release, The Fact Sheet for interviews, Handy "Palm-Size" Cards with a Complete Speech . . . and other items making it EASY for you to participate.

ARE YOU READY?

Write now for your Merchandising Kit to Music Machines Editor, The Billboard, 188 W. Randolph St., Chicago • For Window Posters see your local distributor • For music programming see the record charts at the front of this issue • and . . . if you're in the market for equipment . . . check the ads in this and every issue of The Billboard.

"PLAY YOUR JUKE BOX WEEK"—JUNE 20 to JUNE 26

only the **ROCK-OLA COMET 120** ...

is so **SMALL** in **SIZE**—less than 30 inches wide

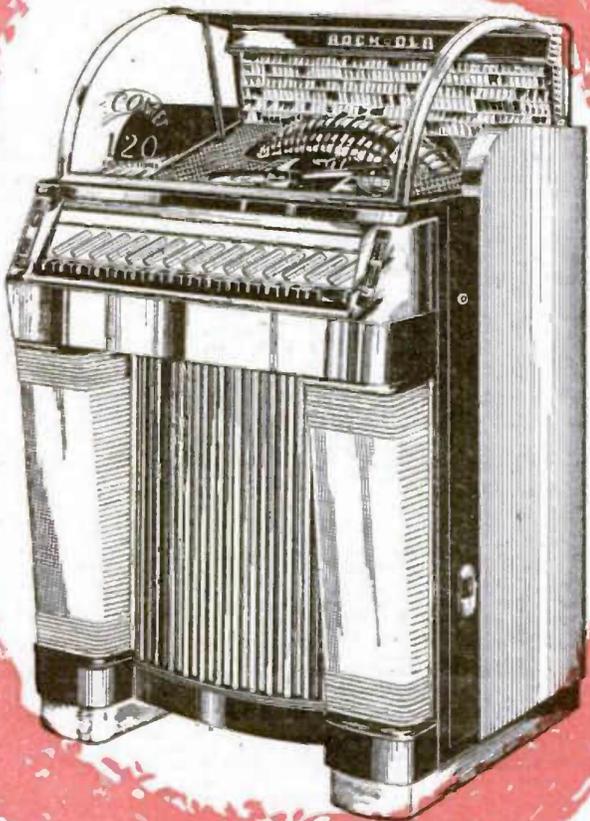
is so **SIMPLE** to **PLAY**—with single button line-o-selector programming

is so **SIMPLE** to **SERVICE**—with 3-way service accessibility, top, front and back

has **SUPERB TONE FIDELITY**—with the Rock-Ola wide-range tone system

“**SENDS**” the customer and brings **STUPENDOUS PROFITS** to you

See It, Hear It, Play It at Your Distributor Today!



MODEL 1438

ROCK-OLA

**Comet
120
Selections**

**The original phonograph
with 120 selections**



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

Pinball Tax Suit Ruling Upheld

NEW ORLEANS, June 12.—The United States Fifth Circuit Court of Appeals upheld the dismissal of a suit seeking to restrain federal revenue agents from collecting a \$250 gambling tax on pinball machines in two Iberia Parish restaurants.

The operators brought a suit a year ago, claiming that having paid the government's \$10 tax stamp for amusement devices, they were not liable for the \$250 gambling device stamp.

Federal District Judge Herbert W. Christenberry had dismissed the suits for lack of jurisdiction, and the plaintiffs appealed.

KIDDIE RIDES (COIN-OPERATED)

- * METEOR LEADS THE FIELD
- * LARGEST ASST. OF MODELS—10 IN ALL
- * ALL STEEL CONSTRUCTION!

NOW AT NEW LOW PRICES

MAIL THIS AD FOR DETAILS! METEOR MACHINE CORP. 75 W. 45th St., New York 36, N. Y. Phone: Circle 6-2241

BUY THE BEST

- UNITED CLOVER SA \$315.00
- UNITED ROYAL SA \$395.00
- UNITED CASCADE SA \$395.00
- KEENEY 10 PLAYER \$185.00
- KEENEY 6 PLAYER \$195.00
- WILLIAMS SPARK PLUG \$95.00
- WORLD SERIES DELUXE \$125.00
- EXHIBIT SILVER BULLETS \$125.00

"BINGO GAMES"

- PALM SPRINGS \$495.00
- DUDE RANCH \$425.00
- BRIGHT LIGHTS \$95.00
- GENCO GOLD NUGGETS \$195.00
- BINKS ZIPPERS, NEW \$79.50

Central Ohio Coin Machine Exchange 525 S. HIGH ST. COLUMBUS, OHIO ADams 7254

WANT TO BUY? ZODI COIN OPERATED TYPEWRITER In good working order. Write—Wire—Phone CONAT SALES COMPANY 631 10th Ave. New York, N. Y. Circle 6-4100

