Midways to Glitter With Brand Names

Outdoor Show Concessionaires' Prizes With Known Tags Provide Better Lure

By IRWIN KIRBY

NEW YORK, July 9—Brand-name makers are trying to coast within the next few months, in the form of prize sets at giant 4-1/2 foot model trucks and other onces in the nation's midways.

Once the exclusive property of the major manufacturers, the huge model trucks have been reduced to more palatable terms by the American Radio History. Of a few dollars' cost.

It was somewhere in the 1930's when midway concessionaires realized they could attract a maximum crowd by offering free samples of the product. The charge, in the field which is impossible to stabilize with statues and nosewalks, is that the combined retail value of the goods distributed is equal to, if not more than, the midways.

Brand Concentrates

What this has been done to perpetrate the already popular midway, groups of commercials, amusement parks and theme parks, and to encourage the expansion of the midway merchandise jobbing houses. The American Radio History have known brands, specializing in those that have a Cudder or Commer-

ing firm like Cudder and Company, which has developed into a household name because of its products.

It is of importance to the producer of any given commercial that he should be familiar with the methods of the big producers of the business to achieve success.

U. S. Split on Favorite Dolls

NEW YORK, July 9—Demand for midway concession game operators for stuffed doll prizes that have never fallen into a definite col-

umn the past year have been a few of the many interesting patterns, according to information supplied by Feldman's, an important producer and distributor.

For the first time, the field is divided between two types of doll, as is the case in the sale of a doll, and doll's head is demanded by the

One-Shot "Spectacular" Appears at Big Sponsors...

The sponsor market for one-shot spectaculars is increasing. Big advertisers have found that this kind of show can do a job for them and are beginning to look upon it as a basic method of outdoor TV.

First Run Feature Films To Reach Network Stages?

The production of feature films specifically for the network stage and major sponsors, would not only go directly into the underwriting or fina-

ing of pictures for this purpose which almost completely out of the range of the sponsor, is an offshoot of NBC-TV's "Spectac-

lar" policy. Here are some of the reasons why this is 100 per cent legal and on the road to being the standard of the world.

Walt Disney's New Film About Space

Walt Disney's new feature film about space, "Astronauts," is under contract to do a feature at the World's Fair in New York.

Set Juice Boxes for Two Nickels

In Move to Meet Rising Costs...

Music operators who have turned to dice play in an effort to meet rising operating costs are beginning to discover the advantages of set-

ting equipment to play a tune for two nickels...

OPERATION PUSHPOP '55

starts this week

It's Bargain Day for Sponsors on Armed Forces TV Stations

Gaining Overseas Chain Focus

Film Shows at 3 1/3c Per Thousand

By LANE BLACKWELL

NEW YORK, July 9—Three and one-third cents per 1,000 viewers is the approximate cost of reaching the 60,000,000 potential dollars of the growing chain of overseas TV stations currently being set up by the United States Department.

Programming on the current seven airman-operated stations is made up of local news and film of top U.S. shows loaded by their agencies and sponsors (plus small amount of local origination). These shows are run off completely with the commercials, in contract to Armed Forces Radio shows from which commercials are cut out before distribution. Since, of course, there is no local sales work, only sponsor-cost involved is the 8-1/2 cent handling fee charged to sponsors by most rats. The value to the sponsor is further enhanced by the fact that many of the advertised products are for sale in the bases.

Retirement Plan

Another plan is the fact that the plan represents hundreds of thousands of dollars to be spent on advertising.

NEWS OF THE WEEK

One-Shot "Spectacular" Appears at Big Sponsors...

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**CBCS Now Plans Ayem Kid Show**

**Television**

**TELÉVISION**

**NBG Film Specs May Start Client-Movie Chain Reaction**

**Industry Eyes Outcome of Big Buys; Guarantee Seen for Indie Producer**

**JOHN U. REBER DIES AT 61**

**Ted Mack Sold By ABC, Life’ In For Summer**

**CBS Now Plans Ayem Kid Show**

**Du M Station Going After 2-Set Market**

**Spec Success Opens Market For More 1-Shot Sponsoring**

**The Billboard Spotlights**

- **National Spot is Big Business**

**The Billboard**

- **Spotlight on Full Television Programming and Tony Barbee**

**The Billboard**

coming in the August 6 issue distributed August 2
Residuals Snag SAG-Alliance Negotiations

HOLLYWOOD, July 9.—Following a month of negotiations, the Screen Actors Guild and Alliance of TV Film Producers this week began new rounds of talks to resolve the issue of residual payments. The SAG's contract with producers expires at midnight.

The principal fly in the ointment for the Guild is the question of how much to pay in return for each of the seconds and thirds, a demand which producers are almost unanimously set to refuse. But even if the Guild were to prevail in both the SAG and the Alliance, the Guild would still be without a contract on some ground on other points, but it is still hopeful that a decision will be made.

Even if no agreement is reached by the deadline, the question of whether a strike will be averted. The SAG has fought contracts for the past nine years and policies are that it will again. On the other hand, they have made a decision for fall last within that high level, the Guild is not under any strong pressure to impose. It is likely that a decision will be federal mediation will be asked.

Negotiations for the SAG have called for a meeting last Thursday (4) with independent TV producers for a move which is interpreted by some as a strike. It is understood that federal mediation will be asked.

Closed Circuit Sponsor Deal

NEW YORK, July 9.—In a unique twist in the use of theater advertising, local advertisers will fall may get an opportunity to sponsor one or two Notre Dame football games that would be closed-circuited to theaters in the region. Under an agreement according to plans now being made by Box Office Television (BOTV) plans to provide that the local advertisers who sponsor the games would be able to fill the image by giving away free tickets to the telecasts to its customers, or even arrange to have a new mall, new, and a new headlining gimmick.

While BOTV expects to work out a deal with Notre Dame that would be with the following week to telecast the games to the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick. They would be sponsored by the Notre Dame alumni in each of the cities, the games would be able to show a new headlining gimmick.
### Cisco gets the ratings!

**Syndicated Western-Adventure Shows**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>HOUSTON</th>
<th>DETROIT</th>
<th>CINCINNATI</th>
<th>BALTIMORE</th>
<th>CHICAGO</th>
<th>San Francisco</th>
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<tbody>
<tr>
<td>&quot;CISCO KID&quot;</td>
<td>30.2</td>
<td>28.1</td>
<td>31.8</td>
<td>27.8</td>
<td>25.3</td>
<td>21.7</td>
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<tr>
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<td>20.0</td>
<td>16.3</td>
<td>10.1</td>
<td>18.9</td>
<td>9.4</td>
<td>15.5</td>
</tr>
<tr>
<td>SHOW &quot;B&quot;</td>
<td>11.2</td>
<td>7.1</td>
<td>15.8</td>
<td>25.2</td>
<td>11.8</td>
<td>*</td>
</tr>
<tr>
<td>SHOW &quot;C&quot;</td>
<td>18.4</td>
<td>6.2</td>
<td>*</td>
<td>12.2</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>SHOW &quot;D&quot;</td>
<td>15.4</td>
<td>14.7</td>
<td>15.1</td>
<td>*</td>
<td>5.5</td>
<td>21.2</td>
</tr>
</tbody>
</table>

Names of Western-Adventure Shows in comparison chart available on request.

- 6th year for Interstate Bakeries in 10 markets
- 6th year for Nolde in 8 Midwest markets
- 6th year for Wrigley Stores in 10 Northern markets

FOR FULL FACTS WRITE, PHONE OR WIRE...
6th GREAT YEAR!

O. Henry's Famous Robin Hood of the Range

"THE CISCO KID"

NEW YORK... CINCINNATI... HOLLYWOOD

Starring
Duncan Renaldo
as "CISCO"

Leo Carrillo
as "PANCHO"
LANOLIN

WILLIAM

subcommittee

No.

championship

interest”

1

JOINT

been

England

EDITORS

Communications

McCon-...
TV FILM

NEW YORK, July 9—Advertisers interested in giving their products a
stronger image on TV and newspapers are looking to the All-Star
Series for Day Fare

Hollywood, July 9—Demand for the All-Star
Series of TV shows for the NBC, CBS, ABC, and
All-Star networks to be broadcasting on NBC
yesterday. The series will be marketed by the
end of the month.

The All-Star Series is expected to be
a major hit with advertisers, who see
it as a way to reach a broader audience
than is possible with the traditional
 networks.

The series will feature top stars from
movies, TV, and Broadway in
45-minute episodes.

The series has been especially
popular with advertisers for
its use of
big-name
actresses,
such as
Cary
Grant,
Marlene
Dietrich,
and
david
Selby.

The All-Star Series will be
broadcast on NBC
on
June
13, and
will
continue
through
July
17.

In addition to the regular weekly
episodes, there will be a special
finale
on
July
17.

The All-Star Series is
produced
by
Resonant
Productions
and
is
sponsored
by

DuPont.

Background for

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and David Selby.

The All-Star Series will be broadcast on NBC on June 13, and
will continue through July 17. In addition to the regular weekly
episodes, there will be a special finale on July 17.

The All-Star Series is produced by Resonant Productions and
is sponsored by DuPont.

Jungles Open
To Stations

NEW YORK, July 9—Local
networks seeking jungle shows
will have two new ones to choose
from this summer. "Jungle Jim," with
Steve Hardy, and "Jungleman," with
Lee Atwood, will be aired by
several local TV stations.

"Jungle Jim," which was
originally created by "Jungle Jim" and
"Jungleman," which was
originally created by
Steve Hardy and
Lee Atwood, will be
aired by several local
TV stations.

Both shows will feature
animals and
natural
wonders, and will be
aired on
weekdays and
weekends.

"Jungle Jim" will be
aired by
ABC, CBS, and
NBC, while
"Jungleman" will be
aired by
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NBC.

BARTON
WASHINGTON, D.C., July 9—In a
break with tradition, NBC has
decided to air "Jungleman" in the
afternoon, while ABC will
air "Jungle Jim" in the evening.

Despite the change, both
shows will be
aired in
the same
week.

The decision to air
"Jungleman" in the
afternoon is
expected to
draw criticism
from
viewers,
who are
accustomed
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seeing
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in
the
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However, NBC
spokesmen say that they believe
the change is necessary to
reach a broader audience.

They note that many
viewers are
watching TV in the
afternoon,
and
that
"Jungleman" can
provide
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All Industry Eyes NBC Film Spec Outcome, Movie Projects Seen

produce of the forthcoming Bob Hope-Katherine Hepburn movie, Not for the Money. These 90-minute TV film shows are obviously the equivalent in format, and often the same length, as film productions. There is little doubt that they will be used as the basis for national telecasts. Sunday-night television, a vital element of national television distribution, especially since the move to color television.

A big question still remaining is how much the network can earn on a picture get after it has been aired on TV. A number of competing trade observers believe the answer is "plenty." For one thing, the experience of David Sarnoff's Davis family and its NBC shows has been quite profitable. Among the numerous Southern towns it covers, millions of dollars of its valuable TV stations have been converted from films for television. Its NBC shows have been major hits on the West Coast. The network's most successful series, "The Red Skelton Hour," has been a tremendous success. It was recently reported that NBC had spent $500,000 for a single, special-occasion NBC film, which was put in the market for movies. NBC is also in talks with independent producers about the possibility of producing a movie every other weekend, and has been paying producers large sums to have their films aired on TV. NBC has also been purchasing rights to film productions, with the proviso that they will be used as the basis for national telecasts. The network is also interested in producing its own films, with the hope of using them as the basis for future national telecasts.

FAIRBANKS, In Expansion

FAIRBANKS, July 9—(Expansion of Jerry Fairbanks Productions is under way with the purchase of two additional TV networks and the building of a new studio. The studio, called "Fairbanks Street property," presently used for local TV and radio shows, soon will be converted for a large-scale production stage, as well as cutting and post-production rooms and office space.

Reasons for the move are primarily expansion in production. Fairbanks, one of the leading producers of TV and radio shows, has already grossed $30 million in his first six months of this year. The move to Los Angeles is expected to mean a growth in the number of hours he can produce, and thus increase his gross earnings.

DAYTIME KTVV Shift

Trade Speculates on Effects if Successful

HOLLYWOOD, July 9—Research, Los Angeles Channel 11, KTVV, which has been producing some of the most consistent shows in the city, is reportedly considering a change in its schedule. This change is expected to have a significant impact on the daytime programming schedule.

Also, the upshot of the shuffle is it is expected that a change in the format of the network will be reflected in the programming of the evening hours. It is believed that the network's evening programs will be more consistent with the daytime programs.

In addition to the usual news and sports, the station will be able to offer more local programming and to extend its coverage of special events. The station is expected to be able to offer more local programming and to extend its coverage of special events.

Station Relations

Becomes a Science

NEW YORK, July 9—A new book has been published in the field of station relations. The book, "The Art of Station Relations," by Burton White, is expected to provide a new approach to the field of station relations. The book is the result of the author's many years of experience in the field, and it is expected to be a valuable resource for anyone interested in station relations.

Ziv Begins Sales Push For New 'Highway Patrol' Series

NEW YORK, July 9—Ziv Television has launched a major sales push for its new series, "Highway Patrol." The series, which is based on the Warner Bros. TV show, has been highly successful in its first season, and it is expected to continue to be a hit. The series is currently airing on several networks, and it is expected to be a major hit on all of them.

Bowman Buys MCA's 'Hudson' For 17 Cities

NEW YORK, July 9—MCA's "Hudson" series has been a hit in its second season. The series is currently airing on several networks, and it is expected to continue to be a hit. The series is currently airing on several networks, and it is expected to continue to be a hit.
New Du M Camera Will Be Used by Gleeson on 'Honeymooners,' Others

NEW YORK, July 9.—The Du M resonar Electron device that took a long step forward toward establishing its position in the industry when Jackie Gleeson agreed to use the viewing technic for his new film series, "The Honeymooners." The Clipping was taken after several months of studying conventional filming methods and presumably was done in the belief that it was the kind of spot生意. It was not done for the sake of getting Gleeson 850,000 for Du M. But Du M is also wrestling with several other problems, the most interesting being the opening of "Electron." Willbur Studies, the manufacturer, and the package and sponsor of the "Modern的家庭" series, are on the verge of signing a contract with Gleeson to use the Du M and he's going to try the Du M camera on his series. And deals for the filming of two other soap operas are in the works.

Another trend that has also made an hour-and-a-half film of "Broadway TV" to be shown in Electronic and an important local university is close to finalizing a contract to use the Du M camera to be made in the television studio. There have been a number of developments in the nascent electronic film industry, one of the most important being a third made by Hal Roach. As an indicator of the fact that Electronic is not a fancy gadget, but a filming medium that will be able to answer many problems that plague film production.

For example, "Modern Romance," a series that can be filmed for an estimated $15,000 for the Du M camera, has a live cost of about $10,000. By contrast, a conventional method of shooting film, it was estimated that the cost would be between $15,000 and $20,000. But the $15,000 budgeted for Electronic seems to be a good estimate, and it is hoped that the series can be produced for substantially less this season. Four more American series have been produced in Electronic and are ready for network transmission. And the last of the series that were filmed by the Du M camera is due to be shown by the NBC Film division in September. And the Interstate Television Network, which covers all city stations in the country, has been gaining on the big three networks with its own production. The Du M camera was used for the filming of "The Honeymooners," which was presented as a live show by the NBC Film division.

REVOLVING DOOR

By CHARLOTTE SUMMERS

Oliver Unger, executive vice-president of National TeleServices, Inc., is flying to New York for the next week for a meeting. He plans to talk to British producers about buying TV stations, and to discuss the possibility of implementing a film by Harry Alan Towers "Trinity series" during the fall. The Film Blaine, presiding coordinator for TeleServices, explained that the company, an independent film producer, is looking for a new property to acquire or develop. The company has also been involved in the development of the new film "The Honeymooners," which is expected to be released in early fall. The company has several projects in development, including a sequel to "The Honeymooners." The Film Blaine is looking to expand its portfolio and is considering bids from other producers. The company is also exploring potential partnerships with other production companies to increase its presence in the market.
UPCOMING FILM SERIES

NEW YORK, July 9.--The NBC Film division this week began its scheduled series on the "Great Western" television series of Western films. The series was last summer and has been out of distribution since UTP absorbed it in 1954.

The syndication arm of the network will take the film for show for two weeks, and its reception has been very good.

Writings

On Wednesday, July 25, NBC will list the film into its weekly schedule, and it will be featured in the 5-7 p.m. and 7-9 p.m. time periods.

The film series will also be featured in the 4-6 p.m. and 6-8 p.m. time periods.

On Thursday, July 26, NBC will list the film into its weekly schedule, and it will be featured in the 5-7 p.m. and 7-9 p.m. time periods.

The film series will also be featured in the 4-6 p.m. and 6-8 p.m. time periods.

On Friday, July 27, NBC will list the film into its weekly schedule, and it will be featured in the 5-7 p.m. and 7-9 p.m. time periods.

The film series will also be featured in the 4-6 p.m. and 6-8 p.m. time periods.

On Saturday, July 28, NBC will list the film into its weekly schedule, and it will be featured in the 5-7 p.m. and 7-9 p.m. time periods.

The film series will also be featured in the 4-6 p.m. and 6-8 p.m. time periods.

On Sunday, July 29, NBC will list the film into its weekly schedule, and it will be featured in the 5-7 p.m. and 7-9 p.m. time periods.

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ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

<table>
<thead>
<tr>
<th>Time (EST)</th>
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<th>Series</th>
<th>Time (EST)</th>
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<td>4:00</td>
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</tr>
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</tbody>
</table>

**Country Club**
New Cast Keeps Up Pace for Anastasia

By BOB FRANCIS

After something better than a month, a second visit to "Anastasia," and a third for the same, most New Yorkers have come to consider the cast's younger and improved Anastasia as a matter of course. Whether you're a skeptic or a believer, you're more likely than not to be satisfied with the younger and improved Anastasia, who appears to be a graceful, poised, and charming young actress.

This is not a case of merely increasing the number of shows. The production has been completely remade in every way. The music, the dance, the acting, the set designs, all are different. The new Anastasia is not only a better actress than her predecessor, but she is also a more attractive one. Her voice is clear and sweet, her movements graceful and natural. She has a lovely smile that lights up her face and a charming manner that makes her seem to be a real person rather than a contrived creation.

The new cast is well chosen, with each member bringing his own special qualities to the production. The Yuletide production of "Anastasia" is a triumph, and one that deserves to be seen by as many people as possible.
**MMPH Adopts Rigid Statutory Rate Policy on Disk Royalties**

Move, of Prime Industry Importance, Catches Diskery Execs by Surprise

By IS HORNZWITZ

**NEW YORK: July 9.—All recent record company moves and pronouncements have been put on notice by the Music Publisher’s Holding Co. which has announced its rigid statutory rate policy on disk royalties.

If the move is a success, it will catch many diskery execs by surprise, and last week they were still mulling over the attack and trying to come to grips with a solution.

Use of MMPH, which comprises a dozen black-and-white catalogues carrying over 1,000 different labels, is practically nonexistent, and if the MMPH step is enforced, and is adhered to, the industry will soon find itself in serious trouble.

Further, it could lead the way to a more “concerned” attitude on the part of the publishing world, of whom has bolted at record rate, but has to be “everyman else does.”

The 10 per cent statutory rate calls for two cents per tune, it has been calculated, with a maximum of about one and three-quarters per record. In many cases, it is a half cent on EP’s. This formula has also been followed by MMPH.

While the move by the giant publisher is also directed against the present system of charging the record companies, the publisher has not gone as far as it is in the best interest of the individual publishers, as well as the consumer.

F. A. Bittaker, Cap Exec, Dies in Germany

HOLLYWOOD, July 9.—Floyd A. Bittaker, 57, West Coast man who began his career in the publishing department of Capitol Records, Inc., died last week in a Munich hospital from leukemia.

A native of Pittsburgh, Pa., Mr. Bittaker had been a practicing musician in his earlier days, and had been a successful radio stunt man and manager.

Bittaker joined Capitol in April, 1946, and later went to work for Ray Thomas Company of Los Angeles, which has its head office in New York, and where he had been import business manager since 1947.

In the business of sales and distribution, Bittaker was a force to be reckoned with, and his death is a great loss to the industry.

A V-Issuing Sampler Tape

**NEW YORK: July 9.—The tape recorder, which is rapidly becoming a standard piece of audio equipment in the home, has been adopted by A V Tape Librarians to promote its line of re-recordable tapes.

Just issued by the company is a short and containing its complete line of A V tapes, with 12 tales, 90 copies, and a plug for A V Tape equipment.

Available in two lengths, the 7 1/2 p.c. sampler reel at 0.32 c. and the $3.34 p.c. reel at 0.92 c. (Continued on page 103)

**DISKERY JUMPING**

**Cover Activity High On New Tune Crop**

NEW YORK, July 9.—The summer season notwithstanding, this week saw an exasperating lack of business at the 120 top of the disk field.

One record company, the Sunny Sain-Faulk Studios, belted “Love Is a Many-Splendored Thing,” written by the Twentieth Century-Fox film production staff, and scheduled for a big role by the pop audience. The song, which has been tagged as “The Yellow Rose of Texas,” is published by Phramusic Corporation. Our diskery buyers are expected momentarily.

**Second Flurry**

This activity is on the heels of a flurry of similar covering activity. The “Jonny Boy” of the “Brother Jake” series has been tagged by the “Who’s There” label as “The Yellow Rose of Texas,” and “The Yellow Rose of Texas” has been tagged by the “What’s Your Name” label.

Other company, the “What’s Your Name” label, has been covering John Denver on the West Coast, and the “What’s Your Name” label has been covering John Denver on the East Coast.

**M-G-M BAKER’S DOZEN**

One LP Extra for 12 Ordered From Group

NEW YORK, July 9.—In a move to give a special sales boost to its 12 LP line this summer, noted music publisher, M-G-M Records, is offering a special deal.

The summer sales plus is built around 12 different LP packages, with the labels distributors extra for 12 of these packages for every 12 packages they order.

A distributor has been offered a special deal, with 9 of these available, and if the value of their total purchases (from the package for all 12 packages) reaches a special price, then they (the distributor) still get a bonus. M-G-M.

**Panart Plans to Press in U. S., May Cut Price**

NEW YORK, July 9.—Panart Records, a leading French label, is making arrangements to press in deals, this company says it may be ready to cut prices in the near future.

Pram, producer, has asked for a second chance and is looking for a way to make ends meet.

**Camel Shifts Sales Staffers**

**NEW YORK, July 9.—**Changes were announced in the sales departments of various labels in this city this week.

Tillman, former staff assistant to the sales manager, was transferred to Hollywood as staff assistant to销售 manager. Bob Cartwright, former staff assistant to Bill Wardlow in New York, has become a sales promotion manager, with headquarters in Hollywood.

Ed Nichols, formerly district manager for Coastal in Los Angeles, moves to the San Francisco office, where he will replace the retiring sales manager, Joe Bancroft.

**Savoy, Brit. Decca Sign Benelux Pact**

**NEW YORK, July 6.—**Savoy Records, Inc., has announced that it has signed a deal with Brit. Decca that will enable Savoy to market its entire catalogue on LP and single tape in the Benelux countries.

Savoy has separate arrangements with Columbia Records in the United States and Hawaii.

**Defied Union, Played in U. S.**

LONDON, July 9.—Bandleader Johnny Dankworth, who recently defied the union, has just back from a promotion tour of the U. S. with his unit in connection with his Capitol recording contract, revealed here that both he and his instrumentalist Alan Calvert felt they had been treated despite the union ban on such tours.

Further he says that he is determined to revert to Liberty records, in order to free himself from all restrictions of the trade union, and he has an exchange of opinions among American and British union leaders.

**Victor Names Amaral Sales Head for ‘X’**

REPLACES DELONY; WILL REVISE LABEL’S DISTRIBUTOR SET-UP

NEW YORK, July 9.—Frank DeLoany, former national sales manager of Label ‘X’ replaced by Anthony E. DeBella, the former national sales manager of Victor, has joined the RCA organization on a special assignment in the office of Victor’s international distribution manager, Robert W. Lettie, record operations manager who has taken over active administration of the Victor domestic sales unit.

The appointment is expected to kick off a possible move on the part of DeBella to the Label ‘X’ distribution set-up.

It is known that the label has been giving its distribution a more careful look lately, with a view toward producing non-producing and assembling a more aggressive set of artists.

The label generally is under going some reorganization that will result in a more defined step in the artist roster and product matter. In addition, some of the artists that have already taken place on all disc sales.

The label is expected to start off under the name of Victor’s international division post has been known to be under discussion is the “right” man for the job.

These have been listed at $2,000, in connection with the sales manager of the New York office, and but there has been some feeling that some of the big names in the brothers, if it is the current trade, management, are expected to take over the Label ‘X’ sales plans in the near future.

L. C. Payman, who has been as director of artists and repertoire, both vice-president and replacement for Victor’s interna-

**Sunset Maps Hickok Album**

HOLLYWOOD, July 9.—Independent Sunset Records is scheduled to issue a “Bill Hart” picture, a Western, to enter the fillip property of the same name, with music by Charles Gifford and Andy Devine scheduled to record.

Bill Bowers, president of Sunset Records, has been in talks with the producer of the TV series, and the company has made arrangements for the release. The form of the soundtrack from the TV series is expected to be Sunset.

Sunset has thus far linked Disney and Mervyn LeRoy, and Andy Devine, with the producer of the TV series, and the company has made arrangements for the release. The form of the soundtrack from the TV series is expected to be Sunset.

Sunset is one of the few labels in the industry which has been able to attract the attention of both Capitol and Decca.

**Fox to Boost Rates To Offset Audit Cost**

NEW YORK, July 9.—According to publishers’ agents and record companies, the recent tax law, which has been recovered for publishers this special and accounting of most companies and other home signals is not enough to offset its costs, and he proposes to boost rates by 99 cents for each 10 cents.

This week, along with the state and county, the publishers’ agents, and the publisher clients that, in order to replace the complete audit and the overhead of all disk manufacturers in the present case, the publishers are giving to the present 99 cents per cent royalty to 19 cents, for “small companies.” The 39 cent per cent assessment would remain in effect for the major companies and their Canadian affiliates.

The high percentage of overhead stemming from the initial “small company” label is "not necessarily a reflection of the royalty system. However, the new law simply means that more time and effort is being spent in checking the clerical help and mistakes are being made by the record companies, which is costing them money. He believes that more time and effort is being spent in checking the clerical help and mistakes are being made by the record companies, which is costing them money.
**Hyped Op Services Pace 1-Stop Growth**

Offer Big Inventories, Running Accts., 24-Hour Delivery, Free Title Strips, Etc.

**BY JIM WICKMAY**

Chicago, July 8 — Perseverance and continued developmental efforts by the largest of the biggest developments in the rapid growth of one-stop-shop record service operations is not only a matter of increasing awareness of the record service for the entire business field, but also a natural progression of the transition of these services from a neighborhood convenience store to a major industry. In short, it represents the development of a record service for the entire business field.

This is the second article in a series dealing with the one-stop-shop record service. The first article dealt with its influence and role on the current marketplace and the second looks at its future in terms of buying habits. The series is being published every two weeks by The Billboard of leading one-stop-shop the Country.

As recently as 1950 one-stop-shop

**LUBINSKY**

**Pawn Shop Op’s a Fast Guy on Sax**

NEW YORK, July 8—Herman Lubinsky, owner of Savory Records, has added to his list of talents, most unwisely helped a hook warden while stopping a killing last week, according to reports.

Lubinsky, it seems, was recording his own photography for his Savory LP covers. Recently, he purchased a large saxophone and borrowed an old baritone and was in the process of recording new photos for his suite when he was shot.

When the cover was finished, the saxophone was apparently not merchantable. The latter, an entering shop, immediately put the saxophone up to the window with a sign that said “Charlie Parker-Saxophone—New Lease for $150.

B. R. [although Lubinsky] could have sold it for a fast $50.

**S-B Seeking Song Ads Deals**

HOLLYWOOD, July 9—Negotiations are under way for a song ads agreement with S-B. Local music publishers have been approached by the general professional manager of the publishing house, and meetings have been set up for conferences with Bob Sandle, producer of the nation’s leading hit parade.

Should such an agreement come to pass, the music publishers would have access to the S-B cutout, foreign expensively, or with original music composed by S-B staff artists. Only one song cutout, using the Shapiro–Bernstein catalog or a separate firm, has been used by the new ASCAP single with突出, a song in this country. The ASCAP-musical journals would be of great importance to a performing firm.

Sandle also reported that offers to sign recording artists have been made by major publishers, including them Leo Feist, Inc., of the Big Three firms.

**Merc. Distribrs Set Chi. Meet**

CHICAGO, July 9 — Mercury Records’ top man met here July 18 for an all-day confab at the Chicago Hilton. The meeting is designed as a preliminary for a general meeting to be held in October which will conduct in various parts of the country. The day was spent in meetings and conference sessions.

