

The Billboard

OPERATION PUSHPOP '55

starts next week

Details This Week. See Page 17.

JULY 9, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Here Come Those Dance Bands Again

All Thermometers Indicate a Healthier Condition; Industry Coming Out of Coma

By PAUL ACKERMAN

NEW YORK, July 2.—While the dance band business is by no means uniformly good, there is no doubt that it is healthier than it has been in years, that its downward trend has been arrested, that name bands have been drawing more profitable grosses than in seasons past and that an air of expectancy and enthusiasm has warmed the cold, cold hearts of personal managers and band agencies.

Band leaders themselves make no secret of their optimism, and look forward to late September, when their organization, Dance Orchestra Leaders of America, hold its first annual convention at the La Salle Hotel in Chicago, in conjunction with the annual convention of the National Ballroom Operators' Association. (See separate story.)

Joint Sessions

The timing is propitious; for at these joint sessions of Tom Archer's BOA and Les Brown's DOLA, plans and projects will be blunted so that all facets of the road and ballroom business can be in the push to make the most of the present opportunity.

That the opportunity is there is hinted up by many facts: Grosses are up, youth organizations in many cities are fostering interest in dancing as a deterrent to juvenile delinquency, there's a considerable amount of new ballroom construction, more dance disks are hitting the best selling record charts, the program schedules have a busy schedule of dance band dates on tap for the summer, notably the Gleason replacement which will air some 60 orks in a period of 15 weeks, the Stan Kenton show, etc.

NBOA Report

Also the NBOA, in its reports to members last month, indicated that 24 bands went into percent, whereas 22 made money, 17 seven broke even, and two money.

Reports from the road bear out general optimism. Guy Lombardo, who recently wound up his tour of about 40 dates,

Churches to Feature Jazz

NEW YORK, July 2.—The jazz world will be defended against the "aid to juvenile delinquency" charge when the National Council of Churches spotlights the subject on its 10:30 to 11:00 p.m. CBS-TV series, "Look Up and Live," Sunday (3).

By Jerome, Bobby Hackett, Brubeck, Eddie Sauter and others will appear on Sunday's program, emphasizing the contribution made by jazz to our heritage of creative art. This music series will feature a program from the Harlem Protestant Parish on folk music.

grossed \$270,000. Sammy Kaye, in a series of 40 dance dates, grossed \$150,000 and broke attendance records in Davenport, Ia.; Pittstown, Pa., and Taunton, Mass.

TV Helps

Both Lombardo and Kaye say business is definitely on the upswing. Lombardo adds that as a general rule, grosses are better than expected in those cities where he is seen on TV.

Ray Anthony kicks off a very heavy schedule of dance dates July 26. He'll work six weeks of one-nighters and will include a flock of TV dates. The schedule ties in with Capitol Records' promotion of Anthony's disk, "Pete Kelly's Blues."

Art Weems, vice-president of the General Artists Corporation, points to a very important booking as indicative of the band upsurge. The Chicago Theater, for the first time in some years, gives top billing to a band when it books in Art Mooney (currently riding "Honey Babe" on the best selling charts) for two weeks beginning August 5. Weems notes that activity on the road is intense.

In addition to Anthony and others named, Harry James starts a trek again July 8, and those out

(Continued on page 14)

KEYS & SCROLLS GO TO 1954-'55 LEGIT WINNERS

NEW YORK, July 2.—Here are legit's bests for 1954-'55 in the opinion of their fellow-workers in the theater. Their contributions to the Broadway scene have been voted tops of the past season. To each of them goes the gold key and scroll of the 12th Annual Donaldson Awards, accolades for all that is finest in theatrical achievement.

STRAIGHT PLAY

Actor Paul Muni
Actress Kim Stanley
Supporting Actor .. Ed Begley
Supporting Actress
..... Eileen Heckert
Debut (Actor)
..... Buddy Hackett
Director Elia Kazan
New Playwrights
..... Jerome Lawrence and Robert E. Lee

MUSICAL

Actor Cyril Ritchard
Actress Mary Martin
Supporting Actress
..... Carol Daney
Debut (Actor) .. David Daniels
Debut (Actress)
..... Julie Andrews
Dancer Daniel Nagrin
Danseuse Carol Hagen
Director
..... George Abbott and Jerome Robbins
Choreographer Bob Fosse
Lyricist
..... Richard Adler and Jerry Ross

Theater Crowns Its Own Bests in 12th Donaldson Awards

Voting in Billboard's Poll Extends History of Legit Honoring Its Own

By BOB FRANCIS

NEW YORK, July 2.—Another legitimate season has slipped by—the 12th since the founding of the Donaldson Awards, which are sponsored annually by this paper. So another "D.A." Day is here—the day on which the results of balloting are announced.

During the last few weeks, everybody who has had a part in making of a Broadway season, from producers to stagehands, has had an opportunity to best his judgment as to the best accomplishments of his fellow-workers for 1954-'55. Now the tally is complete. For a 12th successive year the chips are down, and the gold keys and scrolls, emblematic of Broadway's best contributions to legitimate theater, go out to the winners.

Looking Back

Since each year so many new faces come into the Broadway picture, it always seems a good notion at this time for a bit of recapitulation as to what the Donaldson Awards stand for and why their individual recipients seem to cher-

ish them as no other prize for theatrical achievement.

Back in 1943 somebody on The Billboard staff wondered why accolades for legit theater honors always stemmed from selected and frequently self-perpetuating groups. Why, it was argued, can't the theater as a whole pick its own "bests?" Who knows more about theatrical achievement than those who work at it? And wouldn't such honors, arrived at by an absolutely democratic vote from such a source, carry more weight with their recipients? Except for financing the idea, the odds seemed all on the pro side of the argument.

The management of The Billboard endorsed the notion and agreed to underwrite all costs of operation and prizes. However, it was stressed from the beginning that the promotion should never bear the slightest commercial taint. No advertising should be either solicited or accepted from any prize-winner—a stand from which there has been no deviation over the years. The sponsorship of the new awards was purely 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 put in a lifetime of service to show business.

The Plan

The idea, of course, was to set up machinery for a series of awards to be voted for by the theater as a whole to its own, the honors representing the majority opinion of annual top achievements of toilers in Broadway's drama vineyard. The next step was to get it working.

The theatrical trades were enthusiastic. A committee was drafted, (Continued on page 2)

Legit Enjoys A Good Year

NEW YORK, July 2.—As each new theater season bows in, the customary lamentations arise about shrinkage in legitimate production. Obviously, economic factors over the last few years have brought about a sharp curtailment in chancy theatrical spending.

But when a season has been wrapped up and put away and there is an opportunity to take stock of the Fabulous Invalid's condition, the picture is seldom as black as expected. The theater may be short on quantity, but quality-wise it is doing right well.

Actually, five more productions lighted on Broadway during the past season than did during 1953-'54. Between May 1 of last year and April 30 of this (The Bill-

(Continued on page 2)

NEWS OF THE WEEK

NBC-TV Preparing New Daytime Program Plan — One-Hour Dramas . . .

NBC-TV is getting ready to unveil a radical new daytime programming concept—one-hour dramas. The network hopes to present them across the board next season. . . . Page 4

Variety Hour's Weak Ratings Giving Colgate a Headache . . .

Colgate is having severe Sunday night programming jitters over the rating weakness of its new Variety Hour. There is a good possibility that the show may be replaced unless it improves radically. . . . Page 4

Columbia Records Sets New Price Policy for Masterworks . . .

Columbia Records sets new price policy which places practically all 12-inch Masterworks LP's in the \$4.98 slot. Overall inventory gain of about 4 per cent is slated to be realized by dealers, diskery exec asserts. . . . Page 14

One-Stop Record Outlet Survey Shows Operators Favor Names . . .

A survey among 35 leading One-Stop record outlets shows that juke box operators, when buying disks recorded by more than one artist, lean to the favorites. The survey also reveals that rhythm and blues tunes are selling better at the operator level than ever before. Page 15

Ringling May Pass Up New York Garden in '56 . . .

Signs were strong this week that the Ringling-Barnum show and Madison Square Garden would go their separate ways next spring due to contractual difficulties. The Garden said it is fully prepared to produce its own circus, and Ringling said it is quite prepared to show

under canvas in 1956. Each said it's the other party's move if any concession is to be made. . . . Page 51

Major Juke Box Manufacturer Moves From Chicago to Mexico . . .

Eighteen carloads of phonograph production equipment formerly belonging to the H. C. Evans Company rolled out of Chicago last week bound for Mexico City. Buyer plans to begin manufacturing three multi-selection models next February in new plant. . . . Page 81

Carnival Unionization Continues; Largest Eastern Show Signs Pact . . .

The World of Mirth Shows, largest eastern traveling carnival, last week signed a contract with the Retail Clerks' affiliate of the AFL. It was second show to take this action to prevent picket lines being thrown up by the Teamsters' affiliate which made inroads into the carnival field recently by signing up the country's largest, the Royal American Shows. . . . Page 61

DEPARTMENT AND FEATURES

Amusement Games . . . 86	Magic . . . 50
Burlesque . . . 40	Merchandise . . . 62
Carnival . . . 61	Music . . . 14
Circus . . . 58	Music Charts . . . 32
Classified Ads . . . 78	Music Machines . . . 81
Coin Machines . . . 75	Parks & Pools . . . 60
Coin Machine Market . . . 84	Pipes . . . 70
Coming Events . . . 67	Radio . . . 14
Donaldson Awards . . . 2	Review Digest . . . 13
Drive-In Theaters . . . 57	Rinks . . . 57
Fairs & Expositions . . . 56	Roadshow Repertoire . . . 57
Final Curtain . . . 50	Routes . . . 45
General Outdoor . . . 51	Television . . . 4
Honor Roll of Hits . . . 37	TV-Film . . . 8
Legitimate . . . 13	TV Reviews . . . 7
Legit Routes . . . 13	Vending Machines . . . 76
Letter List . . . 71	

Oklahoma! SOUND TRACK coming on 

'Cat,' 'Wind' Drama Bests; 'Pajama' Musical Runaway

Muni, Ritchard, Misses Stanley, Martin Win Donaldson Awards

Author Tennessee Williams is no stranger to Donaldson gold keys and scrolls. In 1944 "The Glass Menagerie" brought him the accolade, and again in 1947 he won with "A Streetcar Named Desire." Now for a third time the theater electorate has put his playwrighting efforts at the top of another Broadway season for a third provocative drama about the Deep South, titled "Cat on a Hot Tin Roof." "Roof" has already been accorded conspicuous honors but its final accolade has been left in the hands of the people of the theater to confirm its right to a niche in Broadway's Hall of Fame.

So the key and scroll, emblematic of top playwrighting achievement in the 12th Annual Donaldson Awards, goes again to Tennessee Williams, and a correspondingly commemorative scroll to the Playwrights' Company for "Cat's" production.

Since "Cat" polled nearly a quarter of the 2,700-odd of the total vote filed in that category, stemming from every facet of the theatrical trades, everyone concerned should be highly gratified, particularly Elia Kazan, who wins another Donaldson accolade for its direction.

Playwrights' Bow

Nine plays by playwrights new to Broadway unveiled during the 1954-'55 season. This time there was no question as to who was top-side in the new scripters' category. The Jerome Lawrence-Robert E. Lee drama about the celebrated "Monkey Trial," wherein the courtroom duel between the late Clarence Darrow and William Jennings Bryan set the country by the ears back in the turbulent 20's, practically doubled the tally of its closest competitor.

As usual, Donaldson Awards balloting for best actor and actress has a wide spread with voters backing any number of favorite candidates. It is obvious, however, that showfolk know their values, and this year again a player who has been long absent from the Stem scene returns with a performance rating a spontaneous response.

Paul Muni is giving perhaps the greatest performance of his career as the courtroom magician of "Inherit the Wind." His co-workers have been quick to recognize the portrait's stature by voting him the year's best actor by three times the number of ballots cast for his runner-up, Burl Ives, who plays the earthy father in "Cat on a Hot Tin Roof."

So Muni gets the Donaldson key and scroll. Ives already has a similar award, dating back to a best supporting performance win in "Sing Out, Sweet Land" in 1944.

Kim Stanley

Three years ago Kim Stanley ran away with best supporting performance honors for her stint in "Picnic." This year, she is elevated to first slot, best dramatic actress, for her heart-warming portrait of the confused little cabaret singer

in "Bus Stop." It is a well-deserved victory on the score of a beautifully shaded performance.

In addition to its first play scripting and best actor honors, "Inherit the Wind" has still another claim to current fame. Ed Begley contributes one of his best character-acting chores in the role of the Great Orator. His William Jennings Bryan is something to see, hear and cherish, and his fellow-workers in the theater have rated it the best supporting performance of the season, giving him a tidy win over a large field of competitors.

A handsome win was also scored by Eileen Heckert as the season's best supporting actress. Miss Heckert's playing of a tortured, frustrated mother of a murdered boy in "The Bad Seed" leaves a devastating impression on any be-

holder and evidently the voters reacted accordingly.

In the distaff debut sector Loretta Leversee led the field. Young Miss Leversee had previously distinguished herself in a downtown off-Broadway item called "Bullfight." But her delightfully ingenious performance as a bedeviled Dublin youngster in "Home Is the Hero" stamped her the fem Broadway newcomer of the year.

On the male side of the bow-in category, Buddy Hackett's clowning in "Lunatics and Lovers" just beat out George Grizzard's melodramatics in "The Desperate Hours." Hackett's brand of clowning has been on tap a long while, but he was a natural for Broadway tapping for a lunatic item like Sidney Kingsley's farce-comedy, and a highly deserved Stem debut accolade.

Sets and Costumes

The straight play scenic and costume categories again spot previous winners. Peter Larkin, a previous winner for backgrounding of last year's "Teahouse of the August Moon," again is a hefty winner via his designs for "Inherit the Wind" and likewise takes fourth place in the musical sector for his sets for "Peter Pan." Costume-wise, Cecil Beaton carries off key and scroll honors for his body drapings for the period piece, "Quadrille." Beaton already carries two award keys, one for his 1946 costuming of "Lady Windermere's Fan" and another for set designs for "The Grass Harp" in 1951.

Musical Division

It has been more or less a pattern in the last half dozen seasons for one song-and-dancer to carry off most of the honors. This year it is "The Pajama Game," altho considerable honors went elsewhere. "Pajama" ran away with the vote for best musical and vicariously shared in the reflected glory of seven individuals who made it tick.

Carol Haney, whose brilliant contribution to the song-and-dancer made her an overnight sensation, is a double winner. Miss Haney was voted the best supporting actress in a musical by twice the number of ballots polled by her runner-up, and also carried off the year's best danseuse award by a vote that ran well into four figures. George Abbott's and Jerome Robbins' co-staging of "Pajama" was considered tops in musical direction. The year's best musical book by George Abbott and Richard Bissell was for "Pajama," and its score and lyrics by Jerry Adler and Jerry Ross were also judged the best. And finally, Bob Fosse's dance patterns therefore were voted the best choreography of the season.

Mary Martin

However, four other major musicals were anything but slighted in the tally. Mary Martin's wonderful re-creation of Peter Pan in the mu-

(Continued on page 13)

LEADERS SERVE ON 12TH DONALDSON COMMITTEE

1954-1955

Following are the members of the 12th 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

- | | |
|--|---|
| EZIO PINZA
<i>For the Actors</i> | KATHARINE CORNELL
<i>For the Actresses</i> |
| BERNARD HART
<i>For the Producers</i> | WALTER KERR
<i>For the Critics</i> |
| CAROL HANEY
<i>For the Dancers</i> | PETER GENNARO
<i>For the Dancers</i> |
| FREDERICK FOX
<i>For the Scenic Designers</i> | HELENE PONS
<i>For the Costume Designers</i> |
| ALFRED HARDING
<i>For Actor's Equity</i> | BEN IRVING
<i>For Chorus Equity</i> |
| EDWARD DIMOND
<i>For the Stage Managers</i> | OLIVER SAYLER
<i>For the Press Agents and Managers</i> |
| MORRIE SEAMAN
<i>For the Treasurers</i> | JOHN McDOWELL
<i>For the Stagehands</i> |

For The Billboard

- | | |
|---|---------------------------------------|
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General Manager

ROBERT FRANCIS
Drama Editor

Theater Votes in 12th Donaldson Awards

• Continued from page 1

including a prominent member from each, with representatives of The Billboard co-operating, to lay out the groundwork.

Obviously, the first two questions were: Who would vote and for what? It was agreed that everybody should vote—from stagehands to producers. Even critics could have a ballot.

22 Categories

Twenty-two categories were originally established covering straight play and musical divisions. These included honors for best productions, best performances, best supporting performances, best direction and best dancing, as well as for authorship, costume and scenic design.

For prizes, it was decided to present the winners with a suitably engraved scroll, signed by the committee, commemorating their individual achievements, and also a gold key, faced with the masks of tragedy and comedy superimposed on a lyre and engraved on the back with the recipient's name and honors.

Then the real job got under way. Eligibility lists based on a season beginning May 1, 1943, and ending April 30, 1945, were prepared. These included casts and credits of every production which bowed on Broadway between those dates. These were the reference guides for filling out the accompanying ballot and its self-mailing envelope. An additional letter explained further details: that a voter of necessity didn't have to vote in all categories, since he might be more familiar with musicals than dramas and vice versa; that the ballot was secret, and that it was only necessary to post it in the nearest mailbox. In sum, about everything was done, but hand him a pencil.

In May, 1944, the first Donaldson Awards ballots were in the hands of the theater electorate. They were delivered backstage at every lighted Broadway theater, so that every actor currently at work could exercise his franchise.

The theatrical unions agreed to address and mail others to their memberships, and other special mailing lists were compiled. In all, some 8,000 ballots got delivered that first year—a pretty fair accomplishment, considering all the bugs that had to be ironed out. And the response to that infant launching of the project was extremely gratifying to everybody concerned. It was very evident from the beginning that theater people liked the idea of having a voice in the selection of their own "bests."

Some Later Changes

That is the how and wherefore of the Donaldson Awards. There have been some slight changes in the set-up and operation over the years. Back in the 1945-'46 season, five additional categories were added to the ballot, at the suggestion of Clarence Derwent, who represented Actors' Equity on the Awards Committee. To encourage new talent, these include honors for the best first play by a playwright to reach Broadway and also accolades for best Stem debuts, male and fem, in both drama and musical fields.

In recent seasons the stage managers of current productions have taken a steadily increasing interest in the balloting, delivering the ballot personally to their respective companies and monitoring them to get the votes in under the deadline.

Successive committees, which *(Continued on page 13)*



PAUL MUNI



KIM STANLEY



MARY MARTIN



CYRIL RITCHARD



ED BEGLEY



EILEEN HECKERT



DANIEL NAGRIN



CAROL HANEY



BOB FOSSE

'Anastasia,' 'Boy Friend,' 'Inherit' Head 2-to-5 Position Runners-Up

NEW YORK, July 2.—No report on the Donaldson Awards would be complete without mention of those who almost made the winners' circle. Even if a candidate didn't win a scroll and key, his supporters are always interested to know that he finished in a top bracket. Herewith are the honor standings of candidates from second thru fifth place in each category.

Altho "Cat on a Hot Tin Roof" was a solid choice for best play, "Inherit the Wind" received hefty support as its runner-up. The voting was extremely close for "Bus Stop" and "The Desperate Hours," which took third and fourth places in that order. Likewise, "The Bad Seed" made a fine showing to come in fifth.

"Wind," of course, ran away with the Best First Play category with a four-figure tally. "Anastasia" polled about half as many ballots, an excellent showing, for second place. Much smaller totals out "Fragile Fox," "Home Is the Hero" and "The Troublemakers" in tie for third. Somewhat behind these were "Reclining Figure" in fourth place and "The Honeys" in fifth.

Directors' Score

Runner-up voting for best direction was also very close, with Herman Shumlin's staging of "Wind" rated only slightly higher than Harold Clurman's similar score for "Bus Stop," for second and third places respectively. Robert Montgomery was a fourth choice for his work on "Desperate Hours," and Alan Schneider's direction of "Anastasia" brought him fifth place rating.

While one approached Pauluni's tally for best actor, Burt Reynolds ("Cat") and Karl Malden ("Desperate Hours") both racked up fine returns for second and third places in that order. Alfred Lunt had plenty of support for a solid fourth place for his playing in "Quadrille," and Menasha Skulnik had fifth place for "The Flowering Peach."

Nancy Kelly, "The Bad Seed," polled about half of Kim Stanley's voting tally for best actress, to take second place. Practically on heels, however, were Barbara Geddes ("Cat"), Eugenie Leonich ("Anastasia") and Viveca Anders ("Anastasia") as third, fourth and fifth choices, in that order.

Supporting Players

Male supporting performance returns gave Albert Salmi, for his work in "The Rainmaker," a solid second place tally. Salmi received about two-thirds the number of votes which went to winner Edley. Pat Hingle and Ben Gazzara, both of "Cat," tied for third, with about half of Salmi's vote. Paul Newman ("Desperate Hours") was just behind for fourth, and Henry Jones ("Bad Seed") had plenty of supporters to rate fifth.

On the distaff side for support-performances, Elaine Stritch's singing in "Bus Stop" made her long second-place favorite. Vi-Nathan and Eugenie Leontovich, both of "Anastasia," were in a few votes of one another for third and fourth choices respectively. Patricia McCormack ("Bad

Seed") and Phyllis Love ("Bus Stop") were tied for the fifth slot. In the male debut sector, George Grizzard of "Desperate Hours" gave winner Buddy Hackett ("Lunatics and Lovers") a neck-and-neck run for first place honors. Somewhat lower in the tally, Theodore Bikel ("Tonight in Samarkand") and Clay Hall ("All Summer Long") were similarly bunched for third and fourth places in that order. Jack Lord ("The Traveling Lady") was voted fifth best.

In the fem debuts, Patricia Jessel ("Witness for the Prosecution")



LORETTA LEVERSEE

likewise gave winner Loretta Leverage a real run for the crown, polling about three-quarters of the winning tally. Nancy Wickwire, "The Grand Prize," was a good third, Julia Meade ("The Tender Trap") and Betsy Palmer ("Grand Prix") were tied for fourth, and Pat Breslin ("The Wayward Saint") took fifth place.

Scenic design-wise, the runner-up bracket is loaded with old guard names. Howard Bay took a hefty second place for his settings for "Desperate Hours." Jo Mielziner was not far behind as a third choice for "Cat." Boris Aronson was fourth for "Bus Stop," and Oliver Messel ("Dark Is Light Enough") and Cecil Beaton ("Quadrille") tied for fifth.

In the costume design sector Lucinda Ballard scored second for dressing of "Cat." Ben Edwards was third for "Anastasia," and Ruth Morley and Ballou were fourth and fifth for "Wind" and "Flowering Peach" respectively.

Musical Almosts

While "Pajama Game" more than doubled the tally of its closest contender, five other song-and-dancers had their strong backers, and the runner-up voting had them on each other's heels. "The Boy Friend" topped the quintet for second place. "Plain and Fancy" and "The Saint of Bleeker Street" were just behind "Boy Friend" in a tie for third. "Ankles Aweigh" took fourth place, and "Peter Pan" followed in fifth slot.

This pattern continued on the score of musical staging. Morton DaCosta's staging of "Fancy" drew about half the return received for the winning direction of "Pajama Game." Thereafter, Jerome Robbins was a high scorer for his efforts for "Peter Pan." Vida Hope's direction of "Boy Friend" won her

fourth place recognition, and Fred Finklehoffe made the first five via his work on "Ankles Aweigh."

Walter Slezak of "Fanny" gave winner Cyril Ritchard an exceedingly tough run for best musical actor honors. On the final tally Slezak was only a handful of votes behind. John Rait of "Pajama Game" also scored handsomely to take third place, with Don Ameche of "Silk Stockings" only a step or two behind him for fourth and with Ezio Pinza ("Fanny") showing plenty of support to bring him in fifth.



BUDDY HACKETT



DAVID DANIELS

Mary Martin's portrait of Peter Pan evidently won the hearts of the vast majority of the voters, but young Britisher Julie Andrews can take great pride in the second place tally which she racked up for her beguiling contribution to "Boy Friend." None of the remaining three in the fem quintet equalled more than half her total. Shirly Conway ("Plain and Fancy") carried off third place. Pearl Bailey ("House of Flowers") was fourth, and Janis Paige ("Pajama Game") rated fifth position.

Runner-up to Cyril Ritchard ("Peter Pan") for best musical supporting performance by an actor was Stanley Prager of "Pajama Game." Prager just nosed out Eric Berry of "Boy Friend," who took third place. Similarly, Eddie Foy Jr. of "Pajama Game" was just a step behind Berry to come in fourth, and, in turn, Lew Parker of "Ankles Aweigh" was equally

THE WINNERS OF THE 12TH ANNUAL DONALDSON AWARDS 1954-1955

Straight Play Division

- Best Play.....CAT ON A HOT TIN ROOF
- Best First Play.....INHERIT THE WIND
- Best Direction.....ELIA KAZAN (*Cat on a Hot Tin Roof*)
- Best Performance—Actor....PAUL MUNI (*Inherit the Wind*)
- Best Performance—Actress.....KIM STANLEY (*Bus Stop*)
- Best Supporting Performance—Actor.....ED BEGLEY (*Inherit the Wind*)
- Best Supporting Performance—Actress.....EILEEN HECKERT (*The Bad Seed*)
- Best Debut Performance—Actor.....BUDDY HACKETT (*Lunatics and Lovers*)
- Best Debut Performance—Actress.....LORETTA LEVERSEE (*Home Is the Hero*)
- Best Scenic Designs.....PETER LARKIN (*Inherit the Wind*)
- Best Costume Designs.....CECIL BEATON (*Quadrille*)

Musical Division

- Best Musical.....THE PAJAMA GAME
- Best Direction.....GEORGE ABBOTT and JEROME ROBBINS (*The Pajama Game*)
- Best Performance—Actor....CYRIL RITCHARD (*Peter Pan*)
- Best Performance—Actress.....MARY MARTIN (*Peter Pan*)
- Best Supporting Performance—Actor.....CYRIL RITCHARD (*Peter Pan*)
- Best Supporting Performance—Actress.....CAROL HANEY (*The Pajama Game*)
- Best Debut—Actor.....DAVID DANIELS (*Plain and Fancy*)
- Best Debut—Actress.....JULIE ANDREWS (*The Boy Friend*)
- Best Dancer.....DANIEL NAGRIN (*Plain and Fancy*)
- Best Danseuse.....CAROL HANEY (*The Pajama Game*)
- Best Book.....GEORGE ABBOTT and RICHARD BISSELL (*The Pajama Game*)
- Best Score.....RICHARD ADLER and JERRY ROSS (*The Pajama Game*)
- Best Lyrics.....RICHARD ADLER and JERRY ROSS (*The Pajama Game*)
- Best Dance Direction.....BOB FOSSE (*The Pajama Game*)
- Best Scenic Designs.....OLIVER MESSEL (*House of Flowers*)
- Best Costume Designs.....OLIVER MESSEL (*House of Flowers*)



JULIE ANDREWS

close to Foy to take fifth place. On the distaff supporting performance side, runner-up honors went to Barbara Cook of "Plain and Fancy." Others in the top bracket were:

3. Gretchen Wyler....."Silk Stockings"
4. Betty George....."Ankles Aweigh"
5. Reta Shaw....."Pajama Game"

Eric Berry ("Boy Friend") polled a fine return for runner-up position in the musical debut column. Geoffrey Holder ("House of Flowers") was third, John Hower ("Boy Friend"), fourth, and Douglas Fletcher Rogers ("Plain and Fancy") was fifth.

Carol Haney ("Pajama Game") gave winner Julie Andrews a hefty race for top fem debut honors. Miss Haney was less than a hundred ballots behind at the finish. Much farther down in the tally,

but getting solid returns, were Diahann Carol ("House of Flowers") and Hildegard Neff ("Silk Stockings") who were third and fourth in that order. Dorothy Greener ("Shoestring Revue"), Delys Lay ("Boy Friend") and Kathy Nolan ("Peter Pan") wound up in a fifth place tie.

Male terp sector balloting returns put Peter Gennaro in a solid second place slot for stepping contribution to "Pajama Game." Gower Champion got the third place nod for "Three for Tonight." Geoffrey Holder ("House of Flowers") and Hank Brunges ("Ankles Aweigh") were rated fourth and fifth.

Since Carol Haney literally ran away with the danseuse department, it was practically no contest. Marge Champion ("Three for Tonight") took second place. Others in the first five were:

3. Sandra Lee....."Peter Pan"
4. Betty Kean....."Ankles Aweigh"
5. Chita Rivera....."Shoestring Revue"

On dance direction nobody garnered more than a third of the votes racked up by winner Bob Fosse. Tony Charmoli was runner-up for terp patterns for "Ankles Aweigh." John Harwood ("Boy Friend"), Helen Tamiris ("Plain and Fancy") and Jerome Robbins ("Peter Pan") were third, fourth and fifth, in that order.

The voters rated Joseph Stein's and Will Glickman's book for "Plain and Fancy" second best of the season. Sandy Wilson's tome for "Boy Friend" was third. The Guy Bolton-Eddie Davis scripting of "Ankles Aweigh" was rated fourth, and Gian-Carlo Menotti's

(Continued on page 13)

NBC Plans Hour Drama Segs As Daily Mid-Afternoon Fare

New Concept Stems From Affils' Demand for Strong Women's Show

NEW YORK, July 2.—NBC-TV this week was readying one of its newest and most radical program ideas — daytime hour dramatic shows. The network has already gotten the consent of its advisory board to the programming concept and this week submitted it to its affiliates.

The web hopes to place the hour dramas in an afternoon time period, possibly 3-4 p.m. across the board sometime this fall. A different drama would be programmed each day. Material would be gotten by purchasing second run rights to "Kraft Theater," "Philco-Goodyear Playhouse," and other nighttime hour stanzas. The facilities problem is a knotty one, with chances that the show would be done from here, Hollywood and Chicago.

NBC's daytime programming has

GAMBLE WON

'Wide World' Pays Off With 31.9 Trendex

NEW YORK, July 2.—NBC-TV's gamble with "Wide, Wide World" seems to have paid off. The network hit a 31.9 Trendex rating with the show, and inquiries from sponsors are now beginning to roll in. The American Telephone & Telegraph Company is among the most interested potential sponsors now weighing the show for fall sponsorship.

Should one sponsor be difficult to obtain, most likely the stanza will be cut up into three segments. The network's sales staff thinks several clients will not be too hard to find. The show will be telecast on Sunday afternoons next fall, either once or twice a month, depending on the bankrollers available.

The Billboard Spotlights:

THE NETWORK SCENE . . .

What's Ahead for the 1955-'56 Season — Special features by network leaders . . . where network programming is headed . . . what it will mean to sponsors . . . to talent . . . to producers . . . how it will affect stations.



Coming in the August 6 issue Distributed August 2

been its biggest problem since CBS-TV was responsible for the switch of several major Colgate and Procter & Gamble properties to its network. NBC since has made substantial progress in acquiring new business to replace that lost, but still has a long way to go to equal CBS's almost s.r.o. condition. It's major problem, of course, is the mid-afternoon where soap operas, in the recent past, have failed to attract new audiences. Personality and quiz programming now is being asked to attract female viewers.

The dramatic shows would most likely be sold in participations. In that way NBC could realize more dough from its sponsorship and, in addition, make them available to a larger number of potential advertisers to continue its policy of opening the medium to new money. The dramas would be presented in a simple manner without costly scenery and settings. An attempt will also be made to do them in color. Albert McCleery, the NBC producer of "Cameo Theater," would probably take over the production reins. McCleery has a great deal of experience with arena staging a low-cost production technique.

The NBC affiliates for several months have told the network that they need women's matinee feature films. They feel that women's drama would be very salable. The network has been contacting the Hollywood studios to see whether they could buy such features. They

NBC Has P&G, Toni Trouble

NEW YORK, July 2.—NBC-TV's sale of Sunday 10:30-11 p.m. to Toni and Brown & Williamson for next fall is half off. Toni has a product conflict with Procter & Gamble, which precedes it in the earlier half hour, and the latter sponsor has complained to the network.

Chances are that the network will accede to the P.&G. complaint and try to find another sponsor to pair with Brown & Williamson. Meanwhile, the American Tobacco option on Wednesdays 10:30-11 p.m. lapsed, and the time period is up for grabs.

Colgate Suffers Another Bad Attack of Sunday Night Jitters

NEW YORK, July 2.—Colgate this week was having another severe case of Sunday night programming jitters. Its new "Colgate Variety Hour" last week took the severest drubbing in the history of the time slot when it got a 5.0 Trendex rating in comparison to "Toast of the Town's" 35.6. The future of the show is up in the air.

This was only the second show in the new Sunday series being programmed by Colgate, and it was up against a "Toast" anniversary stanza which had all the names. But the advertiser is beginning to get the notion that it will not carry its weight in the fall programming sweepstakes and that it must be replaced with something stronger. The client has already asked its agencies to submit new programming ideas for the fall.

One such idea placed before it is for a top dramatic show. This kind of program would be opposed by the network, for it would un-

have found, however, that the studio's demands for their pictures are rather high, considering what they could be sold for on TV.

It is estimated that good features could not be bought in substantial numbers from Hollywood majors for less than \$100,000 per picture. At that price only one film could be used in each strip, and the pictures would then have to be reshown at other times during the day to make the purchase at that price feasible. The network's researcher's, too, have distinct doubts that the cumulative audiences, if one feature were stripped, would hold up sufficiently to make the buys attractive to clients.

The network consequently feels that by investing at most \$12,000 on each daytime drama, and probably closer to \$10,000 per show, it could offer good solid dramatic entertainment. And it is now ready to take the gamble. The "Kraft Playhouse," the long-running nighttime dramatic show, runs between \$15,000 and \$20,000 per program.

The network evidently feels that once it attracts the daytime viewers, they will stay with the dramas thru the hour. The theory of the longer TV presentation has proven successful in nighttime TV, so the web evidently believes it will be just as valid during the day. Richard Pinkham is the NBC veepee in charge of its network programming.

NBC SPEC

Web Plans '4 Poster' For July 25

NEW YORK, July 2.—NBC-TV expects to present "The Four Poster," starring Hume Cronyn and Jessica Tandy, as one of its summer spectaculars, on July 25. The play will be used to replace "The Magic Box," a feature film that the network bought but on which there have been clearance problems because the distributor had already sold it to local stations.

The play was produced by the Playwrights Company and ran for several seasons on Broadway with Cronyn and Miss Tandy in the leads. It was also a feature film which starred Rex Harrison and Lilli Palmer.

doubtedly harm the impact of the Hilco-Goodyear Playhouse which follows.

Sharing the client's concern is the network, which stands to be in a weak competitive position Sunday nights next fall, unless it programs an audience-attracting vehicle in the time period.

Personality Fuss

The Colgate problem has been further complicated by the recent personality clash between Martin and Lewis which reportedly may split the team. And the film clips of Paramount Picture films do not seem to be getting viewers. Still another troublesome factor is the absence of a regular host. George Murphy was to take over for Colgate as host, but he changed his mind and bowed out at the last minute. Charles Heston has been substituting.

Hanging in the balance is the fate of the William Esty agency, which services this program for the

ARB's TOP 25 TV WEB SHOWS

(June, 1955)

*Indicates Film

Rank	Show & Web	June Rating
1.	*I Love Lucy, CBS.....	45.0
2.	Jackie Gleason, CBS.....	44.2
3.	*You Bet Your Life, NBC.....	42.9
4.	I've Got a Secret, CBS.....	38.1
5.	Two for the Money, CBS.....	37.8
6.	This is Your Life, NBC.....	37.2
7.	Toast of the Town, CBS.....	35.8
8.	*Disneyland, ABC.....	35.5
9.	Cavalcade of Sports, NBC.....	34.2
10.	*Ford Theater, NBC.....	33.8
11.	Your Hit Parade, NBC.....	33.5
12.	*Dragnet, NBC.....	33.4
13.	*Fireside Theater, NBC.....	33.0
14.	Lux Video Theater, NBC.....	32.2
15.	What's My Line? CBS.....	31.1
16.	Godfrey and His Friends, CBS.....	30.9
17.	Shower of Stars, CBS.....	30.7
18.	*The Millionaire, CBS.....	30.4
19.	Godfrey's Talent Scouts, CBS.....	29.8
20.	Person to Person, CBS.....	29.7
21.	*December Bride, CBS.....	29.6
21.	*Our Miss Brooks, CBS.....	29.6
23.	Comedy Hour, NBC.....	28.9
24.	*Life of Riley, NBC.....	27.9
24.	*Loretta Young, NBC.....	27.9
24.	Robert Montgomery Presents, NBC.....	27.9

CBS-TV Puts G. Klayer Into New East Post

NEW YORK, July 2.—CBS-TV this week strengthened its Eastern sales force with the creation of a new position, Eastern sales manager, and with the appointment of George Klayer to the post.

Klayer will come to New York from Chicago, where he's been Midwestern sales manager for the web for the past two and a half

CBS FALL SHAPE-UP

Web Slots 'Joe & Mabel'; Other Spots Are Iffy

NEW YORK, July 2. — CBS-TV's fall programming roster moved a step closer to its final shape this week as the web sewed up "Joe and Mabel" for the Tuesday, 9-9:30 p.m. spot, sponsored by Carter and Geritol. The web, however, still has a number of time slots in which its programming plans are still not definite.

The Friday, 8:30-9 p.m. spot, for instance, may house a show other than "Our Miss Brooks," which up to now has been considered a safe bet for a fall return. General Foods, however, reportedly is mulling the idea of putting a different show in that time. Similarly, it's understood the web, which up to now has been thinking

ABC-TV Adds Staff to Keep Up Show Pace

NEW YORK, July 2.—Keeping pace with the rise in the number of important properties its putting on the air, ABC-TV is expanding its advertising-promotion-publicity operation. A number of its staff members have been promoted to newly created posts, while additional personnel have been added to the staff from outside the organization.

John Eckstein, up to now supervisor of advertising and promotion for ABC's New York owned and operated stations, has been appointed assistant to Gene Acca, ABC's director of advertising, promotion and publicity. Jack Field, an exploitation writer, has taken over as head of a newly formed exploitation unit. Adolph L. Seton, trade news editor, has been boosted to the new position of assistant manager of publicity for the network.

New additions to the staff include Milt Mohr and Richard Richman, who join the exploitation unit and James F. X. Mullen, an advertising copywriter.

Additional personnel will be added to the New York and Hollywood offices in the near future.

The job of Midwestern sales manager will be taken over by Sam K. Maxwell Jr., who has been an account exec in network sales here for the past three years.

in terms of slotting "Brave Eagle" Wednesdays at 7:30, made decided to substitute "Champion" or "Yarkee Privateer" instead. The time which is competitive to ABC "Disneyland," has still not been sold by the web.

Also a question mark is whether Lorillard will keep "Appointment With Adventure" in its Sunday 10-10:30 p.m. spot. Similarly Revlon and General Foods are waiting to see how well the new Johnny Carson show does this summer before deciding on what show they will have carrying their banner Thursdays, 10-10:30 p.m. As far as the period that follows, concerned, CBS-TV has ticketed Peggy and Walter McGrath "Wanted" series for the spot, but when and if the period is sold, different stanza could conceivably wind up in the period.

The decision to program "Joe and Mabel" leaves the Marie Weston stanza, "Miss Pepperdine" which also was being considered without a home.

\$135G PAID FOR '3 FOR TONIGHT'

NEW YORK, July 2.—Again TV loot has rescued a Broadway production. CBS-TV paid Paul Gregory \$135,000 for the rights to "Three for Tonight" which it presented under General Foods sponsorship several weeks ago. The show had a limited Broadway run and lukewarm reception. The TV money sent the production into the black.

The network has also agreed to bankroll another legit property, the musical version of George Bernard Shaw's "Pygmalion," which Herma Levin is producing for Broadway. CBS obviously will have first refusal rights for TV. It is putting up \$75,000 cash plus all the bonds, and the rehearsal facilities.

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of June 12-18, 1955

The following data is tabulated from a weekly survey made by The Billboard among U. S. TV stations. It shows the new national spot commercial campaigns set on TV stations during the above survey week, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Folger's Coffee, J. A. Folger	Palmolive Soap, Colgate-Palmolive
Fluffo, Procter & Gamble	Philip Morris Cigarettes, Philip Morris
Ford Cars, Ford Motor Co.	Roto-Broil, Roto Broil Corp.
Lipton Tea, Thomas J. Lipton	

REGIONAL SUMMARIES

Eastern	
Alka-Seltzer, Miles Lab.	Lipton Tea, Thomas J. Lipton
Camel Cigarettes, R. J. Reynolds	Nabisco, National Biscuit
Carnation Instant Milk, Carnation	Philip Morris Cigarettes, Philip Morris
Fizrin, Sterling Drug	RDX, Reducing Aid, Lo-Calory Food Co.
Ford Cars, Ford Motor	Salad Mixers, Grant
Halo Shampoo, Colgate-Palmolive	Salad Mixers, A. Meyerhoff
Joy, Procter & Gamble	Shell Gasoline, Shell Co.
Southern	
Air Conditioners, Worthington	Eskimo Pie, Eskimo Corp.
Bardahl Oil, Bardahl Co.	Morton House-Canned Foods, Otoe Food Products
Beechnut Chewing Gum, Beechnut Packing	Roto-Broil, Roto Broil Corp.
Bus Travel, Trailways	Sausage, Keith Sausage
Midwestern	
American Family-Soap & Flakes, Procter & Gamble	Lectric Shave, J. B. Williams
Bond Bread, General Baking	Maxwell House Coffee, General Foods
Carter's Pills, Carter Products	Nestea-Instant Tea, Nestle Co.
Chicago Confidential (Movie), Columbia	Prell Shampoo, Procter & Gamble
Dr. Pepper Soft Drinks, Dr. Pepper Bottling	Sausage, R. B. Rice
Fluffo, Procter & Gamble	Sohio, Standard Oil Co. of Ohio
Folger's Coffee, J. A. Folger	Table Ready Meats, Swift & Co.
Grant Tools, Grant Co.	Tender-Leaf Tea, Standard Brands
Hills Brother Cake Mix, Hill Brothers	U. S. Royal Golf Balls, U. S. Rubber Co.
Kraft Foods, Kraft Foods Co.	
Lady Esther, Zonite Products	
Southwestern	
Grant Company Products, Grant Co.	Railway Service, Great Northern
Rocky Mountain & West Coast	
Anacin, American Home Products	Langendorf Bread & Bakery Products, Langendorf United Bakeries
Art Courses, Art Instruction, Inc.	M.J.B. Coffee, M.J.B. Co.
Bayer Aspirin, Bayer Co.	M & M Candy Chocolate, Hawley & Hoops
Colgate Dental Cream, Colgate-Palmolive	Orange Crush Beverage, Orange Crush Co.
French Dressing, Trader Vic Food Products	Palmolive Soap, Colgate-Palmolive Co.
Hostess Cakes, Continental Baking	Petroleum Products, Home Oil
	This Island Earth (Movie), Universal

SIGN ACE

Berle Scribe To Script Como Show

NEW YORK, July 2.—NBC-TV this week signed Goodman Ace as head writer on its forthcoming Perry Como show. Ace has been the head writer for Milton Berle for the last several seasons.

He is considered one of the top comedy writers in the business, an indication that the network intends to do everything in its power to program a sock show opposite Gleason and company next fall. Como will probably go 8-9 p.m. next season.

GT to Add Fifth VHF in WEAT

NEW YORK, July 2.—General Teleradio is buying another TV station, its fifth VHF. It applied this week for control of WEAT-TV and its radio affiliate in West Palm Beach, Fla. The station is on Channel 12 and is an ABC-TV affiliate.

Tom O'Neil, head of GT, is paying the present owners, Mr. and Mrs. James Robert Mechem, \$101,000 for their 70 per cent interest. In addition, he is lending the corporation \$93,000 to buy up the outstanding stock and most of the debentures.

M-G-M Hires Segal for Pix

NEW YORK, July 2.—TV's Alex Segal this week hit the jackpot. He was signed by Metro-Goldwyn-Mayer to direct the film adaptations of two pictures he first megged on TV—"The Rack" and "Fearful Decision."

They were done on the "United States Steel Hour." He is reported to be getting \$55,000 per picture.

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Vol. 67 No. 28

THE BILLBOARD SCOREBOARD

Sponsor and Industry Breakdown Of New TV Film Commercials

Produced Since May 1

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

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

Sponsor, Product & Agency (Show, if any)	No.	Seconds	(C-Color)	Type	Commercials
DRUGS					
Vick Chemical Co., Vatro-nol, Morse International..	1	20		FA	Fletcher Smith
Vapo-rub, Morse International...	1	20		FA	Fletcher Smith
	1	60		FA	Fletcher Smith
BAKERIES					
National Biscuit Co., Shredded Wheat and Pal, Kenyon & Eckhardt..	1	90		LA	Screen Gems
	3	60		LA	Screen Gems
	2	30		LA	Screen Gems
Quality Bakers of America, Sunbeam bread, Quality Bakers of America..	1	60		LA, FA	Fletcher Smith
	1	20		LA, FA	Fletcher Smith
OTHER FOODS AND FOOD STORES					
Anton's Frozen Foods, Frozen delicacies, Bishoprice & Green..	1	60		LA	Reela Films
	1	20		LA	Reela Films
	1	8		LA	Reela Films
Loblaws' Groceries, Supermarket, E. H. Hayhurst Co., Toronto (Guy Lombardo Show)..	4	60		SA, J	Clayton W. Cousens
Stark, Wetzel & Co., Meat Products, Baker-Johnson-Dickson..	7	60		FA, LA, J	Lewis & Martin Films
	7	60		FA, LA	J-C. Lewis & Martin Films
Bee-Hive Corn Syrup Co., Bee-Hive Syrup, F. H. Hayhurst Co., Toronto..	1	60		LA	Clayton W. Cousens
	1	20		LA	Clayton W. Cousens
General Mills, Betty Crocker, BBD&O..	1	60		LA	Transfilm
GASOLINES AND OILS					
Speedway Gasoline, Gasoline, W. B. Donner & Co., (Speedway 79)..	1	60		FA	Ray Patin Prodn.
	1	20		FA	Ray Patin Prodn.
Conoco, Benton & Bowles	2	60		NA	Sound Masters

Extends Pay TV Deadline

NEW YORK, July 2.—There will be further delay in the Federal Communications Commission hearings on pay TV. The government body this week extended the deadline for filing briefs from July 11 to September 9 to give interested parties more time to file replies to comments already made.

The initial deadline for filing briefs was May 9, but it was extended to June 9, and then to July 11. The pay TV proponents feel that they need more time to study briefs already filed by the networks and to answer them.

GILT-EDGED!

316,000 watts

Channel 8 Mighty Market Place

3 million people • \$5¼ billion annual effective buying income

WGAL-TV

NBC • CBS • DuMont

LANCASTER, PA.

STEINMAN STATION
Clair McCollough, Pres.

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Payment enclosed Bill me

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Company _____
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News in Brief

D'ANDREA AND MARCH FACE SPLIT-UP . . .

The status of NBC-TV's new situation comedy, "The Soldiers," has been thrown into doubt following a split between its stars, Tom D'Andrea and Hal March, who also double as writers for the program. D'Andrea feels that March, who emcees "The \$64,000 Question" in New York and commutes to Hollywood for his "Soldiers" stint, can't continue to do both shows. He's issued an "ultimatum" for March to drop either one or the other.

SHEAFFER BUYS INTO SHRINER SEC . . .

Sheaffer Pen is moving into Herb Shriner's "Two for the Money" stanza on CBS-TV as co-sponsor with Lorillard for the summer.

CBS READY TO UNVEIL 'MORNING' . . .

CBS-TV is all set to unveil its refurbished "Morning" show, which will be emceed by John Henry Faulk. The performers that have been set as permanent members of the cast are Merv Griffin, Sandy Stewart, and the Norm Paris Trio, who will appear every day; Paul Killiam, who will screen old-time movies on Tuesdays and Thursdays; and Dick Van Dyke, a new piece of CBS talent, who will act as teller of kiddie stories on Mondays, Wednesdays and Fridays. Another new member of the cast will be Katie, the Goat. Charles Collingwood will continue as newscaster on the show.

ALUMINUM RE-SIGNS FOR 'OMNIBUS' . . .

The first of last season's "Omnibus" sponsors to sign on again for next season is Aluminum, Ltd. It's expected that Norcross and Scott will also return, but CBS-TV will have to find a fourth bankroller to replace Zenith, which definitely won't be back.

MARCIANO-MOORE BOUT TO GO CLOSED CIRCUIT . . .

The next heavyweight championship fight, between Marciano and Moore, will be aired on closed-circuit television September 20. Theater Network Television, which has closed circuited 12 heavyweight fights thus far, will again do the honors.

LIKE MISSOURIANS

Show Me, Say Sponsors; 'We're Not Buying on H'w'd Name Alone

Sponsors and ad agencies are not exactly falling all over themselves to get programs which are produced by the major Hollywood motion picture companies. Only 33 per cent of the ad agencies that responded to this Advisory Board survey said they would be attracted to buy from the majors rather than established TV film producers. Against this, 58 per cent took a "show me" attitude.

Of the 33 agencies on the board that took this stand, 12 said buying from a Hollywood major depends on the price they will ask, seven said they still want to see what kind of quality the majors can produce for TV, another 10 said it depends on both price and quality, and one said it depends on exactly what his clients' needs are.

Among the sponsors in this survey, only four said they definitely would turn to the majors for shows, whereas 24 took the "wait and see" position. The sponsors cited the same cost and quality factors. One national sponsor said: "A selling job is necessary. The tendency is not to change unless someone does a selling job." One regional sponsor said it depends on whether they offer the service and promotion assistance that current syndicators do.

Among stations, distributors and present TV producers, there was less of a tendency

toward the "show me" position. In these three categories, as many board members said "yes," the sponsors will be attracted to the majors, as said "it depends."

Among the "show me" faction, cost and quality again figured as the major factors. The producers and stations cited quality alone more than any other categories. Eight producers cited quality, as against three that cited cost and four that cited both. Seven stations cited quality, while three cited only cost and another three mentioned both.

Another factor on which a sponsor's turn to the majors would depend, according to one producer, is the importance the sponsor might attach to the prestige of the studio's name. Two distributors said it depended on the degree of ad agency control the majors allowed in their production. Two other distributors said it depended on the majors' salesmanship. And one station said the success of the majors depends on their ability to deliver shows that are fresh and different from those already on the air.

Of the ad agencies that

checked "yes" on this question, most still showed an open-minded approach. They generally indicated that the motion picture producers will be welcome in the TV market place, side by side with the established TV producers. A few said their reasons for checking "yes" was their prediction that sponsors will be dazzled with the prestige of the majors. Two of the ad agencies that said "yes" registered disgust with the programs now being offered them.

Very few members of the board thought the entry of the majors would be ruinous to the established TV film producers. They predicted that the increased competition would put the TV producers on their mettle, and this, they said, would be best for all concerned. Many predicted that smaller producers that are undercapitalized and that have never had a record of success will be forced to merge or throw in the towel. But one distributor argued that the small outfit handling specialized product like fight films will be able to weather the storm better than the big outfits that try to meet it head on.

HOW THEY VOTED

Do you think that advertisers and ad agencies would be attracted to major Hollywood studios for new film series, rather than continue to rely on established TV film producers?

	Yes	No	Don't Know	Depends
Ad Agencies	19	3	2	33
Network Sponsors . . .	1	0	0	10
Regional, Local and Spot Advertisers . . .	3	2	0	14
Distributors	10	6	3	12
Producers, Labs, Equipment	18	9	0	18
Stations	21	4	12	18
Grand Total	72	24	17	105

NEXT WEEK

The TV Editorial Advisory board will tell WHAT IT THINKS OF SPECTACULARS

FOR QUOTATION

SPONSORS AND AGENCIES SAY . . .

RUSSELL B. YOUNG, TV director, Russell M. Seeds Agency, Chicago: "Let's see what they do. If the majors can produce quality at a price, I think the answer is 'yes.' The new competition will eliminate some of the present producers. There is only so much time to be sold. If the market is over produced, some one has to be left holding unsold product. Too much of this and you're out of business."

ALAN RYAN, advertising manager, Hekman Biscuit, Grand Rapids, Mich.: "It depends on whether the majors plan to offer us the sales service and promotion opportunities that current packagers do. There will be room for both (the majors and current producers). The need for syndicated film series to meet the particular marketing requirements of so many local and regional buyers is not quite met today."

HARRY McDANIEL, TV advertising manager, Kroger Company, Cincinnati: "The Hollywood majors must prove their ability to match the speed of current TV producers and to work on much lower budgets in order to get competitive—without lowering the standards expected of them."

ALAN B. MILLER JR., director of product development, Grove Laboratories, St. Louis: "Advertisers won't be attracted to the majors if they have to play second fiddle to their movie production."

WILLIAM J. GREEN, TV director, Lewis Edwin Ryan, Washington: "Of course the majors can out-salary, out-pilot anybody—also out-name them. But I look for second team stuff. The majors are getting in too late."

CURT FREIBERGER, president, Curt Freiburger Advertising, Denver: "Present TV film

producers are selling mostly reruns. Prices are too high for the audience appeal they enjoy."

PRODUCERS AND DISTRIBUTORS SAY . . .

EMANUEL DEMBY, Demby Productions, New York: "Some agency people will continue to look for quality and results. Some will get a kick out of saying they have to fly out for a conference at 20th. Sounds so much better than flying out for a meeting at Roach or Desilu—no reflection on these eminent TV producers. Perhaps the TV film producer ought to do more public relations and just add to the check, as the majors do and undoubtedly will."

CHARLES AMORY, president Minot TV and UM&M: "Hollywood majors in the production field will have to compete with independent producers on cost. Distribution by the majors will have to be separate from their regular sales force or given to well-known TV distributors."

HERCHELL LEWIS, general manager, Lewis & Martin Films, Chicago: "Eventually the majors will set up their own distribution, either thru their theatrical distributors or by absorption of an existing TV distributor."

ED MADDEN, vice-president, MOTION PICTURES FOR TELEVISION: "Eventually it will be rough on TV producers, but not on distributors. It may really help the distributors."

MEL GOLD, president, Mel Gold Productions, New York: "The 'glamor-struck' advertisers and ad agencies will undoubtedly relish the 'Made in Hollywood' label. I am confident that the ad agencies have had sufficient experience in films for TV to date to permit them to recognize the availability of quality film production without carrying a major studio's overhead."



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Lesser, Denove Form Firm; Set Tarzan' Show

HOLLYWOOD, July 2.—New company for the filming of TV properties has been formed by theatrical producer Sol Lesser and film producer Jack Denove. The merger will not affect Denove's other two companies, Denove and Jan Productions, which are already turning out three series.

First on the schedule is a "Tarzan" show, the TV rights to the Edgar Rice Burroughs stories are also claimed by Walter White, of Commodore Productions. White, who reportedly has first refusal rights for television, declares that he'll be in production by fall and expects to turn out 52 half hours the first year.

On the other hand, Lesser, who has theatrical rights and has the present Tarzan, Gordon Scott, under contract, is already shooting TV footage in Africa in conjunction with the feature, "Tarzan and the Lost Safari," now being filmed over here.

One point about which the dispute revolves is the demand of the Burroughs estate that the "Tarzan" features be kept off screens during the run of the TV series, and this, of course, only Lesser can assure.

Denove and Lesser have begun preparation for possible TV filming on 13 properties that the latter owns, including "Our Town" and Peck's Bad Boy."

AMER. EXPRESS PUSHES STEELE CARIBBEAN TOUR

NEW YORK, July 2.—In a move to test the pulling power of TV in the vacation travel field, American Express is promoting a special Ted Steele Caribbean Cruise, with Steele's WOR-TV show here the only medium used for advertising. Steele will take the cruise himself in the fall, thus making it the first international delay tour to date.

Heretofore, the travel agencies have relied on page ads in the daily newspapers, and the Steele promotion marks the first time TV has been used by other media. If the fall Caribbean cruise is a success, American Express plans to set up Ted Steele Cruises on other routes.

American Express has taken over the 325-passenger Furness Liner Ocean Monarch for the Steele sea trek, and reservations can only be booked thru his show Steele, his wife Doris and two female members of his show, Ceil Loman and Jeannie O'Brien, will go along with his fans on the 14-day cruise in October.

Gen. Teleradio Puts Munroe, Reiss on SFL

NEW YORK, July 2.—General Teleradio has brought in Saul Reiss and Bob Munroe to work on its newly acquired subsidiary, Station Film Library, Inc. They were both with SFL before it changed hands. In addition to continuing to sell the idea to stations, they are both now out seeking sponsorship.

Bill Wentraub jr., who had been working on the production side, is expected to move over in another couple of weeks. Bob Mamby, who does production liaison for GT, is also understood to be doing some work on SFL.

However, it was reported that the sales staff of GT's Film division will not get into the SFL picture at this time. There was no word this week as to when filming of the soap operas will begin.

'Bean' Sold in Western Markets

HOLLYWOOD, July 2.—"Judge Roy Bean," teleseries produced in New York by Russell Hayden, has been sold in nearly all major Western markets this week by Tom Corradine & Associates.

Picking up the show are KCOP, Los Angeles; KRON, San Francisco; KFOR, Portland, and KPHO, Phoenix, Ariz., with sales to KANG, Seattle, and San Diego being in the closing stages. Corradine has been trying to make a regional deal for the program, the station sales being with the stipulation that a regional sponsor would have first refusal, but may now decide to spotbook the show thru-out in view of the fact that he has the major markets sewed up.

Total sales price for the six cities is estimated at between \$130,000 and \$150,000.

WGN Demands Publicity Aids Of Film Distributors

CHICAGO, July 2.—WGN-TV here has issued a loud complaint against TV film distributors on the subject of publicity and exploitation. In an open letter to the film companies, Jim Hanlon, public relations director, said he must have more photos and personal appearances from now on.

Hanlon said he has been finding it extremely difficult to get newspaper space for the syndicated film shows on WGN-TV. A personal appearance by the star, he said, is the surest method of grabbing space. He mentioned Liberace's invasion of Chicago as proof of this.

The station apparently intends to force distributors to commit a certain minimum of promotion aid in film contract. Hanlon's letter stated: "The management of WGN, Inc., has authorized me to say that the amount of publicity and promotion co-operation we receive from producers and distributors and a guarantee of personal appearances by a TV film star will be a determining factor in the signing of contracts in the future." He concluded, "Too often we feel that we are competing with the slingshot against the Big Bertha of the major networks."

CBS Film Sells 'I Love Lucy' For British TV

NEW YORK, July 2.—An agreement whereby CBS-TV Film Sales will represent its parent network in the sale of CBS film shows to British television has resulted in the sale of "I Love Lucy" to Associated Broadcasting Development Company, one of the commercial TV program contractors there.

The sale of two more network *(Continued on page 10)*

'Silver Spurs' Series in Eng. And Spanish

SAN ANTONIO, July 2.—Michael Miluck Productions will make a series of TV films which will be titled "The Silver Spurs" at the Mayan Dude Ranch at Boerne, Tex. The series is being made for Roaul Cortez, owner of radio station KCOR and television station KCOR-TV, local Spanish language stations.

The TV film series will be made in both English and Spanish and will star Armida and Tex Rossi. The films will be distributed by Cortez in 21 countries, according to present plans.

Menken Quits Guild Films

NEW YORK, July 2.—Lawrence Menken this week resigned as program director of Guild Films to pursue some of his own programming ideas, some of which will be in connection with William Morris. Menken was the programming director of WOR-TV, and also the creator of such properties as "Harlem Detective," "Monodrama" and "High Tension."

While at Guild, he also acted as editorial supervisor of the recently sold "Confidential File" and story editor of "I Spy" and "Brother Mark." He won The Billboard Award for the production of the second best vidfilm documentary of last season, "The Greatest Drama."

'Lucy' Rerun Rating Under Expectations

NEW YORK, July 2.—A study of the ratings of the Sunday "I Love Lucy" reruns, which Lehn and Fink is sponsoring on CBS-TV, indicates that the show is attracting less viewers than hoped for. Its ratings, considering the time period, are not to be sneezed at.

According to Nielsen's national report, the "Lucy" reruns garnered an 18.3 rating for the second half of April, a 19.1 for the first half of May, and a 16.2 for the second half of May—the latest report to date. Its share of audience figures for these periods are 38.2, 42.9 and 43.2, respectively. In comparison, the Monday night first runs of "Lucy" have been pulling ratings of close to 45 with a share of audience figure of over 60 per cent.

The "Lucy" reruns far and away outrated its sole network competition, NBC-TV's "Meet the Press," which garnered ratings of 6.7, 5.8, and 5.5 for the three Nielsen periods studied. However, one factor that tends to boost the national ratings of the "Lucy" reruns is that it's a film series whereas "Meet the Press" is live. In many of the one-station and two-station markets, where shows ordinarily enjoy extremely high ratings because of lack of competition, "Lucy" can clear time because it's a film show while "Meet the Press" cannot and is therefore not seen in those markets. "Lucy's" hefty ratings in these one-station and two-station markets serves to boost its national ratings.

Tho the "Lucy" rerun ratings are pretty healthy for a Sunday 6-6:30 p.m. time slot, there is still the question of how good an advertising buy Lehn and Fink is getting in view of the fact the bankroller is reportedly paying

\$30,000 per week in program costs.

CBS-TV is currently attempting to come up with a different time slot for the Lehn and Fink "Lucy" reruns in the fall. The 6-6:30 p.m. spot will have to be given back to "Omnibus."

Du M's WTTG Adds 5 Hours

WASHINGTON, July 2.—Daytime programming on a local level will be considerably stepped up here beginning August 1. WTTG-TV, the Du Mont outlet, intends to begin its programming day at 9 a.m., a decided increase in its daytime activities which begin at 2 p.m. now.

The station will build its daytime fare around film programming. Du Mont already has purchased a backlog of 122 features, including the "Million-Dollar Movies" from General Teleradio. Another of its key purchases is the "Looney Tune" cartoons from Guild Films, which have been doing well locally with the small fry. Also on hand is a large package of Gene Autry films. It is from these films that the bulk of its new daytime programming effort will be organized.

Since Ted Cott stepped into general management of the two Du Mont stations (WABD-TV, New York), the Washington outlet has hiked its programming here considerably. With the new daytime effort, it will have 31 new hours of programming available to Washington viewers.

The Billboard Spotlights:

SYNDICATED FILM . . .

The Programming Opportunities in Syndicated Film—an analysis of the shows available this fall . . . how they compare with the formats of film shows in preceding years . . . what specific age and sex groups look for in film programs.



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Atlas Television Corporation

OVERSEAS OPERATION

SG to Rep Competition In Overseas Dealings

NEW YORK, July 2.—A unique twist is being given Screen Gems' plans to expand its overseas operation. The firm, which this week named John Cron as its European chief, has decided to take on the product of other syndication firms for foreign distribution on a straight commission basis.

As the first step in its plans to establish a strong foothold in the burgeoning British TV picture, Screen Gems this week organized Screen Gems of Great Britain, Ltd. Cron, who was appointed general manager of the new Screen Gems subsidiary, will make his headquarters in London. He'll also take charge of TV sales to markets on the Continent.

Tho no deals to take on foreign distribution of other firms' properties have yet been made, Screen Gems is understood to have already approached several syndicators on the subject. The firm apparently feels that the greater the number of properties it has available for foreign sale, the better will be its overseas position.

Groundwork for the formation of Screen Gems' English subsidiary had been laid by Ralph Cohn, general manager, and John Mitchell, sales vice-president, on their recent

tour of Europe. In addition to sales, Screen Gems' English firm plans to produce in England, and perhaps elsewhere in Europe, several episodes for its current shows.

Cron, who will establish headquarters in London this summer, was national sales manager of the NBC Film Division from 1948 until early this year. Prior, he was assistant director of the CBS Film Division and general manager of Monogram Pictures' Trinidad office.

Gallo Takes on 'Holmes' Films

NEW YORK, July 2.—UM&M this week came up with a major regional sale. Gallo Wine bought "Sherlock Holmes" for 29 important markets where it will be telecast first run shortly. The advertiser is also shopping for cities in which it can sponsor the show second run.

The series is to go into its second 39 weeks of production. The vid-film property will now be playing in over 100 markets. Budd Getchel is the agency for Gallo Wine.

Gives Judgment on '39 and 13' Formula

NEW YORK, July 2. — Ted Sisson, director of the NBC Film division, this week stepped into the discussion of the "39 and 13 repeat" sales formula with the claim that the sponsor gets as much or more audience for less money than he would on an all-first-run policy. Sisson in effect suggested that sponsors listen to the researchers rather than their friends on matters of advertising policy.

"It should be borne in mind," he said, "that sponsor, having a vested interest in the show, watches

every episode avidly and spots repeat with hawk-like accuracy. He is not, in other words, an 'average viewer.' Far from it. He should not, therefore, rely on his personal judgment or that of his employees about the acceptability of repeats as on known research statistics."

Sisson averred that research has repeatedly shown that repeats do as well or better than first runs tho he offered no explanation of this phenomenon. His example
(Continued on page 5)

Does Shuffle At G-K Cue Feature Pix?

HOLLYWOOD, July 2.—Continuing shuffle at Gross-Krasne, Inc., (Billboard, June 18) is leading to speculation in the trade that the partners may devote a considerable part of their activity to feature production in the future.

Tho their lot, California Studios, is leasing space to the "Gunsmoke" and "Author's Playhouse" tele-dramas, the departure of "Big Town" has left Gross-Krasne without a TV show and they have only one, "O. Henry Playhouse," in preparation. In addition, there seems no certainty at this time as to when the latter will get into full production.

On the other hand, Gross-Krasne is preparing a number of features for filming, and is leasing space to independent theatrical pix producers such as Lew Kerner. Both Jack Gross and Phil Krasne entered the TV ranks from the motion picture industry.

'I Love Lucy'

• Continued from page 8

properties, "The Search" and "Person to Person," is currently being negotiated by Les Harris, CBS-TV Film Sales chief, with the BBC. Harris has already sold three of the film syndication firm's properties in England — "Amos 'n' Andy" and "Range Rider" to the BBC, and "Tales of the Foreign Legion" to Associated Rediffusion.

Harris' agreement with CBS-TV network provides that CBS Film Sales receive commission on the sale of the network shows to England. Among the network properties the network has turned over to CBS Film Sales for pitching to England are "December Bride" and "The Line-Up."

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Associated Sales Staff Augmented

NEW YORK, July 9.—Associated Artists Productions has enlarged its sales staff and broken it down into five divisions. This re-organization is in preparation for the sales drive on its next package of feature films, which is reported to contain over 50 titles. The package Associated has been selling since last fall contains 55 titles.

Bob Rich, who was brought over from WPIX recently to be general sales manager of Associated's TV division, this week hired Bob Hoffman as head of the Midwest divi-

sion. Hoffman has been with Television Programs of America since its inception and before that was with Unity.

Rich this week also hired J. Paul Craig as Southwestern division manager. He will soon open a branch office in Atlanta. Craig was formerly a district manager for the Alexander Film Company of Colorado Springs, Colo.

Herman Katz, one of the account execs at Associated, who has been working out of the New York office, will henceforth work out of

the new Chicago branch under Hoffman.

Associated is represented on the West Coast by Bob Kronenberg. And its Southwest division is covered by Harold Schwartz out of Dallas. The firm now has a total of 10 salesmen.

Western stations will henceforth be serviced out of the West Coast. Associated is turning over a complete set of prints to Bonded TV Film Service in Hollywood.

The fact that Associated is about to put such a large new package up for station sales indicated its negotiations with ABC-TV for 7:30-9 p.m. Sundays has fallen thru. It is understood that the network is still trying to get feature films for that slot and is talking to a number of Hollywood and London producers.

Ted Cott Develops New Vertical Rerun Project

NEW YORK, July 2.—A new way to handle reruns has been developed by Ted Cott, general manager of the two Du Mont stations—WABD, here, and WTTG-TV, Washington. The station executive calls his plan "simultaneous reruns," tho by that he does not mean simultaneous showing of the vidfilm programs.

Cott plans to run a strip of second-run situation comedies in a middle-evening time period next season, probably on both stations. For third run, he expects to slot them during the day on the same day they were offered at night.

For example, if "My Little Margie" and "Beulah" were slotted on Mondays and Tuesdays next fall during his evening situation comedy line-up, their third run would also be on Mondays and Tuesdays but during the day. This programming technique he calls vertical reruns in contrast to the horizontal rerunning practiced by many programming directors.

Cott feels that he is much more apt to pick up audiences by using the shows on the same days when segments of the potential audiences, primarily women, would get a second opportunity to see it, tho their attention may have been caught by a big network attraction during its first telecasting.

Cott also believes that situation comedies have a great deal more value for rerunning than mysteries. He bases his opinion on the simple theory that when people are entertained by a comedy they may want to see it again to re-experience their initial laughter. However, he maintains that if they know the solution to a mystery they are much less apt to want to see the program again.

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| WMAR-TV Baltimore, Md. | KSTP-TV Minneapolis, Minn. |
| WABT Birmingham, Ala. | WSM-TV Nashville, Tenn. |
| WBZ-TV Boston, Mass. | WNHC-TV New Haven, Conn. |
| WGR-TV Buffalo, N. Y. | WDSU-TV New Orleans, La. |
| WMT-TV Cedar Rapids, Ia. | WTAR-TV Norfolk, Va. |
| WBTV Charlotte, N. C. | WKY-TV Oklahoma City, Okla. |
| WGN-TV Chicago, Ill. | WOW-TV Omaha, Neb. |
| WKRC-TV Cincinnati, Ohio | KPHO-TV Phoenix, Ariz. |
| WXEL-TV Cleveland, Ohio | WPTZ Philadelphia, Pa. |
| WDAK-TV Columbus, Ga. | KDKA-TV Pittsburgh, Pa. |
| WBNS-TV Columbus, Ohio | WGAN-TV Portland, Maine |
| WHIO-TV Dayton, Ohio | KOIN-TV Portland, Ore. |
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| WWJ-TV Detroit, Mich. | WSLS-TV Roanoke, Va. |
| WGBS-TV Ft. Lauderdale, Fla. | WHAM-TV Rochester, N. Y. |
| KFJZ-TV Ft. Worth, Tex. | WHBF-TV Rock Island, Ill. |
| WMBV-TV Marinette-Green Bay, Wis. | KWK-TV St. Louis, Mo. |
| WFMY-TV Greensboro, N.C. | KSL-TV Salt Lake City, Utah |
| WFBC-TV Greenville, S. C. | WOAI-TV San Antonio, Tex. |
| KPRC-TV Houston, Texas | KRON-TV San Francisco, Cal. |
| KTVH Hutchinson, Kan. | KING-TV Seattle, Wash. |
| WFBM-TV Indianapolis, Ind. | WHEN-TV Syracuse, N. Y. |
| WKZO-TV Kalamazoo, Mich. | WSPD-TV Toledo, Ohio |
| KCMO-TV Kansas City, Mo. | KVOO-TV Tulsa, Okla. |
| WGAL-TV Lancaster, Pa. | KWFT-TV Wichita Falls, Tex. |
| KOLN-TV Lincoln, Neb. | WILK-TV Wilkes Barre, Pa. |

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Disney Licensees

Continued from page 8

busy scanning newspaper ads for any piracy of Disney's own coloration of the character, such as "King of the Wild Frontier."