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 12	Issue of June 5	Issue of May 29	Issue of May 22
ABC (United).....	\$50.00(2)	\$50.00	\$50.00	\$50.00
Air Way (Williams).....	115.00	115.00	115.00	115.00
Aquacade (United).....	125.00			99.50
Arizona (United).....				79.50
Army & Navy.....	145.00	165.00	175.00	
Atlantic City (Bally).....	150.00	185.00	150.00(2)	115.00
	195.00	165.00	195.00	175.00
				185.00
				195.00
Basketball Champ (Chicago Coin).....	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	250.00	250.00	250.00	275.00
Batting Practice.....	89.50	89.50	89.50	89.50
Beach Club (Bally).....	385.00(2)	350.00	350.00	315.00
	395.00	385.00	385.00(2)	375.00
		295.00(2)	395.00(2)	395.00(2)
				395.00
Beauty (Bally).....	295.00	315.00	295.00	200.00
	325.00	325.00	485.00	285.00
			315.00	325.00
				325.00
Be Bop (Exhibit).....	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Bolero.....	125.00	75.00	125.00	75.00
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Bright Lights (Bally).....	75.00	89.50	85.00	89.50
		95.00(2)	89.50	95.00(2)
Bright Spot (Bally).....	125.00	145.00	125.00	145.00
				60.00
Buffalo Bill (Gottlieb).....	69.50	69.50	69.50	69.50
				145.00
				69.50
Cabana (United).....	225.00	275.00	225.00(2)	275.00
			245.00	275.00
				285.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Champion (Bally).....	89.50	89.50	89.50	89.50
Circus (United).....	225.00	225.00	225.00	225.00
Citation (Bally).....	29.50	79.50	20.00	79.50
			29.50	79.50
Coney Island (Bally).....	125.00	130.00	95.00	115.00
			95.00	125.00
			130.00	130.00
				60.00
				70.00
				95.00
				125.00
				130.00
Coronation.....				145.00
County Fair.....	75.00			
Cyclone (Gottlieb).....	69.00			

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

	Issue of June 12	Issue of June 5	Issue of May 29	Issue of May 22
Dallas (Williams).....	29.00	69.50	69.50	69.50
Dealer (Williams).....	245.00			89.50
De-Icer (Williams).....	39.00			275.00
Deluxe Baseball (Williams).....	295.00	295.00	295.00	49.50
Dew-Wa-Dilly (Williams).....	29.00	49.50	49.50	89.50
Double Feature (Gottlieb).....	89.50	89.50	89.50	89.50
Dreamy (Williams).....	25.00	89.50	89.50	89.50
Disk Jockey (Williams).....	115.00		125.00	80.00
Dude Ranch (Bally).....	395.00	395.00(2)	395.00(3)	325.00
	425.00(3)	425.00(3)	425.00(2)	395.00
				425.00(3)
8 Ball.....	50.00	59.00		
Fairway.....	110.00	145.00	145.00	145.00
Five Star (United).....	55.00	60.00	55.00	49.50
Floating Power (Genco).....	49.50	49.50	49.50	49.50
Flying High (Gottlieb).....	149.50	149.50	149.50	149.50
400 (Genco).....	69.50	69.50	69.50	69.50
Four Corners.....	75.00	95.00		115.00
Four Horsemen (Gottlieb).....	109.50	109.50	109.50	109.50
Frisky (Bally).....	39.00			
Frolic (Bally).....	185.00	195.00	160.00	165.00
	225.00	185.00	205.00	165.00
		225.00(2)	225.00(2)	165.00
				215.00
				225.00
Georgia.....	39.00			
Gizmo (Williams).....	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb).....	75.00			
Gold Cap (Bally).....	29.50	59.50	52.50	29.50
Golden Nugget (Genco).....	100.00(2)	100.00(2)	100.00	195.00
	195.00	195.00		95.00
Grand Slam (Gottlieb).....	145.00			100.00
Green Pastures.....	195.00	160.00		195.00
Guys-Dolls (Gottlieb).....	135.00	165.00		
Happy Days (Gottlieb).....	129.50	129.50	129.50	
Harvest Time (Genco).....	25.00	44.00		
Havana.....	465.00	465.00	465.00	
Harvey.....	49.00			
Hayburner.....	69.00	75.00(2)	75.00	79.00
Hit 'n' Run (Gottlieb).....	129.50	129.50	129.50	89.00
Holiday.....	49.00	95.00	100.00	129.50
	100.00			
Hong Kong.....	70.00		110.00	
Horseshoe.....				95.00
Humpty-Dumpty (Gottlieb).....				49.50
