The Billboard

AUGUST 20, 1955 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

Kids Will Have Fun Wherever They Go

Coin-Operated Games, Rides Sprout Like Mushrooms in All Types of Locations

By KEN KNAUF

CHICAGO, Aug. 13.—Coin-operated kiddie rides and games, once found only at amusement parks, are moving into every type of location from drive-in to airport.

Mechanical rides, electric gun games and other amusement pieces are now spotted in variety and department stores, supermarkets, drug stores, theater lobbies, outdoor theaters, golf driving ranges, and drive-in restaurants.

The moppets started it all. Kiddies first thrilled to riding coin-operated bucking broncos, spaceships, reindeers, rabbits and hot-rod cars. These were located at Kiddielands and parks where their parents took them for a big time.

Rides Spread

Before long the kiddies wanted to cavort in this fashion wherever they went with mom and dad, whether it was supermart or soda fountain, and the rides spread to new spots.

Electrical gun games, shuffle bowling games and a variety of Arcade-type games have moved into many of these spots alongside of the kiddie rides. Teen-agers and adults are playing coin games while waiting at the airport, bus station or golf-driving range.

Outdoor theaters have moved in rides and games to keep patrons amused while waiting for the movie to start—also to get them in early and help solve the curtain-time rush. Stanford Kohlberg, owner of Chicago's Starlite Drive-In, terms his coin games "the best thing we have out here" to supplement receipts from the outdoor movies.

Carousel Industries, Chicago, operating kiddie rides around the nation and serving operators in 48 States, has kiddie rides and electric rifle games located in variety and department stores, and some rides in drive-ins and drug-stores. Says co-head, Art Gold: "We spice up many of our ride locations with gun games."

Repair Shop

The firm maintains a repair department that looks like Santa Claus' workshop. Irv Brodsky and Gold employ an artist, spray expert, mechanical engineer and welder who can handle any repair job required on 20 different types of coin rides, ranging from reindeers to rocket ships.

Donan Distributing Company, Chicago, distributor for the Bally Manufacturing Company kiddie rides and games, operates rides in local theater, grocery and variety store chains, and a kiddie electrical pistol game in drugstores and small variety and clothing stores. Donan has rented rides to Swift & Company, Standard Oil Company, and A. J. Canfield, beverage firm, where they are used to give customers' youngsters free entertainment.

New Spot Games

Williams Manufacturing Company has designed two games particularly for location at these new-type spots. One of these games, Sidewalk Engineer, features coin-operation of a miniature bulldozer inside a glass cabinet. A natural attraction to kiddies and grown-ups, the game is now located at such spots as airports in Detroit, Kansas City, Mo., and Minneapolis; bus depots in Memphis, Charlotte, N. C., and Asheville, N. C., and the Neisner variety store chain in Chicago and Detroit. A coin-operated electric train game will be the next to move to such locations.

Said Art Weinand, Williams sales manager, "These games have been a door-opener to new loca-

(Continued on page 76)

Disney Tops in Arcades Also

ANAHEIM, Calif., Aug. 13.—Walt Disney is now one of the nation's newest and biggest Penny Arcade operators. Disney has toted coin-operated amusement games by the carload into his new $17 million Disneyland here.

The games, of antique variety, form an old-fashioned Penny Arcade on "Main Street" of the huge playland. Included are gun games, grip-testers, fortune tellers, punching bags and old model juke boxes.

WING RECORDS SOAR VIA HIT ON FIRST DISK

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

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

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

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

Record Field Plans Expansion, Hangs 'No Trespass' Sign

Col. Club Latest to Broaden Sales From Within, Fence Off Interlopers

By PAUL ACKERMAN and IS HOROWITZ

NEW YORK, Aug. 13.—Moving with utmost care and determination, major segments of the record business during the last half year have implemented plans designed to both broaden the base of consumer sales and to protect the status of the established manufacturer.

The latest development highlighting this attempt of the major manufacturers to adjust to a changing disk business—and to broaden that business so as to bring it more properly into focus with an expanding nation-wide economy—is Columbia's new mail order Record Club Plan. (See complete details in Music department.)

RCA Moves

The move by Columbia to tap a broader market and to protect itself against incursions of expanding mail-order disk operations follows shortly upon RCA Victor's introduction of its Coupon Service Plan, which in turn followed that same label's dramatic price cut of about six months ago.

These various moves, judged in concert, make a dramatic whole, and their significance may be grasped when viewed in the light of the statement of James B. Conkling, president of Columbia Records, with regard to the growth of record clubs.

These clubs, including the Josefowitz-Concert Hall group, the Sutliff-Stevenson group and the Book-of-the-Month Club, "have attracted a cumulative membership of almost 1,000,000 subscribers who are purchasing at a rate approaching $20,000,000 worth of records annually."

Rise of Clubs

This figure, Conkling states, represents 15 per cent of the total LP dollar volume, whereas one year ago these clubs accounted for 5.8 per cent. Conkling notes these clubs' operations were set in motion by people outside the record business, that none of this extra volume has accrued to either record dealers, distributors or manufacturers.

How seriously the record industry regards the threat of "interlopers"—essentially outsiders who cut heavily into sales while at the same time bypassing the normal manufacturer - distributor - dealer structure—is evidenced by what happened in the children's record field. Here, Children's Record Guild and Young People's Records, as a result of their success in mail-order selling, have become powerful retail operations.

Act Slowly

The fact that both Columbia and Victor did not devise mail-order techniques more rapidly to combat these incursions has not been due to any lack of alertness. Rather, caution has been dictated by the necessity of creating workable record club organizations which must immediately benefit the dealer and distributor.

But the pressures which ultimately dictated these moves by Victor and Columbia have been inexorable and extend back five or six years. The so-called promo-

(Continued on page 16)

Majors Must Protect Stars

NEW YORK, Aug. 13.—One of the important factors behind the move of major record companies into the mail-selling field is the lure of heavy artist guarantees dangled before their top artists by mail - order club entrepreneurs. These execs have had many talks with talent recently.

In some cases they have promised to deliver royalties on 50,000 to 100,000 copies of an LP that under "normal" sales methods thru dealers might only move 20 per cent as much during the life expectancy of the album.

NEWS OF THE WEEK

Columbia Records Launches Mail Order Record Club Plan . . .

Columbia Records will spend approximately $1,000,000 in next eight months to kick off its mail order club record plan. Intended to broaden the base of consumer sales and to meet growing incursions of mail order firms, the Columbia plan provides for dealer and distributor participation. .....Page 16

New Du Mont Broadcasting Co. May Be Start of New TV Power . . .

The spin-off of the Allen B. Du Mont Laboratories, proposed this week by its board of directors, will put the Du Mont Broadcasting Company back into video as a station-owning entity. The newly formed Du Mont Broadcasting Company, with stations in New York City and Washington, may be the beginning of Du Mont's drive to become a power on the station level, with an emphasis on local operation. .....Page 2

TV Actors' Strike Settled; Producers Plan Adjustments . . .

With the Screen Actors' Guild strike against TV film producers settled this week, the producers are now settling down and beginning to think of ways and means they can live with the new agreement which substantially hikes rerun payments to talent .....Page 10

RCA Victor Fall Album Program Has Dealer Merchandising Plan . . .

RCA Victor will unveil its new fall album program next week, showcasing 24 LP's and two 98-cent LP "sampler" disks. Due for heavy advertising support, the program awards dealers premium merchandise based on their distributor purchases. .....Page 17

Connie Raises Havoc With East Coast Show Business . . .

Long before it struck the mainland hurricane Connie had its disrupting effect on the amusement business all along the East Coast. Waiting ominously offshore, the storm sent out strong winds, rains and caused discouraging weather forecasts which kept people from traveling to patronize amusements and shore resorts .....Page 52

Ringling Circus Settles Down Following Internal Turmoil . . .

Business for the Ringling-Barnum circus was strong in Minneapolis and Mankato, Minn., as the big show organization returned to normalcy following the discharge of several executives and department heads, but stands in Nebraska brought light attendance. .....Page 52

Juke Ops, Deejays Team-up For Teen-age Radio Program . . .

Eight Detroit radio stations team-up with the local juke box operators' association in presenting a new dance program—The Teenage Record Hop. Disk jockeys take turns emseeing the weekly show and format includes personal appearances of record artists .....Page 80

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LIVE TV DRAMA TO FILM?

Big Segs Show Indications; New Season to Give Answer

By BOB SPIELMAN

HOLLYWOOD, Aug. 13.—The last of the big live TV holdouts, the hour-long dramatic shows, are beginning to show signs of cracking and going the way of all vid programs—toward film. With stiff opposition from filmed dramas for the first time, e.g., "Warner Bros. Presents," "Screen Directors' Playhouse," "Alfred Hitchcock Presents," the TCF-TV G. E. anthology series, et al, the coming season may well tell the tale.

There are signs that, had the facilities been available, at least three of last season's live New York shows would have switched to film this year. Nearly everyone of the major motion picture studios was approached thru MCA and William Morris, but, for various reasons, turned down the offers.

It's known, for instance, that the U. S. Steel Hour was definitely toying with the idea of presenting film and live on alternate weeks. This plan fell thru because no studio wanted to take the chance of perhaps falling on its face in the comparsion between live and film every other week.

It's reported that talks were held with M-G-M over another CBS program, probably "Studio One," but that negotiations were called off because the film company could not round up enough of its star personnel and wanted to watch developments for another season before making the plunge into full-scale TV production.

The third show is believed to be the Colgate variety "Comedy Hour," with Paramount involved in at least some of the discussions. William Esty has been dickering for more motion picture promotion tie-ups such as the one for "Pete Kelly's Blues," and it's not unlikely that this may lead to a full-scale marriage.

"Lux Video Theater," reported going to film on a number of occasions last season, has been in the curious position of using motion picture properties which it could not have utilized had it been a celluloid program.

This situation is changing considerably, however. For instance, Gary Stevens, general manager of the Warner Bros. TV division, predicts that within two or three years every major filming for television will shoot an extra 20 or 30 minutes for its hour-long anthology pix.

Then, when a show proves a hit on TV, such as in the case of live

(Continued on page 3)

NBC Wraps Up 3 Sales

NEW YORK, Aug. 13.—NBC-TV this week wrapped up three sales. The Purex Corporation purchased Wednesday 10:30-11 p.m., next season on a limited line-up of stations for a program as yet unselected. And the Beechnut Packing Company bought Sunday, 3-3:30 p.m. for a new program to feature Dr. Spock, the noted child authority.

The network also sold the Gulf Oil Company Districts three and six, the Southeast and the Southwest of the remaining quarter of the National Collegiate Athletic Association football. Of this entire quarter, only five districts remain to be sold, and they will be turned back to local stations for co-op sale.

D'Arcy Agency May Lose Two Major Clients

NEW YORK, Aug. 13.—Unconfirmed reports this week were that the D'Arcy agency was on the verge of losing two of its major accounts — Coca-Cola and Budweiser beer. Both accounts spend well over $5,000,000 for advertising. Kenyon & Eckhardt is said to be picking up the Coca-Cola business. J. Walter Thompson and Young & Rubicam are reported vying for the Budweiser account, with the former agency said to have the edge.

Both Coca-Cola and Budweiser are said to have lost ground to their competitors during the last several years. Pepsi-Cola has made strong inroads on Coke's dominance among soft drink firms. And Schlitz has taken some of the play away from Budweiser in the steadily shrinking beer market. Budweiser now has "The Damon Runyon Theater" on CBS-TV, and Coke sponsors Eddie Fisher twice weekly on NBC-TV.

NIELSEN TOP 10 TV WEB SHOWS

(2 weeks ending July 9, 1955)

**Indicates Film*

Rank	Show & Web	Homes (000)
1.	*I Love Lucy, CBS	
2.	Toast of the Town, CBS	
3.	$64,000 Dollar Question, CBS	
4.	Lux Theater, NBC	
5.	Robert Montgomery, NBC	9,470
6.	I've Got a Secret, CBS	9,240
7.	*Dragnet, NBC	9,231
8.	*Disneyland, ABC	9,130
9.	*Ford Theater, NBC	9,085
10.	*G. E. Theater, CBS	8,681

CBS Racks Up Daytime Sales

NEW YORK, Aug. 13.—General Motors' buy of Tuesday, 10:30-11 p.m., probably for "My Favorite Husband," was about the only definite closed deal CBS-TV made on the nighttime level this week. The web, however, turned to the daytime front for new business.

Carnation Milk picked up alternate weeks of Bob Crosby's Tuesday 3:30-3:45 p.m. segment, while the Larson Canning Company also moved into the show either on an alternate-week basis with Carnation or as alternate sponsor of the same period on Monday. Also General Mills picked up the Friday, 10 a.m. spot on the Garry Moore show.

In the nighttime area, CBS-TV this week saw Revlon bow out as alternate sponsor of the Johnny Carson show, but General Foods, the other bankroller, is reportedly set to take over Revlon's half of the stanza.

Lever 'Lux' Gamble Pays Off With 30's

NEW YORK, Aug. 13. — The gamble of Lever Brothers to convert its "Lux Video Theater" into a TV version of its longtime successful radio property has paid off. The program has consistently rated in the 30's since its shift to NBC-TV last fall, in a new hour format, 10-11 Thursday nights. It is leading all other NBC shows in ratings and is said to be in the top three of all others.

The change from a half-hour to an hour drama was beset with problems. First, there was the task of persuading movie companies to give the program their top properties, already made into theatrical features, and, second, was the problem of re-creating those features into TV vehicles. The first problem was partially licked after a five-week period in which no movie properties were forthcoming, and "Lux Video" had to find originals.

Reverse Look

This spring, however, the problem recurred when the movie companies began to think seriously of going into TV. They wondered whether it would be wise to let the program do their films, but came to the conclusion that they would have to produce new films for TV. Now Metro-Goldwyn-Mayer is the only holdout among the top film makers. And numerous independent film producers have offered their films to the show in order to get the benefit of the promotion and the plugs.

The second problem was licked when the show stopped trying to re-create the features in their entirety, and found story treatments that would give equivalent values in a shorter period of time. In its summer series, reluctant to use strong movie properties, the show found a new warm weather formula—movie properties that have never been produced by the film companies. The summer series has been very successful, and ratings have exceeded expectations.

URBAN SURVEY

Homemakers Rely on 'Home' for Information

NEW YORK, Aug. 13. — The penetration of "Home" into the life of urban United States this week was sharply underlined by a study conducted for NBC-TV by the Psychological Corporation. Its findings were that the program leads all specifically named magazines except one, Better Homes and Gardens, all newspapers, radio and TV shows as the main source of homemaking information and ideas in the country.

The survey furthermore proved that in its own coverage area the program outranked all other sources of service information and that its influence is larger among younger homemakers in higher income brackets and in the large cities. The Psychological Corporation, interviewing 5,000 women around the country, the female heads of their households, began its work February 1.

In regard to the various categories of media, the study learned that women's main sources of homemaking information are magazines, 36 per cent; newspapers, 24.6 per cent; TV, 23.9 per cent, and radio, 4.7 per cent. In its own coverage area the percentage of women who mentioned "Home" was 7.6, Better Homes and Gardens, 7; Good Housekeeping, 6, and Ladies' Home Journal, 4.5.

Thirty-one per cent of the women interviewed named "Home" as its main source of information, more than 8 per cent higher than its nearest competition.

Twenty-six per cent of women looks to the program for fashion hints, 25 per cent for recipes and cooking hints, 14 per cent for home decorating ideas, 11 per cent for novel ideas and 4 per cent for household and homemaking hints.

Swift's Stalling May Be Costly

NEW YORK, Aug. 13.—Swift's indecision in the choice of a program for its Saturday 7:30-8 p.m. time on NBC-TV may cost it half of the time period. The network is under terrific pressure from advertisers who want to buy half of the time for any program it selects.

Swift was last week considering the purchase of a vidfilm series, "White Mane," but now its interest is said to have shifted to a quiz show which gives away oil wells. J. Walter Thompson, Chicago, is the agency.

Du Mont Keeps Stake in TV With New Broadcast Corp.

NEW YORK, Aug. 13.—Plans for the formal dissolution of the Du Mont network, proposed by the board of directors of Allen B. Du Mont Laboratories this week, continue to give the electronics firm a stake in video by the formation of a Du Mont Broadcasting Corporation. The board of directors has proposed that the Du Mont Broadcasting Corporation own and operate WABD-TV, New York; WTTG-TV, Washington, and the Du Mont Telecenter.

This gives the Du Mont Broadcasting Corporation an important position, on the station operation level, in two of the most important cities in the country. Its result may be the beginning of a new and important chain of stations, un-affiliated with any of the networks and operated independently, but with significant live and film-producing facilities unmatched by other such groups—such as Storer Broadcasting. And more than a possibility is its expansion into allied fields such as radio, since the firm is significantly called Du Mont Broadcasting. Du Mont, of course, also has an application in with the Federal Communications Commission for a new TV station in Boston.

Share Set-up

The Du Mont Laboratories will continue to run the set manufacturing, electronic research and development divisions, but also will have the new Electronicam division. It will be recapitalized into 5,000,000 shares, of which 1,801 will be issued in place of outstanding Class A shares; 560,000 issued in place of Class B shares. Du Mont Broadcasting will have 2,500,000 shares of common stock, of which 1,000,000 will be distributed to common stockholders of Allen B. Du Mont Laboratories in the ratio of one to two and a half. To provide additional working capital and for expansion, additional shares will be offered to stockholders.

Dr. Du Mont is expected to be elected head of the Du Mont Labs. Who will take over as head of Du Mont Broadcasting is not known. It is likely that some important trade figure will be brought in to take over the direction of the new company. Whoever it is, Paramount Pictures will have an important voice in naming him. The company will own 224,000 shares in the new firm and have a major voice in its operation. The spin-off (that is the divorcing of the companies) was blueprinted by Armand G. Erpf, of Carl Loeb & Rhodes Company, with the support of Paramount.

What the position of Ted Bergmann, the head of the Du Mont network, will be in the new Du Mont scheme of things is also not known. Bergmann has done a fine job of piloting Electronicam to its present stage of development and, along with Ted Cott, helping to accentuate the strides both Du Mont stations have taken since they decided to concentrate on local

(Continued on page 3)

Alcoa Again Eying Como

NEW YORK, Aug. 13.—Alcoa this week was showing reawakened interest in the purchase of the last third of the Perry Como show, 8-9 p.m. Saturdays next season on NBC-TV. The advertiser was considering a purchase of the property several weeks ago, but changed its mind. Now new factors have appeared.

Alcoa wants a prime time period which was the reason for its refusal to buy 10:30-11 p.m. Tuesdays on CBS-TV. With the present paucity of prime time periods on the networks, the Como show is about the last one in which time is available. Como has already been sold to International Cellucotton, Noxema and Dormeyer.

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THE BILLBOARD SCOREBOARD

New TV Spot Campaigns— Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from July 24-30

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser

Charles Antell Hair Preparations, Charles Antell
Dash Soap & Flakes, Procter & Gamble
Dromedary Food Products, Hills Bros.
Florida Valencia Oranges, Florida Citrus Commission
Instant Maxwell House Coffee, General Foods
M & M Candy, M & M Company
Mars Candy, Mars, Inc.
Mounds Candy Bar, Peter Paul
Paint & Varnish, Cook Paint & Varnish
Pen-Jel Pure Fruit Pectin, Pen-Jel Corp.
Poll Parrot Shoes, International Shoe
Purina Chows, Ralston Purina Co.
Reddi-Wip Cream, Reddi-Wip, Inc.
Super Jet Spray Gun, Power Products

REGIONAL SUMMARIES

Eastern

Amalie Motor Oil, L. Sonneborn Sons
Analist, Analist Co.
Armstrong Tires, Armstrong Rubber
Atlantic Refining Products, Atlantic Refining
Bond Bread, General Baking
Camel Cigarettes, R. J. Reynolds
Comm'l Solvents Anti-Freeze, Comm'l Solvents Corp.
Cream of Wheat Cereal, Cream of Wheat Corp.
Crown Zippers, Coats & Clarke
Dash Soap & Flakes, Procter & Gamble
Dromedary Food Products, Hills Bros.
Florida Valencia Oranges, Florida Citrus Commission
Griffin Shoe Polish, Griffin Mfg. Co.
Gunther Beer, Gunther Brewing
Habitant Soup, Habitant Soup Co.
Instant Maxwell House Coffee, General Foods
Instant Swans Down Cake Mix, General Foods
Johnsonian Men's Shoes, Endicott-Johnson
La Rosa Macaroni, La Rosa Co.
Mars Candy, Mars, Inc.
Morton Frozen Foods, Morton Packing
Motol, Clark-Cleveland, Inc.
Mounds Candy Bar, Inc.
Nabisco Food Products, National Biscuit
Old Gold Cigarettes, P. Lorillard
Plymouth Motor Cars, Plymouth Motor Corp.
Reddi-Wip Cream, Reddi-Wip, Inc.
Roto-Broil, Roto Broil Corp.
Super Jet Spray Gun, Power Products
Swift's Premium Products, Swift & Co.
Vicks Vapo Rub, Vick Chemical Co.

Southern

Charles Antell Hair Preparation, Charles Antell
Duz, Procter & Gamble
Florida Valencia Oranges, Florida Citrus Commission
Hoyts Cologne, J. Strickland & Co.
Instant Maxwell House Coffee, General Foods
Ivory Flakes, Procter & Gamble
Ivory Snow, Procter & Gamble
Luden's Menthol Cough Drops, Luden's, Inc.
M & M Candy, M & M Co.
Mars Candy, Mars, Inc.
Minute Rice, General Foods
National Bohemian Beer & Ale, National Brewing
Paint & Varnish, Cook Paint & Varnish
Pen-Jel Pure Fruit Pectin, Pen-Jel Corp.
Reddi-Wip Cream, Reddi-Wip, Inc.
Robinhood Shoes, Brown Shoe
Tums, Lewis-Howe

Midwestern

Amm-I-Dent Tooth Powder & Paste, Block Drug
Apricots, Washington Apricots
Bay Gas, Oil & Petroleum Products Corp.
Chesterfield Cigarettes, Liggett & Myers
Dash Soup & Flakes, Procter & Gamble
Dromedary Food Products, Hills Bros.
Espotabs, Easteo, Inc.
Gaines Dog Food, General Foods
Champlin Gasoline, Champlin Refinery
Heileman's Beer, Heileman Brewing
Hudepohl Beer, Hudepohl Brewing
Instant Maxwell House Coffee, General Foods
Jewelry, Helzbergs
Lehigh Acres, Grant Co.
Libby's Famous Foods, Libby, McNeil & Libby
Lids, Grant Co.
M & M Candy, M & M Co.
Mars Candy, Mars, Inc.
Miller High Life Beer, Miller Brewing
Miniature Marshmallows, Kraft Foods
Mounds Candy, Peter Paul
Nutrena Dog Food, Nutrena Mills
Nutri-Tonic Permanent Wave, Beaute Vues Corp.
Paint & Varnish, Cook Paint & Varnish
Peak Anti-Freeze, Commercial Solvents Corp.
Pen-Jel Pure Fruit Pectin, Pen-Jel Corp.
Pfeiffer's Beer, Pfeiffer Brewing
Poll Parrot Shoes, International Shoe
Purina Chows, Ralston Purina Co.
Reader's Digest, Reader's Digest Assn.
Salad Mixer, Grant Co.
Servel Refrigerators, Air Conditioners, Servel, Inc.
Shoes, Connecticut Leather
Silver Cup Bread, Gordon Baking
Slinky Toys, James Industries
Spray Gun, American Homecraft
Spray Gun, Labor Savers, Inc.
Super Jet Spray Gun, Power Products
Toys, Fisher Price Co.

(Continued on page 5)

Code of Video Ethics Confab Called by NSTP

HOLLYWOOD, Aug. 13.—A meeting to discuss the formation of a code of ethics for TV is being called by the National Society of Television Producers for late September. The decision to hold such a gathering is a direct result of the investigation into TV programming by Sen. Estes Kefauver earlier this year.

The NSTP is composed of 22 TV producers, all but one or two of them engaged in film production. The meeting, however, will not be restricted to members of the organization.

The avowed purpose is to draw up a code, similar to that which now exists for theatrical pictures. This would be administered either under the NSTP or else under a separate code administration committee.

Max Gilford, general counsel of the organization, says he believes such a step is necessary if TV producers are to act as a governing force upon themselves. Otherwise, it's his opinion that the FCC or some other government body will step in.

Rap Com'cials Made Overseas

SAN DIEGO, Calif., Aug. 13.—A battle royal on the production of TV commercials at overseas locations appears in the offing. The California State Theatrical Federation and Screen Actors' Guild, composed of a total of 67,000 members, in a resolution Sunday (14) voted to fight against Runaway Productions in foreign countries.

What has drawn the ire of the CSTF and SAG is a series of commercials produced by Sterling Drugs in England for Bayer aspirin, Phillips milk of magnesia, Phillips tablets, Dr. Lyons tooth powder, Haley's M-O and Energine.

The resolution condemns Sterling Drugs, and asserts that it gives the company an unfair advantage over other manufacturers who film in the United States. It's indicated that the unions will ask all AFL and CIO members to boycott products for which commercials are shot overseas unless the practice is discontinued.

I. Mansfield Back to CBS

NEW YORK, Aug. 13.—Irving Mansfield, who left his post as CBS producer last year to work on outside projects, is rejoining the network as producer.

Mansfield, who packaged a number of past CBS hit programs, has been assigned to help develop new properties for the web. Among his creations was the Jane Froman show and "This Is Show Business."

Du Mont Stake

• *Continued from page 2*

programming. Cott will most likely continue to supervise the operation of both stations.

The formal dissolution of the Du Mont network further concentrates nation-wide video advertising in the hands of three companies — NBC-TV, CBS-TV and ABC-TV. According to the trade, it makes more urgent some FCC solution to increase the number of four-station cities if a fourth network is ever to operate profitably and meet the economic requirements of advertisers. The Du Mont spin-off, of course, must be approved by the stockholders, but such an approval is virtually certain.

TV Commercials in Production for New & Current Campaigns

This weekly chart is one part of a month-long study of TV film commercials produced during the last full preceding month. The chart is broken down by industry and company, with a different group of advertisers spotlighted in each issue. The information below provides a guide to forthcoming spot campaigns and program sponsorship plans.

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

Sponsor, Product & Agency (Show, if any)	No.	Seconds	Type (C-Color)	Commercials Producer
RADIO, TV SETS, PHONOGRAPHS (Records and Dealers thereof)				
RCA Tube & Battery Division, Tubes & Batteries, Al Paul Lefton (Sid Caesar Show)	1	60	LA	Bill Sturm Studios
Westinghouse, TV Tubes, McCann-Erickson (Studio One)	—	—	LA	Lalley & Love
Columbia Records, Records, McCann-Erickson	—	—	LA, SA	Lalley & Love
Sentinel, TV Sets, D [illegible]	3	60	LA	Kling Film
	3	20	LA	Kling Film
TOBACCO, CIGARETTES, CIGARS				
P. Lorillard Co., Old Gold Filter King, Lennen & Newell (Truth or Consequences)	1	ID	LA, SA	Trans-film
MISCELLANEOUS AND UNIDENTIFIED SPONSORS				
Hudson Products Corp., Laxium, Emil Mogul Co.	2	60	LA	Productions for Television
	2	20	LA	Productions for Television
Columbia Pictures, [illegible]				
Trailer for "Man From Laramie"	—	—	NA	Screen Gems
Trailer for "Chicago Syndicate"	—	—	NA	Screen Gems
Remington Rand, Quiet-Riter Typewriter, Compton Adv.	4	60	NA	ATV Film Prodns.
Mobile Homes Mfr. Association, J. Walter Thompson	1	60	LA	Kling Film
Yonkers Raceway	1	60	LA, FA	Animated Prodns.
	1	20	FA	Animated Prodns.

Live TV Drama to Film?

• *Continued from page 2*

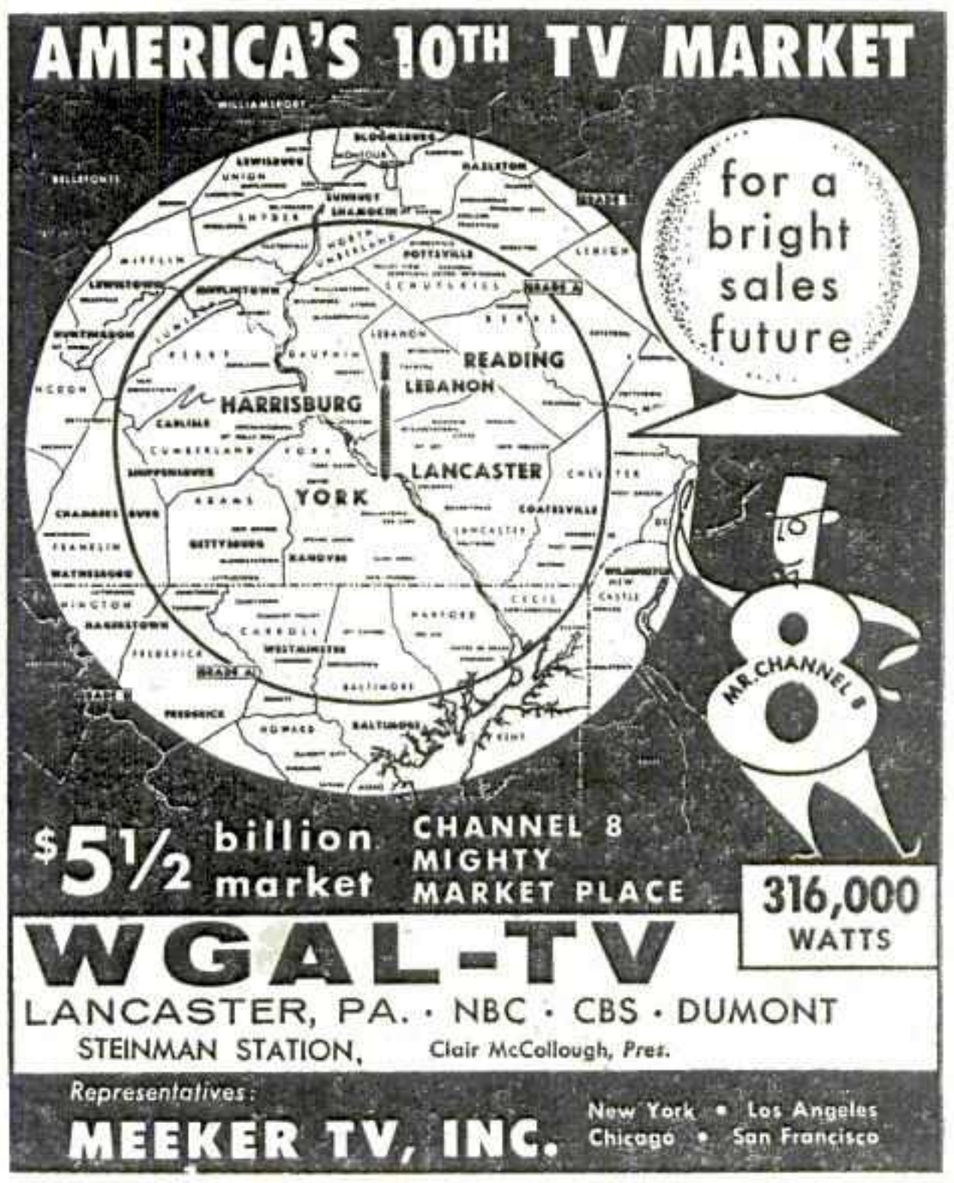
programs, "Marty," et al, all a studio will have to do is add the extra footage to have a ready-made feature for theatrical release.

An additional factor is that top stars who are becoming more and more available for TV are more likely to be willing to appear in a filmed than a live show.

The added cost will probably not play too large a determining factor as has been proved by the switch to film of half-hour series this season, the sponsors picking up the extra tab ranging anywhere from 25 to nearly 100 per cent.

The feeling among agencies seems to be that the price has risen so high anway that a sponsor might as well pay the additional amount to see what he's getting before it goes on the air. There are other advantages, too. Chrysler, for example, filmed only the Christmas show for its "Climax" skein last year, but will rerun it this season, getting a free ride as far as production costs are concerned.

Ultimately, tho, with many of the live dramas pitted against film, it'll probably be the ratings that will decide.



MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $10 (a saving of $3 over single copy rates). Foreign rate $20.

☐ Payment enclosed ☐ Bill me

Name_____

Occupation or Title_____

Company_____

Address_____

City_____ Zone____ State_____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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"I'M GRATEFUL TO MEMBERS OF THE INDUSTRY FOR THEIR VOTES"

Betty White

Coming Up!
"BETTY WHITE DAYTIME SHOW"
BANDY Productions

★ **"LIFE WITH ELIZABETH"** ★
GUILD FILMS

Coming Up!
"DREAM WIFE"
MCA

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Consisting of one key executive from each of 550 leading advertisers, advertising agencies, TV broadcasters and film companies.

Hebenstreit

Nunn

Baisch

Gilbert

EDITORIAL ADVISORY BOARD

How Increase in Network Shows Affects the Trade

In last week's installment the TV Editorial Advisory Board gave a vote of confidence to the networks' programming activities. That was in regard to the over-all effect on the public as well as on the industry at large—of both the quantity and quality of the networks' programming.

This week we have tried to get down to cases. We asked the board how the networks' control of programming affects them individually. The majority found that the networks' responsibility on program quality was all to their advantage. But they registered considerable discontent with the increasing amount of air time that network programs are commanding.

However, when asked to suggest how their desires can be instituted, most the plaintiffs hedged. A few said they were waiting for the results of the studies now being planned by the Senate and the Federal Communications Commission.

The local and regional advertisers on the board squawked loudest about the time problem. The consensus of the stations, on the other hand, was that the situation was by no means out of hand. A number of the stations pointed out that there had been no increase in the amount of network option time, that the granting of additional time for network shows was purely voluntarily on the part of the stations and that in these situations the stations are protected by escape clauses.

But the smaller advertisers seem to feel squeezed out of opportunities for good exposure. Said one Western bakery: "The local advertiser is limited to second-rate time at first-rate prices." He suggested, "Set aside a reasonable amount of evening time each week for regional and local sponsors. If their shows are poor, the ratings will show it. Normal competition for audience will upgrade shows sponsored locally."

Said a Southern food company, "As a regional advertiser, too much network control works against us by curtailing availabilities. Networks should control less time than they did with radio."

Said a Northwest ad agency, "Makes it harder to get any good time at all." Said a Denver ad agency, "Makes less choice time available for local clients sponsoring film."

While the ad agency voting went slightly against the networks' position on time, it should be realized that this category embraces both the large and the small. Even among the out-of-New-York agencies, there were quite a few who claimed they could live with the situation as it is. Said a Kansas City agency man, 'Local stations will continue to control enough time for local sales. If they don't, they deserve the fate that will befall them."

The comments of the stations on the question of network time might be described as guarded approval. Said a Southern station, "As of now I do not feel that networks control too much time. But the top has been about reached." Said a Western station, "We find no coercion . . . only an attitude of voluntary help toward improvements." Another Southern station pointed out, "If some stations decide to release their option time, the right to regain the time is protected by cancellation privileges."

Of all those voting, 27 indicated concern over the lack of good time available to regional and local advertisers. Four members said that "hate" was too strong a word to indicate their attitude toward the networks' time consumption. They preferred to use the word "dislike."

NEXT WEEK

The TV Editorial Advisory Board will tell...

THE FORMAT OF ITS DREAM SHOW

HOW THEY VOTED

1. From your position in relation to the TV industry, how does the networks' control of program content affect you?

	Like It	Hate It	No Opinion
Stations	34	4	5
Ad Agencies	13	9	2
Network Sponsors	5	1	—
Regional, Local and Spot Advertisers	5	4	2
Distributors	6	7	4
Producers, Labs, Equipment	2	12	4
Grand Total	65	37	17

2. From your position in the industry, how does the networks' control of an increasing amount of air time affect you?

	Like It	Hate It	No Opinion
Stations	16	10	10
Ad Agencies	6	8	7
Network Sponsors	3	2	—
Regional, Local and Spot Advertisers	2	7	1
Distributors	—	9	4
Producers, Labs, Equipment	2	11	3
Grand Total	29	47	25

FOR QUOTATION

STATIONS SAY . . .

J. MICHAEL BAISCH, general manager, WREX, Rockford, Ill.: "Let's get this straight. The networks are not increasing control of 'our' air time. I'm happy to see them offer additional programming in additional time segments. It gives us more to select from in developing a balanced program structure!"

JACK GILBERT, station manager, KHOL, Holdrege, Neb.: "We're not crying, we feel a good, honest, positive selling effort has gotten and will continue to get us a good line-up of net shows. While it will never approach the sked of a 'must buy,' if we can't sell the balance locally, we can't blame the nets."

A. R. HEBENSTREIT, president, WGGM, Albuquerque, N. M.: "CBS knows more about programming than we do."

JOHN H. CLEGHORN, vice-president, WHBQ, Memphis: "They's got enough (time)."

PRODUCERS AND DISTRIBUTORS SAY . . .

ROGER CLEARY, president, ROGER CLEARY PRODUCTIONS, Detroit: "It hampers us to some extent in that local advertisers, unable to get premium air time, refuse in many instances to buy any time at all."

GORDON KNOX, PRINCETON FILM CENTER, Princeton, N. J.: "Limits sales opportunities. Let the public decide by providing competition via pay-as-you-see."

ADVERTISERS AND AGENCIES SAY . . .

JOHN A. RIDLON, president, HANSON & RIDLON, Boston: "Completely forces smaller advertisers out. The only medium so far established that literally has no decent room for the smaller advertiser."

WESLEY I. NUNN, advertising manager, STANDARD OIL OF INDIANA, Chicago: "Places responsibility of building audiences where it belongs."

MICHAEL LEVIN, TV director, ERWIN, WASEY & COMPANY, New York: "Suggest that the agencies combine the creative and production functions and turn out shows in competition with the networks."

JAMES P. DUFFY, advertising manager, GENESSE BREWING, Rochester, N. Y.: "This discriminates against the small (non-national) advertiser. There are about 275 breweries in the U. S. Not more than six are possible network sponsors. The others are regional companies, and they cannot get an acceptable TV audience."

PAUL S. PATTERSON, advertising manager, FLORIDA CITRUS COMMISSION, Lakeland, Fla.: "Even tho we were the victims of a network dictated program change, I feel that the future of TV can best be assured by network control. Networks should provide more participation shows during prime time periods. Shows like "Today," "Tonight" and "Home" could be scheduled between 7:30 and 10:30 p.m."

HENRY C. HART JR., HORTON-NOYES COMPANY, Providence: "Please, no more. Give the local community a chance to express itself. To keep a broad base of commercial TV interest, the local advertiser and agency must have a fair chance at prime time."

News in Brief

ABC CLOSED-CIRCUIT PLANS UNDECIDED . . .

The future of ABC-TV's closed-circuit department is up in the air as a result of the resignation this week of Bill Balaban, who's been in charge of the operation since it was formed early this year. Balaban is leaving next week to join Lou Edelman, producer of "Wyatt Earp" and the Danny Thomas show. ABC's expected to replace Balaban, but no final decision has yet been made.

WIEBE IS STANTON ASSISTANT AT CBS . . .

Gerhart D. Wiebe has been appointed assistant to Frank Stanton, president of CBS. Wiebe has been a research psychologist for CBS-Radio since 1946.

R-TV EXECS TO HEAR NIXON, SHEEN, GOLDWYN . . .

Among the speakers the Radio and Television Executives' Society has lined up for its luncheon sessions next season are Vice-President Richard Nixon, Bishop Fulton J. Sheen and Samuel Goldwyn. The organization also plans to honor Brig. Gen. David Sarnoff at a luncheon.

SOS AND MATTELL BUY 'MOUSE CLUB' . . .

ABC-TV sold another quarter hour of "Mickey Mouse Club" this week to two advertisers, who will alternate as sponsors of the quarter-hour segment over a 52-week period. The advertisers are SOS cleansers and Mattell toys. The period sold is the Wednesday, 5:30-5:45 p.m. segment. The sale leaves the web with six quarter hours per week still available.

HALF-YEARLY INCREASE REPORTED BY CBS . . .

Columbia Broadcasting System's consolidated net income for the first half of 1955 was $6,327,672, a 22.2 per cent increase over the comparable figure last year. The 1955 six months' income will give stockholders 87 cents per share. Last year they received 74 cents per share for the six-month period.

New TV Spot Campaigns

• Continued from page 3

Southwestern

Bosco Milk, Bosco Co.
Bowling Supplies, Brunswick Co.
Charles Antell Hair Preparation, Charles Antell, Inc.
Dri-Zit Deodorizing Products, Dri-Zit Co.
Dromedary Food Products, Hills Bros.
Ford Cars, Ford Motor
Karmes, Du Pont de Nemours & Co.
M & M Candy, M & M Co.
Paint & Varnish, Cook Paint & Varnish
Purina Chows, Ralston Purina Co.
Whitman's Chocolates, Whitman & Son

Rocky Mountain & West Coast

Aunt Penny's White Sauce, Sunnyvale Packing
Burgermeister Beer, San Francisco Brewing
Country Club Beer, Goetz Brewing
Dromedary Food Products, Hills Bros.
Exquisite Form Brassiere, Exquisite Form Brassiere, Inc.
Folger's Coffee, J. A. Folger
Kendall Dog Food, Standard Brands
Kraft Products, Kraft Foods
Leslie Salt, Leslie Salt Co.
M-O-Lene Rug Cleaner, Grant Co.
Matha Logan Cooking School, Swift & Co.
Poll Parrot Shoes, International Shoe
Reddi-Wip Cream, Reddi-Wip, Inc.
Surechamp Dog Food, General Mills
Williams Moving & Storage, Williams Moving & Storage Co.

NEW YORK, Aug. 13.—Television Programs of America was this week reported to be negotiating a production deal with Don Sharpe. The deal is expected to be wrapped up in another two weeks. It is said to call for a high class dramatic anthology.

a top quality film show for Every Product, Every Market, Every Budget
Offices in principal cities throughout the United States
MCA-TV Film Division

3 REGIONAL OFFICES UNDER 1 OWNERSHIP
providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly: national consumer and business publications and literally every periodical on your schedule.
Write or phone for complete details
LUCE PRESS CLIPPING BUREAU
157 Chambers Street
New York 7, N. Y.
BArclay 7-2096
104 West Linwood Blvd.
Kansas City, Mo.
715 Harrison Street
Topeka, Kansas

America's Most Popular Telephone Quiz Show
"tello-test"
Write—Wire—Phone
RADIO FEATURES, Inc.
75 E. Wacker Drive Chicago 1, Ill.
FRanklin 2-4392

TV COMICS! WRITERS! PRODUCERS!
Billy Glason's FUN-MASTER GAG FILES.
The Original & Only PROFESSIONAL Comedy Material Service! "We service the Stars!"
$1.05 ea. (in sequence). First 13 for $7—ALL 35 issues for $25.
Terrific for all branches of theatricals and home-talent production.
• "Humor-Dor for Emcees" .....$100 • 4 Blackout Bks., per bk. ..... $25 •
• "Minstrel Budget" ..... $25 • 3 Bks. Parodies, per bk. ..... $10 •
• "How to Master the Ceremonies" $3 • "Blue Book, #1/$50; #2/$35. Both ...$75 •
• "THE COMEDIAN," monthly service, $15 pr. yr. to those who have all 35 files. •
• GIANT CLASSIFIED ENCYCLOPEDIA, 2 diff. editions, 6 vols., ea. $300 per edition.
• WE TEACH EMCEEING and COMEDY! • NO C.O.D.'s.
BILLY GLASON, 200 W. 54TH ST., N.Y.C. 19, N. Y. DEPT. BB CIRCLE 7-1150

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HOLLYWOOD TELEVISION

Now being sponsored by GENERAL FOODS!

COMMANDO CODY

(SKY MARSHAL OF THE UNIVERSE)

26½ minutes each

Now ready for National Sponsorship!

BEHIND THE SCENES

Situation comedy about Hollywood

ALL STAR CAST · 26½ minutes each

Now ready for National Sponsorship!

SAX ROHMER'S World Renowned

ADVENTURES OF DR. FU MANCHU

Adventure! Mystery! Intrigue!

26½ minutes each

Now Syndicating!

"EMMY" AWARD WINNER

STORIES OF THE CENTURY

Outstanding Entertainment! · ALL STAR CAST

39 Subjects · 26½ minutes each

NOW READY! (13 completed)

STRYKER OF SCOTLAND YARD

Mystery at its best!

ALL STAR CAST · 26½ minutes each

Now in Production!

REX ALLEN in FRONTIER DOCTOR

26½ minutes each

HOLLYWOOD TELEVISION SERVICE, Inc. is STILL FIRST in the Television

NOW IN RELEASE: 237 QUALITY FEATURES ★ 93 TOP WESTERNS ★

32 Branches in the United States and Toronto, Canada

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ROY ROGERS

NO. 1 ACTOR, NETWORK WESTERN

ROY ROGERS SHOW

NO. 1 NETWORK WESTERN SERIES

THANKS to our sponsors, General Foods Corp., NBC and the agencies, stations, producers and distributors for these outstanding achievement awards.

Roy Rogers

(signed) Roy Rogers Productions

1955-'56 RODEO SCHEDULE:

Bexar Coliseum, San Antonio, Tex.
LA Sheriff's Rodeo, Los Angeles, Calif.
Madison Square Garden, New York City
Boston Garden, Boston, Mass.
Coliseum, Houston, Tex.

Exclusive Management:
W. ARTHUR RUSH
1418 N. Highland Ave.
Hollywood 28, Calif.

This One
6G36-18L-ZB45 opyrighted material
www.americanradiohistory.com

PEACE LOOMS IN VIDFILM

SAG Wins Second-Run Pay; Producers Prep Resumption

HOLLYWOOD, Aug. 13.—With settlement of the SAG strike against producers of TV entertainment films almost certain on Tuesday (16), T Vfilm makers are starting preparations to resume shooting on Wednesday (17).

The strike is curious in the aspect that, until today (13), only the question of second-run payment has been settled. Other demands and clauses remaining to be solved take up a brochure two inches thick, but negotiators are so certain that they can be disposed of in meetings today and tomorrow that, ipso facto, the strike is regarded as over.

Neither side is willing to talk on what terms the dispute has been settled. However, it's almost certain that the final figures on second-run payment are between 25 and 35 per cent, and are most likely 33⅓ per cent. Second and third-run pay combined will run from 75 to 100 per cent, with payment for the first six runs being in the vicinity of 150 per cent of minimum.

Wins on Second Run

Basically, it's the SAG which has carried the day, since, from the start, the aim of the union has been to establish the principle of payment on the second run, the figure agreed upon being more or less secondary. On the other hand, the original demands would have had producers shell out 300 per cent of minimum for the first five reruns, and the film makers have been able to cut that amount just about in half.

The basic minimum is expected to be raised approximately 10 per cent, or to between $77.50 and $80. It's believed that producers of syndicated films have won their point of no second-run pay until the show has been placed in around a dozen markets.

Of course, there is always the possibility that the membership of the SAG, which is meeting Tuesday night (16), or the members of the Alliance of TV Film Producers and Motion Picture Producers' Association will turn down the settlement, but this is considered highly improbable.

For the remainder of this year the strike and its settlement will probably have no, or only minimal.

(Continued on page 14)

TECHNICIAN SHORTAGE

New Problem for Vidpix Producers

HOLLYWOOD, Aug. 13.—The beginnings of a chronic shortage of TV production personnel—cameramen, film editors, sound editors, sound technicians and the like—is providing a new headache for vidpix producers and could provide a serious roadblock to future expansion.

The problem is one which is due, to considerable extent, to seasonal fluctuations in film production. Employment is presently ranging from approximately 40 per cent in late spring to between 98 and 100 per cent in August and September.

Producers are already having trouble on occasions assembling a crew when they need to shoot a picture in a hurry. Herb Aller, of International Alliance of Theatrical Stage Employees, says that such shortages are artificial and never last more than a few hours or a day at the most. Nevertheless, the fact is that this is the first time shortages of that kind have existed.

Closed Corporation

Producers allege that the union is running a closed corporation, and that it is almost impossible for a new man to get a union card, no matter whether he is qualified or not. For instance, a cutter (film editor) would have to go thru various steps taking seven years to gain complete union accreditation, even tho he might be fully trained to begin with.

One major producer cites an instance in which a top European cameraman was never able to get a union card in the United States, even tho he submitted an application and $350 fee, which bounced around union headquarters for almost nine months. The producer finally circumvented the red tape by creating an entirely new classification.

The union stand is that there is no real shortage of film workers, and that it is merely protecting its members. It points out that, during some months, less than half its personnel are working. Too, there still remains the specter of the slump that occurred in the industry prior to the advent of TV film when many workers had to take other jobs.

The union trains its own personnel, and has, for example, a school which it runs for prospective cameramen. At graduation the student becomes a second assistant, then moves up on his own merit. The rub is that getting into the school often involves months, and even years of waiting.

In general, the unions, as is

(Continued on page 14)

TV Film Sales Thru Gibraltar Nat'l Exchanges

HOLLYWOOD, Aug. 13.—Gibraltar Motion Picture Distributors, Inc., will become the second distributor of theatrical films to begin making film sales to TV stations thru its national exchanges. Gibraltar prexy. Sam Nathanson, said today that some sales are already being negotiated.

The precedent for such an arrangement was set by U.M.&M. earlier this year. The company, however, reportedly has had some trouble because of the unfamiliarity of its salesmen with the TV film field.

Gibraltar, which has 23 exchanges and is adding six more, is entering the TV field with one telefilm series, the Ken Curtis "Song Stories of the West," and a package of 11 motion pictures.

The pix are "A Life at Stake" (Lloyd Bridges, Angela Lansbury), "Silent Fear" (Andrea King), "Wet-

(Continued on page 12)

NBC Film Gets '3 Musketeers'

NEW YORK, Aug. 13. — The NBC Film Division this week took over distribution of "Three Musketeers," produced in Italy by the Italian Film Export Corporation. There are 26 half-hour shows available in the costume drama, which has been directed by Joseph Learner and Hugo Fregonese. Among its male leads are Jeffrey Stone and Paul Campbell, and

(Continued on page 15)

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Wome

and Their Pulse Multi-Market Rati

This weekly feature of The Billboard's TV Film department shows the relat standing of the top 25 non-network TV film series on the basis of the number viewers of the type covered they attract per 100 viewing homes. The average mu market rating for each series is also shown and is based upon the rating scored each show in the 22 basic markets studied by The Pulse, which markets account the bulk of U. S. set circulation. Each market is weighted in proportion with TV population. On consecutive weeks, these charts show program popularity amo men, women, teen-agers and children.

For additional information on audience size and coverage please consult T Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Women per 100 Homes	Av Ju Rati
1	Liberace (Guild)	93	11.
1	Foreign Intrigue (Official)	93	9.
3	Police Call (NTA)	91	9.
4	Mr. District Attorney (Ziv)	89	13.
5	Mr. and Mrs. North (ATPS)	88	6.
5	Dangerous Assignment (NBC)	88	5.
7	Eddie Cantor Show (Ziv)	87	11.
7	Mayor of the Town (MCA)	87	11.
9	Douglas Fairbanks Presents (ABC)	86	14.
9	I Am the Law (MCA)	86	8.
9	Life With Elizabeth (Guild)	86	57.
9	Star and the Story (Official)	86	13.
13	Beulah (Flamingo)	85	5.
13	The Falcon (NBC)	85	11.
13	Florian ZaBach (Guild)	85	3.
13	Inner Sanctum (NBC)	85	8.
13	Files of Jeffrey Jones (CBS)	85	4.
18	Follow That Man (MCA-TV)	84	5.8
18	The Whistler (CBS)	84	14.3
20	Famous Playhouse (MCA)	83	6.0
20	Frankie Laine (Guild)	83	6.6
20	Lone Wolf (MCA)	83	11.7
23	Ellery Queen (TPA)	82	8.7
23	Guy Lombardo (MCA)	82	9.2
23	I Led Three Lives (Ziv)	82	15.9

SG Readies Major Syndication Drive

NEW YORK, Aug. 13.—Screen Gems, whose syndication operation up to now has played second fiddle to its highly successful national sales business, is preparing to launch a major drive to corner a larger share of the syndication market.

As the first step toward this goal, Bob Salk, who moved into the firm this week in the newly created post of director of syndication sales, will tour the country lining up perhaps a dozen new salesmen and reorganizing the syndication division.

The expansion move coincides with the release by Screen Gems for the first time of a first-run property for syndication. The show is "Jungle Jim." Heretofore, every property the firm produced was sold to a network or national spot advertiser prior to its being put into syndication. If no such national sale was made, the property was quietly dropped, the pilot usually winding up as an episode in its "Ford Theater" dramatic anthology show.

Screen Gems' hyping of its syndication arm comes at a time when network time periods are more difficult than ever to obtain, especially for non-network packages. The firm's move apparently is aimed at giving it greater flexibility in obtaining revenue for its shows in the event it cannot get a national airing for them. Its success in the sphere, however, ha been nothing short of phenomena The outfit this coming season wil have eight properties being bank

(Continued on page 12

'Gildersleeve' Nabbed by 26 Food Clients

NEW YORK, Aug. 13.—Repeating its history as a property whicl found favor with food sponsors the video version of "Great Gilder sleeve" has already been snapped up by 26 food advertisers. The TV film series, distributed by the NBC Film Division, has been sold to a total of 66 cities, 36 of whicl were bought by Lucky Lager Bee in the Far West and four by stations.

But all other sponsors are food companies and supermarkets. They include Colonial Stores, whicl bought 11 markets; Heckman Biscuit, which purchased 10 cities Red Bud, which has it in Oklahoma City and is the biggest supermarket there; Piggly Wiggly Stores one market; the Owens Packing

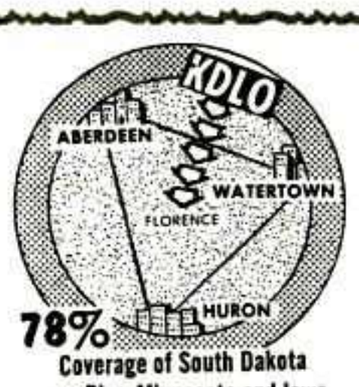
(Continued on page 15

NOW

JOE FLOYD'S A HELLUVA SALESMAN TWICE!

Yes, Joe has created a whole new choice market . . . 78,000 single-station homes in the Aberdeen-Watertown-Huron triangle, with all eyes on the Floyd-operated KDLO-TV. Add that to Joe's spectacularly popular KELO-TV, Sioux Falls, and you get twice the audience, twice the sell, two big markets instantly responsive to your product message.

Micro-Link Interconnected
24 Hours Every Day
JOE FLOYD, President
Evand Nord, Gen'l Mgr.
Larry Bentson, Vice-Pres.
Represented by
H-R Television
CBS • ABC • DuMONT



78% Coverage of South Dakota — Plus Minnesota and Iowa

KELO TV

ABC Okays Local Spots for Unsold 'Film Festival' Time

NEW YORK, Aug. 13.—Local stations carrying ABC-TV's forthcoming Sunday night J. Arthur Rank feature film stanza will be permitted to sell local spots for the commercial periods that the web is unable to sell to national sponsors, according to ABC's current plans.

The move, it's felt, will serve as an incentive for stations to clear time for the hour-and-a-half stanza, which is being called "Famous Film Festival." It will also enable stations to pick up some additional revenue without any real programming cost to themselves.

The network, however, has first call on the show's commercial time. If a last minute order from a national sponsor comes in, the stations will have to make the time available to the web.

Tho the network is optimistic about bringing in a goodly number of participation advertisers on the stanza, it's unlikely that every week's show will have all nine participations sold. Stations wil no doubt be able to put quite a few local spots on the show during the course of the year.

The network is selling participations at a commissionable price ranging from $9,450 to $13,500 per spot, depending on the number of spots an advertiser buys during the course of a year. The lower price would be effective for an ad

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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

All film shows listed are sold on a syndicated basis unless the title is preceded by a dagger (†), in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

LOS ANGELES.....7 STATIONS

THE TOP TEN TV SHOWS IN LOS ANGELES (* Indicates Non-Network)

1. $64,000 Question, KNXT 42.9
2. Disneyland, KABC 39.5
3. Best of Groucho, KRCA..... 33.5
4. Toast of the Town, KNXT.....28.2
5. What's My Line? KNXT.....27.9
6. *Lawrence Welk, KTLA 26.6
7. Dragnet, KRCA 26.4
8. Burns and Allen, KNXT 24.6
9. *Confidential File, KTTV 24.0
10. Climax, KNXT 23.9

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank among Films	Title, (Type) and Distributor	July ARB Rating	Station, Day, Time	Top Opposition & Rating
1.	**Waterfront (Adv.), MCA**	22.7	KTTV—T, 7:30-8:00	Various, 5.6
2.	**Badge 714 (Mys.), NBC**	21.3	KTTV—S, 7:30-8:00	Harry Owens, 8.3
3.	**Life of Riley (Comedy), NBC**	20.9	KTTV—S, 8:00-8:30	Spade Cooley, 12.5
4.	**I Led Three Lives (Adv.), Ziv**	20.7	KTTV—S, 8:30-9:00	Spade Cooley, 13.4
5.	**Science Fiction Theater (Drama), Ziv**	16.2	KTTV—T, 8:00-8:30	Place the Face, 13.5
6.	**Life With Elizabeth (Comedy) Guild**	14.7	KTTV—M, 8:30-9:00	Godfrey's Scouts, 11.3
7.	**Annie Oakley (West.), CBS**	14.4	KTTV—T, 7:00-7:30	Dangerous Assignment, 6.3
8.	**Amos 'n' Andy (Comedy), CBS**	14.1	KNXT—F, 7:00-7:30	Cowboy G-Men, 4.8
9.	**I Am the Law (Mys.), MCA**	12.6	KTLA—T, 8:30-9:00	First Run Movie, 11.4
9.	**Superman (Adv.), Flamingo**	12.6	KTTV—S, 7:00-7:30	Hometown Jamboree, 6.9
11.	Stories of the Century (Hollywood TV)	12.2	KTTV, Su-9:00	
12.	Eddie Cantor (Ziv)	11.9	KTTV, M-7:30	
13.	I Search for Adventure (Bagnall),	11.7	KCOP, Th-7:30	
14.	Doug Fairbanks Presents (ABC),	11.0	W-10:30	
15.	Liberace (Guild),	10.2	KTTV, T-8:30	
16.	Where Were You? (MCA),	9.6	KTTV, S-9:00	
17.	Racket Squad (ABC),	9.3	KTTV, F-8:30	
18.	Amos 'n' Andy (CBS),	8.7	KNXT, Su-5:30	
19.	Mr. District Attorney (Ziv),	8.4	KNXT, M-10:00	
19.	Paris Precinct (NTA),	8.4	KTTV, S-9:30	
21.	Abbott and Costello (MCA),	8.0	KTTV, M-8:00	
21.	The Playhouse (ABC),	8.0	KTTV, W-10:00	
21.	Cisco Kid (Ziv),	8.0	KTTV, S-6:30	
24.	Guy Lombardo (MCA),	7.7	KTTV, T-9:00	
25.	Wild Bill Hickok (Flamingo),	7.4	KABC, Su-6:00	
25.	Range Rider (CBS),	7.4	KNXT, M to F-6:00	
27.	Hans C. Andersen (Interstate),	7.2	KTLA, M-7:30	
27.	Star and Story (Official),	7.2	KTTV, F-10:00	
29.	The Whistler (CBS),	7.1	KTTV, Su-10:00	
30.	Royal Playhouse (MCA),	6.9	KTTV, M-9:00	
31.	City Detective (MCA),	6.8	KNXT, M-10:30	
32.	Lone Wolf (MCA),	6.6	KTTV, W-8:30	
32.	Cisco Kid (Ziv),	6.6	KTTV, Su-6:30	
34.	†Patti Page (Oldsmobile),	6.5	KNXT, M & W-6:45	
34.	Kit Carson (Coca-Cola),	6.5	KTTV, Su-5:30	
36.	Dangerous Assignment (NBC),	6.3	KCOP, T-7:00	
36.	Foreign Intrigue (Official)	6.3	KRCA, F-10:00	
38.	China Smith (NTA),	5.8	KTTV, M-10:30	
39.	Big Game Hunt (Sterling),	5.7	RHJ, M-7:30	
39.	Man Behind the Badge (——),	5.7	KTTV, F-8:30	
39.	Mr. and Mrs. North (ATPS),	5.7	KTTV, F-9:30	
42.	Frankie Laine (Guild),	5.4	KTTV, M-9:30	
43.	Mr. and Mrs. North (ATPS),	5.2	KTTV, M to F-10:00 a.m.	
44.	Racket Squad (ABC),	5.1	KTTV, M-11:15	
45.	Gene Autry (CBS),	5.0	KCOP, Th-7:00	
45.	My Hero (Official),	4.8	KTTV, W-7:00	
45.	Cowboy G-Men (Flamingo),	4.8	KABC, F-7:00	
45.	Dateline Europe (Official),	4.8	KRCA, F-10:30	
47.	Hopalong Cassidy (NBC),	4.7	KTTV, S-5:00	
48.	Times Square Playhouse (Ziv),	4.5	KCOP, W-10:00	
48.	Meet Corliss Archer (Ziv),	4.5	KRCA, Th-7:00	
50.	Sherlock Holmes (UM&M),	4.4	KTTV, W-7:30	
51.	Boston Blackie (Ziv),	4.2	KTTV, M-10:00	
52.	Beulah (Flamingo),	4.0	KABC, M to F-1:00	
53.	Ramar of the Jungle (TPA),	3.9	KTTV, Su-6:00	
53.	Favorite Story (Ziv),	3.9	KHJ, M-8:00	
55.	Top Secret (Flamingo),	3.8	KTLA, W-7:30	
55.	Orient Express (NTA),	3.8	KTTV, Th-10:00	
57.	All Star Theater (Screen Gems),	3.6	KTTV, W-8:00	
58.	Follow That Man (MCA),	3.5	KTLA, T-8:00	
58.	Passport to Danger (ABC),	3.5	KCOP, T-8:00	
58.	Frank Fontaine (Studio),	3.5	KTTV, F-7:30	
61.	Victory at Sea (NBC),	3.3	KTTV, M-7:00	
61.	The Visitor (NBC),	3.3	KCOP, W-7:30	
61.	Pride of the Family (MCA),	3.3	KTLA, F-7:30	
61.	Western Marshal (NBC),	3.3	KRCA, T-7:00	
61.	Holiday in Paris (CBS),	3.3	KNXT, T-7:00	
66.	Ellery Queen (TPA),	3.2	KCOP, T-7:30	
67.	Championship Bowling (Schwimmer),	3.1	KHJ, Su-10:00	
67.	Popular Science (Interstate),	3.1	KTLA, M, T, W, F-7:15	
69.	Inner Sanctum (NBC),	3.0	KCOP, T-10:00	
69.	Uncommon Valor (Gen'l Tele.),	3.0	KTTV, W-9:00	
69.	†Ames Bros. (Royal Crown Cola),	3.0	KABC, S-10:00	
69.	Heart of the City (MCA),	3.0	KTTV, M to F-5:00	
73.	Heart of the City (MCA),	2.9	KTTV, Su-10:30	
73.	Paragon Playhouse (NBC),	2.9	KCOP, W-7:00	
75.	Florian ZaBach (Guild),	2.7	KCOP, M-7:30	
75.	Heart of the City (MCA),	2.7	KTTV, Th-9:00	
75.	James Mason Presents (NTA),	2.7	KABC, S-10:15	
78.	Movie Museum (Sterling),	2.6	KRCA, M to F-6:30	
78.	Famous Playhouse (MCA),	2.6	KTTV, Th-8:00	
78.	Cowboy G-Men (Flamingo),	2.6	KABC, S-4:00	
81.	The Falcon (NBC),	2.4	KNXT, Su-10:30	
82.	Janet Dean, R.N. (UM&M),	2.1	KTTV, Su-8:00	
82.	His Honor, Homer Bell (NBC),	2.1	KCOP, F-7:00	
84.	The Ruggles (Corradine),	1.8	KHJ, M, W, Th, F,-7:00	
84.	Joe Palooka (Guild),	1.8	KTLA, Th-7:30	
86.	Movie Museum (Sterling),	1.6	KRCA, M, T, Th-12:30 a.m.	
87.	This Is the Life (Westheimer & Block),	1.5	KRCA, Su-2:00	
87.	Play of the Week (NTA),	1.5	KTTV, Su-7:30	
87.	Rev. Oral Roberts (Kling),	1.5	KCOP, Su-9:30	
87.	King's Crossroads (Sterling),	1.5	KHJ, F-7:45	
87.	Files of Jeffrey Jones (——),	1.5	KCOP, F-10:00	
92.	Colonel March (Official),	1.2	KTTV, Su-7:00	
92.	Hollywood Preview (Flamingo),	1.2	KCOP, M-8:00	
92.	Famous Playhouse (MCA),	1.2	KCOP, W-8:00	
92.	Call the Play (Station),	1.2	KTLA, Th-7:15	
96.	Counterpoint (MCA),	1.2	KTTV, Th-9:30	
97.	Candid Camera (Associated Artists),	1.1	KHJ, W-7:30	
97.	Movie Museum (Sterling),	1.1	KRCA, W, F-12:30 a.m.	
99.	Playhouse 15 (MCA),	1.0	KCOP, T to S-10:45	
100.	Space Ranger (MCA),	0.9	KCOP, S-10:30 a.m.	
100.	Inspector Mark Saber (Koch),	0.9	KHJ, M, W, Th, F-4:30	
102.	Story Theater (Ziv),	0.8	KCOP, Su-8:00	
103.	Baseball Hall of Fame (Flamingo),	0.4	KABC, M to F-10:45	
103.	The Ruggles (Corradine),	0.4	KHJ, M, T, Th, F-1:30	

PHILADELPHIA .....3 STATIONS

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

1. $64,000 Question, WCAU.....57.7
2. I've Got a Secret, WCAU.....38.3
3. Toast of the Town, WCAU.....34.5
4. What's My Line? WCAU.....28.7
5. U. S. Steel Hour, WCAU.....25.1
6. The Medic, WPTZ.....24.7
6. Disneyland, WFIL.....24.7
8. Masquerade Party, WFIL.....24.4
9. Two for the Money, WCAU.....24.1
10. *Baseball, WPTZ.....23.5

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

1.	**Waterfront (Adv.), MCA-TV**	16.1	WCAU—Su, 6:30-7:00	Science Fiction Theater,	3.5
2.	**Mr. District Attorney (Mys.), Ziv**	13.5	WPTZ—T, 10:30-11:00	The Search,	15.5
3.	**Little Rascals (Comedy), Interstate**	12.9	WPTZ—M-W-Th-F, 6:00-6:30	Various,	7.8
4.	**Superman (Adv.), Flamingo**	12.6	WCAU—M, 7:00-7:30	Various,	4.2
5.	**†Death Valley Days (West.), Pacific Borax**	10.8	WCAU—Th, 10:30-11:00	Mystery Hour,	21.3
6.	**I Led Three Lives (Adv.), Ziv**	10.3	WCAU—W, 7:00-7:30	Various	11.1
7.	**Man Behind the Badge (Mys.), MCA-TV**	10.0	WCAU—S, 10:30-11:00	Ford Playhouse	14.5
8.	**Liberace (Music), Guild**	9.9	WPTZ—S, 11:00-11:30	Ford Playhouse,	13.2
9.	**Badge 714 (Mys.), NBC**	9.2	WCAU—F, 7:00-7:30	Various,	11.0
9.	**Mayor of the Town (Drama), MCA-TV**	8.9	WPTZ—M, 10:30-11:00	Summer Theater,	12.6
11.	Mr. and Mrs. North (ATPS), WFIL,	8.1	S-7:00		
12.	Follow That Man (MCA-TV), WCAU,	8.1	Su-6:00		
13.	Boston Blackie (Ziv), WCAU,	7.7	Th-7:00		
13.	That's My Boy (CBS), WCAU,	7.7	T-8:00		
15.	The Falcon (NBC), WPTZ,	7.4	W-10:30		
16.	Wild Bill Hickok (Flamingo), WCAU,	7.4	S-10:30 a.m.		
17.	†Patti Page (Oldsmobile), WCAU,	6.8	T & Th-7:45		
18.	Mr. and Mrs. North (ATPS), WFIL,	6.5	M-7:30		
19.	Annie Oakley (CBS), WCAU,	6.3	Su-5:00		
20.	Wild Bill Hickok (Flamingo), WCAU,	5.7	T-7:00		
21.	Eddie Cantor (Ziv), WCAU,	5.2	S-7:00		
22.	Hopalong Cassidy (NBC), WFIL,	5.1	M to F-5:00		
23.	Little Rascals (Interstate), WCAU,	5.0	S-9:30 a.m.		
24.	Greatest Sports Thrills (Winik), WFIL,	4.4	Su-7:30		
25.	Racket Squad (ABC), WFIL,	3.9	Su-10:30		
25.	†Ames Bros. (R. C. Cola), WCAU,	3.9	M-7:45		
25.	My Hero (Official), WCAU,	3.9	S-5:00		
25.	Inspector Mark Saber (Thompson-Koch), WPTZ,	3.9	S-7:00		
25.	Inner Sanctum (NBC), WCAU,	3.9	S-11:30		
30.	Ramar of the Jungle (TPA), WFIL,	3.7	Su-6:00		
31.	Science Fiction Theater (Ziv), WFIL,	3.5	Su-6:30		
31.	Greatest Fighters (The Big Fights), WPTZ,	3.5	F-10:30		
33.	Call the Play (Station Distrib.), WCAU	3.2	S-11:15		
34.	This Is the Life (Westheimer & Block), WPTZ,	2.1	Su-10:30 a.m.		
34.	Hopalong Cassidy (NBC), WFIL,	2.1	Su-11:30 a.m.		
36.	Ramar of Jungle (TPA), WFIL,	1.6	Su-11:00 a.m.		
36.	Stranger Than Fiction (United World), WPTZ,	1.6	S-12:00 noon		
38.	Pulse of the City (Telescene), WPTZ,	1.3	Su-6:45		
38.	Greatest Sports Thrills (Winik), WFIL,	1.3	F-8:00		
38.	Riders of the Purple Sage (RCA), WFIL,	1.3	F-9:15		
41.	TV Kitchen (Kelsey-Fraser), WPTZ,	1.2	W-2:30		
42.	Racket Squad (ABC), WFIL,	0.8	T & Th, 12:00 mid.		
43.	Ramar of Jungle (TPA), WFIL,	0.3-	Su-11:30		
43.	Racket Squad (ABC), WFIL,	0.3-	S-12:15 a.m.		

DETROIT .....4 STATIONS

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

1. $64,000 Question, WJBK.....41.6
2. What's My Line? WJBK.....34.9
3. Toast of the Town, WJBK.....26.6
4. I've Got a Secret, WJBK.....26.0
5. Badge 714, WWJ.....23.6
6. Robert Montgomery, WWJ.....21.9
6. Traffic Court, WWJ.....21.9
8. Talent Scouts, WJBK.....20.6
9. *Baseball, WJBK.....20.3
10. Godfrey and Friends, WJBK.....19.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

1.	**Badge 714 (Mys.), NBC**	23.6	WWJ—Su, 10:00-10:30	Bandstand Revue,	7.7
2.	**Mr. District Attorney (Mys.), Ziv**	17.9	WWJ—W, 9:30-10:00	U. S. Steel,	18.7
3.	**Waterfront (Adv.), MCA**	17.0	WXYZ—T, 10:00-10:30	Death Valley Days,	13.1
4.	**Amos 'n' Andy (Comedy), CBS**	16.1	WWJ—W, 10:00-10:30	Famous Playhouse,	10.4
4.	**I Led Three Lives (Adv.), Ziv**	16.1	WJBK—F, 9:30-10:00	So This Is Hollywood,	6.6
6.	**Man Behind the Badge (Mys.), MCA**	15.9	WJBK—S, 9:30-10:00	Your Play Time,	5.8
7.	**Mayor of the Town (Drama), MCA**	15.0	WWJ—M, 10:00-10:30	Hot Rod Racer,	18.1
8.	**†Death Valley Days (West.), Pacific Borax**	13.1	WJBK—T, 10:00-10:30	Waterfront,	17.0
9.	**Inspector Mark Saber (Mys.), Koch**	12.4	WJBK—Th, 10:00-10:30	Michigan Outdoors,	18.1
10.	**Guy Lombardo (Music), MCA**	11.7	CKLW—T, 9:30-10:00	Damon Runyon, &	16.6
11.	Secret File, U.S.A. (Official), WWJ, M-9:30	10.8			
12.	Famous Playhouse (MCA), WXYZ, W-10:00	10.3			
13.	Conrad Nagel Theater (Guild), WJBK, T-10:30	9.7			
14.	I Am the Law (MCA), WJBK, W-10:00	9.5			
15.	†Soldiers of Fortune (Seven-Up), WWJ, S-10:00	9.3			
16.	Passport to Danger (ABC), WWJ, Su-10:30	8.8			
17.	Eddie Cantor (Ziv), WJBK, Th-9:30	8.6			
18.	City Detective (MCA), CKLW, T-10:30	& 8.4			
19.	The Playhouse (ABC), WWJ, Th-10:30	8.2			
20.	Bandstand Revue (Paramount), WJBK, Su-10:00	7.7			
21.	Cisco Kid (Ziv), WXYZ, Th-7:00	7.5			
22.	Abbott and Costello (MCA), CKLW, M-8:30	& 7.3			
22.	Science Fiction Theater (Ziv), WXYZ, Th-9:30	7.3			
24.	Superman (Flamingo), WXYZ, W-5:30	6.9			
25.	Heart of City (MCA), CKLW, M-10:30	& 6.6			
26.	Beulah (Flamingo), WXYZ, M to F-12:30	6.3			
27.	Little Show (Sterling), WWJ, M to F-11:15	6.0			
28.	Dangerous Assignment (NBC), CKLW, F-10:30	& 5.7			
29.	Little Rascals (Interstate), WXYZ, M to F-6:15	4.9			
30.	Laurel and Hardy (Governor TV), WXYZ, Su-2:00	4.6			
31.	Annie Oakley (West.), WWJ, Su-5:00	4.4			
31.	Mr. and Mrs. North (ATPS), CKLW, F-9:30	& 4.4			
31.	Wild Bill Hickok (Flamingo), CKLW, S-4:00	& 4.4			
34.	Movie Museum (Sterling), WJBK, M-10:30	4.0			
34.	Championship Bowling (Schwimmer), WXYZ, S-11:00	4.0			
36.	The Whistler (CBS), WJBK, F-10:30	3.7			
36.	Sherlock Holmes (UM&M), WXYZ, F-10:30	3.7			
38.	My Hero (Official), WXYZ, Su-3:00	3.6			
39.	†Patti Page (Oldsmobile), WJBK, T-6:45	3.5			
40.	Wild Bill Hickok (Flamingo), WXYZ, M-5:30	3.3			
40.	Hollywood Off-Beat (MCA), WWJ, S-11:00	3.3			
42.	Laurel and Hardy (Governor), WXYZ, T & F-5:30	3.1			
43.	Follow That Man (MCA-TV), CKLW, Su-10:30	& 2.9			
43.	Greatest Sports Thrills (Winik), WXYZ, M-6:30	2.9			
43.	China Smith (NTA), CKLW, W-10:30	& 2.9			
43.	Telesports Digest (MCA), WXYZ, F-10:00	2.9			
47.	Victory at Sea (NBC), WJBK, Su-12:00 noon	2.6			
47.	Wild Bill Hickok (Flamingo), WJBK, Su-12:30	2.6			
47.	Cowboy G-Men (Flamingo), WXYZ, Su-1:30	2.6			
47.	Yesterday's Newsreels (Ziv), CKLW, M to F-10:15	& 2.6			
47.	Beulah (Flamingo), WXYZ, T-10:30	2.6			
47.	The Unexpected (Ziv), Th-10:30	2.6			
47.	Greatest Sports Thrills (Winik), WXYZ, F-8:00	2.6			
54.	The Visitor (NBC), CKLW, T-7:00	& 2.2			
54.	Craig Kennedy, Criminologist (Louis Weiss), WXYZ, Su-10:30	2.2			
54.	Space Ranger (MCA), WWJ, M-5:30	2.2			
54.	Space Ranger (MCA), WWJ, W, Th, F-5:00	2.2			
54.	Johnny Jupiter (Associated Artists), CKLW, S-4:30	2.2			
59.	Hollywood Prevue (Flamingo), WXYZ, Th-7:30	2.0			
59.	Gene Autry (CBS), WJBK, S-6:00	2.0			
61.	Buster Crabbe (Film Vision), WJBK, Su-1:00	1.8			
61.	Pride of the Family (MCA), WJBK, Su-6:00	1.8			
61.	Joe Palooka (Guild), WXYZ, Su-10:00	1.8			
61.	The Falcon (NBC), CKLW, F-8:30	& 1.8			
65.	Wrestling From H'wood (Paramount), WJBK, S-11:00	1.7			
66.	This Is the Life (Westheimer & Block), WJBK, Su-9:30 a.m.	1.5			
67.	Top Plays of '55 (Screen Gems), WJBK, W-10:30	1.3			
68.	Story Theater (Ziv), CKLW, Th-7:30	& 1.1			
69.	International Playhouse (NTA), CKLW, W-9:00	& 0.9			
69.	Meet Corliss Archer (Ziv), WWJ, Su-6:00	0.7			
69.	Living Book (Ziv), CKLW, Su-6:00	& 0.7			
69.	Times Square Playhouse (Ziv), CKLW, S-10:30	& 0.7			
73.	Fearless Fosdick (Sterling), CKLW, Th-4:00	& 0.6			
74.	Your TV Theater (Ziv), CKLW, Th-7:00	& 0.4			
75.	How Does Your Garden Grow? (International), CKLW, Su-10:30 a.m.	0.4-			
75.	Facts Forum (Facts Forum, Inc.), WJBK, Su-8:45 a.m.	0.4-			

NEW YORK .....7 STATIONS

THE TOP 10 TV SHOWS IN NEW YORK (* Indicates Non-Network)

1. $64,000 Question, WCBS.....53.2
2. Toast of the Town, WCBS.....33.2
3. I've Got a Secret, WCBS.....28.1
4. G. E. Theater, WCBS.....27.3
5. Lux Video Theater, WRCA.....26.9
6. The Medic, WRCA.....25.9
7. Climax, WCBS.....25.5
8. Four Star Playhouse, WCBS,.....25.0
9. Talent Scouts, WCBS.....23.1
10. It's a Great Life, WRCA.....22.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

1.	**Superman (Adv.), Flamingo**	9.2	WRCA—M, 6:00-6:30	Various,	4.0
2.	**City Detective (Mys.), MCA**	8.9	WPIX—Su, 9:30-10:00	Stage 7,	17.5
3.	**Sherlock Holmes (Mys.), UM&M**	7.0	WRCA—M, 7:00-7:30	Air Force Academy,	6.7
4.	**Doug. Fairbanks (Drama), ABC**	6.9	WRCA—W, 10:30-11:00	U.S. Steel,	20.4
4.	**Science Fiction Theater (Drama), Ziv**	6.9	WRCA—F, 7:00-7:30	Early Show,	6.5
6.	**Mr. District Attorney (Drama), Ziv**	6.7	WABC—T, 9:30-10:00	Spotlight Playhouse,	22.4
7.	**Star and Story (Drama), Official**	6.4	WRCA—Su, 7:00-7:30	Gene Autry,	6.2
8.	**Little Rascals (Child.), Interstate**	6.0	WPIX—M to F, 5:30-6:00	Late Matinee,	1.4
9.	**Waterfront (Adv.), MCA**	5.9	WABD—T, 7:30-8:00	Various,	8.4
9.	**Annie Oakley (West.), CBS**	5.9	WCBS—S, 5:30-6:00	Rin Tin Tin,	2.5
11.	I Led Three Lives (Ziv), WABC, F-10:00	5.7			
11.	Amos 'n' Andy (CBS), WCBS, S-4:30	5.7			
13.	Guy Lombardo (MCA), WRCA, Th-7:00	5.6			
13.	Eddie Cantor (Ziv), WABC, M-10:00	5.6			
15.	Inspector Mark Saber (Koch), WPIX, Su-10:00	5.4			
16.	†Soldiers of Fortune (Seven-Up), WABC, F-8:00	5.3			
17.	Man Behind the Badge (MCA), WCBS, S-6:30	4.8			
18.	My Hero (Official), WABC, Su-6:30	4.6			
19.	The Whistler (CBS), WPIX, Su-9:00	4.4			
20.	Pride of Family (MCA), WCBS, Su-7:00	4.3			
21.	I Led Three Lives (Ziv), WABC, Su-6:00	4.1			
21.	Racket Squad (ABC), WABC, Th-10:30	4.1			
23.	Hollywood Previews (Flamingo), WABD, T-9:30	4.0			
23.	Ramar of Jungle (TPA), WPIX, M to S-6:00	4.0			
25.	Mr. and Mrs. North (ATPS), WABD, T-9:00	3.4			
25.	Wild Bill Hickok (Flamingo), WRCA, W-6:00	3.4			
27.	Fabian of Scotland Yard (Telefilm), WRCA, W-7:00	3.2			
27.	Stories of Century (H'wood), WCBS, S-5:30	3.2			
27.	Range Rider (CBS), WRCA, F-6:00	3.2			
27.	Little Rascals (Interstate), WPIX, S-6:30	3.2			
31.	Life With Elizabeth (Comedy), WABD, M-7:30	3.1			
32.	Cases of Eddie Drake (CBS), WPIX, Su-10:30	2.9			
32.	Cisco Kid (Ziv), WABC, M-7:30	2.9			
34.	Dick Tracy (Combined), WOR, S-9:00	2.7			
35.	Liberace (Guild), WPIX, M to F-6:30	2.6			
36.	†Patti Page (Oldsmobile), WRCA, Th-6:30	2.5			
36.	Joe Palooka (Guild), WABD, S-7:30	2.5			
36.	Inner Sanctum (NBC), WOR, S-9:30	2.5			
39.	Dangerous Encounter (Official), WPIX, Su-8:30	2.3			
40.	Conrad Nagel (Guild), WABD, W-7:30	2.2			
40.	Dangerous Assignment (NBC), WABC, F-9:00	2.2			
42.	Rev. Oral Roberts (Kling), WPIX, Su-12:30	2.1			
43.	Mr. and Mrs. North (ATPS), WABD, Su-10:00	1.9			
43.	China Smith (NTA), WABD, M-9:00	1.9			
45.	Captain Z-Ro (Atlas), WRCA, Su-11:30 a.m.	1.6			
45.	Wild Bill Hickok (Flamingo), WCBS, Su-11:30 a.m.	1.6			
45.	Colonel March (Official), WABC, T-10:30	1.6			
45.	Secret File, U.S.A. (Official), WABD, Th-9:00	1.6			
45.	Hopalong Cassidy (NBC), WRCA, S-6:30	1.6			
50.	All Star Theater (Screen Gems), WABC, M-11:00	1.5			
50.	Liberace (Guild), WPIX, F-11:30	1.5			
52.	Hopalong Cassidy (NBC), WABC, M to F-4:00	1.4			
53.	†Ames Bros. (R. C. Cola), WABD, F-7:00	1.3			
53.	Story Theater (Ziv), WABD, Su-9:00	1.3			
53.	Cowboy G-Men (Flamingo), WOR, Su-7:00	1.3			
56.	Hopalong Cassidy (NBC), WABC, Su-4:00	1.2			
57.	Cowboy G-Men (Flamingo), WOR, M, W, F-6:30	1.1			
58.	City Assignment (MCA), WABD, F-9:00	1.0			
58.	Laurel and Hardy (Governor), WCBS, S-6:15	1.0			
60.	Hopalong Cassidy (NBC), WABC, S-3:00	0.7			
61.	Dick Tracy (Combined), WOR, Th-6:30	0.6			
61.	Orient Express (NTA), WABD, W-9:00	0.6			
61.	Hollywood Preview (Flamingo), WABD, Th-7:30	0.6			
61.	Terry and Pirates (Official), WABD, S-7:00	0.6			
65.	China Smith (NTA), WABD, Su-10:30	0.5			
65.	Fulton Lewis Jr. (Gen. Teleradio), WOR, M & S-7:15	0.5			
65.	Movie Museum (Sterling), WOR, W, Th, F-7:15	0.5			
65.	Mayor of the Town (MCA), WRCA, S-11:15	0.5			
69.	Liberace (Guild), WPIX, M, T, Th-11:00	0.4			
70.	Renfrew of the Mounted (Bagnall), WPIX, Su-1:00	0.3			
70.	Life With Elizabeth (Guild), WABD, F-10:30	0.3			
70.	Cowboy G-Men (Flamingo), WOR, S-1:30	0.3			
70.	Movie Museum (Sterling), WOR, S-7:00	0.3			
70.	Old American Barn Dance (Kling), WABD, S-9:15	0.3			
70.	Boss Lady (M. & A. Alexander), WABD, F-9:30	0.3			
76.	Florian ZaBach (Guild), WPIX, Th-9:00	0.3-			
77.	This Is the Life (Westheimer & Block), WOR, Su-1:30	0.3-			
78.	Little Rascals (Interstate), WPIX, M, W, Th-10:30	0.2			

(Continued on page 14)

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ABC Signs 4 Cities For Rank Features

NEW YORK, Aug. 13. — ABC Film Syndication has wrapped up deals for its new package of 15 top quality J. Arthur Rank features in four major markets and is currently closing sales in a number of additional markets. Stations that have signed for the features, which ABC acquired two weeks ago, are WCBS-TV, New York: KTVT, Salt Lake City; KRON, San Francisco; KOMO, Seattle.

The distribution firm put the films on sale literally the moment it got word it had acquired them and is driving hard to close deals swiftly. At least one of the outlets, WCBS-TV, bought the pictures on an unlimited play basis for three years, reportedly spending over $7,000 per title, or a total of over $100,000 for the rights.

The 15 features are part of a 35 feature package which ABC Film's parent company acquired from J. Arthur Rank. Twenty features from the group were turned over to ABC-TV network, which will program them on the web Sunday nights, 7:30-9 p.m. this coming season.

The ABC Film Syndication 15-feature group, dubbed the "Anniversary Package," includes: "Black Narcissus" with Deborah Kerr and Jean Simmons, "The Seventh Veil" with James Mason and Ann Todd, "Quartet" consisting of four Somerset Maugham stories, "The Man in the White Suit" with Alec Guinness and Joan Greenwood; "Kind Hearts and Coronets" with Alec Guiness, Joean Greenwood and Dennis Price; "Great Expectations" with Jean Simmons and John Mills, "The Browning Version" with Michael Redgrave and Jean Kent, "Prelude to Fame" with Guy Rolfe and Kathleen Byron.

Also, "The Magnet" with William Fox and Kay Walsh, "Crash of Silence" with Phyllis Calvert and Jack Hawkins, "Christopher Columbus" with Fredric March, "Jassy" with Margaret Lockwood and Patricia Roc, "Green for Danger" with Trevor Howard and Alistair Sim, "So Long at the Fair" with Jean Simmons, "Brief Encounter" with Celia Johnson and Trevor Howard.

W. Schwimmer Bowls Over Summer Sales

NEW YORK, Aug. 13. — Any questions the TV industry might have had regarding summer bowling shows have been completely dispelled. Walt Schwimmer, No. 1 man of the company bearing his name, points out that "Championship Bowling" is virtually sold out this summer, being viewed in 68 markets.

This weekly one-hour series, produced by the Peter Demet Film Company, "Is the only filmed bowling show showing recent and present-day champs," Schwimmer explains. Following this first series of 26 films is another to be released September 15 by Demet and being distributed by the Walter Schwimmer Company, of Chicago.

Art Pickens, vice-president of Schwimmer, points out that already 40 markets have been sold with the new series. Most unusual, he says is WNAC-TV, Boston, which has purchased this series for five years, having done the same with certain other film packages recently. Also signed up are WHO-TV, Des Moines, and WGN-TV, Chicago, for Hamm Beer; the entire State of New York, excepting New York City, for the Genesee Brewing Company, and in New York City, "a major brewing company has optioned the show for fall."

ABC Adds 5 In Ad-Flack

NEW YORK, Aug. 13.—Keeping pace with its stepped up programming pace, ABC has added five new staff members to its advertising-publicity department, headed by Gene Accas.

Bob Grebe joins the network as trade news editor, replacing Al Seton, who has been promoted to assistant director of the press department under Ernie Stern.

Other additions are Lina Hoffman, publicity writer; Bruce Pollock, on the air promotion trailer supervisor in Hollywood; Christie Barter, assistant photo editor; Joe Weston, exploitation writer in Hollywood, and Stan Morris, publicity writer in Hollywood.

Gibralter Sales

• Continued from page 10

backs" (Lloyd Bridges), two Peter Thompson starrers, "Fury in Paradise" and "Yank in Ermine"; three English pix, "Wedding of Lili Marlene," "Holiday Week" and "Room in the House," and three other undisclosed properties.

Nathanson, who plans to produce 12 features next year, said that every one will be made available to TV within 18 months after theatrical release.

The Curtis series, with music by Frankie Messina, was produced by Althea Pardee.

According to Nathanson, the theatrical salesmen are welcoming the chance to branch out into the TV field.

SG Preps Syndication Driv

• Continued from page 10

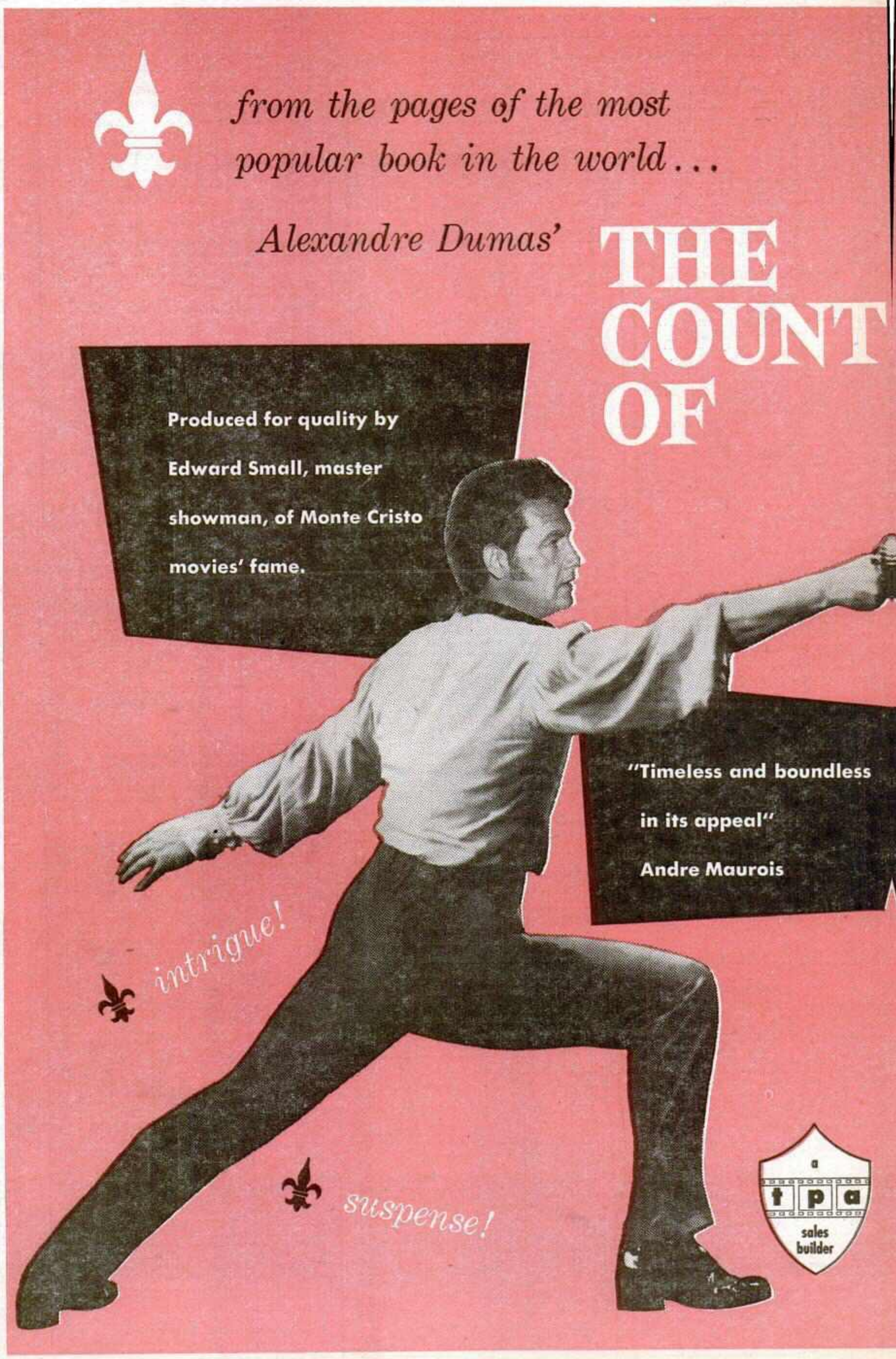
rolled by national advertisers, all but two of them on networks.

Other Properties

In addition to the "Jungle Jim" series, Screen Gems' syndication division has another new property, "Celebrity Theater," available for first-run syndication in all but 41 markets, practically all of them in the Midwest, where it will be sponsored by Falstaff Brewing. The firm also, of course, will have on its syndicatio.1 roster properties that are available for syndication in markets where they are not being sponsored by their national bankrollers.

These properties and the number of syndicated markets in which they have already been sold : "Rin Tin Tin," 59 markets; ' Jackson," which is the same "Captain Midnight," 29 mark "All Star Theater," the reruns "Ford Theater," 233 markets; "' Plays," the reruns of "Fireside T ater," 37 markets; "Big Playbac 93 markets.

Interestingly enough, Scr Gems' expansion of its syndicat arm comes at a time when one the other major TV film fir Ziv-TV, has decided to move the first time into the area of tional sales. Ziv, following a pol up to now directly opposite that Screen Gems, released its prop ties only for syndication.



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ABC Puts Okay on Local Spots

• Continued from page 10

vertiser buying 52 spots, while the higher price would be charged for a single insertion. There is no minimum or maximum number of spots an advertiser can buy.

61-Station Web

The prices are based on a clearance of 61 stations covering 72.3 per cent of TV homes. If the web can't clear that many stations, the prices will be adjusted downward accordingly. If more stations are cleared, the prices will remain the same until March, 1956, at which time they will probably be raised.

ABC estimates that the show will be able to provide advertisers with a cost per thousand figure of $1.04, which it claims tops all other network participation plans currently available.

The package, which will air in the 7:30-9 p.m. period on the East and West Coasts, 6:30-8 in the Central Zone, and 8:30-10 Mountain Time, consists of 20 top quality first run J. Arthur Rank features.

All 20 of the films will be repeated once, and 12 of them will be repeated twice during the 52-week period. Among the films in the package are "Stairway to Heaven," "Odd Man Out," "In Which We Serve," "Red Shoes," "Caesar and Cleopatra," "Notorious Gentleman" and "The Importance of Being Earnest."

Ziv-TV Seeking 'Theater' Leads

HOLLYWOOD, Aug. 13.—Ziv-TV has begun negotiations with Rex Harrison and Lilli Palmer to play the lead in the "Mr. and Mrs. Theater" vidfilm series. The program, which will probably be available for syndication next spring, will be a repertory theater type show.

It's understood that talks are also going on with Hume Cronyn and Jessica Tandy. Cronyn and Tandy were last seen on TV in "The Marriage."

Novels to Video Costume Adventure Series on Upgrade

NEW YORK, Aug. 13.—If the new batch of costume adventure shows that will hit TV this coming season turn out to be a roaring success, TV programming executives may well turn to a closer scrutiny of lists of successful novels for a clue to the type of TV fare the public is seeking.

A study made by Television Programs of America, which is producing "The Count of Monte Cristo" for syndication, indicates that over the past 10 years 43 of the 100 best selling novels came from the costume adventure ranks. Within the past two years costume adventure novels have made up more than half of all fiction best sellers. The study was based on information gleaned from Publishers Weekly, a trade paper.

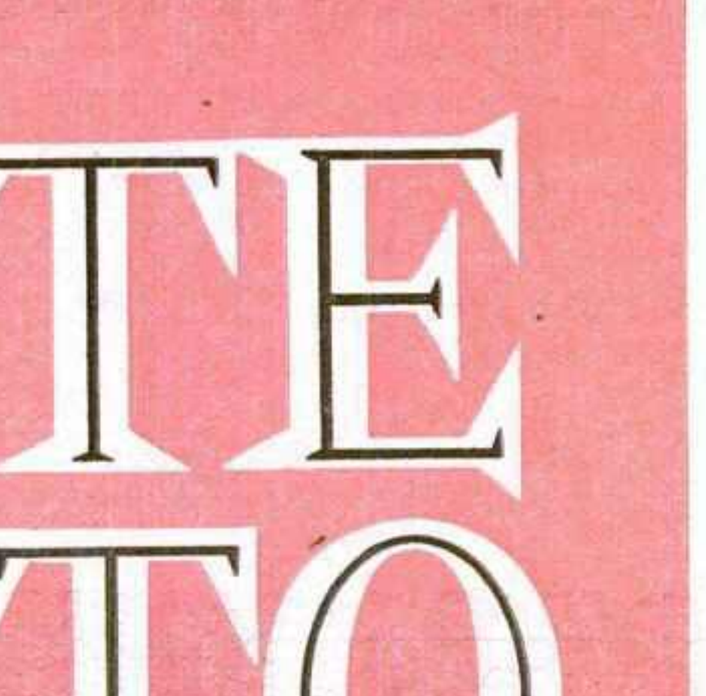
In 1954, according to the report, four of the five best selling novels were costume adventure works. They were "Mary Anne," "Love Is Eternal," "The Royal Box" and "The Egyptian."