Now Disney faces still another merchandising headache. His regular licensees, who expect to be in line for new franchises and the usual promotion co-ordination on the forthcoming "Mickey Mouse Club" on ABC-TV, are now understood to be clamoring for plans. The show will bow in October, and the manufacturers want to have their stuff in the stores by then. For many of them, this means they have to start tooling up immediately. But so far, according to this report, they haven't received any advice from the Disney office.

Before the Crockett settlement, Disney is understood to have had about 18 apparel licensees and 50 toy licensees. The Baltimore outfit had about 27 apparel licensees and only a few toy franchises.

Vince Jeffords is head of Disney Merchandise.

The Billboard Spotlights:

THE STATION LEVEL . . .

How Station Initiative Builds Profits—local live shows and their audience potential . . . station programming built around film bits . . . the importance of film programming.



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This One



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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

All film shows listed are sold on a syndicated basis unless the title is preceded by a dagger (†),

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

Table with 5 columns: Rank Among Films, Title (Type) and Distributor, May ARB Rating, Station, Day, Time, Top Opposition & Rating

CINCINNATI 3 STATIONS

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

- 1. I Love Lucy, WKRC...45.1
2. Loretta Young, WLW-T...37.3
3. Your Hit Parade, WLW-T...36.6
4. You Bet Your Life, WLW-T...34.6
5. This Is Your Life, WLW-T...34.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. †Death Valley Days (West.), Pacific-Borax...27.5
2. Mr. District Attorney (Mys.), Ziv...24.0
3. I Led Three Lives (Adv.), ABC...19.4
4. Passport to Danger (Adv.), ABC...17.6
5. D. Fairbanks Presents (Drama), ABC...16.4

YOUNGSTOWN, O. 6 STATIONS

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

- 1. Jackie Gleason, WKBN...u42.5
2. Toast of the Town, WKBN...u38.7
3. I've Got a Secret, WKBN...u37.3
4. Your Hit Parade, WFMJ...u36.6
5. Two for the Money, WKBN...u35.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Dangerous Assignment (Adv.), NBC...u21.8
2. Racket Squad (Mys.), ABC...u19.0
3. Cisco Kid (West.), Ziv...u16.3
4. Inspector Mark Saber (Mys.), Thompson-Koch...u13.4

Table with 5 columns: Rank Among Films, Title (Type) and Distributor, May ARB Rating, Station, Day, Time, Top Opposition & Rating

PHILADELPHIA 3 STATIONS

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

- 1. Toast of the Town, WCAU...46.6
2. I've Got a Secret, WCAU...43.9
3. Stage Show, WCAU...40.7
4. I Love Lucy, WCAU...39.8
5. You Bet Your Life, WPTZ...34.9

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. Waterfront (Adv.), MCA-TV...17.0
2. Superman (Adv.), Flamingo...14.3
3. Little Rascals (Child.), Interstate...14.0
4. Liberace (Music), Guild...13.9

COLUMBUS, O. 3 STATIONS

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

- 1. I Love Lucy, WBNS...51.3
2. I've Got a Secret, WBNS...43.6
3. Your Hit Parade, WLW-C...43.0
3. December Bride, WBNS...43.0
5. Toast of the Town, WBNS...38.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

- 1. †Death Valley Days (West.), Pacific-Borax...28.7
2. Racket Squad (Mys.), ABC...23.6
3. Man Behind the Badge (Mys.), MCA-TV...23.0
4. Science Fiction Theater (Adv.), Ziv...21.7

TV FILM SALES

ABC FILM SYNDICATION DOUGLAS FAIRBANKS PRESENTS Kroger Co.: WSTV, Steubenville, O.

CBS TV FILM SALES

- ANNIE OAKLEY Carnation Milk: WSPD, Toledo, O.
AMOS 'N' ANDY Sinclair Dealers: KOMU, Columbia, Mo.
THE WHISTLER Adv. TBA: KRCC, Jefferson City, Mo.
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BADGE 714 (B & C) National Biscuit Co.: WSL, Roanoke, Va. Adv. TBA: WJBF, Augusta, Ga.

CAPTURED Adv. TBA: KRDO, Colorado Springs

VICTORY AT SEA Smith-Kelly Hardware: WALA, Mobile, Ala. Adv. TBA: WNAC, Boston

INNER SANCTUM Lincoln-Mercury Dealers: WNEB, Bay City, Mich. Adv. TBA: WTVH, Columbus, O.

LIFE OF RILEY (C) Adv. TBA: KVAL, Eugene, Ore.

HOPALONG CASSIDY (1 Hour) Adv. TBA: WTPA, Harrisburg, Pa.; WRC, Washington, D. C.

HOPALONG CASSIDY (Half-hour B) Adv. TBA: WRC, Washington, D. C.

OFFICIAL FILMS National Brewing Co.: WLVA, Lynchburg, Va.

SCREENCRAFT PICTURES

JUDGE ROY BEAN American Bakeries: WFAA, Dallas

SCREEN GEMS, INC.

ALL STAR THEATER Adv. TBA: WFAA, Dallas; KDKA, Pittsburgh; KDAL, Duluth, Minn. (R)

RIN TIN TIN Boehmes Bakeries-Holsum Bread: KTXL, San Angelo

BIG PLAYBACK Adv. TBA: WSM, Nashville (R)

TOP PLAYS OF '55 Adv. TBA: KMID, Midland, Tex.

JET JACKSON, FLYING COMMANDO Adv. TBA: KRBC, Abilene, Tex.; WGAN, Portland, Me.

STERLING TELEVISION COMPANY

TALES OF TOMORROW Banetti Brothers Spaghetti: WSAZ, Huntington, W. Va.

HOUSEHOLD HINTS Home Federal & Loan Assn.: WMCT, Memphis

MOVIE MUSEUM Adv. TBA: KRCA, Hollywood; WMGT, Pittsfield, Mass.; WPRO, Providence, R. I.; CBFT, Montreal, Canada

FEATURES Adv. TBA: KTVW, Tacoma, Wash.; WARM, Scranton, Pa.

TELEVISION PROGRAMS OF AMERICA

ELLERY QUEEN Clark Dunbar & Dunn Furniture: KAL, Alexandria, La.

Sportsvision On 4th Show

SAN FRANCISCO, July 2. Sportsvision, Inc., here has put together another football show, its fourth. The name of the new show is "Gridiron Cavalcade." It features the 20 top college games of the past five seasons. It consists of 13 quarter-hour episodes, and it is being priced from \$24 to \$36. Don Klein is the announcer.

Sportsvision's other football series, all weekly releases, are "American Game of the Week," "Big Ten Hi-Lites" and "Pacific Coast Conference Hi-Lites."

NIGHT CLUB

Cugat Offers Sock Waldorf Roof Show

By BOB FRANCIS

Xavier Cugat and his troupe are showing in at the Waldorf's Starlight Roof after an absence of four years, and on the basis of an opening night reception, it would appear that the swank room is in for a pretty summer trade.

As usual, his wife, statuesque singer Abbe Lane, takes the major spotlight. Miss Lane's hair-do has switched from brunette to titian, a change in this department's book that is most becoming.

Otherwise on the show's hour-long agenda is the superior Latin stepping of Otto and Carmencita Garcia. The pair's routines are lean-cut and distinctly in the south-of-the-border top terping racket.

For a complete change of pace, the bill includes the Piero Brothers, Hector and Teddy. This is exceedingly smart booking on the maestro's part, since the boys have one of the finest juggling acts in the business and are sure-fire on any stage or floor.

Cat, 'Wind,' Pajama' Tops

Continued from page 2

ical version of the immortal Barrie Pate put her at the head of the class as the year's best musical actress. This is Miss Martin's third win. She was a similar top scorer in "One Touch of Venus" back in 1943 and for "South Pacific" in 1948.

Likewise, "Peter Pan" puts Cyril Ritchard at the top for best acting honors. His immensely droll characterization of the ubiquitous Captain Hook not only put him far out in front as the season's best musical actor, but also scored him a tidy double win via best supporting performance accolade.

In the debut sector, "The Boy Friend" and "Plain and Fancy" shared in honors via the splendid contributions of Julie Andrews and David Daniels. Miss Andrews' heroine of the former and young David's hero of the latter were the outstanding bow-ins in the musical field. "Fancy" shared further thru the superlative stepping of Daniel Agrin, who took top honors as the best dancer of the season.

Oliver Messel carries off a pair of keys and scrolls for solid wins in both the musical scenic and costume categories for his eye-filling scores for "House of Flowers." So winds up a 12th edition of the Donaldson Awards, with their low-workers doing the winners proud with an unusually high response in balloting.

The Billboard wishes to thank the Awards Committee for its splendid co-operation, and similarly the theatrical trades for their assistance in reaching the voters. A particular bow is due the stage managers of current Broadway productions and to Eddie Bond, who represented them on the committee, for their exceptional interest and help in getting the vote of their respective acts.

that he is one of the band business' most genial and canny showmen. His program runs like clockwork, timed to the second, with never a wasted minute. He knows exactly the fare that his customers want and sells it accordingly, never giving out with too much of any one thing. For a summer setting like the Starlight Roof, he's hit the formula for an entertainment jackpot.

The Modernaires, Harry Mimmo

Cocoanut Grove, Los Angeles For a refreshing hour of mirth, songs and genuine entertainment, there'll be few shows that can top the current bill at the Grove. Slotted in the opening spot, the Modernaires do more than parade a series of hit tunes before ring-siders. It's a slam-bang paced show, one that has been painstakingly staged with just this spot in mind, and it comes off superbly. The interspersed bits of comedy routines, a series of impersonations carried off by singer Allan Copeland, drew thunderous cheers. Vocally, there's the Glenn Miller medley, an uproarious thing called "I Can't Carry a Tune," and the closer, "Rock Around the Clock" that were outstanding. Comedy tap routines by Harry Mimmo, who was a shade too long, were unfortunately lost in a room known as the nemesis of dancers. His patter, tho, was top drawer. Freddy Martin ork cuts the show and plays for dancing in his usual yeomanlike fashion. Friedman.

Frank Marlowe

Palace Theater, New York The eminent diplomat-comedian Frank Marlowe returns in the next to closing spot this week. Marlowe, as usual, is hot as a dollar pistol with the customers.

Also scoring on the return agenda are the top-flight impersonations of Julia Cummings, altho a reporter wishes she would interpolate a proper back flip into her impression of Grace Fields. Milt Douglas and his wife, Priscilla, also offer an excellent revision of their standard comedy patter act. Derby Wilson is back with his good, nostalgic terping, a la the late Bojangles, and the rotund Senor Cortez contrihs his virtuoso picking of the banjo-mandolin.

On the Palace deb side is an opener by the Cycling Kirks, a solid wheel act; the acro-stepping of the De Santos Trio (two lads and a fem who tumble in tango time and an excellently projected pooch act, Sylvia's Kennelkade, which makes for a crowd-pleasing wind-up. Francis.

Peggy King

La Vie En Rose, New York Peggy King on a nitery floor is a complete delight. Every once in so often a singer comes along with a personality to lift the customers over the footlights for a personal hook-up. Young Miss King has it. I wish she could be around, face-to-face, for a long time, and so too should Monte Proser.

The lass has youthful modesty and salesmanship to the nth degree, and her rep bears both out. "Make Me Feel So Young," "Young and Foolish," "St. Agnes of the Mice" and "Can't Take That Away From Me" are examples. From this corner Miss King is a singing dish-meaning tops in vocal and physical projection. Incidentally, Proser has sharpened up his background show, limiting it now to a trio of production numbers with his ultra-cute dancing line and spotting Romo Vincent in his standard act. It all adds up to solidly paced entertainment. Francis.

Pat Boone

Blinstrub's, Boston For a relatively unknown, Pat Boone, new Dot recording star, certainly made his mark on a crowd which, despite the dying

BROADWAY SHOWLOG

Performances Thru July 2, 1955

Table with columns for show titles, dates, and performance counts. Includes sections for Dramas, Musicals, Closed, and Recessing.

local season, topped 1,500. He made show pieces of two of his platters, "Ain't That a Shame?" and "Two Hearts." The big fem clientele seemed to feel that they were discovering this fledgling performer, a pleasant looking lad who'll do much better when he loosens up his platform manner.

Also on the bill are Deitter Tasso, a good male juggler; a handsome ballroom duo, Sinclair and Alda; Les Cardinals, acrobatic xylophone players, who go over big; and Barbara Maye, a nice looking young singer. Dewar.

Martha Raye

Hotel Sahara, Las Vegas, Nev Durable Martha Raye comes into the Congo Room of the Hotel Sahara this week, pleasing capacity crowds with the same old slapstick and songs. This trip she is backed up by the Kirby Stone Four, who serve as adequate foils for her risqué routine.

The laugh highlight of Miss Raye's act is a typical burlesque situation featuring a home permanent wave she gives to an assistant with cake mixings. It has all the old Mack Sennett stock stuff, except pie in the face, and comes close to that.

The Stone group, Las Vegas veterans, are still amusing with the same old act, but they must know more than those half dozen numbers.

Opening the show are the Amin Brothers, who never fail to vie with the headliners for top applause with their tremendous tumbling act.

The Sa-Harem girls of the chorus line are confined to a week-old number for economy's sake. Music is by Cee Davidson and his ork. Oncken.

King, Nicolò

Lincoln, Mass. The one point clearly shown in the American premiere of "King Nicolò" is that the works of Frank Wedekind fall far short of what we expect in the theater today. The production is the first venture of a new group called Opus, and far outshone the material. By means of projected scenery, the audience is surrounded on three sides by a presentation that had all the earmarks of a Hollywood spectacle.

Clarence Derwent, as the ill-fated king, played with polish in a role that must have been longer than Hamlet's. So much of the play is wordy and dull that it would be unfair to judge most of the actors on this score. Directed by Hermann Herrey, it would seem that this would be the first and last run of this import. Costumes, scenery and lighting were impressive at times and could be saved for a more worthy vehicle. Dewar.

NIGHT CLUB

LQ's Long on Comedy, Short on the Clothes

By BOB FRANCIS

With June coming to an end, it is obviously time for Lou Walters to refurbish his Latin Quarter revue completely. So he has switched from "Paris a La Mode" to "Midnight in Paris." Les gals de dumb dora remain virtually as heretofore, but the dancing line boasts a variety of new faces and elegant shapes. The body draping of all and sundry—or the lack of it—is quite something to write home about. It all adds up to production numbers that will have the visiting fireman malleting the hell out of table tops.

Emseing the lengthy show and featuring on his own account is comic Joey Adams, to give matters a good comedy lift, preferably when he teams up with Al Kelly in the latter's double talk routine or when he is introing other acts which run most to a comedy beam.

In the latter category, Tony and Eddie, who have one of the most amusing panto-recording acts in the business, are making a sock Broadway nitery debut. The lads are great, as usual, and should be allotted more time.

Dorothy Collins

Chicago Theater, Chicago Dorothy Collins with the Four Lads fill the bill for a full house. The lone vaude house in Chicago has another hit in its string and should well prompt the other pic houses to sit up and take notice. From the way this theater has been packing them in for the last year or so, it seems to this reporter that a few of the other ex-vaude palaces may well look to their account ledgers.

Miss Collins does a real fine job on her first turn here. She is armed with a "Hit Parade" format and delivers a well-diversified set. There is no need to comment on her performance, which is already well known for its pleasantness. The Four Lads again prove to be top fare for the payees here. They perform many of their recorded hits, such as "Istanbul," "Down By the Riverside" and "Skokian." They have added a good deal of comedy to the turn which has helped considerably. Both acts got the beg-off hands and returned for encores. The opening act, the Shyrettos, did their usual good routine of standard and special unicycle tricks. Schickel.

Cesar Gonzmart

Chase Hotel, St. Louis This spot, having just completed extensive decorations to make it the most beautiful room in the city, is featuring the mambo rhythms of the Cesar Gonzmart orchestra. The ork, well known in Floridian circles, especially around Tampa, brings in a Latin Revue that customers are greeting with warm enthusiasm. The Gonzmart ork features the maestro's wife, Adela, on piano. A flashy dance team of Paul and Eva Ryes highlights the show along with the flamenco dances and vocalizing of Dalia Fernandez. The entire revue is fast paced and exceptionally colorful in costuming and presentation. Abie.

Chuck Brown and Rita, Joe Jackson Jr.

Chat Noir Theater, Oslo, Norway The second bill of Max Lefko's summer vaude season features two American acts, Chuck Brown and Rita, with their novel triple bar apparatus and their gags. The team has no trouble in selling its act, and neither does Joe Jackson Jr., with his standard tramp-cycle routine. Both are new for Oslo. Other good acts on the bill are Per and Poul, talented equilibrists; Ben and Andy, zany platter muggers, and the Four Heirols, speedy roller-skaters. The Nit Wits, English "crazy" band, and the Daramora Ballet have been held over. Wolfram.

Also on the agenda is an elegant contribution from vet song-and-nitery dancer Rex Weber. He, of course, has everything, when it comes to dead-pan miming.

In addition, there is the reverse Apache stepping of Lucienne and Ashour, brother and sister team who first introduced it locally; the Stuart Morgan adagio trio, and the ultra nimble feet of Bill Haley. Revue-wise, there is amiable lead singing by handsome Betty George and John Bartis. Patti Ross contributes a solid limberback terp routine or two, and Roger Steffan and Alan Conroy add some superior stepping.

Over-all, Lou Walters has assembled a sock revue, with the accent primarily on the comic side. The production numbers are eye-filling, except for a "Carmen" routine, which dies in its tracks for a variety of reasons. However, Walter, being the showman that he is, will doubtless correct this one in jig time.

2-5 Position Runners-Up

Continued from page 3 libretto for "Saint of Bleeker Street" was fifth choice. Menotti's score for "Bleeker Street" had a lot of supporters give it a high rating for second place. Sammy Fain's "Ankles Aweigh" cleffing was tallied for third place, and Albert Hague ("Plain and Fancy") and Harold Arlin ("House of Flowers") both had sufficient admirers to put their efforts in fourth and fifth places respectively. The lyric category was another complete runaway via the Richard Adler-Jerry Ross rhymes for "Pajama Game." However, other lyricists got some solid support. Dan Shapiro ("Ankles Aweigh") was runner-up. Cole Porter ("Silk Stockings") was third. Truman Capote and Harold Arlen ("House of Flowers") were fourth, and Menotti was fifth for "Bleeker Street."

In the set design column, George Jenkins drew second-best for his backgrounds for "Ankles Aweigh." Raoul Peine DuBois rated third for ditto of "Plain and Fancy." Peter Larkin scored fourth via efforts for "Peter Pan," and Lemuel Ayres was fifth for "Pajama Game's" decor.

Costume-wise in the musical division, Miles White's body-draping of "Ankles Aweigh" won him the voters' second choice. Raoul Peine DuBois' designs for "Plain and Fancy" put him in third slot. Reginald Woolley ("Boy Friend") was a fourth choice, and Motley drew fifth position for "Peter Pan" contributions.

Theater Votes

Continued from page 2 vary from year to year, have suggested improvements for the working efficiency of the project, but in all essentials the Donaldson Awards have lived up to that original aim—to provide an opportunity for the one completely democratic tribute, by, for and of the theater to its own.

The Billboard continues proud to be associated with them.

DRAMATIC & MUSICAL ROUTES

Table listing various theater and musical routes with locations like Washington, Toronto, San Francisco, Los Angeles, etc.

Columbia New Price Policy Pegs Most 12-In. LP's at \$4.98

Some Pop Classics Put at \$3.95; New Exchange Deal Is Available

NEW YORK, July 2.—Columbia Records next week will put into effect a new and simplified price schedule pegging the suggested list of practically all the diskery's 12-inch classical and show album LP's at \$4.98.

The move, which includes alterations to the company's exchange policy and the shift of certain merchandise to different category series, follows an extensive survey of dealers' pricing problems, accord-

ing to Hal B. Cook, director of sales.

Cook said that the step will increase the value of dealer inventory of Columbia LP's by about four per cent "on an across-the-board basis."

The new price policy goes into effect Tuesday (5). With only minor exceptions it places all 12-inch Masterworks disks (ML-4000 Series) at \$4.98. Fifty of the label's best-selling lighter classics are being removed from the ML category and will be placed in the CL-500 Series. Including all 34 Kostelanetz sets, these 50 packages will henceforth list at the regular CL-500 peg of \$3.95. The costly sets will sport newly-designed laminated jackets, with the disks packaged with inner protective sleeves, now standard with the company.

At the same time, Columbia will attach removable stickers to all LP merchandise giving the suggested list price and the record number. These stickers may be removed by dealers when disks are sold as an aid to inventory control.

Exchange Policy

Under the firm's new exchange policy, exchanges where now per-

(Continued on page 22)

Merc. '5 for 1' Tops Previous Sales by 50%

NEW YORK, July 2.—Sales on Mercury's new "five-for-one" dealer return summer promotion to date are 50 per cent higher than those chalked up on previous such efforts by the label, according to Mercury's sales chief Morry Price.

The exec reports that well over 60 LP and EP titles are already out of stock on both the distributor and factory levels, with particularly heavy sales being racked up on the label's EP catalog. The new summer plan, launched June 21 and scheduled to run thru July 31, calls for a reduction on all Mercury EP's from \$1.49 to 98 cents and on all 10-inch LP's from \$2.98 to \$1.49. (The Billboard, June 25).

The "five-for-one," 12-inch LP promotion is set up so that the label accepts \$1 worth of records (regardless of speed, label or size) as credit toward every \$5 worth of 12-inch LP's purchased between June 20 and July 31. The promotion covers Mercury's entire catalog, including its EmArcy jazz label.

La Day 'Twixt Col and Cap

HOLLYWOOD, July 2.—Doris Day is up this month, and if the canary doesn't re-sign with the label, Capitol is reported to have the inside track for her services.

Meanwhile, Columbia's prexy, Jim Conkling, and Executive Vice-President Goddard Lieberman arrived here yesterday (1) for conferences with Miss Day and her husband-manager Marty Melcher. Capitol's artist and repertoire chief, Alan Livingston, acknowledged that the label has put in a bid for her services, but, according to Melcher, no decision has been reached, and meetings with the Columbia execs will continue next week.

FATS DOMINO IS TRIPLE CROWNER

NEW YORK, July 2.—Fats Domino this week joined the select circle of Triple Crown Award winners when his Imperial dishing of "Ain't It a Shame?" hit as No. 1 on all three Billboard rhythm and blues charts—dealer, juke box and disk jockey. He is the second r.&b. artist to win the accolade since the award was founded. The first was Johnny Ace, with his "Pledging My Love."

BILL WOULD KILL 10% DISK TAX

WASHINGTON, July 2.—Record buyers will be able to save as much as \$10,000,000 annually as a bill introduced in Congress this week gets favorable action. The measure, hopped by Rep. A. Sidney Herlong of Florida, would amend the Internal Revenue Code by no longer requiring a 10 per cent excise tax on manufacturer billing of phonograph records. The tax has been in effect since World War II.

Decca Labels Guarantee List Until End of Yr.

NEW YORK, July 2.—Decca, Coral and Brunswick Records will guarantee their dealers, until December 31, against any reduction in the present suggested list prices of 10 and 12-inch long-play and 45 r.p.m. EP disks. The guarantee, announced this week by Milton R. Rackmil, president of Decca Records, Inc., applies to purchases made on and after June 30.

Decca and its affiliated companies, Rackmil stated, have completed a "very satisfactory" first half-year in 1955 and expect in the second half to do even better, in view of the merchandise scheduled for release.

WHO HAS THE SONG?

BMI, Lutz Both Claim Right to 'Love Again'

NEW YORK, July 2.—Who has the song? This timeworn music business query is applicable this week to "May I Never Love Again," ditty which has stirred up some action with the Tony Bennett recording recently issued by Columbia. The tune is cleared by Broadcast Music, Inc., but it is

claimed by two publishers—BMI's own publishing firm, and the Lutz Brothers.

Herb Lutz is reticent to talk about the matter at this time, inasmuch as his attorney is scheduled to talk to BMI Tuesday (5) in an attempt to persuade BMI that the

(Continued on page 22)

Band Business on Upswing; All Hands Work for Revival

Leaders and NBOA to Map Drive in Fall

• Continued from page 1

now include Billy May, Ralph Marterie, Art Mooney, Stan Kenton, Ralph Flanagan, Hal McIntyre, Tony Pastor, Ray McKinley, Claude Thornhill, Pee Wee Hunt, Russ Morgan, Buddy Morrow and others.

Weems feels many elements, some of them seemingly small, are all swelling the volume of business. For instance, GAC is flying Marterie and Tony Pastor to Army bases in Alaska for dance dates. Fairs, horse shows and other large groups are using the more band Jan Garber during the past year played six or seven fairs and horse shows.

Too, as pointed out by both Weems and Music Corporation of America's Larry Barnett recently, Las Vegas, Nev., has become a lush location not only for top ranking acts but also for band groups, including such smaller outfits as Louis Jordan, the Treniers, Pee Wee Hunt, Cab Calloway.

Virtually all the GAC bands will appear on the Gleason show, and this, involving as it does the co-

A THEORY: R&B AIDS THE BANDS

NEW YORK, July 2.—As indicated in the adjacent stories, many factors are operative in the current improved condition of the name band business. One of the more interesting theories is that the expansion of rhythm and blues—its incursions into the pop market during the past year—markedly conditioned the teen-age audience so that it became receptive to name bands. Dave Kregel, Sammy Kaye's manager, is among those who favor this philosophy. "R.&b. never lost the beat," he points out.

operation of record companies which have been pumping out band albums and singles, is regarded as of top importance by Weems. GAC, thru Howard Sinnott, is expanding its band promotion services to disk jockeys and ballroom operators and is keeping in close touch with youth movements in Long Island, Chicago and other places where dance lessons are being given in co-operation with educational authorities.

Weems notes that more ball-

(Continued on page 22)

Coast Jazz Indies Drop Prices on LP's

Clef, Norgran, Pacific Jazz, Fantasy Labels Prune Rates to Meet Competition

HOLLYWOOD, July 2.—The prices of 10 and 12-inch package goods came tumbling again this week, with the reduction of LP goods by three major jazz firms, Norgran, Clef and Pacific Jazz, and Fantasy Records.

Effective July 1, 10-inch albums of Clef and Norgran will carry a suggested list of \$2.98, while the firm's 12-inch packages will list for \$3.98. Both Pacific Jazz and Fantasy have pegged their albums at the same price level, tho their move is not effective to dealers until August 1.

The jazz indies have held the line on their package material since the first of the year, despite the realignment of prices then by the major companies, Granz's firms, which represent possible the biggest jazz catalog in the business, formerly had 10 and 12-inch goods listed at \$3.98 and \$4.98 respectively, as did Pacific Jazz and Fantasy Records.

The Granz move encompasses more than a straight price reduction. Firm is offering a bonus plan to distributors and dealers

during July, granting a 10 per cent reduction on all purchases from the first dollar ordered. In addition, distributors are being offered a deferred payment plan which calls for 25 per cent of the billing to be paid on the 10th and 25th of August and September, on purchases made during July.

Granz firm further reduced the price of its extended play record from \$1.59 to \$1.49, offering dealers a 42 per cent discount structure. The LP discount amounts to the established 38 per cent prevailing among other majors. Double-pocket EP's will list at \$2.98, with each additional EP going for \$1. In all cases, tho dealers' regular 5 per cent return privilege will be applicable.

According to Bernie Silverman, vice-president and national sales manager for the Granz labels, the move was predicted on the necessity to meet existing competition. The firm will continue to release 10-inch LP wax, Silverman said since it feels that a healthy market exists for such material. Both Dick Bock, president of Pacific Jazz and Max Weiss, of Fantasy Records, echoed the sentiments of Silverman.

Silverman and Marvin Schwartz, latter sales promotion chief for Clef and Norgran, are expected to leave here early next week on a month-long tour of their distributors thruout the country.

On another front, indie jazz packager Good Time Jazz declared they have no plans for reducing their prices. Lester Koenig, president of the firm, indicated he will keep both Good Time Jazz and Contemporary Records at the present price levels, \$3 list for 10-inch albums, and \$4.85 for 12-inch packages.

Suit Vs. Col., Trust Fund

NEW YORK, July 2.—The question of the legality of the Music Performance Trust Fund, posed last week in a suit brought against the Fund and Decca Records by a Decca stockholder (The Billboard, June 25), was raised again this week in an almost identical action brought against the Fund and Columbia Records. This new action was instituted by A. Edward Morrison, a stockholder in CBS, of which Columbia Records is a subsidiary.

Morrison, represented by Attorney Morris J. Hellman, asked the Federal Court to forbid further payment to the Fund by Columbia and to have all fees collected from the diskery in the past returned by MPTF.

Col. Sales Exec Makes Several Staff Shifts

NEW YORK, July 2.—Hal B. Cook, Columbia Records director of sales, has named Jack Loetz distributor sales manager for Loei Forrest Price, who resigned the post. The personnel move was one of several made this week by the diskery sales chief.

Loetz was formerly with Capitol Records as sales manager of Cap Baltimore branch. In his new slot with Columbia he will co-ordinate distributor and field force activities.

Cook also named Gene Weiss former field promotion exec, district manager for the Baltimore-Washington-Philadelphia territory. Other moves included the appointment of Gene Block as California field man, with Walter Semak taking over field duties in the New England area.

Columbia this week also set up an educational division, with Fleurette Zuelke as director. She reports to merchandise manager Stan Kavan, and will spend much of her time promoting the label's educational vinyl in that specialized market.

Vinyl Prices Dropped

NEW YORK, July 2.—Supply of vinyl plastics to the record industry this week dropped the prices 1 to 3 cents a pound due to increased foreign competition. This is not expected to affect the price of records, since the reduction only estimated to cut the cost of the amount of vinyl used for a 12-inch LP by about three-quarters of a cent.

(Continued on page 22)

One-Stops Air Juke Ops' Buying Habits

Billboard Survey Shows 44.6% Phonomen Buy Top Artist in Multi-Label Coverage

CHICAGO, July 2.—How does an operator select a new tune recorded by more than one artist? How often does he take time out to purchase records?

How do his purchases in the various categories—rhythm and blues, country and western, popular and old favorites—compare to last year?

These and other questions concerning operator record buying habits were asked of one-stops thruout the country in a survey by The Billboard. Here are the results according to 35 leading record operator outlets:

The largest percentage of operators rely on top current artists when more than one label features the same song. According to one-stop estimates, 44.6 per cent of all operators govern their purchases by this method.

Record Picking

Following the top artist system of choosing a new record, one-stop advice pulled the next highest percentage, 27 per cent. Purchases based on individual operator judgment ranked third, with 22.9 per cent, and sample buying for testing purposes on machines was rated fourth, with 5.5 per cent.

Contrary to popular opinion, the percentages clearly indicate that operators are relying less and less on their personal opinions when buying disks.

Last week, The Billboard pointed out that one-stops were also pushing personal opinions into the background. One-stops also pointed

out that trade paper charts, features and advertisements were most often used in the purchase of records.

FIRST IN SERIES

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

How often does an operator buy records?

One-stops reported that the largest number of operators called at

(Continued on page 75)

TOA Disks for Show Breaks

HOLLYWOOD, July 2.—A move to circumvent American Society of Composers, Authors and Publishers and Broadcast Music Incorporated theater license fees was reportedly in the making this week, when Theater Owners of America, motion picture exhibitor organization, was learned to be offering its members an intermission music package of 20 public-domain songs on 45 r.p.m. records.

TOA, which grew out of the merger of American Theaters' Association and the Motion Picture Theater Owners of America and represents film houses in approximately 26 States, will offer the license-free package for \$6, it was reported.

Theaters subscribing to the TOA offer would negate the necessity of paying ASCAP or BMI fees, were the public domain music package used exclusively.

ASCAP currently receives an income estimated to be in the neighborhood of \$500,000 annually from theaters for the use of incidental music. ASCAP fees range from \$12 to \$48 annually for conventional theaters, and from \$24 to \$60 for drive-ins.

BMI started its film licensing approximately one year ago, with its rates varying between \$5 and \$15 annually.

20TH-FOX AIDS CORAL DISKING

NEW YORK, July 2.—Twentieth Century-Fox paid 25 per cent of the recording date costs on Don Cornell's Coral Records' waxing of "Love Is a Many Splendored Thing," title tune of the forthcoming film. The diskery had already completed one disk on the title tune, but had to scrap it when Darryl Zanuck decided to make changes in the film's musical score. In view of Zanuck's decision, the film company felt it proper to take over some of the expense of the second date.

GARY CROSBY

Speaks Mind On Cure of Disk Biz Ills

HOLLYWOOD, July 2.—"There's nothing wrong with the music business that cannot be cured by recording songs that both repertoire men and artists sincerely believe in."

This was the opinion voiced by Gary Crosby, younger member of the clan, here this week. Crosby, who entered the disk business less than a year ago as a Decca pactee, expressed the belief that there were too many conflicting interests in the recording industry these days "that actually prevent a newcomer from getting a proper foothold in the field."

Too many people, Crosby averred, are far more interested in their personal ventures which contradict their primary objective, that of producing the best songs that sell records.

"With the fate of a performer so deeply tied to the record business," Crosby said, "it becomes imperative that a comparative freshman be cautious and not try to climb too far too fast."

Crosby singled out the popularity of rhythm and blues music, and voiced the opinion that no amount of "hysterical panning" of the field would end the interest youngsters have shown for r.&b. "Rhythm and blues has a particular beat that teen-agers want. It's as much a fad today as were the 'Mairzy Doats' songs of 15 years ago. It's commercial and it sells, and there's nothing wrong with it."

Currently Crosby is airing his summer replacement show via CBS radio, and just recently worked his first theater date, the Chico Theater, with Louis Armstrong.

NEWS REVIEW

Talkin' to Ya' Good Disk Tie-In

By BILL SIMON

Disk dealers with any kind of jazz clientele could profit nicely from stocking, displaying and especially from reading "Hear Me Talkin' to Ya" (Rinehart). It's what might be called a "conversational jam session," spinning out as it does the story of jazz from New Orleans origins to the futurist present in the words of many of the musicians who made it happen.

The material, collected and edited by Nat Shapiro, of Broadcast Music, Inc., and Nat Hentoff, Associate Editor of Down Beat, is, for the most part, as dynamic and colorful as the jazz it discusses. The language of the New Orleans raconteurs particularly packs as much spice as your favorite Creole dish, and there are plenty doses of nostalgia, bitterness, braggadocio, pathos and earthy humor. All combine to illuminate the emotional and thought processes that resulted in jazz, the social environs in which it thrived and the directions in which it could be moving.

Anyone even casually conversant with jazz is a potential customer for this item, and to habitual jazz disk collectors, a sale should be almost automatic. A logical dealer tie-in would be with Columbia's briskly selling "I Like Jazz" promotion LP.

Harman Firm Sued For Infringement

NEW YORK, July 2.—Gabriel Brinsky and Elie A. Borda this week filed suit in Federal Court against Harman Music, Inc., for alleged infringement of their copyrighted song ("The Story of) The Girl With the Golden Hair." Tune is also titled "The Girl With the Raven Hair." Complaint charges that the infringing tune is "I Can't Tell a Waltz From a Tango."

The action seeks an injunction, damages sustained and an accounting of profits.

Senate Okays Bill to Cut Sheet Music Postage

WASHINGTON, July 2.—The Senate this week passed a bill that would substantially reduce the postage rate on sheet music. Before the new rates can go into effect, however, the House of Representatives must act favorably on one of two parallel measures now in committee.

In New York, meanwhile, Leonard Feist, head of Mercury Music and past president of the Music Publishers' Association, has formed a music postage committee composed of the heads of important educational associations to press for favorable House action.

Significant economies are expected to result for publishers, jobbers and retailers if the Senate bill becomes law. The measure, introduced by Sen. Olin D. Johnston, of South Carolina, and sponsored by Sen. Frank Carlson, of Kansas, would place sheet music in the same postal rate category as books. It would no longer require music to be shipped under fourth-class mail rates. Instead, music could be mailed at the book rate of 8 cents for the first pound and 4 cents for each additional pound.

At the present time, mailed music requires 18 to 32 cents postage per pound, depending on distance.

House bills seeking to effect book-rate classification for music have been introduced by Rep. John E. Moss Jr. and Catherine St. George.

Serving on Feist's music postage committee are Robert A. Choat, president of the Music Educators National Conference; S. Lewis Elmer, president of the American Guild of Organists; Howard Hanson, president of the National Music Council; Karl O. Kuersteiner, president of the Music Teachers' National Association; Mrs. Ada Holding Miller, president of the National Association of Music Clubs, and Msgr. Thomas J. Quigley, president of the National Catholic Music Educators' Association.

New Town and Country Label Bows in Detroit

DETROIT, July 2.—A new disk manufacturing company, Town and Country Records, Inc., has been established by a newcomer to the record field, Leroy C. Oberler, with Lloyd Garrett, formerly of White Acoustics Records, as the company's artist and repertoire man.

The company has 12 artists under contract.

VOX JOX

By JUNE BUNDY

WHY NOT?: Johnny Fairchild, WORZ, Orlando, Fla., asks, "Why can't we get the artists down this way to help promote their records?" ... "Why don't you (Billboard) furnish a place to report on album recordings?" queries B. Robinson, KTBC, Austin, Tex. ... "How about a section listing the whereabouts of major artists?" Morris Reichley, KWBB, Wichita, Kan. ... "With the deluge of albums coming out and the companies wanting deejays to spin them, why don't they put the playing time on the records. Some of the majors never put the time on 45's. Why can't the majors follow the lead of the indies and put the release date on the label? Records are used for quite a while, and I'd like to make it easier for the sons of present deejays," Al Bonapart, WIBX, Utica, N. Y.

"How about a campaign to get all diskers to label their records correctly? Like for instance labeling it 'instrumental' when it really is a 99-voice choir. Really, tho, records like Kenton's 'Tenderly' and Marterie's 'September Song' and quite a few new ones are all guilty," says Nick Sanchez, KWCO, Chickasha, Okla. ... Commenting on recent trade-paper campaigns on RCA Victor's new recording artist Tony Travis, Jerry Little, WTNS, Coshocton, O., writes, "Why does Victor wait until his third release for the same company before they 'discover' the new personality? I have found in our files two other Travis releases on Victor. Flowers to Tony Travis for a good job, but frowns to Victor for attempting to fool men who know they must keep track of good vocalists to program good shows."

HAVE NOTS: Deejays continue to gripe about not receiving releases from the majors and/or the indies. Spinners in search of rhythm and blues disks include George Fennell, WGUY, Bangor, Me., and David H. Hildebran, KATY, San Luis Obispo, Calif. ... Tom Estes, WLSM, Louisville; F. Bruce Parsons, WIRA, Fort Pierce, Fla., and Jim Carrington, KBUN, Bemidji, Minn., second recent deejay complaints about the diskeries ignoring small town radio stations and the 1,000-watters. ... Jim Lathrop, KRIB, Mason City, Ia., echos this cry and notes that indie record companies are the most lax. ... Don Hopkins sends kudos to deejays in favor of playing only releases they

(Continued on page 42)

DEALER DOINGS

By GARY KRAMER

Grinnell Brothers, downtown Detroit music store, will open a new unit in the Frandor Shopping Center, Lansing, Mich., as the start of its State-wide expansion program. Lloyd Grinnell, president of the company, said, "This new store will set a pattern. ... Record and sheet music departments will be self-service in design and will be integrated with the piano, organ and band instrument departments. There will be parking space for 5,000 cars."

BOSTON: Krey's, Inc., with stores on Boylston and Washington streets, will open what it believes will be the largest record shop (pop and classical) in New England. It is to open July 12 on Summer Street and will be the only downtown record store on the street level. It will be managed by Fred Hartstone, one of the five Hartstones active in the Krey chain. The new store will be twice the size of the Washington Street shop and will be arranged entirely for self-service. Opening day ceremonies will find Hub and record industry VIP's on hand.

Charles W. Paetzke, record manager of Music Center, Ann Arbor, Mich., reports that Dave Brubeck LP's on the Columbia and Fantasy labels accounted for a sixth of all his LP sales in the first five months of this year. University of Michigan students are keen about Brubeck, and the annual appearance of the jazz pianist and his ensemble offers an opportunity for a tie-in for added LP sales. ... Eddie Portnoy, of the Record Shack, uptown New York, also finds jazz LP's accounting for a larger and larger percentage of sales. "Customers do not buy jazz singles at all anymore. This does create a problem, however, for they often want an LP with a particular selection, and it is difficult to find it without taking down quite a few. Can't someone come up with a catalog that would help us locate selections in the various LP's? Record Aid and other catalogs in the field are inadequate."

KANSAS CITY, MO.: Kenneth G. Gillespie, general manager of Jenkins Music Company, has just returned from a two-week European jaunt as a guest of the Philips Company of the Netherlands. Countries that he visited under their auspices included Canada, the Netherlands, Belgium, France and England. ... R. H. Bailey, of the Oklahoma Record Shop, writes, "I am disgusted with the record business. There is no control over it anymore. All you need is \$5 and a place to set up a player, and you are in business. You can buy them at service stations, hash houses, pool halls and bootblack stands. Before the small retailer gets deliveries on hit records in their original versions, the customer has been supplied a poorly made copy at a cut-rate price, and it all but kills the regular retailer."

Moses Melody Shop, Little Rock, one of the oldest phonograph and record shops in the State, has moved just across the street from its present location to larger quarters. ... G. Albert, of World Tire Company, Philadelphia, writes, "If record companies spent less time making covers of already successful tunes and concentrated more on coming up with original material, we would be able to sell more records." ... "Angel's Thrift Package LP has been a great stimulus to classical business," writes Al Meyer, of Town and Country Music, Westwood, N. J. "People appreciate the quality of the recording and don't mind the lack of program notes." ... Bob Rippey, of Triangle Record Shop, Waukesha, Wis., comments, "All the 'Davy Crockett' albums are doing well, with the exception of 'Davy Crockett at the Alamo.' It seems that the youngsters don't dig their hero getting killed."

JUKE BOX WRAP-UP

Juke box operators in New York are finding that straight dime play works in downtown locations but cuts collections drastically in neighborhood spots. New equipment is still being installed without nickel chutes and operators are still anxious to go ahead with the dime trend, but at a little slower pace.

A complete juke box manufacturing plant is being moved by rail from Chicago to Mexico City. The equipment, which includes dies, heavy machinery, jigs, parts and inventory, was purchased from H. C. Evans & Company last March by Abraham Grinberg, juke box distributor in Mexico.

For full details on these stories see Music Machines department on page 81.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Webb Pierce, Maddox Brothers and Rose and Red Sovine comprise the guestar contingent on "Ozark Jubilee," starring Red Foley, over the ABC-TV network from Springfield, Mo., Saturday (9). . . . Iowa and Minnesota, which haven't been overrun with western and hillbilly bands playing dances, poured forth excellent business the last six weeks for Webb Pierce, the Wandering Boys and Red Sovine. Ballroom operators in the area were especially impressed with the group's ability to hold the dance crowd right down to the finish line, instead of having them peter out once the second half got under way. Pierce increased his group to nine pieces for the Iowa-Minnesota trek and he plans to keep it that size to give the unit greater flexibility. Sovine does the band fronting.

Red Foley and members of his "Ozark Jubilee" cast set for two performances at the Tulsa State Fair, Tulsa, Okla., October 3. . . . Lefty Frizzell cut a session for Columbia the other day, with Don Law officiating. . . . Riley Crabtree, formerly on Columbia, has inked with Ekko Records, who has him set for a session this week at the Jim Beck Studio in Dallas. Ekko is also setting a session for Red Romine, a newcomer who is said to pack a line of solid material.

Sheriff Tex Davis, c.&w. deejay at WCMS, Norfolk, has his first big summer show going into the 22,000-seat Foreman Field there August 12. He's also dickering with Col. Tom Parker for a return of Elvis Presley and his unit September 11. . . . Jimmy Work, currently working Pennsylvania hillbilly spots for Jolly Joyce, Philadelphia, made Circle A Ranch, near Philly, July 4. Work, whose latest Dot release is "That's What Makes the Juke Box Play," says his next release for that firm will hit the racks around October 1. . . . Little Jimmy Dickens skedded for "Circle Theater Jamboree," Cleveland, August 3.

Stew Carnall, after a hitch with the Army in Germany, has returned to the West Coast to resume promotion and management of c.&w. talent. He had the Maddox Brothers and Rose at Foster Park, Ventura, Calif., Sunday (3). . . . Pappy Anderson, who has put in the last six months on TV at KKTU and on radio at KVOR, both in Colorado Springs, Colo., takes the "Colorado Western Jamboree" into City Auditorium there Saturday (9) for a four-hour show. Anderson's own group is known as the Buddies of the West, with Ted West and Buddy Watkins in the featured slot. West and the gang are on M-G-M and Republic labels. Anderson leaves Colorado Springs around August 1 to put on a string of promotions in the South.

The Fifth Annual Chet Atkins Fan Club Convention will be held in Nashville, August 11-14, with some 75 members expected to participate, according to Mrs. Margaret Field, club prexy. Details of the conclave may be obtained by writing to Mrs. Fields at 4116 West Broadway, Louisville 11. . . . Murray Nash and his partner in Murray Nash Associates, Ray Scrivener, were in Cincinnati last Tuesday (29), visiting with jockeys and music men in the interest of several of their clients. . . . Don Reno and Red Smiley, with the Tennessee Cut-Ups, continue their regular Saturday night stints with WRVA's "Old Dominion Barn Dance," Richmond, Va., while filling summer dates in the territory. They recently attracted good crowds to New River Ranch, Rising Sun, Md., and Melody Ranch, Glen Burnie, Md., and are slated to begin on a string of Pennsylvania park dates soon, according to WRVA's Herb Clarke, who is handling them.

Jimmy and Ardis Wells and Their Dakota Round-Up begin a three-week tour with Rex Allen at Casper, Wyo., August 7. On August 20, Allen and the Round-Up gang will do the entire Pee Wee King TV show from Chicago. Over the Fourth of July weekend, the Dakota Round-Up unit appeared with Allen at the Mandan Rodeo, Mandan, N. D. They appeared on tour twice with Allen last season. . . .

(Continued on page 47)

RHYTHM-BLUES NOTES

By BILL SIMON

Rhythm and blues disk artists are heading into a lush season of personal appearances. The "Pop R. & B. Show," with Sarah Vaughan, Al Hibbler, the Cardinals, Red Prysock's ork and a flock of additional talent, kicks off July 10 out of Chicago, thence travels to Texas and then the South, winding up August 7. . . . LaVerne Baker, the Atlantic Records thrush, is set for a week at the Waluhaje Hotel, Atlantic City. . . . Ella Fitzgerald is set for the Gatineau Country Club, Hull, Ont., for a week starting July 14. Then she moves into New York's Basin Street.

Big Maybelle Smith opens a two-week date July 5 at Gleason's, Cleveland. . . . Glen Covington will go into the Belvedere Hotel, London, Ont., for two weeks starting July 18.

Sister Rosetta Tharpe and Marie Knight are set for the Lord Calvert Hotel, Miami, July 11 for two weeks. . . . The Drifters will go into Week's Tavern, Atlantic City, July 8. Ditto the Four Jewels' ork. . . . Golden Gate Quartet is booked into Don Carlo's, Winnipeg, for July 2. . . . Recent bookings, include: Rusty Bryant's ork into the Hollywood Club, Akron, July 3; Ivory Joe Hunter into the New Era, Nashville, July 1; Willie Mabon into the Apollo, New York, July 8; Bull Moose Jackson for two weeks at the Zanzibar Club, Buffalo, July 4.

Groove Records has re-signed Piano Red to a long-term contract. The diskery has also signed a new group, the Cherokees. . . . Al Green, owner of the Flame Bar, Detroit, and manager of LaVerne Baker, is in town. . . . Annisteen Allen appeared on the Ted Steele show this week. The thrush, whose fans are starting a fan club for her, will open at The Peps in Philadelphia, July 11.

The Sparks of Rhythm, a group of soldiers who were known as the Berliners when they served with the Army of Occupation in Germany, have been signed by Apollo Records. . . . Apollo has also signed Marga Benitez, a Caribbean thrush.

Hal Jackson, deejay on "The House That Jack Built" over WLIB, New York, will headline his own in-person r.&b. show when he opens a one-week stand at the Apollo, July 11. The Jackson show features Arnett Cobb's ork, the Cadillacs' quartet, Little Jimmy Scott, Titus Turner and Anisteen Allen, the comedy team of Charley and Ray, dancers Bop and Lock, and the Honey Tones.

'POPCORN' TITLE NOW 'POOPED'

NEW YORK, July 2.—Cliffie Stone's new Capitol record is tagged "The Popcorn Song." However, some juke box operators report the novelty waxing pulled more plays when they listed it under the less elegant but evidently more salable "Too Pooped to Pop."

Consequently, Capitol's national sales promotion manager Dick Linke has made up 250,000 title strips listing the disk under the title "Too Pooped to Pop," with "The Popcorn Song" included only as a sub-title. The new strips will be made available to operators immediately by Capitol distributors.

Show Manager Plea Upheld

ATLANTIC CITY, July 2.—Superior Court Judge Vincent S. Haneman has upheld the validity of a personal manager contract held by two Philadelphia brothers, under which they agreed to promote and exploit the entertainment talents of singer Georgie Shaw for a five-year term.

Under the contract, executed January 1, 1953, Shaw was entitled to at least \$200 weekly from appearances of television, radio, stage and screen or other media, exclusive of royalties from record sales. This, before commissions of 30 per cent on earnings above that amount became due Allen and Murray Taub, of Philadelphia, his managers. The complaint alleged the Taubs were entitled to damages by virtue of Shaw withdrawing from the contract in May, 1953, on the ground the plaintiffs had failed to perform its terms to his satisfaction.

It was the defendant's claim the contract was terminated by oral mutual consent in May, 1953, and that any damages to which the Taubs might be entitled were too speculative and remote.

In upholding the contract, Judge Haneman found the defendant had failed to prove the contract termination and ordered Shaw to appear for discovery and accounting of his earnings on a date to be fixed later.

Disney to Put Out Label With Am-Par, S & S Tie

NEW YORK, July 2.—A three-way deal is in the works, whereby Walt Disney will put out his own Disney label, with American Broadcasting-Paramount Theaters, Inc.'s, new record label, Am-Par, handling sales and distribution and Simon & Schuster supervising record production.

If the deal jells, a joint announcement is expected to be made sometime next week. The new Disney line (a regular 89-cent platter) will be built around his forthcoming "Mickey Mouse Club" series on ABC-TV and a "From Disneyland" theme, with Simon & Schuster's Little Golden Records chief, Arthur Shimkin, handling the artist and repertoire chores. Simon & Schuster recently made a deal with Disney for its lower-priced record line, and if the Am-Par-Disney tie-up goes thru, it will in no way effect Disney's present agreement with Simon & Schuster.

Sid Feller

Meanwhile Am-Par's prexy, Sam Clark, who returned here this week from Hollywood with AB-PT veepee Bob O'Brien, has confirmed the appointment of Sid Feller as Am-Par's new a.&r. chief, starting July 18. Arranger Don Costa may

still join the label (to form an a.&r. team with Feller), but this appointment isn't expected to materialize until September.

Cy Paul reportedly is set as Am-Par's sales promotion manager, also starting July 18. Paul formerly served as branch manager for Capitol Records in Boston and more recently was a member of the label's field promotion staff, under Dick Linke.

Third Shop for Record Hunter

NEW YORK, July 2.—The Record Hunter, nationally known retail outfit here, will open the third store in its rapidly expanding operation July 1. The new outlet will be located in the Stuyvesant Town development here. During the summer the outfit plans to take over additional store space on upper Lexington Avenue, locale of its original outlet. Several months ago it opened its second shop farther downtown at Lexington and 54th Street.

The two downtown shops will carry LP's exclusively, while the uptown outlet carries all LP's, but specializes in classical 78 r.p.m. disks.

Ellis Forms Ellector Diskery in Hollywood

HOLLYWOOD, July 2.—Bob Ellis, former CBS singer who left here and set up in the nitery business in the Virgin Islands in 1951, announced the formation of Ellector Records here last week.

Firm is currently on the market with its first release, a 10-inch LP featuring Ellis, and has appointed veteran music trader Jesse Stool to set up distribution and promotion.

Ellis plans to release wax by other talent from the Virgin Islands, and has signed singer Mari Conover for his next album. The sales are limited in the Islands, Ellis said, the demand for music by its native people is exceptionally strong. He is currently dickering for further distribution thruout the Continent.

Post Files Suit Vs. Associated Music

HOLLYWOOD, July 2.—An action for declaratory relief, accounting, damages for breach of contract and negligence was filed in Los Angeles Superior Court here last week (23) by Carl Post against Associated Music Publishers, wholly owned subsidiary of Broadcast Music, Inc.

Plaintiff alleges that he had entered into an oral contract in October, 1953, with Charles Wall, president of AMP, the terms of which called for Post to receive \$7,500 per year plus 7½ per cent of the gross volume of business transacted in the 11 Western States.

Complaint declares that commissions have not been paid, and asks for damages totaling \$23,750 plus interest.

Post, a concert pianist, was manager of Associated's Coast office here.

MUSIC AS WRITTEN

RAFAEL FORMS TV MUSIC PUBBERY . . .

Music publisher Fred Raphael last week organized a new publishing subsidiary, Celebrity Music, Inc., which will act as a repository for songs set for television purposes only. First tunes in the new firm are two themes, purchased this week by J. Walter Thompson for use on the upcoming fall Ford and Eastman Kodak hour and one-half teleshows.

MILLS SETS FOREIGN DEALS ON 'BANJO' . . .

Jack Mills, just back from an extended European trip, made several deals for the foreign exploitation of the click Mills Music copyright, "Hey Mr. Banjo." Rights were awarded to Ralph Maria Siegal in Germany, to Edizioni Curci in Italy, and to Edition Louis Gaste in France. Mills also brought several portfolios of standard material for publication here.

GRIFFITH ENDS DATE, STARTS ONE-NIGHTERS . . .

Capitol artist Andy Griffith winds up a two-week date at the Gus Stevens, Biloxi, Miss., next week; then starts a series of one-nighters, opening in Jacksonville, Fla., July 15; Ponte Vedre, Fla., July 16, and heading up his own show for seven more one-nighters thru Florida, starting July 25. On August 1, he moves into the Safari Club, New Orleans, for a two-week stay; after which he will return to New York to start rehearsals of the legit version of "No Time for Sergeants" September 5.

M-G-M'S SALES-AID BOOK FOR ALBUMS . . .

In line with the trend for album covers to play a major sales role in the package field, M-G-M is making a special album sales-aid book available to its distributors and salesmen. The looseleaf binders contain samples of M-G-M album covers, with a special section for the label's original-cast albums.

New York

General Artists has signed Mimi Benzell to a management contract covering all fields. The canary is booked into the Pierre Hotel for September. . . . M-G-M has signed two new artists—country and western singer Vic Claiborne and r.&b. canary Doryce Brown. However, Miss Brown will be introduced as a pop artist on M-G-M. . . . Ralph Flanagan's band is booked into the Riviera Ballroom, Janesville, Ia., July 1; Peony Park, Omaha, July 2-3-4; Lakeside Park, Denver, July 8 thru 21, and Play-Mor, Kansas City, Mo., July 23.

Jubilee Records is putting out an album of music for newlywed wives to play while working in the kitchen. The title: "Music to Ruin Meals By."

Decca's original cast album of "Seventh Heaven" is scheduled to receive a nation-wide preview this weekend on the NBC "Monitor" show. In addition to playing the album, there will be interviews of members of the cast. . . . Kermit Schafer, collector of airwave boners and fluffs, has been signed by National Concert and Artists' Corporation for a lecture tour starting

in September. He will present tape-recorded boners and examples from his Jubilee Record album, "Pardon, My Blooper."

Columbia Records has signed Eileen Rodgers to a recording contract. The thrush is booked by the General Artists Corporation. . . . Last week it was erroneously reported here that Dot Records would be issued in Canada via London-Decca. Dot's deal with the British-based diskery does not include that country. . . . Jazz impresario George Paikin was married Sunday (26) to Helene Mason. An all-star jazz combo performed at the reception.

Monte Bruce, formerly of Bruce Records, married Toni Hess last week. Bruce, who still operates the Scope label with Morty Kraft, is setting up a record promotion office. . . . The Four Voices, new Columbia group, will open at the Club Elegante, Brooklyn, Thursday (30) for a one-week stand. . . . Warbler Jackie Paris is booked into the Lotus Club, Washington, the week of July 7.

Al Gentile and his orchestra have moved into Palmer's Casino, Indian Neck, Branford, Conn., for Saturday night dance music this summer. . . . Bobby K's orchestra, formerly featured at Hartford's Lithuanian-American Ballroom, has shifted to Crystal Lake Ballroom, Rockville, Conn., for the summer months. A Dawn Dance is slated for the Fourth of July Eve with music provided by Ray Henry and his orchestra.

M-G-M has signed Einar Han-

(Continued on page 24)

Here It Is—Starting July 16
and continuing for 10 weeks

THE MOST EXCITING, HELPFUL PROGRAM EVER
TO HIT THE MUSIC AND RECORD BUSINESS!

**The
Billboard's**

OPERATION PUSHPOP '55

For Disk Jockeys, Operators, Record Dealers

All yours - for the first time - new services and features you've asked for to help stimulate more and more pop record activity during the summer months.

DISK JOCKEYS AND PROGRAM DIRECTORS IN RADIO AND TV—

To help you generate new vitality—new spark—in all your shows to build audiences—keep sponsors

JUKE BOX OPERATORS

To help you get more plays—more profit—from every box at every location

RETAIL RECORD DEALERS

To help you start a new flood of summer traffic into your store—increasing your sales and profits in all categories of records—and leading to the biggest fourth-quarter business you've ever had

Now turn the page—to see how **Billboard's
OPERATION PUSHPOP '55** works for you...



PUSHPOP '55

Mr. Disk Jockey,

Introducing New and Expanded and Extra

New, More-Useful-Than-Ever

HONOR ROLL OF HITS

Carried Out to 30 Places!

By far, 1954's most popular PUSHPOP feature with Disk Jockeys and Operators. This is The Billboard's famous standing of the Nation's top TUNES — now carried to 30 places. Easy to read, easy to use and it's extra valuable with its listing of all records available for each tune — spots the new music — helps keep Pops alive in '55!

A Brand-New, Important Chart of

NEW POPS "COMING UP STRONG"

Shows up to 10 of the hottest new platters—the ones already getting big attention in various territories—the ones that may soon make the top 20. Three months of intense preparation went into this valuable chart. Test period showed 94% accuracy, with records appearing better than three weeks ahead of first appearance on regular charts.

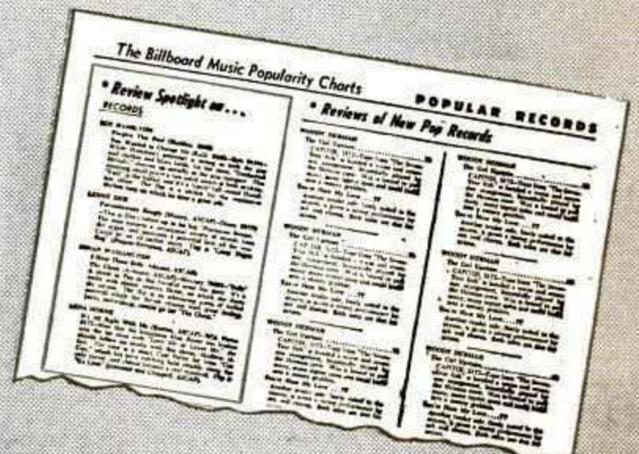
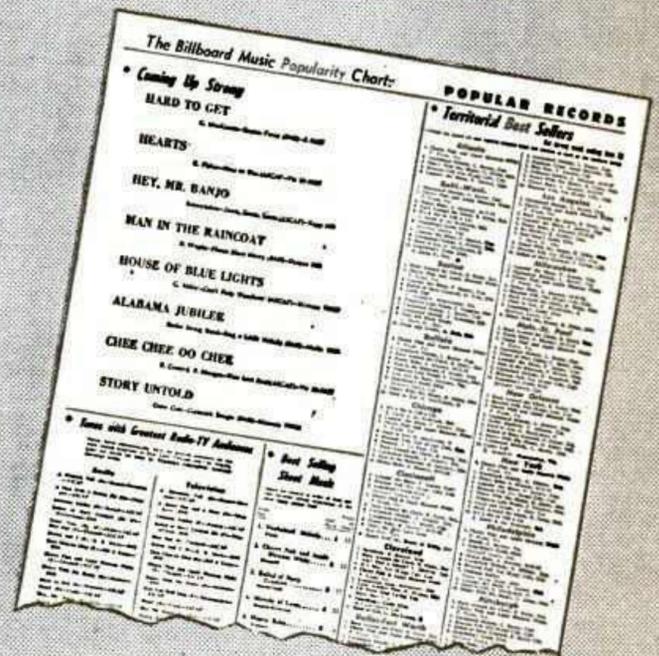
Streamlined

"SPOTLIGHTS"

and

RECORD REVIEWS

Brand-new RECORD REVIEW format specially designed to help Disk Jockeys and Program Directors TRY OUT the Best of the newest records. Each week the 8 to 10 best ranked records, according to Billboard's reviewing staff, will be shown separately, providing brand-new easy-to-use programming material for radio and tv shows.



Program Director, Juke Operator, Dealer

Billboard Pop Chart Features Merchandising Service!



IMPORTANT
"BEST SELLING"
 and
"MOST PLAYED"
 Charts including the famous
BEST BUYS
 Feature

Billboard's regular, basic buying guides, of tremendous value to dealers. Shows record popularity, according to Disk Jockey plays, juke box plays and the best sellers in stores. Shows trends of current hits—spotlights new records reaching the select top 20 for the first time. The accompanying BEST BUYS feature provides firm buying recommendations, based on actual reports of consumer reaction.

and continuing as always—the popular charts on Territorial Best Sellers, Best Selling Sheet Music and Most Played Songs on Radio and TV.



And These Two Brand-New Promotion Posters
 —Right in Your Billboard Every Week—the
 Ideal Promotion for More Dealer Sales and
 Juke Box Plays!

**THE TOP 10 |
 TUNES POSTER**

Most popular '54 Pushpop item with dealers everywhere, now to be published right in The Billboard every week where all readers can use it.

**BEST NEW
 TUNES POSTER**

A companion piece to the Top 10 Poster and a natural for stimulating more interest in the new Pops—based on the previous week's COMING UP STRONG Chart.

Tear them out of The Billboard, post them in windows—at the point of sale—anywhere they'll be seen. See the big MERCHANDISE SERVICE page for details on special, colorful easel display stands for these posters which you can get at minimum cost!

In a Nutshell, here's what PUSHPOP means . . . ▶

PUSHPOP

'55

is a coast-to-coast program, especially developed for the Disk Jockey, Juke Box Operator and Record Dealer—and anyone and everyone whose “bread and butter” depends upon the use, performance and sale of pop records—in order to create a healthy, profitable summer music-record business

LET'S ALL GET BEHIND IT

*Get on the Bandwagon Now
See Next Page . . .*

YOUR MODEST INVESTMENT IN ANY OF THESE SPECIAL

MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!

USE THE
HANDY
BLANKS
NOW!

To get the most out of your Billboard PUSHPOP HIT TUNE POSTERS—

Order your special EASEL CARDS today!

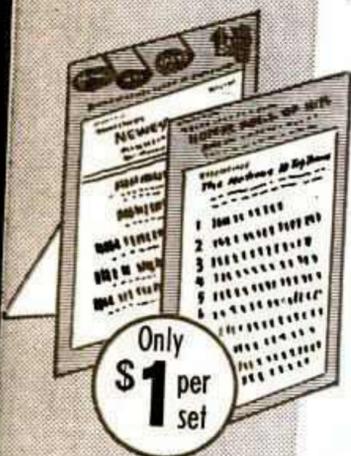
These big 14 x 21, attractively colored easels just automatically become the center of attraction. Ideal for Dealers for window and counter display. Ideal for Operators too, to stir up more juke box plays at every location. \$1 is all you pay for the set of two easels. How many sets do you want? Use coupon now.

THE BILLBOARD
2160 Patterson St.
Cincinnati 22, Ohio

OPERATION PUSHPOP '55

Please send me postage prepaid, the special Billboard PUSHPOP Poster easel display boards. I enclose \$_____ for _____ sets. (@ \$1 per set of two boards)

COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
ORDERED BY _____



Dealers—for More Sales and Bigger Purchases—from every customer—use

TODAY'S TOP TUNES

Here's the handy 6½ x 8½ folder—the ideal counter giveaway the tailor-made mailing piece especially designed to push dealer sales up and Up and UP! So low in cost—so high in sales results—and you can have your store name and address specially imprinted for mailing purposes at no extra charge. Order your trial supply now! Use the coupon ...

SPECIAL LOW RATES — MAIL ORDER TODAY

THE BILLBOARD
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TODAY'S TOP TUNES DEPT.

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

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- | | | | |
|---------------------------------------|--|---|--|
| <input type="checkbox"/> 1-week trial | <input type="checkbox"/> Twice a month | <input type="checkbox"/> 50 copies \$1 | <input type="checkbox"/> 250 copies \$3.50 |
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Recorded by:

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I'll Never Stop Loving You

LEO FEIST, INC.

Leaders, NBOA to Map Drive

Continued from page 14

rooms, too—such as the Aragon in New York—are now dickering for name bands.

NBOA officers, in their appraisal of the business, state that whereas over-all business is still spotty, name bands are undoubtedly doing better than one year ago. A chief reason, they say, is that the bands are doing a better job. That is, they are playing for the crowd. "They finally woke up," one NBOA exec stated this week.

NBOA Confab

At the NBOA's Chicago Convention in September, President Tom Archer will hold a meeting with representatives of the entire music industry, including disk and agency execs in addition to DOLA. "We're all partners in this business" is his attitude. We will listen to anybody with ideas to help the business.

Archer, of course, built a new ballroom during the past year in Des Moines at a cost of \$250,000. He is contemplating another in the Midwest. The new construction bug has also affected others. Sammy Kaye, for instance, is looking for a likely ballroom site on Long Island, to be operated thruout the year.

The maestro and his manager, Dave Kregel, envision an operation like that of Rhodes-on-the-Patuxet, Cranston, R. I., or the Totem Pole, Auburn, Mass., where milk and soft drink bars cater to the youngsters and where the general operation policy is highly regarded by the community.

Call to AFM

A number of maestros and band executives feel that the American Federation of Musicians, while it is to be complimented on its campaign against the 20 per cent tax, could do several things to help the band and ballroom field and, of course, its own members. Specifically mentioned is AFM's restrictive provision with regard to the limitation on earnings of personal managers and financial backers of bands. This figure for some years has been pegged at 5 per cent of the gross. Admitting that some personal managers abused the function of their office and made excessive profits, the present limitation is claimed to have cut off "risk capital."

"Why invest in an expensive and risky venture when it can yield 5 per cent at best? It's better to back a singer." The same restriction is also regarded as having shunted into other fields competent

personal managers who felt the small return did not warrant the work and headaches entailed. Booking offices, incidentally, are allowed 10 per cent on location dates and 15 per cent one one-nighters.

Broadcast Tax

The \$3 per man broadcast tax imposed by AFM, payable by the location, is also believed to have dried up many-remotes, and even though radio is not the medium in once was, such broadcasts could be very helpful, it is believed.

The AFM's mileage provision is regarded as another obstacle. If a band goes out of town for less than five days, the local scale prevails, plus a mileage levy of \$2 for every 25 miles, plus subsistence of \$7.50 per day.

Thus, if a New York band wants to play Detroit, about 1,000 miles away, the mileage and other levies, in addition to the New York local scale of \$24 per day and \$28 Saturday, mounts up to a cost of about \$100 per sideman per day, which is considered prohibitive generally.

Tucker Gets Pal'dium Job

HOLLYWOOD, July 2.—Reports that the Hollywood Palladium would close its doors and institute a house band policy (The Billboard, May 28) were confirmed here this week with the signing of the Orrin Tucker orchestra to play the dance palace for eight weeks beginning August 3.

To be tagged "Orrin Tucker and His KTLA Crystalstone Orchestra," the band will work the Palladium on a Wednesday thru Sunday term and will emanate the weekly "Palladium Dance Party" television show from KTLA's new Sunset Boulevard studios. Singer Roberta Linn, formerly with the Lawrence Welk band, has been signed and will work both the dance spot and the TV show.

Tucker is also set to work the Christmas season of private party dates, traditionally beginning in mid-November at the Palladium. Should the house band policy work out, he ostensibly would be inked to play during the month of October, thus rounding out a five-month run.

Band Revival Drive Sparked

Continued from page 14

ranks. Headed by President Les Brown, Vice-President Harry James, Treasurer Lawrence Welk and Secretary Freddy Martin, DOLA has held a series of meetings in Hollywood only thus far, to "lay upon the table" some of the problems of the band biz, and has asked for advice, suggestions and open discussion from all quarters of the industry.

Meets in Other Cities

Plans for meetings in other cities are currently being set, with maestro Tommy Dorsey presently organizing such a function for New York, July 20, with Brown, whose band will be working in that city, scheduled to helm the meet.

A similar meeting has been called for in Chicago on August 11. Meetings, tho organizational by nature, will outline some of the plans that DOLA has and acquaint other leaders with what has already been accomplished by the group.

The band biz received another healthy lift this week when James C. Petrillo, president of the American Federation of Musicians, gave AFM sanction to allow DOLA band leaders to record tapes for disk jockey use. The AFM has heretofore frowned on its members doing any recorded guest shots on d.j. shows.

Les Brown was also scheduled to huddle with Tom Archer, president of the National Ballroom Operators of America, this week at Des Moines for discussions which will lead to a mass gathering of leaders, estimated by Brown at 200, at NBOA's convention in Chicago, September 26-27.

DOLA has already notified booking agencies and their managers to arrange for open dates for all leaders during the NBOA convention so that as many musicians as possible may be available for the meetings. The election of a board of directors of DOLA, in addition to the presentation of a formal charter, all designed to hypo and rejuvenate interest in dance bands, will be the schedule of business.

To date DOLA has held meetings with disk jockey groups and public school boards, with an upcoming confab scheduled with the heads of recording companies. An all-industry committee composed of representatives from musician ranks, agencies, ballroom operators, disk jockeys and record firms has been formed. The organization has plans for the exchange of arrangements for new bands that ordinarily could not afford to buy their own library.

Television and radio will also be used to rekindle dance band interest, with Tommy Dorsey, as a representative of DOLA, set to present Jackie Gleason with an honorary membership in the organization this fall.

Plans for a network ABC radio show, featuring the music and voice tracks of DOLA leaders, is in the works, with the project already approved by Petrillo.

Leaders here are possessed of a tremendous enthusiasm in all DOLA projects, with nary a dissenting voice or the slightest trace of pessimism evident. They are shouting the praises of band music at every opportunity, and playing a good deal of it, too, in their personal appearances.

'LOLO' TIE

Dolly Goes Goo Goo for Dot's Sales

NEW YORK, July 2.—Dot Record distributors are branching out into toy distribution, as a result of a merchandising tie-up on the label's new novelty disk "Close the Door."

The Oak Rubber Company, Renna, O., is bringing out a LoLo Doll in direct effort to cash in on the sleeper action shown by Jim Lowe's "Close the Door" platter. Frinity Music, which publishes the tune, has granted Oak an exclusive license to merchandise the toy under the tag "a LoLo-close the Door Doll," and all Dot distributors will be offered exclusive rights to distribute the 49-cent toy in their areas thru department stores, record dealers and other retail outlets.