Jalopy (Williams).....	75.00(2)	75.00	75.00	75.00
Jockey Specials (Bally).....	54.50	15.00	54.50	54.50
Joker (Gottlieb).....	99.50	99.50	99.50	99.50
Judy (Exhibit).....	94.50	94.50	94.50	94.50
Jumping Jack (Genco).....	85.00	85.00	85.00	85.00
Just 21 (Gottlieb).....	59.50	59.50	59.50	59.50
Knock Out (Gottlieb).....	39.00	89.50	89.50	89.50
Leader (United).....	90.00	90.00	90.00	90.00
Lite-o-Line (Keeney).....	50.00	50.00	50.00	50.00
Long Beach (Williams).....	75.00	95.00	79.50	95.00
Lucky Inning (Williams).....	69.50	69.50	69.50	69.50
Majorettes (Williams).....				109.50
Mercury (Bally).....	29.00			
Merry Widow (Genco).....	49.50	49.50	49.50	49.50
Minstrel Man (Gottlieb).....	45.00			95.00
Monterrey (United).....	49.50	49.50	49.50	49.50
Niagara.....	65.00			
Nifty.....	39.00			
Oklahoma (United).....	69.50	69.50	69.50	69.50
Olympics.....				95.00
Palm Beach (Bally).....	175.00	185.00	170.00	185.00
	190.00	195.00	195.00(2)	170.00
			190.00	175.00
				195.00
				215.00
				225.00
Palm Springs (Bally).....	485.00	445.00	465.00	445.00
	495.00(3)	495.00(3)	495.00(3)	485.00
	49.50	49.50	49.50	495.00(2)
Paradise (United).....	49.50	49.50	49.50	49.50
Paratrooper.....	185.00	195.00		75.00
Pia Wheel.....	39.00			75.00
Pinky.....	39.00			
Playland (Exhibit).....				99.00
Poker Face (Gottlieb).....	165.00			
Puddin' Head (Genco).....	54.50	54.50	54.50	54.50
Quarterback (Williams).....	65.00	75.00	65.00	75.00
Quartet.....				65.00
Quintette.....	115.00			70.00
Rag Mop (Williams).....	39.00	99.50	99.50	99.50
Red Shoes (United).....	89.50	89.50	89.50	89.50
Rio (United).....	415.00	415.00	415.00	415.00
Rocket.....	39.00			
Rockettes.....	69.00			
Rondeveo (United).....	49.50	49.50	49.50	49.50
Rose Bowl.....	90.00			95.00
Sally (Chicago Coin).....	49.50	49.50	49.50	49.50
Saratoga.....	49.50	49.50	49.50	49.50
Screwball (Genco).....	49.50	49.50(2)	49.50	49.50
Shindig.....	175.00	175.00	175.00	175.00
Shoo Shoo (Williams).....	29.00			119.50
Silver Chest.....	135.00			
Sluggfest.....	24.00			119.50
South Pacific.....	49.50	15.00	49.50	49.50
Special Entry (Bally).....	89.00	90.00	85.00	90.00
Spot-Lite (Bally).....	95.00	110.00	95.00	110.00
			95.00	110.00
				115.00
				115.00
St. Louis.....	39.00			
Starlite (Williams).....	95.00		125.00	80.00
Stars (United).....	89.00	125.00	125.00(2)	125.00
	125.00(2)			150.00
Stardust (United).....	49.50	49.50	49.50	49.50
Struggle Buggy.....	195.00	220.00	220.00	220.00
SummerTime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	125.00(2)	125.00	145.00	125.00
	145.00	195.00	195.00	145.00
			190.00	195.00
				195.00(2)
Tampico (United).....	79.50	79.50	79.50	79.50
Tahiti (United).....	325.00	325.00	325.00	295.00
Tennessee (Williams).....	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney).....	50.00	50.00	69.50	50.00
Thing.....	29.00			69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	49.00	79.50	79.50	79.50
3-4-5 (United).....	85.00	85.00	85.00	85.00
Thrill (Chicago Coin).....	49.50	49.50	49.50	49.50
Times Square.....	125.00			
Tri-Score.....	34.00			
Tropics (United).....	275.00	275.00	275.00	375.00
		295.00(2)	295.00(2)	
Tucson.....	29.00			
Tumbleweed (Exhibit).....	74.50	74.50	74.50	74.50
Turf King (Bally).....	39.50	45.00	39.50	45.00
	65.00	109.50	109.50	45.00
				109.50
Utah (United).....	84.50	84.50	84.50	84.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Wild West (Gottlieb).....	65.00			
Winners (Universal Industries).....	99.50	99.50	99.50	99.50
Yankee (Williams).....	49.50	49.50	49.50	49.50
Yacht Club (Bally).....	250.00(2)	250.00(2)	250.00(3)	190.00
			275.00	250.00(2)
				295.00
				85.00
Zingo.....	65.00	65.00	75.00	