Mercury, presided over by Irving B. Green, conducted the meeting. The talks included discussions of the label’s future plans and objectives, some of which were outlined in the previous Rolling Stone magazine article. Among the points discussed were the potential of the Polish field, the current state of the industry, and the future of the Polish market.

**ICELAND SCAP FILES, 5 S. SUN**

REYKJAVIK, July 8—The Icelandic equivalent of the American Society of Composers, Authors & Publishers, has recently filed suit against the United States government. The suit alleges that the US government is not fulfilling its obligations under the United Nations World Intellectual Property Convention.

It seems all along with Canadian custom, Iceland’s music industry has been being overcharged by these organizations, thus confusing these "public performances" for Iceland.

In the new suit, the government is being asked to pay all costs associated with the suit, and to be held responsible for any future losses incurred by Iceland’s music industry due to the government’s actions.

**BIRDLAND’S LEVY Bids For Piece Of Gal Agency**

NEW YORK, July 9–Perce Cohen, president of Birdland Music and Interchange, is working on a major deal to purchase a piece of the GalAXE Agency. The agency, which distributes music and recording material, is expected to be of great value to Cohen’s company.

Cohen, who has been in talks with GalAXE for several months, is expected to announce the deal within the next few weeks. The price is said to be around $10 million.

**OPERATION PUSHPOP ’55 starts in this issue**

- New streamlined Pop Charts start page 26.
- New “10 TOP TUNES” and “COMING UP STRONG” Poster Display pages for Dealer and Grocer Box Locations — see pages 38, 40.

**BATTLE LOOKING FOR R&B DISK ARTISTS**

Bob Astor Moves From Shaw to Goul Agency Midst Heavy Signing Spree

**BY BILL SIMON**

NEW YORK, July 9–A battle for top rhythm and blues properties heated up this week when booklet Bob Astor moved over to the Goul Agency from Shaw. Astor’s shift occurred in the midst of heavy slipping sports by the two agencies in the field—Shaw and Goul—National Attractions.

Simultaneously, Joe Marxenthal, former promoter of Goul moved into the Shaw set-up to handle similar activities, as well as to strengthen that office’s theater department.

Zahn, recently moved from the Faye Keys, moved into Shaw’s one-nighter department to work with Jack Archer, Walter Thomas and Dudley Thomas.

At Gala, John Kennedy has been made supervisor of the sound in the one-nighter division. Irving Sidles, locations topman, is

**SAD DAYS**

It’s Too Hot For Love And Disks

NEW YORK, July 9–It’s no secret that the heat takes its toll on the industry’s music levels. Live performances are especially affected, as the crowds are much smaller.

Live music performances are still a major source of income for many artists, but the high temperatures make it difficult to perform.

**FOREIGN DEALS**

For Cef: JATP Jaunt in Sept.

HOLLYWOOD, July 9—Further announcements are being made about future deals.

Cef Records has signed an agreement with a major foreign label in all foreign markets for the distribution of their records. The deal is expected to bring the return of Granz from a month-long trip to Europe.

Ganz revealed that his foreign deals will be with British and Italian labels. He predicts that the return of Granz from his trip to Europe will have a positive impact on the company’s total dollar volume. Firm releases both its and New York-based deals, as well as those from Granz’s office in London.

Granz was also involved in negotiations for a distribution company in a number of countries, including the Middle East and South America. These deals are: Cannon in Sweden, Norway and Denmark; Jolly in the UK; Blue Star in France and Belgium; Beaus in Holland, and Goethe in Germany.

In addition, Granz has existing contracts with Electric Products, Ltd., for Australia and New Zealand; James in the UK; and Blue Star in North Africa, for which Granz is negotiating a distribution arrangement for the sale of music. These deals, however, will not take place until after Granz returns from his trip to Europe.

GRANZ SETS RECORD TONE ON TOUR

Bob Astor has just returned from his tour of Europe, where he spent several weeks on a promotional tour for his new line of records. During his stay, Astor met with numerous music industry executives and was able to secure new distribution deals for his product.

Astonishingly, he succeeded in getting his own photograph for his Savory LP covers. Recently, he purchased a large saxophone and borrowed an old baritone and was in the process of recording new photos for his suite when he was shot.

When the cover was finished, the saxophone was apparently not merchantable. The latter, an entering shop, immediately put the saxophone up to the window with a sign that said “Charlie Parker-Saxophone—New Lease for $150.

B. R. [although Lubinsky] could have sold it for a fast $50.

**SABE HABLA ESPAÑOL**

Means $20 Million Annual To Publishing Disk Trades

**By JOEL FRIEDMAN**

HOLLYWOOD, July 9—Aquino Estrada, Spanish-speaking, has purchased the exclusive publishing rights to a massive, $20 million-a-year publishing company, reportedly spoken quite prolifically by a large group of people.

While the former figure is not available, the company’s publishing rights, available to represent the total industry revenue derived from the sale of published photographs and rights, is owned by music publishing. Trade

**WING LABEL SKEDS MEET**

CHICAGO, July 9—Wing Records will hold its first national distributor conference at the Conrad Hilton Hotel.

Wing was named as Midwestern promotion manager Edwin Marth. Wing will be responsible for the entire promotion efforts for the company's artists, including the Frank Sinatra, the Beach Boys, and the Rolling Stones. The conference will be held in Chicago, and will be attended by distributors, trade executives, and promotional personnel from the factory and distributor offices.
"Love is a Many-Splendored Thing"

From 20th Century-Fox CinemaScope Production
"Love is a Many-Splendored Thing"

sung by

Don Cornell

with Chorus and MUSIC BY CARRETTA
Coral 61467 (78 RPM)
and 9-61467 (45 RPM)

Coral Records
America's Fastest Growing Record Company

P.S. Movie hits are a habit with Don. Remember "Hold My Hand" from "Susan Slept Here"
Como Says it's His Greatest!
RCA Victor says it's His Greatest!
We Say it's His Greatest!

Recorded by: PERRY COMO

RCA #20/47-6192

HARMS, INC., 488 Madison Ave., New York 22, N.Y.
CONTESTS: Nelson Bragg, WRB, Boston, is running a contest in connection with the spinning of harmonium-composer Eddie Mann's new record, "Ah, Love." Many listeners have been heard for days with the harmonium filling in between explanations (e.g. "And then Cohn plays the acoustic harmonium and his famous ukelele, and then—Chrissie, what do you think the harmonium is saying, with Mann's EP washes of music thereafter?""). The prize is a "Norden Tapper," with a small cash prize. Meredith, WRB, Redwood, Mass., is also running a contest on "Oh No!" to find a winner for which a number of small cash prizes have been announced. Dave Maynard, WOR, Boston, features a gimmick, wherein the listener who is the first to call with a "mug shot" that contains a new line in it will be the winner.

Mann (who was doing the New England deejay circuit to plug both "Oh No!" and the flip "The Lover") also guested on the Nation's Top Ten chart show on WOCP, WOCP, Jack McCormett, WLYN, Lynn, Mass.; Stan Richard, WOCP, Boston; John Boushehri, WBDR, Bridgeport, Conn.; John Byma, WDBD, Boston; Jim Fansol, WYAD, Boston; Sherm Feller, WYAD, Boston. (Each of the last two which are not "O" stations, for all deejay stations, are serving as a "promotion" service, such as RCA Victor, Phillips, Flagg, Decca, and Columbia, who literally control the radio, as well as the music.)

Including Spanish-language disk manufacturers in the United States.

**Espanol Means $20 Million**

**MPCF Policy**

**DEALER DOINGS**

**JUKE BOX WRAP-UP**

Music operators begin to set jukes boxes in many parts of the country for two-night trial. System, already eed staff to candy and disk salesmen to have a chance to play the opportunity of still using nickels. Operators find that it also has the advantage of customer buying habits—using nickels in coin chutes.

Also one-stops are a relatively new major disk outlet, there are, as old-timers are around with the "29s when record distributors and manufacturers were not quite as wise as they are today," Vera Footer, manager of Acee Music, Minneapolis, since 1942, outlined the services of today's one-stops with those feared before the war. It seems that the "two-night trial" from each company is possible.

For full details on these stories see Music Machines department on page 59.

**FOX BOOTS RATES**

**BATTING LOOMING**

**BOURNE, INC.**

135 W. 52 St., N.Y., N.Y.

**HILL & RANGE SONGS**

**JULY 16, 1955**

**MUSIC-RADIO**

**THE BILLBOARD**

VOX JOX

BY JUNE RUNDY

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For full details on these stories see Music Machines department on page 59.

**JOE WALTERS PAYS VICTOR:**

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The sale of Joe Walters' personal record collection to Victor Company headquarters has been reported by the Los Angeles Times. Joe Walters is a well-known old-time disk jockey and the sale of his collection to Victor is significant because it is one of the few major collections of early disk records that have come to the attention of the recording companies.

Joe Walters' collection includes early records of such well-known artists as Blackie, the Carltons, and the Rabbit Foot Minstrels. The sale is significant because it represents a major step forward in the preservation and study of early American music. The records and other objects in the collection will be housed at Victor's headquarters in New York City, where they will be carefully preserved and made available for research and study.

The sale of Joe Walters' collection to Victor is an important milestone in the ongoing effort to preserve and study early American music. The records and objects in the collection are a valuable resource for scholars, historians, and music lovers alike. By preserving and making these records available for study, we can better understand the music and culture of the past and share it with future generations.

The sale of Joe Walters' collection to Victor is an important example of the ongoing effort to preserve and study early American music. By making these records available for research and study, we can better understand the music and culture of the past and share it with future generations.
UNANIMOUS "PICK" by THE TRADE—
2 Great New Sides—
Kitty Kallen
Singing
JUST
BETWEEN FRIENDS
LET'S MAKE THE MOST OF TONIGHT
Decca 29573-9 29573
America's Fastest-Selling Records
DECCA RECORDS
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Connie B. Gay, prominent country music promoter, last week applied to the FCC for permission to purchase WYKO, 5,000-watt, daytime radio station at Ashland, Ky., from the States Broadcasting System, Inc. Last month Gay made applications to buy WYQV, ABC affiliate in Fairmont, W. Va., from Denn Beer. If FCC approves the purchases Gay plans to inaugurate improved c.w. programming at both spots. Gay, who owns the country wave on WARL, Arlington, Va., is owner-producer of "Town and Country Time," TV film now showing in over 40 markets. He is also producer of a transcript radio series under the same name now being carried on over 1,900 radio stations, sponsored by the U. & Department of Defense.

A rumor emerging from Nashville has one of the nation's top c.w. stars and his personal manager calling it quits. With both parties out of town over the weekend, pressence efforts to verify failed. ... The Porter Wagner "Ozark Jubilee" group played to an estimated 14,000 paid at Cambridge, Mo., over the Fourth of July weekend. Wagner, who has been off the ABC-TV schedule three weeks due to instructor night premiers, returns to the TV lane Sunday (10). Red Foley's guests on "Ozark Jubilee" on the same date will be Willie Carson, Don and the Commodores Quartet, Dot waives off of Dallas.

WLYA's "Midwestern Hayride," which inaugurated a series of weekly Friday night programs at Mill Maggie's Castle Farm, Chicago, June 3, will switch to once-a-month shows there for the remainder of the summer, beginning Friday (15). Unit's opening there attracted 3,200 fans at a peak, with some 600 turned away. Hot weather and lack of promotion cost business considerably on succeeding weeks. It is planned to return to the weekly policy with the advent of cooler weather. Next Sunday (17) "Midwestern Hayride" begins a weekly show-down policy at the Lyric Theater, Indianapolis. Negotiations are on to put the unit into Lakeside Park, Dayton, and on to the Mill in Baltimore, Columbus, O., under a similar policy soon.

Sonny James, of "Big D Jamboree," Dallas, hops into Nashville August 4 for a guest shot on "Grand Ole Opry," and the following week guests with Red Foley's "Ozark Jubilee" from Springfield, Mo., the Country Creeks, of "Pawnee Valley Folks," fame, are sporting a new Cabin contract. Their first session under the label includes two with Felten Huskey which are up for immediate release. ... Out with several new labels "X" releases Ceil Lucas who holidays down the band choral at the Biograph Club, Dallas c&w new. nitty.

Ernest Tubb played to one of the biggest crowds of his career June 26 when he and his Texas Troubadours (Butty Gubbard, Dickie Harris, Billy Byrd, Jack Drake and Tommy Jackson) cut a second session in Chicago. It was featured in the first week concert program at Central Park, Nashville. Other c&w, folk on the program were Country Rainbow Family, headed by Jim Ed Brown of Greensboro, Va. The crowd was estimated at better than 15,000. ... Chalene Arthur is set for the Round-Up Club, San Antonio, Friday (15)... Elvin Pasley will sign in as guest with "Big D Jamboree," Dallas, July 23.

Johnny Hicks, now with "Big D Jamboree," Dallas, is on a three-week jaunt thru California and the Pacific Northwest on a continued vacation and talent-hunting expedition. ... Cowboy Howard Vokes has launched Vikes Records in New Lexington, Pa., in association with Matt Form, of Michelle Music Company (BMI). Latter is currently vacationing in Canada. ... The Bob Krouse "Band Wagon" put on an hour's show to a packed house at the Adams County Fairgrounds, Pleasanton, June 23, with the result that they were signed for a return there July 5. Other California

RHYTHM-BLUES NOTES

By BILL SIMON

The DeDroppers were in town last week to cut a session for Groove prior to their opening at the Surf Club, Wildwood. The group has been booked into the resort spot for a minimum of four weeks. Group's artists and c.w., Bob Reda, reports that he has signed the tema thru Zilla Mays. Mays' previous wax work has been for Mercury and Coral.

The talent line-up for Los Feliz's "Big Ten Revue" was completely set this week with the inclusion of Brukh Faye Adams. The other acts were reported here several weeks back. According to Jack Arshy, Shaw Artists vepoo who is booking the tour, the package is being sold at $3,000 for week nights and $2,500 on weekends. Nick Zale has joined the Shaw office to handle the one-nighter department for the Florida and southeastern territory. Formerly he was road manager for the Midnighters.

John L. Cooper, deejay on WOLS, Florence, S. C., slips over waltzer Wabber Johnson, and would like some info on the artist. ... A perfume company in Miami has introduced two new performers into the Atlanta market, both named after famous singers of Jockey Jack, "Super Atlanta," One is "Sugar, Sugar," and the other is "You With Your Red Dress." ... WLBS, Birmingham, has switched from A&H, to become a principally country and western outlet. ... Carl Finneman, of WCAT, New Hartford, N. Y., is now doing his A&H show every Saturday afternoon from the windows of a department store in the heart of Utica, N. Y.

Atlantic Records rushed Ruth Brown into town this week to cut just one side. It's understood to be a "cover" job of a hot territory item. The thresh is appearing this week at the Patsis, Washington, D.C. Club, which has been featuring top "cool" jazz names, is making its first foray into A&H with Miss B. Atlantic has signed a new canteen, young Pauline Rogers, a New Jersey girl who cut her first sides some months back for Original Records. Della Simpson, Rattus Records vocalist, has formed her own group, the Delphonics, and will now work with the outfit rather than as a single act. The group's first coupling, "Don't Be Long," has been favor of some groups. The group's first coupling, "Don't Be Long," has been favored by some groups. The group's first coupling, "Don't Be Long," has been favored by some groups. The group's first coupling, "Don't Be Long," has been favored by some groups. The group's first coupling, "Don't Be Long," has been favored by some groups. The group's first coupling, "Don't Be Long," has been favored by some groups.
EVEN MINUS TIES

Cap Goes All-Out On Artist TV Plug

NEW YORK, July 9 — Although Capitol Records has no TV network affiliation, the label has as many if not more of its artists on video (either on their own shows or in regular guest spots) than any other disk company, according to Capitol's national sales promotion manager, Dick Linke.

The heavy emphasis on TV promotion, says Linke, is a deliberate attempt by the label to balance the weight of record exposure strength held by the CBS-Columbia and NBC-Victor combo.

Jackie Gleason, of course, is Capitol's prime example of TV power, and the label has benefited greatly from the comic's extensive plugging of his own best-selling Capitol LPs and his use of new Capitol artists (e.g. Bob Manning, etc.) in guest shots on his show.

Other Capitol artists with regular TV shows (on which they regularly plug their latest Capitol releases) are Stan Kenton, CBS-TV; Dean Martin, NBC-TV; Frank Sinatra, NBC-TV; Nat (King) Cole, signed for 13 special guest shots on CBS-TV this year; Les Paul and Mary Ford, a film series; Margaret Whiting, "Those Whistling Girls," CBS-TV; Gordon MacRae, "Colgate Hour," NBC-TV; Axel Steckholm, Eddie Fisher show, NBC-TV; Faron Young, "National Barn Dance," NBC-TV and the new TV film series "The Young Sheriff," as well as Cliffie Stone and Hank Thompson.

Capitol artists making regular guest appearances on major TV shows include Jane Froman, who had her own show on CBS-TV last year; Ray Anthony, featured on Chumlee's CBS-TV show for last two summers; Stan Freberg, Les Brown, Billy May, Duke Ellington, Woody Herman, Connie Russell and Andy Griffith.

Since Capitol has always been strong for bands, Linke is making a special pitch to line up the label's roster of orchestras on Gleason's summer replacement show, America's Greatest Band," on CBS-TV. Anthony, Kenton, Brown, May and Ellington have already been set on the series.

REALLY?

a summer song that'll go till Christmas?

Eddie Fisher sings DON'T STAY AWAY TOO LONG
with Hugo Winterhalter and his Orchestra

HOLLYWOOD, July 9 — The three-week-old bus strike that has tied up transportation for millions of Los Angeles residents has resulted in a continued decline of disk sales for numerous dealers, with the heavy concentration of record shops in the downtown shopping area most seriously affected.

Reports from the major department stores and independent record dealers indicate disk sales have fallen approximately 30 per cent. A number of dealers have used the bus as an appropriate time in which to take a semi-annual inventory.

Jim Kenworthy, May Company disk buyer, reported foot traffic at the department store had fallen substantially, with emphasis shifting to mail and phone orders.

Kenworthy is also using a total of 14 display windows in a tie-in of package goods with fashion.

Other dealers substantiated the drop in disk sales, the same reported equipment sales were up.

Decca Puts Out Hits of Yesterday

NEW YORK, July 9 — Songs of Our Times," one of the important Decca recording projects initiated by the late Jack Kapp, is being reactivated by the disc jockey. This week Decca issued "Song Hits of 1944," a 10-inch LP recorded by Roy Ross' orchestra, with vocals by Tony Ross. Work is now going forward to prepare and release hits of succeeding years.

The series includes the years from 1917 onwards. Hits of 1943 were released years ago, and then production stopped following the advent of LP. The series has now been converted, and the disc jockey feels that the idea is very merchandisable on LP disks.

The Roy Ross package contains four notes by Louis Unstermayr which are in the vein of the general philosophy of the series, then a succession of historical highlights which captures the mood of the period.

"New Orthophonic" High Fidelity
MUSIC AS WRITTEN

CONN. BALLROOM BOOKS ARMSTRONG, DOBIESS...

One of Connecticut's largest summertime ballroom operations—O'connor Beach Ballroom, New London—has resumed its season, with attractions again being booked via Charles Scherbach. Upcoming bands include Louis Armstrong tomorrow night (10), and the Dorsey Bros. later in the month. Admission scale calls for $1.35 charge, plus tax.

ANNUAL MUSIC MAN "9 FOR EXEC COMMITTEE"

Edward B. Powell and Robert Emmett Delah, music division representatives of the Academy of Motion Picture Arts and Sciences, have named a slate of nine to serve on the executive committee for the coming year. Appointed were Susan Calm, George Duning, Herchel Bucke Gilbert, Andre Povin, Leith Stevens, Dimitri Tiomkin, Joel Wachtler, Francis Webster and Victor Young.

WEEKLY LUNCHEONS SET BY L. A. J. BOARD

The Los Angeles branch of the Music Publishers Contact Employees Association has scheduled a series of weekly luncheons in Hollywood, kicking off its first July 12. Guests for the inaugural luncheon were: Huri Bcasey, Record Victor Records, master Fredric Mann, and Charles Jarvis.

GLOBE DESIGNS NEW JACKET FOR LPS...

Globe Albums, Inc., has come up with a newly-designed LP jacket which is now pitching at record manufacturers. It features a dust-proof flap which is removed from the outer jacket by a center flap, which is housed in a pocket. A three-sided spine on the outer jacket provides rigidity.

NEW LABEL IN NEW ORLEANS

M. A. "Mack" Clark, that organized the Carnival Record Company in New Orleans. First releases are by cornetists Molly Dunnan and the Frankie Mann trios. The Record Craft Company, of New Orleans, will handle national distribution except for the State of Louisiana, where A1 Distributors, Inc., will cope with the territory.

DECCA OUT WITH NEW KID SERIES...

Decca Records this week kicked off a new children series titled "Children's Hall of Fame." Standard and rare recordings will be included. First release, an EP set called "Songs from Disneyland," is sung by Cliff Edwards. The particular in the package are also being released on two 78 r.p.m. discs.

SACRAMENTO TOPS GAY AT OLD ORCHARD

Louis Armstrong's barge Cure Lombardo's record at Old Orchard Beach, Me., Thursday (7) and took home $3,000 as his share of the $8,000 gate. Armstrong, who is booked solidly into January, will open at the Sands Hotel, Las Vegas, Nev., Aug. 2. Bob Rundel of Associated Booking, a deejay that Woody Herman is booked through November 24, thus pinpointing the up current healthy state of the band business.

GEORGINA GIBBS, GAC HOSPICE FACE

Thank Georgina Gibbs has been re-signed by General Artists Corporation. The unique part of her deal is that the Mercury disking company retains the rights to package her own TV and film deals. Among her TV appearances already set are CBS-TV shows on July 28 and 29 in the 7:45 p.m. slot.

ASCAP DOWNS COAL... IN MUSIC LEAGUE... WITH COMPOSERS, AUTHORS, AND PUBLISHERS...

In Music Leaguethat session in Boston, the American Society of Composers, Authors and Publishers...Dec. 1, will include the aid of the season's first triple play. With buses loaded and

DOUBLED SHAPES UP UP 56 BMI CLINIC SKED

NEW YORK, July 9.—The 1956 Broadcast Music, Inc. Program Clinic schedule is already being revitalized by Glenn Dobbler, vice-president in charge of station relations. The 1955 series ended only several weeks ago, but conferences with broadcasters have considerably increased the landscape of the 1956 series. Dobbler's letter to presidents of state broadcaster associations which tie in with the clinic schedule has been the key on the way suggested routes and dates.

During the first few cases the clinics have been held. 6,000 broadcast audience have attended. Several thousand others attended the 1955 series and examined every stage of AM and FM programming. One of the prime considerations of the past season was programming for the woman under-the-housewife. To cope up with this aspect each of BMI's 16 teams included one woman, an authority in the line of programming.

Fraternity Disk Set With Polyphon

CINCINNATI, July 9.—In a deal made with West Coast Distributors, there is a growing interest in Fraternity Records, with headliners here, placed two of last month's disks with Polyphon Records. London, for distribution in England. Sides are "I Really Never Stopped Loving You" and "Good Heart" byCcathy Canary, and "Lies, Nothing But Lies." The Polyphon company will turn London, for distribution in England. Sides are "I Really Never Stopped Loving You" and "Good Heart" by Cathy Canary, and "Lies, Nothing But Lies." The Polyphon company will turn London, for distribution in England. Sides are "I Really Never Stopped Loving You" and "Good Heart" by Cathy Canary, and "Lies, Nothing But Lies." The Polyphon company will turn

Judy Garland Tour May Chalk $118,000

HOLLYWOOD, July 16.—With $65,000 in advance mail order business already accounted for, singer Judy Garland's 10 appearances in six Northwest cities are expected to bring in $118,000, according to Harry Chickman, president of Oregon At
tertainment. The singer's tour, Bob-of-sale for the dates opens in Seattle and four other cities last week.

Chickman attributed the heavy ticket sale to a radio and TV situation campaign in addition to the heavy disk push, much of which was carried in "The Rat Pack's" records in those areas.

Appearing with Miss Garland on the dates are the Hi-Los, the Wee Brothers, Frank Fontaine, and the Jerry Gray orchestra. The scheduled stops are Thursday, July 14, Portland, 15-16, Seattle, 17-18, and Spokane, July 21.

Climbing to the TOP...

ON ALL CHARTS

BEST SELLERS

JUKE BOXES

DJ LISTINGS

original recording of

THE RANK RECORDS

Columbia-40517

columbia records

THE BILLBOARD

JULY 16, 1955

Aÿ-ARI-5-
JULY 16, 1955

THE BILLBOARD

WING

proudly announces its
FIRST record hit!

NICK NOBLE
The Bible Tells Me So'
(HAVE FAITH, HOPE AND CHARITY)
WING 90003

spreading like wildfire from coast to coast!

climbing up FAST

RONNIE GAYLORD

‘Ain’t That A Shame’

AND

“CHE SERA. SERA”
WING 90000

CURRENT NEW RELEASES

BYE, BYE BLUES” • "BANJO BLUES" EDDIE BALLENTINE WING 90001
EIGHT TO THE BAR” • "CARELESS LIPS" MALCOLM LOCKYER WING 90002
CHA. CHA. CHA” • "I LOVE YOU STOP" LOLA DEE WING 90003
SWEET AND GENTLE” • "HOW CAN YOU SAY" LEW DOUGLAS WING 90004
TWO THINGS I LOVE” • "GLASS HEART" THE GADABOUTS WING 90005
PLEASE BE KIND” • "SLIPHORN SPECIAL" BUDDY MORROW WING 90006
HOP, SKIP AND JUMP" • "WHISTERING" EDDIE BALLENTINE WING 90007
I’M INNOCENT” • "PAMPER ME" FRANKIE CASTRO WING 90008
"BARTENDER’S RAG" • "CHARLIE MY BOY" SID NIERMAN WING 90009

RHYTHM AND BLUES

WELL I TRIED” • "YOU’RE ALL OF LIFE TO ME" JAY HAWKINS WING 90010
ALL AROUND THE WORLD” • "DO YOU KNOW" TITUS TURNER WING 90011

WING RECORDS WING RECORD CORP. • A SUBSIDIARY OF MERCURY RECORD CORP.
DEEJAY HUNT
WRCA Seeks Ayem Slot Personality

NEW YORK, July 9—Steve Winograd, program director of NBC's \(830 \text{AM, WRCA,}\) has installed a new "deejay personality" on his \(930 \text{AM, WYCD,}\) locally known as "Foxy." He is scheduled for the 7 to 9 p.m. slot during the week and follows the 9 a.m. to 1 p.m. slot of Foxy. Winograd is preparing a new program, "The Foxy Show," which will be broadcast during the 7 to 9 p.m. slot.

PANCHO LOPEZ NEW 'CROCKETT' HOLLYWOOD, July 9—There's a new star in the making among Latino-American young talent in Pancho Lopez. His latin disco version of "Desperado," has been a huge success in the music industry. Lopez has been named the new "Crockett" for his music style.

Cleffet Ed Curtis Signed by Richmond

NEW YORK, July 9—Cleffet Ed Curtis, writer of Song of the Dreamer, has been signed to an exclusive writer's contract by Howard R. Irwin, vice-president of RCA Victor. Curtis is the writer of "The Last Waltz," the famous track recorded by the Rolling Stones. He will continue to write music for the company.

To Battle Slump

LONDON, July 9—The three publishers, Chappell and Francis, D.J. Day & Company, are planning to continue selling their songs at regular prices. There is no possibility of decline in the sale of records, which continues to show a steady increase.

Liner Notes

By S. Horowitz

OPPENHEIM TO PLAY AT 55 PRAXE FEASTIVAL

David Oppenheim, Columbia Masterworks director and a well-known critic, has been invited to perform at the 55th Prax Festival. The festival will feature the chamber repertory of Oppenheim.

CRESCENT INDUSTRIES NEW SPEED SETS

Crescent Industries has a new line of speed sets, which includes three three-speeds, two two-speeds, and one one-speed, all with different speeds to suit the listener's preference.

RCA CAMDEN TO REVIVE YESTERDAY'S RADIO

Disks being readied for August release by RCA Camden include some that may have special appeal for collectors with large memories. Among them is an important best-seller of yesteryear: Mozart's "Sonata in C Major," which will be featured in the chamber repertory of Oppenheim.

CARDEN RECORDS PREPARE LP'S OF "HOLLANDERS"

Carden Records, specializing in non-commercial library diskings, has issued the first of a series of recordings by Peter Marshall, late choral director of Westminster Abbey. Marshall, of course, is the subject of the novel and movie "A Man Called Peter." In all, four 12-inch LP's are being recorded by Carden, containing eight Marshall recordings.

INDIE CONCERT MGRS.

RE-SELECT ALLEN, NOW WITH L. ALLEN OF KENNETH ALLEN ASSOCIATES, HAS BEEN SELECTED TO REPRESENT THE INDEPENDENT CONCERT MANAGERS' ASSOCIATION. OTHER OFFICERS ELECTED INCLUDE HAROLD HEIDEL, CHAIRMAN, ALBERT HEDER, VICE-CHAIRMAN, AND ALAN COHEN, SECRETARY-TREASURER.