The gurgly sound effect featured on the Lowe record was actually made by the GooGoo Doll (introduced by Steve Allen and merchandised by NBC). However, the GooGoo Doll manufacturer has been backed up on orders for some time now, so Oak decided to cash in on the record by bringing out a doll that makes the same sound. According to Oak, the company has marketed similar sound-toys in the past.

Who Has Song?

Continued from page 14

copyright belongs to Lutz. BMI's publishing firm, however, feels it is theirs.

The crux of the argument hinges around a BMI practice of years past, when the licensing organization allowed affiliated publishing organizations to acquire BMI copyrights on lease for a period of three, four or five years. These leased copyrights, according to Julie Stearns, BMI professional chief, have all reverted to BMI. Shortly after Stearns joined BMI, in 1947, the leasing practice was discontinued, he says. BMI's files contain a letter to the Lutz Brothers stating that "May I Never Love Again" reverted to BMI in 1952.

Erikson Rights

"Love Again" was written by Sano Marco and Jack Erikson. Lutz, during the period of his lease on the tune, bought out Erikson's writer share. BMI, it is understood, concedes Lutz may be entitled to this amount of the publishing income.

In BMI's earlier years the organization, acting as a clearing house for tunes, did much of this leasing type of activity. Bobby Mellin, for instance, had "I Went Out of My Way" on such an arrangement. Mickey Glass, Bob Baumgart and Jerry Lewin had "You Walked By." The latter, according to BMI, was the last deal of this type.

Meanwhile, further developments on "Love Again" are expected in a few days. Lutz is understood to feel his firm made the tune. BMI is understood to be ready to counter this with information as to royalties drawn by the tune during the period of the lease.

Col. Price Policy

Continued from page 14

mitted will terminate on November 30. But beginning next week, exchanges may be made on all new items if the privilege is exercised within six months of the release date.

Columbia will also extend dealers a 1 per cent return privilege on ML-4000 LP's, to cover possible losses "due to obsolescence of slower moving merchandise."

Almost 500 Columbia LP's will increase in price under the schedule of lists, it was pointed out.

The diskery will hold two distributor meetings early in July to elaborate the new price policy, as well as plans for the fall. Western distributors will attend a three-day meet in Apple Valley, Calif., beginning July 10, while Eastern outlets will convene for a similar conclave in Miami Beach July 14.

Oklahoma!

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MERCI BEAUCOUP
RCA VICTOR

TONY BENNETT
DON'T TELL ME WHY
COLUMBIA

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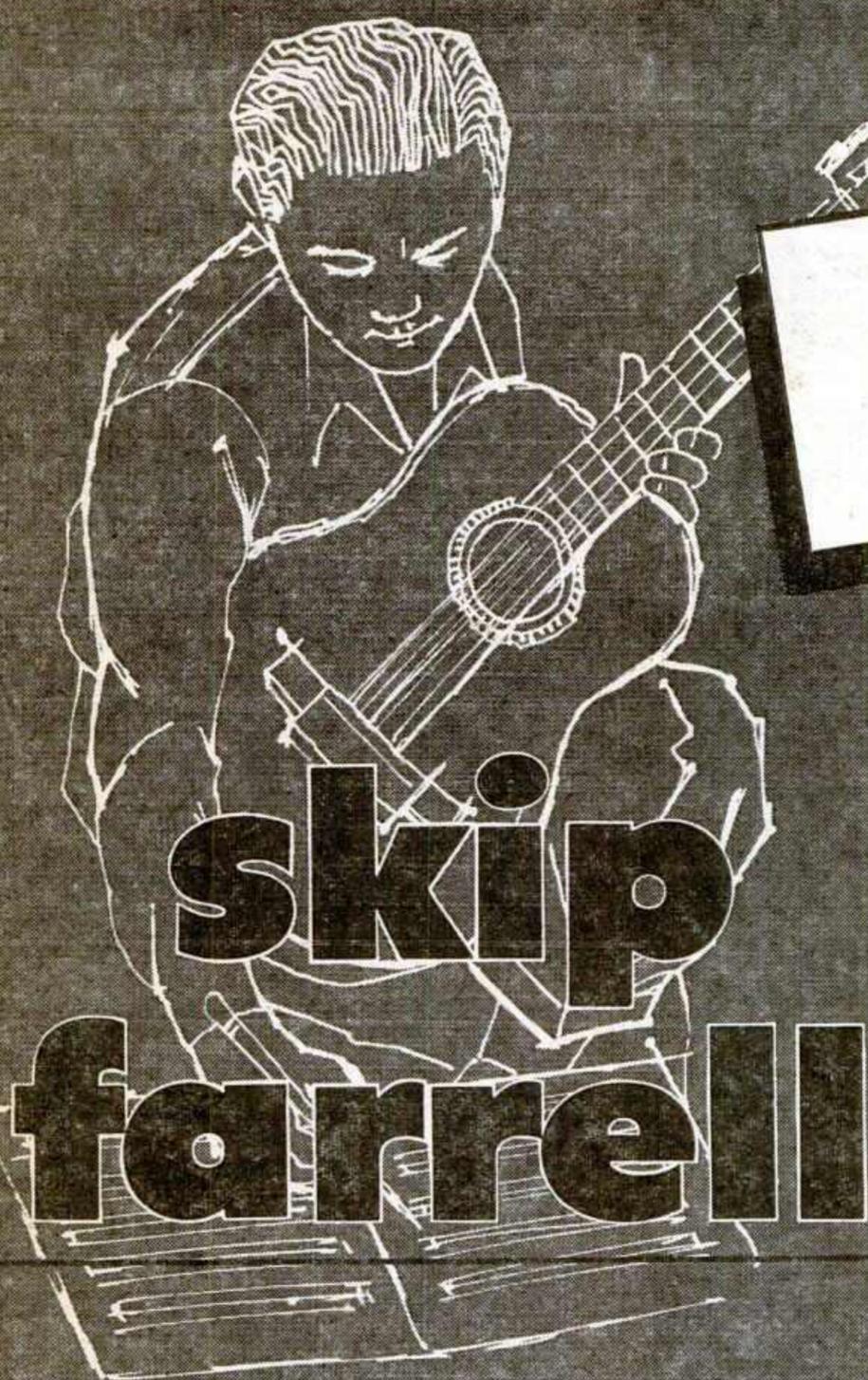
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MUSIC AS WRITTEN

Continued from page 16

sen, a Danish musician, who plays musical glasses. Hansen is recording a 12-inch LP featuring Christmas carols from 38 different countries. . . . Joe Derise opened at the Hob-Nob, Beverly Hills, Calif., Tuesday (28) for an eight-week engagement. Meanwhile his manager, Mort Hillman, is taking a swing around the country to plug Derise's new Bethlehem album.

Atlantic Records' Jerry Wexler and his wife, Shirley, have another child, Lisa, born this week at Physicians' Hospital, Queens. Lisa makes a trio with Anita and Paul.

Coral's sales chief Norm Weinstroer on July 19 meets with his distributors and salesmen in Chicago to discuss the label's fall merchandising program. . . . Chanter Jimmy Wakeley in town to cut some Coral sides. . . . Errol Garner, now playing the Blue Note in Philadelphia, set for the CBS Kraft show Sunday (10).

Paul Cohen, Decca country recording topper, has signed Jackie Brooks. Cohen, who also handles Coral's country recordings, has signed Patsy Kline to that label.

M-G-M has signed Claire Hogan, ex-canary with Gene Krupa and Jimmy Dorsey. . . . Melvin Price, 16-year-old son of Mercury's sales chief Morry Price, is working as a record salesman at the Wurlitzer Store in Chicago this summer. . . . Wing's sales manager Jack Bernard is on a swing thru the East to meet his new distributors—his first Eastern trip since joining the label.

Rusty Draper (who closes at the Stateline, Las Vegas, Nev., July 10) opens a one-week date at the Blue Moon, Lowell, Mass., July 18. . . . The David Carroll band winds up a series of one-nighters thru the Midwest July 26, then opens at the Prom Ballroom, St. Paul. . . . Buddy Morrow and his ork will start a one-nighter tour thru the East July 15, opening at Coney Island, Cincinnati, on that date.

Mercury has rushed out to the trade a David Carroll waxing of "The Girl Upstairs." . . . The Mariners have had to cancel some appearances, including a guest shot on "Toast of the Town," because Marty Karl, a member of the group, has come down with a case of the mumps. . . . Richard Maltby will be the ork leader on the Vaughan Monroe show, which replaces the Dinah Shore seg on NBC-TV beginning July 19.

Hollywood

Zeke Manners, KEWB disk jockey, inaugurated a policy of inviting local record distributors to handle phone calls on his early morning show. . . . Song writers Johnny Mercer and Gene DePaul have turned in six of the nine songs contemplated for the musical version of "It Happened One Night." . . . Capitol Records feted a host of its country stars. . . . Stan Jones, who penned "Riders in the Sky" some years ago, has written a title song for "The Searchers." . . . Shorty Rogers' next album for Atlantic will be titled "Carnival in

Venice, Calif." . . . Polly Be began a series of Wilson Steam Line dates. . . . Hanson & Sch will handle promotion for I Records. . . . Alfred Apaka, recently arrived from the Hawaiian lands to bally the new H Kaiser Hotel there, will record sides for an upcoming Decca all while in town. . . . Maestro B Strong in town before returning his oil business in Wichita, Kan. Strong has dropped all music activities. . . . Benny Goodman, an all-star band featuring C Krupa, Teddy Wilson, Buck Clayton and Harry James, recorded of the 29 tunes to be used in maestro's film bio at Univer International.

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"IN THE STILL OF
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THE RAVENS
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Jubilee 5203

THE FOUR TUNE
"TIME OUT FOR
TEARS"

Jubilee 5200

THE
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"FINALLY"

Jubilee 5202

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PHONOS—HI FI

By JUNE BUNDY

PHILCO INTRODUCES TRANSISTOR PHONO . . .

The Philco Corporation this week introduced its new phono line to some 1,200 distributors attending a summer convention at Miami Beach. Highlight model was a portable phono in which three transistors take the place of vacuum tubes.

Machine retails for \$59.95, and will play up to 3,000 standard 45 records using current from four standard flashlight batteries. Philco also introduced 12 other phonos, ranging from a portable three-speed unit retailing at \$29.95, to a high fidelity console priced at \$189.95.

EMERSON PORTABLE IS PRICE LEADER . . .

A three-speed manually operated portable phono retailing at \$28 is the price leader in the new 1956 line of phonos introduced this week by Emerson. The line also includes four other portable phonos, one portable radio-phono, one table model phono, one phono console, and one radio-phono console—all three-speed. Latter, pegged at \$198, is the top-priced unit of the radio-phono line, with the exception of two radio-TV-phono consoles ranging up to \$498.

Concurrent with introducing its new line, Emerson established uniform retail prices thruout the country (rather than raising them in the South and West), and scrapped the practice of setting up retail prices on a dollars-and-odd-cents basis. Instead, Emerson (which celebrates its 40th anniversary this year) will price its models "realistically" in round-dollars (e.g., \$28, \$34, etc.) effective immediately; thus defying an industry pricing tradition of some 25 years. According to Emerson's President Benjamin Abrams, uniform prices across the country are made possible by the factory's prepayment of freight charges.

21 MODELS OFFERED BY SYMPHONIC . . .

Symphonic Radio & Electronic Corporation's new phono line spotlights 21 models, ranging in price from a 78 kiddie player at \$19.95 to a three-speed automatic player (mounted on wrought iron legs) retailing at \$119.95.

The line, which will be introduced at the Chicago Music Show, also features a 45 automatic phono at \$29.95, and a three-speed radio-phono with speaker in a removable lid, designed primarily for schools and auditoriums. According to Symphonic's President Max Zimmer, the firm's Lowell, Mass., plant is now operating at capacity in anticipation of a banner sales year.

SENTINEL FEATURES 4 CONSOLE MODELS . . .

The Sentinel Radio Corporation's new 1956 phono line was showcased to distributors this week at the Edgewater Beach Hotel in Chicago. The company's promotional theme for its new line will be "pay a little more for a lot more quality." The line includes four console model hi-fi radio-phonos, ranging in price from \$169.95 to \$249.95—all with three-speed Collaro changers, AM radio, extended range dual speakers and reported frequency response of 20-20,000 c.p.s.

FINDS 85% OF HI-FI SALES TO TEEN-AGERS . . .

More than 85 per cent of all hi-fi phonos sales are made to teen-agers, according to a company survey of the field made by Trav-Ler Radio Corporation, Chicago. In view of these statistics, Trav-Ler's President Joel Friedman contends "Sales must be beamed toward the teens if a high volume of hi-fi sales is to be realized. Manufacturers must produce sets which appeal to the average income group."

LINER NOTES

By IS HOROWITZ

CAMDEN GETS OK TO USE SYMPHS' REAL NAMES . . .

Camden Records, now to be known officially under the tag of RCA Camden, has gained the permission of five leading symphony orchestras to use their true names on disk labels. New reissues of the wax product of the Minneapolis, Indianapolis, San Francisco, Chicago and National orchestras will no longer be tagged with pseudonyms.

Until now, Camden has labeled these orks as follows: Marlborough (Minneapolis), Sussex (Indianapolis), Worldwide (San Francisco), Century (Chicago) and Globe (National). Conductors involved were Eugene Ormandy, Fabien Sevitsky, Pierre Monteux, Frederick Stock, Desire Defaux and Hans Kindler.

Camden, meanwhile, has designed a counter merchandiser that will hold and display all its LP and EP product. The unit will be shipped to dealers in a compact carton, and it can be assembled on location with a screwdriver or a dime, say diskery execs.

MPHC'S REVOLVING RACK SHOWS PIANO COURSE . . .

The Music Publishers Holding Corporation has developed a revolving counter rack to help stores display the piano music of Ada Richter. The Richter Piano Course, one of the top lines in the publisher's educational catalog, can be displayed in the 28 pockets of the rack. The fixture will be furnished free to dealers who purchase \$74.50 (retail value) worth of Richter music.

er's educational catalog, can be displayed in the 28 pockets of the rack. The fixture will be furnished free to dealers who purchase \$74.50 (retail value) worth of Richter music.

AGMA HOLDS NATIONAL ELECTION OF OFFICERS . . .

John Brownlee, Metopera baritone, has been re-elected president of the American Guild of Musical Artists. Also re-elected as vicepres were Jascha Heifetz, Dr. Leopold Sachse, Betty Stone and Astrid Varney. Other officers named include Tilda Moss and Elizabeth Hoepfel. Balloting was nation-wide, with 35 per cent of all AGMA members participating in the election.

MAJOR AND MINOR

Westminster Records has signed Vera Franceschi to a disk pact. The American pianist's first LP under her new affiliation is already in preparation. . . . Jan Peerce, now in Rome to cut Puccini's "Madame Butterfly" for RCA Victor, this week presented the Vatican with a rare record collection of liturgical music for the Musicians' Emergency Fund in tribute to Fritz Kreisler.

Vox's latest George Feyer album features the pianist in a set titled "Echoes of Budapest." . . . Folkways Records has just released the first in a new series of LP's called "Music From the Southland,"

VEGAS TALENT POOL AN OASIS FOR AIR EXECS

HOLLYWOOD, July 2.—The abundance of talent working in Las Vegas has rapidly made the desert spa an important stop for the record industry's artist and repertoire execs. Disk business a.&c.r. men from both the major and independent companies can be found in Las Vegas during almost any given week of the year, scouting new talent, discussing songs and contracts with artists, and equally important, viewing their paces working in person.

Curiously enough, Las Vegas to date has produced very few names who have since been inked by recording companies. In addition, the gambling capital is seldom used by the disk business as a recording locale. The necessity for cutting in Las Vegas is largely negated by the proximity of Los Angeles, where most of the majors have their own recording facilities with superior studio set-ups than exist in Las Vegas.

It's important, tho, say the a.&c.r. men, to see "show business" in action since Vegas does have more working entertainers per square foot than almost any other

metropolitan city, with possibly the exception of New York. Tho the chances of coming up with new talent are slight, the mere fact that performers abound there generally offers the repertoire men enough impetus. It's a breaking-in ground, too, say the repertoire men, where very often a performer will use new material which quite possibly will be suited for the tastes of the disk market.

There are almost 30 recording names currently working in Las Vegas, among them such stars as Sammy Davis Jr., Kay Starr, Xavier Cugat, Marilyn Maxwell, Rosemary Clooney and Louis Jourdan. The smaller lounges are literally dotted with possible recording talent, with the RCA Victor disk pact recently inked by the Mary Kaye Trio stemming from the success they made there.

With 15 major hotels in operation in Las Vegas, and an additional six under construction and due for completion before the year is out, chances are that disk business personnel will become even more frequent visitors.

UNESCO Pact Effective Sept.

WASHINGTON, July 2.—The Universal Copyright Convention becomes effective September 16, according to the Director General of the United Nations Educational, Social and Cultural Organization, who states that the required 12 countries have deposited ratifications. The principality of Monaco was the 12th, having ratified on June 16. According to its terms, the convention takes effect three months later.

On and after September 16, works published by the nationals of Andorra, Cambodia, Chile, Costa Rica, German Federal Republic, Haiti, Israel, Laos, Monaco, Pakistan and Spain will receive automatic protection in the United States without the necessity of complying with U. S. law. Similarly, works by U. S. authors receive protection in the other countries merely thru publication here.

The Cloverleafs, pop group which recently cut "Four Season Sweetheart," was in Boston last week plugging the slicing.

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. STARRING SAMMY DAVIS JR. Decca DL
2. IN THE WEE SMALL HOURS—Frank Sinatra . . . Capitol V
3. LONESOME ECHO—Jackie Gleason Capitol V
4. LOVE ME OR LEAVE ME—Doris Day Columbia C
5. CRAZY OTTO Decca DL
6. I LIKE JAZZ Columbia
7. DAMN YANKEES—Original Cast RCA Victor LOC
8. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM
9. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol I
10. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W
11. HOLIDAY IN ROME—Michel LeGrand Columbia CL
12. MUSIC FOR TONIGHT—Steve Allen Coral 1
13. SONG HITS FROM THEATERLAND—Mantovani Ork. London LL
14. BRUBECK TIME—Dave Brubeck Columbia CL
15. DEE-LIGHTFUL—Lenny Dee Decca DL

EP'S

1. IN THE WEE SMALL HOURS—Frank Sinatra . . . Capitol EBI
2. LONESOME ECHO—Jackie Gleason Capitol EBI
3. STARRING SAMMY DAVIS JR. Decca ED 2
4. LOVE ME OR LEAVE ME—Doris Day Columbia EPI
5. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB
6. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBI
7. SHAKE, RATTLE AND ROLL—Bill Haley Decca ED
8. CRAZY OTTO, PART 1 Decca ED
9. CRAZY OTTO, PART 2 Decca ED
10. I LOVE YOU—Eddie Fisher RCA Victor EPB
11. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol EAI
12. MOODS IN SONGS—Nat (King) Cole Capitol EAP
13. GLENN MILLER PLAYS SELECTIONS FROM "GLENN MILLER STORY" RCA Victor EPBT
14. DAMNY YANKEES—Original Cast RCA Victor EOC
15. BLUE MIRAGE—Les Baxter Capitol EAP

• "Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. BARTOK: CONCERTO FOR ORCHESTRA—Philadelphia Orchestra (Ormandy) Columbia ML
2. GOUNOD: MIREILLE—Aix-en-Provence Festival (Cluytens) Angel
3. SCHUBERT: SYMPHONY NO. 5; MENDELSSOHN: OCTET FOR STRINGS, OP. 20—NBC Symphony (Toscanini) RCA Victor LM
4. CHOPIN: MAZURKAS—William Kapell . . . RCA Victor LM

• Reviews and Ratings New Classical Releases

RAVEL: DAPHNIS ET CHLOE (COMPLETE) (1-12)—Minneapolis Symphony; Antal Dorati, Cond. Mercury MG 50048 79

Certainly to the ballet lover sight is as important as sound, and Mercury has designed a package here which will excite both senses. Of conductors resident in this country, Dorati is among the select few whose sympathy for the modern French repertoire is well established. And to support his sensitive interpretation of the demanding score, the label has abetted his efforts with some of the most expert and realistic sound on record. The disk is awarded added salability to the market aimed at by virtue of its class packaging, elaborately decorated with Mallot woodcuts, ballet photos and notes to match. Many stores will earn welcome revenue with this set.

HAYDN: SYMPHONY NO. 85 IN G ("LETTER V"); SYMPHONY NO. 101 IN D ("THE CLOCK") (1-12)—Vienna Philharmonic; Karl Munchinger, Cond. London LL 1199 78

Here are two Haydn staples. The disk is excellently recorded. This, plus the fact that the coupling is unique thus far, makes it a desirable item for classical dealers. The performance by the Vienna Philharmonic, conducted by Karl Munchinger, is excellent.

FOREVER THE WALTZ (1-12)—Vienna Bohemian Orchestra; Fried Walter, Con. Victor LM 1876 74

RCA Victor claims this LP has "Schwung," meaning it captures the full-bouyant flavor of the Viennese spirit. Happily, it does just that, with conductor Fried Walter and the Vienna Bohemian Orchestra contributing a package of seven Johann Strauss Jr. selections that more than holds its own quality-wise even in the highly competitive Strauss market. Recorded in Europe, the lush instrumentals include "Blue Danube," "Tales From the Vienna Woods," and "Artist's Life." A decorative cover-photo of a waltzing beauty should also help sales.

BLOCH: FOUR STRING QUARTETS (3-12)—Griller String Quartet, London Ha 23 74

This is certain to rate importantly in the purchase calculations of many chamber music collectors. Bloch is steadily winning greater listener attention and a complete set of his quartets, spanning creative activity from 1916 to 1953 figures as inherently important in itself. It must be said, too, that the readings by the Griller group have unusual merit, projecting with true conviction. The third quartet was available earlier by the Grillers in a London 10-inch; only the third has

otherwise been recorded. Solid stuff for the chamber music fan.

BACH: THE WELL-TEMPERED CLAVIER (COMPLETE) (6-12)—Wanda Landowska, Harpsichord. Victor LM 6800 79

There's little need to introduce knowing collector to this monum keyboard accomplishment. Miss Landowska cut her first disk in this edition in 1949, and since then subsequent ones have been received enthusiastically. All, incidentally, have already been leased singly. What Victor has now is to group them together in a 12 edition of surpassing interest on 5 levels. First of all the 48 Preludes-Fugues are all here in one self-contained package. And the latter is distinct bound in black silk. Detailed notes furnished, written by the renowned harpsichordist and Bach student herself, they are offered in somewhat abbreviated versions of those which graced the of the individual disks. And for the whom such things are important the bold autograph of Miss Landowska add the final connoisseur touch. This down as a quick seller to the dedicated customers almost each outlet has on its books.

BIZET: ROMA; CHABRIER: BOURREE FANTASQUE (1-12)—New York Ballet Orchestra; Leon Barzin, Vox PL 9320 79

Balletomanes who enjoyed these major Balanchine creations will be pleased that the music has now been recorded by the company for the first time of these works. "Roma" is based three movements of Bizet's second phony, while "Bourree Fantasque" melange consisting of "Marche Joyeuse" (used as an overture), the "Bourree" self, the interlude to the opera "Gwylne" and the "Fete Polonoise" from opera "Le Roi Malgre Lui." Dance will be interested.

ALBENIZ: IBERIA (BOOKS NAVARRA; CANTOS DE ESTE) (2-12)—Jose Echaniz, Piano. Westminster WAL 219 79

A complete exposition of the piano works of Albeniz has been w for a long time. Naturally, it is difficult to find a pianist with the technical mand, the familiarity with the Spanish idiom and the mercurial personality essay to realize these works completely. While Echaniz falls short of being perfect exponent of this music, he is long way toward filling such a "Navarra," "Cantos de Espana" as

(Continued on page 27)



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AND HIS ORCHESTRA

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and
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Reviews and Ratings of New Popular Albums

MUSIC FOR A SUMMER NIGHT84
Boston Pops Orchestra, Arthur Fiedler, Cond. (1-12")

The trend for the record packagers to rival the pocket book publishers in the field of incongruous cover art work continues, and this album is a good case in point. A full-length photo of a slim nymph attired in a diaphanous Grecian nitey adorns this collection of otherwise thoroughly virtuous material which creates a musical mood of a band concert in the park rather than the boudoir. However, the seductive cover is bound to be a big-plus for the package in the pop market, and may well put it up on the best-selling album charts in record time. Excellent performances by Fiedler and Boston Pops Orchestra and their extensive followings will also account for healthy sales results. The package includes such well known works as "Liebestraum," "Moonlight Sonata," and "Candlelight Waltz."

AND I THOUGHT ABOUT YOU79
Patti Page (1-10")
Mercury MG 25209

Mercury's top songbird is in fine vocal form here on a group of eight preferred standards, including the title tune, "The Touch of Your Lips," "Stay as Sweet as You Are," and "When Your Lover Has Gone." Patti Page sings a ballad with tenderness, taste, and, most important of all, warm sincerity. Her fans are bound to consider this package a "must" buy, and deejays will find it perfect programming for romantic wax segs.

A CURE FOR LONELINESS78
Galen Drake, Narrator; Wayne King Ork (1-10")
Victor LPM 3204

RCA Victor is going all out on cheesecake photos for its album packages this season, and needless to say, the provocative cover pictures are selling plenty of extra LP's, since they now offer something for the eye (well some eyes) as well as the ears. This collection of poetry (narrated by CBS's Galen Drake against a soft musical background by Wayne King) is represented pictorially by a bosomy redhead in a deep-cut transparent nightgown and a cage of lovebirds—a pleasing picture but hardly a convincing candidate for "Loneliness." However, the title should have great commercial appeal, and the LP is bound to enjoy brisk sales. King's dreamy arrangements are strictly secondary to Drake's competent readings of love poems, ranging from Ella Wheeler Wilcox's "I Love You," to Elizabeth Browning's "Why Do I Love You?" Drake is heard regularly over CBS, which should also enhance the sales appeal of the album.

ACADEMY AWARD FAVORITES77
Jack Shaindlin Ork (1-12")
Mercury MG 20061

Film music is currently riding high in the popularity charts, and a number of recent packages have cashed in on this fact. This Mercury album has an additional angle which should prove a merchandising asset. The ditties are all Academy Award favorites—going back as far as 1934, the early years of sound film. Some of the tunes are "Three Coins in the Fountain," "It Might as Well Be Spring," "The Continental," "When You Wish Upon a Star," etc. Jack Shaindlin, noted for his interpretations of film music, does an excellent job.

CAVALCADE OF MUSIC70
D'Artega (1-12")
Cavalcade DC 1000

This is the first LP release of Cavalcade, and it shapes up as a thoroughly pleasant listening with D'Artega (musical director for the new label) serving up lush musical helpings of pop concert mood music arranged along symphonic lines. Deejays should find the package useful for romantic pro-

gramming, with one side (featuring Rebekah Harkness' six part "Safari") an interesting off-beat suggestion for the more adventurous spinners. Other works include orchestral recording of Debussy's "La Plus Que Lente," Chabrier's "España," and D'Artega's own "Stradivari Champagne." With the exception of "España," all of the orchestrations are by D'Artega.

Jazz

CHARLIE PARKER MEMORIAL, VOL. 2 (1-12")
Savoy MG 12009

This colorful LP is a must for the cats. It contains the Bird's unreleased versions of many of his most famous compositions, plus a batch of original masters. The disk includes snatches of conversation between the Bird and other men on the dates, which were held between 1944 and 1948. In addition to the splendid performances captured in these grooves, the disk holds the excitement of the actual sessions. For collectors, there's fine material in the liner notes, too, pertaining to the musicians on each date. Rudy Van Gelder is credited with remastering, and Ozzie Cadena with editing. This is the third Parker package from Savoy since his death.

HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS, VOL. 6 (1-12")
Contemporary C 3504

Here is another volume from the All Stars that modern jazz collectors will cherish. The homogeneous ensemble sound of earlier albums is there interspersed with some brilliant solo playing. In this set, tenor man Bob Cooper's talents are probably the most conspicuous. He contributed two significant compositions, "Who's Sleepy?" and "Mad at the World," as well as the arrangement of "Lonesome Ago and Far Away"—all this, in addition to his instrumental work. Vying for honors is Bud Shank, playing a better alto than ever in his own "Sad Sack" and in "East of the Sun, plus flute in "Mad at the World." Rounding out this swinking crew are Conte Candoli, Frank Rosolino, Claude Williamson, Howard Rumsey, and Stan Levey. A top buy for the cool crowd.

HOLIDAY IN BRAFF (1-10")
Bethlehem BCP 1032

Ruby Braff, the up-and-coming young trumpeter, has selected a program of tunes associated, for the most part, with Billie Holiday. He is backed by a full sax section and rhythm, score for by Bob Wilber. The idiom is Swing, and Braff's full, soaring trumpet tone should continue to increase his already broad following. Modernists may not go along unanimously with the advertised fact that Braff plays everything from Armstrong thru Parker, but Armstrong and Beriga lovers should find him very much to their tastes.

DOWN IN THE DEPTHS ON THE 90TH FLOOR (1-10")
Helen Carr (1-10")
Bethlehem BCP 1027

Since she appears on a jazz label, Miss Carr's LP is classified as "jazz." Actually, she is a cute-sounding, but quite limited singer, who gets the benefit here of some expert accompaniment by jazz stars such as her husband Donn Trenner and Doc Fagerquist, both of the Les Brown band, plus Stan Levey, Charlie Mariano and Max Bennett. Most of the grooves, however, are filled by the vocalist. Even the tunes, including the once rare title song, are no longer obscure enough to lure collectors of esoterica.

Reviews and Ratings New Classical Releases

Continued from page 26

Last two books of "Iberia" are recorded on LP for the first time.

SCHUMANN: VIOLIN SONATA NO. 1 IN A; BRAHMS: VIOLIN SONATA NO. 2 IN A (1-12")—Rafael Druian, Violin; John Simms, Piano. Mercury MG 8000269

Druian, concertmaster of the Minneapolis Orchestra, probably has a fair enough following in his home territory, tho he is something less than a name elsewhere. In these romantic sonatas, he plays quite competently, tho his playing is not distinguished by any rare poetic sense. The recording is excellent. Surprisingly, this Schumann performance is virtually without competition on 12-inch disks. In the Brahms, there is a formidable competitor in Steca.

BEEHOVEN: TRIO NO. 4 IN D ("GHOST"); MOZART: TRIO NO. 4 IN E (K. 542) (1-12")—Trio Di Trieste. London LL 117766

This group is better scaled to the lovely transparent Mozart work than to the massive Beethoven trio. Still, many may prefer this more intimate approach to the well-known "Ghost" Trio. Several companies have produced complete sets of the Mozart Trios, and this issue faces a fairly contracted market. The Albeneri group offers strong competition to the Beethoven face, and it would be wise to consider present stock before investing.

YARDUMIAN: ARMENIAN SUITE VIOLIN CONCERTO (1-12")—Andrei Brusilow, Violin; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ME 4991.

And so there is another "Y" added to LP catalog to keep Ysaye company. Richard Yardumian, a young Philadelphia, shows himself well equipped technically and his work, as evidenced here, is easier to grasp and should be quick to please than much of contemporary origin. The strong support of the Philadelphia Orchestra should help this find its way into "complete" libraries. Not for the average store, tho.

PERSICHELLI: CONCERTO FOR PIANO—FOUR HANDS, OP. 3; CRESTON: SONATA FOR SAXOPHONE AND PIANO (1-12")—Vince and Dorothea Persichetti, Piano; Vincent J. Abato, Saxophone; Creston, Piano. Columbia ME 4989.

Columbia's Modern American Music Series is certain to stir up interest among educators and adventurers, tho few of us disks are likely to find a mass market. The Persichetti, an atonal piece, jammed with interest. It's original, tense and colorful, and this performance brings it to life. The Creston is a light work, written idiomatically for the saxophone, which is played beautifully by Vince Abato, who appears to be about the best around today on that much maligned instrument. Sax students should tipped to this one.

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The Billboard Music Popularity Chart

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

Chart Comments

An interesting three-way split shows up this week on the pop charts, with Prado's "Cherry Pink and Apple Blossom White" chopped down from its triple-crown position, and a different No. 1 disk for each of the three pop categories.

The Prado disk maintains its top spot on the juke list but steps down one position on the retail listings and dips way down to No. 5 on the jockey chart. The "comeback" platter, Bill Haley's "Rock Around the Clock," takes over the No. 1 retail spot, while Frank Sinatra's "Learning the Blues" moves into the No. 1 jockey position.

Two indie records hit the best-selling retail charts this week for the first time, with Pat Boone's "Ain't It a Shame?" on Dot checking in as No. 19 and King's "Seven Teen" by Boyd Bennett coming up as No. 24.

Fats Domino's "Ain't It a Shame?" retains its triple-crown position in the rhythm and blues field, while Webb Pierce's "In the Jailhouse Now" shows up again as the No. 1 country and western platter on the retail and juke box charts. The top jockey disk in the c.&w. field is Porter Wagoner's "Satisfied Mind," which jumps up from No. 3, edging out last week's top jockey waxing, Faron Young's "Live Fast, Love Hard and Die Young." Tennessee Ernie's "His Hands," which hit the pop charts a couple of weeks ago but dropped off again, shows up on the c.&w. retail chart for the first time this week in 15th place.

Count Basie's Clef waxing, "Everyday," makes the r.&b. best-selling retail charts for the first time this week as No. 8. Prior to this week, the veteran band leader hadn't made the best-seller lists for several years. Coincidentally, the flip side of the new Basie disk is tagged "Comeback."

Best Selling Sheet Music

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

1. Unchained Melody... 1 13
Frank
2. Cherry Pink and Apple Blossom White... 2 14
Chappell
3. Ballad of Davy Crockett... 3 18
Wonderland
4. Learnin' the Blues... 7 4
Barton
5. Melody of Love... 4 26
Shapiro-Bernstein
6. Honey Babe... 4 5
Witmark
7. Something's Gotta Give... 6 6
Robbins
8. Rock Around the Clock... 8 3
Myers
9. Blossom Fell... 11 8
Shapiro-Bernstein
10. Heart... 13 8
Frank
11. Hard to Get... 13 3
Witmark
12. Hey, Mr. Banjo... 9 6
Mills
13. It's a Sin to Tell a Lie... 12 4
Bregman, Vocco & Conn
14. Blue Star (Medic)... - 1
Chappell
15. Whatever Lola Wants... - 10
Frank

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending June 29

This Week	Last Week	Weeks on Chart
1. Unchained Melody		1 14
By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard		
2. Cherry Pink and Apple Blossom White		2 16
By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		
3. Rock Around the Clock		3 7
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLE: S. Doe, Arcade 123; C. Wilcox, M-G-M 12028.		
4. Learnin' the Blues		4 8
By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
5. Blossom Fell		5 9
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
6. Something's Gotta Give		6 6
By Johnny Mercer—Published by Robbins (ASCAP) BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425.		
7. Ballad of Davy Crockett		9 20
By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; F. Parker, Col 40449; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
8. Honey Babe		7 10
By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORD AVAILABLE: Sauter-Finegan, Vic 20-6025. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
9. Dance With Me, Henry		8 15
By Jules Taub, Joel Joseca and Sam Ling—Published by Modern (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
10. Heart		10 9
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: E. Fisher, Vic 20-6097. OTHER RECORDS AVAILABLE: N. Brooks, X: Four Aces, Dec 29476. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		

Second Ten

11. HARD TO GET	14	3
Published by Witmark (ASCAP)		
12. SWEET AND GENTLE	19	2
Published by Peer (BMI)		
13. IT'S A SIN TO TELL A LIE	13	5
Published by Bregman, Vocco & Conn (ASCAP)		
14. HEY, MR. BANJO	12	7
Published by Mills (ASCAP)		
15. CHEE CHEE OO CHEE	16	4
Published by Hill & Range (BMI)		
16. MELODY OF LOVE	16	27
Published by Shapiro-Bernstein (ASCAP)		
16. IF I MAY	16	4
Published by Roosevelt (BMI)		
18. ALABAMA JUBILEE	15	2
Published by Remick (ASCAP)		
19. LOVE ME OR LEAVE ME	20	4
Published by Bregman, Vocco & Conn (ASCAP)		
20. WHATEVER LOLA WANTS	12	11
Published by Frank (ASCAP)		

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

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 Blossom Fell (R)—Shapiro-Bernstein ASCAP
- A Man With a Dream (R) (M)—Chappell ASCAP
- Alabama Jubilee (R)—Remick—ASCAP
- All of You (R)—Chappell—ASCAP
- Ballad of Davy Crockett (R) (F)—Wonderland—BMI
- Blue Star (R)—Chappell—ASCAP
- Chee Chee-oo Chee (R)—Hill & Range—BMI
- Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
- Dance With Me Henry (R)—Modern—BMI
- Darling, Je Vous Aime Beaucoup (R)—Chappell—ASCAP
- Good and Lonesome (R)—Porgie—BMI
- Hard to Get (R)—Witmark—ASCAP
- Heart (R)—Frank—ASCAP
- Hey, Mr. Banjo (R)—Mills—ASCAP
- Honey Babe (R)—Witmark—ASCAP
- Hummingbird (R)—Jungnickel—ASCAP
- If It's a Dream (R) (M)—Chappell—ASCAP
- I'll Never Stop Loving You (R)—Feist—ASCAP
- Kentuckian Song (R)—Frank—ASCAP
- Land of the Pharaohs (R)—Remick—ASCAP
- Learnin' the Blues (R)—Barton—ASCAP
- Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
- Man in the Raincoat (R)—Canada Ltd—BMI
- May I Never Love Again (R)—Broadway—BMI
- Rock Around the Clock (R)—Myers—ASCAP
- Something's Gotta Give (R)—Robbins—ASCAP
- Sweet and Gentle (R)—Peer—BMI
- That Old Black Magic (R)—Famous—ASCAP
- Unchained Melody (R)—Frank—ASCAP
- Whatever Lola Wants (R) (M)—Frank—ASCAP
- World Is Mine (R)—Paramount—ASCAP

Television

- A Blossom Fell (R)—Shapiro-Bernstein ASCAP
- Ballad of Davy Crockett (R) (F)—Wonderland—BMI
- Banjo's Back in Town (R)—World—ASCAP
- Breeze and I (R)—E. B. Marks—BMI
- Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
- Dance With Me Henry (R)—Modern—ASCAP
- Darling, Je Vous Aime Beaucoup (R)—Chappell—ASCAP
- Dippy Dippy Doodle (R)—Melrose—ASCAP
- Flip, Flop and Fly (R)—Progressive—ASCAP
- Heart (R)—Frank—ASCAP
- Hey, Mr. Banjo (R)—Mills—ASCAP
- Honey Babe (R)—Witmark—BMI
- Hummingbird (R)—Jungnickel—ASCAP
- I'm the Greatest Father of Them All (R)—Famous—ASCAP
- Jukin' (R)—Tee-Kaye—ASCAP
- Learnin' the Blues (R)—Barton—ASCAP
- Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
- Man From Laramie (R)—Shapiro-Bernstein—ASCAP
- Oh! No! (R)—Porgie—BMI
- Play Me Hearts and Flowers (R)—Advent—ASCAP
- Sluefoot (R)—Robbins—ASCAP
- Something's Gotta Give (R)—Robbins—ASCAP
- Sweet and Gentle (R)—Peer—BMI
- Swimmin' (R)—Mood—ASCAP
- Take My Love (R)—Feist—ASCAP
- That Old Black Magic (R)—Famous—ASCAP
- Tweedle Dee (R)—Progressive—BMI
- Unchained Melody (R)—Frank—ASCAP
- Whatever Lola Wants (R)—Frank—ASCAP
- Young and Foolish (R)—Chappell—ASCAP

England's Top Two

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

- Unchained Melody—Frank (Frank)
- I Wonder—Macmelodies (Sanson)
- Stranger in Paradise—Frank (Frank)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Dreamboat—Leeds (Winston)
- Where Will the Dimple Be?—Cin (Rogers)
- Softly, Softly—Cavendish (Sherwin)
- Stowaway—Morris (Melrose)
- Under the Bridges of Paris—South (Range)
- Earth Angel—Chappell (Williams)
- Evermore—Kassner (Piccadilly)
- Unsuspecting Heart—Berry (Teepee)
- Don't Worry—Lawrence Wright (V)
- You My Love—Dash (*)
- Tomorrow—Cavendish (Reis)
- Give Me Your Word—Campbell, (Shapiro-Bernstein)
- Ready, Willing and Able—Berry (Range)
- Chee Chee-oo Chee—Peter Maurice (Range)
- Melody of Love—Campbell, (Shapiro-Bernstein)
- Sincerely—Dash (Arc-Regent)



Buyboard

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

TOP SELLERS

Popular

- BALLAD OF DAVY CROCKETT—FAREWELL (Tennessee) Ernie Ford 3058
- A BLOSSOM FELL—IF I MAY..... Nat (King) Cole..... 3095
- DAY BY DAY—HOW CAN I TELL HER..... The Four Freshmen..... 3154
- DUVID CROCKETT—TWEEDLE DEE..... Mickey Katz..... 3144
- HIS HANDS—I AM A PILGRIM..... (Tennessee) Ernie Ford..... 3135
- HUMMINGBIRD—GOODBYE, MY LOVE..... Les Paul and Mary Ford..... 3165
- LEARNIN' THE BLUES—
IF I HAD THREE WISHES..... Frank Sinatra..... 3102
- LET ME BE YOUR HONEY, HONEY—
RAGTIME COWBOY JOE..... Joe (Fingers) Carr..... 3152
- MY ONE SIN—
THE BLUES FROM KISS ME DEADLY..... Nat (King) Cole..... 3136
- NOT AS A STRANGER—
HOW COULD YOU DO A THING LIKE
THAT TO ME..... Frank Sinatra..... 3130
- THE POPCORN SONG—BARRACUDA..... Cliffie Stone..... 3131
- THE SAND AND THE SEA—
DARLING JE VOUS AIME BEAUCOUP..... Nat (King) Cole..... 3027
- UNCHAINED MELODY—MEDIC..... Les Baxter..... 3055
- THE VERDICT—ME MAKE UM POW WOW..... The Five Keys..... 3127
- WAKE THE TOWN AND TELL THE PEOPLE—
I'LL NEVER STOP LOVING YOU..... Les Baxter..... 3120

Popular Albums

- ARTHUR MURRAY CHA CHA MAMBOS..... Billy May—Album No. 578
- B. G. IN HI FI..... Benny Goodman—Album No. 565
- IN THE WEE SMALL HOURS..... Frank Sinatra—Album No. 581
- KALEIDOSCOPE..... Les Baxter—Album No. 594
- LES AND MARY..... Les Paul and Mary Ford—Album No. 577
- LONESOME ECHO..... Jackie Gleason—Album No. 627
- MUSIC FOR LOVERS ONLY..... Jackie Gleason—Album No. 352
- MUSIC, MARTINI AND MEMORIES..... Jackie Gleason—Album No. 509
- NORTH OF THE RIO GRANDE..... Hank Thompson—Album No. 618
- ORTA-MAY..... Billy May—Album No. 562

Single EP Albums

- BLUE MIRAGE..... Les Baxter—Album No. 599
- MOODS IN SONG..... Nat (King) Cole—Album No. 633
- MOONGLOW..... Nelson Riddle—Album No. 620
- SESSION WITH SINATRA..... Frank Sinatra—Album No. 629
- "TENNESSEE" ERNIE FORD..... —Album No. 639

Children's Albums

- BALLAD OF DAVY CROCKETT & FAREWELL (Tennessee) Ernie Ford—Album No. 3229
- GISELE MacKENZIE SINGS CHILDREN'S SONGS FROM FRANCE..... Album No. 3224
- LADY AND THE TRAMP..... Original Cast—Album No. 3056
- LITTLE TOOT LOST IN THE FOG..... Art Gilmore—Album No. 3217
- TALES OF DAVY CROCKETT..... "Tennessee" Ernie Ford—Album No. 3235



Classical Albums

- ECHOES OF SPAIN..... Hollywood Bowl Symphony Orchestra—Album No. 8275
- FAVORITE CLASSICS FOR PIANO..... Leonard Pennario—Album No. 8312
- PROKOFIEV "CONCERTO NO. 1 IN D MAJOR," LALO "SYMPHONIE ESPAGNOLE"..... Nathan Milstein and The St. Louis Symphony—Album No. 8303
- STARLIGHT CONCERT..... Hollywood Bowl Symphony Orchestra—Album No. 8276
- STARLIGHT ENCORES..... Hollywood Bowl Symphony Orchestra—Album No. 8296

Country & Western

- GO BACK, YOU FOOL—ALL RIGHT..... Faron Young..... 3169
- IT TICKLES—LET DOWN..... Tommy Collins..... 3082
- LIVE FAST, LOVE HARD, DIE YOUNG—
FORGIVE ME, DEAR..... Faron Young..... 3056
- A SATISFIED MIND—TAKE POSSESSION..... Jean Shepard..... 3118
- WILDWOOD FLOWER—
BREAKIN' IN ANOTHER HEART..... Hank Thompson..... 3106

NEW RELEASES!

Nos. 479 & 480

- YOU'RE THE ANSWER TO MY PRAYER..... Jane Froman..... 3164
- SUMMERTIME IN VENICE..... Lee Kane..... 3166
- AROUND AND AROUND..... Ella Mae Morse..... 3167
- MERCI BEAUCOUP..... The Taylor Maids..... 3168
- HEART FULL OF HOPE..... Faron Young..... 3169
- LIVIN' LIVIN', LIVIN'..... Les Brown..... 3170
- I ALMOST LOST MY MIND..... Al Martino..... 3171
- TURN TO ME..... Garden Band..... 3172
- GO BACK YOU FOOL..... Woody Herman..... 3173
- ALL RIGHT..... Ronnie Grey..... 3174
- HE NEEDS ME..... The Gallahads..... 3175
- SIMPLICITY..... Ray Anthony..... 3176
- THE MAN FROM LARAMIE..... The Louvin Brothers..... 3177
- TO PLEASE MY LADY..... Bunny Paul..... 3178
- IN THE GOOD OLD SUMMER TIME..... Pete Kelly's Blues..... 3176
- THE BAND PLAYED ON..... DC-7..... 3176
- THE GIRL UPSTAIRS..... Carl Hayes..... 3182
- YOU'RE HERE, MY LOVE..... Ferlin Huskey..... 3183
- RUN, MANNY RUN..... Margie Rayburn..... 3180
- SWEET BABY..... Alley Oop..... 3180
- DO YOU BELIEVE ME..... Bunny Paul..... 3178
- IF IT WASN'T FOR YOU..... Ferlin Huskey..... 3183
- PETE KELLY'S BLUES..... DC-7..... 3176
- PITFALL..... Margie Rayburn..... 3180
- WHEN I STOP DREAMING..... Alley Oop..... 3180
- SONG OF THE DREAMER..... Bunny Paul..... 3178
- FOR THE VERY FIRST TIME..... Ferlin Huskey..... 3183

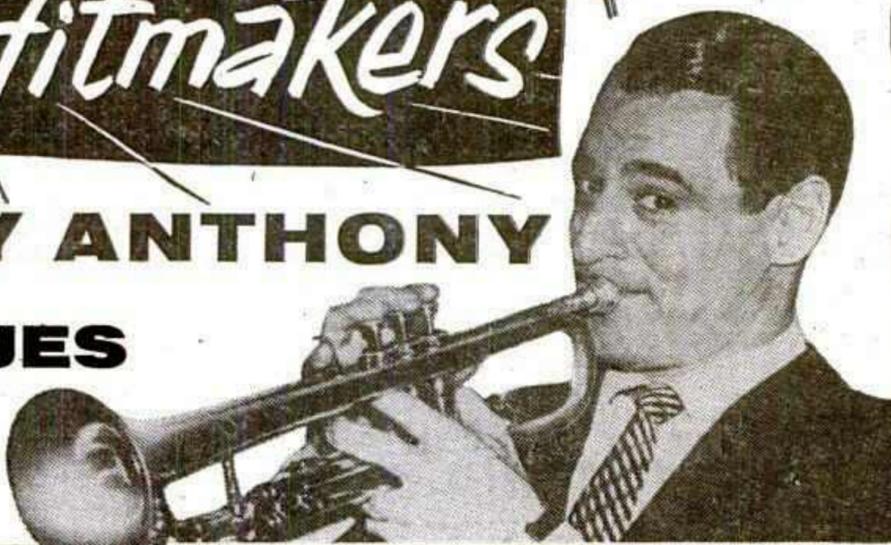
Summer Profitmakers

the golden horn of **RAY ANTHONY**

PETE KELLY'S BLUES

(From the Mark VII Production "Pete Kelly's Blues")

DC-7 Record No. 3176



new talent!
MARGIE RAYBURN

ALLEY OOP
I LAUGHED AND LAUGHED

Record No. 3180

Introducing—
A new Western vocalist
CARL HAYES
GO ON WITH YOUR DANCING HAS BEEN Record No. 3182

A stirring message from
FERLIN HUSKEY
and The Coon Creek Girls
DON'T BLAME THE CHILDREN
b/w SAITH THE LORD Record No. 3183

BUNNY PAUL
SONG OF THE DREAMER
FOR THE VERY FIRST TIME Record No. 3178



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending June 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	ROCK AROUND THE CLOCK (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	2	9
2.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	1	19
3.	BLOSSOM FELL (ASCAP)—Nat (King) Cole IF I MAY (BMI)—Cap 3095	3	10
4.	UNCHAINED MELODY (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	4	14
5.	LEARNIN' THE BLUES (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	5	9
6.	HONEY BABE (ASCAP)—A. Mooney No Regrets (ASCAP)—M-G-M 11900	6	12
7.	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters Rhythm 'n' Blues (BMI)—Coral 61423	8	6
8.	HARD TO GET (ASCAP)—G. MacKenzie Boston Fancy (BMI)—"X" 0137	11	6
9.	UNCHAINED MELODY (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	7	14
10.	SOMETHING'S GOTTA GIVE (ASCAP)—S. Davis Jr. LOVE ME OR LEAVE ME (ASCAP) Dec 29484	12	7
11.	DANCE WITH ME, HENRY (BMI)—G. Gibbs Every Road Must Have a Turning (BMI)—Mercury 70572	9	16
12.	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & The Redheads My Baby Just Cares for Me (ASCAP)—Epic 9093	10	15
13.	UNCHAINED MELODY (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	13	12
14.	SWEET AND GENTLE (BMI)—A. Dale You Still Mean the Same to Me (ASCAP)—Coral 61435	17	2
15.	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes Farewell (BMI)—Cadence 1256	14	20
16.	THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr. Man With a Dream (ASCAP)—Dec 29541	24	3
17.	HEART (ASCAP)—E. Fisher Near to You (ASCAP)—Vic 20-6097	15	8
18.	MAN IN THE RAINCOAT (BMI)—P. Wright Please Have Mercy (BMI)—Unique 303	22	3
19.	AIN'T IT A SHAME (BMI)—P. Boone Tennessee Saturday Night (BMI)—Dot 15377	—	1
20.	STORY UNTOLD (BMI)—Crew Cuts Carmen's Boogie (BMI)—Mercury 70634	24	3
21.	ALABAMA JUBILEE (ASCAP)—Ferro String Band Sing a Little Melody (BMI)—Media 1010	18	4
22.	HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller Can't Help Wonderin' (ASCAP)—Mercury 70627	20	4
23.	HEY, MR. BANJO (ASCAP)—Sunnysiders Zoom, Zoom, Zoom (ASCAP)—Kapp 113	23	8
24.	SEVENTEEN (BMI)—B. Bennett Little Old You-All (BMI)—King 1470	—	1
25.	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford Farewell (BMI)—Cap 3058	21	17
25.	BREEZE AND I (BMI)—C. Valente Jalousie (ASCAP)—Dec 29467	—	13

This Week's Best Buys

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

SEVENTEEN (Lois, BMI)—Boyd Bennett—King 1470

A sleeper that emerged this week as one of the country's hottest new disks. Now No. 24 on the national retail chart, the record also placed on the Pittsburgh, Cincinnati and Cleveland territorial listings with excellent sales ratings in many other cities to its credit. Flip is "Little Ole You-All" (Lois, BMI).

THE POPCORN SONG (Central, BMI)—Cliffie Stone—Capitol 3131

This novelty has also been a left-field surprise in many areas, appealing to customers in both the pop and hillbilly markets. Currently the top record in Kansas City, "Popcorn Song" is also a good seller in New York, Buffalo, Pittsburgh, Milwaukee, Richmond, Nashville, Durham, Atlanta, St. Louis and Baltimore. Flip is "Barracuda."

THE BANJO'S BACK IN TOWN (World, ASCAP)—Teresa Brewer—Coral 61448

In the past 10 days this disk has taken off with almost all territories catching the spark at once. Sales are good to strong and growing rapidly in Boston, Providence, Philadelphia, Baltimore, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, Durham, Nashville and Atlanta. Flip is "How to Be Very, Very Popular." A previous Billboard "Spotlight" pick.

EXPERIENCE UNNECESSARY (Pineus, ASCAP)—Sarah Vaughan—Mercury 70646

While this has not been one of the thrush's fastest moving disks, it is now beginning to show a fine spread of good sales reports and is shaping up as a record with chart potential. Best areas for Miss Vaughan so far have been Philadelphia, Buffalo, Baltimore, Providence, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, Detroit and Nashville. Flip is "Slowly With Feeling" (Planetary, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending June 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	1	14
2.	BLOSSOM FELL (ASCAP)—Nat (King) Cole If I May (BMI)—Cap 3095	3	7
3.	DANCE WITH ME HENRY (BMI)—G. Gibbs Every Road Must Have a Turning (BMI)—Mercury 70572	2	15
4.	UNCHAINED MELODY (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	4	10
5.	ROCK AROUND THE CLOCK (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	6	4
6.	LEARNIN' THE BLUES (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	7	4
7.	UNCHAINED MELODY (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	4	11
7.	HONEY BABE (ASCAP)—A. Mooney No Regrets (ASCAP)—M-G-M 11900	8	8
9.	SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters Rhythm 'n' Blues (BMI)—Coral 61423	9	5
10.	UNCHAINED MELODY (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	10	10
11.	HARD TO GET (ASCAP)—G. MacKenzie Boston Fancy (BMI)—"X" 0137	—	1
12.	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads My Baby Just Cares for Me—Epic 9093	11	6
13.	HEART (ASCAP)—E. Fisher Near to You (ASCAP)—Vic 20-6097	14	6
14.	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes Farewell (BMI)—Cadence 1256	12	18
15.	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford Farewell (BMI)—Cap 3058	13	13
16.	SWEET AND GENTLE (BMI)—A. Dale You Still Mean the Same to Me (ASCAP)—Coral 61435	—	1
17.	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan Oh Yeah (ASCAP)—Mercury 70595	15	9
18.	HEY, MR. BANJO (ASCAP)—Sunnysiders Zoom, Zoom, Zoom (ASCAP)—Kapp 113	16	7
18.	CHEE CHEE OO CHEE—P. Como & J. P. Morgan Two Lost Souls (BMI)—Vic 20-6137	19	2
18.	SOMETHING'S GOTTA GIVE (ASCAP)—S. Davis Jr. Love Me or Leave Me (ASCAP)—Dec 29484	—	1

Most Played by Jockey

For survey week ending June 29

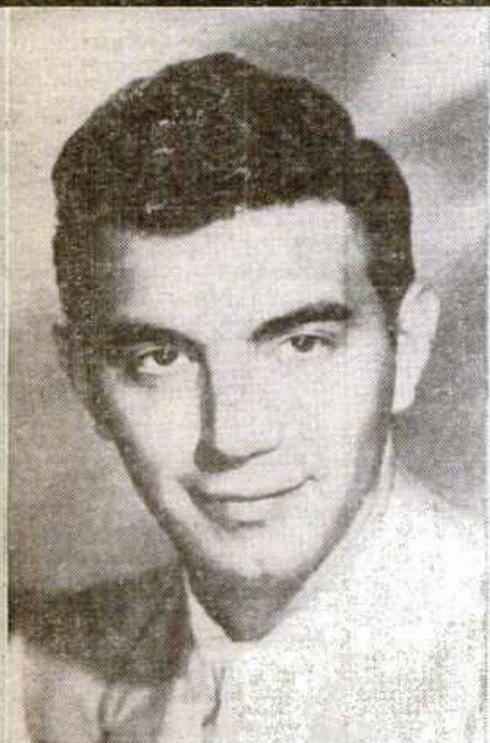
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Record	Last Week	Weeks on Chart
1.	LEARNING THE BLUES—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	2	2
2.	UNCHAINED MELODY—L. Baxter Medic (ASCAP)—Cap 3055	3	3
3.	ROCK AROUND THE CLOCK—B. Haley Thirteen Women (ASCAP)—Dec 29124	4	4
4.	BLOSSOM FELL—Nat (King) Cole If I May (ASCAP)—Cap 3095	5	5
5.	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	1	1
6.	SOMETHING'S GOTTA GIVE—McGuire Sisters Rhythm 'n' Blues (ASCAP)—Coral 61423	7	7
7.	UNCHAINED MELODY—A. Hibbler Daybreak (ASCAP)—Dec 29441	6	6
8.	HEART—E. Fisher Near to You (ASCAP)—Vic 20-6097	8	8
9.	UNCHAINED MELODY—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	11	11
10.	SWEET AND GENTLE—A. Dale You Still Mean the Same to Me (BMI)—Coral 61435	—	—
11.	HONEY BABE—A. Mooney No Regrets (ASCAP)—M-G-M 11900	10	10
12.	CHEE CHEE OO CHEE—P. Como & J. P. Morgan Two Lost Souls (BMI)—Vic 20-6137	13	13
13.	DANCE WITH ME HENRY—G. Gibbs Every Road Must Have a Turning (BMI)—Mercury 70572	9	9
14.	IF I MAY—Nat (King) Cole Blossom Fell (BMI)—Cap 3095	12	12
15.	THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr. Man With a Dream (ASCAP)—Dec 29541	—	—
16.	HARD TO GET—G. MacKenzie Boston Fancy (ASCAP)—"X" 0137	17	17
17.	HEART—Four Aces Stuefoot (ASCAP)—Dec 29476	16	16
18.	FUMMINGBIRD SONG (ASCAP)—L. Paul & Mary Ford Goodbye My Love (ASCAP)—Cap 3165	—	—
19.	LOVE ME OR LEAVE ME—L. Horne I Love to Love (ASCAP)—Vic 20-6073	—	—
20.	SWEET AND GENTLE—G. Gibbs Blueberries (BMI)—Mercury 70647	—	—



A NEW RELEASE BY THE
GADABOUTS
"Two Things I Love"
 AND
"Glass Heart"

WING 90008



BIGGER EVERY WEEK!
"The Bible Tells Me So"
 BY
NICK NOBLE
The First Record And The Best!
 AND
 "ARMY OF THE LORD"
 WING 90003

... OTHER WING HITS ON THE UPSWING!



Lola Dee
"CHA, CHA, CHA"
 AND
"I LOVE YOU STOP"
 WING 90004



Eddie Ballentine
"BYE, BYE BLUES"
 AND
"BANJO BLUES"
 WING 90001



Malcolm Lockyer
 "BEAT ME DADDY,
EIGHT TO THE BAR"
 AND
"CARELESS LIPS"
 WING 90002



Lew Douglas
"SWEET AND GENTLE"
 (INSTRUMENTAL)
 AND
"HOW CAN YOU SAY"
 WING 90007



Ronnie Gaylord
"AIN'T THAT A SHAME"
 AND
"CHE SERA, SERA"
 WING 90000

Jay Hawkins
"WELL, I TRIED"
 AND
"YOU'RE ALL OF LIFE TO ME"
 WING 90005

Titus Turner
'ALL AROUND THE WORLD'
 AND
"DO YOU KNOW"
 WING 90006



Buddy Morrow
"PLEASE BE KIND"
 AND
"SLIPHORN SPECIAL"
 WING 90009



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



The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending June 27

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

Atlanta

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Chee Chee OO Chee Johnston Brothers, Lon.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Something's Gotta Give McGuire Sisters, Cor.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Hard to Get, G. MacKenzie, X

Balti.-Wash.

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Unchained Melody, L. Baxter, Cap.
3. Honey Babe, A. Mooney, M-G-M
4. Rock Around the Clock, B. Haley, Dec.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Hard to Get, G. MacKenzie, X
8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epl.
9. Unchained Melody, A. Hibbler, Dec.
10. Learnin' the Blues, F. Sinatra, Cap.

Boston

1. Rock Around the Clock, B. Haley, Dec.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Ballad of Davy Crockett, M. Katz, Cap.
4. That Old Black Magic S. Davis Jr., Dec.
5. Alabama Jubilee, A. Mooney, M-G-M
6. Cattle Call E. Arnold-H. Winterhalter, Vic.
7. Sweet and Gentle, A. Dale, Cor.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Unchained Melody, L. Baxter, Cap.
10. Sweet and Gentle, G. Gibbs, Mer.

Buffalo

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Man in the Raincoat, P. Wright, Unq.
3. Hard to Get, G. MacKenzie, X
4. Rock Around the Clock, B. Haley, Dec.
5. Unchained Melody, L. Baxter, Cap.
6. Razzle Dazzle, B. Haley, Dec.
7. Something's Gotta Give McGuire Sisters, Cor.
8. Chee Chee OO Chee P. Como & J. P. Morgan, Vic.
9. Unchained Melody, A. Hibbler, Dec.

Chicago

1. Learnin' the Blues, F. Sinatra, Cap.
2. It's a Sin to Tell a Lie S. Smith & The Redheads, Epl.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Domani, J. La Rosa, Cdc.
6. Rock Around the Clock, B. Haley, Dec.
7. Alabama Jubilee, A. Mooney, M-G-M
8. Hey, Mr. Banjo, Sunnysiders, Kap.
9. Something's Gotta Give S. Davis Jr., Dec.
10. Ain't It a Shame?, P. Boone, Dot

Cincinnati

1. Learnin' the Blues, F. Sinatra, Cap.
2. Blossom Fell, Nat King Cole, Cap.
3. Rock Around the Clock, B. Haley, Dec.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Unchained Melody, L. Baxter, Cap.
6. Seventeen, B. Bennett, Kng.
7. Something's Gotta Give McGuire Sisters, Cor.
8. Unchained Melody, A. Hibbler, Dec.
9. Honey Babe, A. Mooney, M-G-M

Cleveland

1. Seventeen, B. Bennett, Kng.
2. Rock Around the Clock, B. Haley, Dec.
3. Ain't It a Shame?, F. Domino, Imp.
4. I'll Never Stop Loving Doris Day Col.
5. Close the Door, J. Lowe, Dot
6. If I May, Nat (King) Cole, Cap.
7. Hard to Get, G. MacKenzie, X
8. Something's Gotta Give McGuire Sisters, Cor.
9. Cherry Pink and Apple Blossom White P. Prado, Vic.

Dallas-Ft. Worth

1. Rock Around the Clock, B. Haley, Dec.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Ain't It a Shame?, F. Domino, Imp.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Honey Babe, A. Mooney, M-G-M
6. Ridin' on a Train, Commodores, Dot
7. Hard to Get, G. MacKenzie, X
8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epl.
9. If I May, Nat (King) Cole, Cap.
10. Unchained Melody, L. Baxter, Cap.

Denver

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Blossom Fell, Nat (King) Cole, Cap.
3. Rock Around the Clock, B. Haley, Dec.
4. Unchained Melody, L. Baxter, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Dance With Me Henry, G. Gibbs, Mer.
7. Breeze and I, C. Valente, Dec.
8. Honey Babe, Sauter-Finegan, Vic.
9. Ballad of Davy Crockett, T. Ernie, Cap.

Detroit

1. Rock Around the Clock, B. Haley, Dec.
2. That Old Black Magic S. Davis Jr., Dec.
3. House of Blue Lights, C. Miller, Mer.
4. Sweet and Gentle, A. Dale, Cor.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Alabama Jubilee Ferko String Band, Mda.
7. Story Untold, Crew Cuts, Mer.
8. Man in the Raincoat, P. Wright, Unq.
9. Cherry Pink and Apple Blossom White P. Prado, Vic.
10. Unchained Melody, A. Hibbler, Dec.

Kansas City

1. Popcorn Song, C. Stone, Cap.
2. Ain't It a Shame?, P. Boone, Dot
3. Hard to Get, G. MacKenzie, X
4. Rock Around the Clock, B. Haley, Dec.
5. Unchained Melody, L. Baxter, Cap.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Ace in the Hole S. Smith & The Redheads, Epl.
8. Something's Gotta Give S. Davis Jr., Dec.
9. My One Sin, Nat (King) Cole, Cap.

Los Angeles

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

Milwaukee

1. Unchained Melody, L. Baxter, Cap.
2. Rock Around the Clock, B. Haley, Dec.
3. Cherry Pink and Apple Blossom White P. Prado, Vic.
4. Honey Babe, A. Mooney, M-G-M
5. Hard to Get, G. MacKenzie, X
6. Ain't It a Shame?, P. Boone, Dot
7. Learnin' the Blues, F. Sinatra, Cap.
8. Honey Babe, Sauter-Finegan, Vic.

Mpls.-St. Paul

1. Rock Around the Clock, B. Haley, Dec.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Unchained Melody, L. Baxter, Cap.
4. Honey Babe, A. Mooney, M-G-M
5. Man in the Raincoat, P. Wright, Unq.
6. Learnin' the Blues, F. Sinatra, Cap.
7. House of Blue Lights, C. Miller, Mer.
8. Blossom Fell, Nat (King) Cole, Cap.
9. Ballad of Davy Crockett, B. Hayes, Cdc.
10. Sweet and Gentle, A. Dale, Cor.

New Orleans

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Blossom Fell, Nat King Cole, Cap.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Hard to Get, G. MacKenzie, X
6. Learnin' the Blues, F. Sinatra, Cap.
7. Guilty Shadows, C. Johnson, Col.
8. Love Me or Leave Me S. Davis Jr., Dec.
9. It's a Sin to Tell a Lie S. Smith & The Redheads, Epl.
10. Ballad of Davy Crockett, T. Ernie, Cap.

New York

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

Philadelphia

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

Pittsburgh

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Hard to Get, G. MacKenzie, X
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Something's Gotta Give McGuire Sisters, Cor.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. My One Sin, Nat (King) Cole, Cap.
8. Seventeen, B. Bennett, Kng.
9. We Three, B. Kenny, X
10. If I May, Nat (King) Cole, Cap.

St. Louis

1. Rock Around the Clock, B. Haley, Dec.
2. Man in the Raincoat, P. Wright, Unq.
3. Something's Gotta Give McGuire Sisters, Cor.
4. Story Untold, Four Coins, Epl.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Learnin' the Blues, F. Sinatra, Cap.
7. Breeze and I, C. Valente, Dec.
8. Hard to Get, G. MacKenzie, X
9. Unchained Melody, L. Baxter, Cap.

San Francisco

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

Seattle

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

Toronto

1. Cherry Pink and Apple Blossom White P. Prado, Vic.
2. Rock Around the Clock, B. Haley, Dec.
3. Blossom Fell, Nat (King) Cole, Cap.
4. Honey Babe, A. Mooney, M-G-M
5. Something's Gotta Give S. Davis Jr., Dec.
6. Unchained Melody, L. Baxter, Cap.
7. Learnin' the Blues, F. Sinatra, Cap.
8. Man in the Raincoat, P. Wright, Unq.
9. Hey, Mr. Banjo, Sunnysiders, Kap.
10. Whatever Lola Wants, S. Vaughan, M

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

ART MOONEY
and his
orchestra
HONEY BABE
B/W
NO REGRETS
MGM 11900 78 rpm
K 11900 45 rpm

NEW
Romantic
Hit!
BETTY MADIGAN
TEDDY BEAR
and
PLEASE BE KIND
MGM 12022 78 rpm
K 12022 45 rpm

BILLY ECKSTINE
ONLY YOU
and
LOVE ME OR LEAVE ME
MGM 11984 78 rpm
K 11984 45 rpm
CARELESS LIPS
and
A MAN DOESN'T KNOW
MGM 11998 78 rpm
K 11998 45 rpm

CASHBOX
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Art Mooney
and his Orchestra play
ALABAMA JUBILEE | **PADDLIN' MADELIN' HOME**
MGM 12000 • K 12000

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

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

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

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

JAMES BROWN
Lt. Rip Masters of
the Rin Tin Tin TV Show
and the TRAIL WINDERS
THE KENTUCKIAN SONG
and
THE MAN FROM LARAMIE
MGM 12011 78 rpm
K 12011 45 rpm

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

DAVID ROSE
and HIS ORCHESTRA
SUMMERTIME IN VENICE
From the UA Film "Summertime"
and
VIOLIN
(Let Your Song Begin)
MGM 30882 78 rpm
K 30882 45 rpm

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

ALAN DEAN
REMEMBER ME, WHEREVER YOU GO
and
LOVE IS ALL THAT MATTERS
MGM 12012 78 rpm
K 12012 45 rpm

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 c/w

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The Billboard Music Popularity Chart POPULAR RECORDS

Review Spotlight on... RECORDS

JAYE P. MORGAN

The Longest Walk (Advanced, ASCAP)—RCA V 6182—Jaye P. Morgan is Victor's hottest canary now, and her new waxing showcases her distinctive vocal style to fine advantage. She sings the ballad with perceptive phrasing and warmth, underscored by an assuring sense of vocal power to sustain. The platter should grab off considerable jockey juke play. Flip is "Swanee" (New World, ASCAP).

PERRY COMO

Foiled (Harms, ASCAP)—RCA Victor 6192—Como blends an appealing ballad with rich sincerity and tenderness. The star is at his best with this kind of romantic material, and the disk is sure to reap its full share of action. Flip is "Tina Marie" (Roncom, ASCAP).

ROSEMARY CLOONEY

Sailor Boys Have Talk to Me in English (E. H. M. ASCAP)

Go On By (Hamblen, BMI) — Columbia 40534 — thrush has a fine two-sided record here which she put her back on the charts. "Sailor Boys" (from the Vegas Ziegfeld Follies) is a charming novelty with robust, catchy rhythm and excellent lyrics sung showmanly humor by Miss Clooney. "Go On By" is an effective pop-sacred ditty, with the exciting drive and infectious pacing of the canary's former hit "This House."

KITTY KALLEN

Just Between Friends (Mellin, BMI)
Let's Make the Most of Tonight (Laurel, ASCAP) 29593—Ballads are Kitty Kallen's forte and her waxing features two excellent love songs. "Just Between Friends" is a poignant slow-paced ditty, delicately phrased by Miss Kallen in the wistful vocal mood of her best hit "Little Things Mean a Lot." The flip is sung with equal warmth and sincerity, but at a faster tempo. Both sides should get heavy play from deejays and coin boxes.

