

The Billboard

JUNE 18, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Scare on Cigarettes Goes Up in Smoke

Vend Machine Sales Up, But Filter Use Shows Nation Hasn't Quite Forgotten

By BOB DIETMEIER

The "big cigarette scare" is gone but not forgotten.

The nation's smokers have apparently recovered from the effects of the medical bombshell linking smoking and lung cancer dropped by the American Cancer Society a year ago and reaffirmed by a fresh ACS report this week, and are contentedly puffing their way thru more cigarettes than last year.

That the cancer-smoking scare is gone is testified to by cigarette manufacturers, suppliers and the men who own and operate automatic vending machines. Sales have increased 2 to 3 per cent over last year and are expected to rise to 5 per cent before the year is out.

That the scare is not forgotten is shown by the fact that filter-tips are expected to account for 20 per cent of sales by the end of this year, and possibly 40 per cent by 1956, compared to only 2 per cent before the scare.

See It Now

And discuss now and heard some of the nation's top authorities air the pros and cons of the possibility of a link between smoking and lung cancer on two of Edward R. Murrow's CBS-TV "See It Now" programs.

Sales thru vending machines—which sell 16 per cent of the nation's cigarettes—so far this year are up 2 to 3 per cent generally, following over-the-counter sales. Although some vending operators have reported slight decreases, or sales on a par with last year, the majority agree vended cigarette sales are up.

Per-machine sales in the New York area, for example, are running 3 to 5 per cent ahead of a year ago, with the operators pulling out of slight slumps in March, picking up speed in April, and pulling ahead in May.

One large New York suburban operator reported that on locations where filter-tip brands were vended, the filters accounted for 25 per cent of sales, with kings accounting for about 30 per cent and regulars 45 per cent.

One operator pointed out that

Venders Add Talking Ads

NEW YORK, June 11.—Next time you buy a pack of cigarettes thru a vending machine, don't be alarmed if you hear a pretty feminine voice from within the unit say, "Better get two packs."

A battery-operated point-of-sale phonograph, measuring no more than 3½ by 5 inches, will furnish the sales pitch. The recorded message starts as soon as the delivery knob is pulled.

The recording unit is made by Carter & Galatin, a Chicago concern, and the vending machine will be a Rowe cigarette vender. The sales message will probably plug Old Gold, since Lorillard is paying operators to plug the record.

Results of the talking automatic salesmen? Operators say it increases sales.

the vending industry isn't making the comeback the retail cigarette trade is because it never slumped as badly. His reason is that most sales are made in bars, and the bar patron isn't scared off as easily as, say, the average housewife who buys her cigarettes by the carton in supermarkets.

A general air of optimism reigns in the tobacco world. Joseph Kolodny, National Association of Tobacco Distributors president, whose organization wholesales over 80 per cent of all cigarettes, expects a 4 to 5 per cent increase in sales in 1955 over last year.

Vending operators have faced many new problems in the last year—all of which add up to revolutionary change in the cigarette market.

The filter-tip sales jump, coupled with a sales drop in regulars and a slight increase for kings; the introduction of at least 15 new major brands and sizes in 1954 and variations in prices (the most recent: wholesale price increase) have given operators weekly headaches. Why?

Because unlike the retail store, [\(Continued on page 68\)](#)

HAIRCUTS' DISK SPARKS RCA'S CAESAR PUSH

NEW YORK, June 11.—Surprise action on Sid Caesar's Three Haircuts record has sparked a big push on the comic as a recording artist by RCA Victor. In addition to the gag trio waxing, the firm is contemplating a series of mood music LP's, featuring saxophone solos by Caesar and some comedy sides spotlighting his German professor characterization.

However, Caesar will not conduct on the mood music packages, albums will carry full credit for the orchestra leader featured on the dates. Caesar broke into the music field earlier this year when he set up his own publishing firm, Flo Music, under the supervision of Nick Campbell. He has since joined the American Society of Composers, Authors and Publishers and the Songwriters' Protective Association.

Since then he has branched out into the composing field (three out of the four songs published by Flo so far were co-written by him, including both sides of the Haircuts disks) and into the management field on a supervisory basis.

[\(Continued on page 17\)](#)

Kitchen Revolution; TV Film Takes Its Shooting Outdoors

Success of Location Series Points To Slackening of Indoor Small Talk

By BOB SPIELMAN

HOLLYWOOD, June 11.—Television film producers are staging a wholesale revolt against the indoor type of TV shows. The result this fall is going to be less talk and more action—adventure in a world-wide range of settings for the viewer. The new trend is evidently away from situation comedy.

Rightly or wrongly, the feeling in the industry is that many TV programs this year talked themselves to death, and that the audiences have become tired of looking at static programs that show nothing but an endless procession of living rooms and kitchens.

The upshot is that TV film producers are beginning to make theatrical picture makers look like pikers in the rush to get on locations, both here and abroad. The location shooting usually sends costs soaring, the tricks of the trade that producers are devising are changing the pattern, and in some cases film series being produced on location

are coming in cheaper than they would in Hollywood.

Successes Cue Switch

The phenomenal success of such series as "Waterfront," "Stories of the Century," "Foreign Intrigue," "Lassie," "The Lineup," "Ramar of the Jungle" and "Bin Tin Tin" is undoubtedly acting as catalyst to the new adventure-action-location format, with the fact that not a single program of this type bit the dust last season providing added impetus.

Official Films alone is blossoming out with a trio of European costume adventures and is not having a great deal of trouble selling them. "Robin Hood" has already been picked up. Negotiations reportedly are reaching the finalizing stage on "Three Musketeers." And "The Scarlet Pimpernel" is almost bound to do well in the syndicated market, with some contingency sales already made. It's estimated that programs such as these can be filmed as much as 40 per cent cheaper in Europe than in the United States.

Television Programs of America which has had little trouble selling "Captain Gallant" and "Thunder" has a pilot of "The Count of Monte Cristo" already in the can and is preparing "Tugboat Annie" for August camera work.

Executive Producer Leon Fromm-ness points out that, in the theatrical circuit, jungle and other adventure pix have never lost money, and that Westerns and films with kids and animals have almost invariably been financial successes. He believes that it's even more important to hinge the story on action rather than conversation in television, because the viewer often is not concentrating wholly, may be called away from the set and the like, thus creating a situation in which he may lose the entire thread of the story if it is bound too closely together with words.

Being swept into prominence by [\(Continued on page 14\)](#)

NEWS OF THE WEEK

Subscription TV in Headlines But Decision Is Long Way Off . . .

Tho the deadline passed this week for comments on the issue of subscription TV, the resolution of the problem is still a long way off. Rebuttals, oral arguments before the FCC, its deliberations, court actions and possibly new legislation still lies ahead. Meanwhile, trade interests have stepped forward to propose proceeding immediately by wire, which would not require FCC approval. . . .Page 3

New York May Get New Circus In Garden; Ringling In Tent . . .

An under-canvas New York engagement in 1956 is being contemplated by Ringling Bros.-Barnum & Bailey Circus, should negotiations fail to produce a contract with Madison Square Garden. The arena is holding to its demand for a five-year circus pact and is saying it may produce its own circus next season. . . .Page 58

Reruns Again Dominate TV Summer Replacement Fare . . .

The same summer programming pattern as in the past several years will be used in TV during 1955. It consists of a large number of reruns, shows continuing thru the summer, and a few new program ideas. Advertisers seem definitely to have decided that summer is the season for cutting back. . . .Page 2

The Billboard Charges Union, Carnival Violated Labor Laws . . .

The Billboard filed charges of unfair labor practices under the National Labor Act against the Royal American Shows, Allied Workers Local Union No. 447, St. Louis, and its organizer, Harry Karsh, charging unionizers' rights were violated in the recent unionization of the Royal American Shows. . . .Page 43

Columbia Introduces 1956 Line Of Phonographs—Tape Recorders . . .

Columbia Records introduced a new 1956 phonograph and tape recorder line this week which emphasized sight as well as sound

appeal. The number of phono models has been upped from 9 to 13, with greater price and style diversification. Promotion budget to exceed last year's by 50 per cent. . . .Page 16

House Gets Another Bill To Lift Juke Box Exemption . . .

Representative James C. Murray has hopped a new bill in Congress aimed at striking out juke box royalty exemptions from the Copyright Act. The measure is a counterpart of Sen. Kilgore's proposed amendment. . . .Page 16

Another Suit Against SESAC Filed By Publishing Firm . . .

The second major legal suit attacking SESAC this year was filed this week by Rob Forberg Publishing. The music company, which describes its step as a "class" action, charges inadequate and preferential publisher payoffs, and requests a complete accounting of SESAC income. . . .Page 16

Eighty Concessions Lost In New Jersey's Worst Park Fire . . .

A fire with damage estimated as high as \$3,500,000 ruined a four-block section of Seaside Heights' amusement-area Thursday (9). The New Jersey shore resort narrowly escaped total destruction as the early morning blaze spread unchecked for two hours. More than 80 concessions were burned out. . . .Page 48

DEPARTMENT AND FEATURES

Amusement Games . . . 77	Music . . . 42
Burlesque . . . 42	Merchandise . . . 61
Carnival . . . 50	Shows . . . 13
Circus . . . 58	Music Charts . . . 72
Classified Ads . . . 67	Music Machines . . . 72
Coin Machines . . . 64	Parks & Pools . . . 48
Coin Machine Market . . . 76	Pipes . . . 61
Coming Events . . . 62	Radio . . . 66
Disc-In Theaters . . . 49	Review Direct . . . 13
Fairs & Expositions . . . 40	Rinks . . . 60
Final Curtain . . . 42	Roadshow Repertoire . . . 40
General Outdoor . . . 43	Routes . . . 47
Honor Roll of Hits . . . 26	Television . . . 2
Legitimate . . . 15	TV-Film . . . 6
Legit Routes . . . 15	TV Reviews . . . 7
Letter List . . . 63	Vending Machines . . . 68

WEB'S SUMMER RECIPE

Mix Old Shows With Lotsa Reruns, Pinch of New Ones

NEW YORK, June 11.—The summer programming pattern in TV seems to have become firm over the past several years, with 1955 only reinforcing the situation. Take a few old shows, mix with numerous reruns and add a few new programs to fill and we have the typical summer programming schedules of CBS-TV and NBC-TV.

At ABC-TV, the network is not programming any important new shows. Its schedule consists of mainly old shows staying thru the summer and four or five reruns. But the web is showing substantial commercial strength for the first time this summer.

It is retaining the business of most of its clients, except for three which will be replaced by new sponsors—Emerson Drug, Lenthic, American Tobacco and Dodge. The three advertisers who are moving out for the warm weather months, Du Pont, Wine Corporation and Quality Goods, will return this fall.

77% Rise

Last year had seven half hours open all summer. With its sales of "Midwestern Hayride" to Crosley it will have one-half hour open this summer, a billings increase of about 77 per cent. CBS-TV, however, will have about an hour and a half open during hiatus time, a worsening of its business picture, but one which can be attributed, for the most part, to its reshuffling of the 7:30-8 p.m. strip for next fall.

The big programming development will be the injection of telementaries during the summer by NBC. The network will program "Meeting at the Summit," a special public affairs documentary, on July 17, the night before the Geneva, Switzerland, conference takes place. Also slated for scheduling are "Nightmare in Red" and several other top telementaries of this nature.

Among the CBS shows of commercial potential are "Those Whiting Girls," "All in Fun," "Music

55," "The Window" and the Frankie Laine show. Possibilities at NBC are "The Soldiers" and the Dunninger show. Many of the others are music shows and variety stanzas plainly designed as fillers.

Status Quo

Advertisers this summer season, as in others, have shown a great reluctance to try out new properties. The network's position, according to the trade, is that they should present new product in their current series, not just reruns, but the bankrollers seem to feel that since they must shave their budgets somewhere, summer is the likeliest season.

Undoubtedly there is a distinct

paucity of new product available for summer use. Sponsors now demand at least kines or pilots before buying. And because kines can be a total loss if not bought, they are not being made, except by the webs.

Reruns, of course, predominate. NBC has about 10 such shows, and CBS has about seven. Consequently, the summer has become the forgotten season for creative ingenuity. The chances are that it will continue to be so unless the networks can come up with special programming incentives for their clients who give viewers something new or on a par with what they offer during the regular season.

B&B Jackpots With \$10 Mil New Billings

NEW YORK, June 11.—In the past two weeks Benton & Bowles has captured four new accounts totaling conservatively an estimated \$10,000,000 in billings, something of a record for new business in agency circles within so short a space of time. They are Studebaker, Grove Laboratories, S. C. Johnson & Sons and the Florida Citrus Commission.

The Studebaker account, which should be worth at least \$4,000,000, was handled by Roche, Williams and Cleary. The exact products to be serviced by B. & B. for Grove are not known, but they will probably come from the Harry B. Cohen Agency which has most of its business. Grove has been spending nearly \$1,000,000 for its advertising.

Among the new S. C. Johnson items to be handled by the new agency are its Jubilee Wax, and several new household products. It has been estimated that the account will spend about \$1,500,000 during its first year at its new agency.

Florida Citrus returns to B. & B. after several years away from the fold. Its advertising budget has been upped during the last several years and now runs \$3,500,000 yearly.

Every account except Grove uses network TV, which should increase the B. & B. stake in the medium. Studebaker now has half of the "TV Reader's Digest" on ABC-TV, and it may be expected that the car maker's sponsorship will be re-evaluated by its new account. B. & B. will do a similar job with Florida Citrus, which recently canceled "Twenty Questions" on ABC. S. C. Johnson has had of Red Skelton and Robert Montgomery, two buys which are

secure. The agency's work here will be to make intelligent use of the properties.

The Publicists' Guild last week re-elected Walter Kaner as president, Spencer Hare and Jerry Collins as vicepres, Ed Mintz as secretary and Lillian Picard as treasurer. . . . Laurence O. Pratt has retired as vicepres of Batten, Barton, Durstine & Osborn to become a consultant in advertising and public relations. His headquarters will be on Main Street, Dover, Mass.

NBC-Theaters Tie-Up For Tryout of Specs

HOLLYWOOD, June 11.—A unique marriage of theater and television is in the works at NBC-TV. The web is in the process of negotiating with the Dallas and Phoenix, Ariz., theaters to try out its specs at the playhouses this summer and fall before transporting the companies to New York for the one-shot telecasts.

First of the shows under this system, which could revolutionize not only the spectaculars but the theater as well, will be "One Touch of Venus," which has been skedded for vidscreening August 27. The Janet Blair starrer will have rehearsals and play in Dallas for three weeks prior to the telecast. Jack Rayel is producing.

Advantages of such prior show-casing, according to web execs, is that it will in all probability cut rehearsal costs and at the same time give the play a finer polishing

WEAVER SEEKS SOVIET VISAS

NEW YORK, June 11.—NBC President Sylvester (Pat) Weaver this week was blue-printing a telementary about life in the Soviet Union. He requested in a telegram to Nikita Khrushchev, Russian bigwig, that NBC-TV production and camera personnel be allowed into the country so they could make a documentary about life in the citadel of Communism. The Soviet functionary had said during his Yugoslavian visit that anyone could get into Russia, and Weaver is taking him at his word.

Amer. Tobacco To Air Reruns

NEW YORK, June 11.—American Tobacco this week decided on its use of its newly purchased ABC Wednesday 8:30-9 p.m. period for the summer. The firm picked up eight dramatic film reruns from ABC Film Syndication for slotting during the eight weeks starting July 20. No show has yet been bought for the fall.

The firm this week also reportedly picked up Delco, General Motors' battery subsidiary, as alternate sponsor in the time slot next fall. The only hitch in the proceedings may be a product conflict between Delco and American Motors, one of the sponsors of "Disneyland," which directly precedes the 8:30-9 p.m. time slot.

The summer sale to American Tobacco is the second summer replacement sale that ABC Film has chalked up on its new batch of "Playhouse" reruns.

3 Webs, NARTB, Movie Exhibs Oppose Fee TV

WASHINGTON, June 11.—As expected, briefs opposing pay TV were filed at deadline by the three networks, the National Association of Radio & TV Broadcasters and the movie exhibitors' Committee Against Pay-as-You-See TV. The gist of their declarations were that fee TV would not be in the broad, public interest, that the Federal Communications Commission is not authorized under the present law to approve it, and that fee TV if permitted to operate would quickly destroy free TV.

CBS-TV said the "petitions seek a blanket authorization to do exploratory surgery upon the body of the American broadcasting system without demonstrating either that the operation is necessary or that the patient is likely to survive." It went on, "We are convinced that analysis of their proposals in the light of the accomplishments of free TV will show that the benefits that may be expected from the proposed system are illusory." CBS-TV made a point that free TV can and already has brought the public recent and big feature films, as benefit pay TV proponents have made claim to.

ABC-TV pointed out that granting time for pay TV will in many cities frustrate the building of a third network, already plagued with clearance problems.

The NARTB called fee TV "narrowcasting." "It is a restricted, limited, confined means of conveying a signal to a vastly diminished and selected audience," the NARTB brief stated.

The movie committee's brief ran 167 pages and was based on four months of research.

SPECTACULARS

NBC and CBS Battling for Star Talents

NEW YORK, June 11.—The battle between CBS-TV and NBC-TV for talent to use on their spectaculars is heating up. NBC this week was on the verge of signing Helen Hayes and Mary Martin to star in its first Sunday night spectacular of next season. The vehicle is not known, but may be Thornton Wilder's "Skin of Our Teeth" which is being done by them at the "Salute to France" Festival in Paris this summer.

Wilder has given NBC the rights to his "Our Town" which it will use for a musical version featuring Frank Sinatra next season. CBS was after the vehicle for Bing Crosby for the same purpose.

CBS is said to be considering doing an hour musical film version of "Rip Van Winkle" which would star Crosby next season. For its "Producer's Showcase" NBC is also after the services of Joan Greenwood to be featured in a musical "The King and the Candle," by Sumner Locke Elliot from his teleplay which was on the Philco Playhouse in 1954.

Henry C. Bonfig, CBS-Columbia proxy, was elected a vicepres and director of CBS, and Seymour Mintz, former president of CBS-Columbia, resigned his post as vicepres and director of CBS.

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NEWS IN BRIEF

FCC EXTENDS UHF BUILDING DEADLINE . . .

The Federal Communications Commission has extended the deadline for all UHF construction permits outstanding to January 16, 1956, at the request of 12 UHF applicants who are holding off construction "because of the uncertain economic future facing UHF TV stations."

SENATE COMMITTEE ACTION AIDS FCC . . .

The Federal Communications Commission this week was allocated an extra \$170,000 by the Senate Appropriations Committee for the next fiscal year. Almost half of these new funds, \$80,000, has been earmarked for the FCC's investigation of the network broadcasting picture, while the other \$90,000 will be used to reduce the backlog of station applications.

CBS DROPS DEAL FOR OHIO OUTLET . . .

Official announcement was made this week that CBS-TV and WSTV, Steubenville, O., have called

off the sale of the station to the network. CBS had hoped to move the station's transmitter near to Pittsburgh in order to get into the Pittsburgh market, but the FCC refused permission. CBS is now permitted to buy an additional UHF outlet.

'WHO SAID THAT?' TO GO OFF AIR . . .

ABC's "Who Said That?" which was dropped some weeks ago by Sheaffer Pen and Brown & Williamson but retained by ABC as a sustainer, will go off the air at the end of July.

NOTRE DAME STATION USING CLOSED CIRCUIT . . .

Another instance of the use of closed circuit TV to sell advertisers will come off next week when WNDU-TV, South Bend, Ind., Notre Dame's new UHF station, will put on two closed circuit telecasts aimed at potential time buyers. The first will be seen at the Hotel Roosevelt in New York Tuesday (14). On Thursday (16) WNDU-TV, an NBC affiliate, will deliver a similar pitch via closed circuit TV to admen in Chicago at the Hotel Sheraton.

THE BILLBOARD SCOREBOARD

The Top New National Spot Commercial Campaigns on TV

Placed during the week of May 22-28, 1955

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Cigarettes, Philip Morris	Pin It, Procter & Gamble
Maxwell House Coffee, General Foods	Post Raisin Bran, General Foods
	Roloids, American Chicle

REGIONAL SUMMARIES

Eastern

Aero Shave, Boyle-Midway	Nu-Soft, Corn Products
Blue Bonnet Margarine, Standard Brands	Ranger Joe, National Biscuit
Bond Bread, Ward Baking	Rice & Wheat Honies, National Biscuit
Dairy Products, Fairmont Food	Roloids, American Chicle
Ice Cream, Hood Co.	Swift Poultry, Swift
Lance Crackers, Lance Products	Tetley Tea, Tetley Co.
Maxwell House Coffee, General Foods	Vitalis, Bristol-Myers

Southern

Budweiser Beer, A. B. Beverage	Roloids, American Chicle
Nes Tea, Nescafe	Tenderleaf Tea, Standard Brand
Post Raisin Bran, General Foods	Texize, Texize Chemical
	Tru-Ade, Tru-Ade Co.

Midwestern

Ale, Carlings	Love Me Or Leave Me (Movie), M-G-M
Ale & Beer, Drewry's	Maxwell House Coffee, General Foods
Cake Mix, Instant Swans Down Cake Mix	PDQ Bar-B-Que, PDQ Bar-B-Que Co.
Candy, Fanny Farmer	Pin It, Procter & Gamble
Cigarettes, Philip Morris	Post Raisin Bran, General Foods
Coughlan Co. "Cops," Coughlan Co.	Roloids, American Chicle
Dairy Products, American Dairy	Swanson Margarine, C. A. Swanson & Sons
Fluffo, Procter & Gamble	Swiss Cheese, Kraft Foods
Heating Equipment, Waterman-Waterbury	Vel, Colgate-Palmolive
Ham Sticks, George A. Hormel	
Kan Kil, Colgate-Palmolive	

Southwestern

Air Travel, Trans-Texas Airlines	Meat Products, Newhoff Packers
E-Z Pop Popcorn, M. Miller	Salad Mixers, Ratner Promotions
Gladiola Flour, Fant Milling	

Rocky Mountain & West Coast

Bakery Goods, Continental Baking	Pens, Ferber Co.
Rheingold Beer, Rheingold Brewing	Pin It, Procter & Gamble
Bread, Langendorf	Post Raisin Bran, General Foods
Bus Lines, Continental Trailways	Salt, Carey Co.
Cigarettes, Philip Morris	Soft Drinks, R C Cola
Palmolive Soap, Colgate-Palmolive	Tea, Thomas J. Lipton
Parade Detergents, Safeway Stores	Travel, Great Northern Railway
	Vaseline Hair Tonic, 42 Products Co.
	Water Conditioner, Butay Co.

Anyway, Toll Tele's Still a Long Way Off

FCC Faces Mountains of Comments; Jerrold Corp. Says Okay Isn't Needed

WASHINGTON, June 11.—On the subscription TV issue, one point was perfectly clear this week as the deadline for filing comments with the Federal Communications Commission passed. That is that it will be a long time before it is resolved.

The FCC now faces 50 volumes of comments from trade interests and the public. The total number of comments is estimated to be between 17,000 and 19,000, ranging from penny postcards to documents of hundreds of pages with economic graphs and technical diagrams appended. There is no available estimate of the total pros as against cons.

Before the commission will be able to catch up on its reading, it will also receive briefs in rebuttal to those filed before this Thursday's (9) deadline. The rebuttals must be in before the end of July.

After it digests the written briefs, the FCC will hold oral hearings. There is no telling how long these might run, but they will surely add many an additional volume to the case. Then the FCC will have to deliberate the issue within its own walls. This may take a few more months.

Three Questions

Generally, the issue facing the FCC breaks down into three questions: First, does the FCC even have the authority, under the law that created it, to authorize any pay-as-you-see system? Second, what are the legal and public-interest limitations under which such a system, using the public's airwaves, may operate? Third, what, if any, should be the technical standards?

Should the FCC decide that it does not have the authority, a bill to amend the broadcasting law will certainly go before Congress. It would probably not get to Capitol Hill before the next session. It would probably take at least another half a year before any new law would get on the books.

Should the FCC make any affirmative decision, it would not mean that tangible progress in the new medium would begin immediately. For, the practitioners would almost certainly be stopped by court action. Since certain key anti interests such as movie theater groups, networks and stations have argued that the FCC is not authorized to franchise toll TV and that it is contrary to the public interest, at least one of them is sure to be prepared to fight it out before the judiciary. And in all likelihood they will be able to get a temporary injunction as soon as they walk into court.

FIREWORKS AND HUMOR MARK JERROLD MEET

NEW YORK, June 11.—The press conference this week by Jerrold Electronics was the stormiest that trade reporters had witnessed in many a year. There were almost as many consultants as reporters in the room. One man, who later identified himself as a technical consultant to the Chicago Daily News and, incidentally, Zenith Radio, jumped to his feet as soon as the q. and a. period began and challenged Jerrold's ability to break the Zenith code. But Milton Shapp, Jerrold's president, met the fireworks with humor. He referred to the scrambling techniques of toll TV as "stealovision." After reading the statement in Jerrold's brief, "We shall not add to the already extensive pros and cons on the subject of toll TV itself," Shapp commented. "As a civilian I don't want to be caught in the crossfire between a general and a commander."

Meanwhile, at least one brief filed with the FCC this week stated that all this legal machinery is unnecessary to make a pay-TV system operative. The Jerrold Electronics Corporation, major supplier of community antenna systems, stated that a pay system by wire could begin building without further ado. It would not require FCC authorization, since it would not use the public airwaves. The economics of pay TV under competitive condition: could be tested almost immediately in a few of the 300 communities already wired for free TV. These communities receive up to five channels already.

In a press conference in New York, Milton Shapp, president of Jerrold, said they estimate it will take one year to lay the engineering plans to wire a city the size of New York. It would take another five or six years to wire every TV home in the city into the system. Their estimated cost per home for wiring and installation of metering and switching equipment is \$85.

Jerrold stated that the reason it was filing with the FCC was that it thought the authorization of any pay system using the airwaves and thus requiring encoding devices would be an open invitation to bootlegging and thus would be contrary to the public interest. Jerrold stated that any code can be broken and offered to prove it if given any of the proposed decoding devices and six days.

Stone Licenses 'Lassie,' 'Gallant'

NEW YORK, June 11.—Stone Associates has now written four merchandise licenses on "Lassie" and eight on "Captain Gallant" for Television Programs of America. The Lassie items are a plastic dog by Breyer Molding, a miniature barnyard set by Louis Marx, a stuffed dog at \$5.95 by Smile Novelty, and T-shirts and knitted goods by Allison Manufacturing.

The "Gallant" items include three games by Transogram, a kepi at 69 cents by Kohner Brothers, a Foreign Legion costume by H. Iskin, a miniature Foreign Legion outpost by Louis Marx, a set of medals at two for a quarter, comic books and 15-cent story books.

Four big reasons why you should buy

JOHN IRELAND
WALTER SLEZAK
MERLE OBERON
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PLAYHOUSE

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TALENT DEVELOPMENT

Leighton May Be First In NBC-TV's Program

HOLLYWOOD, June 11.—First newcomer to be signed under NBC-TV's talent development program (Billboard, June 11) is expected to be writer Jim Leighton, presently scripting special material for revues at a small Hollywood nitery. Leighton yesterday conferred with NBC exec Frank Cleaver, with a decision to be reached probably next week.

At the same time the web is launching a program for the development of new acting as well as writing talent. And, in what is probably one of the most unusual pacts in TV annals, is sharing with Columbia Pictures the contract and salary of singer Gloria Kreiger.

The thinking is that a newcomer can be brought along faster and will stand a better chance of reaching stardom if showcased both on TV and in motion pictures, and that the two media no longer conflict.

In its talent development program NBC is basically following

Barry-Grafman Merger in Chi

CHICAGO, June 11.—The firm of Barry-Grafman & Associates, distributors and sales representatives of television films, was formed this week following the merger of Howard Grafman & Associates and Ben Barry Enterprises. The new office is at 203 N. Wabash.

The firm now boasts a roster of over 500 features, westerns, and syndicated shows. Some of the feature properties include: "Captain Kidd," "Devil and Daniel Webster," "Bulldog Drummond Series," "Great Dan Patch," "Our Town," "Topper," and "Angel on My Shoulder."

The list of film properties for syndication is headed by the "Mr. and Mrs. North" series, plus "Craig Kennedy," "Strange Adventure," "Main Event Wrestling," "Jalopy Races," "Enchanted Music," and "Music for Millions."

KLZ Puts Ads In Theaters

DENVER, June 11.—KLZ-TV, the CBS outlet station here, has pulled a unique switch that is paying off good dividends. They are utilizing the 35mm. film trailers of station personalities and programs in theaters to publicize their TV shows. The commercials are shown for a period of one week to 10 days, then rotated to another theater.

To date KLZ has ads running in the Fox Intermountain Theater chain, the RKO-Orpheum houses and the independent Denham theater. Ted Hardy, promotion director for KLZ-TV, pointed out that although there are nearly a dozen houses in the Fox chain using the films, no two of them are alike, and they are kept moving between the theaters with excellent results.

that practiced by motion picture studios for a long time. In the writing field, for instance, the web will assign apprentices that are chosen for training to various shows, paying minimum Guild salaries until the scripters reach journeyman status. The program for actors will be similar, altho it is not yet as far along. Universities and TV stations thruout the United States are participating in the talent hunt.

MCA-TV PUSH

'Dr. Hudson' To Get Fan Mag Plugs

NEW YORK, June 11.—MCA-TV has launched an all-out TV fan magazine publicity campaign which will see two-page spreads appearing in 15 fan magazines this summer on its forthcoming "Dr. Hudson's Secret Journal" series.

The series will not be available until this fall, but MCA-TV's thinking is that the pre-sale publicity will give its sales force a healthy boost in pitching the show to potential buyers.

The fan magazine publicity breaks were arranged by tying the publications in on a talent search contest to find a teen-ager to play the role of Tim in the series, which will star John Howard and be produced by Brewster Morgan and Eugene Solow.

The firm's publicity department is currently winding up counting the news breaks it recently got from the East and Midwest personal appearance tour it arranged for Preston Foster, star of "Waterfront."

P&G to Need Star if Miss Young Quits

NEW YORK, June 11.—Procter & Gamble may be looking for a replacement for its NBC-TV Loretta Young show for next fall.

It was reported here this week that Miss Young has decided to rest from her TV film chores and has served notice she intends to bow out of the show. The show is on Sunday 10-10:30 p.m.

Barrett Joins TPA as Exec

NEW YORK, June 11.—Halsey Barrett this week joined the Television Bureau of Advertising as a sales executive. He was formerly Eastern sales rep for a couple of West Coast film producers, among whom was Jack Denove. Before that he was Eastern sales director of Consolidated TV Sales. He previously held high sales and promotion executive posts with Du Mont, CBS-TV, WOR and WNEW here.

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RERUNS

Everyone Watches 'Em, But Most Prefer New Shows for Summer

In the TV business practically everybody watches reruns some time or other. Not only do executives throught the trade watch repeats of film shows, but their children and grandchildren do, too.

This was brought out in the latest survey of The Billboard's TV Editorial Advisory Board. The results of the study amount to a vote of confidence for the practice of rerunning films on TV. But the Board's approval was not without qualifications and warnings.

On the specific question of reruns vs. replacements during the summer, the Board was sharply divided. In the final tally, there was a slight majority (148 against 117) in favor of new shows. The film producers and distributors were split almost exactly down the middle. In the advertising fraternity, new shows were favored for summer time by 54 to 46. It is interesting to note, however, that among network sponsors in particular reruns were favored 7 to 4. Those in this category who voted for reruns made such comments as: "Many fine programs in the winter are missed," "Reruns represent the best in a series," "Good programs get better ratings," "If the film was of top quality to begin with I can see no objection to reruns" and "We have had pretty good results in using reruns, particularly if they are not repeated at too short an interval."

The most-mentioned reason given for favoring new shows in the summer was the need to showcase new talent and new

program ideas. "Mr. Peepers" and "My Little Margie" were mentioned as examples of summer replacements that became year-round shows. A number of board members who took this position were most definite in claiming that TV will stagnate if the summer rerun pattern persists.

But there were possibly just as many who insisted that the audience is short-changed when new shows are substituted for the summer. Their position was that in reruns the audience usually gets the best of the winter fare,

but in summer replacements they usually get a weak sister. Summer shows that turn out to be fresh and entertaining are actually few and far between, they asserted.

The warnings on the use of reruns were stated mostly by the stations. They pointed out that the tolerance for reruns rises in ratio to the number of stations in the market, that kids take to repeats better than adults and that reruns are easier in music, variety and dramatic anthologies than they are in mysteries and adventure shows.

HOW THEY VOTED

1. Have you ever watched a TV film program on the air that you had already seen some time previously?

Table with 3 columns: Category, Yes, No. Rows include Stations and Network, Ad Agencies, Network Sponsors, Regional, Local and Spot Advertisers, Distributors, Producers, Labs, Equipment, Grand Total.

2. To your knowledge, do your children, grandchildren, nieces and nephews watch any TV film programs a second or third time?

Table with 4 columns: Category, Yes, No, Don't Know. Rows include Stations and Networks, Ad Agencies, Network Sponsors, Regional, Local and Spot Advertisers, Distributors, Producers, Labs, Equipment, Grand Total.

3. Generally speaking, over the summer months do you prefer to see reruns of a high quality film show the sponsor ran during the winter, or do you prefer to see a less ambitious but completely new program?

Table with 4 columns: Category, Reruns, New Show, No Opinion. Rows include Stations and Networks, Ad Agencies, Network Sponsors, Regional, Local and Spot Advertisers, Distributors, Producers, Labs, Equipment, Grand Total.

NEXT WEEK

The TV Editorial Advisory Board will tell...

WHAT PROBLEMS EXIST IN RERUNS

FOR QUOTATION

STATIONS SAY . . .

ERVIN LYKE, president, WVET-TV, Rochester, N. Y.: "Reruns of top shows should not be confined to the summer, as it indicates that the entire TV industry tends to write off summertime televiewing."

LESLIE ARRIES JR., general manager, WTTG, Washington: "I believe that establishing the value of reruns at the network level assists us in selling local clients on multiple-run programs."

ED McKAY, general manager, WROM-TV, Rome, Ga.: "I believe it is better to rerun shows of proportionately higher caliber in, say, 13 weeks of 52 than to spread the same budget more thinly over 52 originals."

AD AGENCIES AND ADVERTISERS SAY . . .

JIM DOUGLASS, TV director, Ted Bates & Company: "Reruns not only re-expose an excellent story and/or cast, but also in the current economic situation are almost a budget necessity. On the other hand, new programs must be given a showcase in the summer, and new talent both on and off camera must have this as an opportunity to develop."

PETER KRUG, TV director, Calkins & Holden: "As a viewer I would like to see new ideas given a trial. But as a sponsor or agency man, I think the same title and format in the repeat shows are the best guarantee for main-

taining sponsor identification and ratings. You can reasonably expect this if your show is good to start with."

NICHOLAS KEESELY, vice-president for radio and TV, Lennen & Newell: "For the summer I think it's a good idea to repeat the better shows which are on film rather than to fill the time with run-of-the-mill entertainment."

ALBERT GOETZ, advertising manager, American Safety Razor: "I have no personal interest in shows I have already seen. Very few are good enough to stand a second look."

WESLEY NUNN, advertising manager, Standard Oil, Indiana: "I've seen some 'Hopalongs' at least three or four times. Like 'em better each time. I'm a simple soul."

PRODUCERS AND DISTRIBUTORS SAY . . .

FREDERIC W. ZIV, chairman of the board, ZIV-TV Programs: "I am 100 per cent for reruns! We have facts to prove higher ratings on reruns, sensational sponsor results with reruns, listener demand for reruns! At current prices, reruns offer stations and sponsors TV's greatest bargains."

EDWARD MADDEN, general manager, Motion Pictures for Television: "Most live summer replacements are low in budget, low in talent quality and low in entertainment or interest."

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CBS-TV Shifts Continue at Coast Center

HOLLYWOOD, June 11. — In what is apparently a move to make the net's Hollywood center an entity of its own, yet at the same time decentralize authority, the shuffle at CBS-TV continued this week.

Nat Perrin, exec producer in charge of color programming for the past year, was upped to exec in charge of all Hollywood originations by web V.P. Hubbell Robinson Jr. At the same time, Program General Manager Hal Hudson resigned to become vice-president of Zane Grey Productions, formed by Romer Grey to produce TV films and features based on the late Western writer's stories. Being upped to the new position of production manager is Charles Holden, formerly in the program department.

Even before Harry Ackerman's resignation as v.-p. (Billboard, June 11) to head the special projects division, it was apparent that an expansion move was under way at Television City. Two significant new departments created during the past six weeks were talent development and story, both previously handled by Ackerman.

What it seems to boil down to is that Robinson is divorcing the creative half of the net from the administrative, with new V.P. Al Scalpone concentrating mainly on the latter.

WCAU's 'Idea' Goes to Film

NEW YORK, June 11.—"The Big Idea," a live half-hour show telecast over WCAU-TV, Philadelphia, will be placed into film production almost immediately for syndication this September. The program has been sponsored by the Philadelphia Savings Society for the last five years. It was also seen over the Du Mont network for five months.

The program brings to viewers protected, but unmarketed, inventions. Better than 475 of the 1,600 inventions introduced by Donn Bennett, the emcee and owner of the show, have marketed their inventions. The show will be produced at the RKO-Pathé studios in New York. The selling pitch will be aimed at prestige clients—banks, insurance companies and financial houses. Lew Trenner will handle sales.

Guild Promotes Gross, Kaufman

NEW YORK, June 11.—Arthur Gross and Curtis Kaufman were promoted to new posts at Guild Films this week.

Gross, formerly director of Guild's client service department, becomes assistant general sales manager of the firm. Kaufman, formerly Gross' assistant, becomes director of the client service department. Gross has been with Guild since its formation two and a half years ago.

Filmack Expands Chi Floor Space, Adding Live Studio

CHICAGO, June 11.—Filmack Studios of Chicago have just finished adding 3,000 feet of floor space to their local plant in order to house expanding facilities and to retain all departments under one roof. The firm acquired one-half of the ground floor space of the building next door. The firm is also adding a live action studio to supplement its other activities.

Gay Show for RCA Services

NEW YORK, June 11.—RCA Recorded Program Services has taken over syndication of Connie Gay's "Town and Country Time." It is being sold in both half and quarter-hour formats. The music show was previously handled by Official Films.

Sid Barbet, head of the resident film buying outfit, Buyers Associates, negotiated the RCA deal as Gay's business agent.

G-K, Stevens Part Company

HOLLYWOOD, June 11.—Growing disagreement over production policies during the past several months this week led to a split between producer Gross-Krasne and Mark Stevens, star and director of the "Big Town" TV series.

Altho no one in the organization would speak officially, it's understood that the split is final, and that Gross-Krasne will discontinue as producers, with Stevens taking the series out of California Studios. In addition to the TV show, he had been scheduled to film a feature on the Gross-Krasne-owned lot.

ABC Pix Sales Force to Meet

NEW YORK, June 11.—ABC Film Syndication's entire national sales force will converge on New York next week for a series of sales meetings that will last thru the week.

Included on the agenda is a run-down of sales plans for new ABC film product, including "Sheena, Queen of the Jungle" and the Ray Bolger show. Also slated for some study is a report on the web's activities during the past season.

The meetings, which will be conducted by President George Shupert and Vice-President Don Kearney, will be held at the New Weston Hotel penthouse.

Convert 'Lives' For Theaters

HOLLYWOOD, June 11.—The Ziv-TV teleseries, "I Led Three Lives," will be converted into a theatrical feature by Richard Carlson, who will star in, direct and produce the motion picture, if present plans are carried to fulfillment. Tentative production date is this fall.

It's understood that Ziv may finance the feature, a move which would mean the expansion of the radio-TV organization into the theatrical pic field. Script is by Herbert Philbrick, on whose FBI experiences the show is based.

Talk of Unity Sale Casts New Light On Changing Feature Distrib Field

NEW YORK, June 11.—Unity Television Corporation is in the process of being sold to new owners, it was reported here this week.

Arche Meyers, general manager of Unity, refused to comment on the report which has it that an undisclosed factoring firm is negotiating with Unity's present owners to take over the outfit. Among the firm's major stockholders said to be selling out their interests in Unity is Irvin Shapiro.

Unity's reported shift in ownership keynotes the changing shape of TV feature film distribution during the past year. Today, the market for mass quantities of low cost feature films is nil as compared to two and more years ago, when Unity and Motion Pictures for Tel-

NBC FALL LINE-UP

Most Time Sold; Many Shows Returning; No Swing to Film

HOLLYWOOD, June 11.—NBC-TV has the SRO sign out for next fall except for one half hour in the prime network period and two additional half hours that were occupied last year in the optional net time. Most significant, perhaps, in the new line-up is the number of shows returning to the air from this season and the lack of any further swing toward film, anticipated by most persons in the industry.

The policy of the web to program big shows is evident all down the line, with 10 hour-long programs set. A definite trend toward dramatic anthologies seems in the making, with eight skedded for the coming season. This is as against five surviving situation comedies. The difference is even more noticeable when actual time on the air is compared, seven hours per week for the dramas as against three for the situation comedies.

Film vs. Live
In the film versus live battle it's 13.5 hours of live as against 7.0 film (with 1.5 still undetermined), or a percentage breakdown of approximately the same as during the past season.

Probably the most significant new programs are "Frontier," Sunday; the Jane Wyman show and the Pontiac-Armstrong hour Tuesday, and "Screen Directors' Playhouse" Wednesday. In many cases the realignment consisted primarily of shuffling shows to a new time period, e.g., "It's a Great Life," "Big Town" and "Father Knows Best."

Only new situation comedy to be skedded is Jackie Cooper's "The People's Choice," dealing with the adventures of a government agent, sold to Borden to replace "Justice" this week. It joins "Life of Riley,"

"It's a Great Life," "Father Knows Best" and Sid Caesar in the select group.

Young Show Question
Still undetermined is what will happen to the Loretta Young show next season due to Miss Young's illness. It's planned to utilize guests for the first few programs with the hope that the actress can return to work before the season progresses too far.

Still to be filled are the Friday 9:30-10 period vacated by "Dear Phoebe," the Sunday 10:30-11 spot from which Bob Cummings was switched to CBS, and the Wednesday 10:30-11 slot, previously occupied by "Big Town."

The net plans to continue its music and news strip Monday to Friday in the 7:30-8 period despite the fact that CBS is making an all-out bid to capture the audience with its family type programming.

Still up in the air is whether or not Swift will continue Horace Heidt on Saturday nights. The company will keep the time but may come up with a new program.

The lineup by show and sponsor, with live and film indicated in parentheses, follows.

Sunday
7-7:30—It's a Great Life (F); Chrysler Corp.
7:30-8—Frontier (F); Reynolds Metals.
8-9—Colgate Variety Hour (L); Colgate-Palmolive.
9-10—Goodyear-Philco TV Playhouse (L); Goodyear Rubber, Philco.
10-10:30—Loretta Young Show (F); Procter & Gamble.
10:30-11—Open.

Monday
8-9—Caesar's Hour (L); American Chiclet, RCA, Spicel.
9-9:30—Medic (F); Dow Chemical.
9:30-10:30—Robert Montgomery Presents (L); Johnson's Wax, American Tobacco.
Schick Dramatic Hour (alternating) (L); Schick.

Tuesday
8-9-11—Hope - Raye - Berle (L&F); RCA.
Whirlpool, Sunbeam, Chevrolet.

NTA Sets Up Subsid To Sell Theater Runs

NEW YORK, June 11.—The need of feature film distributors to get some theatrical run out of their high-priced product these days was emphasized by a move taken by National Telefilm Associates this week. NTA set up a theatrical subsidiary, NTA Film Sales. Initially it will make four of the Alexander Korda productions in its "Fabulous Forty" package available for theaters. But ultimately NTA hopes to use the new set-up to get distribution rights to still more features. This will undoubtedly include pictures going into their first theatrical run, if NTA can swing it.

Thus, NTA is following the pattern already established by Associated Artists Productions, which has had both TV and theater divisions since its founding last year. Associated got the Western Hemisphere rights to a group of new British Lion productions and immediately signed TV deals for airing a year

to 18 months after the beginning of their theatrical whirl.

But NTA's plans are understood to go even beyond this. Oliver Unger, exec vice-president of NTA, is watching for his chance to make a TV-first deal, whether it be on toll TV some day or a "Constant Husband" type of deal sooner. Unger believes that with the right kind of picture a TV debut can be used to promote a successful run in neighborhood theaters.

Unger has previously gotten theatrical plays out of his pictures in TV. Thru his own Beverly Pictures he got re-issue plays on "DOA" and "Champagne for Caesar," now sold to TV by NTA.

Unger has named Joseph Brenner as sales manager of NTA Film Sales. The four pictures Brenner will peddle to theaters are "Tales of Hoffman," "Cry the Beloved Country," "Outcast of the Islands" and "Breaking the Sound Barrier."

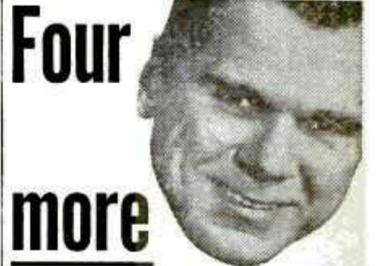
9-9:30—Jane Wyman Show (F); Procter & Gamble.
9:30-10:30—Pontiac-Armstrong Theater (L); Pontiac, Armstrong (alternating).
10:30-11—Big Town (F); Lever Bros.

Wednesday
8-8:30—Screen Directors' Playhouse (F); Eastman Kodak.
8:30-9—Father Knows Best (F); Scott Paper.
9-10—Kraft TV Theater (L); Kraft.
10-10:30—This Is Your Life (L); Procter & Gamble.
10:30-11—Open.

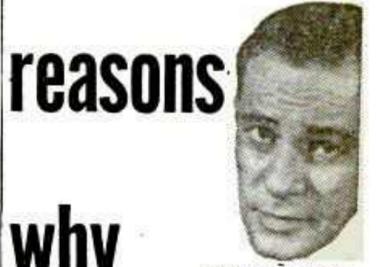
Thursday
8-8:30—Groucho Marx (F); DeSoto-Plymouth.
8:30-9—The People's Choice (F); Borden.
9-9:30—Dragnet (F); Chesterfield.
9:30-10—Ford Theater (F); Ford.
10-11—Lux Video Theater (L); Lux.

Friday
8-8:30—Truth or Consequences (L); P. Lorillard.
8:30-9—Life of Riley (F); Gulf Oil.
9-9:30—The Big Story (L); American Tobacco.
9:30-10—Open.
10-11—Cavalcade of Sports (L); Gillette.

Saturday
7:30-8—Swift Show (L); Swift.
8-9—Perry Como Show (L); Tums, Kleenex, Sheaffer, Noxema, others.
9-9:30—People Are Funny (L); Toni.
9:30-10—Texaco Star Theater (F&L); Texaco.
10-10:30—George Gobel (L); Armour, Pet Milk.
10:30-11—Your Hit Parade (L); Warner-Lambert.



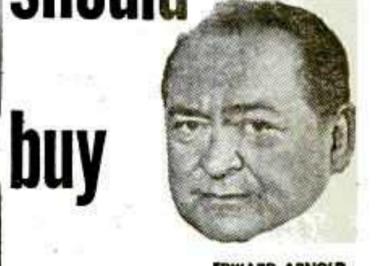
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*ARB, latest available reports.



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 10 top-rated shows are listed first for each market, followed by every non-network film series playing in that market.

All film show 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.

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

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

BOSTON 2 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for Boston programs.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for Boston film series.

LOS ANGELES 7 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for Los Angeles programs.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for Los Angeles film series.

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

SAN FRANCISCO 4 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for San Francisco programs.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Top Opposition & Rating for San Francisco film series.

PRODUCTION NOTES

By BOB SPIELMAN

Highest studio in the world is being built by Charles Skinner at Aspen, Colo., for his "Sergeant Preston of the Yukon" series.

Many of the top people in the industry now believe that TV series will not have more than two or three runs at the most.

"Waterfront" Producer Ben Fox avers that there's still a tremendous demand for new shows on TV and that whenever someone comes up with something new and different he won't have any trouble selling it.

Indie Producer Jack Denove things the majors are bound to make a dent in the TV market because their name value attracts advertisers.

Despite the fact that some NBC execs think differently, Bill Sterling, production co-ordinator of Hal Roach Jr.'s "Screen Director's Playhouse," is of the opinion that he won't have any trouble keeping directors on budget.

Bob Stabler last week moved his Film Masters Production Company into California Studios, with production on "Gun-smoke" scheduled to begin June 20.

Work on the first of the "My Friend Flicka" pix was completed by Producer Mike Kraike last week, but rest of series won't go before cameras for another month.

Proving himself a mean man with a rod, Dick Contino landed six trout at press fishing party held last week to kick off his new TV show.

Presentation (which is not as long as a pilot) has been completed by Producer Jerry Stagg for Hal Roach Jr.'s "John Nesbitt" show.

Ziv-TV has leased \$700,000 of electronic equipment from research engineer-manufacturer Maxwell Smith, and at the same time signed him as research director on "Science Fiction Theater."

"This Is Your Music Star" Byron Palmer has been inked by RKO to portray a singing band leader in the feature, "Flory."

REVOLVING DOOR

James L. Caddigan, director of programming for the Du Mont net, has been switched to director of "Electronicam" marketing for Allen B. Du Mont Labs, Inc.

Advertisement for Championship Bowling featuring Walter Schwimmer Co. with text: NOW IN 82 MARKETS A SMASH HIT! Presenting champions of the bowling world in match elimination tournament.

THE BILLBOARD SCOREBOARD

Who's Buying What Where-- New Film Sponsors by Industries

Table listing various industry sponsors and their TV programs, categorized by industry such as Agricultural and Pet Foods, Beer and Wine, Clothing and Accessories, Dairy and Margarine Products, etc.

(Continued on page 14)

TV Is Powerful as Religion Medium; Shows Available

By JIM BENTLEY Program Director, KCEN-TV, Temple, Tex.

Ministers, priests, rabbis and clergymen from all faiths agree that the medium of television is a most powerful instrument.

Because of the shortage of public service time on most television stations, the presentation of religious education should emphasize a practical, interdenominational religion rather than a complete, specific theology.

Religious Films

In recent months, many films, both documentary and dramatic, have been produced to present the many aspects of religion in everyday living for all faiths.

Organizations in New York City distributing these films are: The Christophers, The United Israel Appeal, The National Council of Churches of Christ, This is the Life, American Baptist Convention, American Bible Society, Anti-Defamation League, National Conference of Christians and Jews, The Pocket Testament League, Seamen's Church Institute, World Horizon Films.

Besides these firms, three others make film available. They are: Radio & Film Commission in Nashville; Family Theater, Hollywood, and Loyal Order of Moose, Mooseheart, Ill.

Non-Royalty

There are many non-royalty films available to television stations for religious programming in series. These are offered for television use on much the same basis as the individual films above, altho in some instances the distributor re-

quires a firm time commitment for his series. Among the outstanding religious series are:

"Bible Puppet Series"—Made especially for children but presented in an informative manner to captivate all age groups.

"This Is the Life"—A series of half-hour dramatic productions having a wide appeal to people of all faiths.

"What's Your Trouble?"—A religious format designed to appeal to the largest possible variety of television viewers—people who have problems.

"The Christophers"—This series, founded by Father James Keller, emphasizes the personal responsibility of each individual to do his part toward a world of "better living."

"The Pastor"—A dramatic, quarter-hour series portraying the reality of problems faced by people in their search for a more satisfying life.

"Faith for Today"—A half-hour series appealing to all faiths. This dramatic presentation of people seeking solutions to everyday problems is distributed by Faith for Today.

"American Religious Town Hall Meeting"—Panel discussions consisting of all denominations with their interpretations of religious beliefs.

"Back to God"—A series of quarter-hour, inspirational messages distributed by Back to God, Chicago.

Holiday Shows

There are various non-royalty, television films with religious content available for specific holiday programming. In most cases the distributor offers the film to all television stations with specific terms; namely, that the films are not to be sponsored, that announcements will not imply sponsorship and that the station pay all shipping costs, both ways.

Other specific holiday films are distributed by The Christophers, The National Council of the Churches of Christ, The United Israel Appeal, This is the Life, Loyal Order of Moose.

Various religious spot announcements (20 seconds and one minute) are available from Religion in American Life, New York. These spots emphasize the importance of religion and religious institutions in America and are non-sectarian in nature.

Local Reps

Live religious programming has its limitations due to the number of faiths to be represented in a coverage area and in order to satisfy the appeal to a total audience, complete co-operation must exist between church groups and station policy.

tion of priests, rabbis and leading clergymen, he can effectively schedule all religious leaders in your area on a daily or weekly basis.

Here at KCEN-TV we schedule a daily, live, quarter-hour series on religious education entitled, "Religion in Life." A simple format is used, consisting of an introduction and closing slide with 30 seconds of appropriate copy and a recorded organ theme.

A clergyman from each faith is used on a weekly basis (five quarter hours, Monday thru Friday) to deliver an opening prayer, an approximate 12-minute inspirational message appealing to all faiths.

There is little preparation for this type of format, but the response has proved that "Religion in Life" is a most powerful instrument to demonstrate religion in daily living.

CBS Film Gets 'Fabian' Series

NEW YORK, June 11.—CBS-TV Film Sales this week took over distribution of "Fabian of Scotland Yard" from Charles Wick's Telefilm Enterprises.

The move puts Telefilm Enterprises out of the business of TV film distribution. Wick, however, will continue in the field as a financier and producer of new TV film series.

'Emergency' First For Watt's Global

HOLLYWOOD, June 11.—Global Productions, TV film company first of whose series will be "Dial Emergency," was formed here this week by veteran motion picture exec Nate Watt.

Roach Commercial Div. Sets 4 Deals

HOLLYWOOD, June 11.—The Hal Roach Jr. commercial division, headed by Peter Whitehead, this week landed four new accounts. Roach will produce seven one-minute commercials for Johnson's Wax, 12 one-minute spots for Slen-derella International, five for Max Factor and four for Delco.

Standard Acquires 'The Little Fugitive'

HOLLYWOOD, June 11.—Standard Television last week added "The Little Fugitive" to its catalog of feature films. The picture, a documentary on a New York kid's trip to Coney Island, was produced two years ago and received a couple of awards during its theatrical run.

UPCOMING FILM SERIES

This chart is a compilation of all new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart.

Table with columns: Program (Type), Producer, Prod'n Date, No. Scheduled, Distributor (If any), Info in BB Issue. Lists various upcoming film series like Jungle Jim, Witchcraft, Mr. Pastry, etc.

Advertisement for THE Acknowledged LEADER in TELEVISION, listing various programs like MEET CORLISS ARCHER, MR. DISTRICT ATTORNEY, etc.

OPEN UP THERE!

Live Directors Rap At Filmmakers' Doors

NEW YORK, June 11.—TV film producers have kept their doors closed to potentially the best directors available to them. All they want to know is "what are his film credits?" This eliminates directors who have worked on live shows like "Studio One" and "Philco TV Playhouse."

This is the observation of Ted Ashley, of the TV talent agency, Ashley-Steiner, Inc.

But Ashley himself has managed to get two of his director-clients on film shows. Both occurred when a show switched from live to film. Sid Lumet was directing "You Are There" when it made the switch. He gets the megging credit for the first 13 of the filmed episodes, which were made here in New York. It has since shifted to Hollywood.

Peysner Pact

John Peysner directed a few episodes of "Man Behind the Badge" when it was live on CBS-TV. When Bernie Procter decided to put it on film for syndication by MCA-TV, he called Peysner to the Coast to handle a few segments.

Now Peysner has been signed to direct the "Casablanca" part of "Warner Brothers Presents."

Another example is Delbert Mann's job on the motion picture "Marty," his first film assignment. Ashley maintains he wouldn't have got it were it not for the insistence of scripter Paddy Chayefsky.

Ashley believes that the doors of the film studios will thus gradually open wider. But, meanwhile, he thinks TV film producers are making a tragic mistake.

The budget of a half-hour film show can often buy the top live TV directors in New York. But with the exception of the "Screen Directors Playhouse" of Hal Roach Jr., the top picture directors cannot be bought for TV at any price. What the TV film producer gets, according to Ashley, are the leftovers of the Class B picture directors.

Advantages

Ashley insists that the producer would be far better off using live directors. The latter are more likely to get top grade performances, and they are accustomed to working within the confines of a 26½-minute plot. The techniques of the Class B movie are quite different. It has been pointed out, for instance, that most Class B movies are set at night, but that the low lighting does not register so well on the TV screen.

If they're worried about the technical quality of the show, Ashley says, they have plenty of top notch technicians in Hollywood to take care of it. The director should be able to deliver good performances and pacing, he advises.

In the average age of its executives, the Ashley-Steiner agency is probably the youngest in the business. It has been involved in at least 10 packages now sold for network airing, including "Medic," "Halls of Ivy" and the forthcoming "Medic."

'Capt. Z-Ro' Is Merchandised For N. Y. Market

NEW YORK, June 11.—A unique example of live merchandising values in a TV film show is Atlas TV's "Captain Z-Ro" as it appears here in New York. The local sponsor, National Shoe, has framed the film series with a local personality who maintains the character of the show. Named "Lieutenant Carl," the emcee holds drawings and interviews kids on screen and makes personal appearances. He wears the same space uniform that Roy Steffans does in the title role of the film show.

National Shoe, thru the Emil Mogul agency, runs a Z-Ro Adventure Club here. Kids pick up membership cards at dealers. They send in the stub, which is thrown into Carl's Treasure Drum. He draws three on each show, and they get prizes.

On tomorrow's drawing (11:30-12 a.m., WRCA-TV) 10 winners will get Robert Robots, an item that Ideal Toy retails for \$7. Atlas gave away 10 of these in a drawing at the NARTB convention two weeks ago.

Lieutenant Carl put in an appearance at the Palisades Amusement Park here on May 14, and is due to make another appearance there next month. Roy Steffans himself has so far not made any cross-country tour. He will probably hit the road in the fall. Meanwhile, National Shoe, by tying in its own personality, get its own special merchandising push.

Franchising

The producer of the show is beginning to license the character for merchandise. A subsidiary called the Captain Z-Ro Sales Corporation, headed by producer Katherine Rawlings in San Fran-

TELEFILMERS REVOLT VS. INDOOR FILM

Trend Away From Situation Comedy To Adventure Type

Continued from page 1

The trend are two complete sets of Westerns and sea adventure shows. Jack Chertok's NBC-syndicated "Steve Donovan, Western Marshal," leads the parade. Coming on this fall are "Gunsmoke" (CBS), "Frontier" (NBC), "Wyatt Earp" (ABC), "Sergeant Preston of the Yukon" (CBS), "Indian Agent" (M-I), "Frontier Doctor" (Studio City TV) and possibly others, with location work to be done as far away as Colorado.

CBS-TV has already sold "Yankee Privateer" and still has hopes for "The Mighty O." and "Hart of Honolulu," with Bill Brennan's own property, "Tramp Steamer," being thrown in for good measure. The four are lumped together because the plan is to film background footage for all simultaneously in the Hawaiian Islands, thus cutting down on costs.

CBS Film, in the meantime, has sold Sam Gallu's "Navy Log." Robert Maxwell is going off the coast of Baja, Calif., to shoot "Captain's Courageous." "Des and Crunch" is set for Bermuda. Revue Productions has "The Adventures of S. S. Fabula."

Animals, and especially horses, are in the limelight. "Thunder" (TPA), "My Friend Flicka" (TCF-TV) and "Champion" (Flying A) already have network births. Revue has filmed "Starlight." The Nassour brothers expect to shoot an "Emilio and the Bull" teleseries in conjunction with their theatrical feature in Mexico.

Screen Gems joins the action parade with "Jungle Jim," "Circus Boy" and "Tales of the Bengal Lancers," the latter of which already has a counterpart in CBS-TV's "Lancers" series for which background footage is being filmed in Spain. Ken Hertz, in conjunction with Rawlins-Grant, is shooting "Adventure Is My Business" in Peru.

Joseph Kaufman was probably the first to use the technique of producing a vidseries together with a feature, thus reducing overhead tremendously. His "Adventures of Long John Silver" series, made in Australia, may hit the TV screens this fall.

Guild Films has its "I Spy" series and is producing "Brother Mark" in Europe. Mort Briskin has just completed "Hotel Europa" and "Lanny Budd" pilots on the Continent. CBS Film is touting Errol Flynn's "March or Die." Goodson-Todman is preparing "The Adventures of Ivanhoe" in England. In a number of cases the reason behind the European locations is that the firms have money tied up there. In other instances the governments are providing part of the financing.

Four Star Productions is setting the precedent of filming three of its half-hour anthologies in Europe this summer.

Just how strongly producers feel about the need to get beyond the four walls concept is indicated by the fact that Ed Beloin tried to pep up "So This Is Hollywood," a situation comedy, with all sorts of action stunts. Robert Erlik, in his "Hey, Taxi" series, expects to shoot each episode in a different city, while Lew Kerner, planning a show built around a trailer, hopes to have the cameras traveling from location to location. Even "I Love Lucy" found it necessary to trek from east to west last year to boost its ratings.

cisco, has already franchised T-shirts and Z-Ro helmets. This week it licensed Ideal Toy to put the Z-Ro emblem on a Turbo Jet Rocket Ship to sell for \$4 beginning in the fall. Atlas is the firm's merchandising agent here in New York.

THE BILLBOARD SCOREBOARD

Who's Buying What Where--New Film Sponsors by Industries

Continued from page 13

Table with columns: Sponsor-Program, Distributor, Market. Lists various sponsors like Foodland Market, Friskies Dog Food, Market Basket Stores, etc., and their corresponding distributors and markets.

Advertisement for 'PLAYHOUSE' featuring portraits of Preston Foster, Robert Stack, Sally Forrest, and David Brian. Text includes 'Still more reasons why you should buy' and 'ABC FILM SYNDICATION, INC.' with address in Chicago, Atlanta, Hollywood, and Dallas.

TV FILM SALES

Advertisement for TV Film Sales listing various film titles and their distributors. Includes sections for CBS TV Film Sales, MCA-TV, Flamingo Films, NBC Film Division, and Screen Gems, Inc. Also features a 'REVOLVING DOOR' section with contact information for Babs Doner's TV Snapshots.

JUNE 18, 1955

NIGHT CLUB

Johnnie Ray Develops More Nitery Savvy

By BOB FRANCIS

Six months ago Johnnie Ray really did a job for Lou Walters, and his current return to the room has all the earmarks of a repeat. Ray is always a superior showman, but if anything the interval between his last time here and now has brought him more ease and polish for a nitery floor.

Previously his introductions of his numbers were inclined to an occasional pompousness with an

The Seven-Year Itch Fulton Theater, New York

With nearly 1,100 performances under its belt, the town's current, longest run hit is still snaring its full quota of laughs, a return visit quoted this week.

From this pew nobody can duplicate the hilarious portrait of the itchy summer bachelor, created by Tom Ewell a couple of seasons back. But Eddie Bracken has his own approach to the stint which is eminently satisfactory and is giving George Axelrod's saltily amusing lines top-flight projection. Anne Kimbell is likewise contributing an exceedingly attractive performance as the gal from upstairs who assists him in a touch of marital straying.

Further excellent help stems from Kay Lyder and Edward Hunt and his wife and the wolfishly suspect family friend respectively. "Itch" remains a lively and very funny comedy. Francis.

Calypso Cruise Blue Angel, Chicago

Another eight-week Calypso fantasy opened here and it appears that regardless of who is featured on the bill, customers will still come in. The show, coupled with the decor of the room, seems to be the type of diversification demanded by many of the club patrons.

This bill features the Calypso singing of Lord Invader, the author of "Run and Coca-Cola." His turn shows average singing, but via the usual clever Calypso lyrics, manages to get across.

The dance team of Los Velasco Trio displayed an unusual turn, by way of Island interpretations and a talented threesome. As the lone girl dances and sings, the two males dance and play bongo drums. Very effective. Tamy Raimo sings the female single portion ably via "Cumanchero" and "His Feet Too Big for My Bed."

Extra added and gathering the majority of the response is singer Buddy Blake, a country boy with pop stylings. His repertoire was aimed at them thru the use of "If I Give My Heart to You," "Pre-tend," "Cheating Heart," and his new Decca release, "You'll Cry for Me." Steve Schickel.

Thracian Horses Brandeis U., Waltham, Mass.

After laying fallow with no takers, the Paul Valency play finally came to production at this university's annual festival. While such players as Martyn Green, Neva Patterson and Darren McGavin offer spirited and at times amusing work, the author has made the task hard, since he mixes serious drama with farce without reason. The cinemascope-like setting, confusing its periods, gives at first a pleasing effect. But it begins to pale as this tangled tale, which depends on humor wrapped around garbage and bedroom implications, evolves.

The play, based on the Greek "Alceste" by Euripides, sounds more like an adaptation, with the tragedy hovering at times close to burlesque. Green without a song is just another actor, altho Miss Patterson is at least lovely to look at. It would seem to be less than salable. If the Greeks had a word for this one it probably wasn't "good." Dewar.

overindulgence of the editorial "we." That's all gone now; he knows exactly where he's going at all times and is completely relaxed about it. He even makes a little joke now and then, and (God help us) even indulges in a little dance. He has quite an act.

Chant-wise, as usual, he has the customers eating out of his hand. He does better than a dozen numbers, which makes for a long show, what with the regular production running its full span. But at the rate he was going on opening night, he could have added another half hour to his stint and still hit the jackpot. However, it is excellent showmanship to leave 'em howling for more.

As always, his rep bears down heavily in the ballad department. But he can dish out the swing with the best of them for pace change. I liked best an item called "Glad Rag Doll" and his rousing rhythm finish with "Lily of the Valley." Obviously, "Little White Cloud" and "Cry" are again on his list.

The supporting comedy act is Jackie Bright's standard auctioneer routine, with its stogie participation in the baby-diapering and hat-switching bits. The rest of the "Paris a la Mode" show remains as heretofore, with the Cristiani Troupe and Holger and Dolores in the featured slots.

Dorman Bros., The Cabots Statler Hotel, L. A.

The Statler has come up with a pair of real off-beat acts in its current show and the lack of name value shouldn't keep them from luring the ringsiders. The Cabots, something refreshingly new in the way of dance teams, could steal almost any scene. That the Dorman Brothers keep them from doing so is an indication of the showmanship of the comic duo.

Of the two brothers, Charles carries the real load, and if there ever was a TV star waiting to be discovered, this is it. As inoffensive a looking comedian as ever stepped on stage he soon melts the crowd down to individuals, seeming as if he plays to everyone in the room personally. Spielman.