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER (unless Credit has been established)

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Al-bion Ave., Paterson, New Jersey. j217

Help Wanted

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. j210

WANTED—WESTERN MICHIGAN FIRST-class music and amplifier man. Must know all makes phonos, remotes, etc. Top wages. Good chance for experienced, willing worker. Write Box M-63, c/o Billboard, Cincinnati 22, Ohio. j226

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veebo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcund 7-1448. j226

Routes for Sale

JUKE BOX GAME ROUTE, NORTHWEST Ohio; 58 pieces; price \$23,500; average take \$3,000 month; ill health. Raphael Axe, St. Marys, Ohio. j226

JUKE BOX, SHUFFLE ALLEYS, PIN Games; North East Alabama, 55 pieces, \$12,900 if sold within two weeks. Can finance \$4500; route will pay out in less than one year. Box M-63, c/o Billboard, Cincinnati 22, Ohio.

JUKE BOX-GAME ROUTE — NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire, P. O. Box 531, Crescent City, Calif. j21

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 12	Issue of June 5	Issue of May 29	Issue of May 22
Air Raider (Keeney).....			\$90.00	
Anti Aircraft (Keeney).....	\$95.00			
Barrell Rolls (Jennings).....		\$125.00	125.00	\$125.00
Baseball (Chicago Coin).....	79.50		79.50	79.50
Baseball (Scientific).....	79.50		79.50	79.50
Bat-a-Score (Evans).....	160.00	150.00	160.00	159.00
	165.00(2)	165.00(2)	165.00(2)	165.00(2)
	250.00	250.00	250.00	275.00
Big Bronco (Exhibit).....	500.00	500.00	500.00	500.00
Big Inning (Bally).....	140.00	150.00	140.00	150.00
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang.....	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin).....	100.00	200.00	200.00	200.00
Challenger (ABT).....	19.00	20.00	19.00	20.00
	75.00	75.00	75.00	75.00
Champion Horse (Bally).....	500.00	500.00	500.00	500.00
Chicken Sam (Seeburg).....	65.00	110.00	65.00	110.00
Counter Gripper (Mercury).....		34.50	34.50	34.50
Dale Gun (Exhibit).....	55.00(2)	69.50	55.00(2)	65.00
	94.50	69.50	94.50	69.50
Derby, 4 player (Chicago Coin).....	100.00	195.00	100.00	125.00
		195.00	195.00	195.00
Drivemobile (Mutoscope).....	195.00			225.00
Electric Shocker (Monarch).....				34.00
Flash Hockey (Colnex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	159.00	125.00	159.00	125.00
Galloping Beauty Horse.....	345.00			
Goalie (Chicago Coin).....	75.00	95.00	75.00	95.00
	100.00	119.50	100.00	119.50
Gun Club.....	165.00	185.00		
Gun Patrol (Exhibit).....	165.00(2)	165.00(2)	160.00	165.00
	175.00	185.00	165.00(2)	195.00(2)
	195.00	195.00	175.00	185.00
Heavy Hitter (Bally).....	40.00	45.00	40.00	45.00
	90.00	69.50	69.50	69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Mit-a-Homer.....	18.50	18.50	18.50	18.50
Horoscope.....	395.00			
Jack Rabbit.....	99.50	99.50	99.50	100.00
Jeep Tank.....	195.00			
Jet Gun (Exhibit).....	175.00(2)	175.00(2)	145.00	145.00
	195.00	195.00	175.00(2)	175.00(2)
			195.00	195.00
Jet Saucer (Mutoscope).....	95.00	95.00	95.00	93.00
Knockout Fighter.....	195.00			
Lite League.....	75.00	99.50	75.00	99.50
Metal Typer (Harvard).....	150.00			
Metal Typer (Roovers).....	250.00	250.00		
Midget Movies.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
	195.00	295.00	295.00	295.00
Midget Skee Ball (Chicago Coin).....	165.00	165.00		165.00
Night Fighter (Genco).....	295.00	310.00	295.00	310.00
			310.00	325.00
			299.50	310.00
				325.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pee Wee (Genco).....	20.00	20.00		
Pennant Baseball (Williams).....			325.00	325.00
Photomatic (Mutoscope).....	195.00	250.00	250.00	250.00
	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pistol Pete (Chicago Coin).....	75.00	85.00	85.00	90.00
	95.00	99.50	95.00	99.50
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
Pokerino.....	95.00			
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pop Up.....	18.50	24.50	18.50	24.50
			14.50	18.50
Punching Bag (Mills).....	189.00	189.00	189.50	189.00
Punching Bag (Mutoscope).....				195.00
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....	65.00	65.00	75.00	75.00
Rocket Ship (Meteor).....	245.00			
Rudolph the Red Nose Reindeer (Exhibit).....			395.00	395.00
Sea Jockey.....	75.00	75.00	75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00	49.50	45.00	49.50
Shoot the Bear (Seeburg).....	145.00	195.00(3)	145.00	160.00
	195.00(3)	195.00(3)	195.00(3)	195.00(3)
Silver Bullets (Exhibit).....	125.00	135.00	125.00	135.00
Silver Gloves (Mutoscope).....				129.50
Six Gun Rifle Range (ABT).....	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	135.00	135.00	135.00	140.00
	145.00(3)	145.00(3)	145.00(3)	145.00(3)
Skee Ball (Williams).....	150.00	150.00	150.00	165.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00	25.00	25.00	25.00
Sky Fighter (Mutoscope).....	125.00	125.00	125.00	125.00
Space Gun (Exhibit).....	185.00	145.00	185.00	149.00
		195.00	195.00(2)	195.00(3)
Spark Plug.....	75.00(2)	95.00	75.00	95.00
Star Series (Williams).....	49.00	65.00	75.00	100.00
	75.00	100.00	75.00	139.50
	109.50	109.50		
Submarine Gun (Keeney).....	110.00	125.00	110.00	125.00
Super Bomber (Evans).....		195.00	195.00	195.00
Super Jet (Chicago Coin).....	445.00	495.00	495.00	495.00
Super Pennant Baseball (Williams).....				395.00
Telequiz.....	169.00	169.00	130.00	169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb).....	18.50	24.50	18.50	24.50
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00	150.00(2)	150.00(3)	150.00(2)
Voice-o-Graph (Mutoscope).....	525.00(2)	525.00	525.00	525.00
	595.00(late)	595.00(late)	595.00(late)	595.00(late)
Voice Recorder (Wilcox-Gay).....	195.00	195.00	195.00	195.00
Whizzo (Genco).....	20.00	20.00		

First Round

Continued from page 79

plans. "We are not coming out with a pinball game. We aren't set up for pinballs and our schedule will be just the same," said Sheffield.

A belief that Chicago might eventually license pin games followed a ruling last year by the attorney general that cities and counties could not ban equipment licensed by the State. The attorney general's ruling came on the heels of two laws signed by Governor Stratton—one approving pinballs with free play, the other setting up a \$50 tax on the games.

The legal fight to get shuffle bowling games licensed in Chicago was ended only last year with the Illinois Supreme Court's ruling that bowlers did not come under the Chicago ordinance prohibiting bagatelle and pigeonhole units. Shuffle games are licensed at the rate of \$25 per game annually.

The city clerk's office began issuing permits for shuffle units June 8 last year. Up to that time, many firms had specialized in juke routes. Those firms then started operating shuffle games along with juke.

The decision favorable to shuffle bowlers precipitated a flurry of activity within the trade. The same level of activity is expected following a decision by the Appellate Court and/or State Supreme Court favorable to pin operations.

When shuffle bowling games were licensed last year, manufacturers cautioned coinmen to move with discretion in placing bowlers. In general, they pointed out that the fight for shuffle bowling licenses took years and would aid the status of the trade as a whole in Chicago.

However, they also added that it was up to each operator to handle his routes on such a high plane that the question of licensing would never again become an issue.

Congress Gets

Continued from page 79

"knock the 'one-armed bandit' and all his relatives out of interstate commerce except in shipments to the State of Nevada and a handful of local communities where such devices are legalized or licensed.

"There is no other way to protect States that have anti-slot machine laws from being flooded by manufacturers and distributors operating across State lines. And nearly all the States are trying to enforce such measures," Keating said.