Reviews of New Pop Records

FRANK SINATRA

American Beauty Rose 79
COLUMBIA 40522—A timely reissue of a Sinatra waxing that never got the complete public acceptance it deserved. He's been clicking with material similar to this in recent months, so lively popular response to this might be only logical. (Jefferson, ASCAP)
Dream.... 78
Another suave styling that merits new exposure. Deejays searching for "quality" songs and singing couldn't do better than to get with these beautiful examples of both. (Capitol, ASCAP)

JOHNNIE RAY

Song of the Dreamer 78
COLUMBIA 40528—Here's the best Ray disk in a long time. A cover on the Billy Brooks side on Duke. Ray delivers the tune with heart and intensity. Will get strong deejay exposure, and it could break out. (Ludlow, BMI)
I've Got So Many Million Years (That I Can't Count Them).... 75
A lively sacred tune by Stuart Hamblen rhythmically belted out by Johnnie Ray adds up to impressive a.&r. work. A smartly produced disk. (Hamblen, BMI)

WERNER MULLER ORK

La Comparsita 78
Decca 29504—The tango perennial gets perhaps its most attractive performance in years by the big German ork. This is wonderful instrumental wax, beautifully arranged and played. Deejays are bound to hand it frequent spins and it could grab plenty of loot also. (PD)
Tango Desire.... 74
The Werner Muller strings have another good tango selection here and they play it to the hilt. Another deejay staple. (Kassner, ASCAP)

PATTI PAGE

Piddly Patter Patter 77
MERCURY 70657—Patti has a lively side here, with considerable novelty value. Side is a cover of the Nappy Brown disk on Savoy. Good deejay programming, with attention from teen-agers likely. (E. B. Marks, BMI)
Every Day.... 75
This is a switch for Patti—a straight blues. It's a cover on the Joe Williams-Count Basie disk on Clef. Deejays and their fans will like. (Golden State, BMI)

THE BURTON SISTERS

Piddly Patter Patter 77
VICTOR 6186—This r.&b. tune is beginning to stir action and the Burton Sisters are getting in on the free-for-all early enough to share in the loot. A brightly styled reading that does the girls credit. (E. B. Marks, BMI)
The Others I Like.... 73
A novelty that gets an appropriate tongue-in-cheek treatment. The girls are good, and one of these days are bound to come thru with a big one. (Mogul, ASCAP)

THE SUNNYSIDERS

Banjo Woogie 77
KAPP 114—The Sunnysiders, riding "Hey Mr. Banjo," follow thru with another lively one. The boogie beat

is infectious and it will get lots of play. (Mills, ASCAP)

THE HAPPY HARTS

I Just Wanna Be by You.... 79
More banjo plunking. Fair, hasn't the effectiveness of flip. (Ludlow, BMI)

BILL HALEY

Farewell—So Long—Goodbye
ESSEX 399—The boys really rock this one. The slicing should be along on the heavy action the Decca sides are getting. Good due. (Eastwick, BMI)

Rock the Joint.... 76

Another exciting side by Haley and his crew. A natural for the juke with good sales, too. (Andrea, BMI)

LOUIS ARMSTRONG

Baby—Your Sleep is Showing
DECCA 29546—Slow and sinuous shuffler by the ace clarinetist. Simon and Tobias is chanted insistently by Louis. Good listening this face and it should do well on the market place. (Shapiro-Berens, ASCAP)

Pretty Little Missy.... 74

Armstrong and the ork romp through bright opus in spirited fashion. Deejays should hand it repeat spins. (International, ASCAP)

RAY ANTHONY ORK

Pete Kelly's Blues
CAPITOL 3176—A fine wailing instrumental treatment of the hard theme from Jack Webb's fortico movie by the same title. Lots of promotion scheduled for this pic and it should pay off in plenty of play for this waxing. (Mark, ASCAP)

DC-7.... 74

Anthony wraps up one of his instrumentals in a solid, driving arrangement and an exciting ending. (Moonlight, BMI)

THE FOUR LADS AND CATHY JOHNSON

Little Bit
COLUMBIA 40532—This group cuts a bright disk here. Lyric is fetching novelty effect, and the music is an infectious beat. Something of the common run for deejays. (Fair, ASCAP)

I've Got Four Big Brothers (To Look After Me).... 74

Country ditty (clefied by Maddox Rose) gets a swiny, zestful reading. (Melody, BMI)

RALPH MARGERIE ORK

Mama Wants to Cha Cha Cha
MERCURY 70655—Margerie, covering the Lola Dee disk, gets a sound and a slow, intriguing reading into his interpretation. There's a calm midway thru the disk. A side for deejays. (Peer, BMI)

One Fine Day.... 73

Here's the well-known melody "Madame Butterfly." It's arranged as a danceable, melodic item. (Cord, ASCAP)

GUY LOMBARDO ORK

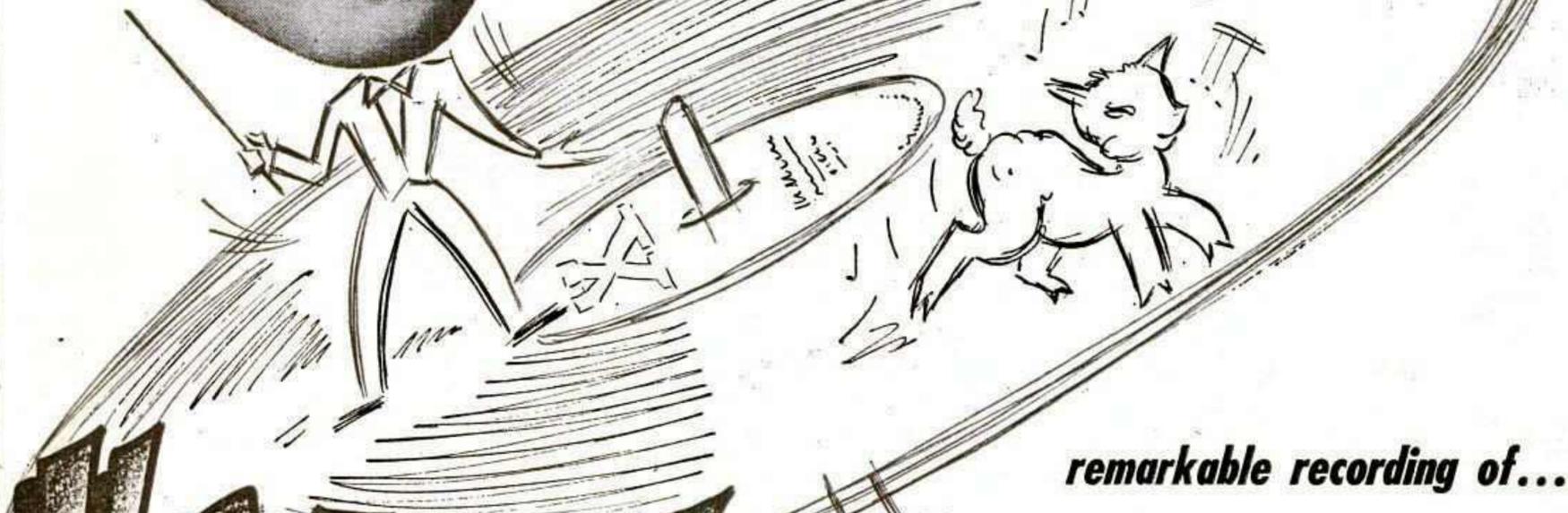
Pass the Plate of Happiness Around
DECCA 29587—The inspirational lad is given a rousing reading. Side will get many spins and should be a hit. (Continued on page 39)

GILLESPIE • TEDDY WILSON • ARTIE SHAW • ART TATUM

Jumpin'....

Russ Carlyle

*and his
Orchestra*



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The Billboard Music Popularity Charts

POPULAR RECORDS

• **Reviews of New Pop Records**

• Continued from page 38

sell mighty well to Lombardo fans. Good shell merchandise. (Shapiro-Bernstein, ASCAP)
Freddy... 69
Cute opus is covered graciously by the Lombardo ork. with Kenny Gardner chanting the solo warmly. (Dutchess, BMI)

RAY HEINDORF AND THE WARNER BROTHERS ORK
I Never Knew... 74
COLUMBIA 40533—This is the great standard tune, now in the film. "Pete Kelly's Blues." Side is an instrumental with lush string effects. Merits good deejay play. (Bourne, ASCAP)
Pete Kelly's Blues... 73
From the pic of the same name comes this ditty. It's a bluesy item, with a good trumpet solo by Larry Sullivan. (Mark VII, ASCAP)

GEORGIE SHAW
Banjo Woogie... 74
DECCA 29595—Current favor shown the banjo spells good exposure for this brisk disk effort. It could do some juke business also. Exciting w.a.
I Can Tell... 73
Soaring weeper ballad is sung with sincere feeling by Shaw. A dramatic reading that should earn jockey spins.

THE SPENCER-HAGEN ORK
Cuba Libre... 73
"X" 147—A lush, lovely instrumental concoction by one of the better swing bands around on a haunting theme with a romantic Latin-American tempo. Deejays are sure to give both sides attention. (Larrabee, BMI)
Silver Fizz... 73
This tasteful instrumental is as sparkling as its title with a bubbly pace and a lilting, melodic line. (Larrabee, BMI)

HELEN O'CONNELL
Inspiration... 73
KAPP 119—This tastefully produced disk has Miss O'Connell chanting a pretty ballad from the Sands Hotel Revue of "Ziegfeld Follies." One of the disk's charms is the deceptively simple production. (E. H. Morris, ASCAP)
Sailors Boys Have Talk to Me in English... 73
Another from the same show. It's a cute novelty, with smart lyrics and toe-tickling tempo and Miss O'Connell renders it excellently. Deejays

are certain to give this good exposure. (E. H. Morris, ASCAP)

ANNIE CORDY
Freddy (Sung in English)... 73
"X" 154—The French canary's waxing of this novelty ditty (sung in German) was out first, but Connie Francis' English version has been grabbing off most of the play. Consequently "X" had the thrush record it in English. Miss Cordy's first version has more "zing" but this side will probably get more jockey play. (Dutchess, BMI)
Freddy (Sung in German)... 72
A charming vocal job on the catchy novelty which somehow is more appealing when sung in German. However, flip will probably be more commercial. (Dutchess, BMI)

JOE BARRETT
Heart O' Gold... 73
DECCA 29573—Stomping waltz-beat, gang-sing opus is chanted enthusiastically. Could do some juke box business, especially in beer bistros. (Xavier, ASCAP)
You're My Destiny... 70
Barrett wraps his pipes around a soaring romantic ballad, awarding it a convincing performance. Exciting vocalism here. (Xavier, ASCAP)

LOUIS JORDAN
Bannas... 72
"X" 148—Jordan belts out a catchy novelty with his usual ace showmanship and vitality. (Laurel, ASCAP)
Baby, Let's Do It Up... 72
Same comment. (Marilyn, BMI)

CHARLIE GRACIE AND THE WILDCATS
Honey! Honey!... 72
20th Century 5035—A driving vocal interpretation of a lively rhythm number with a danceable beat that should appeal to teen-agers. (Stenton, BMI)
Wildwood Boogie... 72
Same comment. (Stenton, BMI)

LORRY RAINE
Am I Blue?... 72
CORAL 60587—The great standard introduced years ago by Ethel Waters is done with considerable charm by chantress Lorry Raine. The disk has a slow, insinuating tempo and a fine instrumental backing. (Whitmark, ASCAP)
Satisfied... 70
Lorry chants a ballad persuasively.

It's a relaxed item, with tasteful instrumental accompaniment. (Feist, ASCAP)

SKIP FARRELL
Without a Girl... 72
DECCA 29557—Decca's new baritone warbles warmly, showcasing the ballad attractively. Dreamy waltz beat in the backing helps set the appealing mood. (Hamblen, BMI)
So Dear to My Heart... 69
Another smooth effort, tho the flip should have the edge in the pop area. Both tunes are Stuart Hamblen scorings. (Hamblen, BMI)

HELEN O'CONNELL
Far Away From Everybody... 72
KAPP 118—Here's a smart, catchy item from Monte Proser's "C'est La Vie" revue. Ditty with a Latin beat is excellently chanted by Miss O'Connell. Swell for deejay programming. (E. H. Morris, ASCAP)
The Moon Must Have Followed Me Home... 69
Also from Monte Proser's "C'est La Vie" revue comes this ditty chanted by Miss O'Connell. It's sophisticated show material, well sung and recorded. (E. H. Morris, ASCAP)

DAMITA JO
In My Heart... 72
VICTOR 6185—The McCoy-Singleton writing team has furnished the singer with a bright, upbeat tune here on which she gives out with her characteristic double-barrel pop-r.&b. styling. With enough exposure, will stimulate good commercial reaction. (Magic, BMI)
Abracadabra... 68
The singer thinks she has been hypnotized by her lover's charms. Damita gives a personable interpretation of this material but it is not sturdy stuff. (Fisher, ASCAP)

RUSS CARLYLE ORK
At Sundown... 71
"X" 146—A swiny interpretation of the lovely oldie. Good juke wax with a solid, danceable beat. (Feist, ASCAP)
Shepherd Boy... 70
An exotic little ditty, with a musical theme reminiscent of the oldie "Skip-to-My-Lou," and a chanted vocal chorus. (Rogers, ASCAP)

BARRY DOUGLAS TRIO
Titena... 71
ATLANTIC 1063—The oldie has been dressed up in a fresh, favorable arrangement that will certainly give it a new lease on life. The boys inject rhythm and humor into the material.

(Continued on page 42)



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With That
Rock 'n Roll Group Sound

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Piddily Patter Patter

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2 NEW ONES BY OUR BOY ROY!

**YOU WANTED TO
CHANGE ME** (JUMP)

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FORGIVE THIS FOOL
(BALLAD)

Orchestra under the direction of O. B. Masingill

9111

5-9111

NOW READY
TO SELL ON



THE ORIGINAL **NATURALLY** THE ONE YOU WANT **SEVENTEEN** BOYD BENNETT and his ROCKETTS 1470

The Billboard Music Popularity Charts
POPULAR RECORDS

• Reviews of New Pop Records

Continued from page 40

giving it fine commercial potential. (Jungnickel, ASCAP)
Sugar Blues...70
 Considering the historic number of sales racked up by this tune in the Clyde McCoy version, the new vocal group could hardly have chosen better material to get themselves in solid with juke box operators. (Pickwick, ASCAP)

BIG BOB DOUGHERTY ORK
Knock Kneed Baby...70
 CARDINAL 1039—A bouncy vocal reading of an amusing ditty. (Blasco, ASCAP)
Just An' Mood...69
 A slow-paced effective instrumental treatment of a moody theme. (Blasco, ASCAP)

SIR HUBERT PIMM
Goodnight and Cheerio...70
 KEM 2739—If there is any life in the honky-tonk piano fad left, a lot of sparks ought to be kindled by this delightful medley of favorite tunes. The usual noises, off-key singing voices in the background, etc., give a familiar happy effect. (Harms, ASCAP)
Honky Tonk Train...68
 Sir Hubert turns to a familiar blues riff for a few absorbing minutes of jamming with a solid drummer behind him driving hard all the way. (Shapiro-Bernstein, ASCAP)

BRAD MOREY ORF
Wang Wang Cha Cha...68
 DEED 1004—An instrumental with a lot of listening kicks in addition to its fine L. A. beat. The material integrates a well-known standard with a nursery tune for a very pleasing effect. (Miller, ASCAP)
Pajama Party Time...65
 A Morey original that also makes an

excellent dance side. (Harper, BMI)

BILL PECK ORK
Do You Know?...68
 LIN 5000 — A lively ditty, chiefly country in flavor, but with r.&b. touches in the instrumental backing. Bill Peck is quite effective on the vocal. (Lin, BMI)
And So It Goes...64
 Bill Peck chants a routine love ditty. Latin-styled tempo. (Lin, BMI)

THREE DEBS
If You Were Here Tonight...67
 CROWN 153—The three girls, backed by a male group, harmonize pleasantly on this relaxed ballad. They have a fresh sound and neatly tailored style. (Modern, BMI)
Look What You're Doin' to Me...64
 Picking up the tempo, the Debs humorously describe the effects of love. A cute novelty with a catchy beat. (Modern, BMI)

MONA CAROL
Sorento and You...65
 CASINO 129—An attractive reading of the lovely oldie, with lush backing. (Box & Cox, ASCAP)
Sweet Sixteen Waltz...62
 An okay vocal on a pretty ballad, but flip is better showcase for canary. (Sheldon, BMI)

DON NICKOLAS TRIO
Oh Marie...62
 GUYDEN 002—Pleasant rendition of the evergreen, featuring the harp of Ted Geonnotti in double-track sound gimmicks.
Jazz Me Blues...60
 More of the same.

VOX JOX

Continued from page 15

get, rather than buying them. "Orchids to Columbia and Mercury for their fine service," adds Don. "How about a feature story on the deejay service problem?"

In regard to RCA's decision to ban 'cover' tunes, Mike Heuer, KMA, Shenandoah, Ia., writes, "This is a fine idea, but we deejays would be in one heck of a mess if a song is recorded by a company exclusively and the company happens to be one that refuses to service the radio station with releases. I have no bones to pick with RCA, Columbia and Mercury, but we haven't received one record from London, 'X' nor Coral in a long, long time. I wrote London a letter asking for releases July 27, 1954, and didn't even get an answer saying 'no.' My ratings are darn good, too! Personally, tho, I don't care if they never service us as long as there is the 'cover' plan.

'HENRY' BALL: Owen Lackey, WJVA, South Bend, Ind., staged a "Dance With Me Henry" party as a wind-up for his unique promotion on the tune. The deejay decided he didn't like the song, and circulated pro and con "Henry" petitions among his listeners. At the same time the station announced that the record would be played every night at 7 p.m. on Lackey's show, so that "folks who liked it knew when to listen, and all the others knew when to leave the radio for three minutes." Needless to say, "Henry" is selling records in South Bend... Hilary (The Oldtimer) Bogden, WJAS, Pittsburgh, received over 3,000 entries for a three-day letter writing contest on "Would you like to meet Kirk Douglas?"

GIMMIX: Cliff Ford, KLRA, Little Rock, is trying to establish a world's record for pole sitting by deejays. He is broadcasting his daily show from a three-foot square platform on a tower in the middle of a local swimming pool... George Klein, KWEM, Memphis, spent four days in Miami last month with the local Memphis State Air Force ROTC band, glee club and rifle team and taped portions of the affair for a public service show... Chet Trouten, WHKK, Akron, received a re-

quest from Scotland and promptly complied by dedicating one whole hour to the highlander. The letter (from Alec Forrest, Edinburgh, Scotland) asked Trouten to play two songs for the James Wemyss family, who recently left Scotland to settle down in Akron. In addition to dedicating a show to the newcomers, Trouten also got the local mayor and newspapers to give the Wemyss clan a royal welcome to the city.

Larry Monroe, KLIF, Dallas, now offers a special service to sun-bathers on Saturday afternoon. He plays soothing music and every 30 minutes tells the Ra worshippers

YESTERYEAR'S TOPS—
 The nation's top tunes on records as reported in The Billboard

- JULY 7, 1945
1. Sentimental Journey
 2. Bell-Bottom Trousers
 3. There! I've Said It Again
 4. Dream
 5. You Belong to My Heart
 6. Laura
 7. The More I See You
 8. I Should Care
 9. Gotta Be This or That
 10. If I Loved You
- JULY 8, 1950
1. Third Man Theme, The
 2. Bewitched
 3. I Wanna Be Loved
 4. My Foolish Heart
 5. Hoop-Dee-Do
 6. Mona Lisa
 7. Sentimental Me
 8. Old Piano Roll Blues, The
 9. I Don't Care If the Sun Don't Shine
 10. Count Every Star

to "roll over." "Makes a clever gimmick," notes KLIF program director Bruce Hayes, "and is an open invitation to summer products' accounts."

Bob Campbell, WING, Dayton, O., received the first honorary truck driver certificate last month by the Ohio Trucking Association. Campbell, who handles WING's all-night record session, was cited for his "thoughtfulness of expression to all who travel the highways of Ohio at night."

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THE HILLTOPPERS
 "THE KENTUCKIAN SONG" and
 "I MUST BE DREAMING" 15375

PAT BOONE
 "AIN'T THAT A SHAME" and
 "TENNESSEE SATURDAY NIGHT" 15377

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A New 'Pop' Star On The Horizon!



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The nation's leading sacred group

THE
LOUVIN
BROTHERS



switch to straight country style
for... TWO SURE WINNERS

**WHEN I
PITFALL • STOP DREAMING**



RECORD NO.
3177

The Billboard Music Popularity Chart

COUNTRY & WESTERN RECORD

• **Best Sellers in Stores**

For survey week ending June

RECORDS are ranked in order of their current national selling importance at retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Ch.
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce	1	
<i>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</i>		
2. MAKING BELIEVE (BMI)—K. Wells	2	
<i>Whose Shoulder Will You Cry On (BMI)—Dec 29419</i>		
3. I DON'T CARE (BMI)—W. Pierce	4	
YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480		
4. YELLOW ROSES (BMI)—H. Snow	3	
WOULD YOU MIND? (ASCAP)—Vic 6057		
5. SATISFIED MIND (BMI)—P. Wagoner	5	
<i>Itchin' for My Baby (BMI)—Vic 20-6105</i>		
6. CATTLE CALL (ASCAP)—E. Arnold & H. Wintehalter	7	
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
7. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young	6	
<i>Forgive Me, Dear (BMI)—Cap 3056</i>		
8. SATISFIED MIND (BMI)—R. & B. Foley	12	
<i>How About Me (BMI)—Dec 29526</i>		
9. THERE SHE GOES (BMI)—C. Smith	14	
<i>Old Lonesome Times (BMI)—Col 21382</i>		
10. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie	8	
<i>Farewell (BMI)—Cap 3058</i>		
11. SATISFIED MIND (BMI)—J. Shepard	13	
<i>You Can Take Possession—Cap 3118</i>		
12. WILDWOOD FLOWER (ASCAP)—H. Thompson	10	
BREAKIN' IN ANOTHER HEART (ASCAP)—Cap 3106		
13. I'VE BEEN THINKING (BMI)—E. Arnold	9	
<i>Don't Forget (BMI)—V 20-6000</i>		
13. IN THE JAILHOUSE NOW #2 (BMI)—J. Rodgers	11	
<i>Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092</i>		
15. HIS HANDS (BMI)—T. Ernie	-	
<i>I'm a Pilgrim (BMI)—Cap 3135</i>		

• **This Week's Best Buys**

BLUE DARLIN' (Acuff-Rose, BMI)—Jimmy Newman—Dot 1260
Houston, Dallas, New Orleans, Memphis, Nashville, Durham, Richmond are among the important Southern areas that have returned good to strong sales reports on this disk, and it now appears within striking distance of the national charts. Flip is "Me Stay in Your Arms" (Acuff-Rose, BMI)

THERE'S POISON IN YOUR HEART (Copar, BMI)—Kitty Wells—Decca 29577
The country songstress' most recent release is starting off with strength that dealers and operators appear thoroughly convinced this will be another big one for Miss Wells. All Southern territories report it one of the strongest new records since the Webb Pierce disk. Flip is "I'm in Love With You" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

RECORDS

MARTY ROBBINS

It Looks Like I'm Just in Your Way (Acuff-Rose, BMI)
I'll Love You Till the Day I Die (Acuff-Rose, BMI)
Columbia 21414 — Robbins wraps up two appealing weepers in his own inimitable vocal style. Both songs have effective lyrics, and the artist sings them with candor and expressive phrasing. The disk should rack plenty of spins and loot.

JIM REEVES

Yonder Comes a Sucker (Clearance, BMI)
I'm Hurtin' Inside (Delmore, ASCAP)—RCA Victor 6957
—Reeves sings out with showmanly drive and good humor on "Yonder Comes a Sucker," an effective melody with clever lyrics and a catchy beat. He also scores with a tender reading of "I'm Hurtin' Inside," a moose weeper.

• **Reviews of New C & W Records**

TERRY FELL
Fa-So-La 80
"X" 149—This happy bouncer is a Terry Fell original and it conveys a gay mood in this infectious reading. This could do lot of business, earning plenty of juke box and retail loot. Watch it. (American, ASCAP)
I'm Hot to Trot 78
Another strong etching, this rhythmic effort could do mighty well on its own. Together with the flip disk shapes as a potent juke entry. (Star-day, BMI)

REX ALLEN
That What Makes the Juke Box Play
DECCA 29586—Rex Allen chants fine Jimmy Work tune very effectively. His reading has heart and style, and should share the loot. (Acuff-Rose, BMI)
Pedro Gonzales
Tennessee Lopez 74
Rex Allen belts out the novelty Tex Mex ditty with appropriate dialect and style. (Tannen, BMI)

TEX WILLIAMS
Old Betsy 76
DECCA 29578—The Davy Crockett craze is beginning to die down a bit, but these sides are sure to garner considerable play. Williams warbles in okay fashion about Crockett's faithful gun Betsy, a tune featured in the Disney picture. (Wonderland, BMI)
Be Sure You're Right (And Then Go Ahead) 75
Williams wraps up Davy Crockett's motto with a sincere folksy interpretation. (Disney, BMI)

DON AND LOU ROBERTSON
Hummingbird
EPIC 9110—Lou Robertson (former Lou Dinning) sings a gentle pleasing version of the pretty ditty penned her husband Don. This platter should get plenty of spins in the country and western market. (Jungnickel, ASCAP)
Saturday Night 72
A deliberately corny waxing with personable vocalizing by the husband and wife duo and a happy bouquet. (Jungnickel, ASCAP)

(Continued on page

JIM REEVES

THE MAN WITH 5 TOP ABBOTT HITS

and many other ABBOTT Releases to His CREDIT



"MEXICAN JOE"
"I COULD CRY"

ABBOTT 116



"BIMBO"
"GYPSY HEART"

ABBOTT 148



"THEN I'LL STOP
LOVING YOU"
"ECHO BONITA"

ABBOTT 160



"PENNY CANDY"
"I'LL FOLLOW YOU"

ABBOTT 170



"DRINKING TEQUILA"
"RED EYED AND
ROWDY"

ABBOTT 178

Newest Release—**BREAKING BIG!** ABBOTT 180 "TAHITI"

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"Aunt Dinah's
Quiltin' Party"
"Rag-A-Tag"

(Piano and Banjo Instrumental)
Abbott 181



MYRNA LORRIE
& BUDDY DeVAL

"I'm Your Man"
"Underway"

Abbott 177



HERB HENSON
& JOYCE YOURS

"The Bird and
the Bees"

Abbott 179



GINNY WRIGHT
& TOM TALL

"Boom Boom
Boomerang"
"Out of Line"

Fabor 121



JIM EDWARD &
MAXINE BROWN

"Do Memories
Haunt You"
"Jungle Magic"

Fabor 122



TOM TALL

"Goldie Jo Malone"
"Underway"

Fabor 123



DUSTY ROSE

"It Makes Me
So Mad"
"The Birds and
the Bees"

Fabor 120



GINNY WRIGHT
& TOM TALL

"Are You Mine"
"I've Got Somebody
New"

Fabor 117

ABBOTT & FABOR RECORDS

NEW ADDRESS: BOX 38, MALIBU, CALIFORNIA

Distributed in Canada by Quality Records, Ltd., Toronto

Heading for the Top!

Ray PRICE



This Week's Best Buys

LET ME TALK TO YOU (Columbia, BMI)—Ray Price
SWEET LITTLE MISS BLUE EYES (Columbia, BMI)—Ray Price
 —Columbia 21402
 Country fans are giving Price's latest record a hearty reception. First week reports from all major markets were good or strong. Both sides are doing well, with no real indication at this early stage which is the stronger. A previous Billboard "Spotlight" pick.

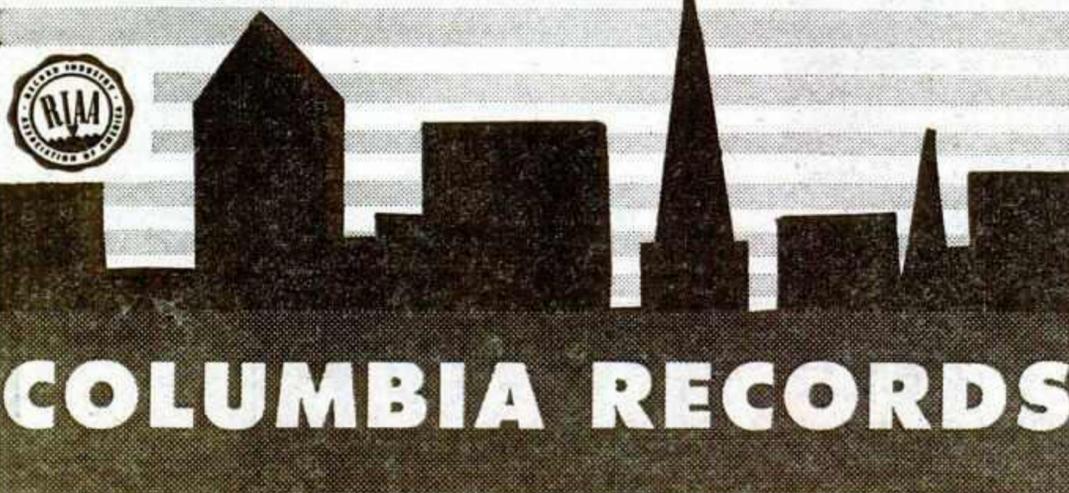
singing

LET ME TALK TO YOU

and

SWEET LITTLE MISS BLUE EYES

Columbia 21402



The Billboard Music Popularity Charts WESTERN RECORDS COUNTRY &

• Most Played in Juke Boxes

For survey week ending June 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	22
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells.....	2	15
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. YELLOW ROSES (BMI)—H. Snow.....	3	9
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	4	14
FORGIVE ME DEAR (BMI)—Cap 3056		
5. I DON'T CARE (BMI)—W. Pierce.....	6	2
Your Good for Nothing Heart (BMI)—Dec 29480		
6. THAT'S WHAT MAKES THE JUKE BOX PLAY (BMI)—J. Work.....	9	2
Don't Give Me a Reason to Wonder Why—Dot 1245		
6. SATISFIED MIND (BMI)—P. Wagoner.....	—	1
Itchin' for My Baby (BMI)—Vic 20-6105		
8. KENTUCKIAN SONG (ASCAP)—E. Arnold & H. Winterhalter.....	—	1
CATTLE CALL (ASCAP)—Vic 20-6139		
9. SATISFIED MIND (BMI)—R. & B. Foley.....	—	1
How About Me (BMI)—Dec 29526		
10. BLUE DARLIN' (BMI)—J. Newman.....	—	1
Let Me Stay in Your Arms (BMI)—Dot 1260		

• Reviews of New C & W Records

• Continued from page 44

MITCHELL TOROK

Smooth Talk75
 DECCA 29576—A cute novelty. The gal puts the arm on him for minks and Cadillacs. "You're just a smooth talker," he chants. Nice side for deejays. (American, BMI)
Too Late Now73
 He wants her back, but it's too late. Mitchell chants this weeper with feeling. (American, BMI)

HARVIE JUNE VAN

Mama Don't Chase My Love Away74
 KING 1482—The 15-year-old thrush debuts on the label with a compelling piece of material. The sentimental appeal of this tune, plus a mighty smooth performance on Miss Van's part, are going to win over many a deejay. (Showcase, BMI)
Don't Offer Me the Stars72
 The singer says she doesn't want a lot of gifts, but she does want love. Miss Van has a pleasing voice quality and she does a very creditable job on the tune. This is a talent to be watched. (Acuff-Rose, BMI)

FRANK STARR

Tell Me Why73
 LIN 1013—A zestful accompaniment to Frank Starr's vocal gives this side effectiveness. Merits good exposure by deejays. Picks up as it goes along. Watch it. (Lin, BMI)
For the Want of Your Love69
 Routine weeper. (Lin, BMI)

TOMMY COBB

Who'll Volunteer?70
 FOX 407—An effective weeper receives a plaintive vocal reading. (American, BMI)
If You Gotta Lotta Kisses68
 A lively paced ditty sung with plenty of bounce by Cobb, and featuring an amusing kiss-sound gimmick. (American, BMI)

COLLEEN CARROLL

No Tellin'70
 CARDINAL 1038 — Rhythm opus, written by Miss Carroll, is a bright item. The canary has an appealing sound in this happy rendition and the side could repay vigorous promotion. (Casey, BMI)
Blue Bonnet Waltz64
 Pretty three-beater is sung charmingly by the thrush. Okay deejay prospects. (Casey, BMI)

CHARLIE GORE

I've Got My Doubts About You69
 KING 1483—Gore penned this breezy ditty himself, and it makes an attractive vehicle for the talented young singer. (Mar-Kay, BMI)
I Wish There Was Something I Could Do63
 The singer pours out his blues as he helplessly watches a love affair come to an end. Read with conviction but the material itself is not strong. (Mar-Kay, BMI)

STAN WILSON

Green Sleeves68
 CAVALIER 831—A warm, sincere interpretation of the traditional folk ballad.
St. James Infirmary68
 Same comment. (Gotham, BMI)

BROTHER PAUL BUSKIRK

Chapel of My Heart67
 Lin 1012—Love song with a religious slant. Fair stuff. (Lin, BMI)
Lover64
 Routine country sweeper with a fair melodic line. (Lin, BMI)

LARRY NOLEN

World of Romance65
 SARG 117—Nolen warbles a pretty weeper with sincerity. (Acuff-Rose, BMI)
High and Dry65
 The warbler sings attractively on a

catchy rhythm-weeper with infectious pacing. (Robbins, ASCAP)

LEE HOLDEN

Lady Luck69
 CAVALIER 852 — Pleasant ditty is sung warmly by the country baritone. (Dexter, ASCAP)
Two Evil Eyes60
 Another well-produced slicer. Easy listening. (Dexter, ASCAP)

CECIL LUNA

That's Why I Cry5
 "X" 153 — Rural weeper of some appeal is showcased by the chanter. (Nash, BMI)
Please Believe Me55
 Slighter prospects here. (Nash, BMI)

BOB TRAVIS ORK

Starlight Up in Heaven5
 ROYALTY 213—Teresa Rector is the vocalist with Travis and the Texas Rhythm Rangers in this bouncy ballad. Neither the performance nor the material stands out in any way. (4 Star Sales, BMI)
Just a Hand-Me-Down45
 Miss Rector takes her boy friend to task concerning his careless treatment of her. Another lightweight side. (4 Star Sales, BMI)

• Number of Releases This Week

Label	Pop	C&W	R&B
ATLANTIC	1	—	—
BALLAD	1	—	—
CAPITOL	1	—	—
CARDINAL	1	1	—
CASINO	1	—	—
CAVALIER	—	2	—
CHESS	—	—	—
COLUMBIA	4	1	—
CORAL	1	—	—
CROWN	1	—	—
DECCA	6	4	—
DEED	1	—	—
EPIC	1	1	—
ESSEX	1	—	—
FLAIR	—	—	—
FOX	—	1	—
GRAND	—	—	—
GROVE	—	—	—
GUYDEN	1	—	—
HARMAD	—	—	—
KAPP	3	—	—
KEM	1	—	—
KING	—	2	—
LIN	1	2	—
MAMBO	—	—	—
MERCURY	3	—	—
PARADISE	—	—	—
ROYALTY	—	1	—
SARG	—	2	—
SAVOY	—	—	—
SOLI	1	—	—
SPARK	—	—	—
SPECIALTY	—	—	—
20th CENTURY	1	—	—
VICTOR	3	—	—
"X"	4	2	—
TOTAL	38	19	—

country music ... at its best!
Wilburn Bros.
 "I WANNA, WANNA, WANNA"
 Decca 29459
 Acuff-Rose Publications

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Most Played by Jockeys

For survey week ending June 29

Records 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.

Rank	Record	Weeks on Chart	Last Week
1.	SATISFIED MIND—P. Wagoner..... Vic 20-6105—BMI	3	5
2.	LIVE FAST, LOVE HARD, AND DIE YOUNG— F. Young..... Cap 3056—BMI	1	15
3.	IN THE JAILHOUSE NOW—W. Pierce..... Dec 29391—BMI	2	23
4.	MAKING BELIEVE—K. Wells..... Dec 29419—BMI	5	18
5.	I DON'T CARE—W. Pierce..... Dec 29480—BMI	8	3
6.	YELLOW ROSES—H. Snow..... Vic 20-6057—BMI	4	11
7.	THERE SHE GOES—C. Smith..... Col 21382—BMI	9	6
8.	CUZZ YORE SO SWEET—S. Crum..... Cap 3063—BMI	10	12
9.	WOULD YOU MIND—H. Snow..... Vic 20-6057—ASCAP	6	13
10.	BALLAD OF DAVY CROCKETT—Tennessee Ernie. Cap 3058—BMI	7	12
11.	SATISFIED MIND—R & B. Foley..... Dec 29526—BMI	—	2
12.	IN THE JAILHOUSE NOW #2—J. Rodgers..... Vic 20-6092—BMI	13	8
13.	ARE YOU MINE?—G. Wright & T. Tall..... Fabor 117—BMI	11	25
14.	WILDWOOD FLOWER—H. Thompson..... Cap 3106—ASCAP	—	1
15.	IN TIME—E. Arnold..... Vic 20-6069—BMI	—	4

FOLK TALENT AND TUNES

Continued from page 16

Peterson, heard twice daily, a.m. and 7 p.m., over WCEN, Mt Pleasant, Mich., recently signed with Columbia Records and is currently sporting two records for that label. First platter has "Believe Me," b/w "Believe Me," of Earle's own composition, the most recent release is his own ditty, "I'm Not Buyin' for Me," b/w "I'm Just Lookin' for a Break," written by O. F. Lee, of Nashville. Peterson is under the management of Mrs. Lewis, operator of Bass Lake Pavilion, five miles east of Mt. Pleasant, Mich., where Peterson and his band, the Sons of the Mountain West, hold forth each Friday night. Efforts are being made to make Bass Lake a hillbilly park, Mrs. Lewis reports.

Merlin Huskey has just signed Col. Tom Parker for a 10-day tour thru the South and Southwest. Martha Carson and Her Country Gentlemen worked their first room date at the Trianon, Thomas City, last Saturday (2). The Hayseeds, comedy music trio comprising Dolores Spence, Lefty Carson and Robert (Sun) Spencer, are now on WLW's "Western Hayride." . . . Red Hopper hopped into Nashville ready to record "That's What Makes the Juke Box Play," novelty number, for Decca. . . . The Kennedy "Band Wagon," Saturday nights on the "Man Hayride" on KFOR, Channel 13, Stockton, Calif., had recent guests the Ranger Quartet and the McKinney Sisters. The "Hayride" show is produced and hosted by Bel Lang. Kennedy featured Hank Thompson at Wills, Sacramento, Calif., June 29, at Veterans' Memorial Hall, Orange, Calif., June 30, with the wagon crew playing the inclusions.

Annie Hail, 22-year-old country singer, recently made her debut on

records with Eddie Dean, doing "Open Up Your Door, Baby" b/w. "Sign on the Door" for Sage & Sand. . . . Cousin Johnny Small, Ken Kirby and the Coon Hollow Boys, Yodeling Dick Lee, and Cousin Marion, gospel singer, are reported pulling good crowds at the Bridge Drive-In Theater, Poquonock Bridge, Conn., on Sunday afternoons. Small, who spins the country wax at WNLC, New London, Conn., infers that the group, along with Randy King, is also staging a series of Monday night shows in and around New London for the Eastern Connecticut Folk Music Association.

Hillbilly talent from WBVP, Beaver Falls, Pa., was featured nightly at the week-long Beaver County Exposition held recently in Beaver Falls. WBVP's deejays, Albuquerque Al Hallaman and Jolly Joe Grazan, handled the emcee chores, with the show line-up including Roy Ziegler and His Range Riders, Skip Summerville and His Blue Sky Mountaineers, and the Valley Boys. . . . The KOTA Cowboys and Polly Johnson are taking a brief vacation from their entertaining duties at KOTA, Rapids City, S. D.

National exploitation of Jimmy Littlejohn's new Columbia release, "Never, Never, Never" b/w. "Walking Streets," is slated to get under way next week, with deejays and ops to be contacted either in person or by mail. Fred Stryker will work the Western States; Charles Wright, Littlejohn's manager, will cover the Midwest; Littlejohn, himself, the Southwest, and Murray Nash will hit the road from Nashville to blanket the Deep South and Atlantic Coast States. . . . Randy Atcher guested on Ernest Tubbs' Record Shop program in Nashville Saturday (2) to plug his M-G-M waxing of "Flying High" b/w. "Soft Shoulders and Dangerous Curves." . . . May Ann Johnson's latest M-G-M release, "Lend Me Your Handkerchief" b/w. "Just What I Always Wanted," is reported getting considerable action in the Louisville area.

Joe Gibson, bass player and vocalist with Curley Williams and the Georgia Peach Pickers, and Georgia Ann Williams, Curley's daughter, were guests of Danny Atkinson and the Rhythm Boys on their TV show in Columbus, Ga., June 27. On the same night they were guests of Atkinson and the Rhythm Ranch lads at Ray's Ranch, Columbus, where the latter hold forth nightly. Joe and Georgia

(Continued on page 48)

when you think of NEW COUNTRY TALENT think of RCA VICTOR records



star of the midwestern hayride!

Skeeter Bonn

YODELIN' MAN
SECOND CHOICE
20/47-6115



from a great musical family!

Anita Carter

THAT'S WHAT MAKES THE JUKE BOX PLAY
I'M SORRY IF THAT'S THE WAY YOU FEEL
20/47-6129



latest addition to the catalog!

Buddy Thompson

FREE OF THE BLUES
DON'T KINDLE UP THE FLAME
20/47-6147



successor to Hank Williams!

Jack Turner

'BAMA BAMBOO BOY
STORY OF THE SMOKY MOUNTAINS
20/47-6163



at the top of charts everywhere!

Porter Wagoner

A SATISFIED MIND
ITCHIN' FOR MY BABY
20/47-6105



C&W's outstanding singer-composer!

Floyd Wilson

LAST ONE TO KNOW
BABY, BABY, BABY
20/47-6188



Billboard "spotlight" talent!

Don Winters

FORGIVE MY MISTAKES
LOOK WHAT HAPPENED
20/47-6164

winning Popularity FAST . . .
MY DADDY'S BOOTS"
CRA-202
b/w
THE JERSEY MOON"
CRA-201
sung by
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NEW ORLEANS

according

to the Charts

"BLUE DARLIN'"

b/w

"LET ME STAY IN YOUR ARMS"

... Dot #1260

by



JIMMY NEWMAN

Personal Manager

SLICK NORRIS

P. O. Box 653

Highlands, Texas

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending June 29

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, R. & B. Foley, Dpc.
3. Making Believe, K. Wells, Dec.
4. Cuzz You're So Sweet, S. Crum, Cap.
5. In the Jailhouse Now, W. Pierce, Dec.
6. In the Jailhouse Now # 2 J. Rodgers, Vic.
7. Ballad of Davy Crockett, T. Ernie, Cap.

Charlotte

1. I Don't Care, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Would You Mind, H. Snow, Vic.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Satisfied Mind, R. & B. Foley, Dec.
6. In the Jailhouse Now # 2 J. Rodgers, Vic.
7. There She Goes, C. Smith, Col.
8. We Live in two Different Worlds Johnnie & Jack, Vic.
9. Satisfied Mind, J. Shepard, Cap.
10. No One Dear But You Johnnie & Jack, Vic.

Cincinnati

1. Satisfied Mind, P. Wagoner, Vic.
2. There She Goes, C. Smith, Col.
3. In the Jailhouse Now # 2 J. Rodgers, Vic.
4. Live Fast, Love Hard and Die Young F. Young, Cap.
5. Yellow Roses, H. Snow, Vic.
6. Breakin' in Another Heart H. Thompson, Cap.

Dallas-Fort Worth

1. Breakin' in Another Heart H. Thompson, Cap.
2. I Don't Care, W. Pierce, Dec.
3. Making Believe, K. Wells, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Cattle Call, E. Arnold, Vic.
6. Deceive Me Once Again, S. James, Cap.
7. His Hands, T. Ernie, Cap.
8. Wildwood Flower, H. Thompson, Cap.
9. If You Ain't Lovin', F. Young, Cap.
10. In the Jailhouse Now # 2 J. Rodgers, Vic.

Houston

1. Satisfied Mind, P. Wagoner, Vic.
2. Blue Darlin', J. Newman, Dot
3. I Don't Care, W. Pierce, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Satisfied Mind, R. & B. Foley, Dec.
6. Making Believe, K. Wells, Dec.
7. His Hands, T. Ernie, Cap.
8. Ballad of Davy Crockett, T. Ernie, Cap.
9. Make Believe R. Foley & K. Wells, Dec.
10. Making Believe, J. Work, Dot

Memphis

1. Satisfied Mind, R. & B. Foley, Dec.
2. That's What Makes the Juke Box Play J. Work, Dot
3. In the Jailhouse Now, W. Pierce, Dec.
4. Blue Darlin', J. Newman, Dot
5. You're Right, I'm Left, She's Gone E. Presley, Sun
6. Satisfied Mind, J. Shepard, Cap.
7. In the Jailhouse Now # 2 J. Rodgers, Vic.
8. I Don't Care, W. Pierce, Dec.
9. Live Fast, Love Hard and Die Young F. Young, Cap.

Nashville

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. Live Fast, Love Hard and Die Young F. Young, Cap.
4. Blue Darlin', J. Newman, Dot
5. Whose Shoulder Will You Cry On? K. Wells, Dec.
6. That's What Makes the Juke Box Play J. Work, Dot
7. Satisfied Mind, J. Shepard, Cap.
8. I Don't Care, W. Pierce, Dec.
9. There She Goes, C. Smith, Col.
10. Satisfied Mind, R. & B. Foley, Dec.

New Orleans

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, R. & B. Foley, Dec.
3. Cattle Call, E. Arnold, Vic.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Satisfied Mind, P. Wagoner, Vic.
6. Blue Darlin', J. Newman, Dot
7. Baby, Let's Play House, E. Presley, Sun
8. Yellow Roses, H. Snow, Vic.
9. Breakin' in Another Heart H. Thompson, Cap.
10. Making Believe, K. Wells, Dec.

Richmond, Va.

1. Satisfied Mind, P. Wagoner, Vic.
2. His Hands, T. Ernie, Cap.
3. Cattle Call, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Yellow Roses, H. Snow, Vic.
6. Baby, Let's Play House, E. Presley, Sun
7. In the Jailhouse Now, W. Pierce, Dec.
8. Sweet Little Miss Blue Eyes R. Price, Col.

St. Louis

1. Satisfied Mind, R. & B. Foley, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. In the Jailhouse Now # 2 J. Rodgers, Vic.
4. It Tingles, T. Collins, Cap.
5. His Hands, T. Ernie, Cap.
6. In the Jailhouse Now, W. Pierce, Dec.
7. Wildwood Flower, H. Thompson, Cap.
8. Baby, Let's Play House, E. Presley, Sun

R & B Territorial Best Sellers

For survey week ending June 29

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Ain't It a Shame, F. Domino, Imp.
2. This Little Girl of Mine, R. Charles, Atl.
3. As Long as I'm Moving, R. Brown, Atl.
4. This Is My Story, Gene & Eunice, Ala.
5. It's Love Baby, L. Brooks, Exc.
6. Unchained Melody, R. Hamilton, Epl.
7. Bop Ting a Ling, L. Baker, Atl.
8. Fool for You, R. Charles, Atl.
9. Don't Be Angry, N. Brown, Atl.
10. That's All I Need, L. Baker, Atl.

Balti.-Wash.

1. Ain't It a Shame, F. Domino, Imp.
2. Story Untold, Nutmegs, Her.
3. Soldier Boy, Four Fellows, Gly.
4. Door Is Still Open, R. Charles, Atl.
5. This Is My Story, Gene & Eunice, Ala.
6. Bo Diddley, B. Diddley, Che.
7. Verdict, Five Keys, Cap.
8. Don't Be Angry, N. Brown, Sav.
9. Rollin' Stone, Marigolds, Exc.
10. What'cha Gonna Do?, Drifters, Atl.

Charlotte

1. Ain't It a Shame, F. Domino, Imp.
2. Rock Around the Clock, B. Haley, Dec.
3. Lonely Nights, Hearts, Btn.
4. Henry's Got Flat Feet, Midnighters, Fed.
5. Don't Be Angry, N. Brown, Sav.
6. My Babe, Little Walter, Che.

Chicago

1. Bo Diddley, B. Diddley, Che.
2. Roller Coaster, Little Walter, Che.
3. If It's the Last Thing I Do D. Washington, Mer.
4. I've Got a Woman, R. Charles, Atl.
5. That's All I Need, L. Baker, Atl.

Cincinnati

1. Ain't It a Shame, F. Domino, Imp.
2. Everyday, C. Basie, Cif.
3. Unchained Melody, A. Hibbler, Dec.
4. I Can See Everybody's Baby R. Brown, Atl.
5. Henry's Got Flat Feet, Midnighters, Fed.
6. Door Is Still Open, Cardinals, Ad.

Detroit

1. Ain't It a Shame, F. Domino, Imp.
2. Fool for You, R. Charles, Atl.
3. I'm in Love, B. B. King, RPM
4. What'cha Gonna Do?, Drifters, Atl.
5. Eagle, Rev. C. L. Franklin, Che.
6. I Diddle, D. Washington, Mer.

Los Angeles

1. Bo Diddley, B. Diddley, Che.
2. Unchained Melody, R. Hamilton, Epl.
3. Diddle Diddle, B. Diddley, Che.
4. Don't Be Angry, N. Brown, Sav.
5. Story Untold, Nutmegs, Her.
6. Rollin' Stone, Marigolds, Exc.
7. Ain't It a Shame, F. Domino, Imp.
8. Soldier Boy, Four Fellows, Gly.
9. Two Things I Love, Voices, Cas.
10. Only You, Platters, Mer.

New Orleans

1. Ain't It a Shame, F. Domino, Imp.
2. Don't Take It So Hard, E. King, Kng.
3. Fool for You, R. Charles, Atl.
4. Story Untold, Nutmegs, Her.
5. Unchained Melody, R. Hamilton, Epl.

FOLK TALENT AND TUNES

Continued from page 47

Ann also were guests of Ken Woodfin and His Texans at the You-and-Me Club, Columbus. Curley and the Peach Pickers, with Sam Roberts, steel guitar; Calvin (Ozzie Sneezeweed) Ruff, piano and accordion; Jack Pruett, lead guitar; Joe Gibson, bass and rhythm, and Curley Williams, fiddle, are doing a weekly hour-and-a-half show, "Bar 20 Barn Dance," over WOOV, Montgomery, Ala. Wednesday thru Saturday they appear at the Spur Club in that city.

Guest stars on Pee Wee King's ABC-TV show on the Fourth of July were Marty Roberts, Charlene Mills and the Peppermans, trio of fem vocalists from Chicago. On the same show, Pee Wee TV-previewed the new ditty, "When the One You Love Loves Somebody Else," by Nick and Charles Kenny, New York Mirror columnists. . . . Nelson King, of WCKY, Cincinnati, who at least three times has been voted the nation's outstanding c.&w. disk jockey by the deejays themselves, was re-elected president, for the third consecutive year, of the National Country Music Disk Jockeys Association at the group's recent business meeting in New Orleans.

Dale Noe and band have shifted to Clovis, N. M., from the Red Barn, El Paso, Tex. . . . Jaimie Hilliard, who records on Flair label, now has his own noontime show on KSET, El Paso, Tex. . . . Red Brown and Anna Lee wound up the June month on a convention date in Truth and Consequences, N. M., and then hit out for the Mescalero Indian Reservation for the big Indian Rodeo July 1-5.

Bob Neal, manager of Elvis Presley, reports that his charge this week begins a fortnight's vacation before embarking on a busy summer and fall schedule being arranged by Col. Tom Parker, of Jamboree Attractions, Madison, Tenn. The package, which will make Florida dates the last week in July, will include Presley, Andy Griffith and Ferlin Huskey. . . . Jimmie Skinner, who operates the c.&w. Music Center in Cincinnati bearing his name, appears with Casey Clark on TV in Windsor, Ont., July 15, and the following day holds forth on Casey's "Barn Dance" in Detroit. On July 23, Skinner appears on Pee Wee King's TV show in Chicago, and July 25 does a spot on Pee Wee's network TV show. Jimmie is set for an appearance on "Ozark Jubilee," Red Foley's network TV show, from Springfield, Mo., July 30. Skinner, who recently celebrated his fourth year on WNOP, Newport Ky., had as recent guests Hyla Brown (Capitol), whose "Lost to a Stranger" is a hot item in the Cincy area these days; Randy Atcher, plugging his new M-C-M disk, "Soft Shoulders and Dangerous Curves," and Jimmie Logsdon (Decca). Skinner airs his WNOP programs directly from his shop. His latest on Decca is "I Don't Need a Doctor" b.w. "Blame the Right One."

With the Jockeys

Uncle Joe (Joe Allison), c.&w. deejay at WMAK, Nashville, recently observed an Eddy Arnold 10th Anniversary Program over his "Dinner Bell Show." Among those attending the affair, which featured two hours of Arnold releases, were Arnold and his wife, Sally; their two children, Dickie and Jo Ann; Steve Stoles, Chick Crum-Packer, Charlie Grean, and Ed Hines. . . . Deejay Cliff Rodgers, of WHKK, Akron, infos that because of so many sponsors wanting to buy c.&w. music time, he has extended his show, "Melody Round-Up," a half hour. Show, which was moved to a new time slot June 27, is now heard from 12:30-3:30 p.m., EDST. . . . Shorty Chesser, who spins the "Early-Morning Frolic Show" over WHAS, Louisville, at 5 a.m., and his wife

Dolores, have named their late Timothy Allen.

Hayden Thompson and Southern Melody Boys, regular performers of the "Dixieland Jamboree," Boonville, Miss., recently signed a contract with Von Records. . . . Jay Thompson's no-twirling the platter an hour and 4 minutes a day over KSTB, Breckenridge, Tex., and also from 6:15-6:45 a.m. on Saturdays over the station. Latter seg is a gospel program.

Crowning an unbroken succession of Country and Western Hits on RCA VICTOR RECORDS



HANK S

The Singing R

CRYII PRAYI WAITI HOPII

I'M GL I GOT TO SEE ONCE A

20/47-6154

'New Orthophonic' High F



The Billboard Music Popularity Charts

• This Week's Best Buys

PIDDILY PATER PATER (E. B. Marks, BMI)—Nappy Brown—Savoy 1162

Surging ahead at an increasingly fast pace, Brown looks as if he may come up with another hit, even if it may not be another "Don't Be Angry." Boston, New York, Philadelphia, Buffalo, Baltimore, Nashville, Durham and St. Louis were among the areas where the disk is making out nicely and building. In some cases, action is good on the flip, "There'll Come a Day" (Savoy, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

THE HARPTONES

Life Is But a Dream—Paradise 101—Paradise may have a hit in its first release. The group sings out with feeling and sock emotional impact on an attractive ballad with an insistent beat. Lead singer Willie Winfield warbles with heart and sincerity. Flip is "You Know You're Doing Me Wrong" (Old Town, BMI).

JIMMY SCOTT

Very Truly Yours (Crossroads, BMI)—Savoy 1163—Scott projects a moving ballad with a powerful dramatic reading, highlighted by knowing phrasing and intense pacing. The waxing should attract much coin to the boxes. Flip is "Don't Cry, Baby."

• Reviews of New R & B Records

THE PLATERS

Only You (and You Alone) . . . 79
MERCURY 70633—The group's lead does a fine job with this pretty ballad. His smooth styling stands out impressively against the quiet but rhythmically solid backing of the group. (Ram, BMI)

Bark, Battle and Ball . . . 72

This is one of those noisy, outgoing novelties that have such great appeal for the youngsters these days, and ought to make out as well as most others. (Pico, BMI)

PIANO RED

Rockin' With Red . . . 76
GROOVE 5000—A personable vocal by Piano Red and his usual showmanly job on the ivories on a catchy little ditty. Both sides are reissues of 1947 platters. (St. Louis, BMI)

Red's Boogie . . . 76

An infectious paced instrumental on a bouncy boogie theme. Both sides should grab off lots of juke play. (St. Louis, BMI)

MARVIN PHILLIPS BAND

Ding Dong Baby . . . 76
SPECIALTY 554—Humorous rhythm

ditty with a Latin turn is projected with great enthusiasm by the Phillips crew. The teen-agers should show it favor and it could earn some loot. (Venice, BMI)

Mamo Mamo . . . 75

This is a wild shout from start to finish, with the ork slapping out a penetrating beat. Will make itself heard in the noisiest juke joint. (Venice, BMI)

THE DIXIE BLUES BOYS

My Baby Left Town . . . 76
FLAIR 1072—Southern blues has an irresistible beat and is effectively sung by Dee Dee. Fine wax for Southern jukes. (Flair, BMI)

Monte Carlo . . . 72

Another good blues, this with a slower beat. Again the harmonicas of the group blow a strong accompaniment. (Flair, BMI)

(Continued on page 50)

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending June 29

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME? (BMI)—F. Domino	1	9
La La (BMI)—Imperial 5348		
2. BO DIDDLEY (BMI)—B. Diddley	2	9
I'M A MAN (BMI)—Checker 814		
3. STORY UNTOLD (BMI)—Nutmegs	4	6
Make Me Lose My Mind (BMI)—Herald 452		
4. UNCHAINED MELODY (ASCAP)—R. Hamilton . . .	3	11
From Here to Eternity (ASCAP)—Epic 9102		
5. SOLDIER BOY (BMI)—Four Fellows	11	2
Take Me Back, Baby (BMI)—Glory 234		
6. FOOL FOR YOU (BMI)—R. Charles	10	2
THIS LITTLE GIRL OF MINE (BMI)—Atlantic 1063		
7. UNCHAINED MELODY (ASCAP)—A. Hibbler	5	12
Daybreak (ASCAP)—Dec 29441		
8. EVERYDAY (BMI)—Count Basie	—	1
Comeback (BMI)—Clef 89149		
9. DON'T BE ANGRY (BMI)—N. Brown	9	13
It's Really You (BMI)—Savoy 1155		
10. BOP TING A LING (BMI)—L. Baker	6	9
That's All I Need (BMI)—Atlantic 1057		
10. AS LONG AS I'M MOVING (BMI)—R. Brown	7	5
I Can See Everybody's Baby (BMI)—Atlantic 1059		
12. ROCK AROUND THE CLOCK (ASCAP)—B. Haley .	8	3
Thirteen Women (BMI)—Dec 29124		
13. ROLLIN' STONE (BMI)—Marigolds	12	6
Why Don't You (BMI)—Excello 2057		
14. THIS IS MY STORY (BMI)—Gene & Eunice	14	4
Move It Over Baby (BMI)—Aladdin 3282		
15. DON'T TAKE IT SO HARD (BMI)—E. King	—	1
Gratefully (BMI)—King 4780		

• Most Played in Juke Boxes

For survey week ending June 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME? (BMI)—F. Domino	1	5
La La (BMI)—Imperial 5348		
2. BO DIDDLEY (BMI)—B. Diddley	3	10
I'M A MAN (BMI)—Checker 814		
3. DON'T BE ANGRY (BMI)—N. Brown	2	9
It's Really You (BMI)—Savoy 1155		
4. FOOL FOR YOU (BMI)—R. Charles	—	1
THIS LITTLE GIRL OF MINE (BMI)—Atlantic 1063		
5. WHAT'CHA GONNA DO? (BMI)—Drifters	4	14
Gone (BMI)—Atlantic 1055		
6. ROLLER COASTER (BMI)—Little Walter	—	1
I Got to Go (BMI)—Checker 817		
7. UNCHAINED MELODY (ASCAP)—A. Hibbler	5	7
Daybreak (ASCAP)—Dec 29441		
7. UNCHAINED MELODY (ASCAP)—R. Hamilton . . .	7	8
From Here to Eternity (ASCAP)—Epic 9102		
9. MY BABE (BMI)—Little Walter	5	17
Thunder Bird (BMI)—Checker 811		
10. AS LONG AS I'M MOVING (BMI)—R. Brown	8	6
I CAN SEE EVERYBODY'S BABY (BMI)—Atlantic 1059		
10. STORY UNTOLD (BMI)—Nutmegs	—	1
Make Me Lose My Mind (BMI)—Herald 452		

• Most Played by Jockeys

For survey week ending June 29

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. AIN'T IT A SHAME?—F. Domino	1	8
Imperial 5348—BMI		
2. IT'S LOVE BABY—L. Brooks	—	1
Excello 2056—BMI		
3. WHAT'CHA GONNA DO?—Drifters	6	14
Atlantic 1055—BMI		
4. MY BABE—Little Walter	8	18
Checker 811—BMI		
5. ROCK AROUND THE CLOCK—B. Haley	5	4
Dec 29124—ASCAP		
5. FOOL FOR YOU—R. Charles	—	1
Atlantic 1063—BMI		
7. UNCHAINED MELODY—R. Hamilton	2	10
Epic 9102—ASCAP		
8. THIS IS MY STORY—Gene & Eunice	—	3
Aladdin 3282—BMI		
8. MOST OF ALL—Moonglows	—	11
Chess 1589—BMI		
10. BO DIDDLEY—B. Diddley	4	6
Checker 814—BMI		
11. THIS LITTLE GIRL OF MINE—R. Charles	—	1
Atlantic 1063—BMI		
12. DOOR IS STILL OPEN—Cardinals	11	13
Atlantic 1054—BMI		
13. DON'T BE ANGRY—N. Brown	13	11
Savoy 1155—BMI		
13. VERDICT—Five Keys	—	1
Cap 3127—BMI		
15. LONELY NIGHTS—Hearts	13	6
Baton 208—BMI		

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Winnipeg Exhibition Tops '54 Attendance

Gain of 42,000 in Paid Gate Seen
Tho Heavy Rain Washes Out One Night

WINNIPEG, July 2.—The Greater Winnipeg Exhibition, which tonight winds up its eight-day run in suburban St. Vital, is expected to show a final paid attendance of about 150,000 for a substantial increase over the 108,000 paid gate registered last year, when the exhibition, then confined to six days, used its new plant for the first time.

The big jump in attendance was registered in the face of a heavy rain that hit at about 5 p.m. Thursday (30) and washed out the night. About two inches of rain fell within an hour and a half to mire the grounds. But crews that worked all night had the midway and other areas in condition by noon Friday (1).

Water Ski Act Out of Action Until '56 Show

NEW YORK, July 2.—A combination of circumstances has prevented the novel water ski tank act from being booked into any parks or fairs for this season, it was reported yesterday. The act made its debut at last winter's New Sports and Vacation Show in Kingsbridge Armory and drew interested spectators in the talent field.

The equipment consists of a circular tank 40 feet in diameter and shoulder high, surrounded by a catwalk and lined with Koroseal. It holds four feet of water or about 40,000 gallons. Weight is 320,000 pounds when full. A water-protected motor housing juts above the water to power the spin of a propeller-like bar. Water ski performers hold a rope on each end of the bar and are pulled around the tank at high speeds.

New York Expositions, show sponsors, and pro skier Bruce Parker are partners in the act, and Parker has three girls trained to perform routines in the tank with him. After its New York bow the tank was used at the Los Angeles sports show but not since then. It was reported that interest was shown by a major State fair and several bookers, but that the price put on the act could not be met.

Another problem cited was that Parker has become involved in several water ski schools and has not been available to headline the act as a champion, nor to devote any time to its promotion. It was indicated that the act will again be used at next year's sports show, in late February, and that major bookers will be approached to see if a suitable string of dates can be arranged for 1956.

Minn. Aquatennial Slates 120 Events

MINNEAPOLIS, July 2.—The annual Minneapolis Aquatennial, the nation's largest summer festival starring national and local talent and beauty, has scheduled more than 120 events for the 10-day run starting July 15.

Festival preview will be the presentation of the "Aqua Follies" in Theodore Wirth Park pool here, with Al Sheehan, producer, kicking off this feature Wednesday, July 13, for 14 consecutive performances ending July 24.

Two network television shows

Strength of the exhibition was demonstrated the first three days of this week, when 76,000 paid at the outside gates. All segments of the fair shared in good business, according to E. J. Casey, exhibition manager.

Programmed Feats

A rodeo in for five nights, starting with the opener, and a Saturday (25) matinee produced grosses in those six performances that topped by 10 per cent the receipts for a rodeo that gave two performances a day for the full six days of last year. A car giveaway Wednesday (29) hyped the final performance of the rodeo.

Gene Holter's ostrich races were scheduled to be presented Thursday night (30) but were rained out and were to give two performances Friday and today.

On the midway the Royal American Shows were reported as doing better business than last year. Top three shows were "Flashes of '55," "Harlem in Havana," and "Dancing Waters," the last named, in for the second year, making a notably strong run. Games concessionaires on the Royal American reported the first real business of the season.

Calypso Band

Added highlights of the fair's attraction program was the daily appearance of a 21-member Calypso band from Trinidad, presented as a free attraction with the Imperial Oil Company as the sponsor.

Commercial exhibit building, which had not been finished for the '54 fair, was completed well in advance of the fair and was a complete sellout. The exhibition offered an outstanding showing of farm machinery and farm equipment, no fewer than 300 pieces being displayed.

Visitors to the fair included Douglas K. Baldwin and Harry Frost, secretary and concession secretary, respectively of the Minnesota State Fair, St. Paul, and Wilfred Walker, secretary of the Canadian Lakehead Exhibition, Fort Williams, Ont.

FLORIDA SPOT GROWS

Fun Business Booming At Daytona Shoreline

DAYTONA BEACH, Fla., July 2.—Excellent business is expected by ride owners and concessionaires over the holiday weekend here along the Daytona Beach boardwalk. Big draw is the "Dixie Frolics," three-day annual event sponsored by the local Jaycees with co-operation of the city recreation department.

The "Frolics" get under way tonight (2) when contestants for the Miss Dixie title, winners of 25 re-

gional contests held thruout the South, compete in a talent contest held at the Peabody Auditorium. Later the entrants will be judged on the basis of personality and charm in evening gowns. The finals, a bathing beauty parade, will be held at the open-air band shell on the boardwalk, the evening of the Fourth.

Winners and runners-up will split awards consisting of educational scholarships, cash prizes and merchandise awards with the added probability of screen tests, personal appearance offers and the chance to enter the professional field.

Owners of attractions along the beachfront point out that Daytona, unlike many other Florida resorts, has a very active summer season. With the closing of schools, the family vacation trade from adjoining States flocks in in full force and the 2,500 hotels, motels and guest cottages in the area enjoy booming business. Free band concerts, teen-age dances and other attractions provided by the city and civic groups pull the attendance to high levels thruout the summer season. Operators are unanimous that spending is topping last summer's and that the '55 season will show a record gross.

Units Listed

The Bowling Center, owned by Robert Hollon, has six conventional
(Continued on page 53)

OK Week Noted For Canadian Thrill Show

FREDERICTON, N. B., July 2.—The Congress of Canadian Daredevils rounded out a satisfactory week here Friday night (24). Show used the race track on the Fredericton Exhibition Grounds and seated about 1,800 customers at \$1.25 straight.

Week had opened at Stanley on Monday (20). This is a small point in central New Brunswick and was getting its first look at the rubber-tired ruckus. Saint John, leading port city, mustered 2,000 a night at the Exhibition Park on Tuesday (21) and Wednesday (22).

The unit has 10 new Fords and Mercurys and the cannon truck.

Bobo Canup, of Charlotte, N. C., handles the car that is shot from the cannon. Buddy Young, of Toronto, is doing the demolition rollover. Trudy Munro, fem, and Renee Vallee, rookie, also hail from Toronto. Bill Cooke is announcer.

Helicopter Service Set by Disneyland

Ten Flights Daily Slated From L. A.; Funspot to Run Every Day of Week

ANAHEIM, Calif., July 2.—Walt Disney will make a bid for out-of-town business for his famed Disneyland, by flying patrons by helicopter from Los Angeles International Airport to the park here. The service, arranged with Trans World Airlines, will offer 10 flights a day and start with the park's invitational premiere July 17.

For Los Angeles area residents who plan to go by automobile to the park, the possibilities of a freeway to Disneyland are not too bright. The super-highway is now completed to a point south of Norwalk, about 10 miles from Disneyland. A spokesman for the Cali-

Ringling Executives Report Good Season

New England, Canadian Tours Termed Okay; Detroit Stand Starts Slowly; Ushers Out

By TOM PARKINSON

DETROIT, July 2.—Top executives of Ringling Bros. and Barnum & Bailey Circus today contradicted continued reports that the show has experienced poor business this season.

Michael Burke, John Ringling North's executive, said they have been "extremely well satisfied" with the tour since the good day's business at Red Bank, N. J. He termed the New England tour as good, with the exception of Nashua, N. H. Independent reports said the just-completed tour of Canada drew mediocre business with the exception of one day, Saturday (24), in Montreal. Show management said Sarnia (31) was weak, but stated that Montreal was up somewhat from 1953, when it was the bright spot in an otherwise losing tour of Ontario, and that

this time Montreal was better than anticipated. Hamilton was said to have been fair, along with Toronto.

Management observed that the Canadian tour was better than the alternative of playing New York State, where the show has experienced weak business in past years, including 1954.

Even With '54

Burke said that the show was running about even with last year's business at this point, with a slight edge on the 1954 score. He said the show has been making the nut and that it was looking to the West for its profits.

Detroit, a three-day stand, opened Friday (1) with two very light turnouts, and Saturday's afternoon show attracted a small attendance.

The show moved smoothly in crossing the border and it set up in Detroit without special incident.

Commenting on the ticket policy which eliminates children's prices at the general admission level, Burke said the price structure had proved satisfactory so far. He said charts were being kept to record the proportion of seats sold in each of the five price levels. He said, too, that an observer was placed from time to time to see whether an undue number of customers left the midway without buying be-

(Continued on page 53)

Rotors Rack Up Okay Grosses In Park Stands

LONG BEACH, Calif., July 2.—The world's only two portable Rotors are doing satisfactory business despite bad weather in parks and will move into the fair circuit soon, Elmer Velare, of the Velare Amusement Manufacturing Company, said here.

One Rotor unit, under the road management of Charles Goss, is in Pontchartrain Beach Park, New Orleans. This ride is turning in an average weekly gross of \$4,000 with some weeks running as high as \$7,000. The other unit, managed by James Deal, is in Lakeside Park in Denver, where despite rain and cold, the gross average is \$3,000.

The Rotor under Goss' direction played the Battle of Flowers in San Antonio and the Cotton Carnival in Memphis. It was moved to New Orleans about May 15 and will remain there until July 28. Its future route includes fairs in Chipewewa Falls, Wis.; Illinois State Fair, Springfield; Iowa State Fair, Des Moines, and Kentucky State Fair, Louisville.

The other ride is scheduled for dates at the Wisconsin State Fair, Milwaukee; Michigan State Fair, Detroit, and the Oklahoma State Fair, Oklahoma City.

Tulsa Joins Fair Fun Book Users

NEW YORK, July 2.—The Tulsa Exposition will use 50,000 copies of the promotional comic book, "Come to the Fair," in its 1955 promotional campaign.

Mac Culver, sales manager and co-publisher of the comic book firm, said the booklets will be available for circulation by the Tulsa event before August 15. The press run of several million is scheduled for mid-July.

Jersey Bingo Gets \$19 Mil. In First Year

NEWARK, N. J., July 2.—Gross revenues of \$16,922,351 have been reported in the year that bingo has been legalized in this State.

In the report issued this week by the Bingo Raffles Commission, it was estimated that an additional \$2,000,000 remains to be reported and that the ultimate total will be closer to \$19,000,000.

Legal bingo in New Jersey was approved in a referendum vote. The games are run by church, fraternal and civic organizations.

Six Auto Race Dates Are Signed by DeRock

MASON CITY, Ia., July 2.—Six more fairs have been added to the big car schedule of Speedway Car Associates, Leon DeRock, managing director, announced. The additions are Fairbault, Kasson and Albert Lea, in Minnesota; Webster City, Ia.; North Platte, Neb., and Rapid City, S. D. DeRock, a former race driver, operates under the sanction of the Central States Racing Association.