Joni James La Vie, New York

Monte Proser has booked Joni James as his second stellar attraction. The choice is not exactly felicitous. The singer is an excellent recording artist and thereon rates plenty of bows, but despite considerable improvement, she is still awkward in delivery on stage or floor.

Furthermore, even allowing for the enthusiasm of opening night table-squatting friends, the gal gave too much. This reporter clocked at least 15 numbers, most of which stemmed from her M-G-M recordings. The final three could have been dropped without being missed.

Obviously, this over-long chant-

BROADWAY SHOWLOG

Performances Thru June 11, 1955

DRAMAS

Anastasia	12-29, '54	189
Anniversary Waltz	4-7, '54	493
Bus Stop	3-2, '55	117
Cat on a Hot Tin Roof	3-24, '55	91
Inherit the Wind	4-21, '55	60
Lunatics and Lovers	12-12, '54	208
Tea and Sympathy	9-30, '53	708
The Bad Seed	12-8, '54	212
The Desperate Hours	2-10, '55	140
The Seven-Year Itch	11-20, '52	1,070
The Teahouse of the August Moon	10-15, '53	695
Witness for Prosecution	12-16, '54	204

MUSICALS

Ankles Aweigh	4-18, '55	64
Can-Can	5-17, '53	868
Comedy in Music	10-2, '53	655
Damn Yankees	5-5, '55	44
Fanny	11-4, '54	252
Guys and Dolls	5-31, '55	14
Pajama Game	5-13, '54	446
Phoenix '55	4-23, '55	57
Plain and Fancy	1-27, '55	156
Seventh Heaven	3-26, '55	20
Silk Stockings	2-24, '55	123
The Boy Friend	9-30, '54	292
Three for Tonight	4-6, '55	77

ing bee had an effect on the regular stageshow, re-routined and suffering accordingly. It practically pushed comic Tim Herbert out of the spotlight, curtailed the contributions of Romo Vincent and Lou Wills Jr. and put the talented French songstress Lucie Dolene in a spot to show her to the least advantage. Likely, Le Vie customers will make it evident that more of the above and the super-cute dancing line and less of Miss James is a better entertainment menu. Francis.

Robert Clary, Larry Grayson Blue Angel, New York

Robert Clary, currently featured in the Stem song-and-dancer, "Seventh Heaven," is doubling into the room. French comic is serving up his regular brand of nitery fare, winding up with his "Shrimp Boats" chant for his equally regular, solid customer-reception.

Also on the new bill agenda is the singing of Larry Grayson. Young tenor stacks up well both physically and vocally, and has a canny delivery for a ballad. Lad looks like a natural for the room.

Held over for the laugh spot is Charles Manna, who grows on you each time you see him. His material continues original and he puts it across for excellent results. TV could well use him in a few variety slots. Likewise held over are the Trio Shmeed, two brothers and a cute blonde sister from Switzerland. The family harmonizes happily and projects the same way. If the trio continues on its current beam, it can develop into a top-bracket chanting act. Francis.

Spanish Fantasy Palmer House, Chicago

The Empire Room here has come up with a dark horse entry in the Latin steeplechase. The room has leaned heavily toward the Latin shows with Los Chavales, Jose Grecco, Yma Sumac and now Rafeal Ruiz. Usually a list this long would tend to boredom. However, the talent presented in this show proves the show a sleeper. If you

NIGHT CLUB

Noel's 40G at Desert Inn Is Rare Bargain

By ED ONCKEN

In his American night club debut, Noel Coward draws \$40,000 a week at the Desert Inn, and his cheering audiences will vow he's worth every cent of it. So will the smiling bosses of the Las Vegas spot; the show was sold out for the four-week engagement before opening night.

Coward merely sings in a voice that defies description, and gestures his own accompaniment. Only Jimmy Durante can match the tremendous ovation for a voice of less than musical qualities. It is not the vocalizing, but the stunningly clever lyrics that captivates Coward's audiences. Risque but not in bad taste, his comic stories in tune have already made Coward immortal in select drawing rooms.

He opens by getting his conventional compositions out of the way in a quick, 10-minute medley. From then on, the fun takes over. He delivers "Poor Uncle Harry Wanted to be a Missionary," "Bar on the Piccola Marina," a parody on "Loch Lomond," "World Weary," "Nina," "Mad Dogs and Englishmen," "Don't Put Your Daughter on the Stage, Mrs. Worthington," and "Let's Fall in Love."

As he finishes, with the audience shouting for more, everyone has the feeling he has only started on an endless repertoire of rare offerings that will never be heard on radio, television or in the movies. The feeling is also inescapable that no other personality in the entertainment world will ever come along to do them as well.

In honor of the Coward engagement, Donn Arden has built two

like Spanish dancing and the sound of castanets, this show is a topper. Star of the show, and rightly so, is Rafeal Ruiz, who does lightning fast footwork to flamenco rhythms. He is supported by a cast of dancers, including Jesus Sevilla, Dorita Burgos, and Lorca, as well as a company of talented folk dancers. Manola Mera, singer a la Mario Lanza, seems to be climbing higher along the ladder to being Lanza's replacement. Schickel.

Don Elliott Quartet The Composer, New York

Don Elliott is one of the more remarkable young jazz musicians of today, having made recordings as a soloist on three different instruments and also as a singer. At this intimate nitery he quietly switched from vibes to mellophone to trumpet, coaxing from each of them muted, velvety tones that conjured up peaceful, pastel shaded music of modern, but strongly lyric, bent. Elliott's work on mellophone is unique; no one else has ever begun to attempt to exploit the potentialities of the instrument for jazz purposes. In expert hands, it sustains interest very well. Elliott has not always been

lavish production numbers around British themes, "Poppy Seed Alley" and "So This Is London." The latter is complete with a facsimile of London fog for atmosphere.

Filling out the show are the Szonys, always well received in Las Vegas for solid dance routines, and the DeCastro Sisters of juke box fame.

fortunate in the matter of rhythm sections. Currently, he has a truly swinging one in pianist Bob Corwin, drummer Art Magyar and bassist Jim Gannon.

The sophisticated piano stylings of Cy Coleman's, interpolated with Elliott's sets, are a familiar favorite staple of the toom. Kramer.

Joyce Bryant Mocambo, Hollywood

Had there been any more bumps and grinds, it's a cinch Joyce Bryant would have thrown her hip out of place opening night at the Mocambo. In Miss Bryant's current stand the sultry, sensuous song styling coupled with matching mannerisms differs little from her previous local performances. Material offered consists mainly of standards, with few numbers save her closing "Love for Sale" drawing any excitement. Perhaps there's too much emphasis on Miss Bryant's sell and not enough sing in her act. George Rhodes accompanies, with the Paul Hebert ork working the show and dance sets. Friedman.

Paulette Sisters Blinstrub's, Boston

A brand new set of singing sisters slipped into this big bistro and left an audience of close to 1,000 tingling with pleasure. The three blond Yankee gals from Claremont, N. H., proteges of Connee Boswell and dishing for Capitol, have worked up an engaging routine which shows amazing poise and skill for a trio so new to the nitery game. Simplicity of presentation is the long suit of these pretty chirps who really look like sisters.

The gals don't try for comedy or fancy effects, but sing a nice brand of straight harmonizing which hit the spot for the patrons, especially "Dreamboat," which is tailor-made for them, "Deed I Do" and "Lonely One." They seem to score better on tunes with a strong beat, since their ballad numbers, while audience reception was good, nevertheless could stand more work. But it was an impressive bow and the Paulette Sisters should not lack for dates. Dewar.

The Crew Cuts Jo Cotton's Steak Ranch, Atlanta

An evening with the Crew Cuts is quite enjoyable because they do just what you expect them to do. They started singing at 9:30 p.m. Three encores and 50 minutes later they bowed off to enthusiastic applause. Probably the biggest hand-getters in the Cuts' repertoire were the bouncy, rhythm tunes. The heaviest favorites were "Sh-Boom," "Don't Be Angry," "Carmen's Boogie," and "Crazy 'Bout You Baby." A new addition to the likable group is pianist-arranger Mal Fitch. The Crew Cuts are fine entertainment, and, in this case, the 50 minutes could have been considerably extended. Jensen.

DRAMATIC & MUSICAL ROUTES

King and I: (Shubert) Detroit.
Pajama Game: (Philharmonic) Los Angeles.
Seven-Year Itch: (Forrest) Philadelphia.
Solid Gold Cadillac: (Biltmore) Los Angeles.
Tea and Sympathy: (Geary) San Francisco.
Teahouse of the August Moon: (Moore) Seattle.
Tender Trap: (Harris) Chicago.

VAUDE

McGuires Win Easily in Chi Return

By STEVE SCHICKEL

Armed with a load of promotional plugs made on the Arthur Godfrey show and backed with the knowledge that their last appearance here was a two-week sellout, the McGuire Sisters proceeded once more to prove to theater-goers that they are one of the outstanding acts in show business. The opening-day crowd ranked among the top three in the last year. The group came in this year with an entirely new act which was excellent from start to finish and contained all the ingredients for prolonged stardom.

The girls opened with "Alabama Jubilee" and won the Chicago Theater crowd immediately when

Chris began to play the piano, Dottie played saxophone, and Phyllis gave out with a hot glockenspiel. The trio then went into their latest Coral recording, "Something's Got to Give." Then followed a special material tune titled "Daddy," which in turn was followed by their last hit, "Sincerely." The trio then went into a number titled "I'd Rather Lead a Band" on which they did a superb job of tap dancing, and wound up the show with a beg-off on "This Is My Song."

What struck this reporter most was the continued freshness of the act. It seems as tho the girls are still in the climbing stage in spite of the fact that they have a gold

record and many other awards already in their possession. The act as it stands now can play any club, theater or TV show in the business and walk off with the laurels.

Frankie Lester, Label "X" singer, displayed a warm and genuine set of pipes on his renditions of "Old Man River," "I Don't Know" and "Wedding Bells." It seems more will be heard from this lad when he gets the right marriage of material and arrangement. Comic Mickey Sharp gathered in his share of the audience thru a clever run-down of TV gags and impressions. His top bits were the Harry Truman impression, and a satire on Russian farmers visiting America. The opener was the Lang Troupe, a versatile family of acrobats.

Cap Takes First Step On EMI Equipment

Fowler to Head Division, Launch Study On Feasibility of Handling Electronics Line

NEW YORK, June 11.—Capitol Records this week took its first steps towards entering the electronics products field, as the U. S. outlet for Electric and Musical Industries' electronic equipment. The possibility of such a distribution tie-up was first speculated on

when EMI purchased Capitol last January.

William H. Fowler, Capitol veepee and acting general manager of Capitol's distributing company, will head up the new electronics division. However, according to Capitol's President Glenn E. Wallich, no immediate action is planned in the field. First Fowler will direct an extensive investigation of the potential market in the U. S. for EMI electronic equipment. Then, only if studies indicate it feasible, Capitol will launch the sale and distribution of the British EMI electronic line here.

Whether Capitol will just distribute British-made EMI products or actually set up a manufacturing unit here will all depend upon results of the survey. If the distribution deal does materialize, the trade considers it likely that Capitol's present distributors will take on the EMI electronic line in many cases. Fowler will continue to headquarter in New York and direct the study from here.

EMI, which distributes a complete line of electronic equipment thruout the world, is comparable in stature and scope to General Electric and Westinghouse here.

Victor's Execs Brief Distributors On M'dse Plan

NEW YORK, June 11. — RCA Victor this week sent out top sales execs to prepare distributors in selected areas to launch the diskery's precedent-setting new merchandising plan. It is understood that dealer presentations will be made in the widely separated cities next week. The test cities are Buffalo, Fresno, Calif., and Houston. The company's plan, aimed at alleviating the perennial dealer problem with respect to albums, was detailed in an exclusive story here last week (The Billboard, June 11). Essentially, it will furnish dealers with coupons (each carrying the face valuation of a Victor disk) to cover merchandise out of stock. Coupon orders sent by dealers to the factory will be followed by prompt mail delivery of the selected albums direct to purchasers.

The plan will be limited to the three selected cities at first, it is Victor's intention to extend its coverage gradually across the country. Shakedown nature of the "test" will permit the diskery to iron out any operational bugs that might develop.

Groove Adds Two Distributors, New Thrush

NEW YORK, June 11.—Groove Records this week added two distributors, increasing its net to a current 30, and signed a new artist to bring its talent roster up to an even dozen. Three months ago when the rhythm and blues subsidiary of RCA Victor was reactivated it had contracts with only four artists.

New outlets added by Ray Clark, sales chief, are Seacoast in Hartford, Conn., and Transdisc in Boston.

The new Groove artist, a local singer, is Lil McKenzie. Bob Rolontz, artist and repertoire exec, now has the following artists on his string: Piano Red, the Du Droppers, John Greer, Oscar Black and Sue Allen, Mamie Watts, Chick Green, Tiny Kennedy, etc. (Continued on page 21)

Ed Kassner Plans New Milan Office

NEW YORK, June 11. — Ed Kassner, back from a seven-week swing visiting his European publishing affiliates in five capitals, expects to open a new office soon in Milan, Italy. Thru his Kassner Associated Publishers, he already has music outlets in London, Berlin, Paris, Brussels, Belgium, and Amsterdam, Holland.

Kassner also cut eight instrumentals during his stay in England, with the masters due to be offered to diskeries here.

He said he was still in negotiation with Larry Spier on their association abroad, with talks still in progress at the week's end. A story here last week said the deal would be canceled July 1.

PRADO COPS BB TRIPLE CROWN

NEW YORK, June 11.—Perez Prado this week won The Billboard's Triple Crown Award for his click RCA Victor waxing of "Cherry Pink and Apple Blossom White." The accolade is awarded any artist whose disk racks up the No. 1 spot on all three popularity charts — retail, disk jockey and juke box—in any one week.

Previous pop winners of the select honor were Bill Hayes, the McGuire Sisters and the Chordettes.

Birdland Club, Roost Diskery Sign Contract

NEW YORK, June 11.—Agreement was reached here this week between Birdland night club and Roost Records for the famed jazz nery to acquire a half interest in the diskery. Morris Levy and the Birdland interests are understood to have paid out \$50,000 for their share.

Under the terms of the agreement the name of the label will be (Continued on page 21)

New Suit Charges SESAC With Bias

German Pubbery Demands Accounting; Class Action Follows Aberbach Suit

NEW YORK, June 11.—A suit charging SESAC, Inc., with inadequate and preferential pay-offs to member publishers, and calling for a complete accounting of income, was filed in New York Supreme Court, County of Queens, this week.

The action was launched by Horst von Roebel and Christa von Roebel, partners in Rob Forberg, a German publishing firm with a branch office in Durham, N. C. They labeled it a "class action on behalf of themselves and all such persons similarly situated with them who will join with plaintiffs in this action and contribute to the expense thereof."

This is the second major lawsuit at the licensing organization in recent months. In March of this year Affiliated Music Enterprises, Inc., a firm headed by the Aberbach brothers, sued SESAC for injunctive relief, charging the licensing agency with restraint of trade. The \$300,000 antitrust suit charged SESAC with exercising a monopoly of performance rights in the gospel field.

The Aberbach suit, filed originally in the Federal Court and later in New York Supreme Court, is still pending.

The Forberg firm is active in the classical and standard areas. Included in its catalog of orchestral, chamber and piano works are compositions by Richard Strauss, Eugene d'Albert, Serge Koussevitsky, and others.

The Complaint

The complaint filed by Forberg's attorney, Charles Belous, states that its agreement with SESAC calls for the licensing organization to pay Forberg 50 per cent of all license income, after expenses, the remaining to go to SESAC in consideration for its licensing and promotion activities. In the event of "collective" licenses, the 50 per cent due publishers was to be allocated and (Continued on page 20)

House Gets Bill To End Juke Box Exemptions

WASHINGTON, June 11.—Another bill calling for the elimination of performance royalty exemptions traditionally enjoyed by juke box operators was hopped Monday (6) in the House of Representatives. The bill, introduced by Rep. James C. Murray, Chicago Democrat, parallels the Senate measure sponsored by Senator Kilgore and nine other senators.

The proposed copyright amendment will be pushed aggressively, Murray said. Stating that he had long observed "juke box operations at first hand," he added the following in a prepared statement:

"It became apparent that this large and flourishing industry is well able to reimburse composers and authors for the commercial use of their music, and should no longer benefit from a discriminatory clause of the Copyright Act of 1909, which was passed when modern juke boxes were unknown. It is my intention to press vigorously for prompt consideration of this measure in the House."

In a separate statement, Stanley Adams, president of the American Society of Composers, Authors and Publishers, lauded Murray's action.

Wing Names Meyers as Ad Head in East

NEW YORK, June 11.—Arnold Meyers, deejay contact man here for Mercury Records, has been appointed Eastern director of advertising and promotion for the label's subsidiary waxery, Wing. He reports to Wing's national promotion director Warren Ketter.

At the same time, Wing acquired a new artist, Buddy Morrow (Continued on page 20)

K. Camarata Cap East Rep

NEW YORK, June 11. — Kelly Camarata this week was appointed Eastern representative of Capitol's two publishing firms, Ardmore and Beechwood Music, reporting to veepee Mike Gould.

Camarata, who served as national sales manager for London Records for five years and more recently as professional manager of Sam Fox Music, replaces Duke Niles, who resigned that post to head up Ray Ventura's new publishing firm here in the U. S.

CONNECTIONS

Smaller Pubs Minus Movie Ties Reap Film Loot Share

NEW YORK, June 11. — The return of film music to the best selling lists during the past 18 months has resulted in a tremendous amount of activity among medium-sized publishing firms—those without established Hollywood connections—to acquire film material.

The activity among these firms is a completely logical development, and they have turned to the most logical sources for material, namely, foreign film producers and indie producers in the United States.

As a result, the over-all film-publishing situation represents a

much more complicated picture than it did several years ago, when the only consistent film music activity was carried by such top ranking firms as Music Publishers Holding Corporation, The Big Three, Famous, E. H. Morris, etc.

New Groups

Today there's a whole new group of publishers in the picture, getting their film music from both foreign and domestic sources, often from the art film field, but always with an eye on the pop market. This publishing group is epitomized by such lively publishing operations as Howard S. Richmond,

Leeds Music, Frank Music, Trinity Music, etc.

As one publisher remarked, "Today nearly everybody has a spy in Europe," because the competition to acquire material is that intense. The deals that are concluded for foreign music vary widely, in some instances the American firm securing copyright control for the Western Hemisphere, sometimes for the English speaking area of the world, etc.

More active than most in acquiring foreign and indie American film material has been Howard S. Richmond, who had his first important activity in this category with "Anna." Exploitation of the music figured prominently in the box-office take of Lux Films, the Italian producing organization. The music for "Mambo," a recent Lux Films production, is controlled in the United States by Paramount.

Other Themes

The Richmond publishing operation—in its Dartmouth Music firm—also has such material as the theme from "I Am a Camera," produced by Remus Films of England, the makers of "Moulin Rouge," and the music from "Marty," the domestic production of the Hecht-Lancaster release thru United Artists, in Richmond's Cromwell firm. Another Richmond firm, Hollis, has such foreign items as the music (Continued on page 21)

Col'bia Unveils New Phono Line for '56

Models Increased to 13, With Broader Price Range and Heavy Style Emphasis

NEW YORK, June 11.—A new and augmented line of phonographs for 1956 was introduced this week by Columbia Records.

The diskery has increased its depth to 13 models, with a broader diversity of price and heavy emphasis on style. According to the company, every new model in the new line is completely different from its predecessor, altho certain popular model numbers have been retained to capitalize on earlier advertising.

Looks, this year, seems to have achieved an importance equal to sound in the thinking of the Columbia planners. Promotional pitches will now aim at eye and ear appeal, with less emphasis on "electronics" lingo.

Among the significant changes in the line are the addition of a high-fidelity console and drastic reductions in the prices of Columbia tape recorders. The floor model (No. 428), available in blond and mahogany, is a three-speed automatic, with a ceramic cartridge, and equipped with a dia-

mond needle for microgroove disks. It has one extended range eight-inch speaker, plus the Columbia kilosphere speaker. It lists at \$179.95.

Tape recorders in the new line (Continued on page 20)

BEST IN CONTEST

Englewood Dealer to Wing To Spain as Decca Winner

NEW YORK, June 11. — An Englewood, N. J., dealer will soon wing her way to Spain as first prize winner in a Decca window display contest which had 927 dealers across the country entered in the competition. Tradesters view the label's "Spanish Fiesta" promotion as one of the most ambitious of its kind in recent memory.

Entrants were required to furnish photographs of store windows devoted to displays of Decca's line

of Spanish recordings, as well as to feature posters plugging the Iberia Airlines, co-sponsor of the promotion.

The diskery reported the contest had stimulated the sale of its Spanish catalog "beyond expectations," and that a substantial release schedule of similar items would be maintained. Decca acquires much of its Spanish material thru an arrangement with the performing (Continued on page 21)

Help the Big Bands And Help Yourself

AFM Confab's Closing Note Slaps Local Bans as Deterrent of Industry Revival

CLEVELAND, June 11.—Help restore the name dance bands and the entire live music industry will be stimulated. This, in substance, was the closing note of the annual convention of the American Federation of Musicians, held here Monday thru Thursday (6-9) this week. The point came up in the course of President James C. Petrillo's closing remarks, concerning perennial problem of control over the end use of recordings. Petrillo noted that several top name band leaders were taking joint action to breathe new life into the band industry. The musicians, he admonished, "must help themselves." He took a direct slap at some of the locals who still imposed undue restrictions on traveling bands. "When this happens, nobody works—neither the traveling bands nor the local musicians."

Petrillo himself announced that he intended to appear on a special TV program with Jackie Gleason to put in a pitch for the dance bands. The convention, by a voice vote, commended Gleason for his summer show format, which will feature 64 live bands.

Earlier in the convention, the delegates heard Petrillo and other speakers renew the attack on the 20 per cent Federal Amusement Tax and on the juke box industry as principle deterrents to employment. Locals were instructed to use "every legal means" to combat the jukes where they cut into live music.

The incumbent slate of officers and executive board members was renominated without opposition and officially re-elected by secret ballot. The line-up includes James C. Petrillo, president; Charles L. (Continued on page 22)

Capitol to Set East A&R Post

NEW YORK, June 11.—Capitol Records has decided to spell its team of rotating artist and repertoire men with a permanent Eastern a.&r. staffer, and the label's a.&r. veepee, Alan Livingston, hopes to fill the new post here by mid-July.

Altho Capitol's three artist and repertoire men, Dave Dexter, Dave Cavanaugh and Lee Gillette, headquarter in Hollywood, they each spend six weeks here on a rotating schedule. However, once a permanent a.&r. exec is installed here, the trio will probably shorten their New York stays and spend more time at the home office.

The most important immediate function of the Eastern man will be to shoulder the label's heavy schedule of publisher interviews here. He'll also run some sessions with artists, and ultimately will acquire his own stable of performers like the other three execs.

SALES BOOM

Decca Full Speed Ahead For Summer

NEW YORK, June 11.—If Decca's present sales pace continues, the diskery will move into the mid-summer period—when most diskeries sing the blues—with powerhouse strength. Tho 1954 was a banner year for the company, figures for the first five months of this year are substantially ahead of the comparable period a year ago.

Company execs attribute this happy state of affairs to a solid spread of strong-selling disks, rather than occasional appearances at the top of the charts.

Among the Decca pop artists figuring in heavy action so far this year are Sammy Davis Jr., Al Hibler, Cowboy Church, Bill Haley, Caterina Valente, the Mills Brothers, Four Aces and Lenny Dee. Country and western stalwarts on the label have been Webb Pierce, Red Foley, Ernest Tubb and Kitty Wells.

AB-PT Board Okays Record Label Project

NEW YORK, June 11.—The board of directors of American Broadcasting-Paramount Theaters, Inc., Wednesday (8) gave its official blessing to the long-pending AB-PT plan to enter the record business.

Altho AB-PT has yet to confirm his appointment publicly, it is understood that Cadence's sales chief, Sam Clark, will shortly be named general manager of the new diskery.

Meanwhile, Clark and AB-PT executive veepee Bob O'Brien leave for Hollywood next week, reportedly to huddle with West Coast AB-PT execs and Walt Disney on plans for the new label.

On his return here—or possibly before—Clark will announce the appointment of the new label's artist and repertoire topper, with Mercury's Eastern a.&r. men Hugo Peretti and Luigi Creatore, still mentioned as leading candidates for the post.

SURPRISE SPARK

RCA Activity Bristles After Haircuts' Bow

• Continued from page 1

To date, Caesar has signed contracts with pop warbler Tony Alamo (now under contract to Victor) and Bill Lewis, 1954 winner of the Metropolitan Opera Auditions. Alamo's first Victor side includes a Caesar-Sammy Gallop Flo tune, "Was That You?" and his next disk will spotlight another Caesar song, "I Wrote You a Song for Your Birthday."

Much to his own amazement, Campbell also reports that dealers have had calls for sheet music on the Haircuts' sides, "Goin' Crazy" and "You Are So Rare." The former lyric consists of 10 repeats of "Goin' Crazy" climaxed by "Goin' crazy over you."

Like Jackie Gleason, of course, Caesar's greatest single asset in the music business is his TV show. In line with this, he usually manages to showcase each new Flo tune on one of his programs.

Alamo, for instance, is scheduled to warble his new platter on Caesar's last show this season, and the singer will also make guest appearances on the comic's summer replacement series, the Phil Foster-Bill Hayes situation comedy show about a band on tour (also produced by Caesar.)

2 RETMA Offices Move

WASHINGTON, June 11.—Two subsidiary offices of the Radio-Electronics-Television manufacturer's Association have moved to new locations. The group's West Coast office, managed by Joseph J. Peterson, now is located at 7046 Hollywood Boulevard, Hollywood 28. The statistical department under William F. E. Long, has moved to 711 14th Street, N. W., Washington.

DISKERS MODERNIZE

Coast Plants Go to Injection Process

By JOEL FRIEDMAN

HOLLYWOOD, June 11.—Coast pressing plants are rising to meet the progress in manufacturing processes and the demands of an increasing disk market, with three plants here currently using injection mold pressing equipment and several other firms known to be experimenting with the system.

Tho three plants out of the total of 24 in business here hardly indicates a full-fledged industry trend, there nevertheless exists a tremendous interest on the part of all pressing firms in the comparatively new system. Indications are that other plants will shortly follow suit, either using injection equipment or automatic compression machines.

At the present time Columbia Records appears to have taken the lead in the swing toward injection pressing, with the installation of a unit of four machines at its plant here. The four machines are completely automatic and are currently turning out eight 45 r.p.m. records every 22 seconds. Equipment requires one operator to replenish styrene plastic granules spasmodically, to remove completed disks from their spindles, in addition to checking the proper running order of the machines. Unlike other injection systems, Columbia disks are first pressed without labels, and in the case of 45's, minus the center hole punch. Two operators handle each of the aforementioned operations with octopus-like rapidity.

The quality of Columbia's injection pressings are believed in some quarters to surpass that of other firms, with their 45 r.p.m. disks

weighing approximately three and one-half ounces. Thus far, Columbia has budgeted 45 r.p.m. production on their injection mold equipment.

Chief advantage of the injection pressing over the hydraulic system appears to be the savings effected in lower production costs, i.e., stampers, compound and labor, in addition to a higher rate of production. Despite the fact that the injection equipment is expensive, the cost is amortized over the years chiefly thru the foregoing means. More so, taking the human element away from the production of records, as is necessary in compression production, reflects in unforeseen savings.

Other firms currently using injection equipment here include Monarch Record Manufacturing Company, with one press, and Hank Fine's National Record Company, who press Mercury Records.

Monarch's equipment differs from the Columbia machine in that two operators are required to run the press, with labels affixed prior to actual production. Mercury's injection operation is about six months old, similar to that of Monarch's, with production reported to be exceedingly high on 45 r.p.m. disks.

Capitol Records have been conducting experiments with both injection mold and automatic compression equipment at its San Fernando plant here. Other indie firms, Jules Bihari's Cadet Record Pressing Company, Superior Recording Company and Alco Research & Engineering are known to be considering the use of injection equipment.

VOX JOX

By JUNE BUNDY

GIMMIX: Roy Attaway, WBEU, Beaufort, S. C., held a listener contest in conjunction with the spinning of Stan Kenton's "23 Degrees N., 82 Degrees W." Roy asked dialers to tell him exactly where "23N-82W" was, and gave away free passes to a local theater to those who knew it was "Santa Cruz, Cuba."... George Fennell, WGUY, Bangor, Me., started a Cat Club less than two months ago, and it now has 900 members. The purpose of the club is to curb juvenile delinquency, via the sponsorship of teen-age record hops and parties. Bill Haley is prey, and the club's motto is "I dig you the most. I am a cat. I listen to WGUY." Fennell says deejays from all over have written and asked permission to use the name and start a "Cat" branch of their own, including one Bob (Steamboat) Fuller up in Anchorage, Alaska.

SURFACE CHATTER: The old platter "G'bye Now" has become a collector's item, according to John Ademy, WCAO, Baltimore. Ademy, who uses the disk for his theme, recently wore out his last copy and couldn't find one in the station library or at local dealers. He finally offered listeners a travel clock in return for any copies of the theme, and even then only unearthed two. He's using one of them on his show and "protecting it in a special vault."... D. M. Dwelley, KATO, Reno, Nev., writes, "I suggest all record manufacturers state on the label that the 45 disks are microgroove. They are being worn out by regular needles by more people than you think. I give my listeners the scoop on this every day."

Cpl. Red Jones, American Forces Network, Berlin, Germany, is "trying to get artist voice tracks to use on my daily 'Frolic at Five' show and Saturday 'Frolic in Jazz' broadcast." Tracks should be sent to Jones, AFN, Berlin, APO 742, New York City. Incidentally he says his European listening audience's favorite "pop" artist is Tennessee Ernie (a surprise for his c.&w. followers), and its favorite jazz outfit is the Dave Brubeck Quartet.

CHANGE OF THEME: Anna Ray Suter, program director of WITH, Baltimore, is vacationing in Los Angeles this month. Bruce Hayes has been appointed program director of KLIF, Dallas, replacing Gene Edwards, who moved over to become (Continued on page 41)

DEALER DOINGS

By GARY KRAMER

DETROIT: Eight local record distributors are joining to sponsor the second annual Distributor-Disk Jockey Picnic on June 12 at Middle Rouge Park. Last year the event drew a good turnout of industry representatives. Featured on this year's program is a pair of baseball games between distributors on one team, and jockeys and recording artists on the other.

The Doubleday Shops opened a new store in Baltimore on June 10. Located on York Road, it will be managed by David Griffin, who has previously served the Doubleday chain in Minneapolis, New York and Florida. The Doubleday shop in Rochester, N. Y., is slated to be closed by the end of this month. Leonard Einstein, of the Paramount Library in New York's Washington Heights neighborhood, became the proud father of a son on June 3 and has named him Stuart Heath.

Leonard Silver, of the Columbia Music Store, Rochester, N. Y., recently demonstrated what it means to a record's local success to gain a record buyer's active interest in its promotion. Impressed by some of Clancy Hayes' vocals waxed by Good Time Jazz, he decided to do a missionary job on them, regardless of whether there were any personal profit in it for him or not. Silver hit the local juke box operators and persuaded deejays on all local stations to give it a few spins. He soon had Rochester as Clancy Hayes-conscious as San Francisco, and surprised himself by moving 600 copies of his disk in short order. A buyer with conviction in a disk can certainly make the local wheels turn!

FIESTA WINNERS: Decca's national winners in the diskery's "Spanish Fiesta" window display contest are listed in another story in the Music Section. Following are regional winners: The Mardi Gras, New York; The Ten Eyck Record Shop, Albany, N. Y.; The Disc Shop, Washington; Jordan Marsh, Boston; Roberts Electric, New London, Conn.; Broadway Record Center, Trenton, N. J.; Robelen Piano, Wilmington, Del.; Morrisette's Music Center, Norfolk, Va.; Sears Roebuck, Greenville, S. C.; Spruce Record Shop, Scranton, Pa.; Abdalla's Furniture Store, Opelousas, La.; Jim Salle's, Atlanta; Coghill-Simmons Music, Dallas; The Record Shop, Tuscaloosa, Ala.; ABC Record Shop, Laredo, Tex.; Silvey Music, San Antonio.

Also, the Music Box, Coral Gables, Fla.; John Wade, Cleveland; Ullam Music, Huntington, W. Va.; Lake Pointe, Grosse Pointe, Mich.; Fleming Music, New Castle, Pa.; Perry Music, Muskegan, Mich.; Grinnell Brothers, Toledo; Belmont Central Record Shop, Chicago; Vance Music, Mason City, Ia.; Toon Shop, Prairie Village, Kan.; Music Record Shop, Beloit, Wis.; Melodee Record Shop, Minneapolis; Record Centre, St. Louis; Musical Note Record, Missoula, Mont.; Knight-Campbell Music, Denver; Lyre Music House, Miami, Okla.; Ponzis, Los Angeles; Paul Sanchez, San Francisco; Purucker Piano, Medford, Ore.

JUKE BOX WRAP-UP

New sounds and different type arrangements in disks go over big with operators. Midwest one-stops report these new ditties taking the No. 1 spot on operator buying lists. Juke box customers looking for something new—strings of familiar banjo, honky-tonk piano and string bands.

Operator banquets held thruout the country—Kiamesha Lake, N. Y.; Los Angeles and Detroit—pull record crowds. Disk artists on hand at each to provide evening's entertainment. Detroit fete held for the benefit of 11,000 teen-agers. Event staged at the University of Detroit's Field House. Kiamesha Lake gathering pulls ops from all over the State.

Music operator survey panel discusses various types of contracts used by juke men and why the need. Locations fall into one of five types. Operators must decide which contract is best suited for each particular spot.

For full details on these stories see Music Machines Department on Page 72.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Gabe Tucker, personal manager to Ernest and Justin Tubb, has just closed a deal with Station WSM, Nashville, for Justin Tubb to appear as a regular on "Grand Ole Opry" just as soon as he plays out the dates that Tucker has booked for him. Justin's debut with the "Opry" is slated for September 10, when he will appear as special guest on the Prince Albert portion of the "Opry," which goes out over the NBC network. Tucker says he has Justin booked solidly until early September.

On the basis of the overwhelming success enjoyed by the WLW "Midwestern Hayride" on the first of its weekly show-dance appearances at Castle Farm, Cincinnati, June 3, Bert Somson, WLW talent chief, is mulling plans for a second "Hayride" unit to play Midwestern and Eastern ballrooms thru General Artists Corporation. "Hayride" attracted 2,800 payees at \$1 per head at its initial Castle Farm showing, with more than 400 turned away.

Tex Clark is emceeing a new television show over WICA, Ashtabula, O., each Wednesday night at 8:30. Billed as "Smoky Mountain Jamboree," the seg comprises Smokey Joe, Tennessee Lee, Dottie Jenkins and Louis Brazil. Meantime, Clark continues his country jockey role at WEOL, Elyria, O. . . . Jim Trippe, WMSL and WMSL-TV, Decatur, Ala., has taken over the booking chores for Arnold Morgan and his boys. . . . Ken Smith, until recently with WLW Promotions, Inc., visited the "Grand Ole Opry" Tent Show at Jamestown, N. Y., early last week and joined the show as publicity and promotion man.

Slim Miller, the Coon Creek Girls and "Scrubboard" Wallace, of the Renfro Valley Folks at Mount Vernon, Ky., have been working drive-ins thru Indiana, Kentucky and Ohio for the Gus Sun Agency, Springfield, O. On May 26, the group was a feature of the Mountain Laurel Festival at Pineville, Ky. . . . Blackwood Brothers' Quartet, appearing on a six-day revival at Baptist Temple, Canton, O., May 31-June 5, played to nearly 2,000 nightly, with Saturday (4) a turnaway. . . . Ernest Tubb, Carl Smith, Faron Young and Marty Robbins were photographed for a national magazine while playing a foursome at the Richland Golf Course, Nashville, recently.

Hank Snow's latest on the RCA Victor label is "Wishing, Waiting, Hoping, Praying." . . . Melvin Price and His Santa Fe Rangers, holding forth each Sunday at New River Ranch, Rising Sun, Md., are filling the remainder of the week on show and dance dates in Maryland, Delaware, Virginia and West Virginia. They also have several Sunday dates set in Pennsylvania parks and late in the summer will work the Washington sector. . . . Jimmy Work, booked up thru September by the Jolly Joyce office, Philadelphia, played last Friday and Saturday (10-11) at Suburban Park, Manlius, N. Y. . . . Carl Story and His Rambling Mountaineers stopped off at Monticello, Ky., June 3 for a visit with Welby Hoover, who spins the c.&w. wax at WFLW there.

The Miller Bros.' Band, under the management of Sam Gibbs, began a three-month tour June 2 at Alamogordo, N. M. They'll wind up the trek at their old club location in Wichita Falls, Tex., September 3. The Miller lads will confine all their radio and TV work to KWFT and KWFT-TV, Wichita Falls, beginning early in September. . . . Phil Long, WARL, Arlington, Va., has again taken his country & western entertainers outdoors for the summer via his "Lawn Party," held Saturdays, 6-8 p.m., in the station's backyard amphitheater. The outdoor move started three years ago, when breakdown of a studio air-conditioner drove Phil and his hillbillies outdoors. The folks are entertained by the area's top c.&w. bands and talent, while their appetites and thirsts are appeased by the sponsor's free refreshments. The event drew around 2,500 each week.

Casey Tibbs, five times winner of the Rodeo Cowboys' Association's world championship title, will be Red Foley's guest on the June 18 (ABC) telecast of "Ozark Jubilee." . . . Wally Yee, owner of Island Amusements, has signed to supply the western show at the 49th State Fair, July 1-9, to be sponsored by the Honolulu Junior

(Continued on page 39)

RHYTHM-BLUES NOTES

By BILL SIMON

Savoy Records, according to the label's dynamic mentor, Herman Lubinsky, is jumping right into the rising tide of the spiritual business. This week he signed the Wesley's Blind Boys of Mississippi, and a whole batch of other contracts are in the mail. The diskery always has maintained a good position in the field by way of the Ward Sisters and the Davis Sisters.

Phil Rose, who headed up the r.&b. wing at Coral for some time, subsequent to waxing "Wheel of Fortune" and other hits for the late lamented Derby disk works, is the man behind the promising Four Fellows' recording of "Soldier Boy." Rose is now president of the new Glory label, and "Soldier Boy" is his very first release. The song, incidentally, was around for years with no takers—a common story in this business. Glory has signed Betty McLaurin, the "Wheel of Fortune" girl, who is managed by Rose, and who was with him at both Derby and Coral.

In another story in this department, we've reported the return of Keynote Records and Eric Bernay to active status. It may be recalled that back in 1946 and '47, this label created a load of excitement (and business) with the first important solo waxings by Dinah Washington, who up until that time had been Lionel Hampton's vocalist.

The Charioteers, long-established vocal group, have signed with Jubilee and cut their first wax last week with the support and arrangements of Sid Bass. Bass has developed into one of the top group arrangers. He writes and conducts for the Orioles, the Four Tunes, the Dominoes, the Smith Brothers, the Collegians and the Metrotones, among others.

Howard E. Taylor is general manager of a new Philadelphia music publishing firm called Rock 'n' Roll Music Company. . . . George Woods, Philly deejay on WHAT, brings the second edition of his "Rock 'n' Roll" show into the Philadelphia Arena June 24. . . . WBUD, Trenton, N. J., has upped its wattage to 5,000. George Bannister, r.&b. broadcaster, just celebrated his fifth anniversary on the station. . . . Joe Martin, of KNOK, Fort Worth, reports that the outlet is in its 20th month of full time r.&b. operation, and the entire staff is having a genuine ball. And it's paying off.

GOODMAN PIC

Release of Sound Track Set Unlikely

HOLLYWOOD, June 11.—With Universal-International, the Decca Records film studio subsidiary, currently starting production of one of its biggest musical efforts ever in "The Benny Goodman Story," little chance was seen for the release of a sound-track album from the film.

Film studio this week continued signing top music biz names to play themselves in the picture, among them maestros Harry James, Teddy Wilson and Lionel Hampton. Drummer Gene Krupa was inked two weeks ago, with comic Steve Allen set to play Goodman in the biopic.

Goodman himself, a Capitol Records pactee, will record parts of the sound track. Other music names in the film all record for competing labels. With Goodman under contract to Capitol, it seemed likely that they stood the best, possible chance of snagging film rights, assuming that permission to use the other names could be granted.

Decca's sound track album from the U-I "Glenn Miller" biopic had strong competition from RCA Victor's album because of the original Miller masters in the Victor catalog.

WAAF, Jocks Go Pubserv

CHICAGO, June 11.—Radio Station WAAF and two of its disk jockeys, Vince Garrity and Sig Sakowicz, played an important part in a spectacular holdup staged yesterday (10) in the office next door to the station.

Sakowicz on his way to work noticed the robbery in progress. He rushed into the studios where Garrity was on the air and informed him of the robbery. Garrity told his listeners to call the police. He also asked the robbers to give themselves up because the radio was on in the office being robbed. However, the two gunmen fled before the police showed up. All in all, 400 calls to the police were counted by the phone company. One phone official said more would have been made but most of the listeners thought the whole thing was a gag. The gunmen made off with \$5,000 stolen from more than 35 persons and the insurance company's vault.

Star Maid Setting Up Distribution for R.&B.

CHICAGO, June 11.—Star Maid Records here has begun a tour to set up distribution for the label. The label formerly handled only country and western tunes, but recently began issuing rhythm and blues numbers. Current c.&w. release is by Curly Allan, "Picking Wild Flowers" and the current r.&b. release is by Jimmy Petty, "I Wonder."

The firm has named Dave Clarke, a veteran of 20 years in the business, to handle the r.&b. promotion. Clark just returned from a promotion tour thru Cincinnati, St. Louis and Chicago, and will continue on to Atlanta, Birmingham, and New Orleans as well as other Southern cities. Distributors have already been set in Chicago, St. Louis and Cincinnati.

BUCKSKIN DITTY FOR WEE GALS

NEW YORK, June 11.—In a move to tailor a buckskin ditty that will have as much appeal for the fem smallfry as Davy Crockett has for little boys, Muller Music is publishing a song tagged "Annie Oakley."

M-G-M Records is bringing out a waxing of the tune by Pat O'Day in a couple of weeks. Meanwhile, Miller is trying to set up a promotional tie-up with the Annie Oakley TV film series.

MISS JUKE BOX DOUBLE PUSH

CANTON, O., June 11.—Radio station WAND, here, and the local juke box operators' association have tied in on a joint promotion to plug the first RCA Victor waxing by Sonny Graham, named Miss Juke Box of 1955 at the Music Operators of America convention recently.

WAND deejay Bill Bennett, in conjunction with the Juke Box Dealers Association of Stark County, Ohio, selected one side of the disk, "I Didn't See Me," as Hit Tune of the Month. As such it is getting concentrated plugs on the air, and special title strips on county phonographs call attention to the promotion.

Bernay Revives Keynote Label

NEW YORK, June 11.—Keynote Records, one of the oldest indie labels, is being reactivated by Eric Bernay after a seven-year hiatus. Harry Lim, who handled jazz artists and repertoire for the label in the mid-1940's will be in charge of general a.&c. in this renewed phase. The first LP release has been scheduled for July 1.

Keynote was formed originally in 1937 as an appendage to Bernay's The Music Room, a midtown retail operation specializing in folk music, jazz and children's wax. The label introduced to disks such names as Norman Corwin, Lee J. Cobb, Josh White and many others. In 1945 the label went all out on jazz and r.&b. and came up with several big disks by Dinah Washington and Lester Young. Eventually, in 1948, Bernay sold all the masters to Mercury Records, on whose board he served for the next three years.

During the last few years Bernay has been active in artist management, acting as p.m. for Dorothy Dandridge, Robert Clary, Charlotte Rae, Marilyn Cantor and Sylvia Simms. He has divested himself of these interest to devote full time to Keynote.

Bernay sold The Music Room last year to Sam Goody.

Jubilee Signs Excl. Pacts With Artists

NEW YORK, June 11.—Jubilee Records, in the throes of an expanding album program, has signed exclusive contracts with most of the artists now represented in the line.

The latest signings, according to Jubilee topper Jerry Blaine, include Monica Lewis, Polly Bergen and Jerome Courtland—all vocalists—and three Dixieland jazz groups: Conrad Janis, the Spring Street Stompers and the Salt City Five.

Blue Note Records Signs New Artists

NEW YORK, June 11.—Blue Note Records, the long-established jazz indie, inked several new artists to exclusive contracts last week. These included the modern pianist Herbie Nichols, guitarist Lou Mecca, trumpeter Kenny Dorham and tenor saxist Hank Mobley. The label also re-signed tenor saxist-composer Gil Melle.

Recent session by the diskery have utilized the George Lewis New Orleans ork. French horn player Julius Watkins and the Horace Silver Quintet, as well as wax by the new artist named above.

Sterns Steps Out Of Starday Picture

HOLLYWOOD, June 11.—Don Pierce and Harold W. Dailey have purchased all interests held by Jack Stearns Jr. in Starday Records and Starrite Publishing Company.

Pierce, president of both companies, disclosed the buy-out here this week. Stearns is expected to continue in the management of artists in the country and western field.

Truck Jocks Back on Job; Waxers Happy

HOLLYWOOD, June 11.—The three-week-old truck strike that has played havoc with the shipment of phonograph records in 11 Western States came to a halt here this week (10). An agreement to end the strike was reached here yesterday by industry officials and representatives of the AFL Teamsters' Union.

Record manufacturers almost immediately canceled interim pressing and shipping procedures which have in some cases almost tripled the cost of shipment of records in the West.

Production schedules were expected to revert to previous plans, with all the majors once again pressing disks in their Coast plants. Disk manufacture had been diverted to Midwest and Eastern plants to circumvent shipping problems encountered here.

During the course of the strike, record manufacturers were forced to use all means of shipping other than out-of-State truck delivery. Disks were shipped by air freight, parcel post and rail, in all cases either substantially adding to the cost of shipment or delaying the shipment of records by as much as 10 days.

London Records Promotes Indies' Disks in England

LONDON, June 11.—The London label, used in England by the Decca Record Company, Ltd., as a vehicle for disks cut in the United States, is shaping up as a clearing house for Stateside indie label hits. An ad running in The New Musical Express last week listed 10 American diskings by nine artists leased from six different diskeries.

These issues parallel U. S. releases on Dot (four), Kapp, Abbott, Imperial, Dootone and Tampa. The Kapp recording of the Sunnysiders' "Hey, Mr. Banjo" actually was leased to London by Mills Music, which recorded the master and sold it to Kapp for the U. S. only.

The other records advertised include Johnny Maddox's "Crazy Otto Medley," the Fontane Sisters' "Hearts of Stone," the De Castros' "Teach Me Tonight," Billy Vaughn's "Melody of Love," Slim Whitman's "Rose Marie" and "Indian Love Call," the Hilltoppers' "Time Waits for No One," the Penguins' "Earth Angel" and the Doo-Ley Sisters' "Ko Ko Mo."

Vox Pop LP's Go to 12-Inch

NEW YORK, June 11.—Vox Records this month will expand its activities in the pop LP package field with the introduction of a 12-inch line. Suggested retail price for the new series is \$3.98.

The first release in this new line will be "Holiday in Italy," recorded by Gianni Monese and his ork in Italy. It will be followed by other "Holiday" sets from Vienna, Paris, etc.

'DAVY,' 'LOVER' FOR HUB POPS

BOSTON, June 11.—The award for the most incongruous programming note this month goes to the Boston Pops Orchestra, which will present two special 100-man arrangements of "Davy Crockett" and "Let Me Go, Lover" Tuesday (14) at Symphony Hall here.

Richard Hayman, who will be guest conductor that night, will also conduct two of his own compositions, "No Strings Attached" and "Carriage Trade."



“HUMMINGBIRD”

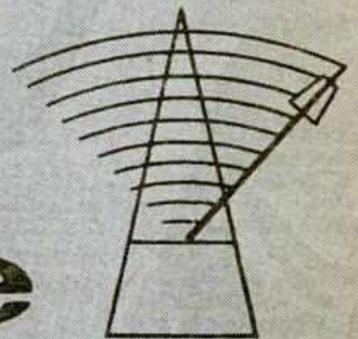
Words and Music by Don Robertson

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SOLE SELLING AGENT: HILL AND RANGE SONGS, 1650 BROADWAY, NEW YORK, N. Y.

THE CHORDETTES

cadence
RECORDS

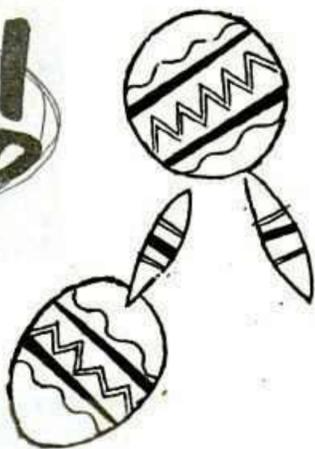


It's Exciting!

Great New "Cha Cha" Rhythm! Great New Artist!

Lola Dee

SINGING THE
GREAT NEW "CHA CHA"
TUNE



(MAMA WANTS TO)

ON A
GREAT NEW LABEL

WING
90004



35 E. WACKER DRIVE, CHICAGO 1, ILLINOIS
A Subsidiary of Mercury Record Corporation

(MAMA WANTS TO) CHA-CHA-CHA, PEER INT'L CORP., MURRAY DEUTSCH, PROF. MGR.

New Columbia Phono Line

Continued from page 16

list at \$99.95 (No. 461) and at \$149.95 for a high-fidelity job (No. 462). Last year's models listed at \$299.95 and \$249.95. Both of the new models are portable.

Thirteen Models

With 13 models as opposed to nine last year, the other additions include: A three-speed manual complete phono (No. 410) at \$29.95. This has as a special feature a removable lid which may be placed under the set to act as an acoustic chamber to boost bass; a new portable three-speed manual de luxe phono at \$39.95 (No. 413); a new de luxe hi-fidelity portable with automatic changer at \$79.95 (No. 417).

The famous Model 360, listed as No. 420 in the new line-up, is still pretty much the same machine that played the major role in putting Columbia into the phono business three years ago. But the price of this popular model now has been reduced from \$139.95 to \$119.95. It's still available in blond or dark mahogany, but now has separate bass and treble controls instead of the former single control.

Changes in the other established models include the addition of a cover to the low-price leader (No. 405), \$19.95 three-speed attachment. The idea here is to qualify the machine as furniture. The \$29.95 "His and Hers" portable (No. 412) now includes two additional color and luggage styles, for a total of four. The \$59.95 three-speed portable with changer (No. 416) is now available in "His and Hers" models also.

The 360K, last year's quality

Charges SESAC

Continued from page 16

distributed quarterly "on a proportionate basis, among all affiliated publishers having similar contracts."

The Forberg admits to receiving "certain sums of money" from SESAC, the complaint alleges that they were "wholly inadequate and not in the amounts provided for in the agreements." The complaint also charges, in part:

"The defendant has unlawfully . . . deducted certain monies improperly charged as expenses. . . . It attacks the SESAC pay-off system as "unreasonable, arbitrary, capricious, resulting in unfair and unequitable preferences granted to some favored affiliated publishers and costly detrimental to plaintiff and other publishers."

Judgment Asked

The complaint states that all attempts by Forberg to get an accounting from SESAC were unavailing.

The judgment asked from the court is to have SESAC "account for all its acts and for all monies received by it from the licenses, contracts, sales of reproduction rights, mechanical and otherwise of the musical publications and other property transferred and assigned to it by plaintiff and other affiliated publishers." Also that Forberg be given a judgment against SESAC for money due it as a result of the accounting, and that the court award it costs of the legal action and such other relief as "may seem just and proper."

Wing Appoints

Continued from page 16

and his band, heretofore on Mercury. Wing's artist and repertoire chief Lew Douglas, who will also be represented on the line as an artist, cut his first sides as a band leader this week.

Buddy Friedlander, Mercury's Hartford, Conn., branch manager for the last three months, replaces Meyers here in New York; while Howard Slason, ex-seaboard exec, takes over the Hartford post. Another new Mercury branch manager this week is Chet Wood, who takes over the label's Boston operation. Wood formerly served as record sales manager for Columbia's Indianapolis distributor.

leader, is an improved model with a reported range of 40-20,000 cycles. The diamond microgroove stylus, which has been available off and on this year as a promotional item, will now become standard equipment in this model, which has the catalog number 424. The same phonograph in neolite, scuff-proof, saddle-stitched, portable case (No. 426) is available in five colors at the same price, \$149.95.

The other new model in the line is the Educator HF-1, reported in The Billboard several weeks ago. This is the hi-fidelity manual portable with detachable lid doubling as a remote speaker. It is especially designed for school, outdoor and organizational use, and it lists at \$79.95.

Promotional Plans

Promotional plans for the new Columbia line allegedly will exceed last year's budget by 50 per cent. A special 19-minute color film features the TV personalities, Art Carney and Garry Moore, introducing the models. Full-page four-color ads have been scheduled for publication in Time, The New Yorker, Saturday Review, etc. For consumer distribution the company has prepared a half million 24-page full-color booklets for mailing pieces and giveaways.

An additional purchase incentive will be the gratis inclusion of a special LP with every machine priced under \$100. This will be a previously unreleased coupling entitled "House Party." One side will be an actual recording of festivities and entertainment at a gathering held at the Hollywood home of Paul Weston and Mrs. Weston (Jo Stafford). Guests included Frankie Laine, Liberace, the Norman Luboff Choir and the Dave Brubeck Quartet. On the "New York" side, Mitch Miller is host to Rosemary Clooney, Guy Mitchell, the Four Lads, Tony Bennett and Louis Armstrong. This disk will be available only as a give-away with machine purchases.

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

A "HIGHLIGHT"
For Every Program

JUNE NIGHT

LEO FEIST, INC.

EVERYBODY LIKES...

HEY MR. BANJO

MILLS MUSIC, INC.

Small Pubs Reap Film Loot

• Continued from page 16

from "Bread, Love and Dreams." One of the more interesting Richmond music acquisitions was the background music for all the George K. Arthur films, the executor is now producing 20 and 30-minute film vignettes in Europe, where they've won many foreign film awards.

Frank Loesser's Frank Music, which currently is riding the Allied Films' song hit "Unchained Melody," also has the score from "The Kentuckian," the Hecht-Lancaster production which has five tunes. The firm also has acquired the rights to 10 tunes in "The Girl Rush," the Rosalind Russell picture which will be distributed thru Paramount in August.

Leeds Music

Leeds Music has been very active in this regard, its two most recent acquisitions being the background music for "La Strada," Italian produced film which was the target of many American firms, and the music for the Ilya Lopert production of "Summertime."

Birdland Club

• Continued from page 16

changed to Birdland Records, and the new capital acquired by the diskery will enable it to launch an expansion drive that calls for the signing of new talent and a heavier release schedule.

Jack Hook and Teddy Reig remain in active charge. One of the early projects they have planned involves frequent recording of live performances at the niter. This is, of course, where artist contracts permit. It is also expected that the diskery artists will gradually be worked into feature spots in the annual Birdland package tour. This will permit cross-plugging of disk and personal appearance activity, according to the formula pioneered by Norman Granz.

Roost, formed about six years ago, has a catalog of about 120 singles, 15 EP's and 28 LP's. Included in the Roost-Birdland deal is a half interest in Forshay Music, Roost's subsidiary publishing firm, an affiliate of Broadcast Music, Inc.

The aforementioned are by no means a complete listing of this activity. Other firms, as Trinity Music's acquisition of Eddie Manson's "Little Fugitive" music months ago, from whence came "Joey's Theme," and other similar acquisitions fill out the general picture.

For this middle group of publishers who are not closely affiliated with major Hollywood studios, the advantages are obvious. Exploitation of the copyright film showings, the possibilities of sound track album as well as pop singles coverage and the income derived from performances are all important considerations. In those instances, too, where the deals specify control of the copyright in foreign or English-speaking lands, the performance money becomes unusually lucrative, owing to the fact that performance fees abroad are generally considerably higher than in the United States.

On "Anna," for instance, Richmond controls the rights for the Western Hemisphere; on "I am a Camera," the rights for English-speaking countries.

Another advantage is the fact that the sound track generally provides a ready-made demo for pacing the tune with record labels. Finally, publishers state that even if such material fails to achieve hit status, the publisher rarely fails to get off the nut.

Best in Contest

• Continued from page 16

rights society of that country, represented here by Fred Reiter.

Marilyn Hartson

First prize went to Marilyn R. Hartson, of the Music Manor in Englewood. She and a guest will receive air transportation to and from Spain and two weeks of winning, dining and sightseeing in that country.

Other national winners, also recipients of valuable prizes, are listed in the order of the awards won:

Elaine M. Valentine, Glenview Record Shop, Glenview, Ill.; James O. McCracken, Sears, Roebuck & Company, Inglewood, Calif.; Jerry Shifrin, Archie Bleyer Record Center, Hempstead, N. Y.; C. J. Klinge, of Wolfe, Kubly & Hirsig, Madison, Wis.; Leola Fiedler, Mays Music, Albuquerque, N. M.; Grace L. Wallace, The Music Box, Santa Monica, Calif.; Harry J. Nehls, G. C. Murphy Company, Parkersburg, W. Va. Thirty-five territorial winners are listed in the Dealer Doings column.

Groove Distribs

• Continued from page 16

Four Students, the Sonics and Charlie Hughes.

Rolontz, who leaves on a Southern recording and talent-search trip next week, expects to add new names to his talent list soon.

Groove, meanwhile, this week issued its first two EP's, with future packs to be released on a regular schedule. Initial EP's on the label feature etchings by Piano Red and the Du Droppers.

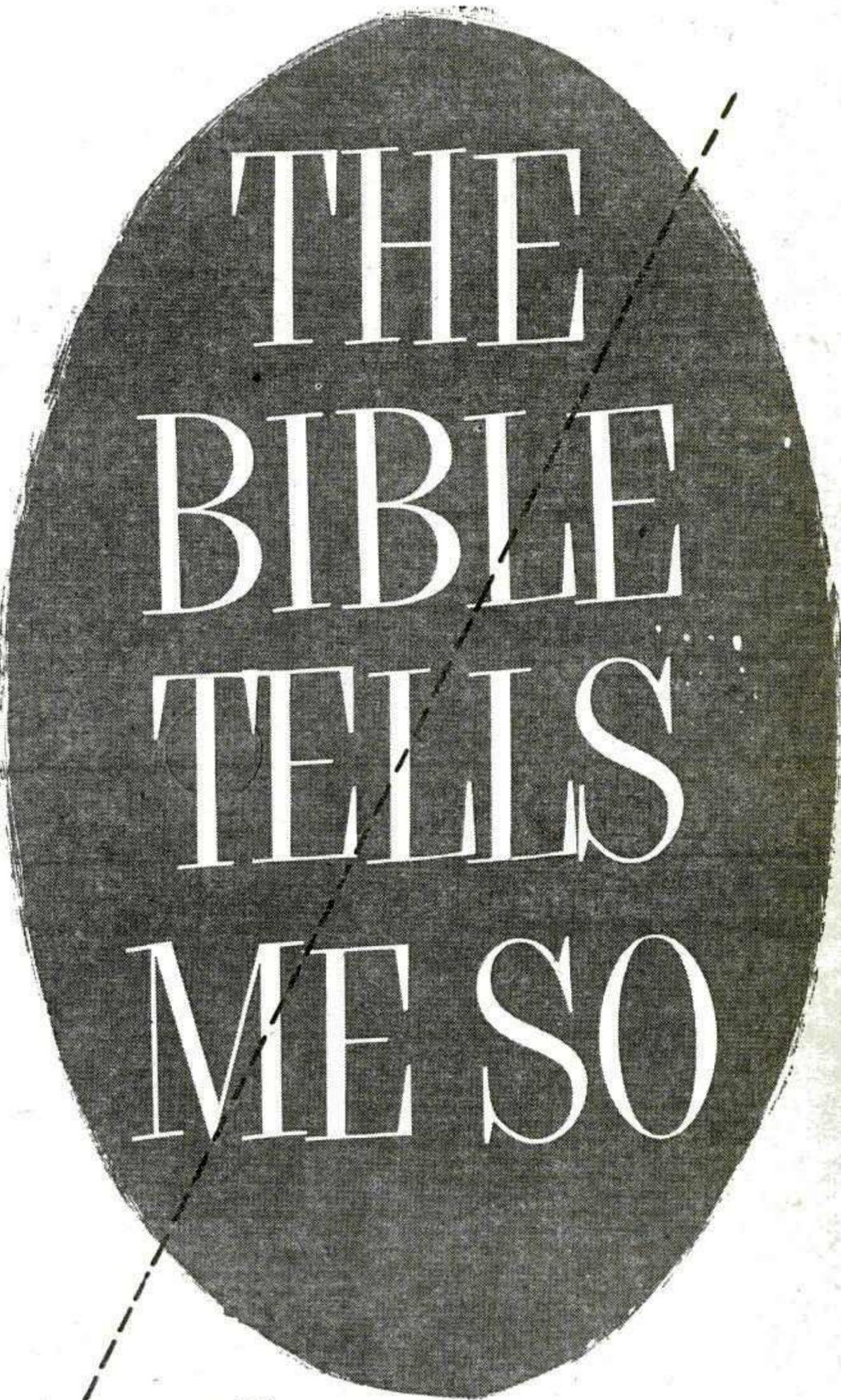
NO LIMIT TO THAT GLEASON

HOLLYWOOD, June 11.—Discussing the label copy of Jackie Gleason's new Capitol release, "The Band Played On," the publisher credit on the song was challenged here this week. Label copy had the song in Beechwood Music, the Capitol music publishing subsidiary.

"It can't be Beechwood," argued one, "since the song is in the public domain."

"Well," replied the sage observer, there's no error; Gleason probably bought the P. D. catalog, he's got enough money."

A Song — and A Record — That Belongs in Every Home



SUPERBLY RECORDED BY...

Nick Noble

ON A GREAT NEW LABEL...

WING 90003



35 E. Wacker Drive, Chicago 1, Illinois
A Subsidiary of Mercury Record Corporation

ANOTHER BMI "PIN-UP" HIT

MAN IN A RAINCOAT

Recorded by PRISCILLA WRIGHT
Unique
MARION MARLOWE
Cadence
KAREN CHANDLER
Coral
LITA ROSA
London
BONNEMERE AND HIS PIANO
Roost
Published by BMI CANADA, LTD.

(We're Gonna)
"ROCK AROUND THE CLOCK"

Theme of MGM's "BLACKBOARD JUNGLE"

Recorded by BILL HALEY and his Comets, DECCA

Still Going Strong!
"MAMBO ROCK"

MYERS MUSIC, INC.
122 N. 12th St., Phila., Pa.

Kitty Kallen's Greatest

"FORGIVE ME"

Just Released
Decca Record No. 29548

BOURNE, INC.
136 W. 52d Street New York 19

PHONOS—HI FI

By STEVE SCHICKEL

V-M RELEASES TWO NEW PHONO MODELS . . .

The first of two new models issued by the V-M Corporation, Benton Harbor, Mich., is the Fidelis console model (V-M Model 565). The unit will retail at \$199.95 east of the Rockies. The high-fidelity unit is available in both blond and mahogany cabinet finishes, and features the exclusive V-M siesta switch which shuts off even the amplifier after the last record plays. Other features are a dual bass reflex chamber, a heavy duty extended range speaker system, composed of a 12-inch woofer and a four-inch tweeter, a frequency response of 40 to over 15,000 cycles per second and a push-pull amplifier. The unit also includes the V-M exclusive tone-to-automatic control. An input permits auxiliary use of AM or AM-FM radio, TV tuner, or tape recorder to be played thru the unit's speaker system. Space is provided in the cabinet for a hi-fi tuner. An output is also provided for external speakers such as the firm's Model 26 (tweeter and woofer).

The second unit issued by the firm is the new Model 1275 which will retail at \$79.95. This unit, a table model, features a four-speed player and an amplifying system which the firm lists as tops in its price class. This unit also includes the siesta switch and the lazy-lite, which rejects records with the lid closed. The unit also has an added output for the inclusion of the Model 26 external speaker system. The unit is available in charcoal brown or honey beige, or a combination of charcoal and dawn gray. The cover is leatherette.

VANITY FAIR'S KIDDEE PLAYER . . .

A break-resistant kiddie phonograph made of polystyrene plastic has been made available by the Vanity Fair Electronics Corporation of Brooklyn. The unit, which will retail at \$8.95, was fabricated by the Precision Plastics Company of Philadelphia, and is said to resist the usual wear and tear given phonographs by children. The unit will be available in a variety of colors and will come complete with a lifetime guarantee.

PERMOFLUX'S STEREO-VOX GETS AUGUST DELIVERY . . .

The Permoflux Corporation's new Stereo-Vox unit, which is claimed by the firm to give three dimen-

sional reproduction from conventional monaural disks, will be ready for delivery in August, according to company officials. The unit was displayed at the recent Electronic Parts Show here and since then orders have been coming in consistently, according to the sales manager of the firm, Floyd J. Van Alstyne. As yet, there has been no price set on the unit. Since the original model was displayed at the parts show, the firm has already made some refinements in the production model.

STROMBERG'S TWO-DAY DISTRIBUTOR MEETING . . .

A two-day meeting for two groups of Stromberg-Carlson dealers and distributors was held last week at the firm's plant in Rochester, N. Y. The first group, distributors, arrived Monday (6) and the second group, dealers, arrived Wednesday (8). Both groups enjoyed a tour of the plant and were shown the firm's new line of high-fidelity phonographs, radios and television sets.

MOTOROLA MEETS WITH ADVISORY PANEL . . .

A distributor advisory panel met with Motorola executives last week to discuss marketing strategy for the next two months. The rotating advisory group, composed of eight distributor principals, meets bi-monthly. Four new members are appointed each two months, and four leave the panel at the same time.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The Admiral Corporation has introduced a new table model hi-fi phonograph, Model 4C22D, which will retail at \$79.95, and includes a four-speed changer and a dual speaker system. . . . The V-M Corporation recently presented TV star Jackie Gleason with a gold finished V-M Fidelis console. The presentation was made on the comic's program by Glenn Wallichs, president of Capitol Records. . . . The Electronic Sales Company, Inc., has been appointed distributors with headquarters in Ansonia, Conn., for the Motorola line. . . . Sidney Herbstman has assumed the presidency of the C. & H. Wood Products Company, Inc., of Brooklyn. The firm manufactures speaker enclosures and phonograph cabinets.