The year before, in 1953, all of the top three best sellers, "The Robe," "The Silver Chalice" and "Desiree," also belonged to this category of writing.

Among the costume TV fare slated for syndication is Official's "Scarlet Pimpernel," CBS-TV Film's "Long John Silver" and NBC Film's "Three Musketeers." On the network side of the fence, CBS-TV will air "Robin Hood," an Official Films property.

MONTE CRISTO

starring
GEORGE DOLENZ
the coming idol of the TV screen
co-starring
FAITH DOMERGUE



This brand new half-hour TV series is for advertisers who want the very best!

If your product calls for an exciting, quality, dramatic program which appeals to every member of the family—"The Count of Monte Cristo" is the treasure you are seeking.

For higher sales through quality programs

Television Programs of America, Inc.

477 MADISON AVENUE, NEW YORK • PLAZA 5-2100

UNION VOTES

AFTRA to Discipline 5th Takers

NEW YORK, Aug. 13.—The American Federation of Television and Radio Artists this week by a nationwide vote of 3,967 adopted a rule which may result in union disciplinary charges being brought against any member who may refuse to answer to a Congressional committee as to whether he or she is now or ever has been a member of the Communist Party.

Since 27 entertainment figures, among whom are several radio and TV actors, will be called before the House Un-American Committee in New York next week, the rule may be put into effect quickly, if any plead the Fifth Amendment. Whether the courts will sustain such a rule is also liable to be tested shortly, if it is envoked.

Guild Picking Up Renewals On Liberace

NEW YORK, Aug. 13.—Guild Films is picking up Liberace renewals quickly. The long-run vidfilm series has been sold in seven major markets within a period of five days. They are Boston, Cleveland, Buffalo, Denver, Miami, Houston and Pittsburgh.

It is expected that the stations and sponsors will put a strong promotion drive behind the program which has been revamped to include new elements. Liberace will also be featured in a new Warner Brothers' picture which will be released this fall and which will give an added plus factor to video promotion.

Feature P'kge Added at NTA

NEW YORK, Aug. 13.—National Telefilm Associates this week added another feature film package to its property list, a group of eight war documentary features. The firm immediately closed its first sale, to WABD, New York.

Two pictures in the package, which is being called "The Great Crusade," won Academy Awards. All eight films have a one-hour TV running time.

The two Academy Award documentaries in the package are "The True Glory" and "Desert Victory." The other films are "Next of Kin," "Target for Tonight," "Undersea Raider," "Tunisian Victory," "Coastal Command" and "Suicide Attack."

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CHICAGO .....4 STATIONS

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

1. $64,000 Question, WBBM.....48.5
2. Toast of the Town, WBBM.....36.8
3. I've Got a Secret, WBBM.....28.6
4. Lux Video Theater, WNBQ.....27.2
5. What's My Line? WBBM.....26.7
6. U. S. Steel Hour, WBBM.....25.2
7. It's a Great Life, WNBQ.....24.7
8. *Courtesy TV Theater, WGN.....24.1
9. G. E. Theater, WBBM.....23.5
10. Disneyland, WBKB.....22.8

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

1. Mayor of the Town (Drama), MCA-TV	16.0	WNBQ—S, 10:00-10:30	Pee Wee King,	9.9
2. Science Fiction Theater (Drama), Ziv	14.3	WNBQ—S, 10:30-11:00	Stars on Parade,	9.0
3. Championship Bowling (Sports), Walt Schwimmer	14.0	WNBQ—S, 11:00-12:00	Various,	4.9
4. Eddie Cantor (Comedy), Ziv	13.9	WNBQ—M, 9:30-10:00	Summer Theater,	22.4
5. Racket Squad (Mys.), ABC	12.4	WGN—T, 8:30-9:00	Various,	12.6
6. Badge 714 (Mys.), NBC	10.6	WGN—T, 8:00-8:30	Make Room for Daddy,	10.8
6. I Led Three Lives (Mys.), Ziv	10.6	WGN—T, 9:30-10:00	It's a Great Life,	24.7
8. City Assignment (Drama), MCA-TV	9.5	WBKB—M, 10:00-10:30	Various,	11.7
9. Royal Playhouse (Drama), MCA-TV	9.0	WBKB—Th, 10:00-10:30	Various,	12.8
10. Mr. District Attorney (Mys.), Ziv	8.6	WBKB—F, 9:30-10:00	Windows,	9.9

11. Joe Palooka (Guild), WBKB, T-10:30..... 8.1
12. Paragon Playhouse (NBC), WNBQ, M-10:30.. 7.5
13. Little Rascals (Interstate), WBKB, Su-2:00.. 7.3
13. Wild Bill Hickok (Flamingo), WBKB, Su-1:30 7.3
15. Little Rascals (Interstate), WBKB, M to F-4:30 ..... 6.9
15. Gene Autry (CBS), WBBM, M to F-5:30... 6.9
17. Liberace (Guild), WGN, W-9:30..... 6.8
17. Stories of Century (Hollywood TV Serv.), WBKB, F-9:00 ..... 6.8
17. Superman (Flamingo), WBKB, S-5:00..... 6.8
20. Mr. and Mrs. North (ATPS), WGN, F-9:00... 6.5
21. Meet Corliss Archer (Ziv), WGN, Th-9:00... 6.2
22. Gene Autry (CBS), WBBM, Su-12:30..... 5.5
22. Royal Playhouse (MCA-TV), WBKB, T-9:30.. 5.5
24. Range Rider (CBS), WBBM, M to F-5:00... 5.3
25. Range Rider (CBS), WBBM, Su-12:00 noon.. 5.0
25. Captured (NBC), WGN, Th-9:30 ..... 5.0
25. Police Call (NTA), WGN, F-9:30..... 5.0
28. †Soldiers of Fortune (Seven-Up), WBKB, Th-7:00 ..... 4.5
29. Dateline Europe (Official), WBKB, Th-10:30.. 4.3
30. Wild Bill Hickok (Flamingo), WBBM, S-9:00 a.m. 4.0
30. Cisco Kid (Ziv), WBKB, S-4:00..... 4.0
32. Hopalong Cassidy (NBC), WBNQ, S-6:00.... 3.9
33. Big Game Hunt (Sterling), WBKB, Su-2:30.. 3.6
34. Cisco Kid (Ziv), WBKB, Su-5:00..... 3.1
34. Greatest Sports Thrills (Winik), WBKB, Su-6:30 ..... 3.1
34. †Ames Bros. (R. C. Cola), WNBQ, F-10:45.. 3.1
37. Famous Playhouse (MCA-TV), WBKB, Th-9:30 ..... 3.0
38. Biff Baker, U.S.A. (MCA-TV), WGN, T-9:00 ..... 2.8
39. Patti Page (Oldsmobile), WNBQ, Su & F--10:30 ..... 2.2
39. Follow That Man (MCA-TV), WBBM, Th-11:00 ..... 2.2
41. Cowboy G-Men (Flamingo), WNBQ, Su-11:00 a.m. 2.1
41. Championship Bowling (Walt Schwimmer), WGN, Su-12:00 noon 2.1
43. Pride of the Family (MCA-TV), WBBM, Su-6:00 ..... 1.6
44. How Does Your Garden Grow? (Int'l Film Bureau), WNBQ, Su-1:00 ..... 1.2
45. This Is the Life (Westheimer & Block), WGN, S-9:00 a.m. 0.9
45. Walt's Workshop (Walt Schwimmer), WNBQ, F-7:30 ..... 0.9
47. Times Square Playhouse (Ziv), WGN, M to F-1:00 ..... 0.6
47. This Is the Story (Sterling), WNBQ, W-10:45. 0.6
47 Fulton Lewis Jr. (Gen. Teleradio), WGN, Su-9:45 a.m. 0.6

TV FILM SALES

ASSOCIATED ARTISTS

MOVIELAND
WISH, Indianapolis: Adv. TBA
CHERYL PACKAGE
KRON, San Francisco; WDAY, Fargo, N. D.; WGN, Chicago; WXYZ, Detroit; WFIL, Philadelphia; WGBI, Scranton, Pa.; WTVD, Durham, N. C.; WJAR, Providence; WINK, Fort Meyers, Fla.; WNBF, Binghamton, N. Y.; WSB, Atlanta; WDAK, Columbus, Ga.; KSLA, Shreveport, La., and KFJZ, Fort Worth: Adv. TBA

CBS-TV FILM SALES

AMOS 'N' ANDY
KOOK, Billings, Mont.: Adv. TBA
KVDO, Corpus Christi, Tex.: N. O. Simmons, Builder
THE WHISTLER
KDKA, Pittsburgh: Kings Wine
WBAY, Green Bay, Wis.: Procter & Gamble
WMAZ, Macon, Ga.; WTOC, Savannah, Ga.: Interstate Life Insurance of Chattanooga
LIFE WITH FATHER
WGN, Chicago: Chicago Federal Savings & Loan Assn.
WNCT, Greenville, N. C.: Carolina Sales, Inc.
LONG JOHN SILVER
Chicago; Madison, Wis.; Rockford, Ill.; South Bend, Ind.: Dean's Milk
ANNIE OAKLEY
WCIA, Champaign, Ill.; WTVH, Peoria, Ill.: Midland Bakeries
KWTV, Oklahoma City: Adv. TBA

GUILD FILMS COMPANY

LOONEY TUNES
KEMY, Anchorage, Alaska; KFAR, Fairbanks, Alaska: Adv. TBA

HOLLYWOOD TV SERVICE

STORIES OF THE CENTURY
KGLO, Mason City, Ia.: Farm Implement

MCA-TV

FAMOUS PLAYHOUSE
KGLO, Mason City, Ia.: Chevrolet Dealer
DOCTOR HUDSON'S SECRET JOURNAL
Fort Wayne, Ind.: People's National Bank
Wichita, Kan.: Mid-Kansas Federal Savings & Loan
Cedar Rapids, Ia.: Merchants National Bank
Rochester, N. Y.: Gennessee Valley Union Trust
Phoenix, Arix.: Valley National Bank
Tucson, Ariz.: Valley National Bank
WATERFRONT
KVTV, Sioux City, Ia.; KVOO, Tulsa, Okla.: Skelly Oil Co.

NBC FILM DIVISION

THE GREAT GILDERSLEEVE
WLBT, Jackson, Miss.: Adv. TBA
KWTV, Oklahoma City: Red Bud Food Stores
STEVE DONOVAN, WESTERN MARSHAL
WCHS, Portland, Me.; KGMB, Honolulu: Adv. TBA
BADGE 714C
KPIX, San Francisco: Boyle-Midway Co.
THE FALCON
KGMB, Honolulu: Adv. TBA
VICTORY AT SEA
WHIS, Bluefield, W. Va.: Adv. TBA
CAPTURED
WDAF, Kansas City, Mo.: Midwest Motors
HOPALONG CASSIDY—ONE HOUR
WTVH, Columbus, O.; WHIZ, Zanesville, O.; KULA, Honolulu: Adv. TBA
LIFE OF RILEY—A
KGMB, Honolulu: Adv. TBA
LIFE OF RILEY—D
KGMB, Honolulu: Adv. TBA

STERLING TELEVISION COMPANY

CONCERT HALL
WJNO, Palm Beach, Fla.: Couse Air Conditioners
FEATURES
WAAM, Baltimore; KAKE, Wichita, Kan.: Adv. TBA
INVITATION PLAYHOUSE
WMVT, Burlington, Vt.; WTOP, Washington: Adv. TBA
LITTLE THEATER
WMVT, Burlington, Vt.; WTOP, Washington: Adv. TBA
LITTLE SHOWS
WMVT, Burlington, Vt.; WTOP, Washington: Adv. TBA
MOVIE MUSEUM
KTTS, Springfield, Mo.; WHO, Des Moines: Adv. TBA

TELEVISION PROGRAMS OF AMERICA

RAMAR OF THE JUNGLE
KDKA, Pittsburgh; WBAL, Baltimore: Quaker City Chocolate

Canyon Films Sues Disney

HOLLYWOOD, Aug. 13.—Breach of contract suit asking $100,000 was filed against Walt Disney Productions in Superior Court here this week by Canyon Films.

The plaintiff alleges that Disney made an agreement with Canyon to have the company produce five 15-minute filme for the "When I Grow Up" segment of the "Mickey Mouse Club," then changed his mind and decided to shoot them himself. Title of skein has since been changed to "What I Want to Be."

SAG Wins Second-Run Pay

• Continued from page 10

effect on sponsors. In the first place, the second-run clause does not affect network sponsors for the time being, and the webs will probably absorb the extra pay to actors, altho all film producers making pix for the nets have escalator clauses to take care of such raises in wages.

Blow Softened

As far as syndicated properties are concerned, many of the fall offerings, such as MCA's "Dr. Hudson's Secret Journal," are better than halfway completed, and the pay raise will certainly not be retroactive, so that the blow is cushioned. Also, since prices are primarily based on station rates, sponsors are not likely to suffer.

Actually, in the strike the SAG has been carrying the ball for the Writers' and Directors' guilds as much as for itself, and they will undoubtedly ask for the same terms the SAG received. Since new contracts were signed with the SDG and WGA only late in spring, the situation along this front is stabilized for at least two years.

The producers have proved, it seems, that they are willing to fight, and thereby probably made things a lot easier for themselves when negotiations start with the International Alliance of Theatrical Stage Employees in October. The primary demand at that time will be for reduction of the six-day week to five days, and this, in some instances, will add as much as from $2,000 to $2,500 to the cost of a half-hour show.

On the other hand, after the IATSE negotiations are concluded, a considerable period of calm seems in the offing.

Problem for Vidpix Producers

• Continued from page 10

to be expected, are not prepared for the boom that is taking place in film production. The cameramen's local, for instance, had 850 members in 1946, and now has out 1,050, a major part of the increase coming from groups, such as the cartoon filmers with 40 lensers, which have been assimilated into the union.

The big producers, such as Hal Roach Jr., Desilu, et al, do not have much trouble assembling and keeping crews because they have adopted the practice of the majors of handing out yearly guarantees. The squeeze is already being felt by small film makers, however. Turning out one and two series a year, they have to scrape a crew together whenever they begin to film, and, as a result, in many cases are getting the dregs from the barrel.

It's true that they can nearly always get a man when they need one, they say, but in many cases he doesn't know what he's doing. In one instance a carpenter was pulled off a building project. In another, the man who arrived had never before worked on a motion picture.

With the continuous expansion of the majors in TV film and their ever-growing absorption of the labor force, what worries independent producers is: What happens next year? Film production is bound to be greater still. Employment is at nearly 100 per cent, yet little or no steps are being taken to expand the working force. The question now is: Where are the skilled technicians that will be needed going to come from?

'Ford' Nielsen Tops at 36.6 For Season

NEW YORK, Aug. 13.—Pointing up the staying power of dramatic anthology programs over the years, the position of top-rated dramatic anthology show, according to a Screen Gems report on Nielsen ratings.

During the 39-week 1954-'55 season, "Ford Theater" pulled an average Nielsen rating of 36.6, according to Screen Gems, thereby topping all other half-hour or hour drama anthology shows. The previous year, the program pulled an average rating of 40.5.

The 13 reruns aired during the summer have enjoyed a similar status over the past two years, the Screen Gems report states.

McGraw-Hill Offers Series

NEW YORK, Aug. 13. — This week McGraw-Hill began to market a new package which combines live and film TV. Titled "Personal Affair," the program centers around the viewer's personal interests — marriage, children, career, health and other such subjects.

It contains 78 films which run in varied lengths from 10 minutes to 24 minutes. With the addition of a host, stations will be able to present the shows locally for sponsorship. Six cycles of 13 films on each of six themes can be offered locally. Two more cycles are in preparation.

www.americanradiohistory.com

LEGIT

'Teahouse' Now Stem's Longest Run Show

By BOB FRANCIS

With the closing of "The Seven Year Itch" this week, "Teahouse of the August Moon" heads the list as the Stem's current long-run hit. Since its opening two years ago come October, the John Patrick comedy has racked up a total of 767 performances, won itself the Donaldson Award as the best play of the 1953-'54 season and, as of a return visit this week, is still booming as strong as ever at the Martin Beck Theater.

It is a play like "Teahouse" that restores your faith in medicine for the Fabulous Invalid. Oscar Hammerstein has said that there is nothing the matter with the theater that a good play won't cure, and Patrick's delightful adaptation of Vern Sneider's whimsical novel just goes to prove it.

As the current pop song has it—when an irresistible force meets etc. . . . "somethin's gotta give." In "Teahouse's" case. the force is the U. S. Army, and the object is a bland troupe of Okinawan villagers, led by one of the most delightful rogues ever to snarl up military red tape. It's a wonderfully amusing yarn, by turns hilarious and sentimental, but always heart-warming—even when its situations are at their most ridiculous — and always meticulously played.

Eli Wallach is now the ubiquitous Sakini, the role created so superbly by David Wayne on opening night. Wallach is excellent as the slightly larcenous interpreter who is the play's focal center of interest. John Beal has stepped into John Forsythe's captain's uniform for equally felicitous results. Jonathan Harris has taken over from Larry Gates as the army medico who develops a passion for vegetable gardening, and is turning in another top-drawer job. Paul Ford continues his highly amusing chore as a bungling colonel, and Mariko Niki remains as decorative as ever as the Geisha. With the exception of a few very minor changes, the supporting cast is intact.

It looks as tho Messrs. Maurice Evans and George Schaeffer still have a corner on Broadway's tea market for a long time to come.

Phil Spitalny
Palace Theater, New York

From opening day customer reception, it looks as the this week's switch from eight-act vaude policy to a package show can do banner business in the house. **Phil Spitalny** and his all fem ork haven't been seen on the Stem in over five years, and it certainly appears that the old "Hour of Charm" is still a solid magnet.

The maestro's current bevy of musical talent is right up to the standard of previous participants. Spitalny is a master showman at this sort of thing. His girls have looks and voices, as well as fine instrumental ability, and he knows how to show them off via canny changes of pace. Some of them are real virtuosos at their trade. **Evelyn,** of course, with her fiddle gets the musical top-slot and deserves it. The gal can really make a violin sing. But there is also a splendid contribution from **Louise** and the keyboard, and another from Viola, who is a fem **Gene Krupa** on the drums.

For pace change, there is pop tune warbling by soprano **Rosemarie,** rock and roll chanting by **Dottie** and some flamenco stepping by **Rosita.** It all adds up to a fine, tight show. Francis.

Robert Merrill-Louis Armstrong
Sands Hotel, Las Vegas

The highbrow-lowbrow combination of Opera Star **Robert Merrill** and Jazz King **Louis (Satchmo) Armstrong** returns this week to the Copa Room of the Sands Hotel to pick up the overflow crowds they left last year in the same bistro.

The act hasn't changed, but neither has the enthusiasm of the audience, as longhairs find themselves applauding the hot licks of Satchmo, and jive addicts realize the artistry of Merrill isn't so bad after all.

Outstanding with the Armstrong group is five-by-five singer **Velma Middleton.** Merrill's selections suffer because a relief orchestra, obviously unfamiliar with this type of music, is replacing the regular band of **Antonio Morrelli** during a vacation stint.

The chorus numbers of the Copa girls have now been held over for three shows and while well done, they are somewhat tiresome.

Oncken.

Dorothy Collins
Chez Paree, Chicago

The current bill, headlined by **Dorothy Collins,** falls short of this bistro's usual standards. Miss Collins, dressed the part of a sweet young thing at her first high school prom, breezes thru such ditties as "Great Day," "When My Baby Smiles At Me," "Dance With Me Henry," and "Tweedle Dee" with lots of bounce in a saucy style that she puts over handily. When it comes to ballads and numbers requiring subtler treatment such as "Ebb Tide," "Unchained Melody" and "Man I love," the limits of a sweet pleasant voice that lacks range and power and feeling—with results that are slick instead of sensitive—become obvious.

The **Miami Beachcombers,** a singing quartet armed with musical instruments to boot, whip up chuckles with corn and slapstick, pressing into the attack a few numbers of their own making, and inventions on a few that are not. Opening the show, they give out with "Lady of Spain," "Shillelagh," "Tico Tico" and "Open Up the Door Man." They get some interesting variations with "Darktown Strutters' Ball." Dancing by Chez Paree Adorables. Dietmeier.

Robert Clary
Blue Angel, New York

Room reopens with a four-act agenda, none of which is a newcomer to the spot. **Robert Clary** heads up the bill, and the singer-comedian scores right well, particularly with items like "I've Gotta Crow" and the "Triplets" number from "The Bandwagon," done on the Parisian gamin projection beam.

Handsome **Barbara McNair** comes uptown with substantially the same rep she has been chanting so successfully down at the Village Vanguard. For comic balance **Richard Drake's** dead pan whimsicalities are just what the show needs. Drake can evoke a wonderful lot of nonsense with a mandolin pick and a lifted eyebrow.

Back also is the **Trio Shmeed** (two lads and their dimunutive, blonde sister) to again click solidly with Mittel-Europa harmonizing. The trio projects better than ever, and has a new Swiss hillbilly number which is a humdinger.

Francis.

Lillian Roth
Bradford Roof, Boston

Despite her third appearance in less than a year, the ex-movie star played to a turnaway crowd. About all she retains of her original nostalgic act is her own composition of "I'll Cry Tomorrow," based on her upcoming film. Even the announcement of the number brought tears to the eyes or some in the big audience which was deeply touched by her handling of the song. In her 45-minute stint she stresses comedy with songs and impressions as well as gimmicks of waltzing with males in the crowd and wandering among the tables shaking hands as she bows out with "Please Tell Me When I Will See You Again." From her effect on the patrons she could easily be held over.

Also on the bill is **Eddie Tierney,** juggler, with a French poodle. **Moe Solomon's** ork cuts a good show and the **Versitones** provide music for dancing.

Dewar.

Maureen Cannon, Robert Maxwell
Hotel Statler, Los Angeles

Tho lacking in name value, this bill shapes up as pleasant fare for the tourist trade. **Maureen Cannon** exudes youthful buoyancy in her singing stint, during which she prances a time-step around the stage. Her **Harry Lauder** take-off was tops. Harpist **Robert Maxwell** shares top billing, and tho his string plucking makes for rather dull listening, musically it commands attention. His renditions of "Ebb Tide," "Shangri-La" and "Malaguena" were provocative. Mimic **Bob McFadden** opens the bill with top impersonations of movie stars and singers, tho his patter could stand rewriting. **Al Donahue** ork backstops the show and works the dance sets.

Friedman.

Don Cornell
The Bowery, Salisbury Beach

This Coral Records star, fresh from a European tour, belted out a 45-minute sample of his stylized vocalizing to a near-capacity crowd of more than 400, despite one of the season's hottest nights and a downpour that drove throngs from the resort. Patrons went big for his openers, "I'm Yours," "Unchained Melody" and "All of You," after which he drew good response from his "Size 12," using a gal from the audience as a foil. He used good showmanship with "The Bible Tells Me So," his latest platter. The singer projects well and establishes a nice mood with the crowd. A medley of his favorites and "It Isn't Fair" drew sighs from the fems.

Jack Soo, Korean comic, did well in a new routine debut, with **Perry and Dianne** rounding out the bill. **Henry Charles** ork cuts a good show. Dewar.

Chuck Nelson
Sands Hotel, Las Vegas

A rare Las Vegas Cinderella story is that of **Chuck Nelson,** production singer at the Sands Hotel, who makes good in a big way in his own show spot supporting **Tallulah Bankhead** (previously reviewed).

Young, good-looking Nelson was booked into the Copa Room midway thru the Bankhead show, and acquitted himself admirably. Displaying a versatile tenor voice, he snares top applause with a group of selections including "I'll Take Romance," "Unchained Melody," "It Ain't Necessarily So," "Summertime" "I Got Plenty of Nuthin," "Temptation," and a less than operatic rendition of "Vesti la Giubba" from Pagliacci.

Nelson, discovered by Sands boss Jack Entratter, is readying a night club tour.

Oncken.

BROADWAY SHOWLOG

Performances Thru August 13, 1955

DRAMAS

Anniversary Waltz	4- 7, '54	565
Bus Stop	3- 2, '55	189
Cat on a Hot Tin Roof	3-24, '55	163
Inherit the Wind	4-21, '55	132
Lunatics and Lovers	12-12, '54	280
The Bad Seed	12- 8, '54	284
The Teahouse of the August Moon	10-15, '54	767
Witness for the Prosecution	12-16, '54	276

MUSICALS

Ankles Aweigh	4-10, '55	136
Arabian Nights	6-23, '55	55
Damn Yankees	5- 5, '55	116
Fanny	11- 4, '54	324
Pajama Game	5-13, '54	518
Plain and Fancy	1-27, '55	228
Silk Stockings	2-24, '55	195
The Boy Friend	9-30, '54	364

CLOSING

The Desperate Hours	2-10, '55	212
The Seven-Year Itch	11-20, '52	1,142

RECESSING

Anastasia	12-29, '54	229
Comedy in Music	10- 2, '54	679

LEGIT

New Look Confirms 'Lunatics' Apt Title

By BOB FRANCIS

When Sidney Kingsley sat down to write a farce for a change, it would appear that he was deliberately bent on being wackily outrageous. "Lunatics and Lovers" embraces some side-street Broadway characters who couldn't even have operated within the pages of the late Damon Runyon. It is difficult to believe that such exist today in the shadiest corners of Dream Street, but Kingsley, being the craftsman he is, has written them into an enormously funny play. The fact that it has run some 280 performances since last December is full proof thereof.

For the record, after this length of time, the Kingsley scenario includes such nefarious prototypes as a fat boy who makes a living by cutting perfume; a tart with a heart of gold; another who has no heart at all; an aging, alcoholic and oversexed judge; a straying husband from New Jersey and his slightly bemused wife who get involved with them and sundry assistants during a hectic night in an off-Broadway flea-bag. The salty didoes that the author has cooked up for them thruout three acts move so fast that their ridiculous impossibility is lost in the shuffle, which is just the way good farces should go.

Three new faces are on deck in the cast since last winter's opening. Jerome Cowan is now the bibulously sexy jurist, created originally by Dennis King. Cowan is a fine comedian and gets the role's full quota of laughs. Haila Stoddard has taken over the stint of the bewildered spouse from New Jersey, which won Mary Anderson hefty plaudits on opening night. Miss Stoddard's interpretation is less subtle, but with a sound contribution none the less. Whitfield Connor does extremely well as the erring husband.

On the original agenda, Buddy Hackett continues an hilarious performance as the side street chiseler. Sheila Bond's sentimental tart is still delightful, and so is Vicki Cumming's extremely practical tramp. Nat Cantor continues his able support as a science-struck dimwit.

In sum, "Lunatics, etc." still lives up to its title. It is raucous, bawdy and funny.

Tivoli Summer Garden
Copenhagen, Denmark

Rose Gold and her male partners continue to present a routine of trapeze and aerial double-bar stunts that draw gasps. The hair-raiser is the gal's swinging by her heels on trapeze held by her partners—sans net. **Lebrac and Bernice** are also a class act with their tossing and spinning of up to 16 hoops, and two-high balancing stunts on a lofty unicycle. The **Rayros Trio,** all male, score with good tumbling and acro bits, loaded with excellent gags.

This is a well-presented "free attraction" show, presented on a big open-air stage, which can be viewed by close to 10,000 spectators. Only sight or musical acts are used, but amplifiers take care of the musical accompaniment of the 20-piece band of **Aage Bonde Larsen.** Wolfram.

Guys and Dolls
Royal Nevada, Las Vegas

An entertainment revolution in Las Vegas this week came about with the first properly done capsule version of a Broadway hit on the famous Strip. "Guys and Dolls," with its original New York cast, was put on in the Crown Room of the Royal Nevada Hotel.

The excellent production and the enthusiastic response of the audience to this entirely different fare is certain to send other resort hotel producers shopping for similar Broadway classics.

Starring **Vivian Blaine, Robert Alda** and **Sam Levene** in their memorable Broadway roles as the beloved Damon Runyon characters, the saga of the floating crap game is particularly fitted for the gambling-conscious throng of Las Vegas show-goers.

Music is by **Jerry Fielding** and ork. Oncken.

Lionel Hampton
Moulin Rouge, Las Vegas

The **Lionel Hampton** revue, with a cast of 56, marks the first bid of the Moulin Rouge into the field of big-name entertainment. The effort is paying off well in drawing thousands of Las Vegas rounders off the famous Strip.

Hampton's jumpy arrangements, featuring his vibraharp, are well received in the revue produced by **Lon Fontaine.** Featured also are blues singer **Robert Mosley,** vocalist **Patti Ann,** and **Curley Hamner** on the drums. Also included in the show are a pair of talented youngsters, the **Hines Kids,** who drew enough plaudits at the last show to be held over.

Chorus numbers are spicily done by 18 cuties of the line.

Oncken.

Joe Jackson Jr., Meribeth Old
Cabaret Hall, Gothenburg, Sweden

Cabaret Hall is presenting three American acts for the first half of August. **Meribeth Old,** nifty aero-control dancer, is here for second time this summer but scoring with new routine. **Joe Jackson Jr.,** with his vagabond-cyclist mimicry, and the American team of **Fran Dowie and Candy Kane,** in a hokum Western act, also click solidly, as do **Yves Joly,** unusual French marionettes, and the 12 girls of the (Danish) **Rita Claire Ballet.**

The Deep River Boys, led by **Harry Douglas,** are making their fifth or sixth annual stand as sole attraction on Liseberg's open-air stage, accompanied by the **Solve Strand** instrumental quartet.

Wolfram.

'3 Musketeers'

• Continued from page 10

Dawn Addams has been featured in several shows.

This is the fourth property acquired by the NBC Film Division within the last several months. Others are "Steve Donovan," "The Great Gildersleeve" and "Des and Crunch." Sales on the first two are mounting, and the third series has yet to be made available. "The Three Musketeers" was first handled by Official Films, but never marketed.

'Gildersleeve'

• Continued from page 10

Company, for one city, and Kroger Stores, which bought the property for two markets and has an option for more.

As a radio series the show was sponsored for 13 years by Kraft Foods. The NBC Film Division sees the same pattern beginning to be followed in TV.

DRAMATIC & MUSICAL ROUTES

Bus Stop: Central City, Colo.
Can-Can: (Shubert) Chicago.
Day by the Sea: (Huntington Hartford) Los Angeles, 16-20.
D'Oyly Cart Opera Co.: (Geary) San Francisco.
King and I: (National) Washington
Kismet: (Philharmonic) Los Angeles.
Pajama Game: (Curran) San Francisco.
Solid Gold Cadillac: (Auditorium) St. Paul 16-17; (Lyceum) Minneapolis 18-20.
Teahouse of the August Moon: (Fair) Dallas.

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Columbia Devises Club Plan As Dealers, Distrib Protection

Seeks to Put Mail-Order Dollars Into Tills of the Established Firms

NEW YORK, Aug. 13.—Columbia Records, Columbia's retail dealers and wholesaler distributors are in the mail-order business.

As predicted exclusively in The Billboard, July 30 issue, the diskery now is ready to roll with the Columbia Record Club, a vast market-broadening program, the prime purpose of which is to drive many of the increasing mail-order dollars into the hands of established dealers and distributors.

The club plans, which has been formulated under the strictest security control, will be presented to dealers on Monday (15) and Tuesday (16), directly by distributor salesmen wherever possible, and elsewhere by Western Union messengers. Distrib salesmen are to get their introduction to the club plan at special meetings called for Sunday (14).

In this dramatic fashion, Columbia is launching what it expects to be the company's most important industry innovation since the same outfit opened up the Long-Play Era a half dozen years ago. Columbia feels that it now can parallel the accomplishment of the book clubs which "have stimulated new and broader interest in books. By offering selections from our own impressive catalog, we believe we can win new listeners for music on records."

Ad Campaign

To prove its point, the company is prepared to spend close to $1,000,000 in the next eight months in a wide variety of consumer ad media and in store display material, to stimulate enrollments principally in the retail shops. Dealers will receive a clear 20 per cent commission on all disks sold each member for as many years as that member continues as such. The money will be payable monthly in cash, altho the dealer has no further obligation to the member.

The club handles all packing, shipping, mailing, billing and collection, as well as the necessary inventory, of course. Distribs will receive 4 per cent of the retail price on dealer enrollments. Records, from a selected list of eight regular, factory-sealed 12-inch LP's will be made available each month at regular list prices, but specially prepared "collectors items" will be issued exclusively to club members as bonus disks. All records will be shipped directly to members' homes.

Here's the way the club plan

(Continued on page 18)

COL. CLUB PLAN KEPT SECRET

NEW YORK, Aug. 13.—Altho the Columbia Record Club has been germinating for many months, until last week only a couple of top execs in the organization were aware of it. In inter-office memos, the operation was alternately referred to as "Alabama Records" and the "Fifth Avenue Project" — Fifth Avenue being the location of the ad agency in which domain the plot was formulated. Just to clear the record, Columbia President Jim Conkling is informing employees that the diskery definitely does not have a new subsidiary label called "Alabama."

Mercury Adds Tape & Phono Machine Lines

Heavy Promotion Effort Will Hype Firm's Expansion

NEW YORK, Aug. 13.—Mercury Records makes a major step in its nine years of development when it introduces a complete line of phonographs and tape recorders September 5. Distribution of the product—which will be manufactured by Crescent Industries, Inc.—will be thru the regular Mercury independent distributors and the eight company-owned branches.

The line and list prices are as follows: Super de luxe hi-fi automatic table model, three speakers, $129.95 in mahogany, $139.95 in blond; super hi-fi automatic portable, $89.95; three-speed autotic hi-fi portable, $79.95; three-speed automatic portable, $54.95; portable automatic 45 r.p.m., two controls, $39.95; portable automatic 45 r.p.m., $29.95. In addition, the line includes three tape recorders: Single speed, $99.95; two speed hi-fi, $199.95; two speed, $149.95. The hi-fi phono list prices include a 45 r.p.m. spindle.

Range of dealer discounts on the

(Continued on page 18)

SACKS' CRYSTAL BALL

Sees End of 78, New 45 Developm't

NEW YORK, Aug. 13. — The obsolescence of the 78 r.p.m. single may be speeded in the near future by the elimination of the once-standard speed on some new phonographs. This was held out as a possibility this week by Manie Sacks, vice president and general manager of RCA Victor Records.

And as evidence that the battle of the speeds has not yet run its complete course, Sacks also speculated on the eventual introduction of a 12-inch 45 r.p.m. disk. It is known that Victor in the past has experimented with an "LP" 45, tho Sacks denied this week that his diskery engineers were now engaged in such endeavor.

These speculations were voiced by the Victor chief at a press conference on the eve of his expected departure on an extended survey of the European record business. Tho the date of leaving was set back at week's end, Sacks, with company execs Howard Letts, Albert Watters and Alan Kayes, expects to fly to Europe soon. An on-the-spot once-over of Victor operations and potential abroad is mapped (The Billboard, August 6).

The concern with the future of 78's has been common to most majors for some time. Sales have already declined to the point where production is often uneconomical. Astute tradesters expect that before the end of 1956 some pop singles will be issued by one or more majors exclusively on the 45 r.p.m. speed. Only if heavy demand on big hits develops, will they then duplicate the waxing on 78.

Sacks said that Victor will put lots of effort behind 45's in Europe.

(Continued on page 18)

Roost Cuts $1 Off List Price

NEW YORK, Aug. 13.—Roost Records this week dropped the list price of its LP's by $1. The new suggested list tag of the jazz label's 10-inchers is $2.98, while 12-inch LP's will go for $3.98.

The diskery has also instituted a fall stocking plan calling for a 10 per cent discount on all merchandise purchased by dealers up to September 15.

All new Roost issues will be 12-inch, with six entries scheduled for movement to the trade by November. Among them are diskings by guitarist Johnny Smith, pianist Tony Aless and tenor saxist Seldon Powell, recently signed to a Roost paper.

Decca Pacts Five Artists

NEW YORK, Aug. 13.—Decca Records has signed five new artists, two in the pop field and three in country and western. Milt Gabler, pop a.&r. chief, has pacted Andre Previn, who will serve as pianist, conductor and accompanist. His first album, "Let's Get Away From It All," is one of the sets in the diskery's fall program. Gabler has also pacted Conley Graves and his trio.

On the c.&w. end, Paul Cohen has inked steel guitarist Jerry Byrd to a three-year paper. Byrd has played with virtually all top country artists as well as many in the pop field. Other additions are vocalists Jack Bradshaw, Bill Mize and Slim Wilson. Latter has taken over as emsee and chanter on the ABC-TV variety show. Sides cut by all will be released shortly.

JOINS PACKAGE TRADE

R.&B. Graduating From Singles to LP

NEW YORK, Aug. 13.—A spate of rhythm and blues 12-inch long-play disks are hitting the market, with more scheduled for dealers' fall stocking. In addition, EP's are being scheduled more frequently.

The development is considered logical, in view of the continued stability of r.&b. material in a greatly expanded field, much of which is pop. The disks are of several types and are (1) products of distinctly r.&b. firms; (2) pop-styled r.&b. by firms whose chief interest is that portion of the pop market which has latched onto the r.&b. trend, and (3) disks by artists whose sales overlap in jazz, r.&b. and pop.

Within the past two weeks, Capitol and Dootone issued 12-inch r.&b. disks. Cap's was cut by Big Dave and contains a dozen tunes, including hits of recent vintage, such as "Shake, Rattle and Roll" etc. The Dootone 12-incher, labeled "The Best Vocal Groups," contains ballads, blues and rhythm pieces cut by the Penguins, the Medallions, the Dootones and Meadowlarks. Naturally, it includes such outstanding hits as the Penguins' "Earth Angel."

Prior to these releases, Decca put out a smash r.&b. 10-inch LP by Bill Haley and the Comets, containing, of course, their million and a half seller "Rock Around the Clock," "Shake, Rattle and Roll," etc.

Atlantic's Roster

Atlantic Records, credited with sparking much of the r.&b. expansion, for some time has had out

(Continued on page 18)

Staff, Other Changes Made By Bethlehem

NEW YORK, Aug. 13.—Bethlehem Records this week streamlined its sales and artist-repertoire departments and generally revamped its artist policy. Simultaneously, the jazz-oriented indie signed exclusive contracts with Mel Torme, Frances Faye and Marilyn Maxwell.

Red Clyde, formerly West Coast rep for the diskery, came East to take over both national sales and a.&r. functions. A.&r. Chief Creed Taylor and sales head Murray Singer have left the company. Both have already made new affiliations. Gus Wildi continues as president, and Paul Werth heads promotion and public relations.

Policy-wise, according to Wildi, the diskery henceforth will concentrate on artists signed exclusively with the label, including some whose talents lie more in the pop than in the jazz vein. The diskery will promote these artists via a monthly newspaper, edited by Werth, which will go out to all of the country's 507 jocks, of all categories.

The diskery's deals with Torme, Maxwell and Faye commit the company to LP releases only, altho

(Continued on page 18)

RECORD CLUB

Columbia Ad Campaign to Break Aug. 21

NEW YORK, Aug. 13.—The advertising campaign outlined by Columbia Records to put over its new Columbia Record Club is scheduled to break next Sunday (21) with full-page ads in 41 newspapers across the country. Altho each ad will include a membership enrollment coupon, the copy will point up the fact that subscribers can enroll thru local dealers.

Thruout the fall and winter, single and double page spreads will run in major publications reaching an estimated 65,000,000 readers. Radio and TV spots will also figure in the campaign, and dealers will be provided with sample scripts for immediate local use. Among the magazines to be utilized are such top circulation books as Life, Look, Saturday Evening Post, Colliers, Better Homes and Gardens and Time.

The Columbia campaign, for which nearly one million dollars has been earmarked, will be handled by the Maxwell Sackheim Agency, for many years a top factor in mail order operations.

Musitape Deal With Disneyl'd

HOLLYWOOD, Aug. 13.—According to a deal concluded this week between Disneyland and Col. Irving Fogel's Musitape Corporation, specially programmed eight-hour reels of background music will be aired at the mammoth amusement park.

Music has been specifically prepared to suit the different settings of Disneyland attractions, while the

(Continued on page 18)

Louisa Field Exits Cap for BMI Post

HOLLYWOOD, Aug. 13.—Louisa Field, formerly associated with the copyright and license division of Capitol Records here, has joined Broadcast Music, Inc., in an executive consultant capacity.

Miss Field is expected to make her headquarters in New York, following which she reportedly will head up BMI's logging department. Appointment was made by Bob Burton, of BMI, on a recent trip here.

Expansion Moves Seek To Bar 'Trespassers'

• Continued from page 1

tional disk lines, such as Eli Oberstein's Varsity and Royale labels and Don Gabor's Remington, distributed thru chain stores, have long held the eye of the major labels. To meet this competition Victor introduced its RCA Camden line and re-established the Bluebird label; Columbia set up Entre.

Other threats to the dealer have been the growing rack-jobbing operations in supermarkets and variety chains. Added to these must be considered such incursions as low-cost pop labels, the sale of low-cost micro-groove 78's over radio and TV. Finally, as a threat to the major disk firms rather than the dealer or distributor, has been the notable success of small independent record labels during the past two years in the singles market. It is no secret, for instance, that the majors—Victor, Columbia, Decca, Capitol, Mercury and M-G-M—have had to be on the qui vive more than ever in order to hold their status as hit makers in the face of the competition afforded by such labels as Dot, Cadence, etc.

Dealer Position

The dealer, of course, has lived with a changing record business since the introduction of LP. He has been very articulate in his opposition to change, in his desire for the status quo. Few will question that many dealers were hurt during the battle of the speeds; some suffered loss of inventory value in the price reduction; yet the consensus has been that today's dealer is more prosperous than the dealer of not too many years ago.

All record labels of major consequence will watch dealer reaction very carefully with regard to the present Columbia and Victor plans. Columbia's, designed to create new customers thru mail techniques, seems intent on making the dealer and distributor an integral part of the structure.

Victor's plan, in its early stages designed to aid dealers in their inventory problems but in its later stages expected to be the mechanism for opening new outlets, also makes the dealer part of the overall thinking.

The potential end-result; the diskers hope: cracking the $20,000,000 industry dollar volume and protecting and enlarging the present stake in the record business held by the traditional manufacturer-distributor-dealer set-up.

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Copyright Study to Enter Music Phase

WASHINGTON, Aug. 13.—The study of the Copyright Act to be undertaken by Copyright Register Arthur Fisher and his committee will give early consideration to the present controversy between juke box interests and copyright owners.

Fisher, contacted here this week, indicated this much altho he emphasized that his group would gather factual data on all phases of copyright. The study, he pointed out, was proposed as of three years' duration. At the present time, Fisher stated, he and his group are in the process of outlining the scope of study—of organizing it. "We will make our analyses and submit them to the appropriate Congressional Committees," Fisher said.

Juke box operators, Fisher remarked, will be given ample time to make their views known. "We are very insistent that no operator interest be deprived of an opportunity to present his point of view. . . . We will go to great pains to see that this is done." Fisher's own opinion, he said, is that a minimum agreement can be reached on the juke box controversy.

With regard to other aspects of the study, Fisher noted that inasmuch as the Universal Copyright Convention becomes effective September 16 (now that the required signatories have been obtained),

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LIEBECK JOINS EPIC RECORDS

NEW YORK, Aug. 13. — Herb Liebeck, former member of The Billboard's advertising staff, left this week to join Epic Records as artists' relations and general promotion exec. He starts immediately, taking off Monday (15) on a two-week trip with the diskery's new artist, Lillian Briggs, to plug the latter's disking of "I Want You to Be My Baby."

Liebeck, prior to joining The Billboard last year, was sales and promotion head of Trend Records, and before that was with Decca Records for three years. During the war he produced musical shows for the U.S.O.

LOTS OF BIZ

Charts Reflect Rare Activity For Summer

NEW YORK, Aug. 13. — The best-selling pop singles chart indicates an unusual amount of new record activity for this time of the summer—and mirrors some of the excitement engendered by The Billboard's "Operation Pushpop."

No less than five new disks moved into the best-selling ranks this week, while others on the chart showed considerable movement. The newcomers include Chuck Berry's "Maybelline" on Chess, which bounced into 13th place; Roger Williams' "Autumn Leaves" on Kapp, in 21st position; Nick Noble's "The Bible Tells Me So" on Wing, 23rd, in a tie with Rusty Draper's "Seventeen" on Mercury, and Cliffie Stone's "Popcorn Song" on Capitol, 25th.

Numbers one and two are status quo—Bill Haley's "Rock Around the Clock" on Decca and Pat Boone's Dot disk. "Ain't It a Shame?" Mitch Miller's Columbia etching, "Yellow Rose of Texas," which took a phenomenal jump last week to land in fifth, continues to show added strength and is now in third place. Boyd Bennett's King disk of "Seventeen" also moved up in very strong fashion, from 11th to sixth. Several others moved up sharply. Johnny Desmond's Coral disk, "Yellow Rose of Texas," climbed from 15th to 11; Doris Day's Columbia

(Continued on page 18)

Hub Musician Fuss Threat to Legit Season

BOSTON, Aug. 13. — A $3 a week dispute on musicians' wages has threatened to block this city's winter musical comedy season. Inability of AFL Boston Musicians' Association Local No. 9 to settle on a pit orchestra scale so far has caused cancellation of return engagements of "Silk Stockings," "Pajama Game" and "The King and I," and new openings of "Reuben, Reuben," "Pipe Dream," "The Boy

(Continued on page 26)

Dunn, Dexter To Continent

HOLLYWOOD, Aug. 13.—Lloyd Dunn, Capitol Records' vice-president in charge of advertising and merchandising, and Dave Dexter, last week named to head the firm's new international repertoire department, will leave here August 18 on a three-week tour of England and the continent.

Dunn and Dexter will cover 10 cities while abroad, their itinerary covering London, Paris, Madrid, Barcelona, Rome, Milan, Zurich, Vienna, Cologne and Copenhagen. They are expected to confer with executives of Electric & Musical Industries (EMI) during their tour, in addition to visiting with both manufacturing and distribution affiliates.

Stoner Replies To Lengsfelder ASCAP Attack

Speaks for Others In Rebuttal, Makes Counter Charges

NEW YORK, Aug. 13. — The recent attack on the logging and distribution methods of the American Society of Composers, Authors and Publishers by member Hans Lengsfelder, during which Lengsfelder recounted some of the past activities of the committee he headed, (The Billboard, July 30), this week drew a statement from ASCAP'er Mickey Stoner.

Stoner, who had been a member of the committee but resigned with others because of dissatisfaction with Lengsfelder's methods, stated this week that his comments are concurred in by cleffers John Redmond, Jimmy Eaton, J. Fred Coots, Geoffrey O'Hara, Lou Handman and Lou Singer, all of whom were formerly members of the committee. Maurice Baron, who left for France this week, also indicated basic assent, according to Stoner.

Stoner claims Lengsfelder erred in stating that six resigned from the committee April 11, 1954. Eight of the 10 exited, he points out. As to Lengsfelder's implication that he made a mistake in choosing this committee, Stoner says Lengsfelder himself selected the men and asked them to serve. The reason they resigned, according to Stoner, are as follows:

1. Lengsfelder did not want to work thru the advisory committee to solve the Society's problems in a fair way. 2. He would not give the committee members figures he claimed he had, because he said he did not trust the members. 3.

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Victor's Fall Record Promotion Centers 'Best Buy' Line

Plan Features 24 12-Inch LP's in Pop, Classical, Country Idioms at $3.98 Each

NEW YORK, Aug. 13. — RCA Victor next week will offer dealers a crack at its fall "Best Buy" program, an ambitious plan showcasing 24 LP's, all 12-inch, around which the label expects to devote its major promotional attention in the coming months.

Billed as "The Fabulous 55th," the promotion includes a substantial merchandise premium giveaway, the introduction by the label of its first 98-cent "sampler" LP's, heavy advertising support in national consumer publications and TV, in-store displays, and counter merchandisers.

Major impact of the promotion is expected to be on the price level. Not one of the new Victor "Best Buy" LP packages, regardless of the plush trappings on some, carries a suggested list of more than $3.98 per record.

Some competing diskeries, now seeming to have engaged in a form of wishful thinking, had expressed the view earlier that Victor would either raise its LP prices this fall, or issue an increasing number of fancy sets at bonus prices. This, it is now clear, has not come to pass.

Victor, in fact, is plugging the "Best Buy" program as a logical follow-up to its price break last January, when lists on 12-inch LP's were brought down to their present level of $3.98 each.

A feature of the program is the release of two sampler LP's, the "Pop Shopper" and the "Red Seal Selector." Nationally advertised at 98 cents each, they carry, respectively, selections culled from the 12 pop and 12 classical LP's included in the release. The laminated covers feature full-color reproductions of liner art, 12 in each case.

These 98-cent disks, in addition to being offered as leader merchandise, will also figure in the label's premium set-up. Victor distributors will give quantities of the LP's free to dealers based on the number of regular "Best Buys" albums they order on a one-shot basis. Included with the "free" packs will be a special counter merchandiser and catalogs. An EP version of the "Pop Shopper" will also be made available.

Dealers may also elect to "cash" their "Best Buy" premiums for one of two other items, or a combination of all three. The others are a

(Continued on page 24)

Marquee Names Distribs, Sets Two Releases

HOLLYWOOD, Aug. 13.—Marquee Records, plattery offshoot of Mills Music, this week swung into high gear with the appointment of eight independent distributors in as many major cities, and the release this coming week (15) of the company's first two recordings.

Paul Mills, general manager of the company, also disclosed the appointment of Guy Ward who will direct the firm's sales and promotion. Ward is currently on a six-week tour thruout the country, and is expected to make additional distributor appointments shortly. He returns to the music industy following several years as a television producer and program packager, having previously been associated with Black & White Records, Supreme Records and other indies some years ago.

Marquee's first releases include two sides by the Sunnysiders, who recently had a hit in "Hey Mr. Banjo." New wax is titled "I Love You, Fair Dinkum" and "Stay On the Sunny Side." Other release pairs pianist Murry Arnold, the Lee Gordon Singers and the Monty Kelly orchestra on "You Never Have to Stand Alone" and "Angel Bells."

Mills emphasises that the firm's policy in most cases will call for songs to be shown to the major recording companies first, and in those instances where a song is accepted, Marquee will withhold their recording to coincide with

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Decca Preps Durante Album

HOLLYWOOD, Aug. 13.—Decca Records is currently in the midst of preparing another in its line of commemorative de luxe albums, with the career of veteran showman Jimmy Durante to be spotlighted in a package tentatively titled "Club Durante."

Durante and Decca execs have received permission from a host of top stars who have appeared on Durante radio and television shows to use portions of said sound tracks on the album. Talent includes such names as Bing Crosby, Peggy Lee, Margaret Truman, Carmen Miranda, and the estates of John Barrymore and Al Jolson.

Tho no price has been established for the album, it will reportedly be in the high-ticket category.

Recoton Alters Claims in Ads

WASHINGTON, Aug. 13.—The Recoton Corporation has agreed not to advertise itself as the world's largest manufacturer of phonograph needles. In signing a consent order issued by the Federal Trade Commission, the needle producer also agreed not to represent that its needles have sapphire, ruby or other jewel tips without stating that they are synthetic.

Acceptance of the FTC order does not constitute admission or denial of the charges, it was pointed out. The complaint against the firm was made last April.

Recoton officers who participated in the consent negotiations were Herbert H. Borchardt, Jack Karns and Alfred Wish.

VICTOR SINGLES BY HOUSE ORKS

NEW YORK, Aug. 13. — RCA Victor's Joe Carlton is setting a new policy whereby the label will issue regular single dance waxings by its house bands. The label's pop artist and repertoire chief has already lined up a number of sessions featuring orks led by Joe Reisman and Hugo Winterhalter. It is not expected, however, that the Winterhalter and Reisman orks will become road outfits to complement their recordings activities.

Savoy Enters 'Compulsory' Trend; There Are Problems

Lubinsky Puts Curb on Free Disk Practice

NEW YORK, Aug. 13.—Savoy Music, publishing affiliate of Savoy Records, this week declared it's in favor of the edict issued last week by owner Sid Nathan on behalf of King and De Luxe Records and their affiliated music firms. (The Billboard, August 13). Savoy topper Herman Lubinsky, like Nathan, warned rival diskeries that if they wanted to cover his hit recorded tunes, they'd have to avail themselves of compulsory licensing via the copyright office. This means that every label recording a given tune would be forced to adhere strictly to the statutes of the copyright law.

Lubinsky citing the duplication

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R.&B. MATERIAL PAYS PUBBERS

NEW YORK, Aug. 13.—That there is big money to be made in publishing rhythm and blues material, contrary to the admonitions of many old-line publishers, was evidenced this month when Broadcast Music, Inc., issued its quarterly performance statements. Progressive Music, publishing firm of Atlantic Records, rated among the top five publishing houses affiliated with the licensing org.

Progressive even employs its own contact man, Jack Shiffman, to work on its properties. Altho most of the Progressive plug material has been recorded by Atlantic, Shiffman works on other versions as well.

Big Variations In Mechanical License Pacts

HOLLYWOOD, Aug. 13.—The use of the compulsory provisions of the copyright law last week (The Billboard, August 13) in the matter involving the songs, "Seventeen" and "Gum Drop," served to spotlight a vast number of differences in existing mechanical license agreements issued by recording companies to the music publisher fraternity.

While a great number of publishers issue licenses thru Harry Fox, agent and trustee, and still others use a license agreement form of their own, a vast number of publishers actually receive licenses drawn up by the recording companies. This has long been a stand-

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Hobbs Takes AM-PAR Job

NEW YORK, Aug. 13.—Frank Hobbs, formerly account executive with Blaine Thompson Company, has been named sales manager for AM-PAR, disk subsidiary of American Broadcasting-Paramount Theaters. AM-PAR President Sam Clark made the appointment this week.

The label is scheduled to put out its first release the first week of September. This will be a 98-cent disk containing music from Walt Disney's "Mickey Mouse Club." The show is a Monday thru Friday Afternoon kiddie session which goes over the ABC-TV network starting October 3.

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VOX JOX

By JUNE BUNDY

BRING BACK THE BANDS: Bands are the big news on TV this summer, and many deejays across the country are getting behind the push to put them on top again in the record field. . . . Bryant Arbuckle, KRIO, McAllen, Tex., writes, "If every jock would spin big band records more, we could push the big name orks back where they belong at the top of the record release list." . . . In the same vein, Bob Burton, KNGS, Hanford, Calif., notes, "Would still like to hear from other deejays interested in bringing back dance bands. They are an important part of my '620 Clubtime'." . . . Bands also play a special programming role on Dick Caliette's "Rise and Shine" over WLCR, Torrington, Conn. He pulls a great mail response by featuring each morning an instrumental seg by Glenn Miller, Benny Goodman, Buddy Morrow, Ralph Flanagan, etc. Miller leads the request department for the over-25 group. . . . The old swing standards also pull the most mail requests on the new "bring back the band" shows over WRCS, Ahoskie, N. C., according to Joe Bradley, of that station.

Mark Fields, WCDL, Carbondale, Pa., is also "trying to re-educate" listeners to dance band music, via his "Saturday Night Dance Party." . . . During his recent visit to Los Angeles, reports Jerry Nesler, KCBW, San Diego, Calif., the big discussion subject at luncheons he attended with local artist and repertoire men was "Are bands coming back?" . . . Gene Platt, KELO, Sioux Falls, S. D., has been pioneering the idea in his area for more than six months, and reports that local Sioux Falls record shops over this period "have seen a steady increase in purchase of big band records and LP's."

WAX WEDDINGS: Nick Reyes, KLYN, Amarillo, Tex., combined a honeymoon trek with bride Conchita with business when he visited Mexico City last month and recorded a series of interviews with Andy Russell and other South of the Border disk stars and execs. . . . Larry Regan, WTPS, New Orleans, married Olivia Jones last month, while Jean Wheeler is the new bride of Bob Smith, WOXF, Oxford, N. C. . . . Congratulations are also due Norman Wain (also apologies for misspelling his name last week), WDOK, Cleveland, on his engagement to Nina Saul.

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DEALER DOINGS

Leon Ferguson, of Ferguson's Record Shop in Memphis, has sent us a copy of a letter he mailed recently to Columbia's President Jim Conkling. Seems that Ferguson is quite upset about Columbia's encouragement of the Louisville Philharmonic Society Record Plan, and accuses the diskery of trying to by-pass distributors and dealers. He refers to the wrapper around the ML-5039 Louisville Ork LP, which, he says, "Urges my customers to join the Louisville Plan for $65 less $5.95 discount, etc." . . . "What explanation will you offer your dealers on this?" he asks. (The Louisville material, of course, is esoteric modern material of limited sales potential with which the major companies rarely concern themselves.)

In Mt. Vernon, N. Y., the pop business is still all rock and roll, according to Norwin Music Center. . . . Gates Village Music Shop in Oak Park, Ill., is happy about its album business. "Best ever," says Francis Gates. But this dealer reports that he's very confused by the variation in 10-inch LP prices. Gates, incidentally, suggests that M-G-M remaster its 10-inch sound track sets, putting two shows back to back on a 12-inch LP. As is, he feels, they're over the hill.

When a new bank opened in New Rochelle, N. Y., Mickey's Music Center, a new disk shop, put an ad in the bank's giveaway phone book—upside down. "More people have come in to tell us of this error," says Mickey, and usually they go out with a purchase.

Dot artist Pat Boone may have set some kind of record when he appeared some nights back at the Music Mart, Orange, N. J. About 1,000 people showed, according to the Mart's Albert C. Wohl. The appearance was plugged by WAAT deejay Paul Brenner, who showed up to introduce the artist. Wohl was very impressed with Boone as a person. "He is unassuming, generous and should go far," said the retailer.

Maurie Bloom, that fine old jazz fiddler, now disk buyer for the Music House chain in Buffalo, writes in to ask whatever happened to Joe Thomas, the old Jimmie Lunceford tenor sax star (not Joe Thomas the trumpet man or Joe Thomas the vocal coach). Thomas, we have learned, has given up music and has become a leading undertaker in Kansas City, Mo. It seems he couldn't go along with the rock and roll cycle, altho he could honk and screech with the best of 'em.

A record shop in Milwaukee suddenly and unexpectedly has acquired a good clientele way out in Arizona. This is how it happened: Frank Pollack, an ex-Milwaukee deejay now spinning for KOOL, Phoenix, Ariz., revisited Milwaukee on his vacation recently, stopped in Radio Doctors' to pick up some jazz disks that he had difficulty obtaining from his regular sources. Among the acquisitions was a Prestige disk by the Modern Jazz Quartet, which he programmed (appropriately) on KOOL. And he mentioned where he had bought it.

The result was a barrage of letters to Milwaukee from Phoenix progressive jazz fans ordering the LP, plus additional jazz items. One exuberant listener asked prop Stu Glassman to "send along any others you folks consider real fine in progressive jazz. Send them C.O.D." Glassman sends along this advice to fellow dealers: "It takes a lot of labels to make a successful jazz record retail shop."

JUKE BOX WRAP-UP

Detroit operators team up with eight radio stations, disk jockeys and recording artists to put over their teen-age dance program. Weekly events emseed by deejays and plugged by all local stations. Two stations each week salute the teen-agers during the dances. Programs are aired to youths via public address system. Recording artists making appearances included the Gaylords, Gloria Mann and Frankie Castro. Event pulled 1,500 to Memorial Park.

Music operators argue that location loans—which have taken the form of air-conditioning units and new neon signs lately—should be eliminated. Association counciliator cites five principal reasons for operators to beware.

For full details on these stories see Music Machines Department on Page 80.

RECORD OKAYED ON K. O. ASHER

NEW YORK, Aug. 13.—In a recent list of distributors published here, representation of several independent LP labels was incorrectly given. To set the record straight, K. O. Asher, Inc., of Chicago, handles Classic Editions, Concert Hall, Delmar, Elektra, Esoteric, Kendall, Music Minus One, Overtone, Paramount, Period, Riverside and Vanguard records.

Asher, meanwhile, has broadened its coverage to include pre-recorded tapes and radios. The firm now distributes A-V Tapes, Phonotapes, megatapes and Telefunken radios.

Singles to LP

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EP's on the Clovers, Ruth Brown, Joe Turner and Clyde McPhatter. Nesuhi Ertegun, diskery exec, is planning for fall release a number of LP's on all of the label's big-selling artists. This would include, of course, Lavern Baker and others, in addition to the aforementioned. Also, more EP's are scheduled. Ertegun states this package material is already in preparation and will include both reissues of hits and new recordings. Herman Lubinsky's Savoy label is also preparing r.&b. LP's. Savoy issued one several years ago with Paul Williams, Wild Bill Buckner, etc.

Phil Chess, too, is readying an Al Hibbler 12-inch LP. This, of course, will be a reissue. The label has the sides available and figures the time is ripe in view of Hibbler's smash success with "Unchained Melody," on another label.

Mercury is scheduling Red Prysock and Buddy Johnson LP's. Some of these, of course, have big appeal in the jazz and pop markets. Mercury's EmArcy label, for instance, has issued several Dinah Washington LP's, as "Dinah Jams" and "Dinah Sings Sweet"—and these cut across hard and fast market lines.

Even such classical and esoteric labels as Vanguard and Elektra have experimented in this segment of the package business. Latter, for instance, has put out a plush Josh White package which—tho largely folk in its market appeal—nevertheless sells other categories.

R.&b., it would seem, is the last of the disk categories to enter the package field. Prior to the current flurry of activity, there had been some r.&b. artists on LP—such as Amos Milburn and Hadda Brooks, but the action now seems more pronounced.

Most tradesters feel it can be sustained, altho some hold to the opinion that r.&b. is so strongly a single field that LP's and EP's will sell only in a few large markets.

Marquee Names

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a specified release date. This is the case in the song "Angel Bells," which has been recorded by Bing Crosby and Russ Morgan on Decca, and the Spencer-Hagen orchestra on "X" Records.

Distributors appointed include Record Sales Co., Los Angeles; A&L Distributing Co., Cincinnati; Portem Distributing Co., New York; Recordit, St. Louis; M. S. Distributing Co., Chicago; Portal, Pittsburgh; Benart Distributing Co., Cleveland, and Cadet Distributing Co., Detroit.

Lots of Biz

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etching, "I'll Never Stop Loving You," moved from 21st to 15th; Fats Domino's Imperial disk, "Ain't It a Shame?" from 25th to 18th.

In addition to the new chart entries, a bevy of newcomers threaten to break in, and some of these, of course, will make it very shortly. Of the disks which dropped out, perhaps the most surprising was Bill Haley's "Razzle Dazzle," which came out of nowhere July 23 to move into 15th position in a tremendous burst, but soon faded.

Columbia Devises Club Plan

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works: A customer is enrolled in the club by a dealer or directly via coupon, and upon joining, receives a free 12-inch LP disk from a special group which includes items by such name artists as Bruno Walter, Sir Thomas Beecham, Eugene Ormandy and the Philadelphia ork, Andre Kostelanetz, Dave Brubeck, Louis Armstrong, Benny Goodman, Percy Faith, Paul Weston, Nelson Eddy and the original cast of "Pajama Game." Thereafter, a total of eight selections will be offered monthly. These will be grouped in four divisions: Classical, Listening and Dancing, Broadway, Movies, Television, Musical Comedies, and Jazz.

Members may enroll in the division that interests them most, but may choose selections from other categories at their option. Subscribers may maintain their membership by purchasing a minimum of four records a year. For every two disks purchased, the member will receive one bonus disk.

Special Magazine

Each month, members will receive the elaborate Columbia "LP" Record Club magazine, which will list and describe current selections. Of special interest to retailers, the magazine will also contain strong pitches for other new Columbia issues available only thru retail stores.

Columbia is urging strongly that the subscribers join thru their dealers' facilities and intends to ride herd on all dealers to make sure they take advantage of the company advertising in magazines, newspapers, TV and radio, and that they use co-op ad money that will be made available to them to push the enterprise locally via such media, plus direct mail, plus even door-to-door canvassing. In an industry where the dealers' net profit rarely exceeds 12 per cent, Columbia feels that the dealer can up that net, and, by building a sizable enrollment on which he collects continuing commissions, actually build an annuity for himself.

Direct Enrolling

However, Columbia also expects to enroll many members directly, especially from territories not adequately serviced by disk retailers at present. In fact, in order to break even on such an operation, wherein 24 per cent of the billing is paid out to dealers and distribs, the company figures that it must enroll one direct member for every four enrolled by dealers. Should the direct membership exceed that ratio, Columbia indicates it will turn the extra profit back into dealer advertising.

Columbia avowedly is not setting up the operation in order to profit directly from it. Following several years of market survey and analysis, the diskery has concluded that the growth of mail-order clubs and promotional labels is posing a definite threat to the present retailer-distributor system, and that, if the present trends toward mail-order club buying continue, many storekeepers will be forced out of business.

Another serious threat to the existing structures is that the increasingly powerful and profitable mail clubs will be able to lure established name talent away from the standard rosters. It is no secret that some top artists already have been putting heavy pressure on Columbia, in the face of heavy offers received from postal plenipotentiaries. Besides substantial guarantees, the club magnates have been able to offer consumer advertising on a scale not yet matched by the conventional diskeries.

Currently, Columbia notes, the clubs are selling classical records by virtually unknown artists with great success, and "without a penny of profit for the established record manufacturers or their dealers or distributors."

The Columbia club has been designed by some of the outstanding specialists in the mail-order field. Special headquarters have been set up away from Columbia's other operations, with systems installed by a leading industrial engineering firm. Norman Adler, formerly general attorney for Columbia Records, has been named vice-president and general manager for the Record Club.

Mercury Lines

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phonos is from 28 to 34 per cent, and on tape recorders 35 to 36 per cent.

The debut of the Mercury phono line will be backed by a heavy advertising, merchandising and promotion campaign.

Diskery's move into the phono field follows the trend towards diversification by large companies. Mercury put out its first record in the rhythm and blues field nine years ago, quickly branched into the pop and country markets and five years ago expanded into the children's field. Its classical line dates from 1951. More recently, the firm launched its subsid, Wing Records, and during the past year has been opening its own branches and expanding its Eastern facilities for mastering, editing, dubbing etc.

Sacks Predicts

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It is likely that the company will first introduce the two-speed player abroad.

Opportunites for the increased sales of American records in Europe are very good, said Sacks. Already 30 per cent of all European sales originate with American material, he estimated, adding that half of that percentage can be traced to Victor. Largest European market is England with total annual sales of 40-45 million units, followed by Germany with 30 million units.

Victor is particularly interested in developing European artists, both for their potential abroad and in this country. This area was covered fully here two weeks ago.

One of the things the Victor execs hope to find out on their junket is the secret of the German recorded sound. They consider it the best out on records today and believe that the answer may be found in studio acoustics and microphone placement. They don't believe the German recording equipment is any better than that used here.

Commenting on the domestic market, Sacks predicted that disk sales here will top $300 million in 1955, or at least 20 per cent over last year's industry gross.

Bethlehem Staff

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these contracts are exclusive. Other talent signed in the last few weeks, all exclusive, include, Charlie Shavers, Bobby Troup and Paula Castle. Troup, Miss Faye, Miss Maxwell and Torme were formerly with Capitol, altho Torme most recently cut for Coral.

The diskery is inaugurating a special gimmick for deejays who want to present interviews with any of the Bethlehem artists. Deejays are asked to send Bethlehem their questions to the stars on tape. The company then will have the artists tape their answers, and will return the completed reels to the deejays gratis.

Musitape Deal

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standard Musitape catalog will be used for the Monsanto Chemical and Kaiser Aluminum displays.

Park has installed 12 background tape playbacks, using Ampex and Presto equipment. Musitape's standard library consists of 13 eight-hour reels and three four-hour reels, with a goal of a total of 25 eight-hour reels hoped to be achieved by next year. Music is leased to the locations, with fee including ASCAP and BMI performance license fees. Musitape licenses each location on behalf of the performance societies. A total of 53 clients are now in the Musitape fold.

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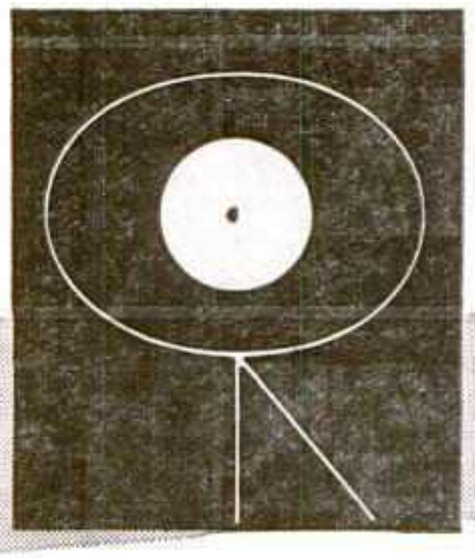
An Announcement Of Historic Importance To America's Record Dealers

from

COLUMBIA RECORDS

THIS statement marks a milestone in the history of record merchandising. The plan here outlined represents an entirely new concept of dealer-distributor-manufacturer cooperation and is the most progressive step ever taken to expand the sales horizons of the record industry. It opens vast potentials of continuing volume profits as it employs the most sensationally successful of modern sales techniques to create millions of new record buyers and to multiply purchases by present customers.

In explanation of this new policy, the following letter has been sent to established Columbia Records dealers throughout the country. It is printed here as a matter of interest to others connected with the record industry.



COLUMBIA RECORDS

799 SEVENTH AVENUE • NEW YORK 19, N. Y.

August 12, 1955

Dear Dealer:

We take great pleasure in announcing to you a remarkable new plan that opens -- for the first time -- a vast new horizon of profit opportunities for record dealers throughout America. This is not just a deal or a promotion, but a plan so different, so broad in concept, so unlimited in its profit possibilities that we urge you to read every word, study every idea, in the enclosed material with the greatest attention.

This new plan came about as a result of the series of nation-wide trips which we recently made to meet with dealers all over the country. On this trip we had the opportunity and pleasure of speaking to many dealers intimately and at length and of hearing from them personally about their problems and ideas for the future. The plan that will be revealed to you here is the direct result of these discussions -- a plan that would not have been possible without the many fine suggestions offered by our dealer friends everywhere.

Wherever we traveled we discovered that there was always one question uppermost in the minds of dealers who were concerned, not only with their own

(Continued on the following page)

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business, but with the record industry in general. Everyone asked us, in effect, "What are the major record companies going to do about the record clubs?"

Frankly, at first we did not think anything would have to be done. The clubs were small. They had no outstanding orchestras, conductors, or artists to offer. They accounted for only an insignificant fraction of the total record volume.

However, this picture has changed radically even during the few months we have been traveling to dealer panel discussions. We now understand that the record clubs have attracted a cumulative membership of almost one million, who are purchasing at a rate approaching twenty million dollars worth of records annually!

Not one penny of this volume has been earned by either you, the dealer, or ourselves, the manufacturer.

Our research reveals that in the first quarter of 1955 the mail-order record clubs accounted for about 15% of the total dollar volume of long-playing records sold in the United States. Since they deal essentially in classical repertoire, this would represent about 35% of the purely classical long-playing record business. Compare this volume with the first quarter of 1954 when the clubs did only about 5.8% of the total long-playing record volume, and you will see how rapidly they have grown.

No one really knows just what their sales ceiling will be. Our research consultants report that a vast segment of the American public now prefers to buy a great variety of commodities from direct mail clubs. The book clubs, for instance, have attracted more than 20 million members and have sold them the staggering total of more than one hundred million dollars worth of books!

While the record (or book) clubs will never equal the volume of retail stores, nevertheless, many retailers see that they are unnecessarily losing this extra business.

For some time now, the record clubs have been making strenuous efforts to lease masters from the major companies. We can tell you that we at Columbia Records have been approached several times over a period of two years. We have been offered vast sums of money to lease the prestige of our artists and our trademark to these clubs. To every such offer our answer has been the same: Columbia Records believes that what is best for the record retailer is best for us too. Our business has been built on this close-knit relationship between retailer and manufacturer. We believe that our future is permanently, and properly, allied with yours.

You should realize, however, that the record companies are confronted with an extremely serious problem in retaining their artists in the face of the tremendous inducements offered by the clubs. Because of the clubs' ability to sell any one record in great numbers to its members, they are in a position to offer heretofore unheard of royalty guarantees to recording artists. To date, almost every important classical artist has been approached and offered vast sums to lend his name to the existing clubs. While, because of long-time ties to record companies, no artist of major importance has yet been lured away, you can readily see that it will not be long before important artists will find such offers irresistible.

It is clear then -- from the many anxious letters we have received and from what the many dealers have told us (together with the sales figures and circumstances outlined above) -- that neither the dealer nor the manufacturer can afford to sit back and wait. We simply cannot permit this new source of competition to continue to grow and prosper, with none of this new revenue making its way to those retailers and manufacturers whose financial and emotional investments have built the record business over these many years. For, it is becoming increasingly clear that the record clubs are here to stay -- and they will grow!

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They are selling to your customers and ours. They are creating new record buyers every day, customers who do not give you or us a single penny of profit on their club purchases.

The time to do something is now -- while the prestige of our artists, the superiority of our recording technique, and the confidence of the buying public are all in our favor.

Here is the plan that you can put into operation right now. A plan that has been thoroughly and carefully prepared by the outstanding experts in America. A plan that gives you a way of doing extra business! A plan that will open for you volume horizons never before available to any record dealer!

The plan, in brief, is this:-

COLUMBIA RECORDS PROPOSES TO ESTABLISH, WITH YOU
THE DEALER, THE LARGEST RECORD CLUB IN AMERICA!

Within the next few days, major newspapers, television and radio stations throughout America will begin to carry powerful advertising messages announcing this new joint venture -- the Columbia (lp) Record Club.

The greatest campaign ever launched in the record business will advise the public that it can now obtain the most magnificent records ever made -- the famous Columbia (lp) high-fidelity records -- through a record club plan which is a new concept of dealer-manufacturer cooperation.

Imagine the public's response to this announcement! If unknown companies can sell millions of dollars worth of their own records profitably through the club plan, think of the great success that awaits the record dealer, who, through an even better plan, can offer incomparable Columbia (lp) records -- the greatest artists, conductors, and orchestras of our time, and what is more, in every field of recorded entertainment!

No doubt you are wondering who will handle all the complex promotional, clerical and accounting operations involved in this plan. Columbia Records has employed the leading experts in club promotion and operation in America. These experts, after thorough study, have concluded that only through a central processing organization can the mechanics of such an operation be worked out. Therefore, with their aid, we have established a complete NATIONAL HEADQUARTERS for this Club.

The Club Headquarters will be organized to handle completely all the complex bookkeeping, accounting, correspondence, shipping and collection for you.

- Headquarters' advertising will bring members into your store!
- Headquarters will help you sell the records and the Club Plan!
- Headquarters will ship the records for you!
- Headquarters will collect the money for you!
- Headquarters will send you your share of profit every month!
- And Headquarters will even pay for the free bonus records your customers earn by their purchases.

All these operations will be done for you -- without your lifting a finger!

What then will you have to do? Although NATIONAL CLUB HEADQUARTERS will greatly simplify your job, you cannot realistically expect both the protection and the added income from this Club, unless you, too, will add to our efforts your own energies and merchandising aggressiveness. Although a tremendous national advertising program -- your local advertising -- your own window and counter display material -- will bring new members into your store where you will simply sign them up and forward the necessary information to your Club

(Continued on the following page)

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Headquarters, we are sure that you will find it highly profitable to conduct your own direct-mail operations, personal phone calls, and even, perhaps, door-to-door solicitation to increase the number of members you can bring in.

After that you earn a commission on every record your member buys from your Columbia (lp) Record Club -- for as many years as you maintain the member in the Club.

Every month your shares of profit are paid to you in cash -- growing larger and larger as new members join and old members continue to buy records. Just imagine a plan that sends you money every month in return for your securing members and helping your own customers fill out their Club membership applications when they join. Your commissions can amount to as much as $250.00 a month on just a few hundred members ($2,500.00 a month for a few thousand members) -- and you receive your commissions month after month -- year after year -- without spending a penny for additional inventory -- without using an inch of floor space.

Your members will be glad to join because of the many benefits your Club will offer them. The enclosed Presentation lists them all for you. Find out how you can even offer members free records -- which don't cost you a penny! In fact, you will be able to meet and beat those dealers who offer various pricing inducements to draw your customers away from you today.

How, then, can you take immediate advantage of the Columbia (lp) Record Club Plan? All the essential material -- everything you need to start signing up members at once -- is in the accompanying package or will be delivered to you within the next few days by your Distributor's Salesman. In addition, you will also find more complete details about the Columbia (lp) Record Club Plan. Study the information and material carefully. Make sure that your sales personnel are fully briefed. Display the attractive window and counter material prominently. Then get set for the biggest avalanche of new business you have ever seen!

This dramatic plan will add to your profits for years to come. It will create millions of new record buyers -- whose interest in music will be encouraged on a regular basis. It will not only bring you your share of the record club business, but will create additional demand for records, phonographs, needles, and so forth, which can only be satisfied by you, the record dealer. There is no doubt that the public has indicated its interest in buying records through the club plan method. You and we can make available to them the finest record club in America. Let us prove once again, together, that the businesses which profit most are the ones that serve the public best!

Let us not allow what has taken place in the book business to happen to the record industry. There a third business, neither book publisher nor book shop, took control of a large part of the industry by winning the club business for itself. Together we can keep this business where it properly belongs - among those retailers and manufacturers who have created the great record industry.

We are sure you will make the most of this momentous opportunity!

Sincerely,

JAMES B. CONKLING
PRESIDENT

GODDARD LIEBERSON
EXECUTIVE VICE PRESIDENT

HAL B. COOK
DIRECTOR OF SALES

For further information, contact your Columbia Records Distributor or write to:

COLUMBIA RECORDS 799 SEVENTH AVENUE • NEW YORK 19, N. Y.

® "Columbia", (lp) Marcas Reg. T.M.

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jimmie Davis, after putting in most of the summer working his Louisiana farm and doing a little fishing, resumes on personals late this month when he begins a trek thru Virginia, Tennessee, Alabama and North Carolina. His latest sacred release on the Decca label is "I Was There When It Happened" b/w "When the Savior Reached Down for Me." . . . Lulu Belle and Scotty (Emerald) are back on the WLS "National Barn Dance," after a four-week vacation at their home in Spruce Pine, N. C. . . . Jimmy Martin and the Osborne Brothers are reported to have parted company, with Jimmy still working with Casie Clarke in the Detroit area, and the Osborne Brothers shoving off for Florida.

Webb Pierce, only three-time winner of The Billboard's Triple-Crown Award, emsees "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., August 27, while Red Foley vacations. Webb is slated to receive his latest Billboard award on that occasion. Eddy Arnold fills in for Foley this Saturday (20). . . . Marty Robbins, Slim Whitman and the Dave Dudley Trio open the Range Days Celebration in Rapid City, S. D., Wednesday (17). . . . Don Reno and Red Smiley, with the Tennessee Cutups, working out of "Old Dominion Barn Dance," Richmond, Va., are skedded to begin a Friday night TV series soon over WXEX-TV, Petersburg, Va. Handling the group is WRVA's Herb Clarke. Reno, Smiley and the Cutups appeared on Arthur Godfrey's "Talent Scouts" program over the CBS-TV network Monday (15).

Jimmy and Ardis Wells and Their Dakota Round-Up gang, working out of St. Paul, have just signed a Joyce recording contract. Initial Joyce release has Ardis Wells singing "Indian Love Call," b/w "I Don't Know Why, But I Do, Do You?," by Jimmy and Ardis and Chuck Krenz. . . . Sonny James and Hank Locklin will be back together on "Big D Jamboree" from Dallas Saturday (20), when Jimmy Patton rejoins the show after six weeks on the Coast, where he did another session for Sims Records. . . . Parker Wilson, formerly with "Country Roadshow," Fort Worth, has joined Dallas' "Big D" as emsee. Singers Eddie McDuff and Margaret Llewelyn, also formerly with the Fort Worth group, are new "Big D" regulars.

Bob Neal completed his eighth anniversary tour Friday (5) with a cast including Webb Pierce, Elvis Presley, Red Sovine, Bud Deckelman, Wanda Jackson and Charlie Feathers. Neal reports that the unit drew capacity in Tupelo, Miss., and Sheffield, Ala.; did two shows in Little Rock and Camden, Ark., and pulled an overflow crowd at Overton Park, Memphis. Sonny James and Jim Wilson were added for the Memphis date. . . . Kenny Smith and his six-piece crew, the Westerners, played a stand with the Hank Snow unit at Tucson, Ariz., August 5. Jimmy Byrd and Bob Wallin are new in the Westerners line-up.

Roy Acuff, Kitty Wells and Johnnie and Jack will guestar with "Circle Theater Jamboree," Cleveland, August 26-27. Marty Roberts is "Circle Theater's" guest Saturday (20). . . . The first country music venture at Hollywood Bowl in Hollywood recently is said to have attracted a crowd of better than 12,000. Appearing with headliner

(Continued on page 46)

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Lou Krefetz's "Top 10 Revue," which kicks off August 26 and will run thru October 30, is already guaranteed about $170,000, according to bookings already confirmed. Jack Archer, of the Shaw Agency, has set 49 dates—with more to come—in the South, Southwest, Midwest and East. Package sells for $3,000 a night and $3,500 over weekends, against a varying percentage. The package, of course, will cover the Howard Miller territory among others. This fabulous promoter, who headquarters in Dallas and actively promotes thruout Texas, Louisiana and Arkansas, has already purchased 26 consecutive nights. First edition of the show, which ran from January thru March, played to an estimated 300,000. On the current tour the unit will play at least six ball parks so that expected crowds can be handled.

Atco, Atlantic's new label, has signed and recorded the Cavaliers, new group from Philadelphia. Yvonne Mills is the lead vocal and Tommy Wicks the leader. The label has issued a special release by the Clovers, timed with the act's current date at the Brooklyn Paramount.

R.&B. deejay Zenas Sears, of WAOK, Atlanta, back at work after two weeks' vacation. . . . Bob Rolontz of Groove now in New York after a two-week recording trip in the South. He cut Piano Red and a new group, the Sycamores, in Nashville. Label has added a flock of new talent, including the Hiliters from Detroit, guitarist Don Gaines, of Houston, and vocalist-organist Bob White.

Herman Lubinsky, Savoy prexy, has signed a new gal chanter, Irene Reed, who has already cut a couple of sides. Herman, by the way, will re-issue spirituals recorded some time ago by Nappy Brown, now that Nappy has come along so rapidly as a big seller. . . . The Chess Brothers are also planning to re-issue some old Al Hibbler sides on a 12-inch LP. The Chess label is planning activity in the jazz field, according to Phil Chess.

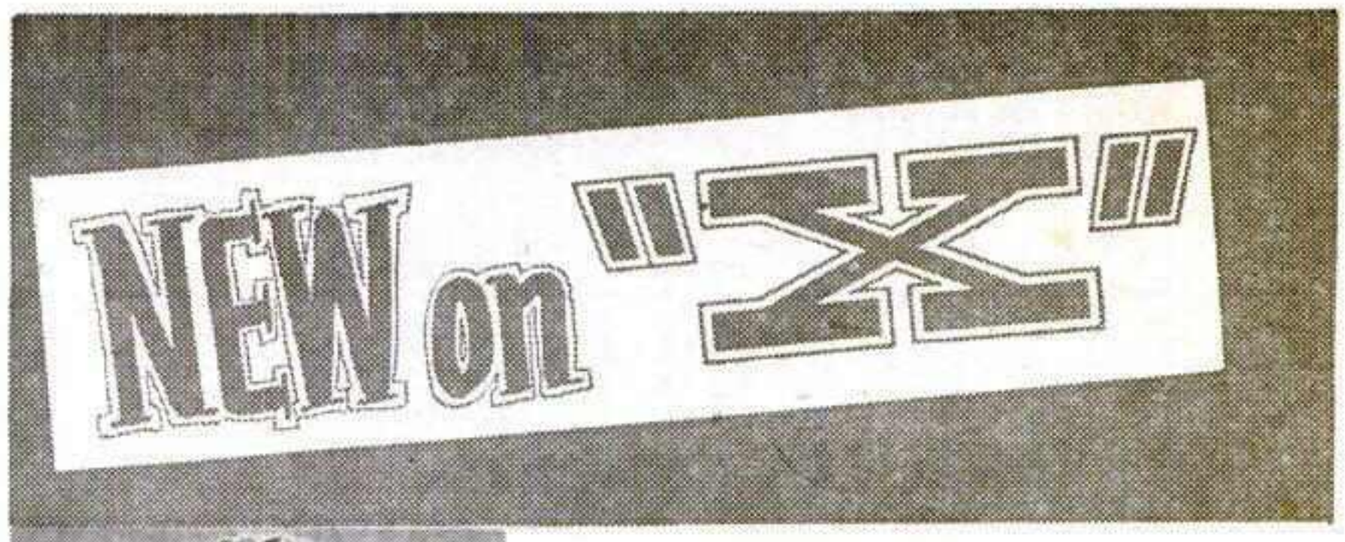
Readers of this column will be interested to note rhythm and blues material is now becoming a factor in the packaged record business. Atlantic, Savoy and a flock of other r.&b. and pop labels, including Decca, Capitol, Mercury, Dootone, are scheduling 12-inch long-play disks as well as a greatly increased output of EP's. This in indicative of the increased stability of r.&b. and of its continuing influence in the pop market (see separate story).

Welk Takes Fight With KTLA to Ct.

HOLLYWOOD, Aug. 13.—Maestro Lawrence Welk took his row with Paramount telestation KTLA to the courts this week (11), filing suit for declatory relief in Los Angeles Superior Court.

Welk charged the TV station with breach of contract in making an unauthorized station break last July 1 and inserting a commercial other than that of his sponsor Dodge.

Welk's current blackout in Los Angeles, a direct result of having been suspended by KTLA manager Klaus Landsberg, marks the first time in three years that his show has not been seen here.



Bill Kenny
(Mr. Ink Spot)
"WHISPERING GRASS"
c/w
"THE GYPSY"
X-0155 (4X-0155)

Sandy Stewart
"PUDDIN' N PIE"
c/w
"NUEVA LAREDO"
X-0156 (4X-0156)

Norman Brooks
"IF I HAD TWO HEARTS"
c/w
"LOVELY GAL"
X-0157 (4X-0157)

Richard Maltby's
"BOOK OF LOVE"
X-0158 (4X-0158)

Gordon Jenkins'
"GOODNIGHT, SWEET DREAMS"
X-0154 (4X-0154)

Russ Carlyle's
"SHEPHERD BOY"
X-0146 (4X-0146)

Breaking BIG!

"X" RECORDS MARK THE HITS!
a product of Radio Corporation of America

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ABBOTT & FABOR'S
LINE-UP of New Releases FOR THE FALL MARKET!

POPULAR

LEARNING TO LOVE / Mon Cher Ami
ABBOTT 3009 — LeFAWN PAUL

OH HONEY, WHY DON'T 'CHA / The Busy Signal
ABBOTT 3006 — ART and DOTTY TODD

CUCKOO IN THE CLOCK / If I Ever Fall In Love
ABBOTT 3004 — THE DeCASTRO SISTERS

A SQUARE OF GINGHAM / My Little King
FABOR 4006 — DIDO ROWLEY

COUNTRY & WESTERN

GIVE ME ONE MORE KISS / Tahiti
ABBOTT 180 — JIM REEVES

AUNT DINAH'S QUILTIN' PARTY / Rag-A-Tag
ABBOTT 181 — FLOYD CRAMER

OLD JALOPY / Man Holds Lightning In His Hand
ABBOTT 182 — HERB HENSON

MATE OF THE WIND / Guilty
ABBOTT 183 — BUDDY DeVAL

OH HONEY, WHY DON'T 'CHA / Dolores Diane
LONNIE COLEMAN & JESSE ROBERTSON
FABOR 124

REMEMBERING YOU / Give Me A Chance
FABOR 125 — TOM TALL

HERE TODAY AND GONE TOMORROW / You Thought I Thought
JIM EDWARD & MAXINE BROWN with BONNIE
FABOR 126

WILL THIS DREAM OF MINE COME TRUE / Come With Me
FABOR 127 — GINNY WRIGHT & TOM TALL

MY LITTLE KING / She's Wearing Shoes
FABOR 128 — DUSTY ROSE

ABBOTT & FABOR RECORDS
BOX 38, MALIBU, CALIFORNIA
DISTRIBUTED IN CANADA BY QUALITY RECORDS, LTD., TORONTO

'Best Buy' Line

• Continued from page 17

new Glenn Miller limited edition, and a booth demonstrator phonograph.

Billed as the "Glenn Miller Army Air Force Band," this package consists of five 12-inch LP's (or 15 EP's) listing at $24.95. With none of the 75 Miller sides ever before released by the label, the package also includes a special memorial booklet with photos, and the entire lacquered cloth-covered pack is factory sealed.

The new demonstrator is a three-speed phonograph incorporating many of the features of the retail model, Mark 6. It has three speakers and is said to be valued at $100.

Pop Entries

On the pop side, Victor's new albums include entries by Perry Como, Eartha Kitt, Perez Prado, George Melachrino, country artists Chet Atkins, Hank Snow and Eddy Arnold. Three jazz sets are included, one featuring the Sauter-Finegan ork, another Al Cohn, and the third string bass players Mil Hinton, Wendell Marshall and Bull Ruther.

Special attention will be given a pop set called "New York, New York," a musical portrait of Gotham by Harvey Geller. This will be packaged in a liner which also serves as a three-dimensional display piece. Also to get featured attention is a two-disk set called "The Popular Gershwin."

On the classical side two operas are being released, Puccini's "Madame Butterfly" and "Manon Lescaut"; two ballet sets, Tchaikowsky's "Swan Lake" and Ravel's "Daphnis and Chloe," plus orchestral packs conducted by Stowkowski, Toscanini, Charles Munch, Pierre Monteux and Fritz Reiner. Jascha Heifetz is featured in a new reading of the Brahms Violin Concerto with the Chicago Symphony, and Morton Gould in a two-disk pack of George Gershwin music.

A number of the classical sets are especially packaged with elaborate notes and art.

Ads backing the promotion have been scheduled in Life, The Saturday Review and other publications. Broadcast plugging will take place on NBC's "Producer's Showcase" and "Monitor," among other programs. Co-op ad mats are being offered dealers in a variety of sizes.

One of the Winners at the San Remo Music Festival of 1955

"CHEE CHEE-OO CHEE"

Recorded by:
DEAN MARTIN ..... Capitol
THE MARINERS ..... Columbia
THE JOHNSON BROS. ..... London
DENNIS HALE ..... London
THE GAYLORDS ..... Mercury
PERRY COMO and JAYE P. MORGAN ..... RCA Victor
*Records listed alphabetically by companies

HILL & RANGE SONGS

ANOTHER BMI "PIN-UP" HIT

SONG OF THE DREAMER
Recorded by
EDDIE FISHER ..... Victor
BUNNY PAUL ..... Capitol
JOHNNIE RAY ..... Columbia
BILLY BROOKS ..... Duke
Published by LUDLOW MUSIC, INC.

a Great New Song!
"The LONGEST WALK"
recorded by J.P. Morgan
RCA #20/47-6182
ADVANCED MUSIC CORP.

BIG HIT!
Eddie Fisher's
DON'T STAY AWAY TOO LONG
BOURNE, INC. 136 W. 52 St. N. Y. C., N. Y.

From the 20th Century Fox CinemaScope Picture "HOW TO BE VERY, VERY POPULAR"
How to Be Very, Very Popular
MILLER MUSIC CORPORATION

BILLBOARD SAYS "WATCH IT!"
THE SHEPHERD SISTERS'
"Love's Not A Dream"
Benida Record #5034
BAKER MUSIC, INC.
146 W. 54th St., N. Y. C.

BREAKING WIDE OPEN FOR A SMASH HIT
"EATIN' GOOBER PEAS"
RUSTY DRAPER
MERCURY #70619
PURE MUSIC
B.M.I.

NATION'S #1 SONG
"ROCK AROUND THE CLOCK"
MYERS MUSIC, INC.
122 N. 12th St., Philadelphia, Pa.

Angel Bells
MILLS MUSIC, INC.

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

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AUGUST RELEASE the stars are out on... CORAL RECORDS

STEVE ALLEN

and

GEORGE CATES ORCHESTRA AND CHORUS

AUTUMN LEAVES ⋮ HIGH AND DRY

CORAL 61485 (78 RPM) and 9-61485 (45 RPM)

EYDIE GORME

sings

WHAT IS THE SECRET OF. YOUR SUCCESS! ⋮ SOLDIER BOY

CORAL 61481 (78 RPM) and 9-61481 (45 RPM)

DICK JACOBS

AND HIS CHORUS AND ORCHESTRA

I'LL KNOW MY LOVE (By the Way She Talks) ⋮ SWEETHEARTS ON PARADE Featuring the Bearcats

CORAL 61479 (78 RPM) and 9-61479 (45 RPM)

LAWRENCE WELK

AND HIS CHAMPAGNE MUSIC

WAKE THE TOWN AND TELL THE PEOPLE ⋮ I HEAR THOSE BELLS

CORAL 61477 (78 RPM) and 9-61477 (45 RPM)

THE THREE KITTENS

sing

LOVE BUG ⋮ WISHING WELL

CORAL 61469 (78 RPM) and 9-61469 (45 RPM)

BUDDY GRECO

sings

WHY DON'T YOU WRITE ME? ⋮ PENNIES FROM HEAVEN

CORAL 61483 (78 RPM) and 9-61483 (45 RPM)

BILL CAREY

sings

MERCY, HAVE MERCY ⋮ WHEN THE ORGAN PLAYED AT TWILIGHT

CORAL 61484 (78 RPM) and 9-61484 (45 RPM)

JIMMY WAKELY

sings

PINE TOP'S BOOGIE ⋮ I BELONG TO YOU

CORAL 61475 (78 RPM) and 9-61475 (45 RPM)

JEFFREY CLAY

sings

A SATISFIED MIND ⋮ DON'T TAKE IT SO HARD

CORAL 61482 (75 RPM) and 9-61482 (45 RPM)

THE LANCERS

sing

IT TAKES A HEAP OF LIVING ⋮ IT SHOULDN'T HURT TO LOVE YOU (But It Does, But It Does)

CORAL 61468 (78 RPM) and 9-61468 (45 RPM)

JOY LANE

with

GEORGE CATES AND HIS ORCHESTRA

sings

I'M DANCING WITH EMPTY ARMS ⋮ I CAN'T GET AWAY

CORAL 61472 (78 RPM) and 9-61472 (45 RPM)

JOHNNY LONG

and

HIS CHORUS AND ORCHESTRA

TOY TIGER ⋮ MAYBELLINE

CORAL 61478 and 9-61478

THE THREE RAYS

with

GEORGE CATES AND THE ALL-STAR GUITARS

YES, WE HAVE NO BANANAS ⋮ I CARE NO MORE

CORAL 61471 (78 RPM) and 9-61471 (45 RPM)

THE GOOFERS

sing

DEE-DO, DEE-DA ⋮ WHAT DOES THAT DREAM MEAN

CORAL 61480 (78 RPM) and 9-61480 (45 RPM)

THE KIRBY STONE QUARTET

sing

SUGARFOOT RAG ⋮ I WANT A LITTLE GIRL

CORAL 61470 (78 RPM) and 9-61470 (45 RPM)

CORAL CORRAL

TOMMY DUNCAN *sings* SOMEBODY'S PUSHIN' and I'LL NEVER WORRY YOU

CORAL 61474 (78 RPM) and 9-61474 (45 RPM)

JOHNNY DAKOTA *sings* I'M TAKIN' OFF (Like a Scalded Dog) and THERE WAS A TIME

CORAL 61473 (78 RPM) and 9-61473 (45 RPM)

SILVER STAR SERIES

AMES BROTHERS with LES BROWN AND HIS BAND OF RENOWN *sing*

UNDECIDED and SENTIMENTAL JOURNEY

CORAL 65510 (78 RPM) and 9-65510 (45 RPM)

NEW EXTENDED PLAY SET

"TO CATCH A THIEF"

All from the Paramount Picture "To Catch a Thief." An Alfred Hitchcock Production.

GEORGIE AULD

•

HIS SAXOPHONE

Francie's Theme • You'll Love France

Your Kiss • Unexpected

CORAL RECORDS

EC 81083

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JAZZ ON THE UPBEAT

By BILL SIMON

THELONIOUS MONK CUTS FIRST 12-INCHER . . .

Riverside Records, which recently signed the pioneer progressive pianist Thelonious Monk, has cut its first 12-incher with the artist. Oscar Pettiford and Kenny Clarke collaborated, and the tunes are all Duke Elington standards—an unusual marriage for Monk. This month the label will release a new set by "New Star" pianist Randy Weston.

VICTOR PICKS UP TONY SCOTT OPTION . . .