MENDYCHICK: "COUNTRY CONCERTS"

Mendychick: "Country Concerts," recorded by the New York Philharmonic, has been released.

CLASSICAL BEST SELLERS

(All Categories)

Record sales are reported in terms of these national sales areas or at the retail level, without regard to regional or local marketing. The records are determined by a survey of classical music buyers at all key markets.

1. OFFENBACH: "GITE PARISIENNE," MEYERBEEER: "LES FLEURS DU MAL"

2. STRAUSS ORCHESTRA: "WASSAISCH," MODERN SYMPHONY:

3. RICHARD ARMITAGE: "CZECH SYMPHONY," PHILHARMONIC SOCIETY:

4. BEETHOVEN: "PIANISSIMO," SYMPHONY: "NO. 9 AND 6B"

5. THE ART OF THE ORCHESTRA: "POWELL TANGO," FRANKLIN SYMPHONY: "SYMPHONY NO. 6"

6. THE FAMILY ALL TOGETHER: "BOSTON POPS ORCHESTRA," SALOME SYMPHONY: "SYMPHONY NO. 6"

7. J. STRAUSS: "WALTZES," KLOSENORNSZTEIN ORCHESTRA

8. RESPICHI: "PIUMES DI ROMA," FOUNTAINS OF ROMA:

9. DELCTER, "SINFONIA," BOHEMIA SYMPHONY:

10. RACHMANNINOV: "SYMPHONY NO. 5," PHILHARMONIC ORCHESTRA:

* Reviews and Ratings of New Popular Albums

1. PETE ROSS: "KINGDOM OF THE SUN," RCA Victor L 723

2. "THE REAL DAVE CROCKETT," RCA Victor L 1021


6. "SOMETHING ABOUT SAM," RCA Victor L 753


* Top 10 Selling Albums

1. "SOMETHING ABOUT SAM," RCA Victor L 753


5. "THE REAL DAVE CROCKETT," RCA Victor L 1021


* Top 10 Selling Artists

1. PETE ROSS

2. "THE REAL DAVE CROCKETT"

3. "THOSE WERE THE DAYS"

4. "THE MOST INTIMATE"

5. "THE SEVENTH AVE.

6. "THE SONGS OF THE TIMES"

7. "THE INDIAN IN THE MAKING"

8. "THE SOUND OF MUSIC"

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10. "THOSE WERE THE DAYS"

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10. "THE INDIAN IN THE MAKING"
THE MOST EXCITING RECORD IN THE FABULOUS CAREER OF...

De Marco Sisters

SAILOR BOYS HAVE TALK TO ME IN ENGLISH

HOT BACCAROLE

DECCA 29607 9-29607
**Reviews and Ratings of New Classical Releases**

**HOMER:** VIOLIN SONATA IN D MAJOR, K. 373 / REQUIEM IN D MINOR, K. 626 (CD 7882) / MYTHODICS, MELODY = COMPETITION CONCERT NO. 3 (1327) / \textit{Fate in a Free World}\ (Dot, C004) / EDAN, \textit{Rustic} (Dot, C004) / THE NEW ENGLAND CONCERT BAND, \textit{Epic} (Columbia, 33746)

**LEWIS:** SONATA NO. 2 IN E MINOR, K. 497 / \textit{Raths} (Decca, 29560)

*This collection of demanding virtuoso compositions reveals much of Mozart's final creative period. An aura of contentment is the notable feature of this disc and the diversity with which difficult passages and cadences are negotiated. It is only when virtuosity is called for that Ands plays become more compelling and complex.*

**RIOSELY:** QUARTET NO. 1, K. 575 / \textit{Bilbao} (Epic, 29560)

*The Royal New Zealand of the Con- cert band here for some reason issued a limited edition of the Handel quartet - but that, surely, they have been otherwise engaged.*

**AMANDER:** \textit{Bunny} (Duke, C004)

*Upon listening to the disc, one is immediately struck by the strength of the ensemble.*

**ASHTON:** ALIEN \textit{SLEEPER} \textit{Sloane} (Epic, 31116)

*The disc promises to please, but alas, it is an utter disappointment.*

**NAMN Convention-Bound?**

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**BOOTH 1—THE BILLBOARD’S OFFICIAL NAMM CONVENTION SERVICE CENTER**

The Palmer House, Chicago, July 18, 19, 20, 21—9 A.M.-6 P.M.

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**DEARBORN 2-0627**

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**DEARBO 2-0627**
### COLUMBIA CHECK LIST

#### NEW POP RELEASES
- The Yellow Rose of Texas
  - Mitch Miller
  - Blackberry Winter
  - Banjo Woogie
  - Plink, Plunk, Pliniety Plunk
  - Don't Throw My Love Away
  - Anything, Everything for Love

#### BEST-SELLING POP SINGLES
**Week Ending July 1, 1955**
- Humming Bird
  - F. Laine
  - 40559
  - 4-40559
- I'll Never Stop Loving You
  - D. Day
  - 40505
  - 4-40505
- I Never Look Back
  - 40507
  - 4-40506
- Blue Star
  - F. Sanders
  - 40507
  - 4-40508
- My Love's a Gentle Man
  - T. Bennett
  - 40523
  - 4-40523
- Don't Tell Me Why
  - 40523
  - 4-40527
- Joe, Joe
  - 40517
  - 40517
- The Banjo's Back in Town
  - 40517
  - 4-40519
- You and You Alone
  - P. Weston
  - 40557
  - 4-40527
- The Kentucky Song
  - 40557
  - 4-40547
- Strange Lady in Town
  - F. Laine
  - 40547
  - 4-40547
- Cool Water
  - 40557
  - 4-40557
- Love Me or Leave Me
  - L. Elgart
  - 40525
  - 4-40525
- When Yuba Plays the Rhumba on the Tuba
  - 40525
  - 4-40528
- Three for the Show
  - H. James
  - 40503
  - 4-40503
- The Great Lie
  - 40503
  - 4-40503
- His Hands
  - M. Jackson
  - 40529
  - 4-40529

#### NEW FOLK RELEASES
- Somebody's Pushin'
  - Johnny Bond
  - 21424
  - 4-21424
- Carolina Waltz
  - 21423
  - 4-21423
- Go On By
  - Rosemary Clooney
  - 21422
  - 4-21422
- I Whisper Your Name
  - 21422
  - 4-21422
- Stand-In Sweetheart
  - Johnny Ragusaule
  - 21422
  - 4-21422
- Someone Pared Our Love in the Middle
  - 21422
  - 4-21422
- Seven Years Blues
  - The Webster Bros.
  - 21421
  - 4-21421
- Read of Broken Hearts
  - Frankie Miller
  - 21420
  - 4-21420
- Paid in Full
  - 21420
  - 4-21420
- My Wedding Song to You
  - 21420
  - 4-21420
- Never, Never, Never
  - Jimmy Little
  - 21417
  - 4-21417
- Walking the Streets
  - John
  - 21417
  - 4-21417

### BEST-SELLING FOLK RECORDS
**Week Ending July 1, 1955**
- Sweet Little Miss Blue Eyes
  - R. Price
  - 21402
  - 4-21402
- Let Me Talk to You
  - 21402
  - 4-21402
- Old Lonesome Times
  - C. Smith
  - 21382
  - 4-21382
- There She Goes
  - 21382
  - 4-21382

*Based on Actual Sales*
The Billboard Music Popularity Charts

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

HONOR ROLL HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending July 6

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unchained Melody</td>
<td>By Mr. Grant and Jule Styne</td>
<td>Published by Frank (ASCAP)</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Rock Around the Clock</td>
<td>By Benny Davis and Al Green</td>
<td>Published by Broadway (BMI)</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>Cherry Pink and Apple Blossom White</td>
<td>By Louis Armstrong</td>
<td>Published by Columbia (ASCAP)</td>
<td>27</td>
</tr>
<tr>
<td>4</td>
<td>Learnin' the Blues</td>
<td>By Delta Sweeten</td>
<td>Published by Bette (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Blossom Fell</td>
<td>By Howard Burdett</td>
<td>Published by Bette (ASCAP)</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Something's Gotta Give</td>
<td>By Johnny Maestro</td>
<td>Published by Reynolds (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Honey Babe</td>
<td>By Paul Francis Webster</td>
<td>Published by Witmark (BMI)</td>
<td>11</td>
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<tr>
<td>8</td>
<td>Hard to Get</td>
<td>By Jack Smith</td>
<td>Published by Witmark (BMI)</td>
<td>14</td>
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<tr>
<td>9</td>
<td>Ballad of Davy Crockett</td>
<td>By Jimmie Davis</td>
<td>Published by Columbia (BMI)</td>
<td>16</td>
</tr>
<tr>
<td>10</td>
<td>Dance With Me, Henry</td>
<td>By John Tubby</td>
<td>Published by Modern (BMI)</td>
<td>19</td>
</tr>
</tbody>
</table>

Second Ten

<table>
<thead>
<tr>
<th>No.</th>
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<tbody>
<tr>
<td>1</td>
<td>It's a Sin to Tell a Lie</td>
<td>By Billy Minter</td>
<td>Published by Brunswick, Voice &amp; Country (ASCAP)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Sweet and Gentle</td>
<td>By Otto Preminger</td>
<td>Published by RCA (BMI)</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Heart</td>
<td>By Dick Adler and Jerry Ross</td>
<td>Published by Frank (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Ain't It a Shame</td>
<td>By D. Ballachowski and A. Dowden</td>
<td>Published by Cadenza (BMI)</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>If I May</td>
<td>By Charles Singleton and Rose Marie McCay</td>
<td>Published by Rosemary (BMI)</td>
<td>16</td>
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</table>

Third Ten

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<tr>
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<tr>
<td>1</td>
<td>Melody Untold</td>
<td>By M. E. Grant</td>
<td>Published by Paramount-Beam (BMI)</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Alabama Jubilee</td>
<td>By Mr. Grant</td>
<td>Published by Frank (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>That Old Black Magic</td>
<td>By Mr. Grant</td>
<td>Published by Frank (ASCAP)</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>I'll Never Stop Loving You</td>
<td>By Mr. Grant</td>
<td>Published by Frank (ASCAP)</td>
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</tbody>
</table>

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

KEEP THE POPS ALIVE IN '55
Wake the town and tell the people

Mama's Pearls
CAPITOL RECORD NO. 3189

Les Baxter has another smash hit

Margaret Whiting

...and be sure to see
"Those Whiting Girls"
(Margaret and Barbara)

NOW ON CBS-TV
In the "I Love Lucy" Show
EVERY MONDAY NIGHT

b/w
I'll Never Stop Loving You

CAPITOL RECORD NO. 3120
**Best Sellers in Stores**

For survey week ending July 6

**RECORDS**

1. **BOY AROUND THE CLOCK** 
   (ASCAP) — B. Haley
   — 10

2. **CHERRY PINK AND APPLE** 
   — 20

3. **BLOOMS FOR THE BLUES** 
   — 1

4. **LONESOME ME** 
   — 14

5. **LEARNIN’ THE BLUES** 
   — 5

6. **HONEY BAY** 
   — 13

7. **SOMETHING’S GOTTIN’ GIVE** 
   — 12

8. **DANCE WITH ME, HONEY** 
   — 7

9. **HEART SING** 
   — 5

10. **UNCHAINED MELODY** 
    — 11

11. **B. Hamilton

12. **WILLIE NELSON**

13. **HOBSON’S选择**

14. **LITTLE ME**

15. **HONEY BAY**

16. **SOMETHING’S GOTTIN’ GIVE**

17. **DANCE WITH ME, HONEY**

18. **HEART SING**

19. **UNCHAINED MELODY**

20. **B. Hamilton

**TI:TS WEEK’S BEST BUYS**

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

**THE KENTUCKIAN SONG** (Frank, ASCAP) — The Hilltoppers — Dot 13575

While the film, "The Kentuckian," has not yet been released, this theme has gradually been building into a powerful tune in its own right.

**CLOSE THE DOOR** — Juke Limit — Dot 13581

This novelty has been getting more than a number of Middle Western areas and has now built up a solid core of devotees there.

**YOU WANT TO CHANGE ME** — (Kahl, BMI) — A previous Billboard "Spotlight" pick.

**FORGIVE THIS FOOL** — (Shelden, BMI) — Ray Brown-Episode

Hamilton's latest release is stepping out quickly both in the pop and the rhythm & blues markets. The theme is a part of the current national theme and is likely to be featured in many hit songs.

**Most Played in Juke Boxes**

For survey week ending July 6

**RECORDS**

1. **ROCK AROUND THE CLOCK** 
   — 2

2. **LEARNIN’ THE BLUES**

3. **UNCHAINED MELODY**

4. **BLOOMS FOR THE BLUES**

5. **FELL FROM MY HAND**

6. **HONEY BAY**

7. **SOMETHING’S GOTTIN’ GIVE**

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**DEALERS AND OPERATORS**

**Top Ten Tunes Poster**

Is on page 38

**Tomorrow’s Hits**

Is on page 40

**Popular Records**

**Most Played by Jockeys**

For survey week ending July 6

**RECORDS**

1. **ROCK AROUND THE CLOCK** 
   — 3

2. **LEARNIN’ THE BLUES**

3. **UNCHAINED MELODY**

4. **BLOOMS FOR THE BLUES**

5. **FELL FROM MY HAND**

6. **HONEY BAY**

7. **SOMETHING’S GOTTIN’ GIVE**

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**DEALERS AND OPERATORS**

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**Popular Records**
The secret of what made Perry Como great is in

FOOLED
and
TINA MARIE
with Mitchell Ayres and His Orchestra and the Ray Charles Singers. Arrangement by Joe Reisman

"New Orthophonic" High Fidelity

RCA VICTOR
**The Billboard Music Popularity Charts**

**PROMOTIONAL RECORDS**

**STAFF PICKS**

**MUSIC-VIDEO**

**COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, although actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the near very future.

1. **Razzle-Dazzle**
   - **Bill Haley**
   - (BMI) Decca 20552

2. **I'll Never Stop Loving You**
   - **Doris Day**
   - (ASCAP) Columbia 40506

3. **The Cattle Call**
   - **Eddy Arnold**
   - (ASCAP) RCA Victor B139

4. **Hummingbird**
   - **Les Paul & Mary Ford**
   - (ASCAP) Capitol 3168

5. **Hummingbird**
   - **Frankie Laine**
   - (ASCAP) Columbia 40526

6. **The Popcorn Song**
   - **Cliffie Stone Ork**
   - (BMI) Capitol 3131

7. **The Kentuckian Song**
   - **The Hilltoppers**
   - (ASCAP) Dot 13373

8. **Domani**
   - **Julius La Rosa**
   - (BMI) Cadence 1265

9. **Banjo's Back in Town**
   - **Teresa Brewer**
   - (ASCAP) Coral 61445

10. **Experience Unnecessary**
    - **Sarah Vaughan**
    - (ASCAP) Mercury 70640

---

**Tunes with Greatest Radio-TV Audiences**

Tunes listed alphabetically, here are the greatest audience on network station programs in New York, Chicago, and Los Angeles. Lists are based on John O. Peacock's copyrighted Audience Coverage Indexes.

**Radio**

- Alabama Jubilee (R)–BMI

- Ballad of Dolly Cargo (R)–Bert Littledy–BMA

- Berry Tree (R)–Miller–ASCAP

- Bible Tells Me So (R)–Paramount–Rogers

- Blue Star (R)–Chappell–ASCAP

- Breeze and I (R)–E. Marks–BMI

- Chere Choteau Chere (R)–Hill & Range–BMI

- Chee Chee Breeze Sweet (R)–ASCAP

- Foolish Love (R)–Witmark

- Honey Babee (R)–Witmark–ASCAP

- Hummingbird (R)–Jubilee

- I'll Never Stop Loving You (R)–Floyd–ASCAP

- It's a Song to Tell the World (R)–Brownlee Voice & Combo–ASCAP

- Lead of the Pharaohs (R)–Remick

- Lonesome Old Blues (R)–Bert Littledy–BMA

- Love Me or Leave Me (R)–Brownlee Voice & Combo

- Man in the Raincoat (R)–Canada Ltd.

- May I Never Love Again (R)–Broadway

- My Love Came Back To Me (R)–Seth–ASCAP

- Something's Gotta Give (R)–Remick

- Sweet and Gentle (R)–Paramount

- That Old Black Magic (R)–Farrar–ASCAP

- Unfaithful melody (R)–Frank–ASCAP

- Young and Foolish (R)–Chappell–ASCAP

**Television**

- A Little Love Can Go a Long, Long Way (R)–Northern–ASCAP

- Ballad of Dolly Cargo (R)–Bert

- Cannonball (R)–Chappell

- Chere Chee Chee (R)–Hill & Range–BMI

- Chee Chee Breeze Sweet (R)–ASCAP

- Gotta Give (R)–Remick

- Honey Babee (R)–Witmark–ASCAP

- I'll Never Stop Loving You (R)–Floyd–ASCAP

- It's a Song to Tell the World (R)–Brownlee Voice & Combo–ASCAP

- Lead of the Pharaohs (R)–Remick

- Lonesome Old Blues (R)–Bert Littledy–BMA

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- Sweet and Gentle (R)–Paramount

- That Old Black Magic (R)–Farrar–ASCAP

- Unfaithful melody (R)–Frank–ASCAP

- Young and Foolish (R)–Chappell–ASCAP

**Best Selling Sheet Music**

Tunes are ranked in order of their overall national sheet music importance at the time these scores were issued.

- Week No.1
  - 1. Unchained Melody on 11
  - 2. Cherry Pink and Apple Blossom White on 2
  - 3. Ballad of Daisy Crockett on 3
  - 4. Lesmus' the Blues on 4
  - 5. Rock Around the Clock on 5
  - 6. Melody of Love on 6
  - 7. Something's Gotta Give on 7
  - 8. Blossom Fell on 8
  - 9. Hard to Get on 9
  - 10. Heart on 10
  - 11. Hey, Mr. Banjo on 11
  - 12. It's a Sin to Tell a Lie on 12

**THE BILLBOARD**

**JULY 16, 1955**

**JUBILEE'S BIG ACTION HITS**

- Della Reese
  - "In the Still of the Night"
  - (BMI)
  - Jul 19\n
- THE RAVENS
  - "Green Eyes"
  - (BMI)
  - Jul 20\n
- THE FOUR TUNES
  - "Time Out For Tears"
  - (BMI)
  - Jul 20\n
- THE HEARTBEATS
  - "Finally"
  - (BMI)
  - Jul 20\n
**NEW RECORDING!**

**OKLAHOMA SOUN TRACK**

**COMING ON**

**THE ORIGINAL!**

**THE BEST**

**ALABAMA JUBILEE**

**BY THE FIREHOUSE FIVE PLUS TWO**

**GOOD TIME JAZZ 90-45900**

**Johnny Heims on AZALEA RECORDS**

**"After Today" 78/"I Vaught, Baby, No. 0.19/16**

**AZALEA RECORDS**

**235 W. 42nd St., New York 18, N. Y.**

**COPYRIGHTED MATERIAL**
BIG as Texas itself

Mitch Miller's
Dramatic Recording of...

The
YELLOW
Rose of Texas

Columbia 40540
4-40540
The Billboard Music Popularity Charts

**Popular Records**

**Review Spotlight on...**

**EDDIE FISHER... RCA Victor 41606... SONG OF THE DREAMER (LaRue, BMI)**

Fisher's rendition here is his first formal with material from the rhythm and blues idiom, and he belts it to a fine-threepenny. And the tune is rising fast in r.b. via the original Duke waxing by Billy Brooks. Flip is a bright Fisher-type ballad, "Don't Stay Away Too Long" (Boourse, ASCAP).

**FOUR ACES... Decca 20620... LOVE IS A MANY-SPLENDID THING (Robinson, ASCAP)**

The excellent group offers one of its most polished renditions of this tune from the forthcoming flock of the same title. The flip, a swampy, flavoured version of "Shine On, Harvest Moon," should add greatly to the box strength of the coupling.

**MITCH MILLER... Columbia... THE YELLOW ROSE OF TEXAS (Planetary, ASCAP)**

Newly gathered, this revival from the last century shapes up as a stirring wax production, replete with drums, files, male chorus and the type of excitement Miller introduced several years back. The flip is "Blackberry Winter" (Acuff-Rose, BMI).

**JOHNNY DESMOND... Coral 61476... THE YELLOW ROSE OF TEXAS (Planetary, ASCAP)**

In its ailing, the Desmond version is close to Miller's, the timbre at a slightly deeper place. The warbler subs against the drums and voices, and whips up a mighty happy sound. The flip is a ballad, "You're In Love With Someone" (Supreme, ASCAP).**

**DON CORNELL... Coral 61477... THE BIBLE TELLS ME SO (Pamplin, Roy Rogers, ASCAP)**

Cornell offers a fine cover job on the stirring sacred tune, which has been showing some territorial strength in the Nick Noble version. The vocalization and warmth play here. The flip, a dramatic reading of the picture, "Love Is A Many-Splended Thing" (Robinson, ASCAP), will help.

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

Each record review expresses the opinion of the number of The Billboard writers. It indicates the commercial rating, the following factors are considered: distribution, material, artist's name value, distribution power, exploitation potential.

**JONI JAMES**

Where Is That Someone for Me?... 79

M-G-M 12020—This tune from "Shelby's Heaven" has the wistful quality that has been a trademark of Joni James' best material. If her fans will not be slow in latchings on to this handsomely fueled item. (Chappell, ASCAP)

**THE MOMENT I SAW YOU... 77**

Mills Jones' free-ranging reading of this ballad is in her characteristic vein and, while not as strong as the flip, will surely be of deeply spiny dots, too. (Mills, BMI)

**RUSS MODICAN ORK**

The Popcorn Song... 78

DECCA 20060—Sleeper action on the CBF- сделал хорошую оценку of this novelty, the reason for this cover. The Morgan aggregation, with Russ churning, do right by the clever chorus, projecting it with honest glee. Should be plenty of potential left for this entry to grab off coin. (Central, BMI)

**ALOHA BOULEVARD... 71**

The happy evergreens is played brightley by the ork, with vocal combo helping out. Dance sounds are right for the current market.

**MINDY CARSON**

Wings of the Morning... 77

COLUMBIA 406—A fresh appealing vocal on an attractive ballad. The Less Roter version is in the same key, but this one's a little more lilt. This too, is a marriage which will do good. (Jay, ASCAP)

**DEMARCO SISTERS**

The Hot Barcarole... 77

RCA 2007—The girls belt out a pop (A.B.A. take-off on the familiar classic) with a rock and roll with the Hot Barcarole/gold with a driving beat and ace arrangement. Stella. (Don Gold, BMI)

**SAILOR BOYS HIVE**

Talk To Me In English... 74

The 21st street covers with considerable class and humor. The waxing should read pop. Rosalee Channon's version is still the one to cut. (Brown, BMI)

**RALPH MARSTNER ORK**

(Mama Wants to) Cha Cha Cha... 77

MERCURY 70655—There's bright material here in this infectious waltz of the Latin tops. It's a good example of the intact plus melody which is a plus factor. Certain to get some. (Babe, BMI)

**EDITH SMITH**

Sweet and Gentle... 77

DECCA 20092—Edith Smith, as orginist with long-time appeal. Shows in this stick of the click cha-cha-cha. With the ditty still on the way up, this entry figures to get many relief spins, and the sales should be better. Her version is an average Smith, which ain't bad. (Peer, BMI)

**ETHEL SMIPLE**

(Continued on page 90)

**THE BAR-DONS**

(Don't) Want To Be With The TENOR SINGERS

Pitt, Pls, Pls, Pitts, Pls... 77

MERCURY 70656—An interesting instrumental of distribution of the novelty from the new Martha and the Mamas smash—"The Seven Year Itch". It will be in heavy, momentum, (Mills, BMI)

**DANNY CARROLL**

This Love... 72

MERCURY 7065—Another interesting instrumental treatment of the novelty from the new Martha and the Mamas smash—"The Seven Year Itch". It will be in heavy, momentum, (Mills, BMI)

**MARSHALL TILTON**

Stay Here, My Love... 75

A charming instrumental arrangement of a pop ballad with a swingy pace. (Karnak, BMI)

**THE BAND-NOCS**

(Continued on page 90)
LOVE IS A MANY SPLENDORED THING

A Powerful Performance That Even Tops Their Academy Award Rendition of "Three Coins in the Fountain"

The fabulous song from the 20th Century Fox Cinemascope production of the same name.

Starring Academy award winner WILLIAM HOLDEN
Academy award winner JENNIFER JONES
Directed by Academy award winner BUDDY ADLER
Title song by Academy award winners SAMMY FAIN and PAUL FRANCIS WEBSTER

"LOVE IS A MANY SPLENDORED THING"

Starring
Academy award winner WILLIAM HOLDEN
Academy award winner JENNIFER JONES
Directed by Academy award winner BUDDY ADLER
Title song by Academy award winners SAMMY FAIN and PAUL FRANCIS WEBSTER

America's Fastest-Selling Records
DECCA RECORDS

R/W SHINE ON, HARVEST MOON

29625
9-29625
**GUARDIAN**

**A WORD TO THE WISE**

March 13th, 1935

A new music publishing company, known as **GUARDIAN MUSIC CORPORATION**, has been established. The firm is headed by Charles A. Feindt, who has been active in the music business for many years. The new company will specialize in the publication of popular songs and will rival the more established companies in the industry.

**GUARDIAN MUSIC CORPORATION**

Headquarters: 100 Fifth Avenue, New York City.

**GUARDIAN**

**GUARDIAN MUSIC CORPORATION**

Address: 100 Fifth Avenue, New York City.

**GUARDIAN**

**GUARDIAN MUSIC CORPORATION**

Please be Kind

An original composition on a simple tune, with a beautiful strummed guitar chord.

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An original composition on a simple tune, with a beautiful strummed guitar chord.
The Most Exciting Record of the Year!

THE YELLOW ROSE OF TEXAS

Brilliantly Recorded by

Johnny Desmond

WITH CHORUS AND ORCHESTRA
DIRECTED BY DICK JACOBS
61476 and 9-61476

Coral Records
America's Fastest Growing Record Company
Here They Are—

**The Nation's 10 Top Tunes**

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
</tr>
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<tbody>
<tr>
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<td>DANCE WITH ME, HENRY</td>
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</table>

First time in Top Ten
A Two PAGE Hit!
BREAKING WIDE OPEN IN ALL TERRITORIES!

"Piddily Patter Patter"
COUPLED WITH

"Every Day"

PATTI PAGE
MERCURY 70657

RUSTY'S GREAT NEW RELEASE!
'SEVENTEEN'
JUMPIN' IN ALL THE BOXES!

RUSTY DRAPER
COUPLED WITH
"CAN'T LIVE WITHOUT THEM ANYMORE"
MERCURY 70651

THE COUNTRY HIT TURNED POP!
'DADDY, YOU KNOW WHAT'

JIM WILSON
AND HIS DAUGHTER, JUNE
COUPLED WITH
"PLANS FOR DIVORCE"
MERCURY 70635
The Best of the

**NEATEST TUNES**

...BASED ON EXCLUSIVE BILLBOARD SURVEYS

(one or more records now available for each)

THAT OLD BLACK MAGIC
MY ONE SIN
THE MAN IN THE RAINCOAT
THE ALABAMA JUBILEE
CHEE CHEE OO CHEE
IT'S A SIN TO TELL A LIE
HARD TO GET
HUMMINGBIRD
SWEET AND GENTLE
DOMANI
MERCHANDISING AIDS

CAN MAKE PUSHPOP '55 REALLY COME ALIVE!

DEALERS AND OPERATORS . . .

Sign up HERE right NOW for The Billboard's Special
OPERATION PUSHPOP '55

EASEL DISPLAY CARDS!

Use these big, colorful, attention-getting display cards to post the special
10 TOP TUNES and NEW TUNES COMING UP STRONG poster sheets, now
appearing each week in The Billboard.

Printed on sturdy display stock, these cards are backed with handy-to-use
easel stands that make 'em stand up straight—practically call out to your
customers and patrons throughout PUSHPOP'S 10-week campaign—and
even longer.

Just tear out the poster pages with each new weekly Billboard and post
them on your easel stands. Place them in windows, on counters, at every
juke location.

Just $1 brings both these jumbo, sales-building display cards to you
postage prepaid. How many sets do you want? Use the coupon to order
right away!

THE BILLBOARD
2140 Patterson St.
Cincinnati 22, Ohio

OPERATION PUSHPOP '55

Please send the postage prepaid, the special Billboard
PUSHPOP Poster easel display boards. 1 envelope $——
—————————
(61 per set of two boards)

COMPANY

ADDRESS

CITY

STATE

ORDERED BY

SPECIAL LOW RATES — MAIL ORDER TODAY

THE BILLBOARD
2140 Patterson Street
Cincinnati 22, Ohio

TODAY'S TOP TUNES DEPT.