LINER NOTES

By IS HOROWITZ

LONDON EXPANSION RAPID ON SEVERAL FRONTS . . .

Bubbling activity at London Records, never a company to move slowly, should be of considerable interest to the classical market. It is progressing rapidly on several fronts.

Just signed to recording contracts, for instance, are Jerome Hines and George London, which practically gives the label a monopoly on available basses, especially those associated with the Metropolitan Opera.

One of London's most ambitious operatic coups, tho, involves the area of Russian works. The firm's parent company, British Decca, thru an arrangement with the Belgrade State Opera, is cutting a batch of operas in Yugoslavia. Already cut and being prepared for pre-fall release are "Prince Igor," "Kovantchina," "Boris Godounoff" and a modern work. And scheduled for early recording sessions in Belgrade are "Eugen Onegir," "Pique Dame," "The Snow Maiden" and "A Life for the Csar."

An interesting aspect of the Russian opera productions will be the librettos supplied with the packages. They will give the complete Russian text, a phonetic rendering in English and the English translation. London, of course, is using its own technical facilities for the recordings, exported to Belgrade for the purpose.

On the home front, London is redesigning a number of its older opera packages which feature the label's top soprano, Renata Tebaldi. Due for this artistic face-lifting are "La Boheme," "Madame Butterfly," "Tosca" and "Aida."

Doryce Brown and Claiborne to M-G-M

NEW YORK, June 11.—M-G-M has signed two new artists, Doryce Brown and Vic Claiborne, to recording contracts, with first releases scheduled for both performers on June 17.

Miss Brown, active in the rhythm and blues field, will record as a pop artist for M-G-M. Claiborne is a country and western artist.

Winternitz Charge Refuted by Vox

NEW YORK, June 11. — Vox Records this week denied improper use of the Emanuel Winternitz program notes on the Bach Brandenburg Concertos. The writer charged such usage in a suit filed

in Federal Court here last week. A Vox spokesman said that Winternitz was paid in full for his services and the deal with writers covered all uses made by the diskery.

Help Big Bands

Continued from page 17

Bagley, vice-president; Leo Cluesman, secretary; Harry J. Steeper, treasurer. The Executive Committeemen are Walter M. Murdoch (Canada), George V. Clancy, Stanley Ballard, William J. Harris and Herman D. Kenin. John W. Parks continues as honorary member.

A resolution was adopted increasing salaries of the AFM vice-president and executive board members from \$2,600 to \$5,200 per year. In recommending the raise Petrillo declared, "We are dealing with big people in the in-

RCA SET TO CREATE ALL SOUNDS ELECTRONICALLY . . .

One of the more interesting releases in some time, that is to those interested in sound, is likely to be an upcoming RCA Victor set due on the market next month. Its title is "The Sounds and Music of the RCA Electronic Music Synthesizer."

The instrument, of course, is the one introduced by the company some months ago, and it is said to be capable of producing sounds similar to those of any known musical instruments, and then some. The 12-inch LP will present electronic interpretations of works by Bach, Brahms, Stephen Foster, Irving Berlin, and others on one face, and on the other provide a demonstration of the synthesizer's potentials in pure sound.

Liner notes of the album are likely to set a record of sorts for complexity, with its liberal use of graphs, schematic drawings and technical talk. List price will be \$3.98.

BERNSTEIN ELEVATED TO PEERAGE BY COLUMBIA . . .

Sharp-eyed traders may have noted the elevation of Leonard Bernstein to the peerage. But the honors were bestowed by a record company, probably unwittingly.

On some of Columbia Records liners, which list a complete roster of artists who have recorded for the company, the American conductor is listed as Leonard Bernstein, Bart. Could be that his typographical proximity to Sir Thomas Beecham (actually a baronet) on the page has something to do with it.

dustry, and even the stooges on the other side get more than our board. Send these boys home with your confidence—give them the few hundred extra bucks."

Trust Fund

Earlier, the convention heard the report on funds accumulated thru the Music Performance Trust Fund, which this year reached the total of \$2,907,627, as opposed to \$1,899,987 the previous year (The Billboard, June 4).

On Tuesday (7) the conclave was addressed by Brig. Gen. David A. Sarnoff, chairman of the board of the Radio Corporation of America and the National Broadcasting Company (The Billboard, June 11).

The 59th AFM convention will be held in June, 1956, at Atlantic City. The last act of this convention was the distribution in cash of \$300,000 to cover the per diem and hotel expenses of the 1,215 delegates.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: CAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) RCA Victor LM 1838
4. THE ART OF THE ORGAN—E. Power Biggs Columbia SL 219
5. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) Columbia ML 4983
6. OFFENBACH: CAITE PARISIENNE; CHOPIN: LES SYLHIDES—Philadelphia Orchestra (Ormandy) Columbia ML 4878
7. CALLAS PORTRAYS PUCCINI HEROINES Angel 35195
8. RACHMANINOFF: SYMPHONY NO. 2 — Pittsburgh Symphony (Steinberg) Capitol P 8293
9. RACHMANINOFF: SYMPHONY NO. 3—Philadelphia Orchestra (Ormandy) Columbia ML 4961
10. TCHAIKOVSKY: SWAN LAKE—Minneapolis Symphony (Dorati) Mercury OL 3-103
11. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1778
12. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) RCA Victor LM 1834
13. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) RCA Victor LM 1879
14. MENOTTI: THE SAINT OF BLEECKER STREET—Original Cast RCA Victor LM 6032
15. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) Columbia ML 4965
16. MAHLER: SYMPHONY NO. 1 — New York Philharmonic (Walter) Columbia SL 218
17. TCHAIKOVSKY: SYMPHONY NO. 6—Pittsburgh Symphony (Steinberg) Capitol P 8272
18. RESPIGHI: ROMAN FESTIVALS; CHURCH WINDOWS—Minneapolis Symphony (Steinberg) Mercury MC 50046
19. PROKOFIEFF: VIOLIN CONCERTO NO. 1; LALO: SYMPHONIE ESPAGNOLE — Milstein, St. Louis Symphony (Golschmann) Capitol P 8303
20. VERDI: LA TRAVIATA—Tebaldi, St. Cecilia Academy Orchestra (Molinari-Pradelli) London LLA 26

Reviews and Ratings of New Popular Albums

LONESOME ECHO 84

Jackie Gleason, Cond. (1-12")
Capitol W 627
In search of a new sound, Jackie Gleason has assembled an exotic string combination, comprised primarily of mandolins and featuring the relatively obscure tones of the melancholy oboe d'amour. The effect is rather eerie in keeping with the title "Lonesome Echo" and the sound is certainly different. However, its soothing quality is debatable, and some listeners may find the "echo" lingers on in the form of a ringing in their ears. Nevertheless, ace showman Gleason has hit the best selling LP charts with unfailing success, and this package will undoubtedly sell as briskly as the others. It was launched with much hoopla over Gleason's CBS-TV show a couple of weeks ago. The unique sound theme is carried out on the cover, which features a striking Dali original, but the selections reflect a more familiar pattern of mood music, ranging from "Mad About the Boy" and "Dancing on the Ceiling," to "Remember," and "The Thrill Is Gone."

RESTFUL GOOD MUSIC 76

Leopold Stokowski, Cond. (1-12")
RCA Victor LM 1875
A sexy photo of a dreamy-eyed strawberry blonde adorns the cover of this LP, but the actual musical contents are thoroly in keeping with the placid prescription of the title. The nine selections were drawn from a catalog of "restful good music" compiled by Walter Diehl for Edward B. Benjamin, a philanthropist who has made many awards to encourage the composition of specifically restful works. Benjamin explains his project in the liner notes, along with some descriptions of the selections by Diehl. The soothing, rather somber package is accorded excellent performance, and dealers should do well with it generally, altho they may have some returns by pop-patrons misled by the sultry cover art. Restful works include some Bach, Beethoven and Bizet. But the potential is basically pop.

MELODIES AND MOODS 75

Jesse Crawford (1-12")
Decca DL 8102
The "poet of the organ" is one of Decca's most prolific album artists, and if the label's output of Crawford LP's is any barometer, sales must be brisk on his packages. This one features the usual group of instrumental standards, ranging in mood from the romantic "Jalousie" to the exuberant "Valencia" and lilting "I'll See You in My Dreams." Crawford teams up with his pianist-daughter, Jessie Leeds, on an effective version of "Kiss of Fire."

CARESSES 72

Casanova and his orchestra (1-10")
Vox VX 780
A provocative color photo of a beautiful girl coyly receiving a caress from a handsome gent should be a major asset for this LP sales-wise.

The title also packs sales appeal, in keeping with the legendary reputation of the band leader's namesake. The romantic package features eight melodic instrumentals, "Easy to Love," "Love for Sale," "Estrellita," "La Cumparsita," etc., with arrangements keyed to a sentimental mood. Effective late-night programming stuff for deejays.

THROUGH A LONG AND SLEEPLESS NIGHT 71

Jerome Courtland (1-10")
Jubilee LP 22
Jerome Courtland, onetime leading man to Shirley Temple, has a pleasant, unassuming baritone voice, which he applies here to eight lovely standards, including the title tune, "That Old Feeling," "You Go to My Head" and "Old Devil Moon." Jack Kelly's backing is tastefully simple, and Courtland warbles with sincerity and a nice feeling for a lyric. Courtland (ex-husband of Polly Bergen, who also records for Jubilee) hasn't done much in pictures lately, but his frequent TV appearances and click notices at niteries should pay off in sales. The LP's also fine fodder for late-night deejay programming.

ANDALUSIAN DANCES 71

Angel ANG 64020
Apparently, there's increasing interest in the musical product of Spain, what with all the zarzuela and flamenco volumes extant. This particular volume features the guitars, castenets, tambourines, etc., of the Andalusia province, with pronounced Moorish, almost Hebraic qualities. This music, as performed by a variety of artists and orks, affords a great deal of spirit and color, somewhat off the beaten track for novelty seekers.

CY COLEMAN TRIO 70

(1-10")
Benida LP 1023A
This brightly packaged disk, if exposed, should do quite well. Coleman has a sizable following among the smart supper club clientele. His style is best described, perhaps, as modern cocktail jazz—good show tunes played with not-too-far-out improvisation. Interesting, smart and listenable piano fan fodder.

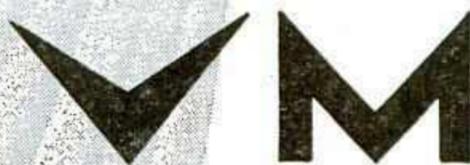
DINNER ATONE 65

Ford Lile (1-EP)
Sheild 319-EP
Recitations of three well-known love poems—Elizabeth Browning's "How Do I Love Thee," Henry's "Invictus" and the anonymous "The Loneliness of Love"—are coupled with selections from the greatest of all love poems, "The Songs of Solomon." Ford Lile, radio-TV actor, has a rich, well modulated voice, and renders these poems sensitively and with appropriate feeling. The lovely musical setting was created by George Steiner. Deejays, particularly the late evening
(Continued on page 24)



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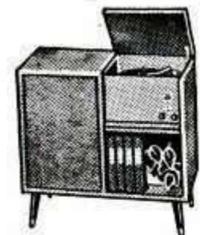
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MUSIC AS WRITTEN

COL'S 'I LIKE JAZZ' A FAST SELLER . . .

Columbia Records' promotional disk, "I Like Jazz," is shaping up as the fastest selling LP in the history of the company. The 98-cent platter is shipping at the rate of 5,000 disks daily after racking a sale of 100,000 copies in its first 10 days. In the next few weeks, the diskery will ship 2,000 gratis copies of the set to disk jockeys, along with scripts. This low-priced issue is aimed at hyping the public interest in jazz in general and the Columbia jazz catalog in particular.

HITCHCOCK FILM TRACK TO CORAL . . .

Coral Records has acquired the sound-track rights to the forthcoming Alfred Hitchcock film "To Catch a Thief," which stars Gary Grant and Grace Kelly. The music track consists of a solo saxophone with rhythm. The saxophonist is Georgie Auld, who is under contract to Coral. While in Hollywood Auld also recorded an LP with strings, Andre Previn conducting. Previn did the arrangements.

ROSS NAMED P.M. OF EVANS' FIRMS . . .

Redd Evans has brought in Charles Ross as professional manager of his Jefferson and Redd Evans music firms. Ross recently served in a professional capacity at Bourne Music. Paul Saltzman and Sid Foley remain on the professional staff of the pubberies, but now report to Ross.

LABEL 'X' TO CUT LP OF 'LEWIS & GANG' . . .

Label "X" is cutting an LP featuring Robert Q. Lewis and artists featured on his daily CBS-TV afternoon show.

The package, tagged "Robert Q. Lewis and his Gang," will spotlight Earl Wrightson, Lois Hunt, Label "X"'s Betty Clooney, Cadence's Chordettes, Don Libertino and Coral's Ray Bloch. Cadence and Coral both agreed to release their artists for the album, which will be plugged extensively, of course, on the Lewis video series.

MITCHELL, MARTINO, BENNETT TO ENG. . . .

Three more American singers will be joining the caravan already booked into Britain this summer. Guy Mitchell opens at the London Palladium August 1, and follows up with a five-week provincial tour. Al Martino is set to visit the bigger cities in June, while Tony Bennett has been signed for a fast two-week season starting at Glasgow, Scotland, followed by appearances in Liverpool, England.

WOULD PROMOTE CHI AS MUSIC CENTER . . .

Leading citizens of Chicago met Monday (6) in the Civic Opera House and endorsed a program designed to "make Chicago the music center of America."

Key items in the drive are an immediate fund-raising campaign to guarantee \$300,000 to insure the future of Chicago's Lyric Theater and the launching of a workshop program to train young musical talent. Oscar Getz, chairman of the civic group backing the program, predicted that Chicago can easily achieve the goal of "music center of America."

'PITTER PATTER' PUTS MARKS INTO R.&B. . . .

Edward B. Marks Music made its first stab into the rhythm and blues song idiom this week when the old-line pubbery acquired "Pitter Patter" from Savoy Music for a reportedly sizable sum. The tune, clefted by Charlie Singleton and Rose Mary McCoy, has been waxed by Nappy Brown for Savoy Records. The deal was consummated by Marks' new professional manager, Arnold Shaw, and Savoy topper Herman Lubinsky. Marks has retitled the ditty "Piddily Patter Patter."

New York

Jack Janoff will succeed Lloyd Leipzig as pop records publicity man at Columbia Records, working under publicity chief Debbie Ishlon. Janoff is the nephew of Charlie Janoff, plugger for the

Frank Loesser music firms. . . . Jazz pianist Ralph Sutton will open Monday (13) at The Embers for two weeks. He's now being booked by Joe Glaser's Associated Booking Corporation. . . . Jack Valentine, staffer at WCAU, Philadelphia, has signed as a country and western artist with M-G-M Records.

Decca thrush Carmen McRae is set for a week at the Las Vegas Club, Baltimore, commencing June 28. . . . Pianist-vocalist-orkster Ted Straeter cut three sessions for Atlantic Records before leaving for Istanbul where he is director of entertainment for the opening week of the new Conrad Hilton Hotel there. . . . Fred Amsel, manager of Karen Chandler, will leave for the Coast Monday (13). . . . Savoy Records has purchased 47 masters by the Ferko String Band of Philadelphia. A number of these were released a few years ago on Palda and Ferko labels. The diskery also plans to issue eight masters of the Goldman band purchased from the old Sonora diskery.

Barbara Cargill takes her trio to Canada for the summer June 13, but she'll be back at the Embers here in the fall. . . . Jane Gibbs, deejay contact gal for Doris Day, staged a special plug job for Rusty Draper's "Goover Peas" this week by gifting local deejays with special bags of goobers (peanuts). . . . Mercury's Art Talmadge was in Manhattan this week for confabs with new Wing execs. . . . Victor has signed canary Teddi King and will record her as both a pop and jazz artist. Her first sides will be for a jazz album, under the supervision of a.&r. exec Jack Lewis. . . . Victor's country a.&r. topper Steve Scholes has signed Martha Carson, ex-Capitol canary.

Milton Karle has been signed to handle deejay promotion for Capitol's French thrush Line Renaud. . . . Label "X"'s Jim Hilliard has signed an exclusive contract with Russ Carlyle, and also inked a pact with Dick Lee, featured on the Ted Mack TV show. Lee's first "X" disk will be out in a couple of weeks. . . . Decca's Leonard Joy leaves for Miami Beach this week to attend the annual convention of the Society for the Preservation and Encouragement of Barber Shop and Quartet Singing in America, June 15 thru June 19. Per usual, the society will select the five best quartets and the five best choruses, and Decca will record them on special albums. . . . Coral Records this week named a distributor in Guam. The firm, owned by Floyd Blake, will distribute only EP's and 45's. . . . The Four Coins will open a week's engagement at Scoll's in Philadelphia starting June 20.

John W. Fulton has been named to the new post of executive veepee of the American Music Conference, effective August 15. Fulton has been executive secretary of the National Industrial Recreation Association for the past 10 years. . . . Buddy Basch returned this week from a swing around the Midwest deejay circuit to plug the Enoch Light-Loren Becker disk "Daniel Boone." . . . Spartan of Canada's record division has signed to release Pyramid Records in Canada under the Spartan label. . . . Thrush Shannon Bolin, featured in the Broadway musical "Damn Yankee," will cut her first LP for Vanguard this month with backing by pianist Milton Kaye and his combo.

Chicago

Joy Lane, who recently sang "If I Had Three Wishes" in a Universal-International movie, was signed by Coral Records on the strength of that tune and is now in Chicago on the first leg of a nation-wide deejay tour plugging her coral version. . . . Disk jockey John McCormick on his new morning show, which emanates from the London House Restaurant, has inaugurated a "we want Sinatra in Chicago" movement. Radio Station WJJD reports very heavy mail pull on the drive and already an impressive petition has been circulated asking that Frank Sinatra make a personal appearance in Chicago,

anywhere, anytime, or what-have-you.

Johnny Dankworth, British orchestra leader recently pacted by Capitol Records, writes to inform that he will make an American tour. He was scheduled to arrive in New York June 7. . . . Tom Duggan airs a new variety show over WBKB beginning today (11) featuring Don Jacoby and His Cotton Pickers, Betty Bryan, Judy Jones, Irwin Berke, Kyle Kimbro, and Buddy Charles. . . . Jacques Foti is currently at Ruby Foo's in Montreal. . . . Al Calder, of Porgie Music in New York, in town on a promotion tour for Kay Starr's "Good and Lonesome," and Peggy Lee's "Oh No." . . . Milton Berle's protegee, Susan Hunter, is in town this week plugging her version of "Not Yet" on Decca. . . . Don McNeill celebrates his 23d anniversary of the "Breakfast Club." . . . The David P. O'Malley Theatrical Agency here has signed a contract with Coral Records for a new male vocal group called the Classmen.

Hollywood

Marty Melcher is organizing his own publishing company offices while in London. . . . Patty Andrews' first disk for Capitol has been slated for release June 20. . . . Johnny Dankworth, British ork leader, in town on a combined business-vacation trip with his drummer, Allan Ganby. . . . Owners Chuck Landis and Gene Norman have set June Christy, comedian Jackie Farrell and Renee Touzet to open at the Crescendo June 18 for a two-week run. . . . Rosemary Clooney returned to Hollywood from her Las Vegas nitery stand. . . . Bobby Milano opens at the Keyboard June 14. . . . "The Shearing Spell" is the title of George Shearing's first album for Capitol, tentatively slated for fall release. . . . Gale Robbins opens a singing engagement at the Chi Chi in Palm Springs after completing her role in 20th Century-Fox's "The Girl in the Red Velvet Swing." . . . "Guys 'n' Gals" heads for Duluth, Minn., after the stand at the Wort Hotel, Jackson, Wyo. . . . Hal Levy signed with Gannaway-Verhalen Productions to pen a title song and original material for an upcoming feature film and TV show starring Faron Young. . . . Carmen Cavallaro has been signed by Columbia Pictures to record the piano numbers for the "Eddie Duchin Story." . . . Pierre Cossette, entertainment director of the Mapes Hotel, Reno, closed deals with Harry Belafonte, Mae West, Pearl Bailey and Herb Shriner. . . . Phil Moore signed singer Faye Adams to a personal management pact. . . . Capitol slicing an album tagged "Les Brown All-Stars," featuring top sidemen, some of whom are inked to disk pacts with other labels.

Hartford

The Landerman Brothers ork, providing Friday and Saturday night dance music in the Terrace Room at Bradley Field, Windsor Locks, Conn., is now heard via radio Station WGTH on Saturday nights, from 10 to 10:30. Otto Neubauer conducts the Terrace Room unit.

Pianist Ray Cassarino, part of the Landerman Hartford organization, has moved into the Thursday thru Saturday slot at the Serape Room of Adajian's Restaurant, Hartford. . . . Al DeSarro's All-Star Band has moved into El Morrocco, Sound View, Conn., for the summer season. The unit provides both jazz and Dixieland music. . . . Tiny Quinn's orchestra is providing Friday thru Sunday dance music for the season at Doyle's Restaurant, Sound View.

Ball Becomes Distrib

KANSAS CITY, Mo., June 11.—Bill Ball, sales manager of Columbia Records here, is going into business as owner and sales manager of the Choice Records Distributing Company at 321 Southwest Boulevard, Kansas City. He will also open a branch in Omaha and will cover Kansas, Iowa and Nebraska for Epic Records.

Reviews and Ratings New Classical Releases

BRUCH: VIOLIN CONCERTO NO. 1 IN G MINOR; PROKOFIEFF: VIOLIN CONCERTO NO. 1 IN D (1-12") —David Oistrakh, Violin; London Symphony Orchestra; Lovro von Maticic, Cond. Angel 3524377

A feature of this important violin coupling is the evidence it presents that Oistrakh after all is human and fallible. Let's face it, there is a part in the Bruch where his intonation is faulty. Otherwise, the performances by the Russian violinist are right out of the top drawer and dealers have another Oistrakh package to sell in their accustomed happy fashion.

CHOPIN: SONATA NO. 2 IN B FLAT MINOR; SONATA NO. 3 IN E MINOR (1-12") — Alexander Brailowsky, Piano. RCA Victor LM 186676

These are the interpretations that many Chopin lovers and all Brailowsky fans have been waiting for. Despite many recent issues of the Sonata No. 2, this one figures to see most of the action, and the presence of the less recorded No. 3 gives it more importance still. Many piano students may quarrel with this pianist's technical skills, but the fact is that he gets directly to the heart of this romantic music. His conception is large-scaled, rather than finely detailed or giggling. Should do well as piano solo sets go.

SCHUBERT: SYMPHONY NO. 5; MENDELSSOHN: OCTET FOR STRINGS IN E FLAT, OP. 20 (1-12")—NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 186976

More Toscanini from the vaults, and welcome additions to the catalog. Two youthful works, they are performed with the lusty virility and drive that was the Maestro's hallmark. The Schubert is a fairly recent recording; the Mendelssohn dates from a 1947 broadcast, its understandable sonic deficiencies more than made up for in interpretive excellence.

PROKOFIEFF: PETER AND THE WOLF; BRITTEN: YOUNG PERSON'S GUIDE TO THE ORCHESTRA (1-12")—Brandon De Wilde, Narrator; Pro Musica Symphony, Vienna; Hans Swarowsky, Cond. Vox PL 928075

Everybody from Alec Guinness to Arthur Godfrey has recorded "Peter and the Wolf," but this is one of the few times it has been cut by a performer of an age with its audience. Child actor Brandon De Wilde, now going on 12, has built a loyal following since he made his legit debut at the age of seven in "Member of the Wedding" in 1950. His movie, TV and stage appearances should pay off in sales on this LP. Young De Wilde does a credible job of narration on "Peter and the Wolf," but the rather technical commentary of the Britten work seems a bit over his head at times. He undoubtedly understands what he's saying, but the lines call for a more authoritative style, if they are to hold the attention of youngsters. The fold-over album package is most attractive, with an amusing color drawing depicting the key characters of the Prokofieff work.

DEBUSSY: CHILDREN'S CORNER; LA BOITE A JOUJOUX (1-12")—Orchestra National de la Radiodiffusion Francaise; Andre Cluytens, Cond. Angel 3517275

Delightfully fresh cover art is certain to draw attention to this item, and the contents live up to the cover's promise. Both suites have received their best previous performances in the original piano versions, but these knowing, iridescent and beautifully recorded orchestral accounts, back to back, provide one of the more salesworthy novelties of the month. Contrary to the composer's designation, these are hardly children's pieces, tho they paint for adults, some charming impressions of childhood.

BEETHOVEN: STRING QUARTETS, VOL. 3, OPS. 127-135 (4-12")—The Hungarian Quartet. Angel 3514D74

With this package Angel completes its edition of the Beethoven quartets by the Hungarians. Much of the same qualities that distinguished the earlier entries are in evidence here. This is a group with unusual interpretive rapport and tonal blend. Unlike many other quartets, the first violinist here rarely stands out above his confreres and, if anything, the lower voiced instruments are given microphone prominence. The set of works is one that every chamber music collector considers a must, and many sales will go to this entry for its superior packaging and the inclusion of complete scores, let alone the high quality of performance. Good big-store merchandise.

MENOTTI: VIOLIN CONCERTO; HONEGGER: SYMPHONY NO. 2 (1-12")—Tosy Spivakovsky, Violin; Boston Symphony; Charles Munch, Cond. RCA Victor LM 186874

Menotti's lyrical concerto, which serves as a brilliant display piece for the violin, is awarded an effective performance by Spivakovsky. This is music that should have fairly wide appeal if exposed; it is melodious and quickly enjoyable. And the Menotti name will exert considerably more draw than many another contemporary. The Honegger, of course, is right up Munch's specialty alley. Superb recorded sound.

MARJORIE LAWRENCE IN OPERA AND SONG (1-12")—Camden CAE 21673

M-G-M's new movie bio of Marjorie Lawrence's tragic life story "Interrupted Melody" is currently making the rounds, so Camden very wisely is releasing this collection of operatic and folk songs by the former Met soprano. Ironically, Eileen Farrell's voice was dubbed in behind actress Eleanor Parker's pantomime thrashing in the picture, and it is Miss Farrell who is heard on M-G-M's sound track album of the film. Camden, therefore, is in a position to cash in on a ready-made promotional campaign with this LP. Miss Lawrence was singing well at the time these selections were recorded, and the package should be of interest to collectors, as well as to her

personal fans and moviegoers. In addition to seven operatic offerings, Miss Lawrence sings "Danny Boy," "Annie Laurie" and other familiar folk tunes.

MUSIC OF INDIA (1-12")—Introduction by Yehudi Menuhin. Angel 3528370

One of the rarest musical experiences that can be the happy lot of the jaded record collector. Three Indian musicians were taken into a studio after a highly successful recital at New York's Museum of Modern Art to play (improvising in the classical style of their country) works of exciting and exotic coloration and rhythmic variety. Violinist Yehudi Menuhin introduces them and their instruments in short spoken introductions. This is a set that can be sold successfully to both the inquiring musician and the hi-fi fan looking for new sounds. The recording is extraordinarily lifelike.

EIGHTEENTH CENTURY COMEDY (1-12") — Dame Edith Evans, Sir John Gielgud, Anthony Quayle. Angel 3521368

This is highly specialized merchandise of a non-musical nature, of course. It's restoration comedy, including scenes by Congreve, Farquhar and Sheridan. The latter, who is best known, is represented by excerpts from "The Rivals" and "The School for Scandal." These are mainly comedies of manners, full of witty, urbane chit chat, and interpreted here flawlessly by Dame Evans and her distinguished colleagues. For all students or followers of the Drama. Could probably be displayed profitably in book departments.

Reviews and Ratings of New Popular Albums

Continued from page 22

ones, will find the poems short enough for use.

Jazz

CHARLIE PARKER MEMORIAL: THE IMMORTAL CHARLIE PARKER85 (2-12")

Savoy MG 12000, 12001
"Genius at Work" could have been seriously considered as the title of Savoy's Charlie Parker memorial albums. This rich and detailed collection of previously unreleased masters and short takes (with, in some cases, original masters alongside for comparison purposes) has the value of the sketch-books of the great plastic artists, showing as it does the evolution of Bird's ideas, the stages by which they were recast and polished to attain perfection. Dating from the period 1944-1948, the selections feature him with a group of musicians on whom he had lasting influence, and who still carry on in the spirit of his approach—Miles Davis and Dizzy Gillespie on trumpet, Bud Powell and John Lewis on piano, and Max Roach on drums, to single out only the most important names. Sound on these sides is a bit dated, tho expertly refurbished, but this will matter little to anyone to whom the Bird's blowing meant anything.

THE DUKE AND HIS MEN79 Duke Ellington and band (1-12") RCA Victor LPM 1092

Here's a great collector's item, featuring 12 selections recorded by Duke Ellington's band between 1940 and 1942. The Duke had perhaps his best lineup of musicians during that period—Johnny Hodges, Billy Strayhorn, Sonny Greer, Barney Bigard, Ben Webster, Harry Carney, Cootie Williams, Ray Nance, Rex Stewart, Jimmy Blanton and others. They're all represented on this LP, which captures the exciting musical spirit of the era and Ellington's smooth, often haunting brand of moody jazz. The "Collector's Issue" package features "Chelsea Bridge," "Moon Mist," "Dusk," "Five o'Clock Drag," and others.

CHICO HAMILTON TRIO74 (1-10")

Pacific Jazz PJLP 17
Hamilton was the drummer who provided the solid rhythm foundation for early Gerry Mulligan Quartet waxings. "Uganda," "Street of Drums" and "Broadway" all show, in varying degrees, the rich palette of sounds and rhythm patterns on which he draws. Hamilton's distinguished assistants are guitarist Howard Roberts and bassist George Duvivier, the latter also deserving credit for many of the arrangements in the set. This LP will arouse keen interest among the hipsters.

THE SWINGING FATS SADI COMBO70 (1-10")

Blue Note LP 5061
Jazz has been pouring out of all European countries, and now the Belgians have their inning. Vibraphonist Fats Sadi and tenor man Bobby Jaspard do the honors in a generally swinging session, backed by an excellent Parisian rhythm section. Lionel Hampton appears to be Sadi's prime source of inspiration, and in slow, lyric selections like "Karin," "Sweet Feeling" and "Thanks a Million" he gives evidence of having learned his lessons well. Should intrigue a certain number of American collectors.



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Chart Comments

Perez Prado walked off with the triple crown award this week with his "Cherry Pink and Apple Blossom White" holding down the No. 1 spot on all three pop charts. It took the platter a long time to make the top. It's now in its 16th week, making it the third oldest record on the best-selling retail list.

Top honors this week for hardy hit honors went to Johnny Maddox's "Crazy Otto Medley" (on the chart for 20 weeks and now No. 27), while the second oldest chart platter was Bill Hayes' "Ballad of Davy Crockett," a 17-week winner and still in the top 10.

Records hold their age better on the country and western charts. This week, for instance, three records showed up for the 20th week—Webb Pierce in the No. 1 spot with "In the Jailhouse House Now," Eddy Arnold's "I've Been Thinking" (No. 10) and Ginny Wright and Tom Tall's "Are You Mine?" (No. 11). The longevity of these disks is even more remarkable in view of the fact that the c.&w. charts list only 15 pieces, as compared to 30 on the pop listings.

Webb Pierce, now No. 1 on the c.&w. chart, chalked up another best-seller this week with his "I Don't Care" platter, on the chart for the first time in 13th place. The trend for virtually unknown artists to click in the pop field continued this week, with Media Records' "Alabama Jubilee," by the Ferko String Band, showing up for the first time in the No. 23 position, while Chuck Miller's "House of Blue Lights" made its initial chart appearance in the 30th spot.

The third newcomer to the pop chart was the Perry Como-Jaye P. Morgan "Chee Chee-oo Chee" platter, first of the many "Chee Chee" versions to make the top 30.

Best Selling Sheet Music

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

Week This	Last on Week	Weeks on Chart
1. Unchained Melody	2	10
2. Ballad of Davy Crockett	1	15
3. Cherry Pink and Apple Blossom White	3	11
4. Melody of Love	4	23
5. Blossom Fell	7	5
6. Hey, Mr. Banjo	10	3
7. Whatever Lola Wants	5	8
8. Something's Gotta Give	8	3
9. Learnin' the Blues	—	1
10. Dance With Me, Henry	11	9
11. Honey Babe	12	2
12. Heart	9	5
13. Breeze and I	—	1
14. It's a Sin to Tell a Lie	—	1
15. Open Up Your Heart	6	21

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending June 8

This Week	Last on Week	Weeks on Chart
1. Unchained Melody		1 11
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, 40449. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberate, Col 40455; G. Lombardo, Dec 29509; L. Lonett, Atlantic 1058; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
2. Cherry Pink and Apple Blossom White		2 13
By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORDS: P. Prado, Vic 20-5965; A. Dale, Coral 61373. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		
3. Ballad of Davy Crockett		3 17
By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058; F. Parker, Col 40449. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec. 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
4. Dance With Me, Henry		4 12
By Jules Taub, Joel Josea and Sam Ling—Published by Modern (BMI) BEST SELLING RECORD: G. Gibbs, Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
5. Blossom Fell		5 6
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554		
6. Learnin' the Blues		11 5
By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102.		
7. Whatever Lola Wants		6 8
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: S. Vaughan, Mercury 70595; D. Shore, Vic 20-6077. OTHER RECORDS AVAILABLE: G. Gibson, M-G-M 11961; Hi-Lo's, Starlite 1363; L. Jordan, X 0116; Mello-Larks, Epic 9101; B. Mays, Cap 3104; G. McRae, Dec 29472; P. Prado, Vic 20-6122. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
8. Honey Babe		8 7
By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORDS AVAILABLE: Sauter-Finegan, Vic 20-6025.		
9. Something's Gotta Give		10 3
By Johnny Mercer—Publisher by Robbins (ASCAP) BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec. 29484. OTHER RECORDS AVAILABLE: F. Astaire, Vic 20-6140; L. Brown, Coral 61425.		
10. Rock Around the Clock		12 4
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124.		

Second Ten

11. HEART	7	6
Published by Frank (ASCAP)		
12. HEY, MR. BANJO	13	4
Published by Mills (ASCAP)		
13. MELODY OF LOVE	9	24
Published by Shapiro-Bernstein (ASCAP)		
14. IT'S A SIN TO TELL A LIE	15	2
Published by Bregman, Vocco & Conn (ASCAP)		
15. BREEZE AND I	14	9
Published by E. B. Marks (BMI)		
16. IF I MAY	—	1
Published by Roosevelt (BMI)		
17. CHEE CHEE OO CHEE	—	1
Published by Hill & Range (BMI)		
17. LOVE ME OR LEAVE ME	—	1
Published by Bregman, Vocco & Conn (ASCAP)		
19. MOST OF ALL	18	7
Published by Arc (BMI)		
20. DON'T BE ANGRY	18	7
Published by Crossroads (BMI)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Blossom Fell (R)—Shapiro-Bernstein—ASCAP		
Alabama Jubilee (R)—Remick—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Blue Star (R)—Chappell—ASCAP		
Breeze and I (R)—E. B. Marks—BMI		
Chee Chee-oo Chee (R)—Hill & Range—BMI		
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP		
Dance With Me Henry (R)—Modern—BMI		
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP		
Hard to Get (R)—Witmark—ASCAP		
Heart (R)—Frank—ASCAP		
Hey, Mr. Banjo (R)—Mills—ASCAP		
Honey Babe (R)—Witmark—ASCAP		
I'll Never Stop Loving You (R)—Feist—ASCAP		
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP		
Keep Me in Mind (R)—Famous—ASCAP		
Kentuckian Song (R)—Frank—ASCAP		
Learnin' the Blues (R)—Barton—ASCAP		
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP		
Malaguena (R)—E. B. Marks—BMI		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Most of All (R)—Arc—BMI		
Something's Gotta Give (R)—Robbins—ASCAP		
Sweet and Gentle (R)—Peer—BMI		
Take My Love (R)—Feist—ASCAP		
That Old Black Magic (R)—Famous—ASCAP		
Tweedle Dee (R)—Progressive—BMI		
Unchained Melody (R) (F)—Frank—ASCAP		
Whatever Lola Wants (R)—Frank—ASCAP		
White Is Mine (R)—Paramount—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

Television

A Blossom Fell (R)—Shapiro-Bernstein—ASCAP		
A Man With a Dream (R) (M)—Chappell—ASCAP		
Alabama Jubilee (R)—Remick—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Besame Mucho (R)—Peer—BMI		
Carmen's Boogie (R)—Broadcast—BMI		
Chee Chee-oo Chee (R)—Hill & Range—BMI		
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP		
Dance With Me Henry (R)—Modern—BMI		
Domani (R)—Montauk—BMI		
Glove Dance (R) (M)—Chappell—ASCAP		
Hard to Get (R)—Witmark—ASCAP		
Heart (R)—Frank—ASCAP		
Honey Babe (R)—Witmark—ASCAP		
If It's a Dream (R) (M)—Chappell—ASCAP		
It's What You Believe In (R)—E. H. Morris—ASCAP		
Learnin' the Blues (R)—Barton—ASCAP		
Malaguena (R)—E. H. Morris—BMI		
Mamma Rosa (R)—Shapiro-Bernstein—ASCAP		
Man in the Raincoat (R)—Canada Ltd.—BMI		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Relay-Ay-Voo (R)—Leeds—ASCAP		
Stuefoot (R)—Robbins—ASCAP		
Something's Gotta Give (R)—Robbins—ASCAP		
Sun at My Window, Love at My Door (R) (M)—Chappell—ASCAP		
Tweedle Dee (R)—Progressive—BMI		
Two Lost Souls (R)—Frank—ASCAP		
Unchained Melody (R) (F)—Frank—ASCAP		
Whatever Lola Wants (R)—Frank—ASCAP		
You Forgot (To Tell Me That You Loved Me) (R)—Ardmore—ASCAP		

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.

Stranger in Paradise—Frank (Frank)		
Unchained Melody—Frank (Frank)		
Cherry Pink and Apple Blossom White—Maddox (Chappell)		
Softly, Softly—Cavendish (Sherwin)		
Where Will the Dimple Be?—Cinephonie (Rogers)		
Under the Bridges of Paris—Southern (Hill & Range)		
Tomorrow—Cavendish (Reis)		
I Wonder—Macmelodies (Leeds)		
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)		
Unsuspecting Heart—Berry (Teepee)		
Ready, Willing and Able—Berry (Daywin)		
Dreamboat—Leeds (Winston)		
If Anyone Finds This I Love You—Michael Reine (Ardmore)		
Prize of Gold—Victoria (Shapiro-Bernstein)		
Earth Angel—Chappell (Williams)		
Open Up Your Heart—Duchess (Hamblen)		
Don't Worry—Lawrence Wright (Williams)		
You My Love—Dash (*)		
Chee Chee-oo Chee—Peter Maurice (Hill & Range)		
Mobile—Leeds (Ardmore)		



Lee Kane

AROUND AND AROUND *<in a circle>*

MERCI BEAUCOUP

The original "MERCIE BEAUCOUP" from the original European hit, "Merci, Merci"



RECORD NO. 3166

**Out Only Ten Days and Already Another Smash
for "Mr. Talent"**

**A MAN
WITH A
DREAM**

*The great ballad from the
new Broadway musical,
"Seventh Heaven"*

**THAT OLD
BLACK
MAGIC**

*The most fabulous
performance of a
history-making standard*

Sammy Davis Jr.

DECCA 29541
9-29541



America's Fastest Selling Records



**DECCA
RECORDS**

**JUNE
RELEASE**

the stars are out on...

**CORAL
RECORDS**



**ALAN
DALE**

sings

SWEET AND GENTLE **YOU STILL MEAN THE SAME TO ME**

CORAL 61435 (78 RPM) and 9-61435 (45 RPM)



**TERESA
BREWER**

sings

THE BANJO'S BACK IN TOWN **HOW TO BE VERY, VERY POPULAR**

CORAL 61448 (78 RPM) and 9-61448 (45 RPM)



**STEVE
ALLEN**

sings

THE "GOO-GOO" DOLL SONG **OLD BETSY**

CORAL 61445 (78 RPM) and 9-61445 (45 RPM)

**KAREN
CHANDLER**

sings

MAN IN THE RAINCOAT **SENTIMENTAL FOOL**

CORAL 61433 (78 RPM) and 9-61433 (45 RPM)



**LAWRENCE
WELK**

and His Champagne Music

play

BALL OF FIRE **GO 'WAY, GO 'WAY**

CORAL 61442 (78 RPM) and 9-61442 (45 RPM)



**EILEEN
BARTON**
and
**JIMMY
WAKELY**

sing

THIS-A-WAY, THAT-A-WAY **PUNCH**

CORAL 61324 (78 RPM) and 9-61324 (45 RPM)



**GEORGE
WILLIAMS**

and His Orchestra

play

JACK HAMMER DRILL **TOO MUCH MOON**

CORAL 61437 (78 RPM) and 9-61437 (45 RPM)



**GEORGE
CATES**

and His Orchestra

play

IF I HAD THREE WISHES **IF WE NEVER HAD SAID HELLO**

CORAL 61432 (78 RPM) and 9-61432 (45 RPM)



**ALFREDO
ANTONINI**

and His Orchestra

play

MY LITTLE MULE **BALLADE DE BALLET**

CORAL 61441 (78 RPM) and 9-61441 (45 RPM)



**JEFFREY
CLAY**

sings

NO ARMS CAN EVER HOLD YOU **COME BACK, COME BACK**

CORAL 61434 (78 RPM) and 9-61434 (45 RPM)



**BOB
DINI**

sings

SOMEONE'S BEEN READIN' MY MAIL **FROM COAST TO COAST**

CORAL 61424 (78 RPM) and 9-61424 (45 RPM)



**JOHNNY
VANN**

sings

PARADISE HILL **TWILIGHT TIME**

CORAL 61443 (78 RPM) and 9-61443 (45 RPM)



BOBBY SHERWOOD
FAR AWAY PLACES
THE KENTUCKIAN SONG

61439

HAPPY HOAGY CARMICHAEL
I'M JUST WILD ABOUT MARY (HARRY)
LAZY RIVER

61438

JILL WHITNEY
BOOM BOOM BOOMERANG!
THE MAKE BELIEVE TRAIN

61444

THE GOOFERS
GOOFY DRY BONES
NARE

61431

JACKIE PARIS
LOVE IS A KING
I NEED YOUR LOVE

61426

DICK JURGENS
ELMER'S TUNE MAMBO
DON'T BREAK THE HEART THAT LOVES YOU

61419

CLIFF STEWARD
ALABAMA JUBILEE
SWEET CIDERTIME

61446

BILL CAREY
HEAVENLY LOVER
MY FATE IS IN YOUR HANDS

61429

BIG AL SEARS
COME AND DANCE WITH ME
TOM, DICK 'N' HARRY

61427

EILEEN TODD
KNOCK, KNOCK, KNOCKIN'
BUT I DON'T CARE

61430

NEW CORAL ALBUMS



**COUNTRY
HITS**

sung by

JIMMY WAKELY

Making Believe • In the Jailhouse
Now • Are You Mine? • Yellow
Roses

EC 81080



**FRED ASTAIRE'S
CAVALCADE OF DANCE**

played by

PAUL WHITEMAN and His
"New" Palais Royale Orchestra

Beer Barrel Polka • Put Your Little Foot Right Out
• Everybody's Doin' It Now • Texas Tommy Swing
• Too Much Mustard • Grizzly Bear • Bollin' the
Jack • Dangozo • Nights of Gladness • Charleston
• Black Bottom • Jukin'

CRL 57008 (33 1/3 RPM) EC 81124 • EC 81125 • EC 81126 (45 RPM)



**PHONORAMA
TIME**

JOHNNY DESMOND

Learnin' the Blues • A Blossom
Fell • Heart • It's a Sin to Tell a Lie

EC 81081

CORAL RECORDS

America's Fastest Growing Record Company



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 8

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	Weeks on Chart	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado.....	1	16	
Marie Elena Rumba (ASCAP)—Vic 20-5965			
2. UNCHAINED MELODY (ASCAP)—L. Baxter.....	2	11	
Medic (ASCAP)—Cap 3055			
3. BLOSSOM FELL (ASCAP)—Nat (King) Cole.....	4	7	
IF I MAY (BMI)—Cap 3095			
4. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	7	6	
Thirteen Women (BMI)—Dec 29124			
5. DANCE WITH ME HENRY (BMI)—C. Gibbs.....	3	13	
Every Road Must Have a Turning (BMI)—Mercury 70572			
6. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	9	6	
If I Had Three Wishes (ASCAP)—Cap 3102			
7. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	5	11	
Daybreak (ASCAP)—Dec 29441			
8. HONEY BABE (ASCAP)—A. Mooney... ..	8	9	
No Regrets (ASCAP)—M-G-M 11900			
9. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes.....	6	17	
Farewell (BMI)—Cadence 1256			
10. BALLAD OF DAVY CROCKETT (BMI)—F. Parker.....	10	15	
I Gave My Love (BMI)—Col 40449			
11. SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters.....	19	3	
Rhythm 'n' Blues (BMI)—Coral 61423			
12. UNCHAINED MELODY (ASCAP)—R. Hamilton.....	11	9	
From Here to Eternity (ASCAP)—Epic 9102			
13. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads... ..	16	12	
My Baby Just Cares for Me—Epic 9093			
14. LOVE ME OR LEAVE ME (ASCAP)—S. Davis Jr.	15	4	
SOMETHING'S GOTTA GIVE (ASCAP)—Dec 29484			
15. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan.....	13	9	
Oh, Yeah (ASCAP)—Mercury 70595			
16. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford.....	11	14	
Farewell (BMI)—Cap 3058			
17. HEART (ASCAP)—E. Fisher.....	18	5	
Near to You (ASCAP)—Vic 20-6097			
18. BREEZE AND I (BMI)—C. Valente... ..	14	11	
Jalousie (ASCAP)—Dec 29467			
19. DON'T BE ANGRY (BMI)—Crew Cuts... ..	17	8	
CHOP CHOP BOOM (BMI)—Mercury 70597			
20. HEY, MR. BANJO (ASCAP)—Sunnysiders.....	20	5	
Zoom, Zoom, Zoom (ASCAP)—Kapp 113			
21. HARD TO GET (ASCAP)—G. MacKenzie.....	25	3	
Boston Fancy (BMI)—X 0137			
22. TWO HEARTS (BMI)—P. Boone.....	24	12	
Tra-La-La—Dot 15338			
23. ALABAMA JUBILEE (ASCAP)—Ferko String Band... ..	—	1	
Sing a Little Melody (BMI)—Media 1010			
24. DARLING JE VOUS AIME BEAUCCOUP (ASCAP)—Nat (King) Cole.....	22	16	
Sand and the Sea (BMI)—Cap 3027			
25. CHEE CHEE OO CHEE (BMI)—P. Como & J. P. Morgan.....	—	1	
Two Lost Souls (ASCAP)—Vic 20-6137			
26. MOST OF ALL (BMI)—D. Cornell... ..	21	6	
Door Is Still Open (BMI)—Coral 61393			
27. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox.....	26	20	
Humoresque (BMI)—Dot 15325			
28. WHATEVER LOLA WANTS (ASCAP)—D. Shore.....	30	2	
Church Twice on Sunday (ASCAP)—Vic 20-6077			
28. PLANTATION BOOGIE (BMI)—L. Dee.....	—	15	
Birth of the Blues (ASCAP)—Dec 29360			
30. HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller.....	—	1	
Can't Help Wonderin' (ASCAP)—Mercury 70627			

• This Week's Best Buys

HOUSE OF BLUE LIGHTS (Robbins, ASCAP)—Chuck Miller—Mercury 70627

A sleeper that has been taking several Middle Western areas by storm has garnered enough strength to rate the No. 30 slot on the national retail chart. Detroit shoved the disk off, and Milwaukee, Cleveland, St. Louis, Nashville and Seattle were among other cities to catch the spark. Many territories have not even begun to tap the record's potential yet. Flip is "Can't Help Wonderin'" (Robbins, ASCAP).

THAT OLD BLACK MAGIC (Famous, ASCAP)—Sammy Davis Jr.—Decca 29541

This artist has built himself an enviable following with his last few releases, and his fans are gobbling up supplies of this latest offering with avidity. From Los Angeles to Boston, a solid belt of enthusiastic sales territories almost unanimously indicated good to strong volume. Flip is "A Man With a Dream" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

MY ONE SIN (Mellin, BMI) THE BLUES FROM "KISS ME DEADLY" (Winneton, BMI) — Nat (King) Cole — Capitol 3136

Nat Cole has been churning out hits longer

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

than Sammy Davis Jr., and he lets the newcomers know that he hasn't lost his touch by any means. In the second week since release, action on his new record was reported good in New York, Philadelphia, Providence, Baltimore, Buffalo, Cleveland, Milwaukee, St. Louis, Nashville and Durham. Both sides are doing well, with an edge on "Sin." A previous Billboard "Spotlight" pick.

THE MAN IN THE RAINCOAT — Priscilla Wright—Unique 303

This Canadian import has been making progress steadily and is now becoming a chart threat. Reported this week on both the Detroit and Minneapolis territorial charts, various other Northern cities like Buffalo, St. Louis and Milwaukee were also beginning to register significant cash register success. Many areas have not yet gotten deliveries; when they do, the young singer may find herself with an American hit. Flip is "Please Have Mercy."

CATTLE CALL (Forster, ASCAP) THE KENTUCKIAN SONG (Frank, ASCAP)—Eddy Arnold—RCA Victor 6139

See Country & Western Best Buys.

• Most Played in Juke Boxes

For survey week ending June 8

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

This Week	Weeks on Chart	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado.....	1	11	
Marie Elena Rumba (ASCAP)—Vic 20-5965			
2. DANCE WITH ME HENRY (BMI)—C. Gibbs.....	2	12	
Every Road Must Have a Turning (BMI)—Mercury 70572			
3. UNCHAINED MELODY (ASCAP)—L. Baxter.....	3	7	
Medic (ASCAP)—Cap 3055			
4. BLOSSOM FELL (ASCAP)—Nat (King) Cole.....	7	4	
IF I MAY (BMI)—Cap 3095			
5. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	5	8	
Daybreak (ASCAP)—Dec 29441			
6. BALLAD OF DAVY CROCKETT (BMI) B. Hayes.....	4	15	
Farewell (BMI)—Cadence 1256			
7. UNCHAINED MELODY (ASCAP)—R. Hamilton.....	6	7	
From Here to Eternity (ASCAP)—Epic 9102			
8. HONEY BABE (ASCAP)—A. Mooney... ..	10	5	
No Regrets (ASCAP)—M-G-M 11900			
9. IT'S A SIN TO TELL A LIE (ASCAP) S. Smith & The Redheads... ..	11	3	
My Baby Just Cares for Me—Epic 9093			
10. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan.....	12	6	
Oh, Yeah (ASCAP)—Mercury 70595			
11. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox.....	7	18	
Humoresque (BMI)—Dot 15325			
12. HEY, MR. BANJO (ASCAP)—Sunnysiders.....	13	4	
Zoom, Zoom, Zoom (ASCAP)—Kapp 113			
13. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford.....	7	10	
Farewell (BMI)—Cap 3058			
13. ROLLING STONE (BMI)—Fontane Sisters.....	15	3	
PLAYMATES (ASCAP)—Dot 15370			
15. SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters.....	18	2	
Rhythm 'n' Blues (BMI)—Coral 61423			
16. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	—	1	
If I Had Three Wishes (ASCAP)—Cap 3102			
17. HEART (ASCAP)—E. Fisher.....	20	3	
Near to You (ASCAP)—Vic 20-6097			
18. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale.....	—	4	
I'm Sincere (BMI)—Coral 61373			
18. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	—	1	
Thirteen Women (BMI)—Dec 29124			
20. BOOM BOOM BOOMERANG (BMI)—DeCastro Sisters.....	18	4	
Let Your Love Walk In (ASCAP)—Abbott 3003			

• Most Played by Jockeys

For survey week ending June 8

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

This Week	Weeks on Chart	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado.....	1	10	
Marie Elena Rumba (ASCAP)—Vic 20-5965			
2. UNCHAINED MELODY—L. Baxter... ..	2	11	
Medic (ASCAP)—Cap 3055			
3. LEARNING THE BLUES—F. Sinatra... ..	5	7	
If I Had Three Wishes (ASCAP)—Cap 3102			
4. UNCHAINED MELODY—A. Hibbler... ..	4	9	
Daybreak (ASCAP)—Dec 29441			
5. BLOSSOM FELL—Nat (King) Cole... ..	6	6	
If I May (ASCAP)—Cap 3095			
6. DANCE WITH ME HENRY—C. Gibbs... ..	3	11	
Every Road Must Have a Turning (BMI)—Mercury 70572			
7. UNCHAINED MELODY—R. Hamilton... ..	10	7	
From Here to Eternity (ASCAP)—Epic 9102			
8. HEART—E. Fisher... ..	7	6	
Near to You (ASCAP)—Vic 20-6097			
9. WHATEVER LOLA WANTS—S. Vaughan... ..	8	8	
Oh, Yeah (BMI)—Mercury 70595			
10. ROCK AROUND THE CLOCK—B. Haley... ..	12	4	
Thirteen Women (ASCAP)—Dec 29124			
11. BALLAD OF DAVY CROCKETT—B. Hayes... ..	9	15	
Farewell (BMI)—Cadence 1256			
12. SOMETHING'S GOTTA GIVE—McGuire Sisters... ..	14	3	
Rhythm 'n' Blues (ASCAP)—Coral 61423			
13. BREEZE AND I—C. Valente... ..	11	9	
Jalousie (BMI)—Dec 29467			
14. IF I MAY—Nat (King) Cole... ..	17	3	
Blossom Fell (BMI)—Cap 3095			
15. HEART—Four Aces... ..	13	3	
Stuefoot (ASCAP)—Dec 29476			
16. HONEY BABE—A. Mooney... ..	18	2	
No Regrets (ASCAP)—M-G-M 11900			
17. CHEE CHEE OO CHEE—P. Como & J. P. Morgan... ..	20	2	
Two Lost Souls (BMI)—Vic 20-6137			
18. IT'S A SIN TO TELL A LIE—S. Smith & The Redheads... ..	—	1	
My Baby Just Cares for Me (ASCAP)—Epic 9093			
19. MOST OF ALL—D. Cornell... ..	16	4	
Door Is Still Open (BMI)—Coral 61393			
20. SOMETHING'S GOTTA GIVE—S. Davis Jr... ..	—	1	
Love Me Or Leave Me (ASCAP)—Dec 2948			

MAN WANTED

Must be young and free, Must have lots of charm, no false alarm! Must be big and strong and willing to learn what lips are for. Must stay around the house and be willing to spend a comfy life as husband.

EXPERIENCE UNNECESSARY

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

BILLY ECKSTINE
CARELESS LIPS
 A MAN DOESN'T KNOW
 MGM 11998 78 rpm • K 11998 45 rpm

Art Mooney and his Orchestra Play...
ALABAMA JUBILEE **PADDLIN' MADELIN' HOME**
HONEY BABE
 and **NO REGRETS**
 MGM 12000 • K 12000

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

LEROY HOLMES
JUST FOR THE BRIDE AND GROOM
 and **SAMARRA**
 MGM 11992 78 rpm • K 11992 45 rpm

THE MARION SISTERS
HE DON'T WANNA LOVE ME **PRECIOUS LOVE**
 MGM 12010 78 rpm • K 12010 45 rpm

FLOYD CRAMER
SWEET ADELINE
 and **HOWDY MA'M**
 MGM 11990 78 rpm • K 11990 45 rpm

ARTHUR SMITH
FEUDIN' BANJOS
 and **'BYE 'BYE BLACK SMOKE CHOO CHOO**
 MGM 12006 78 rpm • K 12006 45 rpm

SAM THE MAN TAYLOR
HARLEM NOCTURNE
 and **RED SAILS IN THE SUNSET**
 MGM 11977 78 rpm • K 11977 45 rpm

TOMMY MARA
CAPTURED
 and **IF ONLY I LISTENED TO YOU**
 MGM 12002 78 rpm • K 12002 45 rpm

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT
 701 SEVENTH AVE NEW YORK 36 N.Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers week ending June 8

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

- Atlanta**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Dance With Me, Henry, G. Gibbs, Mer.
 3. Unchained Melody, L. Baxter, Cap.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Ballad of Davy Crockett, F. Parker, Col.
 6. Whatever Lola Wants, S. Vaughn, Mer.
 7. Learnin' the Blues, F. Sinatra, Cap.
- Balti.-Wash.**
 1. Unchained Melody, L. Baxter, Cap.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
 4. Something's Gotta Give McGuire Sisters, Cor.
 5. Learnin' the Blues, F. Sinatra, Cap.
 6. Honey Babe, A. Mooney, M-G-M
 7. Unchained Melody, A. Hibbler, Dec.
 8. Rock Around the Clock, B. Haley, Dec.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Dance With Me, Henry, G. Gibbs, Mer.
- Boston**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Unchained Melody, L. Baxter, Cap.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Love Me Or Leave Me S. Davis Jr., Dec.
 5. Ballad of Davy Crockett, B. Hayes, Cdc.
 6. Something's Gotta Give McGuire Sisters, Cor.
 7. Ballad of Davy Crockett, M. Katz, Cap.
 8. Learnin' the Blues, F. Sinatra, Cap.
 9. Sweet and Gentle, A. Dale, Cor.
 10. Ballad of Davy Crockett, F. Parker, Col.
- Buffalo**
 1. Unchained Melody, L. Baxter, Cap.
 2. Rock Around the Clock, B. Haley, Dec.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Honey Babe, A. Mooney, M-G-M
 7. Something's Gotta Give McGuire Sisters, Cor.
 8. Something's Gotta Give S. Davis Jr., Dec.
 9. Love Me Or Leave Me S. Davis Jr., Dec.
- Chicago**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Learnin' the Blues, F. Sinatra, Cap.
 3. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
 4. Blossom Fell, Nat (King) Cole, Cap.
 5. Hey, Mr. Banjo, Sunnysiders, Kap.
 6. Honey Babe, A. Mooney, M-G-M
 7. Unchained Melody, A. Hibbler, Dec.
 8. Something's Gotta Give S. Davis Jr., Dec.
 9. Unchained Melody, L. Baxter, Cap.
 10. Unchained Melody, J. Valli, Vic.
- Cincinnati**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Learnin' the Blues, F. Sinatra, Cap.
 3. Blossom Fell, Nat (King) Cole, Cap.
 4. Honey Babe, A. Mooney, M-G-M
 5. Unchained Melody, A. Hibbler, Dec.
 6. Dance With Me, Henry, G. Gibbs, Mer.
 7. Something's Gotta Give McGuire Sisters, Cor.
 8. That's the Way Love Goes Bon Bons, Lon.
 9. Unchained Melody, L. Baxter, Cap.
 10. Whatever Lola Wants, S. Vaughn, Mer.
- Cleveland**
 1. Rock Around the Clock, B. Haley, Dec.
 2. If I May, Nat (King) Cole, Cap.
 3. Ballad of Davy Crockett, B. Hayes, Cdc.
 4. Something's Gotta Give McGuire Sisters, Cor.
 5. Ain't It a Shame, F. Domino, Imp.
 6. I'll Never Stop Loving You Doris Day, Col.
 7. Honey Babe, A. Mooney, M-G-M
 8. I Gotta New Car, Big Boy Groove, Spk.
 9. Love Me Or Leave Me S. Davis Jr., Dec.
 10. Cherry Pink and Apple Blossom White P. Prado, Vic.
- Dallas-Fort Worth**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Rock Around the Clock, B. Haley, Dec.
 3. Unchained Melody, L. Baxter, Cap.
 4. Dance With Me, Henry, G. Gibbs, Mer.
 5. Ballad of Davy Crockett, F. Parker, Col.
 6. Honey Babe, A. Mooney, M-G-M
 7. Blossom Fell, Nat (King) Cole, Cap.
 8. Unchained Melody, A. Hibbler, Dec.
 9. Chop, Chop Boom, Crew Cuts, Mer.
 10. Smack Dab in the Middle Mills Bros., Dec.
- Denver**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Rock Around the Clock, B. Haley, Dec.
 3. Dance With Me, Henry, G. Gibbs, Mer.
 4. Unchained Melody, A. Hibbler, Dec.
 5. Unchained Melody, L. Baxter, Cap.
 6. Whatever Lola Wants, S. Vaughn, Mer.
 7. Blue Star, F. Sanders, Col.
 8. Honey Babe, A. Mooney, M-G-M
 9. Ballad of Davy Crockett, F. Parker, Col.
- Detroit**
 1. Love Me Or Leave Me S. Davis Jr., Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Unchained Melody, A. Hibbler, Dec.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Alabama Jubilee Ferko String Band, Mda.
 6. House of Blue Lights, C. Miller, Mer.
 7. Opus No. 1, Mills Bros., Dec.
 8. Something's Gotta Give S. Davis Jr., Dec.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Man In the Raincoat, P. Wright, Unq.
- Kansas City**
 1. Hard to Get, G. MacKenzie, "X."
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Blossom Fell, Nat (King) Cole, Cap.
 4. Learnin' the Blues, F. Sinatra, Cap.
 5. Dance With Me, Henry, G. Gibbs, Mer.
 6. Honey Babe, A. Mooney, M-G-M
 7. Ballad of Davy Crockett, T. Ernie, Cap.
 8. Blue Star, F. Sanders, Col.
- Los Angeles**
 1. Unchained Melody, L. Baxter, Cap.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Dance With Me, Henry, G. Gibbs, Mer.
 4. Ballad of Davy Crockett, F. Parker, Col.
 5. Learnin' the Blues, F. Sinatra, Cap.
 6. Rock Around the Clock, B. Haley, Dec.
 7. Whatever Lola Wants, S. Vaughn, Mer.
 8. Blossom Fell, Nat (King) Cole, Cap.
 9. Crazy Otto Medley, J. Maddox, Dot
 10. Love Me Or Leave Me, L. Horne, Vic.
- Milwaukee**
 1. Unchained Melody, L. Baxter, Cap.
 2. Learnin' the Blues, F. Sinatra, Cap.
 3. Cherry Pink and Apple Blossom White P. Prado, Vic.
 4. Honey Babe, A. Mooney, M-G-M
 5. Dance With Me, Henry, G. Gibbs, Mer.
 6. Ballad of Davy Crockett, F. Parker, Col.
 7. Blossom Fell, Nat (King) Cole, Cap.
 8. If I May, Nat (King) Cole, Cap.
 9. I Love to Dance With You P. Page, Mer.
 10. Something's Gotta Give McGuire Sisters, Cor.
- Mpls.-St. Paul**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Unchained Melody, L. Baxter, Cap.
 3. Honey Babe, A. Mooney, M-G-M
 4. Cherry Pink and Apple Blossom White P. Prado, Vic.
 5. Ballad of Davy Crockett, F. Parker, Col.
 6. Man In the Raincoat, P. Wright, Unq.
 7. Unchained Melody, R. Hamilton, Epi.
 8. Breeze and I, C. Valente, Dec.
 9. Dance With Me, Henry, G. Gibbs, Mer.
 10. Chee Chee Oo Chee, Gaylords, Mer.
- New Orleans**
 1. Rock Around the Clock, B. Haley, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Dance With Me, Henry, G. Gibbs, Mer.
 4. Unchained Melody, L. Baxter, Cap.
 5. Blossom Fell, Nat (King) Cole, Cap.
 6. Ballad of Davy Crockett, T. Ernie, Cap.
 7. Ballad of Davy Crockett, F. Parker, Col.
 8. Guilty Shadows, C. Johnson, Col.
 9. Heart, E. Fisher, Vic.
 10. Honey Babe, A. Mooney, M-G-M
- New York**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Unchained Melody, A. Hibbler, Dec.
 3. Learnin' the Blues, F. Sinatra, Cap.
 4. Honey Babe, A. Mooney, M-G-M
 5. Ballad of Davy Crockett, B. Hayes, Cdc.
 6. Dance With Me, Henry, G. Gibbs, Mer.
 7. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
 8. Whatever Lola Wants, S. Vaughn, Mer.
 9. Unchained Melody, L. Baxter, Cap.
 10. Ballad of Davy Crockett, F. Parker, Col.
- Philadelphia**
 1. Unchained Melody, A. Hibbler, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Something's Gotta Give McGuire Sisters, Cor.
 4. Dance With Me, Henry, G. Gibbs, Mer.
 5. Bandit, E. Barclay, Tic.
 6. Ballad of Davy Crockett, B. Hayes, Cdc.
 7. Ballad of Davy Crockett, F. Parker, Col.
 8. Something's Gotta Give S. Davis Jr., Dec.
 9. Blossom Fell, Nat (King) Cole, Cap.
 10. Alabama Jubilee Ferko String Band, Mda.
- Pittsburgh**
 1. Blossom Fell, Nat (King) Cole, Cap.
 2. Unchained Melody, L. Baxter, Cap.
 3. Rock Around the Clock, B. Haley, Dec.
 4. Cherry Pink and Apple Blossom White P. Prado, Vic.
 5. Ballad of Davy Crockett, B. Hayes, Cdc.
 6. Unchained Melody, A. Hibbler, Dec.
 7. Dance With Me, Henry, G. Gibbs, Mer.
 8. Chee Chee Oo Chee P. Como & J. P. Morgan, Vic.
 9. Love Me Or Leave Me, L. Horne, Vic.
 10. Eatin' Goober Peas, R. Draper, Mer.
- St. Louis**
 1. Learnin' the Blues, F. Sinatra, Cap.
 2. Blossom Fell, Nat (King) Cole, Cap.
 3. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
 4. Breeze and I, C. Valente, Dec.
 5. Story Untold, Nutmegs, Her.
 6. Hey, Mr. Banjo, Sunnysiders, Kap.
 7. Plantation Boogie, L. Dee, Dec.
 8. Alabama Jubilee Ferko String Band, Mda.
 9. Unchained Melody, L. Baxter, Cap.
 10. Rock Around the Clock, B. Haley, Dec.
- San Francisco**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Dance With Me, Henry, G. Gibbs, Mer.
 3. Unchained Melody, L. Baxter, Cap.
 4. Unchained Melody, A. Hibbler, Dec.
 5. Honey Babe, A. Mooney, M-G-M
 6. Ballad of Davy Crockett, F. Parker, Col.
 7. Ballad of Davy Crockett, B. Hayes, Cdc.
 8. Blossom Fell, Nat (King) Cole, Dec.
 9. Rock Around the Clock, B. Haley, Dec.
 10. Learnin' the Blues, F. Sinatra, Cap.
- Seattle**
 1. Cherry Pink and Apple Blossom White P. Prado, Vic.
 2. Unchained Melody, A. Hibbler, Dec.
 3. Dance With Me, Henry, G. Gibbs, Mer.
 4. Rock Around the Clock, B. Haley, Dec.
 5. Ballad of Davy Crockett, F. Parker, Col.
 6. House of Blue Lights, C. Miller, Mer.
 7. Blossom Fell, Nat (King) Cole, Cap.
 8. Breeze and I, C. Valente, Dec.
 9. If I May, Nat (King) Cole, Cap.
 10. Honey Babe, A. Mooney, M-G-M
- Toronto**
 1. Unchained Melody, A. Hibbler, Dec.
 2. Cherry Pink and Apple Blossom White P. Prado, Vic.
 3. Rock Around the Clock, B. Haley, Dec.
 4. Dance With Me, Henry, G. Gibbs, Mer.
 5. Something's Gotta Give S. Davis Jr., Dec.
 6. Unchained Melody, R. Hamilton, Epi.
 7. Something's Gotta Give McGuire Sisters, Cor.
 8. Unchained Melody, L. Baxter, Cap.
 9. Crazy Otto Medley, C. Otto, Dec.
 10. Hey, Mr. Banjo, Sunnysiders, Kap.