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AUDITORIUMS-ARENAS

Feature Page Puts New Value in Oakland Schedule

By TOM PARKINSON

Monthly booking schedule sheets serve different purposes for nearly every auditorium or arena that issues them, but most of the sheets are like the others. Not so with that issued by Lin Lueddeke for the Oakland (Calif.) Auditorium, where he is director.

Lueddeke's routine list of events booked into the building follows a page to which he devotes a paragraph each to comments on events past, present and future.

It's all done in an informal, light-hearted manner. And it gives him a place to comment about events just closed, those current in the building and those that can be spotted on the horizon.

One entry read: "The past (just)—Automobiles were really a big part of our immediate past. No sooner were the midget racers out when the National Roadster Show came in. (A real publicity job.)"

Another: "The future (closer than you realize). Everyone wants to know about the circus. Comes early this year. . . . Remember, a whole new Oakland Spring Garden Show this year. . . . Still reworking plans for a new parking development in front of the building. . . ."

Lueddeke also includes urgings that readers get up and go to auditorium events. The sheet is open to nearly any type of comment.

Moreover, it comes out as much as two months in advance.

This bulletin, Lueddeke states, goes to hotels, neighborhood newspapers, restaurants and other business houses with an interest in auditorium events and crowds. Printers and others soliciting business from shows often call the auditorium. As the director points out, this proves to be a convenience to outside

promoters not familiar with local merchants and services.

Since the schedule comes out well in advance, it is of value to both the shows and these local businesses. Altho it is readied two months ahead, it has proved to be 90 per cent accurate. (A more accurate sheet comes out later and is distributed to those particularly concerned, such as police, Chambers of Commerce, concessionaires and unions.)

The past-present-future feature has served several specific purposes. In the past, Lueddeke says, many restaurants and hotels paid little or no attention to the routine listing of events and discarded the sheet without consideration or benefit. By adding the front page and writing in relaxed, humorous or unorthodox style, he has captured attention for the bookings. Now people are constantly stopping Lueddeke on the street to refer to remarks he has made on the "feature page."

Those novel paragraphs also have caught the eye of city officials, including the city councilmen. Listing of future events has led them to ask questions and this has given the building management the opportunity to discuss working operations. This is better, Lueddeke observes, than answering questions after an event is held.

Oakland has a special situation which Lueddeke puts this way:

"I feel that for a town like Oakland, which is just across the bay from San Francisco and its world-wide fame as an entertainment city, that any encouragement we can give local restaurants and hotels to urge people to plan evenings in Oakland and include an event in the Oakland Auditorium is of a very definite benefit to the community."

The unusual page of informal comment helps do that trick.

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Mack Shuttters To Reorganize

COLUMBUS, O., July 2.—The Fred J. Mack Circus is closing for a few days, according to President Fred D. Pfening Jr., who said the layoff was for reorganization and possibly some retrenching.

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CONVERTS WASTE LAND

Ill. State Fair Preps Conservation Area

SPRINGFIELD, Ill., July 2.—The 336-acre Illinois State Fairgrounds here has been given considerable face-lifting in preparation for the 10-day State fair which opens August 12.

Chief change has been the conversion of a 40-acre waste land into a scenic area. Undertaken in '53, the development of the area is designed to demonstrate conservation as it should be practiced in Illinois.

Three ponds dot the area, and ducks, geese and other wildfowl native to the State have been placed in two of these. In other sections, animals, including four peacocks, three elk and 10 deer, will

be quartered. Another section will feature small game, birds and predatory creatures in cages. Nearby, a miniature forest nursery, provides a demonstration area for the raising of quail and pheasants.

New Horse Barns

Two new horse barns, providing stalls for 80 harness horses, are to be erected in time for the fair at the north side of the race track, increasing the fair's stabling facilities to about 380 stalls. A paddock, with 62 stalls, is also to be erected in time for the fair's opening.

A rolling area west of the carnival site has been leveled and converted into a lot for parking 300 cars. (Continued on page 57)

IKE'S VISITS AID 2 N. E. FAIR PLANTS

NEW YORK, July 2.—President Eisenhower's appearance at two New England fair plants during his swing thru that territory helped focus attention on the annuals, both of which will operate within the next two months.

While the plants gained prominent mention nationally, the publicity they received in their own drawing areas should help at the box office. The lucky events are the Rutland (Vt.) Fair and the Skowhegan (Me.) Fair.

FREE GATE

Bedford Ups Grandstand In Policy Shift

BEDFORD, Ia., July 2.—Other Iowa fairmen will watch closely the results of the Taylor County fair this year. The fair, in operation 80 years, will operate with free outside gates for the first time in its history.

The fair will run July 26-31. In the past the fair has charged 50 cents at the gate and 50 cents for grandstand seats. This year there will be no charge at the gate but the grandstand tickets have been increased to one buck. To improve grandstand attendance, the fair has booked bigger attractions, including harness racing, an ice show, racing ostriches and other acts. The carnival has agreed to increase the money it will turn over to the fair due to the free gate.

The fair built about 1,000 feet of fence around the race track so that the free guests can't watch the activities without buying a ticket.

Artists to Vie At Pittsburgh

PITTSBURGH, July 2.—The Allegheny County Fair and the Amateur Artists Association of Pittsburgh will sponsor an amateur art exhibit at the annual, September 1-5.

George E. Kelly, fair director, said 13 prizes totaling \$185 would be awarded. Twelve winners will be selected by a panel of three judges. The 13th winner will be determined by popular vote.

Ohio Managers' Group Hears Cooper and Brown

COLUMBUS, O., July 2.—Ohio Fair Managers' Association at its annual mid-summer conference in Columbus, Tuesday (28), heard former Governor Myers Y. Cooper explain plans for a short course in fair management to be held in November under the direction of the College of Agriculture at Ohio State University.

"Fairs of Ohio, taken collectively, have really become big business, with approximately 3,000,000 people attending Ohio's fairs annually," Governor Cooper said. "The dynamic age in which we are now living demands that we give serious study to all phases of fair management, including costs, improvement of programs and many other problems which face fair boards. That is why we believe this refresher course at Ohio State University will be of real value," he said.

Secretary of State Ted W.

Brown, speaking on "Making Progress and Economy Work Together," commended Ohio fairs for finding that "fine balance" in their programs which will stimulate interest and attendance on the part of both rural and city people.

"When we look at the vast expenditures for correctional institutions and the provisions made to cope with crime," Brown said, "we may be reminded how 'penny-wise and pound-foolish' we may become" (Continued on page 57)

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Vallejo, Calif., Skeds Strong Attraction Bill

VALLEJO, Calif., July 2.—Top-flight entertainment, a race meet, and a record number of exhibits will be featured at the annual Solano County Fair, which opens here Friday (8) for nine days, Terry Rowe, secretary-manager, announced.

Included in the program are two night appearances of the Aut Swenson Thrillcade, an RCA-approved rodeo, an Armed Forces talent show, and a grandstand show, the latter produced and staged by Isabelle Whall of Fun Unlimited Productions, San Francisco.

The grandstand show talent includes Francesa, ballerina, the first three days; Boxley and Marie, illusionists, the last six days; Jack Reese Jr., emcee and director of special events; the Mandarins, Oriental acrobats; Duke Art, novelties in clay; Ken Card, banjo humorist; the Wheelers, marimba trio; Three Aces, high act, and Phil Arden, musical director and organist.

Larry (Bozo the Clown) Valli will offer strolling entertainment on the independent midway.

West Coast Shows will play the midway.

Fair will use the one-pay gate policy, charging 50 cents for adults.

LYNCH BROTHERS MULL QUITTING FAIR SCENE

NEW YORK, July 2.—Investment exhibits of the Merrill Lynch, Pierce, Fenner & Beane brokerage firm at fairs may not be continued this season, it was learned this week. The company reported discouragement over the number of requests for information and visits to its local offices resulting from fair displays.

Cognizant of the chance to approach people with investment data on a grass-roots level, the company

started three seasons back to construct displays and make them available to local office managers. Judgment of the manager was the basis for any decision to exhibit, and their same theory will be applied this year, but it was said the house does not have its original enthusiasm due to the weak response earned thus far.

The company reported very good results from its recent How to Invest Show held May 24-30 at the 34th Street Armory here. Some 100,000 free admissions were estimated by the Pinkerton personnel assigned, and about 27,000 requests for material and visits to offices were reported.

A unique educational show, it offered a 10-exhibit seminar on investing, plus displays by six companies and two business groups. They showed their growth, stability and future, including several consumer products not yet on the market. Several proposals for touring the How to Invest Show in major cities are being considered, but there has been no decision yet.

Iowa Farm Centers Click for Millers

K-M Business Leads Tent Circus Field; More Animals Purchased; Staffers Named

GRINNELL, Ia., July 2.—Al G. Kelly & Miller Bros.' Circus seemed to be pacing the tented circus field as it continued its run of good business thru Iowa.

Oskaloosa, Friday (24), pulled a three-quarter house in the afternoon and a full house at night despite rain. Washington, Ia., Saturday (25), had three-quarter and near-full houses, with local sources terming the night business the best a circus has had there in years.

The Sunday stop, scheduled as usual for afternoon only, was Sigmourney, and it pulled a straw house. No show had made the town since K-M was there in 1948.

Farmers Busy

Ideal weather extended thru the period. This was both good and bad since it meant that farmers could keep busy in the fields. The afternoon business done by the show was unusually strong in some areas when farm schedules were considered.

Grinnell, the Monday (27) stand, however, had a half house in the afternoon. The night house was back up at the near-full mark.

The big show performers include Maurice Marmolejo, Shirley Lindemann Logan, the MacIntoshes, and Fred Logan with the elephants, along with other acts. The Skating Carltons closed last week.

Animal Annex

In place of a Side Show the K-M operation this year has a Wild Animal Museum, with Guy Smick as manager. In it are the 11 elephants, cage animals and other menagerie attractions. Separate, however, are the snake and gorilla pit shows, giraffe show, pony ride and little horses show.

Kelly-Miller has taken delivery on three camels. They are in addition to the six which are in Hollywood for picture work. In addition to the giraffe and rhino added recently, the show has bought a new tapir, crane and emu as well as a baby elephant bought in Florida just before the season opened.

Staff Listed

Help situation has been fair, with the show moving on time and with an adequate number of truck drivers on hand.

The staff and department heads include:

Obert Miller, general manager; D. R. Miller and Kelly Miller, co-owners; Art Miller, general agent; Pete Smith, superintendent; Tedd Meyers, press agent; Sid Stevenson, red wagon and mail agent; Tom King, little horses; Doug Riggs, giraffe show; Lil and John Long, combined pie car and cookhouse;

Wirth Again Will Produce At Springfield

NEW YORK, July 2.—Frank Wirth Agency has been awarded a contract to produce a circus for the Melha Shrine Temple, Springfield, Mass., next May. The show will again be staged in the Coliseum on the grounds of the Eastern States Exposition.

Wirth produced the show, a revival, in the Coliseum last May. A special meeting was called to award the new contract after a report from the committee showed this year's event was highly successful.

Newsweek, issued dated June 25, carries a story about Ringling, with a nod to Clyde Beatty, Hamid-Morton, Hunt Bros., Kelly-Miller, Bailey-Cristiani and King Bros. & Cole Bros.

the Sheers, pony ride and concert; Red Compton, Side Show canvas.

Also Harry Thomsas, banners and road marker; Richard O. Scatterday, national advertising; Sylvia Thompson, purchasing agent; Deacon and Dave MacIntosh, mechanical department; Corky Clark, electrician; Tommy Bentley, equestrian director; Jack Kofron, bandmaster; Shot Egan and Buster Todd, connection ticket sellers; Freddie Logan, track ticket seller; Red Farrarher, ring stock; Camel Dutch Narfski, menagerie superintendent; Freddie Logan, elephant superintendent; Mr. and Mrs. Obert Miller, front door; Kelly Miller, Dale Miller and Karen Miller, white wagon; Guy Smuck, Side Show; Roger Agnew, carpenter and water wagon; Edward Cliquot Young, big-top canvas boss; Ione Stevens, concessions, and Don MacIntosh, assistant concessions superintendent.

MAGNESIUM CARTS

New Polack Equipment Reduces Bulk, Weight

OGDEN, Utah, July 2.—New equipment on the Eastern unit of Polack Bros.' Circus has added flash to the layout and speed to the work, according to show staffers and performers. Included are vehicles and equipment designed by Harold Voise, production manager. Arthur Wallenda designed the lighting system. Dick Slayton designed the sound system.

Principal item is a four-h.p. Bantam tractor. The small three-wheeler is used to haul two specially built low flat-bed carts. These are used for loading and unloading all types of equipment. An automatic stake driver is mounted on the tractor and includes a gasoline-powered air hammer with a special head.

Extremely light-weight metal, magnesium, has been used for building hand carts, used in prop changes and for an eight-foot ladder. A small portable welding machine has been acquired for repair and construction work on the spot. A ratchet suspended from a metal tripod is a light and fast stake-puller.

"Bridge" on Poles

Show is using four aluminum poles for hanging rigging of aerial bar, web, loop-loops and single trap acts. The bar act is hung between the two inner poles. To provide rigidity there, an aluminum bridge similar to a TV antenna tower spans the distance between poles. The bridge may be telescoped to fit available space.

Also for outdoor dates is a band top and two 50-foot sidewalls to frame the back. The sidewalls are hung on wires like shower curtains

Henry Bros. Making Tour Of Missouri

TRENTON, N. J., July 2.—Henry Bros.' Circus is touring Missouri now and has been operating continuously. Glen Henry said here this week that the family circus was going along as before. His immediate family left the show to make a different booking, but this did not change the status of the show, he said. The Glen Henrys played Steel Pier, Atlantic City, for 10 days.

SCATTERDAY DISPLAY BALLYS

GRINNELL, Ia., July 2.—Dick Scatterday, national advertising representative of the Al G. Kelly & Miller Bros. Circus, keeps the towners busier than ever this year with downtown displays.

His regular accounts are repeating. These include taking the elephants to the Chevrolet dealer's and sending a six-horse hitch with Frigidaire's polar bear display wagon and a six-pony team with a Red Goose Shoe float to local stores.

New is a national tie-in with the movie "Daddy Long Legs," using a clown and stilt-walker. Another deal has an elephant bouncing on a mattress in front of a furniture store. The tractor-elephant tug-of-war stunt for International Harvester has been moved from the showgrounds to the tractor agency in most cases. Still another elephant is taken to a grocery supermarket to stage a "birthday party" for Swansdown cake flour. There are other tie-ins on the lot.

so they may be removed quickly in event of high wind. Pennants are flown from all guy lines.

Sound, Lights

The high-fidelity sound system includes a dual 50-watt amplifier, eight weatherproof speakers that may be used in any combination of pairs, an all-direction mike for the band, another mike for the announcer, a third for the clowns and special announcements, plus sets of mike and speaker cords in 50, 100 and 150-foot lengths to fit various fields and buildings.

Lighting includes a dozen 1,500-watt floods mounted in pairs on eight-foot stands, gelatin screens for colored light, six 2,000-watt floods, stringers of 20 bulbs each for hanging between the four poles, a 4,000-watt pan light between center poles, two 3,000-watt pan lights between other poles, stringers of white and colored lights for various high acts, a spot light and a self-contained switch-board box with equipment heavy enough to carry the load if all lights were to be on at one time.

Kelley Out as Ringling Closes TV Department

SARNIA, Ont., July 2.—Ringling Bros. and Barnum & Bailey Circus this week abolished the position held by F. Beverly Kelley as director of television publicity.

In confirming the action, Michael Burke, executive assistant to John Ringling North, said that the radio-TV and newspaper press departments had been combined into one press department. Press agents Frank Braden, Allen Lester and Eddie Howe are scheduled to take on radio and TV work with their newspaper publicity work, with Ed Knoblauch as head of the department.

Kelley, contacted in Detroit Thursday, said that he had no comment to make at this time. He was completing television publicity duties for that stand and was undecided as to whether he would return to his Delaware, O., home briefly or go direct to New York, where he has a theater offer pending. Kelley is highly regarded as an agent for legit shows and is

DOOR IS OPEN

R-B, Garden Plan Opposition Moves

NEW YORK, July 2.—Madison Square Garden stands ready to produce its own circus next spring if Ringling Bros. and Barnum & Bailey Circus refuses to accept a new contract for a period of five years on the old terms. The next move is up to the circus.

The Ringling circus stands ready to stage its annual spring appearance in New York under canvas if the Garden refuses a downward revision of its present contract terms, including the acceptance of a one-year pact. The next move is up to the Garden.

So said spokesman Ned Irish, executive vice-president of the midtown arena, and Michael Burke, second in command to John Ringling North, circus prexy, when queried here this week.

Rumors Rampant

The last meeting between Irish and North was held shortly after the circus ended its \$1,800,000 40-day run at the Garden last May 9. Both sides stated their case, as outlined generally above, at the time. Since then references to the breach, and what might be done by either side to counteract the end of the 33-year association, have found their way into public prints, both in the form of news stories and as column items.

The Garden reportedly wants to retain, or increase, its \$400,000 rental fee while the circus wants to cart away more than the meager \$100,000. Production, staging and operating costs reportedly gobbled up the remaining \$1,300,000.

While the door has been left open for the resumption of negotiations by either party, the time element is not presently a factor and there is no show of anxiety on either side.

Garden Plans

While the thought of even coming close to duplicating the Ringling production is awesome, Garden execs have explored the possibility and feel that they can do the job. Experts Arthur M. Cencello, former general manager of the Ringling show, and George A. Hamid, major agency head and a partner in the Hamid-Morton indoor circus, have talked to Garden officials.

The intricacies of rigging the huge arena could be overcome by the use of the equipment and talent of Orrin Davenport. Matching the elaborate costuming of the circus, which can be charged off against a lengthy tour as opposed to the Garden's planned one-shot effort, can be accomplished, Gar-

den execs say, at minimum cost by packaging the wardrobe needs of all of the major productions in which the Garden, or its directors, are interested.

Talent poses no serious problems. The Clyde Beatty wild animal act, easily the circus attraction best known to the public, has been mentioned as a feature. The traditional sawdust turns, acrobats, aerialists, and even elephants, would be available in quantity and quality, particularly in April.

R-B Title Important

The principal problem, and one that could not be overcome, would be the loss of the Ringling title. While it is impossible to measure the actual worth of the Ringling title to the Garden gross, it is safe to assume that it is considerable.

Meanwhile the Ringling folk have been giving some thought to the possible end of their association with the Garden. The Polo Grounds, home of the New York Giants, is a possible under-canvas site, Burke admitted. Both the inside of the stadium and the adjoining parking lot are in the picture. Other possible sites are also said to be under consideration.

Principal problem attached to an under-canvas showing would be the weather. It wouldn't be to the Big Show's advantage to be second in. They would do everything possible to either pre-date or day and date a Garden offering. This would mean a March opening and the probability of cold, damp weather requiring heat.

Chances are that the Garden and the circus would like to have the matter resolved but, as the spokesmen say, the move is up to the other fellow.

Packs Runs Up Succession of Strong Turnouts

ST. LOUIS, July 2.—The Tom Packs Circus has been running up a succession of strong turnouts.

It opened a Shrine-sponsored six-night stand here Wednesday night (29) to 16,200 paid customers and the following night showed to 18,000 persons.

Alton, Ill., played Monday (27), yielded excellent business in a new outdoor stadium. Approximately 8,000 paid to see the engagement, which was sponsored by a Shrine club.

The four-day Nashville Shrine engagement, which ended Saturday (25), was the best in many years. For the first time in a number of years the show was given good weather in the Tennessee city, and the turnouts at Sulphur Dell ball park matched the weather.

Minnie Alzana, injured in a fall June 16 at Robinson, Ill., is back, working again in the high-wire act.

Dr. Davenport Quits Gainesville Post

GAINESVILLE, Tex., July 2.—Dr. A. A. Davenport has resigned as president of the Gainesville Community Circus. He said pressure of his own professional work left no time for the circus. A meeting is to be called to name a successor.

A rosin-back horse the show purchased several years ago from the Loyal-Repenski Family was found dead in a pasture where trucks had been driving.

Promotion Outlay Up; Lincoln Park Booming

NORTH DARTMOUTH, Mass., July 2.—John Collins is reaping the benefit of a 50 per cent greater outlay for promotion at Lincoln Park. He has gone heavier this year on ads on television, radio and busses as well as giving special rates on weekends on busses from Fall River and New Bedford, direct to the park. The 50-acre plant has been all painted up and several new attractions have been added. Big draw for the moppet trade is the new Merry Menagerie, a walk-thru with Mother Goose reproductions and animals. Coming in a couple of weeks is a Kiddie Cadillac ride. Every Wednesday is Children's day with 5 cents off on all rides.

The Miniature Train ride and kiddie Roller Coaster are the big attractions this season. At the park roller skating rink last week big crowds gathered to watch the finals of the Massachusetts and New Hampshire Roller Skating Derby.

Free Acts Score

Free acts every day have proven a big crowd-getter. This week's drawing card is Jack Joyce and his performing camels, three shows daily. Next week will find Joyce at Mountain Park, Holyoke, Mass., then he will go on to Hamburg, N. Y. From there he has dates in Ottawa, Toronto and London, Canada, after which he will appear at the Eastern States Exposition in Springfield, Mass., as well as other fairs in West Virginia, North Carolina and Texas.

The Lincoln Park Ballroom, advertised as "The Million Dollar Ballroom," has had an \$80,000 face lifting job. Manager Ted Doherty reports that last Saturday broke the capacity record of approximately 3,500. A promotional gimmick is used Saturdays at the ballroom and the park when movies are taken and some personal interviews made with the patrons. It is shown for 15 minutes every Monday night on WJR-TV, Providence, R. I.

A record Fourth crowd is anticipated for the park and the ball-

room where the Dorsey brothers and their band will appear. Other names lined up or in the negotiation process are Jerry Vale, Joni James, Guy Lombardo and Ray Anthony.

Games Ahead At Va. Beach

VIRGINIA BEACH, Va., July 2.—Jack Greenspoon and Dudley Cooper are to erect a \$750,000 motel at the north end of their Seaside Park on the ocean front here, it is reported, with construction to get under way within a month. Greenspoon also owns Hamburger Heaven at 21st Street and Atlantic Avenue.

Louis Wish reports concession games running healthily ahead of 1954, with percentage of around 30 per cent increase. Max Packman has arrived for his fourth year as Fascination manager. Among other concessionaires are the Liptons, in their eighth year at the Santa Anita Handicap, and Cash Miller, who has arrived with his Brady-Puss.

Big Weekend Scored By White City Park

WORCESTER, Mass., July 2.—A near-perfect weekend at White City Amusement Park was registered last week, with the only setback being the fall and injury Sunday (26) of the Amazing Hoger, swaypole artist. The performer's 65-foot pole buckled and crashed to the ground.

The Crew Cuts drew heavily two weeks ago in conjunction with the LaBlone Trio. The past week's feature was vocalist Norman Brooks. Booked for the future are the four Aces, Ames Brothers, and Jaye P. Morgan. Fourth of July weekend schedule includes fireworks on three straight nights at midnight. Acts will be the Mellow Larks and the Great Allen and Company, high act.

Kid's Day is offered every Wednesday, with rides going at a nickel, with last week's attempt drawing thousands of children.

On Sunday (19), all entrances to the park were jammed during the day and the 1,200-capacity parking lot was full at 6 p.m. With good weather, the Sunday afternoon shows have been drawing 2,000 and more, with Larry Knohl, owner, using radio, TV and all local and county newspapers for advertising.

Free dancing continues nightly.

Conn. Funspot Gets Runnings

STRATFORD, Conn., July 2.—Ahearn's Playland, new amusement park, opened Thursday (23) next to the Bridgeport Airport. Spot contains a Carousel, Tank Ride, Choo Choo Train, Roller Coaster, Ferris Wheels, Sky Fighter and Boat Ride. It will be open weekdays from noon to 9 p.m., and on Sundays from 2 to 9. There is plenty of parking space and also facilities for family picnics.

Hoger Falls; Coney Free-Act Series Delayed

NEW YORK, July 2.—The free-act series which was to begin at new Wonderland Park on Coney Island was delayed this week by injury to the opening performer, the Amazing Hoger. He was to inaugurate the season-long program Monday (27) but could not appear.

Hoger, who does swaypole bits climaxed by a unicycle turn on rollers atop the pole, fell during a performance Sunday (26) at White City Park, Worcester, Mass.

Hoger was presenting his 8:30 p.m. show and had been up for 15 minutes when he felt the pole sway as he prepared to do a headstand. He started down the 65-foot metal mast and was about 10 feet from the top when it buckled and fell to the ground. Four spectators were injured and Hoger suffered two broken legs and a possible spinal fracture. He said in Memorial Hospital it was his first accident in 20 years as a performer.

Hoger acquired the pole last winter to replace an old steel one he had been using. He was to show for a month at Coney Island prior to going out on fair dates.

and Mickey Sullivan's crew is scheduled for musical concerts daily over the holiday weekend. Knohl is expanding the parking area to accommodate another 1,000 cars.

A visitor for several hours on Thursday (22) was George A. Hamid, talent impresario and former White City Park owner.

Detroit Grocery Chain Testing Two Kiddielands

DETROIT, July 2.—Two Kiddielands were opened here this week as sales-inducing adjuncts to selected stores of the Big Bear Markets chain, which operates some 30-odd units here. One is on the East Side at Outer Drive and Sherwood Street, and the other in suburban Birmingham.

An area of the parking lot was separated by high cyclone fence, providing full protection for young-

sters. Three assorted kiddie rides were installed. A ticket booth at the front is used to collect tickets, operate control equipment and house a music system.

Some 20 selected items of merchandise in each store, to be changed about weekly, were listed and customers buying these received one ride ticket for each purchase.

This served as a direct stimulant to building sales, and at the same time removed the Kiddieland from the free operation class, providing a definite tie-in with store sales. The marquees of the rides have a series of signs identifying the merchandise item.

Atop the center ride a large sign identified "Big Bear Kiddy Lane" and offered free rides, making youngsters conscious of extra bonus.

Business Good At Kaydeross

SARATOGA SPRINGS, N. Y., July 2.—Kaydeross Beach and Amusement Park on Saratoga Lake is now going full blast, with several picnics and outings coming in to the spot every day for the past three weeks. Season started off slow with the Decoration Day weekend all but lost to a heavy rain and wind storm that toppled over trees and cut the power off from 2 to 10 p.m. on Sunday (29).

Attendance was big on Sunday (19) with rides, concessions and refreshment stands all getting a nice play.

Dave and Ida Kaufman have sold the Arcade and pikerino after a score of years, due to illness. Kaufman suffered a heart attack just a few days before the opening early in May. The new arcade operators are Mike and Sylvania Kublan. The Beach Tap Room and Hill Top Casino are under the new management of Guido M. Fascia, with the Hill Top Casino presenting live entertainment three nights weekly.

The park has stepped up the newspaper flack, with more space in more papers, and also is using some spot plugs over stations WTRY and WSPN. Spot will have a pyro display Sunday, July 3.

Big Biz Hits Lakeside at Dracut, Mass.

DRACUT, Mass., July 2.—Lakeside Park here benefited from last weekend's good weather and high temperatures. It was the second consecutive spell of good weather, which was late in coming for most of the area's operators.

Owner Carl Braun reported near-record, one-day business. Ballroom pulled large evening crowds, and the five kiddie rides, a Ferris Wheel, Dodgem and Merry-Go-Round also did well. Braun and son, Carl Jr., also run the Commodore Ballroom, Lowell, Mass.

Promotions Make Up For Drop in Gross At Birmingham Pool

BIRMINGHAM, July 2.—Swimming business at Cascade Plunge here has been about 25 per cent below last year because of unseasonable cold, rainy weather. Promotions, however, have served to keep the gross about even with 1954, according to James H. Dickson.

Helping much was one of the largest industrial picnics ever booked at the spot. This was the U. S. Pipe and Foundry Company, with 2,000 employees in for a picnic and barbecue on a Saturday. Dickson said that spending was good. Other picnics are booked or practically every weekend thru Labor Day.

He said that if it "ever warms up to cotton growing weather" the spot's outlook is excellent.

GOVERNOR AT PREMIERE OF JERSEY STORY VILLAGE

NEPTUNE, N. J., July 2.—Storyland Village at Asbury Circle on Route 66 had its unofficial opening on June 17, with the general public attending starting the following day. Built by New York garment manufacturer Max Kolmer, the enterprise is a "lower case" version of California's Disneyland.

Some 25 acres have been developed of the 50-acre tract, with 30 exhibit structures now in existence. Each is styled in storybook fashion. Admission prices to the park are 85 cents for adults and 35 for kids, with a school group rate in the making.

The Walter Reade Theaters food division which handles eats and drinks at Storyland, operates its restaurant at the King Arthur's Court building, and also runs Birthdayland. The latter is a cake-shaped structure in which kids' parties are held. Price of \$1.80 per child is good for food, drink, cake, ice cream, favors and other items.

Sales, Ride Concessions

Two other commercial enterprises, both concessions, are the camera shop and the Frontierland, a cowboy accessory store run by Mrs. Jule Fink, wife of the park manager. There is a live pony ride at Frontierland. Also concession-operated are two G-16 Miniature Trains run by Ray Howell's New Jersey Associated Enterprises, Inc.

The trains run over a half-mile route including a 100-foot trestle. A scenic route terminates at a Toonerville Trolley-like station designed by Russell Patterson, who also laid out the entire Storyland Village compound. Only animals at the park are some bird cages and monkeys in a Noah's Ark setting.

Unofficial opening was attended by Gov. Robert Meyner with 900 orphans being treated. Lynn Farnol Associates, of New York, which has done public relations for Cinerama, is handling Storyland Village. Farnol said group rates for schools, churches and institutions are being worked out leisurely to be applied once the traffic can be accurately gauged.

There is ample parking at the location, and further acreage is to be developed for the following season, in keeping with the kiddie fable motif.

Comic Book Promotion Aid Is Launched by Steel Pier

NEW YORK, July 2.—The specially produced comic book, "The Steel Pier Story," was put in circulation this week by the Atlantic City funspot as a promotional aid.

Devised by George A. Hamid Sr., pier president, and produced by Custom Comics, New York, the 24-page booklet is printed in four colors. It is designed to stimulate interest among children and adults. About 500,000 will be distributed in Philadelphia, Baltimore, Washington and the surrounding areas from which Atlantic City and the pier draw heavily.

The story depicts the meeting of Hamid with a typical family group on a train en route to Atlantic City. The parents, while anxious to show their children a wonderful time, are concerned with costs. Hamid, whose identity is not revealed until the train arrives in Atlantic

City, tells of the wonders of the Steel Pier—the multiple top attractions that are included in the single admission fee.

Shown in pictures and described in text are the famed diving horses, the elaborate ballrooms and the bands that will play there, the name talent drawn from Hollywood and television, the circus and water sports show, picnic facilities, the diving bell, and the theaters.

The promotional booklet is the first completed for use in the outdoor field by Custom Comics. While it is limited in use to the Steel Pier because of the special story line, a second booklet, "Come to the Fair," which will be published late this month, has a general story line that applies to virtually all fairs and a number of annuals thruout the nation will use them to help promote their events this year.

FOR SALE
Spitfire, 1947 model, sell cheap for cash. Can be seen in operation.
ROLLING GREEN PARK
Sunbury, Pa.
P.S.: Might trade for another Major Ride not conflicting.

FOR SALE
Kiddie Amusement Park — California Beach Location, Hot Spot Year Round. Ten Rides, A-1 condition. Net return 2 1/2 years. Must see to appreciate \$30,000 to handle. For information write **BOX A-166** c/o The Billboard 4000 Sunset Blvd. Hollywood 28, Calif.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

WANTED
For medium-sized Midwestern Park, General Maintenance Man. Must have knowledge of rides. Year round work.
Reply **BOX D-126** c/o The Billboard Cincinnati 22, O.

FOR SALE
3 CAR MANGEL WHIP
12 CAR RIDE-O
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High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
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Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

Injunction Halts Teamsters Picketing Strates in Buffalo

Retail Clerks Marshal Legal Forces To Protect Show Signed Recently

BUFFALO, July 2.—An injunction issued by State Supreme Court Justice Hagerty halted the picketing of the James E. Strates Shows here last Saturday (25) by the local council of the Teamsters' Union.

The injunction was secured by the Outdoor Amusement Employee's Chapter of the Retail Clerks' International Association (AFL), Local 1648, New York, in behalf of the union and the Strates organization. Strates signed a contract with this group June 16.

The picketing, which began Friday night (24), was said by show officials to have been instigated by Harry Karsh, organizer for the Carnival and Allied Workers' Union 447, St. Louis, an affiliate of the International Brotherhood of Teamsters. Karsh recently signed a labor pact with the Royal American Shows.

Aid in 4 Hours

When the picketing began show officials immediately contacted union President Al Pfeffer and Secretary Dave Lustigman in New York. Union attorney Charles B. Torche was notified in Albany and he was on the scene within four hours. With the aid of a local law firm Torche was able to seek out the Supreme Court Judge, post the required bond and secure the injunction.

The pickets appeared on the scene carrying machine-printed signs calling for organization of the Strates personnel. Actually, the Strates workers were organized by the Retail Clerks' affiliate and a contract signed with management on June 16. The injunction was readily secured on the grounds that the Strates Show actually was a union shop. Both the Teamsters and the Retail Clerks are AFL affiliates.

The picketing, owner Strates

Illions Starts Make-Ready At Pomona Fair

POMONA, Calif., July 2.—Harry A. Illions, amusement zone director, this week launched the preparatory program on his World's Fair midway to ready it for the annual 17-day run of the Los Angeles County Fair which opens here September 16.

Illions' permanent rides, including the giant sky wheel, dark ride, Magic Carpet, Rapids and other devices, will be augmented by the equipment of the Frank W. Babcock United Shows, managed by Larry Ferris.

Sam Hillson, formerly with the Hopyland Park in Venice, has been added to the office force. Sam Knickerbocker, an Illions associate for nearly 25 years, left here recently for Illions' New Liberty Park in Buffalo. Knickerbocker will return prior to the county fair's opening to assist with the final preparations.

Illions said that A. W. McAskill will again feature his Illusion Show on the midway. Tentative title for the attraction is "Wonder Palace." McAskill also operates "Hell's Belles," which closes Monday (4) on the Frank W. Babcock midway at the Southern California Exposition in Del Mar. He also has a new illusion attraction with the Crafts Shows on the Lake Merritt show lot in Oakland.

said, did not appear to have affected business at all.

Picketing Foreseen

The situation which existed here exactly paralleled conjectures made at the time the Strates show show was organized. At that time picketing by the Karsh group was anticipated in the belief that a jurisdictional squabble might result.

At the time union officials acknowledged the possibility that picketing by a rival group might occur. However, they said, in the event of its happening they would marshal their legal forces and assume the job of protecting the show. The defensive plan outlined at the time was carried out to the letter here.

IN FOR 12 YEARS

Ont. Extends Conklin Pact 10 More Years

LONDON, Ont., July 2.—The Conklin Shows will be on the midway of the Western Fair here for 12 more years, according to a contract extension awarded this week by the fair.

Walter Jackson, fair secretary, in announcing the extension said that the Conklin organization had two more years to go under the existing contract before the 10-year extension was granted.

Jackson also said that a new restroom building, reportedly costing \$25,000, in the middle of the midway area, will be finished in ample time for the '55 fair. Location of the building and its facilities are expected to help business on the midway.

The Conklin Shows, it was pointed out, in recent months signed long-term contracts with two other Ontario fairs, Peterboro and Sudbury, both of which are to run five years, and also with one Quebec fair, Three Rivers, also for five years. The Conklins' contract to operate their Roller Coaster at the Canadian National Exhibition, Toronto, has 18 more years to go, it also was pointed out.

2 New York Spots Okay For Strates

JOHNSON CITY, N. Y., July 2.—Business was good for the James E. Strates Shows here this week. The cream of the date, however, was expected to come over the weekend. The show will operate here tomorrow and again on Monday to take advantage of the full holiday period.

Stand here is in close proximity to Binghamton. Area is heavily populated and far enough away from the shore to build hopes of a banner turnout for the Fourth.

Last week in Buffalo business was also reported good, altho acknowledged to be off slightly from a year ago.

The eight-day stand here will limit the showing in Glens Falls, N. Y., next week to four days.

FOUR RAINY TEARDOWNS BOG WOM

WORCESTER, Mass., July 2.—World of Mirth workers had their fingers crossed here today, hoping that they would avoid tonight the fifth consecutive teardown in the rain. The show teardowns have been hampered by rain and mud at each of the four stands played to date, Plainfield and New Brunswick, N. J.; New Britain and New London, Conn. Last week at New London some of the wagons had to be winched off the newly created show lot.

WOM Reports Okay Despite Poor Weather

WORCHESTER, Mass., July 2.—A good week is in prospect for the World of Mirth Shows here. Attendance on opening Monday and Tuesday (27-28) was good and indications were that it would climb steadily.

The show has an excellent location, close to the center of town and directly on a railroad siding.

The show has had few breaks in the weather so far this season but Frank Bergen, general manager, reported that business would probably be up over last year under favorable weather conditions.

This is only the fifth stand to have been played by the organization. The first two were in New Jersey and the second two in Connecticut. From here the show jumps directly into Maine where it will spend more than a month and begin its fair route.

Clinton, Ia., Gives Franklin Peak Gross

CLINTON, Ia., July 2.—The Don Franklin Shows piled up the biggest gross in their history here last week at the Clinton Centennial. All departments shared in the bumper business, Owner Don Franklin said. The centennial ran seven days, ending Saturday night (25).

The three baby elephants owned by the show were used in three street parades held in conjunction with the event and also appeared in the centennial's historical pageant.

Franklin disclosed that the three baby elephants and his four-pony drill are now available for bookings as he discontinued his circus June 15 after operating it about two weeks in connection with his carnival and then trying it strictly as

Mattie Donahue Killed in Miami

MIAMI, July 2.—An automobile accident here Tuesday (28) took the life of Mattie J. Donahue, 39, a member since 1944 of the Miami Showmen's Association. Donahue, who is survived by his widow and two daughters, was buried in Southern Memorial Park.

Attending the funeral were Mr. and Mrs. George Whitehead, Mr. and Mrs. William J. Tucker, Mr. and Mrs. Cliff Wilson, Mrs. Elsie Keeler, Mrs. Myrtle Brooks, Mrs. May Nelson, Mrs. Peggy Hirsch, Mrs. Rhea Carson, Mrs. Rose Hicks, Mrs. Mickey Hawkins, Mrs. Ethel Weer, Mrs. Sam Hall and Martin M. Weiss, association executive secretary.

WOM Signs Pact With Retail Clerks Outdoor Chapter

Strates Pact Sets AFL Group Pattern; More Pay, Group Insurance Provided

WORCESTER, Mass., July 2.—Frank Bergen's World of Mirth Shows Thursday (30) became the second railroad carnival to sign a contract with the Outdoor Amusement Employee's Chapter of the Retail Clerk's International Association (AFL), Local 1648, New York. The first signing was with the James E. Strates Shows June 16 in Utica, N. Y.

Contract terms were reported by show and union officials to be exactly the same as those contained in the Strates contract. Provided are cumulative wage increases of \$4 plus a group insurance plan which provides \$1,000 life insurance plus hospital, surgical and medical benefits on a year-around basis. About 100 employees are covered by the contract.

Organization of the workers and signing of the contract was accomplished in two days. Representing the union were Al Pfeffer, president, and Dave Lustigman, secretary-treasurer of Local 1648, and the union's attorney, Charles B. Torche, of Albany, N. Y. Bergen signed for the show.

As in the case of Strates the contract will cover the 1955 and 1956 operating seasons. A general increase of \$4 will be in effect by the time the show begins its fair route next month.

All workers paid by the show office are covered under the contract with the exception of staff and executive personnel. Performing personnel and independent contractors are not eligible for membership. Work permits will be

issued concession personnel at 50 cents per week. The \$3 per month dues are payable only during the period of employment.

Besides granting wage increases the show will pay for the group insurance coverage at the rate of \$2.33 per month per person. Individual policies and identification cards will be issued to each member. The benefits include \$1,000 life insurance, \$8 per day for hospitalization, \$70 for miscellaneous charges and payments for surgical and medical care.

Stewards Named

Chet Fowler and Joe Gleason were elected shop stewards. They were named after meetings for organization purposes and the acceptance of contract terms were held. It was near midnight before the signing was accomplished.

In the week between the signing of Strates and the World of Mirth, union officials attended their national convention in New York at which AFL President Meany was the principal speaker.

Temperatures Smother I. T. In Brooklyn

BROOKLYN, July 2.—The I. T. Shows got the worst of it from the weather this week altho the skies have been clear and the rains absent. It came about when the temperatures soared and stayed there and drove fun-seeking inhabitants from this thickly settled borough to the adjoining beaches.

The No. 2 unit managed by Phil Isser has had a rough time of it with a pair of poor dates in Rockland County and a series of rainy weekends. The Route 9W lot in Kingston was changed at a late hour resulting in the show being set near the Hudson, in a bad location. Haverstraw drew rain practically thru the week. Hicksville and Oceanside have also been played on rainy weekends.

Isser's unit moves from the Glen Cove to Bay Shore next week, while Is Trebish's No. 1 unit is in Brooklyn at Pennsylvania Avenue near Bushwick. The two units will combine for the Orange County Fair in Middletown on August 6, beginning of the fair season. Isser and Trebish are seeking a replacement date for the week of the Mineola Fair, which canceled out this season. The season was reported as disappointing thus far, due partly to the Rockland County setbacks.

Indianapolis Light for ACA

INDIANAPOLIS, July 2.—The Amusement Company of America, in here this week, experienced light to fair business during the first four days of the six-day stand. The engagement is a new one to the show's still date route.

Joliet, Ill., played last week, proved a winner, with receipts a third better than last year. Early week play at Joliet was strong and the wind-up days were extremely good.

From here the show goes to Anderson, Ind., where it will play its first fair date of the season starting Monday (4).

Scramblers Set For Three Big Eastern Shows

NEW YORK, July 2.—Scrambler units, the new major ride manufactured by the Eli Bridge Company, are reported set for three Eastern railroad shows.

The unit owned and operated by Sam Solomon and Alton Pierson has been with the World of Mirth Shows from the beginning of the season and will continue thru fairs.

J. W. Byers, who has his unit at Playland Park, Council Bluffs, Ia., will join the James E. Strates Shows in time for fairs. C. S. Peck is reported planning to make several of the larger fairs played by the Cetlin & Wilson Shows.

GOLD MEDAL Shows

WANT FOR RED LION, PA., FAIR, WEEK OF JULY 18, FOLLOWED BY BUTLER AND 14 MORE OUTSTANDING FAIRS INCLUDING WEST VIRGINIA STATE FAIR; PETERSBURG, VA., FAIR, AND ANDERSON, S. C., FAIR

CONCESSIONS Scales & Age, Custard, Snow Balls, Foot Longs, Chocolate Dip, Photos and all kinds of legitimate Concessions only. No flats, no gypsies.

SHOWS Arcade, Wild Life, Monkey, Snake. Will book or buy Glass House, also Fun House.

RIDES Will book Dark Ride and Rockoplane.

HELP A No. 1 Foreman for Tilt. Can use Help for 15 major and 10 Kiddie Rides.

Can use Scenic Artist who can paint fronts.

JOHNNY J. DENTON or DAVID E. FINEMAN
c/o Gold Medal Shows, Staunton, Va., this week

P.S.—Bobby Cooper, can use Grab and Popcorn Help.

HILL'S GREATER SHOWS

FINAL CALL FOR THE BEST FAIR ROUTE OF ANY BICYCLE SHOW WITH 20 RIDES AND ALL THAT GOES WITH IT

Have opening for two well-framed Girl Shows, with Girls. 14 Fairs to follow this date, including 3 State Fairs. Contact immediately, Ada, Minn. (Fair), July 7-8-9-10.

SHOWS—Will book Fun House, Illusion Show, Snake Show, Motordrome, Monkey Drome or any Grind Show not conflicting.

HELP—Want top Foreman for Rock-o-Plane, two top Second Men for Twin Wheels. Dodgem Foreman. Help for second Kiddieland, salary no object if you can produce.

All wires to H. P. HILL, Mgr., Ada, Minn. (Fair), this week

P.S.—Mac McDonner or Hedy Jo Starr, Contact. (Charlie Sheansy no longer with show.)

MORRIS HANNUM SHOWS

SPRING MILL FAIR, CONSHOHOCKEN, PA., JULY 6-16
10 BIG DAYS STARTING THIS WEDNESDAY

Still have room for Straight Sales and Merchandise Concessions. Age and Scale, Novelties, Photos, Short Range, Candy and Hats. No time to write. Phone and come on. Can place experienced Ride Help who drive. Good wages to sober, qualified people. Want Callers and Agents for #2 Bingo. Wire Mack's Bingo, care Show.

All replies to
MORRIS HANNUM

934 Murdock Road, Philadelphia, Pa. Phone Philadelphia: CHestnut Hill 7-8176.

HOLLY AMUSEMENT CO.

WANT For 4 more weeks in Atlanta, then 14 Agriculture Fairs. HELP for new Eli Wheel, Roller Coaster and Roll-o-Plane. **CONCESSIONS:** Photos, Long Range, Water Games, Basketball, Age, Scales, Coke Bottles, Cork Gallery or any legitimate Concessions. Wire care **WANTS**
Western Union, Atlanta, Ga. Write General Delivery.

HOLLY AMUSEMENT CO.

Wanted—Agents—Wanted

All Fairs and Celebrations Balance of Season Starting Next Week Thru November Agents for Pin Store, Razzle, Skillo, Pan, One Dice, Six Cats and Hanky Panks or will frame Concession to suit agent. Men to up and down Concessions. Those who have worked for me contact

ROLAND PAGE

c/o PAGE & MORRIS SHOWS, MEDINA, N. Y.
P.S.: Andy and Pat Valo, contact Eddie Boone. Clarence Osteen, wire Eddie Boone, important.

TED LEWIS SHOWS

Time is getting short for Mt. Carmel Celebration, Roseffa, Pa., July 25-31

Want Free Act. Also want Hanky Panks, Bingo and Shows with own outfits.
All replies Cliffwood Ave. & Route 35, Cliffwood, N. J.

WANTED

For the GIANT POLKA FESTIVAL, 51st St. & Cicero Ave., Chicago, Ill., July 7-20, Incl. Microphone Men and Percentage Dealers for Cigarette Block Games. Jim Sullivan, John O'Rourke, Curley Monroe, contact.

CHAS. E. LEVINE

Buena Park Hotel, 869 Buena Ave., Phone BI 8-2020, Chicago, Ill.

FOR SALE FOR SALE FOR SALE

2-Abreast Allan Herschell Merry-Go-Round, #5 Eli Wheel, Spitfire, Smith & Smith Chairplane, 3 Kiddie Rides, Train, Comet, Kiddie Auto Ride, 75 KVA Caterpillar Light Plant; 8 Trailers, 8 Tractors; beautiful Office, hot and cold water, up to date in every respect, mounted on Fruehauf 30-ft. Trailer. Can be seen in operation. Or will consider partner with ability and some money. Terms to reliable people. This show is booked until Labor Day week. All replies to
BOX D-127, CARE BILLBOARD, CINCINNATI 22, OHIO.

ADA COWAN

WANTS BINGO CALLER AND ASSISTANT MANAGER ALSO COUNTERMEN, SEMI DRIVER PREFERRED

Good treatment, best of salaries. (Paul Martin or John Smith, contact immediately.)

Care GEM CITY SHOWS
Paducah, Ky.

HELLER'S ACME SHOWS

Want Foremen for Chairplane, Merry-Go-Round and Spitfire. Drivers given preference. Also can use good, sober Help. Few Concessions open. No rackets. All address as per route: Wycoff, N. Jer., this week; then Haskell, N. Jer.; followed by Sloatsburg, N. Y.

BLOWER AGENTS

Need two for Sandy Beach Park, average 5,000 people per day.

Phone:

CHUCK DUMA
4-6431, Russells Point, Ohio

WANTED

Ride Foremen for Merry-Go-Round, Ferris Wheel and Rock-o-Plane. Semi-Trailer Driver helpful.

DELGARIAN AMUSEMENT CO.
2303 N. Melvina Avenue Chicago, Ill.

RIDE HELP WANTED

Second Men on Wheel and Octopus. Top wages and BONUS. Must be able to drive semi. Contact

CARROLL'S GREATER SHOWS
Per Route

WANTED TO BUY

Unborn Show Specimens. Two Headed Baby, Fun House and Side Show Banners. Want Acts for Side Show. Shorty, contact me at once.

BOB RANDI
CONEY ISLAND SHOWS
Prestonsburg, Ky., this week.

WANTED

Second Man on Caterpillar.
Contact Joe Dupont
I. T. Shows, Inc.
2686 Valentine Ave. Bronx, N. Y.
Phone: LUdlow 4-3247

Gate Good, Spending Off for Sullivan In Week at Regina

Show Opens Swing Over B Circuit; Early Concession Biz Below 1954

REGINA, Sask., July 2.—Attendance was good but spending wasn't in line with it when J. P. (Jimmy) Sullivan's World's Finest Shows played a week-long still date at the exhibition grounds here under Canadian Legion auspices.

The show closed Saturday (25) and moved to Lethbridge, Alta., for the start of its 14-date Class B fairs trek Monday (27). The unit played day and date here with Royal Canadian Shows of Vancouver, and tended to cut into the money-making of the latter because of its much stronger back-end and its bigger Kiddieland.

Weather was fine all week, which was a new deal for Sullivan, who has always had to contend with cold, rainy weather when he has been here before under the Wallace Bros.' Shows banner.

Org. which played the front end of the fairgrounds in recent years, set up this time on the hard-topped midway area where Royal American Shows play the summer fair date. Size of the unit as a whole and the Kiddieland in particular drew much favorable comment. Tab at the entrance was 10 cents.

Season's opener was at Brantford, Ont., May 7, where an eight-day stand was played under Canadian Legion auspices. Weather was mixed, attendance was good and spending was poor, altho biz was up from last year when the weather was rainy and cold.

At Sarnia, Ont., May 16 to 21, weather and business were the same as last year, with two days lost to cold. Stand was under Optimist club sponsorship.

The Hamilton, Ont., date included May 23, a national holiday. Holiday biz, a Kids' Day, was good until midafternoon when a rain-storm hampered things until evening. The day was well ahead of the same day last year. The next night was lost to an evening storm and the rest of the week was okay weather-wise. Crowds were big but spending was off, Sullivan reports. Date was under Optimist Club auspices and marked the debut of the show's street parade.

The parade, presented once a week since, has been going over well, according to Sullivan. Terrell Jacobs' circus equipment and animals and the Hermine midget band are featured.

At Sault Ste. Marie, Ont., under Kiwanis Club auspices, weather and biz were both good, with an increase of 5 to 10 per cent noted. Show played a chopped-up site in the heart of the city and an unusual twist was that the org utilized six different entrances. Main gate payees had their hands stamped for admission to the various sections of the carnival.

An 1,100-mile move was made to Winnipeg for a scheduled June 6 opening in West Kildonan. Org blew the first day with a late arrival, missed the next day because of rain, set up on a nearby lot and battled wet weather for the rest of the week. "The week was about the same as last year—nothing," said Sullivan.

Second week in Winnipeg was played in the St. James district under Canadian Legion auspices. Weather was good for the first four days, biz was fair, Friday was lost to rain and Saturday turned out threatening. Money was down quite a bit from last year, according to Sullivan.

To date, Malott's Side Show has been the best grosser, with the Regina biz particularly disappointing. Top kids' ride is a new one, The Turnpike, and the top major ride is Moon Rocket, with the Tilt-a-Whirl and Scooter runners-up. Front end spending has been off all season, Sullivan reports.

After having drawn a blank here last year when it rained all week, Sullivan was looking forward to a good stand. Outcome was that attendance was big but spending was cautious. "Spending was off all week, considering the number of people we had," Sullivan commented.

Org is moving on 47 cars, all bearing a silver repaint job. Signs on the boxcars draw attention to the Golden Jubilee observances in Saskatchewan and Alberta.

Visitors in Winnipeg included R. L. Lohmar, of Royal American Shows; C. N. Kushner, Winnipeg, SLA attorney in Western Canada; Ald. Bloomberg; Chuck Magid, formerly of Gold Medal Shows, and E. J. Casey, Winnipeg carnival op.

Officials of Moose Jaw, Estevan and Weyburn exhibitions, on the Class B fairs circuit, visited in Regina to preview the attractions for their fairs.

AGENTS!

For Pin Store, Six Cat, Buckets, Swinger or Big Tom. Only one store of a kind on show.

All replies contact

Charles Lamkin or Frank Duncan

c/o Hoosier State Shows

Olney, Ill., July 3-9; then Shoals, Ind., July 11-16.

WANT Legitimate Concessions

For Old Home Week, Inc. On Main Streets—August 1-6. Delano, get in touch with me. H. J. BENTY AND F. HACKATHORN
752 St. Clair Ave. East Liverpool, Ohio

DR. RAE L'MON WANTS

A few more working Acts for Side Show, strong Freak to feature. Salary no object if you are good.

Also A-1 Talker. Tex and Peggy (on Buttons Show last year), can use both of you. This is a strong route with plenty of red ones. Answer

BUFF HOTTLE SHOWS
Fairfield, Ill., July 2-9.

WANTED

Ride Help for Wheel and Kid Rides. Agents for Water Games, Balloon Darts and others. Counter Men for Bingo.

E. L. (BUCK) SMITH
Imperial Shows, Jerseyville, Ill., this week; Hillsboro, Ill., next.

Merry Midway Show

Center Point, Iowa, July 6-9. Want Concessions: Age and Weight, Hi-Striker, Coke, Popcorn, Cotton Candy, String, Long or Short Range. Only book one of a kind. Will book Octopus, Roll-o-Plane, Loop-o-Plane, Swing; good proposition. Want Fat Show or Wildlife or Mechanical. Contact

ALBERT BARKER
Center Point, Iowa, July 6-9.

FAIRS—CELEBRATIONS

Want Eli No. 5 Wheel Foreman, other Help, Agents, Fish Pond, Targets, Clothes Pin, Hi-Striker, Grab, Coke Bottle, what have you? Want one more Major Ride, any Show.

Dickson United Shows
Weleetka, Okla.

FOR SALE

Like-new Tilt-a-Whirl, new transportation; #12 Big Eli Wheel, metal seats, fluorescent lighting, excellent transportation. Sacrifice for cash.

Mrs. Mike Rockwell
Kinsley, Kansas

MIDWAY CONFAB

J. C. Weer, former owner for many years of the J. C. Weer Shows and more recently a ride operator, and Lou Torti, of Wisconsin DeLuxe Company, Milwaukee, met recently at the Mayo Clinic, Rochester, Minn., where both were undergoing physical check-ups. Weer, who is now retired from the business, went to Rochester from his Miami home. . . . Kay and Walter Gawle are spending the season in Johnny Denton's new Joyland Park, Charleston, W. Va., where Mr. Gawle is electrician and painter and Mrs. Gawle has confections and long-range gallery.

Mr. and Mrs. Carl Pearson celebrated the first birthday of their daughter, Cendy, during the Rocky Mountain Empire Shows' stand at Glenwood Springs, Colo. Darleen Swartz made a bee-line for Glenwood Springs' warm pool shortly after the Rocky Mountain unit arrived in the resort town.

Severin Hilo, owner of the Down River Shows, was the subject of a feature article in the Sunday (25) issue of The Detroit News Free Press magazine section.

Harry and Frances Seber plan to leave Los Angeles about July 10 for Toronto, where they will have a Girl Show on the Conklin Shows' midway. Dan Dix will accompany them to operate food concessions.

M. J. (Mike) Doolan is back in Chicago, where he has the Kiddieland in Oak Lawn, after attending the graduation of his daughter in Altadena, Calif. The family accompanied him and will remain in Illinois for the summer, returning to California for the winter. . . . The Pacific Coast Showmen's Association is well represented at the Southern California Exposition in Del Mar. Among the Los Angelenos there are Jewel and Bill Hobday, C. E. (Candy) Moore, Steve Vaughn, Ed Kennedy, Gene Rose, Charles Austin, Al (Red) Cohn, Jack Beams, Louis and Al Cecchini, John Levaggi, Joe Blash, Harry Dickens, Dorothy and Newton Stone. . . . Regular members who visited the Pacific Coast Showmen's Association clubrooms in Los Angeles last week included Harry LeMack, Bob Matthews, Harry Phillips, Al Weber, Louis Roth, Arthur Hockwald, J. Ed Brown, Ted LeFors, Fred Donnelly, Andy Carson, and Meyer Schlom. Al Flint, executive secretary, visited the PCSA members at the Southern California Exposition in Del Mar.

Maurice Meyers' wife and children joined him recently on the Gooding Amusement Company No. 3 at Moundsville, W. Va. Meyers has candy apples and cotton candy on the unit. . . . Homer R. Sharar, after playing street celebrations and rodeos in Texas and Oklahoma, joined Frank Harrison's cookhouse on the Bob Hammond Shows recently. . . . Mickie Ryder joined Gladstone Exposition Shows recently at Springfield, Ky., with her Girl Show. Two more girls are to be added to the show, which now includes Ralph Ryder, talker, and Miss Ryder, relief talker and dancer. . . . Pittsburgh Jackie, the former Jackie Francis, is playing Pittsburgh night spots.

Emma Jean Duncan has rejoined her husband Frank on the Mighty Hoosier Shows. She has convalesced rapidly following an operation three weeks ago in Lexington, Ky. . . . Jean Dellabate, who operates concessions with her husband on the James E. Strates Shows, is still confined to University Hospital, Philadelphia. She would like to hear from friends.

A. L. Sykes, who recently left the Ross Manning Shows, has been named managing director of the Great Keller (W. Va.) Fair, August 29-September 3. . . . Estelline (Ball) Pike, sword swallower on the Royal American Shows, letters that when she became ill of food poisoning recently when the show played Evansville, Ind., her 19-year-old son, James, stepped in and did a professional job of subbing for her. The lad's father, John G. (Lucky) Ball, was a well-known sword swallower of a few years ago. . . . Ray Charles Ellis, vet showman, who was with Harry Rubin and

Paul H. Miller last year, is in Hemet (Calif.) Hospital, where he is slated to undergo surgery. Friends are asked to write to him c/o Veterans Administration Branch P. O., General Delivery, Los Angeles 25.

Line-up of performers on Princess Tiny and Stan Wrisley's Side Show on Blue Grass Shows includes Frank Donnell, magic and emcee; Carmen Gardner, human dynamo; Eugene Butler, fire eater; Chuck Wills, torture; Janet Sullivan, sword barrel; Don Fleener, glass dance and ladder of saws; Alley Wilson, alligator boy; Louise Wrisley, world's smallest mother; Princess Tiny, girl with four hands, and Diane, annex. Also on the show are Clarence Patrick, No. 1 ticket box; Kenneth Butler, No. 2 ticket box, and Wrisley, manager and talker. Louis McBride, magician, visited the show at South Bend, Ind., and revealed that he is making plans to tour again soon. . . . Joe the Grinder informs that he's returning to Vivona's Amusements of America Shows. He recently completed a tour of New England, where he ran into an old acquaintance, Kokomo Slim. Latter has a ride unit that is being worked around Providence by Phil Ray.

It was happy birthday on the Continental Shows for Doris Fritz on June 28. She is the daughter of owner Roland Champagne and wife of Freddie Fritz whose birthday was observed only three days earlier, on the 25th, with show personnel giving him a special gift. Mr. and Mrs. Bob Sherry and daughter visited the show Monday night (27) in Plattsburg, N. Y., and said they will join soon with concessions.

La Vonnie and Joe Pelaquin, of the James E. Strates Shows Motor-drome, were married June 24 in Cheektowaga, N. Y. The day before, La Vonnie's son Jack (Butch) Robinson, two, was scalded in a trailer when Pelaquin rushed out to try and save worker William Trombis who was having his right hand clawed by a show lion. Trombis had 15 stitches taken in his hand. Little Butch was rushed by his mother and Paul Pelaquin to Cleveland Hill Clinic. He had tipped over some boiling water when left alone. . . . Another injury struck Tuesday (29) when Don Davis, Motor-drome rider, was clawed by Pete, the small lion, during his fighting lion act. . . . Also on the 29th, Ruby Barron, Strates wild animal show operator, was visited by Irene Burton, who operates the Wild Life Exhibit on the King Reid Show; her husband Robert, who has the Wild Life on the Vivona show; Joyce Barron, Darlene Holden, and Ramona Crystal. . . . Len Hathaway, of WENE in Endicott, N. Y., conducted an interview June 27 with Clarence Samuels, Strates Ebony Follies operator; Winnie Warren, his wife, and publicist Mae S. Hong. . . . Bonnie Norman took ill with the gripe last week and was treated for a couple of days in the hospital.

Helen and Larry Osborne have added a candy floss to their popcorn, peanut and apple concession at Sunset Lake Park between Norfolk and Portsmouth, Va., recently opened by Barney Tassell. They report business as big at the spot.

This year's World of Mirth Shows pictorial magazine is again lavish in its use of pictures, with advertising director Gerald Snelens in the book, and six of general manager Frank Bergen.

Harry Jones may be the rubber man on the World of Mirth, but that didn't prevent him from suffering a broken leg in New London, Conn. He incurred the injury when he took a fall Sunday (26) while tearing down, and was left behind in the hospital.

George Roberts, who manages the group of rides owned by Alec DeFlorio in the recreation area at Daytona Beach, Fla., asks whether Sailor Harris, lot man, and Curley Wilson, trainmaster, are still trouping. More recently, George has managed rides with

(Continued on page 65)

CRAFTS 20 BIG SHOWS, INC.

CALIFORNIA'S LEADING CARNIVAL

Now Booking SHOWS and CONCESSIONS for 20 Weeks of FALL FAIRS

Starting July 19, 1955. Riverbank, Firebaugh, San Mateo, Roseville, Antioch, Woodland, Merced, the CALIFORNIA STATE FAIR, Sacramento (Sept. 1 to 11, inc.), Lodi, Watsonville, Tulare, the FRESNO DISTRICT FAIR (Sept. 30 to Oct. 9, inc.), Hanford, Ridgecrest, Blythe, the ARIZONA STATE FAIR, Phoenix (Nov. 4 to 13, inc.). A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

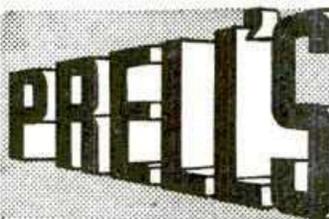
Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed semi-drivers. Can also use expert NEON Man immediately.

CONTACT MR. SHEPHERD AT ONCE

PHONE, WIRE OR WRITE AS PER ROUTE or

CRAFTS 20 BIG SHOWS, Inc.

7283 Bellaire Ave., No. Hollywood, Calif.
Phone: Poplar 5-0909



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WANT FOR

Newark Lodge #21 B. P. O. E. Elks, Crippled Kiddies and Orphans Frolic and Circus. Newark Stadium, Bloomfield Ave. 7 Days—July 11 to 17. Kiddie Twilight Matinee Every Day. Special Matinee Friday, Saturday, and Sunday. First Show in 12 Years. Harrington Fair to Follow, July 25.

WANT: All kinds of Hunky Punks, Novelties, Eating Stands, Derby Racer, Age and Scales.

WANT: Kiddie Rides that do not conflict. Octopus, Scooter, Round-Up, Rocket, Dark Ride, Fun House, Glass House. Will book or lease Ferris Wheel. Jim or Fred Thompson, get in touch.

WANT: High class Girl Show for balance of Fair season. Dope Show, Wildlife, Midget Show.

WANT: Ride Help, semi drivers preferred. Salary every week. Bobby Snow, contact. Want experienced Man for Shooting Gallery. Max Sharp wants Crew for newly framed Buckets.

All answer: SAM E. PRELL, HUNTINGTON, L. I., N. Y. or call JOE PRELL, TAlmadge 9-2259, N. Y.



JAMES H. DREW SHOWS

Cleanest
Finest
Most
Dependable

Whitehall Business Men's Annual Celebration, Columbus, Ohio, July 11 to 16. Location: Whitehall at Great Eastern Shopping Center. Covington Free Street Fair, Covington, Ind., July 18 to 23; Annual Summer Festival, South Bend, Ind., July 25 to 30; Porter County Free Fair, Valparaiso, Ind., August 1 to 6. With long circuit of Bona Fide Fairs to follow ending the middle of November.

Will place one more Grind or Bally Show that does not conflict with what we have. Will place legitimate Merchandise and Outright Sale Concessions. Good opening for Bobo, High Striker, Custard, Photo, Novelties, Hats, Long Range, Jewelry, Derby and Basket Ball. Note: Please do not phone. Address as per below. All replies wire Western Union.

JAMES H. DREW SHOWS
POINT PLEASANT, W. VA., THIS WEEK.

ANNUAL CAMBRIA COUNTY AMERICAN LEGION CELEBRATION

EBENSBURG, PA., FAIRGROUNDS, NEXT WEEK, JULY 11-16

Firemen's Parade, Monday; Beauty Pageant, Tuesday; High School Band Festival, Wednesday; Drum & Bugle Parade, Thursday; Races, Friday; Big Children's Day, Saturday. \$5,000 being spent for promotion.

Can book all kinds of legitimate Concessions and Shows.

CONTACT BEAM'S ATTRACTIONS FOR SPACE, Sligo, Pa., this week

Show wants Cat Foreman and Second Man. Help for Kiddie Rides. Operator for Candy Floss, Hunky Pank Agents. Side Show People can be placed by Chief Thundercloud. Paul Botwin wants Bingo Help. Bill Smith, come on.

CAPABLE CONCESSION MANAGER

Wonderful opportunity for Concession Manager who can get and hold agents. Shows play outstanding Celebrations and Fairs, including Manassas and Gaithersburg in August. Out till November. Contact

M. A. Beam or Steve Decker, Sligo, Pa.

M. D. AMUSEMENT SHOWS

CAN PLACE LEGITIMATE STOCK CONCESSIONS FOR

★ THE GREAT MIDDLETOWN, PA., BI-CENTENNIAL, July 11 to 16 ★

(200 HUNDRED YEARS OLD)

Will sell exclusive for Novelties or Hats on streets, Pageant Area, Stadium and Midway. Will also sell exclusives for Soft Drinks, same locations.

- ★ \$25,000 to be spent on entertainment.
- ★ All activities will take place directly near Show Midway.
- ★ Fireworks every night.
- ★ Five big parades—\$6,000 prize money (All parades end at the Midway).
- ★ Name entertainment nightly.
- ★ All people must pass thru Show Midway to get to Pageant Area.
- ★ 1500 children to spend annual picnic Thursday afternoon on the Midway. Paid by Civic and Church Organizations.

NOW BOOKING FOR THE GREAT BETHLEHEM, PA., AND BRANCHVILLE, N. J., FAIRS.

All replies MICHAEL DEMBROSKY

302 E. DIAMOND AVE., HAZLETON, PA. PHONE: GLADSTONE 5-0473—OR WEATHERLY, PA., THIS WEEK

DELPHI, INDIANA—OLD SETTLERS
6—DAYS—6 ON THE PUBLIC SQUARE
 INDIANA'S OLDEST BONA FIDE CELEBRATION
 Celebrating its 100th consecutive year. Always one of Indiana's very best annuals.
 This one should be outstanding. This year SIX DAYS AND NIGHTS. PARADES—BANDS—CONTESTS—FREE ACTS Can place all STRICTLY LEGITIMATE CONCESSIONS, POSITIVELY NO OTHER KIND NEED APPLY—NO GYPSIES. GET IN EARLY ON ONE YOU CAN DEPEND ON. All communications to
 TOM L. BAKER, 2257 Madison Avenue, Indianapolis, Ind. Ph: Garfield 4584.
 ERNIE ALLEN, Baker United Shows, Linton, Ind.; then as per route.
BAKER UNITED SHOWS, Linton, Indiana
 Can place Concessions to join at once for our Indiana and Illinois Fair Route.

GEORGE CLYDE SMITH SHOWS
 Went Ball Games, Basket Ball, Pitch Till You Win, Slum Spindle, Candy Floss, Hoop-La, Glass Pitch, High Striker, Photos, Fish Pond, Duck Pond, Penny Arcade. Wanted—Side Show, Girl Show, Snake Show, Monkey Show, Wildlife. Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. Wanted—Truck Mechanic. All replies to
GEORGE CLYDE SMITH SHOWS
 Six Mile Run, Pa., this week; Meyersdale, Pa., next week.

CARAVELLA ★ ★ AMUSEMENTS
ST. MARGARET'S FEAST—BIG ITALIAN CELEBRATION—JULY 17, 18, 19, 20.
MAHONINGTOWN, PA.
 Bands—Street Dances—Mammoth Fireworks Display, all on the streets.
WANT FOR THE ABOVE: Can use four or five more Rides, Ferris Wheel, Merry-Go-Round. One other good Major Ride and two or three Kiddie Rides.
WANT FOR THE ABOVE: Bingo, Grab, Hanky Panks, any flashy legitimate Concessions. All contact
 F. H. CARAVELLA or FRANK BLAND,
 Western Union, Tyrone, Pa., this week.

GROVE CITY, OHIO, STREET FAIR, July 6-9
CANAL WINCHESTER, OHIO, STREET FAIR, July 13-16
MT. STERLING, OHIO, STREET FAIR, July 20-23
 WANT CONCESSIONS AND SHOWS
 CONCESSIONS: Age, Weight, Photos, Basket Ball, Pea Pool, Glass Pitch, Cigarette Block, Lead Gallery, Hi-Striker, French Fries, Coke Bottles, Hoop-La, Ball Games and Hanky Panks of all kinds. SHOWS: Committee money only.
NOLAN AMUSEMENT CO.

FAIRS FAIRS FAIRS
Until October 10
 Will now have room for Shows with own equipment, including Athletic, Mechanical, Animal, Fun or Glass House and Platform Shows, commencing at Harmony, Minn., Fun Fest. We will put on more Second and Third Ride Men that drive semis. Can place Foot-Longs, Custard or Ice Cream, Short Range, Pitch-Win, Dip, Hi-Strikers and Hanky Panks.
SUNSET AMUSEMENT CO.
 Winona, Minn., Steamboat Days, this week; Harmony, Minn., next.

Girls \$85.00 WEEK Girls
FOR GIRL SHOW
 Strip, Rumba, Hula, Fan Dancers, etc. Can also use inexperienced Girls. Rance, Candy, La Rue, wire. Also want two Candyman for two Sit Down Shows. Want two Ticket Sellers, prefer semi drivers. Good treatment, long season and bonus to all people. Want all People to join July 15 at Columbus, Indiana. Write or wire now to
F. W. MILLER
 GENERAL DELIVERY, COLUMBUS, IND.

FOR SALE—NO. 12 ELI WHEEL
 Perfect throughout, including motor. Flashy ticket box, metal fence. Now booked in park, Prichard, Ala. Reason for selling, am situated so I can't handle satisfactorily.
PRICE, \$3,500.00 CASH
MARIE K. SMUCKLER
 P. O. BOX 1607 PHONE 5881 MERIDIAN, MISS.