Tony Scott, who was just voted No. 1 clarinetist in the annual Jazz Critics' Poll conducted by Down Beat, has had his option picked up by RCA Victor. Scott, currently conductor and arranger for Harry Belafonte at the Cocanut Grove, Los Angeles, is doing the score and musical direction for "Seven Mile Square," the Belafonte-Lena Horne-Richard Conte flick soon to go into production.

COLUMBIA DISCONTINUES 'I LIKE JAZZ' PROMOTION . . .

Columbia Records discontinued its "I Like Jazz" 98-cent promotion last week after a six-week run. Dealers were given one last chance to stock up, before the decks were cleared for the "Hit A Day" deal. Total sales were reported at approximately 250,000, but the company cannot estimate the ultimate benefit to the diskery's entire jazz catalog. Dealers should be happy to know that several other major diskeries will be giving their jazz a similar push.

LABEL "X" NEARS 50th 'VAULT' ISSUE . . .

Label "X", by the end of this year will have brought its total of "Vault" reissues to 50, all 10-inchers. In September or October, the label will bring out a follow-up George Handy LP. It's to be tagged "By George (Handy, of Course)" and will feature jazz solos by such instruments as oboe, flute and viola. In October, "X" will offer "Patterns in Purple" by the Cleveland-Detroit jazz pianist Bobby Stevenson, and in November, "Afternoon at Birdland," featuring Jay and Kai and cut before the two-trombone unit joined Columbia. Incidentally, the latters' deal with Columbia is for five years. Jay and Kai being J. J. Johnson and Kai Winding, of course.

PASSING NOTES AND ADDED LICKS . . .

Trumpeter **Conti Candoli** is scheduled to tape an LP for Atlantic, featuring **Lou Levy** on piano and **Bill Holman** on tenor. Holman is doing the arrangements. Atlantic plans also to cut a 12-incher featuring Levy, according to the diskery's **Nesuhi Ertegun**. . . . The popular jazz critic **Nat Hentoff** is back at his desk following a hospital siege of almost five weeks. . . . **Johnny Richards**, who cleffed the unusual "Annotations of the Muses" for Roost's subsidiary Legende label, is preparing two more works in similar idiom for the label. These compositions will combine elements of jazz with classical music, employing performers of both jazz and legit persuasion.

The Gale Agency is bringing vibes star **Cal Tjader** East with his own combo. Tjader records for Fantasy. . . . **Irv Siders**, Gale exec, also informs us that the pace-setting piano stylist **Bud Powell** is well again and being booked. His break-in is at the Cotton Club, Cleveland, for a week starting Monday (15).

Billie Holiday is writing her biography for Doubleday, aided by **Bill Dufty**, of the New York Post. The tentative title is "Bitter Crop," a phrase from her early Commodore hit, "Strange Fruit." This we gotta read!

• Reviews and Ratings of New Popular Albums

THE RCA VICTOR POP SHOPPER....92
(1-12")
RCA Victor SPL 12-13
Dealers should be delighted with Victor's contribution to the "sampler" string; a traffic building, sales stimulating gimmick already tried with great success by Columbia ("I Like Jazz") and RCA's own Camden subsidiary. This 12-incher sells for 98 cents, and some dealers will be able to pick up stock gratis via quantity purchases of regular line merchandise. This one offers one selection each from the 12 plug albums of the fall line, including pop, jazz, country and mood waxings by such artists as Como, Kitt, Jaye P. Morgan, Chet Atkins, Eddy Arnold, Al Cohn, Perez Prado, Melachrino, Hank Snow, etc. The cover reproduces the covers of all 12 sets in full color; excellent for display. We see no reason why this promotion shouldn't accomplish everything it aims for. It should introduce some buyers to previously unexplored fields, and conversions are not unlikely.

SO SMOOTH 86
Perry Como, with Mitchell Ayres Ork and the Ray Charles Singers (1-12")
RCA Victor LPM 1085
This figures to be Como's biggest package yet. It's his first 12-incher, he's at the height of his career, the cover will prove irresistable to Como fans, and the tunes have all the necessary class. Perry's indorsement of such items as "My Funny Valentine" and "One for My Baby" indicates the long journey these have made from esoterica. Then there are "As Time Goes By," "For Me and "My Gal," etc. Load up, dealers.

MUSIC FOR HER 80
Percy Faith and His Ork (1-12")
Columbia CL 705
Acting on the sound principle that the title "Music for Her" covers a multitude of songs, Columbia has come up with another excellent mood-music package by Percy Faith. The LP's 12 standard ballads—all excellent material for romantic deejay shows—are wrapped up in Faith's usual dreamy, creamy-stringed arrangements. Selections include "The Nearness of You," "The Way You Look Tonight," "But Beautiful" and "You'd Be So Nice to Come Home To." Cover spotlights a rather unusual color photo of a boy and girl reflected in the confetti-hued light of a theater marquee.

FOLK SONGS OF THE NEW WORLD 79
Roger Wagner Chorale (1-12")
Capitol P 8324
This is surely one of the finest choral recordings in point of sound and live presence. As such it is likely to gain wide currency, let alone the popularity of the songs. These include such perennials as "Black Is the Color," "Blue Tail Fly," "On Top of Old Smoky," etc., etc. For the true folk song lover, however, their overblown arrangements may prove objectionable. Still, a strong set for the average buyer, and stores should pull many sales with it.

DUVID CROCKETT 79
Mickey Katz (1-EP)
Capitol EAP 1-647
With Katz' parody of "Davy Crockett" a near best-seller, this EP which includes some of his past successes, "Ces-Tzi Bon," "Tweedle Dee" and "Herring Boats," should move pretty briskly over dealers' counters. It remains for retailers themselves to determine how much they want to push these Yiddish parodies which have excited adverse comment in some quarters.

THE MUSIC FROM "OKLAHOMA!"...78
Nelson Riddle and His Ork (1-12")
Capitol T596
Rodgers and Hammerstein's great score for "Oklahoma!" is hot right now, in view of the fact that the long-awaited movie version of the legit musical is slated for October release. Capitol also has the sound track album (which will probably skim off the cream sales on the show) but this collection of music from the hit should also do well sales-wise, and is bound to get plenty of jockey play. Arranged and conducted by Nelson Riddle, the album features one orchestra, but four distinct instrumental setups, with voices used as "instruments" for a striking effect. The unusual treatment of the familiar score is both listenable and effective.

SWINGIN' DOWN YONDER 77
Dean Martin (1-12")
Capitol T576
Whether by accident or design, Capitol's new Dean Martin album carries nary a mention of Jerry Lewis. The liner notes concentrate on Dean's vocal talents, with most of them dedicated to proving his warbling affinity for the Southern ditties featured in this package. Martin sings 12 Dixieland themes with bright pacing and easy showmanship, including "Alabamy Bound," "Is It True What They Say About Dixie?" and "Dinah." The new Martin and Lewis movie is scheduled for release shortly, and this package should benefit from the extra promotion.

MUSIC FROM HOLLYWOOD 77
Janssen Symphony of Los Angeles; Werner Janssen, Cond. (1-EP)
Camden CAE 266
"Laura," in its full film scoring, is the feature attraction in this economy package, tho Steiner's "Symphonie Moderne" and Tansman's fine Scherzo from "Flesh and Fantasy" are extremely appealing for buyers of such lush film fare. Recording sounds quite up-to-date, too.

GO! GO! GO!
THE TRENIERS ON TV 73
(1-12")
Epic LG 3125
Here's some wild, uninhibited chanting. The Treniers have gathered 12 of their best-known numbers for this package, including "Go! Go! Go!," "Rockin' Is Our Business," "Hey, Little Girl." The package is timely in view of the wide acceptance of r.&b. material among pop buyers. The recording has good sound, and will appeal to teen-age aficionados.

Jazz

DIXIELAND CLASSICS 79
Pee Wee Hunt (1-12")
Capitol T573
Devotees of that happy brand of jazz, Dixieland, must go for this album. It's a fine-sounding package containing 12 of the great tunes associated with the genre, including "South," "Royal Garden Blues," "South Rampart Street Blues," etc. Pee Wee Hunt's group plays in authentic, relaxed manner, with Pee Wee himself on trombone. Fine for jazz dealers.

BOB SCOBEY'S FRISCO BAND 77
(1-12")
Good Time Jazz GTJ L 12006
This is the same fine Dixie-New Orleans-style outfit that Scobey recently brought to Chicago and New York, with the incomparable Clancy Hayes handling vocals as well as banjo. The repertoire here is a fine sampling of the American treasure trove this outfit carries, including "Memphis Blues," "Mobile," "Bill Bailey," "Careless Love,"— to name some typical titles. Hayes, to an increasing number of fans, is the country's uncrowned pop and jazz vocal king, and a true folk artist to boot. Scobey plays a tasty Armstrong-patterned trumpet, and the clarinetist, Bill Napier, is just about as fine as any the idiom has produced. A happy, listenable package, by no means limited to jazz buyers.

ROCKIN' WITH MILT 76
Milt Buckner (1-12")
Capitol T642
Many pop organ fans, as well as jazz and jump addicts, will find this lively collection to their taste. Buckner swings up a storm on what can be a very swingin' instument, utilizing as vehicles some of the more familiar jazz tunes including "Robbins Nest" and "Bernie's Tune." This is music in the sanguine idiom of Count Basie or Lionel Hampton. In fact, Buckner was associated with Hamp for some time as arranger, pianist and organist. It's not cerebral jazz, but it does have some modern flavoring and a great beat.

JAZZ CONCERT-WEST COAST 62
(1-12")
Savoy MG 12012
The title will account for most of the sales that accrue to this item, tho the title of one of the tunes, "Disorder at the Border," more aptly describes the music. Evidently this was preserved because of the sometimes exciting battle of tenor saxes involving Dexter Gordon and the Late Wardell Gray. On one side, Gray does produce several memorable choruses, but the general mood here is one of chaos; raucous and unmusical grandstand playing, badly recorded, yet. The over-all style bears little resemblance to what buyers will expect when they ask for "West Coast" jazz.

JUST TOO MUCH 74
Hal Schaefer, Pianist (1-12")
RCA Victor LPM 1106
Tho Schaefer has been active in the commercial music field for a while, he will be an important discovery to many jazz fans. Drawing from a wide variety of jazz and classical sources for inspiration, he plays a brand of modern piano that is bound to stir up considerable interest. In his original compositions, "Yes" and "Montevideo"— and especially in his fabulous lampoon of the Fats Waller idiom in "Between the Devil and the Deep Blue Sea"—he projects something original and extremely exciting. He is accompanied by Joe Mondragon, bass, and Alvin Stoller, drums.

Big Variatons in Pacts

• Continued from page 17

ing practice in the industry, and one with which most publishers find little fault.

An examination of the record company licenses, however, reveals no uniformity between companies. One company incorporates provisions that another does not; others indicate the agreement is not only a license but a contract; while still others adhere with strict conformity to the letter of the copyright statute.

Enforcement Negligible

Acording to competent legal authority, little effort is ever made by either the music publisher or the recording company to enforce the myriad number of clauses and provisions wherein license agreements differ. The fact that these provisions are written into the licenses, however, often offers the recording company a vast advantage over the unwary or uninformed publisher.

RCA Victor's license appears to be the one which chiefly adheres to the form in the copyright statute. Victor's agreement, as do the other major recording companies and the Harry Fox license, specifically outlines a fixed schedule of royalty payments based upon the retail price of phonograph records: 1¼ cents per side for records with a list price of 35 cents or under; 1½ cents on records prices from 36 to 50 cents inclusive; 1¾ cents on records from 51 to 60 cents inclusive, and the statutory rate of 2 cents per side on records sold at 61 cents or more.

Both the Decca and Columbia licenses stipulate for royalty payments based upon 90 per cent of records manufactured and sold, clauses which do not appear in the other major plattery agreements. The Coral pact also calls for the same 10 per cent discount, all of which is beyond the ken of the copyright law.

Capitol License

The Capitol license appears to be the most lengthy and the most involved, incorporating two full pages, while the other majors' form covers only one page. Cap's agreement gives the firm the right to "edit, adapt, arrange, change and modify the work" at their discretion. Of greater importance, the Capitol form allows the company to make more than one recording of the given song at the rate originally stipulated, and further stipulates for the publisher to reimburse Capitol in those instances where a lesser rate is given to a third party, i.e., another recording company.

The single usage term is generally conceded to be a most important one to music publishers, and is outlined in the license issued by MPPA agent Harry Fox. The latter license says: "This license covers and is limited to one particular recording of the above entitled musical composition," with provision for the insertion of the recording artist's name."

Another important provision which appears in RCA Victor's form, and which does not appear on any other is a clause which does not allow the musical work to be used by the recording company "in connection with a musical medley for band or orchestra or other medley arrangement" without the consent of the publisher.

While here appears to be little difference between the terms license and contract, copyright authorities here point out that any deviation from the exact letter of the copyright law, i.e., the grant of a royalty rate less than the statutory 2 cents, would automatically become a contract rather than a license as is provided for in the 1909 statute. Accordingly, a publisher could not petition the Federal Courts in cases where such deviations existed.

Despite the lack of uniformity, the music publishers appear to be happy with the mechanical license status quo. Should there even be a move to have all forms conform with one and other, tradesters point out that there always will be a fringe group ready, willing and able to deal with the record companies privately.

Hub Musician

• Continued from page 17

Friend," "Can-Can" and the Doyle Carte Opera company.

The musicians' union has asked for a rate of $120 a week beginning September 1. J. J. Shubert has offered a two-year contract at $117 for the first year and $120 the second. Theater circles here say there is a possibility some of the shows will be rebooked if the dispute is settled by August 31.

Sam Marcus, president of the union says, "We are not asking a scale as high as New York. We haven't had a raise in more than four years, and we have musicians here who are the equal of any in the country."

MIAMI DEEJAY DRAWS RECORD ATTENDANCE . . .

Jerry Werry Wichner, WINZ, Miami, deejay who presided August 4 at a weekly teen-age dance sponsored by the Jay Cees and the Police Benevolent Society, drew a record-breaking crowd of 8,000. Wichner did his regular three-hour show from the dance. A jitterbug contest, to the music of Bill Haley's disks, was one of the highlights of the affair.

Lubinsky Curbs Free Disks

• Continued from page 17

and exploitation practices of certain major diskeries, wants to prevent his competitors from giving away free disks which cut into his own potential sale and also deprive him of publisher royalties.

By availing himself of compulsory licensing, Lubinsky, as well as Nathan, now is entitled to collect royalties on the number of records manufactured rather than the number sold. But not content with that, Lubinsky told The Billboard that he intends to complain to the Federal Trade Commission regarding certain diskeries' "unfair trade practices."

Actually, this recent hubbub concerning compulsory licensing points up the dilemma now facing r.&b. diskeries which suddenly have found themselves in the role of pop tune publishers, a role which they most admittedly have relished.

They enjoy seeing their tunes become hits with the aid of pop label covers, but their own original r.&b. versions have in increasing numbers been jumping into the pop charts, and several indies now feel that the pop versions are cutting into their own sales. Oriented to the disk side of the business, they are reluctant to limit their disk sales and the prestige of their own labels and artist properties, even tho they may ultimately show a heavy profit on the publishing side of the ledger.

For Savoy, however, the compulsory licensing gimmick may create something of a problem. Lubinsky has in the past been able to turn pieces of his hits over to regular pop publishers in return for reportedly sizable cash and guarantees. These pop houses then have gone out and obtained the very covers that have been proving a thorn in the side of the disk mogul, thus insuring their investments: for example, E. B. Marks Music with "Piddily Patter Patter" and Republic with "Don't Be Angry." Henceforth, Lubinsky, insists that he will only turn tunes over if the pop pubber will guarantee to enforce his compulsory licensing rule.

No 'Help'

Not long ago, tradesters observe, an r.&b. disker-publisher was happy to turn over his property to a pop firm that could get the kind of covers that stimulate sheet sales and network performances. Now, in frequent instances, the original version is enough to insure good sheet and performance income, and the copyright owner doesn't want the "help" proferred by other labels.

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• Reviews and Ratings of New Classical Releases

TI'E RCA VICTOR RED SEAL SELECTOR (1-12")—RCA Victor SRL-12-14..85

This is Victor's classical promotion leader for the fall season and it packs lots of value for its modest 98-cent price tag. Due for saturation advertising, together with its companion pop sampler, it should dra heavy action and also bring customers back for the complete works after tasting these teasing tid-bits. Too, the record can be listened to just as it is by less sophisticated and new record buyers, and with considerable enjoyment. Included are excerpts from all of the label's "Best Buy" Red Seal packages and they are thoughtfully edited. So, on one 12-incher there may be heard some Beethoven, Brahms, Tchaikovsky, Berlioz, Puccini, Liszt, Bizet, Prokofieff, Gershwin and Ravel.

LA DANZA! (1-12")—Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol P 8314.....83

Here are a dozen examples of Spanish dance music, derived from the mother country and Mexico, Cuba and South America. Albeniz' "Tango in D," Lecuona's "Siboney," Ravel's "Habanera" from "Rhapsodie Espagnole," Abreu's "Tico Tico" are included. Carmen Dragon conducting the Hollywood Bowl Symphony gives these light, yet authentic piece. a lush inte.pretation. The sound is impressive. Should be a strong seller this fall.

BRAHMS: VIOLIN CONCERTO IN D (1-12")—Jascha Heifetz, Violin; Chicago Symphony; Fritz Reiner, Cond. RCA Victor LM 1903 82

Recent months have seen heavy sales of the concerto in outstanding disk versions by Milstein and Oistrakh. Now a third is added to the vanguard that will lead the pack of multitudinous wax performances of the Brahms. Heifetz' approach is passionate and features exquisite tone. Still, his conception is broad and the listening result eminently satisfying. It's the artist's first with the Chicago and the balance between orchestra and soloist has been neatly accomplished. Excellent sales on this one.

TCHAIKOVSKY: SYMPHONY NO. 6 (PATHETIQUE) (1-12")—Boston Symphony; Pierre Monteux, Cond. RCA Victor LM 1901 80

With all the command of a master conductor, Monteux takes the tired warhorse and makes of it a live and vibrant listening experience. Crowded catalog competition will exert little sales restraint here, as the market for the perennial favorite is self-replenishing. This LP is certain to prove a staple item for the fall and many months thereafter. Outstanding sound in the grooves.

TCHAIKOVSKY: ROMEO AND JULIET OVERTURE — FANTASIA: 1812 OVERTURE; MARCHE SLAV (1-12") —Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4997 78

Despite stiff competition, this package should sell well. The popular Tchaikovsky selections are beautifully performed and recorded. Columbia has previously issued a 10" coupling of 1812 and Marche Slav by the same talent, and Westminster by the London Symphony (Sherchen), and Decca by Smallens and the N. Y. Stadium Concerts Orchestra.

VIVALDI: THE SEASONS, OP 8 (1-12") —John Corigliano, Violin; Philharmonic Symphony Orchestra of New York; Guido Cantelli, Cond. Columbia ML 5044 75

There's no dearth of recordings (some very good) of this set of concertos, but here is the first by a famous American orchestra. This fact should help many dealers move more copies of the repertoire than would otherwise be the case. Too, soloist Corigliano is one of the most expert violinists to perform the works on vinyl and his sweet tone and clean technique add much of value. A fine package with good sales prospects.

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12")—Gina Bachauer, Piano; New London Orchestra; Alec Sherman, Cond. RCA Victor LM 1890 74

The growing and deserved reputation of Gina Bachauer should now have reached the point where a disking by her of one of the most frequently cut piano concertos stands a good chance of attracting solid buyer action. This is a musicianly performance thru and thru, with artistic matters more to the fore than mere virtuosity, altho the pianist has more than enough of the latter. Good sound will help it sell, even in the face of recent competitive versions which couple the warhorse with additional material.

FALLA: CONCERTO FOR HARPSICHORD; RIETI: PARTITA FOR HARPSICHORD; SURINACH: TIENTOS (1-12")—Sylvia Marlowe, Harpsichord; The Concert Arts Players, Capitol P 8309 69

The Falla concerto is more of a chamber work than a display piece, and not likely to win enthusiastic reception from lovers of the composer's more flamboyant opera and ballets. The intimate nature of the other works (commissioned by Miss Marlowe, incidentally) are more quickly appealing, however, and all are superbly performed with outstanding sound. It would seem that knowing dealers could exploit this package beyond its repertoire potential by plugging it to harpsichord enthusiasts who haven't yet heard the instrument in contemporary music.

RICHARD STRAUSS: SYMPHONIA DOMESTICA (1-12")—Warwick Symphony Orchestra, Camden CAL 248 ..69

Since this fairly lengthy Strauss work eschews the dramatics of his most popular tone poems, it hasn't achieved the popularity of a "Don Juan," "Zarathustra," etc. In fact, it is represented on LP vinyl by only one other version, that of Krauss on London. This bargain disk version is actually that of the Philadelphia ork under Ormandy, long considered a first-rate interpretation. The transfer from the old masters has preserved creditable sound. Some regular Straussians may find it rather dull after a diet of blood and guts.

Stone Replies

• Continued from page 17

After promising not to do so, he wrote letters to trade papers without committee consent. 4. He made a speech at an ASCAP meeting without informing the committee members either of its contents or of the fact that he would make a speech. 5. He would not go along with committee members on decisions arrived at by democratic majority rule. 6. He called Jimmy Eaton a "traitor" because Eaton at an ASCAP meeting said he thought the board was fair in meeting with the committee in an attempt to solve some of the society's problems.

Further Words

Stoner also stated that freedom of speech and opinion is applicable to all, not one. He added that Lengsfelder knew that everything in his last letter was scheduled for discussion in the September meetings of the committee, that when this committee recessed for the summer he was, asked to tackle the society's problems with the committee in September. The last Lengsfelder letter was a "sneak attack," justified only if the society's doors had been closed to him, said Stoner.

Writers with plans for the betterment of the society are welcome to explain their views to the committee, stoner stated. "If the doors of co-operation were closed, then an outlaw committee might be the answer."

Late this week, it became known that plans were underfoot to set up a publishers' advisory committee to the ASCAP board, similar to the writers' advisory committee.

Music as Written

ERNA KATZ OFF TO EUROPE FOR DECCA . . .

Erna Katz, recently named special rep for Decca's classical division, is on her way to Germany where she will visit the offices of Deutsche Grammophon in Hanover. During her visit she will consult with DG reps in order to further the working relationship between the German diskery and Decca.

SLOWER CHA-CHA TO STRINGS ON WAY . . .

Cha-cha-cha fanciers will be stepping at a slower beat and to the strains of strings if current trends featuring the authentic Cuban treatment of the popular dance form gain a solid foothold in this country. Out to push the trend is Johnny Camacho, artist and repertoire exec of RCA Victor, who has cut some of the more restrained cha-cha-chas with Latin American orkster Tito Rodriguez for early release, with others planned as follow-ups.

New York

Newly elected to ASCAP membership are **George Liberace, Errol Garner, Bill Haley** and **Roy Ross.** . . . **Paul Lavalle,** conductor of the Cities Service Band of America, has been awarded the Air Force Citation of Honor. . . . Chicago promotion man **Dick La Palm** will marry the former airlines stewardess **Jean Ann Storlie** in Minneapolis Saturday (20). . . . New West Coast label is Goldsmith Records, which has released its first 10-inch LP, a folk item featuring **Jesse Fuller.**

Louis Armstrong opens at the Crescendo September 2 for a one-week engagement. Spot is the scene of Satchmo's new Decca albums, Vols. I and II, "Gene Norman Presents Louis Armstrong." . . . **Claude Brennan,** Decca's assistant general sales manager, vacationing with his wife in Colorado.

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RED SEAL

***AURORA'S WEDDING BALLET SUITE,** (Complete) (Tchaikovsky) Stokowski Symph. Orch. BC-1

SYMPHONY NO. 5 (Tchaikovsky) Stokowski Symph. Orch. DC-2

***DON QUIXOTE** (R. Strauss) Boston Symph. Orch., Munch; Piatigorsky, 'Cellist; Burgin, Violinist; de Pasquale, Violist. BC-3

***"EMPEROR" CONCERTO** (Beethoven) Horowitz, RCA Victor Symph. Orch., Reiner. BC-4

VICTORY AT SEA (Rodgers) Members of NBC Symph. Orch., Bennett, Cond. CC-5

CONCERTO NO. 2, IN B-FLAT, OP. 83 (Brahms) Rubinstein; Boston Symph. Orch., Munch. CC-6

***"NEW WORLD" SYMPHONY** (Dvorák) Toscanini and NBC Symph. Orch. BC-7

SYMPHONY NO. 1, IN C MINOR (Brahms) Toscanini and NBC Symph. Orch. CC-8

***SYMPHONY IN D MINOR** (Franck) Robin Hood Dell Orch. of Phila., Leinsdorf, Cond. BC-9

CONCERTO IN A MINOR (Grieg) Concerto No. 1, in G Minor (Mendelssohn) Robin Hood Dell Orch. Leinsdorf, Cond.; Dorfmann, Pianist. DC-10

***RHAPSODY IN BLUE** (Gershwin) Grand Canyon Suite—Excerpts (Grofe) Winterhalter Orch., Janis, Pianist BC-11

SWAN LAKE (Tchaikovsky) Philharmonia Orch., Irving. DC-12

LES SYLPHIDES (Chopin) Orch. of the Royal Opera House, Covent Garden, Irving. English Dances (Arnold) The Philharmonia Orch., Irving. CC-13

GAÎTÉ PARISIENNE (Offenbach) Les Patineurs (Meyerbeer) Boston Pops Orch., Fiedler. DC-14

CONCERTO NO. 1 IN D MINOR (Brahms) Rubinstein; Chicago Symph. Orch., Reiner. CC-15

PICTURES AT AN EXHIBITION (Moussorgsky-Ravel) Psyché and Eros (Franck) Toscanini and NBC Symph. Orch. CC-16

POPULAR

MUSIC FOR DINING: Diane, Too Young, 7 others. The Melachrino Strings CP-1

***MUSIC FOR RELAXATION:** Star Dust, Moonlight Serenade, 8 others. Melachrino Strings. BP-2

***MUSIC FROM HOLLYWOOD—THEME MUSIC FROM GREAT MOTION PICTURES:** High Noon, Song from "Moulin Rouge" 8 others. Al Goodman's Orch. BP-3

***INSIDE SAUTER-FINEGAN:** Four Horsemen, How About You? 11 others. BP-4

THE GREAT MUSIC THEMES OF TELEVISION: Melancholy Serenade, Orchid Room, 10 others. Winterhalter's Orch. CP-5

PASSION IN PAINT: Nude Descending the Stairs, Mona Lisa, 10 others. René's Orch. CP-6

***SOFT AND SWEET:** There Is No Greater Love, A Sinner Kissed an Angel, 10 others. The Three Suns with String Orch. BP-7

***JUST TOO MUCH:** All the Things You Are, 11 others. Hal Schaefer Trio. BP-8

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EIN HELDENLEBEN (R. Strauss) Chicago Symph. Orch., Reiner, Cond. FCS-2/FCSD-2

CONCERTO FOR JAZZ BAND AND SYMPHONY ORCHESTRA (Liebermann) Chicago Symph. Orch. and Sauter-Finegan Orch., Reiner, Cond. Don Juan (R. Strauss) Chicago Symph. Orch., Reiner, Cond. ECS-3/ECSD-3

VIOLIN CONCERTO IN D (Brahms) Heifetz; Chicago Symph. Orch., Reiner. ECS-4/ECSD-4

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

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TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending August 10

This Week | Last Week | Weeks on Chart

1. Rock Around the Clock — 1 — 13

By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP)
BEST SELLING RECORD: B. Haley, Dec 29124. **OTHER RECORDS AVAILABLE:** S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.

2. Yellow Rose of Texas — 9 — 3

By D. George—Published by Planetary (ASCAP)
BEST SELLING RECORD: M. Miller, Col 40540. **OTHER RECORDS AVAILABLE:** J. Desmond, Coral 61476.
ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.

3. Ain't That a Shame — 4 — 6

By D. Bartholomew and A Domino—Published by Commodore (BMI)
RECORDS AVAILABLE: P. Boone, Dot 15377; Fats Domino, Imperial 5348.
ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.

4. Learnin' the Blues — 3 — 14

By Dolores Vicki Silvers—Published by Barton (ASCAP)
BEST SELLING RECORD: F. Sinatra, Cap 3102. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star 253; B. Ward-Dominoes, King 1492.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

5. Unchained Melody — 2 — 20

By Hy Zaret and Alex North—Published by Frank (ASCAP)
BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. **OTHER RECORDS AVAILABLE:** C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078
ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.

6. Hard to Get — 5 — 9

By Jack Segal—Published by Witmark (ASCAP)
RECORDS AVAILABLE: G. MacKenzie, X 0137.
ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.

7. Hummingbird — 10 — 6

By Don Robertson—Published by Ross Jungnickel (ASCAP)
RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110.
ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.

8. Blossom Fell — 8 — 15

By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP)
BEST SELLING RECORD: Nat (King) Cole, Cap 3095. **OTHER RECORDS AVAILABLE:** V. Barett, London 1566; D. Valentine, London 1554.
ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.

9. Cherry Pink and Apple Blossom White — 6 — 22

By Louiguy and Mack David—Published by Chappell (ASCAP)
BEST SELLING RECORD: P. Prado, Vic 20-5965. **OTHER RECORDS AVAILABLE:** G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387.
ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.

10. Something's Gotta Give — 7 — 12

By Johnny Mercer—Published by Robbins (ASCAP)
BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. **OTHER RECORDS AVAILABLE:** R. Anthony, Cap 3096; F. Astaire, Vic 20-6140; L. Brown, Coral 61425; R. Gaylord, Wing 90000; S. Powell, Groove 111.
ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.

Second Ten

11. Seventeen — 15 — 3

By Young-Gorman & Bennett—Published by Lois (BMI)
RECORDS AVAILABLE: B Bennett, King 1470; R. Draper, Mercury 70651; Fontane Sisters, Dot 15386.

12. It's a Sin to Tell a Lie — 11 — 11

By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP)
RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & The Redheads, Epic 9093.
ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus

13. Man in the Raincoat — 12 — 6

By W Webster—Published by Canadian Limited (BMI)
RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; L. Roza, London 1589; P. Wright, Unique 303; Bonnemere, Roost 608.

14. I'll Never Stop Loving You — 13 — 6

By Kahn and Bradszky—Published by Feist (ASCAP)
RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298.
ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.

15. Wake the Town and Tell the People — 17 — 3

By Gallop & Livingston—Published by Joy (ASCAP)
RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537.
ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.

16. Bible Tells Me So — 21 — 3

By Dale Evans—Published by Paramount-Roy Rogers (ASCAP)
RECORDS AVAILABLE: D. Cornell, Coral 61467; N. Noble, Wing 90003.

17. Honey Babe — 14 — 16

By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP)
RECORDS AVAILABLE: A. Mooney, M-G-M 11900; Sauter-Finegan, Vic 20-6025.
ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.

18. Domani — 18 — 6

By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI)
RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450
ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.

19. House of Blue Lights — 20 — 5

By Freddie Slack & Don Raye—Published by Robbins (ASCAP)
RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; P. Morrissey, Dec 29594; E. M. Morse, Cap 1605.

20. Sweet and Gentle — 15 — 8

By Otilio Portan and George Thorn—Published by Peer (BMI)
RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Frank, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822; E. Smith, Dec 29592.
ELECTRICAL TRANSCRIPTION: George Cook, Standard.

Third Ten

21. Song of the Dreamer — 26 — 2

By Eddie (Tex) Curtis—Published by Ludlow
RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528.

22. Popcorn Song — 27 — 3

By Bob Roubian—Published by Central (BMI)
RECORD AVAILABLE: C. Stone, Cap 3131.

23. If I May — 21 — 10

By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI)
RECORD AVAILABLE: Nat (King) Cole, Cap 3095.
ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.

23. Medic Theme (Blue Star) — 19 — 6

By Heyman and Victor Young—Published by Victor Young (ASCAP)
RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508, V. Young, Dec 29433.

23. Maybellene — — — 1

By Chuck Berry—Published by Arc (BMI)
RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682.

26. That Old Black Magic — 24 — 6

By Mercer and Arlen—Published by Famous (ASCAP)
RECORDS AVAILABLE: B. Daniels, Mercury 5721; S. Davis Jr., Dec 29541.
ELECTRICAL TRANSCRIPTIONS: F. Warren, Thesaurus; Ray Pearl Ork, Standard.

26. Tina Marie — 27 — 2

By Bob Merrill—Published by Roncom (ASCAP)
RECORD AVAILABLE: P. Como, Vic 20-6192.
ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.

28. Gum Drop — — — 1

By Rudy Toombs—Published by Toombs (BMI)
RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090.

29. Longest Walk — 29 — 2

By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP)
RECORD AVAILABLE: J. P. Morgan, Vic 20-6182
ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.

30. Kentuckian Song — 24 — 2

By Irving Gordan—Published by Frank (ASCAP)
RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.

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The Billboard Music Popularity Charts — POPULAR RECORDS

• Best Sellers in Stores

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	1	15
2.	**AIN'T THAT A SHAME?** (BMI)—P. Boone Tennessee Saturday Night (BMI)—Dot 15377	2	7
3.	**YELLOW ROSE OF TEXAS** (ASCAP)—M. Miller Blackberry Winter (BMI)—Col 40540	5	3
4.	**LEARNIN' THE BLUES** (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	3	15
5.	**BLOSSOM FELL** (ASCAP)—Nat (King) Cole IF I MAY (BMI)—Cap 3095	4	16
6.	**SEVENTEEN** (BMI)—B. Bennett Little Old You-All (BMI)—King 1470	11	7
7.	**HARD TO GET** (ASCAP)—C. MacKenzie Boston Fancy (BMI)—X 0137	6	12
8.	**IT'S A SIN TO TELL A LIE** (ASCAP)—S. Smith & the Redheads My Baby Just Cares for Me (ASCAP)—Epic 9093	7	21
9.	**HUMMINGBIRD** (ASCAP)—L. Paul & M. Ford Goodbye, My Love (ASCAP)—Cap 3165	8	5
10.	**HOUSE OF BLUE LIGHTS** (ASCAP)—C. Miller Can't Help Wonderin' (ASCAP)—Mercury 70627	12	10
11.	**YELLOW ROSE OF TEXAS** (ASCAP)—J. Desmond You're in Love With Someone (ASCAP)—Coral 61476	15	2
12.	**UNCHAINED MELODY** (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	10	20
13.	**MAYBELLENE** (BMI)—C. Berry Wee Wee Hours (BMI)—Chess 1604	—	1
14.	**CHERRY PINK AND APPLE BLOSSOM WHITE** (ASCAP)—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	9	25
15.	**I'LL NEVER STOP LOVING YOU** (ASCAP)—Doris Day Never Look Back (BMI)—Col 40505	21	5
16.	**WAKE THE TOWN AND TELL THE PEOPLE** (ASCAP)—L. Baxter I'll Never Stop Loving You (ASCAP)—Cap 3120	23	2
17.	**DOMANI** (BMI)—J. La Rosa Mama Rosa (ASCAP)—Cadence 1265	13	5
18.	**AIN'T THAT A SHAME?** (BMI)—F. Domino La La (BMI)—Imperial 5348	25	6
19.	**MAN IN THE RAINCOAT** (BMI)—P. Wright Please Have Mercy (BMI)—Unique 303	23	9
20.	**SOMETHING'S GOTTA GIVE** (ASCAP)—McGuire Sisters Rhythm 'n' Blues (ASCAP)—Coral 61423	14	12
21.	**AUTUMN LEAVES** (ASCAP)—R. Williams Take Care (BMI)—Kapp 16	—	1
22.	**KENTUCKIAN SONG** (ASCAP) Hilltoppers I Must Be Dreaming (BMI)—Dot 15575	20	4
23.	**BIBLE TELLS ME SO** (ASCAP)—N. Noble Army of the Lord (BMI)—Wing 90003	—	1
23.	**SEVENTEEN** (BMI)—R. Draper Can't Live With 'Em, Can't Live Without Them (BMI)—Mercury 70651	—	1
25.	**POPCORN SONG** (BMI)—C. Stone Barracuda (BMI)—Cap 3131	—	1

DEALERS AND OPERATORS . . .

Tomorrow's Hits . . . Today
Poster is on page 42

Top Ten Tunes Poster
is on page 43

• THIS WEEK'S BEST BUYS

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

DAY BY DAY (Barton, ASCAP) — The Four Freshmen—Capitol 3154

A side that has been building slowly but steadily for some weeks, this now looms as an imminent chart entry. This week it appears on four territorial charts—Buffalo, Dallas-Fort Worth, Detroit and New Orleans. It's also reported strong in such scattered sectors as Pittsburgh, Atlanta, St. Louis, Milwaukee, New York, Baltimore, Durham and Los Angeles. Flip side is "How Can I Tell Her" (Famous, ASCAP).

YOU ARE MY SUNSHINE (Peer, BMI)—Ferko String Band—Media 1013

The follow-up to this gang's smash, "Alabama Jubilee," this version of the perennial is off to a fast start in the Midwest, with special strength reported in Milwaukee, St. Louis and Chicago. There's Eastern action in Providence, Philadelphia and Buffalo, and noticeable stirrings in Boston and Baltimore. A previous Billboard "Spotlight" pick. Flip is "Ma, He's Making Eyes at Me," (Mills, ASCAP).

• Most Played in Juke Boxes

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	1	10
2.	**LEARNIN' THE BLUES** (ASCAP)—F. Sinatra If I Had Three Wishes (ASCAP)—Cap 3102	2	10
3.	**AIN'T THAT A SHAME?** (BMI)—P. Boone Tennessee Saturday Night (BMI)—Dot 15377	5	6
4.	**BLOSSOM FELL** (ASCAP)—Nat (King) Cole IF I MAY—Cap 3095	3	13
5.	**HARD TO GET** (ASCAP)—G. MacKenzie Boston Fancy (BMI)—X 0137	6	7
6.	**CHERRY PINK AND APPLE BLOSSOM WHITE** (ASCAP)—P. Prado Marie Elena Rumba (ASCAP)—Vic 20-5965	4	20
7.	**HONEY BABE** (ASCAP)—A. Mooney No Regrets (ASCAP)—M-G-M 11900	9	14
8.	**SOMETHING'S GOTTA GIVE** (ASCAP)—McGuire Sisters Rhythm 'n' Blues (ASCAP)—Coral 61423	7	11
8.	**IT'S A SIN TO TELL A LIE** (ASCAP)—S. Smith & the Redheads My Baby Just Cares for Me (ASCAP)—Epic 9093	8	12
10.	**UNCHAINED MELODY** (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	10	17
11.	**HUMMINGBIRD** (ASCAP)—L. Paul & M. Ford Goodbye My Love—Cap 3165	11	4
12.	**AIN'T IT A SHAME?** (BMI)—Fats Domino La. La (BMI)—Imperial 5348	14	4
13.	**DOMANI** (BMI)—J. La Rosa Mama Rosa (ASCAP)—Cadence 1265	16	2
14.	**POPCORN SONG** (BMI)—C. Stone Barracuda (BMI)—Cap 3131	18	2
14.	**YELLOW ROSE OF TEXAS** (ASCAP)—M. Miller Blackberry Winter (BMI)—Col 40540	—	1
16.	**UNCHAINED MELODY** (ASCAP)—L. Baxter Medic (ASCAP)—Cap 3055	12	16
16.	**UNCHAINED MELODY** (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	12	16
18.	**SOMETHING'S GOTTA GIVE** (ASCAP)—S. Davis Jr. Love Me or Leave Me (ASCAP)—Dec 29484	16	4
18.	**MAN IN THE RAINCOAT** (BMI)—M. Marlowe Heartbeat—Cadence 1266	20	2
18.	**SEVENTEEN** (BMI)—Fontane Sisters If I Could Be With You (ASCAP)—Dot 15386	—	1

• Most Played by Jockeys

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**ROCK AROUND THE CLOCK**—B. Haley Thirteen Women—Dec 29124—ASCAP	1	13
2.	**LEARNIN' THE BLUES**—F. Sinatra If I Had Three Wishes—Cap 3102—ASCAP	2	16
3.	**YELLOW ROSE OF TEXAS**—M. Miller Blackberry Winter—Col 40540—ASCAP	5	3
4.	**AIN'T THAT A SHAME?**—P. Boone Tennessee Saturday Night—Dot 15377—BMI	3	15
5.	**HARD TO GET**—G. MacKenzie Boston Fancy—X 0137—ASCAP	4	8
6.	**UNCHAINED MELODY**—L. Baxter Medic—Cap 3055—ASCAP	8	20
7.	**BLOSSOM FELL**—Nat (King) Cole If I May—Cap 3095—ASCAP	6	6
8.	**HUMMINGBIRD**—L. Paul & M. Ford Goodbye My Love—Cap 3165—ASCAP	10	7
9.	**YELLOW ROSE OF TEXAS**—J. Desmond You're in Love With Someone—Coral 61476—ASCAP	—	1
10.	**SEVENTEEN**—B. Bennett Little Old You-All—King 1470—BMI	15	2
11.	**IT'S A SIN TO TELL A LIE**—S. Smith & the Redheads My Baby Just Cares for Me—Epic 9093—ASCAP	9	8
12.	**TINA MARIE**—P. Como Fooled—Vic 20-6192—ASCAP	—	1
13.	**SOMETHING'S GOTTA GIVE**—McGuire Sisters Rhythm 'n' Blues—Coral 61423—ASCAP	7	12
14.	**I'LL NEVER STOP LOVING YOU**—D. Day Never Look Back—Col 40505—ASCAP	13	4
15.	**LONGEST WALK**—J. P. Morgan Swanee—Vic 20-6182—ASCAP	—	1
16.	**SWEET AND GENTLE**—A. Dale You Still Mean the Same to Me—Coral 61435	12	7
17.	**WAKE THE TOWN AND TELL THE PEOPLE**—L. Baxter I'll Never Stop Loving You—Cap 3120—ASCAP	18	2
18.	**SEVENTEEN**—Fontane Sisters If I Could Be With You—Dot 15386—BMI	—	1
19.	**DOMANI**—J. La Rosa Mama Rosa—Cadence 1265—BMI	16	4
20.	**FOOLED**—P. Como Tina Marie—Vic 20-6192—ASCAP	—	1

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DENISE LOR

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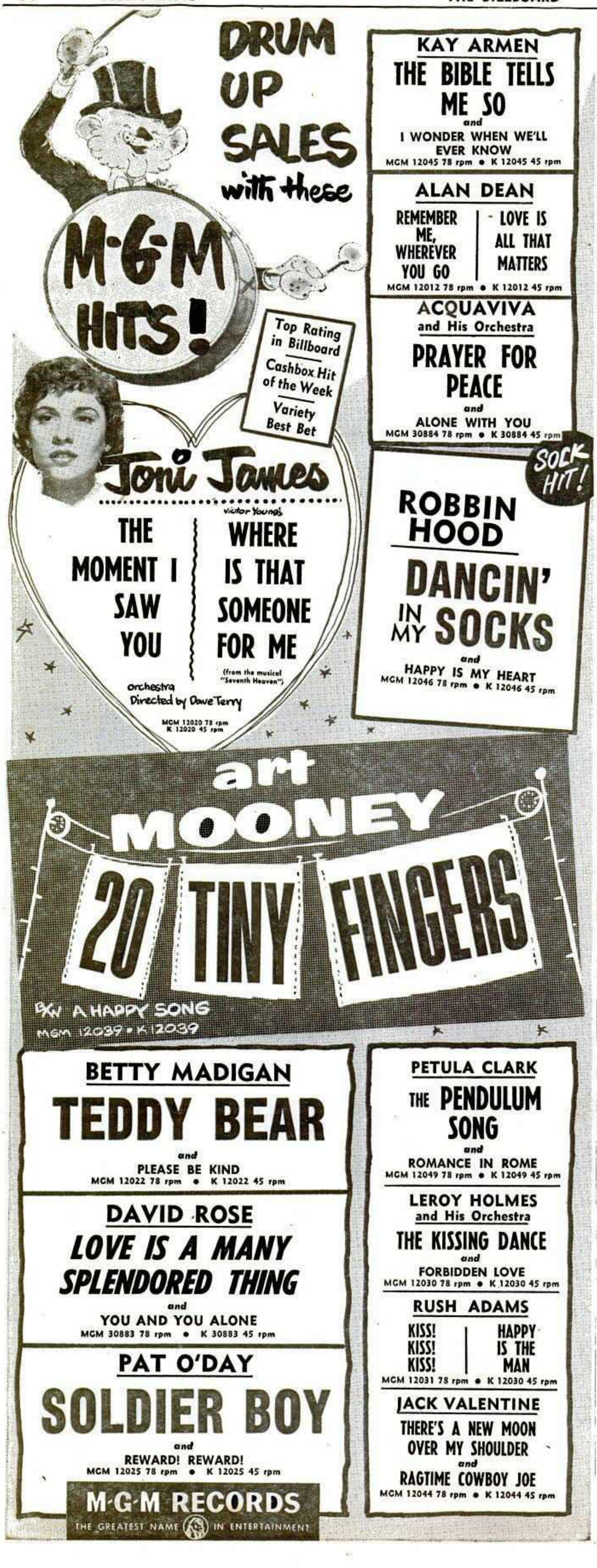

The Billboard Music Popularity Charts

POPULAR RECORDS

• Territorial Best Sellers

For survey week ending August 10

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

Atlanta

1. **I'll Never Stop Loving You** Doris Day, Col.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Blossom Fell,** Nat (King) Cole, Cap.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
6. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.

Baltimore

1. **Ain't That a Shame?** P. Boone, Dot
2. **Seventeen,** B. Bennett, Kng.
3. **Song of the Dreamer,** E. Fisher, Vic.
4. **Yellow Rose of Texas,** J. Desmond, Cor.
5. **Rock Around the Clock,** B. Haley, Dec.
6. **Hard to Get,** G. MacKenzie, X
7. **Something's Gotta Give** McGuire Sisters, Cor.
8. **Yellow Rose of Texas,** M. Miller, Col.
9. **Unchained Melody,** L. Baxter, Cap.
10. **Blossom Fell,** Nat (King) Cole, Cap.

Boston

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Longest Walk,** J. P. Morgan, Vic.
4. **Hard to Get,** G. MacKenzie, X
5. **Wake the Town and Tell the People** L. Baxter, Cap.
6. **Gum Drop,** Crew Cuts, Mer.
7. **Tina Marie,** P. Como, Vic.
8. **Yellow Rose of Texas,** J. Desmond, Cor.
9. **I'll Never Stop Loving You** Doris Day, Col.
10. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.

Buffalo

1. **Popcorn Song,** C. Stone, Cap.
2. **Day by Day,** Four Freshmen, Cap.
3. **House of Blue Lights,** C. Miller, Mer.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Learnin' the Blues,** F. Sinatra, Cap.
6. **Razzle Dazzle,** B. Haley, Dec.
7. **Ain't That a Shame?** P. Boone, Dot
8. **Longest Walk,** J. P. Morgan, Vic.

Chicago

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Ain't That a Shame?** P. Boone, Dot
4. **Bible Tells Me So,** N. Noble, Wng.
5. **Gum Drop,** Crew Cuts, Mer.
6. **Seventeen,** B. Bennett, Kng.
7. **Seventeen,** R. Draper, Mer.
8. **Seventeen,** Fontane Sisters, Dot
9. **Maybellene,** C. Berry, Chs.
10. **Hard to Get,** G. MacKenzie, X

Cincinnati

1. **Seventeen,** B. Bennett, Kng.
2. **Ain't That a Shame?** P. Boone, Dot
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Hummingbird,** L. Paul & M. Ford, Cap.
6. **Kentuckian Song,** Hilltoppers, Dot
7. **Gum Drop,** Crew Cuts, Mer.
8. **Hard to Get,** G. MacKenzie, X
9. **House of Blue Lights,** C. Miller, Mer.
10. **Gum Drop,** O. Williams & Group, Del.

Cleveland

1. **Autumn Leaves,** R. Williams, Kap.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Meybellene,** C. Berry, Chs.
4. **Seventeen,** B. Bennett, Kng.
5. **Bible Tells Me So,** N. Noble, Wng.
6. **Only You,** Platters, Mer.
7. **House of Blue Lights,** C. Miller, Mer.
8. **Gum Drop,** Crew Cuts, Mer.

Dallas-Ft. Worth

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.
4. **Uranium,** Commodores, Dot
5. **If I May,** Nat (King) Cole, Cap.
6. **Hummingbird,** Chordettes, Cdc.
7. **Day by Day,** Four Freshmen, Cap.
8. **Gum Drop,** Crew Cuts, Mer.
9. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
10. **Ain't That a Shame?** F. Domino, Imp.

Denver

1. **House of Blue Lights,** C. Miller, Mer.
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Seventeen,** R. Draper, Mer.
4. **Yellow Rose of Texas,** M. Miller, Col.
5. **Man in the Raincoat,** M. Marlowe, Cdc.
6. **Hummingbird,** L. Paul & M. Ford, Cap.
7. **That Old Black Magic,** S. Davis, Dec.

Detroit

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Autumn Leaves,** R. Williams, Kap.
3. **Gum Drop,** O. Williams & Group, Del.
4. **Seventeen,** B. Bennett, Kng.
5. **Bible Tells Me So,** N. Noble, Wng.
6. **Day by Day,** Four Freshmen, Cap.
7. **Tina Marie,** P. Como, Vic.
8. **Longest Walk,** J. P. Morgan, Vic.
9. **Domani,** J. La Rosa, Cdc.
10. **Bible Tells Me So,** D. Cornell, Cor.

Kansas City

1. **Maybellene,** C. Berry, Chs.
2. **Ain't That a Shame?** P. Boone, Dot
3. **Seventeen,** B. Bennett, Kng.
4. **House of Blue Lights,** C. Miller, Mer.
5. **Green Eyes,** Ravens, Jub.
6. **Yellow Rose of Texas,** M. Miller, Col.
7. **Love Is a Many-Splendered Thing** Four Aces, Dec.
8. **Rock Around the Clock,** B. Haley, Dec.
9. **Seventeen,** Fontane Sisters, Dot
10. **Pancho Lopez,** L. Guerrero, Rel.

Los Angeles

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Unchained Melody,** L. Baxter, Cap.
3. **Pancho Lopez,** L. Guerrero, Rel.
4. **House of Blue Lights,** C. Miller, Mer.
5. **Blossom Fell,** Nat (King) Cole, Cap.
6. **Hard to Get,** G. MacKenzie, X
7. **Longest Walk,** J. P. Morgan, Vic.
8. **I'll Never Stop Loving You** Doris Day, Col.
9. **That Old Black Magic,** S. Davis Jr., Dec.
10. **Honey Babe,** A. Mooney, M-G-M

Milwaukee

1. **Ain't That a Shame?** P. Boone, Dot
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Yellow Rose of Texas,** J. Desmond, Cor.
5. **Seventeen,** R. Draper, Mer.
6. **Wake the Town and Tell the People** L. Baxter, Cap.
7. **Kentuckian Song,** Hilltoppers, Dot
8. **Blossom Fell,** Nat (King) Cole, Cap.
9. **Hard to Get,** G. MacKenzie, X
10. **Learnin' the Blues,** F. Sinatra, Cap.

Mpls.-St. Paul

1. **Ain't That a Shame?** P. Boone, Dot
2. **Rock Around the Clock,** B. Haley, Dec.
3. **Yellow Rose of Texas,** J. Desmond, Cor.
4. **House of Blue Lights,** C. Miller, Mer.
5. **Seventeen,** Fontane Sisters, Dot
6. **Hummingbird,** L. Paul & M. Ford, Cap.
7. **Unchained Melody,** L. Baxter, Cap.
8. **Story Untold,** Crew Cuts, Mer.
9. **Yellow Rose of Texas,** M. Miller, Col.
10. **Kentuckian Song,** Hilltoppers, Dot

New Orleans

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Popcorn Song,** C. Stone, Cap.
3. **Yellow Rose of Texas,** M. Miller, Col.
4. **Song of the Dreamer,** E. Fisher, Vic.
5. **Domani,** J. La Rosa, Cdc.
6. **Day by Day,** Four Freshmen, Cap.
7. **Seventeen,** B. Bennett, Kng.
8. **Hard to Get,** G. MacKenzie, X
9. **Sweet and Gentle,** A. Dale, Cor.
10. **Learnin' the Blues,** F. Sinatra, Cap.

New York

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Learnin' the Blues,** F. Sinatra, Cap.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **Hard to Get,** G. MacKenzie, X
6. **Unchained Melody,** A. Hibbler, Dec.
7. **Man in the Raincoat,** P. Wright, Unq.
8. **Sailor Boys Have Talked to Me in English,** R. Clooney, Col.
9. **Sweet & Gentle,** A. Dale, Cor.
10. **Blossom Fell,** Nat (King) Cole, Cap.

Philadelphia

1. **Yellow Rose of Texas,** M. Miller, Col.
2. **Wake the Town and Tell the People** M. Carson, Col.
3. **Domani,** J. La Rosa, Cdc.
4. **Hard to Get,** G. MacKenzie, X
5. **Ain't That a Shame?** P. Boone, Dot
6. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.
7. **Rock Around the Clock,** B. Haley, Dec.
8. **Alabama Jubilee** Ferko String Band, Mda.
9. **Bible Tells Me So,** N. Noble, Wng.
10. **Man in the Raincoat,** P. Wright, Unq.

Pittsburgh

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Maybellene,** C. Berry, Chs.
4. **Kentuckian Song,** Hilltoppers, Dot
5. **It's a Sin to Tell a Lie,** S. Smith, Epi.
6. **Fooled,** P. Como, Vic.
7. **Unchained Melody,** L. Baxter, Cap.
8. **Only You,** Platters, Mer.
9. **Ain't That a Shame?** P. Boone, Dot
10. **Song of the Dreamer,** E. Fisher, Vic.

St. Louis

1. **Maybellene,** C. Berry, Chs.
2. **Seventeen,** R. Draper, Mer.
3. **Wake the Town and Tell the People** L. Baxter, Cap.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Yellow Rose of Texas,** J. Desmond, Cor.
6. **Yellow Rose of Texas,** M. Miller, Col.
7. **Domani,** J. La Rosa, Cdc.
8. **Kentuckian Song,** Hilltoppers, Dot
9. **Seventeen,** Fontane Sisters, Dot
10. **That Old Black Magic,** S. Davis Jr., Dec.

San Francisco

1. **Learnin' the Blues,** F. Sinatra, Cap.
2. **Unchained Melody,** L. Baxter, Cap.
3. **Blossom Fell,** Nat (King) Cole, Cap.
4. **Hard to Get,** G. MacKenzie, X
5. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
6. **Something's Gotta Give** S. Davis Jr., Dec.
7. **Man in the Raincoat,** P. Wright, Unq.
8. **Hummingbird,** L. Paul & M. Ford, Cap.
9. **House of Blue Lights,** C. Miller, Mer.
10. **Story Untold,** Crew Cuts, Mer.

Seattle

1. **Ain't That a Shame?** P. Boone, Dot
2. **Yellow Rose of Texas,** M. Miller, Col.
3. **Only You,** Platters, Mer.
4. **Learnin' the Blues,** F. Sinatra, Cap.
5. **Rock Around the Clock,** B. Haley, Dec.
6. **Man in the Raincoat,** P. Wright, Unq.
7. **Seventeen,** Fontane Sisters, Dot
8. **Hummingbird,** L. Paul & M. Ford, Cap.
9. **Story Untold,** Crew Cuts, Mer.
10. **Hard to Get,** G. MacKenzie, X

Toronto

1. **Rock Around the Clock,** B. Haley, Dec.
2. **Hummingbird,** L. Paul & M. Ford, Cap.
3. **Ain't That a Shame?** P. Boone, Dot
4. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.
5. **Learnin' the Blues,** F. Sinatra, Cap.

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The Billboard Music Popularity Charts

POPULAR RECORDS

• COMING UP STRONG

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

1. **Seventeen** ..... **Fontane Sisters**
(BMI) Dot 15386

2. **Day by Day** ..... **Four Freshmen**
(ASCAP) Capitol 3154

3. **Song of the Dreamer** ..... **Eddie Fisher**
(BMI) RCA Victor 6196

4. **Gum Drop** ..... **Crew Cuts**
(BMI) Mercury 70668

5. **Love Is a Many-Splendored Thing** ..... **Four Aces**
(ASCAP) Decca 29625

6. **Only You** ..... **The Platters**
(BMI) Mercury 70633

7. **Wake the Town and Tell the People** ..... **Mindy Carson**
(ASCAP) Columbia 40537

8. **You Are My Sunshine** ... **Ferko String Band**
(BMI) Media 1013

9. **Why Don't You Write Me?** .. **Snooky Lanson**
(BMI) Dot 15385

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

• Tunes With Greatest Radio-TV Audience

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

Radio

A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
Ain't That a Shame? (R)—Commodore—BMI
Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Blue Star (R)—Young—ASCAP
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Fooled (R)—Harms—ASCAP
Hard to Get (R)—Witmark—ASCAP
Heart (R) (M)—Frank—ASCAP
Heaven Came Down to Earth (R)—Progressive—BMI
Hey, Mr. Banjo (R)—Mills—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
I'll Never Stop Loving You (R)—Feist—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Longest Walk (R)—Advanced—ASCAP
Love Is a Many-Splendored Thing (R)—Miller—ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
Man From Laramie (R) (F)—Columbia Pictures—ASCAP
Man in the Raincoat (R)—Canada Ltd.—BMI
May I Never Love Again (R)—Broadcast—BMI
Piddly Patter Patter (R)—E. B. Marks—BMI
Rock Around the Clock (R) (F)—Myers—ASCAP
Seventeen (R)—Lois—BMI
Something's Gotta Give (R) (F)—Robbins—ASCAP
Song of the Dreamer (R)—Ludlow—ASCAP
Sweet and Gentle (R)—Peer—BMI
Toy Tiger (R) (F)—Northern—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP
Young Ideas (R)—Harms—ASCAP

Television

Ain't That a Shame? (R)—Commodore—BMI
Alabama Jubilee (R)—Remick—ASCAP
Banjo's Back in Town (R)—World—ASCAP
Blackberry Winter (R)—Acuff-Rose—BMI
Blue Star (R)—Young—ASCAP
Domani (R)—Montauk—BMI
Experience Unnecessary (R) — Pincus — ASCAP
Good and Lonesome (R)—Porgie—BMI
Hard to Get (R)—Witmark—ASCAP
Heart (R) (M)—Frank—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP
Hummingbird (R)—Jungnickel—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP
Learnin' the Blues (R)—Barton—ASCAP
Man in the Raincoat (R)—Canada Ltd.—ASCAP
Never to Know (R)—Robbins—ASCAP
Pete Kelly's Blues (R) (F)—Mark VII—ASCAP
Rock Around the Clock (R) (F)—Myers—ASCAP
Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP
Silver Moon (R)—Harms—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP
Start Dancing With a Smile (R)—April—ASCAP
Sweet and Gentle (R)—Peer—BMI
That Old Black Magic (R) — Famous — ASCAP
Tina Marie (R)—Roncom—ASCAP
Toothbrush (R)—Chappell—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP
Whatever Lola Wants (R) (F)—Frank—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP

• Best Selling Sheet Music

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

This Week		Last Week	Weeks on Chart
1.	Unchained Melody Frank	1	19
2.	Rock Around the Clock Myers	2	9
3.	I'll Never Stop Loving You Feist	8	5
4.	Hard to Get Witmark	3	9
5.	Yellow Rose of Texas Planetary	11	2
6.	Cherry Pink and Apple Blossom White Chappell	3	20
7.	Man in the Raincoat Canada, Ltd.	12	3
8.	Something's Gotta Give Robbins	5	12
9.	Hummingbird Ross Jungnickel	14	4
10.	Bible Tells Me So Paramount-Roy Rogers	—	1
11.	It's a Sin to Tell a Lie Bregman, Vocco & Conn	6	10
11.	Blue Star (Medic) Chappell	7	7
13.	Blossom Fell Shapiro-Bernstein	10	14
14.	Learnin' the Blues Barton	9	10
15.	Wake the Town and Tell the People Joy	—	1

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KING 1470

OTIS WILLIAMS
and His New Group
GUM DROP
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DE LUXE 6090

EARL BOSTIC
DREAM
EAST OF THE SUN
KING 4815

JACK DUPREE
WALKING THE BLUES
DAYBREAK ROCK
KING 4812

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The Billboard Music Popularity Charts
POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

GEORGIA GIBBS....Mercury 70685.....I WANT YOU TO BE MY BABY
(Victory, BMI)

The flashy rhythm number, so well suited to Georgia's strident style, is belted out in great fashion and is virtually certain to have strong impact on the boxes and among deejays. Initial disk on the tune, Lillian Briggs on Epic, was spotlighted last week and is also off to a strong start. Flip of the Gibbs disk is "Come Rain or Come Shine" (A-M, ASCAP), gets a solid performance and makes a strong coupling.

FRANK SINATRA....Capitol 3218.....SAME OLE SATURDAY NIGHT
(Barton, ASCAP)

The consistent Sinatra turns in one of his best recent performances with this bright rhythm number. The chanter's phrasing and polished reading assure the side of strong exposure on all exploitation levels. Flip is "Fairy Tale."

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

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

90-100, Tops
80- 89, Excellent
70- 79, Good
60- 69, Satisfactory
50- 59, Limited
0- 49, Poor

THE FOUR TOPHATTERS
Wild Rosie 82

CADENCE 1268—Smart novelty based on melodic line of "To a Wild Rose." The Four Tophatters chant it with a strong beat, backed by lively instrumentation. **(Rosarch, BMI)**

Forty-five Men in a Telephone Booth....80

Here's a rollicking r.&b. type ditty. Has plenty of beat for the teen-agers. **(La Salle, ASCAP)**

RALPH MARTERIE ORK
Maybelline 80

MERCURY 70682—Rollicking version of the Chuck Berry smash has enough juice to pull plenty of play away from the competition. It features Marterie as a chanter, and he does okay. Solid juke wax. **(Arc, BMI)**

Toy Tiger....80

The clever film instrumental is played brightly by the ork. Tune is haunting and the beat infectious. This side could do right well. **(Northern, ASCAP)**

MILLS BROTHERS
Mi Muchacha (Little Girl) 79

DECCA 29621—Happy ditty with a gay Latin beat is sung with considerable verve by the boys. This one should get lots of plays and it could sell well to the many Mills Brothers fans. Good for the juke boxes. It's based on the famous "Hat Dance." **(Alamo, ASCAP)**

That's All I Ask of You....79

The powerful chant combo tackles the appealing ballad with all the know-how that has kept them on top for years. Side should get plenty of air exposure and it could easily build into a big money contender. **(Porgie, BMI)**

JO STAFFORD AND DAVID HUGHES
Let Me Hear You Whisper 78

COLUMBIA 40542—A class side. The Stafford-Hughes duet on this pretty song is well recorded. Tune is from the Warners' flick, "Mr. Roberts." Jocks will give it good play. **(Criterion, ASCAP)**

MITCH MILLER ORK
Farewell (For Just Awhile)....77

Another pretty side. Tune is from the same flick, and is artistically done by the Mitch Miller ork with a chorus. Good for deejays. **(Goldsen, ASCAP)**

BILL CAREY
Mercy 77

CORAL 61484 — A well-recorded disk. Bill Carey belts out the ballad with a full sound. The Trudy Richards version has stirred some earlier interest in the material.

When the Organ Played at Twilight....75

Here's the old standard, tastefully arranged with an attractive repeating figure in the backing. Carey chants it very well.

BOB PRESTO
Never Leave Me 76

BIG 603—Pleading opus in waltz time, with a country feeling, has the quality of some of the big ones. Presto warbles it impressively. This is one to watch. **(Hometown, ASCAP)**

You Won't Come Up to My House....66

This Italian dialect novelty is on the light-weight side. **(Village, BMI)**

MAHALIA JACKSON
The Bible Tells Me So 75

COLUMBIA 40554—This production embodies a pitch at many markets, but there's a chance that it might miss all of them. The great thrush's beat is jazz and spiritual, the backing is country and pop, and the tune is already a pop hit (by a country writer), with several strong versions riding ahead. **(Famous, ASCAP)**

A Satisfied Mind....75

Another great job by Miss Jackson on this reflective hit from the c.&w. field, which now is going pop. The question is, "Can it find its market?" **(Peer, BMI)**

BUDDY GRECO
Why Don't You Write Me?.....75

CORAL 61483—Buddy Greco takes the attractive opus and wraps it up appealingly. This is one of the best from Greco and it could do lots of business, altho it will have to catch the earlier Snooky Lanson version.

Pennies From Heaven....71

Revival of the evergreen makes for a good, gently swinging entry by the chanter. A performance and many deejays are likely to spin it frequently.

CONNEE BOSWELL
Don't Believe Everyone's Your Friend..75

DECCA 29612—Miss Boswell wraps up the rhythmic opus with professional charm. A powerful warble of spiritual-like material that should win more than adequate exposure. **(Shapiro-Bernstein, ASCAP)**

Mind If I Tag Along?....70

Intimate chantings of the tuneful and sentimental ballad. Easy listening. **(Weiss & Barry, BMI)**

(Continued on page 40)

• England's Top Twenty

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

Unchained Melody—Frank (Frank)
I Wonder—Macmelodies (Sanson)
Evermore—Kassner (Piccadilly)
Dreamboat—Leeds (Leeds)
Stranger in Paradise—Frank (Frank)
Everywhere—Bron (Mills)
Where Will the Dimple Be?—Cinephonic (Rogers)
Cherry Pink and Apple Blossom White—Maddox (Chappell)
Stowaway—Morris (Melrose)
Every Day of My Life—Robbins (Miller)
Don't Worry—Wright (Williams)
You My Love—Dash (*)
Sincerely—Dash (Arc-Regent)
Softly, Softly—Cavendish (Sherwin)
Under the Bridges of Paris—Southern (Hill & Range)
Mama—Macmelodies (Southern)
Earth Angel—Chappell (Williams)
Melody of Love — Campbell, Connelly (Shapiro-Bernstein)
Tomorrow—Cavendish (Reis)
That's How a Love Song Was Born—Chappell (Chappell)

ROCKY, TONY IN 'RHYTHM, BLOWS'

HOLLYWOOD, Aug. 13.—A nitery revue to be called "Rhythm and Blows" is in the works, with singer Tony Martin and heavyweight Rocky Marciano scheduled to headline the unit.

Penned by songscribes Ben Oakland and Ray Gilbert, tentative plans calls for the show to open stands at the Chez Paree, Chicago, and the Flamingo, Las Vegas, to be followed by a one-nighter tour. Unit would not be activated until after Marciano's upcoming defense of his title this September with Archie Moore.

They'll also use a chorus line, to be billed as the Twelve Punchy Bags.

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NEW RELEASES

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NO SUCH LUCK
Dickie Valentine

#1585
MOMMA LLAMA, POPPA LLAMA
PASS IT ALONG
The Bon Bons

#1431
HAVE YOU EVER BOUGHT A BIBLE
THE NEXT TIME YOU FEEL IMPORTANT
Vera Lynn

TOP 3

#1573
MAMA
Lady of Madrid
David Whitfield

#1526
EVERYBODY SING
Johnston Bros.
Somebody Stole My Gal • You Were Meant For Me
I Can't Give You Anything But Love • If You Knew Susie • Ain't She Sweet • Toot Toot Tootsie.

#1569
THAT'S THE WAY LOVE GOES
Make My Dreams Come True
The Bon Bons

HIT PARADE

#1572
I'LL NEVER STOP LOVING YOU
Everywhere
David Whitfield

#1589
THE MAN IN THE RAINCOAT
Today and Everyday
Lita Roza

#1578
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Summer Sales Keep Boston Record Dealers Humming

BOSTON, Aug. 13. — Most metropolitan record dealers here are finding that special summer sales have given business enough shot in the arm to keep things going well during the hot season and vacation time, when so many of their regular customers are out of the city. Several stores report a boost in labels which previously sold only limited amounts as a result of customers coming in for the items on sale. And most stores, it is noted, feature sales on Columbia 10-inch LP's as well as reduced prices on cut-out RCA Victor items.

At Mosher's, Tremont Street store, a full line of Epic and Westminster disks are going well, after six or seven titles of the labels were carried on sale. Buyer Joe Salano finds that a customer coming for a record not on sale, can, with a little salesmanship, be induced to take something else.

Krey's, Inc., considers EP and LP sales a "plus item," since Fred Hartstone, manager, feels it is something which starts the customer on to purchasing other records. The summer special discount has meant a big increase in LP sales at Krey's, but, peculiarly enough, EP's on sale do not move as fast as regular extended plays.

Boston Music

But whatever the type of record sold, most stores find an upswing in volume because of summer sales. One exception to this is the Boston Music company. Altho the store is located close to the shopping district, buyer Walter Scott says that summer sales just don't work for him.

The store is a mecca for summer visitors, especially Canadians, who buy in large volume records not available in Canada. Scott pointed to a sale he had just made to a couple from Venezuela who bought $75 in records. This type of customer, says Scott, does not care about sales, since he is interested in particular records. But when fall comes and the college students return, Boston Music finds that some special discounts help.

Coast AFM Signs New NBC Contract

HOLLYWOOD, Aug. 13.—John te Groen, president of Local 47, American Federation of Musicians, this week (12) announced the consummation of a new contract with NBC.

New pact provides for the increase of the NBC staff orchestra from 21 musicians to 45. Under the terms of the new pact, NBC will be allowed to use musicians on commercial live television and radio shows broadcast on a transcontinental basis. Previous contract, according to te Groen, had limited NBC's use of its staff orchestra to local and regional broadcasts only on a commercial basis, and network on a sustaining basis.

Te Groen declared the new pact provides for increased wage scales, from $145 to $200, in addition to increasing the size of the staff orchestra. The changing complexion of the music business, te Groen said, predicated the revision in the pact.

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The Billboard Music Popularity Charts
POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 38

DOLLY HOUSTON
Wrong or Right 75
UNIQUE 309—The former Woody Herman thrush is very impressive in her solo debut, backed by lush, handsomely recorded orking directed by Joe Leahy. Tune is a new setting of "Dark Eyes." Should get plenty of attention.
Desire Me....68
Miss Houston sings out in full, rich tones on a tune that would seem to require much more intimate, suggestive treatment. **(Sovereign)**

DENISE LOR
Never to Know.....74
MERCURY 70675—Miss Lor chants a pretty ballad on this side. Nice performance, with good lush strings in the background. **(Robbins, ASCAP)**
Whose Heart Are You Breaking Now?....74
The oldie, brightly done, will appeal to deejays as a program item. **(Tee, Pee, ASCAP)**

JEFF CLAY
A Satisfied Mind 74
CORAL 61482—One of the many current pop covers of the towering country click, this one may find it tough going against the heavy competition. Gang-sing format hands it a plus value, tho. **(Starrite, BMI)**
Don't Take It So Hard....73
Slow rhythm ballad with a soaring melody line is handed an effective performance by Clay. Spins due here.

EDDIE HEYWOOD
Sunny Sunday 74
MERCURY 70677—Melodic, dreamy tune is tastefully done with vocal group's chanting tastefully backed by the ork's rhythm section. **(Meridian, BMI)**
Love for Love....73
Relaxed instrumental with a Latin beat. Nice mood piece. **(Witmark, ASCAP)**

JERRY WALLACE
Taj Mahal 74
MERCURY 70684—Oriental catch-all, with gongs, bells and other business, paints a romantic picture as Wallace sings with great know-how. The chanter shows lots of talent, and this side should get him more than token exposure. **(Leon, ASCAP)**
Autumn Has Come and Gone....69
Intimate jazz backing sets off Wallace's warm baritone beautifully. Chanter pipes with great charm, somewhat in the manner of the great Nat (King) Cole. **(Leon, ASCAP)**

JOE (FINGERS) CARR
Deep in the Heart of Texas 73
CAPITOL 3201—The oldie gets a ragtime instrumental treatment featuring the lively barroom piano style of Joe (Fingers) Carr. A happy, summery side. **(Melody Lane, BMI)**
The Barky-Roll Stomp....73
This side's a take-off on Offenbach's "Barcarolle." Same type of treatment as above. Likely to get a good tryout. **(Ardmore, ASCAP)**

BUDDY MORROW ORK
Scrub-a-Dub-Dub 73
WING 9001—Here's a rhythmic and swingy instrumental with a lot of style. Good sound and a smart arrangement will appeal to deejays. **(Pure, BMI)**
Stomping Room Only....72
The Morrow ork has dealt out a relaxed, danceable instrumental here. **(Melody Lane, BMI)**

BOBBY MILANO
Won't the Angels Be Amazed? 73
CAPITOL 3207—Here's a fresh love lyric, chanted sincerely by Bobby Milano. Lush backing by Les Baxter. **(Eddie Shaw, ASCAP)**
It's Within Your Power....71
A tasteful reading of a pretty Harry Revel-Mack Gordon ditty. **(De Sylva, Brown & Henderson, ASCAP)**

EILEEN RODGERS
Now Is the Time 73
COLUMBIA 40549—Pop rework of a familiar melody is projected with positive appeal by the thrush. Infectious beat will be enjoyed by terpers. This could do some business in the coin boxes. **(Songsmith, ASCAP)**
Just a Little Bit More!....71
Rhythm ditty is swung solidly by the songstress. There's a happy feel to this slicing that many will enjoy. **(Kellem, ASCAP)**

BURL IVES
I Wonder What's Become of Sally? 73
DECCA 29533—This is as pretty a waxing as anyone could wish for. Ive's warm piping of the beautiful standard makes fine listening fare, tho commercial prospects are probably only moderate. **(Advanced, ASCAP)**
Wabash Cannonball....71
The rousing train song is delivered with engaging spirit. Another good item for Ives fans. **(Wayfarer, ASCAP)**

PETE RUGOLO ORK
The Shrike 71
COLUMBIA 40546 — Jose Ferrer's own theme from his flick of the same title gets a swingy, brilliantly orchestrated all-instrumental go. Jocks looking for some interesting off-beat stuff should latch on. **(Ferrer, BMI)**
Good Evening Friends Boogie....69
The sometimes avant-garde cleffer Rugolo shows his versatility and sense of humor with this rockin' tour de force based on the familiar old-time closer. Good dance side. **(Peters, ASCAP)**

JOHNNY HODGES ORK-AL HIBBLER
This Love of Mine 70
NORGRAN 143 — A typical Al Hibbler ballad rendition in his old familiar Ellingtonian context, reissued here as a single to cash in on Hibbler's new-found popularity. **(Embassy, BMI)**

LEROY LOVETT ORK-AL HIBBLER
Every Hour on the Hour....69
More virile Hibbler warbling. Both ballad efforts can do profitable business in pop and r.&b. markets. **(Melrose, ASCAP)**

WINI BEATTY
That's the Way It Goes.....70
KEY 506—Expressive singing of a pretty weeper ballad makes this a listenable slicing. Production of the waxing underlines its sentimental values. **(H-R, ASCAP)**
Melancholy Mood....69
Wini Beatty shows a talent for projecting moody material in this warm warble. Good late-hour program wax. **(Harms, ASCAP)**

YVONNE DE CARLO-NELSON RIDDLE
Take It or Leave It 70
CAPITOL 3206—Tune is from the flick "Flame of the Islands" and has a Latin flavor. The lush star thrushes it with spirit, if not distinction. Success will depend on the effectiveness of the pic plugging. **(E. H. Morris, ASCAP)**

NELSON RIDDLE
Three Little Stars....68
Gal trio harmonizes prettily on a tinsely item arranged with characteristic class by Riddle. **(T-C, BMI)**

JERRY WALD ORK
Pennies From Heaven 70
DECCA 29575—The attraction here is the one-time Wald vocalist, Chris Connors, who since has developed into a strong seller among the jazz cult. An attractive side that should get good deejay support. **(Joy, ASCAP)**
Raisins and Almonds....68
Miss Connors is present for this one, too, but the lovely, gentle old Jewish melody is less in her groove. **(Wizel & Day, ASCAP)**

MATT DENNIS
To Those Who Wait 70
VICTOR 6222—Okay jazz warble of a beautiful ballad. This one will appeal to "quality" listeners, but will require energetic promotion to move out beyond the small core. **(Broadcast, BMI)**
Show Me the Way to Get Out of This World (Cause That's Where Everything Is)....68
Rhythmic jazz opus is taken from a current Dennis album. Strong performance, but potential is mainly among the cool fraternity. **(E. H. Morris, ASCAP)**

CAL TJADER MAMBO QUINTET
Lucero 69
FANTASY 536—The up-and-coming vibes star of the George Shearing Quintet essays a very, pretty slow mambo instrumental here with warm color. Will get more retail exposure as part of a LP or EP package. **(Cireco, BMI)**
Chloe....68
Breezy vocal group treatment of the evergreen with rhythmic mambo backing. Okay novelty spin-fare, tho not unusually appealing from the jazz or Latin angle. **(Robbins, ASCAP)**

ELLA MAE MORSE
Birmingham 69
CAPITOL 3210—Nostalgic opus is sung knowingly by Miss Morse. Good spin material.
Occasional Man....67
Special material ditty with an intriguing beat is well sung. Disk is not as commercial as some recent entries by the thrush.

WACKIE WINKLE
I Love to Polka With Marie 68
SHOWCASE 704—A bright, infectious polka novelty with a male vocal group warbling in old-time down-home style. Could do all right on boxes in some polka locations.
Won't You Have an Ice Cream Soda With Me?....68
This one has the atmosphere of an old-fashioned ice cream parlor, with tonky piano, mandolin and barber shop group projecting at clog-step tempo. Nice, innocent stuff.

JOE REISMAN'S ORK AND CHORUS
Saxophone Rag 68
VICTOR 6220—So where's the saxophone? This version of the old-timer is mostly vocal, plus some slick modern orking. Nothing too special here. **(Hill & Range, BMI)**
Charleston Alley....68
Good, standard swing fare by the ork, with some okay alto sax jazz. For the lindy hoppers. **(Popular, ASCAP)**

PETE TERRACE QUINTET
Invitation 68
FANTASY 537—Jocks who get this pretty bolero side will probably spin it frequently, and that includes those with jazz shows.
Dinah....68
A baion arrangement of a pop standard issued by a jazz label. The coupling is fine for dancers, but may not reach a big market until packaged in an LP. Both arrangements for the piano-vibes-rhythm unit are by Joe Loco. **(Mills, ASCAP)**

BILLIE HOLIDAY ORK
Love Me or Leave Me 67
CLEF 89150—This single issue undoubtedly is designed to catch a share of the tune's success via the flick of same name. It's doubtful, however, if any but the diehard Lady Day fans will latch on. **(Bregman, Vocco & Conn, ASCAP)**
I Thought About You....64
There's just enough left here to remind one of this artist's one-time great expressiveness and pulse. The piano accompaniment, incidentally, is superb. Sentimental jazz jocks will whirl it. **(Burke and Van Heusen, ASCAP)**

BOB CAMPBELL
Six-Wheeler Rock 64
KRYSLAR 5571 — This vocal jump boogie, grist for the Bill Haley mill, unfortunately gets dull sound in the recording and a too modest production. **(Le Coq, BMI)**
Dizzy Crockett....60
Crockett emerges here as a "real cool cat from Tennessee." But the temperature of this side is tepid. **(Le Coq, BMI)**

JULIE JOYCE
Love Me Now 60
WEN DEE 1929—Despite poor sound and material, the thrush registers potent feminine appeal. Sounds like a fine talent here.
Take-Off Kiss....45
This one won't get off the ground.

THAT RUSSELL ALWAYS READY

HOLLYWOOD, Aug. 13.—Be Prepared, that's Mercury promotion man George Russell's motto.

A well-known guitarist, Russell carries his guitar with him on all occasions, despite the fact that he doesn't ply his trade much these days. In his capacity as a Mercury promotion man, Russell attended a recent Ralph Marterie record session here recently. Band leader decided to feature a quitar on his "Maybelline" and "Toy Tiger" etchings, and found himself without a musician.

Russell was pressed into service immediately—he had it with him in his car.

Valando Forms 2 Firms

HOLLYWOOD, Aug. 13.—Arthur Valando, for more than two years associated with the Valando Music firms here, this week announced the organization of T-C Music Corporation, affiliated with BMI, and Bedack Music Company, ASCAP.

Associated with Valando in the operation of the firms are Charles Morris and Dean Sun. Firm plans on opening offices in New York and Chicago in the near future.

• Number of Releases This Week

Label	Pop	C&W	R&B
BIG	1	—	—
BLUE HEN	—	1	—
CADENCE	1	—	—
CAPITOL	4	1	1
CHART	—	—	1
CLEF	1	—	—
COLUMBIA	4	7	—
CORAL	3	1	—
DECCA	6	2	—
ECHO	—	1	—
EKKO	—	1	—
EXCELLO	—	—	1
FANTASY	2	—	—
GROOVE	—	—	1
HERALD	—	—	2
HILITE	—	1	—
IMPERIAL	—	—	1
KEY	1	—	—
KRYSLAR	1	—	—
MERCURY	5	—	—
NORGRAN	1	—	—
PEACOCK	—	—	2
RPM	—	—	1
SAGE AND SAND	—	1	—
SHOWCASE	1	—	—
STARDAY	—	1	—
TIFFANY	—	1	—
UNIQUE	1	—	—
UNITED	—	—	1
VICTOR	2	1	—
WEN DEE	1	—	—
TOTAL	35	19	11

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Bigger Than "Tweedle Dee"!
Bigger Than "Dance With Me Henry"!

GEORGIA GIBBS

Rolls Again With

'I WANT YOU TO BE MY BABY'

MERCURY 70685

Already Shipped 187,238 Records

CHICAGO 1, ILLINOIS

Mercury RECORDS

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PUSHPOP POSTER SHEET NO. 2

The Best of the

NEWEST TUNES

FOR THE WEEK ENDING—AUGUST 13, 1955

(one or more records now available for each)

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

THE BIBLE TELLS ME SO

SONG OF THE DREAMER

LOVE IS A MANY-SPLENDORED THING

MAYBELLENE

GUM DROP

THE LONGEST WALK

AUTUMN LEAVES

DAY BY DAY

A SATISFIED MIND

I WANT YOU TO BE MY BABY

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PUSHPOP POSTER SHEET NO. 1

HONOR ROLL OF HITS

TRADE MARK REG.

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—AUGUST 13, 1955

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

1.	ROCK AROUND THE CLOCK
2.	YELLOW ROSE OF TEXAS
3.	AIN'T THAT A SHAME
4.	LEARNIN' THE BLUES
5.	UNCHAINED MELODY
6.	HARD TO GET
7.	HUMMINGBIRD
8.	BLOSSOM FELL
9.	CHERRY PINK AND APPLE BLOSSOM WHITE
10.	SOMETHING'S GOTTA GIVE

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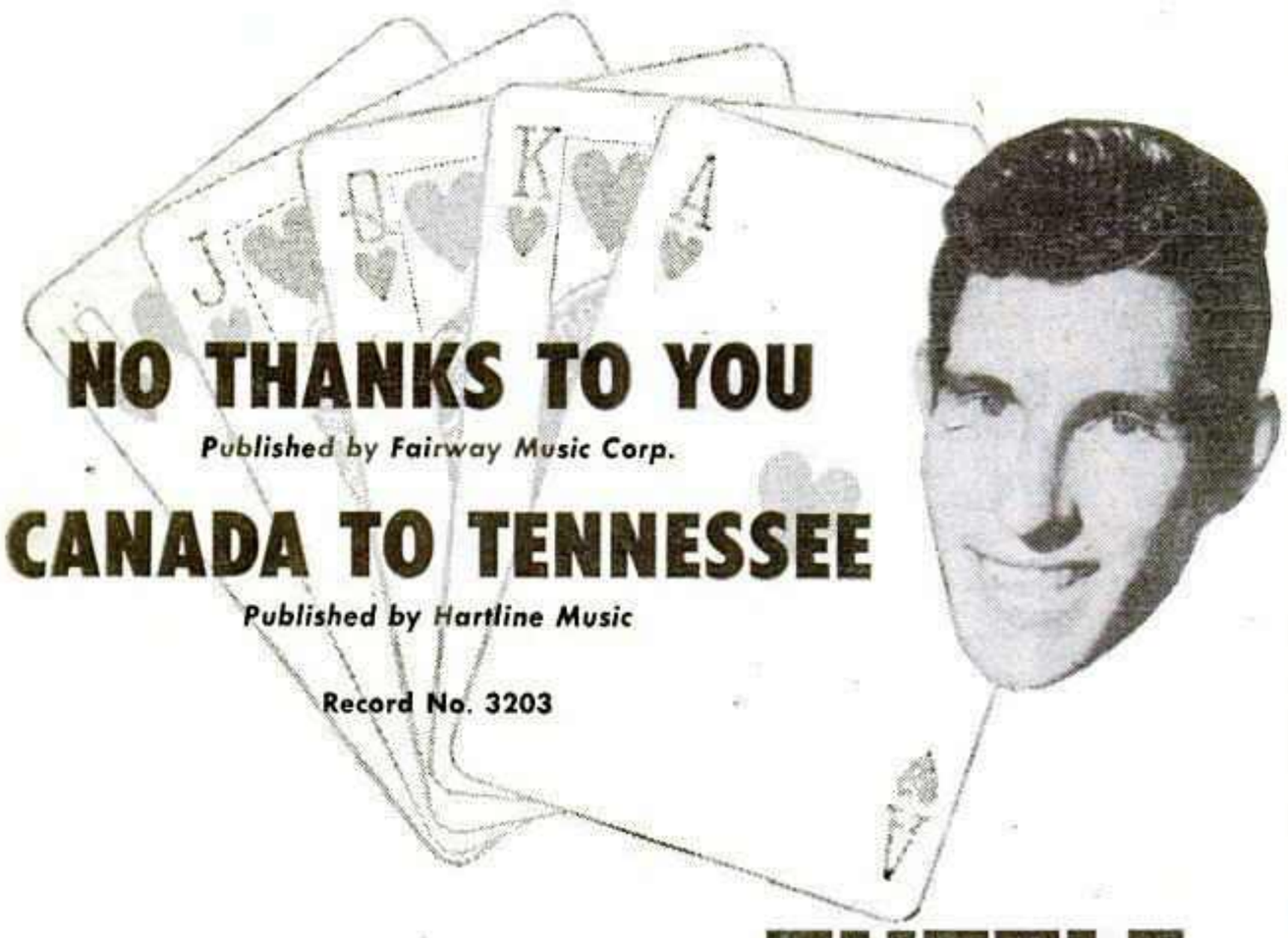
3 MIGHTY STRONG HANDS!

FREDDIE HART



NO THANKS TO YOU

Published by Fairway Music Corp.

CANADA TO TENNESSEE

Published by Hartline Music

Record No. 3203

WESLEY & MARILYN TUTTLE

YOU, NOBODY BUT YOU

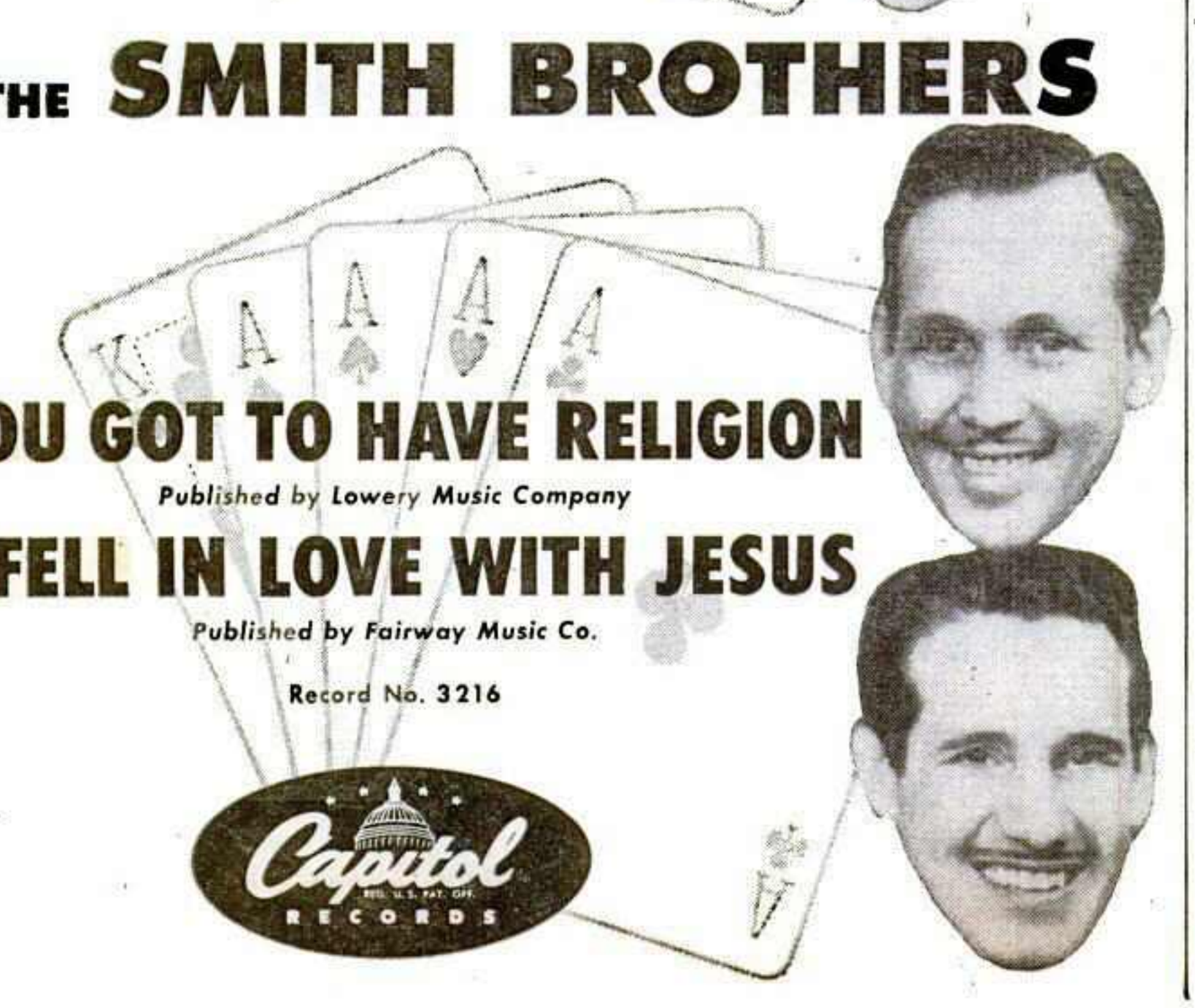
Published by Lowery Music Company

I PROMISE YOU

Published by Fairway Music Co.

Record No. 3204

THE SMITH BROTHERS



YOU GOT TO HAVE RELIGION

Published by Lowery Music Company

I FELL IN LOVE WITH JESUS

Published by Fairway Music Co.

Record No. 3216

Capitol RECORDS

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**I DON'T CARE** (BMI)—W. Pierce Your Good for Nothing Heart (BMI)—Dec 29480	1	8
2.	**CATTLE CALL** (ASCAP)—E. Arnold & H. Winterhalter **KENTUCKIAN SONG** (ASCAP)—Vic 20-6139	2	9
3.	**SATISFIED MIND** (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	3	13
4.	**SATISFIED MIND** (BMI)—R. & B. Foley How About Me? (BMI)—Dec 29526	5	9
5.	**IN THE JAILHOUSE NOW** (BMI)—W. Pierce I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	4	29
6.	**SATISFIED MIND** (BMI)—J. Shepard **TAKE POSSESSION**—Cap 3118	9	9
7.	**MAKING BELIEVE** (BMI)—K. Wells Whose Shoulder Will You Cry On? (BMI)—Dec 29419	6	24
8.	**THERE SHE GOES** (BMI)—C. Smith Old Lonesome Times (BMI)—Col 21382	8	15
9.	**YELLOW ROSES** (BMI)—H. Snow **WOULD YOU MIND?** (ASCAP)—Vic 20-6057	7	20
10.	**ALL RIGHT** (BMI)—F. Young Go Back You Fool (BMI)—Cap 3169	11	3
11.	**THAT DO MAKE IT NICE** (BMI)—E. Arnold **JUST CALL ME LONESOME** (BMI)—Vic 20-6198	—	1
12.	**BABY LET'S PLAY HOUSE** (BMI)—E. Presley **I'M LEFT, YOU'RE RIGHT, SHE'S GONE** (BMI)—Sun 217	14	6
13.	**CRYIN,' PRAYIN,' WAITIN,' HOPIN'**—H. Snow I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154	10	5
14.	**THERE'S POISON IN YOUR HEART** (BMI)—K. Wells I'm in Love With You (BMI)—Dec 29577	12	4
15.	**MOST OF ALL** (BMI)—H. Thompson Simple Simon (BMI)—Cap 3188	—	1

• Most Played in Juke Boxes

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**I DON'T CARE** (BMI)—W. Pierce **YOUR GOOD FOR NOTHING HEART** (BMI)—Dec 29480	1	8
2.	**SATISFIED MIND** (BMI)—P. Wagoner Itchin' for My Baby (BMI)—Vic 20-6105	2	7
3.	**MAKING BELIEVE** (BMI)—K. Wells Whose Shoulder Will You Cry On? (BMI)—Dec 29419	3	21
4.	**CATTLE CALL** (ASCAP)—E. Arnold & H. Winterhalter **KENTUCKIAN SONG** (ASCAP)—Vic 20-6139	6	4
5.	**YELLOW ROSES** (BMI)—H. Snow **WOULD YOU MIND?** (ASCAP)—Vic 20-6057	3	15
5.	**SATISFIED MIND** (BMI)—J. Shepard **TAKE POSSESSION** (BMI)—Cap 3118	7	5
7.	**SATISFIED MIND** (BMI)—R. & B. Foley How About Me (BMI)—Dec 29526	5	7
8.	**IN THE JAILHOUSE NOW** (BMI)—W. Pierce I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	7	28
9.	**LIVE FAST, LOVE HARD, AND DIE YOUNG** (BMI)—F. Young Forgive Me, Dear (BMI)—Cap 3056	9	20
9.	**THERE SHE GOES** (BMI)—C. Smith Old Lonesome Times (BMI)—Col 21382	10	4

• Most Played by Jockeys

For survey week ending August 10

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	**I DON'T CARE**—W. Pierce Dec 29480—BMI	1	9
2.	**SATISFIED MIND**—P. Wagoner Vic 20-6105—BMI	2	11
3.	**LIVE FAST, LOVE HARD AND DIE YOUNG**—F. Young Cap 3056—BMI	8	21
4.	**IN THE JAILHOUSE NOW**—W. Pierce Dec 29391—BMI	8	29
5.	**THERE SHE GOES**—C. Smith Col 21382—BMI	3	12
6.	**BABY LET'S PLAY HOUSE**—E. Presley Sun 217—BMI	5	4
7.	**BLUE DARLIN'**—J. Newman Dot 1260—BMI	11	5
8.	**ALL RIGHT**—F. Young Cap 3169—BMI	12	2
9.	**YELLOW ROSES**—H. Snow Vic 20-6057—BMI	4	17
10.	**DADDY YOU KNOW WHAT**—J. Wilson Mercury 70635—BMI	15	5
11.	**MAKING BELIEVE**—K. Wells Dec 29419—BMI	10	24
11.	**YONDER COMES A SUCKER**—J. Reeves Vic 20-6200—BMI	—	1
13.	**CATTLE CALL**—E. Arnold & H. Winterhalter Vic 20-6139—ASCAP	6	6
14.	**THAT DO MAKE IT NICE**—E. Arnold Vic 20-6198—BMI	—	1
15.	**CRYIN,' PRAYIN,' WAITIN,' HOPIN'**—H. Snow Vic 20-6154—BMI	13	4

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Another Bullseye for "Mr. Consistency"

CARL SMITH

singing

"I JUST DROPPED IN TO SAY GOODBYE"

• Review Spotlight on . . .

RECORDS

CARL SMITH
I Just Dropped in to Say Goodbye (Peer, BMI)—Columbia 21429—Smith is still doing well on the charts with "There She Goes," and this platter should score an equal hit with buyers. The weeper has highly effective lyrics and Smith wrings all the emotion out with a warm, moving vocal performance. Flip is "Don't Tease Me" (Driftwood, BMI).

THE BILLBOARD
AUGUST 6, 1955

and

DON'T TEASE ME

COLUMBIA 21429

PERSONAL MANAGEMENT

HAL SMITH, Room 202 Rice Bldg., Madison, Tenn. Phone Madison 7-6406

COLUMBIA RECORDS

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

YONDER COMES A SUCKER (BMI)—**Jim Reeves—RCA Victor 6200**

Reeves is moving up very fast with this side on all fronts. Dealer and juke activity indicates that this will soon land on the charts. Right now it's a top seller in Pittsburgh, Chicago, St. Louis, Baltimore and Philadelphia, as well as thru the South in general. A previous Billboard "Spotlight" pick. Flip is "I'm Hurtin' Inside" (Delmore, ASCAP).

• Review Spotlight on . . .

RECORDS

ELVIS PRESLEY

I Forgot to Remember to Forget (Hi Lo, BMI)—Sun 223—This sound is certain to get strong initial exposure. Presley is currently on the best selling charts with "Baby, Let's Play House," and the wide acceptance of this side should ease the way for the new disk. Flip, "Mystery Train," (Hi Lo, BMI) is a splendid coupling, with the guitar outstanding.