"BEST BUY"...
The
Billboard

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THE CASH BOX

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VARIETY

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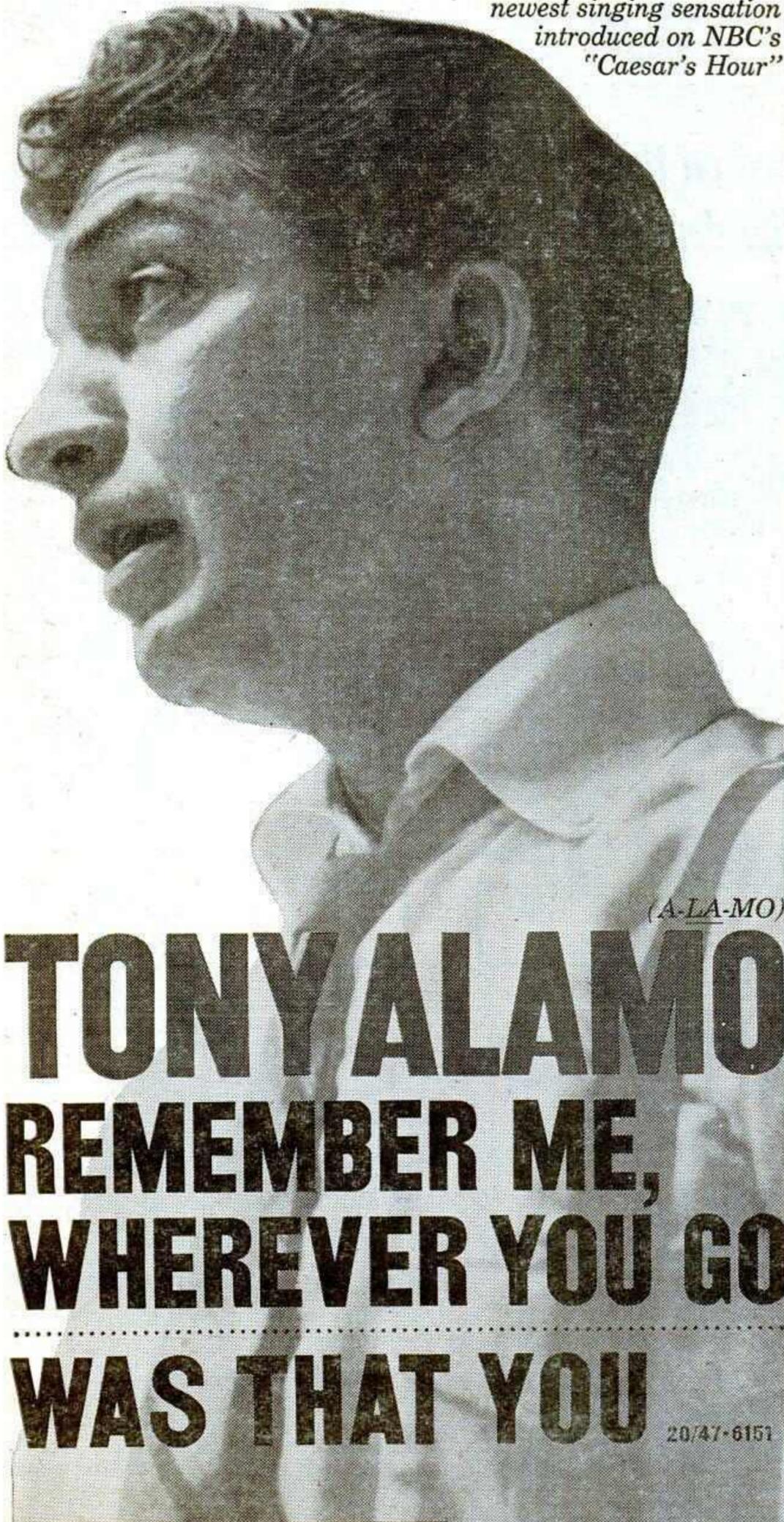


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(A-LA-MO)
TONY ALAMO
REMEMBER ME,
WHEREVER YOU GO
WAS THAT YOU 20/47-6151



A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on . . . RECORDS

PAT BOONE

Ain't That a Shame (Commodore, BMI)—Dot 15377—This is the flavorsome number currently riding the No. 1 spot on the Rhythm and Blues chart in the Fats Domino version. Boone, fast on the heels of his "Two Hearts" click, serves up another forceful warble that shapes the material for pop contention. Flip is "Tennessee Saturday Night" (Hill & Range, BMI).

AMES BROTHERS

Wrong Again (Paxton, ASCAP)—RCA Victor 6156—The great all-baritone quartet essays an item here that grows strongly with each successive listen. Great lead singing and that full, handsome group sound makes for an especially warm and effective production. Flip is another promising item, "Merci Beaucoup" (Bourne, ASCAP).

Reviews of New Pop Records

THE HILLTOPPERS

The Kentuckian Song80
 DOT 15375—One of the strongest readings of the much-covered ballad from the title flick. Lead singer Jimmy Sacca really delivers. This slicing could do right well in all exposure media. Bears close attention. (Frank, ASCAP)

I Must Be Dreaming73
 R.&b. rocker is taken at a hectic pace. Teen-agers will like it. (Quartet, BMI)

THE CHORDETTES

Humming Bird79
 CADENCE 1267—An excellent, full production job on the tune whose heavy first-run waxing has created some excitement on Publishers' Row. If the excitement goes further, this well-made disk has to hold its own in the field. (Jungnickel, ASCAP)

I Told a Lie78
 Versatile Archie Bleyer hands the the girls an assist with has mandolin on a slow, country-style waltz. A beautiful harmony job by the Beauty Shop quartet. (Citation, BMI)

LOLA DEE

I Love You, Stop79
 WING 9004—Slow waltz ballad with a haunting refrain is pleadingly breathed by Lola Dee for a slicing that has a surplus of ingredients that make for popularity. With exposure this side could build strongly. Bears watching. (GII, BMI)

Cha Cha Cha74
 Cuty ditty with the title beat is sung warmly by the thrush. Dancers, of course, will like the popular rhythm, and the sound is fresh enough to attract spins on its own. (Peer BMI)

FRANKIE LAINE

Humming Bird78
 COLUMBIA 40526—Despite weakly recorded backing, Laine generates his usual excitement on his version of the much-recorded folk-type ditty. If the tune makes it, there will be several versions cashing in, and this figures to be one of them. (Jungnickel, ASCAP)

My Little One72
 Laine essays a minor key tea-with-lemon waltzer in tearfully touching fashion, with a short recitation that doesn't help at all. (Glenwood, BMI)

THE FOUR VOICES

Hey! Honey (Kissin' Is Free)77
 COLUMBIA 40516 — The new Columbia group debuts with a rockin', jumpin' novelty, projected with showmanship. A cute hunk of wax that may have benefited from a less restrained background. (Jamison, BMI)

Honest Darling (Believe Me)76
 A heart ballad is wailed in a combination r.&b. and Four Aces idiom. An effective side that could garner spins. (Hollis, BMI)

DEAN MARTIN

Love Is All That Matters77
 CAPITOL 3153—Both sides of this disk are featured in the new Martin and Lewis movie "You're Never Too Young," and consequently will benefit from heavy plugging and plenty of jockey spins. Martin croons a lovely ballad on this side, but the tempo is a bit draggy. (Leeds, ASCAP)

Simpatico76
 Martin warbles in his usual style on a Latin-flavored ballad with a pleasing tempo. (Leeds, ASCAP)

TONY MARTIN

Domani77
 VICTOR 6167—Martin's competitor on this tune is Julius La Rosa, and keen struggle for the top version may ensue. Martin takes the tune at a faster speed than La Rosa, and with little of the latter's gentleness. (Montauk, BMI)

What's the Time in Nicaragua?76
 A very attractive novelty in a slick arrangement full of unusual sound gimmicks that gives Martin an excellent opportunity to display his mastery of song salesmanship. (Montclare, BMI)

ALAN DEAN

Remember Me Wherever You Go77
 M-G-M 12012 — It's an almost desperate try for a "commercial" sound here, and Dean may have succeeded. The arrangement, too, is gimmicky.

Love Is All That Matters76
 With one of the finest set of pipes around, Dean has yet to see his first smash. He does a most personable job on this classy tune from "You're

Never Too Young." Jocks oughta like it.

BETTY JOHNSON

That's Happiness77
 VICTOR 6158—Victor's new canary sings with warmth and sensitivity on a lovely ballad with poignant lyric appeal. The jockeys should give it plenty of spins. (Trinity, BMI)

Give Me Something I Can Dream About75
 A rich vocal interpretation of a piquant little ditty with a lilting beat. (Joy, ASCAP)

BILLY BUTTERFIELD

Sugar Blues—Mambo76
 ESSEX 397—This up-to-date adaptation of the old Clyde McCoy vehicle finds the fine jazz trumpeter in a good wah-wah take-off. Chorus chants the lyrics, and there's a strong cha-cha-cha rhythm. (Pickwick, ASCAP)

Magnificent Matador75
 The trumpeter, with handsome choral and ork backing, delivers a stirring, perhaps overly inflated, rendition of the title theme from the flick. It's bound to get a pretty fair share of spins from "Brave Bulls" fanciers. (Miller, ASCAP)

HENRI RENE ORK

Not as a Stranger75
 VICTOR 6159—A lush, lovely instrumental version of the movie theme, which should pick up considerable jockey play. (Maraville, ASCAP)

There Must Be a Way to Your Heart73
 A haunting instrumental interpretation of a moody theme with outstanding strings. (Caesar, ASCAP)

TERRI STEVENS

What Am I Trying to Forget?75
 VICTOR 6165—The nostalgic mood of this sentimental song is caught by the label's recently acquired thrush. The sensitivity and high caliber vocal styling of Miss Stevens give the disk a better-than-even chance of succeeding. (Felat, ASCAP)

Why Am I to Blame75
 An introspective piece of material that brings out some of the qualities of the singer described above. She turns in another fine job.

MARIAN CARUSO

I Keep Telling Myself75
 DECCA 29565 — A warm, sensitive handling of an attractive ballad with appealing lyrics. (GII, BMI)

The Boston Fancy72
 A sprightly vocal job on a happy tune about a country terp session in Boston. However, flip is better showcase for the canary. (Sheldon, BMI)

EDDIE BALLANTINE

Bye Bye Blues75
 WING 90001—The banjo is back in style, and the happy strumming here, together with soprano sax and group chant of the evergreen, combine for pleasant disk fare. Side could do right fine on the juke boxes. (Bourne, ASCAP)

Banjo Blues70
 Ballantine does some effective banjo strumming on this side, too, but the flip has the edge. (Brandom, ASCAP)

THE GOOFERS

Goofy Dry Bones74
 CORAL 61431—The Goofers mix in a little Italian seasoning with the old p.d. tune and dish out a form of ossified minestrone. Funny with a driving beat. (Weiss & Barry, BMI)

Nare74
 A double-talk vocal take-off on the current mumble-technique of pop warblers. Jockeys will probably spin it plenty for kicks, particularly the early morning boys. (Weiss & Barry, BMI)

LYS ASSIA

Apples, Peaches and Cherries74
 LONDON 1578—Musical tale about a romantic interlude involving a pretty peddler and her wares is sung pleasantly by the thrush, with a strong assist from the Johnson Brothers. Good spin material.

Words of Love70
 Here, Miss Assia's sultry vocalism is heard in a mighty smooth rendition of a slow, moody romantic ballad. Fine wax.

SUNNY GALE

A Little You73
 VICTOR 6160—The thrush sings an appealing blues with brass vitality

(Continued on page 36)

America's Number One Singing Quartet!

THE AMES BROTHERS



WRONG AGAIN

MERCI BEAUCOUP

20/47-6156

A "New Orthophonic" High Fidelity Recording



WURLITZER OPERATORS

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By **Pfanstiehl**

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Big, BIG news! Save money... extend the life of your expensive Cobra Cartridges—a new super-service for operators, and only Pfanstiehl brings it to you. Read below the five important things we do. Then send us your cartridges... save up to \$1.60 a piece!

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Indicate number to be made at 45 rpm...
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NEW STUFF

THE MIDNIGHTERS
HENRY'S GOT FLAT FEET
(Can't Dance No More)
WHATSOEVER YOU DO
FEDERAL 12224

BONNIE LOU
DROP ME A LINE
OLD FAITHFUL AND TRUE LOVE
KING 1476

BOYD BENNETT
SEVENTEEN
LITTLE OLD YOU-ALL
KING 1470

EARL KING
GRATEFULLY
DON'T TAKE IT SO HARD
KING 4780

EARL BOSTIC
REMEMBER
CHERRY BEAN
KING 4799

DISTRIBUTED BY **King RECORDS**

Over 67,000 ACTIVE BUYERS read the Billboard classified columns each week

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 34

and drive. Spinners are bound to play. (Danby, BMI)
Constantly...73
A spirited reading of an attractive Latin-American ditty with an infectious beat. (Harms, ASCAP)

JOE (FINGERS) CARR
Let Me Be Your Honey, Honey...73
CAPITOL 3152—Carr's barroom piano romps thru a catchy oldie, with harmony by the girl group. Good juke wax. (Remick, ASCAP)
Ragtime Cowboy Joe...73
Similar stuff here on another old-timer. (Alfred, ASCAP)

FRANKIE LESTER
Can I Be Sure About You?...73
"X" 138—The singer expresses his doubts about his girl's sincerity in this bright ballad. Lester's smooth phrasing and suave vocal styling add import to this material. (Miller, ASCAP)
I Wish and Wish...71
While this ballad is not quite as strong as the flip, it's very listenable. The silky string backing of the Richard Maltby ork helps. Two pretty sides. (Citation, BMI)

RONNIE GAYLORD
Che Sera Sera...73
WING 90000—The intriguing Latin beat behind Gaylord's effective warbling makes this a mighty listenable waxing. (Meridian, BMI)
Ain't It a Shame?...71
Gaylord chants the r.&b. hit opus energetically. (Commodore, BMI)

CAROLE BENNETT
Hammer and a Saw...73
RAMA 100—Here's a cute novelty, and it's sung with considerable charm by Carole Bennett. Will please kiddies too. Talented thrush could go places with the right material. (Meridian, ASCAP)
I'm Still in Love With You...68
Miss Bennett shows lots of savvy in this effective rendition of the big, romantic ballad. (Ostrow, ASCAP)

MANTOVANI ORK
Amoureuse...72
LONDON 1547—The Mantovani strings bow this melodious opus with elegance. Good program wax for almost any deejay set.
Ma Chere Amie...72
Same comment.

THE FOUR KNIGHTS AND PEE WEE HUNT
Gratefully Yours...72
CAPITOL 3155—The quartet and the ork, both of which have had smash records individually, team up for a contagious old-timey effort. (Ridgeway, BMI)
Me...72
More of the same on the bouncy Irving Berlin oldie. (Berlin, ASCAP)

COUNT BASIE ORK
Every Day...72
CLEF 89149—The great Basie band, one of the best he has had, serves one up that should register with dancers. Tempo is moderate, and Joe Williams shouts the blues vocal effectively. (Golden State Songs, BMI)
The Comeback...72
Tempo is similar, and the blues is one clefted by Memphis Slim, sung here by Williams after a typical Basie piano opening. Jazz and r.&b. jocks can use it. A great dance side by the swingin' crew. (Pamlee, BMI)

CHARLIE APPLEWHITE
A Prayer Was Born...72
DECCA 29553—Recently a TV program spotlighted Applewhite in this tune, a rather unusual item that dwells mystically on the origin and nature of love. The light baritone of the singer is aptly cast in this emotional material, and he works it to the hilt. Possibly a "sleeper." (Glenbrook, ASCAP)
Blue Star...71
Yet another vocal version of the "Medic" theme. Applewhite's reading of it is smooth and very appealing, but it suffers from the earlier appearance of stronger competitive versions. (Chappell, ASCAP)

THE FOUR FRESHMEN
How Can I Tell Her?...72
CAPITOL 3154—This tune is from "Lucy Gallant." A typically distinctive Freshmen's ballad try. A pretty tune by Livingston and Evans. (Famous, ASCAP)
Day by Day...70
The Freshmen continue to defy the trends by singing with good blend and intonation. But this version of the one-time Sinatra hit is unlikely to kick up much fuss today. (Barton, ASCAP)

MALCOM LOCKYER ORK
Beat Me Daddy...70
WING 90002—Clever arrangement of the opus provides a bright and penetrating sound in this rapid-fire instrumental. (Leeds, ASCAP)
Tango...69
Flowing melody, Latin beat and a warm interpretation by the large ork. Good program wax. (Leeds, ASCAP)

BERNARDO BLANCO ORK
Wha' He Say?...70
STELLA 3030—"Bernardo Blanco" is none other than the veteran polka band leader, Bernie Witkowski, in Latin disguise. He makes a very happy transition to this field, turning out a live sounding and surgically rhythmic Latin side.

BERNIE WYTE ORK
Jersey Jump...65
Here as "Bernie Wyte," Witkowski comes up with another loud and fran-

tic dance instrumental that must have shaken the rafters of the Belmont Ballroom, Garfield, N. J., where this was recorded in the course of a dance.

EILEEN TODD
But I Don't Care...70
CORAL 61430—A sincere vocal interpretation of a lovely ballad. (Shapiro-Bernstein, ASCAP)
Knock, Knock, Knock!...69
The canary does an okay, albeit rather coy, thrashing job on a bouncy novelty. (Raleigh, BMI)

TIM KIRBY
The Moon Must Have Followed Me Home...70
VICTOR 6166—Kirby's first Victor record showcases his showmanly Jolson-type warbling nicely on this catchy little ditty. (E. H. Morris, ASCAP)
The Rainbow...69
A truly lovely ballad gets an okay reading by Kirby. However, the warbler is more at home with up-tempo tunes like the flip. (Ferrer, BMI)

MEL GAYNOR
Just a Man...69
LONDON 1567—Straightforward treatment of the philosophical Stuart Hamblen opus.
Oh My Love...67
Mel Gaynor phrases the romantic ballad ably.

CLIFF STEWARD
Alabama Jubilee...69
CORAL 61446—This cover of the current hit is quite attractive, but comes a bit late. Cliff Steward sings with the San Francisco Boys and is backed by Johnny Blowers' ork. (Remick, ASCAP)
Sweet Cidertime (When You Were Mine)...66
The old-fashioned charm of this material, in an upbeat ricky-tick arrangement, should catch the fancy of deejays riding the trend.

GAYLE LARK
I Got a Baby Around the Corner...69
CAMPUS 103—Gayle Lark warbles warmly, as she takes the bouncy item for an attractive ride. Could do some juke business. (Pico, BMI)
Bill Bailey, Won't You Please Come Home?...64
The evergreen is handed a strong reading by the thrush and vocal combo. (E. B. Marks, BMI)

SONNY ABBOTT
The Joy of Losing You...68
ESQUIRE 1129—Slow weeper is sung sincerely by Abbott to the intimate backing of his trio. (BMI)
Baby, Baby, Baby...65
Abbott chants a rhythmic item with pleasant resonance. Mildly rewarding wax. (BMI)

YAYO THE INDIAN ORK
Skip to My Lou...66
TICO 259—Folk ditty played above the merengue beat makes for a listenable novelty. Great wax for dancers.
Beer Barrel Merengue...65
Solid playing by the large ork of the "Beer Barrel Polka" switch.

GINI PATTON
I'm Tired of Waiting...64
ACADEMY 5558—Happy ditty is showcased in bouncy style. (Nole, BMI)
Great Big Baby...62
Routine opus in r.&b. fashion is presented adequately. Eddie Allyn is the capable chanter on this side. (Nole, BMI)

Spiritual
THE FIVE BLIND BOYS
Think of God's Goodness...85
PEACOCK 1747—A Billboard "Spotlight" 6-11-'55. (Lion, BMI)
In the Wilderness...83
A Billboard "Spotlight" 6-11-'55. (Lion, BMI)

THE NIGHTINGALES
Somewhere to Lay My Head...84
PEACOCK 1749—Julius Cheeks is the impassioned lead in this fast, vigorous material. His anguished supplication makes a deep impression, as does the solidly rhythmic backing provided by the other Nightingales. A top item, commercially in this market. (Lion, BMI)
A Christian Life...83
A masterful arrangement of familiar traditional material by Ernest James, who also is the powerful leader on this side. His treatment is thoughtful and searching. (Lion, BMI)

STUART HAMBLEN
Lord, I'll Try...80
VICTOR 6152—The singer admits that many are superior to him in preaching God's word or singing His praises, but he will still do his best to do the same in his own way. Hamblen warms the heart with his personable and convincing handling of this material. (Valley, BMI)
Lonesome Valley...78
Hamblen is almost equally appealing in this song which he wrote himself. He sings in a happy carefree manner, knowing of the final reward that awaits all God's children. (Hamblen, BMI)

THE JORDONAIRE
Let's Make a Joyful Noise...77
CAPITOL 3158—A happy, extrovert group effort taken at a brisk clip. There is a traditional appeal to this

material, and in as slick a reading as this, it should do well sales-wise. (Tree, BMI)

Will You Be Ready?...76
This adaptation of a beloved selection retains much of the original flavor, particularly because of the bluesy guitar in the arrangement. Unusual—and good. (Acuff-Rose, BMI)

THE SPEER FAMILY
I'm Climbing Up the Mountain...76
VICTOR 6153—To vigorous, unremitting cadences, the Speer Family singers describe the path to heaven. A catchy, rhythmic tune that will have wide appeal in this market. (Lister, SESAC)

I Saw a Man...73
The high baritone lead relates a dream in which Jesus appeared to him and spoke to him reassuringly. The Family provides richly harmonized backing. (Lynn, BMI)

ROBERT ANDERSON
He's Coming Back for Me...75
APOLLO 296—To a rollicking choral, piano and organ backing, Anderson sings excitedly in anticipation of the day Jesus returns to earth in all his glory. (Bess, BMI)
Eyes Have Not Seen...71
Humans do not know what is ahead of them, but if their trust is in the Lord, they should have no worries. With quiet conviction, Anderson urges Christians not to forget that. Two inspiring sides that are a credit to the singer. (Bess, BMI)

NICK NOBLE
The Bible Tells Me So...73
WING 90003—This paraphrase of a familiar Sunday School hymn is smoothly styled by the singer, and has a rich poppish choral and orchestral backing that puts the songs in an attractive new dimension. (Paramount, ASCAP)
Army of the Lord...71
This Stuart Hamblen is not heard to best advantage in a big Hollywood-type orchestral setting. But if pop and c.&w. sacred fans are not overwhelmed with the arrangement, they will find Noble's singing highly acceptable. (Hamblen, BMI)

Jazz

BILL JENNINGS QUARTET
They Can't Take That Away From Me...73
KING 4805—Backed by piano, bass and drums, Jennings gives a swinging reading of this standard on electric guitar. The solid beat in the background makes this an eminently danceable side. (Gershwin, ASCAP)
Sweet and Lovely...72
Another fine old standard, but treated in a bluesy, highly atmospheric way. Jennings shows off the lyric jazz guitar style that has won him so many admirers. (Robbins, ASCAP)

• Other Records Released This Week

Popular

Big Ben Boogie; Winnie's Waltzing Rag—Winifred Atwell, London 1557
Donna Ramona—Merengue; Can't Help It—Merengue—Noro Morales Ork, Victor 6161
Lindy Lou; Mean to Me—Rose Murphy, Decca 29542
Love Me or Leave Me; When Yupa Plays the Rumba on the Tuba—Les Elgart Ork, Columbia 40525
The Waltz You Saved for Me; Love Theme—Wayne King Ork, Decca 29566
The Whistling Gypsy; Galway Bay—Carmel Quinn, Columbia 40511

Country & Western

Do You Ever Go There Anymore?; Phantom Engineer—Jerry Hama, Prince 101

• Number of Releases This Week

Label	Pop	C&W	R&B
ACADEMY	1	—	—
ALADDIN	—	—	2
APOLLO	—	—	1
CADENCE	1	—	—
CAMPUS	1	—	—
CAPITOL	5	2	—
CHECKER	—	—	1
CHESS	—	—	1
CLEF	1	—	—
COLUMBIA	4	—	—
CORAL	3	—	1
DECCA	4	2	1
DOOTONE	—	—	2
DOT	1	—	—
DUKE	—	—	1
EKKO	—	—	1
ESQUIRE	1	—	—
ESSEX	1	—	—
FLAIR	—	—	2
FOX	—	—	1
KING	—	—	2
LONDON	4	—	—
MERCURY	1	—	—
M-G-M	1	—	—
PEP	—	—	1
PRINCE	—	—	1
RAMA	1	—	—
SPARK	—	—	1
STARDAY	—	—	2
STELLA	1	—	—
TICO	1	—	—
VEE-JAY	—	—	1
VICTOR	8	3	—
WING	4	—	2
"X"	1	—	—
TOTAL	45	14	18

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• **DELLA REESE**
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Jubilee 5198

• **THE RAVENS**
"GREEN EYES"
Jubilee 5203

• **THE FOUR TUNES**
"TIME OUT FOR TEARS"
Jubilee 5200

• **THE HEARTBEATS**
"FINALLY"
Jubilee 5202

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NOT AS A STRANGER

B/W
HOW COULD YOU DO A THING
LIKE THAT TO ME
Record No. 3130

Lyrics by
BUDDY KAYE

Music by
JAMES VAN HEUSEN

Orchestra under the
direction of
NELSON RIDDLE



from STANLEY KRAMER'S Production "NOT AS A STRANGER"

starring

OLIVIA de HAVILLAND • ROBERT MITCHUM
FRANK SINATRA • GLORIA GRAHAME
BRODERICK CRAWFORD • CHARLES BICKFORD

with MYRON McCORMICK • LON CHANEY • JESSE WHITE
WRITTEN FOR THE SCREEN BY EDNA AND EDWARD ANHALT
BASED ON THE NOVEL BY MORTON THOMPSON • MUSIC BY GEORGE ANTHEL
PRODUCED AND DIRECTED BY STANLEY KRAMER
RELEASED THRU UNITED ARTISTS



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending June 8

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. **Whose Shoulder Will You Cry On?** K. Wells, Dec.
2. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
3. **Are You Mine?** G. Wright & T. Tall, Fab.
4. **I've Been Thinking**, E. Arnold, Vic.
5. **Would You Mind?** H. Snow, Vic.
6. **Yellow Roses**, H. Snow, Vic.
7. **Ballad of Davy Crockett**, T. Ernie, Cap.
8. **In the Jailhouse Now**, W. Pierce, Dec.

Charlotte

1. **Making Believe**, K. Wells, Dec.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **There She Goes**, C. Smith, Col.
4. **I Don't Care**, W. Pierce, Dec.
5. **Would You Mind?** H. Snow, Vic.
6. **Live Fast, Love Hard and Die Young** F. Young, Cap.
7. **Yellow Roses**, H. Snow, Vic.
8. **Breakin' In Another Heart** H. Thompson, Cap.
9. **Satisfied Mind**, J. Shepar., Cap.
10. **As Long as I Live**, Wells & Foley, Dec.

Cincinnati

1. **Yellow Roses**, H. Snow, Vic.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **Making Believe**, K. Wells, Dec.
4. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
5. **There She Goes**, C. Smith, Col.
6. **Satisfied Mind**, P. Wagner, Vic.
7. **Are You Mine?** G. Wright & T. Tall, Fab.
8. **Loose Talk**, C. Smith, Col.
9. **Live Fast, Love Hard and Die Young** F. Young, Cap.

Dallas-Fort Worth

1. **Making Believe**, K. Wells, Dec.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **Ballad of Davy Crockett**, T. Ernie, Cap.
4. **Wildwood Flower**, H. Thompson, Cap.
5. **Are You Mine?** G. Wright & T. Tall, Fab.
6. **Don't Forget**, E. Arnold, Vic.
7. **Live Fast, Love Hard and Die Young** F. Young, Cap.

Houston

1. **Satisfied Mind**, P. Wagoner, Vic.
2. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
3. **In the Jailhouse Now**, W. Pierce, Dec.

4. **Ballad of Davy Crockett**, T. Ernie, Cap.
5. **Baby Let's Play House**, E. Presley, Sun.
6. **That's What Makes the Juke Box Play** J. Work, Dot
7. **You Good for Nothing**, W. Pierce, Dec.
8. **Forgive Me, Dear**, F. Young, Cap.
9. **In Time**, E. Arnold, Vic.
10. **Make Believe**, Wells & Foley, Dec.

Memphis

1. **Yellow Roses**, H. Snow, Vic.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **Would You Mind?** H. Snow, Vic.
4. **Wildwood Flower**, H. Thompson, Cap.
5. **Ballad of Davy Crockett**, T. Ernie, Cap.

Nashville

1. **Whose Shoulder Will You Cry On** K. Wells, Dec.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **I Don't Care**, W. Pierce, Dec.
4. **Satisfied Mind**, P. Wagoner, Vic.
5. **That's What Makes the Juke Box Play** J. Work, Dot
6. **Satisfied Mind**, R & B Foley, Dec.
7. **There She Goes**, C. Smith, Col.
8. **Cattle Call**, E. Arnold, Vic.
9. **Ballad of Davy Crockett**, T. Ernie, Cap.
10. **I'd Like to Know**, G. Morgan, Col.

New Orleans

1. **In the Jailhouse Now**, W. Pierce, Dec.
2. **Ballad of Davy Crockett**, T. Ernie, Cap.
3. **In the Jailhouse Now No. 2** J. Rodgers, Vic.
4. **Wildwood Flower**, H. Thompson, Cap.
5. **Satisfied Mind**, J. Shepar., Cap.
6. **There She Goes**, C. Smith, Col.
7. **Satisfied Mind**, R & B Foley, Dec.
8. **Making Believe**, K. Wells, Dec.
9. **I've Been Thinking**, E. Arnold, Vic.
10. **Make Believe**, Wells & Foley, Dec.

Richmond, Va.

1. **Satisfied Mind**, P. Wagoner, Vic.
2. **In the Jailhouse Now**, W. Pierce, Dec.
3. **Ballad of Davy Crockett**, M. Wiseman, Dot
4. **Yellow Roses**, H. Snow, Vic.
5. **Live Fast, Love Hard and Die Young** F. Young, Cap.

St. Louis

1. **Live Fast, Love Hard and Die Young** F. Young, Cap.
2. **Old Lonesome Times**, C. Smith, Col.
3. **Making Believe**, K. Wells, Dec.
4. **I'll Baby Set With You**, F. Huskey, Cap.

Reviews of New C & W Records

JIMMY HEAP
Love Can Move Mountains.....79
 CAPITOL 3156—There's a mountain to be moved before love gets its way. Warbler Perk Williams delivers an effectively plaintive expression of hope here. (Central Songs, BMI)
Go Ahead On....72
 In this country rock and roll shout, Heap's cracked-voice warble is entertaining. (Beechwood, BMI)

JIM EANES
There's No Place Like Home.....76
 DECCA 29536—This is a banjo solo by Hubert Davis on the standard. Can be used by square dancers nicely. Features some good fiddlin', too. (Forrest, BMI)
Cotton Pickers' Stomp....76
 More banjo and fiddle rompin'. Great dance stuff, and fine for c.&w. spinners. (Forrest, BMI)

PEE WEE KING BAND
Nevermind.....75
 VICTOR 6162—Smooth vocalizing by Redd Stewart on an unusually pretty ballad with a plaintive lyric message. Nice backing by choral group and the band. (Ridgeway, BMI)
Beauty Is as Beauty Does....75
 A jaunty-paced little ditty about a gal who looked good, but didn't act it. Stewart sings it with showmanly humor. Should grab off lots of spins. (Stewart, BMI)

SPADE COOLEY ORK
Anita.....74
 DECCA 29544 — Cooley's Western swing band offers a right purty instrumental with an unusual, almost Old Mexico flavor. Good change-of-pace wax for spinners. (Copar, BMI)
The Cryin' Waltz....72
 A solo fiddle plays a dreamy melody, and somebody starts crying. A drinking companion joins in the tearfast. Strange wax; good for a few laughs. (Copar, BMI)

MOON MULLICAN
San Antonio Rose.....74
 KING 1461—Mullican's mastery of the piano is well known, but here he solos on the electric organ with almost as impressive a result. He swings this oldie pleasantly for a most acceptable dance disk. (Bourne, ASCAP)
Cedarwood Blues....72
 Again on organ and backed by rhythm section, Mullican creates a danceable instrument that will recommend itself to juke boxes. Two tasty sides. (Cedarwood, BMI)

JACK TURNER
Bama Bamboo Boy.....73
 VICTOR 6163—A warm, deep-voiced reading of a bouncy little item, with excellent ocarina backing and a catchy beat. Turner's second platter for the label. (Acuff-Rose, BMI)
Story of the Smokey Mountains....71
 Turner paints some beautiful vocal imagery of Smokey Mountain folk lore on this lovely ballad with a haunting lyric. (Milene, ASCAP)

RAMBLIN' JIMMIE DOLAN
What's Another Broken Heart?.....73
 CAPITOL 3157—To this gal another broken heart is like a drop of water in the ocean. A fairly routine, tho' competent, side. (Hill & Range, BMI)
Jolly Captain Huddleston....67
 The land-locked old sea captain reminisces about those tropical native girls. An unlikely item. (Central, Songs, BMI)

PAULINE PARKER-MARILYN KAYE
Love Fever.....72
 PEP 101—The girls portray a couple of moon-struck maidens with plaintive sincerity. Effective vocalizing on an okay weeper. (American, BMI)
I Just Can't Hide
My Love for You....71
 Same comment. (American, BMI)

THE COCHRAN BROTHERS
Two Blue Single Stars.....70
 EKKO 1004—A tribute to two popular hillbilly stars now deceased; Jimmy Rodgers and Hank Williams. Nicely harmonized and full of sincere devotion to the memory of these two men, this side could spark a lot of deejay play—and, perhaps, good sales. (Jeri, BMI)
Mr. Fiddle....65
 Lest the title mislead, this is not a copy of "Mr. Banjo." While there is little to the lyric, the instrumental sections, particularly those featuring fiddle solo, are good. An excellent dance number. (Jeri, BMI)

SMOKEY STOVER
It's Easier Said Than Done.....69
 STARDAY 192—The singer and his wife agreed to part, but when the time comes, he finds it impossible to go thru with it. Stover does a creditable job on this weeper. (Starrite, BMI)
You Wouldn't Kid
Me, Would You?....66
 A snappy novelty, in which the singer voices his suspicions that his girl is not leveling with him. The brisk beat and Stover's interpretation compensate for lightweight material. (Starrite, BMI)

DEAN BEARD
Red Rover.....68
 FOX 405—A romping Western that's danceable and spirited, but little more. (American, BMI)
Wake Up, Jacob....68
 Similar stuff, with a derivative strain. (American, BMI)

(Continued on page 39)

Best Sellers in Stores

For survey week ending June 8

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

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce	1	20
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells	2	15
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. YELLOW ROSES (BMI)—H. Snow	3	11
WOULD YOU MIND? (ASCAP)—Vic 6057		
4. LIVE FAST, LOVE HARD, AND DIE YOUNG— (BMI)—F. Young.....	4	12
Forgive Me, Dear (BMI)—Cap 3056		
5. THERE SHE GOES (BMI)—C. Smith	6	6
OLD LONESOME TIMES (BMI)—Col 21382		
6. BALLAD OF DAVY CROCKETT (BMI)— Tennessee Ernie.....	5	13
Farewell (BMI)—Cap 3058		
7. BREAKIN' IN ANOTHER HEART (ASCAP)— H. Thompson.....	8	3
WILDWOOD FLOWER (ASCAP)—Cap 3106		
8. IN THE JAILHOUSE NOW, #2 (BMI)—J. Rodgers ..	9	4
Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092		
9. SATISFIED MIND (BMI)—P. Wagoner	13	4
Itchin' for My Baby—Vic 20-6105		
10. I'VE BEEN THINKING (BMI)—E. Arnold	7	20
Don't Forget (BMI)—V 20-6000		
11. ARE YOU MINE? (BMI)—G. Wright & T. Tall	11	20
I've Got Somebody New (BMI)—Fabor 117		
12. MAKE BELIEVE (BMI)—R. Foley & K. Wells	10	16
AS LONG AS I LIVE (BMI)—Dec 29390		
13. I DON'T CARE (BMI)—W. Pierce	-	1
Your Good for Nothing Heart (BMI)—Dec 29480		
13. IT TICKLES (BMI)—T. Collins	14	8
Let Down (BMI)—Cap 3082		
15. IN TIME (BMI)—E. Arnold	12	9
Two Kinds of Love (ASCAP)—Vic 20-6069		

Most Played in Juke Boxes

For survey week ending June 8

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

This Week	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)—W. Pierce	1	19
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells	4	12
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. YELLOW ROSES (BMI)—H. Snow	3	6
WOULD YOU MIND? (BMI)—Vic 20-6057		
4. LIVE FAST, LOVE HARD AND DIE YOUNG (BMI)—F. Young.....	2	11
FORGIVE ME, DEAR (BMI)—Cap 3056		
5. BALLAD OF DAVY CROCKETT (BMI)— Tennessee Ernie.....	6	9
Farewell (BMI)—Cap 3058		
6. MAKE BELIEVE (BMI)—K. Wells & R. Foley	9	8
AS LONG AS I LIVE (BMI)—Dec 20300		
7. I'VE BEEN THINKING (BMI)—E. Arnold	5	17
Don't Forget (BMI)—V 20-6000		
7. IT TICKLES (BMI)—T. Collins	-	2
Let Down (BMI)—Cap 3082		
9. TWO KINDS OF LOVE (ASCAP)—E. Arnold	10	2
In Time (BMI)—Vic 20-6069		
10. ARE YOU MINE? (BMI)—G. Wright & T. Tall	-	17
I've Got Somebody New (BMI)—Fabor 117		

Most Played by Jockeys

For survey week ending June 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LIVE FAST, LOVE HARD, AND DIE YOUNG— F. Young.....	2	12
Cap 3056—BMI		
2. IN THE JAILHOUSE NOW—W. Pierce	1	20
Dec 29391—BMI		
3. MAKING BELIEVE—K. Wells	3	15
Dec 29419—BMI		
3. YELLOW ROSES—H. Snow	5	8
Vic 20-6057—BMI		
5. CUZZ YORE SO SWEET—S. Crum	9	9
Cap 3063—BMI		
6. WOULD YOU MIND?—H. Snow	4	10
Vic 20-6057—ASCAP		
7. THERE SHE GOES—C. Smith	8	3
Col 21382—BMI		
8. SATISFIED MIND—P. Wagoner	15	2
Vic 20-6105—BMI		
9. IN THE JAILHOUSE NOW, #2—J. Rodgers	15	5
Vic 20-6092—BMI		
10. IN TIME—E. Arnold	6	3
Vic 20-6069—BMI		
11. BALLAD OF DAVY CROCKETT—Tennessee Ernie ..	10	9
Cap 3058—BMI		
12. IT TICKLES—T. Collins	-	2
Cap 3082—BMI		
12. DAYDREAMING—J. Newman	-	7
Dot 1327—BMI		
14. ARE YOU MINE?—G. Wright & T. Tall	7	23
Fabor 117—BMI		
15. I'VE BEEN THINKING—E. Arnold	13	21
Vic 20-6000—BMI		

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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• This Week's Best Buys

CATTLE CALL (Forster, ASCAP) — Eddy Arnold — RCA Victor 6139
THE KENTUCKIAN SONG (Frank, ASCAP) — Eddy Arnold — RCA Victor 6139

While the styling of both these songs is in the pop vein, and the sales to pop customers have been good in many parts of the country, Arnold's long association with the country music field is resulting in a quicker push to the Country and Western charts at the outset than to the national pop charts. In time, the disk at may very well become comfortably ensconced on both. "Cattle Call" now has the edge, tho when the "Kentuckian" flick is released, the flip may take over.

I'M GLAD I GOT TO SEE YOU ONCE AGAIN (Valley, BMI)
CRYIN', PRAYIN', WAITIN', HOPIN' (Cedarwood, BMI) — Hank Snow—RCA Victor 6154

Most major hillbilly markets did not receive deliveries of this disk until last week, but within the week it established itself readily. Snow has a good following not only in the South, however, but also in the Boston, Philadelphia, Buffalo, Cleveland and St. Louis areas. The latter also reported the record taking off this past week. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .
RECORDS

RAY PRICE

Let Me Talk to You (Cedarwood, BMI)
Sweet Little Miss Blue Eyes (Cedarwood, BMI)—Columbia 21402—Price rarely has missed, and these two faces figure to continue his string. That warm, clear sound is particularly pleasing on the very plaintive "Let Me Talk to You," and the flip is a warm rendition of an attractive, bouncy ditty.

SACRED

SONNY JAMES

Till the Last Leaf Shall Fall (American, BMI) Capitol 3163—James' first sacred-type dinking is a thrilling rendition of a warm, imaginative item. The singer's sincere, penetrating delivery makes this a likely prospect that should sell beyond the limits of the regular sacred market. Flip is "You Don't Have to Walk Alone" (Blackwood, BMI).

TALENT

DON WINTERS

Forgive My Mistakes (Tree, BMI)
Look What Happened (Athens, BMI)—RCA Victor 6164—Winters, in his second release on the label, demonstrates the qualities of a hit maker. He has that throbbing-larynx style on the weeper "Mistakes," and manages to infuse the flip with a happy sound that somehow blends properly with the sad theme. What's more, he's got a beat.

FOLK TALENT AND TUNES

• Continued from page 18

Chamber of Commerce. Signed for the show are Tex Ritter, Tonto, Bonnie Sloan, the Frontiersmen, Pansy the Horse and Smiley Burnette. The show will be offered 22 times in a tent seating 3,500. . . . In Monticello, Ky., recently for the WNOX talent contest at Wayne County High School were Carl Story and the Rambling Mountaineers, who visited Welby Hoover a. WFLW and put in a 15-minute stint on his show. The Wayne County Playboys, a WFLW team featuring Don Parmley on the banjo, won the contest and are slated to appear on the "Tennessee Barn Dance," Knoxville, June 25.

A July tour thru the Midwest is being set up for Hank Snow, it was announced recently by Tom Diskin, of the Chicago office of Hank Snow-Jamboree Attractions. Tentatively set for the tour are the

Davis Sisters, Martha Carson and Her Country Gentlemen, Mother Maybelle and the Carter Sisters, and Jimmie Rodgers Snow. Eight to 10 towns will be played on the tour, set to get under way July 3. . . . Already set for a late July tour of Florida towns announced by Col. Tom Parker are Deacon Andy Griffith and Ferlin Husky. Other talent is to be added. . . . Headlining recent Arkansas broiler shows at Springdale and Russellville were the Duke of Paducah, Charley Stewart and Mother Maybelle and the Carter Sisters.

Hank Snow is back in Nashville after heading the "Hank Snow All-Star Jamboree," a package that played 20 towns recently and broke attendance records at the majority of the dates. Thirty-one artists made the jaunt. Promotion was under the direction of Col. Tom Parker, assisted by Tom Diskin. Snow and Sleepy McDaniel directed talent. Plans are being discussed for another big-show tour. Snow, RCA's top folk artist, will be the recipient of two awards from Jamboree, the folk magazine, as the result of a national poll conducted among folk d.j.'s by the publication. Snow was picked for having the best vocal record and for having the leading disk of the year spun by the deejays. "Singing Ranger" has been similarly honored in a survey conducted among Canadian jocks. . . . Kenny Wilder, who is in the Air Force, expects a discharge in six months, at which time he plans to head for Nashville to go on tour. Wilder and the Rhythm Wranglers recently made a tour thru Georgia and Alabama.

Jack Turner infos that his latest RCA disk, "Bama Baby Boy" b/w "Story of the Smoky Mountains,"

is skedded for June 13 release. Turner wrote "Bama" and the latter was co-penned by Fred Rose and Kathleen Griffith. Turner kicked off his new "Jack Turner Show" on WSFA-TV, Montgomery, Ala., Monday (6). It's a Monday-Wednesday-Friday seg, 5 to 5:30 p.m. Turner remains on "Deep South Jamboree" on WBAM, Saturdays, and on Tuesday night (14) begins a weekly show over WSFA-TV, "Alabama Jubilee," 9 to 9:30. Turner and his Singing River Boys band will be featured. . . . Polka-land Records, the Sheboygan, Wis., indie, is seeking western-tunes that may be recorded in polka style.

Curley Williams and the Georgia Peach Pickers have left WSFA, Montgomery, Ala., but are still doing shows over WCOV-TV. The group, which includes Joe Gibson, also works three nights a week at Williams' local nitery, the Spur. Jack Pruett, brother of Sammy Pruett, guitar man with Carl Smith, has returned to the Peach Pickers after two years in the Army. . . . Red Foley celebrates his birthday and the first anniversary of his move to Springfield, Mo., June 17. . . . RadiOzark execs Si Siman and Ralph Foster recently hosted Smiley Burnette on one of their three-day floating fishing trips. . . . Joe (Cannonball) Lewis, now located in Mountain Ash, Ky., reports that his latest M-G-M release, "Take Me Back for Ol' Times' Sake" b/w "I'm Mighty Hard to Beat," has been doing fairly well. Lewis and his manager, El Rader, are co-writers of the tunes.

Americana Corporation notes from Steve Stebbins: Freddie Hart starts a tour of Texas July 12, coinciding with his new Capitol release, "Canada to Tennessee" b/w "No Thanks to You." Lefty Frizzell has finished eight dates in the East, terminating at St. Louis. Tommy Duncan (Coral) kicks off a Texas-Oklahoma tour July 19. Gary Williams (Capitol) plans to work the Los Angeles area, and is set to do several "Town Hall Party" dates in June and July.

The Eskelin Family, gospel singers, are set for three weeks at the 6,000-seat Angelus Temple, Los Angeles, starting July 3. The group expects to do a number of dates on TV shows in the area. . . . Mac Wiseman (Dot) is back in Richmond, Va., where he is featured on "Old Dominion Barn Dance," after a recording session in Gallatin, Tenn. His newest disk is "The Kentuckian Song" b/w "Wabash Cannon Ball." He and the Country Boys will make p.a.'s thru Nova Scotia for 10 days beginning June 15.

Don Reno and Red Smiley, formerly at WBT, Charlotte, N. C., now have permanent billing on WRVA's "Old Dominion Barn Dance," Richmond, Va. . . . The return of Carl Stuart to "WVOM's Downeast Hoedown," Boston, Monday (6) brought an avalanche of good will messages to the station, according to Herb L. Shucher, Stuart's personal manager. Prior to his return to the Boston airwaves, 5,000 postcard announcements were sent to c.&w. fans. Stuart also is doing personals in the area, his latest having been a Sunday (12) date at Norwood (Mass.) Arena.

Helen Hall, of "Big D Jamboree," Dallas, who was badly burned. (Continued on page 42)

• Reviews of New C & W Records

• Continued from page 38

JERRY HOPKINS
Mamma Baby 67
STARDAY 182—The singer chides his girl friend for her lack of independence from her mother's apron strings. Hopkins brings out the humor of the material with quiet, but telling, effect. (Starrite, BMI)
My Everlasting Love 68
This bouncy ballad is read with warmth and conviction by Hopkins. The guitar and piano backing adds to good impression of the performance. (Starrite, BMI)

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The Billboard Music Popularity Charts

• This Week's Best Buys

A FOOL FOR YOU (Progressive, BMI)—Ray Charles—Atlantic 1063
 Within the past 10 days the response of most Southern territories to this latest Charles disk, has been terrific. Richmond, Baltimore, Atlanta Durham and Nashville gave the strongest indications of an early breakthrough to their territorial charts. While Northern reports have been far more restrained, good early sales were reported in New England. Upstate New York, Detroit and St. Louis, too. Many will recall that this was the early pattern of Charles' last big hit. Flip is "This Little Girl of Mine" (Progressive, BMI). A previous Billboard "Spotlight" pick.

ROLLER COASTER (Arc, BMI)—Little Walter—Checker 817
 Coming up fast now, after a quiet start, this disk has now placed on the Los Angeles territorial chart. Good and strong reports were also received from Philadelphia, Buffalo, Chicago, Detroit, St. Louis Nashville, Atlanta and Durham. Some areas indicated good action on the flip, "I Got to Go" (Arc, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

NAPPY BROWN
Piddily Patter Patter (E. B. Marks, BMI)
 There'll Come a Day (Savoy, BMI)—Savoy 1162—Nappy Brown's first disk since his "Don't Be Angry" smash looks like a two-sided winner. "Piddily" is a soundie, with cute, tricky lyrics, while the flip is very similar to "Don't Be Angry." Brown is a superb song salesman who once more could make it in the pop as well as the r.&b. field.

THE MOONGLOWS
Foolish Me (Arc, BMI)—Chess 1598—As follow-up to "Most of All," the Moonglows have come up with a highly effective performance of a sweet, slow ballad with much of the same heartfelt flavor. The flip, "Slow Down" (Arc, BMI) has an odd beat that makes it a strong supporter to the first side.

TALENT

FRANKIE MARSHALL
No One Else Will Ever Know (Quintet, BMI)
Just Say the Word (Quintet, BMI)—Spark 117—For his initial release, Marshall has the aid of some unusually engaging material that points up his class delivery. The warbler handles the ballad side with thoro sincerity and generates an infectious beat on the flip. A well-rounded, eminently listenable talent.

• R & B Territorial Best Sellers

For survey week ending June 8

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Ain't It a Shame, Fats Domino, Imp.
2. As Long as I'm Moving, R. Brown, Atl.
3. Bop-Ting-a-Ling, L. Baker, Atl.
4. Rollin' Stone, Marigolds, Exc.
5. Bo Diddley, B. Diddley, Che.
6. That's All I Need, L. Baker, Atl.
7. Unchained Melody, R. Hamilton, Epi.
8. Hey, Henry, E. James, Mod.
9. Shut Your Mouth, B. B. King, RPM.
10. I'm a Man, B. Diddley, Che.

Balti.-Wash.

1. Door Is Still Open, Cardinals, Atl.
2. Ain't It a Shame, F. Domino, Imp.
3. Bo Diddley, B. Diddley, Che.
4. Unchained Melody, R. Hamilton, Epi.
5. Don't Be Angry, N. Brown, Sav.
6. This Is My Story, Gene & Eunice, Ala.
7. What'cha Gonna Do, Drifters, Atl.
8. As Long as I'm Moving, R. Brown, Atl.
9. Most of All, Moonglows, Che.
10. I've Got a Woman, R. Charles, Atl.

Charlotte

1. Ain't It a Shame, F. Domino, Imp.
2. Bop-Ting-a-Ling, L. Baker, Atl.
3. As Long as I'm Moving, R. Brown, Atl.
4. Unchained Melody, R. Hamilton, Epi.
5. Rock Around the Clock, B. Haley, Dec.

Chicago

1. If It's the Last Thing I Do, D. Washington, Mer.
2. Unchained Melody, A. Hibbler, Dec.
3. That's All I Need, L. Baker, Atl.
4. Bo Diddley, B. Diddley, Che.
5. I've Got a Woman, R. Charles, Atl.

Cincinnati

1. Unchained Melody, R. Hamilton, Epi.
2. Unchained Melody, A. Hibbler, Dec.
3. Door Is Still Open, Cardinals, Atl.
4. Henry's Got Flat Feet, Midnighters, Fed.
5. Wallflower, E. James, Mod.

Detroit

1. What'cha Gonna Do, Drifters, Atl.
2. Henry's Got Flat Feet, Midnighters, Fed.
3. Unchained Melody, A. Hibbler, Dec.
4. My Babe, Little Walter, Che.
5. Eagle, Rev. C. L. Franklin, Che.

Los Angeles

1. Bo Diddley, B. Diddley, Che.
2. Ain't It a Shame, F. Domino, Imp.
3. Unchained Melody, R. Hamilton, Epi.
4. Don't Be Angry, N. Brown, Sav.
5. Story Untold, Nutmegs, Her.
6. Bop-Ting-a-Ling, L. Baker, Atl.
7. Roller Coaster, Little Walter, Che.
8. Wallflower, E. James, Mod.
9. Angel in My Life, Jewels, Imp.

New Orleans

1. Don't Take It So Hard, E. King, Kng.
2. Ain't It a Shame, F. Domino, Imp.
3. Bo Diddley, B. Diddley, Che.
4. When It Rains It Pours, B. Emerson, Sun.
5. Wallflower, E. James, Mod.
6. Song of the Dreamer, B. Brooks, Duk.
7. I Diddie, D. Washington, Mer.
8. Bop-Ting-a-Ling, L. Baker, Atl.
9. Flip Flop Fly, J. Turner, Atl.

New York

1. Unchained Melody, A. Hibbler, Dec.
2. Story Untold, Nutmegs, Her.
3. Flip Flop and Fly, J. Turner, Atl.
4. If It's the Last Thing I Do, D. Washington, Mer.
5. Don't Be Angry, N. Brown, Sav.
6. Soldier Boy, Four Fellows, Gly.
7. Ain't It a Shame, F. Domino, Imp.
8. What'cha Gonna Do, Drifters, Atl.
9. I've Got a Woman, R. Charles, Atl.

Philadelphia

1. Story Untold, Nutmegs, Her.
2. My Babe, Little Walter, Che.
3. Unchained Melody, A. Hibbler, Dec.
4. Door Is Still Open, Cardinals, Atl.
5. Ain't It a Shame, F. Domino, Imp.
7. I Diddie, D. Washington, Mer.
8. Come Back, R. Charles, Atl.
9. Everybody Needs Somebody, J. Scott, Fir.

St. Louis

1. You Don't Have to Go, J. Reed, VJ.
2. Unchained Melody, R. Hamilton, Epi.
3. All Right OK You Win, E. Johnson, Her.
4. Bo Diddley, B. Diddley, Che.

• Reviews of New R & B Records

BILLY BOY
I Was Fooled84
 VEE-JAY 146—A Billboard "Spotlight" 6-11-'55. (Tollie, BMI)
I Wish You Would82
 A Billboard "Spotlight" 6-11-'55. (Tollie, BMI)
MEL WILLIAMS
God Gave Me You78
 DECCA 29554—Williams chants a ballad in the "Earth Angel" mood. An effective, sincere effort that could do well if it can get proper exposure. It merits heavy spinning. (Champion, BMI)
You're All Right, Baby70
 Excellent warbling by Williams of a

routine rhythm shout. (Northern, ASCAP)
RICHARD BERRY
Next Time78
 FLAIR 1071—An amusing hunk of novelty is delivered with fine flair by Berry. Could do okay. (Flair, BMI)
Crazy Lover78
 Berry indulges in a bit of zany bragadocio here to a Chicago-style blues background. An above average coupling. (Flair, BMI)
THE (5) ROYALES
I Need Your Lovin', Baby77
 KING 4806—The excitement that the
 (Continued on page 41)

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending June 8

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

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME (BMI)—F. Domino	1	6
La La (BMI)—Imperial 5348		
2. UNCHAINED MELODY (ASCAP)—R. Hamilton	2	8
From Here to Eternity (ASCAP)—Epic 9102		
3. BO DIDDLEY (BMI)—B. Diddley	3	6
I'M A MAN (BMI)—Checker 814		
4. BOP TING A LING (BMI)—L. Baker	4	6
THAT'S ALL I NEED (BMI)—Atlantic 1057		
5. AS LONG AS I'M MOVING (BMI)—R. Brown	9	2
I CAN SEE EVERYBODY'S BABY (BMI)—Atlantic 1059		
6. DON'T BE ANGRY (BMI)—N. Brown	6	10
It's Really You (BMI)—Savoy 1155		
7. MY BABE (BMI)—Little Walter	5	15
Thunder Bird (BMI)—Checker 811		
8. WHAT'CHA GONNA DO? (BMI)—Drifters	8	12
Gone (BMI)—Atlantic 1055		
9. UNCHAINED MELODY (ASCAP)—A. Hibbler	7	9
Daybreak (ASCAP)—Dec 29441		
10. STORY UNTOLD (BMI)—Nutmegs	9	3
Make Me Lose My Mind (BMI)—Herald 452		
11. FLIP FLOP AND FLY (BMI)—J. Turner	12	13
Ti-Ri-Lee (BMI)—Atlantic 1053		
12. DOOR IS STILL OPEN (BMI)—Cardinals	11	9
Misirlou (BMI)—Atlantic 1054		
13. IF IT'S THE LAST THING I DO (ASCAP)—D. Washington	14	4
I DIDDIE (BMI)—Mercury 70600		
14. HENRY'S GOT FLAT FEET (BMI)—Midnighters	—	1
Whatever You Do (BMI)—Federal 12224		
15. ROLLIN' STONE (BMI)—Marigolds	15	3
Why Don't You (BMI)—Excello 2057		

• Most Played in Juke Boxes

For survey week ending June 8

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

This Week	Last Week	Weeks on Chart
1. UNCHAINED MELODY (ASCAP)—A. Hibbler	8	4
Daybreak (ASCAP)—Dec 29441		
2. UNCHAINED MELODY (ASCAP)—R. Hamilton	3	5
From Here to Eternity (ASCAP)—Epic 9102		
3. MY BABE (BMI)—Little Walter	1	14
Thunder Bird (BMI)—Checker 811		
4. BO DIDDLEY (BMI)—B. Diddley	6	7
I'M A MAN (BMI)—Checker 814		
5. DON'T BE ANGRY (BMI)—N. Brown	2	6
It's Really You (BMI)—Savoy 1155		
6. AIN'T IT A SHAME (BMI)—F. Domino	—	2
La La (BMI)—Imperial 5348		
7. FLIP FLOP AND FLY (BMI)—J. Turner	4	13
Ti-Ri-Lee (BMI)—Atlantic 1053		
8. I CAN SEE EVERYBODY'S BABY (BMI)—R. Brown	7	3
AS LONG AS I'M MOVING (BMI)—Atlantic 1059		
9. WHAT'CHA GONNA DO? (BMI)—Drifters	9	11
Gone (BMI)—Atlantic 1055		
10. DON'T TAKE IT SO HARD (BMI)—E. King	—	1
Gratefully (BMI)—King 4780		

• Most Played by Jockeys

For survey week ending June 8

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME?—F. Domino	1	5
Imperial 5348—BMI		
2. UNCHAINED MELODY—R. Hamilton	2	7
Epic 9102—ASCAP		
3. MY BABE—Little Walter	6	15
Checker 811—BMI		
4. DON'T BE ANGRY—N. Brown	4	8
Savoy 1155—BMI		
4. DOOR IS STILL OPEN—Cardinals	12	10
Atlantic 1054—BMI		
6. WALLFLOWER—E. James	5	18
Modern 947—BMI		
7. WHAT'CHA GONNA DO?—Drifters	3	12
Atlantic 1055—BMI		
8. BOP TING A LING—L. Baker	7	4
Atlantic 1057—BMI		
9. FLIP, FLOP, AND FLY—J. Turner	10	14
Atlantic 1053—BMI		
10. MOST OF ALL—Moonglows	—	9
Chess 1589—BMI		
11. LONELY NIGHTS—Hearts	—	3
Baton 208—BMI		
12. BO DIDDLEY—B. Diddley	—	3
Checker 814—BMI		
13. CLOSE YOUR EYES—Five Keys	15	16
Cap 3032—BMI		
14. I CAN SEE EVERYBODY'S BABY—R. Brown	—	1
Atlantic 1059—BMI		
15. AS LONG AS I'M MOVING—R. Brown	—	1
Atlantic 1059—BMI		

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HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the third in a series of articles by Jay Marshall, well-known American magician, emcee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to London for the international magic conclave sponsored by the London Magic Circle. They later toured the Continent and returned to the States last week. In this and succeeding articles, Jay and Frances will relate their experiences with theatricals in England and on the Continent.

ASIDE from the Palladium, the Windmill Theater is probably the best known London theater to Americans. Satevepost did a story on it last year. It is really a burlesque house presented variety style. There is a little entirely nude posing, without a flicker of movement and well blue-lighted, but other than that and a now-and-then-exposed bosom, the Windmill's naughtiness is all in its publicity. The show was good, with peppy dancing, enthusiastic singers and, of all things, a chalk talker, long since vanished from the American stage. We were much interested to see how this act would go and happy to see it well received, altho clean and almost school-like.

This theater, as well as other variety houses, dispenses with the emcee. They number the acts in the program, and huge lighted numerals either side of the stage keep you posted.

Another type of act we seldom see in America appeared in "Jokers Wild," the Crazy Gang show. This was a black-art act featuring the Dolinoffs and the Raya Sisters. Two big electrically lighted question marks threw blinding rays into the audience so that the stage became a pit of blackness. The two girls came out and danced, their light clothes and flesh visible in the reflected light of the two question marks. Then their heads started to come off, their bodies came apart, they stood in the air and danced, stood on their heads and danced, and all in all put on an exhibition of impossibility that the audience loved. The black-velvet-covered men came out for a bow at the finish. Much as this principle is used in magic, we had never before seen a full-scale act employing it.

One of the big features of the English theater is people, lots of people backed up with lots of music, sets, props and costumes—and lots of spectators. The significant factor here is money. The Las

Vegas salaries are unbelievable here. A good American vaude act's salary for a week is close to what a big star would get here. There is more co-operation, it would seem, with less of the big name taking off the top thousands, while the little guys go without work. The difference between the top and the bottom salaries is nowhere near as great as in our show business. Hence, there are more opportunities for more people, the theater is a better place to find amusement in, and everyone benefits. (Top prices here are about \$2.)

A talk with Sidney Manchester, assistant general secretary of Variety Artistes' Federation, brought out the fact that his is the second oldest theater trade union in the world. The oldest is the International Artistes' Loge of Germany organized in 1901. Variety Artistes has 5,000 members. In organization and procedure, they are much like AGVA, with the big difference that most of their members are working (under the small, but growing cloud of impending commercial TV). Manchester estimates that today, for any act worthy of its salt, there are three years' work in British theaters alone, to say nothing of the cabarets, clubs, resorts, etc. He pointed out that at the resort city of Blackpool, 700 artists will find work for the 20-week season, largely outdoor. A few years ago he had the figure at four years' work in theaters alone, but television and other factors have shrunk the anticipated possibility.

Besides this, London is the great distribution center for acts to the Continent and British colonies. South Africa and Australia are entertained by branches of theater chains which extend all over Britain. Have a good act, be willing to leave the United States, get someone to book you (you positively must have work waiting and a labor permit to perform for five seconds in this country), and it would seem that you could be busy for years.

BURLESQUE BITS

By UNO

Rose La Rose, one of burly's highest-priced featured strippers, called it a season May 28 after her last performance at the Hudson, Union City, N. J., satisfied with her box-office record smashes at all the theaters in the Hirst and Kane circuits and some of the Midwest. During a needed vacation at her Manhattan home, being expert with the rifle and pistol, she plans on some wild animal hunting expeditions in spots where such game abounds. . . . Plans are now under way for a new nitery in Atlanta, featuring old-fashioned burly with blackouts, a line of eight girls and several headline exotics. Producers will be Nat Burgess and Darnelle Brown. Tentative name is to be The White Horse Inn. . . . Venus, billed as the Goddess of Love, opened June 7 for two weeks as feature at Tony Pastor's, New York, thru Paul Lester. . . . Marty Knopf, treasurer of the Hudson, Union City, N. J., with partners William Chick Tracton and Harry Feldman are readying their annual summer enterprise in Atlantic City called Jack Carr's Theatrical Bar, a meeting place for performers, due to open July 1 with Hey Jackson's mambo band of five pieces. . . . Mark Adams, comic, is a patient in Ward C, Mount Sinai Hospital, New York, and would like to hear from friends. . . .

Justine Lewis, recovered from illness that had her laid up seven months, in back in action at the Latin Quarter in Virginia Beach where she opened last week for a fortnight with an option of a stay for the rest of the summer. . . . Charlie Harris, former straight man, and Eddie Lynch, producer, have taken over the operation and management of the Roxy, Cleveland, and the Gayety, Toledo, two

burly houses. . . . Bookings by Bob Goodman, out of the Milt Schuster Chicago office, are Lee Wayne, 26 Club, Milwaukee; Maria Vilands, Gayety, Toledo, O.; Michelle Darian, from the Coast, Follies, Chicago; Paprika, Fox, Indianapolis (then to the Gayety, Detroit; Roxy, Cleveland, and Palace, Buffalo); Tobi Winters, a Katherine Dunham graduate, Persian Palms, Minneapolis, and Betty Francis and Beth Miller, Saddle Club, Minneapolis. . . . Pat O'Hara moved into the Tropics in Denver where she shares the striplight with Lorelee. Added features this week are Martin Talley, Tine and a trio of African dancers with mambo drums in a variety of African dances. . . . Billy Koud, producer, is the replacement for vacationing Paul Morokoff the last two weeks of the season at the Hudson, Union City, N. J. . . . The old Bijou, 700 capacity, former Philadelphia burly stop, is now the New Garden Theater, a movie house operated by Harry Feldman and David Armhold. . . . Lou Ascol and his wife, Petty Dayne, talker-stripper, called it a season last week and retired for the summer to be with their children, Jean and Lou Jr., at their own built home in Boston. . . . A very plush wet welcome was given Nudena, billed as the Champagne Girl-Queen of the Nudes, this week in the form of tub-fulls of champagne for her bath routine strip currently packing them in at the Domino Lounge in Atlanta. Nudena sparks her act with some lively patter. She came from the Rainbow Club in Nashville and follows into the 98 Club, Panama City, Fla. Next Domino feature will be Loreli, The Oyster Shell Mermaid, for a return after closing at Gus Stevenson's in Biloxi, Miss.