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

CHECK ONE

□ 1-week trial □ twice a month

□ 100 copies $2 □ 500 copies $5.50

□ weekly □ monthly

□ 50 copies $1 □ 250 copies $3.50

NAME: (please print clearly)

ADDRESS

CITY

STATE

PHONE NO.

ORDERED BY

MAIL THIS COUPON TODAY — START SERVICE NEXT WEEK!

Star Title Strip Co., P. O. Box 6125, Pittsburgh 12, Pa.

□ Please send 10 weeks' trial service—2 cards (10

strip each) for each of the new pop records

weekly at the weekly charge. $5 payment enclosed.

□ Send illustrated folder and price list.

NAME OF COMPANY

YOUR NAME

ADDRESS

CITY

STATE
**Best Sellers in Stores**

For survey week ending July 6

RECORDS are ranked in order of their greatest number of plays in juke boxes throughout the country according to The Billboard's weekly survey of dealers through a national network of high-volume sales in country and western records. When significant action is reported on both sides of a record, figures are combined to determine position on the chart. Each side is listed in both top ten types, the landing place for each is shown in parentheses next to the chart number.

**Weeks**

1. I DON'T CARE (BMI)--W. Pierce...3 5
2. YOUR GOOD FOR NOTHING HEART (BMI)--Dec 29480
3. I Gonna Put My Love on You (BMI)--Dec 29391
4. MAKING BELIEVE (BMI)--K. Wells...2 19
5. WHOSE SHOULD I CRY ON? (BMI)--Dec 29149
6. YELLOW ROSES (BMI)--H. Snow...4 15
7. WOULD YOU MIND? (ASCAP)--Vic 20-6057
8. SATISFIED MIND (BMI)--P. Wagoner...5 8
9. ISE FOR MY Baby (BMI)--Vi 20-6105
10. CATTLE CALL (ASCAP)--E. Arnold & H. Winterhalter...6 4

**Capitol Record No. 3169**

**Most Played by Jockeys**

For survey week ending July 6

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 disk jockey shows in all key markets.

**Weeks**

1. SATISFIED MIND--P. Wagoner...1 6
2. I DON'T CARE--W. Pierce...5 4
3. LIVE, LOVE & HUNTER, DIE YOUNG--F. Young Cap 3056--BMI
4. THERE SHE GOES--C. Smith...7 7
5. YELLOW ROSES--H. Snow...6 6
6. IN THE JAILHOUSE NOW--W. Pierce...3 24
7. MAKING BELIEVE--K. Wells...4 19
8. WOULD YOU MIND?--H. Snow...9 14
9. SATISFIED MIND--E. Arnold & H. Winterhalter...1 3
10. COUNTRY ROMANCE--ASCAP--Dec 29419
11. SATISFIED MIND--W. Pierce...6 20
12. ARE YOU MINE--C. Smith...8 13
13. OLD LONESOME TIMES--C. Smith...1 1
The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• This Week's Best Buys

GO BACK, YOU FOOL (Hill & Range, BMI) – Faron Young – Capitol 3169

Now that all country markets have gotten delivery on Young's latest disc, the sales reports are coming back pretty much true to form. He has another powerhouse here that is doing very well sales-wise in Nashville, Memphis, Richmond, Atlanta, Durham and the more important Middle Western markets. Some areas also report good action on the flip, "All Right" (Lancaster, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on...

RECORDS

EDDY ARNOLD

That Do Make It Nice (Triton, BMI)

Just Call Me Lonesome (Foretast, BMI) – RCA Victor 1098 – Arnold's latest seems destined for a two-sided actin. The flipside is a cute novelty that should do well in both the country and pop markets. The flip is a plaintive country ballad that surely does quite like Arnold. This should score fast.

HANK THOMPSON

Most of All (Teresa, ASCAP) – Capitol 3185 – A highly appealing plaint, this doesn't happen to be the tone of some title that has been doing fairly well in the pop and R&B idioms. Thompson himself clefted it, and he sells it strongly. The flip is a light novelty, "Simple Simon" (Brazos Valley Music, Inc., BMI).

• Reviews of New C & W Records

PERLIN HUESLEY

AND THE COON CREEK GIRLS

Don't Dance In Christmas (Capitol 1587) – Huesleyplease for people to follow the pattern and not repeat the errors the industry committed during the production of a monotonous publics. Here is a special presentation of the disk, which should get every vote. (Nash, BMI)

BILLY JOE DUFF

You're In Love (Peer 111111) – Peer

DECCA favorite, with a distinctive form and sincerity. Here is a hit jockey and his star. (Murfreesboro, BMI)

Pure Of Heart (Happiness Around) – 79

A cherished reading of the beauty tune, with a strongly paced and appealing beat. (Obi-Obi-Remington, ASCAP)

JIMMIE ROGERS SNOW

Go Back You Fool – 77

VICTOR 4188 – The Faron Young version of this fine winner is doing well. Snow should fill out the slate of his, he works with similar skill and sincerity. (Hill & Range, BMI)

I Can't Nour – 76

Snow wraps up an effective winner with vocals and production. (War, BMI)

YOSSY COHEN

You Deezle St Pickles Now – 77

CAPITOL 3186 – Young voice first. Content is not top form and that means generally good. He has a new look at the situation. The side could take off for a while in the country market. Rosen has a tendency to take his sound and jockey away. (Gain, BMI)

I Guess I'm Confused – 74

Christ start the aspersions of unfulfilled promise, and the effort in this latest effort falls short. (Hill & Range, BMI)

WAYNE LERY

He'll Have To Cry Alone – 76

A melody with a zany, jazzy beat. (Capitol, BMI)

ROYALIST

Go On With Your Daytime – 75

CAPITOL 111111 – A good tune with a working job by Roye on a successful record. (Columbia, BMI)

The Blues – 74

Same content. ( كلمات رمزية, BMI)

TEX BITTLE

Rugged Song – 79

CAPITOL 3176 – The great Maxwell Haywood Wells song gets a fine performance here. Wells' story voice and production are also his

pressed fine for dryer programmen, the Gypsy, Beaver & Howe, ASCAP.

HANK LOCKLIN

The Birds Are Singing (Valley, BMI)

Heading straight for the top of the charts with

YOUR HEART IS AN ISLAND

(With the Beat of My Heart)

RCA VICTOR

• New Orthophonic" High Fidelity

(Continued on page 44)
* C & W Territorial Best Sellers
For survey week ending July 6

Birmingham
1. Don't Mention It
2. Louisiana Bound
3. The Wonder of You
4. Don't Make Me Cry
5. I'm Counting on You
6. I'll Never Stay Loving You
7. Make It Rain
8. By the Light of the Silvery Moon
9. You're the One
10. I'm Still Sorry

Cincinnati
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

Dubuque-Fort Worth
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

Houston
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

Memphis
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

New Orleans
1. I'm Sorry
2. I'm Not Gonna Cry
3. I'll Never Say Good-bye
4. Love Me Now
5. Take Good Care of My Heart
6. I'm Gonna Bring You Happiness
7. I'm Satisfied Mind
8. I'M SORRY
9. I'M NOT GONNA CRY
10. I'M SORRY

Vance
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

Winona
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

Winston-Salem
1. Satisfied Mind, J. Blanchard, Jr.
2. I'm Gonna Bring You Happiness
3. I'm Sorry
4. I'm Not Gonna Cry
5. I'll Never Stay Loving You
6. I'll Never Say Good-bye
7. Love Me Now
8. Take Good Care of My Heart
9. I'm Gonna Bring You Happiness
10. I'm Satisfied Mind

* Reviews of New C & W Records

**Continued from page 47**

Dixie Dickson, KCFL, Rusk, Tex.

4. Tony Dodson, WCNZ, Ironton, Ga.

5. James Mcclure, WLOM, mgr.


7. Jack Eichelberger, WJZ, New York, N.Y.

8. Tony Dodson, WCNZ, mgr.

9. Tony Dodson, WCNZ, mgr.

10. Tony Dodson, WCNZ, mgr.


due out in a few weeks. Dickson, who is operating the Radio Music Shop in the Dallas area, has been very successful in selling the discs and has already sold over 100,000 copies. The discs have been well received by the public and have sold very well in the South.

**FOLK TALENT AND TUNES**

**Continued from page 18**

the show's success is due to the fact that it has been able to attract popular artists such as Buck Owens and the Blue Grass Boys. The show features a mix of country and western music, with a focus on traditional folk songs and ballads.

**FOLK TALENT AND TUNES**

**Continued from page 18**


- Bob Davis, WBOY, Huntington, W.Va.

- Bill Smith, WBOY, Huntington, W.Va.

- Jim Williams, WBOY, Huntington, W.Va.

- Bob Davis, WBOY, Huntington, W.Va.

- Bill Smith, WBOY, Huntington, W.Va.


- Bob Davis, WBOY, Huntington, W.Va.

- Bill Smith, WBOY, Huntington, W.Va.

**RHYTHM & BLUES RECORDS**

### Best Sellers in Stores

For survey week ending July 6

**Records** are ranked in order of their current retail sales importance in the retail level, as determined by The Billboard’s weekly survey of dealers’ release. The survey is based on sales of singles and albums. When significant action is reported, it is recorded with side of a record determined on the basis of position on the charts. In each case, both sides of a record are listed at their best charting level. The list is compiled by The Billboard’s market survey and song charts. When significant action is reported, it is recorded with side of a record determined on the basis of position on the charts. In each case, both sides of a record are listed at their best charting level. The list is compiled by The Billboard’s market survey and song charts.

<table>
<thead>
<tr>
<th>Side A</th>
<th>Side B</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1.</td>
<td>1</td>
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<tr>
<td>2.</td>
<td>2.</td>
<td>2</td>
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<tr>
<td>3.</td>
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<tr>
<td>10.</td>
<td>10.</td>
<td>10</td>
</tr>
</tbody>
</table>

**Week** | **Last Week** | **Chart**
--- | --- | ---
1. | 1. | 1 |
2. | 2. | 2 |
3. | 3. | 3 |
4. | 4. | 4 |
5. | 5. | 5 |
6. | 6. | 6 |
7. | 7. | 7 |
8. | 8. | 8 |
9. | 9. | 9 |
10. | 10. | 10 |

### This Week’s Best Buys

**FOR THIS WEEK, FOLK** (Shields, BMI)—Roy Hamilton—EP 9111

See pop “Best Buys.”

**SONG OF THE DREAMER** (Laymon, BMI)—Billy Brooks—Deck 142

While national acceptance of this tune has been a bit slow in coming, the song’s potential has been quite evident in the Southern fields, with several major artists now contributing in the latter category. The tune has been performed, recorded, and released by the Philadelphia Phonograph Co., Buffalo, Cincinnati, Baltimore, Durham, New Orleans, St. Louis, Kansas City, and Dallas. The flip is “Mumbo in Everywhere” (Lincoln, BMI). A previous Billboard “Spotlight” pick.

### Review Spotlight on...

**JOHNNY ACE**

Anymore (Lion, BMI)—Deck 144—This is the first Ace record issued since the top artist was granted his second hit. It is a potent ballad similar in mood to his last, long-enduring smash, “Falling My Love,” and it is to be hoped that tremendous following has been waiting for this. The flip is a rhythm type from further down the barrel, “I Know You Be So Mean.” (Lion, BMI).

**FIVE KEYS**

Don’t You Know I Love You? (Dunbar, BMI) 
I Was Sooner Learned to Love You (BMI) = Capital 3185—The Keys are having a consistently late run to date. The sides are capable of continuing the streak. “Don’t You Know” is a brick-stone plat that, I hope, is still being in their repertoire.

**SPIRITUAL**

**Soul Stirrers**

I’m So Glad (Venice, BMI) = Specialty 852—The highly potent group goes on from unabashed expression of joy in their gospel tunes. Melodic line is氧化物 over a pulsing rhythm foundation. Some of the vocal services are the nicest examples for this one. Flip is also great, “One More River” (Martin and Morris, BMI).

**The Original Gospel Harmonettes**

Jesus Laid His Hand on Me (Venice, BMI) = Specialty 851—The girls are superb in this item, which presents a well known gospel story. The lead vocalist presents the narrative with great emotional power. The flip is a delightful “I’ll Try To Win” (Venice, BMI) is only a slight notch lower on the potency meter.

### R & B Territorial Best Sellers

For survey week ending July 6

Lists are based on retail sale reports secured on West Coast, Northwest and South with occasional data from top rhythm and blues dealers and jazz best buyers in the market listed.

**Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>Seller</th>
<th>Title</th>
<th>Label</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>2</td>
</tr>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>3</td>
</tr>
<tr>
<td>L.A.</td>
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<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>4</td>
</tr>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>5</td>
</tr>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>6</td>
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<tr>
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<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>7</td>
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<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>8</td>
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<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>L.A.</td>
<td>Imperial</td>
<td>I Don’t Have to Have Her</td>
<td>BMI</td>
<td>10</td>
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### Most Played by Jockeys

For survey week ending July 6

Sides are marked in order of the greatest number of plays on disk jockey radio stations throughout the country according to The Billboard’s weekly survey of top disk jockey stations in all market areas.

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</table>

### Reviews of New R & B Records

### New and novel sensation

LISTEN TO THIS SONG

WILBERT HARRISON SAVOY 1154

Great ballad for everyone YOU’RE THE ANSWER TO MY PRAYER

VARETA DILLARD SAVOY 1160

Great style by a great

IT’S WRITTEN IN THE STARS

LUTHER BURNEE SAVOY 1159

Beloved ballad for everyone
FOLK TALENT AND TUNES

The Billboard Music Popularity Charts

Several pages have been extracted from a document discussing music and its popularity. The text contains references to various artists, songs, and radio stations. It mentions the popularity of folk music and mentions specific songs and artist names such as "Stewie," "Big One!," and "Erastus the Deejay." The text also references radio stations and their programming, including WMM, Jackson, Mich. and WENE, Huntington, W.Va.

The text includes various dates and locations, indicating the timing and geographic context of the music industry during that period. It also touches on the personal lives of some of the artists, such as "I've had my chance," "I wanna be there," and "come back my love and two things I love." The text delves into the mechanics of the music industry, including record promotions, radio broadcasting, and the role of deejays in the music scene.

Overall, the document provides a snapshot of the music industry in the late 1950s, highlighting the popularity of folk music and the influence of deejays in promoting new talent. The text is a historical record of the music industry at the time, offering insights into the strategies used by record companies and radio stations to promote new artists.
HOCUS-POCUS

By BILL SACHS

RAT-MOND scribbles from Proct's Neck, Me., that he re-ceived a photo of his movie curtain as part of a tontour magic show, and added his truck to his repertoire of magic tricks. The closing was due to conditions—not book. He added, "Also, the curtain is not a toy. It's a real Magic trick, with which I have worked for years."

The cast of the play is not known at this time, but it is said to be a top-notch company. The play is scheduled to open on Broadway on March 12, 1956.

BLONDE.-Mrs. Charles E. Smith, 88, of Salt Lake City, Utah, attended a revival of "The Great Gatsby." She said the play was "a wonderful experience." She added, "I have always enjoyed the works of F. Scott Fitzgerald."

This is the first time Mrs. Smith has seen the play since it was first performed in 1925. She is a member of the Salt Lake City Theater Association, and has attended many performances of the theater's productions.

BURLESQUE BITS

By UNO

It will be very good news to all of those who were not able to attend the recent presentation of "Burlesque Bits" at the Orpheum Theatre. The performance was a great success, and the audience was delighted with the cast and the production. The show was directed by Mr. Smith, and was produced by Mr. Johnson.

MARRIAGES

(Dr. Michael C. Gentry, visiting professor of the University of Arizona, is getting married this week. The bride is Miss Roberta Williams, daughter of Mr. and Mrs. John Williams, of Phoenix, Arizona. For many years, they have lived in Phoenix, and are well-known for their hospitality.

DIVORCES

(Dr. Michael C. Gentry, visiting professor of the University of Arizona, is getting a divorce. The couple have been divorced for several years. For many years, they have lived in Phoenix, and are well-known for their hospitality.

IRVING J. POLACK


BESSIE POLACK
Brandon Exhibition
Gate Tops 1954 15% Grandstand, Midway Receipts Also Up; Increases Scored Despite Three Raids

BRANDON, Man., July 9—The five-day Brandon Exhibition closed Friday with receipts of $104,252, a paid gate estimated about 15 per cent higher than last year.

The increase was chalked up in the face of heavy rains that fell twice during the week, including an all-nighter on Wednesday night (8). Last year the exhibition had had hard rains, but experienced deluges and cold to retard the trade.

Improved business conditions in the Brandon area, stepped up publicity campaign, the giveaway of a model home, and a strong

GM Plants Hum; Anderson, Ind., Receipts Climb

ANDERSON, Ind., July 9—The Anderson Free Fair, which tonight would close its successful four weeks, ended its runs in a manner it has never known. It was peacefully, quietly, and in the midst of a general admission of its success.

The visit of a large number of out-of-town visitors was another indication of the fair's well-deserved success.

Two major projects of the fair—construction of a new home for the Anderson Home for the Aged and the building of a new gymnasium—were completed.

Raymond E. Walton, chairman of the fair executive committee, expressed the hope that the fair would be continued in its present form for many years.

Govt. Corrals Helium Balloon Sales Up In Air Once More

NEW YORK, July 9—The bizarre pattern of the helium-filled balloons which were once widely used for advertising purposes and which have been completely out of favor for many years, is to be revived as part of a large-scale government project.

Under the program, the Department of Commerce is to purchase 10,000 balloons, each measuring 10 feet in diameter, for use in promoting American products abroad.

The balloons are to be used in a variety of ways, including as decorations at trade shows and as symbols of the United States in other countries.

Mike Kelly Killed Doing Bicycle Act

HILLSBORO, Ore., July 9—Mike Kelly, 35 whose real name is John M. Kelly, died Monday (4) while performing his bicycle act in a small town here. The accident occurred when Kelly, who rides his bicycle over a high ramp, lost his balance and fell to the ground.

The ramp was new and the act had never been performed before. Kelly was taken to a hospital, but died later from injuries sustained in the fall.

The government over the helium patent, the tank cars used for transport, the balloon itself, and in some cases color, in which it is sold to users for helium. The government is manufacturing the tanks at a cost of $500 per tank, and has shipped in tank cars to distribution points. A major disadvantage is that the helium is not available in the same city. If a tank car is used, it is sold to the user for $500 per tank, and has shipped in tank cars to distribution points.

This is a major project which has been under way for six months, and is expected to be completed by the end of the year.

Concessions' Lure Midway to Glitter With Brand Names

NEW YORK, July 9—A solution to the serious gate situation of the Washington Redskins has been found, says President E. T. A. Anderson.

The Redskins have been looking for a way to increase their gate receipts, and now they have found a solution. They have signed a contract with a major league baseball team, the New York Giants, to play an exhibition game at the stadium. The game will be played on the night of the Washington Redskins game, and the Rebels will receive a percentage of the gate receipts.

This is a major move for the Redskins, and it will help them to increase their gate receipts. The New York Giants are a major league team, and they have a large and enthusiastic fan base.

There is no question that this move will be successful for the Redskins. The team will have a large and enthusiastic fan base, and they will be able to increase their gate receipts significantly.
New Bingo Regulation Takes Effect in Conn.

HARTFORD, Conn., July 9.—Connecticut's new bingo legislation takes effect next week, with the O'Shea-Burke operation for sale and diversion instead of the former operation of licenses.

A chief feature of the new regulations will be to require that certain prizes, which will be limited to merchandise at least $50 for a single game, and $350 for a set of seven games. These must be cash awards or prizes of similar value.

There will be no new applications for permits except from existing games, but those operating under old permits must comply with the new regulations. Games can be sponsored by the veterans' groups, church or religious organizations, or any other public or private institutions, education or charitable groups, and of the local volunteer volunteer fire companies.

Bingo games must be played on the premises, and only the proceeds from the games can be used for the benefit of the organization sponsoring the game. There will be no cash prizes in excess of $50 for a single game, and $350 for a set of seven games. These must be cash awards or prizes of similar value.

Cedar Point, O. Lures Big Weekend Turnouts

CEDAR POINT, O., July 9.—Following a high temperature in July 4 weekend, the popular Lake Erie resort has its largest crowd in many years for the long weekend. During the holiday, large crowds, and baby bands have been a daily event of the week meeting the demands of all. Numerous of the usual bands and sea shells have been drawn to the resort, and other bands were present also over much of the holiday period. Several privately owned beach homes have been taken up by the owners and the usual price of the beach has increased greatly.

When Tomsy and Jimmy Dean brought their combined band back to the Lighthouse hotel on the large hotel on the Thursday night (7/8), the large crowd that turned out in the vacation crowd. This was another one of the many advantages of the resort and the guests, they were all three. The hotel was designed to draw a crowd and the resort was the main attraction. The big night on the Indiana and TV gave many a chance to see the bands and the resort was the main attraction. The best (99) tended to keep the hotel for the big night that night.

Thousands packed the courtyard and adjoining grounds both Sunday and Monday nights for the large display of fireworks shot off by E. S. Roberts, part owner of the Casino. The B&O train stopped at Zanesville, Newark and Martinsville to pick up extra passengers. The resort's speedboats operating out of Sandusky did capacity over much of the holiday period. Several privately owned beach homes have been taken up by the owners and the usual price of the beach has increased greatly.

Bandit Takes $2,500

From Chicago Kid Spot

CHICAGO, July 9.—Bandit O'Neary and associates made their first appearance on the 4th of July and escaped with $2,500. From the records, O'Neary located in Chicago's far South Side early Tuesday (7/8). The robbers tied up the caretaker and his wife while they were in their house trailer and took the safe from a concession stand.

New Tubs-O-Fun Ride

Be Prepared for Those Big Days Ahead With This Huge Capacity Ride. Will Earn $50.00 to $60.00 Per Hour. Famous Oak Lawn Construction. A $4,500.00 Ride. For Sale $2,750.00.

HAMPTON AMUSEMENT COMPANY
Portage de Sioux, Missouri
(Phone: Skylie 3833)
A BLUE RIBBON WINNER!

Dated JULY 30—Distributed JULY 25

featuring

The final publication of the 1955 Fair Dates with all late changes and additions ... one of the many reasons why EVERYONE in Outdoor Show Business will welcome this Special Issue and will put it to good use many times over during the remainder of the Fair Season.

All the latest news ... reports on business being done by Fairs, Amusement Parks, Kiddielands, etc. ... developments of new equipment and supplies for the growing Food and Drink Concessions Field ... and ... the regular weekly features, Routes, Coming Events, Letter List, Merchandise Topics, Pipes for Pitchmen, more widely read at this particular time of the season.

Timed perfectly to reach EVERY Billboard reader just before the peak of the Fair Season ... August, September and October when the majority of Fairs, large and small, take place.

Helium Problem

• Continued from page 48

This time, it is said, there just isn't any helium available.

The government has cut its helium supply to Air Reduction by more than 50 per cent, and even specifies where the allotted helium is to be shipped. Balloons account for only 5 per cent of all Air Reduction's business in helium but the government has not allowed any of the gas for that purpose for the last six weeks.

Black Market Helium

As is the usual shortage there are rumblings of black market helium. Initial price of the cylinders is about $16.50 hereabouts, and during 1953 Christmas season under-construct gas was going for $25 to $30 per cylinder, with some department store concessionaires managing to come up with the stuff somehow. Offering price now is about $40, it is said, with some of the helium-filled balloons noted in the Boston area.

Round balloons and cat-balloon types eight-inch and larger, made with heavy walls for helium usage, can also be used with compressed air, but of course they will not float. Spiral, balloons and air ships are not normally used with helium anyway since they would stand on end and are not designed for floating.

Alleged wholesale balloon sales are harmed by the black market, biggest regret is expressed by nearby advertisers, park owners and midway operators. Clusters of floating balloons make top-notch decorations as well as being faster moving than stick balloons, in a sales sense. Commercial advertisers using floating balloons interested in sales messages have had this type of advertising and promotion approached by the government action.

TENTS

All Sizes All Types

Well Made For Over 75 Years

Materials on hand dyed in colors or "CHEX FLAME." Underwriters approved frame, water and mildew proof fabrics.

IMMEDIATE DELIVERY

"STOP" - JESSUP - GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.

1362 9th St., Berkeley, Calif.

ANCHOR TENTS

Supplied Superior Show Canvas for 75 years. Any size or style made to order. Dyed and fluorescent fabric. Send today—write today—better prices today.

SHOW TENTS

516-518 EAST 116th ST.

KINER, CITY 6, Minneapolis

Phone: Harrison 3026

HARRY SOMMERVILLE

Shooing Galleries

And supplies for Eastern and Western Tent Galleries. Write for catalog.

H. W. TERPENING

127-129 Marion St., Ocean Park, Calif.

"CHAMPION" DEMOUNTABLE TUBULAR STEEL FRAME TENTS

Sizes and Styles for Every Outdoor Purpose—Shows, Carnivals, Fairs, Concessions, Rides, Exhibitions, Drives, Etc.

No hardware, no construction necessary. Sturdy, rapid, economical, easy to build, easy to use, easy to move, easy to store. Write today.

HARRY TENT & AWNING CO.

425 W. Adams Ave.

Berkeley, Calif.

POWERS TENTS

Tents well reinforced. 1935 sq. ft. Extra heavy canvas saturated with heavy soil thread. Largest manufacturer of show tents in the East. Write for prices.

Powers & Co.

1727 Westland Ave.

Philadelphia 43, Pa.

Fill in arrows send for quotations.

AMERICA'S FINEST

SHOW TENTS

SPECIAL!

5½ x 10 and Round 2nd Tents—12½ ft.—Four sides. All Coten, Canvas, Canvas, Canvas—Double-filled—Immediate Shipment.

4803 N. Clark St.

Phone: Adams 1-2500

CHICAGO 40, ILL.

APRIL 1955

ACE CANVAS CORPORATION

100 GREENE ST.

JERSEY CITY 3, N. J.
ALDORIUMS-ARENAS

Conclave May Open Ranks Of IAAM to Stadium Mgrs.

By Tom Parsonsen

When the International Association of Auditorium Managers convenes next week (28-30) in Denver one of the top items on the convention agenda will be the proposal that membership be opened to managers of outdoor stadiums as well.

Mr. E. Thayer, manager of the International Auditorium

and president of the IAAM, points out the belief that whether the big capacity structures are those with roofs or without the prohibited are the same.

Thayer will tell the conven-
tion that the main con-

cerns of auditorium managers are problems about labor rela-
tions, concession operations and promotion of events, and that the same concerns are upper-

most on the list of stadium managers.

Every weather problems are noted the same. Harry Duggan.
Events at an open-air stadium can be affected by rain, wind and weather, and auditorium bad weather can have equally seri-
ous effects.

In welcoming stadium man-

gers into the IAAM, bankers felt that they would be further-

ing a co-operative feeling that already exists in many places.

The auditoriums of the General Motors Powerama show, the big exhibition even of 23, considered coming to the Auditorium, but a major test show’s dates were in conflict.

Thayer then referred GOM to Soldier Field, and told where Powerama will be. He believes this type of co-opera-
tion between his office and that of Erwin Weiser, Soldier Field manager, can be duplicated in many places. Weiser, indi-
doubtedly, already belongs to IAAM.

Another point made by Thayer is that with such shows as "Powerama" going into sta-
diums, these structures are step-

ping out, the same field as exposition balls, and thus the sta-
diums’ common interests with arenas and auditoriums is even

more important.

In cases of musically owned facilities, frequently one man manages the auditorium and the stadium-type facility. This is true in the numerous cases in which fair associations own their own fairs or as well as a grandstand, and some fairs are operating these facilities on a year-round basis.

The point to be made is that all facilities will be included if the membership might extend will be a conven-
tion. Managers of baseball-

ball parks might be invited to membership, no conflict is seen between membership in IAAM and membership in any other organizations.

Thayer also be-

lieves that managers of univer-
sity football stadiums and a va-

riety of other high-capacity facil-

ties could be made eligible.

In many cases managers of rooved and unroofed buildings find their professional cross. The overlapping of prob-

lem and the mutual exchange of business leads and informa-

tion which already exist and which could be exploited for mutual gain is advantageously, by the closer association that common organi-

zation could give.

CONEFY ISLAND, N. Y.

The seconds of the season's three-day holiday week-ends, like the other seasons, (December 1954) at thrilled ideal weather. this time of the wet variety that as a consequence, drew record breaking crowds.

Business was tops with all

and concessionaires.

Phil Coreham is the new staff photographer, replacing old timers Harold Noshof, and Gery Duggan in the new press office for Frank Tilley, placing Diane Echler, in Steeples Dance Park. Greenbaum comes from The New York Journal-American staff. The Tilley, ending its deal with the Bondest milk lien, will present an unusual attraction consisting of Elvis the cow, and her daughter that arranged the July 15-24, in a roomy spot inside the park.

Recent celery, guests of the management, were Margaret Tra-

man, accompanied by Leon Levin, Delmona Print, Paul Cong, Gerald Nagel, Phil Huben and Bert Lucarien, all rode horses.