BOBBY LORD

Hawk-Eye (Showcase, BMI)—Columbia 21437—Here's an impressive piece of material, chanted by Lord with impact and style. The artist recently had a fairly strong side in "I'm Sitting' Here Prayin' for Rain," and the current effort should move into the money fast. Flip, a weeper, is "I Can't Make My Dreams Understand." (Driftwood, BMI)

• C & W Territorial Best Sellers

For survey week ending August 10

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** J. Shepard, Cap.
3. **Satisfied Mind,** P. Wagoner, Vic.
4. **Popcorn Song,** C. Stone, Cap.
5. **Cattle Call,** E. Arnold, Vic.
6. **That Do Make It Nice,** E. Arnold, Vic.
7. **Till the Last Leaf Shall Fall** S. James, Cap.

Charlotte

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** R. & B. Foley, Dec.
3. **Satisfied Mind,** J. Shepard, Cap.
4. **There's Poison in My Heart** K. Wells, Dec.
5. **Making Believe,** K. Wells, Dec.
6. **There She Goes,** C. Smith, Col.
7. **Satisfied Mind,** P. Wagoner, Vic.
8. **Cattle Call,** E. Arnold, Vic.
9. **Yellow Roses,** H. Snow, Vic.
10. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.

Cincinnati

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **Yellow Roses,** H. Snow, Vic.
4. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
5. **Go Back You Fool,** F. Young, Cap.

Dallas-Fort Worth

1. **Satisfied Mind,** R. & B. Foley, Dec.
2. **I Don't Care,** W. Pierce, Dec.
3. **Cattle Call,** E. Arnold, Vic.
4. **In the Jailhouse Now,** W. Pierce, Dec.
5. **Making Believe,** K. Wells, Dec.
6. **Live Fast, Love Hard and Die Young** F. Young, Cap.
7. **Deceive Me Once Again,** S. James, Cap.
8. **That's What Makes the Juke Box Play** J. Work, Dot
9. **His Hands,** T. Ernie, Cap.
10. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.

Houston

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **Blue Darlin',** J. Newman, Dot
3. **I Don't Care,** W. Pierce, Dec.
4. **Just Call Me Lonesome,** E. Arnold, Vic.
5. **That Do Make It Nice,** E. Arnold, Vic.
6. **Hurry Back Home,** C. Walker, Dec.
7. **Most of All,** H. Thompson, Cap.
8. **I'm Hot to Trot,** T. Fell, X
9. **So Lonely Baby,** Rusty & Doug, Hic.
10. **There's Poison in My Heart** K. Wells, Dec.

Memphis

1. **I Don't Care,** W. Pierce, Dec.
2. **Go Back You Fool,** F. Young, Cap.
3. **Cry, Cry, Cry,** J. Cash, Sun
4. **Blue Darlin',** J. Newman, Dot
5. **There's Poison in My Heart** K. Wells, Dec.
6. **Satisfied Mind,** R. & B. Foley, Dec.
7. **Most of All,** H. Thompson, Cap.

Nashville

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **I Don't Care,** W. Pierce, Dec.
3. **All Right,** F. Young, Cap.
4. **Making Believe,** K. Wells, Dec.
5. **Cattle Call,** E. Arnold, Vic.
6. **Most of All,** H. Thompson, Cap.
7. **Whose Shoulder Will You Cry On?** K. Wells, Dec.
8. **That Do Make It Nice,** E. Arnold, Vic.
9. **Don't Tease Me,** C. Smith, Col.
10. **Let Me Talk to You,** R. Price, Col.

New Orleans

1. **I Don't Care,** W. Pierce, Dec.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **There She Goes,** C. Smith, Col.
4. **Cattle Call,** E. Arnold, Vic.
5. **Cryin', Prayin', Waitin', Hopin'** H. Snow, Vic.
6. **Baby Let's Play House,** E. Presley, Sun
7. **All Right,** F. Young, Cap.
8. **Most of All,** H. Thompson, Cap.
9. **Wildwood Flower,** H. Thompson, Cap.
10. **You're Right, I'm Left, She's Gone** E. Presley, Sun

Richmond, Va.

1. **Satisfied Mind,** P. Wagoner, Vic.
2. **Baby Let's Play House,** E. Presley, Sun
3. **I Don't Care,** W. Pierce, Dec.
4. **Cattle Call,** E. Arnold, Vic.
5. **That Do Make It Nice,** E. Arnold, Vic.
6. **There's Poison in My Heart** K. Wells, Dec.
7. **There She Goes,** C. Smith, Col.
8. **Crew Cut and Baby Blue Eyes** T. West, Dec.
9. **Yellow Roses,** H. Snow, Vic.

St. Louis

1. **In the Jailhouse Now,** W. Pierce, Dec.
2. **Satisfied Mind,** P. Wagoner, Vic.
3. **Cattle Call,** E. Arnold, Vic.
4. **I Don't Care,** W. Pierce, Dec.
5. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
6. **Kentucklan Song,** E. Arnold, Vic.

FOLK TALENT AND TUNES

• Continued from page 23

Hank Snow were **Eddie Dean, Lefty Frizzell, Freddie Hart,** the **Collins Kids, the Frontiersmen, Eddie Cletro,** the **Round-Up Boys,** the **Y-Kot Twirlers,** and **Joe Nixon,** emsee. Snow also set a new attendance record at Town Hall Party, Los Angeles, following the Hollywood Bowl engagement, breaking a mark held by **Gene Autry.**

Eddie Dean (Sage & Sand) scored on the Hollywood Bowl date with his rendition of his own song, "I Dreamed of a Hillbilly Heaven," supported by the Frontiersmen. Eddie's newest release on Sage & Sand is "An Orphan's Prayer," b.w. "Just Awhile," with the Frontiersmen again backing. . . . **Eddie Bond,** of Ekko Records, and **Al Dexter** were guestars with "Big D Jamboree," Dallas, last Saturday (13). . . . "Big D's" **Lafawn Paul** (Abbott) and the **Belew Twins** appeared with the ABC-TV show which originated from Springfield, Mo., Tuesday night (16). **Lou Black,** of Top Talent, Inc., Springfield, set them in.

Following an extended promotion tour for Dot Records on the new **Jimmy Newman, Jimmy Work** and **Mac Wiseman** releases, **Slick Norris,** of Highlands, Tex., has taken over the personal management reins on Newman. Latter celebrates his 28th birthday August 28. . . . **Jimmie Williams,** formerly with WNOP, Newport Ky., has joined up with the "WWVA Jamboree," Wheeling, W. Va. Williams records for M-G-M. **Porter Wagoner** guested with "WWVA Jamboree" last Saturday (13). . . . **Cowboy Howard Vokes** has two new ditties coming out soon under the Vokes Music (BMI) banner, "The Grand Ole Opry Waltz" and "Thank You, Grand Ole Opry," follow-up to his "Tears at the Grand Ole Opry" tune. . . . **Link Davis'** latest on Columbia is "Cajun Love" b.w. "Everytime I Pass Your Door." He is currently trouping the Texas and Lousiana country.

Joe Poovey, 14-year-old crooner with "Big D Jamboree," Dallas, was a recent weekend visitor in Nashville, where he was guest of "Grand Ole Opry" at Ryman Auditorium. He also participated in the after-the-show session at **Ernest Tubb's** Record Shop, and did a number on **Faron Young's** breakfast club radio segment from the Tubb music center. . . . WLW's "Midwestern Hayride," with the **Hayseeds,** the **Kentucky Boys,** the **Willis Brothers** and other acts, doing two shows Thursday night (18) at the Fayette County Fair, Connersville, Ind. **Rudy Hansen** and the **Midwesterners** head up another "Hayride" unit for two shows at the Meigs County Fair, Pomeroy, O., on the same night.

While appearing with the WLS "National Barn Dance" at the Illinois State Fair, Springfield, last Saturday (13), **Gene Autry** was presented with an Award of Merit by the Veterans of Foreign Wars in recognition of his work with children in the prevention of juvenile delinquency. The presentation was aired over WLS. . . . "In 1931," writes **Cliff Rodgers,** country music twirler at WHKK, Akron, "I began lessons on the guitar and was taught how to play six-string chords, something new at that time. I was instructed further that I should try to make each string clear and distinct, so that it would sound musical when playing rhythm. Until a few years ago, that type of rhythm was considered tops. I wonder what happened? Today, every recording of country music has a guitar rhythm, with any semblance of a musical tone purely coincidental. I believe it is called a 'slap' rhythm, and anyone can get the same effect with a clothes brush and an old shoe box. What I am trying to get across is that the wonderful tone of a guitar is not utilized. When a man pays a lot of money for an instrument, it's a shame it can't be heard." . . . When one of the worst cyclones in Michigan history ripped thru the Barry County Fairgrounds at Hastings, Mich., Saturday, August 6, tearing up the park's stage flooring and leveling virtually all of the fun-spot's rides, WLW performers **Bonnie Lou, Roy Starkey** and the **Willis Brothers** rode it out and put on the show as per schedule. **Bill Querner** and **Mary Kepler,** of WLW Promotions, Inc., were also caught in the twister.

Jimmy Simpson and His Oilfield Boys have just concluded a 90-day stretch at the Peacock Club, San Angelo, Tex. Jimmy is booked for the fair at Ashland City, Tenn., August 25-27, and on the latter date also is set for a guest shot on "Grand Ole Opry" in Nashville, and a radio shot from **Ernest Tubb's** Record Shop there. On August 29 Jimmy joins WKMT, Kings Mountain, N. S., to spin hillbilly and gospel records. . . . **Sonny James'** new one on the Capitol label is "Too Much." **Freddie Hart's** newest recording is "No Thanks to You," and **Jean Shepard** has a new one coming up entitled "I Thought of You." The three aforementioned ditties are published by Fairway Music, Hollywood.

George L. Featherstone (Uncle George), of Wonderland Ranch, Dunnville, Ont., reports that the popular dance spot is enjoying one of its most prosperous summer runs. The Ranch received headlines thruout the Niagara area recently when the management was taken to court on assault charges after having bodily evicted several young hoodlums who were acting disorderly at a dance. Not only were the charges dropped but the magistrate commended the operators for their action. "Wonderland Ranch Revue" is still heard over 5,000-watt CHVC, Niagara Falls, Ont., each Saturday, 12:45-1:15 p.m., and Sunday morning, 12:05-1. Saturday show is sponsored by the Ranch itself; Sunday seg has the backing of Double Cola. Featured with the unit are **Uncle George, the Crazy Hillbilly; Tex Milner, Miss Avian,** the **Ranch**

(Continued on page 51)

• Reviews of New C & W Records

GEORGE MORGAN

Little Pioneer 80

COLUMBIA 21430—This wonderfully appealing ballad about a young 'un who had played Davy Crockett all day is sung with great warmth. Many will like this Morgan etching, and it should attract many, many plays. An affecting lullaby. **(Cedarwood, BMI)**

Ain't Love Grand....78

Familiar tune provides the attractive framework for this cute ditty. Morgan milks it for all its worth to come up with a side that will spin merrily for many a week. **(Alamo, ASCAP)**

LEFTY FRIZZELL

I'm Lost Between Right and Wrong ...80

COLUMBIA 21433—The usual dilemma of the married man who loves another is portrayed in poignant tones by Frizzell, who has his best entry in some months. **(Hill & Range, BMI)**

Sweet Lies....75

The ex-lover yarns his successor via Frizzell's distinctive, plaintive tones. Altho the warbler hasn't had a big one for a while, this should do some business, with most play on the flip, however. **(Golden West, BMI)**

LITTLE JIMMY DICKENS

We Could 76

COLUMBIA 21434—They were meant for each other, sings Little Jimmy in this sincerely sung ballad. Many will like this side, and it should move plenty of copies. **(Showcase, BMI)**

When They Get Too Rough (They're Just Right for Me)....72

Humorous disking finds Dickens in good form, and the result will take the shape of many repeat spins. Good deejay fare. **(Cedarwood, BMI)**

AUTRY INMAN

A Friend 76

DECCA 29635—She's just a friend, and that's not quite enough, mourns Inman. This is an ear-pleasing weeper with just the right touch of sentiment. Good listening. **(Forrest, BMI)**

Tell Me Now....75

A tuneful effort, pleasantly sung by the chanter. Ample spins are in prospect. **(Forrest, BMI)**

JOE MAPHIS AND ROSE LEE

You Ain't Got the Sense You Were Borned With 76

COLUMBIA 21427 — Fine rural harmony by the team, backed neatly by banjo and dance rhythm. An attractive, promising platter. **(Red River, BMI)**

Your Old Love Letters....70

A rather routine idea, tho Rose Lee thrushes with appealing sincerity. **(Red River, BMI)**

TOMMY DOWNS

I Stole My Neighbor's Wife 75

TIFFANY 1316—A country weeper with a powerful lyric—as the title implies. Tommy Downs chants it sincerely and effectively. Side merits a good trial. **(Doney, BMI)**

Love Insurance....73

Country deejays will find this tune's lyric a somewhat fresh idea. Tommy Downs chants it well. **(Doney, BMI)**

EDDIE DEAN

JUST AWHILE 75

SAGE AND SAND 200—Dean himself clefted this catchy, quality Western tune, which he sings right fine. Jocks should hand it a few. **(Mills, ASCAP)**

An Orphan's Prayer....75

In Western style, Dean intones the sad plight or orphans. This may not ring sincere to everyone. **(Sage & Sand, BMI)**

WADE RAY

The Albino Stallion 74

VICTOR 6219—Flashy, folk-flavored tune chanted by Wade Ray will find favor with deejays looking for unusual material. **(Montauk, BMI)**

I'll Keep on Being a Fool....73

This side's a leisurely paced ballad; a quiet, relaxed disk. **(Hill & Range, BMI)**

SPEEDY WEST AND JIMMY BRYANT

Caffeine Patrol 74

CAPITOL 3208 — Instrumental novelty, geared to a fast, driving tempo. Good item for jocks. **(Opal, BMI)**

Steelin' Moonlight....73

Another guitar instrumental, slower paced than the flip and not quite as effective. **(Opal, BMI)**

JOHNNY DAKOTA

There Was a Time 74

CORAL 61473 — Dakota sings this song of blighted love with feeling and style. **(Nutmeg, ASCAP)**

I'm Takin' Off (Like a Scalded Dog)....73

Bright novelty side. Dakota's vocal is backed by an r.&b. flavored arrangement. **(Riverside, ASCAP)**

MEL PRICE

I Ain't Got the Time 74

BLUE HEN 208—On this side Mel Price calls three strikes on his cutie and gets ready for another. Good country sound. **(Starrite, BMI)**

No Half Way Love....73

He wants all or nothing. It's a leisurely paced weeper, tastefully sung by Mel Price. **(Starrite, BMI)**

BOB WILLS ORK

San Antonio Rose 74

DECCA 29604—Jack Lloyd is the baritone vocalist in this happy waxing of the ever-popular folk tune. It's bouncy appeal should attract many plays. **(Bourne, ASCAP)**

I'll Follow Wherever You Go....69

Romantic ballad is given a competent reading by solo chanter Kenny Lowry and the Wills ork. **(Copar, BMI)**

LEE EMERSON

A Pair of Broken Hearts 73

COLUMBIA 21435—Weeper is presented ably by the warm-voiced chanter. Should win spins and listener favor. **(Blackwood, BMI)**

You Call That Waitin'?....68

Emerson complains of his gal's fickleness. A cute slicing. **(Golden West, BMI)**

FRED CRAWFORD

What's on Your Mind? 70

STARDAY 199—Cute little bouncer is handed a graceful performance. Listenable wax, this. **(Starrite, BMI)**

Can't Live With 'Em....69

Rural weeper with Southern style backing is effectively presented by Crawford. **(Starrite, BMI)**

BOBBY—JACK AND THE SAWDUSTERS

The Wreck of the Old '88....68

EKKO 116—A couple minutes of rag piano with suitable vocal. Adequate novelty. **(Jari, BMI)**

Ukulele Lover Girl....68

Another novelty item with old-time flavor. **(Jari, BMI)**

DON JOHNSON

Briar Hopper 68

ECHO 1001—Ranchero-type tune gets a fair reading. Johnson's chanting has an authentic country sound. **(Kentucky, BMI)**

I'd Like to See You Again....66

Adequate performance. **(Kentucky, BMI)**

SMILEY WILLETTE ORK

I Wonder What Happened to Mommy 62

HILITE 110—Tex Tracy sings the weeper sincerely. **(Heart, BMI)**

She's My Country Gal....56

She's his despite her physical imperfections, chants Tex Tracy with the Willette ork. **(Heart, BMI)**

Looks Bigger Than
"I Dreamed of a Hillbilly Heaven"
EDDIE DEAN
"AN ORPHAN'S PRAYER"
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THEY'RE JUST RIGHT FOR ME

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America's Great Country Star

GEORGE MORGAN

THE LITTLE PIONEER

AIN'T LOVE GRAND

COLUMBIA 21430

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Review Spotlight on . . .

RECORDS

AL SAVAGE

Paradise Princess—Herald 460—This classy ditty—written in the refined mode—is given a very tasteful vocal by Savage. Disk has a rich sound and is certain to appeal to deejays on the search for exceptional r.&b. material. Flip, "My Sweetie's Gone."

JOHN GREER

Come Back Maybellene—Groove (No number available)—This one is obviously timed right. It's an answer to "Maybellene," the Chuck Berry disk which has now gathered such strength that it's moved into the national pop chart. The Greer side has plenty of beat and drive, and is exceptionally suited for the boxes. Flip is "Night Crawlin'."

• This Week's Best Buys

HOT ZIGGITY (Progressive, BMI)

EVERYONE'S LAUGHING (Progressive, BMI) — **Clyde McPhatter — Atlantic 1070**

McPhatter's first solo disking without his old cohorts, the Clovers, is proving the pull of this artist over a wide area. Action is reported on both sides, altho it's tipped pretty heavily at this point in favor of "Hot Ziggity." Especially strong reports emanate from Pittsburgh, Durham, Milwaukee, St. Louis, while heavy action also is reported in Atlanta, Philadelphia and New York.

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ABC AUDITED PAID CIRCULATION

• Best Sellers in Stores

For survey week ending August 10

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

This Week		Last Week	Weeks on Chart
1.	**AIN'T THAT A SHAME?** (BMI)—F. Domino La, La (BMI)—Imperial 5348	1	15
2.	**MAYBELLENE** (BMI)—C. Berry Wee Wee Hours (BMI)—Chess 1604	4	3
3.	**EVERYDAY** (BMI)—Count Basie Comeback (BMI)—Clef 89149	2	7
4.	**IT'S LOVE, BABY** (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 2056	5	6
5.	**SOLDIER BOY** (BMI)—Four Fellows Take Me Back Baby (BMI)—Glory 234	6	8
6.	**FOOL FOR YOU** (BMI)—R. Charles This Little Girl of Mine (BMI)—Atlantic 1063	3	8
7.	**ROCK AROUND THE CLOCK** (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	7	9
8.	**STORY UNTOLD** (BMI)—Nutmegs Make Me Lose My Mind (BMI)—Herald 452	8	12
9.	**ANYMORE** (BMI)—J. Ace How Can You Be So Mean? (BMI)—Duke 144	9	3
10.	**ONLY YOU** (BMI)—Platters Bark, Battle & Ball (BMI)—Mer 70633	13	4
11.	**SEVENTEEN** (BMI)—B. Bennett Little Old You-All (BMI)—King 1470	13	2
12.	**WHY DON'T YOU WRITE ME** (BMI)—Jacks Smack Dab in the Middle (BMI)—RPM 428	11	2
13.	**DON'T TAKE IT SO HARD** (BMI)—E. King Gratefully (BMI)—King 4780	—	2
14.	**WALKING THE BLUES** (BMI)—J. Dupree Daybreak Rock (BMI)—King 4812	—	1
15.	**BO DIDDLEY** (BMI)—B. Diddley I'm a Man (BMI)—Checker 814	10	15

• Most Played in Juke Boxes

For survey week ending August 10

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	**AIN'T THAT A SHAME?** (BMI)—F. Domino La, La (BMI)—Imperial 5348	1	16
2.	**MAYBELLENE** (BMI)—C. Berry Wee Wee Hours (BMI)—Chess 1604	4	2
3.	**FOOL FOR YOU** (BMI)—R. Charles This Little Girl of Mine (BMI)—Atlantic 1063	2	7
4.	**IT'S LOVE, BABY** (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 2056	3	6
5.	**EVERYDAY** (BMI)—C. Basie Come Back (BMI)—Clef 89149	7	5
6.	**BO DIDDLEY** (BMI)—B. Diddley I'm a Man (BMI)—Checker 814	6	11
7.	**SOLDIER BOY** (BMI)—Four Fellows Take Me Back Baby (BMI)—Glory 234	10	5
8.	**ANYMORE** (BMI)—J. Ace How Can You Be So Mean? (BMI)—Duke 144	—	1
9.	**AS LONG AS I'M MOVING** (BMI)—R. Brown I Can See Everybody's Baby (BMI)—Atlantic 1059	—	7
10.	**MANISH BOY** (BMI)—M. Waters Young Fashion Ways (BMI)—Chess 1602	8	4
10.	**WHY DON'T YOU WRITE ME?** (BMI)—Jacks Smack Dab in the Middle (BMI)—RPM 428	5	3

• Most Played by Jockeys

For survey week ending August 10

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	**AIN'T THAT A SHAME?**—F. Domino Imperial 5348—BMI	1	14
1.	**MAYBELLENE**—C. Berry Chess 1604—BMI	4	2
3.	**IT'S LOVE, BABY**—L. Brooks Excello 2056—BMI	3	7
4.	**FOOL FOR YOU**—R. Charles Atlantic 1063—BMI	2	7
5.	**STORY UNTOLD**—Nutmegs Herald 452—BMI	7	6
6.	**ROCK AROUND THE CLOCK**—B. Haley Dec 29124—ASCAP	5	10
6.	**EVERYDAY**—C. Basie King 4780—BMI	—	4
8.	**MANISH BOY**—Muddy Waters Chess 1602—BMI	6	3
9.	**WHY DON'T YOU WRITE ME?**—Jacks RPM 428—BMI	15	3
10.	**THERE GOES THAT TRAIN**—R. McGill Mercury 70582—BMI	—	2
10.	**IT'S LOVE, BABY**—Midnighters Federal 12227—BMI	—	1
12.	**THOSE LONELY, LONELY NIGHTS**—E. King Ace 509—BMI	—	1
13.	**ANYMORE**—J. Ace Duke 144—BMI	13	3
14.	**WALKING THE BLUES**—J. DuPree King 4812—BMI	—	1
15.	**DON'T TAKE IT SO HARD**—E. King King 4780—BMI	—	5
15.	**LONELY NIGHTS**—Hearts Baton 208—BMI	—	9

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c/w
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Atco 6050

•

Billy Nightingale
and his band
THE PRICE OF LOVE
c/w
THANK YOU, THANK YOU, DARLING
Atco 6053

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The Royal Jokers
with orchestra
YOU TICKLE ME BABY
c/w
STAY HERE
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and his Houserockers featuring the Electronic Harp
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Joe "Mr. Piano" Henderson
and Friends
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b. I'M NOBODY'S SWEETHEART NOW
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The Billboard Music Popularity Charts — RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

PIANO RED
Goodbye 80
GROOVE 0118—Red warbles this moody blues ballad of his own clef-fing. It's different and could catch on. **(Hill & Range, BMI)**

Six o'Clock Bounce....76
A lively, pounding piano tour de force by the leading honky tonker of the r.&b. market. Sould do great Southern business, including the c.&w. market. **(Lowery Music, BMI)**

TOMMY LAMPKIN
Lover's Plea 77
IMPERIAL 5361—Tender love ballad, a Lampkin original, is showcased with affecting charm. A strong performance by the chanter, and it should get lots of deejay attention as it builds in sales. **(Commodore, BMI)**

Eternal Love....74
Lampkin offers the title affection in in listenable rhythmic effort. **(Commodore, BMI)**

JOHNNY (GUITAR) WATSON ORK
Those Lonely, Lonely Nights 77
RPM 436—Good sound and relaxed instrumentation mark this blues-ballad. The vocal is well chanted. More discerning deejays will like it. **(Ace, BMI)**

Someone Cares for Me....76
Another bluesy side with flavor and a good vocal. Makes a tasteful coupling for the flip, with its relaxed style and Deep South sound. **(Modern, BMI)**

MARIE ADAMS
The Shape I'm In 76
PEACOCK 1646—With backing in a Deep South groove, the thrush really belts this meaningful slow blues. Effective wax. **(Lion, BMI)**

My Destination....74
Potent chirping by the thrush, tho the material isn't too unusual. **(Lion, BMI)**

PAUL WILLIAMS ORK
Rock It, Davy Crockett 75
CAPITOL 3205—And yet the variations come. This is a rollicking rhythm side, presenting another side of the folk hero. Some juke box potential here from the original "Hucklebuck" tooter. **(Beechwood, BMI)**

Hello....74
Another good juke box side. The Williams ork really rocks on this one, while Jimmy Brown shouts the joyful lyrics strongly. **(Atlantic, BMI)**

BILLY WRIGHT
Bad Luck, Heartaches and Trouble 74
PEACOCK 1657—Effective chanting and orking of an urbane blues item. Good, solid verbage here. **(Lion, BMI)**

The Question....71
The poser is "Whatcha gonna do when your baby says 'bye'?" Good jumpin' performance by Wright, tho tho the content lacks real meat. **(Lion, BMI)**

THE SOLOTONES
Front Page Blues 73
EXCELLO 2060—A fresh lyric idea is coupled with this conventional blues tune. Makes a fair disk. **(Excellorec, BMI)**

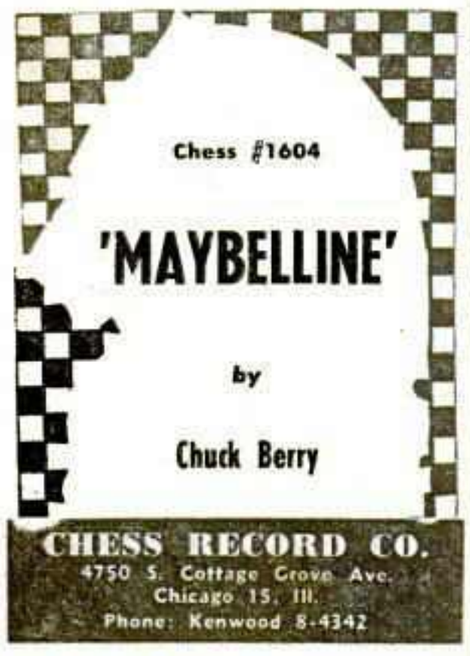
Pork and Beans....72
This side's a jump blues, with a novelty lyric. **(Excellorec, BMI)**

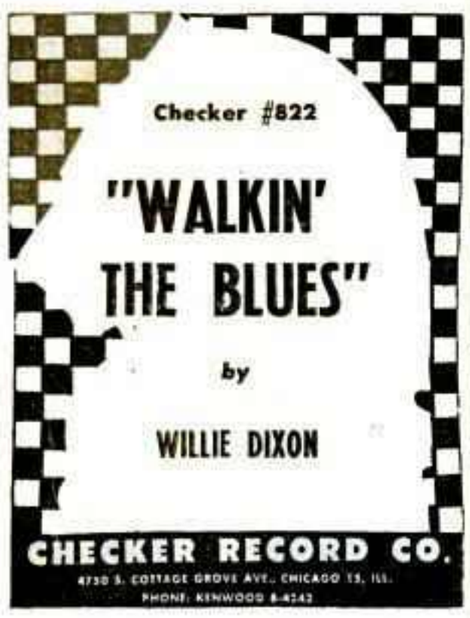
SONNY JONES
My Baby's Crying 73
CHART 601—Jones shouts a sad, slow blues that tells why his baby put him down. Good singing. **(Sherlyn, BMI)**

Can't You See?....72
Conventional blues gets a fair reading. **(Sherlyn, BMI)**

THE BLASERS
Done Got Over 72
UNITED 191—The Blasers have a nice side here. It's a conventional blues, but chanted with lots of heart and backed by swingy, relaxed instrumentation. Could take off. Watch it. **(Pamlee, BMI)**

She Needs to Be Loved....70
Here's a piece of sophisticated r.&b. material. The novel lyric may carry appeal. **(Pamlee, BMI)**





VOX JOX

By CHARLOTTE SUMMERS

• Continued from page 18

GIMMIX: Paul Coburn, KOL, Seattle, has been running a contest on Jim Lowe's Dot novelty disk "Close the Door." Listeners are asked to send in pictures of what they think "it" is. The 10 best drawings are awarded record albums. Entries are displayed in the KOL lobby, and Coburn has received over 1,000 drawings so far. . . . Speaking of the Lowe record, Jim Pansuello's frau had a case of near-hysterics the other a.m. when a bat flew in the bedroom window. The WVDA, Boston, deejay played it cool, tho, and cracked, "Those 'Close the Door' pluggers are everywhere!"

On the subject of phone requests, Eddie (Red) Carvin, WMSA, Massena, N. Y., writes, "Mostly preteen and early teens phone in requests. It's a little harder to pull legit teen and older ones. They say they feel foolish giving their names for on-the-air mentions." N. Y., writes, "I take a lot of phone calls on my 'Music 'Till Midnight' show and find that by working commercials into the phone conversations, the sponsors get better results."

Carvin is incorporating a morning hymn and march on his a.m. show from here on in, because he believes they have "appeal for many injected at the psychological time." . . . Jack Friel, WBTA, Batavia,

CHART CONGRATS: Lots of nice comment on The Billboard's new "Honor Roll of Hits" chart layouts and "Push-Pop" in general. Among those jockeys appreciative of the new layout are Don Stewart, KTYL, Mesa, Ariz.; George Pettett, WTRP, La Grange, Ga.; Bob Martin, KYMR, Denver; Jerry Mueller, KSDN, Aberdeen, S. D.; Eddie Anderson, WCBT, Roanoke Rapids, N. C.; Dan Anderson, WLOL, Minneapolis; Sherm Brodey, WKAL, Rome, N. Y., and Jack Friel, WBTA, Batavia, N. Y.

Bill Dawson, WNXT, Portsmouth, O., took his shows to the Scioto County Fair last week. . . . Jim Palmer, KSIM, Sikeston, Mo., has augmented his daily "Record Show" and "Top Six" shows schedules with a third airer, "The R.&B. Caravan," a nightly program, and is anxious to get r.&b. releases to program the new show. . . . Rosalie Raglin has taken over the "Melody Time" show on WERD, Atlanta. She's also the station's "summer relief" announcer and handles the "860 Bandstand" and "Smooth Sailing" wax shows.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

AUGUST 18, 1945:
1. On the Atchinson, Topeka and Sante Fe
2. Sentimental Journey
3. Bell-Bottom Trousers
4. If I Loved You
5. Gotta Be This or That
6. Dream
7. There! I've Said It Again
8. Till the End of Time
9. The More I See You
10. I Wish I Knew

AUGUST 19, 1950:
1. Mona Lisa,
2. Goodnight, Irene
3. Sam's Song
4. Play a Simple Melody
5. Tzena, Tzena, Tzena
6. I Wanna Be Loved
7. Count Every Star
8. Bewitched
9. Third Man Theme, The
10. Bonaparte's Retreat

• R & B Territorial Best Sellers

For survey week ending August 10

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed

Atlanta
1. **Maybellene,** C. Berry, Chs.
2. **Ain't That a Shame?** Fats Domino, Imp.
3. **It's Love, Baby,** L. Brooks, Exc.
4. **Manish Boy,** M. Waters, Chs.
5. **Mary Lou,** Young Jessie, Mod.
6. **Bop Ting a Ling,** L. Baker, Atl.
7. **Anymore,** J. Ace, Duk.
8. **Soldier Boy,** Four Fellows, Gly.
9. **Piddily Patter Patter,** N. Brown, Sav.
10. **Dog Gone It,** D. Hightower, RPM

Charlotte
1. **Maybellene,** C. Berry, Chs.
2. **Ain't That a Shame?** Fats Domino, Imp.
3. **Rock Around the Clock,** B. Haley, Dec.
4. **Bo Diddley,** B. Diddley, Che.
5. **Fool for You,** R. Charles, Atl.
6. **Anymore,** J. Ace, Duk.
7. **It's Love Baby,** L. Brooks, Exc.
8. **Story Untold,** Nutmegs, Her.
9. **Diddley Daddy,** B. Diddley, Che.
10. **Why Don't You Write Me?** Jacks, RPM

Chicago
1. **Rock Around the Clock,** B. Haley, Dec.
2. **Ain't That a Shame?** Fats Domino, Imp.
3. **Everyday,** C. Basie, Clf.
4. **It's My Life Baby,** B. B. Bland, Duk.
5. **Ain't It a Shame?** P. Boone, Dot

Cincinnati
1. **Why Don't You Write Me?** Jacks, RPM
2. **Everyday,** C. Basie, Clf.
3. **Maybellene,** C. Berry, Chs.
4. **Story Untold,** Nutmegs, Her.
5. **Anymore,** J. Ace, Duk.
6. **Forgive This Fool,** R. Hamilton, Epi.

Detroit
1. **It's Love Baby,** L. Brooks, Exc.
2. **Everyday,** C. Basie, Clf.
3. **Ain't That a Shame?** Fats Domino, Imp.
4. **Walking the Blues,** J. DuPree, Kng.
5. **It's Love Baby,** Midnighters, Fed.
6. **Soldier Boy,** Four Fellows, Gly.
7. **Gum Drop,** C. Williams, Del.
8. **Why Don't You Write Me?** Jacks, RPM
9. **Maybellene,** C. Berry, Chs.

Los Angeles
1. **It's Love Baby,** L. Brooks, Exc.
2. **Only You,** Platters, Mer.
3. **Maybellene,** C. Berry, Chs.
4. **Everyday,** C. Basie, Clf.
5. **Soldier Boy,** Four Fellows, Gly.
6. **Ain't That a Shame?** Fats Domino, Imp.
7. **Rock Around the Clock,** B. Haley, Dec.
8. **Story Untold,** Nutmegs, Her.
9. **Piddily Patter Patter,** N. Brown, Sav.
10. **Walking the Blues,** J. DuPree, Kng.

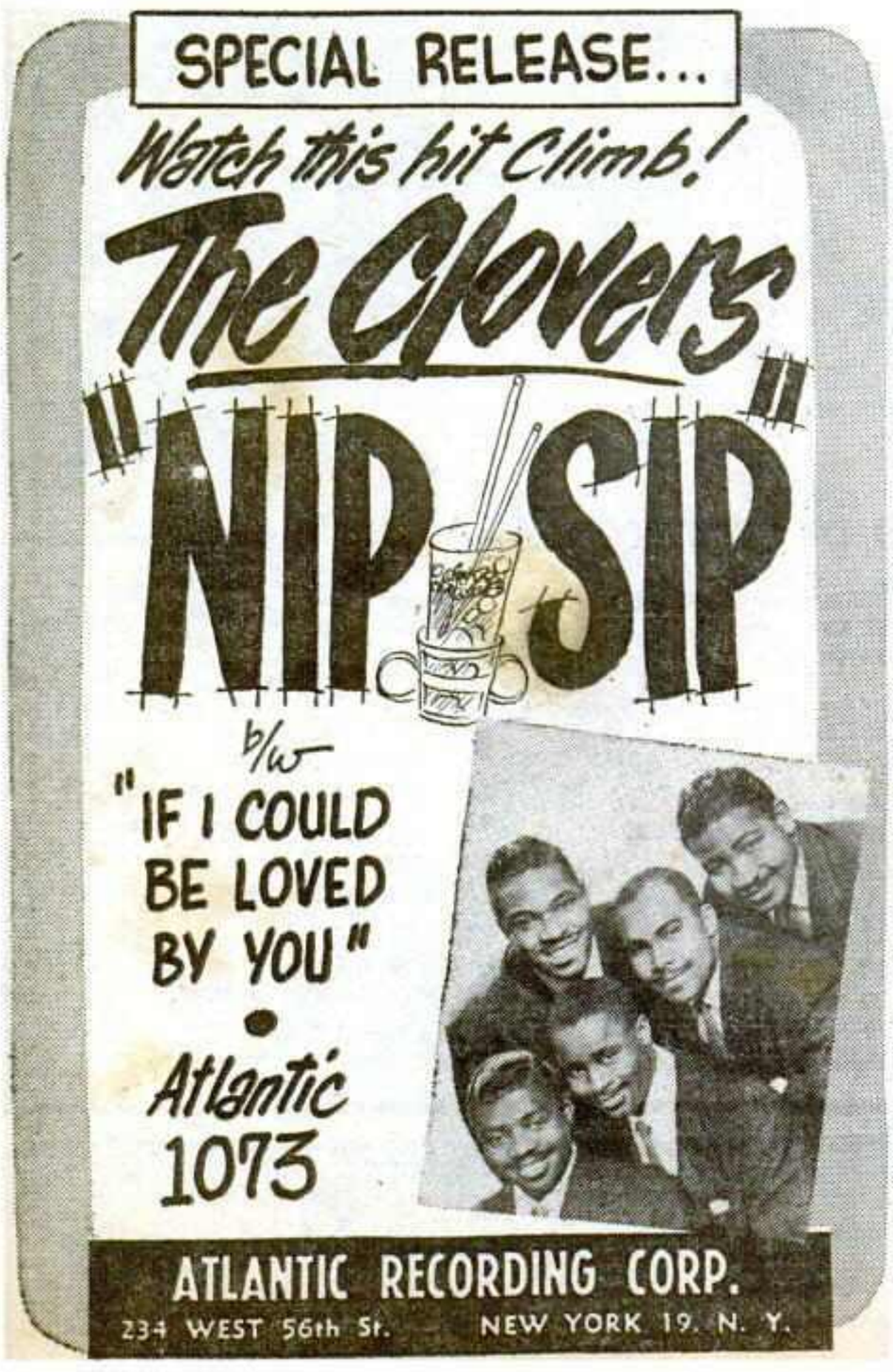
New Orleans
1. **It's Love Baby,** L. Brooks, Exc.
2. **Ain't That a Shame?** Fats Domino, Imp.
3. **Walking the Blues,** J. DuPree, Kng.
4. **Seventeen,** B. Bennett, Kng.
5. **Soldier Boy,** Four Fellows, Gly.
6. **Everyday,** C. Basie, Clf.
7. **Don't Take It So Hard,** E. King, Kng.
8. **Anymore,** J. Ace, Duk.
9. **There Goes That Train,** R. McGill, Mer.
10. **Manish Boy,** M. Waters, Chs.

New York
1. **Maybellene,** C. Berry, Chs.
2. **Everyday,** C. Basie, Clf.
3. **Seventeen,** B. Bennett, Kng.
4. **Rock Around the Clock,** B. Haley, Dec.
5. **Anymore,** J. Ace, Duk.
6. **Story Untold,** Nutmegs, Her.
7. **Why Don't You Write Me?** Jacks, RPM
8. **Soldier Boy,** Four Fellows, Gly.
9. **Ain't That a Shame?** Fats Domino, Imp.
10. **Life Is But a Dream,** Harptones, Pds.

Philadelphia
1. **Everyday,** C. Basie, Clf.
2. **Feel So Good,** Shirley & Lee, Ala.
3. **Ain't That a Shame?** Fats Domino, Imp.
4. **It's Love Baby,** L. Brooks, Exc.
5. **Why Don't You Write Me?** Jacks, RPM
6. **Fool for You,** R. Charles, Atl.
7. **I Hear Those Bells,** D. Washington, Mer.

St. Louis
1. **Everyday,** C. Basie, Clf.
2. **Maybellene,** C. Berry, Chs.
3. **Fool for You,** R. Charles, Atl.
4. **Soldier Boy,** Four Fellows, Gly.
5. **It's Love Baby,** L. Brooks, Exc.
6. **Manish Boy,** M. Waters, Chs.
7. **Forgive This Fool,** R. Hamilton, Epi.

Washington, D. C.
1. **Everyday,** C. Basie, Clf.
2. **Ain't That a Shame?** Fats Domino, Imp.
3. **Soldier Boy,** Four Fellows, Gly.
4. **Maybellene,** C. Berry, Chs.
5. **Feel So Good,** Shirley & Lee, Ala.
6. **Seventeen,** B. Bennett, Kng.
7. **Story Untold,** Nutmegs, Her.



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HOCUS-POCUS

By BILL SACHS

JAY MARSHALL opens Sunday (21) at Steel Pier, Atlantic City, for a week's stand. . . . **William J. Hewitt**, of the **Chin Ling and Soo** magic turn, is serving as New Orleans representative for AGVA, while his wife, **Ruby**, works her fire-eating and magic turn as a single thru Pennsylvania, New York and New Jersey. She will rejoin her husband in New Orleans at the end of the season. Hewitt presents a mental turn under the name of **Dr. Judge**. The two Hewitt children, **Harriett**, 16, and **Bill**, 14, are following in their parents' footsteps. Harriett works in the act, and Bill has hopes of becoming a pro juggler. . . . **Luckner the Great (Frank Luckner)** left his Corning, N. Y., headquarters August 10 for a brief Midwestern tour which opened at Waukegan, Ill., Sunday and Monday (14-15), and followed with Dubuque, Ia., Tuesday (16). On Wednesday (17), he plays Madison, Wis. Others in the unit are **Ann Luckner, Stuart (Rellim) Miller, Eileen Miller, Lou and Mary Harris** and **Richard Runyan**. Show consists of large-scale illusions and productions, including Doll House, Mr. X, Noah's Ark, Levitation, Out of Sight, Houdini's Trunk Miracle, the Mummy Case and Burning a Woman Alive. Luckner was formerly with **Blackstone** for 20 years. . . . Mentalists **King and Zerita**, after winding up on a string of club dates in the Midwest, have moved into Denver's Park Lane Hotel for a fortnight's engagement. . . . **George Barvinchack**, chairman of shows for the 20th Annual New York State and Canada Conclave of Magicians, to be held at Arlington Hotel, Binghamton, N. Y., October 13-15, reports that the talent already assigned to participate in the various shows includes **Jimmie Lake, Staylor Durocher, Chauncey Sheridan, Claude Powell, Bob Thrasher, Matteson and Willie** and **Jay Zack**. Others will be added later. **Joe Poff** will handle the night-before party, and **Mrs. J. R. (Nellie) McNair** will have charge of ladies' activities. **Perry Jones** is handling dealers' displays. **J. Emery Kelly** is general chairman.

FRED KEATING and **Roy Benson** will be hosts to **Paul Tripp's** guests on "It's Magic," new weekly half-hour series highlighting top magicians, over the CBS television network, Sunday (21), 7-7:30 p.m., EDT. Keating will do his Voo-Doo transference and the trick of threading needles in his mouth. Benson will present a comedy magic routine. "It's Magic" is produced by **Milton Douglas** and directed by **Rai Purdy**, with **Max Wilk** as associate producer. Last Sunday's (14) features were **Kajar, Jerry Bergman** and **Cleopatra, femagicienne**. Week before that had **Kuda Bux, Al Flosso** and **A. Robbins**. . . . Eighth annual Back-to-Kenton Party, held July 29-30 in Kenton, O., with Ring 88, International Brotherhood of Magicians, as sponsors, attracted nearly 200 registrants. Dealers were well represented. **Bill Dodson**, of Lyndon, Ky., program chairman, lined up two shows, as well as several lectures and close-up sessions. The party netted $400 for the IBM's sick and convalescent committee, of which **Harry E. Cecil** is chairman. . . . Mid-year meeting of the board of trustees of the International Brotherhood of Magicians will be held in Cincinnati December 3-4. Several important matters are scheduled for action, along with preparation of nomination slate for the 1956 election. Indications are that next year's convention will be held in Miami, with Ring 45 as host organization. Tentative dates are June 22-25.

BURLESQUE BITS

By UNO

Bob Collins, upon payment of the necessary fee and being satisfactorily questioned and legally finger-printed, was granted a license to present "Bob Collins Follies" shows at the Empire Theater in Brooklyn. Accordingly, after a thoro house cleansing, an opening date is set for September 16 with **Eddie Kaplan**, New York agent, to do the booking and **Billy Koud** the number producing. Casts are to consist of two comics, straight man, soubret, prima donna, exotic dancer, two vaude acts and a chorus line of 16. Performances will be continuous from 12 noon to 5 p.m. at 50 cents admission and reserved seats from 8:30 to 11 p.m. at 75 cents for the balcony and a $1 for the orchestra seats. A new show is planned for every Friday, with a midnighter on Saturday. Operation will be under the Bob Collins Production Corporation of which Collins is the prexy; **Ben Frizner**, vice-president, and **Al Lukasch**, secretary and treasurer. **Herbert J. Harte** is the attorney for the company. Collins, a former burly comic and producer of scenes, is a Brooklyn resident and, with the opening of the Empire, will realize a long-time pet ambition of bringing back to Greater New York a quality of show, pleasing and attractive enough to suit the poor man's pocketbook, something in the nature of the type of extravaganza offered in the good old days of Columbia Wheel burlesque. His opening comedian will be his brother, **Marty Collins**, formerly of the well-known team of Collins and Peterson. . . . **Flash O'Farrell** left the Siena Club in Troy, N. Y., and opens August 23 at Tony Pastor's nitery in New York.

Barney Gerard, producer, writer and franchise operator of many burly shows on both the old Eastern and Western circuits, is now a resident of Los Angeles near Palm Springs where he is busy writing a TV series. He has just completed writing an autobiography covering the entire Cavalcade of Burlesque from the split of the two wheels to the demise of that field of entertainment with the passing of the Columbia Circuit. His letterhead reads "Barney Gerard's Enterprises." . . . **Lillion Hunt**, producer, and **Leon DeVoe**, straight man, long time at the New Follies, Los Angeles, are vacationing in Las Vegas, Nev. . . . **Harry Lefty Lewis** wound up 24 weeks at the Wedge nitery in Philadelphia, and Ann Curtis finished eight weeks at the Lynnewood Musical Club, same city. They will open at the Globe, Atlantic City, August 14. A vacation follows and then back to the Kane and Hirst circuits. . . . When **Vida Van Dyck**, featured exotic at the Musical Bar in Akron, winds up her engagement sometime in September, she will make a 10-week tour of burly theaters. Other principals at the Musical Bar are **Peppy Shaw, Dea Winters, Chabala** and **Debby Tah**. . . . Chicago's 606 Club has **Carmen Del Carmen** and **Linda Darling** (featured), **Bunny Ware, Flame Fury, Roxanne, Geri Wair, Jean Lang, Lila Turner, Chuck Mason** (emsee) and **Norton Himmel** and his ork.

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FOLK TALENT AND TUNES

• *Continued from page 46*

Boys, and assorted guests. Featherstone will play a string of fair dates in the fall under personal management of **H. Heatherington**, of Toronto.

Matt Pelkonen, of Cloquet, Min., is in Room 4000, St. Luke's Hospital, Duluth, Minn., where he has just undergone major surgery and where he will be confined for some time. Matt, who boasts a host of friends in the country and western field, is co-writer, with **Jack Swanson**, of the Christmas ditty, "Elfie the Elf." "Our tune, 'Let's Make a Fair Trade,' on the BSD label by **Tommy Tompkins**, is starting to see action nationally," writes Swanson. "We still have deejay samples, in the event we missed anyone." Jack's address is San-Lyn Music Publications, 414 Cortland Avenue, Syracuse 5. . . . **Porter Wagoner, Jean Shepard** and **Hawkshaw Hawkins**, along with the kiddie square-dancers, the **Tadpoles**, headline Top Talent's Saturday night grandstand show at the Missouri State Fair, Sedalia, August 27.

"Pictorial Review," magazine supplement included with the Sunday editions of numerous metropolitan papers, will feature a full-page spread, "TV Comes to the Ozarks," telling the story of **Ralph D. Foster**, president of RadiOzark and Crossroads Television, next Sunday (20). The mag supplement has a circulation of some 20 million. . . . **Texas Bill Strength** left Memphis Sunday (14) for a two-week promotion tour in the interest of his initial Capitol release, "Yellow Rose of Texas," b.w. "Cry, Cry, Cry." He has stop-offs skedded for Louisville, Indianapolis, Cincinnati, Chicago, Philadelphia, New York, Washington and other Eastern cities. . . . During his recent trek to Hollywood for the Capitol session, Strength made a successful screen test, with negotiations under way to spot him in a Western feature soon. On August 5, Bill appeared on **Bob Neal's** "Anniversary Jamboree" at Overton Park, Memphis, with **Webb Pierce, Elvis Presley, Red Sovine, Wanda Jackson, Sonny James** and **Jim Wilson**. The following night he did a stint with "Grand Ole Opry" in Nashville, and the **Ernest Tubb** "Midnight Jamboree" over WSM. On Sunday (7), Bill appeared as guest at **Roy Acuff's** Dunbar Cave, Clarksville, Tenn., with **Faron Young**, the **Wilburn Brothers** and **Eddie Hill**.

With the Jockeys

The all-day celebration staged last Wednesday (10) by officials of Station WCKY, Cincinnati, to honor their top country and western deejay, **Nelson King**, proved an auspicious affair, with the local music men, city officials and news and trade press turning out in force to honor King at a luncheon and cocktail session at the Gibson-Sheraton Hotel, Cincinnati, Wednesday noon. The affable King, who for seven consecutive years has been voted the national top c.&w. deejay by the deejays themselves in the annual pool conducted by The Billboard, was the recipient of numerous gifts and honors on the occasion of celebrating his 10th anniversary with WCKY. Local record distributors presented Mr. and Mrs. King with a chest of silver. Cincinnati Rotary Club gave King a diamond Rotary pin, and WCKY awarded him a diamond microphone lapel pin. **Mayor Carl Rich** of Cincinnati presented King with the key to the city and a copy of a resolution passed by Cincinnati city council declaring it Nelson King Day. Hundreds of letters and telegrams were received from artists, deejays, publishers and record men all over the country. Numerous taped recordings of greetings from artists were played on King's "Jamboree" show Wednesday night. **Murray Nash** and **Ray Scrivener**, of Murray Nash Associates, Nashville, motored in for the shindig.

THE FINAL CURTAIN

ARDMORE—Helen,
81, formerly associated with the Karl Simpson and Walter Savidge companies, July 24 in Omaha. Survived by two brothers.

BEECHER—Janet,
70, former motion picture and legitimate actress, August 6 in Washington, Conn. She toured with the late Nat Goodwin and the plays in which she appeared were: "The Concert," "The Purple Road," "The Great Adventure," "Call the Doctor," "The Kiss in a Taxi" and "Courage." She was last seen on Broadway in 1944, '45 and '46 in "Slightly Scandalous" and "The Late George Apley." Survived by her son, Richard, and a sister, Mrs. Harry Gaze, an actress, known professionally as Olive Wyndham.

BENJAMIN—Harry,
67, for many years a cat rack operator with the Cetlin & Wilson Shows, July 30. Burial August 2 in Baltimore.

BRADLEY—Jean,
28, leading lady in the European touring company of "Oklahoma!" August 11 in Milan, Italy. Al Checco, her husband, survives.

BREWER—Allen (Dude),
58, veteran concessionaire, recently in Jackson, Tenn., of a heart attack. Survived by his widow and a daughter. Burial in Springfield Cemetery, Nashville.

CRISP—Mrs. Jane Murfin,
62, screen writer who was co-author of "Smilin' Thru" and "Lilac Time," August 10 in Los Angeles. She was the former wife of actor Donald Crisp. She had written scenarios of "Little Women," "Pride and Prejudice," "Roberta" and "Dragon Seed." She was a producer at M-G-M and was on the board of directors for the Academy of Motion Picture Arts and Sciences.

DAVIS—Daisy,
widow of George Davis, circus concessions manager, at a St. Louis hospital August 10 after a lingering illness. Burial in St. Louis. Survived by three sisters.

ELLIOTT—Madge,
59, actress and dancer, August 8 in New York. The wife of actor Cyril Ritchard, she had co-starred with him in many productions. A dancer of note in Australia, Miss Elliott made her London debut in 1925 in "Better Days," and continued to take leading musicomedy roles in England until 1932 when she returned to Australia. Her Broadway debut was in "The Relapse" in 1950, and she had subsequently appeared with her husband in Noel Coward plays and on TV. Her husband is the only immediate survivor.

EWING—Ross,
67, secretary of the Missouri State Fair, Sedalia, Mo., August 11 of a heart attack at Sedalia.

FOX—Beauvias B.,
79, drama editor of The New York Tribune in the 1920's and later a leading theatrical publicity man, August 9 in East Islip, N. Y. He handled publicity for Max Gordon, George Abbott, George C. Tyler, the Shuberts, R. H. Brunside and Dwight Deere Wiman. He also was associated with Maude Adams in Film Guild Productions and was a former president of the Theatrical Press Representatives of America. His widow and a son survive.

FRANCIS—Robert,
25, the actor. He was killed in an airplane crash in Burbank, Calif. Only recently he had starred in the Columbia film "The Caine Mutiny." Other pictures in which he had appeared were, "They Rode West" and "Tribute to a Bad Man." Burial in Forest Lawn Cemetery, Los Angeles.

GIESSMANN—Harold,
39, husband of Faith Ryan, former tab, burlesque and circus performer, at Municipal Hospital, Pawhuska, Okla., August 1, following a heart attack suffered at his home there the day before. Services in Okmulgee, Okla., August 3, with interment in Okmulgee Cemetery. Besides his widow, he leaves a son, Roger, and his parents, Mr. and Mrs. W. R. Giessman, Okmulgee.

IN MEMORY
Of Our Dearly Beloved
LIEUT. BILLEE L. HAMILTON
(Billee Garneau)
Who was killed in action in Sicily, August 23, 1943.
WIFE, NANCY; BROTHER, TOMMY AND MOTHER, MIMI GARNEAU
He either fears his fate too much or his desserts are small, who dare not put it to the touch to win, or lose it all.

HAFTER—Robert M.,
50, radio producer and director for 25 years, August 9 in Hollywood. He directed and produced the Jimmy Wakely show, the "Hollywood Barn Dance" and the "Matinee Show," on KNX, and CBS' "Newsroom Sunday Desk," among others. He had toured in vaudeville at one time with his wife, the former Kitty O'Neill. He also had directed at WDAF, Kansas City, Mo.; KMOX, St. Louis, and WBBM, Chicago.

HARTMAN—Grace,
48, former dancing partner of Paul Hartman, her ex-husband, August 8 in Van Nuys, Calif. Known in private life as Mrs. Grace Barrett Hartman Abbott, she was best known simply as Grace Hartman, for she and her former husband had been dancing thruout the world since 1925—Java, India, Egypt, Europe and the U. S. From 1929 to 1933 they danced in small-time vaudeville and cabarets in the U. S., and about 1933 they were skyrocketed to stardom with dance satires. Broadway viewed the team in "Red, Hot and Blue," "You Never Know," "Angel in the Wings" and "Tickets, Please." Film credits include "Sunny," and television also knew their brand of comedy. A son and two stepchildren also survive.

JOERLING—Mrs. Elise,
89, mother of Frank B. Joerling, chief of the Southwestern division of The Billboard, with headquarters in St. Louis, at Deaconess Hospital, Cincinnati, August 13, after several weeks' illness. **(Details in General Outdoor section, this issue.)**

JOHNSON—Nate,
Chicago biller and owner of an outdoor advertising business, at Chicago Friday (12) following a heart attack. He owned six-sheet boards and did much posting for the Chicago Stadium, International Amphitheater, several theaters and others. He was in charge of a major national outdoor ad campaign for Baby Ruth candy several years ago. Burial in Chicago. Survived by a son, Jerome, and a daughter.

In Memory
of Our Friend and Pal
PHIL G. LITTLE
Who Passed Away
August 21, 1949
Margaret Pugh,
Joe and Sally Murphy

MORGAN—Frank (Chl),
70, veteran Side Show talker and concessionaire, August 8 in Los Angeles. In show business almost 50 years, he started with C. W. Parker Shows in 1907. Survived by his widow, Edna. Burial August 11 in Pacific Showmen's Rest, Evergreen Cemetery, Los Angeles.

NICHOLS—Joy,
57, veteran night club and vaude performer, recently in San Francisco of cancer. She was a member of the San Francisco Theatrical Club and the Thespian Theatrical Club.

NORETT—Larry,
67, veteran song writer and music publishers' representative, August 2 in Mercy Hospital, Pittsburgh, of a heart attack. Starting out in the music business as the manager of the sheet music department of a Cleveland 5-and-10 cent store, he later went on the road selling music for various publishing houses. At the time of his death he worked for the E. B. Marks Music Corporation, New York. Among his song writing credits were "My Virginia Rose," "Sweetest Hour of All" and "My Baby's Comin' Home." Survived by two brothers and a sister. A veteran of World War I, he was buried August 5 with military honors in Beverly Cemetery, Camden, N. J.

O'HEARN—William D.,
29, ride man on the Bell City Amusement Corporation, recently in Butler, Wis. He was killed while setting up equipment for the show at the Butler Frontier Days Celebration.

POULLIOTT—Francis B.,
68, electrician at the Capitol Theater, Williamsport, Pa., July 25 in that city. At one time he was with the Earl Carroll Vanities and Al Jolson. He also worked as electrician with Ringling Bros. and Barnum & Bailey Circus for two years. He was a charter member of Local 179, IATSE. Survived by two brothers and two sisters. Burial in Mt. Carmel Cemetery, Williamsport.

SCHERR—Jerry,
23, publicist for the Mitchell Boy Choir and the Valley Garden Arena, August 1 of injuries sustained in an automobile accident near Mojave, Calif. Burial in Baltimore.

STERLING—Andrew B.,
80, songwriter who wrote "Wait Till the Sun Shine Nellie" and others, August 11 in Stamford, Conn. Among Sterling's songs are "On the Shores of Havana," "Last Night Was the End of the World," "Good-Bye Eliza Jane," "On a Sunday Afternoon," "Meet Me in St. Louis," "When My Baby Smiles at Me," "Hello My Baby" and hundreds of others. Harry von Tilzer was his collaborator and partner in the Harry von Tilzer Music Publishing Company. His widow, the former Dorothy Heywood, survives.

STERNER—Al,
Electrician on Buff Hottle Shows, August 7 in Marion, Ill.

THORME—Augustus,
55, former Broadway actor and director, July 30 in New Haven, Conn. During the year that he appeared on the stage, he had played opposite Ethel Barrymore in "Declasse" and directed "Dorian Gray" and "Suspicion" in the 1930's. He was also general manager of all the overseas companies of "Abie's Irish Rose." At the time of his death he was operating an advertising agency in New Haven. Survived by his widow, Rose; his mother; a sister, Lulu, all of New Haven, and a brother, David, New York. Burial August 1 in New Haven.

MARRIAGES

HOBBY-MUNDLE—
Milton W. (Wes) Hobby Jr., staff announcer and disk jockey on Station WICC, Bridgeport, Conn., and Catherine A. Mundle, non-pro, August 6 in Bridgeport.

POE-ANTONUK—
Walter William Poe, non-pro and Olga Antonuk, concert pianist, August 7 in Bridgeport, Conn.

SINGER-DANIELS—
Jack Singer, reporter for The Billboard in New York, and Joy Daniels, non-pro, July 30 at Port Jefferson, N. Y.

SMITH-SHEPARD—
Lesley A. Smith, talker and ticket seller on the Buster Odle Girl Show with West Coast Shows, and Toni Shepard, Side Show Electra, in Corvallis, Ore., July 27.

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CROPS GOOD, PAY UP

Connie Only Off-Note As South Waits Fairs

NEW YORK, Aug. 13. — Economic developments in the Southland point to increased spending money in coming months, as fairs gird for their openings and show activities head in that direction for the looked-for peak period of the season. Barring a severe financial drain because of hurrican damage, the Southern residents should not be short of cash in coming months.

Hurricanes Connie and Diane spent all of this week frittering around the coastal area in a manner to make showmen and fair people apprehensive.

One encouraging note was struck last week when the world's biggest textile firm, Burlington Industries, Inc., announced wage hikes averaging 5 cents an hour in its Southern mills, effective August 22. More than 35,000 workers and their families will share in the bonanza, and it is expected that a portion of the money will find its way to the coffers of show and fair units.

It is considered not unlikely that the action by Burlington, a leader in its field, would result in similar actions by other textile mills. Results would be that fair-goers would have a couple of dollars more to spend every week, and many who were unable to attend in the past will now be able to go to the fairs.

The tobacco picture at this time is likewise encouraging, altho Georgia-Florida leaf sales hit a relatively low level at $48.12 a hundred pounds. This price was $1.25 less than that of a week ago and a dollar less than the same day (Wednesday) last year. Despite this price decline the U. S. Department of Agriculture noted that the two-State area's production is up some 18,000,000 pounds.

Result of all the statistics is that the belt's total cash receipts at markets were better than $67,000,000 so far this year. This is an increase of $7,000,000 over the same period last season in money paid out for tobacco.

In the Carolinas prices held high and steady with the market in very good condition, presaging a satisfactory season at the fairgrounds—again, barring excessively costly

(Continued on page 57)

Russian Farm Leaders Visit Ill. State Fair

Eyes Big as They Tour Machinery Row, Cattle Barns

SPRINGFIELD, Ill., Aug. 13.—Russian farm leaders touring the Midwest took time out to spend several hours at Illinois State Fair here, where they munched hot dogs and went thru cattle, horse, sheep and swine barns and machinery row.

Observers reported the Russians were much impressed with various exhibits and were fairly bug-eyed as they inspected the many pieces of farm machinery and equipment on display in machinery row. The Soviet leaders toured the grounds in company with Governor Stratton, who the previous day had invited them to visit the fair.

Stratton's invitation was followed by one by Vladimar Matskevich, Russia's first deputy minister of agriculture, to the Governor's Conference in Chicago in which he urged every governor to attend the Soviets' annual All-Union Agricultural Exposition at Moscow this fall.

A crowd, estimated by fair officials at 125,000 persons, was on the grounds as the Russians made their tour. The turnout was slightly bigger than the corresponding day last year. The fair, which runs 10 days, closes Sunday (21). Opening day's turnout, Friday (12), was estimated at 50,000, slightly below that of the '54 opener.

Singer Nelson Eddy headed the Friday night grandstand bill, appearing before a half-full grandstand, about the average turnout for opening night. "Holiday on Ice" opened Friday night on a two-show-a-night basis for the full run of the fair. A harness horse race program, confined to Illinois horses, was the matinee grandstand attraction today. On the midway, the Amusement Company of America, flashing the strongest lineup of rides ever to appear here, enjoyed excellent business the first two days. Opening day, which also was Kids' Day, returned ride and show receipts 26 per cent above those for the same day last year.

125,000 Visit Henie Revue

GOTHENBURG, Sweden, Aug. 13.—Sonja Henie and her Hollywood Ice Revue of 1955, to close here last Sunday (7), prolonged the stand up thru Wednesday night (10), and then headed for Oslo, Norway, and opened at the 12,000-capacity Jordal Amfi stadium yesterday.

Henie's revue played 25 night shows—no matinees—most of which drew capacity of 5,000, or a total of some 125,000. At the Thursday night (4) show her skate struck a bit of wood on the ice surface and she took a spill which netted her a pair of bruised knees and a swollen arm, but did not prevent her from working.

Spitalny Ork, McGuires Set For York, Pa.

YORK, Pa., Aug. 13.—Name talent has again been set for the York Interstate Fair. Talent submitted by Frank Wirth, New York agency head, and okayed by Samuel S. Lewis, fair president, includes the McGuire Sisters, Phil Spitalny and his all-girl orchestra and Bill Hayes, vocalist.

Each name presentation is set for a single day, as in the past. All will appear in conjunction with the Frank Wirth Revue, principal grandstand feature.

F. B. Joerling Loses Mother

CINCINNATI, Aug. 15.—Frank B. Joerling, of the St. Louis office of The Billboard, arrived here yesterday to attend the funeral of his mother, Mrs. Elise Joerling, who died at Deaconess Hospital here early Saturday (13) after several weeks' illness. Joerling was accompanied here by his wife, Lucille.

Funeral services will be conducted at 10:30 a.m. Tuesday (16) at the Clarence A. Baiter Funeral Home here, with interment in Vine Street Hill Cemetery. The deceased, who would have been 90 years old today, came to this country from Germany nearly 70 years ago.

Surviving besides her son, Frank B., are three other sons, Dr. Arthur K. Joerling and Walter H. Joerling, of Cincinnati, and George O. Joerling, chief of police of Wyoming, a community adjoining Cincinnati.

Six-Man Group To Succeed AAA Contest Board

IMCA, CSRA Will Continue to Govern Auto Race Meets

INDIANAPOLIS, Aug. 13.—A six-man committee designed as the nucleus of an organization to take over the auto racing operations of the American Automobile Association was formed here this week. The AAA last week announced it would cease to sanction auto racing after the 1955 season.

Members of the new group are Duane Carter, Speedway City, Ind., who represents the drivers; Herb Porter, Los Angeles, mechanics; Bob Estes, Inglewood, Calif., car owners; Tom Marchese, Milwaukee, promoters; Anton Hulman Jr., owner of the Indianapolis Speedway, and Judge George Ober, Speedway City, representing the public. Marchese is the promoter of auto racing at the Wisconsin State Fair, Milwaukee.

IMCA, CSRA Continue

The International Motor Contest Association and the Central States Auto Racing Association this week announced they would continue to operate as sanctioning bodies for auto racing.

R. H. McIntosh, IMCA president

(Continued on page 54)

Storm Halts Good Pace at Middletown

MIDDLETOWN, N. Y., Aug. 13.—Steady, heavy rains starting Thursday night (11) washed out activity at the Orange County Fair here at a time when the event seemed headed for a very good run that would at least exceed the mark set last year.

At the same time hurricane warnings were again hoisted along the coast, only some 50 miles away, after a Thursday (11) report that Connie had headed inland at the Carolina coast and would dissipate itself there.

Connie, now tracked to hit the shore in this area, will undoubtedly make itself felt here. Even if restricted to fringe action there is small hope that counted-on banner closing hours will result.

Until the storms hit, the fair was operating at a highly satisfactory pace, causing manager Fred Germain to think in terms of nifty profits and envision improvements that they would make possible. Some rain marred the activity on Sunday (7), but even so, business on that day was reported ahead for some units.

Good Start

On the midway the I. T. Shows, with 18 rides, including kiddie units, envisioned a take considerably better than last year before the inclement weather took over.

Grandstand business was reported good by Germain. The show is supplied this year for the first time by the Klein Agency. The grandstand has an attractive, well-lighted modern front that makes it a focal point on the grounds.

The exhibit halls were well filled and Germain noted increasing interest on this plan, which he interpreted, in turn, as assurance of growth.

Kentucky Park Man Buys Ringling Bulls

BOWLING GREEN, Ky., Aug. 13.—Three aged elephants have arrived at Beech Bend Park here after being trucked from Ringling-Barnum winter quarters at Sarasota, Fla.

Elephant trainer Louis Reed brought the bulls here and remained with them a week. Park owner Charles Garvin bought the animals after they had been put out to pasture by the show. They are named Ginny, Eva and Jewel.

N. Y. Store Building Fixed Over for Exhibs

NEW YORK, Aug. 13. — New York will have its first downtown trade show building since the Grand Central Palace was leased to the Internal Revenue Bureau two years ago, when the renovated Ludwig-Baumann structure opens for business this fall.

Located on Eighth Avenue between 35th and 36th streets, the building will have six floors of exhibition area. It is a 12-story building and is being reconstructed by owner Louis J. Glickman. There is to be some 100,000 square feet of available show area.

First activity of the new location will be the Plymouth Automobile Corporation display in October. From August 21-25 the New York Gift Show will occupy two floors in connection with its exhibits at the Hotels Statler and New Yorker.

Glickman is president of the New York Trade Show Corporation which will operate the building, and the executive director will be Duane W. Carlton, for 21 years sales manager of the New Yorker Hotel and a veteran of 26 years in trade shows.

Glickman has enhanced the loading facilities of the former store on its north and south sides. The basement is being fitted out with a large receiving department with some 6,000 square feet of storage area, and a heavy-duty freight elevator, 10 feet by 17, is being installed.

The building's third to sixth floors will contain 218 exhibition rooms with soundproof ceilings and fluorescent ceiling lights. Featuring the second floor will be a large open area of 18,000 square feet which can be used as an auditorium or for booths. The main floor will have a large marble-walled lobby, restaurant and banking facilities.

Bary Animals Shown at Zoo

PHILADELPHIA, Aug. 13. — Wild animals from Africa, Asia, India and South America can be seen in Bucks County at the Buckingham Zoological Gardens, a quarter-mile above Buckingham nearby. The exhibit, owned by Howard Y. Bary, former foreign feature traveler for the Ringling Bros. and Barnum & Baily Circus, formerly toured the United States and Canada as the Africa Zoo Train. It now is on display all year at Bary's 12-acre wooded park.

Among the attractions are "the world's largest snake," a python captured in the swamps of Siam; Pam, a royal bengal tiger; a chimpanzee, an Austrian mother kangaroo, a porcupine from the Belgian Congo, and others. All Bary's specimens were born in their native habitat, except for a guanaco, born in captivity.

Bary has winter quarters for his animal collection at Buckingham since 1935. From 1951 to 1953 his animal train was exhibited at sidings all over the U. S. and Canada, until an increase in railroad parking rates forced him to set up permanently at Buckingham.

Cedar Rapids Names Coliseum Manager

CEDAR RAPIDS, Ia., Aug. 13.—Barney McPartland has been named permanent manager of the Cedar Rapids Memorial Coliseum and Stadium here. He has served as temporary manager since the resignation of Charles Ziogas, who left to become manager of the new Civic Center building at Lansing, Mich.

50 Suppliers To Exhibit at Popcorn Show

CHICAGO, Aug. 13.—A total of 50 popcorn and concession supply firms have reserved exhibit space at the annual Popcorn, Candy and Concession Exhibit to be sponsored November 6-9 by the International Popcorn Association. Event will again be held in the Morrison Hotel.

Over 80 per cent of the space has already been taken, Carl Siegel, Stanley Warner Management Corporation, exhibit chairman, announced.

Exhibitors will include Pepsi-Cola Company, Steel Products Company, Mission Dry Corporation, Broil-Quik Appliance Division, Albert Dickinson Popcorn Company, C. F. Simonin's Sons, Inc.; Rowe Manufacturing Company, Inc.; Apco, Inc.; Coca-Cola Company, Blevins Popcorn Company, Cretors Corporation, Tone Products Company, Phenix Food Company, Superdispiay, Inc.; Rex Specialty Bag Corporation, Henry Heide Company, Maryland Cup Company, Ben Newman Company, Flay-O-Rite Foods, Van Houton & Zoon, Inc.; Diamond Crystal Salt Company, Hollywood Servemaster, Manley, Inc.; Walter H. Johnson Candy Company.

Also Mars, Inc.; Quaker City Chocolate & Confection Company, Hershey Chocolate Company, Reese Peanut Butter Cups, Buckingham Dispensers, Continetal Can Company, Selmix, Inc.; Savoa Company, Bonomo-Korday-Goldenberg Candy Company, Central Popcorn Company, Dell Food Specialties Company, Jet Spray Corporation, Dairy Products Advertising, Dalason Products Company, Ferrara Candy Company, Kelling Nut Company, Monticello Manufacturing Company, Nestle's, Inc.; F & F Laboratories, Cargill, Inc.; Hollywood Brands, Curtiss Candy Company, Harvic Manufacturing Company, Jobil Products, Canada Dry Corporation.

Ross Ewing Dies; Missouri State Fair Secretary

SEDALIA, Mo., Aug. 13.—Ross Ewing, 67, secretary of the Missouri State Fair, died Thursday (11) of a heart attack at his home on the fairgrounds here.

Ewing was appointed secretary of the State Fair in 1953. Prior to that he had served as secretary of the Audrain County Fair, Mexico, Mo.

He is survived by his widow, Callie Ewing.

Aud on Time

COLUMBUS, O., Aug. 13.—Announcement that the new $6,000,000 Veterans' Memorial auditorium here will be completed as scheduled in October was made this week. The structure will include a 4,000-seat hall and an 800-seat theater.

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Arne Ekberg Injured in Auto Spill

PITTSBURGH, Aug. 13.—Arne Ekberg, performer billed as Cresso and His Rocket Car, was in Braddock Hospital here this week as the result of injuries received doing his rocket car act at Kennywood Park.

Ekberg was hurt when his car, which shoots down a ramp and somersaults, landed on its top. He was said to have suffered a possible brain concussion.

Pro High Divers Vie Sept. 10-11

WHITTIER, Calif., Aug. 13.—The U. S. Professional Open High Diving Championship will be held at the Clock Country Club here September 10-11. A total of $1,650 in prizes will be awarded with $500 as the first money.

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Showmen Play It Safe With Oncoming Connie

NEW YORK, Aug. 13.—The entire East Coast was menaced this week by Hurricane Connie, bringing to mind instantly the storms which ravaged amusement installations during the 1954 season. For the fair and carnival world there was somewhat less to fear than last year, when several annuals were in session and directly in the path of heavy winds and rains. Traveling showmen and permanent spots alike played it safe this time, taking all possible precautions against the oncoming storm.

Last night Connie shifted inland and, its force much diminished, headed up thru Eastern Pennsylvania. The fair at Stroudsberg was in its path. Winds were not strong enough to do much physical damage as they had lessened to gale force of around 50-58. For hundreds of miles around, however, rainfall washed out any outdoor entertainment efforts for the weekend, as it had during the week. The Small Business Administration announced that loans to storm-damaged businesses were readily available, at 3 per cent and 20-year terms. It extended $5,000,000 worth of these disaster loans in 1954, including a sizable one to Rocky Point Park in New England.

Worst of the damage this time in the South was to crops. Much of the tobacco had been harvested, tho, and the downed corn was expected to be used as hog food.

Connie hung dangerously off the Carolina coastline early in the week, then plodded inland at Morehead City and began working up the coast. Last year's storms occurred when several fairs were in session. Winston-Salem, N. C., was drenched and wind-blown and Virginia annuals were also hit. New England resort spots were ravaged in another storm, also in season.

Storm warnings flew yesterday from Myrtle Beach, S. C., where Hurricane Hazel came ashore in 1954, up to the Delaware Breakwater. Jersey shore rides were stripped and lashed down and summer residents all up and down the coast either boarded up or evacuated the threatened areas. The Myrtle Beach fishing pier, destroyed last year and rebuilt, was battered down again this week.

Any winds over 75 miles per hour is considered a hurricane, and 75 is what Connie's winds were yesterday as it moved northward. Mountainous waves beat the coastline, which was inundated with rain thruout the day. The winds were diminishing in force slowly, but plenty of damage was evident to outdoor amusements, with downpours in evidence far in advance of the storm.

Late in the afternoon Virginia Beach, Va., locations were apprehensively awaiting arrival of the storm with everything in readiness. Seaside Park personnel expected the worst of it to occur between 6 and 8 p.m.

Warnings were received in ample time this week and everyone had time to decide what course of action to follow. Some battened down and rode it out, and others took off for safer places. Canvas was stripped off rides along the path of the storm. Shows in the area were Johnny Tinsley and Raley Bros. in North Carolina; Barney Tassell, Glades Amusements, Virginia Greater and John H. Marks in Virginia; B. & H. Amusement and Marion Greater in South Carolina, Beam's Funland in Maryland, and Heller's Acme in New Jersey.

In general the weather situation has affected show business from Georgia all the way to New England. The storm formed early this week and headed for the Carolinas, then hung offshore for a day or two before coming inland. Weather reports were discouraging enough to keep people from traveling any great distance earlier in the week, altho shore residents braved winds and light drizzles to patronize local amusements along beaches.

Heat Slices Into Gate at Peterborough

PETERBOROUGH, Ont., Aug. 13.—Attendance was down roughly a fifth for this year's four-day Peterborough Exhibition, which was held August 3-6. Precise drop was 14,344 and most of the decline, if not all, was attributed to temperatures in the 90's thruout the event.

Gate figures showed 28,082 adult paid, 4,761 children paid and 10,071 free, and 1,265 cars. Advance sales of 425 brought the total attendance to 43,339 not counting the cars. Last year's attendance was nearly 60,000.

Grandstand turnouts also were down, altho the caliber of the show was viewed as the best ever seen here. Attendance was 1,563 adult general admissions, 429 children and 671 reserved for a total of 2,663 at the Saturday (6) night show. Afternoon attendance was only 245 in the 96-degree heat. There were 3,237 adults alone last year, on the closing night. Total grandstand attendance was 10,064 compared with last year's 11,883.

Rain on Saturday night came too late to hurt the grandstand but had some effect on the Frank Conklin midway, which had counted on scoring when the crowd turned out of the grandstand area following the show.

Hamid revue acts were highly regarded, and included the Karpis Trio, balancing; Kosmar, cloud swing; Leon and Eleana's Dane circus, dogs and chimp; Grimaldis, comedy music; Briants, comedy knockabout; Jay Kirk and Priscilla Williams, dancing, with Kirk as emcee; Hal MacFarlane's orchestra, and fireworks.

Flint, Mich., Adds Shore To Cele Cast

FLINT, Mich., Aug. 13.—Dinah Shore will join her husband, George Montgomery, as name attractions at the Flint Centennial celebration, September 9-11. Montgomery had been signed earlier and Miss Shore's appearance will be a contribution of the Chevrolet Division of General Motors, which sponsors the singer's regular television program. They will head up the final night's show in the week-long celebration.

ANAHEIM, Calif., Aug. 6.—No decision has been made on the selection of the Cristiani Circus for the circus scheduled at Disneyland, a reliable Disney source said last week.

1955 WINNERS
43rd ANNUAL BIG ELI FOURTH OF JULY CONTESTS
(Contest No. 1 for BIG ELI WHEELS)

Rank	Owner	State	Wheel	Receipts
1	Alex Freedman	Calif.	No. 5	$839.25
2	A. E. Forcier	Minn.	No. 5	684.75
3	Edw. Browning	Oregon	No. 5	650.40
4	H. W. Bartholomew	Iowa	No. 5	517.00
5	Charles Miller	Wis.	No. 5	507.05
6	W. R. Anderson	Ohio	No. 5	500.00

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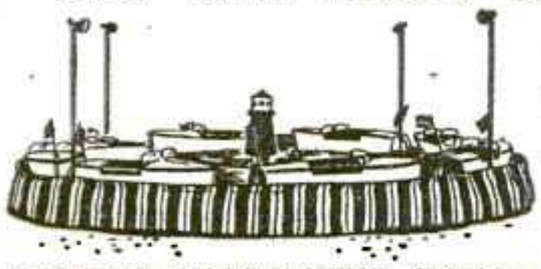
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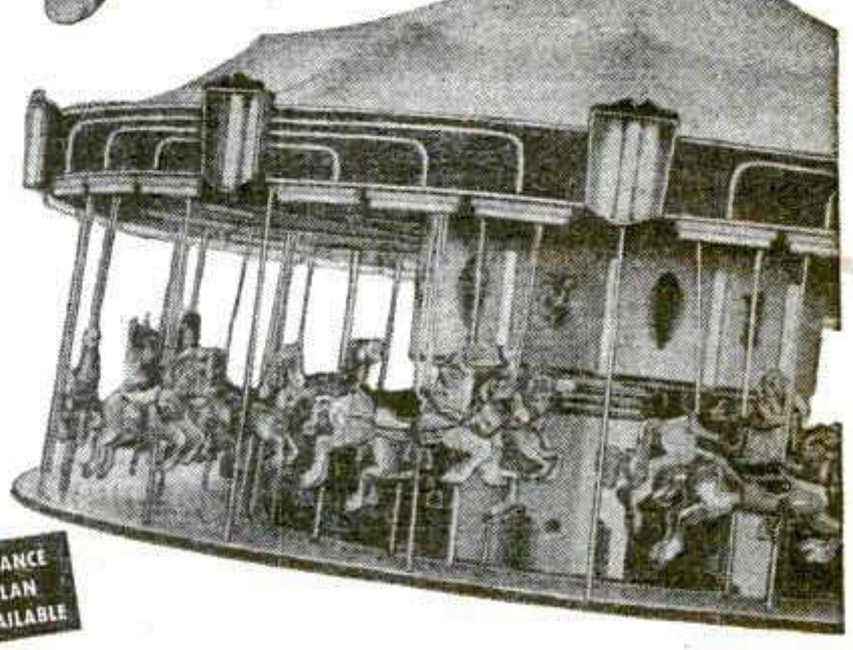
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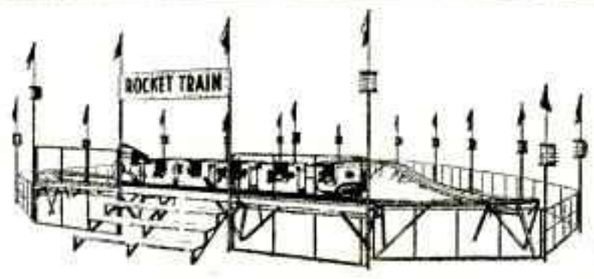

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San Francisco Plans to Build Exhibits Arena

SAN FRANCISCO, Aug. 13.—City officials here are working out plans for building a $3,275,000 underground exhibit hall as part of the Civic Center and connected with the Civic Auditorium.

The structure is intended to win convention business for the city. Altho it has not yet actually been started, the project is certain enough that conventions have been sought for 1957 and some have been signed.

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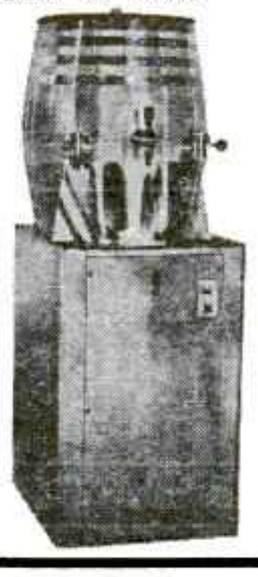

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AUDITORIUMS-ARENAS

Bullfighters at Cow Palace; Bloodless Version Gets OK

By TOM PARKINSON

Opening Tuesday (9) at the Cow Palace, San Francisco, was the Portuguese Tourada & Bufonaria, the bullfighting show which picked up publicity over the country as advance agents sought bookings.

Coming up now, according to promotional chief Jesus Cortez, is a series of dates that will take the show to Los Angeles; the Olympia, Detroit; the Stadium, Chicago; the Kingsbridge Armory, New York, and the Municipal Auditorium, New Orleans.

Opening here was light, according to Cow Palace Manager Nye Wilson, who reported, however, that the weekend advance sale was good. House is scaled from $1.50 to $5.50. Show runs thru Sunday (14).

The Society for the Prevention of Cruelty to Animals is an important factor with the attraction, here and elsewhere. In San Francisco, all has been going smoothly, particularly since an official of the SPCA watched a rehearsal.

Advertising, which was unusually heavy in San Francisco, includes several key lines. The show is described as a "spectacular thrilling bloodless Portuguese bullfight . . . minus cruelty." Another line notes that horses are fully protected from injury. The show features comedy, with a clown among the top stars.

Wilson points out that a Portuguese style bullfight eliminates killing the bull, as is done in Spanish style exhibitions. The Portuguese settle for simulating that payoff, and this goes a long way in bringing the show approval in this country.

There are about six acts, each approximating a new fight. In one, the torero, Manolo Navarro of Spain, is starred. In another, it is Juanita Aparicio, girl bullfighter from Mexico. And for another it is the clown, Indio Apache, whose stunts include leaping over the head of a charging bull. There are about a dozen other performers who take part in the fights and processions. An announcer explains the fine points and tells when to applaud.

SPCA expressed most interest in the welfare of horses used in the fights and an official gave his okay to the manner in which the San Francisco display is being handled. The tips of each bull's horns are cut and a small pad is substituted there. Thus, if a horse is "gored" no damage is done.

Wilson said that the Cow Palace received considerable mail from SPCA members before the rehearsal. In each case, the reply said that the building was only renting the facilities to others and that all of its renters are required to live up to the law. There were threats of action at that stage, but none developed. Now the show seems to have clear sailing.

CONEY ISLAND, N. Y.

By UNO

Don Hays, operator of a pan game, ciggie-shooting, Skin-the-Wire, Spill-the-Milk and two nickel pitches, all on the corner of Surf Avenue and West 12th, and another pan game at Surf and Stillwell avenues, is mourning the loss of his mother, Mattie Hicks, 66, who died July 16 after a stomach operation in the Deaconess Hospital, Evansville, Ind. A cousin of the deceased is E. R. (Popsy) Gray, well known circus promoter in the Midwest. Helping Hays in the operation of his concessions are his wife, Patricia, and his son, Don Jr. Steeplechase Park on August 6 between 8:30 and 9 p.m., was publicized on Dunninger's mind-reading program on TV, Channel 4, with Frank Tilyou on the Coney end participating in the verbal exchange. . . . A large birthday party, her 16th, for Alma Sindell, daughter of Fred and Ida Sindell, of the Cavalcade of Variety Show, is in active preparation with the Casa Seville in Hempstead, Long Island, the rendezvous. Upward of 80 relatives and friends are expected to attend.

Stanley Reiben, former Chamber of Commerce prexy and son of Jack Reiben, who operates Skee Ball alleys and rents out a block of concessions on the Bowery between Jones Walk and West 12th, is no more a Coney figure since his new connection as attorney in the office of Gene Banigan, legislative minority leader, which necessitates his constant presence in Albany. The former Reiben Pokerino operation at Bowery and West 12th is now conducted by Max Baum.

(Continued on page 57)

IMCA, CSRA Govern Autos

• Continued from page 52

and manager of the Alabama State Fair, Birmingham, said:

"The IMCA will continue to sanction both speedway car and late model stock car racing with the same high standards it has maintained for 41 years. As the oldest sanctioning body in America (since the demise of AAA), the IMCA will give due consideration to applications from competent drivers, car owners and/or promoters who indicate they will be willing to abide by the rules and regulations of the IMCA.

"The officers and directors of IMCA believe that auto racing is an integral part of the American scene. We believe that racing, as it has been handled under IMCA sanction, contributes both to the furtherance of the American concept of sportsmanship and competition and to the development of automobile science.

"Ever since the IMCA was organized in 1914," McIntosh added, "the utmost consideration has been given to safety. Our record in this regard speaks for itself."

Norman Witte, secretary of CSRA, said: "Their decision (AAA) will have no affect on the operations of this office which will be entering its 25th year as the sanctioning body in the conduct of auto racing. On the contrary, many of the races held under AAA sanction in the past will, starting in 1956, come under the jurisdiction of our offices."

He further said, "During the nearly 25 years of CSRA we have operated in 36 States and are generally considered the national governing body of the speedway and dirt track sport."

Grand National Pacts Chilean Horse Troopers

SAN FRANCISCO, Aug. 13.—The Riders of the Andes, famous Chilean Army equestrian team, will be a feature of the Grand National Livestock Exposition, Horse Show and Rodeo this fall, Nye Wilson, expo's manager, announced. Wilson recently flew back here from Chile after closing to bring the cavalry troop here for the October 28-November 6 run. Thirty-two men will accompany the horse group.

Goyer Manages Houston Arena, Auditorium

HOUSTON, Aug. 13.—J. W. Goyer has been appointed to the office of director of public properties here. City buildings under his direction include Sam Houston Coliseum, Music Hall and City Auditorium.

He succeeds Francis Deering, now city treasurer. The appointment was made by Mayor Roy Hofheinz.

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Alamo Expo.: Sidney, Ia.; Columbus, Kan., 22-27.
American Beauty: (Fair) Bloomfield, Ia., 16-20; (Fair) Eldon 21-25.
Am. Co. of America: Springfield, Ill.
A.M.P.: (Fair) Marlinton, W. Va.; Rocky Mount, Va., 22-27.
Amusements of America: (Fair) Henrietta (Rochester), N. Y.
A-1 Amusements: Cissna Park, Ill., 17-20.
Baker United: (Fair) Wabash, Ind.; (Fair) Boswell 22-25.
Bayou State: Grand Coteau, La., 15-22.
Badger State: Park Rapids, Minn., 15-17; Bagley 18-21.
Beam's Attrs.: (Fair) Manassas, Va.; (Fair) Gaithersburg, Md., 23-27.
Beam's Funland: (Fair) Bel Air, Md., 16-20.
Becht, Lee: (Fair) Owensville, O.
Bee's Old Reliable: (Fair) Brodhead, Ky.; (Fair) Greensburg 22-27.
Belle City: (Fair) Ladysmith, Wis., 18-21; (Fair) Antigo 22-25.
Bell-Form: (Fair) Westfield, Mass., 20-21.
Bernard & Barry: Rimouski, P. Q., 18-23; Chicoutimi 24-28.
Big Four Am.: Momence, Ill., 18-20; Rochelle 25-28.
B. & H. Am. Co.: Lake City, S. C.; Lake View 22-27.
B. & J. Am.: Belpre, O.; Powhatan Point 22-27.
Blue Grass: (Fair) La Porte, Ind.
Blue Valley: Bucklin, Mo., 18-20.
Bogle, F. C.: Goodland, Kan., 15-19; Stockton 22-26.
Briggs, A. R.: Milan, Ind.; Miamisburg, O., 22-27.
Buck, O. C.: Elmira, N. Y.; (Fair) Malone 22-27.
Burke, Harry: Crowley, La., 15-21.
Burkhart: Trenton, Mo.; Beatrice, Neb., 22-25.
Byers Bros.: (Fair) Osage, Ia., 18-21.
Caravella Am.: New Castle, Pa.; West Pittsburgh 22-27.
Carl, A. J.: Ravenna, Mich., 17-20.
Carpenter Bros.: Elmore, O., 17-20.
Capital City: (Fair) Manchester, Ky.; (Fair) Barbersville 22-27.
Carroll's Greater: Cokato, Minn., 15-17; (Fair) Jackson 18-21; (Fair) Worthington 22-24; (Fair) Homer 25-27.
Catlett Greater: Wetmore, Kan., 15-16; Maryville, Mo., 17-20.
Central States: (Fair) Seward, Neb., 15-17; (Fair) Deshler 18-20; (Fair) Abilene, Kan., 22-27.
Cetlin & Wilson: (Fair) Sedalia, Mo., 17-28.
Chanos, Jimmie: Kendallville, Ind.
Cherokee Am. Co.: Osawatomie, Kan., 16-20; Holton 22-24; Seneca 25-27.
Coleman Bros.: Afton, N. Y.
Collins, Wm. T.: (Fair) Cedar Rapids, Ia., 14-21; (Fair) Sioux Falls, S. D., 22-28.
Continental: (Fair) Westport, N. Y.; (Fair) St. Albans, Vt., 22-27.
Cote Am.: Standish, Mich.
Crafts Expo.: (Fair) Woodland, Calif., 17-21.
Cross Road Am. Co.: Zeeland, Mich., 15-16; Decatur 18-20.
Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Cookeville 22-27.
Davis Am. Co.: Grants Pass, Ore., 17-20; Newport 23-27.
Del Fiore Am.: East Liverpool, O.
De Gaynor's Kiddieland: Mukwonago, Wis., 16-17; Racine 19-21; Richland Center 27-29.
Desbro: Almond, N. Y.; (Fair) Geneva 22-27.
Dickson United: (Fair) Thomas, Okla.; (Fair) Apache 22-27.
Dixie Am.: Atwood, Kan.
Dixieland Expo.: (Fair) Eldora, Ia., 17-19; (Fair) Hampton 20-23.
Dobson's United: Spooner, Wis., 15-17; Ellsworth 19-21.
Douglas Greater: Tilamook, Ore.
Down River Am. Co.: (Fair) Belleville, Mich.; Roseville 23-28.
Drago, No. 2: Royal Center, Ind.
Drew, James H.: (Fair) Glenville, W. Va.; (Fair) Pennsboro 22-27.
Dudley, D. S.: Hugo, Colo.; Garden City, Kan., 22-27.
Dyer's Greater: (Fair) Boone, Ia., 15-18; (Fair) Perry 19-22.
Eastman: Wilcox, Pa.; Emporium 22-27.
Eddie's Expo.: (Fair) Dayton, Pa.; (Fair) Washington 22-27.
Emshoff: Pecatonica, Ill., 18-21; Rockton 25-28.
Evans United: Russell, Kan.
Fair & Expo.: Albany, Ky.; (Fair) Tompkinsville 22-27.
Fair Time: Hemmit, Calif., 17-21.
Fidler United: Avon, Ill., 17-20; El Paso 24-27.
Fitzsimmons: Osborne, Kan., 16-19; Leoti 22-24.
Foley & Burk Combined: (Fair) Stockton, Calif., 19-28.
Frame's Greater: Lyons, N. Y.; (Fair) Corry, Pa., 23-27.
Franklin, Don, No. 1: (Fair) New Ulm, Minn., 18-21; (Fair) West Union, Ia., 23-26.
Franklin, Don, No. 2: Columbus Junction, Ia.; Iola, Kan., 22-27.
Frontier: Logan, Utah, 17-20.
Gayland: Dawson Creek, B. C., 18-20.
G. & B.: Gassaway, W. Va.; Parsons 22-27.
Gem City: (Fair) Davenport, Ia.
Gentsch, J. A.: Gulfport, Miss.
Georgia Am. Co.: Moultrie, Ga.
Glades Am. Co.: Washington, Va.; White Stone 22-27.
Gladstone Expo.: (Fair) Hodgenville, Ky.; (Fair) Fulton 22-27.
Gold Bond: (Fair) Grand Rapids, Minn., 18-21; (Fair) Caledonia 24-27.
Gold Medal: (Fair) Huntington, Pa.; (Fair) Ronceverte, W. Va., 22-27.
Gopher State: New York Mills, Minn., 19-21.
Grain Belt: Fullerton, Neb., 15-18; Hartington 20-22.
Grand American: Atlantic, Ia.; (Fair) Marshalltown 22-27.
Greater Dixieland Expo.: (Fair) Eldora, Ia., 17-19.
Hale's Shows of Tomorrow: (Fair) Auburn, Neb., 16-20; (Fair) Weeping Water 23-27.
Hammond, Bob: (Fair) Anadarko, Okla.
Hammontree Midway: Albany, Ky.
Hanna's Am.: Clymer, Pa.; Mount Pleasant 22-27.
Hannum, Morris: Kutztown, Pa.; Meyersdale 22-27.
Happy Attrs.: Mount Gilead, O.; Bellefontaine 22-26.
Happyland: (Fair) Midland, Mich.
Harrison Greater: Vanceboro, N. C.; Trenton 22-27.
Hartsock Bros.: Clayton, Ill., 18-19.
Heth, L. J.: (Fair) Mayfield, Ky.; (Fair) Dickson, Tenn., 22-27.
Hiawatha: Wauseon, O.; Toledo 24-27.
Hill's Greater: (Fair) Wadena, Minn.; Fargo, N. D., 21-27.
Holiday Am. Co.: (Fair) Waverly, Kan., 17-20.
Holly Am. Co.: (Fair) Hiawassee, Ga.
Hottle, Buff, No. 1: Princeton, Ind.
Hottle, Buff, No. 2: Georgetown, Ill.; Freeport 22-27.
Hottle, Buff, No. 3: Princeton, Ind.; (Fair) McLeansboro, Ill., 22-26.
Howard, Ray S.: (Fair) Hilliards, O.
Hugo's Novelty Expo.: (Fair) Oskaloosa, Kan., 17-20; (Fair) Effingham 24-27.
Ideal Rides: (Fair) Brazil, Ind., 16-19; (Fair) Petersburg, Ill., 20-24.
Imperial, No. 1: Rockford, Ill., 16-21; (Fair) Fairbury 23-27.
Imperial, No. 2: (Fair) Milledgeville, Ill., 14-17; (Fair) Warren 18-21; (Fair) Dixon 32-27.
Johnny's United: (Fair) Carmi, Ill.
Joyland Midway: Burroak, Mich.
Kellogg, Robert D.: Stillwater, N. Y.; (Fair) Greenwich 22-27.
Ken-Penn Am. Co.: (Fair) Waynesburg, Pa.; (Fair) Meadville 23-27.
Kile, Floyd O.: (Fair) Coon Rapids, Ia., 17-20; (Fair) Greenfield 22-25.
King Bros.: Chappell, Neb., 15-17.
King Shows, Ltd.: (Fair) Oshawa, Ont., 18-20; (Fair) Aylmer 22-24; (Fair) Woodstock 25-27.
Lagasse Am. Co., No. 1: Hartland, Vt., 18-21.
Lagasse Am. Co., No. 2: Weymouth, Mass.
Lagasse Am. Co., No. 3: Oxford, Mass.
Lee United: Evart, Mich.; (Fair) Greenville 24-27.
Leeright's Midway: (Fair) Missoula, Mont., Buffalo, S. D., 22-27.
Lone Star: Milan, Ind.
Lozier Am.: Berkley Springs, W. Va.
Maddox Bros.: Ogallala, Neb., 15-17; Grant 18-20; Emporia, Kan., 22-27.
M. D. Am.: (Fair) Harmony, N. J.; Newfoundland, Pa., 24-27.
Majestic Greater: Luther, Mich., 18-20; (Fair) Big Rapids 22-27.
Marion Greater: Darlington, S. C.
Marks, John H.: (Fair) Covington, Va.; (Fair) Lynchburg 22-27.
Maryland Bazaar: (Fair) Bel Air, Md.; Forestville 22-27.
Merriam's Midway: Farnhamville, Ia., 15-16; Algona 17-20; Sac City 22-25; Stanton, Neb., 26-28.
Merry Midway: (Fair) Fairfield, Ia., 15-18; Wellman 22-27.
Metropolitan: (Fair) Springfield, Mo., 15-19.
Midway of Mirth: (Fair) Nashville, Ill.; (Fair) Stonefort 22-27.
Midwest: (Fair) Afton, Wyo., 17-20.
Mighty Hoosier State: (Fair) Martinsville, Ind.; (Fair) Frankfort 22-27.
Mighty Interstate: Livingston, Tenn.
Moore's Modern: Rapid City, S. D., 16-21; Imperial, Neb., 24-28.
Moser-Rundle: McIntire, Ia., 15-16; Elgin 18-20; Elma 23-24; Salem 26-27.
Motor State: (Fair) Harrison, Mich.; (Fair) Sandusky, O., 18-21.
Mound City, No. 2: Bevier, Mo.; (Fair) Greenville, Ill., 22-26.
Mullins Royal Pine: Machias, Me.
Murphy's Tri-State: (Fair) Wood Lake, Minn., 15-17; (Fair) Tyler 18-21; (Fair) Pipestone 22-24; (Fair) Webster, S. D., 25-27.
Nelson, Geo. W.: (Fair) Estherville, Ia., 15-17; Wall Lake 18-19; Bennington, Neb., 20-21; (Fair) Randolph 22-23; (Fair) Spencer 25-27.
Nolan Am. Co., No. 1: Canton, O.
North Star: (Fair) Waconia, Minn., 17-21.
Northern Expo.: Powell, Wyo., 18-20.
Norton's Rides: (Fair) Terry, Mont., 18-20.
Oklahoma Expo.: St. Paul, Ark.
Page Bros.: Burkesville, Ky.; (Fair) Ashland City, Tenn., 22-27.
Page & Ferris Combined: Titusville, Pa.
Pan American: (Fair) Tazewell, Va.; (Fair) Maryville, Tenn., 22-27.
Parada: Mound City, Kan., 17-20; Paola 22-24; Archie, Mo., 25-27.
Penn Premier: Du Bois, Pa.; (Fair) Indiana 22-27.
Peppers All State: Hazelhurst, Ga.
Playtime: (Fair) Plymouth, N. H., 16-20; Glouchester, Mass., 22-28.
Powelson Greater: Smithfield, O., 16-20; Chillicothe 22-26.
Prell's Broadway: Carlisle, Pa.; Cumberland, Md., 22-27.
Putska, A. H.: Lake Zurich, Ill., 18-21; Ingleside 24-28.
Raines Am.: Yates Center, Kan., 15-17; (Fair) Ottawa 18-20.
Rainier: (Fair) St. Helens, Ore.; (Fair) Vancouver, Wash., 24-28.
Raley Bros. Expo.: Fountain, N. C.
Reid, King: Barton, Vt., 18-21; Lyndonville 25-28.
Reithoffer, Uley: Berwick, Pa.
Riley, Louis T.: Salem, Ind.
Rocky Mountain Empire: Rapid City, S. D.; Wheatland, Wyo., 25-28.
Rogers Bros.: Mora, Minn., 15-17; Morris 19-21; Pine River 22-24; Detroit Lakes 25-27.
Rohr's Modern: Collum, Ill., 16-20; Hennepin 25-28.
Rose City Rides: Flat River, Mo., 17-20.
Royal American: Superior, Wis.
Royal Expo.: Nashville, Ga.; Hazelhurst 22-27.
Royal Midwest: (Fair) Benton, Ky., 23-27.
Royal United: Wyoming, Ia., 15-16; Gladbrook 17-20; Britt 22-23; (Fair) Harlan 24-27.
Rumble Greater: Providence, Ky.
Schafer's Just for Fun: (Fair) Baraboo, Wis., 17-21.
Shamrock: Wayne, Neb., 15-17.
Shoemaker: West Fairview, Pa.; Danville 22-27.
Shorter's: (Fair) Mt. Ayr, Ia.; Corydon 22-25.
Siebrand Bros.: (Fair) Murray, Utah.
Smith, Geo. Clyde: Cumberland, Md.
Snapp Greater: De Pere, Wis.
Southern Valley: Mammoth Springs, Ark.; Newport 22-27.
Star Am. Co.: De Witt, Ark.
Stephens, C. A.: Pineville, Ky.; Morristown, Tenn., 22-27.
Stephen's Otto: Monroe, Ia., 18; Winterset 15-16; Seymour 25-27.
Stipe's: (Fair) Durand, Wis., 15-17; (Fair) Webster 18-20; (Fair) Cambridge, Minn., 25-27.
Strates, James E.: Hamburg, N. Y.; Bath 22-27.
Strong's Am. Co.: North Bend, Neb.; (Fair) Franklin 21-24.
Stumbo's Tri-State: (Fair) Loup City, Neb., 15-16; (Fair) Orleans 17-20; (Fair) Beaver City 22-24; (Fair) Henningford 25-28.
Sunset Am. Co.: (Fair) Northwood, Ia., 15-17; (Fair) Decorah 18-21; (Fair) Monticello 22-27.
Tatham Bros.: Chillicothe, Ill.
Tennessee Valley Am. Co.: (Fair) Clarksville, Tenn.; (Fair) Gallatin 22-27.
Thomas, Art B., No. 1: (Fair) Montevideo, Minn., 18-21; (Fair) Fergus Falls 24-27.
Thomas, Art B., No. 2: Wilmont, Minn., 15-16; Franklin 17-18; Mound 19-21; Alcester, S. D., 23-24; Vermillion 25-26; Bloomfield, Neb., 27-30.
Thomas Joyland: Crown Point, Ind., 15-27.
Thomas, W. A.: Central City, Neb., 18-20; Grand Island 23-27.
Tidwell, T. J.: (Fair) Waukeeney, Kan.
Tinsley, Johnny T.: (Fair) Johnson City, Tenn.; (Fair) Kingsport 22-27.
Tip Top: (Fair) Medford, Wis., 18-21; (Fair) Hayward 22-24.
Tivoli Expo.: Dubuque, Ia. (Fair) Ann, Ill., 22-27.
20th Century: Owatonna, Minn., 16-21; Albert Lea 22-26.
United Expo.: Terre Haute, Ind.
United States: (Fair) Clay, W. Va.; Clendenin 22-27.
Virginia Greater: (Fair) Tasley, Va.; (Fair) Pocomoke, Md., 22-27.
Volunteer: Jefferson City, Tenn.; (Fair) Ottway 22-27.
Wade Greater: (Fair) Chelsea, Mich., 16-20; Ithaca 23-27.
Wade, W. G.: (Fair) Mason, Mich.; (Fair) Escanaba 23-28.
Wallace Bros.: Wausau, Wis.
Wallace, I. K.: Churchill, Tenn.
West Coast: Yreka, Calif., 15-21; Anderson 22-28.
West Coast Expo.: (Fair) Paso Robles, Calif., 18-21; (Fair) Monterey 25-28.
Weydt Am.: Gillett, Wis., 18-21; Athens 25-28.
Wilber's Wolverine: Lowell, Mich., 17-20.
Wilcox, Dick: Houlton, Me.
Wilson Famous: Sheffield, Ill., 17-19; (Fair) Princeton 22-26.
Wolfe Am.: Farmville, N. C.; Leaksville-Spray 22-27.
World of Mirth: Ottawa, Ont., Can.
World of Pleasure: Sandusky, Mich., 16-20; Mount Pleasant 23-27.
World's Finest: (Fair) Three Rivers, Que., 15-25.
Young, Monty: Burley, Idaho; Gooding 24-27.