FOLK TALENT AND TUNES

Continued from page 39

gled up in a recent auto crash, returned to the show—on crutches—Saturday (11). "Big D" guest that day was Slim Whitman, with Elvis Presley due in June 18. . . . Hank Locklin, who recently made the switch to RCA Victor, has his first release coming out next week. From the word going around, Hank is in line for a big break soon. . . . Jim Reeves also cut a session for Victor last weekend. . . . Lafawn Paul, strong-voiced gal with appeal, signed with Abbott Records last week. Skedded to make her first waxings soon.

With the Jockeys

Mac McGuire, disk jockey-performer at KYW, Philadelphia, is now doing a two-hour country show each Saturday, 12 midnight to 2 a.m. . . . Paul W. Entress, who broadcasts under the handle, Paul Knight, has moved his characterization, Grandpappy, and his c.&w. show, "Country Store," from WTXL, West Springfield, Mass., to WBZ, Boston, and WBZA, Springfield, Mass. Program is now heard on these stations each Saturday morning from 11:05-12 noon. . . . WWVA's Lee Moore, who spins 'em from Wheeling, W. Va., has two new sides out on Cross Country Records, "The Cat Came Back" b/w "Stop Crackin' Peanuts." He's backed on the platter by Hank Trotter's Happy Rangers.

Lee Barger's now spinning out the "Red Rooster Jamboree" over WDDO, Chattanooga, 5:30-6:30 p.m., Mondays thru Fridays, and from 5:30-7 p.m. Saturdays. . . . Roy Hines, who recently kicked off a new program over WPAG-TV and also a new radio airer, "Roy's Saturday Round-Up," heard 3-4 p.m. over WPAG, Ann Arbor, Mich., says he's not getting much wax from Columbia, Decca or Mercury. Roy recently teamed up with Henry Boye, co-writer of "Call Off the Wedding," to pen three new tunes. Interested parties may get audition tapes by writing to deejay Hines at WPAG. . . . Sonny Houston and the Trailsmen, of WORC, Worcester, Mass., were slated for a four-day rodeo stint at Canobie Lake Park, Salem, N. H., May 27-30. Date was arranged by the Slater Agency, Worcester. Houston, besides doing personals, twirls the c.&w. wax over WORC.

Dean Beard stopped by Bill Bentley's turntable at KSTV, Stephenville, Tex., recently to plug his latest Fox Records recording, "Red Rover." . . . Lonnie Barron infers from WSDC, Marine City, Mich., that he did a recent guest spot on the Casey Clark TV show over CKLW, Windsor, Ont. Barron also appeared with the Clark show, along with Hank Thompson and Ernest Tubb, in Detroit recently. . . . Guesting with Red (Uncle Fud) Brown over WAPO, Chattanooga, recently were Hank Snow, Martha Carson, Faron Young and the Duke of Paducah, all of whom were in town with a "Grand Ole Opry" unit. . . . Warren Curry, KLBM, La Grande, Ore., has added a new show, "Rate This Record," to his schedule. A panel-type show, it has four persons sit in on the Saturday morning airer and comment on the tunes played.

The Sunshine Boys, Atlanta quartet, did a recent stint over WKSJ, Pulaski, Tenn., while in town for a personal at Sam Davis Park. The Rhythmettes, fem quartet from Lawrenceburg, Tenn., appeared with the group, reports Nathan Street, WKSJ staffer. . . . Gurney Thomas, WCGC, Belmont, N. C., was the featured jockey recently on "Mr. Deejay, U. S. A.," on WSM, Nashville. . . . Henry Tuck featured 15 minutes of songs by Hank Snow on the latter's birthday recently over WREV, Reidsville, N. C. Tuck, who also included some information about the singer in the seg, advises artists that he'll do the

THE FINAL CURTAIN

BAGLEY—Mrs. Marcia Tucker, 41, wife of Charles C. F. Bagley, an associate of the Music Corporation of America, June 6 in Mount Kisco, N. Y. In addition to her husband, she is survived by two daughters, her parents and two brothers.

BISBEE—Jess C., 65, veteran tent showman and owner-operator of Bisbee's Comedians for over 25 years, June 3 in Memphis. (See Outdoor section for details.)

DAVIS—Charles A., 83, father of Blevins Davis, Broadway and radio producer, June 5 in Kansas City, Mo.

DOOLADY—Terrance, 68, veteran concessionaire, June 8 in Aurora, Ill. For many years he and his wife operated shooting galleries on various carnivals and also at River View Park, Chicago, and Exposition Park, Aurora. In addition to his wife, he is survived by a son.

DOWNS—Harriet, widow of T. Nelson Downs the magician, known professionally as the King of Coins, June 6 in Marshalltown, Ia.

FARJEON—Joseph Jefferson, 72, mystery story writer and playwright, June 6 in London. He had written 80 novels and a number of plays including "Highwayman," "After Dark," "Enchantment," "Having Parents," "The Hours Between," "Phillomel" and "No. Seven." He was named for the American actor Joseph Jefferson.

FLYNN—Eva B., widow of the late J. F. Flynn, old-time show owner and operator, May 28 in Indianapolis. Survived by her son, Francis Pat Flynn, operator of Flynn's Rides, and a brother, B. L. Mayo. Burial in Floral Park Cemetery, Indianapolis.

In Memory of Our
Buddy
**CHARLES
(BLACKIE)
FORD**

Who Passed Away
June 19, 1954.

We All Miss You.
**THE BOYS AND
PERSONNEL of the
WEST COAST SHOWS**

FUHRER—Frank, 84, veteran minstrel musician and band leader, June 2 at his Shreveport home. Fuhrer came to this country from Austria when he was 13 years old. During his long career in this country he was with Beach and Barr, Haverley's, Neil O'Brien and Al G. Fields minstrel shows. For one season he was orchestra director and chorus director on the Fields show. He lived in Shreveport since 1919 where he directed the Shrine band and helped direct many minstrel shows for the organization. Fuhrer was the author of a number of marches and rags used by minstrel and circus bands. Survivors include a stepdaughter, Mrs. Harry Lee; a stepson, Earl Fuhrer, and a sister, Mrs. Kate Patterson.

KELLY—Matthew W., 82, a vaudeville song and dance man in the early 1900's, June 2 in Lake Carmel, N. Y. On Broadway he was a member of the team of Wilson and Kelly. Survived by his widow, two sons, one of whom is known professionally on TV as singer Jack Russell, two brothers and a sister.

IN LOVING MEMORY
OF MY BELOVED WIFE
MARY C. LEHR
Who passed away June 11, 1951.
You'll always be in my heart.
JOSEPH LEHR, husband
Spot Worker.

KINSEY—Harry N., 59, retired ride operator, May 23 in Mingo Junction, O., of a heart attack. Survived by his widow, Ann; two sons, Charles and Harry A., and three daughters, Ruth Kinsey, Mrs. Carolyn Agin and Mrs. William McFarland.

same for them if they will send in the info and dates of birth.

Buddy Covington, KNUZ, Houston, typewrites: "We just concluded a contest to see if our listeners could keep track of the number of times we played Lawrence Welk's record, 'Hey, Mr. Banjo,' during a one-week period. We spun it on hillbilly and pop shows a total of 177 times. Got 1,263 entries, 13 of them right. We gave away a radio-phonograph combination, 7 coffee makers, 5 albums and 35 pairs of passes to the 'Saturday Jamboree' as prizes." . . . Joe Morris, who besides spinning the folk stuff at WAGS, Bishopville, S. C., handles the chores of managing director, says he needs records. WAGS is now programming more than five hours of c.&w. music a day, according to Morris.

MESEBOLE—Edward F., 54, veteran outdoor showman, May 22 in Washington. Survived by his widow, Elizabeth; two brothers, Dick and John; two sisters, Betty and Marie, and his parents.

IN LOVING REMEMBRANCE OF
Curtis Edward Little
Who Passed Away
June 22, 1950
CLARA W. LITTLE

NEUGENT—Richard V., 53, veteran concessionaire and former owner of the Tip-Top Shows, June 7 in Syracuse. Survived by his widow, two sons, Richard Jr., and Bill; three daughters, Anne Neugent, Mrs. Robert Dufford and Mrs. Mark Henderson, and two brothers, John, Syracuse, and Gerry, Inyokern, Calif.

NORTON—John, 82, retired circus performer known professionally as the Great Maranelli, June 4 in Rochester, N. Y. He had worked with the Barnum and Bailey, Ringling Brothers and Hagenbeck-Wallace circuses both as a wire act performer and as a contortionist. He appeared with circuses for about 35 years, but had been retired since about 1925. His widow and a son survive.

In Memory of my beloved Wife
VERA L. MARKS
Professionally known as
Lorraine V. Wallace.
Who passed away on June 9th, 1951.
I miss you very much my Little Dear.
FRED H. MARKS

RANCY—Mme. Alphonse, 84, widow of the founder of Circus Alphonse Rancy, May 12 in Asniere-Seine, France. She was formerly a renowned rider under the name of Jeanne Bidel and was the grandmother of Gilbert Houcke, tiger trainer, and aunt of Gaston Palmer, the juggler.

RESEIGH—Oscar Walker, 67, veteran San Francisco area showman, June 6 in Sacramento, Calif. Long connected with Pacific Coast carnivals, he was a pioneer in the indoor circus field. More recently he was associated with the late Sam Miller, operator of the Pacific Catering Company, food concessionaires at major fairs and celebrations. He was a member of the San Francisco Chapter of Show Folks of America. Survived by three sons and a daughter. Burial June 9 in Presidio National Cemetery, San Francisco.

SHERMAN—Thomas, 65, musician and songwriter, June 9 in Chicago following a long illness. At one time he was pianist for Belle Baker and for many years was a song plugger for various Chicago music publishers. He leaves his wife, Rita.

SMITH—Clifton James, 62, former concessionaire and theater operator, June 2 in Veteran's Hospital, Little Rock, Ark. For many years he was a concessionaire on the Johnny J. Jones Shows. He was a member of the Michigan Showmen's Association. Survived by his widow, Florence, Detroit. Burial June 6 in Showmen's Plot, Michigan Showmen's Association, Detroit.

STEINUS—Arthur, 50, director of Wayne University Audio-Visual Materials Consultation Bureau, May 24 in Detroit. He was also a brother of actor George Seaton, and TV actress Ruth Roberts. Other survivors include his widow, Barbara; a son, Charles, and a daughter, Linda.

STEWART—Mrs. Jane, 77, retired actress, June 6 in Montvale, N. J. She had lived at the Actors' Fund Home in Englewood, N. J., since 1940.

WINTERS—Mrs. Betty, former wife of the late Fritz Winters, former concessionaire, May 28 in Walter Reed Hospital, Washington. Burial in Arlington, Va.

WITTRISCH—Marcel, 51, operatic tenor, June 3 in Stuttgart, Germany. He became first tenor of the Berlin State Opera in 1930.

BIRTHS

BOUDRAUX—A son to Mr. and Mrs. Chester Boudraux in Leavenworth, Kan., recently. Father is ride foreman on the 20th Century Shows.

BRACE—A daughter, Lynne, to Mr. and Mrs. Clayton Brace, May 22 in Denver. Father is program director for KLZ-TV, there.

BRANSOME—A daughter, Madeline, to Mr. and Mrs. Bill Bransome, May 18 in Philadelphia. Father is sports announcer at Station WCAU, that city.

LEVINE—A son, Stephen, to Mr. & Mrs. Mel Levine, June 6, in Philadelphia. Father is assistant operations manager of Station WCAU-TV, that city.

MARRIAGES

MINNEVITCH-LITTLE—Borrah Minnevitch, producer-manager of the Borrah Minnevitch's Harmonica Rascals, and Lucille Little June 4 in Mereville, Seine-et-Oise, France.

MORRIS-HUTT—Jack J. Morris, concessionaire, and Myrtle Hutt, concessionaire, recently in Little Church Around The Corner, Las Vegas, Nev.

ORTH-WALKER—Robert Orth, owner of the Bob Orth Circus, and Lula Walker, May 29 in Panama, Calif.

EDITORIAL

Workers' Rights

The Billboard has filed charges of unfair labor practices against the Royal American Shows, the Carnival and Allied Workers Local Union 447, St. Louis, and Harry Karsh its organizer.

Why?

Because we believe that in the recent unionization of the Royal American by Karsh, rights of employees were violated. These rights are set forth clearly by law.

The National Labor Relations Act states that there shall be no interference with, nor coercion of employees either to join or refrain from joining a union.

In the case of the mass meeting held on the Royal American Shows at Evansville, Ind., and in the events that preceded it, The Billboard charges that there was such interference, such coercion and that employees therefore were not in a position to make free decisions.

The Law

The law also sets forth the responsibilities of employers and unions.

It prescribes that a union (or closed shop) is legal only when the union has filed the necessary organizational, financial and anti-communistic material with the United States Department of Labor. That had not been done at the time the show was unionized.

Too, the law is quite limited in the manner in which it permits employees' authorizations for checkoffs. Such checkoffs (deductions from wages of union dues) can only be made for "periodic dues," not for fines, assessments, etc. But, the checkoff cards distributed by the union authorized deductions of assessments, fines, etc., as well as dues—in violation of the law.

Further, the National Labor Relations Act specifies that authorization for checkoffs by employees shall not be for more than a year. Cards issued by the union, however, were in a form that was irrevocable; thus workers would be subject to the checkoffs for as long as they remained with the show.

We think the rights of individual employees are of paramount importance. And because we think this, The Billboard filed the charges of unfair labor practices.

Traditionally—and we believe justifiably—The Billboard long has been regarded as a pro-labor trade paper. It has supported good union moves. And in some instances it has actively supported the foundation of some unions in the amusement field.

On the other hand, it has withheld support—and actively opposed—some unionization efforts.

Seasonal, Complex Field

Earlier, The Billboard went on record as opposed to the present drive to organize carnival workers. We did this because we felt—and we still do—that it would be impossible for a union vitally interested in the welfare of carnival employees to be effective because of the seasonal, complex and unusual nature of the carnival field.

In filing charges of unfair labor practices, The Billboard brought such charges against a show which has set high standards—the highest in many phases of operation of any show in the carnival field.

The Royal American is widely esteemed for the caliber of its personnel, its low turnover of employees, and the warm relationship which exists between the owner, Carl Sedlmayr, and his employees.

But, in this case, at least, the Royal Americans Shows, unskilled in the complex technicalities of unionization, acted hastily and with poor judgment.

New Group to Further Exposition Progress

NEW YORK, June 11.—A new 23-member group, the Exposition Management Association, has been formed with William S. Orkin as its president. Orkin is originator of the nationally produced Do-It-Yourself Shows.

Other officers are Rudolph Lang, producer of the National Business Show, vice-president, and William Copp, producer of the Institute of Radio Engineers Show, treasurer. Secretary is Mrs. Flo English, producer of the National Notion and Novelty Show, and executive secretary is Miss Jessie B. Barnes, of the New York Expositions Inc., producers of the New Sports and Vacation Show here.

The EMA is designed to serve as an information center where ad agencies and manufacturers can obtain data about member shows. It plans an educational program to tell the story of trade and consumer show advertising. Promotional and publicity plans will be worked up by Allen Bryson, producer of the New York Main Floor Accessories Show, and his wife, Hope Bryson, producer of the National Botique Show.

Headquarters of the group will be at 19 West 44th Street.

Orkin says the organization aims to form a set of standards and a code of ethics for its members, "to safeguard the reputations and prestige of our members . . . and promote the dignity of our profession."

Members of the EMA are Gottfried Neuburger; G. A. Parsons, of

United Expositions Corporation; Thomas Noble, of Advertising Trades Institute; R. Kenworthy, of Kenworthy Exposition Management; Allen Bryson, Mrs. Hope Bryson, Leonard S. Rogers, Mrs. Flo English, Connolly and Leopold; William S. Orkin, of Orkin Expositions Management, and Clifford Nuttall.

Also, Harold Meyer, of American Electrical Industries Expositions, Inc.; Rudolph Lang, W. K. Seeley, Mrs. Adele Scott and Mrs. Rebecca Feinberg; E. K. Stevens, of International Exposition Company; Peter Keller, Joseph E. Choate; (Continued on page 56)

K. C. Shopping Area Gets New Kiddieland

KANSAS CITY, Mo., June 11.—Establishment of a new Kiddieland between two mammoth shopping areas in the Mission residential section, west of Kansas City, has been launched by Joseph B. Dostal, a shoe store operator.

Dostal's kid spot will be located between the super plaza built by the Mission Development Company and another being built by Macy's, New York. Dostal expects delivery soon of a 36-foot, three-abreast Merry-Go-Round and three Allan Herschell kid devices—boats,

GOV. TO SIGN

Conn. Assembly Gives Okay to Raffles Bill

HARTFORD, Conn., June 11.—Local-option bazaars and raffles will be allowed in Connecticut if Governor Ribicoff, as expected, signs the enabling bill passed last week by the General Assembly.

The activities were held in this State thru 1948 when a State's Attorney had them stopped. Action to legalize the games then began and bills were passed in 1949 and 1951, but both times the governors vetoed them. State heads then were Chester Bowles and John Davis Lodge.

The bazaars and raffles would be held roughly under the same conditions as in New Jersey. That is, approval first by local referendum, and operation by members of veteran, religious, civic, fraternal, educational and volunteer fire groups, who would serve without pay.

Other provisions would be as follows: raffle permits would allow prizes totaling either \$5,000 or \$1,000, and prizes would have to be in merchandise, non-alcoholic and not redeemable in cash. Net income from a raffle would have to be spent for a specific, announced purpose.

Jess Bisbee, Tent Showman, Dies at 65

MEMPHIS, June 11.—Funeral services were held here Sunday (5) for Jess C. Bisbee, 65, veteran tent showman who died Friday (3) at his Memphis home. His show, Bisbee's Comedians, had toured Tennessee and Kentucky for over 25 years and he was one of the last of the old tent show operators.

Bisbee was a skilled magician in addition to being a producer and director. He was born in Spencer, Ia., but moved here 30 years ago. His career began as a young man with the old Keith's Orpheum Circuit and later with the Cotton Blossom Showboat, which plied the Mississippi. Bisbee later organized his own show.

At its height, Bisbee's Comedians carried a company of 30 and played in a 1,000-seat big top. All personnel traveled and lived in house trailers.

He is survived by his widow, Mary; a brother, Ralph, and a sister, Mrs. Florence Donley. Burial was in Memorial Park.

Craig's Chimps are playing the Casino Theater, Toronto, to be followed by park dates in Massachusetts and Rhode Island for Al Martin and fairs for the Barnes-Carruthers office.

Billboard Charges RAS, Union, Karsh In Unfair Practices

Alleges Employees' Rights Violated, Files With Nat'l Labor Relations Bd.

INDIANAPOLIS, June 11.—Charging that rights of employees of the Royal American Shows were violated in the recent unionization of that show, The Billboard Friday (10) filed charges of unfair labor practices against both the show and the union, the Carnival and Allied Workers Local 447, St. Louis, and Harry Karsh, its organizer.

Filed with the regional office of the National Labor Relations Board here, the charges allege violations of the National Labor Act on seven counts.

Charges against the Royal American Shows are that it:

1. Interfered with the right of

its employees either to join or refrain from joining unions by conducting a mass meeting in which it joined with Karsh in trying to get its people to sign up with the union, and had management representatives present when a standing vote was taken on the question of (Continued on page 50)

Sweeney Races Start Strong

DES MOINES, June 11.—Al Sweeney's National Speedways, Inc., got its '55 season off to a bang, drawing two capacity crowds at opening meets in Topeka and Belleville, Kan., on Sunday (29).

At the Kansas capital, an all-time record turnout of 12,500 jammed the State fairgrounds track to see a 100-mile stock car race. An overcast and cool breezes failed to keep them away.

On the same day at Belleville, a program of big car sprints went on despite cool weather and a few showers. An estimated 6,500 turned out for the event.

Sweeney was here this week making final preparations for the Hawkeye Futurity auto race to be held Sunday (5) at the Iowa State Fairgrounds.

Downey Contracts III. Centennials

ST. LOUIS, June 11.—Jimmy Downey, head of the attraction agency bearing his name, has signed to provide the entertainment at two Illinois centennials this year—Aledo and Mattoon.

Acts at Aledo, June 30-July 2, will include Bronos, high act; Larry Criswold, trampoline; Gold Dust Twins, comedy; George Lerch, wire; Pinkey Tracey, clown-emcee. Talent for Mattoon, which starts September 2, will include Tony Pastor's ork, Sky Comets and Miss Marsha Cleary.

The Billboard Charges

INDIANAPOLIS, June 11.—The detailed charges of unfair labor practices filed Friday (10) by The Billboard with the Regional Office of the National Labor Relations Board here against the Royal American Shows, Inc., and the Carnival and Allied Workers Local Union No. 447, St. Louis, and Harry Karsh, its organizer, follow:

Against Employer

On or about June 1, 1955, at Evansville, Indiana, the Employer:

(a) Interfered with, restrained and coerced its employees in the exercise of their rights guaranteed in Section 7 of the Act by requiring all, or virtually all, of its employees and their supervisors to assemble in a public mass meeting in a large tent on the carnival grounds then and there operated by the employer, and aided and abetted one Harry Karsh, acting as representative of Carnival and Allied Workers Local Union No. 447, affiliated with the International Brotherhood of Teamsters, etc., a labor organization, in appealing to the persons there assembled to join the said labor organization and make it their exclusive representative for the purposes of collective bargaining; joined with the said Karsh in requiring a standing public vote in the presence of representatives of the employer on such question, and on the strength of such purported vote then and there recognized the said labor organization as such exclusive bargaining representative, all in violation of Section 8 (a) of the Act;

(b) interfered with the formation and administration of said labor organization and contributed financial and other support to it by the conducting of the meeting above described on property controlled by the employer, by indicating both before and after the said meeting and at sundry private conversations with sundry employees that they should join the said organization, by agreeing to recognize as officers of the said organization

officers of a previous independent labor organization purporting to represent all or some of the assembled employees, and by otherwise contributing financial and other support to the said organization, all in violation of Section 8 (a) (2) of the Act;

(c) entered into an agreement with the said labor organization requiring membership in it as a condition of employment, although said labor organization had failed to file the organizational, financial and anti-communist material required by Sections 9 (f), (g) and (h) of the Act, and was in non-compliance therewith so that the agreement for a so-called union shop was and is a violation of Section 8 (a) (3) of the Act;

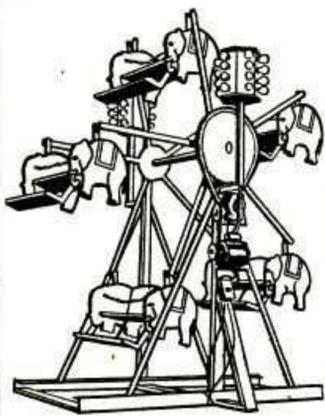
(d) required each and all of the said employees and many self-employed persons connected with the employer to sign so-called authorizations for deductions from wages, or so-called checkoff authorizations, in a form which is irrevocable for a period longer than one year and which permits deductions from the pay or emoluments of the signers of "all monies I may owe to the above union organization," in violation of Sections 8 (a) (1) and (2) of the Act.

Against Union, Karsh

On or about June 1, 1955, at Evansville, Indiana, the above-named labor organization and Harry Karsh, acting as its representative, having theretofore been unsuccessful in getting a majority of the employees of Royal American Shows, Inc., to designate the said labor organization as their collective bargaining agent:

(a) restrained and coerced (Continued on page 51)

KIDDIE FERRIS WHEEL



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Plans Announced for 2 Odd Drive-In Theaters

NEW YORK, June 11.—Two odd drive-in theater arrangements have been announced, one of them for a double-deck affair and the only elevated drive-in yet built, and the other utilizing stadium seats for a combination of bleacher and auto viewing.

The second-story structure is scheduled to be in operation before the year's end at a new shopping center in Dover, N. J. Walter Reade Theaters has signed a long-term lease for its operation. The area's parking lot will be double-decked and a drive-in with 1,000-car capacity will be built on the top level.

Walter Reade Jr. said a modern restaurant will be built in the center of the upper level, and the building will also house the theater projection booths. A screen more than 100 feet wide will be erected at one end of the long deck and a kiddie playground will be established at the base of the screen. The chain owns eight drive-ins now plus more than 30 conventional theaters and catering interests.

Dover is in Morris County about 30 miles from New York City and is a fast-growing suburban area. The shopping center is being built by Milton L. Ehrlich, Inc., of New York City, on the community's main street.

In Bridgeport, Conn., Candlelight Stadium, used for years as a track for all types of auto racing, is being demolished to make way for two outdoor theaters. E. M. Loew of Boston will operate one and will utilize the right field bleachers, with capacity of some 2,000 persons, plus field space for 850-700 cars. It is presumably one of the only such kind in the country, catering both to pedestrian and car-riding customers.

The other theater, right next door at Candlelight, will be operated by Seymour Levine of Stratford, Arthur Lockwood and Louis Gordon of Boston, and Samuel Rosen of Marathon, Fla. Levine

operates the Bowl Drive-In at New Haven. The new theater will be known as the Pix Drive-In and will have a capacity of about 600 cars. Both Bridgeport places figure on being in operation in July.

Fort Wayne Fair Shaping Up Well

FORT WAYNE, Ind., June 11.—Things are shaping up well for the Fort Wayne Free Fair to be held at the Auto Raceway here, July 11-16, under direction of Robert K. Parker and C. R. McCarter.

Day and nighttime features will include harness races, mule sulky races and motorcycle races sponsored by the A.M.A. The A.C.A. Shows will occupy the midway. No fair was held here in 1950, but last year the Cetlin & Wilson Shows played the event, with merchants' exhibits only.

For the first time in the history of the Fort Wayne annual there is an advance grandstand sale. More than 300 mothers in the area are participating in a huge baby beauty contest. Votes are tied in with the sale of grandstand tickets. Advance sale has been above expectations, McCarter announced this week.

Heading up the fair-operating group are Robert K. Parker, president; C. R. McCarter, vice-president and general manager; Marion McCarter, secretary, and Mrs. Carl Hanson, auditor. Carl Hanson is working on promotions.

Flint, Mich., Sets Centennial Program

FLINT, Mich., June 11.—Program plans for the city's centennial celebration this year have been finalized, Alfred Stern, managing director, announced. Celebration is set for August 27-September 11, with exhibits, rally, parades and the Flintorama Spectacle Show in Atwood Stadium the final three nights of the run. The celebration was underwritten principally by General Motors and all events will be free to the public.

N. J. Measure Would Alter Law on Bingo

TRENTON, N. J., June 11.—Governor Meynor of New Jersey has received for signature a bill making certain alterations in the legal bingo-raffles operation in this State.

Two of the provisions in the bill would permit bigger signs for advertising bingo games, as well as allowing additional signs at specific locations, and also would raise from \$5 to \$15 the value of merchandise to be won on the single spin of a bazaar wheel.

Persons under 18 would be allowed to have their names signed to lottery tickets by their elders, if the bill is signed.

Other provisions of the bill have to do with renting of premises and equipment for bingo games. The Legalized Games of Chance Commission would have to establish schedules of rentals for equipment leasing, and permits would require verification of the character of the landlords from whom premises are rented for bingo games.

Wisconsin Awards \$13,000 Payment To Stunter's Widow

MADISON, Wis., June 11.—The Wisconsin Industrial Commission has awarded approximately \$13,000 to the widow of a stunt driver killed last September when he drove his car off a cliff at the Verona, Wis., race track.

The award was made to Mrs. Kenneth Adams. Defendant in the case, the Verona Race Track Company, Emil A. Legler, president. Mrs. Adams will be paid the money in monthly installments of \$130.

Testimony showed that Adams had been paid \$5 for previously performing the stunt in which he would leap to safety before the car made the plunge. It was brought out that he expected to be paid for the stunt which resulted in his death.

Syracuse Sets Summer Events For War Meml.

SYRACUSE, N. Y., June 11.—The Onondaga County War Memorial Auditorium swings into its warm weather schedule, following the close of the basketball season. Mashie Promotions offered a show headed by Louis Armstrong last month, but attendance was poor and the promoters are reported to have lost some \$1,500 on the event.

Last night's promotion was the Martin and Lewis show, also by Mashie, with supporting cast including Helen Forrest, the King Sisters and the Steppe Brothers.

Sam Snyder's Water Follies are due in May 27-29 under the banner of Arena Enterprises, a subsidiary of the Arena Boxing Club here. Norman Rothschild is the promoter. Snyder played the city twice previously with mediocre success and is ballyhooing this year's date with a Miss Universe Contest to spur the sales.

Boxing and wrestling events will dominate the summer calendar, topped by the championship DeMarco-Basilio fight on June 10. All 9,700 seats were taken on the day the advance sale opened. Director William Stark plans on attending the auditorium managers convention in Denver in July. At last year's gathering he was awarded the "Manager of the Year" title.

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CONEY ISLAND, N. Y.

By UNO

Tuesday evening (14) ushered in the first fireworks show in the 1955 series of displays at Coney. The giant weekly shows, co-sponsored by the F. & M. Schaefer Brewing Company of Brooklyn and the Chamber of Commerce, will mark the 31st year of the revival of the famed pyros and the 76th year since the shows started here. The June 14 attraction chalked up the 525th in the Coney program, and featured a special display called "Bright Light of New York." A total of 13 shows, one for every Tuesday and an extra for July 4, complete the season's list. The "Schaefer Fireworks" are skedded to be expanded this season, according to John Ward, chamber prexy. More than 8,000 individual set and aerial pieces, spaced over a time period running a little less than half an hour, will be fired at each show. During the 1954 season over 1,500 pounds of explosives were used during each display. This total is expected to be upped this year. The Interstate Fireworks Company of Bridgewater, Mass., is preparing the spectacles. In addition to the local exhibits Interstate will handle fireworks assignments for Schaefer at Revere Beach and Nantasket Beach in Boston. Another Schaefer show will be at the Rockaways where they will start July 6 and continue every Wednesday evening and will be provided by the International Fireworks Company of North Bergen, N. J.

Danny Miller and Morris Star operate the nickel pitch on the Bowery front of Pleasureland, a walk-thru Arcade from Surf Avenue. Only other concessionaire for the Wertheimers is Richard Carillo with a Bowl-O game on the inside. . . . With the exit of Dan Lane's Irish House on the Bowery, Mickey and Lillie Sheridan, long identified with the establishment, are now comfortably employed elsewhere. Mickey is the general manager for Seymour Machson's Magic Carpet Fun House, also on the Bowery, and Lillie is head cashier in Faber's Arcade in Wonderland Park. . . . Carrie Adams in her 72d year as Aunt Jemima continues to be the main bally attraction at Sindell's Cavalcade of Variety show.

Kirsch's restaurant on Surf Avenue is patronized largely by local operators and workers, mainly due to the cooking by Bertha (Mom) Kirsch always back in the kitchen and who is celebrating this year her 90th birthday and her 53d year on Coney. Operating out front is Harold, one of 17 great grandchildren, and Al and Joe, two of five sons. Others in the family are two daughters. . . . Joseph Steinberg, prexy of the Sea Gate Association, and his wife have just returned from an eight-week visit to Israel. . . . Midge Morgon, dancer, and her husband, Billy Morgon, ticket seller, are new additions to Wonderland Circus, the former a reinforcement for the Albert-Alberta attraction. . . . An earnest appeal for more financial aid comes from Ray Cook, outdoor show talker and theater candy spieler, still in Hinds County Jail, Jackson, Miss. Cook writes that so far \$500 has been sent him and is in the hands of a capable attorney but that \$1,750 more will be needed to finance a new trial in the State Supreme Court where he hopes to be fortunate enough to win a reversal on the presentation of new evidence that will prove beyond a doubt that he is innocent.

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Gene Autry To Head Up Chi Rodeo

CHICAGO, June 11.—Gene Autry and Gail Davis, TV's Annie Oakley, will headline the annual rodeo to be held in the International Amphitheater here October 7-16. The Cremer Rodeo, of which Autry is part owner, will again provide the stock for the event which will be held in conjunction with the International Dairy Show.

In addition to Autry and Miss Davis, the Cass County Boys and Autry's horses, Champion and Little Champion, will be on hand.

Harry Knight, Casa Grande, Ariz., rodeo producer, will manage the show. Jack Reilly, veteran Chicago world's fair staffer, will do the publicity chores.

Trade Fair to Quit at CNE

OTTAWA, June 11.—One of the Canadian National Exhibition ground's chief off-season occupants, the Canadian International Trade Fair, will be discontinued.

The eighth trade fair was held this week at the grounds, but Trade Minister Howe said in Commons this week that the government is abandoning the enterprise because it has not lived up to expectations as a way to promote the sale of Canadian products.

Howe said in answer to a question that the government would be glad to turn the event over to the Province of Ontario if it wished to assume further financial and operational responsibility. He added that this year Canada would have exhibits at 15 trade fairs in 13 countries.

Colusa, Calif., Hypos Program

COLUSA, Calif., June 11.—The annual Colusa County Harvest Festival opened its four-day run here Thursday (9) with a strong entertainment program.

Manager Bob King described the ambitious program for the run as offering "more of almost everything."

Among the features were Bill McGaw's Tournament of Thrills and micro midget racing, the latter being brought here after a successful appearance in nearby Chico at the Silver Dollar Fair.

Also offered was the rodeo produced by Dick Hemsted, of Red Bluff, and the grandstand show with Phil Arden, organist; Wayne Roland, vent; the Wheelers, marimba trio; Boxley and Marie, illusionists; Harry (Woo Woo) Stevens, comedian, and Eddie Bartell, mimic. Show is booked by Isabelle Whall, of Fun Unlimited, San Francisco.

Foley & Burk Combined Shows was featured on the midway.

Ormstown Eyes 30,000 Turnout

MONTREAL, June 11.—Ormstown's 42d annual Exhibition and Horse Show ran into tough sledding weather-wise this week, and clearing skies were looked for to bring attendance for the five-day event to its customary 25,000-30,000. It closes tonight.

The Horse show phase opened Wednesday night (8) in the 2,000-seat auditorium. A two-day school holiday was granted beginning Thursday. Some 170 parties are listed for the horse show, being held nightly in the indoor arena. Elsewhere on the 40-acre grounds are a full range of agricultural and industrial exhibits, plus a midway.

Group Raising Funds for New Long Island Arena

NEW YORK, June 11.—A \$175,000 stock offering has been up for a month, the funds to go toward building the proposed Long Island Arena in Commack, on Long Island. Dunne & Company is handling the sale of the quonset-type structure which would be open for all types of indoor sports and events.

Guiding force behind the endeavor is William Linck, of Huntington, Long Island, founder of Linck's Log Cabin eatery in Centerport and owner of the Turf Drive-In at Commack.

Long Island Arena, Inc., of which Linck is president, plans to erect a \$400,000 building designed by James Van Alst of Centerport. The group owns 22 and a-half acres on the south side of Veterans Highway at the junction of Sunken Meadow Parkway in Commack. The Property's purchase price was \$85,000 of which \$25,075 was paid in cash. The property has since been rezoned for business property and appraised this year at a value of \$168,000.

Lockhart to Manage
Staff of the organization includes Thomas F. Lockhart of New York who will operate the building if it comes into being. Lockhart is president of the Amateur Hockey Association of the United States and also of the Eastern Amateur Hockey League, and has been business manager of the New York Rangers and operator of the New York Rovers. For the past 20 years he has been associated with the Madison Square Garden Corporation.

The arena group plans to offer basketball, boxing, wrestling ice

shows, circuses, rodeos, horse shows, dog shows, theatrical offerings, conventions and exhibitions. Their structure is to comprise a one-story lobby and the arena proper. There is to be 17,000 square feet of floor space in the arena, with 4,000 permanent seats and another 2,500 temporary seats for events requiring limited space. Arena floor is to measure 85 feet by 200 and will be piped for refrigeration.

The location is in mid-Suffolk County on Long Island, and the promoters plan on drawing from the expanding Nassau-Suffolk population which has more than doubled to 1,400,000 since 1950. Grading of the site has been completed and several bids are in for the ice-making equipment contract.

15G AT CNE

Lassie, TV Canine, Set For 4 Dates

NEW YORK, June 11.—Lassie, the canine lead in the television film series of the same name produced by Television Programs of America, Inc., has been set for four major outdoor dates this summer.

Top money is coming from the Canadian National Exhibition, Toronto, where the dog and its owner-trainer, Rudd Weatherwax, will get \$15,000 for a one-week stand, August 29-September 3.

Lassie's dates, booked via Martin Stone Associates, are being held down since the film series will be in production virtually all summer. Other dates include: July 2-4, Melalla (Ore.) Buckeroo, with Tommy Rettig, juvenile lead in the show, co-starring; July 9-10, International Fair, Detroit; August 26-27, Ohio State Fair, Columbus.

The Lassie series airs on CBS-TV for Campbell Soups and on the Canadian Broadcasting Company's TV network for Colgate.

Slater Dies In Des Moines Race Crash

DES MOINES, June 11.—Bob Slater, IMCA '54 big car champion, was killed when his car crashed into the east wall during the 50-mile Hawkeye Futurity at the Iowa State Fairgrounds Sunday (5).

Slater had just taken the lead on the seventh lap of the race when he apparently blew a tire and crashed into the concrete retaining wall. Jud Larson, of Austin, Tex., won the 50-mile race. It was the fourth fatality at the fair track in the last four years.

A crowd of 12,000 attended the Hawkeye Futurity, the first of its kind, with promoter Al Sweeney starting the feature race an hour early when the weather bureau predicted showers and a tornado for later in the afternoon. The weather held down attendance. A large number of out-of-State officials were unable to attend because of curtailed air transportation.

Larson won a total of \$1,810 by capturing the race, \$1,680 for winning and \$130 in lap money. Total purse money was \$9,100.



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 Flagstaff—Northern Ariz. Square Dance Festival, Aug. 12-13.
 Glendale—Melon Festival, July 8-9.
 Mesa—Pioneer Day Celebration, July 24.
 Mesa—Pioneer Celebration, July 24.
 Phoenix—Jaycee-KOY Fireworks Show, July 4.
 Prescott—Hoodowners' Festival and Piddling Contest, June 17-19.
 Prescott—Celebration, July 4.

Arkansas
 Portia—Celebration, July 4.

California
 Los Angeles—Home Show, June 9-19.
 Oakland—Celebration, June 30-July 5.
 Pasadena—Firemen's Rose Bowl Celebration, July 4.

Colorado
 Denver—Antique Show, July 5-8.
 Estes Park—Colorado Festival, June 17-19. James Johnson.
 Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.
 Estes Park—Apalooza Horse Show, July 16. Dr. A. G. Fiske.
 Estes Park—Koshare Indian Show, July 21-22.
 Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.
 Greeley—Horse Show, June 25-26. Chamber of Commerce.
 La Junta—Legion Kids Rodeo, Aug. 9-11. John A. Brown.
 Walsenburg—Spanish Peaks Fiesta, Aug. 4-6. Star Caywood.

Connecticut
 Bethel—State Firemen's Convention, Aug. 12-14.
 New Britain—VFW Carnival, June 13-18.

Georgia
 Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N.E.
 Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.

Idaho
 Boise—Ada Co. Sheriff's Poise Cow Cutting Contest, June 18.
 Emmett—Emmett Cherry Festival, June 20-25. Clint Johnson, American Legion.
 Franklin—Idaho Days, June 14-15.
 Rigby—Jefferson Co. Pioneer Days, June 15-16. R. C. Swager.
 St. Anthony—Fremont Co. Pioneer Days, July 22-23. Robert Smith.

Illinois
 Chrisman—Homecoming and Street Fair, July 6-9. Homer Wolfe.
 Chicago—General Festival, July 4. (Soldier Field.)
 Chicago—General Motors Powerami, Aug. 31-Sept. 18.
 Chicago—Polka Festival, July 7-20 (at 51st & Cicero). L. Matura, 8322 S. May Field, Oaklawn.
 Davis—Celebration, July 28-30. William Braull.
 Farmington—Legion Fall Festival, Aug. 17-20. James Vaira.
 Geneseo—VFW Celebration, July 2-4.
 Girard—Centennial, June 13-18.
 Hanna City—Sportsmen's Club Celebration, June 16-18.
 Iroquois—Celebration, July 2-4.
 Lexington—Centennial, July 10-17. T. M. Patton.
 Marks—Homecoming, July 1-4. Bruno Biagi.
 Marks—Homecoming & Celebration, July 1-4.
 Maywood—Italian Festival of Chicagoland, July 18-27. Joseph De Serto, 1615 North 18th Ave., Melrose Park.
 Mount Vernon—Jefferson Co. Veterans Reunion, June 28-July 4. G. O. Purcell, American Legion.
 Olney—Celebration, July 4.
 Onarga—Celebration, June 30-July 4.
 Pana—American Legion Veterans' Homecoming, June 28-July 4. Sydney DeWeerd.
 Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.
 Rutland—Centennial, Aug. 4-7. I. M. Vincore.
 Salem—Sailors & Soldiers' Reunion, June 20-25.
 Sawyerville—Firemen's Homecoming, June 17-18. Al Ondo.
 Shelbyville—Celebration, July 4.
 Stockton—Street Celebration, July 14-16. P. C. Niemeyer, Lions Club.
 Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.
 Vandalla—National Crow Shoot, June 17-19.
 Yorkville—American Legion Celebration, June 23-26.

Indiana
 Bainbridge—Street Fair, June 15-18. G. Kilgore.
 Batesville—Fall Festival, Aug. 5-6. Vol. Fire Dept.
 Booneville—Celebration, July 2-4. Albert C. Derr.
 Brownstown—Homecoming & Reunion, July 18-23.
 Columbia City—Old Settlers' Day & Legion Festival, Aug. 10-13. Dave Spence.
 Decatur—Street Celebration, June 13-18.
 East Gary—Jubilee, June 16-26.
 Greencastle—Firemen's Festival, July 4-9.
 Lawrenceburg—Firemen's Fair, June 13-18.
 Montezuma—VFW Community Fair, June 21-25. Frank Willhete.
 North Webster—Mermaid Festival, June 28-July 4. Lions Club.
 Odon—Old Settlers Meeting, Aug. 17-20. Lex Bennet.
 Carson—Pow-Wow, July 26-27.
 Correctionville—Centennial, July 22-23.
 Lewis—Homecoming, June 27-29.
 Onecola—Celebration, July 4.
 Woodbine—Celebration, July 18-19.

Kansas
 Hanover—Celebration, July 25-27.
 Jewell—Celebration, July 28-30.
 Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.
 Linn—Celebration, July 21-23.

Kentucky
 Eminence—IOOF Celebration, June 27-July 4.
 Lexington—Jr. League Horse Show, July 11-16.
 Sterns—Celebration, June 27-July 4.

Louisiana
 New Orleans—La. Boat Festival—Pan American Regatta, June 18-19. I. J. O. Janssen Jr., Box 52, Arabi.

Maine
 Houlton—Celebration, July 4.

Maryland
 Centerville—Kent-Queen Anne Pony and Horse Show, June 25.

Massachusetts
 Athol—Celebration, July 4-9.
 Charlestown—Celebration, June 13-18.
 Gaylord—Celebration, July 4.
 Gloucester—St. Peter's Fiesta, June 24-26.
 Gloucester—Legion Celebration, June 27-July 4.
 Lowell—Celebration, July 2-4.
 Mazeppa—Centennial, June 20-21.
 New Bedford—S. S. Sacramento Feast, Aug. 5-7.
 New Bedford—Feast of the Blessed Sacrament, Aug. 5-7.

Michigan
 Ann Arbor—Gladiolus Show, Aug. 7-8.
 Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.
 Coloma—Gladiolus Show, Aug. 27-28.
 East Lansing—Gladiolus Show, Aug. 6.
 Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.
 Holly—Catholic Church Festival, Aug. 5-7. J. C. Patterson.
 Lake City—Celebration, July 4.
 Lakeview—Livestock Show, Aug. 2. H. W. Reading.
 Lapeer—Thumb Dist. Guernsey Show, Aug. 3. Harold L. Kingsbury.
 Menominee—Menominee Dairy Show, July 30. Gall E. Bowers, Court House.
 Messick—State Gladiolus Show, Aug. 20-21.
 Midland—Gladiolus Show, Aug. 15-16.
 Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.
 Petoskey—Mich. Water Wonderland Festival, July 2-4. Chamber of Commerce.
 Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.
 Rudyard—Eastern U. E. Jr. Pat Stock Show, Aug. 11-12. Wm. Dickinson, 139 Arlington, Sault Ste. Marie.
 Sand Lake—Celebration, July 4.
 Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.

Minnesota
 Duluth—Antique Show, Aug. 21-24.

Missouri
 Bolivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.
 Carthage—Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.
 Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.
 Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.
 Herman—Homecoming, Aug. 27-28. M. F. Kappelmann, Chamber of Commerce.
 Jefferson City—Lions Club Festival, June 30. David R. Newsam.
 King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.
 Maillard—Bluegrass Festival, June 22-25.
 Dale A. Marion, American Legion.
 Maryville—Northwest Mo. Horse Show, July 21-22. Mrs. Lester Swaney.
 Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.
 Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.
 St. Clair—Homecoming, June 21-25.
 Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.
 Warrensburg—Centennial, July 3-9. C. L. Park, Station KOKO.

Montana
 Plentywood—Celebration, July 2-4.

Nebraska
 Broken Bow—75th Anniversary Celebration, July 1-5. Dr. L. R. Wallace, Box 219.
 Neligh—Celebration, July 3-4.
 Shelton—Celebration, Aug. 1-3.
 South Sioux City—Police Carnival, July 11-17.

Nevada
 Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Hampshire
 Nashua—Jamboree Celebration, June 20-25.

New Jersey
 Dover—VFW Celebration, July 4-9.

New York
 Angelica—Sesquicentennial, June 20-25.
 Frankford—Italian Feast of St. Francis Society, June 13-18.
 Kingston—Hudson Valley Firemen's Convention, June 13-18.
 Oxford—Celebration, July 1-4. B. V. Beckwith.

New Mexico
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box 1029.

Ohio
 Arcadia—Centennial, June 28-July 2.
 Ashville—Celebration, July 4.
 Bowling Green—Celebration, July 4.
 Cadiz—Firemen's Mardi Gras, June 21-25.
 Canton—Sesquicentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave., S.
 Cincinnati—Food and Home Show, Aug. 15-28. Eugene P. Zachman.
 Covington—Homecoming, June 14-19.
 Delphos—Homecoming, Aug. 15-20.
 Port Recovery—Harvest Jubilee, July 4-9. B. B. Burke.
 E. Liverpool—Old Home Week, Aug. 1-6. H. J. Benty, 752 St. Clair Ave.
 Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.
 McGuffey—Homecoming, June 21-26.
 North Industry—Homecoming, July 19-23.
 Waco—Homecoming, June 21-25.
 Wayneburg—Firemen's Homecoming, July 6-9. J. M. Pinefrock.
 Woodville—Celebration, June 30-July 4. Henry Herkel.

Oklahoma
 Claremore—Legion Celebration, June 30-July 4. Pat Johnson.
 Pawhuska—Ben Johnson Memorial Steer Roping, June 26.

(Continued on page 62)

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Terrell Jacobs Unit Parading in Ontario With Sullivan Show

HAMILTON, Ont., June 11.—Terrell Jacobs' Wild Animal Circus, on the Jimmy Sullivan's World's Finest Shows, played a break-in date at Sarnia and began its contract period at Hamilton.

Major innovation is a street parade. It will be given each Tuesday during the season. Produced jointly by Jacobs and Sullivan, it includes Jacobs' rolling stock, callopie, horses and elephant, plus Hermine's Midget Band, ponies from the pony ride and about 10 show wagons, as well as personnel.

Jacobs is using an 80-foot round top with two 40's and a 30, seating about 1,140. Menagerie is laid out at one end and lists lead stock, 11 lions and tigers in a long scroll-trimmed cage truck, and Jacobs' six small tableau wagons. Admission is 50 and 25 cents.

Kelly-Morris Plays Massillon Stand

MASSILLON, O., June 11.—Kelly-Morris Circus drew a three-quarters afternoon and a half house at night here Wednesday (8).

Show reported that the advance sale was good. Auspices was the Lebanon-American Club. New lot on the Canton road was broken in. Light rain fell in the afternoon.

Rogers Shutters

CHICAGO, June 11.—Rogers Bros.' Circus, which was reactivated this season with plans to play grandstands and fairs, has closed. Business was off thruout the show's run, which began at Little Rock this spring. There were reports that Owner Si Rubens was re-entering the minstrel show field, but this was not confirmed.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Alamo Expo.: Colorado Springs, Colo.
American Beauty: Oskaloosa, Ia.
American Midway: Victoria, Tex.; Stockdale 22-25.
Am. Co. of America: Decatur, Ill.; Joliet 20-25.
Amusements of America: Fords, N. J.
Baker United: (English & La Salle Sts.) Indianapolis.
Beam's Attrs.: Reynoldsville, Pa.; Angelica, N. Y., 20-25.
Becht, Lee: Loveland, O.; (Court & Cutter) Cincinnati 20-26.
Bee's Old Reliable: Whitesburg, Ky.; Wayland 20-25.
Belle City: (N. 29 & W. Capitol Dr.) Milwaukee 14-21; Cedarburg, Wis., 24-26.
Bell-Form: Newport, R. I.
Big Four Am.: (45th & 22d Sts.) Kenosha, Wis., 14-19, (7th Ave & 52d St.) Kenosha 20-26.
Big State: San Antonio, Tex.
Blue Grass: Kokomo, Ind.
Bogle, F. C.: Great Bend, Kan.
Borderland: Alpine, Tex.
Briggs, A.: Cadiz, O.
Brobeck & Schrader: Rapid City, S. D.
Buck, O. C.: Binghamton, N. Y.
Burdick's Greater: Brenham, Tex.
Burke, Harry: New Iberia, La.
Burkhart: Cortland, Ill., 14-19; Warrensville 20-25.
Byers Bros.: Jewel, Ia., 13-15; Lehigh 16-18.
Capital City: Glasgow, Ky.
Caravello Am. Co.: Three Springs, Pa.; Saxton 20-25.
Carpenter Bros.: Clyde, O., 15-18; Republic 22-25.
Carroll's Greater: Casselton, N. D., 13-15; Pinley 16-18; Carrington 20-22; Rolette 23-25.
Central States: Sioux Falls, S. D.
Cattlett Greater: Kansas City, Mo., 14-26.
Cetlin & Wilson: North Tonawanda, N. Y.
Chanos, Jimmie: Dayton, O.
Cherokee Am. Co.: Osawatomie, Kan.
Coleman Bros.: Naugatuck, Conn.; Torrington 20-25.
Collins, Wm. T.: Fargo, N. D.; Williston 20-25.
Continental: Fulton, N. Y.
County Fair: O'Neill, Nebr.
Crafts Expo.: Gilroy, Calif., 16-19; S. San Francisco 22-26.
Crafts 20 Big: Torrance, Calif., 14-19.
Cross Road Am. Co.: Wayland, Mich.
Cumberland Valley: South Pittsburgh, Tenn., 13-20.
Davis Am. Co.: Oakridge, Ore., 14-19; Brownsville 21-26.
De Gaynor's Kiddleland: Sauk City, Wis., 17-19; Mineral Point 24-26.
Desbro: Salamanca, N. Y.
Dickson United: Wynnewood, Okla.
Dobson's United: Stillwater, Minn., 13-15; North Branch, 17-19.
Douglas Greater: Coos Bay, Ore.; Newport 20-25.
Down River Am. Co.: Plymouth, Mich.; Berkley 21-25.
Drago Am., No. 1: Gas City, Ind.
Drew, James H.: Madison, W. Va.; Grayson, Ky., 20-25.
(Continued on page 56)

Calgary Adds 30G Log Cabin For Jubilee

CALGARY, Alta., June 11.—In keeping with Alberta's Golden Jubilee observance, the Calgary Exhibition board is building a \$30,000 log hut within the Fort Calgary stockade at the fairgrounds for use by the Southern Alberta Pioneers and Old Timers' Association.

The building, 52 by 36 feet with an additional wing 12 by 24 feet, will have a living room, kitchen and washroom facilities. It will be placed at the sole disposal of old timers during stampede week but will be used by the exhibition board for social and business functions during the year.

Another addition to the old fort will be the construction of two bastions, 35 feet high, which will flank the new 32-foot gateway on the east side of the stockade. The bastions will be a reproduction of those used in frontier forts and stairways will be built so visitors can have an observation point to view the grounds.

The interior of the fort is being replanned and the grounds around it are being landscaped. All work is expected to be done by July 1, more than a week ahead of the opening of the exhibition and stampede.

Lisogar Sport Show Pulls 51,000 Paid At Edmonton, Alta.

EDMONTON, Alta., June 11.—Edmonton's first Sportsmen's show, presented for seven days in the Gardens here, drew 51,064 paid admissions.

Event, managed by Roy Lisogar, Edmonton ice show producer, was put on by the Edmonton Exhibition Association and the Edmonton Fish and Game League. Fred Miller, assistant manager of the Edmonton Exhibition org, said reaction to the show was "extremely favorable." Show moved on to Calgary, with Vancouver to follow. It will wind up in Victoria, B. C., June 18.

Millers Draw Okay

LEBANON, Ind., June 11.—Al C. Kelly & Miller Bros.' Circus played to a three-quarter afternoon house here Thursday (2). The night house was near-capacity.

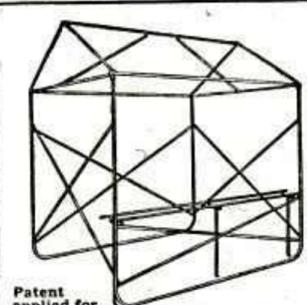
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Swenson Adds Two Fairs

SPRINGFIELD, Mo., June 11.—Aut Swenson, owner-manager of the auto thrill show bearing his name, this week announced signing to appear at two more fairs, both of them new to his route. Stunter will show at the Jackson, Tenn., annual, September 16-17, and the Blytheville, Ark., event, September 21-22.

New Arena for New Castle, Ind.

NEW CASTLE, Ind., June 11.—Mayor Paul McCormic said that he favors a joint board of control for the projected community auditorium to be built with a \$385,000 inheritance. The money was willed for an auditorium by the late Mrs. Addie Bundy, wife of Gen. Omar Bundy, a World War I hero. An ordinance authorizing the new building has already passed the city council.

Circus Routes

Send to
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Cincinnati 22, O.

Beatty, Clyde: Grants Pass, Ore., 17.
Colson, Tex.: Beaver, Utah, 16.
Cole, Geo. W.: Strawberry Point, Ia., 17.
Corgan 18; Monticello 19; Clarence 20;
DeWitt 21; Preston 22; Forreston, Ill., 23;
Oregon 24; Walnut 25; Toulon 26.
Gould, Jay: Ipswich, S. D., 14; Lidgerwood, N. D., 15-16; Erskine, Minn., 17-19; Green Bush 20-21; Wadena 22-23; Floodwood 24-26.
Hunt Bros.: Madison, N. J., 14; Boonton 15; Wappingers Falls, N. Y., 21; Ossining 22; Chappaqua 23; Katonah 24; Armonk 25; Syosset 27; Northport 28.
Kelly-Miller: Fairfield, Ia., 13; Albia 14; Centerville 15; Chariton 16; Osceola 17; Creston 18; Greenfield 19.
Kelly-Morris: Downsville, N. Y., 15.
King Bros.-Cole Bros.: Port Colborne, Ont., 14; St. Catherine 15; Woodstock 16; Guelph 17; Oshawa 18; Belleville 20.
Lewis, Nat.: East Claire, Wis., 15-16.
Mack, Fred J.: Zanesville, O., 14; New Concord 15; Byesville 16; Roscoe 17; Millersburg 18; New Philadelphia 20; Newcomertown 21.
Mills Bros.: Niles, O., 14; Beaver Falls, Pa., 15; New Kensington 16; McKeesport 17; Meridian 18; West Kittanning 20; Indiana 21; Johnstown 22; Somers 23; Everett 24; Cumberland, Md., 25; Pankstown 27; Baltimore 28-29; York, Pa., 30.
Packs, Tom: Herrin, Ill., 14; Mount Vernon 15; Robinson 16; Belleville 17; Evansville, Ind., 18-19; Cape Girardeau, Mo., 20; Nashville, Tenn., 22-25; Alton, Ill., 27; St. Louis, Mo., 29-July 4.
Polack Bros., Eastern: Twin Falls, Ida., 17-18.
Polack Bros., Western: Tulare, Calif., 14; Fresno 15-18; Salinas 21-22; Monterey 24-25; Merced 27-28; Long Beach 30-July 2.
Ring Bros.: Greencastle, Pa., 14; Hanover 15; Wrightville 16; Ephrata 17; Pottstown 18; Sellersville 20.
Ringling Bros. and Barnum & Bailey: New Haven, Conn., 14; New London 15; Worcester 16; Providence, R. I., 17; Newport 18; Concord, N. H., 20; Montpelier, Vt., 21; Burlington 22; Montreal 23-26.
Tatham Bros.: Atlanta, Ill., 14-15; Mason City 16-18.
Von Bros.: Forest City, Pa., 14; Susquehanna 15; Owego, N. Y., 16; Endicott 17; Athens, Pa., 18; Elmira, N. Y., 20; Montour Falls 21.
Ward-Bell: Colfax, Wash., 14.

Miscellaneous

O'Day, Marie, Palace Car: London, Ky., 14-15; Mount Vernon 18; Stanford 17-18; Lebanon 20.

Ice Shows

Holiday on Ice, International, No. 1: Genoa, Italy, 14-19; Rome 21-July 17.

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Fire Cripples N. J. Seaside Hts. Resort

SEASIDE HEIGHTS, N. J., June 11.—A roaring two-hour fire ruined this coastal resort's amusement district Thursday morning (9) with damage estimates ranging from \$1,000,000 to over \$3,000,000. The fact that it was raining during the fire is credited with saving the town from being turned into an inferno.

The fire destroyed some 80 concessions in a four-block section including novelty shops, bars, game and food stands, a section of the 50-foot-wide boardwalk, and a 75-

foot fishing pier. Also destroyed was the 1911-vintage Carousel, a landmark here. The local police chief said the fire originated in a neon sign connection damaged by wind near the Pier Restaurant.

The blaze was reported by Coast Guardsmen in a lookout tower at 6:50 a.m. and firemen arrived soon but were unable to handle the blaze before it had run its course. Some 200 firefighters managed to bring it under control at 8:30 a.m.

Most buildings destroyed were owned by the firms of Freeman & Rundle, and by Tunney & Rundle. The first-named firm is managed by Mayor J. Stanley Tunney, of Seaside Heights, who also has an interest in the other firm.

It was the first blaze in the 50-year history of the resort, which plays host to 40,000 summer residents and many thousands of weekend visitors. It burned all buildings between DuPont Avenue in Seaside Heights and Decatur Avenue in Seaside Park, and between the ocean and Ocean Terrace, which parallels the Boardwalk. About 10 communities sent firefighting aid.

Most of the amusements opened for the summer over the Memorial Day weekend. Off-season population of the community is only 1,000 persons but it normally takes on a changed complexion when summer arrives. The resort set about rebuilding the afternoon of the fire when the Borough Council set aside \$60,000 in emergency funds to provide temporary quarters for the burned-out concessionaires. A bulldozer was brought in right away to start clearing the area for rebuilding. All the concessionaires were caught with full stocks of merchandise ready for the young season.

Seaside Heights is midway down the resort coast. During the winter a similar damaging blaze leveled amusement interests in another shore resort, Ocean City, below Atlantic City.

New Pool Among Saltair's 200G In Improvements

SALT LAKE CITY, Utah, June 11.—Saltair resort opened its new season Friday (27), showing off the results of a \$200,000 improvement program directed by the new manager, A. J. Teece.

Featured is a new swimming pool, renovated bath houses and allied facilities to accommodate 2,500 bathers at a time. The 7,000,000-gallon pool uses salt water and is constructed behind a permanent dike on the shore of Great Salt Lake.

Teece, former manager of Western Service Company, resort and amusement catering service, took over in November. Herbert Snow is president of the Saltair Beach Company. The firm also owns the Saltair Railroad, Dieselized line which links the resort with the city, a run of 18 miles. Cars are open-air models. Park also is served by a highway.

New entrances and lighting have been installed. Paved parking area is larger and dining facilities have been redecorated. Ballroom, managed by Jaren L. Jones, featured the Harry James orchestra May 27, 28 and 30. Rides include six majors and 10 kiddie rides. Concession line-up also has been refurbished.

Work Nears Completion On White City Coaster

WORCESTER, Mass., June 11. White City Park is running on a seven-day basis, featuring free acts, free dancing and free fireworks. New features added by Larry Knohl include a 12-ride Kiddieland, two-mile Train ride, and a major Roller Coaster which is under construction and expected to be com-

pleted in another month. Builder is reportedly Oscar Bittler, of Elmira, N. Y.

All rides and concession buildings have been repainted for the season. Knohl has added eight acres to the tract with the purchase of the adjacent Bigelow estate to the rear of the park, with the entire area scheduled for black-topping, to provide parking space.

Several impressively sized outings have been lined up and early season business has been good. A modern restaurant has been erected since last season, together with new food and game concession structures.

Fireworks are scheduled for every Sunday night and every holiday night. Talent shows are featured at 2, 8 and 11 p.m. on Sundays, with tomorrow's attraction being Dagmar and her revue. Nightly band music by the Mickey Sullivan crew is offered from 2-6 p.m. and 8-12 p.m.

Video-Lavelli Duo Plus Choir Note Bookings

NEW YORK, June 11.—Mid-week business at Dorney Park in Allentown, Pa., is expected to rise next week when Bob Parr will offer the Winged Victory Choir of 18 voices in a choral concert. The former Air Force group will perform as a free attraction in the open air theater on Wednesday and Thursday (15-16), in a half-hour show.

Booker Abe Feinberg also has a two-act package going into Lakewood Park, Mahanoy City, Pa., with Captain Video and athlete-musician Tony Lavelli. Video will greet younger moppets while Lavelli will play the accordion, and demonstrate trick basketball shots. The former Yale All-American will be interviewed by local area coaches and give team tips.

The acts appeared May 22 at Dorney, and Lavelli has made recent appearances at Whalom Park in Fitchburg, Mass., and Lake Compounce, Connecticut.

Resort Group Names Greenan

ATLANTIC CITY, June 11.—Mayor Edith M. Greenan of Avalon was re-elected president of the New Jersey Resort Association this week for her second term, at the annual luncheon meeting of the group in New Gretna. Jack Lamping, publicity director of Ocean County, was elected first vice-president; Mall Dodson, Atlantic City publicity director, was renamed secretary, and Norman Sargent, Ocean City publicity director, was again chosen treasurer. A committee was appointed to contact Governor Meyner and the State Legislature regarding increasing funds for advertising New Jersey resorts.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY—GLAMOUR—SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER 'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write For Complete Free Details

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20 Scientific Skee Ball Alleys
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At Newark, N. Y., June 20-25 and largest Firemen's Celebration in Western, N. Y., at Westfield, N. Y., June 28-July 2. Fireworks—Prizes—Parades, Annual 4th July Celebration, Ripley, N. Y., July 3-5. Fireworks daily—Fireman's Parade—day and night.

Want Novelties, Hi-Striker, Short and Long Range, Jewelry, Add Up Dart, String Game, Pitch Till You Win, Huckly Buck, Chick Pitch, Penny Pitch, Basketball or any Hunky Panky.

Want any Family Show with own equipment.

FRAME'S GREATER SHOWS

BUSTI, N. Y., this week; then per route.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

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NEW PLAY LAND

Occupying 4.5 Acres. Downtown Falls Church, Va. 5 Miles From Nation's Capital.

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One who is fully experienced. Especially good proposition for capable man. One who can take full responsibility for the entire operation. Must be of good reputation and furnish satisfactory references.

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Billing's Belmont Wins Montreal Beauty Prize

MONTREAL, June 11.—Rex Billing's Belmont Park entered the city's Beautification Campaign and came away with the first prize for outdoor establishments.

The publicity breaks came early in what promises to be a strong season. A count-up at the end of the first four weeks showed the park was 23,000 persons ahead of the previous year's comparable period. Billings also reports a higher rate of spending.

The beautification campaign was climaxed by a parade in which Belmont had a float. On the parade vehicle was the park band, Stan Wood and his orchestra. March was televised and the park entry got much camera attention. News photos also covered the parade and presentation of the award.

Free parking area at the park has been increased 50 per cent this season. Kiddieland now lists 11 rides. Free acts are being used regularly.

Willow Grove Sets Heavy Talent Card

PHILADELPHIA, June 11.—Willow Grove Park will rely on free acts and name music attractions to stimulate its attendance this season, new manager Joseph A. Helprin emphasizes.

Helprin will book both directly and thru agencies in efforts to obtain the kind of talent he feels the park needs. Several bookings have already been made thru the Jolly Joyce office and there are other weeks still open, it was noted.

For this weekend local disk jockey Mac McGuire will head the outdoor pavilion's stagershow. Georgia Gibbs is set for June 19. (Continued on page 60)

WANTED (REASON, DISAPPOINTMENT)

For Amusement Park at Surf City, N. C. Third Season Here.

All kinds of Concessions—Ball Game, Pan Game, small Bingo, well stocked Merchandise only or any kind of Hunky Panky, only one of a kind booked. Especially want Portable Skating Rink.

Good here until Labor Day and then on the road. Some good Fairs and Celebrations; very low privilege.

All replies to SEASHORES, INC., or N. C. MULLEN, Surf City, N. C.

No collect wires or phone calls accepted. Write or come on with what you have.

CONTROL ADMISSIONS with STROBLITE "INVISIBLE" IDENTIFIER

Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.

COMPLETE KIT, \$45

Write for Information.

LUMINOUS COLORS, BLACKLIGHT LAMPS for stage, displays, decorations, etc.

DEPT. B 3

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N. J. 'Skillo Basket' Rule Curbs 100 Spots

FREEHOLD, N. J., June 11.—"Skillo Basket" as played at New Jersey boardwalk locations is illegal, according to Superior Court Judge C. Thomas Schettino. He said the game is one of chance because participants would bet on the skill of another person, and not on their own abilities.

More than 100 persons who operate the wheels had sued for the decision. They are active in such seashore resort spots as Keansburg, Seaside Park and Seaside Heights. Schettino dismissed their suit after they stated their case, without a single witness being put on the witness stand by the State.

Schettino described the game as having a large inclined wheel with some 120 spokes. It is spun and a cork or ping pong ball is thrown into it. Players place money on counter numbers corresponding to

numbers on the wheel, and the winner is the one who has the number of the location where the ball comes to rest.