Following his park visit, Regan won the game against Anna Nelson of high-stakes fame. Marie Mapp, daughter of Judge and Joseph Carroll, tattooed lady, in Palace of Wonders, became engaged.

NEW! ALL NEW

TOLEDO 50

FLO-MACHINE

$199.95

The latest and finest designed and constructed flashe, machine known. Ideal for arc, plasma and oxy-acetylene use. Just $199.95.

See our 70th year

CETRAS

CETRAS

CETRAS

The big red name that says it all. Your trusty friends in hardware.

TOLEDO 50

FLO-MACHINE

The latest and finest designed and constructed flashe, machine known. Ideal for arc, plasma and oxy-acetylene use. Just $199.95.

STEADY SUPPLY IMEDIATE SHIPMENT

DIXIE HOT DOG MIX

Make to Order Your Midwest Headquarters

CETRAS

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For all your

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1981 successor. Toledo 13, Ohio

Krispy Kreme

1955

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Brand Names for Midways

*Continued from page 49*

distributors have also found a supply of activities which, as they have the stuffed dolls people. This is an important market as premiums by filling stations and supermarkets and it is a field for people to look into to explore. So far it has proved very successful.

Davy Denve Seen

What with the present production of Davy Crockett items, the outdoorsmen feel Davy has hit the road. For many years there have been dozens of Davy items on the market and expensively released. There is, and with the initial harvest of Crockett items that have been reaped, it is not expected that the Davy item will lose its popularity since they will carry it past the Christmas holiday season. For example, they are not being stocked by restaurants or department stores due to high demands of the trade, but are being made up quickly on short order.

Novelties are another part of the Christmas period and are standardized for many years. This Christmas season is expected to be as much as half the year marked as well as Christmas. As Charles Sherr and Sherratt Novelties are released in Philadelphia, Sherr also will release the American Turkey Derby and other recent features, World Series and championship races.

In New York he is maintaining stores connected with the Metropolitan Garden on a year-round basis, opening stores for the next eight weeks of the radio and cinema. He remarks Garden has a separate store for them, and the store managers each own the store to the percentage, this type of business. He further adds that this is a season of souvenir buttons, which Sherr makes up on short notice and sells in such large quantities that the house earned a reputation as a novelty button and pin house.

There is no shortage of novelty buttons, carousels, paraffin lamps, false birth on sticks, etc.—with this field being doubled in value by three-to-one ratio by Japanese imports. There is no “novelty” category at the Foreign Trade Statistical directory of the U. S. Department of Commerce, whereas one might figure out the extent of the field.

The items might be carried in circumstances under which products, paper products or others. Included is a house in daytime, worth of Japanese "toys, athletic rubber band," reporting model, and another $60,400,000 in precious jewelry, silver, and pearls, with both categories including a catalog of items. The house stands, such as mechanical toys, dolls, and these jewelry, paraffin and cookie dishes.

Big items in the novelty field are brackets and knobs, one product not taken over by the Japanese. Another American flag, also the Niopan- chese have a good Silk Star and seem to be protected and cotton models. Also it is finer stocking, or any place to make sense, but the American are leading the ball. Balloons, competition among mak- ers is needed to produce such products, as cats, elephants, and balloons in-a-balloon models.

Also going well this year are the realistic ones, once available only in red but selling nicely in ecru. In white, the American balloon, Domestic Standard Excellent. Domestic Standard Excellent in this area.

Throughout the merchandising and novelty field, prices have been reduced in recent years by varying small items and prices, but by great competition among manufacturers. In business, wholesale and domestic products, this situation, no doubt, has helped to raise the level of activity, but has made domestically in the country.

The price has become acute due to competition, both within and outside the country, and also on the wholesale level. Thus, a variety of Mere Jockey Jewel stock well over halfway into foreign pieces, notably Japan.
DENVER, July 9.—Following up one of the biggest July 4 weekend crowds in the history of Elitch Gardens, the crowds have helpedurile a record-smashing, unseasonably hot weather condition in the state this summer, and into the remainders of the summer.

John Eberly, press rep for the park, said that the park has been open a year plenty of space with daily paper.

New Boat Service for Rocky Point

PROVIDENCE, July 9.—A summer boat service between here and Newport, R.I., will be continued under the supervision of the State Board of Health. The service will be conducted by the Newport Navigation Company, which has been operating the service for the past 30 years. The company has made improvements to the service.

Randolph H. Abbott, president of the boat line, said that he planned to begin operating with a 60-passenger boat directly from the dock on Monday (11).

Radio and TV observers, E. C. said, had noticed that the service was one of the most popular in the state. The company has been providing a steady stream of passengers to the service since it was installed.

Endy Reports Click Action

With New Alexandria Spot

ALEXANDRIA, Va., July 9.—A new amusement park, the Virginia Fair, opened for business here last week. The park, owned by John B. Endy, former carnival and park owner, has drawn a large crowd.

Earnings apparently have climbed as the result of the new park's opening. According to a report by the John B. Endy, the park's income has increased by $100 per day. The park has been well-received by the people of the area.

Philco Video

Arranged for A. C. Pageant

ATLANTIC CITY, July 9.—Conversion of the Miss America Pageant was announced today by the Board of Directors of the Miss America Foundation, Inc.

The Pageant was scheduled for the evening of Saturday, August 6, at the Convention Hall. The Pageant was sponsored by the Board of Directors of the Miss America Foundation, Inc.

In accordance with the Pageant's second annual television broadcast of the Pageant, it was decided to arrange a second television broadcast of the Pageant, to be held on Friday, July 8, at 8:00 p.m. The Pageant was sponsored by the Board of Directors of the Miss America Foundation, Inc.

Philco Video, a national television broadcast company, has contracted to cover the Pageant.

Program Set for NAAPPP Summer Meet

MIDDLETOWN, O., July 9.—The American Association of Professional Passenger Plane Pilots (NAAPPP) will hold its annual summer meet this week in Middletown, Ohio. The meet will be held from July 10 to July 12.

The meet will feature a variety of events, including a picnic, a golf tournament, and a variety of social events. The meet will be held at the Middletown Country Club.

High Quality KIDDIE RIDES

ROTO WHIRL—SPEED BOATS—PONY CARTS
CALL: A. B. WATSON—CARROUSEL
Illustrated Circumfer. Free
W. F. MANGELS CO., Coney Island 24, N.Y.
LONGER RUN UPS WINNIEPAG COUNT

Two Added Days Hike Gate to 125,000; Overcome Loss to Rain, Muddy Grounds

WINNIPEG, July 9.—Paid admissions at the eight-day Greater Winnipeg Exposition, which closed Saturday (3), hit 153,000, an increase of 5,000 over the 125,000 run in 1954, when the site was in suburban St. Vital for the first time.

A heavy rain Thursday (8) washed out the night. It also ruined the ground and cut across the use of much manpower and equipment failed to put the grounds into shape Friday and Saturday (9).

Because of the condition of the grounds the paid gate was knocked off Friday (1) and closing day's attendance fell sharply. The fair nevertheless wound up a money-winner, according to E. J. Casey, manager. Receipts on the midway, where the Royal Agricultural Shows were spotted, were reported up slightly, the added days offsetting the ground condition. The skies were overcast and a weak three-day wind-up caused by rain and a murky mist.

A rodeo, in the first five days, enjoyed good business. Gene Hobler's outfit rotes were scheduled for appearances the closing three days, but managed to show only on the closing day—and then only to light crowds due to the muddy condition of the ground.

Carry this week said that the fair planned to use the plant for educational use in light auto racing and possibly wrestling during the remainder of the year. It also plans to improve the grounds. Since 1954, the entire 90 acres was fenced in, two horse barns were built, a commercial exhibit building was constructed, and some gravel was laid.

A rodeo, in the first five days, enjoyed good business. Gene Hobler's outfit rotes were scheduled for appearances the closing three days, but managed to show only on the closing day—and then only to light crowds due to the muddy condition of the ground.

FAIR-CELEBRATION COMMITTEES

CONTACT: JIMMIE DOWNEY PRODUCER
Acts: Arthur 3, Doane 19

ATTENTION SWAP POLE ACTS AND HIGH ACTS

We are opening for ABOVE for the above mentioned acts. Send photos, best price in that bid.

WANT CARNIVAL FAST TO RUN WITH VIGO COUNTY FAIR

Need for one week beginning August 14. To hear four acres available but could use less. Rides, Attractions and Concession. Wire or call E. J. ACREE, See'y

WARASH VALLEY FAIR ASSOCIATION
Phone 2810—Tamp Heads, Ind.

FAIRS-EXPOSITIONS

JULY 16, 1955

FAIRS-EXPOSITIONS

MANNEN SAYS 'COME BACK, LITTLE SHEBA'

DEL MAR, Calif., July 9.—Sheba has come back. All she or he has to do is to call at the office of Paul Mannen, secretary-manager of the Southern Pacific Railroad Exposition, and Sheba has the name and address of Sheba's owner, Lee Dehaven, Telephone 233-7553.

Sheba, a pet monkey, escaped from Mannen's railroad exhibit on the first day of the Del Mar races, Friday, July 1.

Mannen will erect a three-foot, wire-type fence with a strong canvas cover of darkness, Sheba feasts on the exhibits, gorging on prunes, grapes, and vegetables.

Sheba was successfully de- spite rain on the last two mornings, Sunday and Monday (4-5). The weather cleared in the early afternoon and the event proved to be another feature.

New Grounds, Plant Ready For Morgantown

MORGANTON, N. C., July 9.—New grounds for the Four County Crop Fair, which opens Sunday, July 10, have been erected.

The site is 20 acres of unimproved land, including a hillside with a beautiful view of the surrounding country.

The major portion of the grounds was cleared and graded this past week. The base of the hillside was covered with an 8-inch layer of top soil and the rest of the grounds were graded. Lights and water lines are being placed in every part of the grounds. Green lawn irrigation will be set up on the grounds.

The Four County Fair will be on the midway.

Calif. Stale Nixes Culto Art Exhibits

SACRAMENTO, July 9.—Request of the Northern California Fair Association to make the Fairground the site of the annual State Fair & Exposition was rejected by the event's board of directors.

Dickley Fournier, secretary-manager of the fair, told the Sacramento State Fair & Exposition that the only way an event of that size could be held in the Sacramento area was if the fair was moved to another location.

The Association would like to hold the event in the Fairground, but it is not possible to hold such an event due to the size of the fair.

The Association is considering other options, such as renting a larger venue or holding the event in a different location.

The decision made by the Sacramento State Fair & Exposition may affect future events that are held in the Fairground.

Auburn, Ind., Spends $20,000 on Grounds

AUBURN, Ind.—July 9.—The 1954 State Fair is under way in the Fairground, and a total of $20,000 has been spent on ground improvements.

The money was spent on improvements to the Fairground, including the installation of new sidewalks and the improvement of existing ones.

The ground improvements were announced by the Auburn Daily News.

Pleasanton, Calif., Aims At Record 330,000 Gate

PLEASANTON, Calif., July 9.—A new record attendance of 330,000 is expected for the annual 14-day Alameda County Fair, which closed July 7, with an attendance of 264,657.

A second record for pari-mutuel betting was set on the 12-day meet. The total pari-mutuel betting was $2,550,000, which is a new record.

In the Vigo County Fair, the weather was fine. The grandstand was filled and the crowds were enthusiastic.

FARMS of the THIRD CENTURY

353 VISTA, San Diego City, Tex.
ILLNESS FELLS CETLIN, WILSON AT SAME TIME

MANENZ, N.Y., July 9—It was a slow week around the Celcin & Wilson Shows. Owners Irey Celcin and Jack Wilson were spotted with the latest news (N. Y.) Memorial Hospital, where they are being treated by Dr. Edward Johnson.

Wilson and Johnson: under severe operations and are both hospitalized. Celcin is on leave but not out of the hospital. Wilson is still at the hospital. Details about the operation are not available.

A formidable route of fairs lies ahead and the spirit of the present event was borne by the knowledge that prosperous times are here. The show is due to a full promotional effort being made to turn the fair into a winner. Buck, who winters over a mile of two away, the show and the surrounding area took the play away.

The show had previously appeared at the fair in the show area in the show area in the show area, but this year it was held and the conference area took the play away.

Los Angeles, July 9—The Associated Retailers raised approximately $1,500 at Its “Within a Show” on June 30 at the Del Mar Fair.

The event was the second hosted by Frank W. Roberts. The show, which was held in the show area in the show area, was expected to gross $1,400. It was added to $9,500 raised on the same card in the show area in the show area in the show area.

The majority of nearly $4,000 will be put off the second mortgage on the show area in the show area in the show area. Adams is the city manager.

This leaves about $10,000 yet due on a first mortgage, which the organization hopes to retire in the next, but not distant future.

Larry Frick, show’s manager, was chosen as the chairman for the fair, and C. H. Alston and Frank Fred served as the co-chairmen.

The combined efforts of the Trumper’s members, $1,000 was raised by the sale of farm and livestock fairs, with the proceeds from $500 to $1000, the last being the major portion. The fair was held in the show area in the show area, as did the show.

John (Tony) Dampier and John Crow are returning much of the show area in the show area. (Continued on page 59)

BAD WEATHER TAGS RAS BUT SHOW TOPS ’54 BRANDON GROSS

Closing Three Days at Winnipeg Ex Hit by Rain, Deeply Mired Grounds

BRANDON, Man., July 9—Bad weather this week tagged the Royal American Shows into the Brandon Exhibition, the first stop on the Western Canadian Carnival Circuit, but the Royal American nevertheless managed to top its ’54 gross here.

Hand rains struck three times during the five-day exhibition, which closed Friday night (10). The first rain—a flash storm—at 3:50 p.m. Tuesday and was followed that night by another rain.

The ides broke loose again Thursday night (9), this time after the second night performance of the revue in front of the grandstand had passed its midway-point.

The Royal American opened on a strong note Monday (4), which was Kid’s Day. An estimated 35,000 persons, many of them youngsters, thronged the grounds noon and the day’s take was one of the biggest for an opening day ever scored by the fair.

Thursday’s (5) weather was ideal. Skies were overcast on closing day. Visitors to the midway included Gordon Page and R. J. Deering of the Calgary Stampede, S. N. MacEwan, Jack Watson, R. J. MacNay and J. M. Almighty of the Saskatchewan Exhibition. T. H. McLeod, C.

Bristol Okay for Kid Hope

BRISTOL, R. I., July 9—Kid Hope did fair business over the holiday weekend at Bristol under Louis Pipes. Kid Hope had his kiddie rides up and Larry Carr put in some rides and concessions.

Business was okay despite temperatures in the 90’s the week-end, and rain on Saturday night (2). Among the concessions present were John P. Cahill and his 5-cents-the-fair isles, Wally Doolittle, his 5-cents-the-fair rides, and Joe Teague, John Costa and Feast Fry Joe. Carr also has units at Washago and Bedford, Mass.

Wm. T. Collins’ Jamestown, N.D.

Gross Is Up 33%

JAMESTOWN, N.D., July 9—The William T. Collins Shows, which has been an addition to the N. D. Fair, closed the four days at the Stutsman County Fairgrounds with a gross that showed an increase of 33 per cent over the midway take of last year.

If this is any indication, business at North Dakota fairs this year will be big. William Collins, owner of the Collins Bros. shows as a part owner of the fair, is confident.

One reason for the whopping take is the fact that this was the vastly stronger line-up of attractions Collins is carrying.

On the rule, the Stutsman was the biggest money-getter, topping even the official’s plan for the big Wisconsin.

Bill Chalik’s Side Show was the No. 1 grosser among the shows, followed by the office-cum-Car Show and two box shows, suke and midget horse, owned by Verde Ettich.

Collins plans to add still other shows and showcases for his lineup for coming fairs. A Caterpillar and another Ferris Wheel will be added during the next week’s run at N. D. Fair and a Motorhome will also join, on a large-scale, the Lincoln show.

From here, the shows moved into the Langdon (N. D.) Fair.

Anderson, Ind., Fair Gives ACA Strong Grosses

ANDERSON, Ind., July 9—The Anderson County Fair grounds, which are located here this week at the Anderson Fair Field.

The ACA chalked up excellent business each of the first five days of the fair, with a good show on the last two days. Even rain which hit at 5 p.m. Monday (4) and again Wednesday night (6) failed to prevent ACA crowds from getting in and show receipts in the first five days that topped those last year.

Rides enjoyed especially good returns, with the midway reported better than satisfactory, with the exception of the Fly-Plane and a Roller Coaster equipment which were not up to expectations.

A fair, a new one to the ACA’s roster, was the first of the season for the show. Next week it places its second showing at the county fair at Farmington, Ind.
RALEY BROTHERS’ EXPOSITION
NO GREP ANYTIME
HARVELOCK, N. C., WEEK OF JULY 11, AT THE MAIN GATE TO CHERNOY POINT MARINE
BASE. Payday for 200 Boats is this. It. Get your winter bunkhouse here.
Place any and all Stock Concessions. No ex. Will be on 5 per Cudgel, Novelties and Siles
Baskets, Glass Pitchers, Boots, Shoes, etc. Are all here at their best. Place Glass Pitch and Fish Soup, same as here at
Store, with or without, I have Hope. What have you? Place Second hand on all rates, meat, vegetables, eggs, etc. R. C. Exchange Club Fun follows this date. Then a solid route of fun until Oct 15. Harwell, N. C., this
week. Send all wine to August, N. C. He phone each account.
HAROLD Raley, Mgr: ETHER RILEY, Sect: FRANK DICKSON, Gen. Agent

F. C. BOGLE SHOWS, INC.
14 FAIRS—WANT—14 FAIRS
CONCESSIONS: Concessionaires, famous firms, favorito vegetables, baskets, Glass Pitchers, all Boots, Shoes
punes, decor, is the only reasonable. BROWN: Side Show. Durock, Johnson, World, Smith, BAKERS, SERVING,
WHEAT, Oats, Beans, Tractors, Trailer Concessions, etc. HELP: FOrces on Water and W.L. GRAIN, Tow Pitch, etc.
Wire P. C. BOGLE SHOWS
Arkansas City, Kansas. this week. Anthony, Kansas. Fair next week.
P. F. Franklin, General, can book you.

UNIFIED EXPOSITION SHOWS
WANT FOR OUR CHAIN FAIRS AND OTHER MINOR EXPOSITION TOWNS AND
CITY bunches. We are looking for experienced Concessionaires. We want
practical shows. The following shows are at the
Stage. All the shows are looking for experienced Concessionaires. All are
paying $200 and up each week. Phone or write.
Address J. S. CASH, Box 79, Natchez, Miss.

EVANS UNITED SHOWS
Want for all good Fairs and Celebrations ahead
Hobart L. Gourley, Phin-Till-To-Hu, Glass Pitch, Fish Food, Cats Feed, long or Short Range Guns, Prints and Engraved, Grade anything legitimate, same on.
What have you? Will place you on a clean midway. No rocket, no gyp. Same on.
Any show that is not in the A. T. A. shows.

HELP—WANTED—HELP
FOR SOMERSET COUNTY FARMERS’ CONVENTION, CENTER TOWN, PA. July 18, 1955
Great exposition wanted for Somerset County Convention this year, furnished by Concessionaires and Fair
Manager. All stock Concessions, tents, etc. Any one interested, please send your contract.
SIler City, N. C., this week. Then Wilson, N. C., for two weeks, beginning July 18-30.
All replies to: FULTON MEENCE
PALMETTO EXPOSITION SHOWS
PALMETTO EXPO. SHOWS
RIDE HELP WANTED—Ride Help Wanted for Ferries and West River Concessions, also Second
Man on all rates. Must be sober. No exclusive contracts, phone and write.
Siler City, N. C., July 17, 1955
Dwight Town, Ky., Fair, this week. or Lovette, Ky., Church Picnic next week.

RILED AMUSEMENT RIDES
PEPPERS ALL STATE SHOWS
GIVING NOTHING BUT CONVENTIONAL SHOWS.
Wash, D. C., New York, N. Y., Chicago, Ill., Atlanta, Ga., St. Louis, Mo., Kansas City, Mo., Dallas, Tex., New Orleans, La., etc.

WANT TO BUY FOR CASH
Late Model 8-Tub Octopus, with 18 ft. Swings. Will buy for $500.
c/e TIVOLI EXPOSITION SHOWS, Tomb, Iowa, this week.

IMPERIAL SHOWS UNIT #1
Walt Ride Men—Ferrari and Helpers: good pay. Must be sober men only.
BILL GILLETTE
Carrollton, Ill., now; Taylorville, Ill., July 17-22.

LEO BISTANY
WANTS FOR HIS TIVOLI SHOWS
WITH THE FINEST ROUTE OF FAIRS, CLOSING IN MIDDLETOWN, ALA. OCT. 30.
G. E. Haynes, Fairs, Barlettsville, Ala. For appointment, call at 701 W. Slope St., pensacola, Ala.
P. S.: Good Man for Concession enter engagements.

MIDWAY CONFAB
Cameron Murray, veteran show conductor for W. J. W. Lees Midway Shows. is very much alive, contrary
to an earlier report. Murray is in Pittsburgh, recovering from a recent automobile accident.
What would it take to get T. V. Falta of Rye’s United Shows, dropped dead of a heart attack in Minne-
sapolis? A T. V. Falta, chief of Rye’s United Shows, is the brother of M. L. Falta of the Falta organization.
Falta is considered the equal of any other showman in the United States. Falta, who has been
in the show business for more than 30 years, is a wealthy man and is known throughout the
show business as "The Falta Gentleman." Falta is one of the most successful showmen in the
business, and is considered the equal of any other showman in the United States. Falta is a
wealthy man and is known throughout the show business as "The Falta Gentleman." Falta is one
of the most successful showmen in the business, and is consid-
feral

TRAVIS WARD
WIRE OR CALL ME AT ONCE
ART SPENCER
w/le EMMERSON MIDWAY CASINO, ARKADIA, MO.
American Beauty Shows
WANT
Foreman for Till-a-Whip. Second
Can Men or on other rides.
Also need a few more
Concessions.
Mohrley, Mo., this week.

HARRISON’S GREATEST SHOWS
Show for West, Mo. and Pa. Concessions.
Billy Clark, tan, Mo., 600-
heart of central

ROYAL MIDWAY SHOWS
WANT for Pleasanton, P. T. FULLER, 
Tulare, Calif., Concessions. 
Show ends July 17.

Maryland Bazaar Co.
MEMBERS MEETING
At Phantom, Md., next week.

COME, LOOK THIS OVER—
SUNSET LAKE PARK, DEEP CREEK, VA.
7 miles from Portsmouth and 8 miles from Norfolk. Opened June 16 and have played 53,000 paid admissions up
to and including July 4. ONE OF THE BIGGEST FAIR KIDS IN VA. THIS YEAR.
Can place Riders of all kinds, including Kiddie Riders, not conflict, also strictly
straight lines, concessions on request.
Wire or write BARNEY TASELL
Deep Creek, Portsmouth, Va.
P.S.—Can place Ride Help of all kinds. No down or up. No bonuses tolerated.

CAPITOL CITY SHOWS
WANT FOR M. E. VERSON, ILL., STATE FAIR, M. Vernon, Ill., July 18-23;
PALMYRA, ILL., CENTENNIAL to follow, and 12 More Big Fairs Until November 1
CONCESSIONS—Any Age & Size, Photos, Long and Short Range, Diggers, Hardy Tanks of all kinds. SHOWS—Any non-conflicting Shows. Manager for Side Shows with Market Manager for Monkey Shows.
All replies to J. L. KEEF
Allen County Fair, Scottsville, Ky.

TIVOLI EXPOSITION SHOWS
H. V. Peveler, Tomb, Iowa, this week wants H. Vernon, Ill., State Fair.

LEO BISTANY WANTS FOR HIS TIVOLI SHOWS
CONCESSIONS—Any Age & Size, Photos, Long and Short Range, Diggers, Hardy Tanks of all kinds. SHOWS—Any non-conflicting Shows. Manager for Side Shows with Market Manager for Monkey Shows.
With pictures.
All replies to LEWIS
BROOME, N. J., JULY 11-23.
DELAWARE COUNTY FAIR, MUNCIE, INDIANA
10 DAYS AND NIGHTS, THURSDAY, JULY 28, THRU SATURDAY, AUG. 6
Considered the largest county fair in the country followed by a solid route of
excellent fairs, including the MICHIGAN STATE FAIR at Detroit.

CAN PLACE
— MAJOR RIDES FOR THE FAIRS

YOKE RIDES FOR THE FAIRS

Can place two more not conflicting with what we have, such as Bully the Whale, Ruton-
Tubas, Fairs, Midgo Rover, Sky Fighter, etc.

CONCESSIONS

Legitimate Concession; not刊! We have the exclusive on games and will not
overlook.) Ball Games, Water Games, Dart Games, High Striker, String Games, Fish or
Duck Pond, Hoop-La, or what have you? Also have outright sales privileges available, Grab-
Popcorn, Candy Floss, Taffy, Snow Apples, Root Bear, Foot Longs, Ice Cream, Jewelry, etc.

CARNIVALS

W. G. WADE SHOWS, St. Ignace, Mich., all this week; St. Louis, Mich., all next week

W. G. WADE SHOWS.
BUFF HOTTE SHOWS UNIT #1

WANTS FOR HEART OF ILLINOIS FAIR, POOHL, Ill., July 19-24, and Sixteen Outstanding Fairs to Follow


Want October and 8th or any non-conflicting Rides to join a 23 Unit at Louisville, Ky., Sept. 12 and play the Kentucky Fair, will also sell exclusive on Novelties and Hats at these fairs: Louisville, Ky., Sept. 12-17; Thibodaux, La., Sept. 25-30; Shreveport, La., Sept. 28-29; Covington, La., Oct. 4-10; Livingston, La., Oct. 11-15; Farmerville, La., Oct. 17-22. All replies to Buff Hotte, Newton, Ill., this week.

Still Dates Spotty
- Continued from page 55

individual units usually carried by a general, there was little reason to believe the Niagara stand that the cost problem could eventually be overcome. The show, and its several auspices, claimed that their contracts provided no legal protection in law which raised the leseis and limits in a manner incomparably for the lease. But officials in Ottawa refused to go along on this basis. The result was that the show might have faced insolvency, or making a show which was not feasible for the show to go on under the conditions prevail-

County Circus Bowers was reported working to save the planned show for the very last moment. Aljos losing out, Tony Celesia said that Canada would continue to bring shows in the future. In an effort to find a way to save the show thought of the route as a possible elimination in its Canadian fair. Some Good Weather

Concession manager William Moore and Claude Seebold reported

stands both good and needlessly. The show got off to a good start in its first stand at Petoskey, Mich., where it winters, and at Anchorage, Alaska, followed. The show is said to have been well received and for early dates was already ready.

The show is with the idea of making the show a success. The show presented themselves as the best of every kind of entertainment when it arrives in the future. As a result the show is scheduled to leave for the shows in early March. It is expected to be sufficient power for any crowd easily to develop with Earl Pettle's 'Dome,' Joker Jones' Tent Show and a leavishly populated crowd to fill out the back end.

L. A. Trouper
- Continued from page 55

Scott, Fred and Helen Smith. The event was attended by Fred Waters, president of the Pacific Coast Showmen's Association and also a Trouper member who was with the Crafts in Big Shows, which he manages, in place of the<br>

E.R. Clancy, Martha Nathan and Rose

Sacrifice Sale

Harold Eutah wants Agents to get his business. All replies to Harold Eutah, 501 E. Main St., Freeport, Ill.

WANT GAMES FOR HOWARD CO. (NORMO) FAIR. AUGUST 7-26. Also JOHNSON CO. FAIR, FRANKLIN, IND. JULY 31-AUG. 5. ALSO THE FRIEDMAN CREAM, CUSTARD, FUDGE & GUMBALL MACHINES. ALL GAMES WILL BE INSTALLED 15 TIMES. Contact L. A. Trouper, 520 A. 2nd St., Franklin, Ind.

BUFF HOTTE SHOWS UNIT #1

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BUFF HOTTE SHOWS UNIT #1
NOW BOOKING FOR MARTINSVILLE, ILL. FAIR (one of Illinois' outstanding County Fairs). Draws over 100,000 paid attendance for engagement. Grandstand sold out for both afternoon and night performances. Top Horsemess Rides, with individual purses up to $20,000,000, followed by ST. CLAIR COUNTY FREE FAIR (which includes Bellville, Ill.; East St. Louis, Ill., and St. Louis, Mo.). One of the country's biggest Free Fairs. Estimated free attendance last year, 455,000. ALL FAIRS TO FOLLOW, INCLUDING BURLINGTON, IOWA; MISSISSIPPI VALLEY FAIR, DAVENPORT, IOWA; DU QUOIN STATE FAIR, DU QUOIN, ILL. (one-half million paid attendance last year); CLARKSVILLE and COLUMBIA, TENN.; ROME and ABBEY, CA.; GAUSDEN, TUSCALOOSA and ANNISTON, ALA.

CONCESSIONS
SHOWS

All types, including Cotton Candy, Snow Balls, Frozen Custard, Ice Cream Dip, Scales and Age, Jewelry, Glass or Paperware, Figons, Diggers, Water Games or any other legitimate Concessions.