Miscellaneous

Brooks Stock Company: Monroe, Wis., 16-20; Argyle 22-26; Winslow, Ill., 27-30.
Brunk's Comedians: Leadville, Colo., 16-20; Canon City 21-27.
Hitler's Personal Automobile, Jack W. Burke, Mgr.: St. Ignace, Mich., 16; Petoskey 17; Cheboyan 18.
Hitler's $35,000 Limousine, Jim Stutz, Mgr.: Matamora, Ill., 13; Salem, Ind., 15-21.
Levolo, Pat & Willa: Wyoming, Ia., 16; Gladbrook 17-20, Britt 22-23; Harlan 24-27; Rock Valley 29-30.

Ice Shows

Holiday on Ice, International, No. 1: Gothenburgh, Sweden, 16-18; Oslo, Norway, 20-Sept. 10.
Ice Vogues of 1955: Springfield, Ill., 16-20; Evansville, Ind., 21-25; Lincoln, Neb., Sept. 3-9.

Circus Routes

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Beatty, Clyde: Swift Current, Sask., 16; Medicine Hat, Alta., 17; Calgary 18-19; Drumheller 20; Red Deer 22; Wetaskiwin 23; Edmonton 24-25; Vermillion 26; Lloydminister, Sask., 27.
Burling Bros.: Bovard, Pa., 16; Bradenville 17; Carbondale 18; Ruffs Dale 19; Sutersville 20; Smithton 22; Fayette City 23; Cokesburg 24; Centerville 25; New Salem 26.
Carson, Tex: Stevenson, Wash., 16; White Salmon 17; Goldendale 18; Toppenish 19.
Gould, Jay: Blue Earth, Minn., 16-18; Breckenridge 19-20; Lakota, N. D., 22-24; Grafton 25-27; Gettysburg, S. D., 28-31.
Hagen Bros.: Levittown, Pa., 16; Moorestown, N. J., 17; Vineland 18; Salem 19; Wilmington, Del., 20.
Hunt Bros.: Red Bank, N. J., 16; Asbury Park 17; Spring Neptune 18; Point Pleasant 19; Toms River 20; Tuckerton 22; Brigantine 23; Ocean City 24; Cape May 25; Avalon 26; Vineland 27.
Kelly-Miller: Burlington, Wis., 16; Harvard, Ill., 17; Woodstock 18; St. Charles 19; Streator 20; Wilmington 21; Pontiac 22; Watseka 23; Winamac, Ind., 24; Plymouth 25; Niles, Mich., 26; Dowagiac 27; Paw Paw 28; Allegan 29; Grand Haven 30; Holland 31.
Kelly-Morris: Altoona, Pa., 16; Phillipsburg 17; Reynoldsville 18; Dubois 19; Brockway 20; Ridgeway 22; Kane 23; Salamanca, N. Y., 24.
King Bros.-Cole Bros.: Carbondale, Ill., 16; Harrisburg 17; Metropolis 18; Murray, Ky., 19; Springfield, Tenn., 20; Murfreesboro 22; Cookeville 23; Harriman 24; Knoxville 25; Greenville 26; Bristol, Va., 27; Asheville, N. C., 29; Spartanburg 31.
Mills Bros.: Lowell, Mass., 16; Leominister 17; Webster 18; Springfield 19; Norwich, Conn., 20; Rockville 22; New Britain 23; Wallingford 24; Nagatuck 25; Derby 26; New Milford 27.
Packs, Tom: Natchez, Miss., 16; Baton Rouge, La., 19-20.
Polack Bros. Eastern: Lexington, Ky., 17-20; Lafayette, Ind., 23-24; Anderson 26-27; Oak Ridge, Tenn., 30-31.
Polack Bros. Western: Seattle 17-21; Vancouver, B. C., 24-Sept. 5.
Ringling Bros. and Barnum & Bailey: Ogden, Utah, 16; (mat.) Idaho Falls, Idaho, 17; Butte, Mont., 18; (mat.) Missoula 19; Spokane, Wash., 20-(mat.) 21; Kennewick 22; Yakima 23; Seattle 24-26; Portland, Ore., 27-28; Eugene 29; Klamath Falls 30.
Von Bros.: Broadalbin, N. Y., 16; Cobleskill 17; Stamford 18; Hunter 19; Cairo 20; New Platz 22; Oakland, N. J., 23.

On "Super Circus" Sunday (14) will be **Cal Claude, Frisco Seals, Viola Rooks** and the **Four Ramses**. . . . **Billy Temple** writes that the bar act with King-Cole closed to make a date in Hawaii, opening August 18 for 19 days. . . . **Johnny Volgelsang,** Niles, Mich., caught Ringling in Chicago and will see Kelly-Miller soon.

From Hunt Bros. comes word that **Miss Aerialetta** is doing a standing ankle drop and **Eddie Arvida** is doing a heel catch. Arvida works while the **Oliver Sisters** do web. He was trained by **Winnie Colleano.**

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RECORDS TUMBLE AT REGINA EVENT

Attendance Hits New High of 203,342; Grandstand, Mutuels Pass All-Time Marks

REGINA, Sask., Aug. 13.—Regina's six-day Provincial Golden Jubilee Exhibition, which closed Saturday (6), was just what the officials had ordered.

When the final results were compiled, the main gate attendance had topped the predicted 200,000-mark by better than 3,000 for a new high record.

The grandstand turnout for the six days and nights was 11,511 ahead of last year for another record.

Pari-mutuel play was in the $742,000 bracket for still another record, and the race money Saturday went into the books as an all-time one-day high.

Race Ahead of '54

Gate, grandstand and pari-mutuel figures were ahead of 1954 every day of the week.

Main gate total was 203,342, compared with 185,641 last year, an increase of 17,701. Grandstand total was 73,268, compared with 61,757, an increase of 11,511. Pari-mutuel take was $742,382, compared with $698,230, an increase of $44,152. Saturday's main gate figure was 38,336, an increase of 1,127 over last year's 37,209.

Grandstand total for the day was 14,738, an increase of 889 over last year's 13,849.

Saturday night's grandstand crowd totaled 8,764, and was 1,008 ahead of the Saturday figure last year. The afternoon grandstand turnout was 5,974, down 119 from last year, but the betting figure was up. Pari-mutuel play Saturday, at $193,090, topped the previous high mark set on Saturday last year by $1,012.

Biggest day at the main gate—and a new record—was Friday (5), with 40,560 going thru the turnstiles. Second high was Saturday's 38,336 and the third was Wednesday with 36,672. The Friday figure topped the fair's previous one-day high, set on Saturday last year, by 3,351.

Revue Pulls 15,435

Top one-day grandstand total was also on Friday, 15,435, and Saturday's 14,738 was second. Friday night's grandstand crowd at 10,555 was regarded as a new record and Thursday night's figure was not far behind at 10,056.

Weather for the week, outside of a brief but heavy rainfall Friday afternoon, couldn't have been much better. Monday got off to a hot start, the other days were warm and the evenings were fine.

Monday (1) a downtown parade put on by children of the city's playgrounds got the fair off to a lively start and then 10,300 moppets crowded into the grandstand for a free morning show. It was the largest turnout in the history of the free event.

Friday's new one-day attendance record of 40,560 was 7,187 ahead of last year, the grandstand at 15,435 was up 2,571 and the pari-mutuels at $115,402 were up $3,468.

Royal American Shows, on the midway, wound up the week with business about on a par with last year. The Ernie Young grandstand revue was enthusiastically received. Fireworks displays were by the T. W. Hand Company, of Cooksville, Ont. Added features included the Esso Steel Band, brought from Trinidad by the Imperial Oil Company, Lt., and the Saskatchewan Golden Jubilee choir.

Press coverage of the fair in The Regina Leader-Post was extensive. T. H. (Tommy) McLeod is manager of the exhibition and Don Pells is president.

Talent Line-Up Is Arranged By Barrington

BARRINGTON, Mass., August 13. — Seven sports show performances by a troupe assembled by Bill Shilling will perform before the Great Barrington Fair stands during the fair, which starts its eight-day run on Sunday, September 11. The shows will run nightly at 8 p.m. starting on Monday.

There will be two Stunt Capades shows on the opening Sunday, and two by the International Auto Daredevils on the closing Sunday. Final sports show will be at 9:30 p.m. following the thrill show. There will be flat running races daily from Monday thru Sunday afternoons.

Sports show talent consists of Sharkey the Seal, four Canadian Guides in canoe tilting and log rolling; Bud Carlisle and Rose, whip cracking and boomerang; Chief White Cloud's Indian troupe, knife throwing, rifle marksmanship and archery; Tuffy Truesdale, alligator wrestling, and Jack Redmond, comedy golf. Carlisle will emsee. A Berkshire Trout Farm stocked tank will operate on the midway.

Jefferson, Wis., Pulls Over 25,000 During 3-Day Run

JEFFERSON, Wis., Aug. 13.—The 103d edition of the Jefferson County Fair wound up here Sunday (7) with a total attendance of over 25,000 in three days. This figure was chalked up despite temperatures that ranged near the 100-degree mark in some cases.

Horace L. Buri, manager, attributed the good turnouts to the free grandstand policy coupled with the $1 season gate ticket. Top draws in the grandstand were Earl Newberry's Tournament of Thrills and the WTMJ-TV Hot Shots, which both played to strong crowds.

H. V. Peterson's Tivoli Exposition Shows, breaking in a new midway location, gave the fair the biggest gross it has had in six years. The former fun zone this year was turned over to a farm machinery display and drew a record-breaking number of displays.

Chicago Int'l Offers 100G

CHICAGO, Aug. 13.—The 56th annual International Livestock Exposition this week released premium lists for its November 25-December 3 run with prizes totaling over $100,000.

New features will include the addition of polled herefords classes and suffolk sheep. Attraction program will include 14 performances of the horse show.

Mason City Matches '54 Despite Heat

20th Century Scores Whopping Grosses; Grandstand Down

MASON CITY, Ia., Aug. 13.—The North Iowa Fair got off to a slow start here this week but by Friday (12), its fourth day, was hitting its stride and had a big crowd on the grounds. Heat the forepart of the week cut into the Tuesday and Wednesday turnouts but still the front gate count was almost even with the same two days in '54.

Despite the heat, and lighter turnouts, 20th Century Shows racked up phenomenal business this week. Ride and show grosses for the first two days were a whopping 90 per cent ahead of the same two days in '54, M. C. (Cap) Lawson, veteran fair secretary, reported. Thursday was also a big one for the midway and Friday started strong.

Grandstand Off

Grandstand business in general was off. "Ice Varieties of 1955," brought in by L. N. Fleckles as the night attraction, was running behind last year. Gene Holter's ostriches and mixed animal show was in for two matinee performances and here, too, attendance was under that of a year ago. Advance sales for the performance of Aut Swenson's Thrillcade on Friday afternoon (12), however, indicated a sellout. Al Sweeney's National Speedways was scheduled for a 200-lap stock car race on Saturday and a program of big car sprints on Sunday.

Exhibit-wise, the fair was a complete sellout. Livestock entries were again strong and overflowed the barn facilities in almost every class.

Fair's plans to move to its new fairgrounds west of town are being delayed pending the sale of its present grounds, which is expected to take place within a few weeks at the most. While no construction has been started on the new plant, a $100,000 water line from the city to the grounds has been completed.

Ionia, Mich., Wins; Grandstand Biz Dips

IONIA, Mich., Aug. 13.—Ionia Free Fair caught perfect weather here this week and wound up its six-day run tonight a winner. Only one segment of the operation, the grandstand, returned lower receipts than last year. The combined day and night grandstand receipts were down about 13 per cent from '54. The grandstand drop was shared by both the afternoon and night attractions. The matinee offerings consisted of a day of motorcycle races, three of harness horse races and two days of auto races, the latter staged by Gene Mandeloff, of Chicago, under sanction of the Central States Racing Association.

Night bill consisted of the Barnes-Carruthers No. 1 revue and fireworks, the latter presented by the Hudson Fireworks Company, Hudson, O. The Barnes-Carruthers show was well received, with many hailing the revue as the finest ever produced by Barnes-Carruthers. Patronage, nevertheless, was down, thus following the pattern of the last few years. In an effort to heighten grandstand business, the fair had dolled up the outside of the grandstand, installing large neon lights to frame the general admission and reserved seat ticket windows and dressing up the area with bright paint and pictures of acts appearing in the grandstand show.

In contrast to the grandstand, business on the midway was substantially higher than last year. Ride and show grosses of Cetlin & Wilson were about 10 per cent higher than last year. Unlike the last two years, concessions worked, adding greatly to the total midway income. Tho final tabulation had not been made, Rose Sarlow, fair secretary, said she believed parking receipts would at least equal and probably slightly top those of last year. The fair's total attendance estimate was higher than last year.

Visitors included Pete Baker, secertary of Oklahoma State Fair, and Gilbert Hill, Oklahoma City newsman.

Memphis Skeds Car Giveaways

MEMPHIS, Aug. 13.—The Mid-South Fair this year will give away nine automobiles during its September 23-October 1 run, G. W. (Bill) Wynne, manager, announced.

A Ford will be given away each day of the fair and a joint promotional program has been set up in which the Ford Dealers' Association in a five-State area will participate. Special 24-sheet billboards will be used and, during the two weeks prior to the fair opening, the cars will be displayed on decorated semi-trailers in Memphis and surrounding towns.

Pittsburgh Adds Benches

PITTSBURGH, Aug. 13. — This year's Allegheny County Free Fair will have 200 more benches than last year, George E. Kelly, director, announces. In addition, exhibit buildings are being provided with better ventilation and a new sewage system has been installed. Dates are September 1-5.

POSTAL CACHET AWARDED FAIR AT PITTSBURGH

PITTSBURGH, Aug. 13.—The 18th Allegheny County Free Fair and Industrial Exposition will be commemorated with a souvenir cachet—a special postal seal marking a special event. The design shows traffic streaming out of the Liberty Tunnels en route to South Park, and is being stamped on mail handled at the local post office. Fair dates are September 1-5.

Billings, Mont., Turnouts Nose Ahead of '54

Siebrand Midway Gross Is Up 5%; Water Show Pulls

BILLINGS, Mont., Aug. 13.—The Midland Empire Fair here nosed slightly ahead of its '54 pace thru Thursday (11), fourth day of its six-day run. Weather was clear but hot, with the mercury ranging in the upper 90's.

Front gate count for the first four days was 2 per cent higher than for the corresponding period last year, Harry Fitton, veteran secretary, said. Mutuel betting for the daily running horse races were up slightly, while the grandstand business was about even with last year.

Daily grandstand matinee offering is running horse races, plus a rodeo, staged by Oral Zumalt of Missoula, Mont., and acts booked in by Barnes-Carruthers Theatrical Enterprises, Chicago. A Barnes-Carruthers revue and fireworks by Thearle-Duffield Fireworks Company, Chicago, are presented each night.

On the midway Siebrand Bros.' Carnival and Circus chalked up 5 per cent higher ride and show takes than last year.

Booked in independently by the fair and set apart from the midway, a "Dancing Waters" unit, operated by Al Osborne, registered good business.

Austin, Minn., Gets Weather; Gate Up 15%

Grandstand Crowds Also Rise; Holter Show in Strong Pull

AUSTIN, Minn., Aug. 13.—Given good weather, the Mower County Fair here this Thursday (11), third day of its six-day run, had 15 per cent higher gate and grandstand attendance than for the comparable period last year, when rain cut into the totals on two days.

On the midway the Don Franklin Shows were reported running about even with their 1954 ride and show gross.

Gene Holter's wild animal show, in Thursday night (11), played to a strong grandstand crowd, the biggest to that point. Aut Swenson's Thrillcade, in Tuesday and Wednesday night, showed to good grandstand turnouts. Venita Rich's TV talent show Wednesday pulled what fair officials described as a fair grandstand crowd. Horse pulling, with 29 teams competing, accounted for a good matinee grandstand Thursday.

Holter was set to repeat in front of the grandstand Friday afternoon. A Barnes-Carruthers revue was to open Friday for three nights. A horse show is scheduled for the grandstand attraction today, with stock car races skedded for Sunday (14).

Livestock entries hit a new peak, Pete Holand secretary, reported, with entries 25 per cent higher than last year.

New 160 by 100-foot judging pavilion, which replaces one destroyed by fire, was ready for the opening.

Fort William Gate, Midway Grandstand Up

FORT WILLIAM, Ont., Aug. 13.—The Canadian Lakehead Exhibtion notched up 5 per cent increases in gate, grandstand and midway figures here Thursday (11), fourth day of the six-day event. Weather, except for two-hour rains late Tuesday and Wednesday afternoon, was good. The rain both those days failed to dent the night turnouts.

Night grandstand bill consists of acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago. Nightly car giveaway follows grandstand show, with everyone on the grounds admitted free to the grandstand enclosure for the drawings.

Canadian Congress of Daredevils, in for the first three matinees, drew what fair exees termed "just fair" turnouts. Thursday and Friday were Kids' Days and free matinee shows were presented for the youngsters in front of the grandstand. Stock car races will be staged today.

The Royal American Shows are on the midway.

Strates Set for Fla. Citrus Expo.

WINTER HAVEN, Fla., Aug. 13.—The Florida Citrus Exposition will be held here February 13-18, according to Phillip Lucey, secretary. This date spots the affair immediately before Central Florida State Fair, Tampa.

Lucy and Jack Berry, president of the fair, recently went to Rochester, N. Y., where they contracted the James E. Strates Shows to supply the midway. This is the first time since 1942 that the fair has used a railroad show.

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Special Ducat Deals Created To Build Reading Attendance

READING, Pa., Aug. 13. — Reading Fair's effort to build attendance this year thru gimmicks apparently will pay off handsomely.

Rush Moyer, publicity director, reported this week that dozens of industrial firms and business houses are taking advantage of the reduced front gate admission plan the fair has made available.

The plan is simple. It offers gate tickets at 50 cents provided they are purchased in blocks of 100 or more, and provided they are purchased before the fair's opening day, September 11. Tickets purchased under the plan are good any day or night thru closing September 18. After the fair opens they are priced at 75 cents.

Fair officials hold high hopes for the reduced ticket plan recently worked out with the Reading Company railroad. For the first time, the railroad will offer a greatly reduced round-trip ticket for fair-goers traveling to Reading from Philadelphia and intermediate points, and also from Shamokin and intermediate points.

Multi-Use Ticket

The fair will co-operate by offering a package ticket, also at a greatly reduced price, which will transport railroad fair-goers from Franklin Street station in Reading to the fairgrounds, admit them at the front gate, give them a grandstand reserved seat for the stage show, and finally transport them back to the railroad station in Reading.

The third ticket plan in which the fair is involved has to do with the Keystone Wholesale Grocery Company of Reading. The grocery firm has purchased 15,000 fair tickets which will be given out free to customers who purchase $7.50 worth of merchandise in any of 375 Keystone stores. The tickets, good only on Monday at the fair, offer free front gate admission and a 25 per cent reduction at the grandstand.

Book Twister For Toronto, London Fairs

TORONTO, Aug. 13.—A new Twister, manufactured by Allen Herschell Company, Inc., will operate at the Canadian Exhibition here and the Western Fair, London, Ont., this year. The ride, purchased by Mac Duberges, Ltd., has been booked by J. W. (Patty) Conklin, who operates the midways at both fairs.

The purchase of a Twister by Duberges marks his first entry into the major ride field, having heretofore confined his operations to kid devices which he rents to food chains and other business establishments.

Duberges said he selected the Twister because of its unusual daytime flash, its capacity and resemblance to the Whiz Bang and Hey Dey, which he knew were successful amusement devices.

The new device is being finished up at the Herschell plant in North Tonawanda, N. Y., and will be shipped here before the CNE opening date.

Merced, Calif., Sets Grandstand

MERCED, Calif., Aug. 13.—Grandstand show for the five-day Merced County Fair, which opens here August 24, is being booked by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency in Hollywood, W. C. Woxberg, secretary-manager, said.

The Brunsons will personally supervise the staging and will present the show at the press prevue August 23.

Appearing on the show will be Dr. Giovanni, "pickpocket" turn; Montyn, balancing; Wally Blair; South Sea Islanders, musical quartet; Kayletta, high act; Sassy, pantomime, and Kermit Dart, electric organ.

Hastings Midway Damaged by Storm

HASTINGS, Mich., Aug. 13.—One of the worst cyclones in Michigan history ripped thru Barry County Fairgrounds here Saturday (6), destroying rides and concession stands as the storm cut a 500-foot swath thru the grounds.

Altho part of the stage flooring was also ripped up, the show, featuring Bonnie Lou, Roy Starkey and the Willis Brothers, supplied by WLW Promotions, Inc., Cincinnati, went on as scheduled. Other WLW personnel caught in the storm were Bill Querner, unit manager, and Mary Kepler.

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Double Show Booms Stand At Clearfield

CLEARFIELD, Pa., Aug. 13.—The success of the Clearfield County Fair was highlighted last week by the necessity of staging two grandstand performances on Saturday night. The second show, which did not get under way until 11 p.m., played to standing room only, after the first show turned 'em away.

The guest appearance on Saturday of Ted Mack and his "Original Amateur Hour" cast helped to build the capacity houses on Saturday.

Basic grandstand entertainment was the Frank Wirth production, Sweet and Lovely. Talent, in addition to a line of 16 girls, included Johnny Woods, impressionist; Five Coronas, high wire; James Cole's Elephants; Lang Family, acrobats; Chai and Somay, equilibrists; Inez and Gordon, singers; Pupi and Pupi, novelty dance; Lott and Anders, cyclists, and Billy Barton, cloud swing. Music was by the Spring Garden Band, conducted by Claire Brenner.

Atlanta Adds Antique Car Exhibit Class

ATLANTA, Aug. 14. — The Southeastern Fair this year has set up an exhibit of antique automobiles in co-operation with the Horseless Carriage Club that will be known as the first Annual Antique Car Show. The vehicles to be displayed have been restored to their original condition and all of them must be capable of running.

The fair has set up 17 trophies and eight ribbons in eight individual classes that include best restored one-cylinder car, best restored two-cylinder car, best restored four-cylinder car (pre 1920), best restored four-cylinder car (post 1920), best restored six-cylinder car, best restored Model T Ford, best restored high-wheeler, and best restored classic car. Entries from a Rolls-Royce to a Model T Ford have already been received.

Tex. Governor Sets County Fair Week

AUSTIN, Tex., Aug. 13.—Gov. Allan Shivers has proclaimed the week of August 15-21 as County Fair Week in Texas and issued a proclamation extolling the State's fairs, many of which get under way during that week.

The proclamation was arranged for by William M. Petmecky, president of the Texas Association of Fairs and Expositions. The association distributed a newspaper mat reproduction of the proclamation to its members, suggesting it be used to promote the local fairs.

CONEY ISLAND, N. Y.

• Continued from page 54

. . Vinegar Joe Quinean continues as night manager of the Clam Bar, one of Coney's best eateries on Surf patronized by many of the largest ops.

Members of two orders of the Knights of Pythias, in convention in New York, led by Imperial Prince John H. Lawrence, were given a warm welcome on an all-day tour of the amusement area on August 13. Heading the local greeting group was John G. Ward, Chamber of Commerce prexy. . . . Guest of George C. Tilyou on his most recent visit (August 6) to Steeplechase Park since his recovery from a heart ailment was Capt. Howard Kramer, retired from the Navy, and brother of Allan Kramer, owner of the Atlantic Baths and large Coney real estator. Another in the party was Mrs. Walter (Lelanie) McAnally, a former Hula dancer from Oahu. . . . Charles Smith, talker at Calvacade of Variety Show, and Toni Robinson (Tiajuana), dancing partner of Manako King at the Wonderland Circus, were wedded on July 27 in Brooklyn.

Jerry K. Soffer, a concession operator for Mrs. Frances Canfield on the Bowery, has just been honored with the appointment as Judge of Motor Vehicles by the Public Service Commission, the duties of which will necessitate his being in Albany five days in the week when his wife, Martha, takes over at the concession. Weekends find Jerry back on Coney. . . . Coney Island Smithy, who divides his time between ticket taking, ticket selling and lecturing, a familiar figure all over the island, celebrated his 91st birthday on August 10. . . . Among the army of Steeplechase Park workers are three ex-vaude performers, Joe Melino and Frank Lully, ticket sellers, and Jim Foley, in charge of the Fun House.

Crops, Pay Good

• Continued from page 52

damage from the storms which have been lashing the coast for a week. Altho most fairs will have a conservative amount of time during which to make ready for their dates if they are storm-hurt, a vital item is how the common citizen is affected. If homes are damaged and possessions lost, and if roadways are rendered impassable, these factors will combine to hold down outdoor attendances.

Cotton growers in the Carolinas, meanwhile, were fighting a serious threat to crops in rising insect and boll rot damage. The thick and luxurious growth of this season has found it difficult to supply enough insecticides to treat the crops. County agents reported alarming increases in insect and rot damage in cotton fields.

This cotton picture was the only disparaging note in an agricultural and manufacturing section that showmen count on heavily for a major part of their season's earnings. In general the South appears in healthy condition as the fair season prepares to open.

GRANDSTAND REVUE

Barnes Revue Loaded With Talent, Color

IONIA, Mich., Aug. 13.—If the Barnes-Carruthers No. 1 revue doesn't outpull the '54 version, it won't be because the new edition isn't vastly stronger.

In all respects, the show is superior and in some cases considerably superior to last year's revue.

Unveiled this week at the Ionia Free Fair, the revue is probably the finest ever put together by the veteran Sam J. Levy Sr. and his associates.

It is superbly costumed, smartly staged, gaily paced. Moreover, it is loaded with talent. The acts, without exception, are excellent. One, the Ashtons in their breathtaking Risley routine, is outstanding. And, the dancing of the 24-girl line is unusually good and distinguished by refreshing verve.

Laced together neatly with a minimum of pauses—then only for heavy prop shifts—the show sprints spiritedly from start to finish, punctuated by four delightful production numbers and a succession of sparkling acts.

Hoe Down Opener

Lead-off production number is "Down on the Farm," a lively hoe down number offering the 24 dancers, plus callers, in brilliant, varicolored calico and topped by a novel pogo stick-stilt walking (and dancing) contribution by Tom and Jerry. King-sized with their stilts, the bottoms of which are pogo sticks, this duo towers over the chorines, executes tricky high-kicking dances, and finishes bounding high off the stage.

Sandwiched in before the next production number are the Rudells and the Great Beckett, aerial act. The Rudells are a top grade, two-men-and-a-woman trampoline act, distinguished for its high comedy as well as for its ability on the trampoline.

"Beauty and the Beast," the second production number, features the dancers arranged strikingly as leopard, tigers and panthers, opening in a large cage to the commands of four whip-snapping animal trainers. The costuming is particularly arresting in this number, which brings on Baudy's Great Danes (and a monkey).

The Voca Lovelies, six-girl group, follow with a medley of old-time favorites, after which the Lamberts please with their hand-balancing act.

Galaxy of Color

"Over the Rainbow," the third production number, is outstanding on two counts, the generous costuming of the girls, with color shades ranging thru those of the rainbow, and the skilled ballet dancing of Marta Phillips.

Next on is the Ashtons, and the Australian troupe—six men and a girl—grab the audience in their palms at the outset and give out with a remarkably fast Risley number that sparks waves of applause. The Ashtons, knockouts at Risley, are no slouches when it comes to humor, injecting touches thruout that drew plenty of laughs.

Ted Miller and Smiley, next on, are strictly in the laugh department, and provoke plenty with their patter and songs.

Eskimos Please

Wind-up production number is both spectacular and novel. Titled "Land of the Midnight Sun," it brings the gals on in abbreviated Eskimo costumes, with bells in their skirts and at their ankles, and they give out with several bell numbers, first using the bells at the waist, then those at their ankles. Three large igloos provide an Arctic backdrop. Added highlight is provided by ice skater Bill Wade, working on a small, wheeled-on ice rink.

Personable Preston Lambert emsees thruout.

Direction of the show was again handled by Dorothy Hild and Ainslee Lam' ert. Izzy Cervone is back at the baton. Inez Smith, another Barnes-Carruthers veteran, is wardrobe mistress and Al Burns is back as stage manager.

Revue's appearance here marked the opening of the shows tour of major Midwest and Southern fairs. —Herb Dotten.

Bunnell, Fla., Plans Annual

BUNNELL, Fla., Aug 13.—The proposed Flagler County Fair gained additional support this week as several local clubs and organizations pledged their active assistance in promoting the new venture.

Frank L. Polhill, county agricultural agent, spokesman for the organizing group of citizens, stated that progress had been made but several obstacles still remain. At this stage all plans are tentative, but it is hoped that the fair will be held either this year or in the fall of 1956.

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Mild Weather Biggest Hope for Shore Spots

ATLANTIC CITY, Aug. 13. — Business at this resort's piers has picked up somewhat during the past couple of weekends, following a scorching month of July which virtually killed daytime amusements. Over-all picture is one of decline for rides and games, with operators hoping for milder weather during which to recoup between now and the Labor Day period.

A changing face for its Italian Village is planned for the Million Dollar Pier. Now in its third season, the uniquely designed set of stores, featuring imported foods and merchandise, has done well since its origination by Max Tubis. The 17 stores occupy the end of the pier using some 80,000 square feet, and resemble an Italian street scene.

It is intended to transform the setting into an International Village for 1956, featuring stores representative of various countries, and selling appropriate merchandise. The entire area is domed against sun and rain. Front of the pier houses a Dancing Waters show unit, monkey ding show, more than a dozen rides and some 20 games, all pier-operated.

Final Month Important

In general the outlook here is typical of that elsewhere along the Atlantic Coast. A wet and cold June was followed by a sizzling July, neither month providing more than one or two really good midway days. Either they stayed away in droves or populated the beaches. As a consequence this final month, if it does not get too hot or too wet, offers operators their best chance to widen the looked-for profit margin.

Where electrically operated wheels predominate in Northern New Jersey, the boardwalks from here on down feature plush retail stores, food stands and novelty operations. Atlantic City sports a good variety of concession games with a couple of dozen flashers pulling down the heavy money. Down in Wildwood there is a minimum of flashers in locations controlled by Ramagosa and Hunt, the number being confined to the amount of licenses in issuance. Group games predominate.

Ocean City, which lost its Playland amusement spot to fire last winter (The Billboard, February 19), is providing the existing fun enterprises with increased business. Frank's Arcade, other arcades, miniature golf and rides do capacity business in almost any kind of weather. The city prohibits use of any game in which prizes are offered, and Sunday play is banned. Playland owner Howard Stainton has not rebuilt the destroyed spot which housed an Arcade, rides, bowling and other units.

Jersey Attraction Adds Kiddie Train

HAMBURG, N. J., Aug. 13.—The Gingerbread Castle, attraction operated here since 1930, has added a miniature train, bought from the Miniature Train Company. This is the spot's first ride.

Main attraction has been the castle, which was designed by Joseph Urban, builder of show settings and which depicts characters from "Hansel and Gretel" as well as other nursery and childhood characters.

Rotor Photos Published

PITTSBURGH, Aug. 13.—Action pictures showing patrons in a Rotor were published in a recent issue of The Pittsburgh Sunday Press. The shots were taken at Pittsburgh's Kennywood Park. They include views of ride operator Edward Keane performing stunts while riding the device.

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Don Dazey Plays Host To NAAPPB

MIDDLETOWN, O., Aug. 13.—Cordial hospitality, informal chatter sessions and minute inspection of Don Dazey's modern and attractive funspot highlighted the eighth annual summer meeting of the National Association of Amusement Parks, Pools and Beaches held Wednesday (10) at LeSourdsville Lake Park here.

Dazey, LeSourdsville topper and president of the NAAPPB, proved the excellent host. He kicked off the affair with a tasty buffet luncheon, kept the tired and thirsty happy all day with a comfortable oasis, arranged an interesting bus tour of the Miami Valley territory, and climaxed the affair with a sumptuous chicken dinner in the park's attractive dining room. Park men and their friends and ladies toured the modern fun plant at will, with their face good for anything the park had to offer.

Those who registered for the summer conclave were:

Mr. and Mrs. Brockway, Toledo; Fred Markey and John Carpilio, Lawrence, Mass.; William B. de L'horbe Jr. and Aurel Vaszin, Dayton, O.; Fred W. Pearce, Detroit; J. L. Campbell, Baltimore; Dr. L. H. Firestone, Flint, Mich.; Richard Phelps and Dick Phelps, Lexington, Mass.; Mr. and Mrs. John L. Coleman and Dave Coleman, Indianapolis; Mr. and Mrs. Robert Hammer, Louisville; Mr. and Mrs. Charles Garvin, Daniel Garvin and Martha Garvin, Bowling Green, Ky.; G. P. Price, Glen Echo, Md.; Parker Beach, Chippewa Lake, O.; Mark Hughes and Mr. and Mrs. Dick McFadden, North Tonawanda, N. Y.; Mr. and Mrs. George Konold, Geneva-On-the-Lake, O.; R. L. Plarr, Allentown, Pa.; Mr. and Mrs. R. M. Spangler, Sunbury, Pa.; Mr. and Mrs. S. T. Jacobson, Chicago; Ace Brigode, Chippewa Lake, O.; Mr. and Mrs. Walter Delscamp, LeSourdsville; Mr. and Mrs. Paul H. Huedepohl, Chicago; Andrew M. Brown, Leonard Brown and John Carlin, Buckeye Lake, O.

Mr. and Mrs. Don Dazey, Mr. and Mrs. Edgar Streifthau, Anne Martin, Donna Switzer and Jack Morningstar, LeSourdsville; Mr. and Mrs. Robert Burge, Sylvania, O.; Mr. and Mrs. Alan Hawes, Atlanta; Jim Meyers, Ida E. Cohen, Chicago; Mr. and Mrs. T. J. Tomblin, and Mrs. Minette Dixon, Chattanooga; Edward L. Schott, Cincinnati; John T. Gibbs, Beverly Hills, Calif.; Mr. and Mrs. Harry J. Batt, New Orleans; Mr. and Mrs. John Singhiser, Louisville; Mr. and Mrs. Frank J. Phillips, Cincinnati; Mr. and Mrs. John Allen, Philadelphia; Max A. Rinden, Youngstown, O.; Hal Wilson, Chattanooga; Henry G. Bowen, Fitchburg, Mass.; Howard Gondeck, Harry Caretti and Antolino Lofaro, Rye Beach, N. Y.; A. B. McSwigan, Carl Henninger and Harry Henninger, Pittsburgh; Fred Lauerman, Chicago; E. Walter Evans, William J. Sachs, Clarence Latscha, Mr. and Mrs. Ferd Clemen and Ferd Clemen Jr., Cincinnati, and Mr. and Mrs. William Long, LeSourdsville.

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RUBBER-TIRED CATERPILLAR FOR SILENCE

ATLANTIC CITY, Aug. 13. — Riding device noises at Boardwalk amusement locations have been one of the perennial irritants to Atlantic City hotel operators, and the Million Dollar Pier has taken all measures to hold down noise volume. Loudspeakers are pitched low, Carrousel band organ music carries no further than about 10 feet, and rubber tires have replaced the metal wheels on the Caterpillar. As a result, all that can be heard on the other side of the street are the customary traffic sounds.

BOON TO BEASTS

Kid Rides Save Animals At Catskill Game Farm

THE kid rides installed by Roland Lindemann at his Catskill Game Farm has been a life-saver to the thousands of animals the huge preserve features. Over 800 acres the commercial zoo sprawls, and more than 350 of the animals roam free in a special kiddie section, labeled the Toyland Zoo.

Altho the tots are enthralled to pet and caress lambs, sheeps, guanacos, llamas and numerous other species, little hands can easily become mischievous and destructive.

"The kiddie rides are not only profitable but a form of life insurance for the animals," Lindemann says. As a rule, when children work up enthusiasm over the ease with which they can handle animals, they become rougher. Kiddie rides offer a convenient method of working off this extra energy.

Starting many years ago as a hobby, the Lindemanns' animal activities had grown to such a curiosity level that after some 10 years of operation, in 1941 they turned it into a commercial venture. Since then millions of people have trooped thru the zoo and Lindemann has devised many ways in which to earn revenue. Altho many of these methods are conventional for an outdoor operation, one is a novelty and has resulted in thousands of extra dollars since its inception, namely the nursery.

Bottle-Feeding Popular

Oddity of the nursery is that children and their parents can bottle-feed any animal roaming in the moppet section with filled bottles purchased from the zoo. A peak day, Lindemann claims, will find as many as 1,000 bottles being dispensed at 10 cents apiece.

The bottle system started in 1944 when the spot filled Coca-Cola bottles with homogenized milk and capped them with regular nipples. Since then a knotty pine stand has been erected and standard baby bottles are used, made of Pyrex. The family pays a dime and is given a warmed bottle of milk to take around with it. All of the 350 animals in the children's sections are thoroly domesticated and used to bottle feeding, and the chance to feed them appeals particulary to the maternal and paternal instincts in the youngsters.

Four-ounce bottles are used and on busy weekends the stand is staffed by two girls who do nothing but sterilize bottles, and two other girls who fill, heat and sell the bottles. Regular homogenized milk is used and the patron can leave the bottle wherever he wishes, for collection at the day's end.

Lindemann estimates that a good year at his place is one in which 400,000 customers pay their way in, with admission prices set at 85 cents for adults and 30 cents for children. The zoo is a popular summer attraction for Catskill resort residents. Typical weekly turnout is around 30,000-35,000, with 10,000 attending on peak weekend days.

Good-Sized Kiddieland

In the Kiddieland section Catskill Game Farm has several Allan Herschell rides, including the kiddie Merry-Go-Round and Sky Fighter, an Airplane ride and two Overland Amusement Fire Engines. There are also numerous playground facilities in a separate area.

The location is designed as a convenient place to spend an entire day, and during the period starting in May it is served by some 35 busses daily.

Of the 800-acre total, about 100 are used for animal display and the rest for natural mountain scenery. Customers are encouraged to bring their children and cameras and spend a day walking or riding around the preserve, photographing the children in the company of the animals. On the animal side, Lindemann has built his place as a major supplier of commercial zoos in many States, and has consulted on the building

(Continued on page 72)

WESTVIEW'S 50TH ANNIVERSARY

PITTSBURGH, Aug. 13.—Westview Park celebrated its 50th anniversary Monday (8). The amusement park, where George M. Harton, nephew of the founder, is manager, stressed in anniversary publicity that it has doubled in size since it was founded in 1905. The Pittsburgh Sun-Telegraph and The Post-Gazette carried feature articles about the funspot.

Polio Hits Mass. Spots; Other N. E. Areas OK

Boston, Aug. 13. — Fair and cooler weather continued to give park and beach operators in the New England area good grosses. One dark cloud, however, reduced the take at some Massachusetts spots as the polio incidence reached unprecedented figures. Total for the season had reached 927. The month of August this far saw 489 cases as against 17 for August of 1954.

Parents were understandably scared as hospitals filled up with victims of the disease, and were keeping children away from the beaches, parks and other spots where crowds congregate. Kiddie parks were especially hard hit, with business over the weekend dropping off. Ernest Walbarst, operator of the Turnpike Kiddieland in Arlington, reported grosses considerably off, while Arcade operators with beach Kiddielands had the same story.

But Salisbury Beach on the New Hampshire line had little reaction from the polio scare, and Hampton Beach over the border was doing a volume business that even a downpour on Sunday night failed to dampen. Roger Shaheen at Salisbury reported his rides doing consistently well all season and others on the beach were also getting well.

In the metropolitan area the moppet trade was far off, but fireworks displays, free acts and other promotional gimmicks were still pulling in the adults in the evenings at Nantasket, Revere and Norumbega. The Wilson Line which runs four trips to Paragon Park, extended its reduced rate promotion scheme and gave away coupons to purchasers of $5 or more at all A&P supermarkets in the area.

Health officials predicted that the polio outbreak had reached its peak and looked for it to wane from now on.

A. C. Pageant In TV Drama

ATLANTIC CITY, N. J., Aug. 13. — The Miss America Pageant will be dramatized on television's Philco Playhouse, bringing to millions of video screens all over the nation the inside highlights of emotional thrills and tribulations encountered by beauty contestants.

The show—"The Miss America Story"—scheduled for September 4, two days before the Pageant events begin unfolding, will star Miss America, Lee Ann Meriwether, and Johnny Desmond, a top crooner. Writer Roger Herson is author of the drama.

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Lakewood Books Zippy, Capt. Video

BARNESVILLE, Pa., Aug. 13.—Lakewood Park has booked repeat appearances for 1955 of Zippy the Chimp, on Sunday (21) and Captain Video the following Sunday (28). Acts were booked in thru Abe Feinberg of New York.

'Holiday' to Coney

PHILADELPHIA, Aug. 13.—Holiday Magazine for September includes a full-scale treatment of Coney Island, New York, in an article called "Monte Carlo on the Subway." Announcement by the publisher states that the article is illustrated with pictures of actress Mary Ficket on a Chairplane and in a Funhouse.

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Cetlin & Wilson Hit At Ionia, Mich.

Ride, Show Grosses Top '54 by 10%; Concessions Work First Time Since '52

IONIA, Mich., Aug. 13.—There were many smiling faces on the Cetlin & Wilson Shows here tonight as the aggregation closed its six-day run at Ionia Free Fair. And there were ample reasons for the smiles. The engagement was the most successful the show has had here in recent years. Not only were the ride and show grosses up about 10 per cent over last year, but for the first time since 1952 concessions worked—and they enjoyed good business.

The return of concessions, a revamped midway set-up, a stronger attraction line-up, good weather thru the six days, and fair attendance rated at least as good, if not better than last year, all played a part. The Cetlin & Wilson Shows were more impressive than in any recent years. This was due to the addition of several new rides, the well-flashed concessions, several of them set up California-style, and shifting of units to new locations. The Kiddieland Merry-Go-Round, for instance, was shifted to the back end and major rides shoved up front. An abundance of light, the result in part of the return of concessions, added to the effect. Among the new rides was a Scrambler, owned by C. S. Peck, which joined on here. Also outstanding in the line-up is B. A. Slover's new Rock-o-Plane and his Roller Coaster, which reportedly has been getting good business all year. Slover also has an Octopus in the line-up. Among other rides never seen here before was the Big Train, owned by Earl Purtle. Three shows joined here. Two of these, the Glass House and Alligator Show, are owned by Bud Humphrey. The third, an illusion show, is owned by Ray Cramer.

HOMER D. BRIANT, Oak Lawn, Ill., who has been appointed executive secretary of the Showmen's League of America.

Gem City Inks Fair Contract At Fort Benning

BURLINGTON, Ia., Aug. 13.—Gem City Shows have closed to provide the midway attractions at the Fort Benning (Ga.) Fair which opens November 1, Don Greco, announced. Greco rejoined the show after signing the contract for the event which will be staged on the military reservation. Colonel Gentry Wade represented the post in the negotiations.

Under terms of the pact, Gem City has an exclusive on rides, shows and concessions. A big program of giveaways is planned including three '56 Mercury automobiles.

Fair will draw from over 70,000 military and civilian personnel on the post. Profits will go to the Fort's Community Chest.

Moss Awarded 3-Year Pact At Memphis

MEMPHIS, Aug. 13. — Charles (Chuck) Moss will continue to have the exclusive on gaming concessions at the Mid-South Fair here thru 1958. fair officials announced. Moss, who has had all games at the fair since 1953, just closed with the fair for an additional three years beginning in '56.

The veteran concessionaire is now operating concessions on the William T. Collins' Shows and is scheduled to arrive here soon after September 1 to start preparations for the fair which runs September 24-October 1.

Stephens Org Buys Four Fleming Rides

MORRISTOWN, Tenn., Aug. 13.—C. A. Stephens, owner of the C. A. Stephens Shows, announced this week the purchase of four rides from Mrs. Grace Fleming, who had the devices in an amusement park.

The rides, formerly belonging to the late Mad Cody Fleming, brings the Stephens ride line-up to 11, all office-owned. The additions were purchased to bolster earning power of the Stephens outfit, which begins its fair route here next week.

Voltage Kills Hottle Staffer

MARION, Ill., Aug. 13.—Al Sterner, electrician on Buff Hottle Shows No. 2, was electrocuted here Sunday (7). The accident took place on the grounds of the Williamson County Fair.

Meads Host PCSA Group

COVINA, Calif., Aug. 13.—Fifty-one members of the Pacific Coast Showmen's Association Ladies' Auxiliary and guests were hosted at a picnic dinner here Monday (26) by Mr. and Mrs. Joe Mead.

The Meads, former circus concessionaires and who presently are managing concessions in a local park, entertained the group for the second consecutive year. A ham dinner was served.

Royal American Up 5% At Fort William Ex

FORT WILLIAM, Ont., Aug. 13.—Royal American Shows here at the Canadian Lakehead Exhibition, its first stop after the five Western Canadian A Fairs, was continuing its money-winning run. Ride and show grosses during the first four days of the run, which opened Monday (8) and closed Saturday (13), were 5 per cent ahead of the same period last year, Wilfred Walker, fair secretary, reported.

Friday and Saturday, usually the big days here for the midway, were yet to come and this figure was expected to be surpassed. Weather during the week was good with the exception of two-hour rains on Tuesday and Wednesday. The rain came between 5:30 and 7:30 p.m. and cleared off so as not to hamper the busy evening hours.

Show continued its good rail moves. The three-section train came here from Regina, Sask., a distance of 776 miles, in 19 hours and 30 minutes, and everything was up for the Monday night opening. Dick Best's Side Show crew scored some kind of a record when it got the big top up in the air and the complete show open and ready for operation just 2 hours and 55 minutes after the first wagon hit the lot.

Loop Up

The Carl J. Sedlmayr organization wound up its run of the Western Canadian fairs at Regina with another winning stand. Altho the gross, which fair officials said was in the neighborhood of $100,000, wasn't much ahead of last year, it was up and that kept it in line with Brandon, Calgary, Edmonton and Saskatoon. Business at the other spots was reported considerably better than in '54, with Calgary and Edmonton "away up" according to Sedlmayr.

Regina was good nearly all the way and the main gate attendance

(Continued on page 65)

ACA in Strong Start At Ill. State Fair

Potent Line-Up Sends Grosses Soaring In Early Days; Chippewa Falls Up 21%

SPRINGFIELD, Ill., Aug. 13.—Operating the strongest array of rides ever tc work at the Illinois State Fair here, the Amusement Company of America got off to thumping business in the first two days of the 10-day event. The fair formally opened Friday (12) with a Kids' Day that pulled an estimated 50,000 persons, mostly youngsters. Ride and show grosses for the day were 26 per cent higher than for the corresponding day last year. Some 125,000 persons thronged the grounds today, and the midway experienced heavy patronage. Actually, the midway went into operation Thursday night (11) with a preview, tho the fair itself was not operating. Receipts from the preview were more than satisfactory.

Weather thru today was ideal and more of the same was forecast for tomorrow, the wind-up of the fair's strongest patronage period. The Amusement Company of America never was flashier than it is here. Two rides, the Sky Wheel and the Rotor, set the pace in providing a spectacular touch. The Sky Wheel has been here before, but this is the first appearance here of the Rotor.

There are a number of other new rides in the line-up. Included among these are Paul Dispensa's Scrambler and a Rock-o-Plane.

The No. 1 money-getter thru today was the Sky Wheel. Next in order were the Scooter, Roller Coaster, Tilt-a-Whirl and Scrambler. It took considerable doing to squeeze all of the many ACA units in on the lot, and general manager Paul Olson was loud in his praise of the work done by manager Noble Fairly in shoe-horning the rides, shows and concessions into place.

The show has received far more publicity than in any recent years here. For the first time, Chicago dailies broke with features and mentions of the midway operation. And, these were all favorable, a contrast with past treatment from the press. Virgil Pierson, the show's press agent, preceded the show in and was credited with playing a vital role in the improved press. Considerable film of the midway was shot for telecasting over Chicago stations, and a tower was being erected today for a live telecast from the midway Wednesday night (17) on the "U. S. Steel Hour." The Amusement Company of America moved in here from the Northern Wisconsin District Fair, Chippewa Falls, where a strong weekend finish enabled it to finish with a ride and show gross 21 per cent greater than last year. The fatter Chippewa Falls take was attributed to the vastly greater earning power toted this year as compared to last year.

Grosses Soar For Coleman At N. Y. Events

NORWICH, N. Y., Aug. 13.—Coleman Bros.' Shows got off to a booming start at its New York fairs. At Boonville last week business was ahead by a good 10 per cent.

Owner Dick Coleman noted that the gain was registered each day and that the increase was not due to one special factor that would send business soaring on only one or two days.

As the show neared the end of its run here, indications were that the dollar increase might run as high as 20 per cent. The first three days, Coleman said, brought in more money than was earned in the first four days a year ago.

Other entertainment units seemed to be doing equally well, he said.

Tupper Lake Okay, Re-Ink Continental

CORTLAND, N. Y., August 13.—Continental Shows enjoyed a pretty fair week at Barre, Vt., on August 1-7 following a good one at Tupper Lake, N. Y., which signed for next year. Tupper Lake was up over last year and the VFW signed again with agent Paul LaCross.

LaCross is performing his knife throwing and fancy shooting act nightly here as a grandstand free act, at the show's first fair.

Barre opened well but slowed down during mid-week. The town was populated heavily for a Legion convention. A birthday party was held in the bingo top on Tuesday (2) for Joey Britz, grandson of show owner Roland Champagne. Many gifts were given and there was food, candy, ice cream and soda for all, plus a large birthday cake. Joey was four years old on that day.

SAN ANTONIO, Aug. 13.—Victory Exposition Shows have been signed to provide the midway attractions at the Exposition Americas which is being sponsored here October 25-30 by VFW Post 76. Ralph D. (Tommy) Stevens, former show agent, is managing the event.

NLRB Denies Jurisdiction; Review Sought in RAS Case

INDIANAPOLIS, Aug. 13.—The Billboard this week asked the National Labor Relations Board to review its denial of jurisdiction in the charges of unfair labor practices filed against the Royal American Shows, the Carnival and Allied Workers' Local Union 447, St. Louis, and Harry Karsh, the union's organizer.

The Billboard's action followed notification Monday (8) from the NLRB's regional office here that "it does not appear that further proceedings are warranted inasmuch as there is lack of jurisdiction under the tests established by the board for the assertion of jurisdiction."

Ask Specific Basis

In requesting the review, The Billboard is asking for the specific basis upon which the NLRB denies jurisdiction. Attorneys of The Billboard contend that the carnival business, as represented by the Royal American Shows, should be ruled under the jurisdiction of the NLRB and subject tc the National Labor Relations Act, commonly known as the Taft-Hartley law.

Until and unless the NLRB rules it will take jurisdiction, the charges of unfair labor practices filed by The Billboard will not be heard by the board.

When an industry or company is ruled outside of NLRB's jurisdiction, such industry or company is subject to the labor laws in the State or States in which it operates. These laws vary widely. For instance, in 17 States, mostly in the South, no one can be denied work because he is not or will not become a union member.

To date the only show reported to be organized by Karsh this year is the Royal American Shows. Three Eastern railroad shows, the James E. Strates Shows, the World of Mirth Shows and the Cetlin & Wilson Shows, have been unionized by the Retail Clerks' International Association (AFL), Local 1648, New York.

C. & W. Moves

The Cetlin & Wilson Shows entered a union contract Thursday (4) at Port Huron, Mich. Karsh was on hand then, attempting to unionize for his local, an affiliate of the International Brotherhood of Teamsters. Cetlin & Wilson officials said that they had begun negotiations with the Retail Clerks several weeks earlier. Nonetheless, Charles Torche, the Retail Clerks' attorney, who was on the scene, offered to submit to the Cetlin & Wilson workers and to have Karsh do the same, thus giving the workers the opportunity to select either union or reject both. Karsh declined.

A picket line was set up by Karsh for a few hours at Port

(Continued on page 65)

141 PUBLICITY PHOTOS IN WEEK IS WOM TARGET

OTTAWA, Aug. 13.—World of Mirth promotional personnel, headed up by Richmond Cox, publicity director, began this week an effort to equal the 141 midway pictures landed in the three Ottawa papers last year when the show was playing the Central Canada Exhibition. Cox (and presumably show owner Frank Bergen) will be well pleased if he can equal, or even approximate, the job done last year. Not so easily satisfied is Gerald Snellens. The vociferous general representative is shooting for a sizable increase —by 100, or so.

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SEPT. 21-24—FALL STREET FESTIVAL, SEAMAN, OHIO
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CALIFORNIA'S LEADING CARNIVAL

NOW BOOKING SHOWS AND CONCESSIONS FOR FALL FAIRS
Woodland, Merced; THE CALIFORNIA STATE FAIR, SACRAMENTO (Sept. 1 to 11 Incl.); Lodi, Watsonville, Hanford, Ridgecrest, Blythe; THE ARIZONA STATE FAIR, PHOENIX (Nov. 4 to 13 Incl.).
A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

CALIFORNIA STATE FAIR—SEPT. 1 TO 11 INCL.
SPACE $25.00 PER FOOT

Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.
PHONE, WIRE OR WRITE AS PER ROUTE OF
CRAFTS 20 BIG SHOWS, Inc. 7283 Bellaire Ave., No. Hollywood, Calif. Phone: Poplar 5-0909

HILL'S GREATER SHOWS

WANT FOR 3 STATE FAIRS AND 5 COUNTY FAIRS TO FOLLOW: FARGO, N. D., STATE FAIR, AUG. 21-27 (7 Days—Attendance last year—200,000); NORTHWEST MISSOURI STATE FAIR, BETHANY, MO., SEPT. 4-10 (7 Days—Attendance last year—150,000); EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. MEX., SEPT. 13-17 (Attendance last year 150,000), WITH AMARILLO AND LUBBOCK, TEXAS, FAIRS TO FOLLOW.

SHOWS: 2 well-framed Girl Shows, also Fun House and any Shows not conflicting.

CONCESSIONS: A-1 COOKHOUSE that can stand business and take care of same. Also SIT-DOWN GRAB. Will book Short and Long Range Galleries for Fargo. All Hanky Panks open. No exclusives. Will book Six Cats, Buckets, Swinger and Set Outfits for stock.

RIDE HELP: Ride Men who can stay sober. Foremen for Tilt-a-Whirl, Octopus, Mix-Up and #2 Kiddieland. Second Men on Rock-o-Plane and Roll-o-Plane.

DEE WYRICK wants Bingo Help, 4 Counter Men (prefer semi drivers). Can use 1 more Caller and Relief Caller. Boys with me before, come on. George Clater, call me.

THOSE JOINING NOW WILL BE GIVEN PREFERENCE AT STATE FAIRS

All replies H. P. HILL, Mgr., WADENA, MINN. (Fair), Aug. 16-20; FARGO, N. D. (Fair), Aug. 21-27

PENN PREMIER SHOWS
worlds * cleanest * midway

INDIANA COUNTY FAIR, INDIANA, PA., AUG. 22-27. DAY AND NIGHT

CONCESSIONS — PLACE CUSTARD, French Fries, Age, Scales, Hats, Novelties, Eating and Drinking Stands, Photos, Derby Racer, Fishpond, Ball Games, Glass Pitches or any other legitimate Concessions.

RIDES — Can place any Rides not conflicting. Outstanding route of fairs with real ride territory. (Those who contacted us before, contact again.) Real good proposition for Flat Ride.

SHOWS — Can place any kind of Shows not conflicting. Especially want Midgets, Dillinger Car, Working World, Wild Life or any type not conflicting.

HELP — CAN PLACE AT ONCE CAPABLE MECHANIC WITH TOOLS. Already have 1, want another to handle half of fleet. Can always place sober, reliable Help who drive semis. Good treatment and bonus.

Address all mail and wires to LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS, DU BOIS, PA.

★ M. D. AMUSEMENT SHOWS ★

Want Concessions for the following dates:

★ NEWFOUNDLAND, PA., AUG. 24-27 ★
★ WESCOSVILLE, PA., AUG. 24-27 ★
(REX TRAILER TWO NIGHTS)
★ WEST END FARMERS' FAIR—GILBERTS, PA., AUG. 30-31 ★
★ LABOR DAY FIREMEN'S FAIR—DEPOSIT, N. Y., SEPT. 1-2-3-4-5 ★
★ CENTENNIAL—KENNETH SQUARE, PA., SEPT. 7-8-9-10 ★

Want Chairplane and two or three Kiddie Rides. All replies to
MR. or MRS. MICHAEL DEMBROSKY
This week Warren County Farmers Fair & Horse Show Harmony, N. J., or 302 E. Diamond Ave., Hazleton, Pa.

Rain Dilutes WOM Presque Isle Takes

Maine Annuals Work Out Okay; Show Set for Big One at Ottawa

PRESQUE ISLE, Me., Aug. 13.—Adverse weather began to interfere with the operation of the World of Mirth Shows at the Presque Isle Fair, Thursday (11), after the midway had enjoyed several days of prosperity. Except for the weather the earnings at the fair would have been a good climax to the show's string of events in Maine.

While the weather turned sour the show, at least, seemed safe from the Hurricane Connie which, it seemed, would be either dissipated, or at least hundreds of miles away from here before the show loaded its equipment for the lengthy move to Ottawa.

Frank Bergen, show manager, noted that crowds were excellent here but the spending was somewhat shy of expectations. The area is in the heart of the potato country. On the whole, however, business was considered good at the Maine fairs.

Network Radio Plug

On Saturday (6), while playing the Bangor Fair, the show got in several plugs on the NBC radio show, Monitor. Show features, including "Gay New Orleans," were taped by WCSH and aired nationally.

Also in Bangor, thru a tie-in set by Richmond Cox, publicity director, the C. M. Rice Packing Company distributed midway tickets thru some 3,000 grocery store outlets. Television and newspaper ads in color helped to promote the program.

Cox said the program proved so effective for the sponsor that plans are already under way to expand it to include all fairs played by the show in Maine next year.

CAREY FINGERS KICK-BACK PAY PHONE

MIDDLETOWN, N. Y., Aug. 13.—Jim Carey, supervisor of fairs for the State Department of Agriculture and Markets, hit the jackpot this week while using the pay telephone in the office wagon of the I. T. Shows at the Orange County Fair.

After completing his call to Charlie Bochert, manager of the Mineola (N. Y.) Fair, the phone unit kicked back the 55 cents he had deposited to pay for the call. Carey commented caustically, "Even the phones are gaffed!"

Reid Exits Canada With Okay Stand

WOODSTOCK, N. B., Aug. 13.—King Reid Shows were ending their Canadian tour at the Old Home Week celebration on Island Park today amid clear skies and fair spending. Grosses have been "substantially ahead of last year." Weather has been hot and dry and crowds fair. Grandstand events, on the far end of the island, have tended to hold patrons late in the evening.

In June the show had done poorly with three stands in Quebec Province—St. Jerome, St. Vincent de Paul, and Riviere du Loup. First New Brunswick stand was Edmundston, June 27 thru July 2; then Fredericton, July 4-9, and Newcastle, July 11-16.

Show was to have gone to a centennial celebration in Charlottetown, Prince Edward Island, July 18-23. When a last-minute shuffle of lots would have taken them from the center of town and put them in the suburbs, the date was canceled. Show went instead to Bathurst, mining town in northern

(Continued on page 65)

Storm Interrupts I. T. Action at Middletown

MIDDLETOWN, N. Y., Aug. 13.—Personnel of the I. T. Shows were doing well at the Orange County Fair here this week until Hurricane Connie caught up with the operation yesterday. For a time there was hope that the interruption would be avoided, but yesterday the hurricane, which feinted inland at the Carolina coast, again headed north.

The I. T. aggregation is prepared to wrap up a banner closing session today should the weather clear. If it does the chances are that the total earnings will at least par those of last year since the weather earlier in the week was better than a year ago, and grosses were reported running substantially ahead.

The show is well equipped to handle any business that might result. Phil Isser, general manager, and his partner, Isadore Trebish, by combining the two units which they operate in the metropolitan New York area thruout most of the summer, assembled a total of 18 rides here. The units are two Merry-Go-Rounds, three Ferris Wheels, double Octopus side by side and using the same ticket box, Comet, Caterpillar, Tilt-a-Whirl, Whip, Little Dipper, Rolloplane, two live pony rides and five kiddie rides. All but the pony rides are show owned.

Big Alter Unit

Show units included Lew Alter's Side Show, a massive unit requiring 195 front feet; Augie Dentinger's Girl Revue, a Wildlife and a Life Show. These units had it good, with competition at a minimum.

Isser also had the several midways well populated with concession units. A reported total of 45 game units, plus numerous novelty units, provided for action on all thorofares.

The show had several days for setting up here. Consequently, the units were well placed and attractively clean and neat.

With three fairs missing from the route this year, including the major Mineola (N. Y.) Fair, which was canceled, the show is almost sure to count less gross money for the season than it did a year ago. The likely outcome, however, is anything but disastrous. Harry Sussman, secretary-treasurer, is busy, nevertheless, in a sparkling new 36-foot trailer office wagon.

Season Spotty

Business, according to Isser, has had its ups and downs thruout the season, with record heat thruout the month of July holding people away from the lots. The loss of Mineola, which became fact much too late for a substitute fair date to be found, is regarded seriously. But the knowledge that it will resume next year, and probably continue then without interruption, at least removes the additional worry that would result from a permanent loss.

A continuing landmark here is the bingo operation of Bennie Weiss.. Aiding at this, the first fair for the unit, were Martha Weiss, Bennie and his son, Jackie. The latter, apparently, will squeeze in another season on the road before opening his own law office in Miami.

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MIDWAY CONFAB

Brandy Marsh has joined the King Reid Shows. **Jai Leta,** an exotic dancer, also joined. . . . **Billy Ingram,** a Club Ebony performer, is carrying his left arm in a sling as the result of an accident while en route over the weekend.

Frank Wing and **R. K. (Doc) Leroy** closed with the **Dick Best** Side Show at Chicago's Riverview Park and joined the W. G. Wade Shows as talkers on the Hall & Leonard Side Show.

Mr. and Mrs. Clif Wilson are in Chicago for several weeks while Clif scouts show for his Memphis and Dallas fair midways. . . . **Tiney Jamison** postals that he's back on the road touring mobile rest rooms at fairs.

A stork shower was given **Mr. and Mrs. Norman Carpenter,** owners of Carpenter Bros.' Shows, August 3 at Liberty Center, O. Those attending included **Leo Hirch, Jimmy Burns, Irish Cassidy, Walter (Shorty) Scott, Harry (Tinny) Grimm, Jack Fritz, Mr. and Mrs. Ace Ross, Mr. and Mrs. Joe Ginter, Mr. and Mrs. Ted Van Horn, Mr. and Mrs. Ralph Baughman, Mr. and Mrs. Arlo Moore, Mr. and Mrs. Ernest Priddy, Mr. and Mrs. Harold Strickland, Mr. and Mrs. Harold Bauers, Mr. and Mrs. Howard Decker, Mr. and Mrs. Doug McCann, Berta Wolle, Nina Crow, Bernie Fitzhugh, Bill Chilcoat, Benny Stoker; Joey, Charles** and **Buzz Ginter; Junior Fisher,** and **Art Ginter. . . . Hilda and Michael Roman** have returned to their Florida home after a brief vacation. They are planning a trip to the West Coast.

Harry A. Bouck is a patient at Veterans' Hospital, Albany, N. Y. He infos that he may have to undergo surgery. . . . **Francis Jablonski** is in Abington (Pa.) Memorial Hospital and would like to hear from friends. . . . **Bob McCarty** cards from Newark, N. J., that **Pete and John Glynn** have obtained visas to visit Poland, their birthplace. . . . Women of the Gem City Shows gave a baby shower for **Toni Mohr** during the show's stand at Salem, Ill. Attending were **Helen LaBrake, Rose Allen, Pat Segal, Pat Holman, Katy O'Connell, Katherine Hardiman** and **Kitty Delph.** Recipient of the gifts, **Debra Lynne,** was born a week after the shower.

Albert and Judy Spiller, Spiller's Seals, recently completed dates at Cedar Point Park, Sandusky, O.; Whitney Point, N. Y., and at Onandock, Va. The act is being booked thru the George A. Hamid & Son agency.

Max H. Kimerer, former operator of midget shows and a Seminole village, is convalescing from a long illness in his Miami Beach apartment, where his wife, **Doris,** former aquatic show performer, is serving as his nurse. Max reports that he's got everything he needs but would like to receive letters from old friends. His address is 8245 Abbott Avenue, Miami Beach.

Roger Lavell thanks those of the Playtime Shows who dropped in on him while he was confined to St. Elizabeth Hospital in Brighton, Mass., for an operation, which was successful.

Danny and Evelyn Thaler are summering at Atlantic City where they have an apartment. The Thalers dropped in frequently at various amusement spots along the boardwalk. Visitors to both the Million Dollar and Steel Piers last week were **Dick Geist,** vice-president of Rockaways' Playland in New York, and park concessionaires **Dick Sheppard** and **Ted Meichler.**

Peanuts Baker and wife visited **Myrtle Brynes** on Heller's Acme Shows recently at Greenwood Lake, N. Y. Baker and **Jake Fisher** will operate Brynes' Motordrome on the show. **Louis Stockton,** motorcyclist for Brynes, was injured during a performance at Greenwood and is confined to his Lee Hotel room in Newark, N. J. He would like to hear from **Red Brannigan** and other friends, **Bob McCarty** reports.

George Pronath is managing the Lorelei Show for **Jack Norman** on the James E. Strates Shows. . . . **Mrs. Maxine Mitchell,** Fort Lauderdale, Fla., reports that for a short time her son, **J. D. Powell Jr.,** was on the critical list following an August 6 automobile accident, but that he is showing improvement and is expected home before long. Mrs. Mitchell would like to hear from her brother, **George Brockhahn,** and friends who may write to her at 4250 S. Federal Highway. . . . A combination lawn party and baby shower was given by **Martha and Pee Wee Sutrain** recently in Kansas City, Kan., for **Mrs. Joe Soret.** Guests included **Mrs. John Reed, Mrs. Reeba Lancaster, Mrs. Jack Vincent, Frank Donnell, Fritz Beck, Eugene Allen, Mrs. Russell Dean, Louise Lancaster, Toni Soret** and **Joe Soret.**

Bill Gross threw his annual show party August 3 in Barre, Vt., on the Continental Shows. Held in the bingo top, it attracted a huge crowd with Gross providing turkey dinners with all the fixings and beer. It was his 33d such affair. . . . **Betty Ann Garrett,** daughter of agent **Paul LaCross,** visited the show prior to leaving with her infant daughter **Bonnie Lee,** to join her husband who is stationed with the Air Force in Tripoli. . . . **Mr. and Mrs. Bob Sherry** were among those at the show party.

Sam Wexler, who came East from the West Coast, reports an excellent season with the World of Mirth Shows. He has bear pitches and, unlike other operators who plug their own stands, Wexler uses tags which ballyhoo the show.

A surprise party was staged for **Bertha and Charles Davenport** Tuesday (9) in Middletown, N. Y., to note their ninth wedding anniversary. Attending the shindig in Archie's, famed area tavern, were various members of the I. T. Shows, including **Phil Isser, Mr. and Mrs. Kenny Meyers** and **Mr. and Mrs. Harry Sussman.** Also present were **Mr. and Mrs. Bennie Weiss,** bingo operators, and **Fred Germaine,** fair manager.

Edward K. Johnson, former contracting agent of the Cetlin & Wilson Shows, is convalescing in Niagara Falls, N. Y., following several operations which required his hospitalization there for 10 weeks. He reports that in a few days he will be ready to get back on the road in front of a show.

It was stated erroneously here recently that Donna Watson, popcorn concessionaire on the Dick Wilcox Shows, had as a recent visitor, her daughter, **Sandra.** The word daughter should have read friend. Donna had as recent guest her girl friend, **Sandra Thompson,** of Portland, Me.

John Francis, former show owner and veteran outdoor showman, is currently operating a battery of kid rides in the St. Louis vicinity at sponsored picnics. . . . **Irma Hazuk,** of Toronto, is enjoying her vacation in New York where she has been swimming, shopping and taking in the shows. She also visited her sister in Columbus, O. Her son, **Barry,** 14, has been vacationing in Kingston, Jamaica, but will return to the U. S. soon to resume his schooling.

Carl J. Lauther, Goldie Fitts, Jack (Scotty) Smith, D. D. (Tex) Blake and **Kenneth Oakleaf,** all of Lauther's Side Show on Cetlin & Wilson, visited Happyland Shows at the Imlay City, Mich., Fair. . . . **Mrs. O. G. (Mildred) Oakleaf,** who with her husband operates the War Show and Mickey Mouse Circus on Cetlin & Wilson, hosted the show's youngsters recently at a birthday party for her son, **Dewey.** . . . **Raleigh (Brandy) Brandenburg,** talker, opened with Lauther's Side Show at the Ionia (Mich.) Free Fair sharing the front with **Lee Hayford,** who did a solo during the still dates.

Joe Glacy, former Pacific Coast Showmen's Association president

(Continued on page 62)

C. A. STEPHENS SHOWS

Want for Morristown, Tenn., Centennial Celebration

on the streets, August 22 to 27, day and night.

Followed by MOUNTAIN CITY BEAN FESTIVAL, Aug. 30-Sept. 3; 40,000 last year.

Eating and Drink Stands, all varieties, 10 and 25-cent Game Concessions. Will sell X on Scales or will book separate, Novelties, Custard, Jewelry, Hat Bands, Pitchmen.

RIDES—Can place One Flat Ride, Octopus, Cat, Dark Ride, Ponies, Kid rides.

SHOWS — Place Girl Shows, must have more than one girl; Side Show, Unborn, Mechanical City, Monkey Show.

Wire C. A. STEPHENS, Pineville, Ky., this week

Royal Exposition SHOWS

WANT FOR FOLLOWING:

NASHVILLE, GA., TOBACCO FESTIVAL, August 15 to 20
HAZELHURST, GA., TOBACCO FESTIVAL, August 22 to 27
WADLEY, GA., COMMUNITY FUND DRIVE (on streets), August 29 to September 3
MIDDLE GEORGIA FAIR, MILLEDGEVILLE, GA., September 5 to 10
LINCOLN COUNTY FAIR, LINCOLNTON, GA., September 12 to 17
WILLIAMSBURG COUNTY COLORED FAIR, KINGSTREE, S. C., September 26 to October 1
ORANGEBURG COUNTY COLORED FAIR, ORANGEBURG, S. C., October 3 to 8
JEFFERSON COUNTY FAIR, LOUISVILLE, GA., October 10 to 15
TOOMBS COUNTY FAIR, VIDALIA, GA., October 17 to 22

CONCESSIONS—Want legitimate Merchandise Concessions of all kinds. Want Ball Games, Long and Short Range Galleries, Fish Pond, Pitch-Till-You-Win, Photos, Cork Gallery, Candy Floss, American Mitt Camp, Bingo and what have you. Ted Cole, contact.
SHOWS—Want Fun House, Side Show, Animal Show and any other Shows of merit with own equipment. Al Bellows, get in touch with Lester McGee.
RIDES—Want neatly framed Live Ponies. FREE ACT—Billie Shaffer, answer immediately.
HELP—Can use Ride Men in all departments who drive semis. Want P. C. Agents and Concession Agents. Jack Royal wants Help in Eating Stands. Trudy and Bruce, come on.
HAVE FOR SALE—Two Sperry Searchlights with own power units mounted on specially built all steel semi-trailer with five-foot cat walks around it. Will sacrifice. Also have for sale 24 foot special built Diner with complete kitchen; will pass inspection. Also special built body on Ford COE to pull diner, equipped with restaurant type Frigidaire for storage. Will sacrifice. Both can be seen in Orlando, Florida. All answer to Nashville, Ga., this week; then as per route.

"SPLINTER" ROYAL, Bus. Mgr., ROYAL EXPOSITION SHOWS

GLADSTONE GLADSTONE EXPO SHOWS

Fulton, Ky., Fair
Bolivar, Tenn., Fair
Centerville, Tenn., Fair
Savannah, Tenn., Fair
New Albany, Miss., Fair
Clarksdale, Miss., Fair
Charleston, Miss., Fair
Batesville, Miss., Fair
Yazoo City, Miss., Fair
Canton, Miss., Fair

WANT CONCESSIONS—Hanky Panks of all kinds, Diggers, Basketball, Short Range, Long Range, Cork, Novelties, Ball Games. No Ex at these fairs. **COME ON.**
SHOWS—With own equipment except Girl and Snake, 25%
RIDE HELP—On all rides, especially want Second Men on Wheel, Jenny, Tilt and Octopus.
Season's getting short—if you ain't got it yet, hop on. We are a-heading for the tall cotton.

F. POOLE c/o Fairgrounds — **HODGENVILLE, KY., FAIR this week** CONTACT — **J. OLIVER** c/o Hotel Lynn

CARAVELLA AMUSEMENTS

WEST PITTSBURGH, PA., AMERICAN LEGION AND FIREMEN'S CELEBRATION, AUG. 22-27
FIREWORKS — PARADES — BANDS
Can use a few more Hanky Panks for above.

Booking now for following FAIRS

FULTON COUNTY FAIR, McConnelsburg, Pa.—5 Days—Aug. 30-Sept. 3

A BABY IS BORN AFTER THIRTY-SEVEN YEARS!!!!
HOLLIDAYSBURG LIONS BLAIR COUNTY FAIR, HOLLIDAYSBURG, PA. STARTING SUNDAY, SEPT. 4-10
Gate admission 25c—Children Free

★ ★ ★ **CONCESSIONS** ★ ★ ★
All Concessions open for above FAIRS: GRAB, FRENCH FRIES, PHOTO, LONG and SHORT RANGE GALLERIES, JEWELRY, STRING GAME, AGE and SCALES, SNO CONE.

★ ★ ★ **SHOWS** ★ ★ ★
SIDE SHOW, MOTORDROME, MECHANICAL CITY, ARCADE, MONKEY, WILDLIFE, SNAKE, GIRL SHOWS with own equipment.

★ ★ ★ **RIDES AND HELP** ★ ★ ★
CAN PLACE A COMPLETE SET OF MAJOR AND KIDDIE RIDES FOR ABOVE FAIRS. WANT FOREMAN ON MERRY-GO-ROUND, SECOND MEN ON WHEEL AND COASTER. CAN USE A GOOD BILL POSTER. NEED BINGO CALLER, SATISFACTORY SALARY ARRANGEMENT PLUS PERCENTAGE. ALSO 3 COUNTER MEN.

WIRE F. H. CARAVELLA—NEW CASTLE, PA., this week.

AGENTS WANTED
For Six-Cat, Coke Bottle, Bumper Store, Roll-a-Ball, Glass Pitch, Cane Rack. No calls, no wires, come on in. All Fairs and Celebrations till November.
LEFTY FINEOUT
c/o Maddox Bros., Ogallala, Neb., Aug. 15-17; Grant, Neb., 18-20; Emporia, Kans., Aug. 22-27.
P.S.: Rosie wants Agents. Blackie and Slaughter, come in.

$25.00 $25.00 $25.00
$25.00 REWARD
For information leading to my contacting Al Spinelli: and/or his brother of Boston, Mass. All information, names, places, etc., will be kept strictly confidential. Reply to
H. B. SPENCER & SON AMUSEMENTS
Haddam, Conn. Tel. Middletown Di 5-4805

www.americanradiohistory.com

GOLD MEDAL shows

WANT FOR RONCEVERTE, W. VA., STATE FAIR NEXT WEEK

FOLLOWED BY WOODSTOCK, VA., FAIR

CONCESSIONS — Hanky Panks of all kinds, Long and Short Range, Ice Cream, Snow Cones, Grabs, etc.

SHOWS — Monkey Show, Wild Life and Grind Shows of all types.

RIDES — Can use Rock-o-Plane, Roll-o-Plane, Fly-o-Plane or any major ride not conflicting.

HELP — Can use Foremen for Caterpillar and Rocket and Second Men on all rides.

Wire Johnny J. Denton, Gold Medal Shows, Huntingdon, Pa., this week

P. S.: Can use all kinds of Acts for Side Show. Cigarette and Pan Game dealers. Norman Anderson can use Second Crew for Bingo. Want Lot Man who knows his business.

Morris Hannum Shows

One of the Great Eastern Shows

SOMERSET COUNTY FAIR

MEYERSDALE, PA., AUG. 20-27

KOCHMAN'S THRILL SHOW, DOG RACING AND OTHER GRANDSTAND ATTRACTIONS. 6 DAYS AND NIGHTS, TERRIFIC KIDDIE DAY WEDNESDAY

Followed by MANSFIELD FAIR and CAMBRIA COUNTY FAIR at Ebensburg, Pa.

WANT SHOWS: Arcade, Midget, Motordrome, Wildlife and Monkey Show.
RIDES: Any Flat Ride not conflicting.
CONCESSIONS: Game concessions of all kinds, Food and Drink stands, Hats and all straight sales.
HELP: Experienced Ride Men who drive. Whitey Lyles, phone me.

All replies MORRIS HANNUM
Fairgrounds, Kutztown, Pa. this week; then Meyersdale, Pa. Fairgrounds next week Aug. 22-27

THE MIGHTY INTERSTATE SHOWS

NOW BOOKING FOR OUR SOUTHERN FAIRS. INCLUDING:

CLARKSVILLE, TENN. (New Providence Show Grounds), Catching Fort Campbell Soldiers' Pay Day. All Soldiers Will Be Back in Camp From Maneuvers; AUG. 29-SEPT. 3; Just Like a Fair! FRANKLIN COUNTY FAIR, WINCHESTER, TENN., Sept. 5-10; MONROE COUNTY FAIR, ABERDEEN, MISS., SEPT. 12-17, and ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER.

SHOWS: Side Show with own equipment, or will furnish equipment for same. Will give good proposition to organized Minstrel Show having not less than 12 people, including band. We have choice Jig Show territory. Girl Shows with own equipment. You can get your bankroll at Clarksville. Any Walk-Thru or Grind Shows of merit. (Small percentage.)

CONCESSIONS: All legitimate Concessions open. (No exclusives at fairs.) Candy Floss, Snow Cone, Grab, Ice Cream, Custard, Foot Long Hot Dogs, Pronto Pups, Root Beer, Photos, Novelties, Jewelry, Gadgets, Glass, Pottery or Bear Pitches, Penny Pitch, Age and Scales, High-Striker, Long Range Gallery, Short Range Gallery. CAN PLACE COOK HOUSE FOR BALANCE OF SEASON. (Must be up to date, and you must know how and will cater to Show People.)

RIDE HELP: Foremen and Second Men on all Rides. (Must be licensed Semi Drivers.)

RIDES: Will book any Flat Ride or Kiddie Ride not conflicting with what we have. Have good proposition for Live Pony Ride.

AGENTS: For Buckets, Six-Cats, Pea Pool, Pan Game, Beat the Dealer. Man to operate Candy Apple and Popcorn Concession.

HELP: Man to up and down front gate, sell tickets and take out sound truck. Billposter with truck or car that knows how and will put up and paste paper to join on wire. Painter and Scenic Artist for the balance of season to join on wire. (Dick Mahon, answer.) Show Builder and Carpenter for balance of season to join on wire. Electrician that knows G.M. Diesel light plants to join on wire. (Must drive plants on move.) Experienced Carnival Mechanic with tools to join on wire. Lot Man capable of putting show on the lot and taking show off the lot and help look after the back end. Red Hicks—If you are at liberty, get in touch.

WANT OUTSTANDING SENSATIONAL FREE ACT TO JOIN FOR WEEK OF AUGUST 29 AND BALANCE OF SEASON

All replies H. B. ROSEN, c/o Western Union, Livingston, Tenn., this week

FOR SALE—IMMEDIATE POSSESSION
COMPLETE ORGANIZED CARNIVAL

Six major Rides, Kiddie Rides, Office, Shows, good Transportation, Searchlights, Welder, Winch and many extras. Located in center of United States. You must see this one to appreciate it. Wire or write

Box D-133, The Billboard
2160 PATTERSON ST. CINCINNATI, OHIO

WANTED

Rides and Concessions for Cotton Festival, Sept. 26 thru Oct. 1. Contact

MITCHELL HOGAN JR.
2641 Day—2815 Night
Wardell, Missouri

WANT—FIDLER UNITED SHOWS—WANT

For Fat Steer Show, Avon, Ill. (on the streets), Aug. 17-20; Annual Celebration, El Paso, Ill., Aug. 24-27; Farmer Days' Annual Celebration, Badford, Ill., Sept. 3-5.

HANKY PANK CONCESSIONS OF ALL KINDS. FOREMEN AND SECOND MEN FOR 32-FT. ALLAN HERSCHELL MERRY-GO-ROUND AND #5 FERRIS WHEEL. Must drive our semi-trailers. Heading for Arkansas.

Address SAM FIDLER, Mgr., Avon, Ill., this week

B & J AMUSEMENTS

Want Hanky Panks, Cotton Candy, Candy Apples, Popcorn, Peanuts and Mitt Camp for Powhatan Point, Ohio, Aug. 22-27; followed by Philo, Ohio, Aug. 31-Sept. 3. All replies to

Belpre, Ohio, this week

WANT—TIVOLI EXPOSITION SHOWS—WANT

10—MORE BIG FAIRS TO GO—10

SIDE SHOW OPERATOR WITH OR WITHOUT EQUIPMENT TO JOIN IMMEDIATELY. PENNY ARCADE AND HANKY PANK CONCESSIONS OF ALL KINDS. ALSO ONE MORE MAJOR RIDE THAT DOES NOT CONFLICT.

All address H. V. PETERSEN, Mgr.
DUBUQUE, IOWA (FAIR), this week; ANNA, ILL. (FAIR), next week.

Thank You
EDDIE DIETZ

owner Eddie's Expo. Shows, for your Chevrolet tractor purchase.

"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

LEE UNITED SHOWS

Want for Greenville, Mich., Fair, Aug. 24-27; Winn, Mich., Street Celebration, Sept. 1-2-3, and Farwell, Mich., Labor Day Celebration.

GIRL SHOW AND HANKY PANK CONCESSIONS.

Address CHARLES H. LEE, Mgr.
EVART, MICH., AUG. 16-20.

FOR SALE

Late model Custard Machine mounted on truck with soda fountain to make a perfect milk bar. Ideal for amusement park or stationary road stand. All equipment used less than six months. Price $2,000.00.

C. SABIO
27 Rossiter Ave. Paterson, N. J.

MIDWAY CONFAB

• *Continued from page 61*

and a Nu-Pike attractions operator, left Los Angeles Monday (8) for New York to visit relatives. . . . Show Folks of America in San Francisco recently welcomed both former members and new ones to its ranks, **Charlotte Porter**, president, reported. Among those added to the membership were **George Wilder** and **David Fine**, of the Foley & Burk Shows; **Fay Haffner**, **Max and Gloria Tratch** and **Don Gilbert**, of the West Coast Shows; **T. M. Scarbough**, Fair Time Shows, and **Alice Scardacci**.

Pat Purcell, formerly of The Billboard but now with Nascar, recently visited the clubrooms of Show Folks of America in San Francisco. . . . **Mrs. Lee Smith**, of the Foley & Burk Shows, now playing the San Francisco bay area, is reported on the sick list.

Ralph L. Collins, veteran ride operator, recently took his kid rides on the road to play fairs and celebrations. He had them on location in Kearney, Neb., for several weeks and while there **Emil Sitz** brought his antique Merry-Go-Round organ out for several nights to entertain the patrons. The musical device dates back to around the turn of the century.

Lou Pease reports he has left the Wolfe Amusement Company to play fairs with his Girl Show and beat the dealer table. **Myrtle Strickland** and **Sandy Betts** are dancing in the show, and **Billy Pease** is handling six cats. . . . **Lisa Del Mar**, who opened the season June 4 with her Side Show on Hill's Greater Shows, recently built a 40-foot front for her Girl Show, managed by **Terri Allen**.

Mary Morrissey, sister of Royal American's press agent, **Frank**, visited the show at its Fort Williams-Port Arthur stand. She was accomplished by a friend, **Josephine Carey**, both of whom are school teachers in Manschester, N. H.

The **Charles Larkees**, he's assistant manager of Tip Top Shows, recently became parents of a nine-pound son, **David Alan**.

H. W. Bartholomew, **Sid Crane**, and **Punk Smith**, all of American Beauty Shows, flew from Kirksville, Mo., to Marion, Ill., to attend the funeral of **Al Sterner**, of Buff Hottle No. 2 Shows. Sterner was accidentally killed by a high voltage charge on the Marion fairgrounds.

Charlie Bochert, manager of the Mineola (N. Y.) Fair, was among the visitors to the Orange County Fair, Middletown, N. Y., last week. Normally busy at this time, Charlie has something of a breather since his fair is canceled. The event will run next year, however, and the amiable exec is busy even now formulating plans.

Jules Lasures is making his first spot this season with his block pitch at the Middletown (N. Y.) Fair. He will make a few more spots before heading back for another long stretch at his Florida home. His daughter, **Mimi**, and son-in-law, **Harry Sussman**, were also on hand at the event with the I. T. Shows.

WANTED

LABOR DAY CELEBRATION

Bingo, Eating Stands, Ball Games, any Legitimate Concessions. Palmetto Riding Devices on midway. Opening Aug. 30, with Southern Railway pay day. All address

STOKES DEVEREUX
SPENCER, N. C.

RIDES WANTED

4 OR 5 RIDES FOR ANNUAL LIONS' CLUB CARNIVAL, Sept. 15, 16, 17.
Prefer Ferris Wheel, Whip, Electric Cars, Loop-O-Plane. Contact

G. H. BECK
Carnival Chairman, Baxter Springs, Kan.

FORREST C. SWISHER

Wants Man and Wife for trailer snow, Corn and Floss; Agents for Jewelry Bee Hives, Sets, Hit & Miss Cats, Pea Pool, Buckets and Six Cats. With Parada Shows, all Fairs, two a week. Mound City, Kansas, Aug. 17-20; Paola, 22-24; Archie, Mo., 25-27; Garnett, Kans., Sept. 1-3; Deepwater, Mo., 5-6; Longton, Kans., 8-10.

W. G. WADE SHOWS

UPPER PENINSULAR STATE FAIR
ESCANABA, MICH.
Tuesday Sunday
Aug. 23 thru Aug. 28
FREE GATE

—CAN PLACE—

Outright Sales Privileges of all kinds—Ice Cream, Custard, Cookhouse, Grab, Bozo, Popcorn, Taffy, Names on Hats, Peanuts, Short Range, Novelties, Archery, Air Gun, Foot Longs, Pronto Pups and any other outright sales stand, game or catering.

—SHOWS—

Can place for Escanaba and/or Michigan State Fair at Detroit, Glass House and one more Bally or Grind Show with flashy front.

All replies via Western Union to
W. G. WADE SHOWS
Fairgrounds, Mason, Mich., all this week.

PARAKEETS
BABIES
$1.25

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service
Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

BINGO HELP

Want capable, sober, Bingo Countermen.

Wire BILL STACEY
Fairgrounds, Mason, Mich.

Strangest Attractions on Earth

Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunken Heads. Many others. Send for folder.

TATE'S CURIOSITY SHOP
3858 E. Van Buren
Phoenix, Arizona

SHORTER'S SHOWS

Want Grab, String, Coke Bottles, Ice Cream, Snow Cones, Six Cats, etc. Animal Show, Ride Help with chauffeur's license. Agents, come on, will place you. Will buy for cash #5 Wheel or will lease the same. Contact Manager Shorter's Shows at fair, Mount Ayr, Iowa, Monday, Aug. 15, thru Saturday, Aug. 20, then Corylon, Iowa, Monday, Aug. 22, thru Thursday, Aug. 25.

PARADA SHOWS

Want Wheel Foreman, People for Fun House and Midget Horse Trailer, Shows, Hanky Panks. Fairs, two a week until closing; come on, we will place you. Need Stock Agents. Mound City, Kans., Aug. 17-20; Paola, Kans., 22-24; Archie, Mo., 25-27; Garnett, Kans., Sept. 1-3; Deepwater, Mo., 5-6; Longton, Kans., 8-10.

MARYLAND BAZAAR CO.

Forestville, Md., 10 miles from Washington, D. C., next week. Can use Hanky Panks for three Maryland Fairs, then Florida for winter. Only one of a kind booked. This week Bel Air, Maryland, Fair. Use Ride Help at all time, no driving.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

www.americanradiohistory.com

Bill Shoemaker Appoints Sheaks As Show Manager

BARBOUS, Pa., Aug. 13.—Bill Shoemaker, owner of Shoemaker's Tri-State Shows, this week appointed Floyd Sheaks manager of the organization. Shoemaker is running for county commissioner of Columbia County and plans to spend most of the late summer and early fall weeks campaigning for the job.

Sheaks, who has been an outdoor showman for over 30 years, managed a beach in North Carolina last year. In addition to his managerial duties, he will have popcorn and candy apples.

Shoemaker also announced that the show would go south this year. Mel Sober, general agent, has booked dates in Maryland and Virginia and is working on a route that will include towns in South Carolina. Show will head south following the Gratz, Pa., fair.

THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR "THE BIG ONE"—THE DU QUOIN, ILL., STATE FAIR, OPENING SUNDAY, AUG. 28. ONE OF THE TOP TEN FAIRS IN THE NATION. ONE-HALF MILLION PAID ATTENDANCE IN 1954. PREMIUMS AND PURSES UP TO HALF MILLION DOLLARS. GEORGE GOBEL, McGUIRE SISTERS AND OTHER TOP ENTERTAINERS FEATURED IN THE GRAND STAND.

THIS, ALONG WITH 10 OF THE TOP FAIRS IN THE SOUTHEAST, INCLUDING THE SOLDIERS' FAIR AT FORT BENNING, GA., WHICH FIGURES TO BE ONE OF THE OUTSTANDING ENGAGEMENTS OF THE YEAR. TO BE HELD INSIDE THE GATES OF THE GOVERNMENT INSTALLATION.

SHOWS Well-framed Side Show with own equipment. Motordrome, with Riders and own equipment. Jig Show with own equipment. Fun and Glass House, Fat Show, any well-framed Walk-Thru Show, large and small Horses or other Grind Shows of merit. Liberal Percentage to well-framed Shows.