"Stop & Go" Forbidden

On May 18 Schettino had also ruled illegal the Boardwalk game "Stop and Go" as a game of chance. It involved betting on one of 11 numbers, or on card combinations laid out on a counter and marked with an identifying light. Each player had a "go" and a "stop" button before him. Any player could start or stop a spinner which flashed the bulb, with the last bulb lighted designating the winner.

The Flasher decision is not constant with some others in the recent past, as a result of which there are variations of "Stop an Go," using a wheel, which have been ruled legal.

RIDE HELP

Merry-Go-Round Foreman, also general Ride Help. Top wages. (Abner Kane, write.)

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FOR RENT

Guess your Age and Weight Concession, also Arcade and Photos. Percentage or flat rental. Write or wire at once.

SEASIDE PARK

VIRGINIA BEACH, VA.

Pomona Sets Howard Water, B-C Shows

POMONA, Calif., June 11.—Sam Howard's Aqua-Thrills will play in front of the Los Angeles County Fair grandstand for the first nine days of that event starting September 16, with Barnes-Carruther's Fair Follies booked for the last eight of the 17-day run.

With the fair running over three Sundays, Jimmie Lynch's Death Dodgers will be featured on the first and second ones. The million-dollar livestock parade is set for the final Sunday.

C. B. (Jack) Afflerbaugh, president and general manager, has also booked "Dancing Waters" for a return engagement. The attraction will be continuous and again presented on the stage in the Radio & Television Building.

As usual, the B-C Fair Follies will highlight the grandstand program for the closing eight-day segment. It will be produced and directed again by Fred H. Kressmann. Acts will include the Sharidans, Conat and Saunders, Les Blue and Yvette, Dolinoff and Raya Sisters, Jay Seiler and Mirian Seibold, Five Musical Wades, the Tokayer Troupe, Tulara Lee, Roger Ray, and Ellie Ardely.

Acts scheduled to appear during the afternoon horse racing from September 16-24, inclusive, are Henri French, Don Hopka, high diver, and the Barons with two acts. Opening September 25 and closing October 2, the final day of the fair, are the Paramount Bears, Ellie Ardely, Lee Marx and Billie, and the Tokayers. Other acts to appear are Craig's Chimps,

Bruce Sidlinger, Young China, Three Harmonicats, and the Vocalovies.

Harry A. Illions will direct the amusement zone for the fourth consecutive year. Augmenting rides, with two separate Kiddielands, will be supplied by the Frank W. Babcock United Shows, managed by Larry Ferris.

GOOD IMPRESSION

Cleanliness Is Imperative in Milking Exhib

BOSTON, June 11.—Cleanliness is a must in fair exhibits pertaining to dairy products, according to the Massachusetts Purebred Dairy Cattle Association. Secretary Stanley N. Gaunt points out that sanitary excellence reflects well on the dairy industry, particularly where it has to do with milking.

The group encourages that shiny, clean receptacles be used both in barn and milking ring, when there is no milking machine shown. Machines and glistening pails create a far better impression than does a dirty pail, it states.

The State group notes that on the national scene it is not uncommon for milking to be done into unsanitary pails and sometimes not even into pails. While not used for human consumption, the practice makes a poor impression on

(Continued on page 60)

97 Pa. Fairs Get State Aid

PHILADELPHIA, June 11.—Nearly 100 county and community fairs will be held in Pennsylvania this year, State Secretary of Agriculture William L. Henning reported this week. According to his office they will play to more than 4,000,000 spectators. The list of 97 fairs includes only those eligible for State aid toward the payment of premiums.

Reading Cuts Grandstand Ducat Prices for All Shows

READING, Pa., June 11.—Directors of the Reading Fair this week voted to cut grandstand admission and reserved seat prices by as much as 75 cents in some brackets. The move was seen as an effort to curb and rebuild a declining afternoon and night grandstand attendance.

All afternoon performances except closing Sunday were pegged at \$1.50, \$1.75 and \$2. On closing Sunday afternoon the prices are \$1.75, \$2 and \$2.75.

Prices for evening performances, except Saturday, are \$1.50, \$1.75 and \$2. Saturday evening prices are \$1.75, \$2 and \$2.50.

Grandstand boxes (6 seats) for the entire week cost \$75 as against \$84 a year ago. Purchased individually box seats for any performance cost \$2.50.

Paddock and bleacher prices for all performances except Saturday night and closing Sunday were set at \$1. Saturday night and Sunday afternoon prices remain at \$1.25. All new prices include tax.

The front gate admission remains

Fair Dates

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The Billboard Pub. Co.

The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

- Indiana**
Marion—South Marion Street Fair, July 11-16. Don Marshall.
- Kentucky**
Dry Ridge—Grant Co. Fair Assn. July 27-30. J. H. Blain.
- Virginia**
Rocky Mount—Rocky Mount Fair Assn. Aug. 1-6. H. F. Pralain.
- CANADA**
 - British Columbia**
Arrow Park—Arrow Park Agri. Soc. Sept. 3. Mrs. M. Mole.
 - Bridge Lake—Bridge Lake Farmers' Institute. Sept. 3. J. Deane-Freeman.
 - Castlegar—Castlegar Dist. Fall Fair Assn. Sept. 23-24. Mrs. M. Moonie.
 - Chase—Chase Women's Institute. Sept. 5. J. S. Dobson.
 - Edgewood—Inonoklin Farmers' Institute Fall Fair. Sept. 4-5. Mrs. L. Cooper.
 - Fruitvale—Fruitvale Fair Assn. Sept. 5. Mrs. E. Paterson.
 - Pulford—Islands Farmers' Institute. Aug. 31. W. Renwick Ganges.
 - Grand Forks—Grand Forks Fall Fair. Sept. 9. Mrs. G. L. Wilkins.
 - Hope—Hope & Dist. Fall Fair Assn. Sept. 10. Mrs. F. Gilbert.
 - Mayne Island—Mayne Island Fall Fair. Aug. 17. C. R. Underhill.
 - Merritt—Nicola Valley Exhn. Assn. Sept. 5. Miss A. E. Fraser.
 - Natal—Natal & Dist. Agri. Assn. Sept. 2-3. L. P. Little.
 - North Pine—North Peace River Fall Fair. Aug. 17. Miss Eleanor Ties.
 - Revelstoke—Revelstoke Agri. Assn. Sept. 5. J. M. Cameron.
 - Rock Creek—Rock Creek & Dist. Fair Soc. Sept. 21. G. G. Powell. Kettle Valley.
 - Sunset Prairie—Kiskatinaw Fall Fair. Aug. 10. Mrs. P. Derkson.
 - Watch Lake—Watch Lake Fall Fair. Sept. 10. Mrs. S. Eden.
 - Westbank—Westbank Fair Board. Sept. 2. Mrs. I. E. Blackey.
 - Williams Lake—Cariboo Fair Assn. Aug. 25-26. Mrs. G. Perretton.

PNE Advance Sale Threatened by Delay

VANCOUVER, B. C., June 11.—Report of the parliamentary committee on lotteries is not expected to come before the House of Commons at Ottawa in time for any change in the act to legalize advance sale of tickets for fairs such as the Pacific National Exhibition, it was announced here this week.

Officials of the Department of Justice issued information to the effect that no action could be taken to clarify the law on the legality of advance street sales until the lotteries committee report is studied. The report is not expected until late in the session, by which time it will probably be too late for action this year.

The justice department's comment followed a report by Vancouver city prosecutor Stewart McMorran that he had been instructed by the attorney-general's department in Victoria to prosecute all sales of advance tickets outside the PNE grounds.

Interpretation of what constitutes an agricultural fair varies across the country. The Canadian Exhibition at Toronto does not make advance ticket sales on the street. The Central Canadian Exhibition, Ottawa, was prosecuted several years ago for doing so.

Advance sale of the tickets, which carry chances on a prize list

normally including a house, autos and other items, is considered "rain insurance" by the PNE and bring about \$200,000 into the exhibition's coffers. Sold at five for \$2, they amount to about 25 per cent of the exhibition's total gate receipts.

Illinois State Adds Garber, Dennis Day

SPRINGFIELD, Ill., June 11.—The Illinois State Fair, which this year again becomes a buyer of name attractions, has added two more to its list. Officials of the big annual announced signing Dennis Day and the Jan Garber orchestra for the one-night grandstand show Saturday, August 20.

The Crew Cuts were signed earlier as one of the features of the show. Nelson Eddy, Gale Sherwood and the Lou Breese ork have been set for the August 12 night grandstand offering.

19 Fairs Set For Sullivan Band in East

WORCESTER, Mass., June 11.—Mickey Sullivan and his band are set for 19 Eastern fairs.

The events will be staged at Bangor and Presque Isle, Me.; Hamburg, N. Y.; Indiana, Pa.; Flemington, N. J.; Woodstock, Va.; North Haven, Conn.; Springfield, Mass.; Anderson, S. C.; Frederick, Md.; Columbia, S. C.; Orangeburg, S. C.; Elmira, N. Y.; Bedford, Pa.; Sherbrooke, Que.; Rutland, Vt.; London, Ont.; Allentown and Bloomsburg, Pa.

The group is playing nightly here at White City Park. On Wednesday (8) it played for Holy Cross College commencement exercises.

Ind. State Coliseum Tabs \$391,124 Gross

INDIANAPOLIS, June 11.—Operation of the Coliseum on the Indiana State Fairgrounds grossed the Indiana Coliseum Corporation \$391,124.83 from October, 1954, to May, 1955, the Indiana Fair Board disclosed this week.

A check for \$43,283.64, covering the board's share of the revenue, was submitted with the annual report which showed \$320,573.89 in receipts from show attractions and \$70,550.94 from concessions.

Headed by Mel Ross, of Indianapolis, the corporation pays the board 8 per cent of gross receipts and 25 per cent of income from concessions. For the eight-month period ending May 31, the board

received \$25,645.01 as its portion of the proceeds from attractions, and \$17,637.73 from the sale of food and beverages.

Kenneth Blackwell, secretary-manager of the board, expressed satisfaction with the work of the corporation. The monetary returns exceeded his expectations, Blackwell said.

The board received \$42,767.90 for the year 1952-1953 from the Indianapolis Coliseum Corporation, predecessors of the Indiana Coliseum Corporation.

Games, Concessions, Privileges For Sale

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DARKE COUNTY FAIR

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The Largest County Fair on Earth

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All Kinds of Legitimate Games—Basketball, Ball Games, Six Cat, Balloon Dart, Fish Pond, Glass Pitch, Cigarette Pitch, String Games, Long or Short Gallery, Jewelry. Pitch Men, write. Custard, Dip, Apples, Taffy, Floss, Popcorn, Nuts, Lemonade Shake.

AMUSEMENT ENTERPRISES, 121 E. Exchange

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TWO COMPLETE UNIT PACKAGE SHOWS

Available at substantial discounts on open dates.

WINNERS ALL—30 People, July 9-10, Aug. 10-12-14-15-17-28-29; also HAZEL RANDALL REVUE, 30 People, Aug. 5-9-11-14 thru 18, Sept. 4-7.

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CELEBRATION COMMITTEES
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Acts — Stage Shows — Orchestras —
Hammond Organists — Grand Stand
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7733 Arthur Ave., St. Louis 17, Mo.

RIDES WANTED
Rides wanted for Monroe County Fair,
Bloomington, Indiana, Aug. 9, 10, 11 and
12, 1955. Write or phone
JUSTIN GRAVES, Secretary
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Available
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The INTERNATIONAL ORCHESTRA
Including Organ, 8 Star Musicians.
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1853 **1955**
102d Ogle County Fair Inc.
OREGON, ILL., SEPT. 3-4-5, 1955
Want Concessions for coming Ogle
County Fair, Inc. Could use Fun House
and other CLEAN Concessions. Day and
night shows.
GEO. A. CHASM, Concession Supt.
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DISPLAY FIREWORKS OF DISTINCTION
Whether your Fair, Celebration or Event
calls for a \$50 display or a \$5,000.00
spectacle, you will find CONTINENTAL
equally interested in giving you the most
and best for your money. We carry
adequate insurance. Send for our free
catalogue NOW. Write, wire or phone
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GIVE TO DAMON RUNYON
CANCER FUND

DAVIS AMUSEMENT CO.
Wanted: Sober, reliable Man with experience to take over **ATHLETIC SHOW** for
balance of season; also Agents for **SIX CATS** and other Concessions. Can use 5 in 1
or Grand Shows. Legitimate Concessions wanted. Hoop-La, Glass Pitch, Guess Your
Age, Guess Your Weight, Bumper, Add 'Em Up Darle or any that does not conflict.
No hookers wanted. **POSITIVELY NO GYPSIES.**
Brownsville, Ore., June 20-25; Albany, Ore., June 27-July 4; or as per Billboard
Carnival Route.

WOM Aims Size, Quality at Top \$\$

Mammoth Bergen Unit Is Still Adding; Rain, Cold Hurt, But Outlook Is Good

By JIM McHUGH

NEW BRUNSWICK, N. J., June 11.—A mammoth World of Mirth Shows, geared to win more dollars than last year, all factors being even, has been fashioned by Frank Bergen. With some units down and more yet to come, the attractions assembled here in the second week of the season required some 4,000 front feet with no gaps between units.

Already there is a heavy emphasis on quality with the promise of more to come as the show, as always in the past, fashions its

back end on the road and in time for fairs. Last year the combination of strength and quality was immediately evident. This year there is the possibility that it will be surpassed.

The compliment of rides, headed by the Scrambler, is already complete. Included are the repeating Round-Up and Roller Coaster which scored so big with the shows last season. The Kiddieland again is separate and extensive.

Weather Hurts

The Bergen innovation of delaying the opening of the shows until the Memorial Day weekend, and continued this year, backfired to a degree in that the bad weather it was designed to avoid held on to day-and-date operations on some of the most important days. A washout on closing Saturday (4) at Plainfield, N. J., plus several other bad breaks in the weather held down the earnings at the opening spot. Even so, it was noted, the dip in gross from last year was nominal. It was apparent that good weather would have sent the show ahead.

The weather here was mostly poor, holding down attendance on the opening nights as the temperatures tumbled. It was topcoat weather on nights thru Thursday (9) and the hope for a winning

(Continued on page 53)

Weather Mars Strates Date In New York

ALBANY, N. Y., June 11.—Bad weather blanketing the territory cut into the James E. Strates business at Watervliet, a community midway between here and adjacent Troy. The stand, encompassing two weeks, got a bad break in the weather to start with. This was followed by several favorable days, luckily encompassing the latter part of the first week, then by more bad weather thruout most of this week.

When the show was aided by weather, beginning last Thursday (2), business was reported good for all units, front to back. The show also operated on Sunday (5) and the earnings for that day were reported to have topped last year's business by more than half.

Merchant tickets are in wide circulation for today's matinee with Albany and Troy department stores co-operating. The stores are plugging the availability of the free ducats thru their newspaper advertising.

A new lion has been received. It will undergo training for use in the Joe Pelquin Thrill Arena. Don Wilson has joined as a thrill motorcyclist. He will handle the lion act.

Tampa Club Completes New Addition

TAMPA, June 11.—The Greater Tampa Showmen's Association has completed a new \$3,500 addition to its clubhouse which includes a cocktail lounge and a cardroom for the men.

The cardroom is 12 by 40 feet with new chairs and tables. The cocktail lounge is equipped with a bar 30 feet long, a back bar the same length, has stools, booths and tables and is lighted by indirect fixtures.

Metropolitan Makes Anniston, Sets New Stand Schedule

ANNISTON, Ala., June 11.—The Metropolitan Shows this week made a date here after the delayed departure of its show train last week from Rome, Ga., its last engagement.

Mrs. Shirley Levy, show operator, and Ben Braumstein, show agent, denied a published report that the Rome sponsor, Youth Camps, Inc., held a lien on show property for \$500 representing a balance due on their contract. Both show officials admitted the train was stalled in Rome as a

result of a delayed payment to the railroad.

Mrs. Levy said the delay in the movement of the train was occasioned by her new plan to play nine-day stands instead of the traditional one-week showings; a move designed to save on transportation costs and license fees which she termed very heavy in Alabama.

Business here was said to be satisfactory. Both Mrs. Levy and Braumstein disclaimed the existence of serious problems. The show is scheduled to begin its fair route in about a month's time.

FRONTIER KING

Vivonas Trying Davy Crockett Matinee Deal

MONSEY, N. Y., June 11.—Harry Wilson today will give his new "Davy Crockett Matinee" a whirl on the Amusements of America lot, the venture being another in a long line of promotions he has been throwing out to try and hypo still date grosses. At one time this season the stunts called for Wilson to station himself outside the gate in full dress suit, handing flowers out to the ladies.

Last week in Dover, N. J., was pretty much weathered out by cold and rain, altho a "Ladies' Nite" had gotten the week off to a fair start. There was some rainfall nearly every day and it came down heaviest Saturday night (4) to spoil the week.

Dates so far have held up okay in comparison with last year, Manager John Vivona notes, and while the still date season has not been a big winner it appears the show will head into its fairs with satisfactory money earned and hopes high.

Mrs. Catherine (Mom) Vivona observed her 57th birthday on Wednesday (1) and received many gifts. Visitors in Jersey included John Buzza and Pat Romano, friends of the Vivonas. Several new pieces of rolling stock have been added. Mr. and Mrs. Cabe Novak added two concessions, bringing their total to four.

Repeat Dates Holding Okay For Coleman

WILLIMANTIC, Conn., June 11.—Cold weather in midweek followed a satisfactory opener here for Coleman Bros.' Shows. Owner Dick Coleman noted a willingness by local citizens to turn out and enjoy themselves, and thereon based his prediction for a good season ahead.

Business by the show to date has been confined strictly to repeat dates. Coleman said each has produced earnings as good as or better than last year, with the over-all picture to date being slightly ahead of 1954. Other repeat dates lay ahead of the show, namely Naugatuck and Torrington, Conn., after which Coleman will route into New York State.

Coleman has installed an Everly Roll-o-Plane and Herschell Kiddie Sky Fighter to his lineup at Ocean Beach Park at New London, giving him a total of 11 rides there. Grosses at the beach spot are far ahead of last year's, he claimed.

Conn. Okay, Buck Swings Back to N. Y.

WATERTOWN, N. Y., June 11.—The O. C. Buck Shows returned to New York State and this fair north community this week after a successful tour thru Connecticut.

Business in Connecticut was reported mostly good with one date, East Hartford, big. A second Hartford area stand was also played.

The lot here, a new one, is distant from the center of town. Bus and taxi transportation was arranged for after the first night Monday (6) and business improved considerably as a result. The expectation is that the date will work out okay.

Unfair Charges Vs. RAS, Union, Karsh

• Continued from page 43

unionization so that it thereby engaged in surveillance and knew who was in favor and who was against the union.

2. Participated and interfered with the formation of the union and contributed illegal support to it.

3. Entered into an illegal closed shop agreement because such agreements can be made only with unions that have filed organizational, financial and anti-communistic material with the Department of Labor, which Karsh's union had not done, at least at the time the agreement was made.

4. Requested all of its people to sign checkoff cards in a form which is irrevocable for a period longer than one year and which permits deductions from the pay in a form which is irrevocable for a period of longer than one year and which permits deductions of "all monies I may owe" the union. (This includes fines, assessments, etc., whereas the law permits only checkoff of "periodic dues.")

Charges against the union and Karsh are that they:

1. Restrained and coerced employees into joining a union in violation of their right to refrain from union activities.

2. Entered into a union shop agreement which was illegal because the union had not filed the necessary organizational, financial and anti-communistic material with the United States Department of Labor.

3. Required employees to sign illegal checkoff cards.

Procedure of a regional office of the National Labor Relations Board upon receiving charges of unfair labor practices is to notify persons involved and to begin investigation of the charges. In such investigations, labor board field examiners sometimes conduct preliminary questioning and sometimes parties involved are called in for questioning. The findings of such investigations in turn are weighed and if found sufficient, a formal complaint and hearing by the National Labor Board is ordered.

The charges brought before the labor board constitutes a civil action.

If the charges are upheld by the

labor board, the show would be required to refund all dues it had collected, even tho the show already had turned over such dues to the union.

Moreover, if such charges are upheld, the show, union or both might be liable for the payment of back wages to all persons who may have been discharged because they refused to become members of the union.

The charges were filed with the regional office here because much of the events on which they are based occurred in Evansville, which is part of the area under the jurisdiction of the Indianapolis office.

South Jersey Dates OK for Va. Greater

CLAYTON, N. J., June 11.—Several new faces are on the Virginia Greater Shows midway, which has been doing fairly well in new dates around Southern New Jersey. Roebing was the holiday spot and proved very satisfactory on Monday (30).

New on the hanky panks are Leonard Mitchell, Tommy Farber and Lucky Morgan. On the show's cookhouse crew is Tom Price, replacing Earl Jackson who closed in Roebing. Herb Kaplan has joined with his short range gallery, and Henry Cooper with age and scales.

The show hit adverse weather for a couple of weeks but is holding its own and looking for a good season, Manager Rocco Masucci claims. He took delivery on two new tents from American Tent Corporation of Norfolk to bring the show's hanky panks to eight.

Visitors at Roebing included several kinfolks of the Masuccis, among them Mr. and Mrs. Phil Minelli and Mr. and Mrs. Daniel Scagliozzi, of Orange, N. J., and Harold Humphries and friends from Montclair. Also visiting was Dick Gilsdorf, former showman and now manager of the Roanoke Rapids, N. C. Fair. Contracts were signed for Virginia Greater Shows to play the fair, September 19-24, extending the route to 12 Southern fair dates.

Wilcox Skeds July Opener

PANAMA CITY, Fla., June 11.—Shan Wilcox, now in the 12th week of operation of his amusement park at Long Beach here, has delayed opening of his Shan Bros.' Shows for six weeks. Org is scheduled to bow in July at its first fair in Kentucky.

Mrs. Wilcox and their son, Shan Charles, have joined the park's staff to free Wilcox for work on the road show. He recently spent several days at his Maryville, Tenn., winter base getting preliminaries under way.

Al Wallace, who had his Dark Ride at another park, visited here recently en route to join the William T. Collins' Shows in North Dakota. Paul M. Conaway, Wilcox's Macon, Ga., counsel, and his family spent a week on the beach here.

Other visitors included Ralph Endy and John B. Davis, park ops; Johnny Denton and Fred Cantrell, Gold Medal Shows; Frank W. Peppers and Bob Sicksels, Peppers' Shows; M. M. Roland, Pan American Shows; Clarence D. Scott, J. A. Sparks, Don Cooper and Frank Bizzell. Latter is now in business in Fort Walton, Fla.

Douglas \$\$ Up at First Three Stands

ABERDEEN, Wash., June 11.—Douglas Greater Shows, here this week in its fourth stand out of winter quarters, has been topping last year in the dollar department. Despite rain in the opening spot, Bremerton, Wash., the take was up and the two following spots also yielded more money.

Organization is carrying 8 major and 4 kid rides, 2 shows and upward of 28 concessions.

In addition to the Douglas family, staff includes Harold Hicks, business manager; Bud Valois, ride superintendent and electrician; Mrs. Harold Hicks, front gate tickets; Don Stewart, agent for The Billboard.

Other personnel includes: Rides, Shows—Perris Wheel, Red Virgels; Pones, Mr. and Mrs. Art Nuhn; Tilt-a-Whirl, A. Coulson; Kiddie rides (3), Bud Douglas; Little Dipper, Dick Moss; Octopus, Morris Allen; Don Stewart has the Side Show and gal unit. Concessions—Bud Douglas, bear, bird, ducks, Coke bottles, punk rack; Roy and Midge Holding, pitch-tilt-you-win; Grace Merkel, balloon store; Dottie Hatfield, bottle game; Johnnie Hatfield and Jimmie Carter, pin store; Harry Goodman, bear wheel, ham wheel, slum spindle; Mr. and Mrs. Gene Whittier, jewelry, darts; May Morely, cork range; Mr. and Mrs. Hank Moore and Harold Moore, fish pond, long range, Coke bottles, BB guns; Al Bozart, slum pinball; Mr. and Mrs. Tom Lyle, cookhouse, pronto pups; Mrs. Earl Douglas, popcorn, candy apples; Mr. and Mrs. Sanford, photos; Jack and Jessie Campbell, pitch-tilt-you-win.

MIDWAY CONFAB

A new organization, the Kat Klub, was formed recently on the James E. Strates Shows. Officers are Katherine Hanson, president; Mabel Hoeye, vice-president, and Peggy Holmes, secretary. Charles Stank and Doc Hanson have been named honorary members. . . . Ruby and Gypsee Gaze, of the Royal American Shows, report the recent birth of a son to Mr. and Mrs. Richard Horell, Winona, Minn. Mrs. Horell is the former Judy Gaze.

Mr. and Mrs. Pat McGee, veteran concession operators, will be absent from the road this season due to Pat's illness. They are living in Tampa.

Belle Frayne, wife of Artie Frayne, formerly with various carnivals in the Midwest, was given a double honor June 2 in Detroit, when she was installed as president of the Donald Fox Chapter of B'Nai B'rith, and awarded an "Oscar" as the "Woman of the year" by the same chapter. She has been active in Girl Scout work. She is the daughter of Marion and Frank Hamilton, concessionaire at Savin Rock (Conn.) Amusement Park.

Ben Morrison, former president of the Michigan Showmen's Association, has returned to his Detroit home after a three-week vacation at Miami, and will leave in several weeks for Hot Springs.

Executive Secretary Ethel Weinberg is back at her National Showmen's Association, following a sun-soaking two weeks at Miami Beach.

Gayland Shows, after several stands on Vancouver Island, made a 1,200-mile jump into Manitoba. . . . Three shows, Gayland, Baddley Bros. and Cavalcade of the West, all did some fancy dodging in island towns during May to avoid day-and-dating. They dodged each other but not the rain.

Turner Scott reports from Daytona Beach, Fla., that business at Sea View Amusement Park is picking up sharply. Scott has five rides and several concessions on location there. . . . Al Williamson, who has his concessions with Badger State Shows, writes that takes have been good when weather permitted, but the rains have been plentiful.

Mike Dresen, circus and carnival agent, closed with the Kelly-Miller show and is back in Mobile, where he plans to return to the real estate business. . . . Mrs. Hattie Wagner is operating two kid rides in Paradise Park near Mobile.

Mr. and Mrs. Carl Lauther, who have their Side Show on Cetlin & Wilson Shows, reports their personnel as follows: Lee Hayford,

talker; D. D. (Tex) Blake and Jack Auburn, tickets; Herman Pierce and Ben Martin, sticks; Goldie Fitts, in side lecturer and magic; Frances Lauther, astrology; Jack Smith, bagpiper; Arizona Harry Price, knives and whips; Rose Price, impalement; Frank B. Koyama, nail board; Carl (Whitey) Lemon, sword ladder and glass dance; Tony Zarlengo, fire and pin cushion; Alma Pierce, annex and headless; Pearl Frame, Miss Electra and annex; Marlene Stager, iron tongue; Violet Stager, girl in the fish bowl; Irene Pierce, bally; Cleve Blake, utility; Joe Cabuccio, alligator boy; Tommy Cobb, cook; Sig Anderson, tattoo artist, and Cheeta and Koko, chimps.

Marshall Senior, Merry - Go-Round foreman on the Amusements of American, took off from the lot in Dover to attend to family business in North Carolina for a short while. . . . Marie Vivona now has four concessions and Anthony Daniel Vivona, just over three months old, is approaching the 20-pound mark. . . . Pete Hendrix has been furnishing lights early on Sundays for everyone needing same.

Heart Trouble has confined Mrs. Jean Dellabate to University Hospital in Philadelphia. She is mitt camp operator on the James E. Strates Shows and was on the critical list last week but has since been removed from the oxygen tent. Husband Ernest Dellabate is staying nearby in Philadelphia. . . . Look magazine writer and photographer are on the Strates show readying a story to appear in about two months. . . . The show gave Whitney's Department Store in Albany a windowful of paper for decorations during its June 8-11 sale. . . . Strates publicist Mae S. Hong observed her birthday on June 2.

O. C. Buck Notes: New arrivals include Mr. and Mrs. Leslie Prime, of Islamorada, Fla., with a Bob Parker Derby unit, and Mrs. Curley Hutton, who has joined her husband, show electrician, with their children. They will remain for the balance of the season living in their house trailer. Mrs. Jean Feldman celebrated a birthday party at the Club Colonial in Watertown, N. Y. Guests included O. C. Buck, Jack Burke, Mr. and Mrs. Sid Goodwalt and Mrs. Feldman's husband, Bernie. A surprise birthday party was staged for Arline Blackman in the bingo top. Guests included Carlo France, Margo Vidockski, Sandy See, Mitzi La Vearn, Brad Berry, Al Morris and Al Clearwater Jr. Mr. and Mrs. Chet Batchelor purchased a new Chevrolet.

(Continued on page 55)

C.S. PECK presents

KEY CITY SHOWS

WANT FOR VETERANS' REUNION & ANNUAL 4TH CELEBRATION

7 Big Days—City Park, in the Center of

MOUNT VERNON, ILL.

20,000 Population

June 28th thru July 4th

CONCESSIONS—Cookhouse, Grab, Pronto Pup, Foot Long, Custard, Pop Corn, Carmel Corn, Scales, Photo, Novelties, Balloon Dart, Hats, Hi Striker, Short Range, Bottle Game, Derby, Dish Pitches, Beat Dealer, Color Game, Big Six, any Hanky Panks. No Gypsies or Flats.

SHOWS—Drome, Fun House, Glass House, Snake, Illusion, Wild Life—especially want Girl Show.

RIDE HELP—Second Men that drive and have license for Wheel, Octopus, MGR., Scrambler, and Kid Ride Operators. Come on in now.

Wire C. S. PECK, Milford, Ill., this week; Champaign, Ill., June 20-25

CUMBERLAND VALLEY SHOWS

SHOWS RIDES CONCESSIONS

LAST CALL LAST CALL LAST CALL LAST CALL
For the Grand Opening in South Pittsburg, Tenn., June 20, and then the Big 4th of July Celebration in the Mammoth Wind Tunnel town of Tullahoma, Tenn., to follow.

CONCESSIONS

All legitimate Concessions open except Cookhouse, Bingo and Photos. Strictly no grift here. Have good opening for Custard and Jewelry. Hanky Pank Agents, you can get placed here and make money. All Concessionaires booked with me—wire your footage immediately.

SHOWS

Need A-1 Talkers for Grind Shows. Blackie Gonzales, answer. Jack and Odell, you're welcomed here. Mrs. Ella Carver (High Dive Act), please contact me.

This show has been remodeled from front to back and is booked solid until the 8th of October and holds 10 bona fide County Fair contracts, starting August 1 at Alexandria, Tenn., which is also celebrating its 100th anniversary this year. No collect wires or calls.

Address all mail to LAVOY WINTON, So. Pittsburg, Tenn.



GOOD SHOWS - NEW THRILLS - MODERN CONCESSIONS - "Northwest's Finest Midway" - P. O. BOX 51, WORTHING, SOUTH DAKOTA

WANTS FOR FINEST ROUTE IN NORTHWEST, INCLUDING PLENTYWOOD, MONT., DOMINION DAY AND FOURTH OF JULY COMBINED; WOLF POINT, MONT., WILD HORSE STAMPEDE AND ENTIRE CIRCUIT OF 10 MONTANA "B" CIRCUIT FAIRS

SHOWS—Can use Fun House, Glass House, Midgets, Motordrome or any good clean Shows with own transportation. This route has not had a Motordrome in 15 years.

CONCESSIONS—Will book String Game, Scales or any new, novel Hanky Pank or Stock Store. We book only one of a kind. We have 15 rides, all fluorescent, and can always place good sober Help.

Minot, No. Dak., June 13-18; Bismarck, No. Dak., June 20-25.

MIKE SMITH, Owner

R. L. LA LONDE, Manager

WEST COAST SHOWS

MOTORDROME: Due to accident to key rider can place Manager and Riders for office owned Drome. Contact immediately.

CONCESSIONS: Will place Hanky Panks of all kinds not conflicting with what we have. Will place with Number 1 Show Gold-Fish Pitch, Pitch-Till-U-Win and Hoopla. Photo Gallery wanted on both Shows.

SHOWS: Grind Shows with own transportation starting with Stockton's Big 4th of July Celebration and then 13 solid weeks of Fairs, including Vallejo, Monterey, San Jose, Bakersfield, Yuba-Sutter, Napa, etc.

HELP: Ride Men with semi driving experience. Drunks, save your time.

All replies as per route

San Carlos, Calif., June 14-19; Modesto, Calif., June 21-26, then 4th of July Celebration, Stockton and all our Fairs.

All other inquiries: GENERAL OFFICES, 240 JONES, SAN FRANCISCO, CALIF.

CONCESSIONS WANTED

for BIG

FOURTH OF JULY CELEBRATION ON THE MAIN STREET of REDONDO BEACH, CALIFORNIA

For Second Unit

LUCKY BOYS NEED NOT APPLY

Contact:

FRANK W. BABCOCK UNITED SHOWS

BALTIMORE HOTEL—501 So. Los Angeles St., Los Angeles, California

Phone: TRinity 5941

Want

Want

DESBRO SHOWS, INC.

Chenango County Firemen's Convention, week of June 20-25 and Livingston Manor for the 4th of July.

WANTED—All Stock Concessions.

RIDE HELP—Ferris Foreman, Octopus Foreman and Second Men on all Rides. FOR SALE—Bingo, 30x40, and will book on show.

A. Desiderio, Gen. Mgr.

Salamanca, N. Y.

Jack Allen, Con. Mgr.

Dudley Hotel, Salamanca, N. Y.

SUNSET AMUSEMENT COMPANY

Want Cook House, Custard, Short Range, High Striker, Hanky Panks and Ball Game. Can place Tilt and Octopus Foremen and Second Men who are sober and drive semis.

Waconia, Minn., Celebration this week; Brainerd, Minn., next.

WANT AT ONCE

Foreman for Ferris Wheel and Second Man. Top salary; late model house trailer to live in; light and water furnished. Come at once. All replies to:

C. W. HENDRIX

Box 834 Houma, La.

LEE UNITED SHOWS

CAN PLACE RIDE HELP THAT DRIVE. TOP SALARY. CONCESSIONS: Glass Pitch, Ball Games, Age and Scales, Duck and Fish Pond, Pitch-Till-You-Win, Coke Bottles, High Striker, Stock Stores open. Long route, join.

Address **HAROLD H. LEE, Mgr.**

Alma, Mich. (School Section Lake), June 20-25; Mecosta, Mich., July 2-3-4.

CARNIVAL BIRDS

**PARAKEETS
CANARIES
FINCHES
CAGES**

Write us for prices

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Calif.
Phone Pleasant 8-5294

BUCKET AGENTS WANTED

and a good Man for head of well framed Bucket Store.
Hardin, Montana, Celebration week of June 13; Newcastle, Wyoming, Celebration week of June 20; Red Lodge, Montana, the Fourth; followed by Northern Circuit of Montana Fairs, and long season South. Contact STAN REED, c/o Norton Shows, or come on.

DOC SNOW WANTS

2 good sober Agents for Pin Store. Contact Doc Snow, c/o Norton Shows.

JACK BERNARD WANTS

One or two Girls for well-framed Girls' Show at a guarantee of \$50.00 per week or 15% with transportation and wardrobe furnished. Also Wrestlers for Athletic Show. Willie Davis, wire or come on as per Route of Norton Shows playing Northern Circuit of Montana Fairs.

CAN PLACE

Side Show Acts and Freaks for season showing 23 Fairs, starting June 14 at McCook, Nebraska. Can place Mental Act, also Tattoo Artist. John Starky, get in touch. Ruby Meal and Sandy, please get in touch. Very good deal. Chief, can place you; come on. Also want Man and Wife to take Single Girl Show over. Lee and Ruth who worked for me last year, get in touch. Work every week. Kitty Kelly, World's Fair Freaks, c/o Moore's Modern Shows, McCook, Nebr.

WANT

Capable Pitch-Tilt-U-Win Agent, all round Bingo Counter Man who can drive semi and relief call. Sober, reliable Six Cat Gunner apply to Josephine Hayward; other to

JOHN GALLAGAN

This week Fairmont, W. Va.; next week Moundsville, W. Va. c/o Gooding Amusement Co.

PHONEMEN

Can use three Producers for Cerebral Palsy appeal. Two months' work. Pay daily. Call

BILL RENNER

DUPont 7-4455, or evenings METropolitan 8-5630, or write to 1819 "G" St., N. W., Apartment 508, Washington, D. C. No collect.

FOR SALE

JET KIDDIE RIDE

IMMEDIATE DELIVERY
Rocco Amusement Co.
BOX 311, ARGO, ILL.

Thank You

CHARLIE & MAUDE PERRY

Custard Operators with Geo. Clyde Smith Shows for your Buick Roadmaster purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Altoona, Pa. Phones 9347 or 3-0003

FOR SALE

Custard Truck with late model Machine —with Ice Cream Fountain, Storage Cabinet, Malted Milk Machines, Sink, Hot & Cold Water, all equipment stainless steel; sacrifice price!!! Truck in perfect shape!
C. SABIO 27 Rossiter Avenue, Patterson, N. J.

WANT AT ONCE

Ride Men who can stand prosperity; paid every week. Must drive and be willing to work for the Shows' interest. Can give "X" on Jewelry, Spinner and Direct Sales and "X" on Photo.

BURKHART SHOWS

Cortland, 2 miles east of De Kalb, Ill.; then Warrenville, Ill.

CARNIVAL WANTED

FOR JULY 4 CELEBRATION (Carnival can stay all week.) SPONSORED BY JUNIOR CHAMBER OF COMMERCE, CARTRAGE, MO. Contact:

BILL BAKER

c/o M & P Construction Co. (Phone: 2148) Carthage, Mo.

FOR SALE

No. 5 Ell Ferris Wheel, No. 1 condition, first \$3000.00 cash takes it. After Oct. 15 will sell Tilt-a-Whirl, 2 Trucks, all complete, cheap.

ANNA MOORE

3625 Roosevelt Ave., San Antonio, Tex.

CLUB ACTIVITIES

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, June 11.—Acting Secretary Henry Polk has left to join the Collins' Shows. The organization's business is being carried on by Vice-Presidents Maurice Ohren, Al Sweeney and Jack Duffield; William Carsky, treasurer, and George W. Johnson, finance committee chairman under the supervision of President Ned Torti. Secretary Joe Streibich is recuperating at his Delavan, Wis., cottage.

Andre Dumont is acting custodian of the clubrooms which are open daily from 11 a.m. to 6 p.m., including the luncheonette and bar. Club's new telephone number is DEarborn 2-8283.

Bernie Mendelson, chairman of ways and means, reported rapid progress on the award books. Louie Berger is busy with his program committee. William Hetlich is back from the Bahamas. Sick list, in addition to Streibich, includes Lou Keller, Louis Drillick, Russell Johnson, M. J. Bodenschotz, Harry Atwell and Les Davis.

Recent callers included Charles Magid, Joe Kartchem, Bill Green, William A. Myers, Larry Benner, Benny Mallwin, Hank Shelby and Max Friedman.

Ladies' Auxiliary, Sherman Hotel

Meeting: are over for the season and most of the members are on the road. Secretary Elsie Miller is holding forth at her home at 3852 West Irving Park Road, Chicago 18.

A special meeting of the board of governors on Wednesday night (1) was well attended. It was held in the home of Viola Parker, who provided a birthday cake for Phoebe Carsky. Also attending were Frieda Rosen, second vice-president; Evelyn Hock, treasurer; Elsie Miller, secretary, and Lee Gluskin, Mrs. L. M. Brumleve, Mrs. Margaret Hock, Dorothy Kennedy, Mae Smith and Lucille Hirsch.

Phoebe Carsky, chairman of summer activities, and Evelyn Hock, co-chairman, have sent out books on the Cancer Fund award. It will be a portable television set.

Sick list includes Carmelita Horan, Mae Taylor, Margaret Filograsso, Louise Donahue, Billie Billiken, Etta Henderson, Hattie Wagner and Ann Belden.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, June 11.—Past President Bill Hobday conducted the regular weekly meeting Monday night (6), with Treasurer Harry Phillips and Executive Secretary Al Flint on the rostrum.

Past President Harry Seber made a report on the festivities in which the members attended the Polack Bros.' Circus at the Shrine Auditorium and the show's personnel was guest in the clubrooms.

Ralph Kreiser was voted into the membership.

C. F. (Doc) Zeiger was reported recovering following surgery at the Hollywood Presbyterian Hospital. Bobby Irwin is undergoing treatment on his throat at the City of Hope in Duarte. George Moffett, of United Tent & Awning Company, is still confined to his home by illness. Jack Kenyon is now able to receive visitors after being hospitalized by a heart attack.

The door prize was awarded Ted LeFors.

National Showmen's Association

317 West 56th Street, New York

NEW YORK, June 11.—Executive Secretary Ethel Weinberg took a little time off for a short vacation which was spent in Miami Beach, Fla., with her sister, but did not forget her job completely as she took along birthday cards which were mailed out from Florida to members who had birthdays during that period. She had a nice chat with Art Lewis and Max

Goodman as well as some Auxiliary members who were there.

Brother Edward P. Meserole died May 22 and was buried in Washington, where he had lived for a long time. Meserole had been in show business for about 40 years and was well known. The club has also been advised that brother Edward Doyle lost his wife recently.

Most of the boys have now left for their shows, altho quite a few come in daily to spend a few hours in the clubrooms, or to see their favorite TV program. Treasurer Harry Rosen was kind enough to keep his eye on the office while the secretary was away and did a good job.

Recent visitors were Charles Rubenstein, Larry Neumann, Dan Thaler, Sam Weisser, Al Burt, Charles Reich, Joseph Agule, Jack Zupan, and many others. Sol Wahnish, still on crutches, is a frequent visitor and has nice chats with the boys who want to make him comfortable during his stay here. Award Books have just been delivered from the printer, and Mrs. Bess Hamid, the "sunshine lady" of the NSA Auxiliary, is the first one to start the ball rolling. Fiscal year is to end July 15, and 1956 membership cards will be ready by that time.

Hot Springs Showmen's Association

710 Whittington Ave. Los Angeles, Calif.

Ladies' Auxiliary

President Alice Hennies presided over the final meeting of the year.

Judy Niles was back from Florida and brought greetings from Bette Rodgers. Plans were completed for the hit-the-road party which was supervised by Caroline Holt and Vivian Zimdars. Esther Young donated a travel clock as a door award.

President Hennies thanked the ladies for carrying on while she was away in Houston. Fund-raising projects received considerable discussion. A number of prizes were pledged by members and tickets will be sold this summer.

Evelyn Levene donated the evening award which was taken by Virginia Gamble.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, June 11.—Regular Monday (6) meeting was called to order by President Charlotte Porter. Assisting were Oscar Mattley, treasurer; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

Admitted to membership was Virgil Weaver.

Reported on the sick list were Marjorie Latiker, Flossie Fitzgerald and May Griffith. Kathleen Elsmere is anticipating surgery.

Among those present after long absences was Reuben Williams, Harry Lewis and Harry Sandler.

Whitey Monette has accepted the appointment of chairman of the annual banquet and ball to be held in the fall.

Ladies' Bazaar tickets were mailed to members this week. The bazaar date is set for November 21, with Marjorie Latiker, chairlady, and Leona Stevens, co-chairlady.

AGVA Contracts Royal American Acts

CHICAGO, June 11.—Ernie Fast, regional director of the American Guild of Variety Artists, said that he plans to continue to sign up performers with carnivals.

Fast said that he was summoned to Evansville, Ind., Thursday (2), a day after the Royal American Shows was organized as a union (closed) shop by the Carnival and Allied Workers Local Union, No. 447, St. Louis.

While in Evansville, Fast said, he signed up performers with Leon Claxton's "Harlem in Havana" show. This week he went to Davenport, Ia., current show stand of the Royal American, and signed up principals of the Leon Miller show. He said he plans to return to Davenport next week to sign up other Royal American performers.

FROM THE LOTS

Oklahoma Exposition

SAND SPRINGS, Okla., June 11.—Show ran into a severe windstorm at Okemah, Okla., which lasted two and a half hours. Ice Water Reynolds' frame and top were destroyed. At Tulsa, Okla., the show caught four days of rain.

Concessionaires include Mr. and Mrs. Ice Water Reynolds, set joint and Coke bottles; James Smith, age and scales; Mr. Price, snow cones, candy, cork gallery and fish pond; Rosie Starr, ball games; Mr. and Mrs. Bill Harry, grab joint and popcorn, and Happy Farrell, ball game.

Minnie Price is due to join. Show is carrying five rides and two shows. Other personnel are Orval Scott, Ferris Wheel; James Pine-land, ride superintendent; Lonnie Williams, Merry-Go-Round; L. Bruvery, kiddie rides; Ray Johnson, Mixup, and Jack Orrick, pony ride.

Rogers Bros.

NORTHWOOD, N. D., June 11.—Show arrived here from Pelican Rapids, Minn., quarters. Manager Rogers took delivery on two new trucks. Ten rides are being carried. Mr. and Mrs. Bud Rogers' daughter and son-in-law, the Dydahls, have joined, the former to work with her mother on a candy floss concession and the latter as Tilt-a-Whirl foreman. They recently bought a 30-foot Travel-Lo trailer.

Concessionaires include Milton Joseph, cookhouse; the Raugusts, 2; the Drakes, 3; the Dresibers, 4; the Curley Smiths, 2; the Tomlinsons, 2; Blackie Hyson, 1; the Boseleys, 1; the Biddles, 1; Evans, 1; Kurtzheim, 1; Phil Lee, 2; Pearl Conley, corn game, and the Whitesides, 2. Other attractions are McIntyre's educational exhibit, Laughlin's Funhouse and Train, and Dale Parrish's Girl Show.—MRS. M. L. WHITESIDE.

Belle City

KAUKAUNA, Wis., June 11.—Show set up on the streets here after a move from Oconto Falls, Wis., where the show played the Junior Chamber of Commerce Memorial Festival. At the latter date the weather was bad the first three days, but fair weather on Sunday and Monday brought big business. Mr. and Mrs. E. A. Bodart have put up their glass pitch and popcorn stand. A Peterson has the long range gallery.—A. JEBO.

20th Century

LEAVENWORTH, Kan., June 11.—The show opened here to good weather and business after playing a week in El Dorado, Kan., to bad weather. Business there was good when the weather permitted.

The management and the American Legion, sponsor of the El Dorado date, got together and donated a large percentage of Saturday's matinee gross to the Udall, Kan., and Blackwell, Okla., tornado disaster fund.

CONCESSIONS WANTED

Want 25 legitimate Concessions of all kinds for
CENTENNIAL, CAMP POINT, ILL.,
July 1-2-3-4. Contact:
MIDWEST AMUSEMENTS
1320 No. 51st St., East St. Louis, Ill.,
or Phone EVERgreen 3-7307, St. Louis, Mo.

PARAKEETS

Shipped daily, 100—\$125. 50—\$67.50. Plus delivery charges.
Durkee's Bird Farm
8967 E. Gallatin Rd. Pico, Calif.
Phone: OXford 9-5210

Want Assistant

To help on Show, etc. Must be sober and reliable. Have car, but not necessary. Also want few more Ride Men, as we open 2nd unit shortly. Jay Smith, Johnny Crandell, get in touch.
Waterville, Ohio, June 14-18.
Joe Frederick, Motor State Shows

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

Second Man for Scrambler Ride, also Swinger Bucket and Slum Agents.

Alton Pierson

c/o World of Mirth Shows
New Britain, Conn.

CONCESSIONS WANTED

Grab or Cook House, Photos, String, Long or Short Range, Cork Gallery, High Striker, Glass Pitch, Hoop-La, Scales not conflicting. Any Grind Show. Good deal for Bingo in real Bingo territory. Fairs and Celebrations in Wyo., Mont., No. Dakota, Guernsey, Wyo., July 1-4. Two spots a week. Wire, write Johnstown, Colo., June 13-15; Grover, Colo., June 17-19, Celebration. Contact
J. R. LEERIGHT
Leeright's Midway Shows

WANT 2 MEN

Capable of handling committees. Work clean. No drinking.
Phone 64-909 Charleston, W. Va.
No collect calls accepted.

Legitimate Concessions WANTED

For Millington, Md., June 15-25. Can book for season. Contact
ROY SAYLOR
c/o Van Billiard Shows

FOR SALE

22x36 Wisconsin Corn Game, also other Tops and Frames, Stock, Van Type Trailer; Ford Tractor optional. Want Octopus Foreman, Kiddie Ride Foreman, Second Men; drivers preferred. Book High Striker, Glass Pitch and Hanky Panky.
DYER'S GREATER SHOWS
Ladd, Ill., now; Maquoketa, Ia., next.

WANTED

Rides for adults and children. JULY 1, 2, 3, 4. Fireworks and Parade — Games. Good crowd. Your terms. Contact:
Al Albertson, Chairman
Valatie Chamber of Commerce
Valatie, New York

MERRY MIDWAY SHOW

Want Concessions: Hi Striker, Pitch-Tilt-U-Win, Long or Short Range, Age and Weight, Coke, Balloon Dart. Will lease Octopus or will book Swing, Roll-o-Plane or Tubs of Fun for season. Want Penny Arcade, Fat Show, Fun House. Contact
ALBERT BARKER
Lancaster, Mo., June 14-18.

Wanted Midway Show

DOOLY COUNTY FAIR
Sponsored by American Legion.
Sept. 25—Oct. 1 or Oct. 2—Oct. 8 or Oct. 9—Oct. 15.
Contact E. H. DAVIS
Vienna, Georgia

SLIM CANTRELL WANTS

For 12 Arkansas and Missouri Spots. Agents for 6 Cals, Buckets, "X" on Show, Hanky, Clerks, P.C. Dealer, Wheel Foreman, Ride and Bronco Show Help. Come on, moderate drinking tolerated.

TEXAS KID SHOWS

Columbus, Texas, June 18 & 19

ARCADE HELP

PAT RAZZANO
WORLD OF MIRTH SHOWS
New Britain, Conn.,
this week

FOR SALE

Complete, ready to go, come and get it. Snow Cone Concession (all new), 5x3-ft. panel 4-way center stand, Echols (new) improved high-speed shaver and case, some stock, price \$450.00 cash; no deals.
W. E. WONNER
1131 East Ave. A Hutchinson, Kansas

WOM Aims at Top Money

Continued from page 50

gross had to be tied in with the final days.

Altho there has been little opportunity for the sampling and gauging of potential earnings on a seasonal basis the consensus was that the season would be a good one. The show got a number of tough breaks in the weather last year. Purely as a matter of percentage it is reasoned that the loss to the elements may be considerably reduced this season.

Several New Shows

A number of new units populate the back end this year. Dave Wiles' Gay New Orleans has already shown considerable earning power as has Earl Chamber's Monkey Circus. Chambers also has a torture show and a glass house. He was last with the Cetlin & Wilson Shows.

MIDWAY CONFAB

Continued from page 51

Mrs. June Taylor recently celebrated her birthday on 20th Century Shows. . . . Visitors to the 20th's midway included Mr. and Mrs. Jim Stout and Mr. and Mrs. J. W. Cook and family who were en route to join the William T. Collins' Shows.

Jim and Madlyn Hannigan are in a Birmingham hospital at 430 Green Springs Road. . . . Herman Weiner, concessionaire with the Cetlin & Wilson Shows, reports that his wife, June is a patient at Jackson Memorial Hospital, Miami, and that she'd like to hear from friends. . . . Tony Alfano has rejoined the Playtime Shows as foreman of the Merry-Go-Round, with Fred (Sandy) Johnson as second man. Also joining the show recently were Rudy Hibert and Jerry Blakeman. Phillip Deraps is electrician. His daughter, Jaqueline, celebrated a birthday when the show was in Norwood, Mass.

Attending a baby shower given Mrs. Kenneth Smith June 3 on Wallace Bros.' Shows were Gene Bostwick, Kitty Brown, Margaret Miller, Lee Willander, Nellie Mae Brown, Sally Harper, Pimone Pedrero, Germana Zacchini, Alma Richards, Grace Woods, Gladys Santich, Lena Riecken, Grace Howe, Rose Holston, Evelyn E. Sutton, Marie Rasmussen, Mae Winters, Ida Amburn, Janet Morton, Mrs. Ray Steele, Murell Helman, Betty Higgs, Charlie and Leona Miller's cookhouse crew, Kaye Tracy and Myrtle Jeter. Mrs. E. E. Farrow and Mrs. Gene Cain were hostesses. . . . After being off the road several seasons Robert Heth has returned and is now with Moore's Modern Shows as agent and billposter. . . . Ed S. Torbert visited Sam Clarence and Madge Thames' Side Show, "Paris After Dark," recently on the Jimmie Chanos Shows at Anderson, Ind.

R. Ladd letters that Gilda Starr has joined the Monroe Bros.' Side Show, on the Gold Medal Shows, after completing a successful Southern tour with Lem Lumpkin and His Stringed Riders. . . . Billy Logsdon infos that his Siamese Twins Show was among the top money getters at Paul Miller's Speedway Carnival, Indianapolis, recently. Laddie Faith joined the Logsdon attraction there as No. 2 talker. . . . Joe the Grinder cards that he has left Vivona Bros. for a tour thru New England and that thus far business has been up to expectations.

Shipman's novel mirror presentation is being used in the Girl Show operated by Dixie Gordon. A number of bugs have been encountered in attempting to operate, under canvas, this feature which is slated to open at Radio City Music Hall later this month.

The other show units include Charles Elrod's Motordrome, Nate Eagle's Hollywood Midgets, Stoeffel's Wild Life, the Walter Wanous-Dick Best Side Show, Arthur Dale's Fat Show and The Thing, Mrs. Virginia Shumway's Little Horses, and Charlie Holliday's Fun House. Starting the season but down at this date was Mrs. Nat Rodger's Life Show.

More to Come

By fair time the show will again have a Dancing Waters unit and a water show to round out the attractions planned at present. Missing around the show for the first time in a number of years is one or more elephants.

The Pierson-Solomon Scrambler joined late last week after making the Philadelphia circus date where it grossed nearly \$5,000 for the week stand despite much poor weather and a breakdown. Consensus is that it will win big money on the route while Charles Cooper's Round-Up and Coaster should repeat the successes scored a year ago.

Other rides and their managers include the Skooter, Cy Holliday; Merry-Go-Round, Fran Anderson; Ferris Wheels, Chet Fowler; Tilt-a-Whirl, Charlie Holliday; Octopus, Percy Bolden; Dark Ride, Charlie Holliday; Silver Streak, George Lantz; Spitfire, Fred Shinert; Looper, George Hamilton; Roll-o-Plane, Charles Allen; Caterpillar, Roy Defoor; Kiddie Rides and Pony Ride, George Lang; Train, Ray Varnier, and Ridee-O, Fred Elky. Only seven Kiddie rides were up here. At fairs about 14 are usually in the separate compound.

Front End Neat

Bernard (Bucky) Allen's front end is neat and compact as usual. Operation is complete with the exception of bingo which did not operate this week.

There have been some important personnel changes. Johnny Brooks is the new trainmaster, replacing Ai Moody. Don Wright has replaced Ronald Driver as chief electrician.

The 12 diesels which power the show, and which were believed insufficient at the end of last year, are reported more than adequate this year as a result of rewiring and load distribution.

After this date the show heads directly into familiar New England territory with stands scheduled in Connecticut and Massachusetts. In only a few weeks the show will be in Maine where it begins its first fairs in July.

Many National Ads

Immediately noticeable and adding to the attractiveness of the midway are the numerous wagons carrying national advertising signs. The deals were set by Gerald Snellens during the past winter. A crowd stopper is the glassed-in wagon devoted to a display by the Gilbert Company, manufacturers of Erector sets and American Flyer trains. The units, identified with midway operation, are in constant motion.

Staff personnel include Bud Sollenberger and Howard Ramsey, who continue to hold down the office; Jim Bergen, assistant to his uncle; Harry Hauck, superintendent, and Richmond Cox, press and promotion.



FOUR BIG WEEKS IN PHILADELPHIA AREA WITH FREE GATES, FREE ACTS, CAR GIVEAWAYS, STARTING NEXT WEEK QUAKERTOWN, PA., CENTENNIAL, JUNE 20-25.

Whole town decorated, Fireworks, Parades, Pageants. This has been building since last year with all Bucks County participating. St. Michael's Church Fair, Levittown, Pa., June 27-July 4. Seven big days ending July 4, with Free Gate, Nightly Prizes, Fireworks Displays and Car Give-Aways. This is directly across the street from the Levittown shopping center on the Church grounds and the first show in Levittown this year. (Be careful, don't bet.) Followed by 10 proven big days at Spring Mill Fair, Conshohocken, Pa., July 6-16.

- SHOWS** Can use Girl Shows with own equipment in Quakertown. Also Motordrome, Mechanical, Arcade and Wildlife. Have new top and equipment for Monkey Show. Want Man with monkeys. Live 2 Headed Cow or other strong Show we can feature. Can name your own terms.
- RIDES** Any Dark Ride like Pretzel. Have wonderful opportunity for Scooter, Rocket, Comet, Rock-o-Plane, Caterpillar or Whip. Can place adult Merry-Go-Round for 6 weeks' work.
- CONCESSIONS** Eating and Drinking Concessions of all kinds for Quakertown. No exclusives. Want Hanky Panks and Stock Wheels of all kinds. Want 6 Cats, Glass Pitches, Rat and Pan Game, Cigarette Block, Derby Racer, Short Range, Photos, High-Striker, Darts, Jewelry, Scale and Age, Novelties and Basketball.
- HELP** Chairplane Foreman, Ferris Wheel Foreman and Octopus Foreman. Don't apply unless you are sober, experienced, know these rides and can drive. Good treatment, long season and top wages. Will accept collect calls only from ride men I know.

All replies now June 13-18, MORRIS HANNUM, Hotel Casey, Scranton, Pa. Week June 20-25, Americus Hotel, Allentown, Pa.

MIGHTY INTERSTATE SHOWS

WANT

WANT

For one of the best Fourth of July spots in this part of the country. All joining now will be given preference at this spot and our 14 Fairs. This Show will positively play Florida Fairs this winter, have six Fairs already contracted and two pending.

SHOWS: Girl Shows, Side Show with own equipment; will give attractive proposition. Will book any worth-while Grind Shows, also Penny Arcade (small percentage).

CONCESSIONS: All legitimate 10¢ Hanky Panks open. Also Short Range, Long Range Gallery, Photos, Jewelry, Novelties, Glass Pitches, Ball Games, Water Games, High Striker, Age & Weight. Have good opening for Frozen Custard, Ice Cream Bars, Popcorn, Candy Floss, Candy Apples, Sno Cone (Live & Let Live privilege).

AGENTS: Want Agents for Pea Pool, Pan Game, Six Cats, Buckets.

RIDE HELP: Want Foremen for Merry-Go-Round, Twin Ferris Wheels, Tilt, Spitfire, Three Kid Rides; Second Men on all

Rides. Must be licensed semi drivers. We pay top salaries, payday every Wednesday; good treatment and bonus at end of season. Frenchy Rendelle, get in touch, have good proposition for you.

HELP: Want Show Carpenter and Builder who knows how to build show fronts on semis and other carpentry work needed on show. Want Scenic Artist and Painter. Top salary if you can produce. Want Man for front gate, put up and take down same; sell tickets and take out sound truck. Want Man to take charge, put up and take down office owned concessions. Want experienced Bingo Countertermen to join on wire. Roy Allen wants Cookhouse Help. Want experienced Mechanic with tools to join on wire.

Replies to H. B. ROSEN, Mgr., c/o Western Union or Gen. Del., Scottsburg, Indiana

JOHNNY T. TINSLEY SHOWS

"The Show of the Rainbow"

WANT FOR THE BIGGEST FOURTH OF JULY CELEBRATION IN THE SOUTH

NEWSPAPERS - RADIOS - TELEVISION

GALAX, VA.

July 4th thru 9th

PLUS

A 3 STAR ROUTE OF BONA FIDE SOUTHERN FAIRS

BINGO

WANT

BINGO

WANT

BINGO

Must be flashy for real BINGO territory. Join at once.

ALSO

CONCESSIONS: Hi-Striker, Coke, Long Range, String Game, Age & Weight, Penny Pitch, African Dip, Novelties, Basketball, Bumper, Straight Sales. (NO X FOR GALAX OR FAIRS.)

SHOWS: With own transportation. Motordrome, Mechanical, Glass House, Monkey Drome. Other attractions not conflicting. (Preference given those joining now.)

RIDES: Book for remainder of season. Train, Boat, Sky Fighter, Miniature Wheel, Coaster, Sky Fighter.

RIDE HELP: Foreman for Rock-o-Plane. Second Men for Caterpillar and Wheel. Foreman to handle Kid Rides.

All replies JOHNNY TINSLEY, General Mgr., Winston-Salem, N. C., this week

WANT

WANT

WANT

500 LOCKS CENTENNIAL AND MARINE FAIR

JUNE 28 TO JULY 17

Downtown location—1,500,000 people expected
BIGGEST THING SINCE CHICAGO WORLD'S FAIR

Shows: Ten-in-One, Circus Side Show, Animal, Fat, Midget, Fun House, Glass House, Motor Drome, all must cater to children. Concessions: Ball Games, Hi-Striker, Center Concessions, Direct Sales. No Mitts or Flats, please. Can also place Hanky Panks. We hold exclusive contract for above. Elmer Dosey, call Pauline collect. Margaret Hoffman can use Hanky Pank Agents. Distinguished visitors expected here—President Eisenhower—Gen. Douglas MacArthur—Dominion Days of Canada July 1. Big July 4th—Armed Forces week to follow.

All Contact:

SKERBECK'S GREAT NORTHERN SHOWS

Lake Linden, June 13-14-15; L'Anse, 17-18-19; then downtown Marquette (first show downtown in many years), 21-25 inc.; all Mich.

EUGENE W. SKERBECK, as per route

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

RIDES WANTED

Concessions: Candy Floss, Darts, Ball Games, Glass Pitch, any legitimate Concession. Can use 10-in-1, Monkey or any Show of merit.

Fredericktown, Penn., this week; New Kensington, Pa., Firemen's Old Home Week Street Celebration, June 20-25.

HOWARD BROS.' SHOWS

WANTED—WANTED—WANTED

Ride Help on all Rides, First and Second Men for Tilt, Merry-Go-Round, Wheel, Flying Scooter, Kiddie Rides. Drunks, stay away. Will book Photo, Fun House.

45th Ave and 22nd St., Kenosha, Wis., June 14 to 19; then 7th Ave and 52nd St., Kenosha, Wis., June 20 to 26; Oconomowoc, Wis., July 1 to 4.

BIG FOUR AMUSEMENTS

FORT WAYNE, IND., FREE FAIR JULY 11-16

First time in four years. Harness and motorcycle races, etc. Expect over 100,000 attendance as big advance sale of grandstand tickets is now on! Want Hanky Panks of all kinds, Frozen Custard; Novelties under the grandstand. Have limited locations for Pitchmen, Jewelry Workers, Demonstrators. Eats and Drinks. Contact me immediately as space is going fast.

BOB PARKER
1107 S. Clinton, Ft. Wayne, Ind.
(Phone Eastbrook 7486)

RUMBLE GREATER WANTS TO BOOK NON-CONFLICTING MAJOR RIDES FOR SEASON

Want for Paoli, Indiana, Annual Legion & VFW Celebration June 20-25. SHOWS — STOCK CONCESSIONS — STRAIGHT SALES

Ride Units booked independent for Charlestown, Ind., June 27-July 2.

WANT SHOWS, STOCK CONCESSIONS, STRAIGHT SALES AND RIDES that don't conflict for big Annual 4th of July Celebration, July 3-9, at Boonville, Ind.

WANT SHOWS, STOCK CONCESSIONS, STRAIGHT SALES, ALSO BINGO for Annual Loogootee Lion's Club Celebration on the Streets, Loogootee, Ind., July 11-16. All replies to Madisonville, Ky., until June 18; then per route.

D. P. RUMBLE

CLEARFIELD COUNTY FIREMEN'S CONVENTION

HOUTZDALE, PENNA., JUNE 20 TO 25

WANTED—Ball Games, Basketball, Pitch-Till-You-Win, Hoop-La, Fish Pond, Duck Pond, Swinger, Photos, String Game, Glass Pitch.

WANTED—Side Show, Girl Show, Monkey Show, Snake Show, Wildlife.

WANTED—Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS

Franklin Boro, Johnstown, Pa., this week; Houtzdale, Pa., next week.

Will Sell to Responsible Party or Parties the HIAWATHA INDIAN VILLAGE

Located two acres on the U. P. Michigan State Fair Grounds. Long lease, main highway frontage. Includes authentic Indian Village, several buildings, drive-in restaurant, large gift and souvenir shop well stocked. Zoo complete with Alligator Tank, Kiddie Auto Ride; Ponies and Kiddie Airplane booked. Opened late last season; everything new. Must sell on account of ill health and other business interests. Price complete \$32,500.00. Terms to responsible parties. Write or wire for particulars.

MARK SABUCO
MARCO'S RESTAURANT, ESCANABA, MICH.

NOW ACCEPTING SPACE RESERVATIONS

For Items pertaining to health and beauty for new health.

BEAUTY AND SPORT SHOW

Los Angeles County Fair, Pomona Fair Grounds, Sept. 16 through October 2. Will also accept limited amount of Pitch Items on an exclusive basis, with minimum rental of 2 booths. Write

JOE MILLER, Producer

10624 Ventura Boulevard, North Hollywood, Calif. Phone: Stanley 7-3105

PAGE BROS.' SHOWS

Want Bingo, Diggers, Scales, Lead Gallery, Arcade, Jewelry, Glass Pitch, Hanky Panks of all kinds.

Ride Help on all Rides; must drive. No drunks. Will book Live Ponies. Girl Show Operator, must have P.-A., Wardrobe and Girls; have front on semi.

Shepherdsville, Ky., now.

W. E. (LONGBARREL) PAGE, Owner **BILL (SHORTBARREL) PORTER, Mgr.**

PEPPERS ALL STATE SHOWS

Want Concessions: Glass Pitch, need small Cookhouse, Cigarette Pitch, Jewelry, Penny Pitch, Add-Em-Up Darts, String Games and Photos. Agents for office Concessions: Pan Game, Coke Bottles, Buckets, Short Range Gallery. Experienced Lady for Popcorn, Candy Floss, Candy Apples and Sno Cones, all in one trailer; work on percentage. Ride Men wanted: Foremen for Allan Herschell 2-Abrest Merry-Go-Round and Smith and Smith Chairplane. Octopus Foreman. "Woo-Woo," Junior Baller, Hal Dewey, contact by wire Bob Sickels.