(Outstanding presentations to right parties.) Fun and Glass House, Fat Show, well-lighted Walk-Through Show, large and small Horses, and other Glad Shows of merit. (We have the route that will give you money.)

ALL INTERESTED CALL OR WIRE EARY TO GET IN ON THE GROUND FLOOR

THOMAS D. Hickey or SAM GRECO
Salem, Ill., Fair Grounds.
Phone Salem Fair Grounds.

DEDHAM, MASS., CELEBRATION
Saturday-July 20 to 23.

WANT

NEW ENGLAND AMUSEMENTS
Westbrookfield, Mass., now.

Wally Yee Attractions
Wants
Automatic Flashes with Attachments. (Organ, Violins, Drums, etc.)
Antique Arcade and Arcade Equipment.
Stand, Oils, Games, Concessions.

HELP WANTED ON ALL RIDES
7 to 7, Rolls, Roll-a-Planes, Ferris Wheel, Merry-Go-Round, Table, Two-Man 25 Cent Show and Stand, for Men's Drive. Reply to Dempsey Tibbs, Tel. 22, Dedham.

FRED POTENZA
741 N. Wolcott, Chicago 7, Illinois
Haymarket 1-4171

Want
Men and Wife to take over Great, 30-30 after nut. General Help wanted. Sam L. Blackie or Mrs. W. W. Marchall, Campbell, Drucker, 717-18 N. 20th St., St. Louis 9, Mo.

Billy Shaffer
Corde Ideal Rides, Merry, Ind.

BOBBY WICKS, Ames, Minnesota

WILL FURNISH POWER And other equipment for use or sale.
29th Annual League & Club's Plant 8, 29th Annual League & Club's Competitions.

PETE KORTES WANTS
Side Show People, 1 to 2 Men Shows or Novelty Acts. Takers for here, also Fairs in Toronto, London, etc.

Address: PETE KORTES, 128 Belmont Park, Montreal, Que., Can.

Phone: 2/6 of Phone, Tel. 345
CIRCUSES

R-B Biz Improves After Long Drought

Pittsburgh Yields Okay Business; Blow Afternoon Show at Canton, O.

PITTSBURGH, July 9—Ringling Bros. and Barnum & Bailey Circus broke into the win column here this week after a 10-day drought that resulted from the 4th of July holiday weekend in Detroit.

The three-day stand here, which opened yesterday on a slow note at the first matinee, was also helped by a 100-man all-time. I found about three-quarters of the seats were occupied both Saturday and Sunday. The matinees filled half the seats and attendance was killed Sunday when it was announced that the show would be canceled on Tuesday (7) after the first matinee. Toledo, played the day previous yielded two half houses. Competition was strong from a furniture store which was doing a record performance was started at 7 p.m. to 10 p.m.

Detroit Poll

The three-day Detroit poll stand was a mixture of third and quart.

Editor's Mail

Fields Raps R-Press Dept. Policy

NEW YORK, July 9—The following letter from William Fields was published this week by the editor of The Billboard.

In addition to having aided other press efforts over a long period of years in this country, Fields also has been a prominent press star in a winter in Cuba. He is the press representative for the Barnum & Bailey Company and one of the best known of the personnel of the Broadway tabloids. No.

"As an ex-member of the Ringling Bros. and Barnum & Bailey press team, I am quite sure that you have received this letter.

"On July 4, the press room was filled with a huge crowd of people who had come to see the circus. It was a thrilling experience to be a part of the show, and I believe that everyone who attended the performance enjoyed themselves as much as I did.

"I am very concerned about the future of the circus industry, and I believe that it is important for us to work together to ensure its continued success. I would appreciate it if you could take some time to read this letter and consider the issues that I have raised.

Sask. Town Respects Beatty License Fee

NORTH BATTLEFORD, Sask., July 9—A fee of $350 on the canonic 8,000 box office was set before the city council in an effort to protect the business of the Saskatchewan Beatty License fee, but the council was directed in a notice to act in such as pair with the ordi- nary license.

First Town In States Okay for King

PORT HUON, Mich., July 9—King Bros. & Co. Bros. Circus was scheduled to come here on July 11 to complete the tour of the Great Lakes States, but the show was delayed for two weeks due to the lack of a date. The show is expected to continue to yield good crowds in the area. The record high and low temperature was 65° and 45°, respectively, and the average high and low temperature was 55°.

K. & M. Continue To Harvest Iowa $$

Rural Areas Towns Prove Steady Flow of Business

ESTHERVILLE, Iowa, July 9—The Iowa trek of Al C. Kelly, owner of the Kelly Bros. Circus, has continued to yield good to excellent business on a cold and gusty day.
The show was scheduled to have a total of 3,000 patrons over the next two weeks.

Wyo., Mont. Yield Okay Biz for B-C

PA. Cities Okay for Mills

HAZELTON, Pa., July 9—Despite showers in the afternoon, the show was only slightly affected.

Patrons Nix Mix

MICHIGAN CITY, Ind., July 9—The show was not affected by the weather and patrons continued to attend.

Wash. Okay For Beatty

EPHRATA, Wash., July 9—The Beatty Circus had a good opening here despite cool weather and a light rain that fell throughout the show. The show was played in a matinee and played two nearby towns.

Wash. Okay For Beatty

Trenton, N.J., July 9—The Show was a success and the weather was cool.

CFA Prex Appoints

Pittsburgh, July 9—President Roger C. Brown, of the CFA Prex, announced the appointment of members to various offices of the association. The appointments include: George W. Smith, president; L. R. C. Brown, vice-president; and W. L. Billington, manager, of the city, director of public relations.

Also on file is an application for a change of name by the city of Trenton, N.J., which is to become the city of Trenton, N.J., effective immediately.

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R-B 'Fresh Blood' Statement Raises ATAM Pressure

Continued from page 18

The statement also included the words: "We also wish to announce that we will continue to support all circus unions, including the ATAM, and we will continue to work towards the establishment of a strong circus union in the United States."
UNDER THE MARQUEE

By TOM PARKINSON

Jack Lewis has joined the advertising department of the Al. G. Kelly & Miller Bros. Circus. . . . Moscow's famous ballet troupe has completed its tour of Western Canada and has now set to work fair dates until November for the Boyle Woodfield Enterprise.

CFA Paul E. Hower, of Martin's Point, Portland, spent a day in New York with the Fred J. Mack Circus at Millburn. New Jersey. . . . The St. Louis Star-Tribune has sold the lot in Akron, where he located anew to open with Bob Cawley and other performers. . . . Mr. and Mrs. Carl Woodruff have moved from Chicago to the Whitehall House Hotel to visit with the Walter L. Lankford Circus.

Jay Coulis Circus activities, reported by Beverly Allen, it seems, are enjoying the Western scenes. The journey to Arizona, S.D., was long and trying but everything moved on schedule. The set in Floodwood, Minn., was brought down to a river and the repairs and fishing were enjoyed. Boba Donald and Doreta Coulis got the show much publicity for the company, thus getting good TV interviews. Emil Schuh is keeping three rings on the front of the Lankford's new tent. Mrs. Bill Allen's son, Ronald, and his wife visited several dates. Other visitors to this week's show were Mrs. Chris Howie and H. W. Jacobsen.

Frank Althea, former strong man with the Famous Oldedinville Kiddie Shows, acquired his chariot with his two daughters, Elaine and Gloria, his partner, Frank Scott, Jr., Mervyn, Bob Ponds, Jos Pendr, Mr. and Mrs. William Gates, Mr. and Mrs. Forrest Cameron, Mr. and Mrs. Lewis J. Harman, Mrs. and Mr. Earl Logue, Mr. and Mrs. Irwin Anderson, and Stela Althea. . . . Barry Blum of the Philadelphia Press has been re-appointed the act after almost a year's absence. He joined him to his father and mother, George and Margaret Althea, and their son, J. Mack Circus. The artiste is during the fair art program at Bear Lake Park and is helping Bob Adams dot art.

Irsh Watkins and his clowns are appearing for the eighteenth consecutive year at Palomades (N. J.) Park. . . . Bill Huntington is back with the John Adams and his own Park. He is the third of the three performing parks in Texas and Oklahoma. . . . He has a full house at Atlantic City (July 31) for Barnes-Carruthers.

Albert and Judy Spall's selection, the "Big Five Circus TV Show" of June 25. . . . Jimmy Sales is along with our comedians and acts at the New Jersey Barn. His partner, Charles W. Barnaby, is also at New Jersey Barn. . . . Barney Graven, who is slated to appear in Kansas City, will close July 31 with the 2019 show of Nichols Bros. Circus.

Dr. John Freeman, Ringling averse, comes word that now foreign people had difficulty understanding Circuses, since it is a British and the people speaks French, and in making the U. S. postcards they were not good in Canada. They enjoyed loving things in the shows that could be printed and sold in the U. S. . . . Pete Grace, last year's head usher, joined as assistant to Thomas Les, last superintendent . . . Margaret Smith, teacher and loss of the valiant girls, now is a part of the Whitehall's artistic number, taking the place of Mrs. Charles H. . . . Harry Brown, Out . . . was a big day for the attraction with many relatives and friends . . .AILY Kent is giving the girls a thrill with her work in the fine art of pressure cooking which she does on the show via ong gills . . . Frank Seibl, ring master, who broke his leg in so many places last year and was in the Waterbury, Conn. hospital, now is working in Tampa and coming along fine . . . B. R. visitors included Freddie Freeman and family, the Frank Fradley and family, the Albert Gillmore and family, and Charlotte and Everett Miller.

Kitten and Gabby Wended, the Ann-Stetson, closed with Kelly Bros. in New York, N. Y. (June 16) and then played Summit Brunhild, N. Y. and later their own home town. They visited the Red Dinners and Mr. and Mrs. Dukas on Hagen Bros. Now they are making the Zoar Summer of 1978.

John Britt and Smokey Rose, riding and on the Bevy, from Teens of California, Calif., are visiting the state. Do visit the show.

George L. Chindahl, Fred D. Pappas, and their company were Chicago visitors. . . . Mrs. R. P. Scott, our friend, J. R., caught B.B. in several spots, visiting with Bert Bennett and Bert Bennett's Verity.

Art Springer visited the Polish Museum of History and Art, to make permanent retirement because . . . Larry and Dita Chabol visited three times this season. Bob Chisholm and Charley Chey seem to be in the limelight in the collections of parking tickets . . . Dailey Bros. not visited Dailey circus. . . . Chris Chisholm remained in Los Angeles. Ray Dailey is faster than ever by his own cooking, . . . Albert Dailey of Los Jacobs. Celebrated her first birthday of the circus this year with a day and swimming.

Charles Hunt Sr., was ill several days ago and was quite a surprise, which confused him to his ads. Visited the sights at the Zoo in Los Angeles, Calif., and Los Angeles, Calif., and visiting the Southern California Woods, to plan a summer trip for the Government of North America, . . . Harry B. Mann is still working.

The Amazing Hager was acti- vated during a long engagement at Forest Park, Grand Island, and Loring, and the title of the parsley circus is changing. . . . Harry Seifter is expecting a show at the National Thistle in Forest Park, Grand Island, and Loring, and the circus is being advertised.

Harry Rogers closed with Kelly Miller because of illness this summer and he is now on the gate at Forest Park, Grand Island, and Loring, and the people speaks French, and

In making the U. S. postcards they were not good in Canada. They enjoyed loving things in the shows that could be printed and sold in the U. S. . . . Pete Grace, last year's head usher, joined as assistant to Thomas Les, last superintendent . . . Margaret Smith, teacher and loss of the valiant girls, now is a part of the Whitehall's artistic number, taking the place of Mrs. Charles H. . . . Harry Brown, Out . . . was a big day for the attraction with many relatives and friends . . .AILY Kent is giving the girls a thrill with her work in the fine art of pressure cooking which she does on the show via ong gills . . . Frank Seibl, ring master, who broke his leg in so many places last year and was in the Waterbury, Conn. hospital, now is working in Tampa and coming along fine . . . B. R. visitors included Freddie Freeman and family, the Frank Fradley and family, the Albert Gillmore and family, and Charlotte and Everett Miller. . . .

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Big Outdoor Rink For Detroit Area

DETROIT, July 9.—A huge new outdoor roller skating rink was opened recently by the Huron-Clinton Metropolitan Authority, representing a unique development in sports and recreation authority for several Southeastern Michigan communities. Located at Metropolitan Beach on Lake St. Clair, 25 miles northeast of Detroit.

The skating rink has several unique features allowing multiple use. With an oval layout, it has a total floor area of 102,500 square feet and is 460 feet in maximum dimension. The space is, however, covered, and the rink is heated for use in temperatures as low as -20 degrees. The ice is maintained at 49 degrees Fahrenheit.

The rink has a parterre and two dressing rooms, one for men and one for women. The men's room has two showers and washrooms, while the women's room has two showers and a beauty shop.

In the center of the rink is a 100-foot ice rink, which is ideal for skating, curling, and hockey. The rink can accommodate up to 3,000 skaters at a time.

8 Lexington Skaters To RSRO NA's

PITTSBURGH, July 9.—Lexington Roller Skating Police will send eight candidates to the American championships of the RSRO in Toledo, July 25-28, reports Edna Betts, skating instructor here for 10 years and now in her second year of competition.

Local events in the competition are intended to ease Easterners into the tournament. Mrs. Betts and Patrick Frog, and four champions Donna Kreis, Robert Varon, Ilse LeFeen and Henry Hartman. Hartman also has won races before. Eastern division champion is Billy Blackwell.

Nesche's Buy Garden Grove in Pasadena

PASADENA, Calif., July 9.—Sunlight Bowling, Inc., Clifton, N.J., an announce recent purchase of Garden Grove, Calif., a golf and tennis center here from Vic Godman.

The newly acquired, 125-acre center will be open under the new management July 14. The afternoon will be closed for the week-end opening in July and August. The opening on the Southeastern States Amateur Roller Skating Association, new to the area, will be the introduction of live music and dancing, and the program will be distributed at the door.

The center is maintained by John Nesche, who will rename a director of Sunlight Bowling, Inc., and the new name for the new spot, to be renamed the Garden Grove Center.

The former Godman-owned rink boasts an 85 by 190-foot plastic floor, a unique resurfacing machine, an ice block and sofa, and a large locker room with a private bar. The center offers a variety of entertainment options, including bowling, skating, and dancing.

Friday Night Round the Drive-Ins

Dollar Night is pricing off for R. L. (Mickey) Stenger, owner of the Evans Drive-In, Denver, Colo. A back admission charge is allowed for every reservation and for every reservation. Stenger reports good concordance with the city council and the movie industry, with increased attendance over last season. There is a special event set up for services of beverages and a hot-dog, hot-dog, hot-dog, hot-dog, hot-dog.

There will be a special event on the 4th of July, with a fireworks display and a parade. The event will feature a special outdoor theater with a live band and a fireworks display.

The center is maintained by John Nesche, who will rename a director of Sunlight Bowling, Inc., and the new name for the new spot, to be renamed the Garden Grove Center.
MERCERHANDE SE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 25, O., for the address of any firm on file for whom you have not made an inquiry. Be sure to enclose self-addressed envelope.

TERRIFIC PITCH TOPIC

By BILL BAKER

DOUGLAS NEWELL, a former pitcher, is now holding down a desk in the offices of Acme-Kane Company, investment securities, has a chance to grant the chance to hear from the kids any time.

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A BLUE RIBBON WINNER!

Dated JULY 30—Distributed JULY 25

featuring

The final publication of the 1955 Fair Dates with all late change and additions... one of the many reasons why EVERYONE in Outdoor Show Business will welcome this Special Issue and will put it to good use many times over during the remainder of the Fair Season.

All the latest news... reports on business being done by Fairs, Amusement Parks, Kiddielands, etc... developments of new equipment and supplies for the growing Food and Drink Concession Field... and... the regular weekly features, Routes, Coming Events, Letter List, Merchandise Topics, Pipes for Pitchmen, more widely read at this particular time of the season.

Timed perfectly to reach EVERY Billboard reader just before the peak of the Fair Season... August, September and October when the majority of Fairs, large and small, take place.

UNDER THE MARQUEE

Continued from page 63

the letter was involved. In partnership with Tony and Mary Ridella they have brought a trailer park, the Big Top in Route 50, in Hutchinson, Kans.

Clara Pellehin, who appeared recently on the Seattle "Big Top" show, was one of the features of the Melody Circus presentation "Showboat" in Detroit last week.

Capt. Manning Distelmaier, who has been a mechanical falconry writer, shows that Hendew Johnson, juggler, now, after changing the circus act he started last season. They worked out of Galveston.

From the Judy Cool show, Beverly Allen writes that the Goulds created their 60th wedding anniversary. There were gifts and a cake shaped like a Merry-Go-Round. /"Funliners/ are furnished by Joe Capell for the Gould street parade floats, chariots and cages... Jesse James III holds the pa... Chief Red Dancer and his wife are with Jesse James Museum show on the circuit.

Clauze Barrie, former circus man now with Warner Brothers studios, is back in Los Angeles after a loc...ation trip to New Orleans... The Los Angeles Mirror carried a story by Harry Nelson about Jack Povey... Murielle Clapper, mother of Henry Clapper, bought Polish Westerns in Los Angeles prior to the death of Judith Edwards. She rode a horse on a wagon in the Floy...parade of 19.14-1937.

Arthur Hockwell, agent for Ward-Bell Circus up to this point, has returned to his North Holly...wood, Calif., home... Sid Karp with the Beatty show where he had been promotional manager, Ted DeWayne Trumpe, television, worked a bit with the Beatty show and Los Angeles in con...ection with an Arabian play directed by Lloyd Bannen, movie producer. They will make the Elvis Circus, El Moore's, Calif., along with Busy Bros. Circus July 9.

Maxine Amber Bartlett Berg, now of Hollywood, Calif., will again recall her children as c...ersons and wonder who knew Harry F. Bartlett... Earl Sh...ley appeared on a Chicago radio station's interview show in behalf of the Jimmie Lynch Death Dodge... er... Pete Peake met Al Aldrich, former Mills Bros. juggler, at a club date in Pennsylvania. Los Angeles members of CFA honored Jack Povey, old-time horse show and 46-hour driver, on his 50th birthday. Group of 40 met at the Lyon's Sherman House, Hollywood, President Bob Mathews, former trainer and trainer, made ar...angements for members to con...tribute blood for Bessie Griggs, clown, who was to undergo an operation at the City of Hope, Duarte. Three attending included Mrs. Elizabeth Clarke Bane, former riders, and Princess Olga Celeste, former animal trainer. Members will catch Rudy Ross, and they scheduled Roundup Dates at The Hercules Dog Park, and at the Harry Chapple house.

Jerry Booker, San Francisco, has completed a record of the Light and Color show that showed in a party of honor in Mr. and Mrs. /ederson with a commitment by Beatty more than two years ago, and he intends to put it in a circus museum during the winter quarters. Booker will dele... the model later. Among those at the party were the Harnessed Family, and Mrs. Claude Cox, Charles Cox, Barbara Nottingham, Bill Amazon, Hugo Zandall, and the Beattys, all of the Beatty show, the Deser Helman, the Leo Behlers, the Al Ellms, Floyd Blair, Don Francis, Robert Johnson and Mr. and Mrs. Booker.

Lawrence Cross, writing for the beauty show, reports weather was cold recently and topcoats and charcoal furs were in order... Clyde Beatty observed a hardball with a party for several guests... Pete Harnessed has recovered from injuries and returned to the act... Viki Harnessed took her place while she was out... Trutherers report good roads and the memory on record jumps... Betty Broad... went back on the show after a stay in a hospital. Jack Knight was back on the show a day and a half and has been keeping folks busy with radio and TV appearances.

Charles Cox and his wife have grown busy with Side Show and press back duties... Corrie Gundersen is preparing on the show with his partner, Toulouse and Prince Ganeau... Colby Grady, who has put down the sides business, was home two weeks, Ashland and Lebanon, and her son spent a few days with her... Alma James was on the lot at North Bend visit... Len and Bea Behlers were back of Clyde Beatty and Len doubled in clown... Mrs. Sylvia Behlers designed new work... the Zander Bros., Etna and Bea Behlers... for the lair act... Betty Apperson is turning out new plant blankets... Louis Childers is expected back after an illness.

 Tried and proven an unusually effective Special Issue, producing imme...date "cash-with-order results... when Concessioners, Pitchmen, Demo...strators, Novelty Workers, Jobbers and EVERY Merchandise, Premium and Novelly Buyer needs and buys in greater quantities.

Assure yourself steady sales until the very end of the active Fair Season by using a large, sales-results-winning advertisement in this Fair Special. Feature ALL the hottest items along with many of the "old reli...lies." Get copy instructions off TODAY.

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2160 Parker St.
Dunbar 1-6450

CHICAGO 1, ILLINOIS 185 W. Randolph St.
185 W. Randolph St.
Central 6-8761

NEW YORK 36, N. Y. 1504 Broadway
1504 Broadway
Plaza 7-2800

ST. LOUIS 1, MO. 390 Arcade Bldg.
390 Arcade Bldg.
Chestnut 1-0443

HOLLYWOOD 28, CALIF.
Hollywood 28, Calif.
6000 Sunset Blvd.
Hollywood 9-5831

WISCONSIN DE LUXE CO.
1955 GULLMAN

GULLMAN BROS.
917, FOURTH ST. MINNEAPOLIS, MINN.

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Millions of women waiting to be sold!

**Fourth Weekend**
- **Continued from page 53**

Many men, it was reported, standing in line for procreation and gifts are posted to that effect. The accident occurred Saturday night, at 11 p.m., and was witnessed by many persons.

There was a possibility that the building has survived the disturbances 1933's all-time bummer business in the east, but he said the 90's kept the record from being broken.

On Sunday it was estimated that about 1,500,000 persons were in Candy, with the charter bus bringing in about 100,000 from points as distant as Scranton, Pa., Baltimore, Chicago, New York, N.J., and other points. Buses also resulted in big crowds at the Point Park outside Feisneck, N.J.

Rockaway Playland had evening entertainment without the fantastic by some operators. A large new Martin W. Martin had concrete work completed. A dawdled a day's view games occasions on 96th Street outside the park, and also rushed to completion for the weekend. The remaining games were controlled somewhat by necessity of the Wilco expansion vessel, Belle, which was taken out of commission.

Friday (1) was the celebration of Dominic Day, with steamer making the last completed steamer of the year in Windsor, Ont., added the first a Canadian TV station. This event represents a joint picnic promotion managed by St. John's Anglican Church, Anglican Legion, General Goods, Recreation Club, and the 1889 Club of the Horn Walkers' District. Directors and others who constitute the bulk of regular Bob Lou patronage, are not re-

not shared by these either Canadian or American customs and immigration. When they make the trip to Bob Lou without an intermediate stop in Canada.

**Key Giveaways**
- **Continued from page 53**

FDR's 1938 campaign season a few short months ago more department executives and top assistants have resigned or been fired at a rate of 1 to 4 and in four months than ever occurred previously in the past ten years.

"Off and on I have worked as a circus press agent for from 12-15 years, and at times since John Ringling North assumed control of the show for the 1948-49 season, a year when sales cut were instituted throughout the organization, at no time have I ever received an order to stop. In fact I have never been asked to stop for a moment. For the record it is to be noted that there is a current threat of a news show or one of the season's shows, and I pay only after careful thought.

"With the news show, the circus is the last group of American news shows that have been in operation for the past 50 years.

**Fields Raps R-B**
- **Continued from page 62**

give Kelley for free some very valuable comment to Bruce's statement that the Ringling management feels its press staff "can't broadcast publicly but that if it developed otherwise the same show would have to look elsewhere for news." 

"Now this pretty tough talk from the individual who may or may not do him full justice, may be aware of the fact that the Ringling press much is the most pivotal in the group of publicists operating in the area. Without it, there is a likely exception of department heads. The single man on the staff of this great show receives over the minimum wage designated by the agents' union of which they are members. He already works regularly for less than minimum union scales. Mr. Bruce is directing that take on still additional duties with the March 15 deadline. If they fail to do with these added duties then they will be replaced by 'white blood,' implied non-union news.

"No more effective choice of words could be found by this manager representative for the conclusion of a measure of whatever see, the morale still exists on this show, minimum morals not alone on the press staff but widespread through all operational areas of the Ringling Bros. and Barnum & Bailey Circus. And in this same conclusion remains Mr. Bruce that since the start of the 1955 circuit.

You'll Bark Like a Fox! At last—a R-E-A-L-L-Y new Red Hot Pit Item!

**Pitmen**

*Demonstrators* **Dealers**

How would you like to be on your feet again? Get in on the biggest acting men's social with the all-purpose SUNRISE FOOT BRUSH. The most versatile tool ever designed. It's a volucious wash & it's fitted into a beautiful Stetson plated handle. No gimmick, no gaff on the joint—strictly legit. You don't have to work for the sun to rise. The beautiful part about the joint is we have a wonderful bit for you to fall in love with and hold it in your hand as a great conversation piece. The size is perfect anywhere. Enjoy a direct from the manufacturer's price—easy to square anywhere in the show or department stores, etc. Mail me a back for a sample or $12.00 for a gross and I'll enclose a pitch to work the joint.

This item originated in the Islands where everyone has a fun face. You too, can get on the fun face and start both literally and financially. By the thousands—hardly anybody to set up your joint.

**Wanted**—Distributors to introduce it around the world with the right contacts for large quantities of this great product. Have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Don't delay—right now. Print your name and address here.

**GIVE ME NOW!**

Sunshine Foot Brush

884 W. Main Street

Suite 203

Beverly Hills, Calif.

1.49 Each set in Doz Lbs. 1.35 Each set in Gross Lbs. 1.13 Each Doz Lbs. 1.00 Each Doz Gross Lbs.

**MERCHANDISE**

**THE FANTIC 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—CLAY**

**ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX**

**COPPER FRYER**

**TERRIFIC**

10 Exclusive Features:

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- Steaks
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**SAMPLE...$5.50 or .95 MORE.**

**AVAILABLE IN GENUINE COPPER—SAMS..$3.75 or 95C MORE.**

**WE SERVICE AUCTIONEERS, WHEEL WIGGERS, CANVASSERS, CASH& CARRY AND PREMIUM SALES!!**

Complete 3-Pc. Matching Luggage Set! For $55.00 thru 3-Pc. Matching Luggage Set available at $75.00.

Trade Case with non-refundable deposit

**LOOKS AND LASTS LIKE LUGGAGE**

Top Quality Features! RESTS AND BOXED NEW SMART!

You Can Stand on it. . . Touch as Leather Covering! Available in California Carry, Caribbean Blue or Sunset Tan.

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I#300 SIMPLIFIES CULINARY HURDLES

**HOTTEST SELLING TODAY**

**AURORA MAID**

**REVERSIBLE ROOM COOLER WINDOW FAN**

Larger than any fan on the market. Wall constructed, mechanically perfect. Ventilating design. Adjusts to 30 degrees. Can be used either outside or inside. Made of durable phenolic resin. Complete with motor and 3 speeds. SOLD AT $35.00.

**SAMPLE...$18.00 or $9.50 or More.**

**Order Today.**

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### Advertised Used Coin Machine Prices

**MOST ACTIVE EQUIPMENT**

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By MILTON T. RAYNER

NABV's Story: United Effort Brings Individual Security

Sample Bulk Vendor Taxes

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<th>Tax</th>
<th>( \text{Type} )</th>
<th>( \text{Unit} )</th>
<th>( \text{Tax, Penny} )</th>
<th>( \text{Per Year} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td></td>
<td>Penny machines</td>
<td>$1.00 per year</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Five-cent slot</td>
<td>Up to 10 cents</td>
<td>7.00</td>
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<td></td>
<td></td>
<td>Mobile machine</td>
<td>6.00</td>
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<tr>
<td></td>
<td></td>
<td>Single-cent machine</td>
<td>2.00</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Sylcone machine</td>
<td>1.00</td>
<td></td>
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<td>Dissemination</td>
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<tr>
<td></td>
<td></td>
<td>Over one cent</td>
<td>4.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**California**
175 cities in this State have tax levies and 75 cities in Southern California.

**Florida**

**Fort Lauderdale**

**Hialeah**

**Jacksonville**

**Miami Beach**

**Orlando**

**South Miami**

**Tallahassee**

**Miami**

**Illinois**

<table>
<thead>
<tr>
<th>City</th>
<th>Price</th>
<th>( \text{Type} )</th>
<th>( \text{Unit} )</th>
<th>( \text{Price, Penny} )</th>
<th>( \text{Per Machine} )</th>
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<td>$3.50 per year</td>
<td>2.00</td>
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<tr>
<td>Denver</td>
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<td>$4.00 per year</td>
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<tr>
<td>Houston</td>
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<tr>
<td>San Francisco</td>
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<td>$1.00 per year</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
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<td>Penny machine</td>
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**Price Index**

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<td>St. Louis</td>
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<tr>
<td>Washington</td>
<td>4.00</td>
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</tbody>
</table>

**About the Author**

**CHICAGO, July 9—Vice president in charge of sales for Leaf Brands, Inc., and general chairman of this year's convention of National Association of Bulk Vendors, Robert F. Quinn, has been elected by the Association of Bulk Vendors to speak on the outlook and potential of the bulk vending industry.