The anti-slot machine act of 1951 includes in its definition "any so-called 'slot machine' or any other machine or mechanical device an essential part of which is a drum or reel with insignia thereon" which may deliver money or property as the "result of the application of an element of chance" or "any machine or mechanical device designed and manufactured to operate by means of an insertion of a coin, token or similar object, and designed and manufactured so that when operated it may deliver, as the result of the element of chance, any money or property..."

Said Keating: "It is not hard to guess from this what has happened. There are plenty of gambling machines that can be made to operate without a 'drum or reel,' so as to escape the first part of the definition, and it has not been very hard to develop new controls so that you pay your money to an attendant and he throws a switch—with the result that the machine is not 'coin-operated.'"

"The act was intended to put an end to the traffic in gambling devices in interstate commerce into States where such devices are illegal," Keating added. "The controlling definitions have been in need of revision ever since they were enacted."

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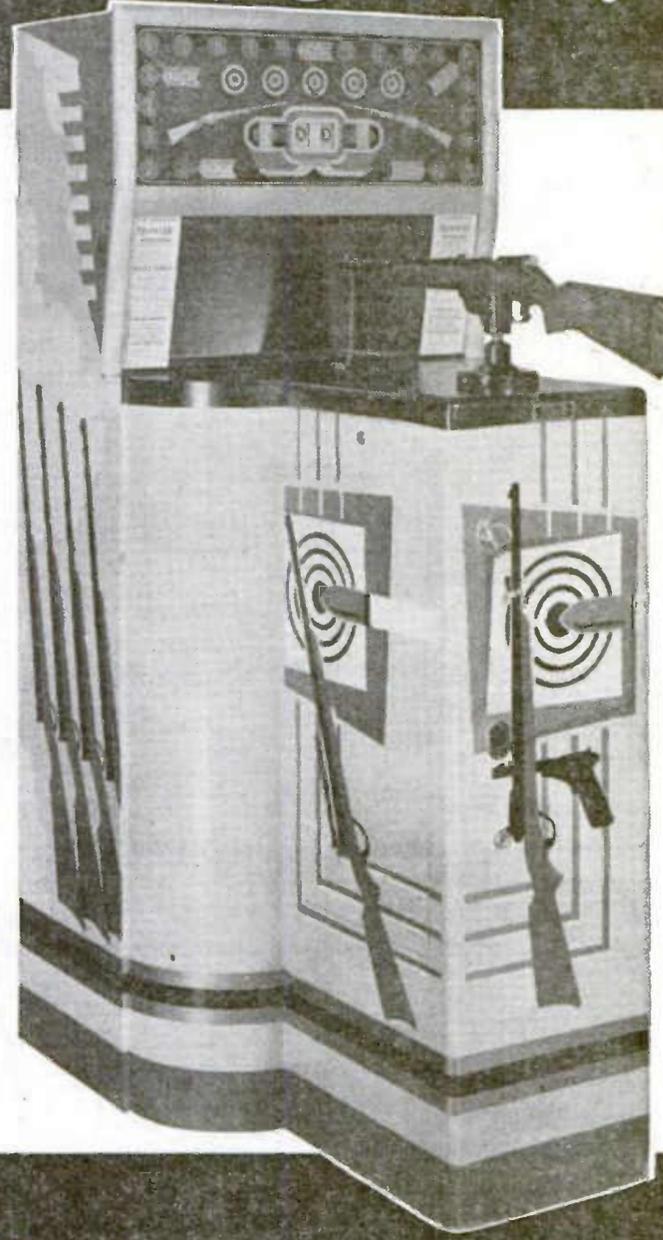
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HOME RUNS!
SINGLES! DOUBLES!
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BIG LEAGUE BASEBALL

A SMASH HIT!

THE ONLY AUTHENTIC TYPE BASEBALL GAME
with the ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!



captures choice locations and lures MORE MONEY into your cash boxes!

PLAYERS ACTUALLY RUN THE BASES!

REPLAY OR NOVELTY TRIPLE MATCH FEATURE

NUMBER STAR PENNANT

- 0 to 9
- ★
- Match Number and Star with Pennant lit.
- Replays for Runs Scored and Match Features.
- Scores up to 30 Replays for "TRIPLE MATCH"!

MANUALLY CONTROLLED BATT!

Ⓢ Balls go up the ramps and over the fence for Home Runs!

Ⓢ Balls hit onto ramps actually FLY THRU THE AIR!

- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
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MANUALLY OPERATED BUTTON CONTROLS PITCHING UNIT!

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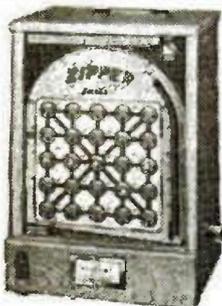
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It's good business to operate this low-cost, truly amusement type game—Whiz Bowler. Scores "strikes", "spares", high scores and double scores. Be wise—get MORE for less!—Write



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NEW Counter Game ZIG-ZAG

Has 3 Popular Play Principles

- 1 Zig-Zag Ball Action
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- 3 Hi Score for Competitive Play

- ★ 5-Ball Action
- ★ All Natural Wood Cabinet
- ★ POSITIVE Tilt Action
- ★ Large Cash Box
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- ★ Takes 1¢-5¢-10¢-25¢ play. Last coin played shows.
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3 SURE WINNERS for EVERY LOCATION!

A SURE WINNER!... *chicago coin's New* **STAR-LITE BOWLER** THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

- 1** Individual player by matching one or several numbers lights up one or several Stars in each game!
 - 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
 - 3** Matching features begin in the first frame and continue in every frame until the game is over!
 - 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900
- Special light on front panel illuminates coin chute and front of game!
 - New light up bulbs for drum scoring unit!