RIDES Dark Ride, Rock-o-Plane, Scrambler, Roll-o-Plane, Rocket. Will also book or lease Ferris Wheel or other Rides that do not conflict.

CONCESSIONS All types, including Cotton Candy, Snow Balls, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Water Games or any other legitimate Concessions (no exclusive during fair).

All interested parties come on now for first consideration at these major spots *Contact all this week and get in on the ground floor*

THOMAS D. HICKEY
Mississippi Valley Fair
DAVENPORT, IOWA

OR

DON GRECO
Room 525, Blackhawk Hotel. Phone: 3-2711
DAVENPORT, IOWA

LOOK — CONCESSIONS — LOOK
KYOWVA TRI-STATE FAIR
HUNTINGTON, W. VA.
Downtown Location—Field House and Grounds
AUGUST 30-SEPT. 5
OUR STATE FAIR UNIT—VERY LIMITED SPACE

This Is the First Offer of the Space—When the Small Allotted Space Is Sold No More Is Available.

WE CAN PLACE LEGITIMATE GAMES, DIRECT SALES, CONFECTIONS, COOKHOUSE, NOVELTIES, ETC.

GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. AX 9-1193 COLUMBUS 8, OHIO

WANTED AT ONCE
2—PHONE MEN—2
1—PROMOTER—1

For Hollidaysburg, Pa., Lions' Club County Fair, Sunday, Sept. 4-10.

Would like Man and Wife team. Display Space, Book, Tickets, Banners. Office and phones ready. Contact at once T. TINO, Asst. Mgr.

CARAVELLA AMUSEMENTS
Per route.

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Want for CUMBERLAND, MARYLAND, FAIR, August 22-27;
FAIRFAX COUNTY FAIR, ALEXANDRIA, VIRGINIA, to follow.

CONCESSIONS—Want Cookhouse for balance of season, Long and Short Range Gallery, Eating and Drinking Stands, Age and Weight and all kinds of Merchandise Concessions. SHOWS—Want Snake Show and all kinds of Grind Shows. Can use one more good Girl Show with or without equipment. HELP—Want first-class Truck Mechanic and Helper with tools. Want all kinds of Ride Help, Semi Drivers preferred.

All answer SAM PRELL, Carlisle Fair, Carlisle, Pa.

Now Booking
CONCESSION SPACE
for National Dairy Cattle Congress
ELECTRIC PARK AREA
Waterloo, Iowa, Oct. 1-8
SHOWS: WANT 10-IN-1 OR SHOWS OF MERIT
LARSEN & TRUEBLOOD RIDES
ELECTRIC PARK, WATERLOO, IOWA
WRITE NOW!

FITZSIMMONS SHOWS
NEED FOR SEVERAL FAIRS AND CELEBRATIONS

Concessions: Balloon Darts, Cigarette Galleries, Class Pitch, Short Range, Mug Gallery and all Hanky Panks. We book one of a kind, no flats.
Shows: Motordrome, Side Shows, Snake Show and any Ding Show.
Rides: Need Flat Ride or any non-conflicting Ride.

All Kansas and Colorado Fairs until Nov. 1. Osborne, Kansas, Aug. 16 to Aug. 19; Leoti, Kansas, Aug. 22 to Aug. 24.

ROY FITZSIMMONS

ANCHOR TENTS

The Showman's Choice
Finest Materials—60 Yrs.' Experience.
Recognized as the Tent House of
FIT—STYLE—AND QUALITY
Concessions—Shows Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops
4 DAYS' SHIPMENT MOST SIZES.
Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

IDEAL RIDES
PAUL T. ROBERTSON

Want for Route of Good Fairs and Centennials Till October 8

CONCESSIONS—Fish, String Game, Hi-Striker, Coke Bottles, Ice Cream, Pronto Pups, Carmel Corn, Lemon Shake, Long and Short Range, Scales and other Hanky Panks. No racket or gypsies. Ride Men who drive. WANT Bingo for Odell, Ill., Community Fair, Aug. 30-31 and Sept. 1. A real good spot just before Mazon, Ill., Fair. Frank Westfall, contact. Jack Stahl wants Agents for brand-new Bear Pitch, Cigarette Block and Pitch-Till-U-Win. Clay County Fair, Brazil, Ind., this week; Menard County Fair, Petersburg, Ill., next week; Odell, Ill., next. Also booking for Labor Day at Ashkum, Ill. Wire me at Brazil this week.

PAUL T. ROBERTSON

HARTFORD CITY, IND., FALL STREET FESTIVAL
Sept. 13-17

Want legitimate Stock Concessions, all kinds. No exclusives but will not overload. Several good locations still available. Shows that can set on streets. All replies to

TOM L. BAKER
2257 Madison Ave., Indianapolis, Ind.
Phone Garfield 4584

WANTED AGENTS WANTED

Skillo, Count, Pin, capable Help to work around Skillo. One more Colored Fair, then 11 White Fairs. We just signed a contract for the biggest Celebration in the South starting Sept. 11. Watch next week's Billboard. Want experienced Man with P. A. sets to take over 2 well-framed Girl Shows. Edd Gtiffin wants Cookhouse Help.

Wire care Western Union, Clarksville, Tenn., Fair now; or come on in, will place you. Gallatin, Tenn., Fair next week.

CHARLIE GRIGGS, Tennessee Valley Amusements

ROHR'S MODERN MIDWAY

With a solid route of bona fide Fairs and Celebrations from now—until.

Ride Help on all Rides. Hanky Panks, Basketball, Bumper, Ball Game, Novelties, Coke Bottles, Dish Pitch, etc. Agents for Office Owned Concessions. Will book Fun House, Mechanical Show or what have you.

D. J. ROHR
CULLOM, ILLINOIS, AUGUST 16-20; HENNEPIN, 25-28

WANT
EXPERIENCED LOT MAN AND ASS'T. MANAGER. SALARY $100.00 PER WEEK.
Must be a capable and sober Man who can produce.
Also place first-class MECHANIC with tools who is not afraid to work.
SALARY $75.00 PER WEEK.
This is a Ten Ride Show. Long season South. Box D-132, c/o The Billboard, Cincinnati 22, Ohio.

GREAT JONES COUNTY FAIR
MONTICELLO, IOWA, AUGUST 22-27

Can place Age and Weight, Custard, Ice Cream, Short Range, Ball Games, Hanky Panks, Hats, Six Cats and Hi-Striker. Want Athletic Show and Fun House. Ride Help on all rides who drive semis.

SUNSET AMUSEMENT CO.
Northwood, Iowa, Fair until Aug. 17; Decorah, Iowa, Fair until Sunday, Aug. 21.

WANTED

Rides, Shows, Concessions, Popcorn, Apples, Ball Games, High Striker, Fish Pond, Buckets, Six Cats, Hoop-La, any non-conflicting Concession. Help on Rides, Semi Drivers. Miamisburg, Ohio, on the streets, Aug. 22-27; Kalida, Ohio, Annual Pioneer Days, on the square, Aug. 31 to Sept. 3.

A. R. BRIGGS SHOWS
MILAN, IND., HOMECOMING THIS WEEK.

WANTED
Concessions: Shows for all Fairs. Missoula, Mont., Fair this week; Sundance, Wyoming; Buffalo, S. D.; Bowman Beach, N. D., follow; then South.
Ride Foreman and General Help, Drivers. Slim Anderson wants Agents. Photos, Grab, Bingo and all Hanky Panks open. Write, wire per route.

J. R. LEERIGHT
LEERIGHT'S MIDWAY SHOWS

WASHINGTON COUNTY FAIR
GREENWICH, N. Y., AUGUST 22-27

This is a good one. Huge Advance Ticket Sale. Action every day. Want legitimate Games of all kinds, Direct Sales, one Eating Stand, Novelties, Age, Scales, what have you? One Show of merit.

ROBERT D. KELLOGG
Outdoor Amusement, Stillwater, N. Y.

CAN PLACE
For Our Bona Fide Fairs

CONCESSIONS: Photos, Novelties, Custard, Glass Pitch, Hanky Panks of all kinds. Monkey or Side Show. Can use sober Ride Help. Doc, contact us. Have State Fair Carnival.

QUEEN CITY AMUSEMENT SHOWS, INC.
P. O. BOX 456 MERIDIAN, MISS.

FOR SALE

Merry-Go-Round, Eli Ferris Wheel, Smith & Smith Chairplane. All in perfect shape. Cable and Junction Boxes, transportation. Will sell all or one at your own price. Must be sold in 10 days. Call only if definitely interested.

JOHN McGEE
Stonewall Hotel Danville, Va.
Phone 3700

WANT PARTNER-MANAGER

For high-class Mental Act and Horoscope Pitch. Must have carnival experience, knowledge of publicity and be able to work on best shows and best spots. Must know Southern Fairs. Single, age 35 to 45, male, sober and reliable. Reference required. Start after first of year. All reply by sealed mail only to

CHARLES EYER
621 E. Ninth Street Indianapolis, Indiana
P. S.: Billy Babs, have good proposition for you.

Ky.'s Best County Fair ★ ★ ★ Ky.'s Best County Fair
MARSHALL COUNTY FAIR, BENTON, KENTUCKY, AUG. 23-27—DAY AND NIGHT
Last Call: Open Midway, No Exclusives, No Independents.

Can place Concessions of all kinds, especially want Popcorn, Candy Apples, Eats and Drinks, Photo, Age and Scales, Novelties, Hats, Long and Short Range, Mitt Camp, Darts, Fish Pond, Pitch-U-Win, Six Cats, Buckets, Big Tom, Jewelry, Girl Show, Monkey Show. RIDE HELP. Wire ROXIE HARRIS, Western Union, Benton, Ky.

SCRAMBLER FOREMAN WANTED
Join at Factory loading, August 24, a lucrative salary if you are worth keeping. Also Octopus Foreman, Second Men who drive, Cookhouse or Grab, Hanky Panks; Shows open, long season South. Contact Boone, Iowa, Aug. 15-18; Perry, 19-22; Bloomington, Mineral Point, Lancaster, Wisconsin, follow.
DYER'S GREATER SHOWS

STOCK TICKETS
1 Roll ..... $ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
ROLLS 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture
TICKETS
of every description
Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio

SPECIAL PRINTED
Roll or Machine — Cash With Order. Prices — Double coupon, double price
2,000 ..... $ 6.90
4,000 ..... 7.80
6,000 ..... 8.70
8,000 ..... 9.60
10,000 ..... 10.50
30,000 ..... 15.50
100,000 ..... 33.00
500,000 ..... 133.00
1,000,000 ..... 250.00

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AL WILLIAMSON WANTS
FOR
MINNESOTA AND OKLAHOMA STATE FAIRS
Agents for Cat Rack, Buckets, Big Tom and Hanky Panks. Will have one Bucket Store with Women Agents and one with Men. Must be experienced and able to grind.

(JIM RADCLIFF, CONTACT).

Will be with Badger State Shows, Park Rapids, Minn., Aug. 15 thru 17; Bagley, Minn., 18 thru 20; then address c/o Ryan Hotel, St. Paul, Minn.

A.M.P. SHOWS
Buggy

WANT FOR ROCKY MOUNT, VA.; NEWCASTLE, VA.; BENNETTSVILLE, S. C., AND DURHAM COL. FAIR

CONCESSIONS—Lead Gallery, Hoop-La, Penny Pitch, Hi-Striker, Ball Games, Custard, String Game, Glass Pitch and others.

SHOWS—Jig Show, Monkey, Snake, Animal, Fat, Unborn, Wildlife, Dope Show, or any other new and worth-while Show. Can always place sober semi driver and Ride Men. All replies

A. M. PODSOBINSKI

This week Marlinton, W. Va.; next week Rocky Mount, Va.

JOHNNY T. TINSLEY SHOWS
"America's Most Modern Midway"

WANT FOR THE FOLLOWING SOUTHERN FAIRS: KINGSPORT, TENN., AUG. 22-27; LAWRENCEBURG, GA.; NEWNAN, GA.; ANNISTON, ALA.; GRIFFIN, GA.; THOMASTON, GA., AND EASLEY, SO. CAR.

RIDES—Kiddie Rides, Coaster, Train, Boats.

CONCESSIONS—Age and Scale, High Striker, Frozen Custard and Hanky Panks of all kinds. Want Bingo immediately for balance of season.

SHOWS—Side Show, Monkey and any good legitimate Grind Show.

All Address: JOHN T. TINSLEY, Mgr.

Johnson City, Tenn. (Fair), this week; Kingsport, Tenn., next week.

BEAM'S ATTRACTIONS
MONTGOMERY CO. FAIR
GAITHERSBURG, MD., NEXT WEEK

Want Shows and legitimate Concessions. HELP for Cookhouse and Concessions needed. Experienced Cat Men wanted. Show out until November 1. Fairs at Wilson, Dunn, Taroboro, Snow Hill, Kinston, Roxboro, all North Carolina. Contact

BEAM'S ATTRACTIONS

MANASSAS, VIRGINIA, THIS WEEK.

WILLIAM T. COLLINS SHOWS
WANT FOR THE BALANCE OF SEASON

SIOUX FALLS, S. DAK., EMPIRE FAIR; LINCOLN, NEBR., STATE FAIR; SPENCER, IOWA, CLAY COUNTY FAIR; TULSA, OKLA., TULSA FAIR AND EXPOSITION.

Can place Foot Long Hot Dogs, Ice Cream Bars, Floss and Snow Cones, Popcorn, legitimate Hanky Panks. Want Second Men on all Rides, must drive.

BILL CHALKIAS WANTS FOR SIDE SHOW Tattoo Man, Sword Swallower, Musical Act.

Address ALL IOWA FAIR, Cedar Rapids, Ia., this week.

CRAWFORD COUNTY FAIR
OBLONG, ILLINOIS, AUG. 29-SEPT. 2

PALESTINE, ILL., LABOR DAY CELEBRATION

SEPT. 3-4-5 AND UNTIL END OF SEASON

CONCESSIONS—Can place Merchandise Concessions, Photo, Striker, Custard, Derby, Short Range, others.

SHOWS—Want Flashy Girl Show for Oblong—any other worth-while Show.

HELP—Always room for sober Ride Men. Concessions can join for Benton County Fair, Boswell, Ind., next week.

FOR SALE—No. 5 Wheel, Chair-o-Plane, both in good condition.

BAKER UNITED SHOWS

WABASH, IND., FAIRGROUNDS THIS WEEK.

MOTOR STATE SHOWS
COUNTY FAIR UNIT

Want for Erie County Fair, Sandusky, Ohio, Thursday, Aug. 18 through Sunday, Aug. 21. Other Fairs to following, including bona fide Mississippi and Tennessee Fairs until November.

Want Hanky Panks of all types, Photos, Scales, Age, Glass Pitch, Jewelry, etc. Can place Chairplane for balance of season. HELP: Want Foreman on Wheel and Foreman on Rock-o-Plane. Lushers, stay where you are. You won't last here. Can place Snake Show, Mechanical Show and other Shows that cater to children. No phone calls. Wire J. J. FREDERICK, Harrison, Mich., until Aug. 20, or BILL VANDERGRIFT, Unit Mgr., care of Fair, Sandusky, Ohio.

LAWRENCE CARR SHOWS
Want for BURLINGTON, MASS., FAIR, August 24 thru 27 inclusive; also CONTOOCOOK, N. H., FAIR, September 2, 3, 4 and 5 inclusive

Shows and Concessions of all kinds, including Girl Shows, Eating and Drinking Stands.

LAWRENCE CARR, 196 Wildwood St., Wilmington, Mass., or HARRY J. TROCK, Bus. Mgr., 86 Bowdoin St., Boston, Mass. Capitol 7-1700.

A-1 TALKER WANTED
For Minstrel Show. Have terrific route in South for Jig Show. Want Candy Pitchmen and general Help for Jig Show. Also want Girls for two Girl Shows. Pat Paris, what happened? All replies to

HEDY JO STARR

c/o Gem City Shows, Davenport, Iowa, this week; Macomb, Ill., next week; then Du Quoin State Fair, Du Quoin, Ill.

CLUB ACTIVITIES

National Showmen's Association
317 West 56th Street, New York

NEW YORK, Aug. 13.—Funeral services were held Monday (8) at St. Mary's Mount Carmel Church in Utica for Jean Dellabate, who died in that city on the previous Friday. Many friends and personnel of the James E. Strates Shows attended, and numerous flowers and telegrams were received from various shows. The wife of Ernest Dellabate, she had been an organizer and life member of the Ladies' Auxiliary of the association, and a member of the Miami and Tampa clubs.

Still on the sick list is Charles (Doc) Morris, at Escambia General Hospital, Pensacola, Fla. Sol Wahnish, still on the mend after an accident a year ago, is visiting his sister in Connecticut and writes that he is coming along nicely.

Bess Hamid and Joe McKee continue to send in money on the Award Books they are getting rid of, and Jack Eichholz has asked for an extra supply of books. Altho most of the members are away, some drop in during the daytime to watch television. Recent visitors included Leon Nowitzky and wife, of Norfolk, Va., and a group of friends, Alfred Drexler, Steve Libitz, Louis Rader, Emanuel Jacknowitz, Joseph Agule, Harry Greenberg, Charles McIsaac, Ralph N. Endy, Harry Levine, Harry Joffe, Al Burt, Albert Halpin, Larry Neumann, Henry Kaufman and others.

Happy birthdays to William Heiman, John H. Marks, George Rector, Harry Schwartz and Jack Wright Jr., all August 15; Harvey (Doc) Cann and Herman Jacobson, 16; David E. Brown and Allan A. Travers, 17; Oscar Bittler and Maurice Elk, 18; Frank Podmore, 19; James Peterson and John G. Politza, 20, and Joseph Bergamo, Tony Lewis, John P. Miller and Howard Ramsey, 21.

Show Folks of America
145 Turk St., San Francisco

SAN FRANCISCO, Aug. 13.—The regular Monday (8) meeting was called to order by President Charlotte Porter. Other officers present included Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

Jack Christensen volunteered his assistance to Whitey Monette, chairman of the fall banquet and ball. It was reported that Marjorie Latiker now has 101 names embroidered on the tablecloth she is preparing for the ladies' bazaar.

Membership was saddened by the death of a former member, Joy Erwin Nichols Phillips, who passed away in mid-July.

A party was held after the meeting to celebrate President Porter's birthday. Albert Roche, corresponding secretary, also celebrates his birthday on the same day, but wasn't present. Hot chicken pies and a birthday cake were served.

Showmen's League of America
54 W. Randolph St., Chicago
Hotel Sherman

Ladies' Auxiliary

President Viola Parker had a nice Wisconsin vacation. Visited with the Joe Streibichs and the Ned Tortis.

Sick list includes Claire Sopenar, Alice Hill and Carmelita Horan, all recuperating at home. Nan Rankine's son, Tom, is improving after a serious illness. Ann Belden recuperating in her Oak Park, Ill., home.

Death donation cards have been sent out. New membership cards are ready and can be obtained from the secretary, Elsie Miller, 3852 West Irving Park Road, Chicago 18.

Phoebe Carsky and Evelyn Hock, chairman of the Cancer Book awards, have already mailed out the booklets. Lee Gluskin is back after a Minnesota vacation. Carmelita Horan, chairman of the bazaar, reported plans shaping up well. Frieda Rosen will assist her. Mrs. Milo Anthony is making a stole for the bazaar. Minnie Simmonds is in Toronto.

Etta Henderson and Grace Goss are driving new Cadillacs, gifts from their husbands. Pearl Hall, Ethel Wadoz and Ruby Knippel busy readying their concessions at the Wisconsin State Fair. Phoebe and Lynn Carsky are on an Eastern jaunt.

Meetings will be resumed in October at the Hotel Sherman clubrooms.

HELP WANTED
First-class Ferris Wheel Man. Salary no object to man who can produce and can stay sober. Report at once. Either Salem, Ind., Fair Grounds; Emminence, Ky., Fairgrounds, or Fern Creek, Ky., Catholic Church Picnic.

Louis T. Riley Rides

WANT
Concessions for Grand Island, Neb., Fair, August 23-27; also Girl and Athletic Shows for Howard County Fair, St. Paul, Neb., August 30-September 2, and a good route to follow.

W. A. THOMAS SHOWS

Central City, Neb., August 18-20

FOR SALE

1 36 foot Merry-Go-Round, 20 Horses, 2 Chariots; 1 Eli #5 Wheel, 1 Smith & Smith Chairplane; 1 Auto Kiddie Ride, with or without transportation. Come and see these rides in operation; all in first-class shape. Will deliver after Labor Day reasonable distance. Also Bingo, Grab, Dart Game, several odd pieces of Show Property. Contact L. H. EASTMAN, c/o Eastman Shows, Wilcox, Pa., week Aug. 15; Emporium, Pa., week 22; West Field, Pa., week Aug. 28 to Sept. 5, or home address, Salamanca, N. Y.

FLY-O-PLANE FOREMAN
Top wages to sober, experienced Man. Also Second Man. Contact

JACK GALLAGHER

Fair Grounds, Bel Air, Md.

SPEEDY SAYRES
Wants Drome Rider for Milwaukee, Wisconsin, State Fair, Aug. 20. Steady work on through Dallas, Texas, State Fair.

SPEEDY SAYRES

Bowling Green, Ohio

FROM THE LOTS

Mighty Hoosier State

PERU, Ind., Aug. 13.—Show arrived at Miami County 4-H Fairgrounds here Sunday (31). Previous stand was Green County Fair, Worthington, Ind. Altho there was a verbal agreement that the show could set up Sunday, the fair board denied permission because of conflict with an afternoon-night horse show. This, said Owner-Manager W. R. Geren, was a breach of contract. The show encountered the same difficulty here last year. Meanwhile, trucks and trailers, which had arrived at 10:30 a.m., were on the grounds in 94-degree temperature, and were without water and electrical facilities until the afternoon.

Playtime

BUZZARDS BAY, Mass., Aug. 13.—Roger Lavelle, cat rack and milk bottle concessionaire, is recovering from a recent operation at St. Elizabeth's Hospital, Boston. William (Slim) Dean has been transferred from rides to concessions, and is now a talker on the Greyhound Racer.

John Quincy Kenn is operating a dime pitch on the show. He rejoined recently after four months in the hospital, where he had a bout with polio. When the show played Provincetown, Mass., recently, Owner Burr gave employees a party at a night club.

Joining recently were Maurice Beaupet and Everett Slocum, as foreman and second man, and Rajah Rabo with his reptile show. A house warming party was given Mr. and Mrs. John W. Langill by show personnel when the show played Orleans, Mass., recently.

WADE GREATER SHOWS
CAN PLACE AT
GRATIOT COUNTY
AND
ITHACA, MICH., CENTENNIAL
ON THE STREETS
AUGUST 23 THRU 27

LEGITIMATE CONCESSIONS OF ALL KINDS and all outright sales privileges, Ball Games, Water Games, Dart Games, Block Pitches, High Striker, String Games and all others.

ALSO

Photos, Grab, Novelties, Cotton Candy, Popcorn, Names on Hats, Long and Short Range Galleries.

RIDE HELP

Foremen and Second Men on all Rides. Must be fully experienced. Building up our crews for Michigan State Fair. Sure pay. No drunks wanted.

Apply to

HARRY LOTTRIDGE, MANAGER

CHELSEA, MICH.

CARNIVAL BIRDS
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CANARIES

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Write us for prices

CONRICK BIRD FARM

8900 South Western Ave.

Los Angeles 47, Calif.

Phone PLeasant 8-5294

BINGO CALLERS
WANTED AT ONCE

HARRY AGNE

King Reid Shows, Skowhegan, Me., this week; Rhinebeck, N. Y., next.

ATTENTION
AL (WHITEY) HUNT
Come in immediately. Twelve more fairs. Need Side Show Talker.

BILLY LOGSDON

Care JOHNNY'S UNITED SHOWS Carmi, Illinois

AGENT—EXPERIENCED
At Riverview Park

Women past 40, single, for Block Hoop-La.

Phone: Longbeach 1-1900 before 11 a.m. or write ADOLPH KOSS 4601 Sheridan Road, Sheridan Plaza Hotel, Chicago, Ill.

WANTED
Count Store, Bucket and Over-12 Agents.

CHUCK DUMA

Sandy Beach Park, Russells Point, Ohio

Phone 4-6431

SIDE SHOW HELP WANTED
Fire Eater, Pin Cushion, Girl Sword Box, Ticket Sellers, Half & Half for annex. All people join here. Wire no time to write. 12 more Fairs. Joe Hurst, Phil Troy, People who worked here, answer. Join here now.

EARL MEYER

c/o O. C. BUCK SHOWS Elmira, N. Y.

SEARCHLIGHTS
Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, $250. Brand-new Generators, still crated, 16.5 kw., $550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, $75.

J. PILE

825 Becker Road Glenview, Ill.

Glenview 4-1240 or Mulberry 5-3510

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Royal Midwest Names Buddy Braden Mgr.

ALBION, Ill., Aug. 13.—W. F. (Buddy) Braden, long-time staffer of Royal Midwest Shows, was this week named business manager of the organization by Roxie Harris, owner-manager. Braden held the same position during the '53 and '54 seasons. He succeeds Dallas Duncan.

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.

Representative G. C. Mitchell

BILL SANDERS

WANT WANT

AGENTS

For the following concessions: Pen Game, Penny Pitch. Also Count Store Agents.

This week, Columbus Junction, Iowa; next week, Iola, Kansas; then Coffeyville, Kansas.

S. B. WEINTROUB

Care Don Franklin Show No. 2

GIRLS WANTED

Experienced or inexperienced. Wardrobe furnished. Nine more weeks of fairs. After that night club work. Need Talker and Ticket Sellers who can drive semis.

CLARENCE THAMES

20th Century Shows

Owatonna, Minn., this week; Albert Lea, Minn., next week.

WANTED

for

VANCOUVER, B. C., FAIR

U. S. and CANADIAN AGENTS

Need two Rat Game Agents and other P. C. Dealers. Also Agents for Ball Games, Age & Weight and other Hanky Panks. One Color Dart Agent. Wire C. P. R. Telegraph Office. Will call Department, Vancouver. Will meet U. S. Agents at Blaine, Washington, Aug. 22.

VIRGIE WATERS

WANT FOR

BOWIE COUNTY FAIR

NEW BOSTON, TEX., AUG. 23-27

SHOWS— RIDES— CONCESSIONS

Want Agents for Six-Cats

Brownie Bishop wants Agents.

12 FAIRS TO FOLLOW

Address

SLIM CANTREL

PITTSBURG, TEXAS, this week.

PARAKEETS

65c

Shipped daily f.o.b. Los Angeles. Cash, bank check or money order. Phone Oxford 6-4739

MURRAY'S Bird & Animal Farm

13133 East Ranier, Whittier, Calif.

WANTED

Experienced Ride Man. Year around job, good pay; must be all around man, understand electrical work and carpentry. Must be sober and reliable. Write

MAX GRUBERG

201 E. Broadway, Long Beach, L. I., N. Y.

READERS WANTED

For 12 State and County Fairs.

ERNEST DELLABATE

c/o James E. Strates Shows, Hamburg, N. Y., Fair now; Bath, N. Y., Fair follows.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

RAS Up 5% at Fort William

• *Continued from page 59*

exceeded all expectations, with 203,342 fairgoers clicking the turnstiles for a new record. General feeling on the midway was that Reginans were devoting more attention to the grandstand show and the racing program and playing it cautious insofar as spending was concerned otherwise. Front end business in particular was reported to be off.

RAS biz was up during the early part of the week at Regina and at the half-way mark it was an estimated 5 per cent ahead, with most of the spending being done at night. A 10-minute downpour late Friday afternoon had little effect on other departments of the fair but was said to have cut into early evening midway play. The day itself was a record one at the gate, with 40,560 on deck. Midway biz appeared to level off on the final two days.

Claxton Hits

Leon Claxton reported another hefty week for his "Harlem in Havana" show, topping his previous marks daily and topping the midway in Regina as he had done at previous spots on the circuit. Claxton, who has built up a tremendous following in these parts, won plaudits from fairgoers and in the local press for his fast-moving show. The Three-Leggers were particular standouts, with the Kubanas singing group and the Cuban Dolls dancing group clicking well.

Leon Miller's "Flashes of 1955" held up well at Regina as it has done around the circuit and kept up close to Claxton. Dick Best, making his first trip around the loop in several years, did okay with his Side Show, holding down third spot and beating last year's grosses daily. "Dancing Waters," the second time around, also did well.

Top money-maker in the ride department was the Scooter, as usual, and the Dowis Skywheel appeared to catch on better than last year.

During the week, four members of the Royal American Shrine club were made honorary life members of Wa-Wa Shrine temple, with Don Pells, assistant rabban and president of the Regina Exhibition Association, officiating. Honored were Carl J. Sedlmayr; Hal Hall, club secretary; Charles McDougall, president, and Harry Julius.

Reid Exits Canada

• *Continued from page 60*

New Brunswick, for a fair week's business. Moncton, railway center, took the week of July 25-30.

From Woodstock the King Reid Shows recrossed the international boundary for a four-day run in the pulp mill town of Millinocket, Me., then begin fair dates at Skowhegan, August 14-21.

Ride line-up during the Canadian tour has included a three-abreast Merry-Go-Round, twin Ferris Wheels, Octopus, Tilt-a-Whirl, Caterpillar and Chair-o-Plane plus seven kiddie rides and a pony track. Shows include a ten-in-one, Club Ebony, Pappy Boudreau's Motordrome, a wild life, a monkey drome and two girl shows. A walk-thru snake show and its trailer burned recently in transit.

In Club Ebony, Reid has his first sit-down show. This is a Charlie Taylor unit, fast-working and hard-grinding. Performers include a four-girl line, four-piece band, male quartet known as the Valtones, comic, featured fem and master of ceremonies. This is a half-hour show flashed with plenty of wardrobe.

Executives of the King Reid Shows include King Reid (Lefevre) owner-manager; Charles Joyce, general agent; Patrick J. Finnerty, legal adjuster; Arthur Pinsonault and Frank Follette, office and general utility, and Mae S. Hong, publicity.

NLRB Denies

• *Continued from page 59*

Huron, but it did not affect the show's business. The show moved out of Port Huron and into Ionia, Mich., last weekend without incident.

In '52 Karsh, then organizing carnivals under a charter granted by the Jewelry Workers' Union of St. Louis, signed the Cetlin & Wilson Shows, but a few weeks later the AFL brought about the revocation of the charter the jewelers had issued to him.

The picketing at Port Huron was the second of the season on an Eastern show. At Buffalo the Strates Shows were picketed on a Friday night by the Teamsters, but the Retail Clerks flew in their attorney, who obtained an injunction that ended the picketing the following day.

PNE Proposes Combined Plan For Aud, Arena

VANCOUVER, B. C., Aug. 13.—President of the Pacific National Exhibition, J. S. C. Moffitt, has come out in favor of combining proposed auditorium and sports arena plans here into a single project, using PNE land.

He confirmed the PNE will propose to the city that a bond issue be put to a vote in December. It would finance the $4,000,000 10,000-seat coliseum. Both provincial and federal grants will be sought also.

Moffit said auditorium statistics show that auditoriums alone are often financially unsuccessful while combined arenas and auditoriums have much greater revenue-producing abilities.

Present plans for a separate auditorium call for spending $2,750,000 and using a downtown site. Moffit pointed out that PNE property could be substituted and that the PNE staff could be used. Parking and other facilities already exist at the PNE site, he pointed out.

Heavy Fire Loss For Tony Barees

HAMILTON, O., Aug. 13.—En route from Scottsburg, Ind., where they closed the Thomas Joyland Shows, to join the Morris Hannum Shows in Dallastown, Pa., Tony and Monica Baress, Girl Show operators, lost their tractor, costumes, canvas, props, etc., in a fire here. Clarence Stuckey, tractor driver, was severely burned about the hands in trying to salvage equipment and performers' personal clothing. The loss was covered by insurance.

Barress immediately made arrangements to replace the lost equipment and repair the trailer, and had expectations of resuming operations late this week in Dallastown.

Complete Arrangements For St. Marys Outing

ST. MARYS, O., Aug. 13.—Attractions have been booked and final arrangements are being made for the August 25 Chamber of Commerce outing here, a non-profit event staged by the Chamber as a goodwill gesture. This year's affair, to be held in Villa Nova State Park, is expected to draw more than 15,000 people.

Dan Ells and Meredith D. Grubbs, co-chairmen, have booked Duke Labey, magician; Al Kane, of the Kenny Roberts and "Tic Toc Toy Shop" shows over WHIO-TV, Dayton, O., as strolling musician; Uncle Orrie, Windy Dan and Nosey the Clown as entertainment features. In addition, there will be kiddie rides, games, fireworks, a concert by the St. Mary High School Band, water sports, a beef barbecue and transportation and safety exhibits staged in co-operation with the Armed Forces, large industrial firms, State Highway Department, Red Cross, etc.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

WANT FOR FOLLOWING FAIRS—WANT

STARTING NEXT WEEK—WIRE FOR SPACE TODAY

IT COSTS NO MORE TO PLAY FAIRS HERE THAN STILL DATES AND PROMOTIONS THERE.

CONCESSIONS | All Eat and Drink Stands open. Any kind of Hanky Pank. X on Hats, High-Striker, Novelties, Scales. Good opening for Cookhouse. Blackie Woods, wire me. Will book Fish Pond, Ball Games, Mitt Camp, any Concessions that can work for stock. Some percentage open if you have Hanky Panks. Willie Lewis wants Agents.

RIDES | Wheel to dual with mine. Rolloplane, Tilt-a-Whirl, Spitfire, Rockoplane, Kid Rides; small percentage.

SHOWS | Fun House, Model Shows, Fat Show, Side Shows, Big Snake. WIRE WHAT YOU HAVE

Farmville, N. C., this week; Leaksville-Spray, N. C., next.

Then Martinsville, Va., White Fair; Martinsville Col. Fair; Greensboro, N. C.; Smithfield, N. C.; York, S. C.; Chester, S. C.; Greenville, S. C.; Anderson, S. C.

Wire BEN WOLFE

FAIR AND EXPOSITION SHOWS

FAIRS FAIRS FAIRS

MONROE COUNTY FAIR, TOMPKINSVILLE, KY., Aug. 22 thru 27; CLAY COUNTY FAIR, MOSS, TENN., Aug. 29 thru Sept. 3; OVERTON COUNTY FAIR, LIVINGSTON, TENN., Sept. 5 thru 10; RHEA COUNTY FAIR, DAYTON, TENN., Sept. 12 thru 17; DECATUR COUNTY FAIR, DECATURVILLE, TENN., Sept. 19 thru 24. Five more Fairs following in Georgia. Florida all winter.

CONCESSIONS—Want legitimate Concessions of all kinds. Want Bingo, Cook House, Photos, Popcorn, Candy Apples, Custard, Ice Cream, Novelties, Jewelry, Glass Pitch, Pronto Pups, Lead Gallery, Basketball, Ball Games, Fish and Duck Ponds, Pitch-Till-U Win, Buckets, Six Cats, P.C. Tables. No flaties tolerated.

SHOWS—Want Fun House, Glass House, Snake Show or any Grind Show with own equipment.

HELP—Want Foreman for Parker Merry-Go-Round, Second Men on all Rides. Pay every night in cash. Tiny Orlando wants Geek for Geek Show. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager

Albany, Ky., this week; Tompkinsville, Ky., Fair next.

PAGE & FERRIS SHOWS

Want for 3 outstanding New York Fairs. Batavia, N. Y., Aug. 23-27; Lieelt Valley, N. Y., Aug. 29-Sept. 3; Dunkirk, N. Y., Sept. 5-10.

These are the 3 Big Ones, then for 10 outstanding Southern Fairs

CONCESSIONS: Want Eating and Drinking Stands, Concessions of all kinds that work for stock. Positively no grift. Especially want Scales, Age, Photos, Auction and Jewelry. Sell ex on Custard, Novelties and Monogramed Hats. Want Cookhouse to join on wire. SHOWS: Motordrome, Mechanical City, Crime Show, Big Snake or any outstanding Grind Show. Also want Colored Minstrel Show with own equipment.

RIDES: Book Flyoplane, Rockoplane, Dark Ride or any new and novel ride not conflicting. Want Foremen for Chairplane and Tilt to join on wire. Can also place Second Men who drive and have license. Cliff Carter, come on. Place you same salary as last year. Also place Mildred on Bingo for $50 a week. Want first-class Mechanic with tools to join on wire. Salary no object if you can cut it. Join the show that plays a winner every week.

All replies to PAGE & FERRIS SHOWS

TITUSVILLE, PA., this week

WANT—DESBRO SHOWS—WANT

For ONTARIO COUNTY RETARDED CHILDREN'S BAZAAR, Geneva, New York, Aug. 22-27

Will book all Concessions.

Ride Help wanted on all rides

A. R. DESIDERIO, Gen. Mgr., Almond, N. Y.

JACK ALLEN, Concession Mgr., Sherwood Hotel, Hornell, N. Y.

MERRY-GO-ROUND

AVAILABLE NOW

36-ft. beautiful late model Allan Herschell in A-1 condition. Will book in Winter Park, Super Market location, Kiddieland, or what have you? Would make nice center piece in Kiddieland on large show.

Address ROSE WATSON

P. O. BOX 811 INDIANAPOLIS, IND.

SHOWS WANTED

FOR

KANSAS STATE FAIR, HUTCHINSON, KANSAS SEPT. 16-22

Want Drome, Side Show and any other attractive Shows with own equipment. TOMMY BLACKHALL and BOB EDWARDS, let me hear from you. All answers

J. Sciortino—GOLD MEDAL SHOWS

Huntingdon, Pa., Aug. 15-20; Ronceverte, W. Va., Aug. 22-27. W. G. Wade Shows, Detroit, Sept. 1-11.

TENNESSEE VALLEY AMUSEMENTS

14 County Seat Fairs

America's oldest colored fair, Gallatin, Tenn., next week, followed by the South's largest Centennial Celebration, on the streets, 7 Big Days.

Will book Skillo, Count and Pin Stores, Buckets, Swingers, Six Cats, Lead Gallery, Photos and Hanky Panks of all kinds. SHOWS: Any kind except Girl Show. RIDE HELP: Merry-Go-Round and Wheel Foremen. Drunks will not be tolerated. Blackie Collins, I wired you. Get with the show that has the fairs. None of ours are pending. Clarksville, Tenn., Fair this week; Gallatin, Tenn., Fair next week. Phone or come on.

THEO. MEADOWS, Mgr.

F. C. BOGLE SHOWS

Goodland, Kansas, Fair now; Stockton, Kansas, Fair, Aug. 22-26; Sylvan Grove, Kansas, Fair, Aug. 27-28-29; Osage City, Kansas, Fair, Aug. 31-Sept. 1-2, and six other fairs to follow.

Want Shows with own equipment. Especially want Girl, Athletic, etc. CONCESSIONS—Want Hanky Panks of all kinds, $23.00 per spot. Want Mitt Camp. HELP—Second Men on all Rides. Top wages; come on. Call or wire F. C. BOGLE, Manager, as per route. FOR SALE—Spitfire, Truck and Trailer, $3,000, or will trade for factory Kiddie Ride; any condition. GOODLAND, KANSAS, THIS WEEK.

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KING REID SHOWS

PROUDLY ANNOUNCE THE FOLLOWING FAIRS

Skowhegan, Maine, Aug. 13-20
Barton, Vermont, Aug. 18-21
Lyndonville, Vermont, Aug. 25-28
Rhinebeck, New York, Aug. 26-31
Schaghticoke, New York, Sept. 2-7
Spencer, Massachusetts, Sept. 3-5
North Haven, Connecticut, Sept. 8-11
Brockton Kiddieland, Sept. 10-17
Cobleskill, New York, Sept. 12-17
Eastern States Exposition, Sept. 17-25
And the GREAT BLOOMSBURG, PA., FAIR, Sept. 27 to Oct. 1

TWO UNITS IN OPERATION AT ALL TIMES

After our sensational Canadian tour we are presenting our midways at these outstanding Eastern Fairs. Our two units working at the same time will operate 42 Rides, 18 Shows and a full complement of legitimate Concessions. We can offer you uninterrupted action at consecutive dates after joining.

WANT WANT WANT
SHOWS AND CONCESSIONS OF ALL KINDS

KING REID KING REID SHOWS As per route

WANT RIDE FOREMEN

FOR

AUTO SCOOTER MOUNTED ON SEMI. LOADS WITH POWER WINCH.

ROLLOPLANE EXCELLENT RIDE IN GOOD CONDITION. GOOD OPPORTUNITY FOR GOOD MAN.

ELI WHEEL NEW #12 WITH FINEST TRANSPORTATION FOR EXPERIENCED, SOBER MAN.

PREFER SEMI-DRIVERS. LONG SEASON. TOP PAY AND GOOD TREATMENT FOR EXPERIENCED, SOBER, RELIABLE MEN.

GOODING AMUSEMENT CO.
1300 NORTON AVE. AX 9-1193 COLUMBUS 8, OHIO

GREAT PENNSBORO FAIR

PENNSBORO, W. VA., AUGUST 22 to 27 Inclusive

LAUREL COUNTY FAIR

LONDON, KY., AUGUST 30 to SEPTEMBER 3 Inclusive

With a Continuous Route of Southern Fairs Until Late November.

WANT SHOWS: Girl, Illusion, Mechanical, Fat, Little & Big Horse, Drome, Animal, etc. Wire what you have. Will answer.

WILL PLACE CONCESSIONS: All Merchandise and Sale stands, Jewelry, Custard, Novelties, Hats, Buckets, Cats, Hoopla Arcade, African Dip, High Striker, Bumper, Long Range, etc. NOTE: Will Place Pan Game, Rat Game & P-Pool at Pennsboro and London. All address this week

JAMES H. DREW SHOWS
c/o Western Union, Glenville, W. Va.

GRAND AMERICAN SHOWS

WANT FOR CENTRAL IOWA FAIR, MARSHALLTOWN, IOWA, AUG. 19 THRU 23

WANT Grind Shows with own equipment; 25% to office. (No Girl Shows). WANT CONCESSIONS—Ball Games, Hanky Panks, Pitches, Age and Weight, Grab, Ice Cream; everything open except Popcorn and Lead Gallery. (No grift—no count stores). Come one in, we will have a place for you, $35.00 each. This is a big Fair, we work Sunday. Want Ride Help on all Rides who drive trucks. We need Truck Drivers.

L. O. WEAVER, Mgr.
Atlantic, Iowa, now; Marshalltown next.

WANTED

FOR CORRY, PA., POTATO FESTIVAL, AUGUST 23-27, AND WARREN CO. FAIR, YOUNGSVILLE, PA., AUGUST 30-SEPTEMBER 2

Balloon Darts, Glass Pitch, Milk Bottles, Fish Pond, Tip Coke, Coke Rings, Add Darts, Match Game, Cig. Block, Fish Bowl, Long Range and other Hanky Panks.

FRAMES GREATER SHOWS
THIS WEEK, LYONS, N. Y.

VOLUNTEER SHOWS

WANT WANT WANT

Concessions for 10 Bona Fide Fairs. Can place for season; Short Range and Long Range Lead Gallery, High Striker, Mug Outfit, African Dip; good openings for Ball Games, Jewelry, Pan Game, Rat Game, Over and Under, Beat the Dealer if you have Hanky Panks. Will sell EX on Novelties and Custard, Flashy Bingo. Want Legal Adjuster with own Concessions, none on Show. I have top and banner line for Girl Show, Geek Show, 5-in-1 Show. Will book Flashy Girl Show or any Show. Open Midway at all Fairs. This Show will have nine (9) Rides starting in Greenville, Tenn. Will the lady who called me in Sweetwater, please contact. Al Bellice, get in touch. Jimmie Davidson is no longer connected with this Show. Will be in Jefferson City, Tenn., Aug. 15 to 20; following week Aug. 22, Ottway, Green County Fair. ELMER REID.

WILSON GREATER SHOWS

Open Flagstaff, Ariz., Sept. 8-11; Holbrook Fair to follow. Will be out till Dec. 1. Want Concessions of all kind. Want Agents for Balloon Darts, Swinger, Glass Pitch. Will sell exclusive Corn Game, Photo, Lead Gallery and Novelties. Want Foreman for Wheel and Jenny; Man to handle two Kid Rides. Want Shows of all kinds.

LOYD WILSON
204 S. 23 ST. PHOENIX, ARIZ.

COMING EVENTS

Alabama
Huntsville—Sesquicentennial, Sept. 11-17.

Arkansas
DeWitt Lake—Doughboy Reunion, Aug. 15-20.
England—Fall Festival, Oct. 17-22.
Harrison—Harrison Rodeo, Sept. 15-17.
Lake City—Watermelon Festival, Aug. 22-27.
Little Rock—Ark. Livestock Show, Oct. 3-8. Clyde Byrd.
Little Rock—Parade of Homes, Sept. 11-18.
Mammoth Spring — Soldiers-Sailors-Marines' Reunion, Aug. 15-20. E. E. Sterling.
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.
Walnut Ridge—Band Festival, Aug. 29-Sept. 3.

California
Barstow—Barstow Rodeo, Sept. 24-25.
Bishop—Bishop Rodeo, Sept. 4-5.
Chula Vista—Mounted Police Horse Show, Oct. 1-2.
Chula Vista—Fiesta de la Luna, Oct. 1-2.
Julian—Apple Days, Oct. 1-2.
Lancaster—Lancaster Rodeo, Sept. 11.
Los Angeles—Sheriff's Rodeo, Aug. 21.
Oakland—N. Calif. Electrical Bureau Show Oct. 1-8.
Oceanside—Days of San Luis Rey Fiesta, Sept. 2-5.
Paso Robles—San Luis Obispo Co. Rodeo, Aug. 19-20.
Pittsburg—Columbus Day Celebration, Oct. 4-9.
Plymouth—Plymouth Rodeo, Aug. 28.
San Diego—San Diego Rodeo, Sept. 24-25.
San Fernando—San Fernando Rodeo, Sept. 4-5.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.
Ventura—Ventura Rodeo, Oct. 8-9.

Colorado
Cheyenne Wells—Cheyenne Co. Rodeo, Sept. 2-3.
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.
Longmont—Legion Rodeo, Aug. 18-20.
Montrose—Montrose Rodeo, Aug. 17-18.
Pueblo—State Fair Rodeo, Aug. 23-25.
Ridgway—Ouray Co. Rodeo, Sept. 4-5.
Sterling—Overland Trail Round-Up, Aug. 30-Sept. 1. W. K. Ring.

Florida
Bonifay—Holmes Co Livestock Show, Oct. 8. D. P. Grant.
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.

Georgia
Atlanta—Do-It-Yourself Show, Sept. 24-29. George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.
Woodbury—Pimento Festival, Oct. 12.

Idaho
Boise—Western Idaho State Fair Rodeo, Aug. 23-27.
Burley—Cassia Co. Rodeo, Aug. 18-20.
Filer—Twin Falls Co. Rodeo, Aug. 31-Sept. 3.
Gooding—Gooding Co. Rodeo, Aug. 18-20.
Lewiston—Lewiston Rodeo, Sept. 9-11.
Montpelier—Bear Lake Co. Rodeo, Aug. 25-27.

Illinois
Alexis—Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club.
Avon—Fat Steer Show, Aug. 18-20.
Chicago—General Motors Powerami, Aug. 31-Sept. 18.
Chicago—International Dairy Show and Rodeo, October 7-16.
El Paso—Celebration, Aug. 24-27.
Granville—Homecoming, Aug. 19-21. Harold Theiss, Aurora.
Kampsville—Legion Picnic, Sept. 3-5. C. W. Curtis.
Moline—Rock Island So. Rodeo, Sept. 2-3.
Momence—Gladiola Festival, Aug. 18-20.
Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.
Peoria—Antique Show, Sept. 9-12.
Rochelle—Farmers' Picnic, Aug. 17-18. Harold Theiss, Aurora.
Stonefort—Soldiers & Sailors' Reunion, Aug. 22-27.
Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.
Streator—Celebration, Sept. 3-4. Fred Saluatti, 901 N. Wasson.

Indiana
Hartford City—Fall Festival, Sept. 13-17.
Lagrange—Corn School—Golden Anniversary-Street Fair, Sept. 12-17.
Milan—Homecoming, Aug. 15-20.
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.
Odon—Old Settlers Meeting, Aug. 17-20. Lex Seneff.
South Bend—Antique Show, Oct. 17-20.
Wabash—Diamond Jubilee & Nat'l Plowing Contest, Sept. 12-17.

Iowa
Cedar Rapids—All-Iowa Rodeo, Aug. 18-19
Des Moines—Iowa State Fair Rodeo, Sept. 2-5.
Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.
Neola—Hoo Doo Days, Sept. 2-3.
Sidney—Iowa Championship Rodeo, Aug. 16-20.
Vinton—Celebration, Sept. 5.

Kansas
Abilene—Wild Bill Hickok Rodeo, Aug. 22-25.
Atwood—Atwood Rodeo, Aug. 20-21.
Coffeyville—Inter-State Rodeo, Sept. 2-5.
Goodland—Northwest Kan. Doreo, Aug. 18-19.
Mound City—Linn Co. Fair Rodeo, Aug. 19-20.
Scott City—Scott City Rodeo, Aug. 26.
Wichita—Jaycee Frontier Days, Sept. 22-25.
Winfield—Crowley Co. Rodeo, Aug. 30-Sept. 1.

Louisiana
Alexandria—Lions Club Rodeo, Aug. 23-27.
Amite—Amite Rodeo, Oct. 7-8.
Crowley—Int'l. Rice Festival, Oct. 19-20. J. W Barnett.
DeRidder—DeRidder Rodeo, Oct. 5-8.
Leesville—West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4.
Marksville—La. Livestock & Pasture Festival Oct. 7-9. Kermit J. Ducote.
Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo.
Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant.
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.
Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Lafleur.
West Monroe—N. Louisiana Rodeo, Sept. 5-9.
Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

Maine
Stockton Springs—Blueberry Festival, Aug. 18.

Maryland
Cumberland—Bi-Centennial, Aug. 15-20.
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.

Massachusetts
Boston—Boston Garden Rodeo, Oct. 19-30.

Michigan
Alston—Laird Twsp. Dairy Show, Sept. 2 Mrs. Anne Pirhonen.
Coloma—Gladiolus Show, Aug. 27-28.
Detroit—Riverama Festival, Aug. 20-28.
Fairgrove—Bean Festival, Sept. 5.
Flint—Centennial, Aug. 27-Sept. 11.
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.
Ithaca—Gratiot Co. - Ithaca Centennial, Aug. 23-27.
Luther—Homecoming, Aug. 18-20. Dan D. Smith.
Messick—State Gladiolus Show, Aug. 20-21.
Newaygo—Celebration, Sept. 5.

Minnesota
Duluth—Antique Show, Aug. 21-24.

Mississippi
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri
Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 3-5.
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.
Camdenton—Camden Co. 4-H & Open Livestock Show, Aug. 27. Hugh Phillips.
Cameron—Boots & Saddle Horse Show, Sept. 9-11.
Chillicothe—Eagle Club Rodeo, Sept. 16-18.
Deep Water—Labor Day and Harvest Show, Sept. 5-6.
Gallatin—Annual VFW Picnic, Aug. 22-27. Jewell Brooks.
Herman—Homecoming, Aug. 27-28. M. P. Kappelmann, Chamber of Commerce.
Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St.
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Monett—Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Sager.
Pickering—Nodaway Co. Horse & Mule Show, Sept. 9-10. C. A. Birkenholz, Box 91.
Piedmont—Centennial, Sept. 2-5. Wm. Harris and son.
Pierre City—FA Stock Show, Sept. 15-16. Wayne Bowen.
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.
Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey.
Salisbury—Salisbury Horse Show, Sept. 1-2.
Sikeston—Bootheel Rodeo, Sept. 15-16.
Sikeston—Jaycee Bootheel Rodeo, Sept. 2-5.
St. Joseph—Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embrey.
St. Joseph—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
St. Joseph—Pony Express Rodeo, Sept. 23-25.
St. Louis—St. Louis Rodeo, Aug. 23-28.
Springfield—Ozark FFA Fat Stock Show, Sept. 8-9. John L. Kirby.
Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.
Urbana—Four Co. Dairy Show, Sept. 24. H. R. Klein.
Windsor—Centennial, Aug. 31-Sept. 3. Harry Ordway, American Legion Post.

Montana
Baker—Fallon Co. Fair Rodeo, Sept. 4-5.
Deer Lodge—Deer Lodge Rodeo, Aug. 20-21.
Forsyth—66 Ranch Rodeo, Aug. 16-18.
Kalispell—Northwest Mont. Rodeo, Sept. 9-10.
Plains—Sanders Co. Rodeo, Aug. 27-28.
Terry—Prairie Co. Rodeo, Aug. 20-21.

Nebraska
Chambers—Chambers Rodeo, Aug. 19-20.
Gordon—Sheridan Co. Rodeo, Sept. 9-11.
Hastings—Hastings Rodeo, Aug. 29-30.
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.
Sidney—Cheyenne Co. Rodeo, Aug. 27-28.
Wahoo—Saunders Co. Rodeo, Aug. 25-27.

Nevada
Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Jersey
Newark—Veterans' Jubilee, Aug. 15-23.

New Mexico
Las Cruces—Dona Ana Co. Jr. Livestock Show, Oct. 6-8. W. A. Gunsch, Box 457, State College.
Roswell—Eastern N. M. State Fair Rodeo, Sept. 13-17.
Santa Fe—Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181.

New York
DeRuyter—Firemen's Centennial Celebration, Aug. 18-21. Ray Wells.
Syracuse—Antique Show, Sept. 27-29.
Utica—Home Projects Show, Sept. 28-Oct. 2.

North Carolina
Charlotte—Charlotte Rodeo, Oct. 4-8.
Raleigh—Raleigh Rodeo, Oct. 18-22.
Shelby—Shelby Rodeo, Sept. 20-24.

North Dakota
Bowman—Bowman Co. Rodeo, Sept. 10-11.

Ohio
Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S.
Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman.
Delphos—Homecoming, Aug. 15-20.
Derby—Street Fair, July 29-30.
Ironton—Festival of the Hills, Oct. 12-15.
Kalida—Pioneer Days, Aug. 31-Sept. 3.
Nelsonville—Parade of the Hills, Sept. 5-10.
St. Marys—Chamber of Commerce Outing, Aug. 25. Dan Ells.
Urichville—National Clay Week Celebration, Aug. 15-20. George Gibbens, Trenton Ave.

Oklahoma
Anadarko—Indian Expo., Aug. 15-20.
Ardmore—Ardmore Rodeo, Sept. 20-23.
Elk City—Elk City Rodeo, Sept. 5-7.
Henryetta—Celebration, Sept. 4-5.
McAlester—Prison Rodeo, Sept. 8-11.
Vinita—Will Rogers Memorial Rodeo, Aug. 24-28.
Woodward—Elks Rodeo, Sept. 1-4.

Oregon
Myrtle Point—Coos Co. Rodeo, Aug. 20-21.
Pendleton—Pendleton Round-Up, Sept. 15-17.
Portland—Do-It-Yourself Show, Oct. 22-29. Jack Matlack, 402 Times Bldg.

(Continued on page 72)

WANTED DROME RIDERS

Who can do race. $100.00 per week, plus tips.

Ticket Sellers who can produce. All replies to

JOE PELAQUIN
c/o Jas. R. Strates Shows
Hamburg, N. Y., this week.

PARAKEETS 70c

Shipped Daily—F.O.B. Los Angeles
Write Today for Prices
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif
Phone: OXford 9-5210

WANTED

FOR

Southern States Shows

A few more Hanky Panks. Ride Men who drive Trucks. Agents for office owned Concessions. Free Act starting Sept. 12 for balance of season. Can place Grind Show or Walk Through. All replies to

JOHN B. DAVIS
Wayside Park, Panama City, Fla., until Sept. 5, then as per route.

BILL HASSON

CONTACT

BUCKY ALLEN

WORLD OF MIRTH SHOWS
by phone
CENTRAL CANADA EXHIBITION
or
CHATEAU LAURIER HOTEL, OTTAWA

FOR SALE

10 CAR DODGEM

Loads on 2 trailers. Reasonable price. Possession after Labor Day.
Write BOX 730, c/o The Billboard
390 Arcade Bldg. St. Louis, Mo.

CAN PLACE

Milk Bottles, Snow Cone, Cork Gallery, all Concessions that do not conflict. Celebrations till after Labor Day, then to the cotton.

Roy Hartsock Shows
Clayton, Ill., August 18-19

AGENTS

Two Peck Store Agents. Ray Parks, Harvey Gunter, or anyone who has worked for or with me contact

Whitie Boatwright
COON RAPIDS, IOWA

LOUIS FASTER

Wants Agents for Six Cats, Buckets, Roll-a-Ball, Coke Bottles—no stronger outfits on show. Come on, all Fairs to follow, two a week. Parada Shows, Mound City, Kansas, Aug. 17-20; Paola, 22-24; Archie, Mo., 25-27; Garnett, Kans., Sept. 1-3; Deepwater, Mo., 5-6; Longton, Kans., 8-10.

FOR SALE

Fish Pond and String Game in ten and twelve foot tops respectively, with truck and stock. Will deliver. Inquire

BUZZ WOOD
Lake Oriel, Pa.

WANT

Concessions that work in Wisconsin; also Shows.
All Fairs—Gillett, Wis., August 18-21; Athens, Wis., 25-28; Norway, Mich., September 2-5. Wire or call

DOC O'KELLY
WEYDT AMUSEMENT CO.

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DO-IT-YOURSELF

Maintenance a Must For Eat-Drink Ops

THE maintenance of food and drink concession equipment used at outdoor amusements has been made increasingly simple over the years, but manufacturers still stress its importance. They are quick to point out that the little care required is necessary for continuous, trouble-free operations.

The following do-it-yourself tips from various leading equipment manufacturers are designed to obtain a maximum output for a minimum of care.

Drink Dispensers

A weekly cleaning is necessary. Remove drip pan assembly and shut off carbonated water by closing cut-off valve. Drain sirup. Place a clean one-gallon container under the nozzle and remove the air-vent tube. While the sirup is draining, remove the ice from the compartment. Remove inner assembly and unfasten the sirup tank latch. Push the plastic nozzle upward and at the same time grasp the sirup tank. Remove and clean nozzle. Then clean the inner assembly with warm running water and a brush. Rinse thoroly. The ice compartment should be cleaned with warm soapy water and a brush and then thoroly rinsed. Outlet drains should be cleaned with a long-handle brush.

On bottle coolers the inside should be scoured every week, in addition to proper maintenance of the cooling equipment. Store gas cylinders in a clean, dry place, away from odors, salts or other corrosives. Do not expose the full cylinders to dampness, heat or sun, or the empty ones to dampness. Always close the valve on empty cylinders.

Snow Cone Machine

On the ice shaver itself there are just three points that require checking—the motor, cutter blades and electrical switches and connections. For the motor, give each bearing about three drops of light lubricating oil weekly. The blades should not require sharpening all season, but do not start out the season with dull blades—it not only takes more power but it takes more pressure to shave the ice.

To sharpen blades they must be removed from the cutter-head, which must be removed from the motor shaft. This may not be easy, for the set screws usually make a burr on the shaft. To avoid damaging the cutter-head when trying to remove it, first take out the set screws that hold the cutter-head on the motor shaft—take them all the way out. Next take a large screwdriver and try to pry the cutter-head off the shaft. If it is stuck, do not force it but proceed as follows: Put a clean rag down the gooseneck of the shaver and pull the pusher handle down hard against the rag. Remove the bolts that hold the motor to the case. Then while holding the pusher handle down hard against the rag, start the motor. The cutter-head will remain stationary, the shaft will turn in the head and the motor may then be backed away from the head with a screwdriver.

It hardly pays to sharpen blades—it is better to buy a new set with new brass bolts and washers. When installing new blades, allow the cutting edge to extend the thickness of a new penny beyond the face of the cutter-head and be sure that both blades extend the same, evenly clear across the surface. If one blade sticks up, it will do all the work.

Popcorn Machines

Daily care should include wiping the kettle shroud each night with a soft cloth, particularly the lip to keep it from becoming black. The plastic top of popcorn machine should be wiped off with a soft cloth and plastic doors cleaned. Scratches on the plastic can be hidden by the application of wax. Excessive dust and oil should be cleaned off daily. Filter papers should be replaced weekly. On the monthly schedule should be oiling of the motor and blower and the removal and washing of the drain pan and filter holder. Before the season opens the pump settings should be checked with a measuring cup, setting the pump to deliver three ounces of oil for 12-ounce kettle, four ounces for 16-ounce kettle.

Griddle Care

The surface of the griddle should be scraped after each use with a flat metal spatula, with all grease and particles deposited in the grease receptacle. Wipe the chrome and stainless steel surface daily with a damp, slightly soaped cloth and empty and clean thoroly the grease receptacle. Weekly maintenance should include the use of a pumice or griddle stone over the surface while the griddle is warm. Avoid steel wool because of the danger of it getting into the food and scratching the surface.

Food Warmers

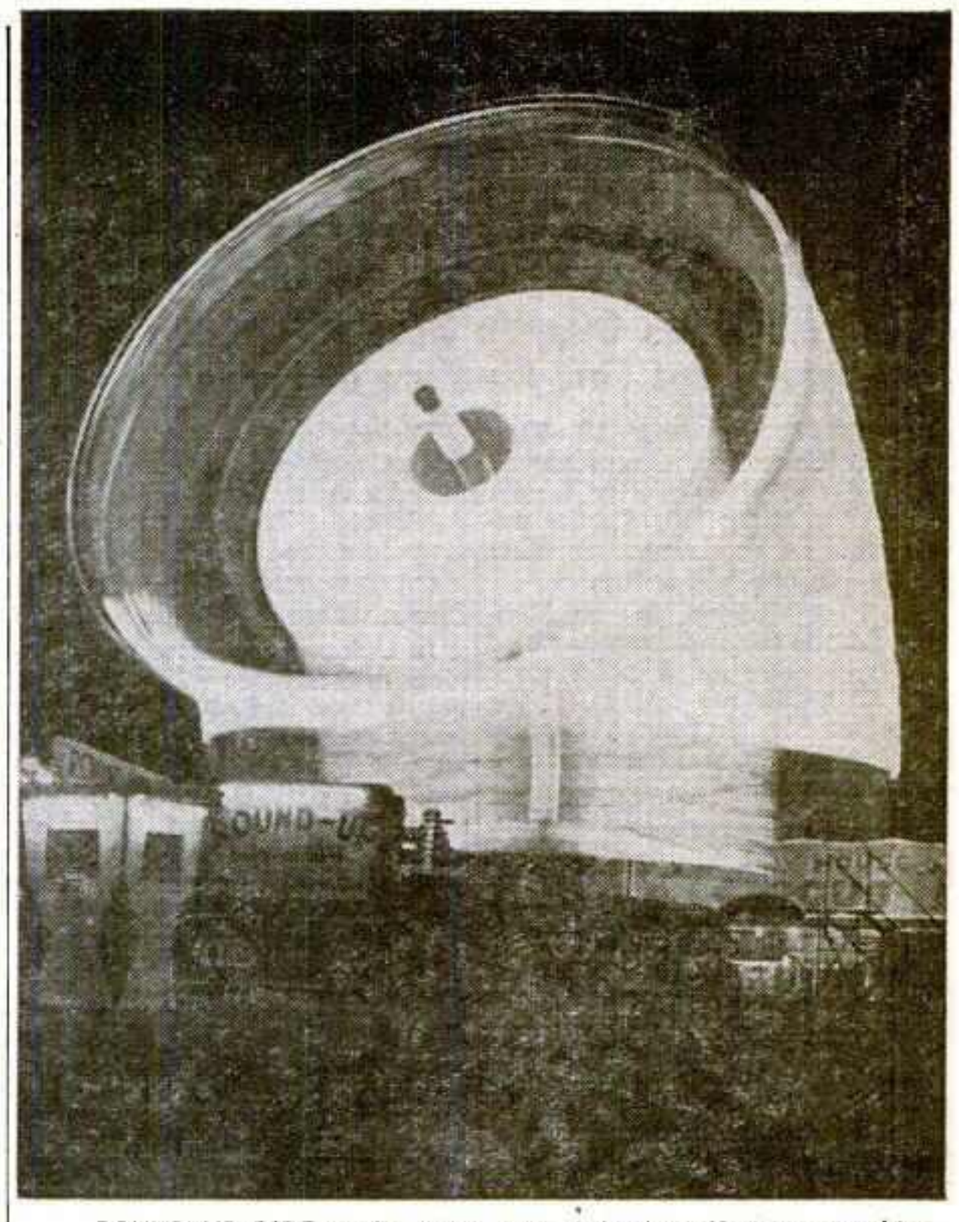
On electric food warmers the interior of the unit should be wiped out daily with a mild cleansing material and damp cloth. At regular intervals during the operating period the exterior should be wiped with a clean, soft cloth. The use of a non-abrasive cleaner should be used to remove discoloration. Always disconnect the lead-in cord before cleaning the interior and use water sparingly.

Deep Fryer

Before cleaning this unit the current must be shut off and the fat drained into a container. Swing the immersion elements out of the kettle and wipe the kettle and elements clean with a rag, avoiding any contact with the hot fat or heating element. A clean, damp cloth and good non-abrasive cleaner should be used. The fryer should never be turned on when the kettle is empty of fat. When in operation during slow periods, the heat should be turned down.

Oven Units

Check-list on electric oven units is to keep drip pans clean; keep grease troughs scraped clean and free of carbonized material; keep hot plate and griddle surfaces clean and insides of units should be scraped free of dirt or grime. Electrical circuits should be inspected monthly and switches, thermostats and lead-in wires kept free of grease. Dust and dirt should be blown from the fuse boxes.



ROUND-UP RIDE is the latest ride to lend itself to eye-catching pictures. Picture above, taken with time exposure, is of the Round-Up on the Amusement Company of America.

NEW DEVELOPMENTS:

Twin Pop Dispensers Added to Chicago Line

CHICAGO, Aug. 13. — The Orange-Crush Company has added a new twin dispenser to its line of animated and illuminated soft-drink dispensers. The unit has two bowls with a 16 by 16-inch base. It is 29 inches over-all in height. As an introductory offer, distributors of Orange-Crush may offer 20 gallons of the orange drink and 20 gallons of Old Colony lemonade free with the purchase of the twin dispenser. — Orange-Crush Company, 318 West Superior Street, Chicago 10.

Big Output Fry Kettle . . .

ERIE, Pa.—An electric fry kettle that is said to have greater production capacity but uses less wattage is being marketed here. According to the manufacturer, the unit will preheat fat to 350 degrees in 6½ minutes. It is 18 inches front to back, has a satin chrome finish, adjustable leveling feet and a conduit opening in the cord recess in the back.—Griswold Manufacturing Company, 1053 West 12th Street, Erie, Pa.

Two Model Coffee Urns . . .

WEEHAWKEN, N. J.—Coffee urns that provide their own hot water supply have been developed by a manufacturer here. The urns come in two models, the Tri-Saver Jr., which has a permanent stainless steel filter, and the Sealweld Jr., which uses urn bags and filter paper. Both are designed to eliminate costly installation. It is reported they can be disassembled for cleaning without the use of tools. Additional features are unbreakable liners with a bottom sloped to a tangent draw-off for complete draining, cool plastic handles for covers and faucets, gauge glasses protected by metal tubes and a magnified gauge line. —S. Blickman, Inc., 536 Gregory Avenue, Weehawken, N. J.

Griddle for Small Operations . . .

BARRINGTON, Ill.—Cast aluminum griddle that is designed primarily for smaller food service operations is being manufactured here. Unit has automatic temperature control, with constant, even heat over the entire cooking surface. This is said to minimize burning and smoking. Heat is adjustable to any point in the 200 to 400-degree range, this being achieved by large, easy-to-read dial-controiling thermostat. Cooking surface measures 168 square inches.—Burpee Can Sealer Company, 128 West Liberty Street, Barrington, Ill.

Hot Food Storage . . .

ST. LOUIS—An electric counter unit that is designed for dry or moist hot food storage has been introduced here. The unit has two one-piece stainless steel wells which accomodate combinations of the maker's food storage pans. Each opening measures 12 by 20 inches and is individually controlled to provide either dry or moist heat concentration around each food. Unit is 10⅛ inches high and each well has its own thermostatically controlled switch and red pilot light. A second model has one 12 by 20-inch well.—Seco Company, Inc., 5206 South 38th Street, St. Louis 16.

Buff Hottle Shows #3
WANT FOR McLEANSBORO, ILL., FAIR, AUG. 22-26
CONCESSIONS: Grab, Hot Dogs, Snow, Floss, all kinds of legitimate Stock Concessions except Bingo. Concession space reasonable. SHOWS: Will book 1 or 2 Grind Shows for this fair and balance of season. Can place Girl Show. RIDES: Will book major Rides not conflicting. Especially want Tilt-a-Whirl (will make good proposition). HELP: Need Foreman for Ferris Wheels and Second Men on all rides. This unit has 6 good fairs in Louisiana starting Sept. 12. All of our Shows close November 15.
All replies to BUFF HOTTLE, Mgr.
PRINCETON, IND., THIS WEEK.

WANT WANT WANT
Manager for Panel Front Minstrel Show. Must furnish people and be able to keep a well-organized Show at all times. Weekly guarantee by office. Cookhouse and Photos wanted. Also Agents for Foot Long Hot Dogs and Pea Pool. Frank Aschey wants Agents. Want Second Man for Ferris Wheel.
All replies to
JOHN PORTEMONT, JOHNNY'S UNITED SHOWS
CARMI, ILL.

WANTED
Jig Show Manager with people. Good proposition for right party. Beautifully framed Show complete. Good route of Ga. and Fla. Fairs, starting Sept. 12. Fla. Fairs this winter. Hot Papa Turner, E. H. Rucker, Ernest and Tennessee, Jim (Doc) Thomas, Clarence Smith and Buck, get in touch. Now booking Concessions and Shows for my fair route, starting Sept. 12, ending Nov. 19. Nothing but legitimate Concessions and clean Shows. Bingo and Cook House open. Want experienced Monkey Motordrome Operator. Marvin Lewis, contact. Also Fun House Operator, Foreman on Wheel, Jenny, Roll-o-Plane, Chairplane and Fly-o-Plane. Also Second Men. Man for front gate and towers. All must drive semis.
Address LEO LANE SHOWS
SAVANNAH BEACH, GA., until Labor Day.

GLADES AMUSEMENT CO.
WANTS FOR WHITE STONE, VA., WEEK AUG. 22, TO BE FOLLOWED BY GORDONSVILLE, VA., LABOR DAY WEEK
Ride Foremen for Merry-Go-Round and Wheel. Must drive semi. All winter's work in Florida. CONCESSIONS: Ball Games, Photos, Ponds, Balloon Darts, American Mitt Camp and any others that work for stock only.
Jerry Saddlemire, Glades Amusement Co.
WASHINGTON, VIRGINIA, THIS WEEK.

MAJESTIC GREATER SHOWS
Can place for Big Rapids, Michigan, Fair (August 22-27). Also Jamestown, Sept 7-10; Woodbury, Sept. 12-17; Madisonville, Sept. 19-24; Harriman, Sept. 26-Oct. 1, and Cleveland, Oct. 2-8, all Tennessee County Fairs, then Georgia and all winter's work in Florida. Can place Cookhouse or Grab, Photo, Age and Scale, Water Games, etc. Promoter, Booth and Premium Book Salesman. Free Act for balance of season. Sky Kings, contact. All telegrams to Reed City, Michigan. Contact SAM GOLDSTEIN, Luther, Michigan, this week.
P.S.: Bob Stewart, contact.

PAN AMERICAN SHOWS
Can place for long route of fairs ending in Florida in December. Tazewell, Va., Fair, now with Maryville, Tenn., Fair to follow. RIDES: Will book or buy Spitfire. SHOWS: Operator for Animal Show, Talent and Musicians for Minstrel Show, also Talker and Candy Pitchmen. Place Acts and Talker for Side Show. RONNIE L. SWARD, contact Jane Stone for Monkey Speedway. Will book Show with own equipment. CONCESSIONS: Large Cookhouse, Novelties, all kinds of Hanky Panks, Ice Cream, Snow and Floss, Agents for Buckets, Six-Cats and Pin Stores. HELP: Ride Help on Merry-Go-Round, Tilt, Mix-Up and Wheel who can drive. Sober Mechanic with tools; top salary. Also want Show Painter. All wires and correspondence to TED WOODWARD, Sec., or care of Show, Tazewell County Fair, Tazewell, Va., now, then as per route.

HARRISON GREATER SHOWS
Want for Vanceboro, N. C., followed by Trenton, N. C., Marines' pay day—50,000 Marines. Want Slum Concessions of all kinds. Good opening for Bingo, Popcorn, Candy Apples, Guess-Your-Weight and Age, Frozen Custard, Snow Balls. Want Agent for Skillo, Razzle and Pin Store. Only four on show. Good opening for one more Girl Show with own outfit. Fats Rusher, get in touch. Want Ride Help for Ferris Wheel, Merry-Go-Round, Foreman and Second Man, Octopus Foreman and Electrician. George Cole, Joe Hedgepeth, Everett Hodges, get in touch. Tiny, come on back, everything ok. This show positively out all winter. All mail and wires to FRANK HARRISON, Vanceboro, N. C., this week, then as per route.

IMPERIAL SHOWS
WANT
FIRST-CLASS WHEEL MAN, also other sober RIDE HELP.
Address
BILL GULLETTE, Mgr.
Rockford, Ill., Aug. 16-21; Fairbury, Ill., 22-27.

LONE STAR SHOWS
MILAN, IND., AUGUST 16-20
Want Hanky Panks of all kinds, Floss, Popcorn, Sitdown Grab, Ball Games, etc. Want Foreman for Tilt, Wheel and Rolloplane. Can place Shows of merit with own equipment. Those with me at Richmond, Ind., contact. Address all mail and wires to
MYRTLE McSPADDEN, Milan, Ind.
P. S.: Playing nothing but Street Fairs and Celebrations.

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IOWA, ILLINOIS SPOTTY FOR KING

Night Shows Okay in Keokuk, Quincy; Scare Keeps Fort Madison at Home

QUINCY, Ill., Aug. 13.—King Bros. & Cole Bros.' Circus played to half and three-quarter houses here Wednesday (10) despite unfavorable lot conditions. In other towns, business was spotty.

In Fort Madison, Ia., on Monday (8), the fair had been canceled earlier because of a polio scare and King-Cole ran up against the same trouble, drawing a handful in the afternoon and one-third of a house at night.

Keokuk on Tuesday (9), with Jaycee auspices, the King show pulled a light afternoon and a two-thirds night house. Parade was given to a good crowd.

Gil Gray, owner of the Gil Gray Circus, visited at Keokuk.

In Quincy, with Lions Club auspices, the advance sale was good. Polack Bros. had played there two weeks earlier. The usual Quincy lot was unavailable, so the show used an airfield across the Mississippi River in Missouri. Work on a roadway project added to difficulties in reaching the lot. The parade was presented as scheduled.

Packs Ends Okay At Cleveland Despite Rains

CLEVELAND, Aug. 13.—Rain marred the Tom Packs Circus stand here, but the date was saved financially by utilizing a rain date. The Cisco Kid was featured with the show for this stand.

At the Municipal Stadium, outdoor location, the Packs show had rain on the first day, Saturday (6), which hurt the afternoon, but about 6,000 turned out after the skies cleared. There was a 9,000-person house at night. The Sunday business was entirely rained out and the performance was postponed until Monday.

The substitute day (8) drew an attendance of about 8,000, it was reported by Jack Leontini, Packs' executive director.

Show moved next to Birmingham, where it was to play at Rickwood Stadium under Shrine auspices. The date was a revival of Packs' appearances there in about 1947 and 1948, but the first circus date booked for the stadium ballpark.

Hagen Gives 3 In Levittown; 2 Straw Houses

LEVITTOWN, N. Y., Aug. 13.—Hagen Bros.' Circus played this new town Saturday (6) to three-show business. Altho temperatures were above 90 degrees, the afternoon show was an overflow. At night there was another overflow audience. A third, extra show also was given. Exchange Club was the auspices. Hunt Bros. had played the town two weeks earlier. Levittown is one of the cities started and developed since World War II.

At Port Washington, N. Y., on Friday (5), Hagen Bros. had a three-quarter afternoon and near-full night with Kiwanis auspices. Temperature reached 96 degrees. Hospital show was given. Local newspaperman said that more publicity could have been forthcoming if an agent had made the papers.

Mills Pulls Well In Mass. Stand

FRAMINGHAM, Mass., Aug. 13.—Mills Bros.' Circus played to good business under Kiwanis auspices here Thursday (4). The afternoon show won a three-quarter house, with some of the seats not yet ready for use, and the night house was near-capacity. Weather was hot. Town was closed two years ago, but one show made it last season with auspices pressure and Mills had no difficulty this time.

Hunt in Rain At Resort Spot

LIBERTY, N. Y., Aug. 13.—Business for Hunt Bros.' Circus here Saturday (6) included a three-quarter afternoon and two-thirds night. American Legion was auspices in this resort town, with the lot near Parksville, N. Y., about five miles from Liberty. Weather was unusually hot and humid, with a thunderstorm before the night show probably keeping some of the people at home.

Talent Hunt Continues in Scandinavia

COPENHAGEN, Denmark, Aug. 13. — Circus-vaude managers continue to flock here in search of talent. Seen during the past 10 days at Circus Schumann or Tivoli were Clem Butson, looking for acts for Tom Arnold's Harringay Arena (London) Christmas Circus; Um-Schichtholz-Bedini, European representatives of Ringling-Barnum cirk; Hans Tenno, German booker; and Fredy Knie and wife, from the Knie Bros.' Circus Switzerland.

Danish circus owners are also scouting for acts. In particular, Albert and Ernst Schumann have been making quick trips to neighboring countries to view acts and Circus Benneweis is reported to have added to its already large stock some of the horses, cage animals and equipment of the German circus, Circus Belli, which recently went out of business and liquidated its affairs. This is not the Danish Circus Belli, in which the Benneweis clan holds an interest.

In Sweden, Circus Moller folded at Ornskoldsvik on July 26, with the manager departing and leaving animals and acts stranded. Hardest hit was Bobby Althoff, from Holland, who had Liberty horses, lion and bear groups with the circus. Makeshift open-air performances by the stranded troupers netted them money for food and keep until they were able to obtain means to return to their homes or find engagements.

Kelly-Miller Business Continues Okay in Wis.

ELROY, Wis., Aug. 13.—Business for Al G. Kelly & Miller Bros.' Circus held good this week as it continued its extended stay in Wisconsin.

At Whitehall on Sunday (7) the show played afternoon only and drew a full house. Weather was good. Menagerie drew favorable comment. In Black River Falls on Monday (8), the afternoon was light, with about 1,300, but the night was near-full. Show was a day after a local spots club's field day.

Sparta brought a half house in the afternoon and a three-quarter house at night on Tuesday (9). In Elroy on Wednesday (10), Kelly-Miller had a three-quarter afternoon and a near-full night. Weather was good all along the line and the show's tie-in downtown bally features drew crowds.

The Kelly-Miller camels, which have been in Hollywood for film work, have been returned to the show and a young tiger and two hyenas also were added. Some personnel drove from Stillwater, Minn., on Thursday (4) to see Ringling in St. Paul. Kelly-Miller had fair business at Stillwater, using a substitute lot on the Wisconsin side of the line.

Pete Smith and Shotgun Egan are operating the giraffe show since Doc and Bunnie Riggs closed. Red Bently also left. Visitors have included Ben Davenport, of the Merchant's Free Circus. Evalina Rossi is visiting her mother, Mrs. Obert Miller. Mrs. Laura Anderson's trailer overturned recently. She operates one of the Frank Ellis pit shows.

Kelly-Miller Elephants have been booked for winter dates in Kansas City and Wichita, Kan., it was learned.

High Wind Hits Jay Gould Ride At Fargo Spot

FARGO, N. D., Aug. 13.—Equipment of the Jay Gould Circus was damaged when high winds struck it during a stand at the Starlite Drive-In Theater here.

Owner Jay Gould said this was the first "serious" accident on his show. No one was injured. The 84-mile-an-hour wind twisted the Gould Spitfire ride and tossed the machine near a group of people. The Ferris Wheel was damaged only slightly. When the wind hit there were no riders on the devices.

The Spitfire was blown onto an unoccupied ticket box. No other damage was reported.

Meanwhile, there was word that business for the show has not been strong at the several drive-in dates it has played, and additional ones probably will not be booked.

All-American Playing Ga., Carolina Dates

WAYCROSS, Ga., Aug. 13.—Byron Gosh's All-American Circus is playing South Georgia and South Carolina tobacco festivals, with all stands under auspices.

Show uses ballparks or city auditoriums, with armories booked for use in case of rain at ballpark towns. Early towns include Waycross for the Jaycees; Greenwood, S. C.; Elberton, Ga.; Douglas, Ga., and Dublin, Ga.

Acts booked by the Auditorium & Fair Booking Company include the Four Bernardinos, novelty balancing; Pana and Her Pets, dogs; Great Pedro, wire; Allen and Lee, upside-down novelty; Earle and Michell, rolling globe; Peter Estron, aerial; Perry DeKohl, bag-punching act; Houghton and Houghton, bikes.

Cristiani in Oregon

ONTARIO, Ore., Aug. 13.—Bailey Bros. & Cristiani Circus played here Thursday (4) under Chamber of Commerce auspices. Kids brought the afternoon crowd near to the capacity of the stadium used here. At night there was a half house.

R-B Chalks Mankato, Minneapolis Records

Others Off; North Cites Chicago Score; Routine Operation Marks Week's Stands

NORTH PLATTE, Neb., Aug. 13.—Ringling Bros. and Barnum & Bailey Circus moved on time and as scheduled this week, with staff changes being ironed out satisfactorily.

John Ringling North stated that business in Minneapolis for two days (5-6) "broke all records for all time" with this year's business and that Mankato, an afternoon-only stop for Sunday (18), set a new high record for business there.

In a statement to The Billboard, North also said:

"Notwithstanding your recent article to the contrary regarding our Chicago engagement, there have been only three engagements in Chicago in the entire history of the circus which exceeded this year's business, and of those three, only last year's business (1954) exceeded this year's business by more than a few thousand dollars. This dates back to the 19th century, from the 1880's on to the present time."

Nebraska Towns Light

In Mankato Sunday the show had a full house in the afternoon. Norfolk, Neb., on Monday (8) had a one-third afternoon and half house at night for a total estimated attendance of between 6,000 and 7,000. The Grand Island, Neb., stand on Tuesday (9) had a one-quarter house on a hot, dry afternoon and a one-quarter house in rain at night. North Platte, on Wednesday (10) gave a half house in the afternoon, with hot weather, and a half house at night, with cool weather.

In Minneapolis on Saturday (6), Ringling-Barnum had five members of a Russian farm delegation as guests. The farm experts have been touring Iowa and Minnesota.

W. Coast Acts Go to Hawaii For 19-Day Run

HOLLYWOOD, Aug. 13.—Acts for the annual "Go for Broke" Circus, sponsored by the 442d Veterans' Club, left here this week to open in Honolulu Thursday (18) for a 19-day run.

The event is booked this year for the first time by the Hunt-McCafferty Agency here. George Hunt leaves early next week to stage the show.

Line-up for the circus includes World Jungle Compound tiger act (11), handled by Chester Juszyk; George Perkins and his comedy car, J. W. Fullbright's wrestling bears, Capt. Harold Winston's seals, directed by Maxie Morris; Escalante, aerial bars and flying return; Don and Hope McLennon, Liberty act; Dick Lewis, table rock and clown; American Belfords, teeterboard; the Blair Sisters, acrobatic turn; the Two Eris, finger-stand; "Rookie" Lewis, ringmaster, and Ray Charles, high pole. Charles will be presented as a free act.

Nanaimo Treats Beatty Okay; Victoria Fair

NANAIMO, B. C., Aug. 13.—The Clyde Beatty Circus drew a pair of three-quarter houses here Saturday (6), playing against a key lacrosse game. Business in Victoria, B. C., Wednesday (3) and Thursday (4)., was only fair, with a three-quarter house on the second night. Other houses there were at or somewhat under the halfway mark.

A new ship, the Princess of Vancouver, carried both personnel and show train to Victoria Island. After Nanaimo, the circus was returning to the mainland, making a 292-mile jump over Sunday to reach Penticton. From there, the jump to Trail, B. C., was 255 miles.

At Kelowna, several people from the Ward-Bell show visited. They included Skinny Goe, Jackie Tolliver, Mayme Ward and Hubert Castle. George McCarthy closed as a Beatty contracting agent and returned to San Diego.

Luke Anderson Shows Hippo, Bull in Yukon

WHITEHORSE, Yukon, Aug. 13.—This far-north city was played recently by Norman (Luke) Anderson with his hippotamus walk-thru and baby elephant. The town was contracted by the Ward-Bell Circus to follow its Alaskan dates, but the show folded early.

Anderson brought his Wallace & Clark Circus into the North, but not this far, a few years ago. This time he played Alaska with the hippo as part of the Ward-Bell Circus. When that show folded, he bought its elephant and began the southward trip along the Alcan Highway.

Atayde Plays Rio Border Area, Leapfrogs Tops, Works Gorilla

MATAMOROS, Mexico, Aug. 13.—Atayde Bros.' Circus, the biggest show in Mexico, has been playing the Rio Grande border towns. It moved in from Monterrey in mid-July and is the first into the area this season.

Billing about three weeks in advance, the show uses many dates and one pictorial, showing pictures of the Atayde brothers and sister. The Atayde showing swamped the billing of smaller shows which had billed earlier for later performances.

Show moves on about 20 bobtail trucks, each pulling a four-wheel trailer. Four new trucks were added recently. This year the show is leapfrogging two big tops. One is set up before the show closes in the previous town. When the main section of the show pulls in, only rigging work is still needed. The canvas crew doubles back to take down the first top and move it to a third town. One top holds about 4,000, the other about 7,500, and each is set up European-style with one ring.

Menagerie opens at 10 a.m. and tickets are sold all day for about 9 cents. Main show is given twice nightly and Sunday matinees are given. Tickets are 24 cents for kids, 72 cents for chairs, $4 for boxes seating four each.

The performance features the 12-lion act of Don Felipe Castillo, worked now by an assistant because of his illness. There also is a gorilla which is worked in the big cage. Among the other acts are Pallenberg's Bears; Los Alfredos, hand balancing; Anderson Sisters, unicycles, and Nagra Elephants (4).

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UNDER THE MARQUEE

By TOM PARKINSON

C. S. Primrose, King Bros.' contracting press agent last season and a veteran in the business, now is working at the Shubert Theater, Chicago. Also there during the "Can-Can" run is **C. A. Sonnenberg**, formerly with Ringling.

The **Great Arturos**, high wire, now are working another act, this one known as the **Dressler Brothers**, in which they use a cycle on an inclined wire. They bought the rigging in England recently and will be on "Super Circus" Sunday (21).

Smiley Burnette, Western movie actor now making personal appearances in Oklahoma, has a semi-trailer rigged out as a donation show and called Smiley Burnette's Old West Museum. . . . **Jim E. Green** writes from the Beatty circus that **Laurence Cross** is breaking a jargo clown stunt with **Elmer Santyana** and **Pete Ivanoff**. . . . **Tex Jones** is in the Beatty concert. . . . **Henry V. Paulson** observed a birthday.

Billy Senior, of the Barnes-Carruthers office, booked **Harry and Ruby Haag, Naomi Haag, Helen Haag's Chimps, Young China, Bill Woodcock** and the **Miller-Woodcock Elephants**, clown **Henri French** and organist **Bessie Eek** into the Mount Sterling, Ill., Fair. The show was well billed as the Mighty Haag Circus, reviving the title used by the father of Harry and Helen Haag.

Art (Doc) Miller, now billing for the King Reid carnival, reports that in Eastern Canada people still ask about Sparks Circus most and that the Main title is second. . . . Fan **Bill Gabeler**, of Gloversville, N. Y., writes he visited **Ernie Burch** on Ringling, clowned a pair of performances with Hunt Bros., and was chairman of the auspices for Mills Bros. at Gloversville. His children, **Jimmy and Nancy**, took part in the Mills performance.

Johnny Fulghum, carnival biller, writes that **Si Rubens** will have Rogers Bros. at the fair in Covington, Va. Fulghum recently visited with **Ted Edlin**, agent for Mills Bros. He also reports signs that several shows are coming into the Carolinas.

Harry Chipman reports going to the **Clif McDougal** funeral. . . . The **Ben Leffs**, Monrovia, Calif., have an air calliope and make parades, with Ben working as a clown. . . . Ringling-Barnum has set the Rose Bowl parking lot for its Pasadena, Calif., lot. . . . **Bernie Griggs** is reported to be making good progress following surgery.

Acker and Kaye, aerial act, visited **Byron Gosh** and the All-American Circus at the ballpark stadium, Waycross, Ga., recently. . . . The **Mertor Craigs** and **Ken Couchmans**, Ilion, N. Y., caught Mills Bros. there, Beers-Barnes at Richfield Springs, and Von Bros. at Speculator, N. Y., and report good shows and good business all along.

"Super Circus" for Sunday (21) has scheduled the **Atomics (5)**; **Valentine's Birds, Ted and Flo Vallett**, batons, and the **Dresslers**, reports **Al Dobritch**, booking counselor.

Catching Kelly-Miller at Houlton, Wis., were **Wallace Ahlberg**, of St. Paul; the **Gary Davison** family of Minneapolis; **E. P. Gardiner** Jr., of Minneapolis, and **J. Hawthorne Rettinger**, of Long Lake, while the same group, plus **John Hartwig**, caught Ringling in Minneapolis. **Fred and Shirley Logan** were hosts to the group in Kelly-Miller.

Ray (Rayford) Bickford, Yorkie, and **Jim MacDonald**, the latter a former eight-horse driver for Ringling, clowned special dates in Maine. Rayford writes that Beers-Barnes was booked for Roscoe, N. Y., for Saturday (13).

Buck Reger reports from Esterville, Ia., he caught Ringling at Mankato, Minn., where Bug Men **Wilbur Troskey** and **Mike Healy** made him a member of their Scissorbill Club. Reger visited **Ed Kelly, Lloyd Morgan, Les and Peggy Thomas, Walter Guice, Otto Griebling, Emmett Kelly, Pat Valdo, Freddie Freeman, Guistino Loyal, George Werner, Noyelles Burkhart** and **Walter Riarden.**

Jim Stutz, making Illinois fairs with a Hitler car, writes that business has picked up again. At the Palmyra, Ill., centennial he topped the street midway and at Lexington, Ill., he and **Joe Taggart's** miniature circus were tied for top spot.

Alberta Slim's Circus has with it **Captain Evans' Canines**, an elephant, diving dog, wrestling and performing bear, clowns and **Alberta Slim**, with his horse, Kitten. Show has been with Royal American Shows in Western Canada and will take an augmented show to Eastern Canada for dates with **Patty Conklin** at Toronto, London, Belleville and Leamington.

Clown **Frank Cain** reports he will play several Iowa dates for the Boyle Woolfolk office, which took over some of the dates canceled by Ward-Bell. The Davis, Ill., celebration included the five **Lembecks, Marjorie Meinhart** and Cain, who had 30 big heads in the parade. He plans to go with **Nat Lewis** again this fall and to make holiday parades with **Junior Clark.** Cain caught King-Cole at two Iowa stands.

Trader Horne and **Bill Richards**, of World Jungle Compound, hosted Los Angeles CFA members for a picnic recently and about 150 fans and troupers attended. Taking part in the performance were **Arky Scott, Melvin Coontz, Frank Phillips, Albert Fleet** and **Richard McCraw**, the latter a cat trainer working under the GI Bill of Rights. **Jake Posey** and **John T. Backman** rode on a carry-all pulled by a baby elephant. **Olga Celeste**, former trainer; glass-blower **Dick Manley**, just back from Hawaii; **George (Funny Ford) Perkins**, just leaving for Hawaii; **Mrs. Abe Goldstein**, wife of the clown, and **Mrs. Walter Buckingham**, widow of the CFA pioneer, attended.

Bill Ballentine was with Ringling-Barnum several days, working on a magazine story about the elephant department. . . . **Lewis E. Brown**, former pushe, and billposter with Ringling, worked ahead of the **Irish Horan** thrill show for a recent fair date. . . . **Charles Kyle** has taken his four-car outfit to Arizona for motion picture location work thru August. Earlier he played a string of Eastern dates and reports spotty business.

When playing the park at Oklahoma City, **Kitten and Gabby Wendt** were visited by the **Bayard Ortons, Yvonne Pouchard; Lorraine Sillers** and **Ken Hoeffert.** The Wendts, working as the **Aero-Stylites**, play Wisconsin fairs in the vicinity of Wausau, their home.

At the annual party given by **Richard Napolitano** and **Charlie Napolitano** in Chicago during the Ringling run were **Ed Kelly, Joe**

(Continued on page 72)

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URO Exec Slate Re-Elected; Financial Aid to 'World' Fund

By BILL LOVE

NEW YORK, Aug. 13.—Re-election of incumbent officers for a second one-year term and the voting of a $1,000 donation to the U. S. Amateur Roller Skating Association's world championship meet fund were among highlights of the United Rink Operators' annual convention, Tuesday and Wednesday (2-3) at Long Island's Garden City Hotel.

Meetings on both days ended with luncheon to allow operators and manufacturers time to witness feature events of the USARSA competition at near-by Mineola Rink.

The conclave also voted nine-year free membership to California rink owner Chuck Himes. The reason was that during World War II Himes had not been notified when a URO annual convention was switched from the Midwest to New York and he had spent considerable money on a trip that turned out to be in vain.

In his report as chairman of the URO manufacturers' committee, Sam Asad, Cleveland Skate Company, stressed that recent developments in the steel and aluminum fields were making it impossible for manufacturers to continue absorbing upward costs. He suggested immediate purchases while present pre-increase stocks were available.

Striking a note of optimism, Asad observed that many more rinks were opening this year than in recent years, especially in the East and Middle West.

Call for Promotion

"Operators should do more to promote their businesses," said Asad in regard to box office. "Manufacturers can and do provide a crutch to help, but individual owners must do the walking and solve their own problems. Too many aren't."

Continuing in the same vein, Asad observed that in all too many cases ops show no interest in the skater after the admission fee has been paid. He stressed that it is poor thinking to allow rental skates to deteriorate.

"Good skates are a gilt-edged investment," said Asad. "The complete cost can be amortized in about eight weeks and after that it's all profit."

William Schmitz, general manager of the America on Wheels chain, and Perry Giles, who operates Curvecrest Rink, Muskegon, Mich., reported favorably on URO regional meetings in their respective territories. Both men urged ops in other sections of the country to follow suit.

"At these regional meetings party lines should be forgotten," said Giles. "The idea is to promote roller skating as a business, and invitations should be sent to all rink owners in the area, URO members and non-members alike." Promote skating, swap ideas and don't worry what association flag the other fellow is flying, was Giles' conclusion.

In the same vein, Schmitz urged members not to talk RSROA and URO at regional get-togethers, but to concentrate on the business at hand.

Schmitz also said that he would like to go on record with regard to an article by him which had appeared in a July issue of The Billboard. According to him, the article was timely when submitted several months ago but had caused some embarrassment when it was published in a completely different season. He assumed that the story had been held until news was light enough to permit publication.

Thanks From USARSA

USARSA prexy George Apdale, a guest at the operator meetings, thanked the URO for its generous $1,000 contribution to the world championship fund. He also extended thanks to the Van Horns for their co-operation as Mineola hosts for the national championships and to the manufacturers for their support thru booth rentals at the meet.

Both operators and manufacturers were lauded for their donations and other assistance to the world championships, scheduled for October 21-23 in Barcelona, Spain; also for their ads in the U. S. meet program.

Apdale cited Rule 4, Item J, of USARSA rules, which states that contestants for world, international, Pan-American and North American championships shall be selected by the association's executive committee.

He said it was his intention to send the best possible contestants in ladies' singles, men's singles, pair-skating and dance with the idea of entering some in more than one event. The contingent to Spain would also include a judge and manager-coach.

Commenting on the need for world meet funds, Apdale stated that monies for uniforms and publicity would be required in addition to cash for travel and subsistence.

It was announced that the Irwin N. Rosee Company, New York, had been retained to drum-beat for the world meet. Rosee had previously been director of the Roller Skating Institute of America.

At the suggestion of Giles, the meeting extended a vote of confidence to Apdale. Giles' motion was seconded by Gene Regalia, Florham Park, N. J., and was unanimously carried.

Map URO Library

Giles also started the ball rolling on a URO library of skating information as a service to the nation's rink ops. The idea is to gather all data so that the secretary can supply useful knowledge to anyone in the business or contemplating a rink operation.

Massachusetts operator Sam Sholes suggested an award to operators who obtain new URO members, but no action was taken.

The meeting was also urged to co-operate in every possible way with Art Goodfellow in the publication of his "National Roller Skating Guide," which all agreed was an asset to roller skating as a sport, recreation and business.

Suggested ways of co-operating, in addition to the obvious one of advertising, were: Answer all requests for information promptly, voluntarily supply photos and features, and help sell the book.

The convention ended with a reading of the minutes of the first URO meeting which was held in 1943 at the Park Sheraton Hotel, New York. At that meeting Earl Van Horn, host for the U. S. meet of 1955, was elected first president, after he had refused the nomination several times.