ELBA, ALABAMA, THIS WEEK.

C. A. STEPHENS SHOWS WANT

CONCESSIONS: Age, Scales, Cigarette Gallery, Glass Pitch, Novelties, Custard, Jewelry, Bumper, String Games, Pitch-Till-You-Win and Hoop-La; Agents for Pin Store, Count Store and Hankies.

SHOWS: Mechanical City, Girl Show, Monkey Show.

RIDES: Place set of Kiddie Rides, also Live Ponies.

MAYBEURY, W. VA., THIS WEEK.

TEX ROBERTS WANTS

Grind Store Agents for Pin Store, Razzle and Swinger. Will buy a Blower. Must be in A-1 shape.

Whitesburg, Ky., this week; Wayland, Greenup, July 4.

BEE'S OLD RELIABLE SHOWS

HELEN GOLDEN WANTS

Side Show Help of all kinds. Good opportunity for Mentalist and Tattoo Artist for Army Camps, Celebrations and Fairs. General Delivery, Colorado Springs, Colo., June 13-18; Cheyenne, Wyo., June 20-25.

MOUND CITY SHOWS #2

Wants Stock Concessions, Fish Pond, Pitch-Till-You-Win, Short Range, Ball Games, High Striker, Scales, Grab, or what have you? Can place any worthwhile Show. Centennial and 4th of July Celebration Combined (6 big days), Fairs and Homecomings to follow. Contact **LEE BOSTWICK, Mgr.** Pacific, Mo., this week.

NEW LOW PRICES BANNERS

Snap Wyatt Studios

Rt. 3, Box 559 Tampa, Fla.

WANT A CARNIVAL

On Public Square at Bloomfield, Indiana, for week beginning June 27, 1955, or prior.

Will draw from a county population of 30,000.

Contact **AMERICAN LEGION POST 196**

Bloomfield, Indiana

WANT FOR SIDE SHOW

Fire Eater, Pin Cushion, Tattoo Artist, Mentalist, Magician for money making route. Lola and Chuck, contact

LISA DEL MAR

c/o Hill's Greater Shows, South Sioux City, Nebr.

PERSONS WITH RIDES

For Centennial Celebration at Piedmont, Mo., Sept. 2-5, 1955. Please contact

Wm. Harris and Son

Piedmont, Mo. Box 146. We wish to contact Fair Wheel, etc.

FOR SALE

Cork Gallery, complete, good canvas and ten Daisy cork guns; also Penny Pitch with pin-hinge frame and nearly new fly and one International Truck to haul equipment. A real buy at \$350.00 for all. Will accept best offer as I am out of business. Will not split this equipment—all must go together.

ROBERT HUGHES
841 Lawrence Ave. Chicago 40, Ill.

NEW DEVELOPMENTS

Coating for Hot Dogs Contains Spice Flavor

WALLACE, N. C., June 11.—A new spiced coating for frankfurters on sticks, called Dixie Hot Dog Mix, is being manufactured and distributed here. According to the maker, the preparation has a corn meal base, blended with spice flavors. As the mix contains blended flavors, nothing need be added except cold water. A special ingredient which prevents soginess in cooking is also contained in the mix, according to the manufacturer.

The coating is packed in five-pound bags and is shipped in 40-pound cases. At a minimum charge, the firm provides sticks, serving bags and a line of lithographed signs, handbills, newspaper mats and a 35mm. film for theater screen advertising.—National Industries, Inc., Wallace, N. C.

Drink Cups

Made of Plastic . . .

FORT WORTH, Tex.—Hot drink cups that are produced for \$12.25 per thousand are being put into production here. The manufacturer claims the cups sell at less than \$1 per thousand more than paper hot cups. They are made by an injection molding process which produces nipples at the bottom that gives the cups a base and makes for easier stacking. Maker claims the cup temperature, when filled with hot coffee, is five degrees cooler than a paper cup, hence making it easier to carry. The cup will take lithographing for advertising messages, and can be promoted as a take-home item as well as a disposable one.—Crown Machine Tool Company, 2800 Lancaster Street, Fort Worth, Tex.

Five New Fryers . . .

SHREVEPORT, La.—Five new model deep fryers that are said to provide high temperature infra-red heat over the large heat transfer surface are being featured here by Frymaster. All are equipped with Deflecto-Ray burners. According to the manufacturer, the fry pot is so designed as to permit only clear fat to come in contact with the food, the sediment settling to the bottom where it is trapped in the deep cold zone below the cooking area. A high drain valve permits clear cooking fat to be drained off, by-passing the sediment.—Frymaster Corporation, 460 Fortson Street, Shreveport.

New Design Soft-Server . . .

INDIANAPOLIS—A redesigned three horsepower Sani-Serve automatic continuous direct draw freezer has been perfected here. Manufacturer states it serves up to 800 portions per hour, is equipped with automatic mix feed which protects against over-loading by introducing the proper amount of air and mix into the rear of the freezer as an equal amount of the product is discharged thru the direct draw spigot. The product's consistency is said to remain the same regardless of the number of servings because of the re-circulator which keeps the mix constantly under refrigeration and re-circulating thru the direct draw spigot at the rear of the freezing chamber.—General Equipment Sales, Inc., 1350 Stadium Drive, Indianapolis.

Independent Deep Fryers . . .

LITCHFIELD, Ill.—A flexible double counter fryer with two complete fryers, each operating independently, has been designed here. Each unit has an automatic thermostat maintaining two batches of frying fat at different temperatures. During slow periods, one unit will turn out a normal amount of orders with a flick of the thermostat doubling the frying capacity in a few minutes to take care of rush periods. Unit occupies 24½ square inches of space, has a frying capacity of over 220 square inches of surface, large enough to fry 60 pounds of French fries per hour, according to the manufacturer.—Eagle Products Company, Litchfield, Ill.

Oven for Quick Reheating Operation . . .

MILWAUKEE—An infra-red oven that facilitates the serving of hot sandwiches for rush periods has been introduced. Hamburgers, hot dogs, barbecues, etc., can be cooked as usual, sealed in cellophane bags. As needed they are placed in the oven, which reheats them and toasts them in a minute. The unit sells at \$83.50. Firm also handles cellophane bags.—E. A. Green Distributing Corporation, 127 East Silver Spring Drive, Milwaukee 17.

Deep Fryer Is Extra Hot . . .

CHICAGO—A new deep fryer, called the Trump, is being marketed here. Outstanding feature, according to the maker is the enormous amount of heat supplied in the unit. The temperature is controlled by electric thermostats, with the heat supplied by large capacity gas burners. Unit is equipped with indicating lights to show the temperature of the fat and timing signal bells that tell when the foods are done. Fat is automatically strained.—Frying Equipment & Supply Company, 1210 West Van Buren Street, Chicago 7.

Set Exhibits For Chicago Popcorn Show

CHICAGO, June 11.—Over 30 popcorn and concession supply firms have already made reservations for exhibit space at the Trade Show to be sponsored by the International Popcorn Association, November 6-9 in the Morrison Hotel here.

Spiro Papas, head of Automatic Vending Corporation, this city, is general chairman of the convention which is a joint effort held in conjunction with three motion picture trade associations. Carl Siegel, of Stanley Warner Management Corporation, New York, is head of the "Popcorn-Candy and Concession Hall" where the exhibits will be set up.

Exhibiting Firms

Firms that have reserved exhibit space include APCO, Inc., New York; Blevins Popcorn Company, Nashville; Broil-Quik Appliance Corp., New York; Heat Exchangers, Inc., Chicago; Coca-Cola Company, New York; Continental Can Co., Newark, N. J.; Cretors Corp., Nashville; Diamond Crystal Salt Co., St. Clair, Mich.; Albert Dickinson Co., Chicago; Flavo-Rite Foods, Bronx, N. Y.; Henry Heide, Inc., New York; Hershey Chocolate Co., Hershey, Pa.; Hollywood Servemaster, Kansas City, Mo.; Walter H. Johnson Candy Co., Chicago; C. F. Simonin's Sons, Philadelphia; Steel Products Co., Cedar Rapids, Ia.; Tone Products Co., Chicago.

Manley, Inc., Kansas City, Mo.; Mission Dry Corp., Los Angeles; Mars, Inc., Chicago; Maryland Cup Company, Brooklyn; Orange Crush Co., Chicago; Pepsi-Cola Co., New York; Phenix Foods Co., Chicago; Quaker City Chocolate & Confection Co.; Reese Peanut Butter Cups, Hershey, Pa.; Rex Specialty Bag Corp., Brooklyn; Rowe Manufacturing Co., New York; Savon Candy Co., Paterson, N. J.; Selmix, Inc., Long Island City, N. Y.; Superdisplays, Inc., Milwaukee, and C. J. Van Houston & Zoon, Inc., New York.

SHORTER'S SHOWS

Want Photos, Grab, Agents, Man and Wife for Side Show, also Wild Animal Show. Daines, answer. Bill Craig wants Agents who can take orders, only store on midway. If you have habits do not answer.

Kiester, Minn., Monday, Tuesday and Wednesday; Ceylon, Minn., Thursday, Friday and Saturday.

W.G. WADE SHOWS

CALUMET, MICH.

June 20 thru 25

—CAN PLACE—

Legitimate Concessions of all kinds. Will sell "X" on Derby, Long and Short Range Galleries, Novelties, etc.

Have room for two more Grind or Bally Shows. Wire what you have.

W. G. WADE SHOWS

Iron Mountain, Mich., all this week.

Wally Yee Attractions

Want

Automatic Pianos with Attachments. (Organ, Violins, Drums, etc.) Antique Musical and Arcade Equipment. Band Organs, Calliopes.

Old Time Photos. Send photo, price and description in first letter. All Acts interested in a Paid Hawaiian Vacation. Send brochures. Serving the entire Hawaiian Islands.

WALLY YEE

4955 Maunalani Circle
Honolulu 16, T. H.

WANTED

Sideshow Help. Permanent location in new \$10,000.00 building until August, then 8 big fairs.

Acts of all kinds, Man and Wife team for Illusion. Also Bally attraction. All replies

CHAS. H. HODGES

Jefferson Beach Amusement Park
St. Clair Shores, Mich.

WANTED

Ride Help: Foremen for Wheel, Merry-Go-Round, and other Ride Help. Can use Grab, Popcorn, Snow Ball, Photos, Short Range or Long Range, Cork Gallery, Pitch-Till-U-Win or any other Hanky that throws stock. All stands work on 25%.

JOHN KEELER

St. Augustine Beach, Fla.

Agents—Agents—Agents

Can place for Milk Bottles, Pitch-Till-U-Win, Pottery Pitch, Roll Down, String Game, Bozo With Bozo, Add-Em-Up Darts, Basketball, Coke Bottles, Bear Block, Hoop-La, Garfield Heights, June 14-19; Fairview, June 22-26; both suburbs of Cleveland, Ohio. Then Fairs until first of November, including Knoxville, Tenn.; Nashville; Atlanta, Ga.; Pensacola, Fla. Come on. No drunks.

NEAL CARLIN

Ideal Trailer Park
7400 Brook Park Road, Cleveland, Ohio

WANTED

Jenny and Wheel Foremen, also Second Men; top pay. Man to up and down four P.C. Concessions. Can use a few more Hankies, Scales, Age, Balloon Dart, Bumper, etc. Only one of a kind here.

MARTIN BARRY, Mgr.
Lexington Park, Md., this week; next week, Seat Pleasant, Md., just over line from Washington, D. C.

TWO BALL GAME AGENTS and

TWO BALLOON DART AGENTS

Contact

BILL VOLIN

c/o Neal Carlin
Garfield Hotel
Cleveland, Ohio

CARNIVAL WANTED

FOR CLINTON, MO.

July, August or September
Auspices Clinton Fishing and Boating Assn. Legitimate Concessions only. Write, giving full information on what you have to

DELTON L. HOUTCHENS

Carney Bldg. Clinton, Mo.

RIDE HELP WANTED

Foremen and Second Men for Eli #5 and 8-Tub Octopus. Good wages and long season south. Must drive semis and have license. Contact:

JOHN HANSEN

4800 N. Austin Ave. Chicago, Ill.
Phone AV 3-9617

WANTED

Razzle Agent for Clarksville, Ind., across bridge from Louisville, Ky. Big 4th of July spot following. Three Flats on Show, Sammy and Johnny Scanton, the twins, contact.

CLARENCE OSTEEN

This week Washington, Ind.,
Meredith Hotel.

AMUSEMENT COMPANY of AMERICA

Can Place Concessions for the following Fairs starting at Anderson, Ind., week July 4, followed by Ft. Wayne, Ind.; Chippewa Falls, Wis.; Springfield, Ill.; Chattanooga, Tenn.; Laurel, Miss.; Birmingham, Ala.; Montgomery, Ala., and Beaumont, Texas.

Want Hanky Panks of all kinds, Photo Gallery, Foot Longs, Pronto Pups, Grab Stands. All must be in keeping with our standards. Contact:

PAUL OLSON, Gen. Mgr.
Decatur, Ill., this week; Joliet, Ill., next

JAMES E. STRATES SHOWS

WANT Colored Musicians, Light Brown Chorus Girls, also Pancho, get in touch with Clarence Samuels. WANT Ball Game Workers for Al Campbell's ball games, Fat Girls for Fat Show and Ride Help in all departments.

Utica, New York, June 13-18

SOUTHERN VALLEY SHOWS

WANT FOR LARGEST CELEBRATION IN STATE OF ARKANSAS, JULY 2, 3, 4th, LAKE VILLAGE, ARK., WATER CARNIVAL

35,000 people there last year. Army base payday at Greenville, Miss., close by. Free bridge across river.

Can use Bingo Game, Custard, Fish and Duck Ponds, Photos, String, Bumper, Hoop-La, Hi-Striker, Long and Short Range, Heart Pitch, Swinger, Buckets, Nail Store, African Dip, Roman Target, etc. Shows with own outfits. Harry Benson wants Man and Wife Team, man to run Snow Balls, wife on Ball Game. Dutch Wilson wants Grind Store Agents. Can use useful Show Help in all departments. Contact

EDDIE MORAN, Mgr.
Marshall, Texas, this week; Bossier City, La., next week.

NOLAN AMUSEMENT CO.

ELYRIA, OHIO, June 20-25, first in, downtown; GROVEPORT, OHIO, June 27-July 1; ASHVILLE, OHIO, July 2-3-4, ANNUAL FOURTH OF JULY CELEBRATION

WANT RIDE HELP, CONCESSIONS AND SHOWS

Want Popcorn, Six Cats, Age, Weight, Photos and Hankies. SHOWS—Committee money only. RIDE HELP—First Man for Merry-Go-Round and Octopus. Also Second Men.

LORAIN, OHIO, NOW.

MOTOR STATE SHOWS

Waterville, Ohio, Festival, June 15 thru 18, City Park; Fenton, Mich., Annual Celebration, June 20 thru 25; and a continuous route of Celebrations and Fairs in Michigan, Ohio, Indiana, Tennessee and Mississippi.

Can place a few more Hanky Panks, Hi-Striker, Scales, Age, Jewelry, etc. No Mitt Camps. Foremen for Hook-o-Plane and Wheel on #2 Unit. Also Second Men, must drive. #1 Unit can place Foremen for Merry-Go-Round, Octopus. Also Second Men, must drive. Lushies and chasers, stay where you are. All replies to

JOE FREDERICKS
No phone calls.

FOR SALE—CLOSEOUT SALE, FOR CASH ONLY

3 General Motors, 471 Diesel Engines, each with 60 kw., 3 Phase, 110-220 Clark Generators. Mounted in 28 ft. steel bottom, drop-side trailer van, 2 Light Towers, 3 Panel Boards, 400 gal. Fuel Tank. Plants just overhauled, perfect condition. Also have 1951 Chevrolet 2-speed Tractor for same; first class shape. All white enameled inside and out. Good tires and ready to roll. Can be bought for one-half market price today for some reconditioned plants. Wire or write

SOUTHERN CONCESSION CO., INC.

P. O. BOX 157 TARPON SPRINGS, FLA.

BIG STATE SHOWS

Opened June 10, Celebration in San Antonio, Lincoln Park.

Want Cookhouse, Floss, Snow and Popcorn. All Hanky Panks open. Want a Pin Store, Razzle and Blower. Want a Girl Show with own equipment and a Monkey Show. Want Ride Help. Harold Thomas, wire.

Austin, Texas, Fourth of July Celebration. Fairs—Boerne, Bryan, McKinney, all Texas. More Fairs pending. Good cotton. Come on, wire. Here till June 20; then per route. BROWNIE BISHOP, 3625 Roosevelt Avenue, San Antonio, Texas. Phone: Walnut 2-9300.

MORRIS GLENIA WANTS AGENTS

For Duck Pond, Pitch-Till-You-Win, Block Concession, Set Spindle. Truck Driver, must be sober.

BELL FORM SHOWS
NEWPORT, R. I., JUNE 13-18.

CHARLIE GRIGGS Wants

Head with crew for Pin Store, must be capable; six more weeks in Ohio around the payroll. One high-class Skillo Agent, two top-notch Outside Men; no drunks or habits. Can use Six Cat, Swinger, Bucket Agents; especially want Coupon Balloon Dart Agent that can work coupons. Hillsboro, Ohio, Street Fair now, followed by Piketon, Ohio, right in the heart of the atomic plant; then the biggest Fourth spot in Southern Ohio. Wire, DON'T PHONE:

HILLSBORO, OHIO, WESTERN UNION.

P.S.: Would like two Colored Girls for Girl Show, with Manager; have new top and front; top salary and bonus.

DON'T MISS THE GRAY TRAIN

NOW BOOKING FOR KANSAS' BIGGEST 4TH AND 14 BEST FAIRS

Clean Cookhouse catering to showfolks, Hanky Panks of all kinds, Galleries, etc.

\$18.00 per week. Shows: Bally, Grind, Walk-Thru, Girl.

WIRE MANAGER, BOGLE SHOWS

GREAT BEND, KANSAS

P.S.: Colman Corley, Lila Del Mar, wire show collect at once.

WANTED HANKY PANKS

High Striker, Ball Game, Photos, Bumper, Novelties, Jewelry, Scales and Age, Foot Longs (Cousin, are you coming?), Small nut. Will book one of a kind only. No gypsies. Shows of any kind (except Girls), #5 Wheel Foreman; no drinkings, must drive semi; good treatment. All replies:

STIPES' SHOWS

New Richmond, Wis., June 14-16; Almena, Wis., June 17-19.

CALIFORNIA'S BIGGEST FOURTH OF JULY CELEBRATION

OAKLAND—5 Big Days and Nights

June 30 through July 5

Lake Merritt Show Grounds. 200,000 attendance—uptown location. Now booking Shows and Concessions.

Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for Semi Drivers.

Contact Mr. Shepherd immediately

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif. Phone POPular 5-0909



GLADSTONE EXPO SHOWS

SPRINGFIELD, KY., FAIR, June 20-25

HARTFORD, KY., 4th CELEBRATION, June 29-July 4th

Horse Races . . . Fireworks . . . Special Events

WANT Hanky Pank Concessions, Age and Scale, Long Range, Short Range, Hi-Striker, Ball Games, Novelties, Basketball, Arcade, etc. No flats, no gypsies, no P.C. WANT Help on Wheel and Jenny, also Talker for Dan Darnell's Fortune Show. WANT Shows with own equipment, especially want nice Girl Show. Good spots, work every week. Also Monkey Side Act. Chuck Alexander wants Agents for Six Cat, Buckets and P.C.

HORSE CAVE, KY., ALL THIS WEEK. CONTACT

Phone **JACK OLIVER**
Care Hotel

Wire-Write **F. O. POOLE**
Care Show

CARAVELLA ★ ★ ★ AMUSEMENTS

WE HAVE 20 WEEKS OF THE BEST DATES IN PENNSYLVANIA. ALL FIREMEN'S CELEBRATIONS AND CENTENNIALS WITH PARADES, FIREWORKS, FREE ACTS. MOSTLY ON STREETS AND IN THE HEART OF THE CITY.

SAXTON, PA., June 20-25; IRVONA, PA., June 27-July 2; TYRONE, PA., July 4-9; BELLEFONTE, PA., July 11-16

★ ★ ★ CONCESSIONS COOK HOUSE STRING GAME HOOP-LA DART DUCK POND BALL GAMES BINGO	★ ★ ★ RIDES ANY MAJOR RIDES NOT CONFLICTING WILL BOOK, BUY OR LEASE MERRY-GO-ROUND IN A-1 CONDITION	★ ★ ★ SHOWS WILDLIFE GLASS HOUSE ILLUSION MONKEY MECHANICAL CITY	★ ★ ★ HELP CAN PLACE SECOND MEN ON NEW ELI WHEEL AND ROLLER COASTER. SEMI DRIVERS PREFERRED.
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★ ★ ★ ZELDA MYERS, ADVISE YOU CONTACT ME AT ONCE. Mrs. E. R. Caravella, care of show

Contact by wire F. H. CARAVELLA, THREE SPRINGS, PA., THIS WEEK

Royal Exposition SHOWS

WANTED FOR HANIHAN, TEN MILE ROAD, CHARLESTON, S. C., followed by BISCOE and GREENSBORO, N. C., and Fourth of July in Western North Carolina

CAN USE Ride Help and Concessions. Hanky Panks \$20.00 a week. WANT Help for Count Store and Skillo. All replies ROYAL EXPO. SHOWS, Hanihan, S. C., this week; then as per route.

PENN PREMIER SHOWS

*worlds' cleanest * midway*

NASHUA, NEW HAMPSHIRE, JAMBOREE CELEBRATION, JUNE 20-25

The largest bona fide Celebration in the New England States, sponsored by 20 organizations. Free Acts, Special Events, day and night. This is an annual event. Last year's attendance over 50,000. Space limited at Nashua. Contact immediately. Followed by Big Navy Payday, Portsmouth, New Hampshire; then the BIG one, mammoth Fourth of July Celebration, Athol, Mass. Free Acts, Thrill Show, Fireworks. This celebration advertised for 50 miles in every direction.

CONCESSIONS	Can place CUSTARD AT ONCE. Can also place Derby Racer, Fish Pond, Ball Games, Short Range, Photos, High Striker or any other legitimate Concession.
SHOWS	CAN PLACE MAN WITH MONKEYS TO TAKE OVER MONKEY SHOW. We have new top and banners complete. Can also place any Grind Show not conflicting. We have all Fairs and Celebrations until November.
RIDES	Can place any Flat Ride not conflicting with what we have. Can also place Fly-o-Plane.

Buster Westbrook can use Agents. Those who know me call me immediately. Real opportunity at these spots for the right people. Billy Hatchett and Chubby O'Neill, contact O. D. Johnson.

OUTSTANDING FREE ACTS WANTED FOR NASHUA AND DATES TO FOLLOW

ZACCHINI CANNON ACT, CONTACT, CALL IMMEDIATELY.

All letters and wires to **LLOYD D. SERFASS, Gen. Mgr.**
BENNINGTON, VERMONT, this week

All phone calls to **HARRY (BUSTER) WESTBROOK**
PUTNAM HOTEL, BENNINGTON, VERMONT

GOLD MEDAL Shows

WANT FOR FOURTEEN WEEKS OF FAIRS STARTING IN JULY

CONCESSIONS—Hanky Panks of all kinds, Duck Ponds, Fish Ponds, Ball Games, Chocolate Dip, Custard and Sno Cones.

SHOWS—Can use all kinds of Grind Shows. Especially want Wildlife, Funhouse, Glass House.

RIDES—Would like to book Rock-o-Plane.

All replies to **JOHNNY J. DENTON**
CLARKSBURG, W. VA., THIS WEEK.

P.S.: John Campi can use two Grind Store Agents.



"HONESTY IS OUR POLICY"

Playing Brazil, Ind., 65th Annual Fourth of July Celebration. Frankfort, Ky., next week; Martinsville, Ind., follows.

CONCESSIONS OPEN—Custard, Basketball, Balloon Darts, Hit & Miss, Derby, Bumper, Coke Bottles, Pitch-Till-U-Win, Hi-Striker, String Games, Heart Pitch, Penny Pitch, Duck Pitch, African Dip and French Fries. None of the above now on Show. **SHOWS**—Snake, Monkey, Arcade, Drome and Mechanical. **HELP**—Foreman for Caterpillar, must know ride and drive semi. I pay top salaries to capable men. Kiddie Ride Foreman. Prefer middle-aged man.

All replies to **JOHN PORTEMONTE, Richmond, Ky.**

ROHR'S MODERN MIDWAY WANTS

Cork Gallery, Scales, Slum, Blower, Coke Bottles, Striker, Arcade, Novelties, String, Heart Pitch, Basket Ball; none of the above here now. Will book Sit-Down Grab or Foot-Long. Will book one Major Ride, Roll-o-Plane, Scooter, Rock-o-Plane. Want Agents for office-owned Concessions. Second Men on Rides. Shows that can work on streets.

D. J. ROHR

Chebanse, Illinois (Phone: Chebanse 11), this week; Monee, Ill., 20-25.

MONTE YOUNG SHOWS

WANT FOR 18 WEEKS OF SOLID FAIRS AND CELEBRATIONS, INCLUDING UTAH STATE FAIR, SALT LAKE CITY

Drome Rider for new Drome. (Good territory.) Ride Help. Good, sober Ride Help. Top salaries. Any Hanky Pank Concessions not conflicting. Booking Concessions now for Utah State Fair, Salt Lake City, Sept. 18-26. All answer: **PLEASANT GROVE, UTAH, this week; then per route.**

AMERICAN MIDWAY SHOWS

WANT FOR BIG WATERMELON FESTIVAL, STOCKDALE, TEXAS, JUNE 22 THRU 25

Concessions of all kinds. Shows with their own outfits. One Major Ride not conflicting. Address: **VICTORIA, TEXAS, this week.**

SMITH PARK, LAWTON, OKLA.

The Home of 30,000 Soldiers. 7 Days' Action Weekly

CONCESSIONS: Want American Mitt Camp, Tattoo, Photos, Hanky Panks of all kinds. Man for small Grab Joint. **SHOWS**: Want Fun House and Animal Show. Will book Girl Show with own outfit. (Must have at least two girls.) **HELP**: Want Ride Help for Major Rides. Maintenance Man who can put up Train Track.

All address **ROLAND SMITH, Mgr.**
2103 GORE, LAWTON, OKLA.

PAN AMERICAN EXPOSITION

WANT For Kentucky's choice Fourth of July Celebration at Louisa, Ky. Parade, Fireworks, Free Acts and Give-Aways Daily. With 16 Fairs to follow.

RIDES—Kiddie Train, Roll-o-Plane or Spitfire. **SHOWS**—Girl Show, Side Show, Animal Show (with or without own equipment), Mechanical City, Monkey, Drome, good Jig Show territory. Featured attraction for inside Girl Show: Kid Bruce, answer. **CONCESSIONS**—Bingo, Palmistry, Ice Cream, Custard, Penny Pitches, Pitch-Till-U-Win, Hi-Striker, Basketball, Hoop-La, Ball Games, Skillo, Grind Stores. Open midway. **HELP**—Octopus Foreman and Second Men on all Rides who drive. Agents for Skillo, Razzle, Pin Store, Six Cats and Buckets. General Concessions Help. Show Painter; Sailor Jack, answer. Contact Care of SHOW or **TED WOODWARD, Secretary, Manchester, Ky., now; then per route.**

FIDLER UNITED SHOWS

WANT FOR LONG ROUTE OF ANNUALS AND CELEBRATIONS

Hanky Pank Concessions of all kinds. Foremen for Ferris Wheel and Tilt-a-Whirl, Second Men on all Rides. Address **SAM FIDLER, Mgr.**
BROOKLYN, ILL., THIS WEEK.
P.S.: Dave Carroll, contact me.

HELLER'S ACME SHOWS

West Paterson, N. J., this week; St. Mary's Church, Bound Brook, N. J., next week; followed by Singac, N. J.; then the big one, 4th of July Celebration at Greenwood Lake, N. J.

Want Foremen for Chairplane and Ferris Wheel, also Ride Help. Semi drivers given preference. Want Custard and any Hanky Panks that don't conflict. No Flats or Wheels. Phone: **WYcoff 4-033-M, Franklin Lakes, N. Jer., till 10 a.m.**

WANTED CARNIVAL

WEEK OF JULY FOURTH.

West Virginia's Largest Celebration. **DON FLESHER, Managing Director**
Ripley, W. Va. Phone 4841

CARNIVAL WANTED

For 4th of July Celebration at Red Boiling Springs, Tenn. Call or write **E. D. Hagan**
at same. Sponsored by the Red Boiling Springs Booster Club.

FOR SALE

Junior Ferris Wheel, used one season; Crosley Fire Truck Ride, will book Major Rides. Have space for games to rent in new Colored Amusement Park. Write: **BETHUNE BEACH AMUSEMENT PARK**
General Del., New Smyrna Beach, Fla.

WANT

Tilt Foreman, must be sober and drive. **Sunset Amusement Co.**
Waconia, Minn., this week; Brainerd next.

The Billboard Charges

Continued from page 43

employees of the said Royal American Shows, Inc., in the exercise of their rights guaranteed in Section 7 of the Act, by causing the employer to assemble all of said employees and their supervisors in a public mass meeting in a large tent on the carnival grounds then and there operated by the employer, and in combination with the employer urged the employees to join said union and required a standing vote in the presence of the employer and all present as to whether or not the assembled employees and their supervisors would join and support the said labor organization, all in violation of Section 8 (b) (1) of the Act;

(b) entered into an agreement with the employer requiring membership in the said labor organization as a condition of employment al-

though said labor organization had failed to file the organizational, financial and anti-communist material required by Sections 9 (f) (g) and (h) of the Act and was in non-compliance therewith so that the agreement for a union shop was and is a violation of Sections 8 (b) (1) and (2) of the Act;

(c) required each and all of said employees and many self-employed persons connected with the said Royal American Shows, Inc., to sign so-called authorizations for deduction from wages, or so-called checkoff authorizations, in a form which is irrevocable for a period of longer than one year and which permits deduction from the pay or emoluments of the signers of "all monies I may owe to the above union organization," in violation of Sections 8 (b) (1) and (2) of the Act.

Carnival Routes

Continued from page 47

Dudley, D. E. Borger, Tex. Dumont: Newport, Tenn. Dyer's Greater: Ladd, Ill., 14-19; Maquoketa, Ia., 20-25. Eastern Am. Co.: Dexter, Me.; Lincoln 20-25. Eddie's Expo.: Donora, Pa.; Brookville 20-25. Emshoff: Edgerton, Wis., 16-19; Cross Plains 24-26. Fair & Expo.: Tompkinsville, Ky. Fairtime: Richmond, Calif., 15-19; Fairfield 22-26. Pidler: Brooklyn, Ill. Frame's Greater: Busti, N. Y., 15-18; Newark 20-25. Franklin, Don, No. 1: (3d & James) Kansas City, Kan., 13-18; Clinton, Ia., 19-25. Frontier: Williams, Ark., 15-19. Gallagher Am. Co.: Lexington Park, Md. G. & B.: Friendsville, Md. Gem City: Pekin, Ill. Gentsch, J. A.: Holly Springs, Miss. Georgia Am. Co.: Hogansville, Ga. Glades Am. Co.: Stanley, Va. Gladstone: Stanford, Ky.; (Fair) Springfield, Ky., 20-25. Glass City: Wadsworth, O. Golden West: Coon Rapids, Minn.; Sebeak 20-25. Gold Medal: Clarksburg, W. Va. Gooding Am. Co., No. 1: Columbus, O. Gooding Am. Co., No. 2: Hubbard, O. Gooding Am. Co., No. 3: Fairmont, W. Va. Gooding Am. Co., No. 4: Garfield Heights, O. Gooding Am. Co., No. 5: New Haven, Ind. Gooding Am. Co., No. 6: Upper Sandusky, O. Gooding Am. Co., No. 7: Hayesville, O. Gooding Am. Co., No. 8: Cleveland. Gooding Am. Co., No. 9: Steubenville, O. Gopher State: Hendricks, Minn., 18-19; Hardwick 24-26. Grain Belt: Grand Island, Neb.; Stromsburg 23-25. Grand American: Boone, Ia.; Goldfield 20-22. Grand American: Boone, Ia. Great Southern Expo.: Jasper, Tex., 14-19. Greater Dixieland: (1500 Apache St.) Tulsa, Okla. H. & H. Am. Co.: Wardensville, W. Va.; Strasburg, Va., 20-25. Hale's Shows of Tomorrow: Kansas City, Kan. Hammond, Bob: (6115 Gold St.) Houston 19-26. Hannah's Am.: Isabella, Pa.; Belle-Vernon 20-25. Hannum, Morris: Scranton, Pa.; Quakertown 20-25. Happy Attrs.: Parma, O.; Youngstown 20-26. Happyland: Pontiac, Mich., 13-25. Harrison Greater: Wallace, N. C. Heller's Acme: West Paterson, N. J.; Bound Brook 20-25. Heth, L. J.: Washington, Ind.; Clarksville 20-25. Hiawatha: Decatur, Ind.; Cambridge City 20-25. Hill's Greater: South Sioux City, Neb. Holiday Am. Co.: Lee's Summit, Mo.; Oak Grove 20-25. Holly Am. Co.: Atlanta. Hottle, Buff, No. 2: Westville, Ill. Howard Bros.' Rides: Fredericktown, Pa.; New Kensington 20-25. Howard, Ray: Newcomerstown, O. Hugo's Novelty Expo.: Clinton, Mo. Ideal Rides: Middletown, Ind. Imperial, No. 1: Greencastle, Ind.; Marion 20-25. Imperial, No. 2: Rochelle, Ill.; Polo 20-25. Johnny's United: Richmond, Ky.; Frankfort 20-25. Joyland Midway: Uby, Mich. Kellogg, Robt. D.: Frankford, N. Y. Key City: Milford, Ill.; Champaign 20-25. Keyman: Rushmore, Minn., 13-14; Flaudreau, S. D., 16. Kile, Floyd O.: McComb, Miss.; Ederado, Ark., 20-25. King Bros.: Hettlinger, N. D., 17-19; Bison, S. D., 24-26. King Shows, Ltd.: Pembroke, Ont.; Cardinal 22-25. Lagasse Am. Co., No. 1: Winthrop, Mass., 15-18. Lagasse Am. Co., No. 2: Blackstone, Mass. Lagasse Am. Co., No. 3: Foxboro, Mass., 17-18. Leeright's Midway: Johnstown, Colo., 13-15; Grover 17-19. Lone Star: Covington, O., 14-19. McKenna's Rides & Am.: Barton, Wis., 16-20; Black Creek 24-27. Manning, Ross: Cortland, N. Y. Marion Greater: Columbia, S. C. Marks, John H.: Oneida, N. Y. Marvel: Norris, Ill., 17-19. M. D. Am.: Cementon, Pa. Meeker: Bremerton, Wash. Merriam's Midway: Fredericksburg, Ia., 13-14; Preston, Minn., 16-18; Northfield 20-22; Willmar 23-25. Merry Midway: Lancaster, Mo. Midway of Mirth: Girard, Ill. Mighty Hoosier State: Bedford, Ind.; Salem, Ill., 20-25. More's Modern: McCook, Neb.; Murdo, S. D., 20-25.

Moser-Rundie: Cresco, Ia., 14-15; Northwood 17-19; Colo 21-22; Steamboat Rock 24-25. Motor State: Waterville, O.; Fenton, Mich., 20-25. Mound City, No. 2: Pacific, Mo., 16-19; St. Clair 21-25. Mullins Royal Pine: Milford, Me.; Belfast 20-25. Murphy's Tri-State: Adrian, Minn., 13-14; Morgan 15-16; Boyd 17-18; White, S. D., 20-21; Montrose 22-23; Jasper, Minn., 24-26. Nelson, Geo. W.: Raiston, Neb., 15-18; Scranton, Ia., 20-22; Calumet 24; Reverse, Minn., 25-26. New England Am.: Charlestown, Mass. Nolan Am. Co., No. 1: Lorain, O.; Elyria 20-25. Nolan Am. Co., No. 2: Tuscarawas, O., 15-18; Lexington 20-25. North Star: Lake City, Minn., 13-15; Waldorf 17-19. Northern Expo.: Minot, N. D.; Bismarck 20-25. Norton's Rides, No. 1: Hardin, Mont.; Newcastle, Wyo., 20-25. Page Bros.: Shepherdsville, Ky. Page & Farris: Ridgway, Pa. Pan American: Manchester, Ky. Penn Premier: Bennington, Vt.; Nashua, N. H., 20-25. Playtime: Gloucester, Mass.; Plymouth 20-25. Powelson Greater: Mount Gilead, O.; (South Parsons Ave.) Columbus 20-25. Prell's Broadway: Huntington, L. I., N. Y. Putzka, A. H.: Bensenville, Ill., 15-19; Indian Hill 22-26. Rainier: Bellingham, Wash. Ranes Am.: Locust Grove, Okla.; Siloam Springs 20-25. Raley Bros.: Columbia, N. C. Reithoffer Blue: Eagleville, Pa. Reithoffer, Uley: Valley View, Pa.; Sunbury 20-25. Rocky Mountain Empire: Salida, Colo. Rogers Bros.: New Salem, N. D., 13-15; Zap 16-18; Wing 17; Harvey 20-22; Cooperstown 23-25. Rohr's Modern Midway: Rantoul, Ill. Rose City Rides: Sullivan, Mo., 14-16. Royal American: Davenport, Ia. Royal Expo.: Hanahan, S. C.; Biscoe, N. C., 20-25. Royal Midwest: Lawrenceburg, Ind. Royal United: Beardsley, Minn., 13-14; Clarkfield 15-16; Paribault 17-19; Windom 20-21; Morton 22-23; Renville 24-25. Rumble Greater: Madisonville, Ky.; Paoli, Ind., 20-25. Schar's Just for Fun: East Gary, Ind., 14-25. Shoemaker's Tri-State: Espy, Pa.; Mifflinville 20-25. Shorter's: Klester, Minn., 13-15; Ceylon 16-18. Shugart & Son: Sulphur Springs, Tex.; Clarksville 20-25. Siebrand Bros.: Logan, Utah. Skerbeck's Great Northern: Lake Linden, Mich., 13-15; L'Anse 17-19; Marquette 21-25. Smith's Funland: Star City, W. Va. Smith, Geo. Clyde: Johnstown, Pa.; Houtsdale 20-25. Snapp Greater: Fort Atkinson, Wis. Southern Valley: Marshall, Tex.; Bossier City, La., 20-25. Southerner: Rayville, La. Star Am. Co.: Forest City, Ark. Stephens, C. A.: Mayberry, W. Va. Stephens, Otto: Unionville, Mo.; Leon, Ia., 20-25. Stipe's: New Richmond, Wis., 14-16; Almena 17-19. Strates, James E.: Utica, N. Y. Stumbo's Tri-State: Fairbury, Neb. Sunset Am. Co.: Waconia, Minn.; Brainerd 22-25. Tatham Bros.: Atlanta, Ill., 13-15; Mason City 16-18; Williamsville 20-22; Ashland 23-25. Tennessee Valley Am.: (Fair) Hillsboro, O.; Pikelet 20-25. Texas Kid: Columbus, Tex., 18-19. Thomas, Art B.: Redfield, S. D., 13-15; Pierre 16-19; Elk Point 24-25. Thomas Joyland: Uniontown, Pa.; Washington 20-25. Tinsley, Johnny: Winston-Salem, N. C. Tip Top: Alma Center, Wis., 17-19; Milwaukee 23-26. Tivoli: Mexico, Me. 20th Century: Dubuque, Ia.; Hutchinson, Minn., 20-24. United Am. Co.: Whitman, Mass.; Holliston 20-25. United Expo.: South Beloit, Ill. United States: Oceana, W. Va. Victory Expo.: Cortez, Colo. Virginia Greater: Mount Holly, N. J.; Hammononton 20-25. Volunteer: Newport, Tenn. Wade, W. G.: Iron Mountain, Mich.; Calumet 20-25. Wade's Joyland: Uby, Mich. Wallace Bros.: Dixon, Ill. West Coast: Crescent City, Calif.; Grants Pass, Ore., 20-26. West Coast Expo.: (Fair) San Carlos, Calif.; Modesto 21-26. Wilber's Wolverine: Sunfield, Mich. Wilcox, Dick: Presque Isle, Me.; Caribou 20-25. Wilson Famous: Rock Falls, Ill.; Cherry 20-25. Wolfe Am. Co.: Waverly, Va. World's Finest: Winnipeg, Man. (St. James): Regina, Sask., 20-25. World of Mirth: New Britain, Conn. Young Monty: Pleasant Grove, Utah; Elko, Nev., 21-26.

New Expo Group

Continued from page 43

Charles Strong, of Campbell-Fairbanks; Vic Oristano and Mrs. Jessie Barnes, of New York Expositions, Inc.; William C. Copp, of the Institute of Radio Engineers; Wilfred Knighton, and Robert Elton.

NOLAN SHOWS UNIT #2

Playing all Ohio Celebrations on the Streets. Tuscarawas, Ohio, June 15-18; Lexington, Ohio, June 22-25; Port Washington, Ohio, June 28-July 2. Want Hanky Panks of all kinds, also P. C. No Mitt Camp or Grift. Want Ride Help on all Rides. Good treatment and good pay every week. Foremen and Second Men for Parker Merry-Go-Round, Wheel, Chairplane and Loop-o-Plane. Want 30-foot Round Top and Poles. Contact Manager as per route. Permanent address: Moxahala Park, South Zanesville, Ohio.

IMPERIAL SHOWS #2

All Fairs and Celebrations

Wanted—Cookhouse to join at once. Will book Pony Ride for season. Can place a few Stock Concessions, also two Agents.

E. L. WINROD, Mgr.

Rochelle, Ill., this week; Polo, Ill., Military Day Celebration next week. All Fairs to follow.

MERRY-GO-ROUND FOREMAN

WANTED FOR PARK

And Man that can keep Kid Rides and other Rides going in Park. 13 months' work. Man must be near 50 years or older and who does not drink. Prefer Man living in Florida. No tear-downs or driving. Give references when replying.

SOUTHERN CONCESSION CO., INC.

P. O. Box 157 Tarpon Springs, Fla.

AGENTS

WANTED

Sober and reliable, for Cats and Buckets. Contact **L. A. BOLENBARKER**
c/o Byers Bros.' Shows
Jewell, Ia., 13, 14, 15; Lehigh, 16, 17, 18; Pocahontas Pow-Wow, 20, 21, 22.

S. W. WARWICK SHOWS

WANT

For Shelby, Mo., Celebration and the Biggest July 4 in Southern Minnesota at Blue Earth, Minn. Hanky Panks of all kinds, \$22.50. Want Foreman for Wheel and Second Men on Tilt and Merry-Go-Round; must be licensed and drive semis. Address: **S. W. WARWICK, MGR.**
Shelby, Mo., 23-26; Blue Earth, Minn., July 1-4.

WILL BUY

DRAMATIC OR GIRL SHOW

50x120—12 ft. Wall or over. Complete description first letter. **DOCKSTADER-PRIMROSE & WEST**
c/o Billboard
390 Arcade Bldg. St. Louis 1, Mo.

Concessions Wanted

39TH ANNUAL MINERS' PICNIC

August 12, 13, 14

ALEX CLIVER, Concession Chairman
1013 Maple Ave. Terre Haute, Ind.

WANTED

Rides—Concessions

For East Troy Lions Club, July 1-4; Menomonee Falls Legion, July 2-4; St. Lucy's Parole Festival Racine, July 2-3; all Wisconsin, Acts and Fireworks all booked. Write **A. W. STREHLOW**
P. O. Box 1 Waukesha, Wis.

FOR SALE

8 Car Allan Herschell, A-1 condition; cars newly painted. Reason for selling: Too many kid rides. Ride stored in Escanaba, Mich. Best offer over \$800 takes it. **M. T. GORDEN**
SKERBECK'S SHOWS
L'Anse, Mich., this week; Marquette next; then per route.

WANT

Bingo Caller, Derby Caller Agents for office owned concessions. **RITA LAVIN, Concession Manager**
KEN-PENN AMUSEMENT CO.
Leechburg, Pa., this week; Mt. Pleasant, June 20-25; Blairsville, Pa., June 27-July 2.

Juneteenth Celebration

LAST CALL LAST CALL

Opening Thursday, June 16, thru 20; followed by downtown Jasper, Tex., June 21 thru 25. Police Benefit Fund. Need Ride Help on Wheel, Double Loop, Chairplane. Concessions open. Grind Store Agents. All replies to **GREAT SOUTHERN EXPO, Jasper, Tex.**

WANTED

TWO BLOWER AGENTS

For Russell's Point, Ohio **CHUCK DUMA**
Phone 4-4431, Russell's Point, Ohio Bill Poole, call me. Mickey Carr, what happened?

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Want for Long Island, N. Y., and Fairs.
1st Fair—Harrington, Del., July 25th
WANT—Hanky Panks, Novelties, Merchandise Wheels, Penny Arcade, Stock Games.
WANT to Book or Lease Ferris Wheel for season. Dark Ride, Fun-house, Glass House, Octopus, Rocket.
WANT—Wildlife, Snake Show, Unborn, Midget Show.
WANT—Painter, Mechanic & Helper, those who wrote or wired, please contact again.
Ride Men, Semi Drivers preferred. All answer
SAM PRELL, Huntington, Long Island, N. Y.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

FOR BIG CHURCH CELEBRATION, HAMMONTON, NEW JERSEY, JUNE 20 TO 25
WANT—Exclusive on Custard, Long Range Gallery, Short Range, Novelties (Susie, come in), Basketball, Hoop-La, Hi-Striker, Bottle Ball Game, Pitch-Till-You-Win, Cigarette Shooting Gallery, Bumper, Johnny Gambino wants Age and Scale Agents, Cigarette Pitch, Penny Pitch, Agents for Office Hanky Panks.
WANT—Working Acts for Side Show, Minstrel Show People, Wildlife, Unborn, Monkey Show, Pony Ride, any good Platform Show of merit. 14 weeks of solid Fairs.
Mt. Holly, New Jersey, this week
All mail and wires to WM. C. (BILL) MURRAY

AT LIBERTY
For season starting June 27. Have the following to book: Girl Show, 65-ft. front; Penny Pitch, Pea Pool, Milk Bottle, Ball Game, Cigarette Shooting Gallery and one Grind Store if you have them. All equipment brand new—beautiful flash. Can assist in management, also legal adjusting. 25 years' experience.
HELP WANTED
One more Girl for Girl Show, also Second Talker and Ticket Seller. Agents for the above Concessions. Man to drive Truck with license. If you want the finest equipment on the road, contact
EARL TAUBER
4715 MALDEN STREET Phone: UPton 8-1837 CHICAGO 40, ILL.

JOHN F. REID PRESENTS
Happyland Shows
THE BEST IN OUTDOOR AMUSEMENTS

WANT FOR MICHIGAN FAIRS AND CELEBRATIONS
SHOWS with their own equipment, especially Side Show, Foremen for Tilt and Wheels. Second Men for all Rides. Must be sober and semi drivers.
JOHN REID
3426 IROQUOIS Phone: WALnut 1-7924 DETROIT, MICH.

SOUTHLAND SHOWS
CONCESSIONS: Will place Candy Apples, Floss, Snow, Popcorn, Grab for season; also any Concessions working for stock. WANT AGENTS FOR CONCESSIONS OF ALL KINDS. RIDES: Want Pony Rides, Tilt, Octopus and Roller Coaster now for best ride spots in the South and for seven Louisiana Fairs, including North Louisiana State Fair, Ruston.
All replies to CARL ANSTEAD or PAUL MILLER
RAYVILLE, LA., THIS WEEK; THEN PER ROUTE.

WANTED TALKERS
FOR TWO OF THE FINEST FRAMED GIRL SHOWS
For the biggest Fairs in Canada and the United States. Top salaries. Opening Aug. 1 in Canada. Also will buy 50x80 ft. Tent for cash.
HARRY G. SEBER
11404 S. WILTON PLACE LOS ANGELES 47, CALIF.

MAJESTIC GREATER SHOWS
ANNUAL JULY 4TH CELEBRATION, DANVILLE, ILLINOIS, JUNE 28-JULY 4TH
Mammoth Fireworks Display — Free Gate.
Can place Cookhouse or Grab, Custard, Novelties, Photos and all types Merchandise Concessions. Side Show, Girl and Snake Shows, Merry-Go-Round and Moon Rocket Foremen; Second Men that drive. Indiana and Michigan Fairs to follow.
SAM GOLDSTEIN
5106 Massachusetts Phone: Cherry 8220 Indianapolis, Indiana

BOB HAMMOND SHOWS
Want for 2 Houston Lots and for 26 Fairs and Celebrations starting June 19 in Houston, with Texas' Biggest July 4 Celebration in Belton.
Any Shows not conflicting with what we have. Concessions of all kinds. Sober Ride Men who drive. (Wives for Ticket Boxes.) Harry Lamont wants Agents for Count Stores. (Wives for Hanky Panks.)
Address: BOB HAMMOND, Mgr.,
6115 Gold Street, Houston, Tex., until June 26; then Belton, Texas.

ANGELICA, N. Y., SESQUICENTENNIAL
3 PARADES—SPECIAL EVENTS EVERY DAY—FIREWORKS
NEXT WEEK, JUNE 20-25—ON THE FAIRGROUNDS—DAY—NIGHT.
Can book all kinds of legitimate Game Concessions. SHOWS—Will book Shows suitable for this type of event. HELP—Cat Foreman, Second Men who can drive for all Rides. Address all communications to
BEAM'S ATTRACTIONS
REYNOLDSVILLE, PA., THIS WEEK.

EASTERN AMUSEMENT COMPANY
WANTS WANTS WANTS WANTS
For Houlton, Me., New England's best 4th of July Celebration, with Fairs starting August 14. Union, Windsor, Litchfield, South Paris, North New Portland, North Waterford, etc.
Have opening for Hanky Panks, also Agents for Concessions. Can use Shows: ATHLETIC, MECHANICAL, ANIMAL, SNAKE, FUNHOUSE, MIDGET, FREAK, OR WHAT HAVE YOU? IF YOU HAVE A GOOD SHOW YOU CAN MAKE YOUR B.B. HERE. VIRGIN TERRITORY. COME ON. IT'S RED HOT.
CONTACT MARTIN S. EARL, DEXTER, ME., JUNE 13-18; THEN LINCOLN, ME.

WANT FOR
WEST VIRGINIA'S BIGGEST 3RD AND 4TH JULY CELEBRATION, PENNSBORO
Bingo, Glass Pitch, Pan Game, Spindle, Mitt Camp, Six Cat, Photo, Popcorn, Candy Apples, Long Range Gallery, Coke Bottles, Jewelry, Balloon Dart, Cookhouses, Hanky Panks of all kinds.
Wire, don't call, Star City, W. Va.
SMITH'S FUNLAND SHOWS

THOMAS JOYLAND SHOWS
Can place Foreman for Caterpillar.
Agents for Count Stores, Hanky Panks and Photos. Also Men for Scales and Age. Wives for Concessions. Can place Acts for office-owned Side Shows. Address:
L. I. THOMAS, Mgr.
UNIONTOWN, PA., NOW;
THEN WASHINGTON, PA.

In Loving Memory of
FREDDIE REED
Who Passed Away
June 17, 1951
You Are Always in My Heart.
Dollie Reed Frazier

WANTED
For large Senecaville, Ohio, Free Act Celebration, June 22-23-24-25
Concessions and Games of all kinds. Privilege okay, come on or call.
MERCIER ATTRACTIONS
Canton, Ohio Phone: Glendale 6-7501

WANTED
Married or Single Agents for Over-Ten Pan Game, Under 12-Over 30, 6 Ball Rollovers, Tie Huckie Buck, Sets, Three Marble, Add-A-Ball and String Game. Semi Trailer Drivers with licenses given preference. FOR SALE—15 ft. Kid Merry-Go-Round, has 4 stationary horses, airplane, fire engine and 6 kiddie cars; rides 15 kids. New top and side wall last fall. Cheap for cash.
MAURICE HELMAN
Little Chute Trailer Court
Little Chute, Wisc., until July 4.

AGENTS WANTED
Kenny Nugent, Whitey Ryan, Fred Hetrick, Norman Tripp, contact me at Girard, Ill., Centennial, June 13-18; Salem, Ill., Soldiers and Sailors' Reunion, June 20-25; Mt. Vernon, 4th of July week.
WHITEY CALER

HOLIDAY AMUSEMENT COMPANY
Can place Short Range, Novelties, Fish Pond, Ice Cream, Photo, String Game; also Fun House and Pony Ride. Have wonderful proposition for Octopus and Roll-o-Plane. Now booking Rides, Shows and Concessions for the biggest Fourth in Kansas for Peabody, 4th of July Celebration, July 1 to 4; then solid until Fairs and Celebrations thru Oct. 1. Lee's Summit, Mo., on the streets, until June 18; Oak Grove, Mo., on the streets, June 20 to 25; then the biggest Fourth in Kansas. **FIELDING GRAHAM.**

SPITFIRE FOR SALE
Late model Spitfire, in perfect condition, has been on same location since new, only earned two weeks. Mounted on 32-foot special-built Semi Trailer. New Continental power unit, new ticket box. Repainted like it came from factory, ready to set up and operate. Terms to responsible party. Reply to
FORREST C. SWISHER
Box 125 Caney, Kans.

WANTED
Girls, Talker, Ticket Sellers, Semi Drivers, Pitchman for second unit. Wire, don't write. All people that have worked for me, please contact.
CLARENCE THAMES
World of Pleasure Shows
Port Huron, Mich.

100th CENTENNIAL CELEBRATION
TISHOMINGO, OKLA.
Want Grab, Popcorn, Apples, Mug, Coke Bottles, Fish or Duck, String, Post Office, any Hanky Pank, any Show or Ride not conflicting. Big July 4 coming up.
DICKSON UNITED SHOWS
Wynnewood, Okla.

WANTED
Experienced Ride Help for all types of Rides.
DELGARIAN AMUSEMENT CO.
2303 Melvina Chicago 39, ILL.

UNITED AMUSEMENT SHOWS
FREE GATE FREE ACT
Can place Concessions of all kinds, such as Duck Pond, Bear Block, Long Range, Coca-Cola, Darts, Cigarettes, High Striker, or what have you?
HELP WANTED
Want Wheel and Jenny Foremen and General Help for five other Rides and office-owned Concessions.
FOR SALE
1 Junior Size Ferris Wheel\$700.00
1 Kiddy Merry-Go-Round 500.00
1 12-Passenger Kiddy Rocket Ride 400.00
Contact June 13-18, Whitman, Mass.; June 20-25, Holliston, Mass.; June 24-July 4, Maynard, Mass.

35th ANNUAL LEGION
4th OF JULY CELEBRATION
STAGE FORT PARK, GLOUCESTER, MASS.
JUNE 28 TO JULY 4 INCLUSIVE
FIREWORKS—7 BIG NIGHTS INCLUDING SUNDAY
Want Novelties, Scales and Age, Glass Pitches, Custard, French Fries, Eating Stands, Laydowns for stock. Want Shows for this outstanding date, legitimate Concessions. THIS IS AN ANNUAL EVENT. PLENTY OF PEOPLE. DEDHAM, MASS., to follow. ALSO BOOKING NOW FOR BERKSHIRE COUNTY FAIR, AUGUST 11-14 (suburb of Pittsfield, Mass.).
Contact HARRY J. KAHN
HOODS PARKING LOT, SULLIVAN SQUARE, CHARLESTOWN, MASS., till June 18.

KEN-PENN AMUSEMENT CO.
Leechburg, Pa., June 13-18; Mt. Pleasant, Pa., June 20-25. Will book for the best route in Western Penna including Punxsutawney, Saxonburg; Minerva, Ohio; Rocky Grove, Greene County Fair, Crawford County Fair.
Concessions: Age & Scale, Photos, Ball Games, Custard, Basket Ball, Stock Wheels, legit Concessions that work for stock. No gypsies. Side Shows that work to family trade. Motordrome, Monkey Show, Snake Show.
R. D. SANDERS, Leechburg, Pa., this week

MULLINS' Royal Pine SHOWS
Want for Maine, Largest 4th of July Celebration and Balance of Season, including Six Bona Fide Fairs.
Hanky Panks of all kinds, Popcorn, Floss, French Fries, Candy Apples, Novelties, Jewelry. We book one of a kind. Percentage open. Mitt Camp with Hanky Panks.
All replies C. W. MULLINS
Milford, Maine, week of June 13 to 18; Belfast, Maine, from June 20 to 25.

GOLDEN WEST SHOWS
NEW SHOW
Want for 25 Street Celebrations and Fairs, Hanky Panks of all kinds, or what have you? Want Shows with own tops. Also experienced Ride Help that can drive. Call or wire R. PEG OWENS as per route. This is a new show. Will carry only 20 Concessions. Want Pin Store Agent. Coon Rapids, Minn., this week; followed by Sebeka, Minn.; then Fosston, Minn.; then into the Dakotas.
Phone R. P. OWENS or KENNETH CHARLSWORTH
Permanent Address: ROUTE 7, ONOKA, MINN.

FAIR AND EXPOSITION SHOWS
WANT FOR EMINENCE, KENTUCKY, 4th OF JULY, I.O.O.F. PICNIC CELEBRATION, JUNE 27 THRU JULY 4th. 12,000 to 15,000 people brought in by SPECIAL TRAINS.
CONCESSIONS—Want legitimate Concessions of all kinds. Will give exclusive for season on Popcorn, Snow Balls, Floss Candy, Candy Apples, Custard. Also want Bingo, Photos, Lead Gallery, Glass Pitch, Six Cats, Buckets, Pan Game, Pea Pool, Over and Under. Positively no flats.
SHOWS—Want Grind Shows with own equipment.
HELP—Want Girl Show Manager. Must have two Girls and own P.-A. System. Want Manager for Monkey Show. Pat Stewart wants Griddle Man and Colored Truck Driver that can up and down Cookhouse. All wires and replies to:
R. E. (BOB) STEWART, Gen. Mgr. or C. V. (BILL) COX, Bus. Mgr.
TOMPKINSVILLE, KENTUCKY, THIS WEEK.

GRAND AMERICAN SHOWS
Want for Celebrations at Goldfield, Ia., Centennial, June 20-22; Centerville, Ia., on Court House Square, June 27-July 2; Newton, Ia., July 4-6, sponsored by Chamber of Commerce; Toledo, Ia., July 7-9, on Court House Square; all Celebrations and Fairs to follow.
Want Grind Shows with own equipment. Want Arcade. Want Concessions: Glass Pitch, Hi Striker, Basket Ball, Coke Bottle, String Game, Scales and Age; any Hanky Pank working for 10¢ and 25¢. Want to book one Kiddie Ride, Airplanes or Boats. Want two Major Rides for August Fairs, Maquoketa and Marshalltown, Iowa. Eli 5 Wheel and Little Dipper preferred. Write or call L. O. WEAVER, Mgr.

COLEMAN BROS.' SHOWS
WANT
Long and Short Range Galleries, Ball Games, Balloon Darts and any Grind Store not conflicting.
Naugatuck, Conn., this week; Torrington to follow.

STOCK TICKETS		We Manufacture TICKETS of every description Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio	SPECIAL PRINTED	
1 Roll \$ 1.50	5 Rolls 4.50		Cash With Order, Prices	
10 Rolls 8.25	25 Rolls 18.75	2,000 \$ 4.98	4,000 7.80	Double coupon, "double print" tickets
50 Rolls 24.00	100 Rolls 44.00	6,000 8.70	8,000 9.60	
ROLLS 2,000 EACH		10,000 10.50	20,000 15.50	
Double Coupons		100,000 32.00	500,000 133.00	
Double Prices		1,000,000 230.00		
No C.O.D. Orders				
Size: Single Tkt., 1x2				

R-B Studies N. Y. Canvas Date If Garden Pact Fails

Plans for Operational Changes And 1956 Opener Told by Burke

By IRWIN KIRBY

NEW YORK, June 11.—It was brought out yesterday that the Ringling circus is fully prepared to show for a complete month under canvas in New York City next year, if negotiations with Madison Square Garden fail to produce an acceptable agreement with the arena. One basic point was revealed as standing between the two parties.

Speaking on the New York situation as well as a host of other matters was Michael Burke, new executive director of the Big One. Requests for information from John Ringling North resulted in a deferment to Burke as being qualified to express management's views on all subjects. The discussion with Burke was set up ostensibly to show decisively that he is the show's No. 2 man, second to North and above all other staff members in the command chain.

Balk at 5-year Pact

Sole cog in the contract talks is Madison Square Garden's holding out for a five-year contract as in the past. The circus wants to abandon this system in the light of increased arena terms, and to show on a year-to-year basis instead. North feels terms of the five-year deal will not offer any financial protection in the event of a possible gate decline.

Burke confirmed that Kingsbridge Army in the Bronx had been lined up as an alternate New York site five years ago but that a late settlement negated the plan to show there. This time, he said, the show contemplates an outdoor date during the same period—the usually cold and damp month of April.

To withstand the effects of inclement weather the show in 1956 expects to open with its air-conditioned tent which was announced as planned for this season but which did not materialize. The stories resulted from a visit to Sarasota by Chrysler Airtemp engineers during the off-season when pre-

Side Show Figure Cited by Slayton

NEW YORK, June 11.—Dick Slayton, former Side Show manager on the Ringling show and now announcer with Polack Bros.' Eastern unit, says the 1946 \$10,000 one-day Side Show gross record for the Big One (The Billboard, June 4) was exceeded last season. On May 29 of last year, closing Saturday in Philadelphia, the Side Show grossed \$10,905.50, Slayton notes.

Nat Lewis Starts U. S. Tour; Line-Up of Talent Outlined

ALPINE, Mich., June 11.—The Nat Lewis Circus has completed its Canadian tour and entered the United States for a string of one and two-day stands. Business reportedly was good here Friday (3), first of the two-day stand.

Program is as follows:

Display 1—Christy, Spanton and Widaman dog acts 2—Clown walkaround, with 30 big heads plus Frank Cain, Findley Gregory, Oris Spanton, Al Landon and Rollo. 3—Lobas Duo, aerial perch, and Spanton Girls, aerial turn. 4—Delores Christy, high-school horse and pony. 5—Roller Skating Horse, Whirlwinds. 6—Valentines (6), trampoline, and Olympic Girls (4), tumbling. 7—Wonder Bear, Clark McDermott. 8—Clowns. 9—Spanton Family, tight wire. 10—Cimses' Scotch Collies. 11—Clowns. 12—Landon's Midgets (4), acrobatics. 13—Widaman's Elephants. 14—

liminary talks were held. Another Airtemp crew was on the lot recently in Philadelphia and made exhaustive studies, and the firm is poring over these now to form decisions on feasibility and price of air conditioning.

Burke said the project would call for mechanical units able to both cool and heat the big top.

N. Y. Lots Studied

"Three or four" possible show lots are being dickered for, it was brought out. Burke said that while the Garden confirmed the show's knowledge that other promoter-producers have been consulted with the idea in mind of the Garden offering its own circus, the arena has not used this tactic as a bludgeon to pressure North into signing.

North and John Reed Kilpatrick, former Garden president replaced

this week by boxing promoter James Norris, met on May 21 and the stand-off was achieved. As it now stands the two parties differ on the one point named, with the Garden posing the possibility of putting on a house-owned circus and the Big One readying an alternate measure of showing under canvas. Brooklyn was a perennial date for the show until the lot became unavailable, the show last performing there for six days in 1938. The following year it tried the six days on Long Island with disappointing results, but since then the Island's population has tripled to close to 2,000,000 as well as being easily available to the boroughs of Brooklyn, Queens and the Bronx. One of the major in-city locations existing is at Flushing Meadows, former New

(Continued on page 59)

BEATTY DOES OKAY IN THREE STATES

Klamath Falls Good for 2 Out of 3; Susanville, Calif.; Reno, Nev., Produce

RENO, Nev., June 11.—Clyde Beatty Circus drew predominantly good business in California, Oregon and Nevada this week.

Because of an especially long rail move into Klamath Falls no afternoon show was scheduled for Thursday (2). However, the show

arrived at 10 a.m. and got into the air in good time. The night house was about two-thirds filled. Side Show business was good.

The show stayed in Klamath Falls Friday (3) and registered strongly with two capacity houses. School is out. Lions club was the auspices.

At Alturas, Calif., under Shrine auspices Saturday (4), the Beatty show had three-fourths in the afternoon and a half house at night. A street march was given.

Afternoon only schedule in Susanville, Calif., on Sunday (5) was good for a full house under fire department auspices.

Next came Reno. Afternoon was a rousing straw house and the night show drew three-fourths of capacity.

Home Territory Good for Von

BERWICK, Pa., June 11.—Von Bros.' Circus played its home territory in Pennsylvania to good business this week. At Shamokin Friday (3) both performances were near-full. Danville on Saturday (4) gave a strawed afternoon and a half house at night.

In Berwick the show had a straw afternoon house on Monday (6) and a near-full night house. Show paraded here with its auspices, the Colonial Band.

The show had its origin at Hobbie, Pa., seven miles from here, where the Vonderheid farm was located. Henry Vonderheid once had a pony ride at Fey's Grove, near his farm, and the circus grew from that, he stated.

Kelly-Morris is to follow Von into Danville, playing there July 9.

Ontario Satisfactory For King-Cole Show

BRANTFORD, Ont., June 11.—King Bros. & Cole Bros.' Circus has been getting satisfactory business in Canada, General Agent Floyd King stated this week. He said that he and General Manager Arnold Maley were pleased with the business, altho it was not sensational.

Advance sales in Ontario have been running somewhat under the corresponding figures for 1953, when the show last came to this area.

Making a quick crossing of the border, the show had a light afternoon in Sarnia on Monday (6) but the night house was near-full. Chatham looked fine in advance, but rain began in the morning, let up at parade time and then resumed to blank the performances. The afternoon and night houses were light.

At St. Thomas on Wednesday (8), the show reported two nice houses. London was the Thursday (9) stand. King-Cole broke in a new lot, since the usual lot was not available in this centennial year. Ringling was unable to get a lot for the town and consequently will not make it. The King show did good business in London, it was reported.

Brantford had a fair afternoon turnout on Friday (10).

Afro Animals On Way to R-B

LANCASTER, Pa., June 11.—An adult male hippo, baby male African elephant and two Grevy zebras are on the way from Africa to this country for Ringling Bros. and Barnum & Bailey, it was reported this week by Henry Ringling North. He said six dromedaries are expected later from Australia.