NOTICE!
CANADIAN AND AMERICAN AGENTS WANTED
 Two-color Darts and Swinger Agent, Slim Watts, answer. Also one 6-Cat Agent, three P. C. Dealers for Rat Game and Over-and-Under.
 Showing two spots a week, Celebrations in Saskatchewan until Aug. 15, then the Pacific National Exhibition, Vancouver, B. C., over Labor Day.
 Wire Wood Mountain, July 4-7; Andriod, 8-9; Vanguard, 12-13, all Saskatchewan.
VIRGIE WATERS

WANT—DEL FLORE AMUSEMENTS—WANT
 Concessions: Duck Pond, Ball Games, Six Cats, Swinger, Buckets or any Concession that does not conflict. Rides: Tilt or Octopus. Write or wire
AL DEL FLORE, Mgr.; GEORGE LEWIS, Bus. Mgr.
 This week, Irwin, Penna.; Avonmore, Penna., next.

FIDLER UNITED SHOWS
WANT WANT WANT
 Foremen for Ferris Wheel and Tilt-a-Whirl. Will book Hanky Panks of all kinds. Princeton, Joliet and Avon, Ill., to follow. All on the streets.
ADDRESS: DEPUE, ILL., JULY 6-10.

GOLDEN WEST SHOWS
WANT FOR 20 FAIRS AND CELEBRATIONS
 Concessions of all kinds. Athletic Show Crew, we have equipment. Bingo Help. Girls for Girl Show. Can use small Cookhouse catering to show people. Ride Help, come on.
Kenneth Charlesworth, Owner; R. "Peg" Owens, Bus. Mgr.
 ELBOW LAKE, MINN., JULY 7-10.

STOCK TICKETS	We Manufacture TICKETS	SPECIAL PRINTED
1 Roll \$ 1.50	of every description	Cash With Order. Prices
5 Rolls 4.50	Wheel tickets carried in	2,000 \$ 6.90
10 Rolls 8.25	stock for immediate ship-	4,000 7.80
25 Rolls 18.75	ment.	6,000 8.70
50 Rolls 24.00		8,000 9.60
100 Rolls 44.00		10,000 10.50
ROLLS 2,000 EACH		30,000 15.50
Double Coupons		100,000 33.00
Double Prices	THE TOLEDO TICKET CO.	500,000 133.00
No C.O.D. Orders	Toledo 12, Ohio	1,000,000 250.00
Size: Single Tkt., 1x2		

Royal Canadian Biz Mixed at Early Dates

REGINA, Sask., July 2.—Royal Canadian Shows, a motorized unit out of Vancouver, B. C., wound up a 10-day still date on Broad Street Park here Saturday (25) before moving on to Swift Current, Sask., for a three-day fair date, opening June 30, which will be followed by other fairs and stampedes thru-out Saskatchewan, Alberta and British Columbia.
 Biz for the first four days was about on par with last year's four-day date, according to Gerry Crawshaw, manager, but slackened off during the following week because of too many other activities in the city.

Show played near the heart of the city and had competition during the week of June 20-25 from J. P. Sullivan's World's Finest Shows, which played the exhibition grounds under Canadian Legion auspices. A Shriners' convention parade and a baseball park wending to raise funds for floodlights were among other events that helped detract from the Royal Canadian's presentation.

Attendance during the 10 days was never on the heavy side but weather was good. Rain has usually marred the show's stands in the past four years. A tightening up on spending was noted, particularly on the front end. Business, on the whole, was fair.
 Show opened in Vancouver's Central Park April 13 for four days. Weather was cold, with snow, and biz was poor; about the same as last year. Poor weather was also encountered at the Burnaby, B. C., week-long fair and the take was not so hot.

At Chilliwack, B. C., a three-day still date, weather and money were both on the fair side and at Hope, B. C., weather for three days was okay but spending was weak. Grand Forks, B. C., a three-day date, was about the same as Hope.
 At Trail, B. C., May 6 to 14, the weekends were good but weather and biz as a whole were on the poor side. Two days at Castlegar and three days at the Creston Apple Blossom Festival were good. Cranbrook, B. C., held up well, biz was fair during a three-day date at Sholdice Park, Calgary, Alta., and "very good" business was reported for the two-day Hanna, Alta., stampede.

66 PAGES
Publish New WOM Magazine

NEW YORK, July 2.—The 1955 World of Mirth pictorial magazine, published by Gerald Snellens, was put in circulation this week.
 The 66-page magazine is printed in offset. The cover, in four colors, shows a clown holding a chimp. The latter is attired as a baby and holds a bottle.

National advertisers are using 25 full pages, including three covers. This is a sizable increase over last year, according to Snellens. Included are Lucky Strike, Camels, Pall Mall, Winston, Marlboro and Philip Morris cigarettes; Webster cigars; Swift & Company, International Harvester, Fabst Beer, Philco TV and radio and Coca-Cola.

FROM THE LOTS
Belle City
 APPLETON, Wis., July 2.—Date here under auspices of the South Side Athletic Club was mediocre. Rain and cold weather is still following the show.
 Joe Karius' erock concession is the top money getter. In Milwaukee the weather was good, but business was only fair until Sunday, which was big. At the next date in Cedarburg, Wis., where the State Music Festival was held, the show put up 12 rides and 25 stands.

At Edmonton, June 3 to 11, weather and money were good but the over-all result was down a bit from last year.
 Altho biz has been spotty all season, the org's financial situation is a bit better than last year mainly because of longer dates in some spots such as Trail, Edmonton and Regina which have given the show double weekends, according to Crawshaw.
 Tilt and kids' car ride have been the top money-makers.
 Dick Crawshaw is the org's assistant manager. George Crawshaw is president and Jim McCallister is general agent.

CLUB ACTIVITIES

National Showmen's Association

317 West 56th Street, New York
 NEW YORK, July 2.—Services were held last week at the burial of member Isidore (Skibo) Reichen-thaler, who passed away June 23 at his home. Funeral was from Midwood Chapel in Brooklyn on Sunday (26) with his brother, Louis Richards, of San Diego, Calif., in attendance, and burial was in the family plot at Beth David Cemetery, Elmont, N. Y. Reichen-thaler had been ill for some time and was discharged from a veterans' hospital six months ago to recuperate at home.

Max Cooper is at the Jewish Home for Convalescents, 609 Beach 9th Street, Far Rockaway, recovering from surgery. He was in the hospital for 11 weeks but his family kept the situation quiet. The club is eager to send their shut-ins something to cheer them up, but most be informed about things.

New applications for membership are for Joseph Mann, sponsored by Morris Batafsky, and Bill Appleton, sponsored by Charles Davenport. Recent visitors included Steve Yerkes, of Rochester; Harry Meyers, of Miami Beach; Herman Moskowitz, Harry Levine, Harry Schwartz, Morris Glass, Morris Black, Leo Nacht, Sam Rothstein, Jack Harris, Al Burt, Charles Davenport, Albert Keating and many others who drop in prior to starting with their shows in the evening.

July birthdays include, July 1, Max Sharp, Harry Sussman and John Warmus; 3, Harry Flanagan; 4, Vincent Anderson, Sidney H. Levine, Isaac Cetlin, Ben Merson, Sam Rothstein, Charles Zucker, Jacob Dworetzky, Ben Hoff and Francis J. McDonald; 7, Stephen M. Cicala, Crawford H. Droege and Milton Nathan; 9, Harold Nevins. Dues for the coming year are payable July 15. There is mail on hand for several members who have not informed the club of their whereabouts.

Continental Opens Big At Plattsburg

PLATTSBURG, N. Y., July 2.—Continental Shows has pulled two dates recently which have not held up in comparison with the appearances of last year. Both Fulton and last week's Ogdensburg date, both in up-State New York, were off about a third.
 Fulton's new location was blamed for the decline there, and Ogdensburg suffered from competing circus activity. On Tuesday (21), for example, Kelly-Morris Circus was at the other end of town, and King Bros. & Cole Bros.' Circus was only 12 miles away over the Canadian line. First two days at Ogdensburg were hit by rain as well as competition.

Plattsburg started strong on a new lot and a big week was looked forward to. Show is on the Diamond Match Company lot on Margaret Street in town on Route 9. Crowds were big and spending good for the opening. Friday and Saturday (1-2) are Canadian holidays and much traffic from over the border was expected. All traffic to and from the local business district goes by the carnival grounds.

General agent Paul La Cross promoted two live TV shows during the week over Channel 3 in Plattsburg. They were set for Tuesday (28) and Thursday (30) to help build the matinee yesterday and today. Visitors in Ogdensburg last week were former showman Harold Wilkins, of Saranac Lake, and Mrs. Wilkins.

WADE GREATER SHOWS
ST. CLAIR, MICH.
ANNUAL WATER CARNIVAL
JULY 13 thru 17
 On the streets. One of Michigan's biggest Street Celebrations, followed by Carleton, Mich., Free Fair and Milan, Mich., Free Fair.
CAN PLACE
 for this excellent route
 LEGITIMATE CONCESSIONS OF ALL KINDS and all outright sales privileges (NOTICE! Neal Carlin does not have Concessions on this unit starting at St. Clair), Ball Games, Water Games, Dart Games, Block Pitches, High Striker, String Games and all others.
ALSO
 Photos, Grab, Novelties, Cotton Candy, Popcorn, Names on Hats, Cookhouse, Long and Short Range Galleries and all other outright sales.
 Excellent opportunity for Grind and Bally Shows, such as Monkey, Glass House, Mechanical, Drome, Monster, Life, Unborn, Arcade, etc.
 Have opening for two Major Rides for balance of season, playing all Fairs and Centennials, including MICHIGAN STATE FAIR at Detroit, such as Octopus, Rolloplane, Coaster, Caterpillar, Flyoplane, etc.
 All replies via Western Union only to
W. G. WADE
 c/o Western Union, Adrian, Mich.

CONCESSIONS WANTED
For Balance of Canadian Still Dates and Our Powerful Route of U. S. Fairs
 Want Hanky Panks of all kinds, Duck Pond, Fish Pond, Hoop-La, Pitch-Tilt-U-Win, Jewelry, Novelties, Derby, Arcade, Dart Game, Bear Blocks, Rat Game, Hi-Striker and Penny Pitch. Pat Finnerty wants Six Cat Agents, preferably couples. Want Operator for giant office-owned Glass Pitch or will book top-flight Operator with own equipment. Eddie McTeague, please contact. Reason for this ad, our front end will be enlarged to balance 21 Rides and 14 Shows. We are now playing the finest Still Dates in Eastern Canada. Contact us by phone or wire for full customs clearance information.
King Reid or Charles Joyce
 Lord Beaverbrook Hotel, Fredericton, New Brunswick, Canada.

CHARLIE GRIGGS WANTS
 Pin Store Agent, one Count Store Agent, one Skillo Agent, capable Help around Concessions: Swinger, male Six Cats Agent. Those joining now will get to play soldier's payday, July 27-August 5. No drunks or agitators.
Ripley, Ohio, Street Fair now; followed by Maysville, Ky., downtown. Don't phone, wire
CHARLIE GRIGGS, Ripley, Ohio
 P.S.: Have fourteen weeks of Fairs starting August 8 and ending October*29.

CARPENTER BROS.' SHOWS
GREEN SPRINGS, OHIO, STREET FAIR, JULY 6-7-8-9
 Want Snow Cones, French Fries, High Striker, Balloon Darts, Number Darts, Cat Rack, Basket Ball, Bowling Alley and Pea Pool. WHITEHOUSE, OHIO, HOME COMING, JULY 13 thru 16. Ralph Baughman wants Agents.
Contact NORMAN CARPENTER

W.G. WADE SHOWS

ST. IGNACE, MICH.
July 11 thru 16
New location, right downtown on the bay, in business district on Highway U.S. #2.

CAN PLACE
Legitimate Concessions of all kinds, String Games, Milk Bottle Ball Game, Balloon Darts, Cork Gallery, Coke Bottle Ball Game, African Dip, Hoop-La, etc.; also Novelties, Names on Hats, Long and Short Range Galleries and the like.

All replies:
W. G. WADE SHOWS
c/o Western Union
Iron River, Mich., all this week.

MIDWAY CONFAB

• Continued from page 63
Fidler United, Marion Greater, Strates, Leo Lane and Groscurth. He has also had rides in various Florida locations and fair dates for Turner Scott.

Rex W. Carson has shifted from Riverside Park, Chicago, to the World of Mirth Shows. . . First birthday of Mary Jo Boseley, daughter of Mr. and Mrs. L. Boseley, concessionaires on the Rogers Bros. Shows, was celebrated on the show July 4 at Bemidji, Minn. . . Concessionaires Mr. and Mrs. M. L. White-side on the Rogers Bros' Shows, were visited at Harvey, N. D., by R. A. Mac Eachern.

**LOOKING FOR MONEY?
THEN PLAY**

SOUTH LYON, MICH., July 13 to 16
PETERSBURG, MICH., July 21 to 23
ADAMS #1, TOLEDO, O., July 29 to 31
SYLVANIA, OHIO, August 3 to 7

Can use Photo, Jewelry, French Fry, Waffle, Hi-Striker, Age & Scale and all Hanky Panks working for stock. Can use Ride Help in all departments; drivers preferred.

GLASS CITY SHOWS
GERALD R. ANDERSON, Mgr.

Capt. Bill Forkum's dynamite casket act, which closed recently as the free attraction with the Amusements of America, is now with the Clyde Smith Shows. On Sundays, the act will be presented at drive-in theaters or auto race tracks, Forkum advises. He also infos that his Hell Drivers unit will appear at 8 county fairs.

Art Frazier writes that he has purchased three units of trailer-mounted rest rooms and will make fairs with them, starting with the Anderson (Ind.) Free Fair. He adds that if these units show any success he will put out additional ones.

Cameron Murray, veteran show unit manager for the W. G. Wade Shows, died in Mount Carmel Mercy Hospital, Detroit, following an automobile accident.

THE JOLLY SHOWS
Will book or buy 2 Abreast Merry-Go-Round. Write, wire or call

BILL ENFANTE
47 Crittenden St., N.E.
Tuckerman 24942
Washington 11, D. C.

\$50.00 REWARD
For information as to whereabouts of
CARROLL P. JOYNES
and
MYRTLE PHILLIPS JOYNES
Formerly with Riley's Amusement Rides. Any information—call
R. M. MORTON, Atty.
501 Realty Bldg. Louisville 2, Ky.
Phone Jackson 3851

Thank You
J. A. & FLOIS V. MILLIKEN
Owners Milliken Bros. Shows for your new Buick Roadmaster purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

GRAB STAND WANTED
to join at once on
I. T. SHOWS UNIT NO. 2
Phil Isser, Gen. Mgr.
1916 Avenue K Brooklyn, N. Y.
5Heepshead 3-2702

OPERATOR
With or without equipment to operate Girl Show.
LOU RILEY
Chilhowie, Va., July 4 to 8; Damascus, Va., 11 to 16.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

RIDE HELP
Want Rock-o-Plane Foreman, must have license to drive semi. Man must be able to take care of equipment and not ruin good equipment. This is the reason for this ad. Drunks will not stay here. Good wages and long season. Contact
H. L. ANDERSON
WADE EXPOSITION SHOWS
Beecher, Mich. (Flint, Mich.)

SHOW FOLKS WANTED
Operators for office-owned Funhouse, well-framed; large Snake Show and Roll-o-Whirl. Also Side Show People of all kinds. Contact
KING REID
Lord Beaverbrook Hotel,
Fredericton, New Brunswick, Canada

WANT
Show and Concessions for North Industry Homecoming, largest in the State, July 19-23 inclusive. 3 miles from Canton. Educational Show, Photos, Cork Gallery, Scales, Waffles and Games for merchandise.
GEORGE MARLOW
911 Payne Ct., N.E. Canton 5, Ohio

WANTED
Hanky Panks (no racket), Fish Pond, Hi-Striker, Punk Rack, Hoop-La, Bumper, Over 30, etc. Only one of a kind on show, playing best concession territory around Washington, D. C. Ride Help for Merry-Go-Round and Foreman for Eli Wheel. No drunks. Bonus and winter's work in Florida. Can use Man to put up four P.C. Outfits and take care of them. Apply **JERRY GERARD, Mgr.** MARYLAND BAZAAR UNIT, Hyattsville, Maryland.

RIDES FOR SALE
Kiddie Park Property taken by city for new highway. Must vacate July 5. Rides 4 years old in good condition. Now operating. Mangles 3-Abreast Merry-Go-Round, Roto-Whip, Kiddie Ferris Wheel, Pony Buggy, Jet Rocket, Fire Engine and Auto Ride. Inspect or contact immediately. **KIDDIE PARK, 174th St. and Horace Harding Blvd., Flushing, N. Y. Jamaica 6-3935.**

WANTED
Dodgem Foreman, at once. Thursday, July 7, at Winona, Minn. "Sweet Pea," phone or wire
T. J. McMANUS
Sunset Amusement Co., Winona, Minn., this week; Harmony, Minn., next.

PARAKEETS
Shipped daily. 100—\$125. 50—\$47.50. Plus delivery charges.
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

WANT TO LEASE SET OF RIDES
BOB K. PARKER
P. O. Box #111 Delavan, Wisconsin
Phone 8015

CONKLIN SHOWS
FOR TEN CANADIAN FAIRS

Peterborough, Ont. Aug. 3-6
Leamington, Ont. Aug. 9-13
Belleville, Ont. Aug. 15-18
Three Rivers, Que. Aug. 20-26
Sherbrooke, Que. Aug. 27-Sept. 2

Quebec City, Que. Sept. 3-11
Renfrew, Ont. Sept. 13-16
Sudbury, Ont. Sept. 17, 19, 20
Lindsay, Ont. Sept. 21-24
Kitchener, Ont. Sept. 26-Oct. 1

AT ANY ONE — SEVERAL — OR ALL THESE FAIRS
Will place legitimate Game Concessions. Have real attractive propositions for worthwhile Shows. If your Show has merit—it will get money at these dates.
FRANK R. CONKLIN
P. O. Box 31 Brantford, CANADA

DON FRANKLIN SHOWS

UNIT #1 CAN PLACE FOR THE FOLLOWING ROUTE OF FAIRS
SHOWS: Side Show, Monkey, Freak Animal, Wildlife, Mechanical, Snake, Big Dog, Midget Horse or Cattle, any show not conflicting, committee money only.
CONCESSIONS: Can place Photos, Age and Scales, Short Range, Hanky Panks that operate in Wisconsin.
HELP: Want experienced Second Men who drive semis for Wheel Scooter, Tilt, Octopus, Rock-o-Plane.

Lake Geneva, Wis., this week; Stoughton, Wis. (Fair), July 13-17; Wisconsin Dells, Wis. (Still Date), 19-24.
Then Solid Fairs—All Repeats.

TOMAH, WIS., JULY 27-31
FARIBAUT, MINN., AUG. 3-7
AUSTIN, MINN., AUG. 9-14
NEW ULM, MINN., AUG. 17-21

WEST UNION, IOWA, AUG. 23-26
BELLEVILLE, KANS., AUG. 28-SEPT. 3
TEXARKANA STATE FAIR, SEPT. 9-17
WHARTON, TEX., SEPT. 20-24

ROSENBERG, TEX., SEPT. 28-OCT. 1
ANGLETON, TEX., OCT. 4-8
REFUGIO, TEX., OCT. 11-13
GOLIAD, TEX., OCT. 14-15

All replies DON FRANKLIN, Mgr., Lake Geneva, Wis., this week; then per route

THOMAS JOYLAND SHOWS

Can place for outstanding route of Fairs. Starling Lawrenceburg, Scottsburg, New Bethel, Indianapolis, Crown Point, all Indiana. Southern West Virginia Fair, Charleston, W. Va., Sept. 2-10 inclusive; Kingwood, W. Va., Buckwheel Festival, Sept. 29-Oct. 1; Elkins, W. Va., Forest Festival, Oct. 8-13.

CONCESSIONS OF ALL KINDS: Now booking for these super Spots. Wire or write at once for Choice locations. Will sell a few exclusives in Concession Department.
RIDES: Can place Scrambler, Round-Up, Scooter and Kid Rides.
SHOWS: Good territory for Fun House, Fat Show, Jig Show, Life and Animal Show. Want Side Show Acts for office-owned Side Show, also Talker and Ticket Sellers.
HELP: Good Ride Help who drive semis. Can place Hanky Pank, Scale and Age Agents. Relief Caller and Counter Men for Bingo. Gene Rose wants Six-Cat Agents.

WILL PLACE ALL ABOVE NOW AND GIVE PREFERENCE AT FAIR DATES
All wire or write **L. I. THOMAS, Mgr.**
Charleroi, Pa., this week; Follansbee, W. Va., next week; Covington, Ky., July 18-23; then the Fairs as above.

METROPOLITAN SHOWS
AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

ALTON, ILL.; KANSAS CITY, MO. (IN-TOWN LOTS AND GOOD AUSPICES), WITH BIG SOLDIER'S PAYDAY; MANHATTAN, KANSAS, AND THE OZARK EMPIRE FAIR, SPRINGFIELD, MO., AND A STRONG ROUTE OF SOUTHERN FAIRS TO FOLLOW.

CONCESSIONS Want Cotton Candy, Snow Balls, Custard, Ice Cream Dip, Cookhouse, Scales and Age, Six Cats, Buckets, Jewelry, Percentage open. Will sell "EX" on Glass Pitches or Pottery, Diggers. (Spaulding, contact). Will book two Wheels and any legitimate Concessions.
Want Dark Ride, Octopus, Scrambler, Round-Up, Rock-o-Plane, Pony Ride.

RIDES Want Side Show with or without equipment. Will give good proposition to right operator. Have neatly framed Fun House, need Operator. Also Monkey Show, have working Monks. Motordrome, have Drome or will use yours, reasonable percentage. Want Wildlife and Penny Arcade. Will book two Girl Shows with own equipment.

SHOWS Foreman for Caterpillar, Roll-o-Plane, Whip, Ferris Wheels. Second Men on all Rides. Caterpillar Tractor Driver, Welders, Workmen for shop, Carpenters. Want Lot Man who can lay out a railroad Show. Want Hanky Pank and Six Cat Agents. Also Man to operate office-owned Popcorn and Candy Apples. Want Man for Billboard Agent and handle mail. Johnny Reed can use a few Grind Store Agents. (Jay Williams, get in touch.) (Gerald Wantz, contact Danny Royal.) Tom Cooper, contact Johnny Reed.

HELP ADDRESS ALTON, ILL., TILL JULY 16; THEN KANSAS CITY, MO.

PENN PREMIER SHOWS
worlds * cleanest * midway

LANESBORO, MASS., JULY 11-16 INCLUSIVE, BIG FIREMEN'S CELEBRATION

CONCESSIONS Any legitimate Concessions.
SHOWS MAN TO TAKE CHARGE OF MONKEY CIRCUS. Have complete outfit. Any Show not conflicting. Austin wants attractive Girls, experience not necessary. Will send tickets to those I know. Red Crawford wants Motordrome Talker. Don Davis, Doc Wilson and Eddie Fillmore, contact.
RIDES Caterpillar, Fly-o-Plane or any other Flat Ride. (J. D. Weisser, contact again.)
HELP ROLLOPLANE AND OCTOPUS HELP. Can always use Help who are sober and drive semis. Bonus and good treatment to those who stay for season.

All wires and mail to
LLOYD D. SERFASS, Gen. Mgr.
PENN PREMIER SHOWS
Athol, Mass.

All phone calls to
HARRY (BUSTER) WESTBROOK,
Bus. Mgr.
Pequoig Hotel, Athol, Mass.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WADE GREATER SHOWS

FAIRS AND CELEBRATIONS

Want all kinds of legitimate Concessions, Confections, Eats and Drinks. Outright sales.

On the Streets ST. CLAIR, MICH. 3rd Annual Water Carnival July 14-17	CARLETON, MICH. Rotary Club Celebration July 20-24	MILAN, MICH. Free Fair July 26-30
HUNTINGTON, IND. V.F.W. Celebration Aug. 1-6	BLUFFTON, IND. Wells County 4-H Free Fair Aug. 9-12	CHELSEA, MICH. Community Fair Aug. 16-20
CAN PLACE 2 GOOD PLATFORM SHOWS	On the Streets ITHACA, MICH. Gratiot County and Ithaca Centennial Aug. 23-27	WANT Experienced, sober Ride Help that can drive semis

APPLY

HARRY LOTTRIDGE, Manager

Until July 9, FORT RECOVERY, OHIO, then as per route.

Have a Few Spaces Left for Legitimate Hanky Pank Concessions, Also Monogram Hats for the FORT WAYNE FREE FAIR, INC.

JULY 11-16

1107 S. Clinton St. Fort Wayne, Ind.

Phone: EAsbrook 7486

PARKER & McCARTER ENTERPRISES

ROYAL EXPOSITION SHOWS

Wanted for balance of season, Photos, Long and Short-Range Shooting Galleries, Hanky Panks of all kinds, \$21.75 per week. Want Geek Show, Snake Show and Animal Show. Want Help for Count Store and Pin Store. W. W. (Red) Owens, come on.

All answers to

SPLINTER ROYAL, ROYAL EXPOSITION SHOWS

Vass, N. C., this week; Augusta, Ga., follows.

AGENTS

For Grind Stores, Six Cats, Over 12 Buckets. Fort Wayne, Indiana, Fair—July 11-16. Chicago now and thru July.

BOB K. PARKER or HARRY ASHERON

Ambassador 2-7199—Chicago, Illinois.

CUMBERLAND VALLEY SHOWS

CONCESSIONS: A few more legitimate Concessions open.

SHOWS: Fat Head Williams wants for new Minstrel Show—Musicians. Trombone Wayman and Bobby Sax, answer. Can use one more Chorus Girl. Ervin Heller, contact at once. Need Ride Man, Licensed Semi Drivers. No drunks; reason for this ad. Address all mail and wires to

LAVOY WINTON

TULLAHOMA, TENN., JULY 1-9.

GIRLS WANTED

For **JOE SCIORTINO GIRL SHOW**

Girls with or without experience

Contact **BILL THOMPSON**

c/o W. G. WADE SHOWS

Iron River, Mich., this week; St. Ignace, Mich., next week.

KLEIN AMUSEMENT CO.

Want Long Range, Short Range, Novelties and other Stock Concessions not conflicting. Want Ferris Wheel Foreman (no drinker). Good wages and bonus. Thomas Smith, answer. Sun Harris wants Front Man for Grind Show. Alpha, Minn., July 5-6; Blooming Prairie, Minn., July 7-10; Arlington, S. D., 75th Anniversary, July 12-14.

GOLD COAST SHOWS

BLUFFTON, IND., JULY 6-9

Want Hanky Panks of all kinds. Bingo, Glass Pitch, Hoop-La, Short Range, Cotton Candy, Snow Balls, Grab and Ball Games. Jimmy Ackley wants Hanky Pank Agents of all kinds. Age, Weight, Duck Pond, etc. Peck and Count Store and Skill Help. Can place Shows of merit with own equipment. Want Ride Help; Foremen for Tilt, Rolloplane and Merry-Go-Round. Must be licensed semi drivers. Burgess, Merry-Go-Round foreman, contact for ticket at once. R. JACKSON, MGR.

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

NEW DEVELOPMENTS

Popcorn Machine Sets Radical Departures

KANSAS CITY, Mo. July 2.—Manley has introduced a new popcorn machine called the "Vistapop" that is, according to the firm, the first radical departure from conventional popping in 25 years. It has a merchandising feature of visual popping and the electrical controls are completely different from older models.

Other features include automatically controlled heat which is said to make it possible to pop corn without regard for fluctuations in electrical supply, a major problem in some locations. The firm points out that this feature eliminates two variables—the operator's opinion of proper heat and current fluctuations.

Another departure is the warming pan. Popcorn is heated by heated forced air blown upward thru the working popcorn. Thus the temperature of the air and the popcorn is thermostatically controlled. The popcorn is heated evenly, and there are no hot spots at the bottom of the corn bank to pull seasoning to one side of the kernel, the firm points out. It is impossible to have soggy popcorn, officials said.

Increased depth gives the interior of the machine more working area, yet the width has been held constant so that it will fit into the same space in a concession stand as previous machines. Seasoning is dispensed by pump, the kettle is emptied by push button.—Manley, Inc., 1920 Wyandotte Street, Kansas City 8, Mo.

Compact Straw, Napkin Unit . . .

LOS ANGELES—A combination serving unit that dispenses unwrapped straws one at a time and has a tray on top to hold a napkin dispenser, sugar and salt and pepper shakers, is being marketed here. According to the manufacturer, the straw dispenser cuts straw costs by using the unwrapped straws and dispensing them singly. Two models, one for standard size and the other for jumbo size, are available. The tray snaps on top of the straw dispenser. It also saves space, according to the maker. Units come in stainless steel.—Duplex Straw Dispenser Company, 511 North Cienega, Los Angeles 48.

Custard Maker Uses Little Space . . .

CHICAGO—A compact maker and dispenser of soft ice cream or frozen custard has been introduced here that requires only four square feet of floor space. Action is continuous; freezer reservoir automatically refills with mix as the finished product is drawn off. A dial indicates if the product is at the proper serving consistency. Unit comes with spigot or knife-type draw-off gate. Maker claims it can be cleaned in from five to 10 minutes.—Freez-King Corporation, 2518 West Montrose Avenue, Chicago 18.

Deep Fryer Has Big Output . . .

LOUISVILLE—A gas deep fryer that is said to French fry 18 pounds of raw potatoes in one hour has been developed here. Manufacturer states the burner design assures uniform heat distribution, and thermostatic control keeps the fat at a constant, desired temperature. Fry kettle is one-piece, has a 15-pound fat capacity and is easily removed for cleaning. Kettle and body unit are made of stainless steel. Each unit comes with double, nickel-plated fry baskets; single size is also available. Appliance measures 18 by 20 by 14 3/8 inches high. It operates on natural, manufactured, or propane air gas.—Vulcan-Hart Manufacturing Company, Inc., 2006 North Western Parkway, Louisville 3.

Six Ounce Canned Pop . . .

CHICAGO—A new line of soft drinks called Pabst Sparkling Beverages is being offered to restaurants, hotels and other public-feeding operations in a special six-ounce can. Six flavors are available—black

cherry, lemon, orange, cola, root beer and ginger ale. Bottler states they are packaged in baked enamel lined cans and points out advantages of easy storage, quick chilling, lack of breakage and deposit loss.—Pabst Sparkling Beverages, Inc., 221 North LaSalle Street, Chicago 1.

Compact

Pizza Oven . . .
NEW YORK—A compact pizza oven that is designed for use by smaller operators is being offered here. The unit is suitable for installation on a counter top; it has two decks, each large enough for a 16-inch pizza. Oven operates on either gas or electricity. Can operate with manufactured, bottled or natural gas or if electric, can be plugged into a 110-volt A.C. outlet. Oven is insulated and has automatic heat control to 700 degrees Fahrenheit.—Frank Mastro Company, Inc., 240 Bower, New York 12.

Canvas

Repair Kit . . .
NEW YORK—A complete and fully-stocked canvas repair unit is being sold in a 60-pound, two-cube metal box. Containing five drawers full of gromets, washers, snaps, eyelets and tools in various sizes, the kit will enable concessionaires and other outdoor showmen using canvas to make repairs on the spot. Made by United Car Company, this "Fastener Kit" is priced much lower than the total individual cost of the items it contains.—David Gottlieb, 29 East First Street, New York.

Carnival Routes

Continued from page 55

- Murphy's Tri-State: Madison, S. D., 4-6; Carthage 7; Miller 8-10; Iroquois 14-12; Doland 13-14; Bristol 15-16.
- Myers, Sonny: St. Joseph, Mo., 11-16.
- Nelson, Geo. W.: Leeds, North Sioux City, Ia., 7-9; Staplehurst, Neb., 11-12; Hallam 16-17.
- New England Am.: West Brookfield, Mass., 7-16.
- Nolan Am. Co., No. 1: Grove City, O.; Canal Winchester 13-16.
- Nolan, Am. Co., No. 2: Jeffersonville, O., 6-9; Columbus 11-16.
- North Star: Lake Johanna, Minn., 6-10; Norwood 12-14.
- Northern Expo.: Glendive, Mont., 6-10.
- Norton's Rides: Helena, Mont.
- Page Bros.: Vine Grove, Ky.
- Page & Ferris Combined: Medina, N. Y.
- Pan American: Prestonsburg, Ky.
- Parada: Stillwater, Okla.
- Penn Premier: Athol, Mass.; Lanesboro 11-16.
- Playtime: Falmouth, Mass.; Hyannis 11-16.
- Powelson Greater: Shreve, O., 6-9; Reynoldsburg 12-16.
- Prell's Broadway: Commack, L. I., N. Y.
- Putska, A. H.: Antioch, Ill., 6-10; Wheeling 15-17.
- Raines Am. Co.: Pawnee, Okla.
- Raley Bros.: Belle Haven, N. C.
- Reid, King: Frederickton, N. B., Canada.
- Reithoffer Blue: Tremont, Pa.
- Rogers Bros.: Onamia, Minn., 6-7; Cambridge 8-9; Ironton 11-12; Lisbon, N. D., 14-16.
- Rohr's Modern: Manhattan, Ill., 6-10; Cerro Gordo 12-17.
- Rose City Rides: Jonesburg, Mo., 7-10.
- Royal American: Brandon, Man., Canada.
- Royal Expo.: Vass, N. C.; Augusta, Ga., 11-16.
- Royal Midwest: Chrisman, Ill., 6-9.
- Royal United: Danbury, Ia., 6-7; Manning 8-9; New Virginia 11-12; Baxter 13-14; Coggon 15-16.
- Rumble Greater: Booneville, Ind.; Logansport 18-16.
- Schafer's Just for Fun: Oconto, Wis., 5-10.
- Shoemaker's Tri-State: Herdon, Pa.
- Siebrand Bros.: Anacosta, Mont., 6-9.
- Skerbeck: Sault Ste. Marie, Mich., 4-17.
- Smith, Geo. Clyde: Six Mile Run, Pa.; Meyersdale 11-16.
- Snapp Greater: Prairie du Chien, Wis., 5-10.
- Southland: Swolle, La.
- Stephens, C. A.: Richland, Va.; St. Paul 11-16.
- Stephens, Otto: Fremont, Ia., 7-9; Eddyville 11-13; Milton 14-16.
- Stipe's Spooner, Wis., 6-10; Cameron 12-14; Chetek 15-17.
- Strates, James E.: Glens Falls, N. Y.
- Strong's Am. Dight, Neb., 9-10.
- Sunset Am. Co.: Winona, Minn.; Harmony 11-16.
- Tatham Bros.: Sullivan, Ill.; Gardner 13-17.
- Tennessee Valley: Ripley, O.; Maysville, Ky., 11-16.
- Thomas, Art B., No. 2: Alden, Minn., 5-6; Red Wing 7-10; Garvin, Ia., 13-14; Montezuma 15-16.
- Thomas Joyland: Charleroi, Pa.; Follansbee, W. Va., 11-16.
- Tinsley, Johnny T.: Galax, Va.
- Tip Top: Plainfield, Wis., 8-10; Milwaukee 15-17.
- Tivoli Expo.: Otumwa, Ia., 6-9.
- 20th Century: Rugby, N. D., 4-6; Rolla 7-9; Pessenden 12-15.
- United Expo.: Cloverport, Ky.
- United States: East Rainelle, W. Va.
- Virginia Greater: Dover, N. J.; Dover, Del., 11-16.
- Volunteer: Harrison, Tenn.
- Wade, Expo.: (Beecher) Flint, Mich.
- Wade Greater: Adrian, Mich.; St. Clair 13-17.
- Wade, W. G.: Iron Mountain, Mich.; St. Ignace 11-16.
- Wade Greater: Fort Recovery, O.
- Wallace Bros.: Delavan, Wis.

Babcock Gross Holds Up as Gate At Del Mar Dips

Opening Day Take For United Shows Tops '54 by 12%

DEL MAR, Calif., July 2.—Altho the total attendance at the Southern California Exposition was 5,000 behind 1954 at the end of the first six of the 11-day run, business on the midway of the Frank W. Babcock United Shows here was reported holding up well. Larry Ferris, manager, said that opening day's (24) show take was up about 12 per cent over the same day last year.

The total attendance for the fair during the first six days hit 120,736, against 125,375 a year ago. Paid attendance, however, was said to be up approximately 1,000 patrons.

Babcock shows is playing the date for the third consecutive year. However, this is the seventh year for Ferris on the lot. He played the date with his own show from 1947 thru 1950.

Ride Features

The show is featuring 11 major rides on the main midway and kid devices in the moppet area near the main entrance. The entrance to the main midway was changed this year with "Dancing Waters," a free attraction being placed at the end of the Avenue of Flags just past the carnival entrance. The attraction is offered every 30 minutes starting at 8:30 p.m.

According to Louis Cecchini, veteran concessionaire, stands total 56. All of the concessions are under the direction of Cecchini & Lavaggi, of Sun Valley, Calif. The entire concession operation was turned over to C. & L. by the Babcock organization. Independent operators made their bookings thru Cecchini. One of the outstanding stands on the midway is that of Steve Vaughn, who has a Panda bear dime pitch 60 feet long and 16 feet wide. He also has a parakeet bird wheel on the opposite side of the midway.

A. W. McAskill has his "Hell's Belles" illusion attraction on the main midway. Harry G. Seber had booked space for a girl show but did not install one. McAskill is opening a second attraction this week in Oakland for the July 4 date of the Crafts Shows.

Entertains Kids

Following his usual procedure for the past nine years, even when neither the Ferris nor Babcock shows were on the lot, Ferris entertained the spastic and polio patient-children from the Sunshine Hospital in San Diego. Two busses were chartered to bring them to the fairgrounds where they were given silver identification bracelets and carte blanche on the rides. Favors and food were also supplied. Ferris recalls that in 1947 seven of the children were entertained, being transported in a station wagon. This year the number hit 130.

The first Sunday (26) of the two-weekend run, approximately 7,000 newsboys were given free rides.

The Regular Associated Troupers are holding "open house" in a large tent during the run. A "Showmen's Day" is scheduled for them tomorrow (3). Ferris is chairman of the day with C. H. Allton as co-chairman. Money is being raised to retire the second mortgage on the Troupers' West Adams club-rooms.

Elmer Hanscom joined the staff as office representative. James Cone is handling the office.

- West Coast: Medford, Ore., 5-10; Roseburg 11-17.
- West Coast Expo.: (Fair) Vallejo, Calif., 8-16.
- Wilber's Wolverine: Boyne City, Mich., 6-9.
- Wilcox, Dick: Jonesport, Me., 5-16.
- Wilson Famous, No. 1: Athens, Ill., 6-9.
- Wilson Famous, No. 2: Athens, Ill., 6-9.
- Wolfe Am. Co.: Cape Charles, Va.
- World of Mirth: Saco, Me.
- World's Finest: Moose Jaw, Sask., 4-6.
- Estevan 7-9; Portage La Prairie, Man., 11-13; Carman 14-16.
- Young, Monty: Nephel, Utah, 6-9; Ogden 14-24.

COMING EVENTS

Arizona
Flagstaff-Northern Ariz. Square Dance Festival, Aug. 12-13.
Glendale-Melon Festival, July 8-9.
Mesa-Pioneer Day Celebration, July 24.
Mesa-Pioneer Celebration, July 24.
Payson-Payson Rodeo, Aug. 12-14.

Sidney-Iowa Championship Rodeo, Aug. 16-20.
Sloux City-Merchants Celebration, July 7-9.
Vinton-Celebration, Sept. 5.
Woodbine-Celebration, July 18-19.
Kansas
Abilene-Wild Bill Hickok Rodeo, Aug. 22-25.

TERRIFIC - OUTSTANDING NEW ANCHOR TENT FRAMES for CONCESSION and 4-WAY TENTS Engineered For 2 Years to Assure the BEST for SHOWMEN

1955 FAIR SPECIAL JULY 30 ADVERTISING DEADLINE JULY 21

Table with 5 columns: CINCINNATI 22, OHIO; CHICAGO 1, ILLINOIS; NEW YORK 36, N. Y.; ST. LOUIS 1, MO.; HOLLYWOOD 28, CALIF.

TENT S CONCESSION, CIRCUS, CARNIVAL AMERICAN TENT CORPORATION America's Largest Builders of Fine Show Tents

ANCHOR TENTS The Showman's Choice Finest Materials-40 Yrs. Experience.

KING BROS.' CIRCUS Want Ride Men on all Rides. Need Foreman for Merry-Go-Round, 24-ft. Warner.

ATTENTION, SHOW FOLKS TED PARKS, concession agent, in serious trouble, confined in Lucas County Jail, Toledo, Ohio.

PARAKEETS 50, assorted colors, \$50.00. Finches, Rice Birds, Canaries, etc. BIRD WONDERLAND

We announce with pride the association of PHIL COOK former Executive Secretary of the Miami Showmen's Association

NORTH STAR SHOWS Want Hanky Panks of all kinds-Photos, Scales, Need Top Men on Tilt and Wheel.

RIDE HELP WANTED Foreman for Tilt, \$75.00 plus; Foreman for Octopus, \$60.00 plus; Foreman for Jenny and Wheel, \$60.00 plus.

PRICED FOR IMMEDIATE SALE Kid Automobile, Kid Airplane, Rollaway. CARL BLACKBURN

CARAVELLA ★★ AMUSEMENTS Bellefonte, Pa., July 11-16; Altoona, Pa., July 18-23; Williamsburg, Pa., July 25-30.

NEW LOW PRICES BANNERS Snap Wyatt Studios Rt. 3, Box 559 Tampa, Fla.

GIVE TO DAMON RUNYON CANCER FUND

21st century shows

Want for complete office owned Motordrome. Rider-Manager with extra Boy or Girl Riders. Drome is hauled on one truck. (No drunks).

Grand American Shows

Want for Street Celebrations at Toledo, Iowa, July 7-9; Wilton Junction, 14-16; Jesup, 19-20; Plainfield, 21-23; Marble Rock, 25-26; Traer, 28-30; Fairbank, August 8-9; Clarion, 11-13; Atlantic, 15-18; the Greater Jackson Co. Fair, Maquoketa, August 3-7; the Central Iowa Fair, Marshalltown, August 19-23.

VIRGINIA GREATER SHOWS

DOVER, NEW JERSEY, THIS WEEK; DOVER, DELAWARE, JULY 11 TO 16 NOW ON OUR WAY SOUTH

WANT-WANT-WANT

Bingo Caller, Derby Caller, Agents for office concessions. Will book Side Shows that cater to family trade. Motordrome, Monkey Show and Snake Show.

WILLIAM T. COLLINS SHOWS

"AMERICA'S LARGEST MOTORIZED MIDWAY"

MOTOR STATE SHOWS

ANNUAL HOMECOMING ON THE STREETS, BRADNER, OHIO, JULY 12-16; AND ALL CELEBRATIONS AND FAIRS FOLLOWING

FLOYD O. KILE SHOWS

Want at once for all Fairs and Celebrations—Small Cook House or a Sit-Down Crab, must be clean; Bingo; Stock Concessions of all kinds, will place you two of a kind only.

LEE UNITED SHOWS

Two Wheel Men; must drive. Top salaries and bonus. Can place Hunky Panks, Fish Pond, High Striker, Glass Pitch, or any Concession that works for stock. Red Burton can use Agents. Come in, no time to write. Address

WANT WANT WANT

Two Dart Store Agents, two Bucket Agents, Girl for String Game, Girl for Jewelry Stand; two Men to help up and down, including one who can drive a semi. All answer:

FOR BARNESVILLE, OHIO, CELEBRATION, JULY 19-20-21-22-23

Food Concessions, all other legitimate Concessions and Games. NO FLATS. Privilege okay, come on or call.

Great Falls—N. Mont. State Fair Rodeo, July 31-Aug. 4. KallsPELL—Northwest Mont. Rodeo, Sept. 9-10.

Benkelman—Dundy Co. Rodeo, Aug. 13-14. Bladen—Bladen Rodeo, Aug. 8-10. Burwell—Nebraska's Big Rodeo, Aug. 10-13.

NEBRASKA

Chambers—Chambers Rodeo, Aug. 19-20. Genoa—Commercial Club Rodeo, Aug. 12-14. Gordon—Sheridan Co. Rodeo, Sept. 9-11.

NEW JERSEY

Dover—VFW Celebration, July 4-8. Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14.

NEW MEXICO

Las Vegas—Cowboys' Reunion Rodeo, Aug. 5-7. Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.

NEW YORK

DeRuyter—Firemen's Centennial Celebration, Aug. 18-21. Ray Wells. Lackawanna—Legion Field Days, July 20-24.

NORTH CAROLINA

Shelby—Shelby Rodeo, Sept. 20-24. Bowman—Bowman Co. Rodeo, Sept. 10-11.

NORTH DAKOTA

Hazelton—Hazelton Rodeo, July 23-24. Canton—Sesquicentennial, Aug. 14-21.

OHIO

Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman. Columbus—Marion Twp. Firemen's Celebration, July 11-16.

OKLAHOMA

Ada—Elks Rodeo, Aug. 9-13. Anadarko—Indian Expo, Aug. 15-20. Ardmore—Ardmore Rodeo, Sept. 20-23.

OREGON

Cottage Grove—Riding Club Rodeo, July 9-10. Elgin—Elgin Stampede, July 23-24. Eugene—Emerald Empire Round-Up, Aug. 5-7.

PENNSYLVANIA

Arnold—Old Home Week, July 11-17. David V. Santore. Avonmore—Firemen's Celebration, July 11-16.

SOUTH DAKOTA

Canistota—Sports Day, July 14. Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.

TENNESSEE

Adamsville—McNairy-Adamsville Horse & Stock Show, Aug. 13. J. D. Perkins. Byrdstown—Pickett Co. Dairy Show, Aug. 6.

Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale. Greenback—London Co. Dairy Show, Sept. 9.

Memphis—Memphis Rodeo, Sept. 23-30. Memphis—Shelby Co. Jr. Livestock & Jr. Dairy Show, Sept. 3. Robert S. Gull.

TEXAS

Austin—Travis Co. Rodeo, July 28-30. Big Spring—Big Spring Rodeo, Aug. 3-6.

UTAH

Bingham—Galena Days, Sept. 26-Oct. 1. Brigham City—Box Elder Co. Peach Days, Sept. 10-11.

VIRGINIA

Galax—Firemen's Celebration, July 4-9. Elensburg—Ebensburg Rodeo, Sept. 3-5.

WASHINGTON

Elensburg—Ebensburg Rodeo, Sept. 3-5. Kennewick—Kennewick Rodeo, Aug. 26-28.

WEST VIRGINIA

Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

WISCONSIN

Fewauker—Legion Fall Festival, Sept. 3-5. Ray Romens. Racine—St. Lucy Parish Festival, July 29-31.

WYOMING

Casper—Central Wyo. Night Rodeo, Aug. 10-13. Cheyenne—Cheyenne Frontier Days, July 26-30.

CANADA

Calgary—Calgary Stampede, July 11-16. Cardston—Cardston Stampede, July 18-19.

ALBERTA

Calgary—Calgary Stampede, July 11-16. Cardston—Cardston Stampede, July 18-19.

BRITISH COLUMBIA

Penticton—Peach Festival, Aug. 18-20. Telkwa—Mid-Summer Night Festival, July 6.

MANITOBA

Pin Plon—Canadian Legion Carnival, July 13-15. Pin Plon—Rotary Horticultural Exhn, Aug. 24-27.

NEW BRUNSWICK

Port Beauséjour—Acadian Bicentenary, Aug. 12. Memramcook—Acadian Bicentenary, Aug. 12.

NEW SCOTIA

Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2. Bridgewater—Water Carnival, Aug. 18.

ONTARIO

Gravenhurst—Night Carnival, Aug. 11-13. Leamington—Tomato Festival, Sept. 8-10.

QUEBEC

Montreal—Eastern Canada All Electrical Show, Sept. 19-23.

Novia Scotia Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.

PRINCE EDWARD ISLAND

Charlottetown—Old Home Week, Aug. 15-20. Dundas—Provincial Plowing Match, Sept. 14-15.

SASKATCHEWAN

Regina—Golden Jubilee, July 22-Aug. 6. Regina—Hereford Show & Sale, Aug. 1-6.

CARNIVAL BIRDS PARAKEETS CANARIES FINCHES CAGES

Write us for prices CONRICK BIRD FARM 8900 South Western Ave. Los Angeles 47, Calif. Phone Pleasant 8-5294

MORRIS LIPSKY WANTS

Count, Peak and Slum Skillo Agents now. Address CHARLEROI HOTEL Charleroi, Pa.

\$50.00 REWARD

For information as to whereabouts of JIM 'WHITEY' SULZINGER and DORA SULZINGER Formerly with Riley's Amusement Rides. Any information—call R. M. MORTON, Atty. 501 Realty Bldg. Louisville 2, Ky. Phone Jackson 3851

WANTED

Talkers for Freak Show. Also Inside Men (Poncho and Dick Sirios, answer). DICK BEST Riverview Park Chicago, Ill.

LOT MAN WANTED

Who can lay out large Show. Must have references. Don't need any managers or fixers. Address Box 709, c/o The Billboard 390 Arcade Bldg., St. Louis 1, Mo.

WANT

First and Second Men who drive on Tilt and Wheel. Booking Hunky Panks and Glass Pitch Shows? For Sale: 22x36 (new canvas) Bingo, tractor and trailer (optional), some stock.

WANTED

Girls for Girl Show, also Talker: pay every night. Agents for Ball Game, Cigarette Shooting Gallery and Penny Pitch. EARL TAUBER Mighty Interstate Shows, Plain City, Ohio

SENSATIONAL PROFITS!



No. 185
Full of Life
Fire Brilliance

\$3.50
doz.

Gold finish. White brilliant center. Red or Green sides.

\$39.00
gross

No. 877
A Real
Money
Maker



\$2.75
DZ.
\$27.00
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No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Eric Fare, Libertyville, Ill., has introduced a new item which he claims will be a gold mine for pitchmen, salesmen, crew managers, etc. It is a device which will shear off the kernels on an ear of corn in one stroke with no mashing. The device is an expandable circular steel cutting edge with two rolled steel handled at opposite sides of the cutter. Designed to fit any size ear of corn, the cutter is slipped over the small end of the cob and in one stroke the kernels are sheared off. With this device a whole year's supply of corn may be prepared for freezer storage, or in a few moments enough corn may be prepared for a meal. Each cutter is individually packed in handsome telescope tube. Item is priced to give the retailer about 100 per cent profit.

Cuttler & Company, New York, reports that its big seller this spring has been the Beauty Bar handbag, made of vinyl-like leather which is colorfast and will not peel or crack. In addition to a spacious handbag compartment, the Beauty Bar features a compartment on the side which contains two perfume bottles and a cold cream jar made of unbreakable polyethylene. A replacement mirror is also included. Advantage of the Beauty Bar is the convenience of carrying the cosmetics without fear of breakage or spilling. Beauty Bar is brass trimmed and comes in a wide variety of popular summer colors. Cuttler offers them at \$36 per dozen.

All you have to do, says Sunbeam Products, St. Petersburg, Fla., is soil one of our new plastic rayon towels and you'll make a sale when you show how it may be rinsed clean in 30 seconds. The towels are 18 by 27 inches and absorb moisture but not dirt. When rinsed in water, the dirt floats off, leaving the towel ready for reuse. They are ideal for dusting because they leave no lint and are tough enough so that they can be used many times. They retail six for \$1. Details will be sent when you order your sample for \$1, but the dollar will be deducted when you send a quantity order.

OVER 2000 ITEMS

Balloons, cameras, jewelry and watches, knives, electrical appliances, premiums and gifts, dolls, jokes, toys, novelties and many others.

Send for free price lists
H. T. MALONEY & SONS
1063 W. Broad St. (Route 40)
Columbus 22, Ohio

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2"	4 1/2"
\$16.80	\$3.60

25% Deposit Required With Order.
F.O.B. Chicago. Wholesale Only.
COOK BROS. Chicago 7, Ill.

Free... 1955 WHOLESALE CATALOG

- General Merchandise
- Watches
- Appliances
- Jewelry

*Enclose 25c to cover postage and handling

WHOLESALE DISTRIBUTING
3324 W. Roosevelt Rd.
Chicago 24, Illinois

WHOLESALE **50% DISCOUNT** **FREE ADVERTISING MATCHES**

- Sport Socks, \$1.65 Doz.
- Boys' Sports, \$1.35 Doz.
- Ladies' Nylons, \$6.50 Doz.
- Reject Nylons, \$3.50 Doz.
- Ladies' Ankle, \$1.45 Doz.
- Training Pants, \$1.50 Doz.
- T-Shirts, \$4.50 Doz.
- Under-shirts, \$3.75 Doz.
- Trunks, \$3.50 Doz.
- Men's Hankies, \$1.00 Doz.
- Ladies' Hankies, 80¢ Doz.
- Pillow Cases, \$2.99 Doz.
- Towels, \$3.60 Doz.
- Shoe Laces, \$1.50 Doz.
- Hair Nets, 65¢ Doz.
- Clip Combs, \$1.65 Gross.
- Asst. Combs, \$1.95 Gross.
- Tooth Brushes, \$1.50 Doz.
- Aspirin Tablets, \$1.00 for 1,000.

25% Deposit, Balance C.O.D. One-Day Shipment. No Inquiry Necessary. Get Sample Order Today.
SIBERT JOBBERS
79-C Shallow Ford Rd.
Chattanooga 4, Tenn.

MEXICAN

Miniature for Earrings Texan Leather Boots, \$20.00 gr.; Bamboo Baskets, \$6.00 gr.; Fibre Hats, \$3.00 gr.; genuine Mother Pearl and Horse Hair Earrings, Wool Jackets, Feather Cards, Tule Baby Chairs, Palm Hats. Request catalog.

F. L. De ARKOS
Laredo, Texas

The Best Sales Boards and Jar Games

Write for information and prices.
GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana

THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!

HOTTEST ITEM IN THE COUNTRY
COPPER CLAD
ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX Cover

IT'S TERRIFIC

Completely automatic. Signal light. Advertised in Life and Good Housekeeping. Approved by U.L.

RETAIL \$39.95

COPPER FRYER
SAMPLE \$8.50
3 OR MORE..... 8.00

10 Exclusive Features:
• Fries • Cooks
• Casserol • Roasts
• Stews • Blanches
• Bun Warmer • Steams
• All Purpose • Beautiful
• Food Warmer • Server

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

RETAIL \$39.95
First Time Offered!

Complete 3-Pc. Matching Luggage Set!

26" Pullman, 21" O'nite Case. Train Case with removable mirror.

LOOKS AND LASTS LIKE \$50 LUGGAGE

Top Quality Features! NESTS AND BOXED NEW! SMART!

DURABLE!

You Can Stand on It... Tough as Leather Covering!

Available in California Ivory, Caribbean Blue or Sunset Tan.

#300 SAMPLE, \$12.00
#500 SAMPLE, \$14.50 • 3 OR MORE, \$13.75

HOTTEST SELLING ITEM TODAY

AURORA MAID REVERSIBLE ROOM COOLER WINDOW FAN

Larger than any fan on the market. Well constructed, mechanically perfect. Venturi design. Adjusts to 33" width; can be used either intake or exhaust. 4 8" blades, fully guaranteed one year. Permanent lubricated motor.

RETAIL \$39.95

SAMPLE, \$10.00; 6 or More, \$9.75; 50 or More, \$9.25. Order Today.

BUY THE BEST • FIRST TIME OFFERED

3-Pc. SHEFFIELD Plier Set
At a Low Promotional Price!

The finest Sheffield steel you can buy. Imported direct from Sheffield, England. Three-piece kit contains handy long-nose pliers, versatile cutters and all-purpose wire cutter and pliers. Packed in clear sectioned vinyl plastic. Has \$9.95 retail price shown on package. We are one of the largest buyers of imported tools.

RETAIL \$9.95

\$1.45 Each Set in Doz Lots
\$1.35 Each Set in Gross Lots
All prices F.O.B. Detroit.

Minimum Order One Doz. All Orders Require 25% Deposit, Bal. C.O.D. F.O.B. Detroit, Mich.

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Appliances	Watches	Radio's & Records	Bicycles
Jewelry	Sporting Goods	Hand & Power Tools	1000's of other items
Diamonds	Photo Equipment	Housewares	Giftware

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D. F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders. Add 10% Federal Excise Tax If Not for Resale.

HALL of DISTRIBUTORS, Inc.
8713 TWELFTH STREET DETROIT 6, MICH.
Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items. Write Today!

EARN \$100.00 OR MORE A DAY

with our line of new sewing machines and vacuum cleaners at these LOW, LOW, PRICES!

Brand-new American Home Sewing Machines in beautiful portable case. Prices start at \$34.00, including all attachments. 20-year guarantee on head—one-year guarantee on motor and accessories.

Elgin, Admiral, Modern DeLuxe, Remington Vacuum Cleaners. Prices start at \$25.99 complete, with all attachments. Fully guaranteed for one year. Canadian inquiries invited.

DESCO APPLIANCES, Inc.
53 E. 10th Street
New York 3, N. Y.

BILINGS

SUPPLIES and EQUIPMENT

- 7 and 10 color specials
- 4-5-6 and 7 ups
- Midgets, 3,000 series—7 colors
- Paper and Plastic Markers
- Wire and Rubberized Cases
- Pencils—Crayons—Clips
- 5x7 Heavyweight Cards
- Electric Blowers & Flashboards
- Lapboards Made to Order

Free Catalog Available

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

BUY DIRECT FROM MFR.

TOP QUALITY SATIN, TAFFETA, COTTON DOLLS. FINEST DAVY CROCKETT DOLLS MADE

21"—\$11.70 doz. 28"—\$18.90 doz.
42"—\$29.40 doz.

TERRIFIC VALUES IN RAG DOLLS

14", 7 styles	\$ 4.80 doz.
18", 7 styles	6.75 doz.
18", sitting, 7 styles	6.75 doz.
24", standing	8.00 doz.
30", Clowns	8.00 doz.
42", Dancing Clowns	18.60 doz.

FINEST PINNOCHIO MADE—\$21 doz.

- 30" Cuddles Type, Bonnet Doll, Panda Bear, assorted... \$16.00 doz.

NO ORDER TOO LARGE—NONE TOO SMALL.
25% Deposit, Balance C.O.D., F.O.B. N.Y.

TOYCRAFT
528 West 43rd St. New York

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Green and Benrus Watches.

YORMARK SALES CO., Dept. B
131 W. 46 St. N. Y. C. 36, N. Y.

1955 FAIR SPECIAL
JULY 30

ADVERTISING DEADLINE
JULY 21

The **Billboard** JULY LIST NUMBER

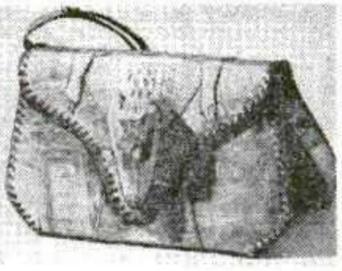
TOP HONORS for Lasting Readership

Featuring the final publication of the 1955 Fair Dates with all late changes and additions, insuring complete and lasting readership... making it the best result-producing advertising issue of the season for prize Merchandise, Novelties, Pitch and Demonstrators' Items.

CINCINNATI 22, OHIO 2160 Patterson St. DUnbar 1-6450	CHICAGO 1, ILLINOIS 188 West Randolph St. CEntral 6-8761	NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800	ST. LOUIS 1, MO. 390 Arcade Bldg. CHosnut 1-0443	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5931
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GENUINE Alligators
at NEW, LOW PRICES



GENUINE ALLIGATOR
each in doz. lots
Sample Bags—\$8.00 ea.
Plus 50¢ for postage and handling
COLORS: NATURAL AND BROWN

#490-H—9 1/2" x 5 1/2"
#489-P—9 1/2" x 5 1/2"

WRITE FOR FREE CATALOG!
Embassy P. INC.
38 WEST 32nd ST. NEW YORK, N. Y.

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FREE wholesale CATALOG
Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

\$13.50 PER DOZ
SAMPLE \$1.75
Film for "Hit" Camera. Package of 6 rolls. 60¢

GEM Sales Co. 533 Woodward Detroit 26, Mich.

GEM Sales Co. 533 Woodward Detroit 26, Mich.

MEXICAN JACKETS
100% Wool in All Colors. Available in "Dancers" or "The Embroidered" styles, in all sizes and colors.
Dancers, Sizes 34-40 \$7.75 each
Embroidered, Sizes 34-40 \$6.75 each
White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

PEARL SALES CO.
P. O. Box 575, El Paso, Tex.

BEAUTIFUL HAND PAINTED SKIRTS
A marvelous number that will prove to be your fastest seller and biggest profit-maker.
\$4.50 ea.
On quantity lots.

SPECIAL PRICES

Attention please: 25¢ dep., bal. C.O.D. Send for free Catalog.

1955 BUYERS' GUIDE

Gellman Brothers

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG! AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

It's Here! First Time in the U. S. A., the FAMOUS EUROPEAN NOVELTY CORKSCREW BOY

Practical—Amusing—Different!

6 inches of naughty fun in pure non-breakable aluminum, wt. 12 oz. SAMPLE \$2 postpaid; cash or money order. Quantity prices on request.
KAHM CO., 2001 Hennepin, Minneapolis 5, Minn.

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hangers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th St. Louis 4, Mo.

Pipes for Pitchmen

WE JUST MONITORED . . . an S.O.S. from Thomas Sinclair of Washington. He's interested in finding a source of supply for the Fussy Fido item. Fido is a mechanical dog which, when fed one end of a magnetic bone, will take a healthy snap at it. Feed it the other end the bone and he will turn his noggin away in disgust. Sinclair says that Fussy Fido was a pretty hot item a couple of years ago, and he's anxious to try his luck with it again.

JUDGING FROM SOME . . . of the reports that we've received from a few of the boys in the field, the N. K. Morris Manufacturing Company, Avon, N. J., has come up with a pretty fast geedus grabber by way of their new platform, plastic shredder and grater package.

HOW ABOUT SOME PIPES . . . from Mertor Craig, Mrs. Lena Chapin, Big Al Wilson, Clyde Forkner, Max Fried, Al Seigle, Prof. A. J. Howe, Dr. M. J. Lockey, Jonnie Johnson, Jack Martin, Bill Bibber, Joe Cohen, Art (Doc) Miller, J. C. Stickley, Bob Smith, Jack Anthony, Teresa Sidenberg, T. C. (Max) Maxwell, Sol Addis, Prof. Jack Scharding, Madaline and Mary Ragan, Frank Curry, Simon Warner, Kay and Buster Doss, Bob Posey, Dave Rose, Al Decker, Big Moe Byrnes, J. W. McCurry, Jack and Mary Roach, Phil Babcock, Tom Kennedy, Ellwyn Sprout, Steve R. McClain and Sam K. Rhorer.

E. C. PARDEE . . . posts that he has finally made his way into the great State of Maryland. He reports that among the old-time sheeties in the vicinity taking advantage of the moola in the markets are: Jack (Bottles) Stover, Eddie Brownfield and Mr. Dietrich. He says that he'd like to have some of the other boys blow into town and join him and his friends.

UNDER THE MARQUEE

Continued from page 59

ko) Burch and Harry Ruster made a tape recording in Bridgeport for the forthcoming Barnum Festival. . . . Jackie Gerlich, midget clown and Billboard agent, now is doing the boxing entree with Freddie Freeman, with Billy Rice a referee.

The garage of the Great Wilno, human cannonball, was destroyed in a fire at Peru, Ind., recently, with some youngsters said to be involved. A truck damaged in the fire did not belong to Wilno, who was away at the time. . . . Tom Scaperlanda, CFA, reports the San Antonio newspaper carried a feature column about Vivienne Mars and the Hertzberg circusiana collection at the library there.

SAVE \$34 ON THIS SPECIAL DEAL . . .

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Asst. with Yellow Exp. Band
\$75

For men and women. New model cases and dials. Reconditioned and guaranteed like new.
Sample Watch, \$9.95
Sample Band, 95¢

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

JOSEPH BROS.
5 S. Wabash Ave., Chicago 3, Ill.
"The Watch and Diamond House"

NEW!

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

QUALITY CARNIVAL AND NOVELTY HATS AT LOW PRICES!

YACHT CAP
Made of fine twill. Colors: White, Navy, Pink and Heli.

\$6.00 DOZ.

Available in children's, boys' or men's sizes

MOTORCYCLE HAT
Made of fine gabardine. Colors: Black, Pink, Heli, Orange and Mint.

DAVY CROCKETT PLUSH HAT
\$5.00 DOZ. with emblem on crown. Available in small, medium and large sizes.

SPECIAL ON LADIES' CAPS
Colors: White, Red, Navy, Maize, Denim. Available in small, medium or large sizes.
\$4.00 Doz.

Packing: One dozen to carton F.O.B., N.Y.C. 25% Deposit, Balance C.O.D. if not rated.

ADMIRAL STYLE
GRAYLAR CAP CO.
598 Broadway New York, N. Y.

#169

Ever-popular 1 carat center stone PLUS 2 square cut side stn. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

\$3.00 DOZ.
\$33 GROSS plus postage

Sterling Jewelers, Inc.
1975-77 E. Main St. Columbus 3, Ohio
Phone: FAirfax 3123 Send for Catalog

FREE FRISCO SPINDLE WHEEL & BUMPER GAME
Write today for complete details

• Hand Polished ALUMINUM IDENTs \$7.50 Gr. 6 Up
• GRAB BAG RINGS \$5.00 Gr.
• HEART & DISC PENDANTS Hand Polished \$39.00 Nickel Plated Per Gr.
• MEXICAN EARRINGS \$5.40 Gr. 2 Up

SEND FOR NEW CATALOG TODAY
We pay postage on all prepaid orders except Air Mail.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: FRanklin 2-2567

1,000 PIECES OF SLUM
ONLY \$6.75
NOVELTIES AND GIFTS
FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES

Feather Doll, 4 inch	Gro. \$7.20
Fur Monkey, 4 1/2 inch	Gro. 3.75
Circus Balloon, 11 inch	Gro. 5.40
Pennant Cane	100 1.80
Bird Nest Hat	Doz. 2.00

25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog.

OPTICAN BROTHERS
(SINCE 1909)
300 W. NINTH ST., KANSAS CITY 6, MO.

JOBBERS! SALESMEN! PROMOTIONAL MEN!

Write for our new Catalog of Religious and Novelty Jewelry.

M & H CASTING CO.
829 6th Ave. New York, N. Y.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
• TIP BOOKS •

I Buy Direct from Manufacturers at Very, Very Reasonable Prices.
—Columbia Sales Co.—
302 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

DREAM STUFF!

Two images—246 big, beautiful glossy pictures of the world's most exciting scenes. Photographs and art—models—amateurs and professionals—who cover men in man and women in glam! Now all in one amazing picture collection. All you pay is one year's price of the most amazing stuff. You must agree that there are the most gorgeous figures models you have ever seen — you must be dazzled by this lovely, taking collection of thrilling pictures on all different poses or 1-2-3 Money Back, without question.

200

PIX UNLIMITED, 6144-B Santa Monica Blvd.
Hollywood 38, Calif.

\$7 BRINGS BACK \$55
785% PROFIT ON ULTRA-BLUE SIGNS

New fast-selling C.O.D.'s 2000 signs. No C.O.D.'s.
100 STOCK SIGNS, 7x11 \$7.00
15 Store Signs, 7x11 . 1.00
15 Religious Signs, 7x11 1.00
15 Comedy Signs, 7x11 1.00

THANK YOU
CALL 8441

L. LOWY, 812 B'way, Dept. 884, N. Y. 3, N.Y.

an old favorite with a new face

Oak's BIG FLASH!

TIGER CAT BALLOON
No. 14KM
STRIPED LIKE A TIGER
Available S-T-R-E-T-C-H-E-D
Workers Available
STREET TESTED and a GOOD JOINT

The OAK RUBBER CO.
RAVENNA, OHIO.

FLASH BALLOONS

Spirals, 6 1/2-in.-thick-head	\$5.50 Gr.
Spirals, extra large	8.40 Gr.
Dragon Balloon	7.50 Gr.
Giant Airship	6.50 Gr.
11 Two-in-One Balloon	6.25 Gr.
H-Bomb, stretched	6.50 Gr.

Workers Available.
New Complete Novelty Price List—Free.

CHARLES SHEAR
150 Park Row
New York 7, N. Y.

Two More
PAPER MEN NEEDED
in Kentucky and Tennessee
GOOD DEAL
KENTUCKY AND TENNESSEE STATE FARM PAPER UNIT
300 East Market St., Louisville 2, Ky.

TWO OF 1,000's

HIT CAMERA, Original, miniature candid type. It's a bargain. Retail \$2.95. Sample 90¢. Gross \$100.80. Dozen \$9.60
FILM for Hit Camera, 12 rolls, 120 exposures95
SEND PAYMENT F.O.B. NEW YORK.

MILLS SALES CO.
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

"GAS SHAVERS"

Greatest gag gimmick yet!

\$1.00 Retailers—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices. G. & S. MFG. CO., Dept. "B" Nashville, Tennessee

FLAMINGOS

Cast Aluminum, 30 inches high, \$40.00 doz. pair. Samples postpaid, \$4.95. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$10.50. Negro Hatching Frog in authentic colors, \$22.50.

BLOND MFG. CO.
Valley Station, Ky.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending June 25, 1955)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
2. EXHIBIT—Shooting Gallery
3. UNITED—Carnival Gun
3. SEEBURG—Shoot The Bear
5. SEEBURG—Coon Hunt
5. KEENEY—Sportsman

MUSIC MACHINES

- 1. WURLITZER—1015
2. WURLITZER—1500
3. AMI—Model A
3. SEEBURG—M-100-A
3. WURLITZ.—1100

SHUFFLE GAMES

- 1. UNITED—Cascade Shuffle Alley, 6 Player
2. UNITED—Olympics Shuffle Alley
3. UNITED—Royal Shuffle Alley
4. CHICAGO COIN—Crown Bowler
4. CHICAGO COIN—Double Score Bowler
4. GENCO—Match Pool

VENDING MACHINES

- 1. UNEEDA—Model E (6 col.)
2. NATIONAL—91B
2. NORTHWESTERN—39 1c
2. SILVER KING—5c
5. Tied for fifth place are machines listed below with four times advertised.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Palm Springs
2. Dude Ranch
3. Beach Club
3. Beauty

GOTTLIEB

- 1. Arabian Nights
2. Green Pastures
3. Guys & Dolls
(These machines tied with others listed below)

UNITED

- 1. RIO
2. Cabana
3. Hawaii

WILLIAMS

- 1. Big Bend
2. Hawaiian Beauty
2. Times Square
2. Twenty Grand

PINBALL GAMES

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games like BALLY Atlantic City, CHICAGO COIN Band Box, DAVAL Gun Club, etc.

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games like Caravan, Deluxe Baseball, Fairway, etc.

MANUFACTURER NOT LISTED
Duetto Deluxe
Futurity
Jockey Club
Mystic Marvel
Quartet
Super Jumbo
Three-of-a-Kind

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games under ARCADE EQUIPMENT like ABI Challenger, Astro Scope, Atomic Bomber, etc.

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games like Jumping Jack (Genco), Jungle Gun (United), Kicker & Catcher, etc.

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games like Mercury Counter, Merry-Go-Round, Metal Typewriter, etc.

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games like Telequiz, Ten Strike (Evans), 3-D Theater, etc.

Table with columns: HIGH, LOW, Adv't'd Times. Lists various pinball games under MUSIC MACHINES like AMI Model A, EVANS Constellation, ROCK-OLA Comet, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various shuffle games like Ace Bowler (United), Advance Bowler, American (Keene), etc.