In electing officers for the coming year, the executive committee recommended that the present slate be retained. A motion was made by Marvin Facher, America on Wheels, and was seconded by Don Victor, Levittown (L. I.) Arena. The vote was unanimous.

Officers retained are Norman Barber, Skateland, Cranston, R. I., president; Robert Black, Black's Rink, Huntington, W. Va., first vice-president; Robert Baker, Palomar Roller Gardens, Lansing, Mich., second vice-president; George (Doc) Yoder, Skatearena, Sinking Springs, Pa., third vice-president; Perry Giles, Curvecrest, Muskegon, Mich., treasurer, and Kenneth Trueman, Idyl Wyld Roller Palace, Marion, Ind., secretary. Executive board is rounded out by Joseph Barnes, Waltz Skating Club, Philadelphia; James Wall, Roller Dome, Fort Wayne, Ind., and Connie Macklow, Park City Skateland, Bridgeport, Conn.

Chairmen of standing committees are: William Schmitz, adviser; Gene Regalia, amateur (East); Harry Black, amateur (South); James Wald, amateur (Midwest); Cliff Neschke, amateur (West); Sam Asad, manufacturers; Robert Black, finance, and Perry Slic, publicity and promotion.

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SUPPLIERS SPEAK

Exhibitors at RSROA Meet See Bigger Biz

TOLEDO, Aug. 13.—Exhibitors of equipment for roller skaters at the RSROA championships here, July 24-30, went home with hopes high for terrific business when the fall season opens. Interest in their products, including new and improved items, was good thruout the seven-day trade show, all exhibitors reported.

Two exhibitors, Douglas-Snyder, Dayton, O., and Sure-Grip Skate Wheel Company, Lynwood, Calif., reported exceptional interest in their items for the juvenile skater. The latter company also offered the older enthusiast a skate with a thicker plate, "introduced to meet a growing demand," according to Harry C. Ball, firm representative.

Jerry Nista, former national champion representing Raybestos, said his company was enjoying its best year with its new wheel.

Sam Asad, Cleveland Skate Company, Inc., said his firm was doing "very well" at the show and that he "looked for a terrific fall business." His company was employing a novel method to introduce a new lightweight juvenile skate called the Pixie which will retail at under $10.

Also aimed at the younger element and receiving good reception was a new Cub skate case manufactured by Balaban Luggage Company, Council Bluffs, Ia. The company was showing newly designed cases developed to solve a storage problem for rink operators. The handle was placed in such a position as to make stacked storage of the cases practical.

Sanders Studios, offering a line of handmade souvenirs, found a rushing demand for several items.

Cottrell, Inc., skate wheel manufacturer who had limited sales to Eastern States until this year, was represented by company chief Paul Cottrell and his wife and son. Now prepared to meet nationwide demand, the Cottrells said they had booked numerous orders for fall delivery.

Sid Mendelson, Akron, official photographer for the skating championships, was without a doubt the busiest businessman during the week.

Riedell Shoes, Inc., Red Wing, Minn., was represented by its owner and the following distributors: Bill Skelly, Detroit; Bill Fehr, Portland, Ore., and O. L. Tillinghast, Venus, Tex.

Exhibition line-up:

Cleveland Skate Co., Inc., Samuel Asad and Robert Phillips; Fo-Mac, Tulsa, Okla., Cecil Davis and Vernon Fowlkes; Skelly's, Detroit, Bill Skelly; Balaban Luggage Co., Council Bluffs, Ia., Bernard Balaban.

Sander Studios, New Haven Conn., Margaret J. Sander; National Sports Publications, New York, Arthur Goodfellow; Sure-Grip Skate Wheel Co., Lynwood, Calif., Harry C. Ball.

Cottrell, Inc., Derby, Conn., Mr. and Mrs. Paul Cottrell and Robert A. Podoloff; Skating Specialties, Mar Vista, Calif., Nadine Van Bergen; Douglass-Snyder, Dayton, O., Charles Snyder, Glenn Gardner and Bill Lenox; Jack Adams & Sons, Inc., New York, Jack Adams and Jack Goldstein.

Pro-Tek Toe Skate Stop Co., Wentzville, Mo., Dudley Klein, St. Louis; Eli Fackler, Clinton, Mich.; Raybestos, Vincent Devitt, Bridgeport, Conn.; Jerry Nista, Brooklyn, and Jerome Brush Jr., Bridgeport; Hyde Atletic Shoe Co., Cambridge, Mass.; Chicago Roller Skate Co., Joseph Shevelson; Krako of Toledo, Division of K & M Machine Co., Toledo, and Riedell Shoes, Inc., Red Wing, Minn., Paul Riedell and Ted Breza.

ROADSHOW REP

"We have had a very nice season (to date), but extremely hot weather recently is putting a dent in business," writes **Maude Tomlinson Brooks,** operator of the Brooks Stock Company, from Dodgeville, Wis. Mrs. Brooks enclosed in her letter clipping of an editorial from the Sauk-Prairie Star, Sauk City, Wis., of July 21 in which the show was lauded. The editorial read, in part: "The Brooks Stock Company has come and gone. Every night the show had a good house, proving its popularity here. This is the 44th year the Brooks company has been on the road, and, while it hasn't been to Sauk-Prairie every year, they've been here a good 35 summers. The Brooks people can always be counted on for good, clean entertainment, both serious and comic, and the fact that they have been able to command good audiences . . . does indicate that the Brooks show offers a kind of entertainment which is not quite matched by all the competition which has come up in those 44 years." Back with the show this year are **Addison Aulger,** manager; **Don Weage, Bessie Delmore,** the **Dancing Armonds, Bill and Marigold Armond, Toby Laurence** and **Allen Bradley.** Newcomers are **Ed Sawyer, Charlene Allen, Gordon Ray, Lynn Carpenter** and **Roger Baker, Stephanie Lee Brooks,** granddaughter of Maude Brooks and the late **Jack Brooks** and daughter of **Tom and Barbara Brooks,** flew from Kansas City to Madison, Wis., to spend 10 days on the show. The show is slated to close its season September 4.

Members and guests who attended the convention were: Mr. and Mrs. Norman Barber, Skateland, Cranston, R. I.; Mr. and Mrs. Kenneth Trueman, Idyl Wyld Roller Palace, Marion, Ind.; Earl Van Horn, Mineola (N. Y.) Rink; Connie Macklow, Park City Skateland, Bridgeport, Conn.; Mr. and Mrs. Perry Giles, Curvecrest, Muskegon, Mich.; Mr. and Mrs. William Schmitz, Mr. and Mrs. Marvin Facher and Mr. and Mrs. Jack Edwards, America on Wheels, Elizabeth, N. J.; Sam Sholes, Boston; Mr. and Mrs. Joseph Barnes, Philadelphia; Jerome Bush and Vincent Devitt, Raybestos, Bridgeport, Conn.; Eli Fackler, a toe stop plate man from Clinton, Mich.; Pat Aluise, Bladensburg Arena, Bladensburg, Md.; Anthony Callahan, Watsonville, Calif.; Mr. and Mrs. Eugene Regalia, Florham Park (N. J.) Arena; Paul Riedell, Riedell Shoes, Inc., Red Wing, Minn.; Charles Snyder, Douglass-Snyder Skate Company, Dayton, O.; Sam Asad and Robert Phillips, Cleveland Skate Company; Mr. and Mrs. George Yoder, Skatearena, Sinking Springs, Pa.; Vernon Folkes, Fo-Mac Enterprises, Tulsa, Okla.; Mr. and Mrs. Don Victor, Levittown (N. Y.) Arena; George and Helen Apdale, USARSA, and Moe Post, Hyde Athletic Shoe Company; Bill Love, representing The Billboard, New York Journal-American and National Roller Skating Guide, and Vi Koch., Skating Reporter.

NEW BRITAIN, Conn., Aug. 13.—Ronny Gale has assumed managership of the Bowl-o-Rink here, with skating now scheduled on Wednesday and Saturday afternoons, 2 to 5 and on Wednesday, Friday and Saturday nights, 8 to 11. Gale intends to resume a full fall schedule after Labor Day.

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MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Red Kerce, of the Bargain House, Tallahassee, Fla., has announced a new citrus fruit peeler. It is a handled gadget made of nickel-plated steel and is packed in a good-looking plastic package. By means of a small cutting edge, it cuts grooves in oranges, grapefruit, lemons or limes. The grooves run from top to bottom of the fruit and make it possible for the head of the peeler to slide easily between the skin and the fruit. It is pointed out that the tiny strips resulting from the cut grooves may be used for the garnishing of salads. Selling for $20 per gross, f.o.b. at the plant, pitchmen and demonstrators are urged to write for samples of the product, said to be a good item for fast turnover.

From California comes a new spring, non-breakable flower vase and candle holder. The unique design of the spring base resists tipping. The flower vase is six inches high and is fitted with a clear acetate water vial. The candle holder has a sturdy 4-inch base. Both the vase and candle holder are available in bright nickel, brass, copper or oxide black. Concessionaires and premium users are urged to stock these items which are always in demand and make fine gifts. The vase retails for $1.50. Candle holders are $1.50 per pair. In combination they are $3 a set. Write **Wirecraft Originals,** Van Nuys, Calif., for quantity prices.

Dee's Wholesale Company, Syracuse, has come thru with what it claims is the hottest selling fan in the country. This is a reversible exhaust and intake double fan boasting the following features: High velocity and air displacement of 1,040 cubic feet per minute, U.L. approved, sturdy construction of heavy gauge steel panels, fully guaranteed, reversible, ventilates or exhausts without removal from window, adjustable, and models to fit windows from 24 inches to 36 inches. The fan retails for $39.95 and is offered buyers at $9.50 each in lots of 12. Sample price is $10.50. Shipments are made f.o.b. Syracuse. A 25 percent deposit is required, balance c.o.d. Dee's also has other low priced items, all listed in a free catalog.

If you are looking for something different for bigger and better crowd attraction, you are asked to write to Hall of Distributors, Detroit. The firm has six items which it claims are moving in heavy volume: Automatic electric Roto Broil skillet selling for $8.50 each in lots of 12 or more, a copper clad electric Alcamatic automatic cooker which sells for $8 in lots of three or more (chrome model $7.75), a three-piece Sheffield steel plier set imported from England selling for $1.45 a set in dozen lots, a complete three-piece matching luggage set selling for $11.25 per set in lots of three or more, $125 nationally advertised Hannah women's watches with two diamonds offered at $20.25 in lots of three or more, and a 16-inch reversible window fan selling for $9.75 each in lots of six or more. This firm has thousands of other items which it say are offered at the lowest prices. You are invited to write for a free illustrated catalog.

PIPES FOR PITCHMEN

By BILL BAKER

MARIA HOSEBERG . . .
wishes to convey her thanks to all the pitchmen who were so kind during Glen's long illness. Glen passed away July 9.

THE LATEST WORD HAS IT . . .
that Art Nelson is still at the Carle Clinic, Urbana, Ill.

JOHNNY GLYNN . . .
is running his own carnival in New Jersey.

HERE'S SOME MORE DOPE . . .
on the old seven-in-one scope which has been the subject of quite a few pipes that have been dropped in here during the past several months. Lettering from Philadelphia, S. C., Maurel offers the following pertinent info: "While visiting this country, I read an old number of The Billboard in which some people like Jack Scharding and Joe Ackerman express some interest in an item called the old seven-in-one scope which sold successfully in this country some decades ago. I am happy to inform you that this items happens to be manufactured by relatives of mine in Paris, France. I will be glad to give them all the necessary information and quotations if they are still interested. I have one sample with me and a pamphlet written in French. We still manufacture this item and export it toward various European and South American countries. My address while in America will be 4801 Fillmore Terrace, Philadelphia 24. I'll be at that address until the end of September."

ELLWYN SPROAT . . .
the gent who divides his time between commercial Florida fishing in the winter and pitching lawn mower sharpeners in the summer, has this to say for himself. "I put my fishing boat away in May and started working my way up the East Coast following the trail of the growing grass so as to sell my lawn mower sharpener tools. Incidentally, this is the 20th year that I have been making this tool. Worked quite a few of the sales in Eastern Pennsylvania and had occasion to cut up jackpots with Freddie Krause and Jean Beatty, who is one of the slickest polish workers I have met in 35 years on the road. Finally have got back to my old alma mater, Detroit, where the shops are running if it isn't too hot. I have been fooled twice by the boys going home early on account of the heat—so they said. Ran into Sam Cole, who just came in from the West Coast, and also Blackie Beard, who came in from Witchita, Kan. Now these friends of mine are both working off one car. They claim they can't take care of the pass outs with one man after a super colossal pitch on coils. That kinda stuff doesn't sound like it was when I was pitching coils and intensifiers 35 years ago. Am marking time here until the fairs get under way. I intend working only five fairs this year as per usual and then head for the Lord's country where I work from dawn until dark catching kingfish and mackerel—Oh! what a life. Here's hoping that all my friends are able to do something that I haven't been able to do all season, namely, hit some real fat red ones."

PIPING IN FROM . . .
Kinston, N. C., where he has been working the leaf for the last three months, Pat Patrick says that he's glad to hear that his old pal Heavy Forkner is well on his way to recovery after his recent sick spell. "Heavy is one real trouper," says Pat.

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COMING EVENTS

• Continued from page 66

Portland—Expo. of Progress & Pacific Int'l. Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.
Portland—KWG Kitchen Carnival, Oct. 1-8. Jack Matlack, 402 Times Bldg.
Redmond—Deschutes Co. Fair Rodeo, Aug. 27-28.

Pennsylvania

Clymer—Golden Jubilee, Aug. 14-20. Bruce Phillips.
Hollidaysburg—Blair Co. Lions Fair, Sept. 4-10. Frank Caravella.
McClure—Bean Soup Celebration, Sept. 14-17.
New Castle—Italian Celebration, Aug. 15-20.
Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York.
Philadelphia — National Aircraft Show, Sept. 3-5.
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

Rhode Island

Bristol — Anniversary Celebration, Sept. 17-24.

South Dakota

Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.
Huron—Powwow Day, Oct. 1.
Kadoka—Labor Celebration, Sept. 5.
Lake Preston—Watermelon Day, Sept. 5.
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.
Mitchell—Corn Palace Festival, Sept. 18-24.
Parkinson—Community Days, Aug. 29-30.
Rapid City—Black Hills Range Days, Aug. 18-21.
Sioux Falls—Viking Days, Oct. 7-9.
Stickney—Golden Jubilee, Aug. 17-18.
Yankton—Pancake Days, Oct. 6-8.
Vermillion—Old Settlers' Picnic, Aug. 21.
Vermillion—Days of '59, Aug. 25-26.
Wagner—Labor Celebration, Sept. 4-5.
Winner—Labor Celebration, Sept. 5.
Yankton—Saddle Club Rodeo, Sept. 4-5.

Tennessee

Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale.
Greenback—Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr.
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27. Sue Hill.
Memphis—Memphis Rodeo, Sept. 23-30.
Morristown—Centennial, Aug. 21-27. R. T. Bales Jr.
Nolensville—Williamson Co.-Nolensville Jr. Dairy Show, Sept. 3. Robert S. Mosley.
Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr.
Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.
Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

Texas

Galveston—Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier.
Cleburne—N. Central Tex. Rodeo, Sept. 7-10.
Colorado City—Frontier Round-Up, Aug. 24-27.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.
Dublin—Dublin Rodeo, Aug. 31-Sept. 1.
Floresville—Peanut Festival, Sept. 23-24.
Georgetown—Georgetown Rodeo, Aug. 24-27.
Gladewater—E. Tex. Quarter-Horse Breeders' Show & Races, Aug. 22-23. W. C. Holcombe, Longview.
Gorman—First Annual Peanut Festival, Sept. 8-10. Arlton E. Smith.
Kaufman—Kaufman Co. Livestock Show, Sept. 8-10. Ernest Bauerle.
Kerryville—S. Texas Sheep Dog Trials, Sept. 3.
Nocona—Chisholm Trail Round-Up, Sept. 3-5.
Orange—Orange Rodeo, Sept. 1-3.
San Antonio—Charro Celebration, Sept. 15-16.
San Antonio—Expo. of Modern Living, Sept. 25-29.
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.
Texarkana—Fall Rodeo, Sept. 13-17.
Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.
Waco—Heart o' Tex. Fair Rodeo, Oct. 3-8.
Waxahachie—Ellis Co. Rodeo, Sept. 22-24.
West—West Rodeo, Sept. 1-3.

Utah

Bingham—Galena Days, Sept. 26-Oct. 1.
Brigham City—Box Elder Co. Peach Days, Sept. 10-11. D. N. Mason.
Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr.
Cedar City—Suffolk Jr. Sheep Show, Sept. 2-4.
Logan—Cache Co. Rodeo, Aug. 18-20.
Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.
Tremonton—Golden Spike Rodeo, Aug. 26-27.
Vernal—Vernal Rodeo, Aug. 18-20.

Virginia

Suffolk—Peanut Festival, Sept. 5-10.

Washington

Ellensburg—Ellensburg Rodeo, Sept. 3-5.
Hillyard—Hi-Jinks, Aug. 18-20.
Kennewick—Kennewick Rodeo, Aug. 26-28.
Monroe—Evergreen State Fair Rodeo, Sept. 2-5.
Moses Lake—Columbia Basin Rodeo, Sept. 10-11.
Omak—Omak Rodeo, Aug. 13-14.
Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.

West Virginia

Clarksburg—Police Safety Fair, Sept. 5-10.
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin

Kenosha—Celebration, Sept. 5.
Pewaukee—Legion Fall Festival, Sept. 3-5. Ray Romens.
Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

Wyoming

Douglas—State Fair Rodeo, Aug. 31-Sept. 3.
Lusk—Niobrara Co. Rodeo, Aug. 19-20.
Thermopolis—Thermopolis Rodeo, Sept. 4-5.
Torrington—Goshen Co. Rodeo, Aug. 25-27.
Wheatland—Platte Co. Rodeo, Aug. 27-28.

CANADA

British Columbia

Penticton—Peach Festival, Aug. 18-20.

Manitoba

Flin Flon—Rotary Horticultural Exhn. Aug. 24-27.

Novia Scotia

Bridgewater—Water Carnival, Aug. 18.

Ontario

Leamington—Tomato Festival, Sept. 9-10.
Blytheswood (Leamington)——Int'l. Plowing Match & Farm Machinery Demonstration, Oct. 11-14.
Ottawa—Winter Fair, Oct. 25-29.
St. Catharines—Niagara Grape & Vintage Festival, Oct. 1.
Sault Ste. Marie—Parade of Progress, Aug. 26-Sept. 1.
Sudbury—Parade of Progress, Aug. 18-25.

Prince Edward Island

Charlottetown—Old Home Week, Aug. 15-20.
Dundas—Provincial Plowing Match, Sept. 14-15.

Quebec

Montreal—Eastern Canada All Eclectrical Show, Sept. 19-23.
Montreal—Food Show, Oct. 13-18.

Saskatchewan

Saskatoon—Dairy Cattle Show & Sale, Oct. 13.
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

Kiddie Rides

• Continued from page 58

of some 15 zoos since his place turned commercial itself and started gaining recognition.

One of the features of the animal displays, besides the 16 buildings and numerous animal enclosures, is the fact that large herds of animals are the order, not small groupings.

Big Herds on Display

A common sight is the viewing of 15 llamas, 100 kangaroos, two dozen zebras and equally large collections of yaks, flamingos, ostriches and many other species. Each of the species is represented by a couple in a special enclosure containing also a house of the habitat country. Examples include a pagoda for oriental animals like the Japanese sika deer, a ranch for the U. S. Western elk, a hut for the African pygmy donkey, temple for the Persian lamb and others. The list of inhabitants, almost without end, contains tortoises, monkeys, water buffalo, cranes, antelopes and such odd ones as maras, tahrs, aoudads, wombats and cassowaries.

There is parking space covering a 12-acre tract, and attractions include an alligator pit and 100-foot bear cage. Normal facilities found at the place include refreshment stands and restaurant, souvenirs, picnic tables, snack bar and animal food sales.

During the Christmas period the Lindemanns rent out many animals for store and community displays. During the operating season they keep a full-time artist on hand to retouch and maintain all colorful animal buildings, and every one is checked off weekly. The management expounds a theory that one of the responsibilities of a major amusement installation is to maintain a spotless and always-new appearance in order to induce word-of-mouth advertising by satisfied repeat customers, the better to further the profitability of a hobby-turned-business.

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UNDER THE MARQUEE

• Continued from page 69

Trosey, Paul Miller, Rudy Bundy, Bob Hasson and **Noyelles Burkhart**, all of Ringling; **Sen. Joe Lynch**, of New York City; **Bill Devine** and **Bill Byrnes**, of Consolidated Concessions, Soldier Field, Chicago; **F. A. (Babe) Boudinot, C. A. Sonnenberg**, and **Bill Reynolds.**

Charles Kyle, of Kyle Productions, en route from Maine to Miami, visited friends in Boston. Kyle had been playing dates in New England, his established territory.

Tex Carson Circus Notes: **Wayne G. Newman and Company**, posing horses act, has joined. **Lee Bradley** recently received a shipment of snakes and reptiles. **Pete Schuch**, mail agent and route man, has closed with the show. Two cub bears have been added to the menagerie by Manager **Jack Moore. Buryl Hunter** and **Francis Wallace**, CFA members of Tacoma, Wash., are visiting the show and playing drums, along with organist **Marie Ward. Wallace and Marie Winters**, CFA, Bellingham, Wash., were recent visitors, along with **Harold Jeffers**, billposter of the Ranier Shows, and **Mr. and Mrs. Charles Milroy** and **Ernie Jensen**, CFA, Tacoma. **John Foss**, contracting agent, visited the show for several days and sported a new Chevy. **Chester Forcum** has joined and will handle livestock. **Mr. and Mrs. Jack Bell** visited **George Bell** recently.

Mickey Coughlin, Chicago circus biller, is hospitalized for an operation. . . . **Bill Woodcock** has the Miller & Woodcock Elephants on a circuit of fairs for the Barnes-Carruthers office thru September 25.

From the Jay Gould show, **Beverly Allen** writes that quick thinking by ride superintendent **Red Fash** saved the show's Ferris Wheel in a wind storm. . . . **YoYo**, clown, and the **E. L. McCalls** made TV shows in Fargo, N. D. . . . Show's calliope makes bally daily with **Bob Green** playing it. . . . **Bob Capell** is back in the show with his Liberty act after a slight injury. . . . **Bert Pettus, Tilton & Heerdink** and **Bob Perry** visited.

P. M. McClintock, circusiana dealer, reportedly has bought **Roland Butler's** collection of material. . . . San Francisco's Fleishhacker Zoo has a new baby elephant which is to be named in a contest operated by The News.

Roy Barrett has been laying off in Chicago since closing with the **Terrell Jacobs** show. He opens his fair dates Monday (22). He caught Ringling, Polack Eastern, Mills and Hagen circuses this season. . . . Circus fans **Joseph L. Tracy** and **Arthur Dodge** had parts of their model shows and circusiana collections in display in a Buffalo, N. Y., bank's exhibit room.

The **Bob King** family, Richmond, Ind., spent a week vacationing on the George W. Cole Circus. . . . **Karl Wallenda** writes from Cali, Colombia, that the Circus Royal Dumbar was held over an extra two weeks there. . . . Clowns **Popo DeBathe** and **Huey Kyle** worked the Disneyland opening recently. Now DeBathe is making fair dates. . . . **Glenn Trump**, Omaha newspaperman, heads up the newly organized Campbell Bros.' Tent of CFA there. CFA President **Roger Brown** attended the first meeting.

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Badger, June
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Bain, John
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Bird, Marian
Blue, Marsha
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Bowen, Chester
Boyce, Louis
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Boyd, Bill
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Bremer, Robt.
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Brown, Joe
Brown, Robt.
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Burke, Katie (Dardanella)
Burke, W. O. (Orville Burke, Scenic Artist)
Burns, Wm. Edw.
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Burton, Howard Red
Butler, Don
Buzzelli, Earnie
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Campbell, Carrie & Milke
Cantrell, Billie & Dean
Carlin, Neil
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Carter, June (Ariana)
Carter, Zeno
Caruso, Johnnie
Casey, James P.
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Chestian, Fred
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Christo, Tom
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Collins, Geo. Red
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Craig, Frederick Richard
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Curtis, Victor Richard
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Day, Eldon
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DeSilva, Geo.
DeWald, Frieda
Dees, John
Deisiek, Roy (Flying Deisleks)
Dercott, John
Diving Sensations, The
Drake, Robt. B.
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Edwards, Leon
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Foster, David
Foster, James B
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Frazer, Raymond
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Gantt, James D.
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Gates, Ocie A.
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Gentry, Rye
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Gibson, John (Hollywood Sky Revue)
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Girouard, Anthony
Goe, Skinny (Bandmaster)
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Lutz, Freddie
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McCurdy, Roy
McLaughlin, Bill & Mary
McNair, Joe B.
Malikova (high wire act)
Mallman, Hugo
Malone, Jack
Mandell, Barbara
Marchette, Rebel
Marco the Great (Master Magician)
Marcus, Red (girl show operator)
Marder, Phil
Marks, George
Marks, Tom & Rosa
Mazer, Lewis
Mastin, Will
Mears, Henry
Metcalf, Billy
Meyers, Leo
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Miller, Calvin
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Ringens, Peejay
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Ritter, Maurice L.
Ritz, Chas.
Robbins, Leona
Robinson, Don & Lola Maxine
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Rocco, R. W.
Rodgers, Red (midget show talker)
Roe, Billy
Rogers, M. . (Red)
Rogers, Patsy Y.
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Weer, J. C.
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Feinstein, S. S.
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Miller, Lucky
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Phillips, Tom
Pidluski, James
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Reagan, Eddie
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Sartin, J. P.
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Schwarz, Albert
Schaffer, Nathaniel
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Bennett, Elbert M.
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Brigance, Jimmie
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Caldwell, E. S.
Caloian, Carl
Campbell, W. H.
Carpenter, Keith
Carpenter, Mrs. Helene
Carroll, James R.
Chanos, Susie
Chapman, W. D.
Cherry, John M.
Clark, Vaughn
Collier Jr., Mrs. L. N.
Coy, Eddie
Crew, Thomas H.
Crowe, Jesse
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Crowell, Mrs. H. W.
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Denind, L. J.
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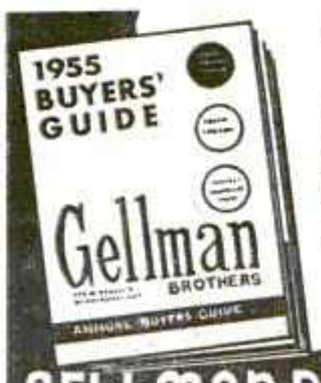

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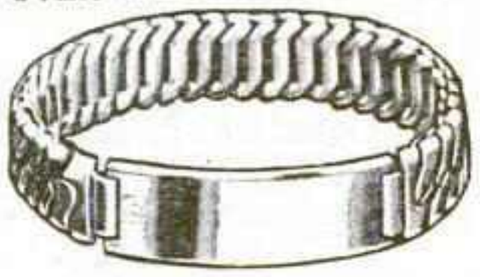

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67 New Licenses Hit St. Paul Ops

To Affect Venders, Jukes, Games, Locations; Drop $100 Cig Op Fee

ST. PAUL, Aug. 13.—The city council here Wednesday (10) voted adoption of the last two of a series of six licensing ordinances covering coin-operated devices.

The coin-machine licensing regulations were part of an over-all series of 73 such ordinances considered by the council as new revenue-raising measures. To date 67 have been approved, six still are awaiting final action.

Voted into law Wednesday were measures regulating licensing of cigarette vending operators and machines and of candy, gum, nut, soft-drink and other food and drink vending operators and units.

As originally introduced, the cigarette vending ordinance called for an annual operator permit of $100 plus $1 per unit. Operators objected and the regulation was rewritten, with the $100 fee dropped.

New Cig Scale

Instead, operators will pay $5 for operation of up to two units, $10 for 3 to 10 machines, $25 for 11 to 25 units, $50 for 26 to 50 devices, $75 for 51 to 75 units and $100 for all operations over 75 machines. The ordinance also requires the name and address of the owner to be affixed to each machine on location.

Operators of candy, gum, nut, food and drink machines will pay a $30 yearly license for each business, plus 25 cents for each unit on location.

Both these ordinances become effective upon legal publication of the regulation today.

Regulations

Ordinances adopted earlier and already in force are:

Amusement games—Arcade operator fee increased from $200 to $240 yearly; location fee boosted from $50 to $60 annually; each machine hiked from $5 to $6 yearly; no change in $300 fee for games

(Continued on page 79)

NCMDA Skeds Chicago Meet September 12

CHICAGO, Aug. 13.—The National Coin Machine Distributors' Association will hold its next general meeting Monday, September 12, at 10 a.m., at the Morrison Hotel, here.

The meet will be the first since reactivation of the association last March. Topics to be discussed at the meeting include "Trade Magazine Price Lists," "Territorial Violations," "Legal and Public Relations Board," "Location Selling," "Equipment Financing," "Diversification of Equipment Merchandise," "Fair Trade Rules" and "Business Trend Survey."

Headquarters for the group is at 30 North La Salle Street, Chicago.

Used Shuffles Hold $ Line; Demand Up

CHICAGO, Aug. 13.—Prices on used shuffle games which usually drop considerably beginning in July have remained steady, game distributors and jobbers reported this week.

Games which were introduced to the trade a year to a year and a half ago are scarce, distributors say, with demand for these games in many cases higher than for new models. Many operators are reported trading in older games on late used shuffles.

Most distributors agreed that the shuffle game market has held up thru the summer better than the pinball market, altho the five-ball pinball demand has been exceptionally good this summer.

Manufacturers report sales of new shuffle bowling games above average for the summer, altho high prices on these games have obviously turned many operators to buying up good used models instead of new equipment.

Wally Finke, First Coin Machine Exchange, called the market "tight on late-model shuffle games, as well as five-ball games. First is building up a good-sized inventory of games in anticipation of a big demand toward the end of the month following the summer season." Operators are expected to build up spots that were quiet during the summer, he said.

Joe Robbins, Empire Coin Machine Exchange sales manager, and Jerry Bremner, of the sales staff, reported the used shuffle game market very steady, with many requests for late model games unable to be filled because of a scarcity of these games.

Mort Levinson, National Coin Machine Exchange, said prices on used shuffle games have held up well all summer because of the scarcity. Action on five-ball pinballs has also been good. Along with a number of other distributors, National reported the highest demand in the in-line pinball market was for Bally's Big Time game. The Billboard's Price Index lists this game as advertised at from $465 to $525. The game was introduced last January.

All-State Coin Machine Exchange noted a scarcity of games in the $250-$450 bracket, according to Vince Shay. Shay reported the used shuffle game and five-ball market good, while the in-line pinball games are moving relatively slow and gum games dropped off considerably.

Herb Perkins, Purveyor Distrib-

(Continued page 89)

Long Beach Ops Eye MAC Set-Up

LONG BEACH, Calif., Aug. 13.—A group of operators here are considering the possibilities of forming an operating company similar to MAC Vendors, Inc., Los Angeles, it was learned this week.

A similar move was also considered by a group of operators in nearby San Fernando.

MAC Vendors is an operating company financed by a group of juke box and game operators. The company was authorized to issue $200,000 preferred and common stock, the latter with a par value of $1 per share.

Sam Ricklin, president of MAC, explained that the purpose of MAC was to give operators the opportunity of investing in a juke box, game and vending route without increasing their own operations. Ricklin said that prior to the formation of MAC, operators had always turned over requests for equipment they did not operate to other operators. By turning over these requests to MAC, Ricklin said, operators will be able to share in dividends as stock holders.

Location Aid Proposals Draw Heavy UMO Fire

DETROIT, Aug. 13.—Strenuous opposition to recent proposals that operators of juke boxes, as well as amusement games, should financially assist their locations to make improvements, such as air-conditioning and new signs, was voiced this week by Roy Small, conciliator of the United Music Operators of Michigan.

Small cited the following principal reasons for UMO's objections to the plan:

1. "We believe that this plan would be contrary to Liquor Control Commission regulations. It would be financing a bar. Rules in Michigan, as in other States, are strict on this point, and such a step could lead to revocation of the license of the bar involved."

2. "We don't believe that the average operator can afford to do this. It would provide large operators with an opportunity to drive the smaller operators out of business—via big lending power."

3. "If juke box operators could afford to finance air-conditioning, they could afford to pay larger location commissions and a royalty to the American Society of Composers, Authors and Publishers. Both propositions are absurd."

4. "We have as a part of our by-laws in the UMO that it is considered unethical to do such things, because it is unfair. The entire industry frowns upon the loaning of money to locations."

5. "A location that cannot finance its own air-conditioning unit or sign is a poor risk."

"If a bank won't lend money to a location, how can the operator do so safely?" Small concluded.

MISSING LINK?

Mfrs. Finance Plan Needed, Says Distrib

BOSTON, Aug. 13.—The music machine business is slowing down in the New England area, says Edward M. Ravreby, of World Fair & Associated Amusements, because of the lack of a good finance plan between manufacturers and operators.

"It is virtually impossible for distributors to give operators the kind of finance plan they need to carry their payments over the period necessary," Ravreby said. "The great need of the day is either for the manufacturer to assume financing responsbilities or to set up firms which would accept the paper and carry thru the deal."

A financing plan that would extend for at least 30 months is needed, Ravreby contends, and he cannot conceive of a distributor being in a position to go along for such a long period. The missing link in the industry, he said, was a

(Continued on page 92)

BUSTIN' OUT ALL OVER

Coin Rides, Games Draw Top Play at Variety of Spots

• Continued from page 1

tions. Many airports have opened up to new amusement game pieces, where previously they would not accept them. Drugstores, among the first locations for coin games many years ago, are coming back as profitable game and ride spots."

Game Rooms

The $3,200,000 main airport building at General Mitchell Terminal, Milwaukee, the nation's newest air center, has installed a special game room filled with some 25 pieces of equipment. Airport planners saw the need for providing travelers and visitors with a recreation area and blueprinted the game room along with restaurant, tavern, barbershop and gift center. Among the games are shuffle bowlers, photomatic, coin baseball and basketball units, recording machine and kiddie rides, including, of course, a coin-operated airplane.

New locations for games and rides are springing up by the hundreds every year. Last year, for instance, 475 new supermarkets opened for business, with 975 more expected before the end of 1955. These spots, combined with the hundreds of new golf lands, batting ranges, archery ranges, drive-in theaters and other outdoor amusement centers opening annually, point to giant steps for the coin machine industry of the future.

Steele, Exhibit Houston Distrib

CHICAGO, Aug. 13.—In conjunction with their new distributor organization, previously announced (The Billboard, July 16), Exhibit Supply has named Steele Distributing company, Houston, as distributor for the firm in the Houston area.

Some 43 distributing firms make up the new Exhibit sales organization, covering the United States, Canada and Europe.

Coin-A-Matic Set for NAMA

DETROIT, Aug. 13—Coin-A-Matic, Inc., which has announced an odd-cent coin changer, will place its unit in vending machines for demonstration at the National Automatic Merchandising Association convention in November.

John E. Sedan, general manager, explained that the firm is not affiliated with any vending machine firm, however.

Sedan said that Coin-A-Matic currently plans to handle its own distribution but that it may later decide to sell thru a national distributor. Full production for the unit, which lists for $89, has been slated for the end of this month.

Copyright Study to Enter Music Phase

• Continued from page 17

the area of the general study would be mostly on domestic copyright problems—altho some of these domestic problems naturally had international tangents.

One such international tangent, for instance, would be concerned with the theory of property rights of artists in their recordings. Such a matter, it will be recalled, is also high on the agenda of the American Federation of Musicians.

Legalists on the literary and music scene have long felt that the Copyright Act of 1909 had become outmoded; that it had failed to keep pace with new uses of music and other copyrightable material; that perhaps the Act was applicable to copyright in the era of the printing press, but not in the electronic era of today.

Such problems as to what constitutes publication, whether a record be filed as a publication, etc., are other aspects of copyright which require study in the light of today's technological advances, according to legal opinion.

The financial grant to the Copyright office was okayed despite protests by the Music Operators of America and other juke box interests that such a study would, in their opinion, be biased and would view with partiality the point of view of performing rights societies and copyright owners.

PICNIC GAS—COIN OPERATED

NIAGARA FALLS, N. Y., Aug. 13.—Picnickers at Devil's Hole State Park near here are cooking with gas these days.

Coin-operated three-burner gas grills which operate 20 minutes for a dime, an hour for 25 cents, are part of the park equipment.

ON THE ROUTE

Harry Silverman, Ace Music Company, Miami, has found that moving equipment around is one way to collections on a high level. Harry bought a small game route, and by switching the games around from his original route to the new one, and vice-versa, he increased collections on both routes. "It's hard work," says Harry, "but that's the only way to keep collections up."

A large milk vending machine located on the campus of Cornell University, Ithaca, N. Y., did a limited business until it was dolled up with white paint to resemble a milk carton. Now it has not only become a conversation piece on the campus, but studies show that the move has increased sales made by the machine.

Robert Yount, head of Coffee, Inc., operators of coffee venders thruout Denver, has found that plant or office locations which may seem to have a low profit potential can be made worth while thru a special operational plan the firm uses. "If we can set up a rental agreement whereby the machine payments are made, with a fair profit on the investment, we are glad to make the installation," says Yount. "We simply select one man from the organization, who has the necessary mechanical ability, and school him thoroly in all phases of loading the machine, keeping the coffee concentrate properly refrigerated, making adjustments, and otherwise servicing the machine just as one of our men would do."

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THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated August 6, 1955)

ARCADE EQUIPMENT

1. GENCO—Rifle Gallery
2. EXHIBIT—Shooting Gallery
3. EXHIBIT—Sportland
4. GENCO—Big Top
5. BALLY—Big Inning
5. SEEBURG—Coon Hunt

MUSIC MACHINES

1. SEEBURG—M-100-A (78 RPM)
2. AMI—Model A
2. AMI—Model C
2. SEEBURG—M-100-B
5. WURLITZER—1500

SHUFFLE GAMES

1. UNITED—Olympic Shuffle Alley
2. UNITED—Chief Shuffle Alley
2. UNITED—Royal Shuffle Alley
4. UNITED—Shuffle Alley Deluxe 6 Player
4. UNITED—Star, Tenth Frame 6 Player

VENDING MACHINES

1. NORTHWESTERN—39, 1c
2. KEENEY ELECTRIC—9 Col.
2. NATIONAL—918
2. NATIONAL—930
2. NATIONAL—950

Also tied for second, third, fourth, and fifth place are machines listed below with six times advertised.

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY
1. Dude Ranch
2. Beauty
3. Palm Springs

GOTTLIEB
1. Guys & Dolls
2. Gold Star
3 Chinatown
3. Twin Bill

UNITED
1. Nevada
2. Rio
3. Tropics

WILLIAMS
1. Army & Navy
2. Singapore
3. Struggle Buggie

PINBALL GAMES

	HIGH	LOW	Times Advt'd
BALLY			
Atlantic City (5/52)	$110.00	$ 74.50	22
Beach Club (2/53)	205.00	145.00	25
Beauty (11/52)	165.00	25.00	32
Big Time (1/55)	525.00	465.00	9
Bright Lights (5/51)	95.00	44.00	13
Bright Spot (11/51)	95.00	69.50	9
Coney Island (9/51)	85.00	65.00	9
Dude Ranch (9/51)	275.00	175.00	33
Frolic (10/52)	155.00	109.00	23
Gayety	525.00	375.00	18
Hi-Fi (6/54)	275.00	200.00	19
Ice Frolics (1/54)	265.00	195.00	30
Palm Beach (7/52)	110.00	85.00	22
Palm Springs (11/52)	295.00	220.00	32
Spot Lite (1/52)	75.00	44.00	22
Surf Club (3/54)	325.00	225.00	31
Varieties	450.00	325.00	23
Yacht Club	149.00	90.00	24
CHICAGO COIN			
Basketball Champ (3/47)	275.00	250.00	8
Tahiti (10/49)	175.00	145.00	5
EVANS			
Saddle & Turf, Club Model (10/53)	275.00	245.00	4
Saddle & Turf (10/53)	245.00	245.00	1
EXHIBIT			
Jeannie (6/50)	25.00	25.00	2
GENCO			
Basketball, 2 player	275.00	250.00	8
400 (10/53)	75.00	45.00	9
Floating Power	49.50	49.50	3
Double Action (1/52)	25.00	25.00	1
Golden Nugget (2/53)	95.00	95.00	7
Wild West	525.00	425.00	11
GOTTLIEB			
Chinatown (10/52)	125.00	75.00	7
College Daze	49.50	49.50	3
Coronation	99.50	90.00	5
Daisy Mae (7/54)	215.00	185.00	5
Diamond Lil (12/54)	210.00	195.00	5
Dragonette	180.00	165.00	4
Duette Deluxe	290.00	290.00	2
Flying High (2/53)	150.00	150.00	3
Four Belles	195.00	190.00	3
Gold Star (3/54)	220.00	185.00	8
Grand Slam (4/53)	140.00	140.00	3
Green Pastures (1/54)	195.00	135.00	5
Guys & Dolls (5/53)	150.00	85.00	9
Gypsy	245.00	245.00	2
Hawaiian Beauty (4/54)	160.00	140.00	5
Hit 'n' Run (3/51)	32.00	32.00	1
Joker	49.50	49.50	3
Jockey Club (5/54)	155.00	145.00	3
Just 21	25.00	25.00	4
K. C. Jones	25.00	25.00	2
King Arthur	49.50	49.50	3
Knockout (1/51)	49.50	25.00	4
Lady Luck (9/54)	190.00	190.00	2
Lovely Lucy (2/54)	175.00	135.00	6
Marble Queen	115.00	115.00	2
Pinwheel (11/53)	130.00	130.00	2
Poker Face (9/53)	135.00	135.00	3
Quartet (3/54)	120.00	120.00	3
Queen of Hearts (12/52)	145.00	95.00	6
Quintet	49.50	49.50	3
Rose Bowl	50.00	50.00	4
Shindig (10/53)	150.00	150.00	5
Skill Pool (8/52)	110.00	80.00	5
Slugging Champ (4/55)	255.00	250.00	3
Stagecoach	210.00	195.00	5
Super Jumbo (10/54)	345.00	345.00	2
Twin Bill (1/55)	225.00	185.00	7
SCIENTIFIC			
Spitfire	235.00	225.00	4
UNITED			
ABC (3/53)	65.00	50.00	8
Cabana (3/53)	165.00	95.00	8
Havana (2/54)	195.00	135.00	8
Hawaii (6/54)	195.00	175.00	5
Leader (10/51)	65.00	45.00	6
Mexico (3/54)	175.00	125.00	2
Nevada (8/54)	295.00	225.00	12
Rio (11/53)	185.00	120.00	12
Stars (6/52)	65.00	59.50	5
Tropicana (1/55)	350.00	245.00	6
Tropics (7/53)	175.00	135.00	10
Zingo (10/51)	65.00	65.00	3
UNIVERSAL			
Five Star	35.00	35.00	1
WILLIAMS			
All Star Baesball	225.00	175.00	4
Big Ben (9/54)	185.00	185.00	3
Army & Navy	120.00	75.00	8
Cinderella	49.50	49.50	4
Deluxe Baseball	195.00	195.00	1
Dealer	140.00	140.00	3
Disc Jockey (11/52)	75.00	39.00	5
Four Corners	89.50	75.00	5
Grand Champion	125.00	125.00	3
Hayburner (6/51)	99.50	99.50	3
Jalopy (8/51)	99.50	95.00	2
Lazy Q (2/54)	135.00	110.00	4
Mermaid (6/51)	45.00	45.00	2
Nine Sisters	140.00	140.00	2
Olympics (5/52)	55.00	55.00	2
Pallisade (7/53)	75.00	75.00	1
Quarterback (10/49)	75.00	75.00	2
Samba	49.50	25.00	4
Saratoga	49.50	49.50	3
Screamo	145.00	130.00	4
Singapore	325.00	250.00	8
Sky Way (9/54)	165.00	165.00	3
Slug Fest (3/52)	39.00	39.00	1
Star Goal	20.00	20.00	1
Struggle Buggie (12/53)	140.00	125.00	8
Summertime	49.50	49.50	6
Super World Series (4/51)	95.00	49.00	6
Twenty Grand (12/52)	95.00	75.00	7
MANUFACTURERS NOT LISTED			
Basketball	25.00	25.00	2
Mystic Marvel	165.00	145.00	3
Peter Pan	215.00	215.00	1
Speedway	20.00	20.00	1
Sunshine Park	35.00	35.00	1
Sweetheart	35.00	35.00	1
Three-of-a-Kind	18.00	18.00	4

ARCADE EQUIPMENT

	HIGH	LOW	Times Advt'd
ABT Challenger (5/46)	$ 20.00	$ 20.00	3
Advance Shockers	15.00	15.00	4
All American Baseball	85.00	85.00	1
Anti-Aircraft	99.50	99.50	2
Art Parade 3-D (Mutoscope)	245.00	245.00	1
Auto Photo	1850.00	1850.00	4
Baseball (Scientific)	79.50	79.50	2
Bat-A-Ball	15.00	15.00	4
Bat-A-Score (Evans) (8/48)	175.00	125.00	5
Bat-A-Score (Senior) (8/48)	65.00	65.00	3
Best Hand	15.00	15.00	4
Big Broncho (1/51)	400.00	350.00	6
Big Inning (Bally) (47)	150.00	95.00	10
Big Top (6/54) (Genco)	425.00	395.00	12
Bonus Gun (United)	395.00	385.00	3
Bonus Deluxe (United)	395.00	375.00	6
Carnival Gun (United) (10/54)	350.00	275.00	7
Champion Hockey	85.00	85.00	4
Chicken Sam (Seeburg)	95.00	95.00	4
Coon Hunt (Seeburg) (2/54)	225.00	175.00	10
Dale Gun (Exhibit)	89.50	35.00	8
Derby (Exhibit)	10.00	10.00	4
Derby, 4 player (Chicago Coin) (3/52)	195.00	135.00	6
Drivemobile (Mutoscope)	165.00	165.00	3
Driveyourself Drivemobile	595.00	595.00	4
Electric Skill Gun (ABT)	20.00	20.00	4
Flash Hockey (Coinex) (9/46)	75.00	75.00	2
Flying Saucer (Mutoscope) (6/50)	149.50	95.00	6
Goalee (Chicago Coin) (1/46)	99.50	95.00	8
Gun Patrol (Exhibit) (5/51)	145.00	130.00	5
Gypsy Fortune Teller	10.00	10.00	4
Foot Vitalizer (Exhibit)	95.00	95.00	1
Hi-Ball (Exhibit) (2/38)	75.00	75.00	2
Hockey (Chicago Coin)	75.00	75.00	4
Home Run, 6 player (Chicago Coin) (3/54)	250.00	165.00	5
Jack Rabbit	95.00	95.00	4
Jet Gun (Exhibit) (12/51)	125.00	99.50	5
Jumping Jack (Genco) (11/52)	85.00	85.00	4
League Ball Jr.	15.00	15.00	2
Lite League (2/46)	75.00	75.00	4
Mercury Coaster Gripper	20.00	20.00	4
Metal Typer (Standard)	250.00	250.00	4
Midget Movies	145.00	135.00	7
Midget Skee Ball (Chicago Coin)	165.00	165.00	1
Mills Scales	40.00	40.00	1
Musical Merry-Go-Round	395.00	350.00	4
Night Fighter	150.00	150.00	2
Panoram	325.00	325.00	3
Pennant Baseball (Williams)	165.00	165.00	3
Periscope	95.00	95.00	4
Photomatic Deluxe (2/36)	375.00	365.00	4
Photomatic (Mutoscope) (1/50)	445.00 late	445.00 late	2
Pikes Peak	15.00	15.00	2
Pistol Target Skill	15.00	15.00	4
Pitch'm & Bat'm (Scientific)	185.00	145.00	6
Pistol Pete (Chicago Coin)	99.50	99.50	2
Pop Up	15.00	15.00	4
Quizzer	95.00	95.00	3
Race the Clock (Williams)	275.00	275.00	3
Red, White & Blue (ABT)	20.00	20.00	2
Rifle Gallery (Genco) (6/54)	325.00	225.00	21
Scientific Boat	325.00	325.00	4
Set Shot Basketball (6/52)	345.00	345.00	2
Shoot the Bear (Seeburg)	150.00	110.00	7
Shooting Gallery, 500 (Exhibit)	375.00	365.00	4
Shooting Gallery (Exhibit) (6/14)	225.00	175.00	14
Silent Salesman Card Vendor (3/52)	35.00	35.00	4
Silver Bullets (Exhibit)	95.00	95.00	4
Silver Chest (Genco)	125.00	125.00	2
Silver Gloves (Mutoscope)	195.00	195.00	3
Six Shooter (Exhibit)	110.00	95.00	5
Skee Ball (Wurlitzer) (8/36)	150.00	150.00	3
Skill Gun, ABT	20.00	20.00	4
Ski Roll (Evans)	95.00	95.00	2
S. K. Grip Vue	20.00	20.00	4
Sky Gunner (Genco) (9/53)	145.00	85.00	5
Smily	10.00	10.00	4
Space Ship	325.00	325.00	3
Space Ranger Deco	325.00	325.00	2
Spark Plug (10/51)	95.00	75.00	6
Sportland (Exhibit) (11/54)	395.00	195.00	13
Sportsman (Keeney) (11/54)	345.00	249.50	9
Star Series (Williams) (4/49)	89.50	79.50	3
Steeple Chase	75.00	75.00	3
Super Home Run, 6 player	265.00	265.00	1
Super Jet (Chicago Coin) (4/53)	395.00	295.00	6
Super Jet (Williams)	295.00	295.00	2
Super Pennant Baseball	245.00	165.00	3
Swamies	12.00	12.00	3
Target Skill Gun (ABT)	20.00	20.00	4
Telequiz (1/49)	115.00	95.00	5
Ten Strike (Evans) (46)	85.00	85.00	4
Texas League Baseball	50.00	50.00	1
3-D Theater (12/53)	199.50	199.50	2
Three-Way Gripper (Gottlieb)	20.00	20.00	4
Undersea Raider (2/46)	125.00	125.00	2
Voice-o-Graph (Mutoscope) (8/46)	495.00	495.00	2
Watling Scales	75.00	75.00	1
Wizzard Fortune Teller	15.00	15.00	4
Wizzard Whiz	20.00	20.00	4
World Series (Rock-Ola)	85.00	85.00	1
You Shoot	325.00	295.00	3
Zipper Skill	19.00	19.00	2

MUSIC MACHINES

	HIGH	LOW	Times Advt'd
AMI			
Model A (46)	$295.00	$ 99.00	16
Model B (48)	175.00	150.00	9
Model C (50)	205.00	165.00	16
Model D-40 (51)	295.00	250.00	10
Model D-80 (51)	395.00	325.00	8
Model E-40	435.00	435.00	1
Model E-80	575.00	575.00	1
Model E-120 (53)	575.00	495.00	11
HS Hideaway	125.00	125.00	1
EVANS			
Constellation (Mills)	110.00	110.00	1
ROCK-OLA			
Comet 1438 (54)	599.50	549.00	11
1422	99.00	34.50	2
1428 (48)	125.00	99.00	7
1432	195.00	169.00	2
1434 (52)	275.00	275.00	4
1436 A-Fireball	375.00	375.00	3
1436 (52)	375.00	295.00	2
Hi-Fi (55)	725.00	725.00	4
SEEBURG			
46 (46)	75.00	75.00	4
146 (46)	95.00	29.50	2
H-146 Hideaway	50.00	50.00	4
47 (47)	75.00	75.00	5
H-147 Hideaway	65.00	65.00	4
48	85.00	85.00	1
H-148 Hideaway	75.00	75.00	4
HM-100-A Hideaway	275.00	275.00	4
M-100-A (78 RPM) (50)	375.00	250.00	21
M-100-B (50)	569.00	495.00	16
M-100-BL (51)	575.00	550.00	2
M-100-C (52)	665.00	595.00	6
HF-100-G	825.00	825.00	3
748 ML (48)	129.00	99.00	6
WURLITZER			
1015 (46)	100.00	69.00	8
1100 (48)	195.00	99.00	10
1217 Hideaway	149.00	149.00	1
1250 (50)	265.00	135.00	3
1400 (50)	325.00	269.00	6
1450 (5)	326.00	279.00	5
1500 (52)	339.00	295.00	13
1500-A (52)	425.00	395.00	6
1550-A (52)	395.00	395.00	4
1550 (52)	395.00	325.00	5
1600	375.00	350.00	3
1650 (53)	450.00	349.00	7
1700 (54)	725.00	595.00	2

SHUFFLE GAMES

	HIGH	LOW	Times Advt'd
Ace Bowler (United) (5/54)	$310.00	$285.00	7
Advance Bowler (Chicago Coin) (5/53)	215.00	165.00	10
American (Keeney)	325.00	325.00	2
American Bank Shuffle	100.00	100.00	1
Banner Shuffle Alley (United) (8/54)	345.00	325.00	7
Bikini (Keeney)	295.00	295.00	3
Bonus Bowler (Keeney)	200.00	200.00	1
Carnival Bowler (Keeney) (5/53)	135.00	115.00	3
Carnival Deluxe (United) (10/54)	325.00	295.00	12
Cascade Shuffle Alley (6 player) (United) (2/53)	125.00	90.00	12
Century (Keeney)	310.00	310.00	1
Chief Shuffle Alley (United) (11/53)	275.00	250.00	15
Classic Shuffle Alley, 6 player (United) (6/53)	145.00	120.00	10
Clipper (United)	445.00	445.00	1
Clipper Deluxe	445.00	445.00	2
Clover Shuffle Alley, 6 player (United) (1/53)	125.00	95.00	5
Club 10 Player (Keeney)	95.00	95.00	3
Comet (United)	375.00	350.00	4
Comet Deluxe	375.00	365.00	2
Criss-Cross Bowler (Chicago Coin) (12/53)	295.00	295.00	2
Criss-Cross Targette Deluxe	225.00	225.00	1
Criss-Cross Target Regular	295.00	215.00	6
Crown Bowler (Chicago Coin) (4/53)	225.00	140.00	3
Diamond (Keeney)	250.00	165.00	3
Domino Bowler (Keeney)	135.00	100.00	5
Double Score Bowler (Chicago Coin) (3/53)	115.00	100.00	6
Feature Frame (Chicago Coin)	315.00	295.00	5
Five Player Shuffle Alley (United) (1/51)	40.00	40.00	4
Fireball (Chicago Coin)	395.00	395.00	4
Flash Bowler (Chicago Coin)	365.00	365.00	4
Genco, 8 player (9/51)	65.00	65.00	2
Hi-Speed Triple (Chicago Coin) (7/53)	225.00	225.00	2
Holiday Match Bowler (Chicago Coin) (9/54)	460.00	425.00	6
Imperial Shuffle Alley (United) (9/53)	220.00	195.00	21
Jet Bowler (Bally)	375.00	375.00	4
Keeney with Bottle Pins	40.00	40.00	4
King Bowler (Chicago Coin)	275.00	185.00	3
League Bowler (Keeney) (8/50)	40.00	40.00	4
League Bowler Deluxe (Keeney)	75.00	75.00	1
League Bowler (United) (1/54)	255.00	240.00	8
Leader Shuffle Alley (United)	260.00	235.00	7
Lightning Shuffle Alley (United)	445.00	445.00	4
Lightning Deluxe	445.00	395.00	4
Magic (Bally)	425.00	425.00	1
Mars (United) (1/55)	415.00	415.00	4
Mars Deluxe (United)	425.00	375.00	6
Match Bowler (Chicago Coin) (7/52)	60.00	45.00	4
Match Pool (Genco) (2/54)	165.00	145.00	5
Mercury Deluxe Shuffle Alley, 11th Frame (United)	365.00	365.00	4
Name Bowler (Chicago Coin) (1/54)	95.00	95.00	3
Official Shuffle Alley, 4 player (United) (5/52)	95.00	45.00	6
Olympic Shuffle Alley (United) (6/53)	140.00	110.00	16
Pacemaker (Keeney)	295.00	185.00	4
Rainbow Shuffle Alley (United) (8/54)	325.00	295.00	6
Royal Shuffle Alley (United) (9/53)	200.00	195.00	15
Shuffle Alley Deluxe (Keeney)	50.00	50.00	2
Shuffle Alley Deluxe, 6 player (United) (10/51)	75.00	49.50	13
Shuffle Alley, 6 player (Chicago Coin) (2/51)	55.00	35.00	2
Shuffle Alley Deluxe, 6 player (Chicago Coin)	39.00	39.00	1
Shuffle Alley, 6 player (Keeney)	75.00	75.00	4
Shuffle Alley, 6 player (United) (2/51)	50.00	37.00	3
Shuffle Alley, 10 player (Keeney)	110.00	110.00	2
Shuffle Alley Deluxe, 11 Frame (United)	345.00	345.00	3
Shuffle Pool (Genco) (11/53)	125.00	90.00	10
Six Player, 10th Frame (United)	100.00	75.00	3
Speedie (United) (8/54)	345.00	345.00	1
Special Bowler, 10th Frame (Chicago Coin) (12/52)	95.00	75.00	4
Star, 6 player (United) (7/52)	60.00	50.00	4
Star, 10th Frame, 6 player (United)	125.00	65.00	13

(Continued on page 78)

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AMI-B 175.00
AMI-D-80 ..... 395.00
AMI-E-120 ..... 565.00
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SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Chicago

By KEN KNAUF

MILLS MAKES APPOINTMENT. Announcement of the appointment of **Dick Saloman** to the coffee division of the sales department of Mills Industries was made by **H. F. (Pete) Maloy,** sales manager. Prior to joining Mills, Saloman was purchasing agent of the Bert Mills Corporation of St. Charles, Ill. . . . Visiting with **Sam Lewis** and **Frank Mencuri** at Exhibit Supply during the week was **Joe Ash,** Active Amusement, Philadelphia.

Old-timers in the coin machine industry will be happy to hear that **Clarence Gillette,** who was Bally Manufacturing Company office manager for many years, was recently awarded the degree of Doctor of Philosophy by the University of Illinois. **Dr. Gillette** is associate professor of economics at the University's Chicago campus. . . . The boys at Donan Distributing Company were pitching softballs around the office during the week in preparation for their annual diamond clash with Como Manufacturing Company. Suiting up were **Don Moloney, Mac Brier,** all the Donan hands, and a few customers thrown in.

Mort Levinson, National Coin Machine Exchange, who has returned from a trip to California, visited with the **Gensburgs** at their Riviera club in Las Vegas. **Sheldon Spira** was on the road this week, with National owner **Joe Schwartz** and son, **Ron Schwartz,** tending to the office. . . . **Herb Perkins,** Purveyor Distributing Company, is getting ready to move into his new offices on the second floor of the Purveyor headquarters. **Monte West** is currently covering the downstate area. Visiting Purveyor from St. Charles, Ill., was **Roland Froehling.**

Vince Shay, All-State Coin Machine Exchange, at latest report, was making off for a vacation at Eagle River, Wis. . . . **Jack Burns,** Empire Coin Machine Exchange, is traveling the Michigan roads this week. **Jerry Bremner,** out fishing with **Sam Solomon,** University Coin, Columbus, O., reportedly did some unscheduled swimming in the Buckeye streams when the boat did a bottoms-up. . . . **Joe Kline,** First Coin Machine Exchange, was on vacation in Wisconsin, expected back this week. **Wally Finke,** who has been sporting a bandaged hand for the last three weeks, is keeping the mishap a mystery.

Bill DeSelm and his wife, **Lucy,** played golf last week with **Lou Casola** and his wife at Rockford, Ill., where Lou owns his own course. Visiting at United during the week was **N. H. Boehm,** Vend-O-Matic Company, Chicago. . . . All the Gottliebs at D. Gottlieb & Company are back from their sojourns, with exception of **Sol Gottlieb,** who is in the East. On display at Gottlieb headquarters is a new five-ball game, Tournament.

Detroit

By HAL REVES

PLAN NEW VEND BUSINESS. Harold and Mary Finger, in the insurance business in suburban Wyandotte, are planning a new vending machine business, offering a diversified operation. . . . **Carl Angott,** head of Angott Sales Company, is vacationing with his family near Manistique in the Upper Peninsula. . . . **Phil Jones,** record department manager for the one-stop service operated by the Angott Distributing Company, bit the "jackpot" July 31, when his wife gave birth to their first offspring—twin girls. The new arrivals have been named **Linda and Laura,** and Phil is counting double on everything these days.

Albert G. David, who has changed the long-established Macomb Music Company to the Macomb Music Service, has moved his headquarters from a near-downtown location to the northwestern section and is concentrating on music machine operation. The amusement games and Arcade equipment, formerly operated by the firm, have been disposed of. . . . **Sonny Sears,** office secretary at the United Music Operators of Michigan, is away on vacation in the forests of Northern Canada, leaving Conciliator **Roy Small** really short-handed, he reports. **Marlene Kelly,** a newcomer in the field, is filling in for her for the vacation period.

Joseph Brilliant, head of the Brilliant Music Company, and one of the city's veteran operators and distributors, is in Henry Ford Hospital. . . . "Business has been awfully good," chortles **William Bernard,** executive vice-president of the Detroit Coca-Cola Bottling Company, which operates both bottle and cup venders in this area. The record-breaking long hot spell brought patrons in hordes, resulting in an amazing increase of 40 per cent in business compared to 1954.

Cincinnati

By ELINOR BATTE

HEALTH CAMPAIGN. The Automatic Phonograph Owners' Association has a request from the city Health Department to co-operate in the social hygiene program being sponorsed for the next 30 days. The department will furnish stickers, "Help Yourself to Health," which will be delivered to each member for placement on his machines. **Charles Streicher,** associated with Diamond Vending Machine Company, has returned from a two-week vacation at Wilmington Beach, N. C. His wife accompanied him. . . . **Howard Zobel,** also associated with Diamond Vending, will be on vacation for the next two weeks. He plans to build a patio at his home while on vacation. His son, **Barry,** will assist him.

James Drivakis, who owns and operates the Atlas Amusement Company, is spending a few days at Brown County State Park, near Nashville, Ind., with his wife and little daughter. . . . The association office in the Traction Building will be closed the week of August 21. **Mrs. Elinor Batte,** office secretary, is taking one week of her vacation at that time. All members have been notified. . . . **Paul Pusateri,** associated with Ohio Specialty Company, is planning a trip to the West Coast to visit his mother who lives in San Francisco. His wife will accompany him.

Milwaukee

By BENN OLLMAN

COIN TAKES FALL IN HOT WEATHER. Now that the longest spell of hot weather and humidity in a number of years has subsided, local coinmen are agreed that while the mercury was soaring coin box takes took a nose dive. . . . **Sam Hastings,** Hastings Distributing Company, notes an increasing number of up-State operators stopping in at his Bluemound Road headquarters in search of usable second-hand equipment. Boost in traffic in the resort areas this season has benefited the coin business, he says. List of vacationers in the Hastings organization this week includes **Ethel Schroeder,** office girl, and stock man **Earl Gebauer.** This week **Sam Hastings** plans to go to Chicago

(Continued on page 80)

Price Index

• Continued from page 77

	HIGH	LOW	Times Advt'd
Starlite Bowler (Chicago Coin) (5/54)....	325.00	295.00	10
Super Deluxe (Keeney)	75.00	75.00	2
Super Frame Bowler (Chicago Coin) (3/54)	325.00	245.00	12
Super Match Bowler (Chicago Coin) (10/52)	95.00	90.00	5
Super Six Shuffle Alley (United) (3/52)	95.00	45.00	10
Super 10th Frame (United)	85.00	85.00	1
Targette (United) Deluxe (8/54)...	375.00	335.00	6
Targette (United)...	350.00	335.00	4
Team Bowler (United) (1/54)..	260.00	245.00	9
Team Bowler, 10 player (Keeney)..	69.00	69.00	1
Tenth Frame Bowler (Chicago Coin) (3/53)	75.00	75.00	6
Triple Score Bowler, 10th Frame (Chicago Coin)	150.00	150.00	3
Triple Score Bowler (Chicago Coin) (6/53)	150.00	125.00	6
Triple Striker Bowler (Chicago Coin)...	495.00	435.00	5
Thunderbolt (Chicago Coin)...	435.00	435.00	4

VENDING MACHINES

Acorn Cabinet.....$	9.00	$ 9.00	3
Advance D 1c B/G..	6.45	6.45	4
Advance No. 11 Mdse.	5.95	5.95	4
Columbus Ball Gum.	6.95	6.95	3
Columbus 5c.....	6.50	6.50	3
Columbus 1c Bulk...	6.50	6.50	4
DoVol's Penny Pack.	7.50	7.50	3
DuGrenier (7 col.)..	85.00	45.00	5
DuGrenier (9 col.).	105.00	65.00	5
DuGrenier (11 col.).	135.00	85.00	5
DuGrenier Tab Gum (4 col.).....	17.50	17.50	3
DuGrenier Tab Gum (6 col.).....	17.50	17.50	3
DuGrenier Model W (9 col.).....	95.00	95.00	3
Electro (8 col.)...	125.00	125.00	4
Exhibit Post Card..	15.00	15.00	4
Heider Tab Gum (6 col.).....	12.50	12.50	3
Hot Nut (2 col.).....	12.50	12.50	3
Hot Nut (3 col.)...	25.00	25.00	3
Jewels Vends, 5c...	7.50	7.50	3
Keeney Electric (9 col.).....	135.00	115.00	6
Master 1c & 5c Bulk	6.95	6.95	4
Master 1c Bulk....	6.50	6.50	4
Master 5c Bulk....	6.50	6.50	4
Mills Candy (5 col.)	55.00	55.00	4
Mills Tab Gum (6 col.).....	17.50	17.50	3
National Candy (6 col.).....	65.00	65.00	4
National 9M.....	265.00	165.00	3
National 918.....	125.00	115.00	6
National 930.....	135.00	95.00	6
National 950.....	125.00	90.00	6
National 950.....	125.00	90.00	6
Northwestern 39, 1c.....	7.95	7.50	7
Northwestern 33, Ball Gum.....	6.50	6.50	4
Northwestern Deluxe 1c & 5c..	12.00	12.00	4
Northwestern 49, 1c.....	12.50	12.50	3
Northwestern Standard	6.95	6.95	3
103-Col. Shipman Stamp Vendor...	23.50	23.50	2
PX (10 col.).....	115.00	115.00	4
PX Electric.....	85.00	85.00	4
Regal 5c.....	6.95	6.95	3
Rowe (10 col.).....	45.00	45.00	1
Rowe Candy (5 col.).....	55.00	55.00	4
Rowe Candy Merchant (7 col.).....	165.00	165.00	4
Rowe Crusader (8 col.).....	150.00	150.00	5
Rowe Crusader (10 col.).....	160.00	160.00	4
Rowe Diplomat Electric (8 col.).....	160.00	145.00	4
Rowe Imperial (8 col.).....	95.00	85.00	6
Rowe Imperial (6 col.).....	85.00	75.00	6
Rowe President (8 col.).....	150.00	135.00	5
Rowe Royal (8 col.).	105.00	105.00	1
Rowe Royal (6 col.).	95.00	95.00	1
Silver King, 1c.....	8.50	8.50	1
Silver King, 1c Ball Gum.....	7.45	7.45	4
Silver King 1c Mdse.	7.45	7.45	4
Silver King, 5c.....	8.50	7.45	5
Stoner Candy (6 col.).....	135.00	135.00	4
Uneeda-A-Pak (8 col.).....	105.00	95.00	2
Uneeda (8 col.)....	35.00	35.00	1
Uneeda (9 col.)....	45.00	45.00	1
Uneeda (15 col.)...	65.00	65.00	1
Uneeda Model A....	92.50	92.50	4
Uneeda Candy (6 col.).....	65.00	65.00	4

(Continued on page 79)

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Hockey—Muto or Seeburg 75.00
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BALLY ABC BOWLER
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MODEL 1400
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New Licenses

• Continued from page 76

operator.

Juke boxes—Each unit raised from $25 to $30 anually.

Coin-operated laundries—New fee of $60 per operation.

Amusement rides—New fee of $50 for each location on rides for which charge is made.

In addition to these specific ordinances regulating coin-operated machines, the council enacted numerous other licensing changes or new regulations governing business which normally serve as locations for coin machines. Also affected are various sources of supply to vending machine operators.

Manufacturers and distributors of both alcoholic and non-alcoholic beverages will pay a $50 annual license fee, plus $5 for each motor vehicle in use.

Beer taverns selling non-intoxicating malt liquor by the drink had their annual license fees boosted from $100 to $120.

Grocery stores will pay a $30 yearly license fee for up to 1,000 square feet of space, $35 for 1,001 to 2,500 square feet, $40 for $2,501 to 5,000 square feet and $45 for all over 5,000 square feet.

In addition to all these, the city will levy a 25 per cent tax on the transfer to another licensee of any license issued by the council for the operation of any business in St. Paul.

Price Index

• Continued from page 78

	HIGH	LOW	Times Adv't'd
Uneeda Model E (6 col.)	75.00	75.00	4
Uneeda Model E (8 col.)	80.00	77.50	4
Uneeda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	3
Victor Model V, B/G Wheel	8.50	8.50	3

Business Takes Cole to Europe

CHICAGO, Aug. 13.—Because of the rapidly expanding market and the unlimited potential of the vending machine in the foreign field, Albert Cole, president of Cole Products Corporation, is in Europe today for the second time within three months on an extended business trip.

The firm's export business, according to Richard L. Cole, executive vice-president, has reached the point where it necessitated the personal supervision of Cole, who, with Arnold Cortell, export manager, will visit eight countries.

Cole left here August 3 and flew to London. Within the next three weeks he plans to visit Germany, France, Belgium, Holland, Luxemburg, Italy and Switzerland.

CHICAGO, Aug. 13.—Bunte Brothers Chase Candy Company announced a newly restyled cellophane bag line. A total of 22 candy items are now available in the new bag, which is duplex construction with 450 gauge moisture proof cellophane over a 300 gauge moisture proof inner bag.

Each bag is 5¾ inches wide by an average 10 inches long. The design is reverse printing on the outer bag in metallic inks which reflect light.

BINGO GAMES
HI FI $220.00
PALM SPRINGS 210.00
DUDE RANCH 170.00
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Model "E"40 AMI 435.00
Model "E"80 AMI 565.00
M100A Seeburg 265.00
M100B Seeburg 475.00
1500 Wurlitzer 295.00
1650 Wurlitzer 395.00
AMI 40 Sel WB 10.00
AMI 140 Stepper 10.00
Wurlitzer 3020WB 8.00
Wurlitzer 5204 WB 45.00
Arcade--Shuffle--Bingo
Exhibit Dale Gun ..... $ 35.00
Genco Sky Gunner 85.00
Seeburg Bear Gun 110.00
Mutos 3D Art Parade 245.00
C.C. Home Run (6 Player) 165.00
C.C. 6 Player Shuffle 55.00
Keeney Diamond Bowler 165.00
C.C. Hi-Speed Bowler 150.00
United Imperial Shuffle 185.00
Bally Palm Beach 75.00
Bally Ice Frolic 195.00
Bally Surf Club 245.00
Bally Hi-Fi 235.00
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MYSTIC MARVEL 145
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PINWHEEL 130
SHINDIG 130
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UNITED DELUXE MERCURY 365
UNITED CLASSIC 125
UNITED 10TH FRAME STAR 95
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FRemont 7-4495 Phila. 30
Write or wire for prices
"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

SHAFFER SPECIALS
Every Machine in A-1 Condition—Ready for Location
ROCK-OLA
1438 Comet $549.00
1436 Fireball 319.00
SEEBURG
M100-B $565.00
M100-A 299.00
WURLITZER
1500 ..... $339.00
1100 ..... 99.00
AMI
D-80 ..... $339.00
Model C 179.00
Write for Illustrated Catalog of Complete List
Shaffer Music Co.
In the Coin Machine Business Over 25 Years
COLUMBUS, OHIO 849 N. High St. AXminster 4-4614
CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310
INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571

BIG SUMMER CLEARANCE SALE
BINGOS
UNITED
Tropicana $360.00
BALLY
Dude Ranch $250.00
Palm Springs 275.00
Atlantic City 125.00
Yacht Club 140.00
Frolics 160.00
Coney Island 85.00
Beach Club 225.00
Beauty 175.00
Gayety ..... Write
Hi-Fi 300.00
Spot Lite 65.00
WILLIAMS
Long Beach $50.00
ARCADE EQUIPMENT
GENCO
Sky Gunner ..... $ 75.00
Big Top 395.00
Wild West 470.00
Sky Rocket ..... Write
EXHIBIT
Six Shooter ..... $ 70.00
Shooting Gallery 169.50
Star Shooting Gallery 225.00
UNITED
Bonus Gun $395.00
Jungle Gun 295.00
WILLIAMS
Safari $400.00
SHUFFLE GAMES
BALLY
Magic $475.00
Champion 395.00
Jet Bowler 400.00
CHICAGO COIN
Criss Cross $250.00
Crown 200.00
Gold Cup 200.00
King 200.00
Super 6 Match 75.00
GENCO
Shuffle Pool $35.00
Match Pool 50.00
UNITED
11th Frame $400.00
Star 55.00
Deluxe Targette 350.00
Playtime 300.00
Mercury 400.00
Mercury, new 450.00
League 295.00
Cascade 140.00
Imperial 275.00
PINBALL GAMES
GOTTLIEB
Skill Pool $50.00
Quintette 75.00
Grand Slam 50.00
China Town 60.00
Guys-Dolls 75.00
WILLIAMS
Daffy Derby, new $250.00
Daffy Derby 200.00
Major League Baseball 325.00
Spitfire, new 225.00
Big Ben 140.00
Skyway 225.00
Gun Club 25.00
Struggle Buggie 50.00
Star Pool 200.00
Dealer 75.00
Big League 225.00
Thunderbird 150.00
Pennant 100.00
All Star Baseball 325.00
Army & Navy 50.00
Lazy Q 85.00
Twenty Grand 40.00
Colors 175.00
PHONOGRAPHS
SEEBURG
Model 146 ..... $ 50.00
Model 147 ..... 50.00
Model 148 ..... 75.00
Model 100A .... $350.00—375.00 conolite
Model 100B .... 500.00—575.00 conolite
Model 100C 650.00
ROCK-OLA
Model 1422 ..... $ 50.00
Model 1426 ..... 65.00
Model 1436-78 ..... 300.00
Model 1436-45 ..... 345.00
Model 1438 ..... 625.00
AMI
Model A ..... $ 99.50
Model B 150.00
Model C 200.00
Model D-40 ..... 325.00
Model D-80 ..... 425.00
WURLITZER
Model 1015 ..... $ 75.00
Model 1400 ..... 350.00
Model 1450 ..... 350.00
Model 1500 ..... 300.00
Model 1650 ..... 450.00
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Disk Jockeys, UMO, Pull 1,500 at Dance

Youth Hops in Detroit Packs 'Em In; 8 Radio Stations Co-Operate With Ops

DETROIT, Aug. 13.—Juke box operator-disk jockey co-operation has hit a new high here.

Each week three disks jockies, representing as many stations, team up with the United Music Operators of Michigan in support of the latter's recently launched teen-age dance program, Teen-Age Record Hop.

Eight local radio stations in all are participating in the events, each taking its turn on a revolving schedule.

At each Teen-Age Record Hop one disk jockey emsees the show, while two others devote a portion of their regular programs to the event. These portions devoted to the hop are broadcast over a public-address system at the dances and introduced by the emsee for that particular evening.

The fourth Teen-Age Record Hop was held at the Veteran Memorial Park last Thursday, with Larry Gentile, WXYZ, emseeing the event. Approximately 1,500 youthful dance enthusiasts attended.

Headlining the event were the Gaylords, Mercury Records. Also on the bill were Gloria Mann, Sound Records, and Frankie Castra, Wing Records, who was making his second appearance.

Five amateur acts also took part in the show, including a 30-piece accordion orchestra.

Also during the evening Paul Dean, WJR, who was emsee the previous week, and Bob Maxwell, WWJ, skedded to appear at the event next week, saluted the dances, the UMO for sponsoring the events and Larry Gentile over their regular programs aired to the group over the public-address system.

James Jefferies, head of Jeff's Music Company and president of UMO, supplied a juke box, which was awarded to one of the attending teen-agers. A juke box is given each week by members of UMO.

TOUR U. S.

Greek Boys Amazed at Juke Boxes

TUSCALOOSA Ala., Aug. 13.—Five Greek youths, four from Athens and one from the Island of Crete, after touring New York, the country's capital and other cities, had nothing but favorable comments to make about the U. S. this week. And, according to the lads, "these music machines and the big stores with everything" offered the biggest thrills.

The boys were a part of the Civil Air Patrol International Exchange Program. One was selected by the Greek Boy Scouts, another for his skill in model aircraft building, one for winning "best student" honors at the Royal Aircraft School, and the remaining two were picked by their respective schools.

The boys will remain in the U. S. for two more weeks, touring parts of Florida and return to Washington and New York.

GRAND JURY INQUIRY SET TO RESUME AUG. 31

CHICAGO, Aug. 13.—The federal grand jury investigation of alleged anti-trust activities in the juke box industry is scheduled to resume August 31. Officials of eight firms have been subpoenaed to appear at that time.

The probe is to be conducted by Edward Mann and Harold Baley. The grand jury investigation began May 7, when five juke box manufacturers and one distributor submitted records dating back to 1946.

To date, records of manufacturers, distributors and operators from 10 cities have been subpoenaed. The probe, in addition to Chicago, has been extended to Milwaukee, St. Louis; Kansas City, Mo.; Cleveland; Youngstown, O.; Minneapolis; Detroit; Oakland, Calif.; Rockford and Peoria, Ill.

Thomas Kerr, assistant to the local anti-trust division chief, said that altho the federal grand jury had been recessed for the summer months, anti-trust department investigators continued to study records submitted by subpoenaed juke box firms.

The investigation is an outgrowth of alleged charges of monopolistic practices, restraint of trade and price fixing in the juke box industry.

Firms whose representatives have already appeared before the grand jury include AMI, Inc.; H. C. Evans & Company, Rock-Ola Manufacturing Company, J. P. Seeburg Corporation and the Rudolph Wurlitzer Company, all manufacturers; Coven Music Company; World Wide Distributors, Inc., Automatic Phonograph Distributing Company, Paster Distributing Company, distributors; Apex Cigaret Service, Inc.; ABC Music Service Corporation, Caryl Music Company, Marquette Automatic Music Company, and the Metropolitan Amusement Company, Chicago operators.

Union officials called to appear represented Local 134, AFL, International Brotherhood of Electrical Workers; Local 3, Automatic Equipment Coin Machine Operators, Service and Repairmen's Union, and a Gary, Ind., union, Local 1, National Union of Automatic Equipment and Coin Machine Operators, Servicemen and Repairmen.

Court Rules Front $$ In Op Contract Binding

TRENTON, N. J., Aug. 13.—A recent ruling in the New Jersey Appellate Court held that a location is responsible for the minimum guarantee to the juke box operator for the entire length of the contract in the event the location breaks the pact.

The operator and location had signed a two-year contract which provided for $20 a week operator front money. However, before the machine was ever placed on location, the bar owner repudiated the contract and called in another operator.

Awarded $836

The court awarded the operator $836 in damages, which was the sum of $20 a week for two years, less the amount he would have paid to service the machine and less depreciation.

The bar owner pointed out that the very juke which was to be placed on his location was put on another stop, and the revenue from the second stop should be subtracted from the damages asked.

The decision was based on the fact that while juke boxes are readily available, locations are tough to get.

Two Stops

The conclusion was that if the tavern owner did not break the contract, the operator would still have been able to place a box on the second location, and therefore have two locations instead of one.

Hence, because location are in shorter supply than juke boxes, the tavern owner had to pay full damages.

End 7-Week Truck Strike In N. England

BOSTON, Aug. 13.—Altho hot weather is still plaguing music operators in this section of the country, the seven-week New England truck strike, which all but stopped the distribution of phonographs and records, has been settled and equipment is beginning to move again.

Record and juke box distributors are clearing up back orders, but it will be several weeks before things are back to normal, and operators are reporting an increase in collections as some 15,000 truck drivers are again stopping in spots with juke boxes and venders.

BAL-AMI Officials Skedded to Tour AMI Plant in Sept.

GRAND RAPIDS, Mich., Aug. 13.—AMI, Inc., will host seven officials from Automatic Musical Instruments, Ltd., England, at the plant here next month, it was announced this week.

The visitors will be guided thruout the manufacturing plant, as well as thru the general offices and other special departments.

Automatic Music Instruments, Ltd., manufactures the BAL-AMI in England. The firm is a licensee of AMI, Inc.

Chi Op Assn. Officers Air Copyright Act

CHICAGO, Aug. 13.—Officers and directors of Recorded Music Service Association held a meeting here Wednesday, with copyright legislation the key topic of discussion.

The purpose of the meeting was to prepare for the distribution of 2,900 form letters and wires protesting legislative bills aimed at removing the juke box royalty payment exemption from the 1909 Copyright Act. The form letters, it was announced, would be passed out to RMSA members during the next general meeting, scheduled for Tuesday (16).

Sanders Named Rock-Ola Rep in Central Tenn.

CHICAGO, Aug. 13.—Sanders Distributing Company has been appointed the Rock-Ola distributor covering Central Tennessee, David C. Rockola, president, announced here this week.

Sanders Distributing, at 415 Fourth Avenue, South, Nashville, is headed by H. R. Sanders, Bally distributor. The appointment is an addition to the Rock-Ola distributor organization, not a replacement.

Rockola said that Sanders had a complete inventory already on hand and would begin contacting operators in his area immediately.

Scranton Ops Green Light Dime Switch

SCRANTON, Pa., Aug. 13.—Members of the recently formed Anthracite Music Operators' Association have endorsed dime play, three for 25 cents, it was announced here this week.

Ben Sterling, president, said that high cost of equipment and records prompted the decision. The changeover is expected to be gradual, with operators beginning to convert their equipment this month.

Sterling said that the dime play proposal was unanimously adopted during the association's last meeting, held at Harvey's Lake, Pa. The group's next meeting is August 29.

Chicago Ops, WAAF Select 'Hunch Tune'

CHICAGO, Aug. 13.—"The Verse From Stardust," by Eddie Dexter, Capitol Records, has been selected by Chicago operators and disk jockey Hal Fredricks, WAAF, as the "Hunch Tune" for September.

The record will be aired daily on Fredricks' radio show, "Juke Box Matinee," and will be featured in the No. 1 spots on some 7,000 juke boxes thruout the city.

Carl Green, who made the announcement and heads the operator committee charged with selecting the "hunch Tune," said that banners and location posters plugging the record had been prepared and were ready for distribution to operators.

The program, "Juke Box Matinee," represents a promotional tie-in between Recorded Music Service Association and radio Station WAAF. Its purpose is two-fold: Build better public relations for the local juke box industry via plugs from Fredricks on his radio program and to keep the name of WAAF before the public via some 7,000 juke boxes.

The disk was recorded by Dave (Eddie) Dexter, a.&r man at Capitol. Joe Gerami, Capitol Records distributor here, said that a local rush order had been sent to Capitol Records so that the disk would be available for operators next week. He explained that the record was not scheduled to hit Chicago until the following week.

'WHEN THEY GET TOO ROUGH'— COURT'S TOUGH

DETROIT, Aug. 13.—Richard Vessels, of 13656 Birrell Avenue, Wyandotte, likes his juke box music.

So, when the record he was playing on a neighborhood machine was cut short because Forest Mulligan pulled the plug, Vessels was perturbed. He replaced the plug, and somehow managed to control his temper.

However, when Mulligan did it again, and kicked the front of the juke box in for good measure, Vessels' good nature left him. He promptly blacked both of Mulligan's eyes.

Judge W. McKay Skillman, who heard the case in Recorder's Court, turned a deaf ear to Mulligan's pleas about his black eyes and fined him $150 and placed him on six-months' probation.

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:

RAPID OBSOLESCENCE OF 78 R.P.M. DISKS seen, with a strong likelihood that some major diskeries next year will issue only 45's on new pop material unless special demand for the older-speed records is shown.

SAVOY RECORDS JOINS OTHER DISKER-PUBLISHERS in moves to halt indiscriminate cover action on rising wax entries. They say they will hold cover diskeries to the letter of the compulsory licensing provisions of the Copyright Act.

RECOTON CORPORATION MAY NO LONGER call itself the world's largest manufacturer of phonograph needles. Company execs have agreed to a consent order by the Federal Trade Commission.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

COINMEN YOU KNOW

• Continued from page 78

for several days to take in the Fishing Tackle Show in search of premium equipment for next spring.

Alice Anteczak, front office girl for the Banaco Music Company reports she had to spend her vacation at home due to illness in the family. . . . Business is excellent, according to busy **Bob Thompson** salesmanager here for Capitol Records. Top favorites among his operator customers, says he, are: "Wake the Town and Tell the People," by **Les Baxter**; "The Verse of Stardust," a new etching by **Eddie Dexter's** band, and "The Popcorn Song." . . . Recreation-wise, this is a terrific summer, according to **Bob Puccio**, of P. & P. Distributors. Puccio just returned from a week of enjoying his new boat at Fox Lake, Ill. "I've even learned to water-ski in my old age," says he. New employee on the P. & P. roster is Bob's brother, **Tom Puccio**, who is doing route work and soliciting new locations.

Barney Kuehn, of the Music Mart, reports that his operator disk customers are leaning toward the **Johnny Desmond** version of the "Yellow Rose of Texas," while **Boyd Bennett's** waxing on King of "Seventeen" is also getting heavy play on the town's music boxes. . . . **Mike Rischmann**, former coinman in Milwaukee for many years and now residing in Arizona, was a surprise visitor here this week. He made the rounds and spent a few hours reminiscing with his old buddies in Milwaukee, **Mike Chesnick, Ken Kulow** and **Doug Opitz**. . . . **Stan Johnson**, who spent about 20 years handling games routes for Wisconsin

(Continued on page 83

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F is for Fidelity

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

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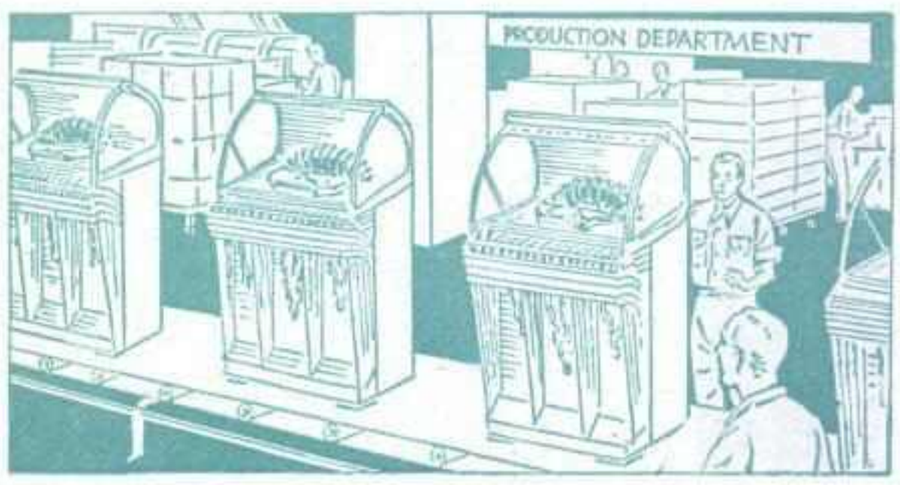
ROCK-OLA

HI-FIDELITY MUSIC

50 and 120 Selection Models

Rock-Ola "QUALITY CONTROL" Makes the Difference

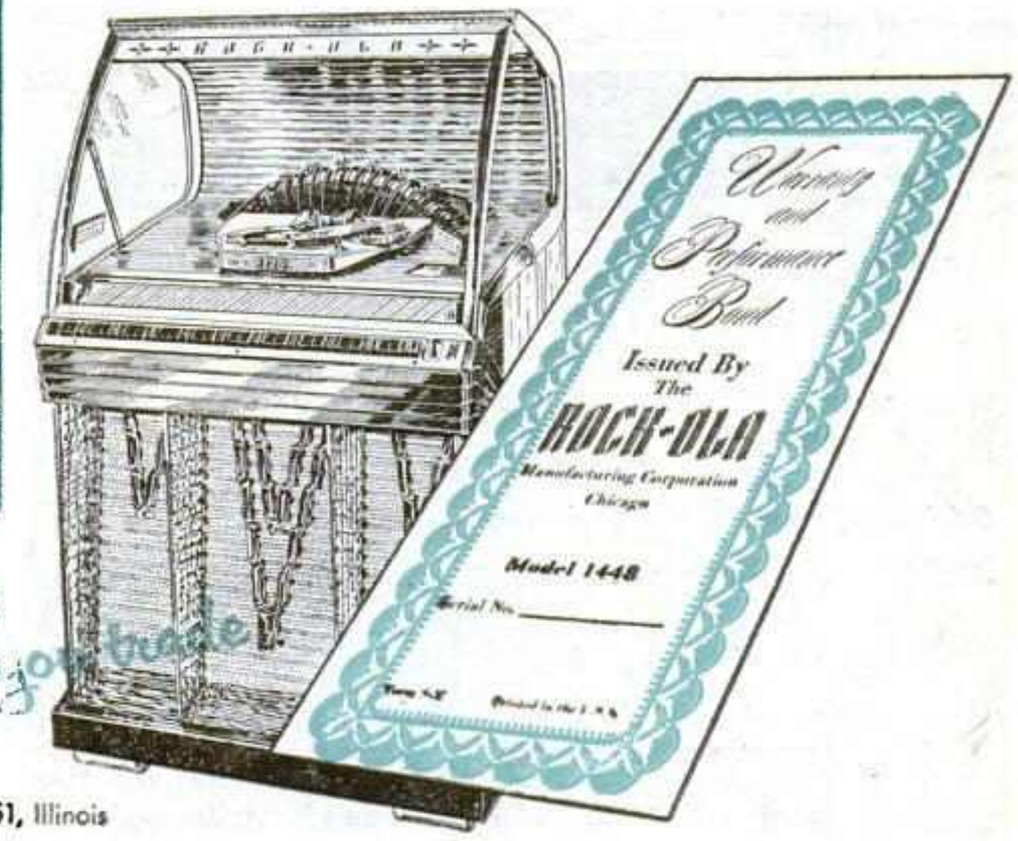


1 Each ROCK-OLA phonograph coming off the assembly line is moved to the QUALITY CONTROL Department

2 . . . where it's operated continously for ONE THOUSAND PLAYS.

3 Every major part is then thoroughly inspected for wear, defective material and sub-standard workmanship. If it does not meet the rigid standards prescribed, it is returned to production until it does meet these requirements.

These rigid quality-control and inspection measures are responsible for the world-wide reputation enjoyed by the ROCK-OLA Trouble-Free Mechanism and assure the high standard of quality that permits us to issue a warranty and performance bond with every phonograph. This is just one more reason why ROCK-OLA phonographs are:



ROCK-OLA Manufacturing Corp. 800 N. Kedzie Ave. • Chicago 51, Illinois

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COINMEN YOU KNOW

• Continued from page 80

Novelty Company, recently left his connection with that firm and is now on his own. He runs a string of machines in the Butler, Wis., area. Widely known in the coin machine industry here, Johnson is a former grid star at Marquette University.

Nick Kramer, Hilltop Coin Machine Company's cigarette routeman, is vacationing while his stops are being taken care of by his boss, **Doug Opitz.** . . . **Arthur Bartz,** Fort Atkinson coin machine operator, was in town this week looking for top quality used equipment for his expanding route. . . . **Reid Whipple,** factory service engineer for the Rudolph Wurlitzer Company, is spending the week working with local operators. His headquarters during his stay here is at the United, Inc., office on Vliet Street. Just back from a week calling on Fox River Valley coinmen, United, Inc., salesman **Woody Johnson** reports that the sales trip proved productive.

Pittsburgh

By LEON M. LEFFINGWELL

CITY MAY INCREASE TAXES IN '56. Pittsburgh may impose a permit fee, tax or license on all juke boxes and coin-operated peanut, chewing gum, cigarette and candy machines in 1956, following a "quiet" survey of coin-operated machines by city treasurer **David A. Smith.** The city is now collecting a mercantile tax on machines dispensing merchandise. An annual fee of $50 is levied against pinball machines in Pittsburgh.

Cadet Richard C. Rosenzweig, son of **Al Rosenzweig,** will be commissioned as a second lieutenant in the Air Force Reserve and enter flying training. . . . **Andy Tiglio's** game room at Greater Pittsburgh Airport seems to be pulling a lot of kids, especially on holidays. . . . **Mr. and Mrs. Michael Ballenger,** of Acme Vending Machine Company, spent a week recently at Whitestone, Va., on Chesapeake Bay, looking over some property. . . . **Glen Mowry,** of Gem Vending Company, reports vending horoscope and the person's weight at 5 cents is done most easily at a transient stop like a bus or railroad station where people have time to dally.

(Continued on page 87)

Expect Over 600 At Chi Op Outing

CHICAGO, Aug. 13.—Recorded Music Service Association expects to top the 600 mark at its sixth annual golf outing September 8, according to Joe Filiti and Carl Green, co-chairmen of the entertainment committee.

Green said that all record manufacturers and distributors had been contacted and each had promised full co-operation in arranging for top name artists to be on hand, including possibly Patti Page and Sammy Davis Jr. Both are scheduled to be in Chicago at that time.

The event will be held at the Bunker Hill Country Club in suburban Niles.

MOA Offices Set $2,500 New Look

OAKLAND, Calif., Aug. 13.—An approximate $2,500 is being spent on redecorating the offices of Music Operators of America, 128 East 14th Street, here.

George A. Miller, president and business manager, said that the quarters were being remodeled from top to bottom. He said that one of the improvements consisted of setting up a directors' conference room.

Miller said that the California Music Merchants' Association, of which he is also president, was paying for the cost of the improvements.

Brighton, Colo., Sets $20 Juke Fee

BRIGHTON, Colo., Aug. 13.—A $20 annual license and regulating fee for owners of juke boxes was passed by the city council on final reading

According to R. C. Buffington, city clerk, the ordinance covers "any coin-operated machine."

MGNJ Adds 2 to Roster

NEWARK, N. J., Aug. 13.—The Music Guild of New Jersey announced this week that two new firms had been added to its membership roster. They are the Salem Music Company and Vercose Amusement Company.

Use The Billboard classified pages for RESULTS!

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum $3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: $1.00 a line—$14.00 per inch

CASH WITH ORDER unless Credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City au27

SALESMEN WITH COIN FRANCHISE EXperience. Make $1000 weekly. New deal: Give experience. Standard Co., 216 West Jackson, Chicago 6, Ill. au20

35 FRAWLEY COIN OPERATED RADIOS—On location in Waukesha. Lease available, $2500 or best offer. Earl Dickerson, 2435B So. 9th St., Milwaukee, Wis. se3

Help Wanted

ATTENTION DISTRIBUTORS — PROMOtional franchise men only. New 5¢ musical confection charm vendor featuring Ballet Dancer. High priced machine. Exclusive. Triple earnings for you and operators you sell. If you're tired of working worn out almond vendor deals and other junkers, this unusual machine is the answer. Our company, 20 years in business. Finest bank and other references guarantees your success. Write Box M-144, c/o Billboard, 2160 Patterson, Cincinnati 22, O. se3-ch

FIRST CLASS AMP AND JUKE BOX MEchanic. Must know sound systems. Thoroughly experienced, steady work, best of pay. No floaters. Box M-143, c/o The Billboard, Cincinnati 22, O. tf

WANTED — BINGO AND SHUFFLE MEchanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. se3

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. au27

STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. au27-ch

Routes for Sale

EXCELLENT OPPORTUNITY — ESTABlished business, Kiddie Ride Route. Units on location. Box 107, The Billboard, 1564 Broadway, N. Y. 19, N. Y.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES $25 and up. Other vending machines, $5 up. Established over 28 years.
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES—DU GRENIER 7 col. S, $45; 7 col. V, $50; 9 col. W, $55. Rowe Imperial, 6 col., $45; 8 col., $50. Uneedapak E, 6 col., $45; 8 and 9 col., $55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVergreen 6-4244. ch-tfn

COMPLETE ARCADE FOR SALE—INCLUDing five Philadelphia Skee Balls. Sell whole or part or will trade for Panorams. Write for list. H. E. Loebsack, 211 West Douglas, Wichita, Kan. se10

SANITARY VENDING MACHINE HEADQUARTERS
"Spare" sanitary napkin venders, D A V razor blade venders. Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.
NATIONAL SANITARY SALES
Dept. B-8, 4307 W. Lawrence Av., Chicago 30

SEVERAL SLIGHTLY USED SEEBURG 200 Select-O-Matics, Model 200 LU-1P. Make offer. Stapleton Music Co., 300 E. Walnut, Springfield, Mo. au27

VENDING MACHINES, PARTS, ALL SUPplies. Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's, Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum. Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. tfn

30 THREE-COLUMN AND 20 FIVE-COLumn Vendors for nuts or small candies, with charms, $7.50 each, with floor stands. No fair offer refused for the fifty. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-np

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

ROUTE WANTED IN NEW ENGLAND—Will pay cash for large music, game, alley route. Write Box 1006, Billboard, 1564 Broadway, New York 36, N. Y. ch-np

WANTED—USED MILLS MACHINES; LOTS of 50 or more. State models, types, price in reply to Fremont Coin Machine Sales & Service, 2d & Stewart Sts., Las Vegas, Nev. au27

THIS IS A 10-LINE AD
For only $10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard— and only in The Billboard —last week?