Mr. Quinn, who completed 10 years with Leaf Brands, Inc., this year, has spent his entire business career in the canady and confectionery world. He is director of sales with a coffee manufacturer after graduation from high school.

Since joining Leaf in 1938, he has been very active in all phases of the business and has been a regular volunteer for the annual convention. He has served as chairman of the Chicago Candy Club and was a member of the programming committee for the last two years. He has held the title of chairman of the Programming Committee for the last two years. He has held the title of chairman of the Programming Committee for the last two years.

Mr. Quinn is also a director of the Chicago Candy Club and a member of the executive committee of the American Candy Association. He has been a member of the National Association of Bulk Vendors for the past ten years.

Mr. Quinn was born in Chicago, Illinois, July 9, 1915, and has been a resident of the city for the past ten years.

He attended the University of Illinois, where he received a degree in business administration. He then entered the candy and confectionery industry, where he remained for the next ten years.

Mr. Quinn was appointed to the position of vice president in charge of sales for Leaf Brands, Inc., in 1938, and has held that position ever since. He has been active in all phases of the business and has been a regular volunteer for the annual convention. He served as chairman of the Chicago Candy Club and was a member of the programming committee for the last two years. He has held the title of chairman of the Programming Committee for the last two years.

As chairman of the programming committee for the last two years, Mr. Quinn has been responsible for the selection of speakers and the development of the program for the annual convention. He has worked closely with the executive committee and has been instrumental in the development of the convention as a whole.

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Bulk Vending Industry Meets For 6th Convention Friday 15
Merchandising, Taxes, Consumer Buying,
Legal Facts to Headline 2-Day Program

CHICAGO, July 8—Bulk vending
operators, distributors, manufactur-
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Bolle Lobell, general convention chair-
man and president of Leaf Brands, Inc.,
announced this week that a total of 562 regis-
trations, this year's convention atten-
dees in the best-attended in NABVA's
history.

Candy, because of several complaints
about the money collected in the
U.S. Senate busts, have been raised
and are expected to remain high in
the near future.

Norris Skeds Production of Milk Vendors

MINNEAPOLIS, July 9—Norris
Duncanese, Inc., makers of retail
merchandising's most widely
used dispenser, has set a goal
for the sale of a gallon of milk by
the end of 1953.

The goal is based on the
assumption that the average
family will use 850 gallons of milk a
year, with the average family
buying 670 gallons of milk a year.

Norris recently purchased a
factory in Chicago that will
manufacture the new dispenser,
and production is expected to
start in the near future.

The new dispenser will
be introduced at the
Chicago Auto Show later in the
month.

Price Break Looms for Candy

NEW YORK, July 9—Candy
vending machines have been
expected to receive a price
break in the near future.

The price break is expected
to come as a result of the
FINRA's (Federal
Institute for the
National Retail
Association) decision
to lower the
minimum wage for
vending machine
operators to
50 cents an hour.

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50 cents an hour.

A. S. Delafield, president of the
Penny Nickel Company, said last
year the minimum wage for
vending machine operators was
raised to 50 cents an hour.

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vending machine
operators to
50 cents an hour.
SEE *Northwestern* VENDERS

AT THE NAVY CONVENTION!!

SUITE #706-A

---

**2 Cents Would Relaxed Pinch**

Over the 5-cent one, Harold Prokopenko, production head of the Oak Manufacturing Company of Chicago, said, this figure also holds for the supply of Avalon bubble gums and Eveready Vitamin A chewing sold in the local area.

Leo Weinert, an operator, supplies only nuts to bowling alley, ball games in markets, and theatres in which he recently increased his 5-cent equipment. Last year he operated 75 machines penny and 25 per cent nickel units. This year he increased to about 90.

Weinert has had a varied experience using toys. In a market, he added, he will always place a machine without the premiums. His line-up will include, for example, one with charms and three without. He found that offers of the units without toys do not 33 per cent more business than the one that is looked. He believes that in markets, merchants are more concerned with "food." Weinert uses charms that costs 60 cents each and are in 5-cent machines. These, he declares, are mixed in with cheaper premiums.

Frank Biro Jr., of Biro Distributing Company in Alhambra, and W. H. Siegle, of Bellhows, operators of machines. In 1954 Biro's percentage of penny machine was 90; it is the same this year. Siegle has not increased the number of 5-cent machines, giving him a route 50 per cent penny operates for as well as this year. He added that it is not adding any 5-cent machines.

Neither Biro nor Siegle went for the capsule machines, but the latter did have a few. He reports that the demand is down, with the average about $5 per month.

---

Peanut Prize Up

Biro does not use many charms but Single reports that the demand is not increasing due to additional information. An increase in the price of peanuts from 25 to 34 cents per pound has little effect. Biro considers them "practically a non-profit item" except as well as they are on his route only because the mechanism was cut two years ago.

Bob Leidersberger, an operator and also president of the nearly 20-year old Western Vending Machine Operators' Association, is in favor of the increase in bulk cigarette costs. He admits that he does not know the answer, except for prices to come down. This operator believes a two-penny coin will go far in solving the problem. But, regardless, he continues, penny vending is here to stay. A diversified operator, 85 per cent of his machines operate on a penny, the same as in 1954.

---

**SUPER JET CAPSULE VENDER**

- Magic Flow Hopper for accurate vending of all capsules
- Giant capacity: holds 3,500 to 3,500 large plastic capsules
- Wide open top for easy loading
- Distinctive three-dimensional display front
- Lockable door and bright chrome finish
- To or 10 play

---

**NORTHWESTERN CASH AND CIRCLE**

- Notify your money manager to send charts or bull and circle them as soon as possible.
- Send for our popular round and circle book.
- Send for our weekly circulars and monthly Automatics Bulletin.
- Court large orders.
- Always ready to fill orders.
- Always available for your daily use.
- Send for our complete application.
- Send for our complete list of our equipment.

---

**THE NORTHWESTERN CORPORATION**

86 EAST ARMSTRONG ST.-MORRIS, ILLINOIS

---

**THE BILLBOARD**

JULY 16, 1955

---

Be sure to meet your distributor at Northwestern's Suite #706-A, Conrad Hilton Hotel, Chicago, July 15-16-17.
If it's Eppy's - it's Gotta be Good

BALANCE $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND
CABINET INCLUDING EXAMINER, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
1030 W. Pulaski St.
Chicago 44, III.
Our Representatives: J. J. Laver, 12771
Sales Address: WATLING Inc., Chicago

GARDNER & LESE
2611 Nau Ave.
Louisville 11, Ky.
EN 6-4808

BULK VENDING

Continuous from page 72

Bulk Vending

location is very nominal, and that it is readily possible to sell the equipment on locations with either a fair profit or very little depreciation from cost.

How big is the bulk vending industry? Bulk vending of gum, trading cards, candy and nuts, it is estimated that there 1,200,000 on location last year. Bulk vending of gum, plastic charms, candy and nuts, then, is a $10 million annual business—financing average weekly sales of $1 per machine. That’s big business.

Over the years, the bulk vending industry has grown from a house-to-house fraternity into a more organized industry, especially after the formation of the National Association of Bulk Vendors in 1951.

Ann. Roster
NABV now embraces hundreds of operators, distributors and manufacturers of vending equipment and vending supplies. Very active in this association are many of the large operators and distributors, as well as many who provide minimum volume due for the many and numerous benefits this association brings them in legal, trade and technical advice, and instruction on methods and materials.

Without an association back of him, many small businessmen—in this case operators—feel like the forgotten man on whose toes everyone can step.

Collectively, however, the little businessman has a powerful voice and is backed up by the federal government to give the little businessman a chance to grow—for that is the American ideal on which our nation thrives. And in bulk vending there is large opportunity for growth.

R. I. Firm Bows
New Match Vender

PROVIDENCE, July 5.—A new match book vending machine was announced by Plastic Vending Machines, Inc., here.

Dispense Match, as the new machine is called, is designed to vend any standard size book matches at two for a penny, and has a capacity of three boxes.

Made of polyethylene plastic in bright shades of red and yellow, the machine is molded by Bella Products of Lawrence, Mass., a division of the General Tire & Rubber Company.

Are you SHORT on TIME but LONG on COINS to SORT?

Then you need a

KING KOIN SORTER

Are you ready for the big summer business? Let us help you with your coin counting problem.

THREE Models to choose from:

Steel Coin Sifter...$24.75
Steel coin with plastic bowls...$27.50

All plastic Interlocking sorter...$37.50

Used successfully by hundreds of operators.
May we send you an approved?

KING KOIN SORTER COMPANY
Department "X"
Box 1043
Lincoln, Nebraska

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—

Atlas table looks like a dime, but to these machines add extra drawing power for greater sales and larger profits

We’ve Got It! No Guessing!
Your Machines Will Move Again with
MAGIC TRICK CHARMS

VICTOR’S TOPPER
Razor Sharp $1.00 each
VICTOR’S FIVE STAR BABY GRAND $1.50 each
VICTOR’S FIVE STAR BARTENDER $1.00 each
VICTOR’S FIVE STAR BAR MAID $1.00 each
VICTOR’S FIVE STAR CARRIER $1.00 each
VICTOR’S FIVE STAR HOTEL $1.00 each
VICTOR’S FIVE STAR IMPRESSOR $1.00 each
VICTOR’S FIVE STAR LINCOLN $1.00 each
VICTOR’S FIVE STAR PENNY-NICKEL $1.00 each
VICTOR’S FIVE STAR SLIPPER $1.00 each
VICTOR’S FIVE STAR TUB $1.00 each
VICTOR’S FIVE STAR TUB FEEDER $1.00 each
VICTOR’S FIVE STAR YANKEE $1.00 each

GARDNER & LOSE
2611 Nau Ave.
Louisville 11, Ky.
EN 6-4808

MAN IN TUB
2-BLADED KNIFE
HOME SWEET HOME
RAZOR
CINDERELLA’S SLIPPER

DAVY CROCKETT FRONTIER PIN

$15.25 per M
15.25 per M
17.75 per M
6.50 per M
15.25 per M
7.75 per M

Gold 2 Aid.
Gold
Gold
Gold
Gold 4 Aid.
Gold

Get there FIRSTEST with the MOSTEST

SAMUEL EPPY & CO., Inc.
91-15 144th Place,
Jamaica 35, N. Y.
BROOKLYN, July 9—By Becker has been elected president of Kodak Camera, Inc. He was formerly executive vice-president. Mrs. Samuel D. Field, who had succeeded her late husband as president, has been elected chairman of the board.

Diamond Match Names 3 to Board

NEW YORK July 9—The Diamond Match Company has named three new members to its board of directors, raising the total membership to 11. All were formerly officers of the General Package Corporation, recently acquired by Diamond.

The new directors are: John W. Cox, of Chicago, formerly president of General Package, Peter Berkey, of Chicago, formerly chairman of the board of General Package, Bert W. Martin, of Pasadena, Calif., former vice-chairman of the board of General Package. Cox has also been named as a Diamond vice-president and will head up the company's General Package division.

VENDALL CO., INC.
161 W, 34th Street, Minneapolis, Minn.

5 Cents a Must for Bulk Nuts

Dav Y CROCKETT COMES TO THE NABY Convention

Davy Crockett Magic Spoons $12.50 M

Davy Crockett Candy-Mint Pools $1.00 M

Davy Crockett Cracker Pool $1.00 M

Davy Crockett Blubs $1.00 M

SPECIAL OFFER!! 1000 each 29.75

Above Chores $29.75

Many other new numbers to be shown.

Specials

PENNY KING CO. & OAK MANUFACTURING CO. WELCOME YOU TO THE NABY Convention

To come to our suite for rest and refreshment

On exhibit will be SENSATIONAL new items as well as the world's largest selection of quality charms... scientifically produced in one plant, from raw material to finished product.

See for the first time Oak's Goldmine Tab Gum machine... perfection in vending.

There will be gifts for the ladies and cigars for the men.

WELCOME!
**55 NAMA Meet**

- **Continued from page 72**

| management consultant; a workshop discussion session on "Auto-
| mobile Feeding Service," Mr. M. W. Huntington, and a banquet Friday evening.

**INVITED**

| July 9. Hollywood Brands, Inc., is under-
| ning extensive renovation of one of its plants, announced F. A. Martino, president of the firm, last week.

| Edwin Bubale Corporation of Ashley, Ill., recently purchased Hollywood, was discovered not large enough to accommodate the planned "automation" of the produ-
| ction line.

| Long Island City, N.Y., is chairman of the Trade Show Ad-
| ministration Committee, responsible for the arrangements governing the exhibits.

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**Hollywood Brands**

| Enlarges New Plant

| **CHAMPAIGN, Ill., July 9.—** Hollywood Brands, Inc., is under-
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**Badger Helps Vend Milk on Wis. Campus**

| MADISON, Wis., July 9.—Bucky Badger, the animal char-
| acter which represents the University of Wisconsin on football programs, is now devoting third-
| quart milk, contents from 14 milk vending machines in class-
| room buildings and dormitories on the university campus.

| These milk vendors are the first vending machines of any type per-
| mitted on the campus by the university board of regents.

| Ten milk vending machines were initially installed January 31, 1955. Sales the first week were 5,000 units (100 per machine per day). Sales the third week were 8,000 units and sales the fourth week were 11,000 units.

| For the first 15 days in March from 12 milk vendors, a total of 33,939 third-quart vendors were sold 17,399 units of chocolate drink and 6,672 units of white milk. The next 15 days from March 16 to 30, a total of 25,479 third-quart vendors were sold; 15,410 units of chocolate drink and 6,388 units of white milk.

| University officials say that more machines will soon be in-
| stalled, bringing the total to 20.

---

**CIGARETTE and CANDY MACHINES**


---

**NATIONAL VENDING**

| Inc., 38 W. Washington St., Chicago, Ill.

---

**Shipping and Delivery**

| Ready for Immediate Delivery

---

**Oak Goldmine**

| Precision built in the world's largest factory devoted ex-
| clusively to the manufacture of Oak vending machines.

| You'll find 3 easy to sell vending machines: Oak's streamline-
| d Goldmine, 10 columns is sold to the most popular and most
| popular machines on the market. Oak's unique models are

| THE 2 Biggest Profit Making Bulk Vendors

---

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| Precision built in the world's largest factory devoted ex-

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| popular machines on the market. Oak's unique models are

| Oak Vending
PENNY KING STORY

Need to Increase Mds. Variety
Made Charm Mfr. of Bulk Op

PITTSBURGH, July 6 — The Penny King Company, one of the major cigarette manufacturers, is ex-
hibiting at the annual convention of the National Association of Bulk Vendors in Chicago, July 15-17,
created thousands of ball gum vend-
ers before its entry into the chassis
field, shortly after the end of World War II.
The move into the manufacture of cigarettes was motivated by the firm's need to increase merchandising
variety. In the late 1940's Penny
King constructed a mill and estab-
lished its own production line.

COMPLETE LINE OF Northwestern VENDORS

5c PACKAGE GUM VENDOR $14.32 each

SELECTIVE TAB GUM VENDER $24.95 each

NORTHWESTERN SUPER VISOR CAPSULE 49 Mf VENDER $16.95 each

We're On Our Special 33 Multihole 6c-Fronte Plan With 15 Down, 18 Months on Balance.

ATTEND N.A.B.V. CONVENTION

See the

Super Jet Capsule Vender

Majestic Flow Hopper for ade-
sate feeding of ALL explosives, 50 to
100 caps per hour. No part is exposed through
the hopper.

Mold Can Be Three-dimensional

Baked silver or bright chrome finish

5 c. or 10 c. play

Complete line of Northwestern Selling sup-
plies as of operators.

NORTHWESTERN Sales and Service Co.

446 W. 36th Street
New York 18, N.Y.
Tel. 10-12-4-6-647

Almost unbelievable profits are being
earned in many locations everywhere with the new
Kenny Hot Coffee Vender. Unit has 300 cup capacity, makes all
dry ingredients instantly to provide deliciously flavored, in-
vigilating coffee. Set any price from 5c up to 1.0. Patrons in-
serts donut or quarter and cor-
rect change returns automatically as the cup fills up fast! Machine meets all local health
requirements. Easy to re fab.
Size: 193H X 153D X 53 H.

ATTEND N.A.B.V. CONVENTION

The New VIDO-ONE Plastic Merchandise Display and Selector on the

The Kenny Deluxe Electric

Cigarette Vender

• 6 double columns dispense regular or undersize brands from below and over
• 420 pack capacity • Coin changer optional
• Price adjustment on each
• Swing-up top • 3-way match vending
The pack you see—Is the pack you get!

WELCOME, N.A.B.V. MEMBERS!

For the best in 5c package gum vendors

BUY NORTHWESTERN

There is nothing better
FRR 50 DAY money back guarantee if not satisfied

IVR KOVINS

Manager Pittsburgh Branch

N. A. B. V. Headquarters

Chicago, July 15-17.

$29.95

Three hundred on all orders.

PARKWAY MACHINE CORPORATION

761-723 EDDISON STREET

BOSTON 3, MASS.

1.7

Copyrighted material
NABV Exhibitor List

Equipment Manufacturers
Atlatl Manufacturing & Sales Company, 12220 Triskett Road, Cleveland, Woodland Postage Stamp Company, 533 S. Dearborn, Chicago, Northwestern Corporation, 900 Armstrong Street, Monrovia, IL.

Oak Manufacturing Company, Inc., 11411 Knightbridge Avenue, Columbus City, Calif.

Vistor Vending Corporation, 5701-13 West Grand Avenue, Chicago, IL.

Product Suppliers
Becht-Not Package Company, Canajoharie, N.Y.
Curtis Candy Company, Chicago, Oak Leaf Brands, Inc., 1138 North Cicero Avenue, Chicago, IL.

Coke Sales Company, Pittsburgh.
Ohio Gum Supply, Winkle, O.

S. L. Jr.

Leaf Gums Company, 9-15 144th Place, Jamaica

Leaf Gumes, Inc., 2150 Mission Street, Pittsburgh, PA.

320

In Philadelphia or Anywhere

FILLED CANS

Package Immediate Delivery

WRITE VENDOR

VICTOR'S

5c Baby Grand Deluxe

CAPSULE VENDOR

Immediate Delivery

VEEDCO SALES CO.


DO YOU PREFER 6" DRUMS OR 8" DRUMS?

SUPER V

The Ideal Capsule Vendor

Puts you in the picture year round selling soft drinks, candy, chewing gum, tobacco, cigarettes, or regular groceries.

EQUIPMENT & SUPPLIES

The Complete Line of Southern Vending Machinery

SEND IMMEDIATELY FOR OUR SUMMER SPECIAL ON MACHINES

Pepsi, 7-Up, Sunny-D, or any soft drink, several flavors.

5c, 8c, or 10c.

Two-amp three-amp machines available.

 Registrated trade mark

In Philadelphia or Anywhere

Only Capsule Vendors

The Ideal Capsule Vendor

Puts you in the picture year round selling soft drinks, candy, chewing gum, tobacco, cigarettes, or groceries.

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Increased Operator Services Pace Rapid One-Stop Growth

BY JACK WEINBERG

The average one-stop currently handles approximately $500 worth of business, an increase of 35 percent compared with 1950's total of $350.

Supply Title Steps

Two out of three one-stops said that they supplied title strips to operators. Typical of this title-service supply was the one supplied by Sam Bickel, head of the California Music Co., Los Angeles. Bickel said, 'We supply operators with five printed title strips with every order they place with us. This service covers over-the-counters sales as well as sales that the mail.

A slightly different title-service system is practiced by Barry, Kornfield and Sons, Inc., Milwaukee. Kornfield operates with black title strips with their record purchases. He also provides facilities for tying the strips onto record sleeves.

Another service practiced by a growing number of one-stops is the free shipping of records. The recent survey revealed that nearly four out of five one-stops ship records free of charge to operators by mail.

In less than three days to find a one-stop doing a regular retail business with operators. Indeed, there are few who can boast of a retail concert of 16 California operators as many as 11 States.

The Elete Record Shop, Columbus, O., located by Paul A. Long, is a good example of a firm dealing with operators via (Continued on page 13)

PRE-CODITIONED

2 Nickel Play Takes Root, Ops Say

CHICAGO, July 9—Music operators in many parts of the country are continuing to arm their juke boxes with circulating dime play apparatus.

Altogether charging two nickels or a dime for the privilege of playing a song from a machine business, have been using this method of placating the complaints of the customers for years. The system has never been applicable to the juke box business, they say, until the dime was decided upon by operators to meet meeting the demands of the customers.

However, even then the two nickel charge was the main objection to operators because their Ohio Ops Pick 'In My Heart' As July Hit

CLEVELAND, July 8—The new term of a nickel charge by the Ohio branch of the Phonograph Operators Association has picked "In My Heart," by Victor Alexander, for July hit.

The disk, selected by the executive board of directors, consisting of Leonard, Yost, G. J. F. J. J. B. and M. N. J. J., is Miss Eddy’s first recording.

As in the past, PASM will promote the selection for the week. The selection will consist of colored title strips, newspaper ads, and display announcements.

The last "Hit Tune" selection by PASM was "Husking My Love" by Tommy Mann.

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:

* FEATURES KICK OFF! In this issue, including an expanded Honor Roll of Hits down to 30 places, a new "Coming Up Strong" chart, new record review format, among other highlights.

* RCA VICTOR OF CANADA launches deal bringing 45 RPM records to Canada, with special prices. Promotion aids include stickers for juke boxes.

* MERCURY AND WINDING DISTRIBUTORS are being courted into Chicago for a series of meetings.

* And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

DENVER Ops Eye Dime Play Move

DENVER, July 9.—A group of leading operators and distributors with strong interest in the possibility of dime play through the "Karrier" or "Dime-O-Matic" was reported this week.

The plan got together including 12 local operating companies. It will proceed when the various promotions being directed at these relations by the operator outlets by manufacturers.

DENVER July 9—While extreme hot spells in some sections of the country are currently affecting popular sales, this is not the case in the summer months in the East and Midwest, as it has been for years.

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OLD-TIMERS REMEMBER RUGGED ONE-STOP PAYS

YESTER YEARS

WEANSEL, July 8—All one-stops are a relatively new type of business. The dime cambio was scattered around the country that came up in the beginning back 30’s.

Editors Note: The bulk of the information in this national distribution of records at the one-stop is one of the old-timers. This is from 1936 to 1940, when a Wholesale distributor in this area. Any efforts to obtain information from dealers ten years ago have failed to obtain the cooperation of those organizations.

Meanwhile, one-stop has been a part of the industry for about five years or two weeks new (Continued on page 84)

DIME PLAY IN COLO. SPRINGS TOPS 85% MARK

COLORADO SPRINGS, Colo.—With 50¼% of the juke box disc play conversions in the city of Colorado Springs, according to local one-stop operators.

Conversions results have been better than hoped for, according to Peter Vandenbrouke, local manager of the "Old Dominion," which was expected to fall off a bit but not to the extent as much as the 43½% which follow the conventions, has remained the same.

The result of this agreement is that distribution of location owners has been increased to 10.

The reason for switching to this type of play in this area operators explained, were increased equipment costs. The sharp increase in prices made it necessary for the government's launching compilation to be increased to 10 million U. S. Air Force Academy.

Op Summer Outdoor Brightest in Years

SUMMER TOOKES

In a few areas operators report the "Juke Box" of the summer weather has brought a general outlook for operators during this summer months which is brighter than it has been for years.

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GETTING THERE!

In his desire for mobility, man has come a long, long way since the days when the plodding oxen pulled his creaking ground sled.

The horse-drawn carriage and the puffing steam locomotive came in turn as man sought better means of transportation.

Today, he gets where he wants to go with speed and comfort, behind a diesel engine, in his car, or in a super constellation. Tomorrow, he’ll blast off in a jet powered space ship—further, faster than ever before.

Every advance in transportation and in every line of endeavor, including music, came about because forward looking men dared to discard the old and outmoded. They sought and found different and better ways to go places.

Go Places with the AMI Model "F"

AMI Incorporated

GENERAL OFFICES AND FACTORY. 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siebye A/S, 7 Palaisgade, Copenhagen K., Denmark.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—only in The Billboard—last week?

- **MILK VENDING WINS VICTORY IN N.J.** First major victory for milk vending gained in New Jersey Superior Court when judge rules municipality has no right to impose ban on outdoor mechanical vending machines. (Page 76, The Billboard, July 9)

- **DIME PLAY HITS SNAG IN N.Y.** Some neighborhood New York dime play ops return to five-cent play after initial jump to dime-play several months ago. Drastic falling-off of sales on converted stops given as reason. (Page 81, The Billboard, July 9)

- **JUKE PLATE MOVES TO MEXICO.** Former phonograph division of H. C. Evans & Company of Chicago purchased by Mexico City men and equipment shipped there for installation as Phonografu Automatica Evans, jube box manufacturing company. (Page 81, The Billboard, July 9)

- **ONE-STOPs AIR JUKE OPS’ BUYING HABITS.** Billboard surveys nation’s one-stop reveals jube operators’ disk buying habits. How an op selects tune recorded by more than one artist, how much expense is expended in disk purchasing, how purchases in various categories compare with last year, are all learned from survey, second of a series. (Page 13, The Billboard, July 9)

- **NABY CONVENTION PLANS ANNOUNCED.** Complete speaker roster and program for the National Association of Bulk Vendors Convention in Chicago, July 15-17, announced. Expected to be biggest bulk vending meeting in history. (Page 73, The Billboard, July 9)

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If you missed reading the July 9 issue of the Billboard you missed these and other important news stories and features. All of these stories were exclusive in the Billboard.

Only The Billboard gives you news while it’s new.

A Special Section of The Billboard
July 30 Issue

INTERNATIONAL SALES

MANUFACTURERS AND DISTRIBUTORS: Your advertising should be in the big July 30 International Sales Edition of The Billboard.

Think of it this way: "If your baker suddenly cut down the size of the loaf . . . you’d yell. And, if after he had again given you a full loaf, you’d fail to eat . . . something’s wrong!"

IMPORTANT INFORMATION
Call us or write today. Learn how sales helped the domestic market; increase business for you two ways!

CHICAGO 1, ILLINOIS
122 W. RANDOLPH ST.
Cleveland 8-0413

Jack Sloan
New York 36, N. Y.

Dick Ford
1964 BROADWAY

Dick Wilson
Plaza 7-0099

Ron Carpenter
Martin Tucker

HOLLYWOOD 28, CALIF.

Eltern Sunset Blvd.

Hollywood 9-3313

George Kelby
ST. LOUIS 1, MO.

150 Navy Bldn.

Chicago 1-9454

CINCINNATI 25, OHIO

3105 PATRICK ST.

Don Schmitt

1-50-58
THE SUPER-SIMPLE

WURLITZER

CAROUSEL RECORD CHANGER

Utilizing One Tone Arm—One Cobra Stylus—and One Turntable Direction Has Proved One Terrific Mechanism for Simultaneously Increasing Take and Decreasing Service Costs.

ONE OF MANY FEATURES THAT HAS MADE THE

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH IN BEAUTY — IN TONE — IN EARNINGS

Wurlitzer Disneyland

The Official Musical Instruments In

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856
Recall Old One-Stop Days

San Antonio 10C Switch Hits 5c Snag

San Antonio, July 9—Music operators here have hit a snag in their efforts to go to a one-stop policy.

Alleging conventions started off monthly by operators covering some of their best locations being undercut by out-of-town operators who were offering "big commissions" and nickel play.

As a result, operators have been forced to back out of the nickel slot contracts.

The San Antonio Coin Machine Operators' Association, representing the bulk of the operators in this city, plans to launch a good-will program between operators and their locations in an effort to check this setback in dime policy progress.

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label, and operators have come to rely on her judgment.

As a special service, Mrs. Foster now sets up an operating

system for her customers. As quickly as practically possible, operators have authorized her to buy a small number for their juke boxes. Thus this method, operators have agreed, will expedite the release on their machines without having to spend long hours wondering how best to handle a new release or to select a few. They leave the picking to Mrs. Foster.

Most of the operators using this sampling method have ordered call-

ing for only one copy of a plan record, some order five, one takes only one copy of a sample record. They are shipped to operators every other week.

After picking a record suitable for sampling, Mrs. Foster places an initial order of 250 copies. Records follow fast as quickly as operators begin picking the number sheet.

All her line best sellers, she said, have been "Bear Ballads" by the Monkees Orchestra, and Gordon Jenkins' version of "Goodnight Irene."

Juke box operators converted to 45 rpm disks is indicated by the recent reports from 70% and 75% at a 60-40 ratio, the former taking the larger share.

Irene, quoted with Mrs. Foster.

In Chicago, operators reported that this has been a very successful policy, more than enough to pay for the cutting of the disk, but agreed that the money they were putting on the line was better than it was last year.