New front hinged score frame glass for easier servicing!
AVAILABLE IN STRAIGHT 10c OR 10c 3 FOR 25c PLAY!



chicago coin's SENSATIONAL **SUPER FRAME BOWLER** THE EXCITING, 100% SKILL BOWLING GAME!

Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

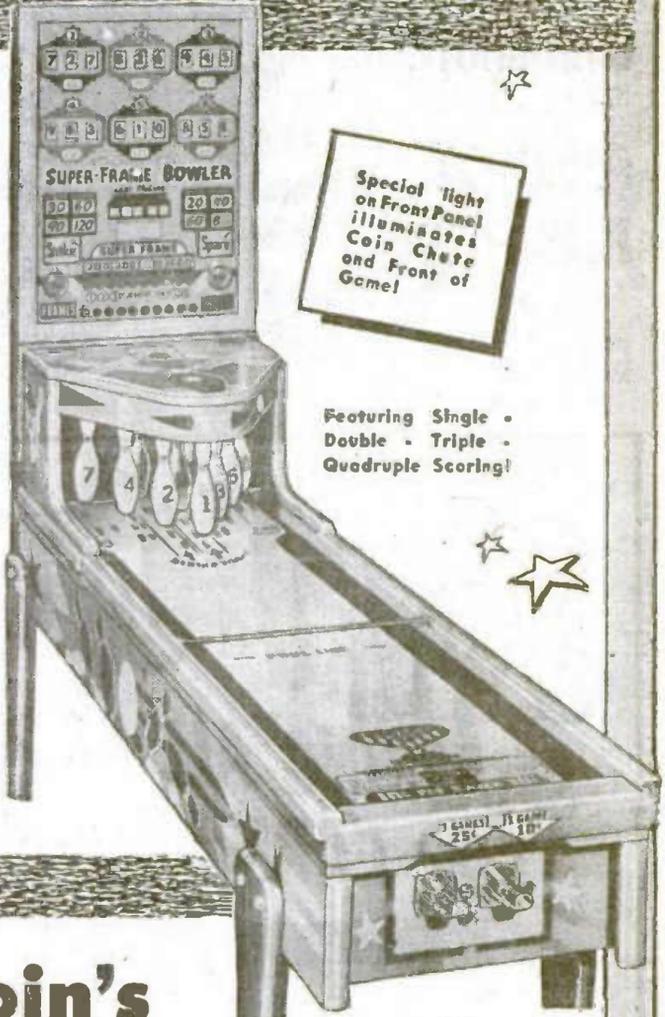
Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

New Front Hinged Score Frame Glass for Easier Servicing!

100% Skill "Match The Lit Number" for Super Frame Scoring!

You Get Increased Revenue from 10c 3 for 25c Play!

New 6-Volt Light-Up Bulbs for Drum Scoring Units.



Special light on front panel illuminates Coin Chute and Front of Game!

Featuring Single - Double - Triple - Quadruple Scoring!

A SURE WINNER!... *chicago coin's* **6 PLAYER BASEBALL GAME**

SUPER HOME RUN

with the 3 WAY "MATCH" and "FREE PLAY" Features!

- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

With the GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

AVAILABLE IN STRAIGHT 10c OR 10c - 3 FOR 25c PLAY!

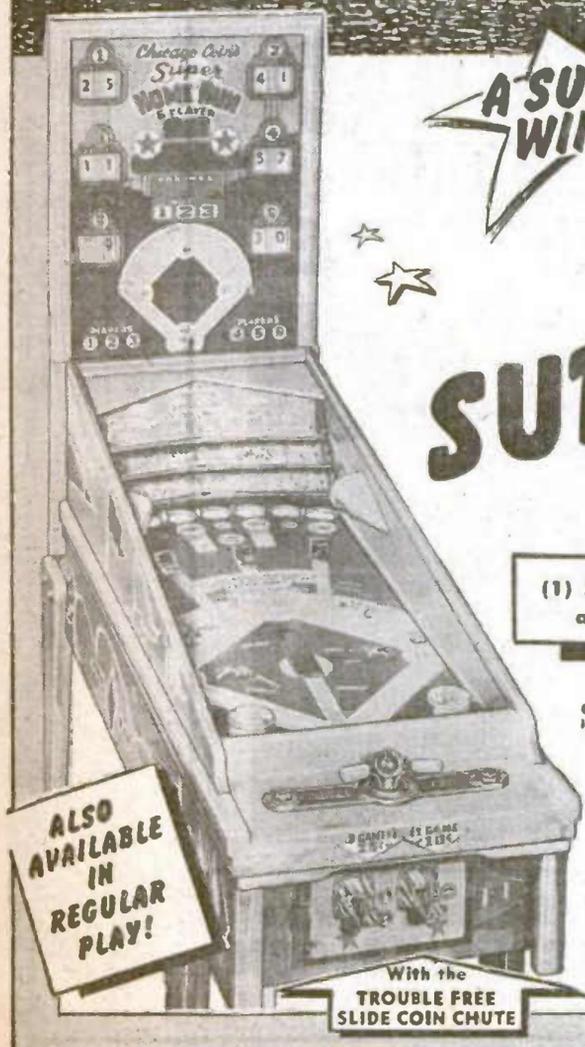
Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.

Player hitting ball into Upper Grand Stand gets a HOME RUN plus BUNS for every man on base... plus 3 EXTRA BUNS!

Player hitting ball into Lower Grand Stand gets a HOME RUN plus BUNS for every man on base!

Player hitting ball OVER the ROOF gets a HOME RUN plus BUNS for every man on base... plus 5 EXTRA BUNS!