- **FRENCH COIN OPS FACE CRISIS.** Tax bill causes Parisian game and juke box operators to pull 60 per cent of their equipment. Story details amounts charged under tax, what operators are doing about it, what outlook for future is. (Page 20, The Billboard, August 13.)

- **HOW VENDING OP CAN CUT EXPENSES.** National Association of Tobacco Wholesalers cost analysis shows how vending operators can cut overhead by trimming costs in sloppy warehousing. Comparisons drawn between two operations, one with soft spots, one efficient showing where savings can be effected. (Page 86, The Billboard, August 13.)

- **USED JUKES HOLD PRICE LINE.** In spite of severe heat wave, used juke box sales are holding their own. Article explains why this is so, what to expect in the near future. (Page 90, The Billboard, August 13.)

- **GAME MFRS. PREEM 60 UNITS** in 1955 to date. Story details types of machines manufacturers have so far introduced this year, the big trends this year in coin-operated amusement machines. (Page 94, The Billboard, August 13.)

- **ORE. PIN BAN EXTENDED** to hit non-coin units. Portland, Ore., ban on pinball games was extended to cover units which had coin slots removed to circumvent ordinance outlawing pins. Story explains what's to come in this long, drawn-out battle between operators and the city. (Page 94, The Billboard, August 13.)

IF YOU MISSED READING THE AUGUST 13 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

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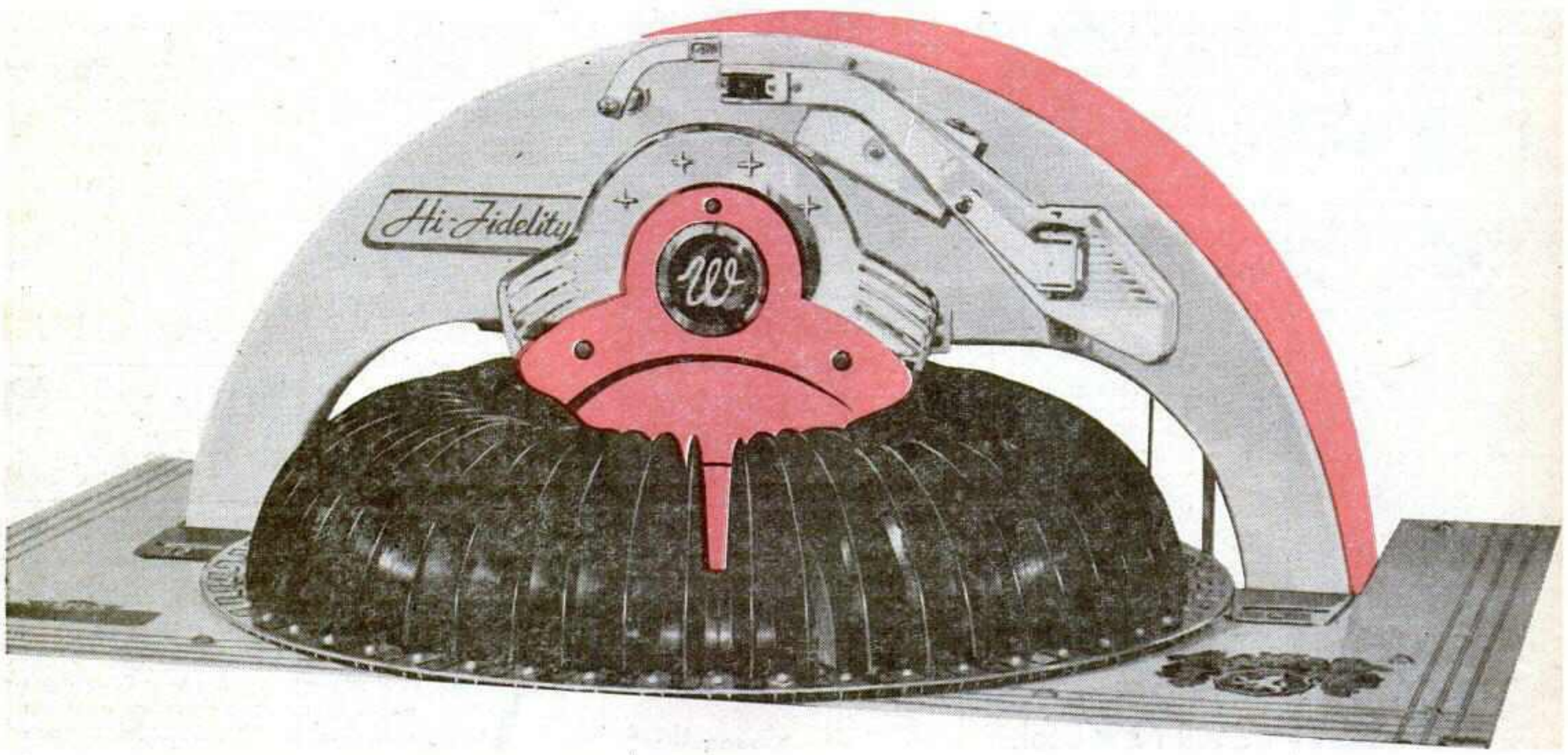

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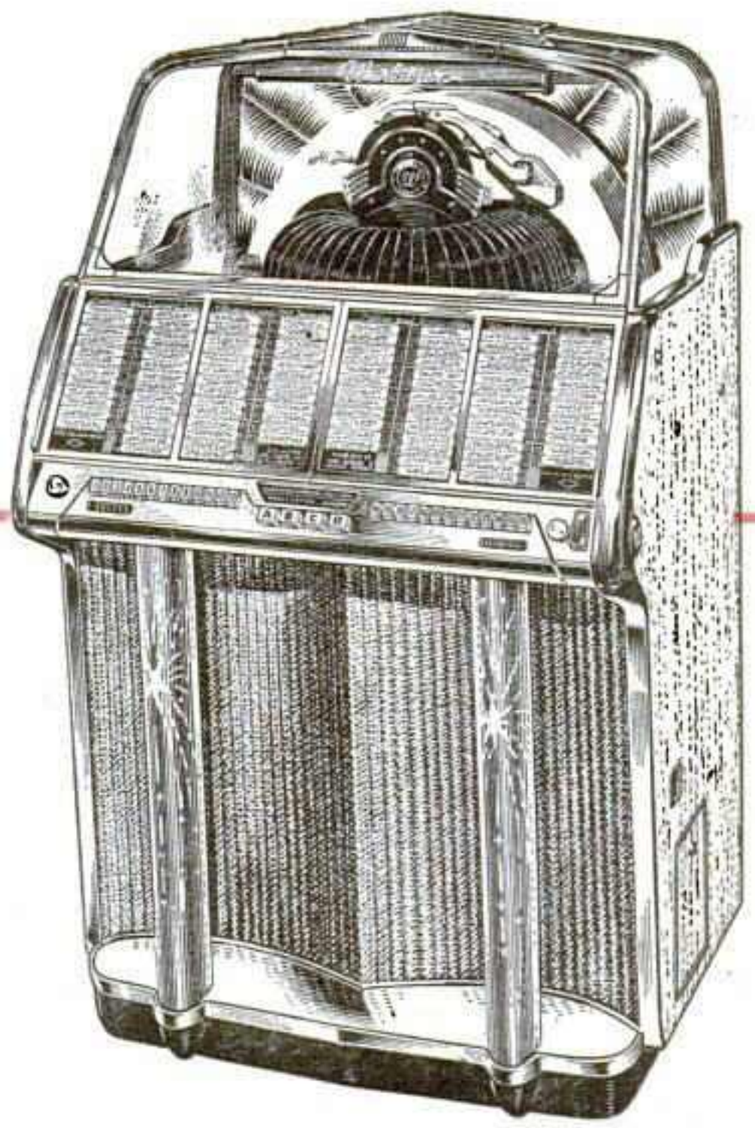

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY — IN TONE — IN EARNINGS

The Official Musical Instruments in

WURLITZER Disneyland

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Du Mont Seeks Ban on Outdoor Milk Machines

NEWARK, N. J., Aug. 13.—The drive against outdoor milk vending continues in New Jersey. Despite the Westfield decision, which held the community had no legal right to ban outdoor milk machines, the boro of Du Mont is attempting to enact legislation which would bar all outdoor venders.

The measure was due for a third and final reading last week, but John Kuyper, operator of Garden State Farms, Hawthorne, was granted a postponement until August 23.

Meanwhile Kuyper ran into trouble in North Arlington, where his venders were assessed at 100 per cent of valuation. That means the annual tab on a vender listing for $1,270 is $101. Other property in the town, tho, is taxed at a fraction of valuation. Kuyper has paid the tax, but he will appeal to the Tax Board.

Elizabeth had refused to reissue licenses for milk venders, but changed its mind.

Politics Charged In Ga. Op's Success Landing Locations

ATLANTA, Aug. 13. — The charge of "politics" was hurled this week at a local operating firm by its competitors who say that the fact that three politically prominent men are corporate directors of the firm has resulted in their losing locations.

Koffee Kup, Inc., organized last December, lists Herman Talmadge, former Georgia governor, the Atlanta mayor and a city alderman as directors.

The mayor said he sold his stock in the firm this week shortly after learning the firm was doing business with Roy Livingston, operator of Atlanta parking facilities, who holds a negotiated contract with the city for airport parking.

Competitors charge that the names of all three are being used to obtain choice locations.

One of the firm's newest customers is Livingston. An established vending operator which had the Livingston business was told to take its machines out. The reason for the loss of business, the operator was told privately, was "politics."

The operator was told that "the boss" depended too heavily on city favors to withhold his vending business from the influential firm.

Cecil L. Huxford and Herbert K. Garges, principal operators of Armored Express of Atlanta, Inc., are president and secretary-treasurer of the firm respectively. Armored Express has a contract with the city of Atlanta to collect money from parking meters.

APPOINT NCA MEET CHAIRMAN

CHICAGO, Aug. 13.—Appointment of eight committee chairmen for the 1956 convention and exposition of the National Confectioners' Association was announced by Robert H. W. Welch Jr., of the James O. Welch Company, Cambridge, Mass., general chairman.

Richard D. Muzzy, of the Daggett Chocolate Company, was named program chairman; Philip M. Clark, of New England Confectionery Company, dinner dance; Kenneth P. Miner, of Brigham's, Inc., opening luncheon; Richard S. Lewis, of Edgar P. Lewis & Sons, Inc., golf; W. O. Wallburg, of W. F. Schraffts & Sons Corporation, ladies' entertainment; Lawrence L. Lovett, of Deran Confectionery Company, Inc.; building decoration and transportation; Harry Gilson, of F. B. Washburn Candy Corporation, Sunday get-together, and David P. O'Connor, of Penick & Ford, Ltd., Inc., exposition. Philip P. Gott, NCA president, is an ex-officio member of all committees.

The convention will be held June 10-14 at the Hotel Statler and Mechanics Hall in Boston, Mass.

Foodco Names Sales Manager

MANCHESTER, N. H., Aug. 13.—Food Engineering Corporation names Krael M. Schwarzkopf sales manager for the firm's Cup-O-Matic bulk milk vender.

Schwarzkopf was formerly manager of government sales for Northeastern Engineering, Inc. Before that, he was on the sales staff of Western Control Equipment of Los Angeles. Earlier experience includes export sales thruout Europe for German and Czech manufacturers.

$2 MILLION INVESTMENT

Continental to Double Plant Area; Move to Full Line Seen

By AARON STERNFIELD

WESTBURY, L. I., N. Y., Aug. 13.—The Continental Vending Machine Corporation, which recently went into production on a 20-column electric cigarette machine, and its operating arm, the National Vending Corporation, are currently in the throes of a major expansion move.

Finishing touches on the 35,000-square-foot building, which houses both operations, are being applied. But as the building is completed, the management has announced that it will be too small for what the firm plans. Another 35,000-square-foot wing will be started in a few months, with completion set for 1956.

Harold Roth, Continental president, disclosed that the new building ties into the firm's plans to diversify its manufacturing effort. He said the next Continental product won't be announced for a few months, but he indicated that it might be something other than a cigarette vender.

Plenty of Room

Expansion space shouldn't prove too much of a problem, as the company has a five-acre tract just off Northern State Parkway, one of Long Island's major thorofares.

Meanwhile Al Kahan, who is in charge of sales under Roth, said that the firm is currently producing 125 venders a week, only a fraction of its capacity. However, Kahan said full capacity will be hit within two or three months, with a planned annual output of 15,000 units.

While the operating arm, with an estimated 14,000 machines run by the parent firm and its 12 subsidiaries, will account for some of this output, the lion's share will go on the general market.

$2,000,000

Continental so far has invested an estimated $2,000,000 in its Corsair vender, with $1,500,000 going into plant and equipment and the balance in machine development and testing.

The assembly line is among the most advanced in the industry, with Ralph Saltman, production chief, designing the system. All parts for assembly are conveyed along the line on overhead rails, with a manual transfer required only at one point along the line.

Girls perform the complicated wire sub-assemblies thru an ingenious system devised by Saltman. A wiring diagram, with various wires indicated by several colors, is tacked up on a board. The girls merely match colors and follow lines on the board. The diagram, of

(Continued on page 88)

NEW GIANT BOWS

Ex-Cell-O Enters Milk Vend Field

DETROIT, Aug. 13.—Production of an outdoor milk vender, described as having the largest capacity in the field, has been started by Ex-Cell-O Corporation's Pure-Pak Division.

In announcing the firm's new undertaking, George D. Scott, Pure-Pak vice-president in charge of sales, disclosed the twofold purpose of the project.

1. To increase sales and profits for the dairy industry, especially after store hours.
2. Promote the sale of Pure-Pak cartons to the dairy industry.

Cost $3,600 F.O.B.

Shaped in the familiar Pure-Pak peaked top carton design, the new vender has a working capacity of 400 half gallons or 500 quart cartons, with ample storage space.

The vender looms 19 feet high and is eight feet square. It weighs approximately 4,300 pounds. The exterior finish, unless otherwise specified, will be cream.

Several plans have been set up for the sales, Scott stated. The machines can be purchased on a cash basis for $3,600 f.o.b., on a conditional sale contract with a down payment of $850 and 30 monthly installments of $100 each and on a lease rental basis.

Manufactured by S & S Company, of San Jose, Calif., production of giant milk vender began August 1 with deliveries scheduled to begin within 45 days.

The milk vender, with the exception of several changes in design, is the one previously manufactured by S & S Vending Machine Company, of San Jose.

Ex-Cell-O now is the exclusive sales agent, according to Scott, and the machine will be sold under the Pure Pak label and serviced directly by Ex-Cell-O.

Scott listed the vender as being of sturdy construction, distinctive in appearance and with simplified mechanism.

Uniform Cooling System

The exterior will be of galvanized steel, with the interior compartment constructed of an all-white fibre glass polyester—a plastic material.

Thoroly insulated, the huge vender is equipped with a heavy-

(Continued on page 91)

Loan Rate Cut; S. and L. Offers 10% Discount

OMAHA, Aug. 13.—A reduction in interest rates, and an extension of installment payments were announced yesterday by a local loan company financing purchases of S. and L. Sales, Inc., fresh brewed coffee vending machines.

Interest rates on amounts to be financed of more than $2,000 has been reduced to 6 per cent, while 7 per cent will be charged on loans under $2,000, S. and L. Sales officials stated.

Monthly payments, they stated, can be made in 18 installments. Previous rate was 8 per cent for 12 monthly payments.

Simultaneously, S. and L. Sales announced a special 10 per cent discount sale on the company's two fresh brewed coffee automatic dispensers, effective only thru August 31.

The Junior vender will sell for $269.90 during the sale, plus the cost of the quarter coin changer, $37.30; solenoid valves, $19.20, and table, $9.90. The list price is $365, and quantity cost, $301.

The special discount cost of the Senior machine is $801. Its list price is $990, and quantity cost, $890.

Suppliers Stress Key To Sales: Packaging

CHICAGO, Aug. 13.—Vending suppliers are paying more attention to packaging today than ever before. This was underscored in a survey by The Billboard this week of major confectionery suppliers to the vending industry.

The importance of proper display and eye appeal in modern-day merchandising has not ignored these firms, the survey brought out. Brand name, image and color in that order are the three most important factors mentioned by firms polled in appealing to the vending consumer.

The majority of firms gave equal consideration in designing packages to function and sales factors. Just one mentioned "function" only.

Over 75 per cent of the manufacturers reported that their packages had been redesigned within the last two years. One replied that it had been redesigned several times in the last few years.

Four Factors

The majority, asked to rate four factors responsible for sales, agreed the package was second in importance only to the product, and

(Continued on page 87)

San Antonio Ops Up Cigs 3c to 5c

SAN ANTONIO, Aug. 13.—Cigarette vending operators will increase regular-size cigarette prices 3 to 5 cents as result of an additional State tax which becomes effective September 1.

State legislators this year added a 1-cent levy for each package of cigarettes, making the total State tax 5 cents.

Members of San Antonio Vending Machine Operators' Association agreed they were going to up the cigarette price, give location owners the option of either raising prices to 28 or 30 cents for regular-size brands, and hold kings at the current 30 cents.

Lee Moffett, president of the local group, said local cigarette operators had been actually losing money on cigarettes for nearly a year, and they've decided that they could not absorb the latest taxation.

Moffett estimates it will cost operators $20 to $30 per machine to convert to 28 and 30-cent prices.

Ops Divided on Battery Vending and Cigarettes

CHICAGO, Aug. 13.—Vending operators have split into two group with regard to cigarette machines in battery installations.

All agree that an average group of machines, from four to six, which include candy, gum, cookies, soft drinks and ice cream and milk, should include a cigarette machine also. Operators reason that employees like to have a smoke following their snack.

However, with regard to cigarette machines at installations numbering more than six machines, operators split into two camps.

Because of costs and a resultant reduction in food selection, many operators believe that cigarettes should not be used when sandwiches, salads, soup, pastries and juice are offered in addition to the aforementioned items.

These operators, excluding cigarette venders, argue:

1. Panel or full automatic in-plant feeding batteries are primarily set up to vend food products.
2. Cigarettes limit food selection by one item.
3. The cost of the uniform front of a vending battery should be shared only by primary food and snack items.

On the other side of the fence are the operators who feel cigarettes will fit into any battery of vending equipment. They claim:

1. Cigarette comissions can be held to the same level as food

(Continued on page 88)

Bread Vender Ready; Production Slated

FRANKLIN PARK, Ill., Aug. 13.—Bread has entered the vending field.

Announcement of the development and scheduled production of the first bread vending machine was made yesterday by the Petersen Oven Company, manufacturer of bakery ovens and equipment.

To be known as the Handy Pantry, the bread vender has a capacity of 72 loaves with a choice of one, two or three varieties. Its base price is $700, according to Peterson officials.

Of all-steel construction, the bread vender has been approved by public health officials. It is thoroly gasketed to withstand weather elements and is rodent and insect proof.

The Handy Pantry will be placed on display for the first time at the American Bakers' Association's convention October 1-6 in Atlantic City.

However, Donald Hamilton, assistant office sales manager, disclosed that mass production of the bread vender was scheduled to begin within two weeks. Shipments to buyers will begin about October 15, he said.

The two models—outdoor and indoor—are virtually burglar proof and are readily accessible for cleaning at all locations simply by opening the doors.

Petersen officials asserted the machines would be sold directly by the company to operators.

(Continued on page 86)

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Biscuit Firm Charged With Price Favoritism

WASHINGTON, Aug. 13.—The Federal Trade Commission has issued a consent order prohibiting Sunshine Biscuits, Inc., Long Island City, N. Y., from discriminating among customers in the price of packaged bakery products.

In addition to the price discrimination charge, the complaint charged Sunshine and two vending machine companies handling its products, Statler - Manufacturers Corporation and Statler Distributors, Inc., both of New York, with making exclusive dealing agreements in violation of Sec. 5 of the FTC Act.

SUPER V

The Ideal Capsule Vendor

featuring the greatest earning power ever built into a Bulk Vender at 1¢, 5¢ or 10¢ play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity — 350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case

Less than 25 cases $71.80 per case

25 cases or more $67.80 per case

VICTOR VENDING CORP.

5701-13 W. Grand Avenue Chicago 39, Ill.

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
DuGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

UNEEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneeda Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

ROWE CANDY MERCHANT with changemaker. 7 Cols., 158 Cap. $165.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model $ 52.50

Stoner Candy Pre-war, 160 Cap. 135.00

National Model 918, 162 Cap. 115.00

SUPER SPECIAL!! ROWE DIPLOMAT CIGARETTE VENDOR

8 Cols., 340 Cap.

VENDS AT 25c and 30c

$145.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed

Trade Prices 1/3 Deposit, Balance C.O.D.

Uneeda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

LOOKING FOR FAST MONEY?

WHY NOT TRY THE NEW . . .

Northwestern

PACKAGE GUM VENDER

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	$ .56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Sheik	.45
Cashew Whole	.57
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.36
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	$ .28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.47
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4-6467

TO SELL MILK

There's Nothing Like A Vender, Badgers Find

MADISON, Wis., Aug. 13.—Milk vending is big business.

So the milk capital of the U. S. A.—Wisconsin—has, at long, last discovered.

Just spot a machine where children and adults alike can see it, and whang, you have a top-notch salesman at work, so the Dairy State officials pleasantly learned.

However, it took the Wisconsin State Farm Bureau, represented by James C. Green, secretary, and George F. Baumeister, district extension leader of the University of Wisconsin College of Agriculture, several years to educate the State dairymen.

Timber!

It took a county-by-county campaign to put across the idea, but then when the idea hit—it hit with a bang—and milk sales at home zoomed.

There are more than 500 milk venders in the State today and more are being added daily. In schools, factories, offices and public meeting places, the large outdoor machine salesman is increasing in appearance.

Yet, according to Green and Baumeister, Wisconsin's dairy farmers hadn't even heard of the milk vender. In fact there were antiquated laws forbidding the use of even bulk milk dispensers.

There was no worry about the sale of milk. Uncle Sam was the good samaritan and purchased the dairy surplus. No sales drives were needed, and none wanted.

Nosedive

Came the spring of 1933. The dairymen were trapped in a vicious whirl. There was increasing production, but consumption decreased at the same time, and overhanging the market was Uncle Sam's supplies.

"Sell. . . sell. . . sell" became the word, but it was preceded with three letters—"How?"

That is when Green and Baumeister stepped in with the key solution—the milk vender to sell milk to the residents of the milk capital.

Enlisted to get the ball rolling were the people who were most concerned with milk consumption and the diaryman's income.

Rich Man, Poor Man, Etc.

Represented were milk retailers, restaurant operators, dairy plant operators, representatives of co-operatives, banks, schools, service clubs, chambers of commerce, home makers' groups, farm organizations, fair boards, and the Fourth Estate, the press.

Blunt facts of the vender salesmen did the convincing. Soft drink vending sales upward of $390,000,000 annually thru 690,000 machines; cigarettes sales around $21,000,000; and coffee, $65,000,000.

Wisconsin's dairy industry bought the idea, and today sales are beginning that climb upward once again. But the Farm Bureau and the University of Wisconsin College of Agriculture continue the year-around push of the milk vender to the front.

"Put in a vending machine that looks and operates like a soft drink vender, and milk takes on a new appeal," Baumeister asserted. "Yep, youngsters like a lot better to drink milk that comes out of a machine, because no one is around to tell them how good it is for them."

On Wisconsin

And as for college students. Well, the fact from the Badgers institute revealed that when 10 third-quart venders were installed, an average of 1,000 cartons were sold a day for the first week.

That was just the starter. The third week sales rose to 1,600 cartons, and the fourth sales climbed to 2,300. Result: There's going to be 20 venders in the campus building.

And now, the silent vend salesmen are changing the times of some high schools.

The venders have been set up in the hallways of some schools because there is no recess time for the students to get milk. So officials now are increasing the time for changing classes in order that the youngsters may have a "milk break" any hour during the day.

FTC Charge Hits Ad Representations

WASHINGTON, Aug. 13.—The Federal Trade Commission has issued a consent order prohibiting the use of advertisements by Robert L. Kniffen, Fort Wayne, Ind., purportedly seeking employees for the National Sales and Service Company and Greco Manufacturing Company (trade names used by him) to obtain purchasers for his vending machines and other equipment.

The order, agreed to by Kniffen, also prohibits him from making the following representations to these purchasers and prospects:

"That the cash investment of a customer is secured or is used as working capital; that no selling is required or that profits actually in excess of those customarily earned can be made; that Kniffen will obtain locations for the equipment and that exclusive territories are allotted unless such are the facts: that he will refund the purchase money to dissatisfied customers or will dispose or assist in disposing of the products purchased; that he is a manufacturer of his merchandise, or that he will give financial assistance to purchasers; that these purchasers are protected by liability insurance in the event the products cause injuries to any person.

"Acceptance of the order does not constitute an admission by Kniffen that he has violated the law as charged in the complaint."

VICTOR STANDARD TOPPER Case of 4, $50

4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms . . $61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

Pioneer Vending Service

590 Albany Ave., Brooklyn 3, N. Y.

News Briefs

HOBOKEN, N. J., Aug. 13.—Starting Saturday, September 17, the makers of Tootsie Rolls will sponsor the Pinky Lee TV show from 10 a.m. to 10:30 a.m. Tootsie Rolls also sponsor the weekday Pinky Lee show.

• • •

NEW YORK, Aug. 13.—Edwin P. Buhlow, comptroller of The Vendo Company, has been elected treasurer of the Kansas City Control of the Contollers Institute of America.

• • •

DALLAS, Aug. 13.—Directors of the Dr. Pepper Company voted the 103d consecutive quarterly dividend on common stock August 8. The 15-cent dividend is payable September 1 to stockholders of record August 20. The firm has 690,000 common shares outstanding.

• • •

ST. LOUIS, Aug. 13.—An extensive publicity and advertising campaign centering around the theme of quick, convenient purchase of razor blades made possible by the new designed 1955 five-selection Blade-O-Mat is to be launched within the near future.

The announcement was made by Gene Schaeffer, of the Modern Merchandising Corporation. The new machine offers the choice of five major brands of blades.

Bread Vender

• Continued from page 85

Bakers, chain stores, gasoline stations and independent operators have all expressed interest in the bread vender, Hamilton stated. The company reported it had already received orders for 100 units.

Special Heating Unit

Designed to operate on an electrical connection of 110 volts, single phase, the machine has a motor that drives the metal conveyors as the loaves are selected. A plunger then pushes the loaves onto the chute leading to the enclosed tray where the bread is removed by the customer.

A heating system to keep the bread at 90 degrees is available for outdoor installations. This model can also be provided with a plastic loaf hood.

Exterior of the machine will be finished with an air-dried brown enamel and can be finished by the buyer with his own design brand wrapper display.

Ideal for Apartments

The vender weighs approximately 655 pounds, is 6 feet high, 32 inches deep and 62 inches wide. It has 24 conveyor shelves that handles 72 loaves, 16 by 5 by 5 inches, of a single variety.

It can also handle 48 loaves of one variety and 24 of another, or vend 24 loaves each of three varieties.

The coin mechanism is devised for pennies, nickels, dimes and quarters. The machine is not equipped with a change-maker.

Company officials pointed out the vender will not only prove popular in parking lots, next to chain stores and filling stations, but even more so in apartment house lobbies and railway stations.

America's Best

VICTOR Standard TOPPER 1c BALL GUM VENDOR $12.50 Each

$12.00 Each 100 or More

30 day money back guarantee if not satisfied

½ deposit on all orders

Write for lowest prices on filled capsules. Immediate delivery.

VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa.

Phone: LOcust 7-1448

www.americanradiohistory.com

COINMEN YOU KNOW

• Continued from page 83

Miami

By RAOUL SHAPIRO

LEASES NEW WAREHOUSE. **Lou Lerman**, L&L Amusement Company, has leased a new warehouse at 713 South Dixie Highway, Hollywood. Lou is one of the newer operators in the business, and also one of the most progressive. Speaking of things new, it seems hardly a week goes by without somebody in the business driving around in a new car. This week **Eddie Dee**, of Acme Music, and **Eddie Leopold**, of Towne Music, sported identical new Chevrolet Bel Airs. Wonder who got a bigger discount.

Harry Steinberg, Stirling Music Company, has amazed his many friends with his soft ball playing prowess. Harry is playing ball with a local club and is going to Clearwater next month to compete in the State soft ball championships. Not only is Harry one of the top batters in his league, but he and his son, **Steve**, are the only father and son combination to compete. . . . **Marvin Novak**, manager of the King Records outlet here, traveled up Hallandale way to see and hear the **Midnighters**, who were playing at the Palms.

Manny Brookmeir's bookkeeper, **Helen**, is off on a well-deserved two weeks' vacation. And as usual, Manny's wife, **Estelle**, is in there pitching at Brooke Distributors. Manny and Estelle just came back from New Orleans, where the former attended a Decca sales convention, and Estelle went along just to see what Basin Street looks like. . . . With **Rex**, ace mechanic of Music Makers, on vacation, **Bert Blatt** is doing double duty, and a wonderful job at that. Wonder what size whip **Lucky Skolnick** is snapping. . . . **Mike Michaelson**, ace routeman for Capitol Vending Company, may not know it yet as this is being written, but he is the future owner of a restaurant on Miami Beach. Seems that **Todd Mahoney**, prexy of Capitol Vending, has acquired a restaurant, albeit reluctantly, and to show his appreciation for Mike's many years of faithful service, is presenting him with same, free and clear.

New York

By AARON STERNFIELD

HOT SPELL HURTS. **Moe Mandell**, Northwestern Sales and Service, reports that bulk gum and nut sales had been running ahead of 1954 until the recent hot spell. He said that many of the bulk operators are now on vacation for two reasons—they've been making enough money to go, and business is now slack enough so they have the time. **Mr. and Mrs. Mandell** have just returned from an up-State New York vacation.

Morris Rood, Runyon Sales, says the new ABC Bowler is the hottest thing in the outlet this summer. **Bob Breitler**, Bally field engineer, visited **Barney Sugerman** at Runyon this week.

Claire Morano, office manager at the Associated Amusement Machine Operators of New York, returned from her three-week Mexican vacation. **Nat Hochman**, Uneeda Vending, says he's having the busiest summer in his history. **Jack Jacobs**, Salem Music, Teaneck, and the Bercose Amusement Company, Garfield, are new members of the Music Guild of New Jersey. **Joe Tanzer**, Jo-Lo Perfumatic, has been vacationing in Maine.

San Antonio

By BILL BURRUS

TAX TO HURT CIGARETTE VENDERS. Local cigarette vender operators privately admit business will slump after September 1 when (1) State taxes will be increased from 4 to 5 cents per package, and (2) operators up regular-size cigarette prices from 25 to 28 and 30 cents. . . . **Joe Ariaga**, service man with Bynum & Ellis Music Service, is twice-proud this month. Already moving into his new home, he expects an addition to the family any day.

Mrs. Gretel Booker, now with San Antonio Music Company, has announced she will quit September 1, also for a visit from the stork. . . . **Roy Karoly**, president of San Antonio Phonograph Operators' Association, is spending 10 days at his Gulf Coast retreat at Rockport. . . . **Tony Casota**, district manager for American Tobacco Company, said to be headed for a promotion that will send him all over the Southwest.

Officials of the phonograph association report the summer slump is waning. . . . **Vernon Ellis**, local operator, places a bet on Eddie Fisher's "Don't Stay Away Too Long" as a sure-fire top-ten hit. . . . The wife of **Frost Uzell**, district manager for R. J. Reynolds Tobacco Company, fell heir to some $15,000 recently upon the death of Cordell Hull. She is a niece of the late statesman.

Kansas City

By BOB TATUM

VISITS HERE FROM ST. LOUIS. **William Betz**, a partner in W. B. Music Company, Inc., has been here from St. Louis. Among other out-of-town coinmen visiting the firm recently have been **Pete Hubbel**, of the Eureka Coin Machine Company, Eureka, Kan.; **Ed Wolet**, Sweet Springs, Mo.; **Walter Cobb** and son, of the Acme Music Company, St. Joseph, Mo.; **Hank Schaffer**, of the United Music Company, Joplin, Mo., and **C. (Folo) Charle** and **Charles Wilson**, both of Springfield, Mo.

Others stopping in to see the new Genco Champion Baseball game at W. B. and the recently introduced Chicago Coin's Blinker bowler were **Joe Rippetoe**, Deep Water, Mo.; **Walt Hopkins**, Topeka, Kan.; **Mr. and Mrs. Al Phinney**, of the Central Music Company, Minneapolis, Kan. . . . **Charley Page**, W. B. salesman, is back in town after a vacation in California. He says he still is awed by Disneyland.

Another visitor at Disneyland was **Gibby Helms**, operator of the Imperial Music Company and an old friend of Walt Disney when the latter worked in Kansas City. Helms and his wife and 9-year-old daughter, **Diana**, were taken on a tour of the huge playground and then thru the Disney motion picture studios. Disney was not there, Helms said, but he was well taken care of by his staff and later Walt sent Diana a personally inscribed photograph.

Helms was telling of his trip, which also included stops at Denver and Salt Lake City, at the Uni-Con Distributing Company. **Fred Lamb**, sales manager of Uni-Con, reports that **Kennie Barnett**, Osceola, Mo.; **Emmett Smith**, Brookfield, Mo., and **Charlie Turner**, Topeka, were among recent visitors. . . . **Jack Sulley**, service manager of Uni-Con, is back at work after spending his vacation at home working around the house.

At Mid-West Distributors manager **John Balk** was chatting recently with **Charley Newbill**, of the Talley Amusement Company, Clinton, Mo., and **Freddy Layher**, Nevada, Mo. . . . **Duke Flanders**, of the

(Continued on page 88)

Packaging the Key to Sales

• Continued from page 85

that promotion and price followed in that order.

Not only in the confection line, but in the vending of foods such as hot plate combinations, soups containing solids, a practically unlimited variety of pre-cooked foods, new developments in packaging make progress in these vending lines strong possibilities in the near future.

Plio-film plastic packaging material (already developed) and the type of seal that will permit retorting—heating of food to kill bacteria—of the entire package without breaking the seal (this is still to be developed) are just two of the many developments in packaging which will aid in the future of food vending.

Aluminum-foil wrapped bread, one of the marketing innovations of the late R. S. Reynolds, chairman of Reynolds Metals Company, is in the offing, and foil, when developed successfully for bread, is another material which can be used in other food products vending.

Work is currently in progress by technologists to perfect the proper package seal. When that is accomplished, the machine to vend the package will be relatively simple to produce. Some models now on the market could be adopted.

Packaging Details

Here are more details of the packaging, the food and the preparation processes now under study that will gurantee full menu food vending in the future:

Plio-film packaged cooked foods —stews, chilis, etc.—will require heating only just prior to being vended. The specially developed package seal will not only have to withstand the initial retorting (as do food cans) but must also be easily broken prior to the actual heating and vending process.

One method advanced for breaking the package seal: Pressure applied by rollers. The package would be fed thru two rollers in the vender, receive just enough pressure so that the seal would break. Contents would then be channeled into the fiber disk or cup, heated and/or hot water added (depending upon the item) and then vended.

One-Served Cans

Canned foods, especially in the small one-serve six and eight-ounce sizes, are another possibility. Beans, chilis, stews, etc., would be among the selections vended, dispensed from the can into a paper cup or dish.

The big problem: How to get the food out of the can.

A clamping or other holding device for the cans would have to be incorporated into the vender, along with a can opening device. Latter would open the can selected as it dropped into the clamp, permit the contents to drop into a dish or cup.

One version of such a canned food machine would keep a constant 160 degree interior temperature, deliver the heated food simultaneously.

Altho canned food vending has not yet entered the pilot test stage, several operators with in-plant feeding installations have looked into the product cost, gross margin aspect of one-serve can food vending.

J. H. Heinz Company, contacted by some operators, showed interest in the idea, furnished samples of its canned food line. The operators discovered this: Product cost would be 7 cents per can, leaving a 13-cent gross margin when vended at 20 cents.

Taking a second look at flexible film as a packaging material, it is found that the latter has increased tremendously over the last eight years. It shows signs of rivaling, in its own product and use field, the can's popularity in the prepared food line.

In the years from 1946 to 1953, plastic film for packaging increased in sales by 250 per cent. Some 390,000,000 pounds of film were sold in 1953 for $246,000,000.

Polyethylene, a relative newcomer to the field, accounted for 45 million pounds in 1953, another 70 million pounds last year. And a 50 per cent increase in polyethylene for film packaging is predicted in 1955.

This means that, if the proper seal can be developed to permit retorting of the entire package, volume production will bring plastic packaging cost to an acceptable figure for operators.

At present the film is used to pre-package fresh fruits, vegetable candies, hardware and some wearing apparel. An estimated 60 per cent of all bananas now arriving in the U. S. are wrapped in polyethylene tubes to prevent scarring, bruising and moisture loss during shipment.

How strong is the plastic film? It is being used by building contractors. Large canopies of polyethylene film are wrapped around scaffolding to permit construction work to continue during rain, snow and winter weather.

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LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
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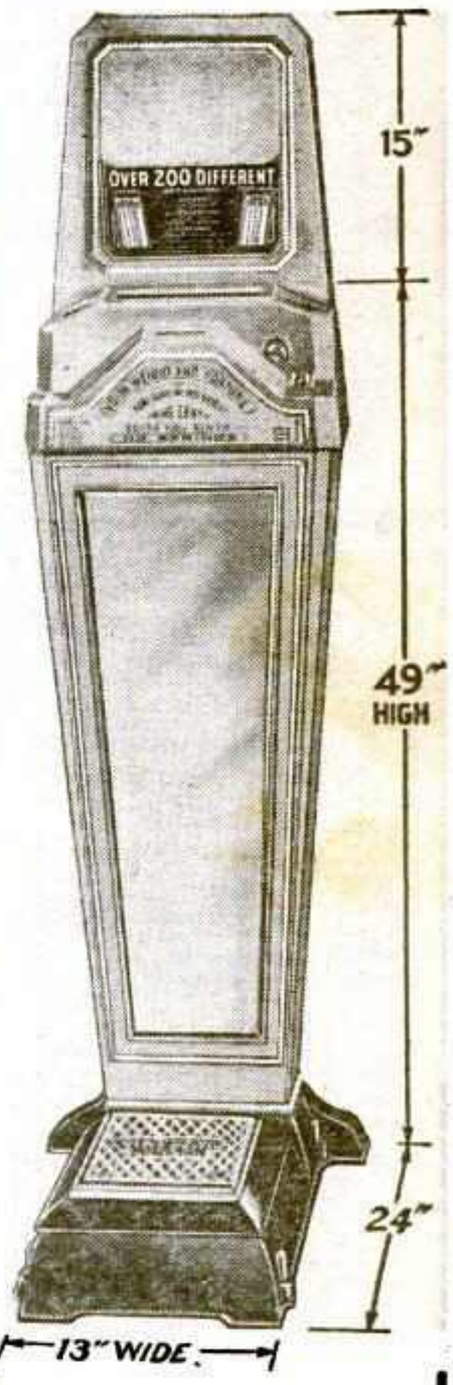

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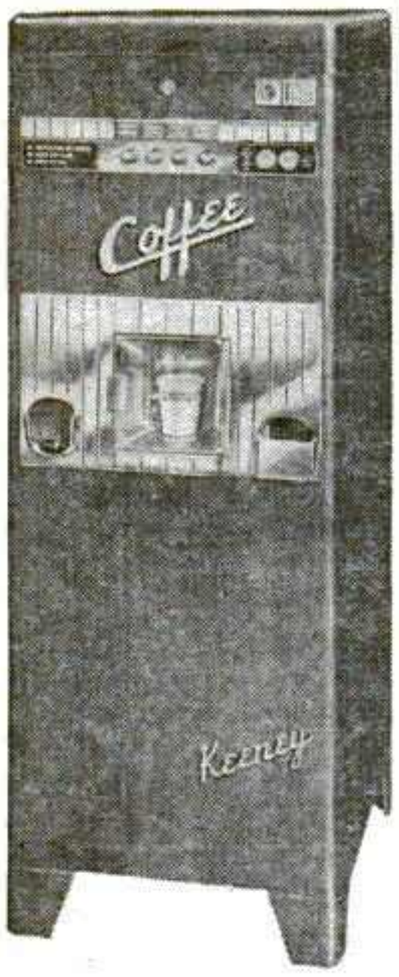

ALMOST UNBELIEVABLE PROFITS are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes all-dry ingredients *instantly* to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill.
Size: 19¾" W. x 15½" D. x 52" H.

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CIGARETTE VENDER

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity • Coin changer optional
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The pack you see—is the pack you get!

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GIVE TO DAMON RUNYON CANCER FUND

Steele Named Pepsi Chm., Barnet Pres.

NEW YORK, Aug. 13.—Alfred N. Steele, president of Pepsi-Cola Company since 1950, has been named chairman of the board of directors and the firm's chief executive officer, Herbert L. Barnet, executive vice-president, has been named president.

James W. Carkner, former chairman, has been made honorary chairman. Both Steele and Barnet joined Pepsi in 1949 as vice-presidents.

Hires Names Finnie

PHILADELPHIA, Aug. 13.—George F. Finnie was named director of advertising and merchandising for the Charles E. Hires Company, Peter W. Hires, president, has announced.

BALL and VENDING GUMS

AT BIG SAVINGS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. .....25¢ lb
Chicle Ball Gum, 130 ct. ...34¢ lb.
Clor-o-Vend Ball Gum.....40¢ lb
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Tab (short stick), 100 ct. ..38¢ box
5-Stick Gum, 100 packs $1.90
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SILVER KING
1c or 5c Bulk
1c Charm
Completely Reconditioned
$8.50 Each

CHARMS

Cig Packs	$ 3.00 M
Western Series, Metal	3.00 M
Color on Color Plastic	2.25 M
Guns, Assorted, Metal	2.50 M
Faces, Assorted, Metal	2.50 M
Solid Rings, Metal	9.00 M
Color on Color Rings, Asst.	10.00 M
Ship in Bottle	10.00 M
Spark Plugs	10.50 M
Records	10.00 M
Record Albums	5.00 M
Action Lockets	7.50 M
Gold Teeth	9.50 M
Davy Crockett Buttons	6.75 M
Davy Crockett Mix	10.50 M
Davy Crockett Blocks	10.00 M
Davy Crockett Pins	15.00 M
Billiard Balls	15.00 M
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5% DISCOUNT on orders of 10,000 or more assorted!
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RING SERIES #3—A complete assortment of six rings characterizing the story of Davy Crockett.

AVAILABLE IN:

Copper Inlay	$13.25 M
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CHARM SERIES — Beautifully designed and detailed charms relating the Crockett story in ten phases.

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Two Tone Plastic	$12.00 M
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Operators from all over the country have written that the Price CROCKETT CHARMS are keeping volume up.

IMMEDIATE DELIVERY! ORDER TODAY!

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COINMEN YOU KNOW

• *Continued from page 87*

Flanders Novelty Company, Salina, Kan., is on vacation in California. . . . **Charles Bengimina,** of the B. & G. Amusement Company, enjoyed a recent visit by **June Valli,** who met with area coinmen while playing a date here. . . . There are indications that the summer slump is beginning to break up. Some unusually large sales of used equipment have been reported and operators are beginning to get in shape for the opening of school.

Boston

By CAMERON DEWAR

HEADS SALVATION ARMY DRIVE. Si Redd, of Redd Distributors, is heading up the Salvation Army drive for coin machine industry in Metropolitan Boston. Si is also chairman for the Ben Becker Fund. Becker passed away recently. He was sales representative for United Manufacturing Company. Checks should be made out to **Max Levine** in trust and sent to the Scientific Manufacturing Company. . . . **Bob Jones,** Redd sales chief, made a tour of the Springfield area operators this week. . . . A cute trick in Redd's bookkeeping department, just arrived, *is* **Marie Coletrella.** Jones reports operators going overboard for the new A.B.C. Bowler.

Ed Ravreby, of World Fair & Associated Amusements, has a pretty new addition at his office. Her name is **Monica Kelley** and she's in love with the coin machine business. Ed's daughter has been pulling up to the plant and getting wolf whistles in her new red convertible. . . . Business in the first week at the new Ravreby Playland Arcade in Gloucester seems to be pleasing Ed. . . . **Jerry Flatto,** of Boston Record Distributors, is becoming popular with some big names. He had **Patti Page** and **Georgia Gibbs** in to see him. . . . Jerry is heading for New York to spend some time at Far Rockaway.

Irwin Margold, Trimount Automatic Sales Corporation sales manager, reports the help really loves to come to work these days with the mercury hitting 100. Reason is the fine, new air-conditioning at the office. . . . Says everyone is working like crazy with demand heavy for pin games and late model phonographs. . . . **Saul Gottlieb,** of Gottlieb Manufacturing Company, visited distributors here. He is said to have contracted baseball fever and is being swept up in the local enthusiasm for the Red Sox.

Continental to Double Plant

• *Continued from page 85*

course, is the exact size as the finished wire assembly.

700 on Location

An estimated 700 Corsairs are now on location, but about 500 of these are machines put on originally for test purposes by National and its subsidiaries.

Continental will handle its own paper on Corsair sales. The Valley Commercial Corporation has been organized as a finance subsidiary, with Herb Sternberg, formerly with Standard Factors, credit manager. Terms on new equipment are 20 per cent down and two years to pay at 6 per cent interest.

Both Continental and National have been guided to their present size by Harold Roth, who entered the vending industry as a cigarette operator in New York 23 years ago.

Growth of Firm

Roth's New York cigarette operation grew to a sizable one by 1945, at which time he began branching out by setting up operating subsidiaries in other cities. He had three of these subsidiaries by 1947 and has added another 10 since 1947.

Latest acquisition is the Golden Cigarette Service in Cleveland, which despite its name is a full-line food operator. A year ago National bought controlling interest in Larry Ellman's Spacarb-New York, now called Freshway, Inc. Ellman manages the operation from the Westbury headquarters.

National's philosophy toward full-line vending is that the major effort must be a cafeteria operation, with venders used to supplement the cafeteria.

Local Control

On subsidiaries, National's policy is to own all or most of the stock, yet still give the local manager almost complete autonomy. A large percentage of the managers are former servicemen. This policy is followed in the manufacturing arm, where most of the foremen are ex-cigarette servicemen.

Lately National has gone into a juke box operation on tavern stops where cigarette machines are maintained. Roth explained that on a bar stop, the music operator gives the location its major source of revenue, and the operator who controls music usually controls the location.

On music, as in cigarettes, local managers have almost complete authority. While managers are on straight salary, there is generally a profit incentive where they do not own a piece of the subsidiary.

National now operates about 1,000 juke boxes, with the 60-stop Nassua County route headquartering at the Westbury plant. The new plant also houses the commissary for the Freshway in-plant feeding operation.

On in-plant feeding, Larry Ellman figures that the gross is $1.50 to $2 a week per employee on the cafeteria, with about 20 per cent extra on this gross going to automatic merchandising.

Smallest industrial stop on the Freshway route employs about 250-300, while the largest is the CBS-Columbia plant in Long Island City, with from 1,500 to 2,000 workers.

No commission is paid on vending machines, as the automatic merchandising is figured in as part of the catering package. However, Freshway will pay commissions to prime contractors when it gets in as a subcontractor.

Battery Vending

• *Continued from page 85*

products, even tho this means a lower commission rate for cigarettes.

2. In a battery-type installation, fewer cigarette machines are necessary because of the more centralized placement of equipment.

3. Consolidation means lower labor cost, better servicing.

The most frequent comments made by operators belonging to the latter group followed this pattern: "We put cigarette machines, wherever possible, right in the battery. This solves a service and labor problem which more than makes up for a slight drop in sales.

"When a package deal is requested, cigarette machines go along as an important part."

One operator's statement perhaps best sums up the general attitude of operators supporting the installation of cigarette machines regardless of the size of the battery: "Cigarette machines, in close proximity to industrial food vending equipment, serve the same function of the cigarette machine in a restaurant."

So far, with simple battery placements the rule rather than the exception in the nation's industrial plants has been that the cigarette vender has proved an advantage.

However, if the exclusion of cigarette venders from the larger battery-type installations continues to grow, cigarette vending will have been dealt a heavy blow.

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NEW! Red-Hot "Ball o' Fire" Bubble Gum!
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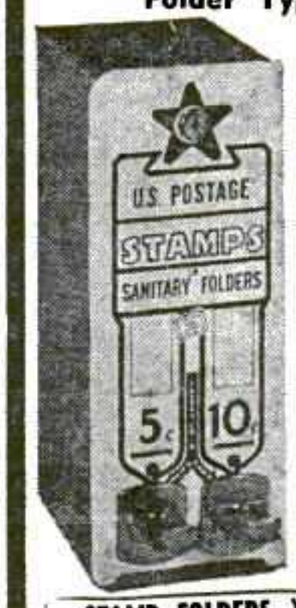

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PLASTIC KEYCHAINS,

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KIDDIELAND COMBO

Big, Small Rides Team Up for Takes

DETROIT, Aug. 13. — "What draws the most—coin rides or non-coin rides?"

"A combination of the two," is the answer of J. R. Pieters and Joseph Auten, in the coin field for 24 years, and operators of the Northland Kiddie Land at Northland Shopping Center here.

Set up within an area of 200 by 85 feet, Northland Kiddie Land has nine multiple non-coin-operated outdoor rides and a canvas "big top" containing six coin-operated kiddie rides. All go for a dime; midget movies, also available, are set for nickel play.

The "big top's" coin-operated horse, boat and spaceship rides go hand in hand with the bigger multiple rides, including a ferris wheel, Merry-Go-Round, miniature Roller Coaster, train rides, pony cart ride, water boat ride and rocket ride.

While the coin-operated units offer individual rides, the multiple machines can handle from 16 to 20 youngsters per ride—together they do a big volume. A small food concession on the same lot provides popcorn, hot dogs, ice cream and soft drinks.

The Northland Kiddie Land has been promoted thru amusement page newspaper advertising in the Detroit daily papers, and the spot is currently employing a tie-in promotion with the Kresge 5 and 10-cent stores, the store chain having an outlet at Northland. Kresge's Northland store is giving free passes for the rides at the Northland Kiddie Land.

A good-will move by Auton last July 19, was a day-long treat at the Northland Kiddie Land for physically disabled youngsters from the Easter Seal Society. Free rides were given to 29 youngsters.

SHUFFLE ALONG

Mfrs. Produce Bowling Games At Steady Pace

CHICAGO, Aug. 13.—With 14 different new models of shuffle bowling games already introduced this year, game manufacturers are continuing to produce these types of games in a steady stream.

Both Chicago Coin Machine Company and United Manufacturing Company, two of the principal shuffle bowling game manufacturers, have produced more than 30 different models of these games since 1952. Bally Manufacturing Company and J. H. Keeney & Company, two other large shuffle bowler producers, have also turned out these games in steady flow.

New shuffle bowlers on the market include Bally's ABC Bowler and Congress Bowler, Chicago Coin's Bull's Eye and Blinker Bowler, Keeney's Challenge, and United's Capitol Shuffle Alley.

Coin Racing Games Bowed In Europe

PARIS, Aug. 13.—Two new coin-erated racing games have been n introduced to the European machine trade.

One is a steeplechase horse , Grand National, produced by ritish firm, Ruffler & Walker. game was inspired by the lish Grand National, held an-ly at Liverpool, England.

e other game, Fahr Mit (get- a German machine modeled the auto race held at Al- Germany.

Appellate Court Hits Cincinnati Pin Petition

CLEVELAND, Aug. 13.—The 8th District Court of Appeals, Cleveland, denied a rehearing on Cincinanti's pinball games which were held "gambling devices" by a June 17 court decision.

Westerhaus, Inc., Cincinnati area pinball distributor, petitioned for a rehearing in the case following the June decision by the same Cleveland court. That ruling dissolved an injunction obtained by Westerhaus against city seizure of the games.

The rehearing was asked on the grounds that the decision was in conflict with decisions by other Appellate Courts in pinball cases.

Robert N. Gorman and Loyal S. Martin, attorneys for Westerhaus, said an application for a new trial would be filed. They said that the case would be appealed to the Ohio Supreme Court if the application was rejected.

Pinball Committee Acts in Ore. Case

PORTLAND, Ore., Aug. 13.—The first step to refer Portland's new pinball ban to the voters next May was taken this week with filing of a referendum petition. If signatures of 12,211 qualified voters are obtained by September 3, the filing will forestall enforcement of an ordinance banning non-coin-in-the-slot games.

The petition was filed in the name of the Committee to License Pinballs by its president, Joe Dobbins, who is president also of the Portland Used Car Dealers' Association.

The new ordinance banning games without coin chutes is supplemental to an earlier ordinance banning coin pinball games. The original ordinance, enacted in 1951, only recently survived a test in the Supreme Court of the United States. It is still in Circuit Court, however, in a civil suit brought by Lou Dunis, of the Portland Amusement Company, who contends that it does not cover non-coin games. It was to cover this possible legal loophole that the amending ordinance was enacted to include non-coin games.

(Continued on page 90)

Gottlieb Bows Tournament, Match 5-Ball

CHICAGO, Aug. 13.—Tournament, a new two-player match play five-ball game, was shipped to distributors this week by D. Gottlieb & Company.

Tournament is the first multiple player Gottlieb game with a match feature. A number lights up at the end of the game to give players a chance to match their scores with this number.

Scores are recorded on the backglass for one or two players on three-digit reels. A center ball hole on the playfield lights up on a Mystery basis to award free games for players landing a ball in it when lighted.

Four target units on the playfield advance scores. Two button-operated ball-flippers shoot balls back up the playfield for added scores. Other features include ball-kickers, roll-overs, and ball bumpers that flash on and off to award 10 times their score values.

The game is available with nickel, dime, or dime and three-for-quarter play.

Texas Ride Firm Sets Up Detroit Branch Office

DETROIT, Aug. 13.—Ray Bradford, of the National Amusement Equipment Company in Texas, has established a branch sales office here. The office will serve operators of coin-operated carousel kiddie rides.

The kiddie rides, manufactured by the Texas Kiddie Ride Company, Fort Worth, operate indoors or outdoors on dime or two-nickel play.

Bradford sets up the route for the operator who purchases two kiddie rides, then carries their financial balance on the purchase of additional machines.

Bradford, who has been operating the National Amusement Equipment Company as a nationwide firm out of Fort Worth for several years, will handle the Michigan and Ohio territories from the Detroit branch office.

Used Shuffle Game Sales Outlook Good

Distribs Report Prices Steady, Good Late Models Hard to Find

• Continued from page 76

uting Company, said a large number of shuffle games have been shipped to Canada to fill the locations recently vacated by pinball games. Perkins said that while the shuffle game market had earlier been flooded with games, it has now leveled off, and both these games and five-ball games are moving well.

An innovation which could change the shuffle game market of the future has been introduced by Bally Manufacturing Company. The firm's new ABC and Congress shuffle bowling games are equipped with new "over-size" pins which approach the size of actual bowling pins, and scores which are similar to regular bowling scores. If other manufacturers join in producing similar games they could become standard in the industry.

Another noteworthy move by manufacturers in the shuffle bowling field is the increasing number of match-play games introduced, along with new types of match play features. While match play games are restricted in many areas, it is evident that they are highly popular in those areas where they are now operated.

Northwest Co. Sets Up Office In Salt Lake

NORTH TONAWANDA, N. Y., Aug. 13.—Northwest Sales Company, Wurlitzer distributor headquartering in Seattle, will open a branch office in Salt Lake City, it was announced here this week.

Northwest Sales, headed by partners Ron Pepple and O. A. (Putt) Kincaid, will establish its branch office at the location formerly used by Draco Sales Company's Salt Lake branch office. Draco is the Wurlitzer distributor in Denver.

Kincaid will manage the Salt Lake City branch.

Correction

DENVER, Aug. 13.—Alfred Beffie & Son Company, major kiddie operating firm covering 12 Western States, owns the rides operating in two stores of the Denver Dry Goods Company, and not Frank Thorwald, as reported in The Billboard, August 13, reports Robert R. Beffie this week.

PINBALL BRAIN

Old Coin Units Figure Social Security Pay

HOUSTON, Aug. 13.—A machine made from parts of old pinball games is being used here to figure automatically how much Social Security beneficiaries have coming.

Constructed by Arthur Busby Jr., field representative in the Houston district office, the machine lights up 50 different combinations of numbers and data to show how much a beneficiary will receive a month, according to his earnings.

Complete with flashing lights, one "score panel" of the machine indicates the monthly salary which the insured person averaged before retirement or death; another shows various categories into which beneficiaries fall; a third panel shows monthly benefits due for each combination of the other two factors.

As an example, when $100 lights up in the top panel, along with "Worker, age 65," the bottom panel shows how much per month that retired worker, who was earning $100 per month before retirement, is due per month in payments.

strib Group Cites ck of Counter Games

CAGO, Aug. 13.—"What has ed to the counter game ?" That question was posed ek in an editorial of Dis- Digest, publication of the Coin Machine Distributors' on.

enting on the dearth of mes, the editorial noted e was a time when tens nds of locations had varis of machines on their Many laws have been the last decade regarding nd legal status of these

w of these counter ma- ilable are of the amuse- ment type, but in the vending field many different varieties are on the market.

"Too few distributors are taking advantage of the extra dollars that could be earned each year by handling this type of equipment. We have noticed that distributors do not set up this type of equipment to either their advantage, or, to the best advantage of the machines," the article stated.

"There are some amusement type counter games available now. We can expect to see many more in the future. Investigate all the possibilities. Let us re-examine this field that at one time was a substantial part of our business."

RIVER BOAT TOTES HOT ROD

ST. LOUIS, Aug. 13.—A floating coin machine location might not seem ideal for most operators, but it has done well by the Ideal Amusement Company here.

The firm has located a Bally Hot-Rod, kiddie automobile ride, on the Admiral, Mississippi River excursion boat. The unit reportedly grossed $103.80 in the first five days on board.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

August 16—Recorded Music Service Association, general meeting, Bismarck Hotel, Chicago.

August 24—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

September 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

September 8—Massachusetts Music Operators' Association, monthly meeting, Hotel Kenmore, Boston.

September 8—Recorded Music Service Association, annual golf outing, Bunker Hill Country Club, Niles, Ill.

September 11-12—South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

September 12—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

September 13—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

September 14—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

September 19—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

September 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton, Chicago.

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LOOKING FOR PROFITS?

There's Plenty in your territory with new National Shuffleboards. 33 Years ago National Promoted this 400-Year-Old Game into a Profitable Distributor Item.

IT STILL IS!

New Models — New Markets
New Features — New Promotion

NATIONAL has the Know-How to Help you make the Profits you Want.

Phone ORange 2-9100 or write

NATIONAL SHUFFLEBOARD COMPANY
Orange, New Jersey

Fatten Up the "Take" with FIRST Quality Equipment

Exclusive Distributors for
CHICAGO COIN
BULLS EYE BOWLER
BLINKER BOWLER
HOLLYWOOD BOWLER
BIG LEAGUE BASEBALL
•
EXHIBIT
TREASURE COVE SHOOTING GALLERY

SHUFFLE GAMES

FIRST Conditioned

CHICAGO COIN

HOLIDAY	$445
THUNDERBOLT	435
TRIPLE STRIKE	435
FIREBALL	395
FLASH	355
STARLITE	295
SUPER FRAME	295
ADVANCE	215
TRIPLE SCORE	125

UNITED

MARS DELUXE	$410
MARS	395
MERCURY	365
BANNER	325
ACE	295
RAINBOW	295
TEAM	245
LEAGUE	245
CHIEF	245
IMPERIAL	205
ROYAL	195
OLYMPIC	135
OFFICIAL	75
DELUXE	75

GENCO

MATCH POOL	$145
SHUFFLE POOL	95

KEENEY

BIKINI	$295
DIAMOND	250
PACEMAKER	185
DOMINO	135
CARNIVAL	115
CLUB 10 PLAYER	95
6 PLAYER	75

1st AND STILL GROWING

ARCADE

NEW CHICAGO COIN ROUND THE WORLD TRAINER—$575.

Genco 2-PLAYER BASKETBALL	$275
Wms. ALL STAR BASEBALL	155
MIDGET MOVIES	145
C.C. 4-PLAYER DERBY	135
TELEQUIZ with film	115
JACK RABBIT	95
C.C. GOALEE	95
Evans TEN STRIKE	85
SILENT SALESMAN CARD VENDOR	35
NEW EX. VACU-MATIC CARD VENDOR	WRITE!

BINGO 5 BALLS
WRITE FOR COMPLETE NEW LIST

TARGET GUNS

EXHIBIT

NEW TREASURE COVE

500 GALLERY	$365
SPORTLAND S.G.	275
SHOOT. GALLERY	175
JET GUN	125
SIX SHOOTER	95
SILVER BULLETS	95
DALE GUN	65

GENCO

WILD WEST	$425
BIG TOP	395
SKY GUNNER	145

UNITED

BONUS DELUXE	$375
CARNIVAL DELUXE	310

SEEBURG

COON HUNT	$215
SHOOT THE BEAR	150
CHICKEN SAM	95
YOU SHOOT (Remington .22 with live ammo.)	295

GENCO UPRIGHTS
Brand New
SILVER CHEST $125
GOLD. NUGGET 125
First-Conditioned
GOLD. NUGGET $95
JUMPING JACK. 85
400 75

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Appellate Court

• Continued from page 89

Dobbins said his committee gets its name from the fact that during the last four years of litigation on the original pinball ordinance, some $400,000 of license revenue has been lost to the city.

Other officers of the committee are Gus Rinella, secretary, a real estate operator, and Lloyd Hildreth, treasurer, who is business agent for the teamsters' union.

Eppy Ready on Plastic Keychain

NEW YORK, Aug. 13.—Samuel Eppy & Company, Inc., this week began production on a Polyetholene plastic keychain for use in capsule vending.

Sam Eppy, president, said the shortage of brass and recent price increases—three in the last three months—prompted the move.

WANTED—ROADMEN
Calling on Coin Machine Distributors and Operators
M & T Sales Company
2847 W. Fullerton Chicago 47, Ill.
Tel.: Dickens 2-2424

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
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KIDDIE RIDES
FOR SALE
Cheapest in the Country
$25.00 up
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Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

"BUY THE BEST—WE DO"

BINGOS

A.B.C.	$ 65.00
Atlantic City	90.00
Beauty	165.00
Beach Club	185.00
Coney Island	65.00
Cabana	165.00
Frolics	110.00
Dude Ranch	265.00
Hi-Fi	250.00
Ice Frolics	250.00
Nevada	295.00
Palm Springs	225.00
Surf Clubs	260.00
Spot Lites	65.00
Singapore	325.00
Tropicana	350.00
Tropics	175.00
Yacht Club	110.00

CIGARETTE VENDORS

Mercury 9 Col., new	$210.00
Lehi 12 Col., new	225.00
Super Six, new	115.00
Super Nine, new	155.00
National 930, used	95.00
National 950, used	110.00
PX 10 Col., used	115.00
Electro 8 Col., used	125.00
Keeney Elec., 9 Col.	135.00
PX Electric	85.00

All new Equipment 25¢ or 30¢. All used completely shopped and refinished with 25¢ and King Size.

6-Col. National Candy	$65.00
5-Col. Rowe Candy	55.00
5-Col. Mills Candy	55.00
6-Col. Uneeda Candy	65.00
10 3-Col. Shipman Stamp Vendors, like new, Ea.	23.50

UNITED ALLEYS

5 Player	$ 40.00
DeLuxe	60.00
Cascade	90.00
Royal	195.00
Olympic	110.00
10th Frame	75.00
Chief	275.00
Ky. League Bowler	40.00
Ky. w/Bottle Pins	40.00
Genco 8 Player	65.00
Ky. Dominoes	100.00

Valley Pool Tables, new ..... Write

5 American Bank Balls, like new .. $395.00 Ea.

COUNTER GAMES, USED

Pop-Ups	$15.00
Advance Shockers	15.00
Pistol Target Skill	15.00
Merc. Grip Scales	20.00
Gct. 3-Way Grippers	20.00
Wizard Fortune Teller	15.00
Whiz	20.00
Daval Best Hand	15.00
Gypsy Fortune Teller	10.00
Ex. Derby	10.00
S.K. Grip Vue	20.00
Smiley	10.00
Three-of-a-Kind	18.00
ABT Skill Guns	20.00
ABT Target Skill	20.00
ABT Elec. Skill Gun	20.00
ABT Challenger	20.00
Pikes Peak	15.00
Zipper Skill	19.00
Pikes Peak	18.00

NEW

ABT Challenger	$49.50
Advance Shockers	24.50
Kickers & Catchers	39.50
Ship. 5¢ Wizard Card Vendor	19.50
Genco Play Ball, non-coin operated	10.00

ARCADE EQUIPMENT

Bally Big Inning	$125.00
Champion Hockey	85.00
C.C. Hockey	75.00
Ex. Sportland Gun	275.00
Spark Plug	75.00
Steeple Chase	75.00
Bat-A-Score, Sr.	65.00
C.C. Basketball	195.00
DeLuxe Photo	365.00
Ex. Gun Patrol	145.00
Ex. Six Shooter	110.00
Evans Bat-A-Score	165.00
Evans Ski-Roll	95.00
Genco Rifle Gallery	275.00
Flying Saucers	95.00
Lite League	75.00
Midget Movies, latest	135.00
Quizzer with Film	95.00
Standard Metal Typer	250.00
Sci. Pitch'm & Bat'm	185.00
Un. Carnival Gun	350.00
Wurlitzer Skee Ball	150.00
Silver Gloves	195.00
Foot Vitalizer, new	165.00
Auto Photo	1850.00
Seeburg Coon Gun	225.00
Scientific Boat	325.00
Space Ship	325.00
Periscope	95.00
Balloon-o-Mats, new	395.00
Shoe Brush-Ups, new	95.00
Sidewalk Engineer	Write
Goalee	95.00
Exhibit Dale Gun	55.00
Heavy Hitters	40.00
Bingo Roll	65.00
Rock-Ola Scales	50.00
Mills Scales	50.00
Watling Scales	95.00

FIVE BALLS

Army & Navy	$ 75.00
Four Corners	75.00
Guys & Dolls	110.00
Just 21	25.00
Rose Bowl	50.00
Struggle Buggy	125.00
Mermaid	65.00

Cleveland Coin MACHINE EXCHANGE, INC.
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715
Terms: 1/3 deposit with all orders, balance C.O.D.

Earn More Money with Bally® Kiddie-Fun Equipment

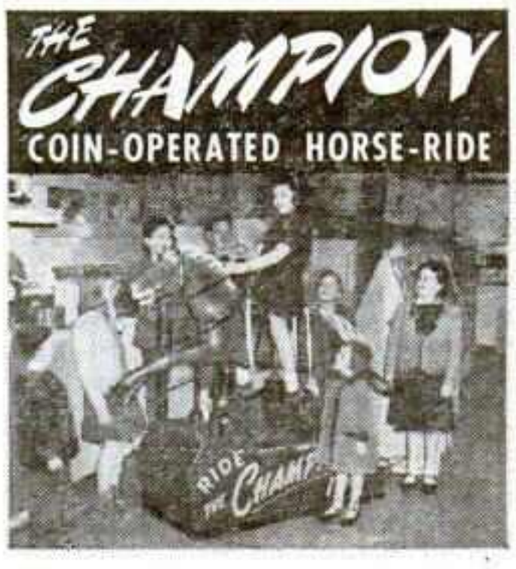
HOT-ROD
COIN-OPERATED AUTO-RIDE

Miniature replica of early vintage automobile in eye-catching colors . . . with real horn and headlights . . . HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road . . . an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1½ ft. by 3 ft. of floor-space to take in coins at a rate of $15 to $35 per hour.

THE CHAMPION
COIN-OPERATED HORSE-RIDE



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic . . . with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in $2.00 to $8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Il

If you are looking for something different —something to stimulate those slumping locations, BASEBALL games will solve your problems. They are sensibly priced and EMPIRE has them all.

• ½ deposit, balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

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Hershey Sales Dip, But Profits Rise

HERSHEY, Pa., Aug. 13. — Despite a drop in sales for the first six months of this year as compared with a like period in 1954, earnings of the Hershey Chocolate Corporation rose to $1.81 a share from $1.19 a share in the same period.

Sales for the first six months of 1955 were $73,506,070, compared with $75,690,641 during the 1954 half.

Earnings for the first quarter of 1955 were $2,269,286, or 90 cents a common share, on sales of $42,412,224. In the first quarter of 1954, earnings were $1,660,165, or 64 cents a common share, on volume of $43,035,068.

Lord Byron Adds Dime Vend Item

BROOKLYN, Aug. 13.—The Lord Byron Corporation has added a peanut butter sandwich to its 10-cent line. Other 10-cent Lord Byron vending items are Double Dip Fudge, Banana Cremes, Duplex Cremes, Chocolate Cremes and Vanilla Cremes.

The firm has 19 items in the 5-cent vending line, including Peanut Butter Cheese and Double Dip Fudge.

Ex-Cell-O Enters

• Continued from page 85

duty refrigeration unit to keep milk uniformly cold at 34 to 38 degrees winter and summer. The inner compartment, according to Scott, is completely free from seams or cracks.

The coin mechanism, manufactured by National Rejectors, Inc., takes pennies, nickels, dimes and quarters, with the milk carton arriving at the self-service opening via an exclusively designed round table device.

This device, according to the company, is a spiral rail-like design which holds the cartons of milk. It is equipped with a push that shoves the carton out a turret-type head upon the selection of purchase.

Overhead Slashed

The company's decision to enter into the outdoor vending field, according to Scott, was primarily based upon comprehensive studies, which indicated this type of merchandising has unlimited sale potentials.

Installed in supermarket parking lots, gasoline stations and next to independent grocery stores, it will provide around-the-clock service to the public.

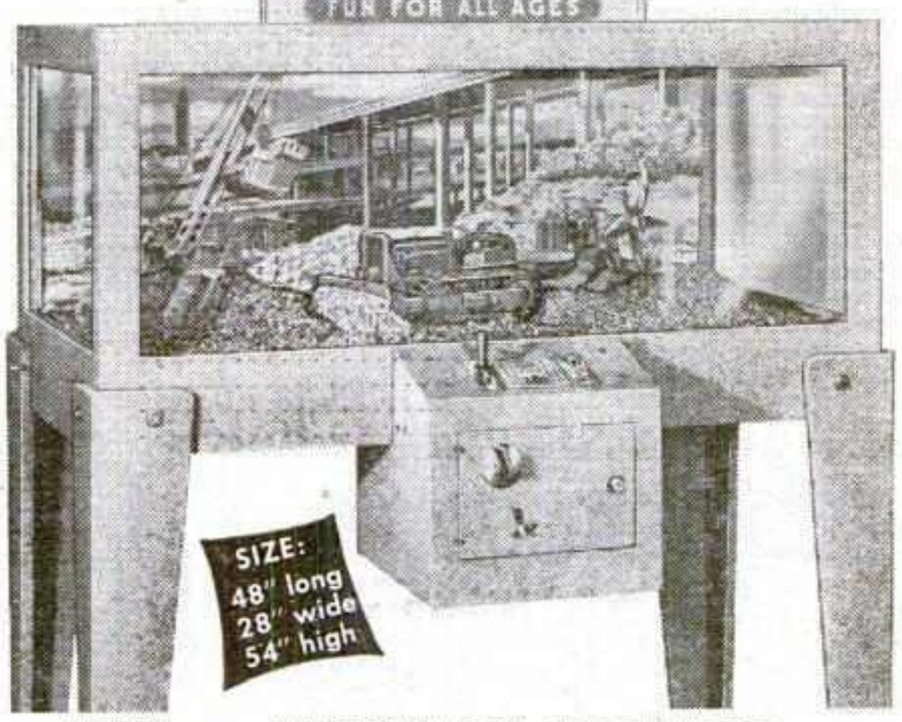
The machines, especially in self-service stores, will facilitate quicker service for the buyer in addition to cutting down operating expenses of the proprietor, Scott declared.

Also announced by Scott was the expansion of the Pure-Pak dairy equipment line to include two new milk filler-sealers especially adaptable for smaller dairy operators.

Available only thru the company sales offices, the new Pure-Pak model "O" handles the standard carton, while its companion model, "ON" uses a new type Pure-Pak nested carton.

Williams
SIDEWALK ENGINEER

BE A SIDEWALK ENGINEER!
FUN FOR ALL AGES



THE OUTSTANDING MONEY MAKER of 1955

Just ask the fortunate operator who owns Williams SIDEWALK ENGINEER

Williams SIDEWALK ENGINEER does a tremendous money-making job in arcades, drugstores, supermarkets, kiddielands, bowling alleys, dime stores — everywhere!

Also delivering Williams Great Baseball Game King of Swat and Three Deuces

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

BINGO SPECIALS
Excellent Condition
42 Atlantic Cities
35 Coney Islands
20 Bright Lites
15 400's
Write or Phone
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WANT TO BUY FOR CASH
Frolics, Varieties, Big Times, ABC, 5 Star, Holiday, Hollywood
Call (ASCME)
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Chicago 47, Illinois

AUTO PHOTO MACHINE
IN GOOD CONDITION, $1,850.00.
1/3 Deposit With Order.
KRUSE NOVELTY CO.
2852 Sidney St. St. Louis, Mo.
(Phone: PRospect 1-9982)

MONARCH RECONDITIONED BUYS

BINGO GAMES
United Stars ..... $ 65
United Leader 65
United Zingo 65
Bally Frolics 125

ARCADE EQUIPMENT
Jack Rabbit ..... $ 75.00
Pikes Peak with stand 29.50
Bat-A-Ball Jr. 35.00
Evans Ten-Strike .. 65.00
Western Baseball .. 75.00
Mutoscope Sky-fighter 125.00
Texas Leaguer Baseball 65.00

CIGARETTE MACHINES
Uneeda 15 Col. $65
Uneeda 9 Col. 45
Uneeda 8 Col. 35
Rowe 10 Col. 65
DuGrenier 7 Col. 45
DuGrenier 9 Col. 65
DuGrenier 11 Col. 85

CHARLEY PIERI
Monarch Coin Machine, Inc.
Write for Latest List
Lincoln 9-3996-7-8
2257-59 N. Lincoln, Chicago 14, Ill.

SHUFFLE BOWLERS

DELUXE CLIPPER ... $445
DELUXE LIGHTNING. 395
DELUXE MERCURY .. 365
DELUXE 11TH FRAME 335
BANNER 315
ACE 285
TEAM 245
LEADER 235
IMPERIAL 195

CLASSIC $135
DELUXE COMET 365
DELUXE TARGETTE 335
10TH FRAME 95
C.C. SUPER FRAME 245
C.C. ADVANCE BOWLER 165
Keeney DOMINO 110.00
Bally MAGIC BOWLER 425
Bally GOLD MEDAL ..... WRITE

NEW GAMES
Bally GAYTIME
Gottlieb SWEET ADD-A-LINE
United TRIPLE PLAY
United DEL. CAPITOL
Bally CONGRESS

SPECIAL!
Seeburg SHOOT-THE-BEAR GUNS
Only $125 Ea.

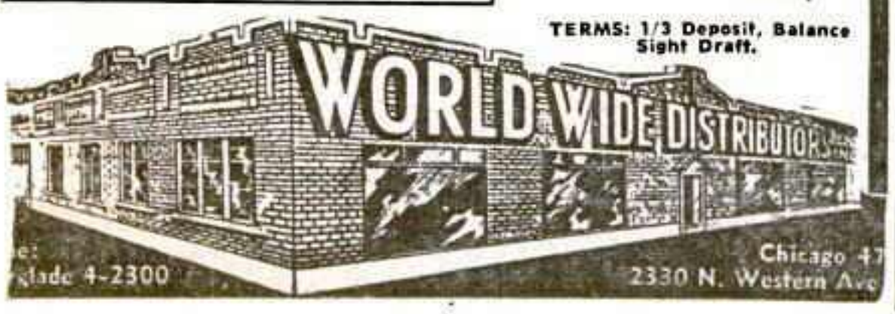
WANT TO BUY
CASH or TRADE
BALLY BINGO GAMES
GOTTLIEB 5-BALLS

5-BALLS
STAGECOACH $195
RACE-THE-CLOCK ... 265
SCREAMO 125
ARMY-NAVY 95
GUYS & DOLLS 85

BINGOS
NEVADA $225
HAWAII 175
RIO 145
TROPICS 125
CABANA 95
TAHITI 145
DUDE RANCH 215
BEACH CLUB 185
BEAUTY 150

ARCADE
Un. DELUXE CARNIVAL GUN $295
Genco RIFLE GALLERY 215
Ex. SHOOTING GALLERY 175
Wms. JALOPY 95
Wms. SPARKPLUG 95

TERMS: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.
Glade 4-2300

BATTING 1000 IN EVERY LOCATION!

GENCO'S NEW 2-PLAYER CHAMPION BASEBALL

Balls are hit in MID-AIR!

Balls soar approximately 5 FEET through the air!

SINGLE BALL can score up to 100 RUNS! Keeps game "alive" until last out!

3 OUTS per Inning — adjustable to 1, 2, or 3 innings!

Adjustable for MULTIPLE or SINGLE REPLAYS!

PLAYERS ACTUALLY HIT HIGH FLY BALLS WITHOUT RAMPS!

Exciting MATCH PLAY and HOLD-OVER feature!

• King-Size White Plastic Balls!
• REALISTIC Wooden Bat
• FULL-VIEW Glass Sides and Top!
• LIFELIKE 3-Dimensional Players

COMPACT! 80" long 25" wide

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MECHANISMS ARE STEAM CLEANED

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Davis Guarantee
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

SEEBURG

148ML	$129
M100A	340
M100B	525
HM100A HIDEAWAY	275
H146 HIDEAWAY	50
H147 HIDEAWAY	65
H148 HIDEAWAY	75

WURLITZER

1400—1450	$325
1500	325
1550	325
1550A	395
1650	395

ROCK-OLA

1428	$119
1434	275
1436 Fireball, 120 Selections	375
1438 Comet, like new	550

AMI

A	$115
B	150
D-40	275

WALL BOXES

WURLITZER 104 Selections (5204), like new	$49.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
WURLITZER 219 Steppers	14.95
WURLITZER 248 Steppers	35.00
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95

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1/3 Deposit Required.

Missing Link

• Continued from page 76

finance plan by the manufacturers along the line of the General Motors Acceptance Corporation in order to keep many operators in business.

Raveby pointed out that the high cost of equipment is driving many music machine operators into the games business. With games, he explained, altho the price is high, the return is sufficient to get the money back in as little as six to eight months, while with a juke box it is more apt to be nearer three years.

Raveby also feels that it is time for the manufacturer and the operator to get closer together by means of a public relations program. He pointed particularly to the automobile business, which uses television and the press to give the public a better impression of the car dealer. This, Raverby said, is a vital need in the music machine industry.

He also advocates a central association such as the old Coin Machine Industry Association with affiliated chapters. He feels that much could be gained by this move and strongly urges that the National Coin Machine Distributors' Association consider this when it meets for its annual convention in Chicago.

Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS

Bally Blue Ribbon	Write
Bally Gold Medal	Write
Chi. Coin Bonus Score Bowler	Write
Bally Magic Bowler	Write
Bally Jet Bowler	$375.00
Chicago Coin Starlight	295.00
United Deluxe 6-Player	49.50
United Imperial	200.00
United Cascade	100.00
Leader	235.00
Keeney Pacemaker	165.00
Chi Coin Criss Cross Target	235.00

ARCADE

Bally (Kiddie Gun) Bulls Eye	Write
Chicago Coin Deluxe (Baseball) Bulls Eye	Write
Chicago Coin (Baseball) Bulls Eye	Write
Bally Hot Rod	Write
Bally Champion	Write
Exhibit Sportland (Moving Target)	$225.00

ARCADE

Keeney Sportsmen (Moving Target)	$249.50

PINBALLS

GAYTIME	WRITE
GAYETY	$445.00
Variety	425.00
United Leader	45.00
Atlantic City	95.00
Palm Spring	250.00
Surf Club	285.00
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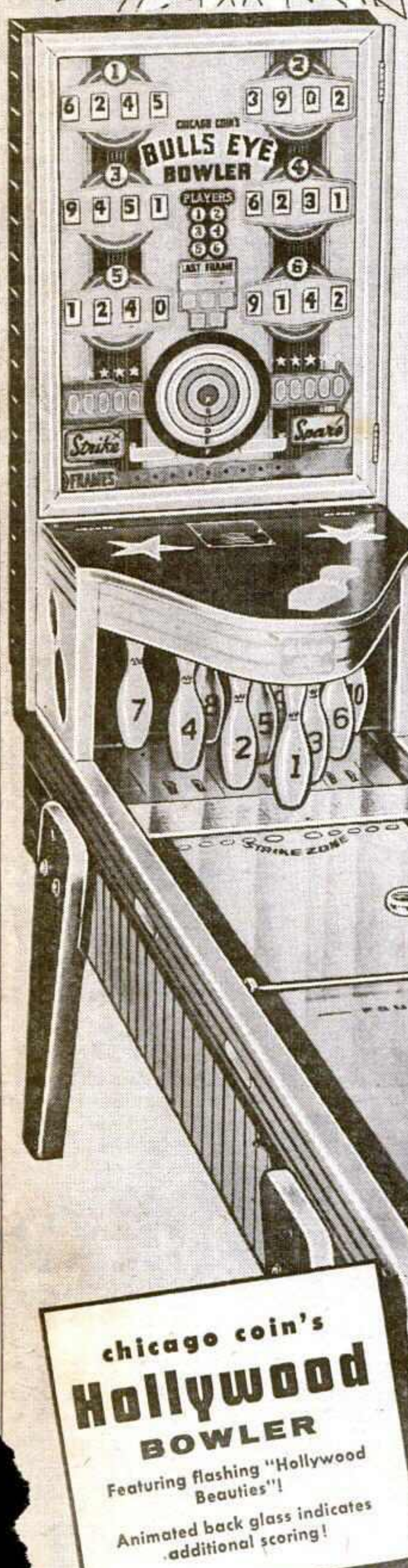

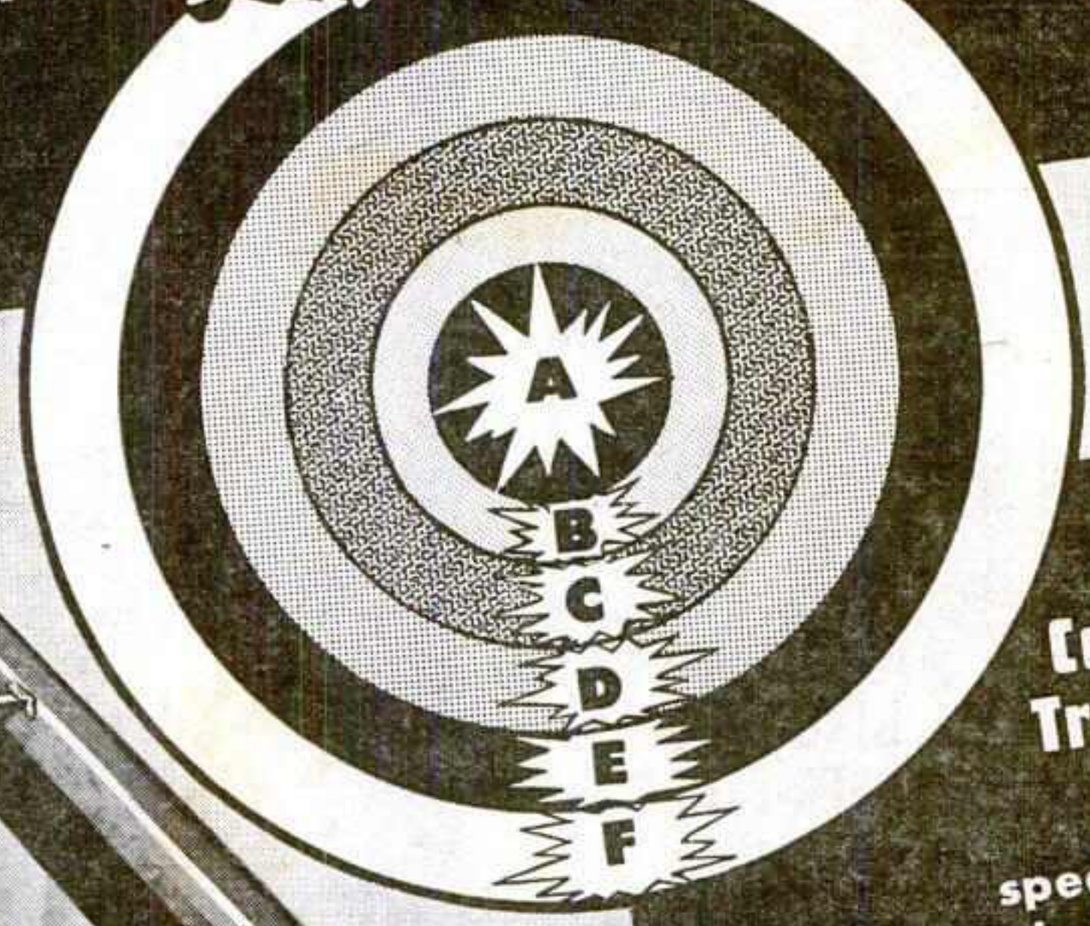

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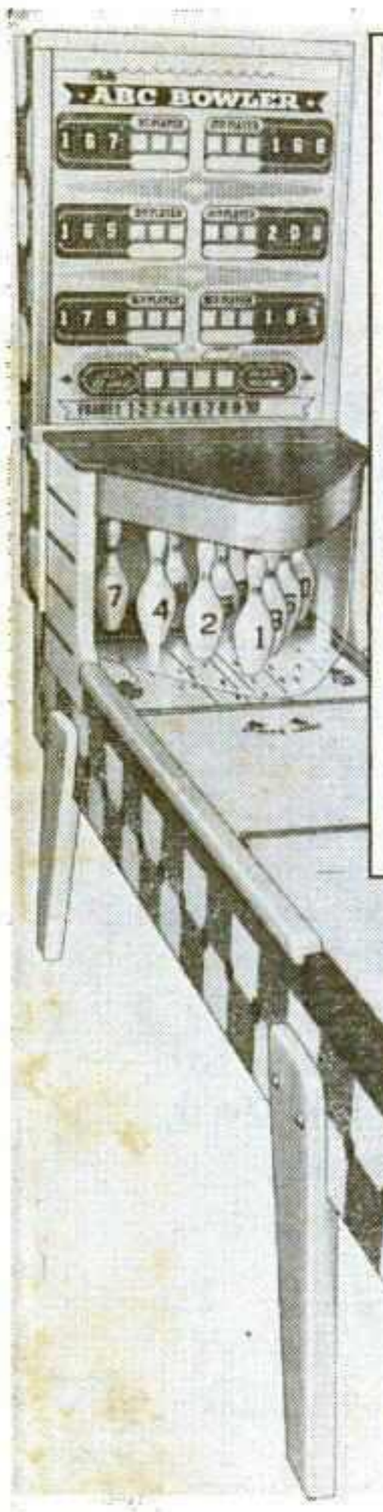
*Fun for one player . . . more fun for competitive teams of 2 to 6 players.
**Scoring for strikes, spares and blows is according to Official Bowling Rules.



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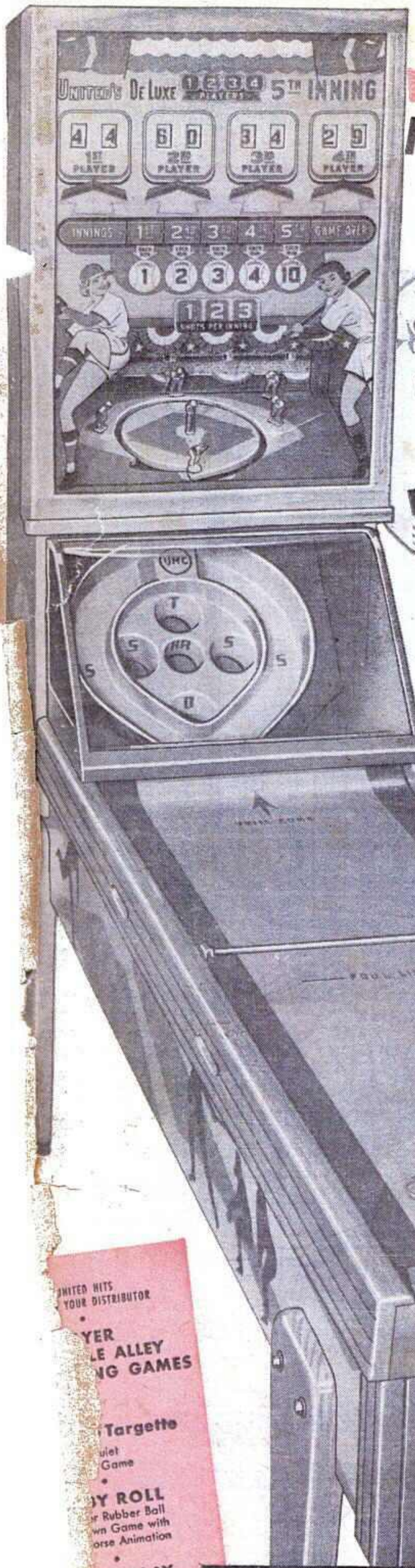
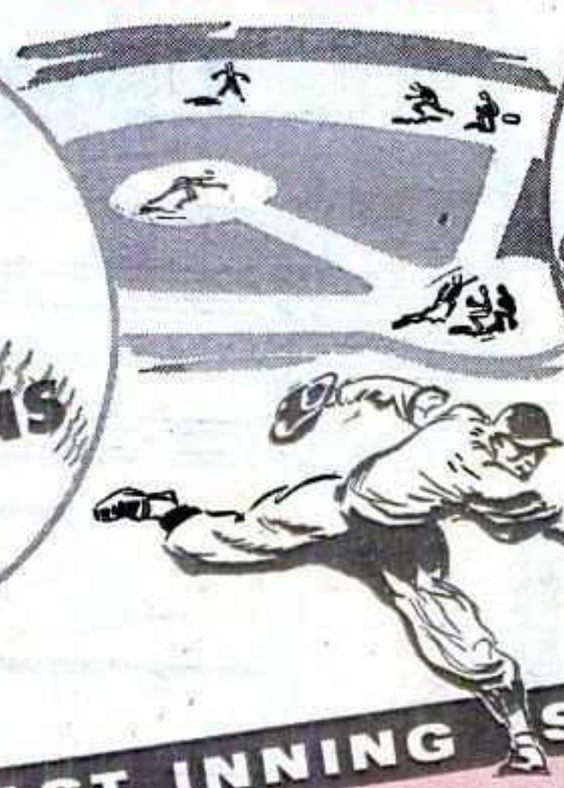


PLAYERS ACTUALLY RUN BASES



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EACH RUN SCORED IN **3RD** INNING SCORES **3** POINTS
EACH RUN SCORED IN **4TH** INNING SCORES **4** POINTS
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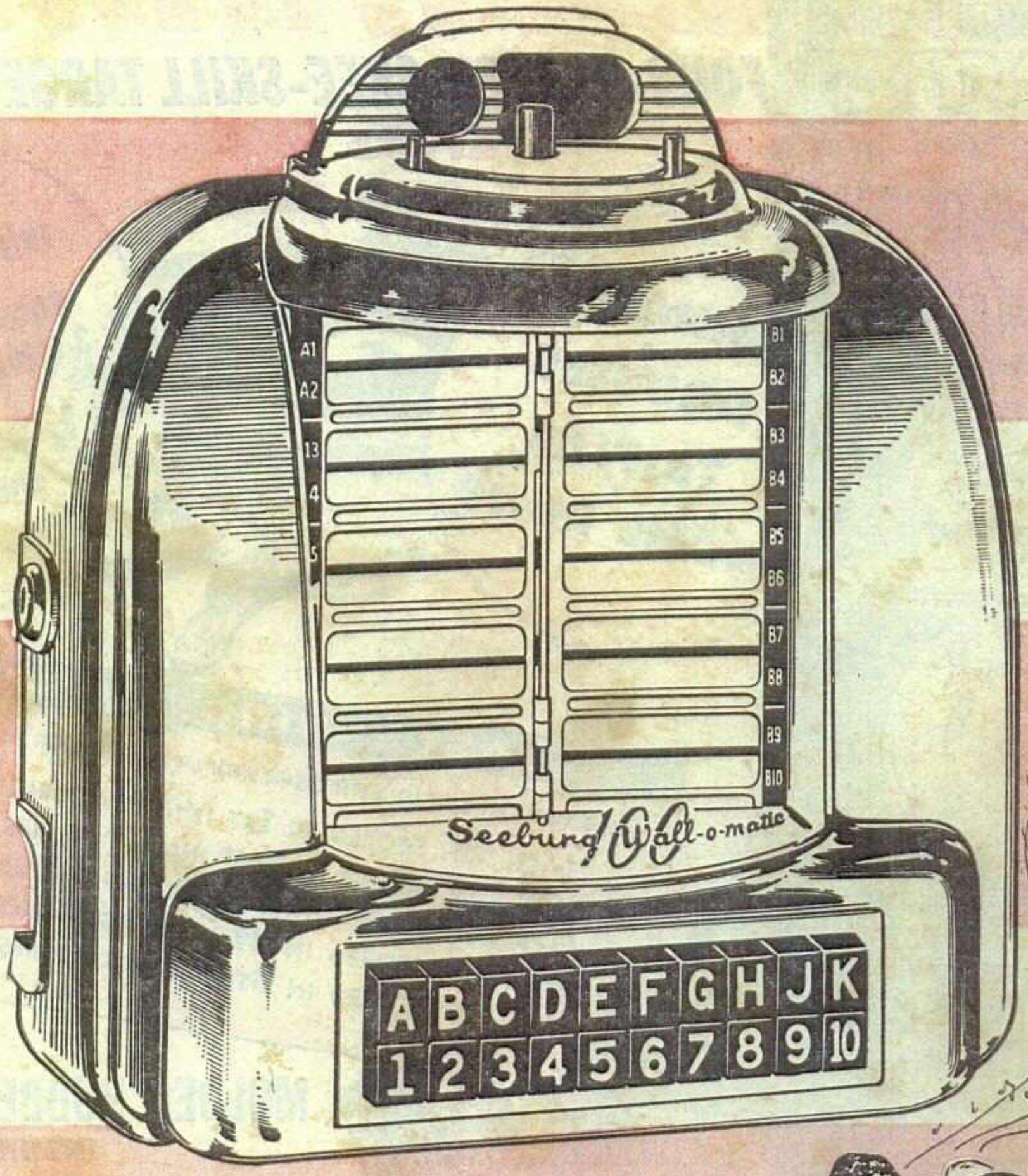
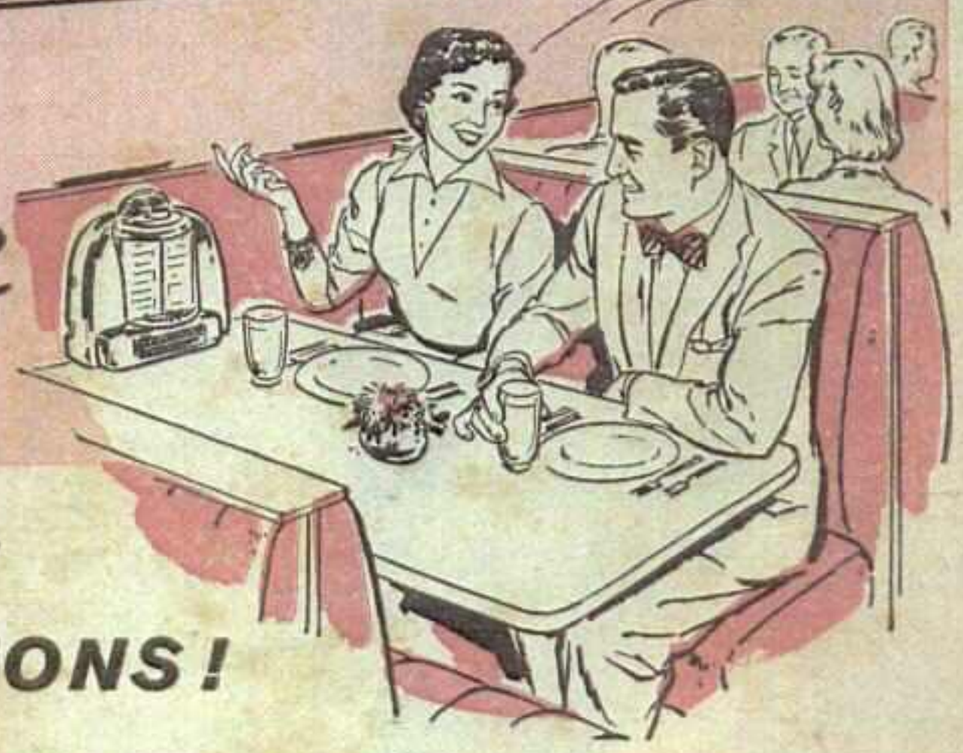


100 Wall-o-matic



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