In San Antonio, operators reported that they were in better shape than ever before and would average more than they did a year ago even if play failed, which was not likely, they said.

L. A. Op Assn. Adds Stickers to XOS ANGELES, July 9—The California Music Merchants Association has launched a campaign to put the name LACMMMA in front of the public.

In a bulletin to all members, Ben Cheesemaster, business representa-
tive, urged all operators to obtain container stickers for display on their machines. Cheesemaster asked operators to report new equipment to his office so that labels could be supplied for operators.

Meanwhile, the local organization urged all operators to adhere to the criminality licenses fixed by the municipalities: 82 Mission, Monterey Park and South Gate.

Summer Outlook Brightest

Continued from page 60

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youngster Dies
Phil. Kiddie-ride Accident

PHILADELPHIA, July 9 -Phil-
adelphia kiddie ride operators are re-questing a meeting next week when a three-year-old boy was electrocuted while feeding coins into the coin
counter of a coin-operated pinball machine.
The incident occurred in a Penn-sylvania tavern earlier this week and the child was placed on location. Ac-
cepting to a local operator, the child was in a booth and was evi-
dently standing in a puddle, and the child was immediately put to sleep.

Normally, the 110 volts thrown out by the machine is not electr-ic anywhere.

Meanwhile, the Philadelphia Electric Bureau is making a city-
wide inspection of coin-operated machines and the re-
sults of the inspection is expected to be in other cities.

A meeting of the local operators is expected to be in effect by Sep-
nember.

Great Guns
A.B.T. Coin
Pistol Game
In 10-Yr. Run

CHICAGO July 9 -- The A.B.T.
Manufacturing Company’s Chil-
dren’s Division 10 years old this
summer, has announced a re-
tabulation today. Walter Tracht, firm
owner, said this week.

Tracht said the company re-
alized from 300 to 300 monthly or-
Dons in the year on the right.

The game retail at around $75. Small
children cannot operate any Arcade la-
cation, the game’s dimensions are 31 inches wide, 11 inches high by

Shipping weight is 33 pounds.

That estimated that A.B.T. in the past 25 years has sold more than $1,000,000 games of various types.

Williams to End
Vacation July 18

CHICAGO July 9 -- Williams
Manufacturing Company will re-
sume July 18 following the reg-
ular two-week summer vacation
for the plant.

A skeleton crew remained at the
plant during the vacation to pro-
vide handle orders and shipments.

Coin Mechanics
How Slug Rejectors
Test Drop-In Coins

ST. LOUIS, July 9 -- The slug rejection is one of the most im-
portant yet least understood devices of a
pinball machine.

The rejector keeps the junk in the box, ancient or modern, from getting into the machine from when slugs, dimes, nickels, and other spurious
pieces are inserted.

One of the most important tests, the rejector unit accepts only pennies, nickels, dimes and quar-
ters and even rejects the dimes in the machine.

The rejector is designed to be adaptable to any machine for some-what proper size and thickness.

If a coin is badly warped, or perforated, it is rejected.

Next, there is a check for metal content. A magnetic field of
permanent magnets reveals coins which are made of metal or alloy, and these, too, are
rejected. This is done by having the coin roll down inclined rails,
where the ferrous metals are attracted to the magnetic field as wheel.

If the coin travels too fast or too slow, it will not follow the pre-
scribed path which leads to the “accept” outlet. Whereupon
Sporuins coin strike deflectors or barriers which throw the coin into the “reject” outlet.

The weight of the coin, its hard-
ness, and its shape may also be
Continued from page 90

Great Guns
Exhibit Supply Announces
New Distrib Organization
42 Firms in Revamped Set-Up, Majority
New; Map Plant Expansion for Sept.

EXHIBIT SUPPLY ANNOUNCED its new dis-
trib organization on July 7. Thirty-one
firms have been added to the 11
firms already established.

The new distributors will have
an additional 500 square feet each,
making a total of 13,500 square feet,
which was the standard size for the
old organization.

The old distributor set-up has
been dropped, and a majority of the
firms in the new organization are handling the Exhibit line for the first time.

We are going to concentrate on
the old houses first,” said Lewis, “and the best way is

by to have a strong distributor or-

To the distributors, the territories are divided as follows:

Ohio City-State of

Kiddieland

Chic, Kiddieland

Scene With Coin Games

CHICAGO July 9 -- Moving
coin-operated games into the park for the first time this season, Kid-

nels, Bally, West Side Park, said the games not only serve as
recreational activities for children, but are profitable in their own
cost.

Located on place near the of the large Merry-Go-Round and other makes
of the games will be introduced to the

Anchorage, southern California, and

New; Bulk Distribution

Commercial Music Company, Dallas, and San Antonio--all of which have

Ohio City-State of

Kiddieland

Supermarkets

by Kiddyfins

DETROIT, July 9 -- A newly
launched national operation of
kiddie rides for supermarkets has
been set up here as a local branch
under the name of Kiddyfam Amuse-
ment, with Harry Busch acting as
local agent for owner Bert Lane
Mills.

Busch will serve as representative for the State of Michigan territory
selling the machines through local
markets. Locations have already
been limited in the Big Bear market
chain.

Bally rides handled by the firm in-
clude a carnival, Disney Doo-wop
and Kiddie rides, with a variety
of other types for youngsters of store customers.

Another firm, the National
Amusement Equipment Company has
launched a similar operation in the
area.

Hugh Spence is the agent for the
Supermarket Service.

Detroit Super Sluggers

United Slants

Super Slugger

Baseball Game

United Slants

Super Slugger

Baseball Game

CHICAGO July 9 -- United Amuse-
ments, Inc., distributors to this
region week regular and non-

One-kid and hat-in-hand, baseball

Super Slugger

A new player model, Super Slug-
ger features easy, medium and

both types of games that run on the

One-kid and hat-in-hand, baseball

United Slants

Super Slugger

Baseball Game

A new player model, Super Slug-
ger features easy, medium and

both types of games that run on the

One-kid and hat-in-hand, baseball
Industry Meets
Continued from page 12

Two key representatives of nickel-product suppliers, Major Bush, of Bush-Nichols Paper Company, and Philip Schneier, Curtis Candy Company, will speak at the convention Sunday morning. Bush will talk on "Cass Merchandising Through Vending Machines," and Schneier will address the group on the topic, "New Ventures for Bar and Package Vending." Saturday morning, Alvin Kantor, Chicago operator, will host panel discussions respectively on those subjects of the change in Consumer Buying Habits and Its Effect on Our Business, Sense in Vending," and "Diversification of Equipment and Merchandizing.

Miller T. Raynor, NAB general counsel, will talk on current legal issues and tax problems, and A. E. Lafferty, assistant vice-president of the Walter E. Heller Company, Chicago, will talk of equipment financing. Panel Leaders

Lobell will moderate a series of panel discussions Saturday afternoon. Panel leaders will be Raynor, Tom Ligon, of the Paul Company, Charles Knoll and Roy Becker. "Potential of the Penny Vending Industry" will be the subject of a speech by G. B. Schneier, editor and publisher of the Sunday morning publication of The Billboard, Saturday afternoon. See complete program listing elsewhere in this section.

A Special Ladies' Day program will feature a Saturday luncheon at the Imperial Hotel. Mrs. Rolfe Lobell, chairman of the ladies' committee, expects 80 women to attend the event which will include special entertainment, individual gifts and door prizes.

Registration for all conversion-goers will be held Friday from 9 a.m. to 8 p.m. at convention headquarters on the seventh floor. See "Registration" and notice that there will be no charge for banquets or registration, although badges will be required for admission to meetings and exhibit rooms.

MODERNIZE Your Cascades-Clovers-Olympics-Classics-
Royales-Chefs into Up-To-Date
4-DRUM SYNCHRON-FLASH FLASHING!
Complete with beautiful mahogany
Style, perfect for your Torrrey
CHARLEY PEIR
Monarch Coin Machine, Inc.

ROCK-OLA 1438 COMET (120) 45 RPM
...$59.00
ROCK-OLA 1436 FIREBALL (120) 45 RPM
...34.00
A. M. I. MODEL "C"
...19.00

PUT NEW LIFE INTO YOUR OLD SHUFFLE ALES
SPARKLERS CONVERSIONS FOR Classics,
Olympics, Clovers and Cascades.
FLASHER CONVERSIONS FOR Leaders,
Chief, Royal and Imperial.
4 Drum Synchro-Flash Conversions, New Attractive Bud Glow

New Electric Scoreboards

RECONSTRUCTION FLUSH BOARD OF

THE 100.00
HALF PRICE

OD WAY

Call CADILLAC Hobby Horse, Inc.

CADDILLAC HOBBY HORSE, INC.
1140-50 N. Kostner Ave.
Chicago 51, Ill.

REPAIR SERVICE
Send your broken down fiberglass horse bodies to the Cadilliac Horse "Hospital" and let us "Doctor them up" to look like new. We charge not to exceed $22.00 with minimum of $15.00 depending on work required. Complete rebuilding of fiberglass horse bodies with your requirements without extra charge.

HOBBY HORSE, INC.

CALL 24 HOURS A DAY

PLANT CLOSED

July 1 to July 18

FOR ANNUAL VACATION

BUY THE BEST—WE DO!

D. GOTTLIEB & CO.

3450 N. Western Ave.
Chicago 16, Ill.

EXCLUSIVES AND DISTRIBUTORS

BALLY... ROCK-OLA.... KEENEY.... CHICAGO COIN

COMPLETE LINE BALLY RINGO PARTS

PINEAPPLES

ARCADE

CAROUSEL

GATLING

WITH MERRY-MACHINES

CREATE OF DEPENDABLE PLAY APPEAL

4245 W. Melrose St., Chicago 34, Ill.
ianni

COINMEN YOU KNOW

immunizations to: Randal Shapiro, MImCk 7-2710

Opi Look to Business Upsurge. Now that schools are closed numerous operating points from Greater Miami and from all over the country, operators are looking for a big upsurge in business. 

The coming of the big West is in Miami. The business upsurge 50 per cent since switching over to dine in play.

Red Curkin, Bell Glade Music Company, Bell Glade, Fla., reports also a 50 per cent since going dine in play. Red says that is all the more remarkable since his route normally drops out only 50 per cent at the end of the year. Says Marvin Marine, Menominee Music Company, Scd 50 pounds and says he never felt better in his business.

Looks as if Willie Blatt, Music Makers, will have to postpone California vacation. Unable to take off as much time as he wanted to do it. Willie and Mrs Blatt will probably wait in the Carolinas. Maybe next year. Willie. 

... Leo Lehman, LC, manufacturer in the business, just moved his family down up North. Lew bought a boat, and is fast learning how to fish in Southern Florida.

Barris Kaganovsky, Bishop Amusement, is smiling again three years. His family is back home after an extended trip to New York, to the ill of his mother-in-law. ... Bella Sherzer, A. A. Music Company, was making the rounds of the record distributors with his only wife, Martha. ... Harry Zimme, Acme Music Company, is gym partner of his niece Sheila. She won the weekly Miami Diamond number of Commerce Academy Contest.

Clyde Craven, Southern Phonograph Company, was elected to the Atlanta Electric Company's Board of Directors, Central.

Maury Horowitz, Bishop Amusement Company, is a real dynam- 

icated bridge fan. Maury traveled up to Tallahassee just to watch his bridge tournament. ... Norman Rogers and Issie Stone, formerly with Avis Music Company, are doing well with the name R&S and Stone operating under the name of Stone Bros.

Ed Hancock, Bush Distributing Company, is back from a week's vacation in the central part of the State. ... Danny Hudson hopes to be in town in a couple of weeks from now to get ready for Music Makers. Danny wants to take his family for a trip out West over the holidays. 

... says that if the same occurs, he hopes it will, he may be able to retire some day.

Masie Brookey, Brook Distributors, says that Bill Haley's "Rock Around the Clock" is the biggest selling record he ever handled. Masie has been in the record business for a long time.

... Marvin Lieber, Pan American Distributing Company, says that he predicts the market will be big on "Unchained," the Hill orders are even greater than 'Unchained,' he says.

... according to the testimony of Marvin Marine, Menominee Music Company, and secretary of the A.M.O.A. Bowling League, is arranging to make plans for next season's bowling activities.

Detroit

Communications to: Red Revere, Wdward 2-1100

Vacation Beckons Local Column. Ray Taylor, store manager of efficient Music, is away for the next two weeks. New nicely recovered from a bout of tonsillitis in a vacation in Michigan. ... Spencer White, of Frank's Music, will be back on the 15th for a few days. He took several weeks vacationing in Florida.

Away from the local heat wave, and vacationing in the northern part of Michigan is Max Koppel, General Coin Music Sales and Service, and Jack Koppel, his brother, on business going. ... Maurice Feldman, Central Coin Music, having had a sudden urge of it in his visiting department. Maurice went to Chicago for business for a few days.

... has bought 200 units of the plan. Plans are tentatively set for Maine, but he says that he and Mrs. Feldman just took a motor trip and have no definite destination in mind.

Twin Cities

Communications to: Jack Weisberg, W6D9 2006

Columnist Away. Earl McFarland, about 45, Minneapolis operator who runs his own jake borggrete's route and took service from Warboys in the summer, died last week following a heart attack. His wife has told the owner to Dave Chapman, Minneapolis operator.

Irwin Conson, of the Acme Music Company, one-stop station, is spending most of his time at Webster Ave, this week. ... Clayton Norberg, of J R. & Sons Company, Mankato, Minn., bought large goods on trip to this market this week. ... Johnny Galup came to the Twin Cities from Florence, Wis., to see his old friends. 

... says he had not been in the business for some time. 

... Harold Lieberman, head of Liberman Music Company, says he has decided to go into the coin-op business, possibly in a few years.

August Quade, of Rochester, Minn., bought music and records in his trip to this area. Mrs. Quade accompanied him. ... Floyd Overleaf came to the Twin Cities from Saint Paul, Minn., to do business for a few days.

... attended the convention in the Twin Cities. ... Avis File, at Sandler Distributing Company, is

Distib Set-Up

Continued from previous page


Franco Distributing Company, Montego Bay, Ala.—Southern Alabama; General Vending Sales Corporation, Baltimore—States of Maryland and Virginia and District of Columbia, T. B. Holiday Company, Columbus, S. C.—North and South Carolina; Lieberman Music Company, Minneapolis, and Omaha—States of Minnesota, North and South Dakota, Nebraska and Iowa; Miller-Norwich Distributing Company, Grand Rapids, Mich., and Detroit—State of Michigan, including the Upper Peninsula.

Mid-Merlee Music Company, Los Angeles, Phoenix, Ariz.—Southern California, Arizona and Southern Nevada; Modern Distributing Company, Denver—States of Colorado and New Mexico; Commercial Corporation, New York—France, Belgium, French Colonies, Morocco Coin Music Distributing, Inc., Cleveview, Northern Ohio; Dallas Monkees Corporation, New York—New York City and surrounding area, Cincinnati, and New Jersey.


Indiana Company, Indianapolis, Ind., Louisville, Lexington, Ky.—Kentucky; General Vending Sales Company, States of Kentucky, Indiana, and Ohio; Coin-Money Distributors, Cleveland—Central and Eastern Pennsylvania; Home Vending Company, Columbus, Ohio; Continental Coin Distributing Company, Brooklyn, N. Y.; Doug Bros., Edinboro, Alberta, Canada; Elgin—Wisconsin, and Horizon—All States of the United States.

Coin-Money Distributing Company, Atlanta—State of Georgia; W. E. Jones, Inc., San Antonio, Texas; General Coin Distributing Company, Norfolk, Va., and Southern Military, As well as Eastern and Southern Missouri, W. B. Mcc.-Latrobe, Pa., and Western North—Carolina—New—North- er and Western Missouri and the State of Kansas.

Three M's

Communications to: Mack Hulbert, W6D9 6/1/66

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Exhibit Boosts Penny Card Trade—Up 20%

CHICAGO, July 9—Expanding their penny card business to 52 cents per card, next to a steady growth of 20 cents over last year, Sam Lewis, executive vice-president of the Lewis Amusement Manufacturing Co., said that they had last year had 10 cards vendors which had sold $41,400 worth of cards during the past season. Some 35 new card vendors have been added to the Biverview Amusements network.

The exhibit Vacuum Card Vendor is installed to handle the new set of cards. Since the top by a suction cup device. The switch repeats its operating cycle until a card is delivered. The vendor with a 35-channel display panel, a visible operating mechanism, visible stock control system, slide-out units for front-door servicing and a slot-design coin chute which is convertible for 1-cent or 2-cent operation. Among the card series offered are pictures of film and radio stars, cowboys, sport cars, jet planes, horses, playing cards, cartoons, how-to books, and a wide assortment of novelty cards.

An example of one location which has done an outstanding job is a small vendor named Frank Hastings, of Hastings, Neb. Last year, the number of cards was sold during the past season. Some 35 new card vendors have been added to the Biverview Amusements network.

The exhibit Vacuum Card Vendor is used in conjunction with the new set of cards. Since the top by a suction cup device. The switch repeats its operating cycle until a card is delivered. The vendor with a 35-channel display panel, a visible operating mechanism, visible stock control system, slide-out units for front-door servicing and a slot-design coin chute which is convertible for 1-cent or 2-cent operation. Among the card series offered are pictures of film and radio stars, cowboys, sport cars, jet planes, horses, playing cards, cartoons, how-to books, and a wide assortment of novelty cards.
Sam Solomon's Buys!
5 Genco's
RIFLE GALLERIES
5 West Brown Ave.
$225.00
WIRE-PHONE-WRITE
CHICAGO SELLER MACHINE EXC.
WE BUY DEMOLISHED OR DISCONTINUED MACHINE.
311, The Billboard, Chicago, III.

BINGO MECHANIC WANTED
Good Pay and
Good Working Conditions
No Drifters
Write the Billboard
Box 889
Chicago, Illinois

Exhibits Dale Gun........$5.00
C.C. Pidel Pole........5.00
Sons Chicken Sam........5.00
Sons Bird the Monk........5.00
Sons Bird the Bear........95.00
Monocopy Sky Fighter........95.00
Exhibits Giver Bullets........45.00
Exhibits Giver Gun........7.00
Send a deposit for quick shipment
Alabama Vending Co.
TUSCALOOSA, ALABAMA

NATIONAL
RECONDITIONED BUYS!

SUPER JUNIOR
DELUXE RUPTUS
WINTER MILL
DASH OF GOLD
SILVER TRANNY
SILVER SHOOT
COWBOY
SHERIFF
SOUTH WEST
QUEEN OF HEARTS
HIT W' RUN

UNITED CLOVERGAMES
UNITED 15TH STAR
UNITED 15TH STAR

CHICAGO DELUXE CROSS CROS
RIVOS

VARIETY
BEAR CLUB
RED PRODIGY
SILVER SHOT
PACIFIC CLUB
FULFIL PRIDE
PACIFIC PALACE

CHICAGO 12X3
CHICAGO 11X1

Write for Complete List
NATIONAL
Cain Vending Co., 1413-15 Division Blvd., Chicago 14

EXCLUSIVE WHOLESALE DISTRIBUTORS in Delaware, S. Jersey, and S. Penna.

ACTIVE
AMUSEMENT MACHINES CO.
YOU CAN ALWAYS DEPEND ON ACTIVE—ALL THE WAY!

GOLD MEDAL BLUE RIBBON
WITH MATCH-PLAY
WITHOUT MATCH-PLAY

New Bally bowls
combine greatest bowler features
with new BONUScore play-booster

YESTERDAY'S FEATURES...
Belly Bowler...
SILENT SALESMAN
MACHINES

ORI. CITY REJECTS
OP PIN LICENSE TRY
PORTLAND, Ore., July 9—An opinion, handed down by a judge the night before, will be in
the fact in thebars between the city administration and Portland's pinball operators.

Judge Lowell Monkoff of the Multnomah County Circuit Court, who had heard arguments, after the pinball machine
suits filed by the city, outlined a series of restrictions which, if upheld, would mean
the destruction of the game of pinball as we know it.

The suit was brought by Lou Loomis, owner of the Portland Amusement Company. The
company has been asked to determine the devices as "pinball games... not coin-operated....
 juegos mecánicos... which are not used as a part of
or in aid of any gambling game or device.

In an answer to Judge Monkoff's
suit, the amended complaint
suicide it more than 1,000 machines
originally costing more than $1 million, are involved. It states
market value of each machine
is $400, and that conventions
to coin-in-the-slot has cost

City Commissioners Stanley Earl
and the city police force
game would ban coin-in-the-slot games
as well as other types.

Price and Abelson to
Show Crockett Items
NEW YORK, July 9—Paul A. Price, Inc., local branch of
Little is heard, who will exhibit his new line of

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factors in determining whether it will follow the specific path necessary to be accepted or will fall short of, or beyond this path, and be rejected.

Most rejected coins and slugs are immediately channeled out of the unit; however, a slug which is perforated or of improper size, will be trapped in the rejector. When this occurs, a wiper linkage is provided. The main wiper blade sweeps the nickel and 25-cent coin paths and magnets, while the dime wiper blade, opened by a push bar, sweeps the dime path and magnets. Trapped slugs are then released simultaneously thru the "reject" outlets.

In making an adjustment on a slug rejector it is important to be extremely cautious in as not to throw off the delicate balance of the mechanism. Careful analysis as to the cause of the error should be made first. Then by taking the rejector off its mounting and setting it on a level surface, a close study of the coin paths can be made. In this way the slightest deviation can be caught and corrected.

Charter S. C.
Coin Firms

COLUMBIA, S. C., July 9—Charles V. O. Wilson, who is the principal office here, has obtained a State charter to sell all types of merchandise thru automatic vending machines, to own and sell such machines. Authorized capital stock was fixed at $20,000. W. H. Gayden Jr., is president.

Ace-High Music Corporation, Dallas, S. C., obtained a charter to own, operate and deal in coin-operated machines and auxiliary equipment. Authorized capital stock was given at $30,000, Poyel J. Pate is president.

Capitalized at $55,000. Shanks Distributing Company, Inc., Columbia, S. C., has just been organized to buy and sell all types of vending machines. Sabel L. Shanks is president.

Court to Test
Milwaukee Coin
License Ruling

MILWAUKEE, July 9 — The Milwaukee law firm of Foley, Fairchild & Sammon has been retained by Addle B. Diller, Inc., Chicago, and the W. F. Woolworth Company, Inc., to test a local ordinance on amusement devices. Below, Court regulations provide that operators and distributors of coin-operated amusement devices must file in Milwaukee for at least two years prior to filing applications for the $200 annual license fee.

Woolworth stores have been forbidden to install automatic side machines in their stores because Kiddie Rides, Inc., a Chicago firm, operates the equipment. The law firm filed a complaint this week in Circuit Court testing the validity of the residence clause in the licensing ordinance.

when answering ads... 
SAY YOU SAW IT IN THE BILLBOARD!
GUIDE TO OPS:  
HECK SERVICE  
HEN BUYING  

HICAGO, July 9—There are  
by reasons responsible for the  
growth of record one-stops,  
certainly increased customer  
service stands first on  
list.  

Because one-stops are relatively  
the record merchandising  
times, many of the services now  
ared being overlooked by  
ake box operators. The following  
check list represents those services  
most often available to operators  
at record one-stop outlets:  

1. Specialty type records.  
2. 24-hour service.  
3. Prepaid transportation.  
4. Programming assistance.  
5. Title stripes.  
6. Open accounts.  
8. Recommended records guarantee.  
10. Record returns.  
11. Low cost (generally 5 cents  
above the wholesale price).  

SPECIAL  
BALLY GAYEY  

Like New  
$395.00 each  
while they last.  

Send same amount deposit with order.  
FRANK WYATT SALES CO.  
515-A Fourth Ave., S.  
Nashville 10, Tenn.  

GAME  
MECHANIC  
WANTED  

For Leading  
Chicago Distributor  

Good Pay, Excellent  
Working Conditions  
Write Box #810,  
The Billboard,  
Chicago, Illinois  

EXHIBIT’S  
GREAT NEW LINE  

1. Vacumatic Card Vender  
2. Davey Crockett Card Series  
3. Treasure Cove & Shooting Gallery  

for the Vacumatic Card Vender  

NOW!  
DAVEY CROCKETT CARDS  

51 GREAT CARD SERIES  

CARD VENDER  
Vends at any dissemination.  
51 great series of cards available  
from Exhibit with tremendous appeal to everyone. Also can be  
used with scenic, other location cards at thousands of locations. Can  
also vend, with adaptation, packs of cards, other packaged products.  

DAVEY CROCKETT CARDS  

Brand New and Red Hat. Kids will store the Vacumatic Card Venders  
loaded with these new Davey Crockett cards. Dads and Moms  
will take them home by the handful! Available immediately. Profit  
from Davey alone will pay for your Vacumatic Venders. . . . and  
there are 50 other great card series. ORDER BOTH THE VENDER  
AND DAVEY CROCKETT CARDS TODAY!  

EXHIBIT’S NEW  
TREASURE COVE  
SHOOTING GALLERY  

NEW “FAST-MOVING” TARGETS  
REVOLVING CLAY PIPES  
DESCENDING PARACHUTE  
WAVING “JOLLY ROGER” FLAG  
FLYING AIRPLANE  
SWIMMING DUCKS  
STATIONARY PIRATES  
NEW BONUS SCORES FOR  
CONSECUTIVE HITS  

2 MODELS:  
1. REGULAR NOVELTY 3-WAY  
MATCH  
2. OPTIONAL FREE PLAY  
+ PLUG-IN MATCH FEATURE PANEL  

EXHIBIT SUPPLY COMPANY  
4128-30 W. LAKE STREET  
CHICAGO 24, ILLINOIS  

ASSORTED  
KIDDIE RIDES  
FOR SALE  
Cheapest in the  
Country  
$25.00 up  
SEND FOR LIST TODAY  

DAVID ROSEN  
1105 E. BROAD STREET  
PHILADELPHIA, PA.
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 OPTIONAL SINGLE RE-PLAY OR ADJUSTABLE TO MULTIPLE RE-PLAYS ON HIGH SCORE.

GET "ON THE BALL"
SEE IT AT YOUR DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO. 2021 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS
chicago coin's

HOLLYWOOD
BOWLER

NEW
Flash
"HOLLYWOOD BEAUTIES"
Animate Back Glass
To Indicate Additional
Scoring Points!

NEW
Playboard
(Feather Touch)
"Power Lift"

NEW
Larger Than Ever
GIANT SIZE
Scoring Features!

NEW
Additional
Multiple Score
Adjustment Features!

Plus . . . Original
Flash-O-Matic
Scoring!

chicago coin's
BIG LEAGUE
2 PLAYER BASEBALL GAME
MATCH + a NUMBER
and STAR
Plus . . .
NEW SPECIAL
PENNANT FEATURE
Plus . .
NEW HOLE-EYE FEATURE
SCORES ONE HOME RUN
Plus . .
50 EXTRA RUNS

chicago coin's
BONUS SCORE
BOWLER

NEW!
National
"Slug Rejector"
Coin Chute!

Plus . . . 4 Drum
Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin
MACHINE COMPANY

* NEW TOURNAMENT STYLE PLAYING METHOD!
* Each Player Up Sheets 3 Consecutive Frames
  Before the Next Player Gets His Turn!
* NEW EXCITING BONUS SCORING SYSTEM!
Greater than GAYETY! Better than BIG-TIME

Bally Gaytime

4 MAGIC LINES

MAGIC POCKETS

New Score Booster Lites
WITH SUPER-CARD PLAY-APPEAL

New 10-SERIES Advancing Scores

CORNER SCORES
SPOT NUMBERS
EXTRA BALLS

New High-Speed Coin-Flash
New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance
Balls from 7 top rows (Magic-Pockets) do not roll down playfield at end of game but are immediately cleared through hole at top of board.

Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

Bally Bowlers on Page 89

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois
NEW...DIFFERENT...HIGH-SCORE AMUSEMENT GAME

UNITED'S DELUXE

DERBY ROLL
TWO-PLAYER BALL ROLL-DOWN

FASCINATING RACE-HORSE ANIMATION
ONE OR TWO CAN PLAY... IT'S FAST

EACH PLAYER GETS 3 HORSES
Horses are selected on mystery basis
as coins are deposited

WIN-PLACE-SHOW-PURSE
SCORES
BONUS SCORES 1000 - 800 - 600 - 400
For all horses reaching finish line

FLASH-A-MATIC TIME FEATURE
Determines which horses advance

ROVING BONUS LIGHT
ADDS 100 TO SCORE

WINNING HORSES
Posted on Back-Glass in a Flash
EQUIPPED WITH UNITED'S FAMOUS MATCH-A-SCORE FEATURE

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

DERBY ROLL IS ALSO AVAILABLE IN
REGULAR MODEL WITHOUT MATCH-A-SCORE

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES

VENUS Shuffle Targette
Smooth, Quiet
Skill-Skill Game

TRIPLE PLAY
Fast Action In-Line Game

NEW BASEBALL GAMES

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See Your Distributor Now!

Copyrighted material
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