1725 W. DIVERSEY BLVD. • CHICAGO 14



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With the TROUBLE FREE SLIDE COIN CHUTE

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10¢ A PLAY
OR
1 PLAY 10¢
3 PLAYS 25¢

ADJUSTABLE TO
5 FRAME GAME

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GIANT PINS



Champion BOWLER

WITH EXCITING MATCH-SCORE FEATURES

NEW LIGHT-UP SCORES NEW CLUB-STYLED CABINET

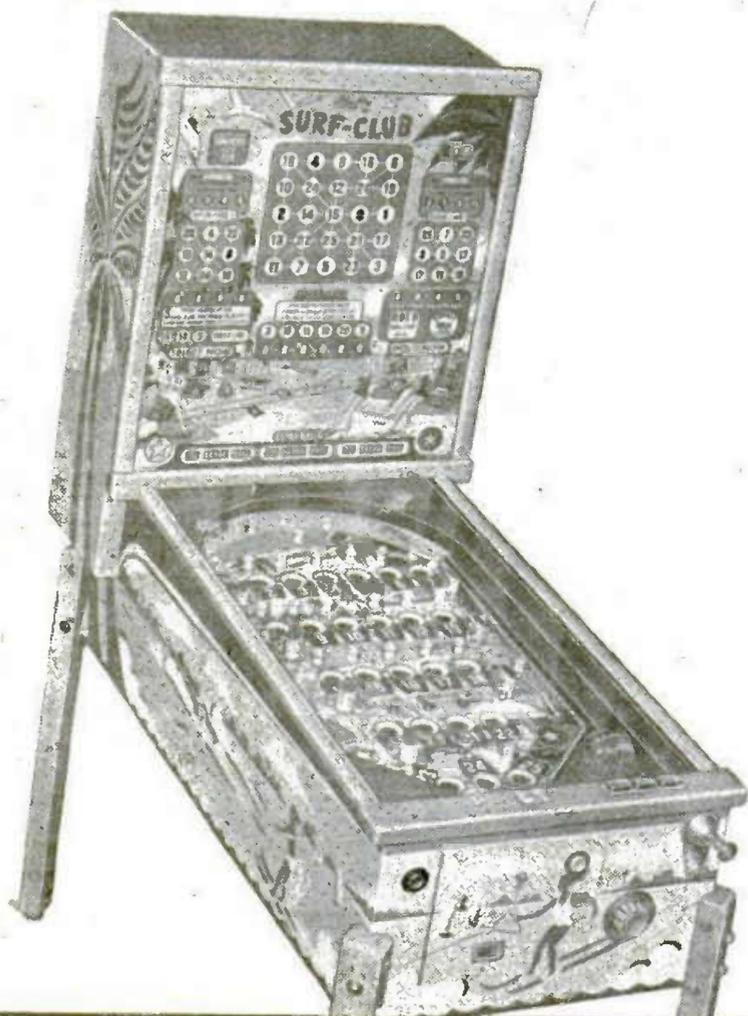
Rich beauty of club-styled cabinet wins welcome in highest-class locations. Smooth, quiet action, light-up scores, exciting play-appeal earns top profits. Get CHAMPION BOWLER and VICTORY BOWLER from your Bally Distributor today.



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SMASHING ALL RECORDS
FOR EARNING POWER



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SENSATIONAL
NEW KIDDY-RIDE



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2
SUPER-CARDS
INCREASE
IN-LINE
SCORES

CENTER CARD
4
CORNERS
SCORE
5-IN-LINE

19

NEW

20

**NEW!
NEW!**

DIAMOND DIAGONAL

CENTER CARD

SCORES

25

22

3-IN-LINE
4-IN-LINE
5-IN-LINE
SCORES

21

ALL BALL
RETURN
FEATURE

5

PINEAPPLE
SPOT  FEATURE
SPOTS 5-8-15
ON CENTER CARD
INCREASES DIAMOND DIAGONAL
SCORING

Number Selection Feature!