(Continued on page 89)

NEW LOCATION

Canada's First Subway Gets Drink Venders

TORONTO, July 2.—The first dent in the use of coin-operated vending machines in Canada's first subway here was made by Canteen Services Ltd., thru Garfield News, which has the concession.

A total of four machines have been placed on location, according to Keith Copping, head of Canteen Services, which operates a number of industrial locations in both Ontario and Quebec.

The first two machines were placed on location three months ago in the main downtown station, and they "went over big," according to the Toronto Transit Commission.

The TTC was satisfied with the operation of the machines which offered both coffee and a choice of four cold drinks, inasmuch as there was little or no litter scattered near the machines.

Copping said that customers utilized the waste containers placed near the machines for used cups.

The second two machines were placed at the northern part of the subway, and thus far, according to Copping, business has been better than anticipated.

Truck Strike Hampers N. E. Coin Trade

BOSTON, July 2.—The crippling truck strike which has spread thru-out New England moved into its fourth week, with devastating effects on the coin machine and record business in the area.

Distributors are using any kind of private truck as well as Railway and Air Express to keep shipments moving. The Trimount Automatic Sales Corporation, which ships music machines abroad, had to hire a hard-to-get furniture mover in order to meet the deadline.

Jerry Flatto, of Boston Record Distributors, said that out of 100 cases of records shipped to him, he received only four. There is no telling what will arrive. Sometimes they are 45's or they may be 78's.

The strike has put an enormous strain financially on the distributors, but there is little they can do but absorb the added cost.

BB GETS NEW FEATURE, 2 STYLE CHANGES

CHICAGO, July 2.—Beginning this week, The Billboard launches a new editorial feature and announces two style changes for easier reading.

Henceforth, "Coinmen You Know" will appear on a two-column measure for easier reading and quicker identification of coinmen mentioned. The new make-up will enable operators to locate their respective cities in a glance.

A new editorial feature reflecting the growth of the industry, "10 Years Ago"—begins in this issue and will appear once every month. It will highlight the stories that made coin machine headlines exactly 10 years ago that week. Operators will be reminded in this week's story of the early postwar years, the problems that faced the industry and the methods by which they were overcome.

The Billboard Index of Advertised Used Coin Machine Prices, which recently acquired a complete overhauling to insure easier, quicker reference, gets another new look this week. The pinball machine classification has been revamped to provide separate listings for each manufacturer, with separate listings in the Most Active Equipment chart for each manufacturer with 10 or more machines in the index.

Operator Disk Buying Habits Aired by Record One-Stops

• Continued from page 15

their establishments once a week, approximately 44.6 per cent. Operators stopping every other week accounted for 25.25 per cent, more than once a week another 22.8 per cent, and operators purchasing records every three weeks or longer, 7.4 per cent.

The fact that nearly one out of four operators stops to buy records more often than once a week indicates that location requests are being filled almost immediately.

The big change in operator disk buying, one-stops agreed, is in the type of music demanded. Approximately 86 per cent of the firms surveyed reported that operators were buying more rhythm and blues records than ever before.

Popular Disks

Popular disks, which must also be purchased before they reach the hit stage if an operator expects to pull maximum play, are also being purchased more and more from one-stops. Fifty per cent of the one-stops stated that operator purchases in the pop field were climbing. The other 50 per cent said that operators were buying approximately the same number that they did last year. Only one firm reported that pop sales to operators were down compared to last year.

Old favorites, on the other hand, dropped in sales at the one-stop level. Approximately 43 per cent

of the firms contacted said that sales in this category were lower than a year ago. Slightly over 7 per cent said that they noted a slight increase, and the remaining 50 per cent said that old favorites were at a standstill, neither higher nor lower compared to a year ago.

Country and western music also ebbed slightly. One third of the firms said that operator purchases in the c.&w. field were down compared to last year. Again only a few one-stops, 4 per cent, said that sales had increased in this field. The largest number, 57 per cent, reported that operators were purchasing about the same number.

Disk Sales Figures

Significantly, record one-stops reported that 45 r.p.m. disks accounted for 70.4 per cent of their record sales to operators. While the number of 45 r.p.m. juke boxes on location thruout the country is estimated to be slightly higher than the number of 78's, the percentage figures clearly show that operators are paying more attention to their newer machines, the older boxes being used more and more in marginal locations which do not warrant weekly record service.

Another interesting fact brought out in the survey was that operators were not only buying records from local one-stops, but were also buying by mail.

The assumption that one-stops are successful because they're handy for operators and save them time in traveling from one distributor to another, is swinging less weight as one-stop sales by mail climb.

Of the 35 one-stops surveyed, 26 said that they were doing a mail order business with operators in addition to their regular counter sales. They pointed out that mail orders accounted for slightly over 25 per cent of their total operator sales volume.

The Billboard's eighth annual juke box operator poll showed that one-stops were handling nearly 50 per cent of all operator record purchases. According to the firms contacted last week, operator purchases at the one-stop level are steadily climbing.

(Next Week: The second article in this series will cover the various services offered to operators by one-stops. It will also spotlight the reasons for the rapid growth of these subdistributors.)

Ravreby Finds Kiddie Ride Rentals Lush

BOSTON, July 2.—During the past year, Ed Ravreby, of World Fair & Associated Amusements here, has ventured into the kiddie ride rental field in New England. Ravreby also figures that he has sold more kiddie rides during that period than any time since he began business.

He started the rental business when he found that many operators, faced with rising costs, wanted to add to their other items on routes, but just didn't have the ready cash. Since the beginning of the season, the demand has been high. Ravreby rents on a straight fee, 10 weeks, paid in advance.

With the addition of rentals, he has been able to enlarge his territory. He is now operating with rentals and ales in New England, New York City, Long Island and New Rochelle, N. Y.

(Continued on page 88)

NABV Convention Plans Set; Announce Speakers, Program

CHICAGO, July 2. — Plans neared completion this week for what is expected to be the biggest bulk vending meet in history—the 1955 National Association of Bulk Vendors Convention—at the Conrad Hilton Hotel here July 15-17.

Rolfe Lobell, convention chairman and vice-president of Leaf Brands, Inc., announced the complete speaker roster and program this week.

A crowd of 500 to 1,000 people—the majority of which will be people active in the bulk vending machine business—is expected to take part in the three-day meet, bannered "Vending Pageant of 1955."

Following registration at convention headquarters Friday (15),

conventioners will be greeted Saturday (16) in a welcoming address by NABV president, Warner C. Smith.

Speakers Named

Speakers Friday include Alvin Kantor, Chicago, who will lead a panel on "The Change in Consumer Buying Habits and Its Effect on Our Business." Samuel Eppy, Samuel Eppy, Inc., Jamaica, N. Y., will lead a panel on "Common Sense in Vending." A. E. Lafferty, assistant vice-president, Walter E. Heller Company, Chicago, will head the panel on "Equipment Financing."

A panel on "Diversification of Equipment and Merchandise" will be led by Moe Mandell, New York. General counsel Milton T. Raynor will discuss "Current Legal Issue, Legislation and Increasing Tax Problems in the Vending Field."

Saturday's program will be led off by a panel discussion of "Short Cuts to Repairing, Servicing, Filling and Maintaining Equipment," led by Philip Sparacino, Chicago. Leonard Quinn, Columbus, O., will head the panel on "Auto and Truck—Methods and Economics."

Penny Vending

G. R. Schreiber, editor and publisher of Vend, sister publication of

The Billboard, will speak on "Potential of the Penny Vending Industry." H. B. Hutchinson Jr., Atlanta, will discuss "How Getting New Members Helps You."

Rolfe M. Lobell will moderate a series of panel discussions on the vending industry, led by Milton T. Raynor (legal), Ira Lipschutz (insurance), Paul Crisman (distributor), Charles Kanak (distributor) and Roy Becker (operator).

Sunday's program will be headed by the election of officers. Following the election, Major Bush, Beech-Nut Packing Company, New York, will discuss "Gum Merchandising Thru Vending Machines."

(Continued on page 76)

Conditional Sales Plans Vending Financing Push

NEW YORK, July 2.—Altho virtually all its business is confined to juke box and amusement game financing. The Conditional Sales Credit Corporation, a factoring firm specializing in coin machine accounts, plans to make its major effort in the direction of merchandising vending.

President Sam Bushnell and Noel Graubart, secretary-treasurer, both disclosed that they are impressed by the \$1.6 billion in sales grossed by automatic merchandising in 1954, and both feel that growth possibilities in coin merchandising outstrip expansion prospects in games and music.

To date, the small percentage of CSCC financing in vending has been confined largely to cigarette machines, with some backing of soft drink and coffee units.

CSCC doesn't work directly thru operators—the custom is to pay the distributor a discount sum for the account, then notify the buyer that it has been assigned.

However, Bushnell said that the firm wants to be known as a financial clearing house for the industry, and that all requests for straight operator loans—for such

moves as buying out of routes—will be obliged by putting the potential borrower in touch with firms or investors specializing in those type loans.

Graubart said that collections have become a little tighter this summer, compared with last year, particularly in juke boxes. On games, he added, collections are about the same.

Nevertheless, Graubart continued, the repossession rate in the coin machine industry is negligible—a small fraction of a percent. Compared with other industries—trucking, refrigeration, food service and appliances—the coin machine industry has a remarkable stability.

What few repossessions there are, are handled by the distributor, not Conditional Sales. The theory is that the distributor is in a better position than the finance house to get a price for repossessed equipment.

Current terms on juke boxes are 20 to 25 per cent down, with 18 to 24 months to pay. Quite a few operators are shelling out more than 25 per cent down.

(Continued on page 91)

—10 Years Ago—

Following are stories that made The Billboard headlines 10 years ago this week in the three major coin machine sections—Amusement Games, Juke Boxes and Vending Machines:

RECONVERSION UNDERWAY. Manufacturers of amusement games, phonographs and vending machines begin to tool up for peace time production. War Production Board begins to release such commodities as wood, tin and steel for civilian manufacturing. Industry watches lumber supplies, anticipates restrictions by government.

NAMA TACKLES P-R STORY. Nathaniel Leverone, president of National Automatic Merchandising Association, outlines good-will program for vending industry. Leverone explains that the industry must convince the public that merchandise sold thru vending machines is top quality, the same products that are sold in retail stores; that new coin rejectors guarantee a customer his money back if the machine is empty, and that breakage is a thing of the past. Leverone also outlines plan to crack down on blue-sky promoters who are taking advantage of returning veterans.

USED MARKET DROPS. Distributors in all three coin machine fields report a general falling off in the market for used machines as industry begins to look to new equipment production. Detroit distributors report that operators seem to feel that they might as well save their money for postwar models, even if it means curtailing their routes. The days of operators clamoring for used equipment and outbidding one another have come to a close.

AUTOS FOR COINMEN. Coin operators whose businesses are dependent on automobiles were elated this week when the War Production Board announced that civilian buyers would be able to purchase postwar motor vehicles without a priority in January, 1946.

Capitol Preems Crockett Horse

NEW YORK, July 2. — Capitol Projectors has hopped on the Davy Crockett bandwagon with a Davy Crockett horse, with a list price of less than \$500.

The ride base is 19 inches wide and 36 inches long, with the ride body of fiberglass. The name and face of the famed frontiersman are molded in the saddle.

Sam Goldsmith, Capitol executive, said first deliveries would be made this week, with a plant production capacity of about 200 rides a month.

Milk Vending Wins Major Victory In N. J.; Westfield Ban Is Denied

Ruling Has No Binding Effect on Other Towns, But May Have 'Persuasive' Value

ELIZABETH, N. J., July 2.—The first major, clean-cut victory for the forces of milk vending was gained in New Jersey Superior Court, Union County Division, this week when Superior Court Judge Richard Hughes ruled that the municipality of Westfield does not have the right to place an outright ban on outdoor mechanical merchandisers dispensing food and beverages.

The case, which may be a classic in the hot anti-vending war being waged in the Garden State, began in September, 1954, when O. Jackson Meyer, a milk distributor operating under the name of Town and Country Dairy, attempted to place a quart milk vender outside of his place of business in Westfield.

Meyer ran afoul of a then prohibited ordinance which prohibited the placement of automatic vending machines dispensing food or beverages in outdoor locations.

Law Challenged

Meyer's attorney, Cuddie Davidson Jr., told his client to leave the vender in location and filed a complaint in lieu of prerogative writ, which, in effect, challenges the constitutionality of the ordinance.

At the pre-trial examination, all questions of fact were eliminated, so the issue was solely—does a municipality have the authority, under

New Jersey law, arbitrarily to ban machines at outdoor locations?

Westfield's contention was that the ban came under police and regulatory powers. Davidson countered that there was no basic distinction between a vender placed indoors and one placed outdoors, and there was also no basic distinction between food and beverages and other commodities.

Injunction Issued

An injunction restraining Westfield from enforcing the ordinance

was issued until the Superior Court decision was handed down.

Tuesday (28), Davidson received his answer. Judge Hughes ruled the ordinance was invalid, that it was an abuse of the municipal police power, and that the prohibition was too broad.

Because of the peculiar home rule set-up in New Jersey, the ruling has no binding effect on any other community in the State. What its persuasive effect will be (Continued on page 77)

Profits, Taxes to Key NABV Show

Continued from page 75

Round a color Sunday's schedule will be a new movie on "Sales and Merchandising"; a talk by Philip Schuring, Curtiss Candy Company, Chicago, on "New Horizons for Bar and Package Vending"; the introduction of the new officers and a farewell luncheon.

Some 13 vending firms have already contracted for display suites, with others expected to move in before convention time. Displays will be shown over the entire seventh floor of the hotel. A number of new vending machines will be exhibited for the first time, including both bulk venders and package venders.

Meetings will be held in the Willford Room on the third floor of the hotel, starting Saturday noon and continuing until 4:30 p.m. These meetings will be preceded by a closed board of directors meet Friday.

Exhibits will open Saturday from 4:30 to 11 p.m. Leaf Brands will hold a special buffet luncheon on Saturday in the Waldorf Room from 7:30 to 10:30 p.m.

Meetings will resume Sunday morning, and election of officers will begin at 10 a.m. Sunday's program will begin at 10 a.m. with a farewell luncheon at 1 p.m.

Lobell said that most of the reservations on the seventh floor for exhibitors and visitors have been booked.

Companies which have thus far signed up for display suites include Atlas Manufacturing & Sales Company, Detroit; Beech-Nut Packing Company, Canajoharie, N. J.; Curtiss-Candy Company, Chicago;

Samuel Eppy & Company, Long Island, N. Y.; Leaf Brands, Inc., Chicago; Karl Guggenheim, Inc., New York; Northwestern Corporation, Morris, Ill.; Oak Manufacturing Company, Culver City, Calif.

Oak Sales Company, Pittsburgh; Ohio Gum Supply, Wickliffe, O.; Penny King Company, Pittsburgh; Paul A. Price Company, New York; Victor Vending Corporation, Chicago.

A special ladies' program is slated, Mrs. Rolfe Lobell, chairman of the Ladies' Committee, is expecting some 80 ladies to be present for a Saturday luncheon at the Imperial House. Included with the luncheon is special entertainment, individual gifts for all the ladies and door prizes.

Registration for all visitors will be held Friday from 9 a.m. to 9 p.m. at convention headquarters on the seventh floor, Suite 719A-720A. Lobell stressed that there will be no charge for badges or registration, altho badges will be required for admission to meetings and exhibit rooms.

The complete program of activities for the convention follows:

Friday, July 15—
9 a.m. to 9 p.m. Registration in convention headquarters. Seventh (Continued on page 79)

Jim-Jak Bows Portable Coffee Vender

MINNEAPOLIS, July 2.—Jim-Jak Industries, Inc., has announced a portable coffee vending machine for use with the firm's AerVoiDs coffee containers.

The vender, compact, weighing only 16 pounds and measuring 8 by 9 by 11 inches, is simply attached to the AerVoiD container which is delivered every morning for vending of the coffee.

E. J. Wegler, president of the firm, states that beside being equipped with a National automatic coin changer, the machine can be furnished for token operation. If the portable vender is used in a plant, this token arrangement enables the plant owner to regulate coffee breaks thru distribution of the tokens.

The coffee vended is freshly brewed, no vending is necessary with the machine, sugar and cream are added by the consumer, thereby eliminating complicated mechanisms. The vender also functions with non-carbonated cold drinks. The firm is presently arranging for the machine to dispense milk as well.

The Jim-Jak Portable Coffee Serving Machine, which costs \$275 delivered, has been in the field for approximately one year, according to Wegler, and over 300 are in use today.

'55 NAMA MEET ATTENDANCE LEAPS 203.8%

CHICAGO, July 2.—Attendance at National Automatic Merchandising Association regional meetings this year broke all records.

The total meeting attendance was 1,747, opposed to 575 in 1954, a jump of 203.8 per cent.

The top regional attendance figure for 1955 was 254 at the Region X-XI-XII meeting, June 19, in Los Angeles. The same regions drew only 77 last year, which means an increase of 229.9 per cent.

Other records established: Largest number of operators—147 (Region VI); biggest per cent of increase in total attendance over 1954—505.2 per cent (Regions I-II); largest per cent of member operating companies attending—53.3 per cent (Region I).

Other 1955 regional attendance figures: Regions I-II, 351 as compared to 58 in 1954; Regions 3-A, 205 (last year 102); Region IV, 163 (last year 80); Region V, 213 (last year 80); Region VI, 248 (last year 97); and Regions VIII-IX, 313 (last year 77).

New Firm Bows Coffee Vender

CUPERTINO, Calif., July 2.—Snack Wagon, a newcomer to vending field, has announced the development of a new, fresh-brew coffee vending machine, which has a capacity of 132 six-ounce cups and is priced at \$296, f.o.b.

The vender, according to William R. Sparks, manager of the firm, brews coffee, has a dime mechanism, turns off heater and turns on "empty" sign when last cup is vended, and keeps coffee fresh for prolonged periods of time.

Snack Wagon has been operating the machine for the past six months in local industrial food catering services, and, says Sparks, "this machine can cover the small location and also make it profitable to place more than one machine in the larger location."

Mail, Salesmen Aid NAMA Drive

CHICAGO, July 2.—New applications for National Automatic Merchandising Association membership, received thru a mail campaign by regional chairmen and operator membership teams, have accounted for a fast start in NAMA's current membership drive. "Every Member Get a Member" is the theme of the drive, and all regional chairmen are working with regional committees to achieve the goal of 500 new members by September 6, close of the campaign. (Continued on page 80)

Can. Firm Bows Dime Pack Peanut Vender

TORONTO, July 2.—A machine designed to handle the largest of the Planter Peanut packages sold and carry the planter trademark is being offered for the first time by Century Products Ltd., here.

The machine carries the trademark of the Planter Company, a figure of Mr. Peanut. The Planter Company is very jealous of its trademark, but the machine was designed with its co-operation.

The unit, designed in Canada by Richard Tranter, industrial mechanical engineer for Century Products, is expected to sell for around

Report Norris To Manufacture Milk Venders

BALD KNOB, Arks., July 2.—Norris Dispensers, Inc., of Minneapolis, manufacturer of non-coin-operated milk dispensers, will open a plant here and, according to a reliable source, the firm will use it to manufacture a new coin-operated vending machine.

President F. L. Norris said the Bald Knob plant would employ about 150 persons requiring an annual pay roll of approximately \$400,000.

The new industry will occupy a building used formerly by International Shoe Company, which closed its Bald Knob operations several weeks ago.

The dispenser firm will start operations here about August 1, according to present plans.

NAMA Advises Members on Navy Contracts

CHICAGO, July 2.—The Military Liaison Committee of the National Automatic Merchandising Association is undertaking to inform NAMA members with Navy contracts of developments in the "much misunderstood" Navy bulletin of last January.

The bulletin, referring to space and utility charges on vending machines, stated there would be a monthly charge of \$2.50 on machines requiring electrical current and \$1 on other machines.

Harold Gallarneau, chairman of the committee, said the bulletin was based on a Bureau of Yards and Docks ruling, and does not apply to contracts between operators and the Navy Exchange, whose contracts provide that the operator is not required to pay rental for vending machines, nor cost of electric power.

No clarifying information has been issued by the Navy, but Navy officials have informed the committee there will be no charges if the contracts are with Navy Exchange. Where the contract is with Employees Beneficial Association (in establishments where civilians predominate), the operator already is paying rental utility charges.

Gallarneau urges all NAMA members with Navy contracts to register with the committee to be kept informed of the situation.

Pabst Names Sales Mgr. for Tap-A Can

CHICAGO, July 2.—Pabst Brewing Company has announced the appointment of R. E. Anthony as general sales manager for the firm's Tap-A Can Division. He succeeds J. A. Wood, who resigned to accept an executive position with a company in another field.

Gotham Coke Drivers Go Back to Work

NEW YORK, July 2.—A two-week strike which closed five of the nine Coca-Cola bottling plants in New York ended Tuesday (28). A company spokesman credited Dave Beck, president, and Thomas L. Hickey, vice-president of the International Brotherhood of Teamsters, AFL, with halting the teamster walkout.

The stoppage shut off deliveries of bottled coke to bottle venders, but it had no effect on deliveries to cup machines. It also spread to New Jersey, where all plants except the one in Trenton went on strike. The New Jersey plants resumed operations Wednesday (29).

The walkout began in the middle of June, when union members voted to reject a company proposal to arbitrate wages and benefits for a new contract. The last contract expired June 1.

New SodaShoppe Line Goes Into Production

NEW YORK, July 2.—Apco, Inc., this week went into production of a new Junior SodaShoppe line, with first deliveries promised by the end of the month. The line has two new models and two modifications of older models, with one older model eliminated.

New models in the Junior line are the three-drink, three-sirup tank number and the four-drink, three-sirup tank unit.

Listing for \$862, the three-drinker has an 800-cup capacity and a 1,400-drink sirup capacity. Height is 68 inches, width is 27.5 inches and depth is 18.5 inches.

The four-drink SodaShoppe Junior lists for \$895 and has the same capacities and dimensions as the three-drinker, but it vends three carbonated and one non-carbonated sirup tank.

The other two models of the new Junior line are identical to the previous models in all but three respects; 1) The illuminated embellishments have been simplified;

2) The cup capacities have been reduced from 1,000 to 800; 3) The prices have been reduced \$41 on the single-selection model and \$172 on the three-drink unit.

The new single-drink vender has two sirup tanks, a cup capacity of 800 and a sirup capacity of 1,000 drinks. List price is \$694.

\$795 List

The three-drink model, vending two carbonated and one non-carbonated drinks from two sirup tanks, has the same capacities and lists for \$795. Dimensions for all models in the new line are the same.

Melville Rapp, Apco executive vice-president, emphasized that the new models have the same components, design and cabinet as the older venders, with the only physical changes in capacities and embellishments.

The model being dropped from the Junior line is the two-drink Junior model. Chagemakers are optional at \$33.

Milk Vending Wins Victory

• Continued from page 76

is difficult to calculate, but Davidson feels it will be considerable.

"Judge Hughes' ruling," he commented, "cannot easily be ignored by other courts and municipalities in the State. It will undoubtedly be a major consideration of any municipal board considering similar ordinances."

The current situation in Westfield is that outdoor venders may be placed in any area of the town, providing the zoning laws are adhered to. There is no legislation on the books aimed specifically at outdoor venders, but it is felt that a license fee ordinance is the next order of business.

Latest New Jersey community to place an outright ban on outdoor food and beverage venders is the resort city of Seaside Heights, with final reading of an anti-vending ordinance scheduled for Wednesday (6).

In Hillside, the appeal on the prohibition of outdoor vending has been set for a September hearing, according to Ed Murach, executive secretary of the New Jersey Automatic Merchandising Association. Union and Rahway have similar bans.

Murach disclosed that Sentinel Sales, operator of milk vending machines in North Jersey, has appealed the \$100-per-machine license fee in Irvington. Norman Schiff, NJAMA counsel, will represent Sentinel.

Meanwhile, the NJAMA is planning a drive for funds, with a finance committee meeting set for next week. It is expected it will recommend a fund-raising dinner and advertising book.

Beech Reduces Tab Gum Price

CANAJOHARIE, N. Y., July 2.—Beech-Nut Packing Company has announced a price reduction on 1-cent Tab Gum, from 45 cents per box of 100 pieces to 42 cents per box.

The price will be less 2 per cent for payment within 15 days, net 30 days, freight prepaid.

The price of the 1-cent single stick and 5-cent package will remain the same, 55 cents per box of 100 sticks or 20 packages.

Continental Rolls On Corsair Unit

WESTBURY, L. I., N. Y., July 2.—The Continental Vending Machine Corporation here has completed its fourth week of produc-

tion on the Corsair 20-column cigarette vender, with weekly output geared for 200.

According to Robert S. Hirsch, Continental secretary, reports from about 300 machines on location show increases of from 18 to 26 per cent on stops previously equipped with limited selectivity venders.

Hirsch said sales had been pretty well scattered thruout the nation.

Ad No. 10 of a series
YOU'RE GOING TO SPEND A WEEK-END
 at the N.A.B.V. CONVENTION
 Hotel Hilton, Chicago, Ill.
 Fri. to Sun.—July 15 to 17, 1955
 WE'RE READY with many Jim-dandy NEW GIMMICKS. SEE EPPY FIRST.
SAMUEL EPPY & CO., INC. Jamaica, N. Y.
 FIRST & LARGEST CHARM MANUFACTURER

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
DUGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

UNEEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50	
Stoner Candy, Pre-war, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

SPECIAL!!
ROWE DIPLOMAT
 Manual Cig. Vender
 8 Cols., 340 Cap.
 VENDS AT 25¢ & 30¢
\$160.00



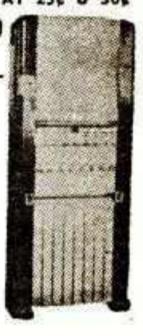
ROWE CANDY MERCHANT
 with changemaker, 7 Cols., 158 Cap.
\$165.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED
 WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed
 Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
 250 Mesterole Street • Brooklyn 6, N. Y. • HEgeman 3-6295



EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

PENNY KING COMPANY
 2538 Mission Blvd.
 Pittsburgh, Pa.



SUPER V The Ideal Capsule Vender

featuring the greatest earning power ever built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak, trimmed in chrome with glass panels. Smart, unique design with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case.

Less than 25 cases
\$71.80 per case

25 cases or more
\$67.80 per case

VICTOR VENDING CORP.
 5701-13 W. Grand Avenue Chicago 39, Ill.

NOW—You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

KEENEY'S Unseen Ingredient!

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Write FOR YOUR FREE CIRCULAR!

J. H. Keeney & CO. INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/2" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

4 SELECTOR BUTTONS

• Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4* pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

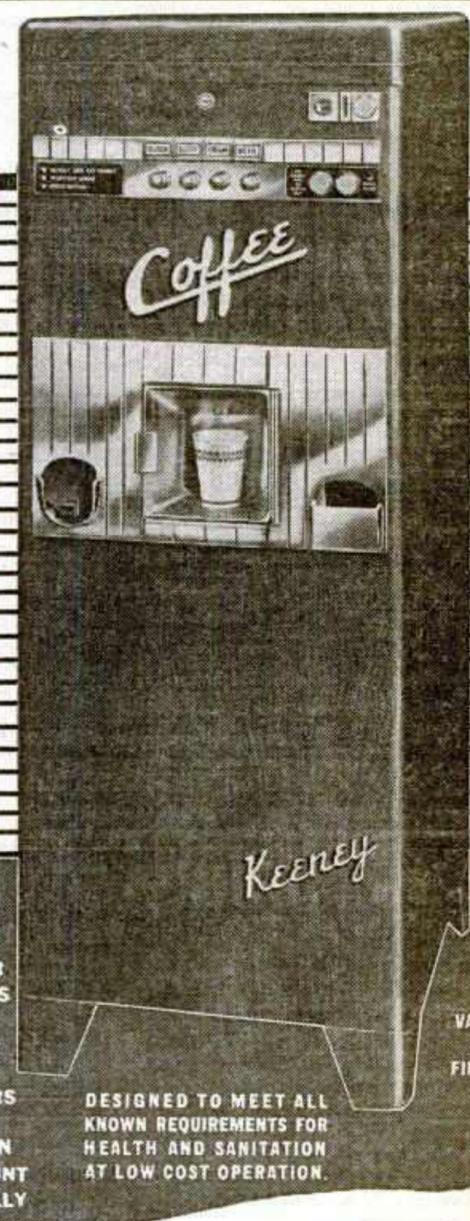
*Price pre-set at option of operator.

BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

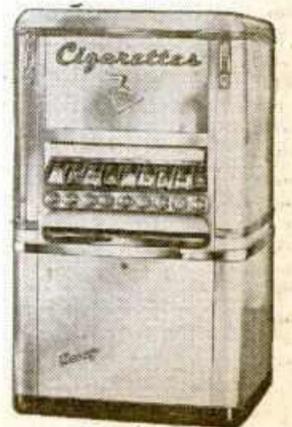
DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF FINISHES

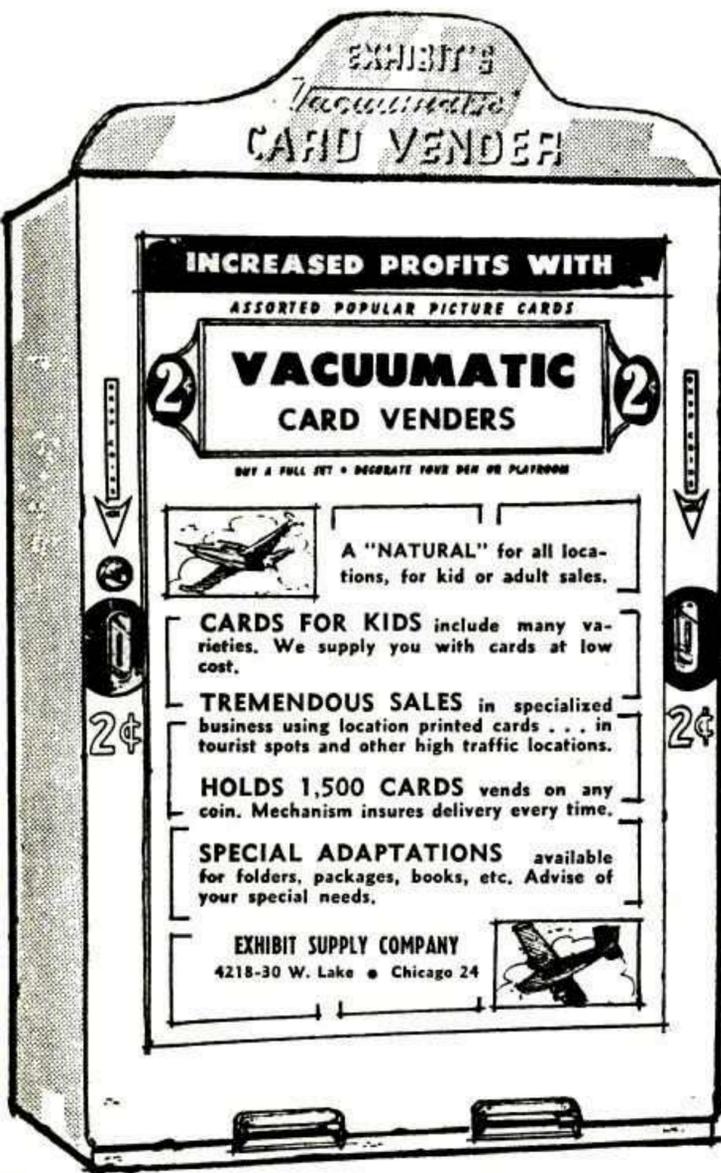


The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



**Fool-Proof! Profit-Packed!
Multi-Purpose Vender!**



**Learn Names 8
Reps to Sell
New Milk Unit**

OAK PARK, Ill., July 2.—Learn Distributors, sales outlet for the Shields' outdoor milk vender, this week announced eight sales representatives had been named to sell the automatic units in territories throught the U. S.

Paul D. Learn, head of the firm, listed the newly represented territories as New England, California, Indiana, Wisconsin, Florida, Tennessee, Pennsylvania and Georgia.

The eight men underwent a three-day sales training program conducted by Learn at his headquarters here.

The training programs are part of Learn's nation-wide sales campaign, and the main points emphasized in the programs are the selection of proper locations, and the maintenance, in theory and practice, of the Shields venders.

Training Period

Learn recruits his salesmen from all over the 48 States, pays their expenses for the three-day training period in Oak Park, and, upon satisfactory completion of the course, the men become his exclusive sales agents, working on a commission basis.

The salesmen are trained to recognize the best locations for the outdoor milk venders and Learn shows them correspondingly good locations established in the Oak Park area.

The agents call primarily on dairies, but if a location looks particularly good, they call on the shop owner, operators, or anyone connected with the prospective spot.

According to Learn, the main sales pitch consists of pointing out that milk venders sell on a 24-hour basis as opposed to much shorter operating hours by shops and dairies, and the fact that "cash"

(Continued on page 30)

NABV CONVENTION
JULY 15, 16 and 17
CONRAD HILTON HOTEL, CHICAGO

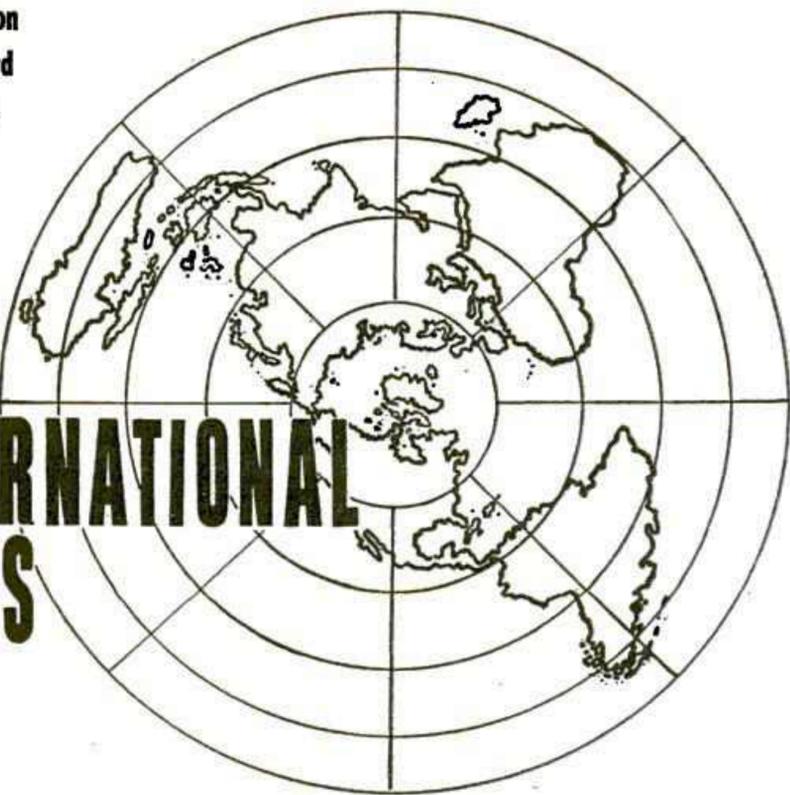
Be sure to attend the big
5TH ANNUAL CONVENTION of the

**NATIONAL ASSOCIATION
OF BULK VENDORS**

See the exhibits of newest equipment and supplies.
Meet the biggest Operators and Distributors from all America.
Attend the important sessions on best vending methods, legal matters, placement and servicing, etc.

DON'T WAIT: Write or wire for your reservation and FREE ADMISSION
**N.A.B.V., 33 No. LaSalle St.
Chicago, Illinois**

A Special Section
of The Billboard
July 30 Issue



**INTERNATIONAL
SALES**

The Billboard International Sales Edition becomes increasingly important to you as an advertising medium at this time.

WHY? 1954 proved to be a \$15,000,000 market in foreign coin machine sales and ended with a 25% increase over the previous year. The latest U. S. Department of Commerce figures show that shipments of U. S. Coin Machines to world markets hit \$3,682,659 for the first three months in 1955. This is a 17 1/2% increase over the same period last year.

IMPORTANT INFORMATION

Call or wire collect today. Learn how sales abroad help the domestic market; increase business for you two ways!

CONTACT YOUR NEAREST OFFICE TODAY

CHICAGO 1, ILLINOIS }
188 W. RANDOLPH ST. }
Central 6-8761

Jack Sloan }
Dick Ford }
Dick Wilson

NEW YORK 36, N. Y. }
1564 BROADWAY }
Plaza 7-2800

Ron Carpenter }
Martin Toohey

HOLLYWOOD 28, CALIF. }
6000 SUNSET BLVD. }
Hollywood 9-5831

ST. LOUIS 1, MO. }
390 ARCADE BLDG. }
CHestnut 1-0443

Frank Joerling

CINCINNATI 22, OHIO }
2160 PATTERSON ST. }
DUnbar 1-6450

Lou Schochet

**SO THAT YOU MAY
SELL MORE ABROAD**

The following statistics released by the U. S. Department of Commerce show actual shipments of Coin Operated Equipment during the first quarter of 1955:

	Units	Dollar Volume
Juke Boxes	7,338	\$2,901,384
Games	3,483	545,439
Venders	2,278	235,836

Top market for Juke Boxes during this quarter was Germany; for Amusement Games and Venders, Canada led.

This growing market affords an opportunity to reach your regular Billboard coin machine audience in the United States; plus having 5,300 copies of The Billboard mailed to prospective buyers of all types of Coin Operated Equipment, such as distributors, operators and other businessmen abroad.

Billboard editors will give this INTERNATIONAL SALES EDITION greater news coverage than ever before.

The July 30 issue promises to be the biggest and best INTERNATIONAL SALES EDITION ever produced.

So . . . if you've got new or used Vending Machines, Juke Boxes or Amusement Games for sale, then schedule an ad for this issue.

**ADVERTISING
DEADLINE..... JULY 21**
**ISSUE
DATED..... JULY 30**

DAVY CROCKETT IRON-ON STRIPS

also
PIN-ON BUTTONS
PICTURE RINGS

Davy Crockett iron-ons are bright colored, washable satin strips, 4" long, rolled for vending or in capsules.

Send
\$2.50

and receive
100 high quality filled capsules.



National Sales Agents for
ACORN VENDOR
parts and accessories

Contains our complete assortment or send 35¢ for regular sample kit of charms.

Penny King Company

2538 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms

Vend Group To Act on L. A. Bulk Ban

LOS ANGELES, July 2.—Alleged discriminatory actions against bulk venders were discussed at the regular monthly meeting of the Western Vending Machine Operators Tuesday night (28) at the Unique Cafe here.

The association voted to send letters to the Los Angeles City Council and the Los Angeles County Board of Supervisors to ask clarification of a ruling which bans bulk vending machines from both city and county property. An operator reported that he had been requested to move a machine from a street location. In view of the fact that newspaper racks are placed on sidewalks, the operators are seeking the clarification.

Frank Biro Jr., of Biro Vending Service, suggested that a study be made of commissions paid to locations. He declared that he felt commissions should be reduced and paid on the net rather than the gross.

Bob Leidenberger, president, conducted the meeting with W. H. Seigle, secretary, and Leo Weiner, treasurer. Weiner is also handling the association's promotion, which included the showing of a TWA film "Overseas Run" as a special feature.

National Coin Trains Navy

ST. LOUIS, July 2.—With the increased use of vending machines at Naval installations and a corresponding need for qualified men to service the equipment, National Rejectors, Inc., has instituted a service training program for Naval personnel.

As part of the program, class instruction for Navy men on the installation and servicing of National's rejectors, coin changers, and other National coin handling equipment was recently conducted at the Naval Operating Base in Norfolk by John Gr Atkins, one of National's Atlanta branch service engineers.

Engineers from six other National branch offices are scheduled to conduct similar classes in their territories.

NABV Profits, Taxes Study

Continued from page 76

floor, Suites 719A-720A. (Registration badges required for admission to meetings and exhibit rooms. No charge for badges or registration.)

10 a.m. to 1:30 p.m. Closed Board of Directors Meeting and Luncheon. Room 3, Third Floor.
2 p.m. to 11 p.m. Exhibits open.
Saturday, July 16 — Wiliford Room—Third Floor.

9 a.m. to 10 a.m. Registration for late arrivals. Wiliford Room, Third Floor.

10 a.m. to 10:30 a.m. Welcoming address: President, Warner C. Smith.

10:30 a.m. to 10:45 a.m. "The Change in Consumer Buying Habits and Its Effect on Our Business." Panel leader, Alvin Kantor, Chicago.

10:45 a.m. to 11 a.m. "Common Sense in Vending." Panel leader, Samuel Eppy, Samuel Eppy, Inc., Jamaica, N. Y.

Coin-Operated Washer Shown In Mobile Display

LONG ISLAND CITY, N. Y., July 2.—A portable showroom, built on a Chevrolet truck chassis, is currently in use by Cole Distributors Corporation here to demonstrate the Apex Wash-A-Matic coin-operated commercial model washer to operators and location owners.

The Apex Displaymobile, as the showroom is called, contains a glass demonstration model of the washer, and a "cutaway" model displaying all the operating parts.

The purpose of the Displaymobile, according to Bill Doherty, Cole's sales manager, is rather than wait for the client to come to Cole to bring the Apex washer to the client.

The Cole firm is exclusive distributor for the Apex machine, and the Displaymobile is also available for use by any operator to help in securing locations.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 239 1c Porc.	7.98
N.W. 232 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Shell	.45
Cashew Whole	.55
Cashew Butts	.45
Peanut, Jumbo	.45
Spanish	.34
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Peanut Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 500 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 250 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.47
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Beautiful Big Round DAVY CROCKETT IRON-ON EMBLEM

Brilliant Flock on satin background—vat dyed fast colors—washable—2" dia.—3 different color combinations. In capsules complete with instruction sheet.

Bag of 250 filled capsules **\$6.50** prepaid shipment
Write for free sample
Ohio Gum Supply Corp.
WICKLIFFE, OHIO

11 a.m. to 11:30 a.m. "Equipment Financing." Panel leader, A. E. Lafferty, assistant vice-president, Walter E. Heller Company, Chicago.

11:30 a.m. to 11:45 a.m. "Diversification of Equipment and Merchandise." Panel leader, Moe Mandell, New York.

11:45 a.m. to 12:30 p.m. "Current Legal Issues, Legislation and Increasing Tax Problems in the Vending Field." General counsel, Milton T. Raynor.

12:30 p.m. to 2 p.m. Adjourn for lunch.

Saturday, July 16 — Wiliford Room—Third Floor.

2 p.m. to 2:15 p.m. "Short Cuts to Repairing, Servicing, Filling and Maintaining Equipment." Panel leader, Philip Sparacino, Chicago.

2:15 p.m. to 2:30 p.m. "Auto and Truck—Methods and Economics." Panel leader, Leonard Quinn, Columbus, O.

2:30 p.m. to 2:45 p.m. "Potential of the Penny Vending Industry." Panel leader, G. R. Schreiber, editor and publisher of Vend, magazine of automatic merchandising.

2:45 p.m. to 3:15 p.m. "How Getting New Members Helps You." Panel leader, H. B. Hutchinson Jr., Atlanta.

3:15 p.m. to 3:45 p.m. "Panel Discussions." Moderator, Rolfe M. Lobell. Panel leaders, Milton T. Raynor (legal), Ira Lipschutz (insurance), Paul Crisman (distributor), Charles Kanak (distributor), Roy Becker (operator).

3:45 p.m. to 4:30 p.m. Open Discussions.

4:30 p.m. thru evening. Exhibits open.

7:30 p.m. to 10:30 p.m. "Leaf Buffet Party"—Waldorf Room—Third Floor.

Sunday, July 17—
10 a.m. to 10:30 a.m. Election of officers.

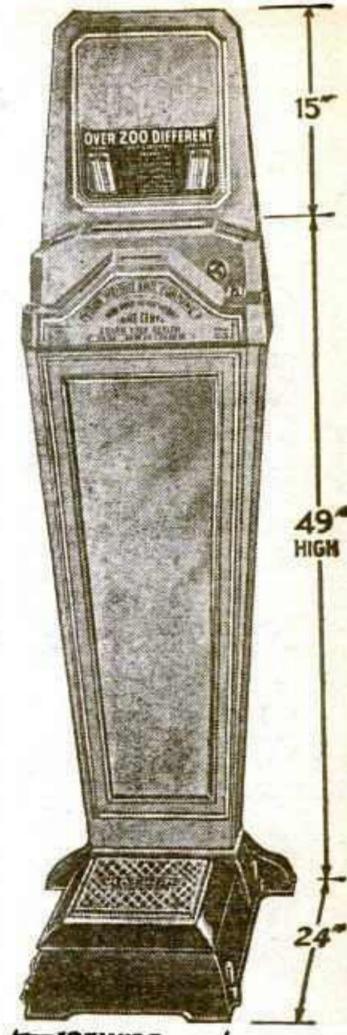
10:30 a.m. to 11 a.m. "Gum Merchandising Thru Vending Machines." Panel leader, Major Bush, Beech-Nut Packing Company, New York.

11 a.m. to 11:30 a.m. "Movie in Color on Sales and Merchandising."

11:30 a.m. to 12 a.m. "New Horizons for Bar and Package Vending." Panel leader, Philip Schnering, Curtiss Candy Company, Chicago.

12 a.m. to 1 p.m. Introduction of new officers.

1 p.m. Farewell luncheon.



WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE
NO SPRINGS
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

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- 1c & 5c mechanism slides into place—no screws!
- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.

WESTERN OFFICE:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

DAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in
The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.782

(Foreign rate, one year, \$20)

Name

Address

City..... Zone..... State.....

Occupation

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...

Northwestern

PACKAGE GUM VENDER

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

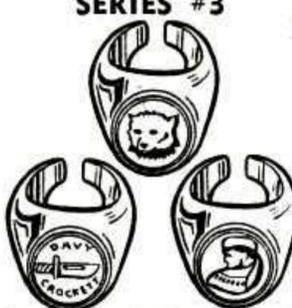
You can try it at no-risk 30-day trial basis.

Attend the
NABV Convention
July 15-17
Conrad Hilton Hotel
Chicago

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS
THE NORTHWESTERN CORPORATION
245B EAST ARMSTRONG STREET
MORRIS, ILLINOIS

DAVY CROCKETT RINGS

(U.S. T.M. Reg. Pend.)
SERIES #3



Complete assortment consists of rings pictured above, as well as other characterizations of the Davy Crockett life story.

AVAILABLE IN:
Copper inlay\$13.75 M
Nickel inlay 14.00 M
Simulated gold inlay 14.25 M

VENDS IN ALL MACHINES
DON'T WASTE A MINUTE—ORDER NOW!!
See us at NABV in Chicago

at
DAVY CROCKETT HEADQUARTERS
Suite #721, 722, 723

Mail, Salesmen

Continued from page 76

A new leaflet, "The Most Important Investment You Can Make," is being used as an aid to committee-members, when making calls on qualified non-members, to NAMA membership.

While member-operators are calling on their non-member friends, manufacturers and suppliers are releasing campaign packets, containing leaflets and membership application forms, to their sales representatives all over the country, urging them to compete for contest awards.

Campaign Awards

For 10 new members, sales representatives will receive an Elgin automatic watch; for five members, a Regency transistor radio, and for three members, a Scheaffer "Snorkel" pen and pencil set.

The Bernard W. Scheuer Me-

morial Award for 1955 awaits the region that shows the greatest percentage of increase in operator membership, and NAMA will post an honor roll of operators and sales representatives who enroll new members, at the 1955 convention November 6-9 in Chicago.

"For a bigger and better NAMA," says membership committee chairman Aaron Goldman, "with more services for each member, more effective help in local problems of taxation, public relations industry expansion and promotion . . . and for a firmer foundation for automatic merchandising on which each member can build a more sound and profitable business . . . every NAMA member owes it to himself to get behind this campaign and get at least one new member."

Learn Names

Continued from page 78

is received before the product is delivered. The product's dispensation under sanitary and refrigerated conditions also is emphasized.

Statistics Cited

As aids to selling, the men are equipped with convincing statistics: For the year 1954, three of the Shields venders placed on location by Learn (who himself operates 13 of the machines) netted a total of \$15,000, according to Learn. One of the machines sold 50,000 half-gallons of milk during the year, he said. The machines vended the milk at 40 cents a half-gallon in comparison with 38 cents in chain stores and 42 cents in independents.

Learn, who became exclusive distributor for the vender in November, 1954, is currently training salesmen, and more will continue to be trained.

The Shields Automatic Outdoor Milk Vender is manufactured by the Grand Rapids Textile & Manufacturing Company of Grand Rapids, Mich., a newcomer in the vending field. The firm also manufactures textile machinery, but is now concentrating on manufacturing the venders. The Shields ma-

5c—FIVE CENT—5c VENDING IS HERE

N.A.B.V. SPECIAL



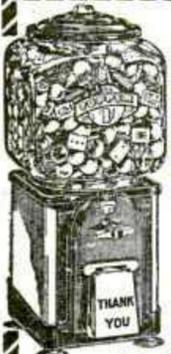
2,500 FILLED CAPSULES
With many new items
AND
FOUR 5 Star Baby Grands
ALL for only \$98.75
Deal will gross you approximately \$125.00.

\$12.50 each
SEE BITTERMAN at the N.A.B.V. Show, Conrad Hilton Hotel, Chicago, Ill., July 15 through 17.

DAVY CROCKETT CHARMS NOW IN STOCK. Complete Stock of the FAMOUS VICTOR LINE.

BERNARD K. BITTERMAN
Vending Machines and Supplies
4709 East 27th Kansas City, Mo.
Write for catalog.

paul a. **PRICE** co. inc.
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8



VICTOR'S TOPPER

16 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.

VICTOR'S FIVE STAR BABY GRAND \$12.50 each

FILLED CAPSULES Assorted Mixture \$5.00 per bag of 250.

Write for prices in gum and charms for 16 machines.

H. B. HUTCHINSON JR.
860 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

Orange-Crush Bows New Soft-Drink Dispenser

CHICAGO, July 2.—Orange-Crush Company has added the new OC-75 Twin Dispenser to its line of soft-drink dispensers.

The dispenser features two separated cooling circuits from one refrigeration unit, cooling from 75 degrees to 40 degrees in a matter of minutes, two 9-gallon bowls, 16 by 26-inch base, 29-inch over-all height, ½ h.p. hermetically sealed compressor, and a stainless steel base.

chine is available in one, two and four-selection sizes, priced at \$1,950, \$2,450 and \$4,345 respectively.

The machine functions on a patented, gravity-feed system with the cartons stacked upright in a vending position. A toothed spindle, actuated by a coin, picks up the cartons and places them in a counter-balanced wire mesh, where they are then dropped into a chute for delivery to the consumer.

SEE YOU AT THE CONVENTION N.A.B.V.

CONRAD HILTON HOTEL
Chicago, Ill.
Rooms 710A-711A

If you cannot attend, be sure to write for new price list and information on our newest charm line.

Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL 5-8393

ATTENTION, OPERATORS!

CHECK THESE SPECIAL OFFERS

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

MACHINES

Northwestern Model #49, 1c	\$12.50
Silver King, 5c or 1c	8.50
Northwestern Standard	4.95
Cadillac Jr.	4.95
Victor V, B/G Wheel	8.50
Victor V, Cabinet, B/G Wheel	9.50
Northwestern #39, 1c	7.50
Columbus B/G	4.95
Columbus, 5c	4.95
Regal, 5c	4.95
Acorn Cabinet	9.00
2 Col. Hot Nut	12.50
3 Col. Hot Nut	25.00
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, Mills	17.50
4 Col. Tab Gum, Heide	12.50
4 Comp. 1c Nut Mach. (New)	5.00
Jewel 2 Compartment, 5c	7.50
Dovai's Penny Pack	7.50

SEND IMMEDIATELY FOR OUR SUMMER SPECIAL ON MACHINES!
1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.



\$18.50

WORLD'S MOST VERSATILE VENDOR

ATLAS-MASTER Model AM-800



the Modern penny nickel Vendor

FOR TWO-WAY LOCATION PROFITS

faster emptying! nickel sales— Bigger Profits—

IF IT'S VENDED IN BULK THERE'S AN AM-800 TO VEND IT!

Attractive tubular floor stands for one, two, or three machines add extra drawing power for greater sales and less location resistance.

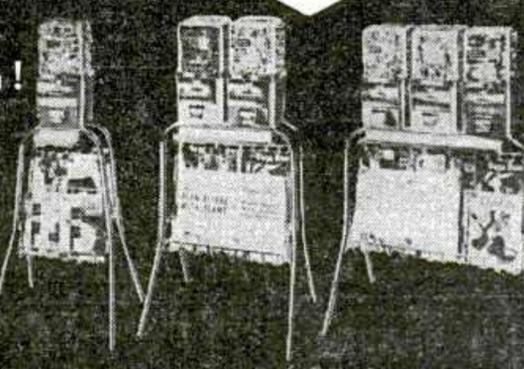
WILL VEND:
Ball Gum & Charms
Large Ball Gum
Rocket Charms
Bulk Nuts & Candies
Tab Gum
Capsules

The Vendor with ONE SLOT PENNY-NICKEL Operation!

Write today for free descriptive information on the AM-800 Vendors

ATLAS
MANUFACTURING & SALES CORP.
12220 TRISKETT RD. CLEVELAND 11, OHIO

See us at the NABV CONVENTION—Rooms 714A and 715A,
CONRAD HILTON HOTEL, CHICAGO, ILLINOIS,
Friday to Sunday—July 15 to 17, 1955



We've Got It! No Guessing!
Your Machines Will Move Again with MAGIC TRICK CHARMS



RABBIT TRICK
DAVY CROCKETT Copyright Trick Puzzle
BALL TRICK
PUFFING BUTT

FIRST SHOWING AT NABV SHOW

Breaking with new, heavy 400 series. Plastic and Vacuum Plated. Send for Price List of complete line of Charms and Capsules.

PLASTIC PROCESSES FREEPORT, N. Y.

AT BIG SAVINGS! BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	25c lb.
Chicle Ball Gum, 130 ct.	34c lb.
Chlor-o-Vend Ball Gum	40c lb.
Chlor-o-Vend Chicks, 320 ct.	40c lb.
Chicle Chicks, 320 & 520 ct.	36c lb.
Bubble Chicks, 320 & 520 ct.	27c lb.
Tab (short stick), 100 ct.	38c box
5-Stick Gum, 100 packs	\$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

In Philadelphia or Anywhere FILLED CAPSULES

Immediate Delivery
Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR

Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

GRAFF VENDING COMPANY
2817 W. Davis Street
Dallas, Texas

SEE YOU NEXT WEEK IN CHICAGO AT THE N. A. B. V. CONVENTION

HILTON HOTEL

**George Eppy
Sam Eppy
Sid Eppy**

EDITORIAL

No Pat Answer

A number of juke box operators in the New York area who had converted to dime play switched back to a nickel in some marginal stops and immediately boosted lagging takes. (See story on this page.)

This in itself is nothing alarming—or even surprising. But it does furnish food for thought.

As the story explains, most New York operators attribute the decrease in takes to seasonal and business factors (e.g., the fact that bar business is off) rather than to the dime prices, and point to the fact that unlike marginal locations, good stops have improved since conversion.

Still, it should set operators to thinking hard about what he already knows better than anyone else: that all locations are not the same and that no single action—regardless of how justified—is going to bring the same results. As one operator suggests, a dual pricing system, with 5-cent play for lunch-ettes and neighborhood locations, and dime play for transient stops and better bars and restaurants may provide at least a temporary solution.

The news serves a gentle warning to operators that all-out dime play is no panacea, no pat answer to their problem of climbing costs.

Dime play is here to stay. The operator today needs and is justified in getting a dime a play. There is no question about that.

But how it will eventually be used and how it can be adapted to best advantage for individual localities are problems yet to be solved. The experience of the New York operators who reconverted to 5 cents shows that.

Chi Ops, WAAF Select Third 'Hunch Tune'

Pick Patti Page's 'Piddily Patter' As July Choice

CHICAGO, July 2. — Chicago juke box operators and radio station WAAF will combine their record promotional powers again Tuesday (5), when they launch their third "Hunch Tune" of the month selection, Patti Page's latest Mercury recording, "Piddily Patter Patter."

The music operator—radio station tie-in was launched last May in an effort to build better public relations for the juke box industry and to keep the name of WAAF before the public via the city's juke boxes.

Carl Green, chairman of the operator-radio station committee, said that cards announcing the newest selection were mailed to all members of the Recorded Music Service Association, local operator organization, on Thursday.

Special Title Strips

Special title strips to plug the tune have also been ordered, Green said. The title strips call attention to the "Hunch Tune" selection and the WAAF radio program, "Juke Box Matinee."

Hal Fredricks, who deejays "Juke Box Matinee," also begins promoting the tune on Tuesday. As in the past, Fredricks will chat about the record and explain that the tune

(Continued on page 84)

Dime Switch Gains Speed In Pa. Area

PITTSBURGH, July 2.—At least 50 music operators in the Pittsburgh area have added their support to the dime play move.

The move to increase the price of juke box music began here less than two months ago, and altho operators expected considerable opposition the changeover has gone along smoothly.

Even collections have not taken the customary dip following early conversions. Lee Burkhardt, of Allegheny Amusement Company, said that play dropped off only slightly, but collections increased as much as 35 per cent.

Reports now indicate that conversions will be made at a more rapid clip than before.

L. A. Ops Sked Meeting Aug. 2

LOS ANGELES, July 2.—The Los Angeles Division of California Music Merchants' Association has postponed its July meeting but will resume the monthly schedule again on August 2. Ben Chemers, local representative, said.

Chemers said the reason for skipping the July meeting was that the association held its June session so late in the month.

The August session will be held in the association's local offices at 2822 West Pico Boulevard. The meeting will convene promptly at 8 p.m., Chemers added.

Dime Play Hits Snag in N. Y.; Some Ops Back to 5c in Neighborhoods

But Midtown Locations Double Grosses at 10c; Good Stops Better; Marginals Poorer

NEW YORK, July 2.—For many operators who have converted to dime play in the New York area—particularly those with luncheonette and neighborhood stops—the bloom is off the rose.

In recent months New York operators have been making a concerted drive to convert boxes from 5-cent to 10-cent play, with an estimated 40 per cent of all stops currently at the higher figure.

But in the last two weeks a goodly number of operators have switched back to a nickel policy. In all cases the reason for the switch was the same—takes on con-

verted stops were falling off drastically.

This doesn't mean that dime play is a dead issue here. In midtown bars, takes have climbed considerably since the dime conversions. In general, good stops have improved since conversions, while marginal stops have dipped below the margin.

While none of the local distributors would be quoted on the development, all but one admitted that the number of backsliders is considerable.

One operator found one quarter and three dimes in the coin box at

the end of the week on a stop that had been averaging \$15 to \$20 on nickel play. He switched back to a nickel, and the take was \$35 in the first week.

Cold War

Operators are meeting more than customer resistance tho. Some locations have grudgingly accepted dime play, then have done their best to kill it. Keeping the television set on full blast and discouraging patrons from dropping their coins in the juke box are a couple of methods neighborhood bars employ in their cold war against the dime.

A distributor checked 35 operators who have converted to dime play. Of the total, 20 have changed some stops back to a nickel in the last two weeks.

On the other side of the coin, however, the better stops—mostly in the midtown area—have more than doubled their takes since conversion, with \$40-\$50 locations reporting weekly grosses of \$100 to \$110 after conversion.

(Continued on page 84)

Evans Juke Plant Begins Move From Chicago to Mexico

Firm Skeds 3 Multi-Selection Models; Production to Begin Next February

CHICAGO, July 2.—A juke box manufacturing plant is on its way to Mexico City.

Eighteen carloads of equipment, including phonograph tools, dies, jigs, parts, heavy machinery and even a small inventory of finished machines, pulled out of the Chicago, Milwaukee, St. Paul & Pacific yards here Friday and began

pany, was purchased by Abraham Grinberg and Jose Tabachnik, of Mexico City, on March 29 for approximately \$200,000.

It was announced at that time that the equipment would be shipped to Mexico and assembled for production.

Grinberg told The Billboard this week that he expected the equipment to reach Mexico City by August 1, with production to get under way next February.

He said that the firm name would be Fonografos Automaticos Evans.

Three phonographs will be produced, according to Grinberg. A

(Continued on page 84)



ABRAHAM GRINBERG

the first leg of a trip to end two miles outside of Mexico's capital.

The equipment, which formerly represented the entire phonograph division of H. C. Evans & Com-

JUKES FINDING WELCOME IN ENGLISH PUBS

LONDON, July 2.—Juke boxes in England, like in America, are becoming a fixture in "every pub (tavern), soda fountain and clubroom," according to a recent article by a London Express writer.

The article pointed up that the bright familiar lights of the juke box were adding a bit of color and entertainment in the heretofore strictly drinking spots.

The article also revealed that the machines were not all imported and cited Bal-Ami's production as an example of home-made equipment.

"But," continued the London writer, "regardless of where the juke boxes come from, they're coming, and before it's all over, they're going to be as familiar to a Britisher's ear as an American's."

S. D. Juke Ops Green Light 10c Play Trend

PIERRE, S. D., July 2.—Dime play will soon be the order of the day thruout South Dakota.

Members of the South Dakota Phonograph Operators' Association, who met at the St. Charles Hotel here for their quarterly convention June 19-20, unanimously voted to support the national trend toward dime play.

Wide spread conversions were expected to begin this month, with operators switching to straight dime play, and three to five plays for a quarter, depending upon the territory.

The quarterly meeting was one of the largest ever held by the as-

(Continued on page 84)

Wurlitzer Co. Appoints New Ga. Distrib

NORTH TONAWANDA, N. Y., July 2.—The Rudolph Wurlitzer Company announced this week the appointment of the Peach State Music Company, Inc., Macon, Ga., as its phonograph distributor in most of Georgia and parts of Alabama and South Carolina.

Robert Bear, phonograph sales manager of Wurlitzer, said that the appointment was the result of a mutual agreement between Wurlitzer, Peach State and Crown Music Company, Inc., former distributor in that area.

Peach State headquarters are at 549 Pine Street, W. N. (Dyke) Hawes, 15-year veteran in the coin machine business, is president, and A. J. Hawkins, former operator, is vice-president.

Peach State Set-Up

Peach State was formed by Hawes and Hawkins in 1952, it was incorporated two years later.

Wesley and Bill Dean head Peach State's service department, Bill Ray is in charge of the parts department, and James Hunt, A. C. Clarke and Bennie Holt head the refinishing and shipping departments.

A branch office has been set up in Columbia, S. C., in the same offices previously used by Crown Music. Roy Ward has been named branch manager.

The Macon office will cover 109 counties in Georgia and three in Alabama. The Columbia office will handle 21 counties in Georgia and 36 in South Carolina.

W. F. (Dickie) Buford will represent the firm on the road.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

July 11—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

July 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

July 13—Retail Amusement Association of Canton, O., monthly meeting, Masillon, O.

July 15-17—National Association of Bulk Venders, annual convention, Conrad Hilton Hotel, Chicago.

July 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

August 2—Los Angeles Division, California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

THE 10 PER CENT EXCISE TAX on records, imposed since the early days of World War II, may finally be lifted if a bill introduced this week in Congress is enacted into law.

THE BILLBOARD TRIPLE CROWN AWARD this week goes to Fats Domino for his click waxing of "Ain't It a Shame." The slicing hit the No. 1 spot on all three rhythm and blues charts—Dealer, Juke Box and Disk Jockey.

A SERIES OF COLUMBIA RECORDS personnel shifts were made this week. Among them is the naming of Jack Loetz as assistant sales chief under topper Hal B. Cook.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

COINMEN YOU KNOW

Boston

Communications to: Cameron Dewar. Hancock 6-3000

Named to UJA Post. Dave Bond, of Trimount Automatic Sales Corporation, has been appointed chairman of the Businessmen's Council of the Combined United Jewish Appeal. He is making a full-time job of it and is enjoying it immensely. . . . Topic of discussion among local coinmen this week was July 4 weekends. Before Louis Blatt, of Atlas Distributors, headed for a restful time at his New Hampshire retreat he was able to do a little business with Henry Brooks of Dover, N. H.; Martin Oliver, Portland, Me.; Tony Petteruti of Providence; Jerry Belliveau, Fitchburg, and Howard Cronin of Revere.

Dick Mitchell, of Dick's Records (One Stop), took his wife to Canobie Lake, N. H., to catch the show featuring Bill Haley and his Comets. Among those looking in on Dick this week were D. J. Halle, Berlin, N. H.; Don Swanson of Lowell as well as Tony Alamo, who brought his new Victor record with him. . . . At Redd Distributors, everyone is optimistic at the start of the new fiscal year. Last year was a good one and there are high hopes that the coming one will be even better. They are looking to the Wurlitzer 1800, United's 5th Inning and Bally's Gaytime to make this a banner year. . . . Si Redd is off to Hyannis on the Cape for July 4, as is Bob Jones, sales chief. Ed Pearle is hitting the long trail for a spell in the Adirondacks.

Irwin Margold, Trimount's sales manager, has removed the Seeburg juke box from the South Station, where it had been playing for the Cerebral Palsy Campaign since May 1. Irwin reports that, together with some little collection boxes in the station, the machine took in the surprisingly large sum of \$1,500. . . . Jerry Flatto, of Boston Record Distributors, will spend July 4 in New York City doing up the big town. Some out-of-town visitors at his one stop were Bob Peno of Greenfield; Al Sharpe of Portland, Me., and Harry Walker of Newport, R. I. Jerry put on a big show this week at the West Roxbury Veterans Hospital. He had among the entertainers Charlie Applewhite, Pat Boone, Cindy Lord, Pat O'Day and the Love Notes.

Los Angeles

Communications to: Joel Friedman, Hollywood 0-5831

Sierra Wurlitzer Sales Up. At Sierra Distributing Company Wayne Copeland and Howard Freer report a steady climb in the sales volume of Wurlitzer phonographs since taking over the line several months ago. Jack Dolan, of the Sierra sales staff, continues taking field trips, just returning from Bakersfield and San Diego last week. . . . Jimmy Wilkins, Paul Laymon Company, is back from his vacation with glowing words for the "outdoor life." Jim and family spent a week of camping in Northern California. The Laymon firm is currently continuing its extensive mail campaign to acquaint operators with the new Rock-Ola.

Jack Simon, Simon Sales, is back in town for a short spell. Tho frequently on the road these days, Jack gets back to his headquarters regularly and reports his sales of equipment to foreign buyers are constantly on the rise. While the firm was not in the field at all last year, the export business, according to Simon, is currently proving to be an important facet of his business. . . . Lou Wolcher, Advance Automatic Sales president, along with sales staffer Bob Portale, returned to San Francisco after attending the NAMA show here last week.

W. H. Siegle, bulk vending operator from Bellflower, Calif., is driving to St. Louis with his wife and planning to return via TWA next week. . . . George Seedman, president of Rowe Service Company, announced the resignation of Marion W. Ball this week. Ball had been with the company for 28 years. . . . Bill Happel and Al Silberman, Badger Sales Company, attribute the heavy increase in sales of drink machines last month to the rate of construction of new locations in this area, particularly theaters.

Milwaukee

Communications to: Benn Ollman. Uptown 3-6018

Ops Face Busy Week With Game Tax Due. First week in July is the headache period for most operators hereabouts. Their supplies of aspirins get a workout as they scurry around the territory trying to keep up with switches in location ownerships. This is the week when tavern and amusement game taxes are due. Many a spot changes hands suddenly during the mid-year week resulting in a shift in operators for a high percentage of these locations.

While Bob Thompson is vacationing, the Capitol Records office supervisor, Bud Levinson, is keeping a watchful eye on sales. Up from the St. Louis Capitol Records office by way of Texas, Bud reports a nice operator traffic moving in this week for such items as "Hummingbird," by Les Paul and Mary Ford; Jackie Gleason's "The Band Played On," and "The Gold Old Summer Time." Giving all the appearances of a strong juke box favorite, says Levinson, is the new number by the Banjo Boys, "Somebody Is Nobody But Me."

Frank Bartnik, of Banaco Music, is prepping his plane this week for a projected flight over the weekend to his hunting lodge in Canada. Young Roger Bartnik, just back from his training stint with the 32d Division at Camp McCoy, is gradually taking over the reins and learning the route-running techniques from his father. Johnny Zanewski, who was Banaco's route man for more than a decade, is now working in the television repair field. . . . Joe Pelligrino, partner at P. & P. Distributors, reports excellent results so far this summer with the string of baseball games his firm has out on location. "They're doing better for us this year than they did last year," says Pelligrino.

Les Reder, L. & R. Novelty Company, informs that his experiment with 10-cent music play on a number of his locations showed only fair to middlin' results. Based on these results, he recently reverted most of his locations back to nickel play.

Despite the heat this week the regular run of disk-seeking operators turned up at Radio Doctors, according to one-stopper Stu Glassman. Out-of-towners included Mike Young, Soldiers Grove; Hi Turnmeier, Soldiers Grove; Mrs. Wilfred Sawyer, East Troy, and Tony Hirst of Sheboygan. Topping the list of operator favorites, says Stu Glassman, are "Man in the Raincoat" by Marion Marlowe on Cadence; "Seventeen" by Boyd Bennett on King, and "The Chordettes' version of "Hummingbird" on Cadence. . . . Spheris Brothers, jobbing and vending firm, took a beating from thieves here this week when one of their route trucks was looted. Missing were \$4,000 worth of cigarettes and a bag of \$700 in quarters. In their haste the crooks overlooked another 275 cartons in the truck and \$268 in the glove compartment.

Hastings Distributing Company's annual employee outing at Sam Hastings' summer cottage on Lower Lake Nemahbin, according to all reports, was a big success. Hundred per cent turnout of Hastings' workers gathered for boating, swimming, fishing and delectable barbecue sandwiches June 26. . . . Reid Whipple, Wurlitzer factory service expert, stopped in town briefly before heading up north with Leo Krenz to do some machine installation work for United, Inc. Whipple will be back in Milwaukee most of next week for service schools for operators at the United, Inc., Vliet Street headquarters.

Monroe Named AMI Distrib In Cleveland

CLEVELAND, July 2.—Monroe Coin Machine Exchange, Inc., headed by Roy L. Monroe, was appointed AMI, Inc., distributor in the Cleveland area, Jack J. Mitnick, Eastern regional representative, announced this week.

The Monroe Coin Machine Exchange is at 2423 Payne Avenue. George George is vice-president and Norman Goldstein, sales manager.

The firm's modern building is equipped with a complete parts department, large showrooms and an up-to-date service department, Perry Hackbart, service manager, in charge. Ample parking facilities and an easily accessible loading dock are located alongside of the building.

Both Monroe and George have extended an open invitation to all operators in the area.

Ala. Legislature Pigeon Holes Bill To Hike Juke Tax

MONTGOMERY, Ala., July 2.—The House Ways and Means Committee voted unanimously to postpone indefinitely a bill to increase State juke box license fees from two to five times their present amount.

Under the provisions of the bill, license fees would have been increased from \$8 annually to \$37.50 in locations where alcoholic beverages were sold, and from \$8 annually to \$15 in all other establishments.

Rep. Karl Harrison, of Shelby, sponsor of the bill, said that the increase would have produced approximately \$50,000 annually, earmarked for education.

Opponents of the bill previously warned that its passage would ultimately result in less revenue for the State as many operators would be forced to drop marginal locations which would not justify an expense of \$37.50.