SUPER-SELECTION Feature

PERMITS CHOICE OF
EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
BOTH SUPER-CARDS
RETURN ALL BALLS

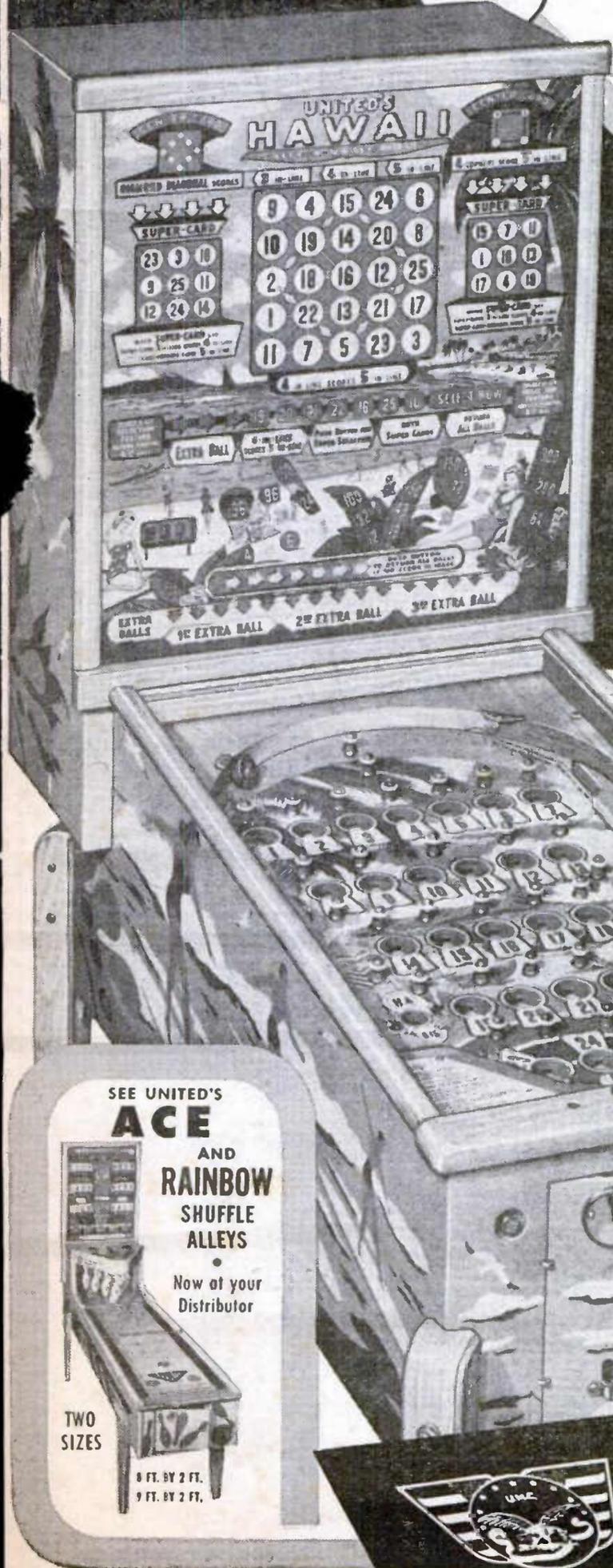
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BUTTONS

Lite-A-Name Feature
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Extra Time Feature
Up to 3 Extra Balls per Game

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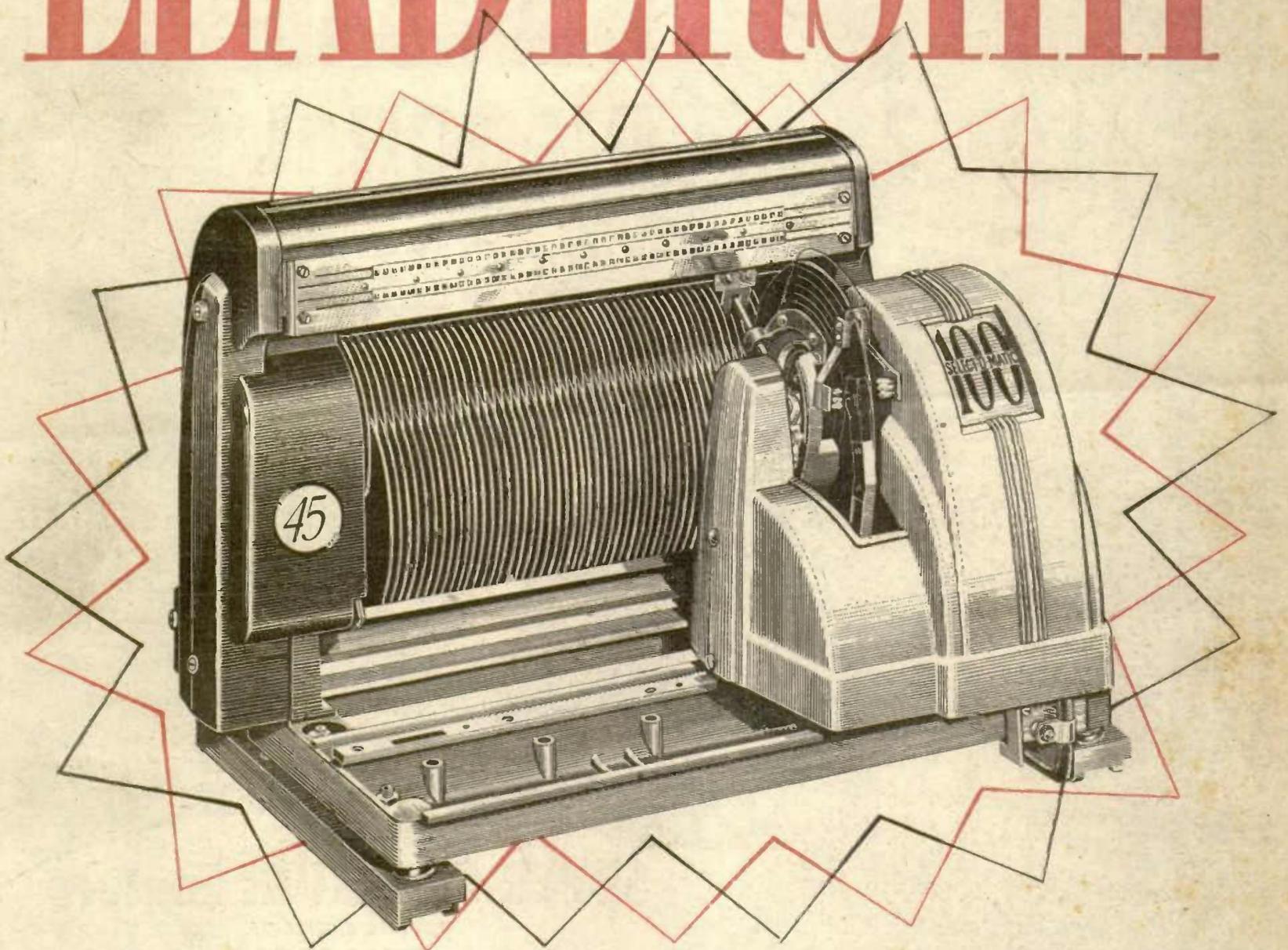
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