San Antonio Warns Coin Licenses Due

SAN ANTONIO, July 2.—Location owners where juke boxes and other coin-operated equipment is being operated were warned this week that they had until July 7 to obtain city licenses.

A total of 15 complaints were filed in Corporation Court against owners who are operating coin equipment without licenses.

Penalty for failure to obtain a city license is \$200. The annual license fee is \$25 for juke boxes and \$15 for amusement games.

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COINMEN YOU KNOW

Washington

Communications to: Delores Newcomb. EMerson 3-7451

Music Guild Dinner-Dance Success. Evan Griffith, president of the Washington Music Guild, announced that the dinner-dance recently held at the Shoreham Hotel for members and their wives was a success. "A good time was had by all," he says. Business at Griffith's Pioneer Novelty is good. . . . Hirsh Machines is doing a quiet but steady business, says Miss Gannon, one of the staff. . . . Dick Zigler, of Canteen, is pleased that business is holding up so well. He says that the slump in candy sales has been offset by the increase in beverage sales. . . . Cool weather hurt sales for a while at Dr. Pepper-Tru Ade, says manager Norman Hayter, but things are looking better now that the hot weather is moving in.

Pittsburgh

Communications to: Leon Leffingwell. WALnut 1-0102

Bachman Named to Vending Post. Ted Bachman, formerly manager of Coca-Cola at McKeesport, Pa., has been put in charge of experimental vending in Pittsburgh for Coca-Cola. . . . Tim McCaffery, of the coin control department of Coca-Cola, reports that diversified vending is going to replace the old cafeteria type of service in plants.

Harry Dennis, manager Automatic Canteen Company, is visiting his mother, who has been ill, in Michigan. . . . George Terzis, head of Victory Vending Company, reports his canned juice operation has been leased to Norman Feltman, of Electro-Matic, in Wilkinsburg, Pa. . . . M. J. Abelson, special representative for Oak Manufacturing Company, Saturday and Sunday (25-26) attended the confirmation of the son of Herman Eisenberg, of Confection Sales, Cleveland, then continued on to Canada to visit Ottawa and Montreal.

Twin Cities

Communications to: Jack Weinberg. HYland 2896

Ops Irked by License Boost. Altho somewhat irked by the proposed increases in coin machine licenses as advanced by the St. Paul city council, operators here have indicated no concerted opposition to the plan at the public hearing slated for July 8. Most of the categories for which permit fee increases are being proposed were raised about a year ago. Archie LaBeau, president of the Ramsey County Operators Association, indicated he planned no formal or official protest at the public hearings.

Charles Webber, operator of Webber Music Company, Minneapolis, is out after a siege in the hospital, and, under doctor's orders, is taking it easy, playing golf and doing some resting. Mrs. Webber (Mary Ann) continues to keep tab on the business while he is regaining his strength. . . . M. M. (Doc) Berenson, of Harmony Music Company, Minneapolis, spent the July 4 weekend vacationing at Breezy Point Lodge near Brainerd, Minn. . . . Paul Felling, of Sauk Center, Minn., who left the coin machine business in 1952, visited distributors this week just to say "hello," but with no indication he planned to re-enter the industry. The same was true of Lester York, Mitchell, S. D., who sold out during the past year. He stopped by to visit old friends in the trade.

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, took a couple of days off this week to go fishing. His son, Archie (Bud) Jr., reported operators were giving good reception to the new line of Rock-Ola phonographs and that many orders are being taken for the units. Business in games is good at LaBeau's, too, Bud said. . . . Harold Havenor, of Eleva, Wis., was in this market shopping for phonographs. . . . Lawrence Schillinger, who recently moved from Hersey, Wis., to Knapp, Wis., bought games on his trip to the Twin Towns. . . . L. J. Savard, of Red Lake Falls, Minn., also bought games on his visit here. . . . Charlie Sersen, of St. Cloud, Minn., picked up music units.

Bert Davidson, regional sales manager for Wurlitzer, who went to Des Moines with Robert Bear, general sales manager, to visit Irving Sandler, of the Sandler Distributing Company, came on to Minneapolis alone to see how the Sandler office here was doing. Operators continue to show great interest in the Wurlitzer line, Sandler reported. . . . Ben Weis, of Pine Ridge, Minn., bought music on his visit here and reported business in his area was good. The same was true of Al Eggermount, of Marshall, Minn., here on a similar mission. Mr. and Mrs. Frank Davidson, of Spooner, Wis., concentrated on game purchases during their visit.

Morris Anseuw, operator from Minneota, Minn., and his son, Larry, were in this territory shopping. So were Mr. and Mrs. Ray Diedrich, of Stone Lake, Wis. . . . Roy Stone, of Rice Lake, Wis., came up to buy games, as did Frank Ponterio, of Worthington, Minn. . . . Andy Benna, of Ironwood, Mich., stopped in for supplies. . . . Jack Tomar, of Two Harbors, Minn., and Lawrence Sieg, of Eau Claire, Wis., bought music on their trips to the cities. . . . Harold Lieberman, of Lieberman Music Company, Minneapolis, reports AMI phonos getting good operator play these days, with Lieberman's long line of games receiving considerable attention.

Wis. Sidesteps \$25 Game Tax

MILWAUKEE, July 2.—Coin machine operators thruout Wisconsin breathed a sigh of relief this week when the State Legislature adjourned without taking definite action on the bill which would have levied a \$25 tax on each piece of amusement equipment on location.

Sturdily opposed by all segments of the coin machine industry, the bill's chances of passing looked bright at times, but it died along with a number of others in the rush of the solons to wind up their session and get home for the July 4 holiday.

Coin machine industry spokesmen feel that chances of the bill being resurrected at the next session of the lawmakers are slim. The 20 per cent boost in the State income tax surtax, which did re-

Dime 5-Ball Play on Move

CHICAGO, July 2.—Dime play on five-ball pinball games is steadily increasing, according to Alvin Gottlieb, D. Gottlieb & Company.

Gottlieb is currently shipping both regular pinball games and five-ball games operating on nickel play, and multiple-player dime play five-balls.

Gottlieb believes the majority of operators will eventually switch to dime play five-balls as a necessity to profitable operations. "With prices spiraling and cost of equipment up, dime play is needed," said Gottlieb.

ceive approval, is expected to provide enough funds for the forthcoming biennium and thereby eliminates the need for using coin machines as an additional source of revenue.



*A man sawing his own wood
can warm himself twice
... with any kind of saw.*



But, when he saws wood for a living, he needs the most modern equipment to be had to make things *hot* for his competitors. Strange, isn't it, that some men will struggle along with yesterday's saws when today's fast-cutting power equipment will put them out ahead. Naturally, there's a fresh look to these new tools that distinguishes them immediately. They don't look like old-time saws. And, oh my, how this up-to-date equipment makes the wood fly.

The AMI Model "F" Juke Box Will Help You Stack Up a PILE!

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

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GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

Blatts Make Comeback Via Atlas Distribbery

BOSTON, July 2.—Blatt brothers, partners in Atlas Distributors, AMI outlet, who for many years were in the music machine distribution business in this area, have come back after a retirement to build, within a year, a new business which ranks high in the industry.

Some years ago, the brothers ran the Seeburg outlet here, but illness forced them into retirement. Later they came back with the Wurlitzer line, but again ill health forced retirement.

While they have sold many AMI's in the metropolitan area, they have found a bonanza in a relatively untapped section thru Northern New England, chiefly in New Hampshire and Vermont. They have sold operators who service summer resort hotels, drugstores and bars in that territory.

Conversion Kits

They report they have boosted business greatly with conversion kits which change AMI models as far back as 1946 playing 78, to the newer 45's.

The kits sell for \$29.50 and give operators a new tone arm, needle and camshaft. The Blatts report a big upsurge in this type of conversion as well as an upswing in changing over of AMI's from 5 to 10-cent play. All AMI's are now coming from the factory on 10 cents and three for a quarter. Conversion kits of this type are in the same price as the others.

One of the biggest operators now converting from 5 to 10 cents is Louis Stevens, of Southbridge, Mass. He has AMI's in many locations and has met with no resistance in the changeover.

Expenses Up

Louis Blatt says the music machine distribution business has been good in his territory. He also reports it has been excellent with the operators, altho rising costs are giving operators some concern. Blatt says his expenses have in-

creased three-fold in the last 12 months.

But for a couple of men who quit the distribution business twice and came back stronger, the Blatts are happy with their latest comeback.

Dime Play Snag

Continued from page 81

A Bronx operator gave dime play a three-month trial, and stops that had averaged \$20 to \$30 a week dropped to as low as \$7. When he reconverted, the average went over \$30.

In Westchester County, where 10-cent play was pioneered in this area, about three-quarters of the machines are still on dime play. However, the operators are taking it easy on the other 25 per cent, particularly in Mount Vernon and Yonkers, which border on the Bronx.

All new boxes are still being set at 10 cents, and most operators are still willing to go along with dime play. A lot of them attribute the decrease to seasonal and business factors—bar business is way off—rather than to the increased price.

Fly in Ointment

Many operators said they would prefer to stick to the dime and jerk the machine if the location holds out for a nickel. The only catch is that as soon as the machine is pulled from the stop, another operator will come along and install a 5-cent box.

One operator suggested a possible solution—a dual pricing arrangement, with 5-cent play for lunchettes and neighborhood stops, and dime play for transient locations and better bars and restaurants.

Evans Plant

Continued from page 81

100, 50 and a 40-selection model. The 100 and the 50 will be geared exclusively for 45's, while the 40-selection will feature 78's.

Production will be set up in a new plant now being constructed, Grinberg said. He added that the work on the new plant should be far enough along by the end of this month to move in the equipment.

Full production, Grinberg declared, should be reached approximately six months following the February launching. Parts for the new phonographs and all of the old Evans models will be available around November of 1956, he said.

Grinberg, who has been in the coin machine business for nearly 15 years, said that once production was in full swing, exports would probably account for nearly 75 per cent of all sales.

He said that a distributor organization would be set up, but that no appointments would be made until the first models were off the production line.

Not all of the parts for the phonographs will be produced in Mexico, Grinberg said. Such items as coin chutes, electrical wiring, motors, etc., will have to be imported.

However, he added, the amount to be imported into Mexico will account for less than 20 per cent of the finished product.

The plant now under construction includes approximately 100,000 square feet, but Grinberg said that an addition to the plant was already being planned which would double this space.

Grinberg said that Fomografos Automaticos Evans marked the first complete juke box plant ever to be set up in Mexico.

Vital Statistics Marriages

William H. Marvin, one of the owners of the F. & M. Vending Company, Bridgeport, Conn., was married June 26 in Bridgeport to Ronnie Turman. Miss Turman is also a resident of Bridgeport.

Chi Ops Pick Third Tune

Continued from page 81

was picked by local juke box operators and a WAAF panel.

According to Green, the record will soon be featured in the No. 1 spots on some 7,000 boxes thruout the city. He said that it takes about

MUSIC DISTRIB STOGIE CHAMP

OMAHA, July 2.—Hymie Zorinsky, Rock-Ola distributor here, is becoming as well known in the tobacco industry as he is in the juke box industry.

Recently, the United States Tobacco Journal carried an article about Hymie's cigar-smoking prowess. It seems that during the past 30 years, Hymie has averaged about 10 cigars a day, which, the article calculated, brought his over-all total to approximately 109,500 cigars.

It all started, Hymie relates, with my first job, "selling stogies."

a week to 10 days for operators to equip their machines with a new number.

"Both of the previous 'Hunch Tune' selections have done very well in the Chicago area," Green said, "and we are confident that this third tune will do equally as well."

May-June Picks

"Rollin' Stone," by Eddie Fontaine, Label X, was selected as the "Hunch Tune" for May, and "Alabama Jubilee," by the Ferko Stringband, Media, was picked in June.

In addition to title strips being used on the phonographs, Green said, operators would soon be receiving streamers and posters to be used in their locations.

Title strips and other advertising, as well as the radio program, is being furnished to operators without charge by WAAF. Green said that the only operator cost involved was the price of the record. But operators would buy the tune in any event, he added.

Green said that operator co-operation was better than expected, with even non-members participating in the program.

S. D. Juke Ops

Continued from page 81

sociation, over 70 operators and their guests registering for the two-day event.

Other topics discussed during the business sessions included public relations, current copyright legislation aimed at removing the juke box exemption from the 1909 Copyright Act, local legislation and ways and means to improve service procedures.

A banquet was held on Monday, with Pierre's mayor, the State attorney general, director of taxation, secretary of the Chamber of Commerce, members of the Associated Press and the editor-publisher of The Capital Daily Journal, in attendance as special guests.

Gordon Stout, president of the association, said that thru these quarterly meetings and a well planned good will program, South Dakota operators were improving public confidence and respect of the juke box industry thruout the State.

The meeting was held to coincide with Pierre's "Diamond Jubilee Celebration." Operators attending were escorted thru the Oahe Dam and witnessed a two-mile parade depicting Pierre's 75-year history.

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.

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

ROCK-OLA

MODEL 1448

Worth More
When You Buy It
Worth More
When You Trade It

Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT OF RECORD SAVINGS!

NELSON MODERNIZATION KIT for Seeburg M100-A to 45 rpm

Cut your costs—increase your profits—by installing the Nelson Modernization Kit on your Seeburg M100-A's. 45 rpm records are cheaper last longer and give better reproduction. AND gets you into 10¢ play thru EP 45 rpm disks. You can install-it-yourself... kit complete... no special tools needed... takes only one hour. Upgrade your locations—buy good used Seeburg M100-A's and modernize with a Nelson Kit.

➤ For Complete Details Clip and Mail TODAY!

D. W. PRICE CORP.
Manufacturers
11167 W. Pico Blvd.
Los Angeles 64, Calif.

Show me how I can convert Seeburg M100-A's to 45 rpm... and pay for conversion out of record cost savings!

Name.....
Company.....
Address.....
City..... Zone... State....

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. j99

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-a113

SALESMEN WANTED—WITH COIN VENDING selling experience. Make \$1,000 weekly, new greeting card deal. Write Standard, Box 11, Hubbard, Woods, 111. j916

Help Wanted

HELP WANTED, MALE—ARCADE mechanic at New Jersey shore. Must be reliable. Coastal Amusement Co., Seaside Heights, N. J. j916

WANTED—BINGO AND SHUFFLE mechanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. sc3

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices, Coin Radio Co., 190A Duane St., New York City. j99

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices, Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. L0cst 7-1448. j930 ch

Routes for Sale

JUKE BOX AND GAME ROUTE IN MIDWEST. Established 12 years. For complete information write M-137, c/o Billboard, Cincinnati 22, Ohio.

PINS, ALLEYS AND MUSIC—GOOD equipment, established 1930; located Eastern Central Pa. Will sacrifice at Billboard price, no goodwill. Finance to responsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. j916

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL, 2952 Milwaukee Ave. Chicago 18, Ill.

CANADIAN OPERATORS—MUSIC machines thoroughly reconditioned and finished, Rock-Ola 1422, 1428, 1428, Wurlitzer 750, 1015, 1100, AMI C, D, 40, D, 80, Lyons Music Co., Skowhegan, Me. j930

CHARM MACHINES, 5¢ CAPSULE, VICTOR, Northwestern, Acorn. Excellent condition, \$5 each. Or route of 700 machines. Confection Novelty Co., 440 Porter Ave., Buffalo, N. Y.

CIGARETTE MACHINES—DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55, Rowe Imperial, 6 col. \$45; 8 col., \$50; Uneedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. Evergreen 6-4244. ch-tfn

CIGARETTE MACHINES—6, 7, 8, 9 COLUMNS, quarter operation; from \$30 up. Candy machines, U-Select-It, 75 capacity, \$45 each. Half deposit, balance c.o.d. City Vending Service, 422 E. Okmuigeec, Muskogee, Okla. np

FOR SALE—12 5¢ BELL VENDING machines, almost new, \$15 each. Write to Jacob Just, 218 19 Street, Bismarck, N. D.

FOR SALE

Chicago Coin & United Shuffles, each \$49.00
2 Exhibit Jet 5¢ Guns, each..... \$6.00
1 Exhibit Gun Patrol 5¢..... \$6.00
1 Evans 10-Strike 5¢ Play..... 49.00
1 Bally Moon Ride..... 295.00
10 Model M' 1¢ Porcelain Columbus Mach., each..... 5.00

CASH WITH ORDER
Birmingham Vending Company,
540 2d Ave., No. Phone 54-7324
Birmingham, Alabama

RCA LICENSED, 10¢ PER HOUR, MOTEL, hospital, rest homes, coin radio under pillow speaker, \$25 each. Twelve, \$240 f.o.b. Warren. H. F. Champlin, 1040 E. South St., Warren, O.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-7, 4307 W. Lawrence Av., Chicago 30

SEVERAL 25¢ KWIK-KOIN CHANGERS—Like new, \$3 each. Milner Novelty Co., La Fayette, Ind.

STANDARD METAL TYPER, LIKE NEW. Just off location, \$150. Want Panoramas & peeks. Playmart, 1111 Main St., Fort Worth, Tex.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

FRENCHBOY POPCORN WARMERS—State price, condition & quantity. Carlene Popcorn, John Groves Company, 39 Skyline Drive, Duquesne, Pa. j916

MACHINES WANTED—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$_____ Payment enclosed

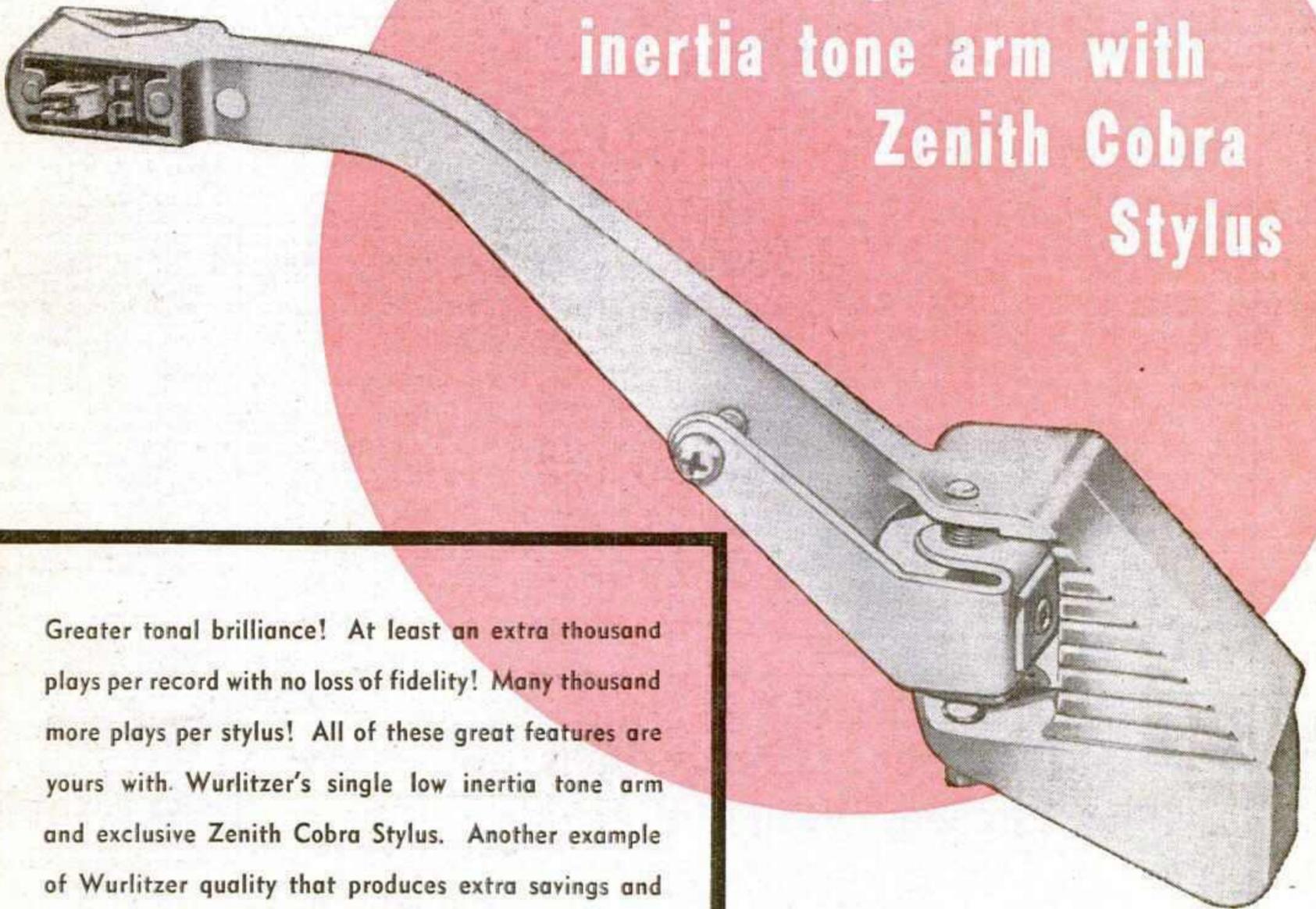
Name _____

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City _____ Zone _____ State _____

ONLY WURLITZER

Has a Single low
inertia tone arm with
Zenith Cobra
Stylus

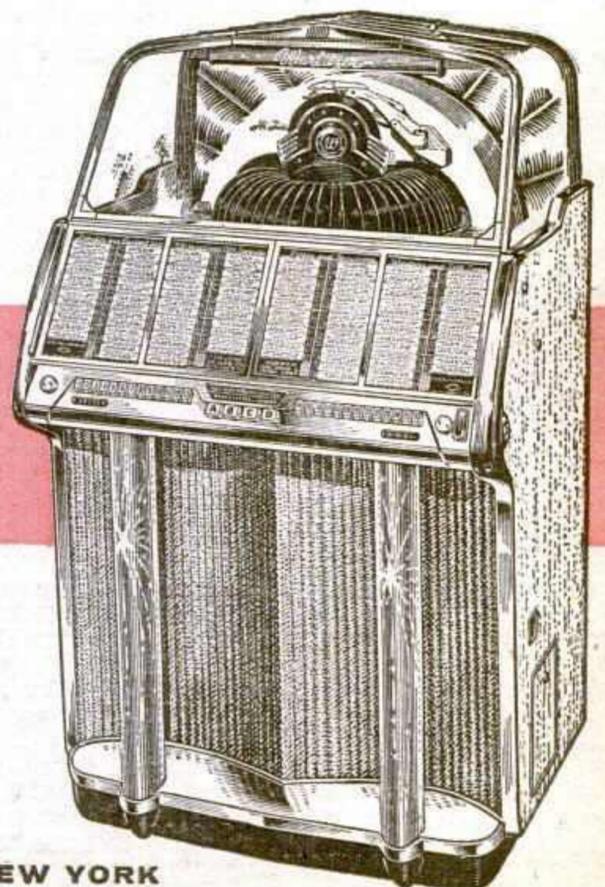


Greater tonal brilliance! At least an extra thousand plays per record with no loss of fidelity! Many thousand more plays per stylus! All of these great features are yours with Wurlitzer's single low inertia tone arm and exclusive Zenith Cobra Stylus. Another example of Wurlitzer quality that produces extra savings and added earnings.

Wurlitzer 1800

**THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS**

See it—Hear it—Buy it
at your Wurlitzer Distributor



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

Op Game Rentals Decline; Seasonal Spots Take Most

By KEN KNAUF

CHICAGO, July 2.—The practice of operators renting amusement games from distributors has declined in cities around the nation, with current rentals most active among operators in resort areas.

The rental plan can work both for and against the operator. It can save him the investment risk and financing problems necessary in purchasing new equipment; it can put the distributor in the operating business, in direct competition with the operators.

Apparently the system is not working out as well for most distributors as it has in past years, due to higher costs of equipment, necessitating high rents to make a fair return.

Seasonal Ops

Small operators, operators who are active seasonally in resort areas, and out-of-city operators, however, continue to rent games in some areas.

Chicago is one of the few cities to report any amount of success with game rentals, with a handful of distributors in this coin machine hub renting machines to operators.

Even here, rental business is small compared to sales. A number of local distributors who are renting machines to operators refrain from commenting on their operations, evidently for fear of possible repercussion on sales.

Game distributors in New York, Boston, Los Angeles, Detroit and Milwaukee report little or no rental activity, with most of that done with operators moving games into resort areas for the summer season.

Rental Plan

A rental plan put in effect by Purveyor Distributing Company, Chicago, has been a source of added profit for the firm and an advantage to operator customers.

According to Herb Perkins, Purveyor head, the rental plan enables small operators, who might not otherwise be in the business, to operate their routes on a part-time basis; it permits other operators to diversify their routes.

Purveyor rents out a weekly average of 300 to 350 machines, including shuffle games, pinballs and jukes, covering the Chicago area and down-State Illinois. From 30 to 40 operators are now utilizing the plan, according to Purveyor. The operator, according to terms, must guarantee at least 10 weeks' rental. Rates vary, ranging from \$5 a week per machine to \$15.

New York Area

There are no game rental systems reported with headquarters in the New York area. Distributors here have concluded that in order to charge enough on rentals to come out ahead, the tab would be so high that the operator might as well buy the equipment.

In the Boston area, Trimount Automatic Sales Corporation is renting some machines. George Lake, operator of an Arcade at Salisbury Beach, rents machines from Trimount for 10 weeks at \$100. The whole rental cost can be deducted from his income tax, while if he buys the machines he can deduct only 10 per cent. Lake rents because of his short operating season.

Redd Distributors, Boston, don't rent machines, but say they sell machines on a take-back guarantee. Machines are sold on \$13 a week payments, the buyer able to turn back the machine any time he wishes. A rental, if used, would cost the operator at least \$18 a week, says Redd.

Ride Rentals

Ed Ravreby, World's Fair & Associated Amusements, Brighton, Mass., has started rentals to opera-

tors this year on kiddie ride equipment because operators, faced with rising costs, haven't ready cash to buy. He rents machines on straight fee-10 weeks paid in advance. Ravreby says demand for equipment on the rental basis is high. He has enlarged his territory to Connecticut, Long Island, New Rochelle and New York, as well as expanding his New England business.

Rental operation of games is close to unknown in the Detroit area. Only one firm, Southern Automatic, is reported to be carrying on rentals in this territory, and it is reported cutting down the scope of its activity in this field.

A limited rental operation exists up-State. It was suggested by Guenther Koeppe, partner in General Coin Machine Sales and Service Company, that a rental-to-location plan has been used in some instances to provide service to a resort area in a distant location, too far to be profitably served by an operator. In such cases the machine is delivered and kept for the season, but serviced by the resort.

Used Machines

Other distributors said that a rental plan could work if there was a good market for the used machines after renovation, as in the export market, but not otherwise.

Miller-Newmark Distributing Company, largest local jobber in the field, tried rentals up-State sometime ago, but dropped them, largely because the locations were too distant to handle profitably and did not provide a profitable concentration. An adequate profit margin for the parties involved is also necessary for successful rental, Dan Evans, manager of the firm, said.

Evans cited a game grossing \$50 a week on a 50-50 split, with a

(Continued on page 88)

NEW GAMES SCORE HIT

Riverview Sees 20% Arcade Take Boost

CHICAGO, July 2.—New games and bigger park attendance have combined to boost Arcade takes at Riverview Amusement Park here, with Herb Tekip, Arcade manager, expecting a 20 per cent run-up over last year's receipts by summer's end.

The three Arcades at Riverview are actually operating with some 60 less machines than they carried last year, but 37 new machines on the scene this summer have more than made up for the equipment retired.

A factor not to be overlooked, however, is that park attendance is well up above last year thus far in the season, and is expected by park officials to better last year's mark by 25 per cent. This is sure to affect takes at the Arcades, as well as at other concessions.

Equip. Inventory

Just completing an inventory of equipment and takes at the Arcades, Tekip listed among the machines moved in this season four Mutoscope Drivemobiles, four Williams Sidewalk Engineers, five Williams Jet Fighter gun games, 18 Exhibit card venders, one Mike Munves Air Hockey game, three Williams baseball games, and a new Photomat machine.

Tekip said the Arcades are concentrating this year on new machines, having turned out the old "deadwood." This plan has sharply reduced maintenance costs and machine taxes and has made for smoother operations. Tekip said that where previously several machines at each Arcade were periodically in need of repair, customers can now be more confident that the machine they drop a coin into will operate in good order.

The recent inventory gave Tekip a good breakdown on the types of units that were bringing in high takes. Among those rated highly thus far in the season are the Drivemobiles, the .22 rifle gun units, and the coin-operated baseball games.

Tekip reported that the rifle games, most of which are in their

second year of operation, are holding up well, and even increasing their takes over last year, when they were new machines.

The baseball games, he said, all do well, although they take longer to play and don't appeal to everyone, as the rifle units do.

An interesting breakdown of coin takes thus far this season shows a 100 per cent increase in dime takes over the same period last year, while penny and nickel takes, conversely, have dropped just 30 per cent. This indicates that the new machines, combined with the best of the old equipment, have thus far out-grossed the larger number of machines on location last year. It further indicates that patrons are not hesitant about paying a dime for coin-machine entertainment.

Among the most popular coin takers at the Arcades are the card venders. These machines, dispensing to the kiddies pictures of jet planes, sport cars, baseball players, and other features, handle some 2½ million cards per season. An order just went out from Riverview for 10,000 Exhibit Supply cards featuring pictures of Davy Crockett. Some 300,000 "license bureau" cards, very popular with the kiddies, have also been purchased. Augmenting the cards, more than 5,000 decal stickers have been sold thru these machines already this season, and more have been ordered.

New Arcade Mchs.

Tekip said the Arcades are having little mechanical trouble with the new machines, the rifle games and baseball units particularly holding up well. For the rifle games, the Arcades keep on

(Continued on page 87)

FLYING BASEBALLS

New Genco Game—Balls Pitched, Hit in Mid-Air

CHICAGO, July 2.—Champion Baseball, a new coin-operated baseball game featuring ping-pong size balls that are pitched and hit in the air, was shipped to distributors this week by Genco Manufacturing & Sales Company.

One or two players can play the game at one time, each taking turns batting in three innings, and continuing to bat until three outs are made.

The player presses one button to "pitch the ball" and another button to hit the ball, aiming at home run tiers towering above the playfield. All types of hits—fly balls, grounders and foul balls—are possible.

Solid plastic balls slide out of an elevated metal chute above a seven-inch baseball bat when the player presses the "pitch" button. As the ball drops, the player "swings the bat" by pressing the "hit" button.

A well-timed hit will knock the ball up into the home-run tiers. A ball not hit solidly will fly into the playfield like a line-drive, rolling into single, double, triple or out holes.

A plastic pitcher and six plastic fielders add realism to the playfield.

Each player deposits a dime to play the game; the average playing time is 1½ minutes for a three-inning game. The game is adjustable to one or two innings if the operator so desires.

If the ball is hit "over the fence," above the tiers at the back of the playfield, a variable value worth from 10 to 50 extra runs is scored. Various home run tiers award 3, 5 or 10 runs each. Lights advance along the bases to indicate regular

hits, and score runs as hits are made.

In the center of the "over the fence" section, there is a pennant hole which is adjustable and gives the player 100 extra bonus runs for landing a ball there. Pennants light up as these scores are made, and an adjustable pennant hold-over feature will keep these pennants lighted from game to game. Other play features include an adjustable replay system and a match play system to give a free game if the operator desires.

Approximately one foot longer than the average baseball game on the market, the game is average width. Playfield depth is 6 feet, and the game is 79 inches high.

DAVY CROCKETT PENNY CARDS! WHAT NEXT?

CHICAGO, July 2.—A special series of penny cards featuring pictures of Davy Crockett is in the works at Exhibit Supply.

Designed to be dispensed for pennies from coin-operated venders, the cards are due to be shipped July 15.

Chet Gore, of the Exhibit card vender division, said the new card series was an answer to the demand for Davy Crockett pictures at amusement parks and other vender locations.

Detroit Area Slow to Add Conversions

DETROIT, July 2.—The Motor City is currently the paradox of the game conversion field—such conversions are almost unknown at locations here, while the town is a focal point of the manufacturing side of the conversion business.

(The trend to converting used shuffle bowling games to games with up-to-date play features is increasing in Chicago, Los Angeles and spreading to new areas around the country, The Billboard, July 2.)

The fact that only a few types of games are sanctioned for location in Detroit renders the city a poor place for conversions.

Up-State Picture

Up-State there is a limited use of conversions indicated, but few.

(Continued on page 88)

New Binks Game Due

CHICAGO, July 2.—Binks Industries expects to go into production on a new coin-operated amusement game within two weeks, Mel Binks, president, announced this week.

Still in the development stage, the new unit is to be something different in the regular location type coin game, according to Binks.

Ernest Rezeau New Genco Sales Manager

CHICAGO, July 2.—Ernest Rezeau has been named sales manager for Genco Manufacturing & Sales Company, Ralph Sheffield, director of sales, announced this week.

Rezeau had been assistant sales manager for the J. P. Seeburg Corporation, Chicago, for the past few years.

The new Genco sales manager started in the coin machine business in 1933. With Mills Novelty



ERNEST REZEAU

for eight and a half years, Rezeau started as an office boy, working up to assistant sales manager in the refrigeration division. Later Rezeau began work for Seeburg, starting in the engineering department and spending the past few years as assistant sales manager for the juke box manufacturer.

Rezeau has a college and engineering background, along with extensive sales experience.

His immediate duties will find him traveling thruout the country.

United Names Ala., Ga., Tenn. Area Distribs

CHICAGO, July 2.—United Manufacturing Company announced this week appointments of distributors for Alabama, Georgia and Eastern Tennessee.

C. O. Moon, Variety Distributing Company, Atlanta, has been



C. O. MOON

named distributor for the State of Georgia. He has been in the coin machine business since 1932, and established Variety Distributing in 1945. Moon says the firm is ready to make deliveries thruout the State.

Harry and Max Hurwich, Birmingham Vending Company, Birmingham, have been appointed distributors for Alabama.

Kenneth Brake, Rock City Amusement, Nashville, is the newly appointed United distributor for Nashville and Eastern Tennessee.

All of the new distributors will handle the complete line of United products.

20th ANNIVERSARY SALE!

Gay Time	Write	Reconditioned Wurlitzers
Gayety	\$525.00	1400 \$325.00
Big Time	499.50	1600 375.00
Variety	425.00	1650 395.00
Surf Club	250.00	1500 295.00
Hi-Fi	235.00	1500 A 375.00
Palm Springs	225.00	1550 A 395.00
Ice Frolics	225.00	1700 595.00
Dude Ranch	235.00	
Yacht Club	110.00	
Beach Club	175.00	
Beauty	149.50	
Frolics	134.50	
Palm Beach	85.00	Wurlitzer Wall Boxes
Atlantic City	74.50	104 Selection (5204)..... \$49.50
Bright Spot	69.50	48 Selection (4851)..... 29.50
Spot Lite	49.50	48 Selection (3048)..... 15.00
Bright Lights	49.50	248 Steppers 34.50

Terms: 1/5 Deposit, Balance Sight Draft or C.O.D.

SOUTHERN AMUSEMENT CO.

628 MADISON

MEMPHIS, TENN.

Phone 5-3609 or LD524

Price Index

Continued from page 74

SHUFFLE GAMES

	HIGH	LOW	Times
Speedie (United)			
(8/54)	395.00	335.00	4
Special Bowler, 10th			
Frame (Chicago			
Coin) (12/52).....	100.00	100.00	4
Star, 6 player			
(United) (7/52)...	89.00	85.00	6
Star 10 Frame, 6			
player (United)...	99.00	95.00	9
Starlite Bowler (Chi-			
cago Coin) (5/54)	315.00	219.50	11
Super Frame Bow-			
(Chicago Coin)			
(3/54)	315.00	300.00	8
Super Match Bowler			
(Chicago Coin)			
(10/52)	100.00	95.00	7
Super Six Shuffle			
Alley (United)			
(3/52)	95.00	60.00	12
Targette (United)			
Deluxe (8/54) ...	375.00	375.00	4
Targette (United)...	395.00	375.00	2
Team Bowler Deluxe			
(United) (1/54)...	295.00	295.00	1
Team Bowler			
(United) (1/54)...	295.00	250.00	8
Tenth Frame Bowler			
(Chicago Coin)			
(3/53)	75.00	75.00	5
Top Hat, 6 player...	85.00	85.00	1
Triple Score Bowler,			
10th Frame			
(Chicago Coin)...	150.00	145.00	5
Triple Score Bowler			
(Chi Coin) (6/53)...	150.00	135.00	6
Thunderbolt (Chicago			
Coin).....	435.00	435.00	2
Victory Bowler			
(Bally) (5/54)...	275.00	275.00	1

VENDING MACHINES

Ac-n Cabinet.....	\$ 9.00	\$ 9.00	1
Advance D 1c BG..	6.45	6.45	4
Advance No. 11			
Mide.....	5.95	5.95	4
Andico Coffee.....	450.00	450.00	1
Bert Mills.....	450.00	450.00	1
Columbus Ball Gum.	4.95	4.95	1
Columbus Sc.....	6.95	6.95	1
Cadillac Jr., Sc.....	6.95	6.95	1
Columbus 1c Bulk..	6.50	6.50	4
DuVal's Penny Pack.	7.50	7.50	1
DuGrenier Tab Gum			
(4 col.).....	17.50	17.50	1
DuGrenier Tab Gum			
(6 col.).....	17.50	17.50	1
DuGrenier Model W			
(9 col.).....	95.00	95.00	4
Electro (8 col.)...	125.00	125.00	4
Exhibit Post Card..	15.00	15.00	4

(Continued on page 90)

BINGO GAMES

BALLY

VARIETY	\$425
ICE FROLICS	245
PALM SPRINGS	255
BEACH CLUB	195
BEAUTY	175
PALM BEACH	\$115
ATLANTIC CITY	115
FROLIC	140
GAYETY	495
HI FI	255

UNITED

NEVADA	\$265
HAWAII	225
RIO	175
CABANA	125
STARS	75
LEADER	60

NEW GAMES

Bally GAYTIME
 United TRIPLE PLAY
 United DeL. 5TH INNING
 Chi Coin HOLLYWOOD
 Gott. SOUTHERN BELLE
 Wms. KING OF SWAT
 Wms. SIDEWALK ENGINEER

UNITED SHUFFLE GAMES

LIGHTNING	\$445
DeL. MERCURY	375
DeL. 11TH FRAME	355
BANNER	325
DeL. COMET	375
TARGETTE	375
ACE	310
TEAM	260
LEADER	245
IMPERIAL	215
CLASSIC	135
CLOVER	115

PHONOGRAPHS

WURLITZER 1015	\$ 95
WURLITZER 1500	365
WURLITZER 1550	395
SEEBURG M100B	495
SEEBURG M100C	625

GUNS

United DeL. BONUS GUN	\$395
United DeL. CARNIVAL	345
Genco RIFLE GALLERY	255
Exhibit GUN PATROL	95

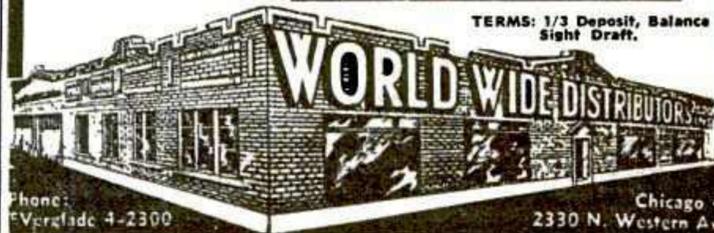
PIN GAMES

GYPSEY QUEEN	\$255
TWIN BILL	245
DIAMOND LILL	235
STAGECOACH	215
LADY LUCK	195
GOLD STAR	195

MISCELLANEOUS

Chicago Coin CRISS CROSS BOWLER	\$275
Genco MATCH POOL	175
Wms. RACE THE CLOCK	275
Wms. ALL STAR BASEBALL	255

TERMS: 1/3 Deposit, Balance Sight Draft.



TRIMOUNT

AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBUG M100A, B, BL
 WURLITZER 1015, 1100, 1250, 1400, 1500
 AM1 MODEL B, C, D
 ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436
 COMPLETE SELECTION OF 5 BALL PIN GAMES,
 BINGO GAMES AND ONE BALLS.
 ALL TYPES OF ARCADE EQUIPMENT.

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New England's Largest Parts Department — let us take care of your requirements.



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 BOSTON 18, MASS.
 Tel. Liberty 2-9480



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You'll Want To See
WURLITZER'S
 New Design for '55
THE 1800

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey and S. E. Pennsylvania.

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Complete with colorful new backlasses! Write, phone TODAY!

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Monarch Coin Machine, Inc.

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Wall Mod. Scoring Unit	65
Williams BIG LEAGUE BASEBALL	225
ATLANTIC CITY	90
BRIGHT SPOT	95
ZINGO	65
SPOTLITE	65
PALM BEACH	110
FROLIC	145
VARIETY	450

Write for Latest List
 Lincoln 9-3996-7-8
 2257-59 N. Lincoln, Chicago 14, Ill.

Sam Solomon's Buys!

5

Genco's

RIFLE GALLERYS

(Very Clean)

\$225.00

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Good Pay and Good Working Conditions

No Drifters

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Box 809

Chicago, Illinois

Popular SUPER STRIKES and SPEED CONTROL

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Gold Medal WITH MATCH-PLAY

Blue Ribbon WITHOUT MATCH-PLAY

New Bally bowlers combine greatest bowler features with new BONUScore play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get

Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE

feature... plus popular SPEED-CONTROL

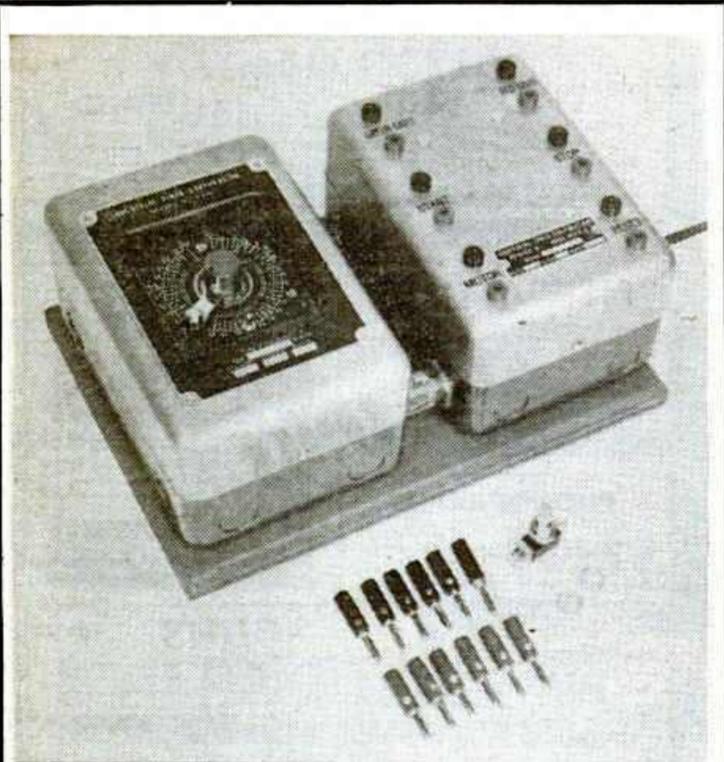
and other famous Bally-Bowler features... and

the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at

"right on-the-nose" BONUScore

speed-control. Order from your

Bally Distributor today.



New STOP & GO TIMER CONTROL

For all motorized games. No relays or other parts needed. Supplied with pin-jack plug in for quick hook-up into any system. Ready to operate when connected to 110 Volt ac. Size: 5"x8"x12" in baked enamel, dust and moisture proof case. Model J764 available in Time Cycle 0-30" \$85.00 and 0-60". Complete..... **\$85.00**

Send your order or write for catalog to

INDUSTRIAL TIMER CORPORATION

131 OGDEN STREET

NEWARK, NEW JERSEY

Price Index

Continued from page 89

	HIGH	LOW	Times Adv'd
Heider Tab Gum (4 col.).....	12.50	12.50	1
Hot Coffee.....	450.00	450.00	1
Hot Nut (2 col.)....	12.50	12.50	1
Hot Nut (3 col.)....	27.00	25.00	1
Jewel Vends, 5c....	7.50	7.50	1
Keeney Electric (9 col.).....	135.00	135.00	3
Master 1c & 5c Bulk	6.95	6.95	4
Master 1c Bulk....	6.50	6.50	4
Master 5c Bulk....	6.50	6.50	4
Mills Candy (5 col.)	55.00	55.00	3
Mills Single Drink..	150.00	150.00	1
Mills Tab Gum (6 col.).....	17.50	17.50	1
National Candy (6 col.).....	65.00	65.00	3
National 918.....	115.00	70.00	5
National 930.....	95.00	95.00	4
National 950.....	110.00	110.00	4
Northwestern 39, 1c.	7.95	7.95	5
Northwestern 33, Ball Gum.....	6.50	6.50	4
Northwestern Deluxe 1c & 5c.....	12.00	12.00	1
Northwestern 49, 1c.	12.50	12.50	1
Northwestern Standard.....	6.95	6.95	1
PX (10 col.).....	115.00	115.00	4
PX Electric.....	85.00	85.00	2
Regal 5c.....	6.95	6.95	1
Rowe Candy (5 col.)..	55.00	55.00	3
Rowe Candy (8 col.)..	60.00	60.00	2
Rowe Candy Merchant (7 col.)..	165.00	165.00	4
Rowe Crusader (8 col.).....	150.00	150.00	3
Rowe Crusader (10 col.).....	160.00	160.00	4
Rowe Diplomat Electric (8 col.)..	150.00	150.00	4
Rowe Imperial (8 col.).....	90.00	90.00	4
Rowe Imperial (6 col.).....	85.00	85.00	4
Rowe President (8 col.).....	135.00	135.00	4
Silver King, 1c.....	8.50	8.50	1
Silver King, 1c Ball Gum.....	7.45	7.45	4
Silver King, 1c Mide.....	7.45	7.45	4
Silver King, 5c.....	8.50	7.45	5
Smokeshop.....	125.00	125.00	1
Stoner Candy (6 col.).....	135.00	135.00	3
Stoner (6 col.) (Univender) (Postwar).....	90.00	90.00	2
Stoner (8 col.) (Univender) (Prewar).....	99.00	99.00	2

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Now delivering the following sensational money makers...
Bally GAY TIME Bingo
Bally HOT ROD Kiddie Ride
Bally BULL'S-EYE Gun
Bally PALOMINO Horse
We stock at all times a great number of reconditioned Bally Bingo Machines and Shuffle Alleys.
Write or Cable for Special Prices

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1423 SPRING GARDEN STREET

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Rittenhouse 6-7712

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PUT NEW LIFE INTO YOUR OLD SHUFFLE ALLEYS SPARKLER CONVERSIONS for Classics, Olympics, Clovers and Cascades. FLASHER CONVERSIONS for Leader, Chief, Royal and Imperial.

4 Drum Synchro-Flash Scoring, New Attractive Back Glass

Two 22-ft. Rock-Ola Shuffleboards... refinished playfields and cabinet. New pucks, crated. Each \$179.50
10 sets (2) used fluor. Shufflebd. lights, refinished, new bulbs. Per Set \$12.50
Shufflebd. Adjusters. Set \$12.00
Polished Chrome Pucks. Set of Eight \$10.00
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NEW ELECTRIC SCOREBOARDS

SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. \$139.50
WALL MODELS, same type scoring as above.. 95.00

USED OVERHEAD SCOREBOARDS

1 Monarch 15-21 & Frames \$ 75.00
1 Genco 15-21 & Frames 85.00
4 Rock-Ola 15-21 & Frames ea. 75.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

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2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

WURLITZER 1015 \$ 95
ROCK-OLA 1436 FIREBALL (120) 45 RPM..... 345
A. M. I. MODEL "C"..... 195

RECONDITIONED—REFINISHED LIKE NEW!

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Bally KIDDIE-RIDES Earn More Money for Operators!

3 GREAT RIDES
PROVIDE
TRIPLE APPEAL

HOT-ROD
COIN-OPERATED AUTO-RIDE

RIDE
THE **CHAMPION**
10¢

BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

ORDER FROM YOUR
BALLY DISTRIBUTOR
TODAY!

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BALLY DISTRIBUTOR
TODAY!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS		ARCADE	
MATCH BOWLER	\$ 65.00	WRITE SIDEWALK ENGINEER	WRITE
10TH FRAME	75.00	MUTOSCOPE K.O. FIGHTER	WRITE
SUPER MATCH	95.00	SILVER GLOVES	\$185.00
NAME BOWLER	100.00	SEEBURG BEAR GUN	275.00
10TH FRAME SPECIAL	100.00	SEEBURG COON HUNT (Used)	275.00
DOUBLE SCORE BOWLER	110.00	GOALIE	95.00
TRIPLE SCORE BOWLER	150.00	C.C. PISTOL	90.00
ADVANCE BOWLER	195.00	GENCO 2 PLAYER BASKETBALL	(New) 325.00
SUPER FRAME	300.00	QUIZZER WITH FILM	90.00
UNITED BOWLERS		BALLY BIG INNING	125.00
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CASCADE	100.00	DALE GUN	50.00
OLYMPIC	125.00	GENCO PHOTOM (With Peeks)	325.00
ROYAL	195.00	TELEQUIZ	150.00
REF	250.00	WILCOX-GAY RECORDIO	WRITE
BINGOS		MUTOSCOPE VOICE-O-GRAPH	395.00
4RID	\$ 75.00	ASTRO SCOPE	125.00
BRIGHT	95.00	EXHIBIT SHOOTING GALLERY	265.00
SPOT LITE	75.00	EXHIBIT STAR GUN	315.00
A.B.C.	50.00	EXHIBIT SIX SHOOTER	125.00
SINGAPORE	350.00	EXHIBIT GUN PATROL	150.00
RIDES		UNITED CARNIVAL GUN	375.00
CHICAGO COIN SUPER JET	\$395.00	UNITED JUNGLE GUN	360.00
BIG BRONCO	400.00	GENCO RIFLE GALLERY	325.00
BERT LANE MUSICAL MERRY-GO-ROUND (Two Ride—Fiber-glass Horses—Like New)	395.00	MILL HOCKEY (New)	150.00
LITTLE WHIP (New)	Write	GENCO SKY FIGHTER	150.00
CHICAGO COIN ROUND THE WORLD TRAINER (New)	Write	MIDGET MOVIES	125.00
GUNS		MUTOSCOPE DRIVE YOURSELF MOBILE (Like New)	WRITE
GENCO SKY ROCKET (New)	Write	SHOE SHINE	75.00
GENCO WILD WEST (New)	Write	HAY BURNERS	75.00
GENCO BIG TOP	\$425.00	ABT CHALLENGERS	20.00
GENCO RIFLE GALLERY	325.00	DUCK HUNTERS	20.00
UNITED CARNIVAL GUN	300.00	KICKERS & CATCHERS	35.00
We Have a Complete Line of Arcade Equipment. 1/3 Deposit With Order.		SHIPMAN ART SHOW	39.50
		AIR HOCKEY (New) 12-WAY	465.00
		MERCURY ATHLETIC SCALE	69.00
		AUTO PHOTO	WRITE
		STANDARD METAL TYPER (Factory Rebuilt)	WRITE

Price Index

	HIGH	LOW	Times Adv't'd
Stoner (8 col.) (Univender) (Pastwar)	165.00	165.00	2
Stoner Pastry & Sandwich	175.00	175.00	2
Super Vends (3 set)	225.00	225.00	1
Unedea Model A	92.50	85.00	4
Unedea Candy (6 col.)	65.00	65.00	3
Unedea Model E (6 col.)	75.00	45.00	6
Unedea Model E (8 col.)	92.50	80.00	4
Unedea Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	1
Victor Model V, B/G Wheel	8.50	8.50	1

Conditional Plans
Continued from page 75

On pin games, the credit requirements are considerably tighter—about a third down and six months to pay. Bushnell explained that the introduction of new games and the vagaries of municipal legislation limit credit of games. Terms are relaxed somewhat on shuffle alleys—up to 12 months—and on Arcade pieces—up to 18 months. Bushnell feels that distributors are wise if they assign their accounts to more than one finance house so they won't have all their eggs in one basket.

SHAFFER'S RED HOT SPECIALS
Every Phonograph Fully Reconditioned—A Quality Buy!

WURLITZER
1650.....\$369.50
1500.....339.50
1250.....179.50
1100.....109.50
1015.....59.50

ROCK-OLA
1438.....\$549.50

AMI
E"120".....\$549.50
MODEL "C".....179.50
MODEL "A".....99.50

SEEBURG
HM100-A HIDEAWAY.....\$249.50
148ML, BLONDE.....109.50

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In the Coin Machine Business Over 25 Years

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Monroe COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. 5Uperior 1-4660)

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Williams KING OF SWAT

HOME RUNS ACTUALLY GO OVER THE FENCE!

IT'S HERE!

REPLAY or NOVELTY
SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is really pitched!

PLAYERS RUN BASES

Only AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT

HITTING a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay... carry-overs from game to game... liting arrows under T scores 5 replays... then all arrows are reset.

"SAFE"—the Umpire calls 'em when the runner crosses home plate.

Previous HIGH SCORE stays on... Beat previous High Score for replays!
REPLAYS FOR SCORE...
"NUMBER-MATCH" scores REPLAY!

Order Your Williams "KING OF SWAT" BASEBALL GAME TODAY!

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin Coin Chutes:
10c —
3 for 25c

SEE YOUR DISTRIBUTOR FOR: King of Swat—Race the Clock—Sidewalk Engineer!

NOW! 2 Can Play!

with GENCO'S

NEW, EXCITING GAME

CHAMPION BASEBALL

for 1 or 2 Players

SCREAMING LINE DRIVES! HITS A-PLENTY!
THRILLING "LIVE" ACTION!

**THE ONLY BASEBALL GAME
WHERE PLAYERS ACTUALLY
HIT HIGH FLY BALLS!**

**KING-SIZE
WHITE PLASTIC
BALLS**

Realistic
wooden
bat!

Ball soars through the air
for approximately 5 feet

NO RAMPS

**OVER-THE-FENCE
WALLOP SCORES
UP TO 50 RUNS!**

Keeps game "alive"
until last man
is out!

**SPECIAL
CARRY-OVER
FEATURE
(OPTIONAL)**

Plus 100 runs for
hitting ball into
press box!

**LIFELIKE
3-DIMENSIONAL
PLAYERS**

on realistic
playfield

**MATCH PLAY WITH OP-
TIONAL SINGLE RE-PLAY OR
ADJUSTABLE TO MULTIPLE
RE-PLAYS ON HIGH SCORE.**

**GET
"ON THE BALL"
SEE IT AT YOUR
DISTRIBUTOR
TODAY!**



80" LONG ...
25" WIDE ...
78" HIGH ...
Lightweight and
Portable ...
Easy Servicing

- Glassed-in sides and top for full view ... attracts players
- Game adjustable for 3, 2 or 1 innings. Average playing time for 3 innings ... 1 1/2 minutes.

GENCO

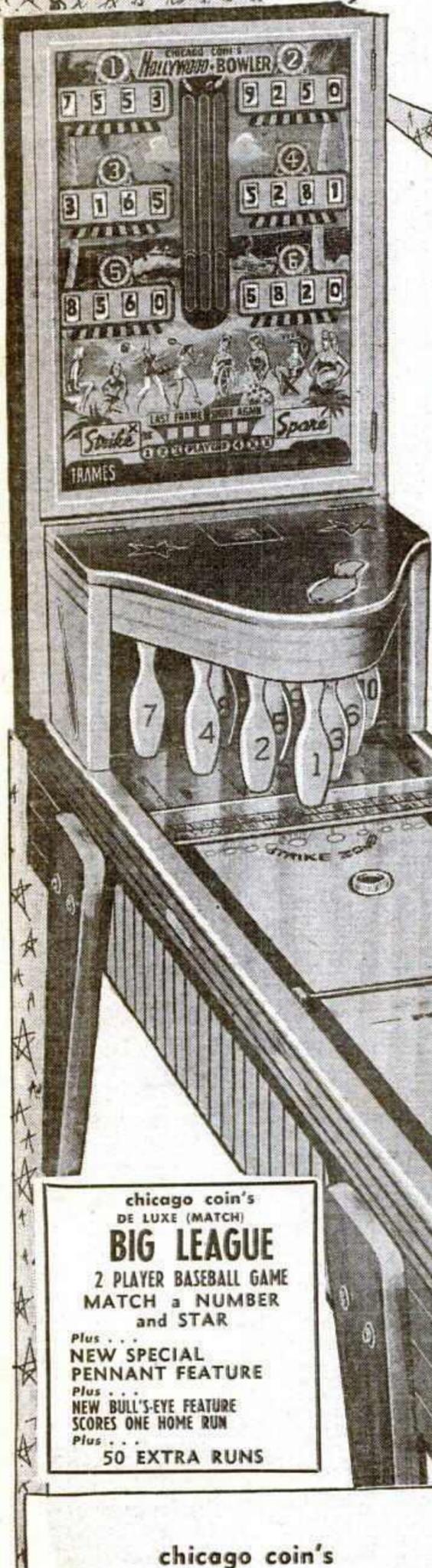
MFG. & SALES CO.

2621 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS

**ACTION!...
SUSPENSE!...
THRILLS!...**

chicago coin's

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NEW Flashing
"HOLLYWOOD BEAUTIES"

Animate Back Glass
To Indicate Additional
Scoring Points!



NEW
Larger Than Ever
GIANT SIZE
Scoring Features!

NEW
Additional
Multiple Score
Adjustment Features!

Plus... Original
Flash-O-Matic
Scoring!

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DE LUXE (MATCH)
BIG LEAGUE
2 PLAYER BASEBALL GAME
MATCH a NUMBER
and STAR
Plus...
NEW SPECIAL
PENNANT FEATURE
Plus...
NEW BULL'S-EYE FEATURE
SCORES ONE HOME RUN
Plus...
50 EXTRA RUNS

chicago coin's
BONUS SCORE
BOWLER

- ★ NEW TOURNAMENT STYLE PLAYING METHOD!
- ★ Each Player Up Shoots 3 Consecutive Frames Before the Next Player Gets His Turn!
- ★ NEW EXCITING BONUS SCORING SYSTEM!

NEW!
National
"Slug Rejector"
Coin Chute!

Plus... 4 Drum
Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago
coin**
MACHINE COMPANY

Greater than GAYETY! Better than BIG-TIME!

Bally Gay Time

**4
MAGIC
LINES**

MAGIC POCKETS

New
Score Booster
WITH SUPER-CARD PLAY-APPEAL *Lites*

New 10-SERIES
**Advancing
Scores**

**CORNER SCORES
SPOT NUMBERS
EXTRA BALLS**

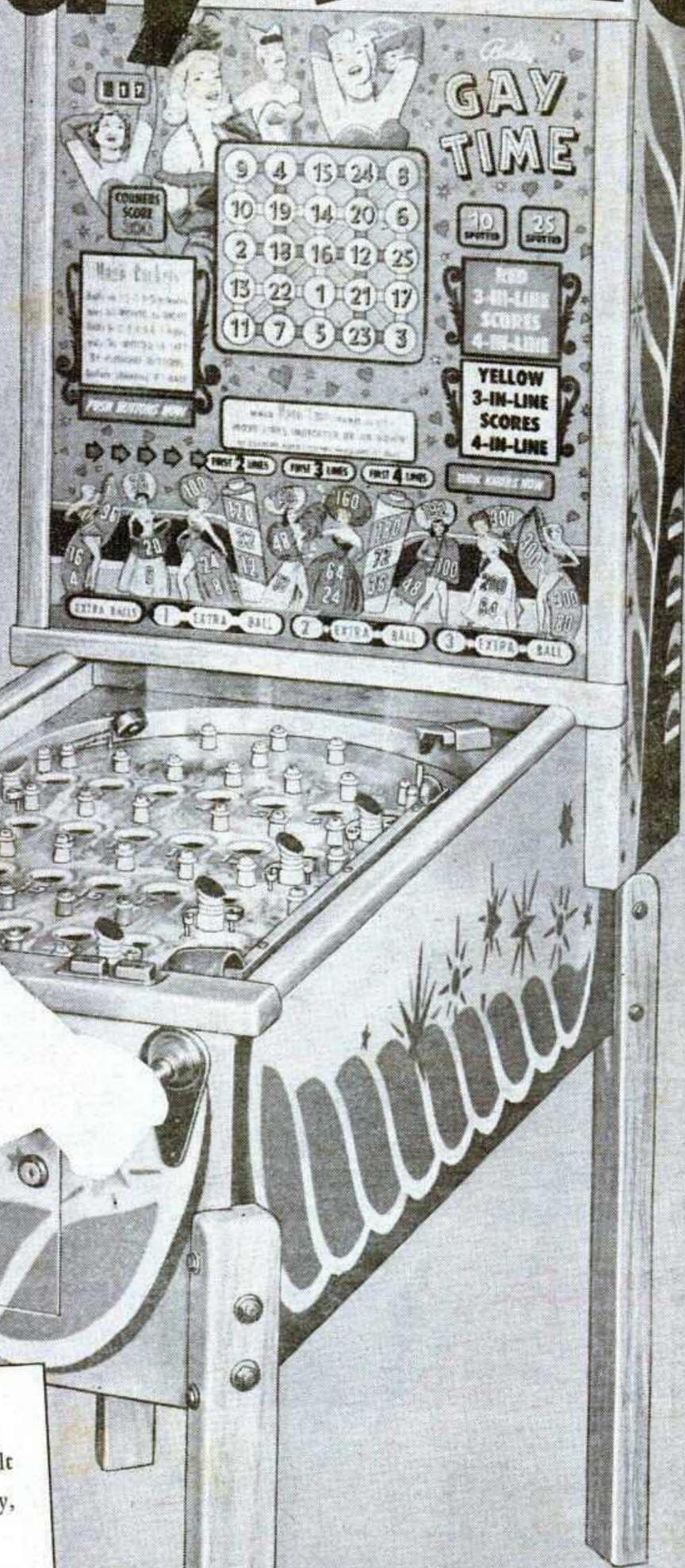
New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 89

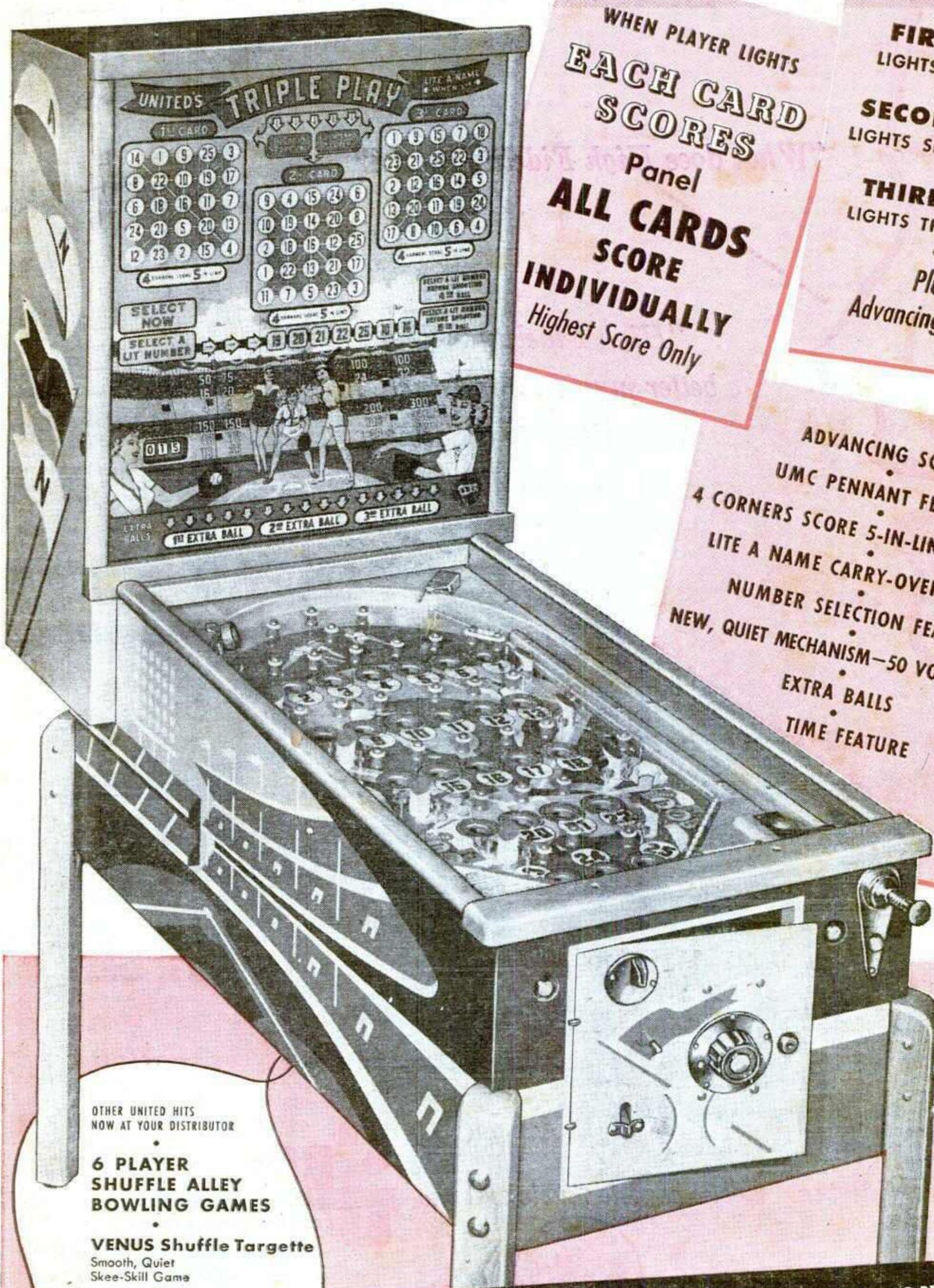


Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

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NEW, FLASHY 3-CARD IN-LINE GAME



WHEN PLAYER LIGHTS
EACH CARD
 SCORES
 Panel
ALL CARDS
 SCORE
INDIVIDUALLY
 Highest Score Only

FIRST COIN
 LIGHTS FIRST CARD
 •
SECOND COIN
 LIGHTS SECOND CARD
 •
THIRD COIN
 LIGHTS THIRD CARD
 •
 Plus
 Advancing Score

ADVANCING SCORES
 •
 UMC PENNANT FEATURE
 •
 4 CORNERS SCORE 5-IN-LINE EACH CARD
 •
 LITE A NAME CARRY-OVER FEATURE
 •
 NUMBER SELECTION FEATURE
 •
 NEW, QUIET MECHANISM—50 VOLT CIRCUIT
 •
 EXTRA BALLS
 •
 TIME FEATURE

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

**6 PLAYER
SHUFFLE ALLEY
BOWLING GAMES**

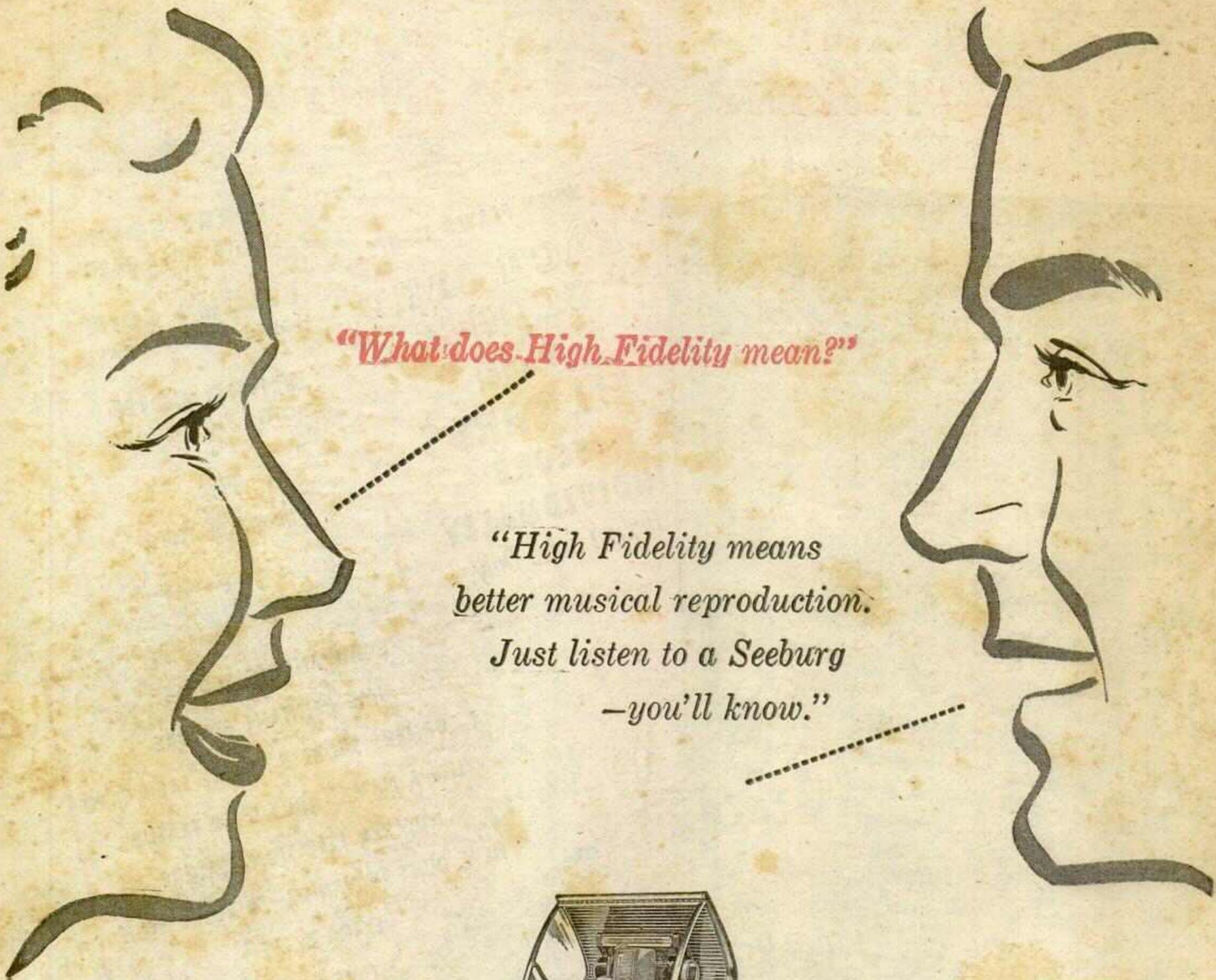
VENUS Shuffle Targette
Smooth, Quiet
Skee-Skill Game

DERBY ROLL
2-Player Rubber Ball
Roll Down Game with
Race Horse Animation
5TH INNING
4-Player Baseball Game

See
Your
Distributor

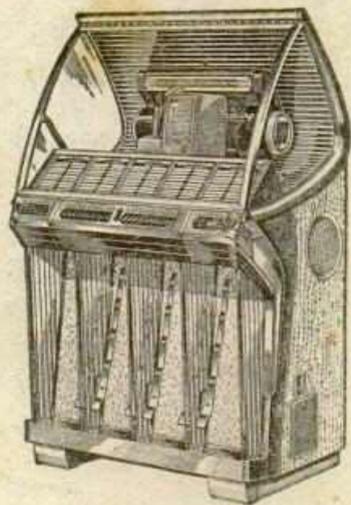


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*“High Fidelity means
better musical reproduction.
Just listen to a Seeburg
—you’ll know.”*



Seeburg **Select-o-matic** music systems are
high fidelity all the way from the pickup to the amplifier
to all speakers in the system.

America's finest and most complete music systems



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