Two young African rhinos imported this spring and now with the show have been named Lill and Lill. North said he named them for the pair of Indian rhinos of the Barnum show of some years ago. Skeletons of the earlier pair are at the Peabody Museum of Yale University.

Lotus, famed old hippo that was with Ringling and several other shows, died in winter quarters last winter. The show's present hippo is Chester, a female, which has been owned by the show for some time.

Mills Business Spotty; Mich. Stands Do Well

LIMA, O., June 11.—Mills Bros.' Circus played to both good and weak turnouts in recent days but in general business seemed to be good.

At Temperance, Mich. (31), the show had two straw houses. The next day at Wayne, Mich., pulled a full house. Columbia City, Ind., came thru with a near-full afternoon and half of capacity at night.

Auburn, Ind., played on a city park lot in a good location, had three-fourths in the afternoon and 40 per cent at night. The auspices was the sheriff's posse. Rain fell, but the advance sale was good.

A truck wreck on the way into town caused a delay of the entire Mills outfit for more than an hour.

In Lima on Wednesday (8), the show had Legion auspices and two half houses. King played there May 21. Local sources said Mills' auspices was light on publicity.

Jay Gould Show Opens; Detail Program Lineup

HECTOR, Minn., June 11.—Jay Gould Circus opened its season here after a short jump from Glencoe, Minn., winterquarters. The first stand had rain but turnout was good anyway.

Equipment includes a new 32 by 40-foot stage built at quarters by Ormand Raiber. Trucks and other equipment are newly painted and include old-time circus scroll.

Jay Gould is equestrian director and opens the show with a prayer as usual. His daughter, Patsy, is vocalist. Acts include:

Ladders, Dorothy Capell and Robin Raiber; wire and devil sticks, Sunny Burdett; producing clown, Bill Alcott, with Jean Mercer and Paul Bejano; trained Brahma bull, Beverly Allen; webs, Dorothy and Norma Capell; dogs and ponies, McCall and Company; rolling globe and juggling, Dot Burdett; trampoline and contortion, Arlene Alcott; cloud swing, Norma Capell; Allen's Performing Black Bears; McCall's high diving dog; Bob Capell's Liberty horses; elephants, presented by Norma Capell. Mr. and Mrs. Ernie Stibal handle the music with callopie and drums.

Ring Business Spotty; Running Behind '54 Take

TERRA ALTA, W. Va., June 11.—Business for Ring Bros.' Circus has been spotty since the show left North Carolina, and it is running behind last year, it was reported this week.

The show had to replace four trucks in the past two weeks because of accidents and wear brought on in the mountains of Virginia and West Virginia. Weather has been cold and damp.

In Moorefield, W. Va. (3), the show drew two near-full houses. Show had Moose auspices and used a sound truck as well as other publicity methods.

Ben Davenport Unit Works With Rodeo; Alerted for Storm

RUSSELL, Kan., June 11.—Ben Davenport's Merchant's Free Circus played to big afternoons and fair evenings at Larned (4) and Russell (7).

The Russell date was sponsored by the Chamber of Commerce in conjunction with a rodeo. At Larned the Chamber of Commerce was the auspices. The 10 a.m. show drew a good crowd. Two tornado warnings were given after that and a twister passed only a mile from town, but attendance continued fairly good.

Clyde Bros. Continues Ontario Winning Streak

ST. CATHERINE, Ont., June 11.—Clyde Bros.' Circus, owned and managed by Howard Suez, continued its sweep of Ontario this week, with top business registered at Hamilton, a three-day stand, and St. Catherine, a two-day spot.

At Hamilton the show had Shrine auspices and played in the Hamilton Forum. Thursday (2) and Friday (3) brought afternoon houses of 3,500 and night houses of 3,600 each. On Saturday (4) the show pulled a 4,500 overflow

house and at night it closed with a thumping turnout of 5,000. King-Cole is due there June 10-12 and Ringling-Barnum plays Hamilton on June 28.

The St. Catherine stand was Monday and Tuesday (6-7) for Clyde. Both days drew near-full afternoons and capacity night houses in the 3,100-seat Arena. The mayor took part in a birthday party for one of the Clyde elephants. King plays St. Catherine June 15.

R-B Studies N. Y. Canvas Date

Continued from page 58

York World's Fair site which is largely controlled by the Webb and Knapp realty firm. All arrangements for an under canvas showing in Brooklyn were completed last year but canceled.

Altho an outdoor date would cut attendance potential from a possible 28,000 daily to some 18,000, Burke said the Ringling expense would be considerably smaller than in the Garden, leaving the chance that it might pull out with a net income to compare favorably with that at the Garden.

Exchanges a Problem

The many changes instituted in the show operation are being

watched closely altho it is reportedly too early to make any deductions. One of these, the elimination of an inside exchange ticket booth, has proven unsatisfactory and a method is being devised to ease the situation.

Exchange booths, common in the past, were done away with this year with the designating of all seating as reserved seats. There was one booth inside the top in Philadelphia but this was removed on Friday, May 27. Elimination of this booth coupled with the new double turnstile system makes it necessary for the patron to run a virtual obstacle course in attempting to give the show added money for a better seat. Tickets are torn at turnstiles at the main gate, and stubs are checked at a bank of turnstiles in the connection. Anyone wanting to exchange must be passed thru both gates and travel the length of the menagerie tent, and even then the system is so indefinite that there is no guarantee he can get his extra money accepted at any of the outside ticket wagons. This condition, it is felt, encourages the patron to take his problem up with an usher if he wants satisfaction.

The fire marshal in Philadelphia first banned the turnstiles as a hazard in case of emergency, but rescinded this order when it was shown how the platform-mounted units can be removed from the passages within two minutes at a given signal. The turnstiles are always manned and ready to be removed, and in fact they are leisurely packed away late in every night performance. Instituted by North, the system has effectively curbed sidwallowing behind the outer gates but has to be explained to fire officials all along the route. In every case but one there has been no trouble, but at Allentown last week the marshal would not permit use of the turnstiles.

Too premature for conclusions is the success of the new policy of full price of \$1.50 for children in the blues, whereas the tradition had been to let the youngsters in at half price. Thursday night (9) at Newark, N. J., where a three-quarters house attended despite cold and scattered rain thruout the day, some 600-700 persons crowded the midway and another 1,000 or more ringed the back lot fences. Many of these were children and teen-agers and it was noted that at dates so far many family groups have turned away at the \$1.50 window rather than lay out the larger tab for children. In the light of this situation the Side Show has been doing well with its lower price scale, getting much of this type patron as well as its share of the rare turnaway crowds.

Altho full houses have been sparse, business in general has been satisfactory with half to three-quarters being the rule.

Hagen Gives Extra Matinees

JANESVILLE, Wis., June 11.—Hagen Bros. Circus drew extra-performance crowds at two Wisconsin stands and strong turnouts in other spots this week.

Appleton (26) gave a strong afternoon and straw night under Jaycee auspices. At Racine on Decoration Day (30) the show gave three performances under church auspices. Two matinees were turn-aways and the night house was filled.

Cudahy, Wis. (1), had two capacity houses. Des Plaines, Ill. (2), had a full afternoon and good night house. The show took delivery on the office trailer formerly used by the Alverado Wonder Circus, and this was being repainted. Waukegan, Ill., with Amvet auspices, had two near-full houses. At Janesville, Wis., on Monday (6) church auspices was used again and the circus had a full afternoon, a second matinee with 600 people, and an overflow night.

UNDER THE MARQUEE

By TOM PARKINSON

Bill McGough, vet boss ticket-seller on the Ringling show, packed up and left the Philadelphia date for his home in Dallas. In the \$2 window is Ken Mayo who has done R-B press chores since winter quarters. Scott Hall, last year on the Side Show under Dick Slayton, is escorting press people around the lot on the road stands.

Mr. and Mrs. Floyd Henton, Omaha zookeepers, and Glenn Trump, amusement editor of The Omaha World-Herald, and his wife recently caught the Gil Gray Shrine Circus at Lincoln, Neb., and the Des Moines Shrine Circus. They visited with Gray, Mike and June Malko and Cleo Plunkett in Lincoln and with Jo and Silvers Madison at Des Moines. The Hentons and Trumps are members of the CFA.

A heart attack Tuesday night (31) took the life of Morris Fisher, 67, Ringling concession worker, on the show grounds in Wilkes-Barre, Pa. Burial was in Philadelphia where he had lived with his wife Elizabeth. . . . Merle Evans cut up jackpots in Wilkes-Barre with local band leader Bert Myers and City Clerk George Kistler. . . . There were two minor injuries at the date, Frederick Mills getting a small steel splinter in an eye, and Donald Robinson suffering a pelvic injury in a fall while loading the show. . . . Dorothy Kilgallen's syndicated column on Monday (30) was guest written by Richard Barstow who discussed winter quarters rehearsals.

Bill Garvey writes from London, Ont., that he recently visited Clyde Bros. Circus in Chatham, Ont., and that the show did a good day's business and offered a top performance. Garvey is currently booking Dr. Franz Polgar, hypnotist, in the area.

Dorrie and Vern Orton, the Sensational Ortons, write from Copenhagen that they performed several nights in 40-degree temperature. The Ortons report that LaBrac and Bernice and Bill Powell the Globe Trotter have been recent visitors in Copenhagen.

Ringling press crew kept local people to the fore as the show trained thru New Jersey. The Elizabeth paper ran a piece on Frankie Saluto, and in Newark the press honors went to Ernie Burch, both of Clown Alley.

View of King Bros.' parade is on the cover of the American Legion Magazine for June. . . . Bob Hickey, of "Ice Follies," and Bill Green, of "Cinerama," caught the Mills and King shows in Michigan. . . . The Patty Conklins visited King Bros. in Brantford, Ont. . . . Visiting Ring Bros. were Red Davis and James Peters.

Mr. and Mrs. John Cloutman, of Hunt Bros., announce the engagement of their daughter, Gayle M. Cloutman, to Richard J. Wilson, lecturer with the Tanit Ikao concert on Hunt Bros. . . . Visitors on the Hunt show recently included Arthur Canfield, Jim McHugh, Paul Little, Frank and May Wirth, Roger Barnes, Phil Cook and Howard Y. Bary. . . . Marvin Case is having trouble in trying to fit the enlarged Hunt show on last year's lots. . . . There are 14 brand new trailers on the show this season. . . . Aureillo Bogino cracked two ribs in a fall during the Boginos' Risley act, reports Welby Cooke.

E. J. Floyd and Charles Cuthbert have a filmed pageant on the life of Christ which they are booking westward thru the Dakotas to follow a coming date for the Rockford, Ill., Shrine. Charles Phillips, Mrs. Floyd and Floyd have the promotion crews in Rock Island; Sioux City, Ia., and Muscatine, Ia.

Arthur E. Bitters caught Hagen Bros. at Fond du Lac, Wis., and he now is in Ripon, where his son is opening a law office. . . . Visiting Mills Bros. were Mrs. C. W. Chapman, the Glen Townsends, the Kniers, the Kilpatricks, John

Walker, Harry Reimschuessel and Fred Weinmann, all fans. . . . Steve (Bozo) Brenner just completed a week in a Baltimore hospital.

Grover O'Day has closed with the Joe Mix show. . . . The Roscoe Armstrongs, of bucking Ford fame, visited Milt Hinkle at Danville, Ill., when the Larry Sunbrock opera was there. . . . Decatur (Ill.) Review carried a full page of photos about Josephine Berosini. . . . Fred Moulton, press, has taken a leave of absence from the King-Cole show and is back in Willmette, Ill., for treatment of a stomach ailment. He'll also go back to Arkansas.

When the Orrin Davenport show completed its route in Canada, Helen Haag's chimp act jumped all the way down to New Orleans, clown Joe Lewis returned to Florida, Dick Lewis went to California, the Zoppe riding troupe went to North Dakota to await time for them to double back to make the B circuit of fairs in West Canada. . . . Harry LaBrequé reports continued good health progress in San Antonio. . . . J. W. Hartigan Jr., Morgantown, W. Va., caught Ring Bros.

Alvin Schwartz, Ringling clown, who recently won the Carnegie heroism medal, and Donna E. Sanford, Ringling performer, were married in Lebanon, Pa.

With the circus unit on the Tatham Bros. Shows, Illinois carnival, are Sue Ferdon, dogs and ponies; Bonzo, chimp act; Tracy Andrews, comedy juggling; Gordon & Lavenia, roping and whips; Bob Hodgson, comedy wire act, and Rollie Hardin, stage manager.

Martha M. Del Moral, the former Monty Knight, and Manuel Del Moral were married June 3 at El Paso, Tex. They are members of the Del Moral troupe which is appearing at a festival in Juarez, Mexico.

Eddie Johnson, Ringling advance man, arrived in Detroit this week and promptly scored a two-column story about himself in The Detroit Free Press. . . . Don Marcks caught the Beatty show in the San Francisco Bay area.

Paul Nelson closed with the Mills Bros. Circus, stating he would retire from show business. . . . Lou Nelson, press agent, closed with Mills Bros. and is associated with Richard Lavery, Medina, O., former horse trainer for Robinson and Gentry shows. Nelson also is associated with the Medina County Fair as alternate grandstand announcer. He may also drive in a few races. Nelson's in-

Ward-Bell Plays Oregon Stands

BEND, Ore., June 11.—Ward-Bell Circus drew 70 per cent and 50 per cent houses under Shrine auspices here Monday and Tuesday (6-7). Publicity reportedly was light.

At Sweet Home, Ore., the show sought to cancel because of reported damage to the big top so there was local confusion as to whether it would appear. This probably served to hold back attendance, but the reception was strong. Circus drew 60 per cent and 50 per cent houses in the bleachers of the high school athletic field. Jaycees sponsored.

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Write HAWTHORN ZOO, LIBERTYVILLE, ILL.

terest also include a post as associate editor of Ring and Trail, horse periodical.

On "Super Circus," out of Chicago for June 19 will be the Luvas Sisters, Si Abner & Otis, Rudolph Benzing and Wells and Four Fays. The June 26 program will include Two Valentinos, McDermott's Wonder Bear, Lulu; Joan, contortion, and the Six Antonetts.

Bert and Corine Dearo write that they have just closed with the Orrin Davenport unit and now are picking up their outdoor rigging in preparation for working Eastern dates for the Al Martin agency.

In Monmouth, Ill., Kelly-Miller billposters held a memorial service for Don McLaughlin, formerly of the show, and a permanent wreath was acquired.

Rudy Jacobi, of Rudy Bros. Circus, is planning to play under canvas next season.

FOR SALE

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Springf'd Drome 3d To Quit in N. Y. Area

NEW YORK, June 11. — Plush Springfield Roller-drome, operated by Ben Scher in Springfield Gardens, Long Island, closed down last weekend and brought to three the number of local skateries to go out of business during the 1954-'55 season. Previously, Harry Kleinman's postwar Staten Island Rolladium shuttered to become a king-sized supermarket and the Queens Rink, operated by Nat Steinberg and Ben Glass, gave way to a new highway. All three were Class A.

Heralded as the last word in roller skating palaces, Springfield bowed in on April 16, 1952, with gold dance medalists Jack and Irene Boyer as pros. The couple were still on the job when the curtain fell.

Springfield was said to have cost close to a half million to erect and equip. Its modern design included a theater-type lobby, 180 by 90 unobstructed skating surface, beginners rink, shower and dressing rooms, gaily colored glass-cloth ceiling, parking for 600 cars, and such extras as an electric hand dryer that perfumed Milady with Chanel No. 5 (free).

Roller-dromes continuing to op-

erate in the city are Fordham Palace and Bronx Outdoor in the Bronx; Gay Blades, Manhattan; Empire, Bay Ridge, Eastern Parkway and Park Circle, Brooklyn, and Hillside in Queens. Staten Island, the fifth borough, is rinkless.

Groton Project Shifts Opening To Early Sept.

HARTFORD, Conn., June 11.—Connecticut's newest roller rink, the \$100,000 project being built on Bridge Street, Groton, has had its twice-postponed opening shifted again because of delay in receiving some materials, and now is slated to premiere in early September.

The 215 by 115-foot structure, estimated now at 50 per cent completed, will have a skating area of 200 by 100 feet with no posts in the floor. The ceiling will be supported by 100-foot steel girders.

The rink will be used by the Melody Skating Club, which temporarily is quartered at a rink at Atlantic Beach, owned by Elias (Lou) Trefes, Westerly, R. I., owner and general contractor of the Groton project.

The club, whose membership is still open, will stage shows and also compete with other organizations.

The new building will be complete with rest rooms, skating rooms, check rooms and refreshment areas.

Observe Birthday Month at Hartford

HARTFORD, Conn., June 11.—Hartford Skating Palace, continuing its 16th anniversary month, extended a special invitation to patrons Wednesday night (8).

Free admission was offered to patrons submitting 5-cent pieces dated 1940, year of the rink's opening.

Idea came from rink Co-Managers Harry Neckes and Irv Richland. Richland, incidentally, is just back from a brief vacation in Mexico.

Willow Grove

Continued from page 48

Cabby Hayes, Denise Lor and Bill Darnell on June 25, and Lor and Darnell also on the 26th. The Chordettes will appear July 10, Bill Hayes on July 30, and Bill Haley and His Comets on July 30-31 and August 20-21. Stage-shows are offered free every weekend.

Also offered are circus high acts, with the El-Raes this week, Les Kimris June 18-24, Five Coronas August 13-19, and Les Hildalys August 27 thru September 2.

WINS ITS 4TH

H'sack Takes AOW Racing Championship

LEVITTOWN, L. I., N. Y., June 11.—A crowd in excess of 600 saw Hackensack (N. J.) Arena racers win their fourth club speed championship in nine years at the June 4 finals of the America on Wheels chain's inter-rink racing league at Levittown Arena. The excellent attendance was scored despite a hot night, said Jack Edwards, AOW director of speed.

In summing up the racing season just ended, Edwards called it the greatest yet enjoyed by the chain. League racing was responsible for attendance well past the 35,000 mark during the season, and contestants numbered more than 250. Over the years racing has shown steady growth, he said, and with the increased number of rinks (Levittown is the latest addition to the chain) it has been decided to begin the 1955-'56 season early next September.

Hackensack scored 65 points to win this year's title, the relay race being the deciding factor. Finishing a good second was Alexandria (Va.) Arena with 55 points. Peekskill (N. Y.) Arena followed with 53 points; National Arena, Washington, 52; Boulevard Arena, Bayonne, N. J., 15; Paterson (N. J.) Arena, 10; Reading (Pa.) Rink, 8, and Bladensburg (Md.) Arena, 5.

Hackensack previously won the title in 1949, 1950 and 1951. Mount Vernon (N. Y.) Arena took honors in 1947 and 1948, and Paterson was named champion in 1952, 1953 and 1954.

This year senior skaters received engraved plaques and all other contestants were awarded trophies. Next year all contestants will receive plaques, Edwards said. The Golden Rollers, donated by Chicago Roller Skate Company to contestants on the basis of no absences, no disqualifications and most number of places won during the season, went to Francis Sipe, Boulevard Arena, and Corwin Branigan, Peekskill Arena.

Drivin' 'Round the Drive-Ins

THE 1,000-car General Custer Drive-In was opened recently at Monroe, Mich., by Ben J. Robins, Detroit theater owner, with Paul Fields, television producer, as manager. With work started on the Dennison Drive-In nearby, Monroe will have the unprecedented concentration of three drive-ins in a half mile area. . . . Wesley Benac and J. Totten, owners of a theater at Hillman, Mich., are opening the new Thunder Bay Drive-In near Alpena, Mich., on July 1. The theater will have a 500-car capacity and will be booked by Floyd Chrysler, Detroit. . . . Henry Carley, theater owner at Holland, Mich., is taking over the Starlight Drive-In at Holland, formerly leased by Low's Drive-In Theaters, headed by Louis Goldberg, of Detroit, to Jack Loeks Enterprises, of Grand Rapids. Carley is doing extensive remodeling and enlarging of the Starlight. . . . The Groton (Conn.) Drive-In has a new family car night policy on Tuesdays and Thursdays, with \$1.30 charged per carload. . . . Frank McQueeney, of the Pine Drive-In, Waterbury, Conn., is now featuring wrestling shows on Tuesday nights. . . . Milton LeRoy, of the Blue Hills Drive-In Theater, Bloomfield, Conn., has tied up with the Farmers' Market, Bloomfield, for weekly distribution of 5,000 theater heralds. Herald are placed in shopping bags at market check-out counters. In return LeRoy is providing the market with a free trailer on his theater screen.

A firm headed by Sir William

RSROA's Northeastern To Top 325 Entry Mark

NEW YORK, June 11.—An early entry of 325 amateur skaters, with a few more to come, is reported by operators Mike and Sunny Durante, who will host the Northeastern Regional Championships of the Roller Skating Rink Operators' Association (RSROA) at their Empire Roller-drome in Brooklyn, 200 Empire Boulevard. Dates for the meet are June 23-26.

To hypo box office, Durante is offering meet "Season Passes" for \$3.50 to provide a saving of almost 50 per cent for those who attend three matinee and four evening sessions. The regular admission will be 79 cents in the afternoon and \$1 at night.

According to the Durantes, Empire's entire skating surface has been sanded in time to allow the floor to be properly worked in by opening night. Seats to accommodate 700 customers will be added to those already at rinkside and there will be a special reserved section for holders of season tickets. Skaters for the Regional quali-

fied by placing first, second or third in New York, New Jersey, Connecticut, Rhode Island, Massachusetts, and New Hampshire State Championships. Those who place at Empire will become eligible for the RSROA American Meet, July 24 thru 30 at the Toledo, O., Rollercade.

Finale Meet Held By Mich. RSROA

DETROIT, June 11.—The last meeting of the season was held by the Michigan chapter, Roller Skating Rink Operators' Association, Monday (6), at Fairview Gardens here.

Shaw D. Hakim was host for the meeting, at which there was discussion of the results of the recent State meet. Final plans were made for completion of pending chapter projects.

Following the meeting, members went to nearby St. Clair Shores Park for a picnic.

ROADSHOW REP

LULU NETHAWAY, the subject of an inquiry in this column a few weeks ago, writes from her home in Oakland, Calif., that a number of former rep folks are residing on the Coast. Walter and Edith Ambler are living in Los Angeles, the former now being in the real estate business. Ralph Moody and Hazel McOwens are living in North Hollywood. Moody has been heard on radio and seen in the movies and on TV. He has made appearances with such stars as Bob Burns, Billie Burke, Abbott and Costello and Jack Webb. Miss McOwen is working in the office of a Christian Science reading room. Elmo Maize, who worked for them many years, died several years ago in San Francisco. His old partner, Lumir Hampl, is playing piano in night clubs. Joe Marion is living in Hollywood. Clyde and Bea Davis made California their home until the former died a few years ago. . . . Oscar Howland spent a few days in a

Kansas City hospital recently. . . . Milton De Verge, stroller performer, has been working the Newcastle, Wyo., area recently to fair business. He handles some merchandise and takes on any dance-chance work that comes along. . . . Oscar Carling, who laid off a few weeks in Sparks, Nev., due to an injury, is back in harness with his stroller-type show. Bad weather during the past winter and spring cut his takes considerably, Carling reported. . . . Russell Talbot is prepping a three-act drama and musical trick for a tour of Coastal Maine towns. Already set are two weeks of dates in small resorts around Rockland.

ROBERT HAGER, former showman who is now in sales work, writes from Greensboro, N. C., that he recently bumped into Glen H. Ingle, agent for the Silas Green From New Orleans show, one of the few active old-time minstrel agents. Hager sent in a brief biography of Ingle, who started in the business back in 1920 with M. G. Dodson's two-car minstrels and then went with F. S. Wolcott as billposter in 1924, a job he held until 1926 when C. M. (Mike) Connors died and Ingle assumed the latter's agent post. Ingle remained with the Rabbit Foot show until the close of the 1928 season when he left to take a job with the Georgia Smart Set Minstrels under S. B. Warren. He joined the Silas Green show in 1939 when Charles Collier owned the outfit, and the following year joined Jack Naylor's Georgia Minstrels. The next two years were put in with Johnson's Sugarfoot Green Minstrels. Last year Ingle served the Rabbit Foot show, now owned by Earl Hendren, on the front door and as sound truck man. . . . From Chisholm, Minn., Alex Erhart and wife write that they have been doing fair business with amateur show promotions. They plan to move into Canada for summer fairs and celebrations. . . . George Austin, old-time acrobat, asks what has become of the LaBarre brothers, and especially George LaBarre, who at one time operated the Dewey Theater, a Gloucester, Mass., vaude house? Austin is now retired, but takes in any tent shows that come to his home town of Melrose, Mass. Years ago he was advance agent for the LaBarre Bros.' Minstrels, the I. W. Marshall Minstrels, the DeRue Bros.' outfit and McAuliffe's 10-20-30 show. . . . Bad weather is blamed for most of the poor business encountered in the Nampa, Idaho, area by Leon Kirby, who has been doing amateur show promotion work there. He is moving west to Pendleton, Ore., to do some outdoor work.

Good Impression

Continued from page 49

the fair-goer who does not know how the milk will be disposed of. The State Department of Agriculture, endorsing the move toward sanitary appearances in its newsletter, reiterates that "fairs are the show window of agriculture (and should) present the best picture possible on the dairy industry to the consuming public."

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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.

Chelsea Hosiery Mills, Inc., Boston, offers Billboard buyers two new firsts—sheer stretch nylons, retailing to \$1.95 per pair and seamless nude heel nylons for open-heel strap shoes in sizes 8½ to 11, which may be had for \$10.50 per dozen. The firm's regular packaged nylons may be ordered for as little as \$5.85 per dozen. The firm also makes stretch socks and women's panties. If ordering any of the above priced merchandise, send a \$2 deposit for c.o.d. shipments which are f.o.b.

A lightweight folding lounge chair that may be carried in a reinforced plastic case, much like a golf bag, has been developed by Leisure Industries, Forest Hills, N. Y. Opening and closing in a jiffy, it weighs only five pounds and measures 2½ by 6 by 26 inches when carried. Frame is of aluminum construction and has two seating adjustments. Seat is of water-repellent duck in red or green. Retail price is \$10.95.

Glowing messages can now be put across with 70 per cent more effectiveness by the use of a new fluorescent visual aid kit put on the market by Ultra-Violet Products, Inc., San Gabriel, Calif. Says the manufacturer: "It's the newest, most exciting way to present a pitch, demonstrations and sales talks." The materials are activated by long-wave ultra-violet lamps. Included in the 68-piece fluorescent Blak-Ray kit are chalks, crayons, tempera colors, colored yarns, assorted cardboards, invisible ink,

mechanical pencil with invisible lead and grease pencils. These visual aids also may be purchased individually.

An unusual item is available from Harper Standard Engraving & Novelty Company, Dallas. One square foot of uranium land is sold complete with legal deed. The deed is 10 inches long by 13½ inches and is printed in full with map and directions for finding each tract. Claim is marked and you may locate your own. Costs vary from 27 to 11 cents each, depending on size of order. Retail price is 50 cents or more. Write for free prices. Sample deeding, no land, is 25 cents prepaid. Sample deeding with land is 50 cents prepaid.

Those of you who haven't heard about the big special by Kipp Bros. of Indianapolis should write them. This is the firm's 75th Anniversary and the special consists of 18-inch jumbo rubber clowns. The brightly colored items are offered at the low price of \$3.25 per dozen and \$36 per gross. Minimum order is \$5. Postage should be included with order.

Meir & Frank Merchandise Company, Denver, is continuing the sale of its Indian design, hand beaded, top-grain leather belts. Prices range from \$5.50 to \$9 per dozen, depending on length and width of the belts. Jobber and distributor inquiries are invited. The firm reports that the trade is ordering this merchandise in increasing volume.

PIPES FOR PITCHMEN

By BILL BAKER

GERALD AND RUBY WANTZ letter that they have just left Beaufort, S. C., after having traveled about 1,500 miles. At present they are with the G & B Shows and will be on the sheet around Maryland and West Virginia. They also come up with the news that they saw old-time sheet writer Marcy lurking around the vicinity of Beaufort. Attention, E. C. Pardee: Gerald and Ruby want you to know that they received the card and they would like to have you contact them at Friendsville, Md., in care of the G & B Shows.

WE UNDERSTAND . . . that Charlie and Mildred Courtot have been raking in plenty of that

old cabbage at their current McCrory stand in Dayton, O. We hear further that Charlie, after toying with several ideas, has come up with a promotion gimmick that should knock 'em dizzy.

MANY THANKS . . . to our good friend Frank L. Bynum for the nifty note that he sent us recently from the vicinity of Jamestown, N. D. Among other things Frank says, "I notice that a lot of the old timers haven't piped in lately—old timers like Homer Hamlin, the Wichita (Kan.) Kid; J. C. (Windy) McBride, out of Kansas City, F. Duval, of Denver, and Harold (Big) Miller, of Kansas City. I know that they are all still alive because I have seen them all within the last seven months. Maybe they are too lazy. I think it's real stinkeroo of you guys not to pen a line once in a while and let your old cronies over the years know where you are. As for me, I'm still on trades and am doing pretty good for myself." We know that you boys whom Frank has mentioned don't want to make a liar out of him, so if you're still up and about, why not prove it by dropping us a note.

ATTENTION!!

**PITCHMEN • CARNIVAL MEN
WAGON JOBBERS
CONCESSIONAIRES
WE'RE OVERSTOCKED
on NAME BRAND
LUGGAGE and KITCHEN WARE**
Manufacturer will not allow us to disclose the name.
You can't afford to pass up our sensationally low give-away prices!
Write or Phone Today.

SAVE \$34 ON THIS SPECIAL DEAL . . .
BULOVA, WALTHAM, ELGIN
BENRUS, GRUEN WATCHES
10 Ass'l with Yellow Exp. Band
\$75

For men and women. New model cases and dials. Re-conditioned and guaranteed like new.
Sample Watch, \$9.95
Sample Band, 95c

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

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5 S. Wabash Ave. Chicago 3, Ill.
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3 OR MORE 8.00

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 - Bun Warmer
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MATCHING
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26" Pullman, 21" O'nite Case, Train Case with removable mirror.

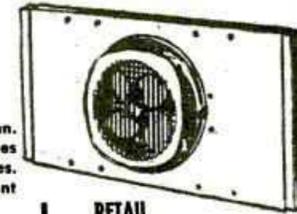
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Adjusts to any width. Features 4-blade fan. Also adjusts to any direction, 360 degrees turn. Steel protective guard on all sides. Adaptable to casement windows. Permanent lubricated motor.
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- \$5 LEATHER WALLET—Men's and Ladies', gift boxed..... 7.20 doz.
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FIBER STRAW HATS
SELLING LIKE WILDFIRE

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- Davy Crockett Plastic Click Gun & Holster Set, Doz. 3.50
- Davy Crockett Money Belts, Doz. 4.50
- Davy Crockett Wallet, Doz. 2.00
- Davy Crockett Small Fry Gun & Holster Sets, Doz. 14.40
- Davy Crockett 50 Ligne Buttons, Per Hundred 2.00
- Davy Crockett 70 Ligne Buttons, Per Hundred 3.75
- Davy Crockett 50 Ligne Buttons with horseshoe & gun attachments, Gross ... 9.00
- Davy Crockett Wallets, beautifully designed, with card holders, change purse and secret pocket, Doz. 6.50
- Davy Crockett Pocket Knives, Doz. 3.50
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NEW RENEW 768

Name _____
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COMING EVENTS

• Continued from page 46

Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.
Pawhuska—International Round-Up Club Cavalcade, July 29-31.

Pennsylvania

Arnold—Old Home Week, July 11-17. David V. Santore.
Brookville—Sesquicentennial, June 20-25.
Clarksville—Firemen's Old Home Week, Aug. 2-6. George Lister.
Ebensburg—Cambria Co. A. L. Celebration, July 11-18. Roland E. Fisher, 3 S. Market St.
Franklin-Oil City—Venango Co. Sesquicentennial, July 2-10. Jim Kling.
Mercer—American Legion Homecoming, June 27-July 2. H. H. MacMillan.
Middletown—Centennial, July 11-18.
New Kensington—Firemen's Street Celebration, June 20-25.
Phoenixville—Firemen's Fair, June 27-July 2. Ben Stevens.
Pittsburgh—Sports Show, June 24-July 1. Don Sloane, Pitt Post Gazette.
Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.
Quakertown—Centennial, June 20-25.
Three Springs—Lions' Town Fair, June 13-18.

South Dakota

Bison—Gala Day, June 22.
Canistota—Sports Day, July 14.
Conde—Celebration, July 4.
Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.
Custer—Gold Discovery Days Pageant, July 24-26.
Deadwood—Days of '78, Aug. 5-7.
Fort Pierce—Annual Celebration, July 4.
Gregory—Celebration, July 3-4.
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 16-17.
Lennox—Celebration, June 7-9.
Madison—75th Jubilee Celebration, July 3-6.
Milbank—75th Anniversary Pete, Aug. 8-10.
Parkinson—Community Days, Aug. 29-30.
Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.
Redfield—75th Anniversary Celebration, June 14-15.
Spencer—Diamond Jubilee, June 27-28.
Stickney—Golden Jubilee, Aug. 17-18.
Vermillion—Old Settlers Picnic, Aug. 21.
Vermillion—Days of '59, Aug. 25-26.

Tennessee

Martin—YMBC Celebration, June 27-July 4. Charley Pounds.
Morristown—Centennial, Aug. 21-27. R. T. Bales Jr.
Union City—American Legion Celebration, June 20-25. Sam Nailing.

Texas

Belton—Independence Celebration, July 1-4.
Belton—Celebration, July 4.
Brady—Jubilee, July 2-4. Joe T. Ogden.
Fredericksburg—Horse Races, July 2-4. Wm. M. Petmecky, Box 488.
Gladewater—E. Tex. Quarter-Horse Breeders Show & Races, Aug. 22-23. W. C. Holcombe, Longview.
Houston—Gift & Housewares Show, Aug. 14-16.
Kerryville—Angora Goat Raisers Show & Sale, Aug. 4-6. P. E. Guiley, Uvalde.
McAllen—Celebration, July 3-5.

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42" PINOCCHIO DANCING DOLL \$21 dz.
Cotton stuffed.
30" PINOCCHIO \$18.00 Per Dozen
30" DAVY CROCKETT DOLL Of taffeta. Non-breakable life-like face. Pliofilm bags. \$21 doz. in 6 doz. lots..... \$19.50 Dz.
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FREE DAVY CROCKETT BUTTONS with every toy ordered!
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Pieces—1 Doz. Lazy Babies and 3 of \$22.75 each of others.....
F.O.B. N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.
ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

Marshall—Emancipation Celebration, June 13-19.
Navasota—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.
Rockdale—Celebration, July 4.
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.

Utah

Perron—Southeastern Jr. Livestock Show, Aug. 6-8.
Ogden—Pioneer Days, July 24-30.
Richfield—S. Utah Jr. Livestock Show, Aug. 25-27. Van Jarrett, Mgr.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.

West Virginia

Terra Alta—Celebration, July 4.

Virginia

Galax—Firemen's Celebration, July 4.

Wisconsin

East Troy—Lions Club Celebration, July 1-4.
Fond du Lac—Milwaukee Sentinel-Winnipegandouland Outboard Marathon, June 26.
Fond du Lac Assn. of Commerce.
Menomonee Falls—Legion Celebration, July 2-4.
Merrill—Legion Celebration, July 1-5. Edward Friebe.
Oshkosh—Celebration, July 4.
Racine—St. Lucy Parish Festival, July 29-31.
Stevens Point—Legion Celebration, July 3-4.

Wyoming

Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
Lander—Pioneer Days, June 28-July 4.

CANADA

British Columbia

Penttich—Peach Festival, Aug. 18-20.
Smithers—Mid-Summer Festival, June 21.
Telkwa—Mid-Summer Night Festival, July 6.
Vancouver—Sportsmen's Show, June 3-11.
Roy Lisogar, 7 McDougall Court, Edmonton, Alta.

Manitoba

Flin Flon—Northern Trout Festival, June 30-July 3.
Flin Flon—Canadian Legion Carnival, July 13-15.
Flin Flon—Rotary Horticultural Exhn. Aug. 24-27.

New Brunswick

Port Beauséjour—Acadian Bicentenary, Aug. 13.
Memramcook—Acadian Bicentenary, Aug. 12.
Memramcook—Strawberry Festival, July 8-10.
Moncton—Acadian Bicentenary, Aug. 11.
Shediac—Lobster Festival, Aug. 6-10.
Woodstock—Old Home Week, Aug. 1-6.

Nova Scotia

Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.
Bridgewater—Water Carnival, Aug. 18.
Dartmouth—Natal Day Celebration, Aug. 8-13.
Deep Brook—Craftsmen-at-Work Exhn., July 23-29.
Parrsboro—Old Home Week, Aug. 8-13.
Truro—Chicken Barbecue, July 1.
Yarmouth—Memorial Festival, July 17-24.

Ontario

Gravenhurst—Night Carnival, Aug. 11-13.
Leamington—Tomato Festival, Sept. 9-10.
London—Miss Canada Pageant, June 26-July 2.
London—Centennial, June 30-July 9. Tom Ringle, City Hall.
St. Catharines—Horse Show, June 22-25.

Prince Edward Island

Charlottetown—Old Home Week, Aug. 15-20.

Quebec

Montreal—St. Jean Baptiste Celebration, June 24.
Quebec—St. Anne Feast Day, June 26.
Quebec—St. Jean Baptiste Celebration, June 24.

Saskatchewan

Regina—Shrine Ceremonial, June 24-25.
Regina—Golden Jubilee, July 22-Aug. 6.
Regina—Hereford Show & Sale, Aug. 1-6.

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Men's 3-Stone Rhinestone Rings in Display Tray... \$2.75 Doz. Asst.
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ALSO full line of Ear-rings, Scatter Pins, Men's and Ladies' Boxed Sets, Religious Jewelry, Rings, Watches, Bracelets, Earrings, etc. Over 150 different jewelry items! SEND FOR CATALOG! GUARANTEED LOWEST PRICES.
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\$3.60 per doz.
Great fun for Kids and Grown-ups. Inflates to a Giant 6 ft. across, 21 ft. around. Use at beach or play ground. Made of genuine neoprene rubber for extra durability. Can be painted to carry your message! Terrific for attracting crowds at fairs, openings, school games, gas station, etc. Government surplus, never used, sold at a fraction of original cost. Samples (2 for \$1.00), dozen lots \$3.60, gross lots \$28.80. Sorry, no C.O.D.'s.
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LOYD MFG. CO.
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Formula with titanium, inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

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Assorted Knobbies and Spirals. Inflation up to 6"x60" . . . in brilliant mottled colors . . . stretched out BIG!



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Inflates to 15" . . . new in design for no Larrys.



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This season's hottest item. A sensational money-maker!

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\$54.00 per gr.
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Cincinnati 22, O.

Parcel Post

Roach, John W. (2 License Plates, 20c)

Adams, Lee
Alfredo, Mrs. Al
Allen, Dan V.
Allen, Gloria
Allen, Terri
Allen, Tom M.
Allsup, Master
Warren

Anaya, Mrs. Edna L.
Anderson, Paul
Andreano, Frank
Annear, Sally
Anthony, Pat
Arger, Tom A.
Armand, Mrs. Wm. Belle

Armstrong, C. E.
Augustine, Don
Austin, Wm. R.
Bagby Jr., Thos. J.
Baird, Mrs. Al
Baker, Jimmy
Barefsky, Harry E. & A.

Barker, Howard P.
Baron, Henry F.
Beard, Mrs. E. L.
Belows, Monna
Bendick, Jack
Bennett, J. L.
Best, Skippy
Bennington, John
Benson, Mrs. Ed
Boaz, Howard
Boiling, Margaret (Rollins)

Borelli, Lovie
Boron, Hank
Boyer, Louis
Brady, L. P.
Brannon, A. E.
Brenan, Whitey & Emily

Brixy, Chas. & Mrs. Broadway, Julia
Broeffle, Sonny & Harry J.
Brooks, A. E. & Mrs. Brown, Mrs. Arthur
Brown, Joe (Big Brownie)

Bruce, Jack
Bryer, Ollie & Mrs. Buchanan, Mrs. T. K. (Pat)
Budd, Charlie
Buffington, R. S.
Bunch, Mrs. Jeannie
Burns, Wm. Edw.
Burton, Howard (Red)
Butler, Mrs. Neoma
Byrd, Harry
Byrd, Thos. C.
Calk, Tommy
Cameron, Debbie (Donta)

Cannon, Frank
Caron, Geo. E.
Cash, James T. & Mrs. Cassidy, Mrs. Kay
Cast, Geo.
Chamberlain, H. R.
Chandler, Mrs. G. R.
Chapman, Earl A.
Chapman Jr., James
Cher, Marie P.
Chavanne, James & Louise
Christie, Joe (Wescott)
Circle W. Ranch (Rodeo)

Chord, Guy E.
Chunas, A. J. & Mrs. (May)
Church, Luther
Clark, Flora (Wharton)

Clever, James
Coles, Fred R.
Collins, Cassie
Conatser, Bill
Conn, Alan
Cooke, W. R.
Cooke, Geo.
Cousins, John J.
Cramer, Clarence (Blackie)

Crenshaw, J. D.
Crittzer, Walter B.
Crockett, Tex
Cummins, Phyllis
Curley & Mickey
Curry, Frank
Curtis, Harold H.
Cyr, Jimmy
D'Arcy, Ethel (High Act)

D'Hooghe, Mrs. Mary E.
Dahl, Edith
Daley, James
Dale, Doris
Dallman, Emil Karl
Davis, Daryl R.
Davis, Larry C.
DeBusk, C. Y.
DeLeggi, Tony
Delp, Robt. L.
Demetro, John
Diaz, Tony
Dickerson, Joe
Dimock, Ken
Donovan, Forest (Don) & Mrs.

Dosher, Hugh
Drake, Robt. B.
Driggers, W. W. & Mrs.
Dudley, Earl
Duncan, Mrs. Myrtle M.
Dye Jr., Geo. Bunyan
Eagleson, G. S.
Earle, Frank & Mrs.
Edwards, Mrs. E. L.
Edwards, J. A. (Alvis)
Edwards, Leonard
Ellis, Cotton & Pauline

Ellis, Ray A.
Elrod, Mike
Etheridge, Mrs. John W.
Fifi & Brother (Single-O Show)
Flager, Geo.
Fleming, E. K.
Flower, Mrs. Mildred
Fowler, Floyd J. & Loretta
Fraker, Capt. F. F.
Fulford, Mrs. Birdie
Fullerton, T. H.
Fyvie, Mrs. John
Gallagher, Jack (Playland Shows)
Gallagher, John
Gann, Bill
Giffens, James
Glick, Allan
Graham, J. R.
Glover, Chuck (Bozo)
Goforth, Mrs. Ann
Gonzales, Blackie
Greene, Burnise
Gregory, Roy & Mrs. Grimm Jr., Norman E.
Groven, Barney (Tress Dept.)

Grubb, M. E.
Gutherman, Eddie
Hallin, H.
Hallers, Jimmie
Halters, J. O. & Mrs. Harr, Geo.
Harrison, Frank & Mrs. Harvey, Henry E.
Havercomp Family
Haverstick, Edwin & Mrs. Phinney, Margaret
Hawkins, Ralph H.
Hawkins, Mrs. R. H.

Herman, Al
Herrick, Carl F.
Herrick, Clark
High, H. G.
Hilman, A. G.
Hill, Ernest
Hiltinger, Floyd E.
Hobbie, Alvie
Hoffman, Peter
Hoffman, Jos. G.
Holden, Edw. J.
Holeman, Thos. C.
Horn, Marie P.
Hos, Lee
Houser, Whitey
Houssier, Sam
Howard, Bill
Husard, W. S.
Huston, H. L.
Hutton, Marshall & Lucille S.

Jackson, Wm. Albert
Jedding, Mrs. Mary
Johnson Jr., Chas.
Johnson, Coster & Sarah
Johnson, Russell & Mrs. Johnson, Sadie
Johnston, Rudy
Jones, Geo. & Mrs. Jones, Pee Wee
Kaiser, Jeff (Mohawk)
Kaminski, George
Keller, L. C.
Kins, Hazel
King, James Leo & Mrs. King, Pearl F. (c/o Babe Harris)

Kinko & Mary
Kirkman, W. E. & Mrs. Klein, Robert Merion
Kuhn, Capt. Eddie
Kujawa, Viola
La Berta, Otis
La Due, Franchy
La Morris, W. F.
Lane, Sheri
Lang, Robert E. & M. Larney, Al & Mrs. Latkowski, Francis
Lawson, John (Jack)
Lee, Little Joseph Jacob
Lee, S. O.
Lee, W. B.
Leib, Rudrich
Leonard, Mrs. Margaret Gerald
Levine, Max
Levy, Stanley
Lewellyn, John & Mrs. Lewis, Sammy
Lippincott, Mrs. Mal
Lippincott, Maxine
Litzman, Bino
Lockett, R. G.
Long, Mrs. Archie
Longmore, Floyd W.
Loter, Marie P.
Lowrey, Sammy M. & Grace
Lucas, Joe
Lusk, Mac
McCall, Clyde
McCall, James
McDevitt, J. J.
McGill, Frank & Sallie
McGill, Raymond & Mary
McGinnis, Mack & Mrs. McInnish, Arthur
McLaughlin, Paul F.
McMillan, Mrs. Alice
Mack, Robert L.
Madison, Harry & Pete
Mahon, Dick
Malkowski, Mrs. Kandy
Mallman, H. & Mrs. Maloney, Jack
Manning, Ennis I.
Manuzzo, Mrs. Jackie
Marsh, Mrs. Mrs. Martin, Hazel B.
Martocelo, Charles
Mason, Charles R. Anthony
Matter, or Motter, Pat
Mayfield, Jack
Mayer, Lewis
Merced, Bonnie
Michels, M. W. & Mrs. Milan, Alan V.
Miller, Bernard
Miller, Calvin George
Miller, Charles G. & Mrs. Miller, Curley
Miller, Donald
Miller, Frank
Miller, Mrs. Mary
Minter, Robert
Mintzer, Mrs. Dolly
Mitchell, Charey
Mitchell, H. J. (Duke)
Mitchell, Joe
Mitchell, Steve Billy
Mitto, Pete
Monroe, Mrs. Betty
Monte, George W.
Montello, Mrs. James
Mooney, Tommy (Bingo Boogie)
Moore, H. J. (Blue)
Moore, Mrs. Mary
Moore, Mike
Morgan, Francis A.
Morris, Allen & Atta
Morrison, Ben
Moss, Chuck
Mundy, Marvin
Murray, George
Myers, Delores J.
Myers, Fred D.
Muse, Kitty
Myska, Joe
Napier, William L.
Nazarechuk, Nicholas
Neller, Steve
Newcomer, Lewis E.
Nichols, Robert H.
Null, Blackie
O'Flaherty, Mrs. Marie
O'Riley, Jimmie & Mrs. Ogle, Gerald E.
Olestad, Candy
Omohundro, Smiley
Orneallas Jr., John G.
Osinski, Anthony
Ostee, Clarence
Outen, Billy & Mrs. Otago, I. C.
Pae, Jay
Patton, E. C.
Patton, Jo Nell
Pearman, Mike & Mrs. Pellean, Russell
Peppin, Edward J.
Phinney, Margaret
Picard, Dave
Pickard, Francis

Plas, Stanley J.
Polk, Jack
Porter, Bill
Potter, Northam S.
Powell, Clifford W.
Price, Faye Lawrence
Printer, L. F.
Prokop, Edward
Qualls, Mrs. Bee
Rae, Ginger
Ramp, Bobby
Randall, Frank
Randolph, Ray
Rankin, John E.
Raper, William (Bill)
Ray, Clarence
Ray, Helen
Raymer, Ford
Reese, James A.
Reese, Barney
Regan, Louis
Reser, Harry
Reynolds, Mrs. L. C.
Rice, George Hiram
Rice, Warren H.
Richards, Mrs. Jim
Rigdon, Clinton C.
Ritter, Peter
Robbins, Mrs. R. W.
Robinson, Bob
Rosenfeld, Mrs. Immie Lou
Rossi, Rex
Royal, Danny
Rucker, Charles
Ryan, Danny
Ryder, John E.
Sakobis, Mrs. Myrtle
Sales, Bill
Sanfietto, "Big Joe"
Schmidt, Mrs. Stanley
Schuch, Pete
Scott, Earl
Scott, John C. & Lois
Scott, John S.
Screbnoff, Wm. "affer H. L.
Seruggs, Jack & Maurice
Setzer, Joe (Whitey)
Sguitturi, Dom
Shaw, Bill
Shields, Wilmet
Shinn, Mrs. Nellie
Shivy, Leo
Shurt, Mabel Lee
Shuman, Leon
Schuch, Pete
Silvey, Jimmy Lee
Sisk Jr., C. G.
Silcox, Joe
Smack, Harry
Smalwood, Bob
Smiley, Mrs. Rita
Smith, Frank (Smitty)
Snyder, Juanita L.
Sorel, Wm. E.
Soret, Joe & Mrs. Sorsen, Carl H.
Spain, Buddy

Sparkman, Robt. T.
Sparton Family
Spillman, Donald
Spitzer, Harry
Stacy, Woodrow & J.
Stanley, Ethel
Stanley, George
Starr, Hedy Jo
Stearns, James E.
Stoddard, Walter S. (Doc)

Stones, Al
Straub, D. F.
Sturdivant, A. O.
Sutman, Bill
Svaram, W. Z.
Tate, June
Taylor, R. L. (Bob)
Taylor, Ted
Tetzlaff, Jack
Tetta Jr, Fletcher
Thames, Clarence & Margie
Thomas, Carl (Bozo)
Thorne, Chas. F.
Toler, Clyde H.
Tomblin, Kenneth B.
Uncle Joe's Amuse Co.

Varnier, Mrs. Ray
Vincent, Jack
Wach, Buddy
Wagner, Ralph (Rusty)
Walker, Bill
Walker, James & Mrs. Wallace, Al
Walters, Dallas
Wanous, Walter & Mrs. Ward, Carl
Ward, J. R. & Julienne
Warner, Frank
Wash, Geo. & Gloria G.
Watts, Mrs. Ira M.
Watts, Leona M.
Weaver, James H.
Weibel, Kenneth & Mrs. Wendell, Max Gordon
Westfall, W. C.
Wetzel, Kenneth & Mrs. Whitaker, Mrs. Betty D.

White, John L.
Whited, Murray
Williams, Earl
Williams, Jimmy
Williams, Lawrence L.
Williams, Steven L.
Willis, James S.
Witham, Eugene
Wrisley, S. H. & Mrs. Wurster, Cpl. A. E.
Yvonne, Mme. (Trained Dogs & Poneys)
Zimm, George

Anderson, Lucile
Baker, Al
Banks, Fred
Barks, Carl
Barton, Harvey
Beattie, Robert
Beeman, Charles
Bergen, Tony
Birdsall, George
Boyer, Jack
Braddoo, Jerry
Bradshaw, Russ
Bradsher, Charles
Butler, H. J.
Caldwell, Mrs. Willie
Carey, Thomas
Cathas, Charles
Charnoff, Irving
Clair, N.
Cohn, Harry
Cotton, G. T.
Cowan, John A.
Crowe, Thomas
Dana, Eleanor
Decker, Chickie Lee
Deer, Paul
Degraffried, Mrs. Diamond, Eddie
Diaz, Luis
Dorell, Duke
Earle, Beatrice
Elie, Kurt
Farnam, Nat
Feinstein, S. S.
Felton, Jeanne
Fieschman, Manny
Fornier, Frances
Foster, Louis
Freitas, Joseph Jr.
French, Valerie
Garbor, Ed
Genduso, Pat
Geitelbaum, Rose
Heath, Janet, Marie
Heath, Harold
Jones, Adrin D.
Johnson, Minnie
Kassow, Bunny
Keating, James
Killer, Frank
Kirckbride, L. L.
Klein, Egon
Knight, Al. H.
Lander, E. G. Jr.
Livingston, Prof. Lichtenstein, Mark
McAvly, Jim
McCarthy, Gilbert
McGuire, Edward
Main, Don
Mandel, Jack
Miller, D. S.
Mills, Ediro
Murphy, Danny

Neville, James
Normanton, H.
North, Rexford
Oberwager, Sol
Orman, Thomas
Orton, Myron
Osolky, Frances
Padrone, S.
Pearson, Tony
Pickford, Murry
Provencer, Lucien
Proper, Russell
Prout, Mary C.
Quincy, Ray
Ray's Sign Shop
Reynolds, Rae
Reed, Johnnie
Reid, Charles
Rice, John S. Jr.
Richards, Nellie
Romaine, Julie
Robinson, Bill
Roser, Per
Ryan, Florence
Ryan, John A.
Say, Mr. & Mrs. Sauber, H.
Seldel, Robert
Scharitz, Laura
Schwartz, Albert
Secon, Paul
Sheldon, Raff
Shelby, Paul
Shepherd, Marie
Shankman, Julius
Silverberg, Walter
Silverman, L.
Sobel, James M.
Specter, H. C.
Stern, Isaac
Strom, E. C.
Stoll, Carl H.
Suggs, Leo
Taylor, Mae
Valdo, M.
Van Aken, Alexander
Vintalora, Michael
Wagner, Cy
Wallis, Lela
Washington, Sol
Wasick, Frank
Watson, Neil
Weaver, Claude
Weatherman, Jack B.
Weintrau, M.
Whalen, Tom
Wiggins
Wilcox, Ramon
Williams, Mary Jane
Wilson, Jesse
Zero, Bobby
Zlotovich, Frank & Sallie Zugspitzaristen
Zerman, Arvialisten
Allen, Mrs. Marie

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Del Rio, Carman
DeWitt, Mrs. Ted R.
Doutbit, George
Dukes, Daniel T.
Fennis, Jimmy
Fester, Charles Guy
Foss, John D.
Franzel, Frances
Fultz, Charles
Fyvie, John R.
Garner, Lewis
Good, Buyl
Goss, Charlie T.
Gregg, Blanche
Grutel, Jack
Guthrie, L. E.
Hall, Ed L.
Hall, Mrs. Florette
Hallock, Bob
Harrah, Oregon
Harrell, David
Harris, Albert J.
Hart, Louie
Hatfield, Freida
Hendricks, W. C.
Herbers, Ray
Hosniar, Harry
Hutchnison, Homer H.
Hook, E. R.
Hoss, Lee
Houssle, George
Hudson, William
Humphreys, Mr. & Mrs. Davy
Humphreys, Violet
Hutchins, Mrs. Eddie
Hutchinson, Homer H.
Jennings, Harold
Jeffries Jr., E. C.
Johns, William J.
Johnson, P. J.
Keating, Robert J.
Kentner, Harold & Frits
Kernes, Jim
Kolberg, A.
Kuhns, Miss Kristy
LaMont, Robert
Langley, George
Laren, Frank
Lynn, Mrs. Kathy
McCabe, Mrs. Ruth
McGuire, Janet Ruth
McLendon, Leon
McMillon, Major D. H.
Maione, John F. & Mann, Jack
Mathews, Sport
Maybe, Viggo
Middleton, Mrs. Ann
Middleton, Betty Ann
Middleton, Odell
Miller, Cole B.
Miller, Paul H.
Moffield, James
Moorehead, Buddy
Moorehead, Mrs. C. L.
Moorehead, Lorne E. (Happy)
Morton, John Mervon
Mortensen, Arthur
Myers, Fred

Palmer, Red
Parker, Lee
Payton, Mr. & Mrs. Phillips, Mrs. Evelyn
Pierce, Mr. & Mrs. Pierce, W. R.
Plummer, Kenneth
Boyd
Poteet, Edgar
Prevost, David J.
Ramp, Bobby
Raymond, Mrs. Charles
Resan, Mona
Richards, Mrs. J. T.
Rochman, Albert
Ross, Edna W.
Rubin, Harry
Salerno, Mike
Sanders, George
Saunders, O. B.
Schantz, S. John
Schue, Jack & Jane
Scott, Charles & Mae
Settle, Jack
Shipley, Leonard L.
Sitki, William Joseph
Smith, Gladys M.
Smith, H. W.
Snyder, William
Snook, Albert
Stanley, Geo.
Stanley, Joseph B.
Staton, Carroll
Stephens, Richard
Sterner, Mrs. Constance
Sterner, Elton
Stevens, Ione
Stevens, Mr. & Mrs. Sulzinger, Mrs. Jim W.

Travis, Cliff
Tripp, Doris L.
Trohanovsky, A.
Vaughn, Carl
Walker, Benjamin
Walker, James
Walsh, Earl
Weiss, O. J.
Wetherbee, Anna Lee
Wetherbee, Harold
Whalen, Thomas F.
Whitson, L. W.
Guy Williams
Williams, Mr. & Mrs. Williams, Willard
Williams, Lynn
Wilson, Robert
Ward, T. C.
Eugene

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St
Chicago 1, Ill.

Anthony, Milo
Antonia, Charles E.
Bancroft, Fred F.
Decker, Robert C.
Decker, Ruth H.
Flick, Walter
Guthrie, Charles
Hurd, Walter W.
Lunde, Russell E.
McGee, Jimmy
Martz, Margie E.
Mialou, Kenneth A.
Marx, Carl
Murdock, Troy
Ramp, Bobby
Roach, Jerry
Scott, Texas Tommy
Seifeldt, Jack E.
Smith, Joseph
Zima, G. M.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg
St. Louis 1, Mo

Ackley, Ann
Albert, Mr. & Mrs. J. E.
Allen, Terry
Amburn, Arthur Lee
Ayers, W. (Bob)
Baker, Walter
Barna, Curtis
Bell, Adrien (Abe)
Bergly, Ed (Neben)
Bryant, Norman
Boatwright, B. E.
Borror, W. L.
Boudreau, Mrs. Gil
Bromley, J. C.
Brown, Royal T.
Brubaker, Midway
Bush, Ansel
Bydack, Albert M.

Cagle, Jack
Caldwell, E. S.
Campbe, Walter E.
Carl, Robert
Carlyle, Malcolm A.
Carrington, Mrs. Keith
Carpenter, Mr. & Mrs. William
Carroll, Curley Jerry
Carr, Bob
Chaney, Charles
Clark, Vaughn S.
Cooper, Fred
Craig, Mrs. Allen
Crowe, Jesse
Crews, Tommy Bama
D & H Catering Co.
Deal, James E.
DeBusk, C. Y.
Dei Mar, Lim

Del Rio, Carman
DeWitt, Mrs. Ted R.
Doutbit, George
Dukes, Daniel T.
Fennis, Jimmy
Fester, Charles Guy
Foss, John D.
Franzel, Frances
Fultz, Charles
Fyvie, John R.
Garner, Lewis
Good, Buyl
Goss, Charlie T.
Gregg, Blanche
Grutel, Jack
Guthrie, L. E.
Hall, Ed L.
Hall, Mrs. Florette
Hallock, Bob
Harrah, Oregon
Harrell, David
Harris, Albert J.
Hart, Louie
Hatfield, Freida
Hendricks, W. C.
Herbers, Ray
Hosniar, Harry
Hutchnison, Homer H.
Hook, E. R.
Hoss, Lee
Houssle, George
Hudson, William
Humphreys, Mr. & Mrs. Davy
Humphreys, Violet
Hutchins, Mrs. Eddie
Hutchinson, Homer H.
Jennings, Harold
Jeffries Jr., E. C.
Johns, William J.
Johnson, P. J.
Keating, Robert J.
Kentner, Harold & Frits
Kernes, Jim
Kolberg, A.
Kuhns, Miss Kristy
LaMont, Robert
Langley, George
Laren, Frank
Lynn, Mrs. Kathy
McCabe, Mrs. Ruth
McGuire, Janet Ruth
McLendon, Leon
McMillon, Major D. H.
Maione, John F. & Mann, Jack
Mathews, Sport
Maybe, Viggo
Middleton, Mrs. Ann
Middleton, Betty Ann
Middleton, Odell
Miller, Cole B.
Miller, Paul H.
Moffield, James
Moorehead, Buddy
Moorehead, Mrs. C. L.
Moorehead, Lorne E. (Happy)
Morton, John Mervon
Mortensen, Arthur
Myers, Fred

Palmer, Red
Parker, Lee
Payton, Mr. & Mrs. Phillips, Mrs. Evelyn
Pierce, Mr. & Mrs. Pierce, W. R.
Plummer, Kenneth
Boyd
Poteet, Edgar
Prevost, David J.
Ramp, Bobby
Raymond, Mrs. Charles
Resan, Mona
Richards, Mrs. J. T.
Rochman, Albert
Ross, Edna W.
Rubin, Harry
Salerno, Mike
Sanders, George
Saunders, O. B.
Schantz, S. John
Schue, Jack & Jane
Scott, Charles & Mae
Settle, Jack
Shipley, Leonard L.
Sitki, William Joseph
Smith, Gladys M.
Smith, H. W.
Snyder, William
Snook, Albert
Stanley, Geo.
Stanley, Joseph B.
Staton, Carroll
Stephens, Richard
Sterner, Mrs. Constance
Sterner, Elton
Stevens, Ione
Stevens, Mr. & Mrs. Sulzinger, Mrs. Jim W.

Travis, Cliff
Tripp, Doris L.
Trohanovsky, A.
Vaughn, Carl
Walker, Benjamin
Walker, James
Walsh, Earl
Weiss, O. J.
Wetherbee, Anna Lee
Wetherbee, Harold
Whalen, Thomas F.
Whitson, L. W.
Guy Williams
Williams, Mr. & Mrs. Williams, Willard
Williams, Lynn
Wilson, Robert
Ward, T. C.
Eugene

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St
Chicago 1, Ill.

Anderson, Lucile
Baker, Al
Banks, Fred
Barks, Carl
Barton, Harvey
Beattie, Robert
Beeman, Charles
Bergen, Tony
Birdsall, George
Boyer, Jack
Braddoo, Jerry
Bradshaw, Russ
Bradsher, Charles
Butler, H. J.
Caldwell, Mrs. Willie
Carey, Thomas
Cathas, Charles
Charnoff, Irving
Clair, N.
Cohn, Harry
Cotton, G. T.
Cowan, John A.
Crowe, Thomas
Dana, Eleanor
Decker, Chickie Lee
Deer, Paul
Degraffried, Mrs. Diamond, Eddie
Diaz, Luis
Dorell, Duke
Earle, Beatrice
Elie, Kurt
Farnam, Nat
Feinstein, S. S.
Felton, Jeanne
Fieschman, Manny
Fornier, Frances
Foster, Louis
Freitas, Joseph Jr.
French, Valerie
Garbor, Ed
Genduso, Pat
Geitelbaum, Rose
Heath, Janet, Marie
Heath, Harold
Jones, Adrin D.
Johnson, Minnie
Kassow, Bunny
Keating, James
Killer, Frank
Kirckbride, L. L.
Klein, Egon
Knight, Al. H.
Lander, E. G. Jr.
Livingston, Prof. Lichtenstein, Mark
McAvly, Jim
McCarthy, Gilbert
McGuire, Edward
Main, Don
Mandel, Jack
Miller, D. S.
Mills, Ediro
Murphy, Danny

Neil, James
Ogilvie, L. B.
Oliver, Ray or Al
Orneallas Jr., John G.
Osborn, Mr. & Mrs. Walker
Palmer, Red
Parker, Lee
Payton, Mr. & Mrs. Phillips, Mrs. Evelyn
Pierce, Mr. & Mrs. Pierce, W. R.
Plummer, Kenneth
Boyd
Poteet, Edgar
Prevost, David J.
Ramp, Bobby
Raymond, Mrs. Charles
Resan, Mona
Richards, Mrs. J. T.
Rochman, Albert
Ross, Edna W.
Rubin, Harry
Salerno, Mike
Sanders, George
Saunders, O. B.
Schantz, S. John
Schue, Jack & Jane
Scott, Charles & Mae
Settle, Jack
Shipley, Leonard L.
Sitki, William Joseph
Smith, Gladys M.
Smith, H. W.
Snyder, William
Snook, Albert
Stanley, Geo.
Stanley, Joseph B.
Staton, Carroll
Stephens, Richard
Sterner, Mrs. Constance
Sterner, Elton
Stevens, Ione
Stevens, Mr. & Mrs. Sulzinger, Mrs. Jim W.

Travis, Cliff
Tripp, Doris L.
Trohanovsky, A.
Vaughn, Carl
Walker, Benjamin
Walker, James
Walsh, Earl
Weiss, O. J.
Wetherbee, Anna Lee
Wetherbee, Harold
Whalen, Thomas F.
Whitson, L. W.
Guy Williams
Williams, Mr. & Mrs. Williams, Willard
Williams, Lynn
Wilson, Robert
Ward, T. C.
Eugene

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St
Chicago 1, Ill.

Anderson, Lucile
Baker, Al
Banks, Fred
Barks, Carl
Barton, Harvey
Beattie, Robert
Beeman, Charles
Bergen, Tony
Birdsall, George
Boyer, Jack
Braddoo, Jerry
Bradshaw, Russ
Bradsher, Charles
Butler, H. J.
Caldwell, Mrs. Willie
Carey, Thomas
Cathas, Charles
Charnoff, Irving
Clair, N.
Cohn, Harry
Cotton, G. T.
Cowan, John A.
Crowe, Thomas
Dana, Eleanor
Decker, Chickie Lee
Deer, Paul
Degraffried, Mrs. Diamond, Eddie
Diaz, Luis
Dorell, Duke
Earle, Beatrice
Elie, Kurt
Farnam, Nat
Feinstein, S. S.
Felton, Jeanne
Fieschman, Manny
Fornier, Frances
Foster, Louis
Freitas, Joseph Jr.
French, Valerie
Garbor, Ed
Genduso, Pat
Geitelbaum, Rose
Heath, Janet, Marie
Heath, Harold
Jones, Adrin D.
Johnson, Minnie
Kassow, Bunny
Keating, James
Killer, Frank
Kirckbride, L. L.
Klein, Egon
Knight, Al. H.
Lander, E. G. Jr.
Livingston, Prof. Lichtenstein, Mark
McAvly, Jim
McCarthy, Gilbert
McGuire, Edward
Main, Don
Mandel, Jack
Miller, D. S.
Mills, Ediro
Murphy, Danny

Neville, James
Normanton, H.
North, Rexford
Oberwager, Sol
Orman, Thomas
Orton, Myron
Osolky, Frances
Padrone, S.
Pearson, Tony
Pickford, Murry
Provencer, Lucien
Proper, Russell
Prout, Mary C.
Quincy, Ray
Ray's Sign Shop
Reynolds, Rae
Reed, Johnnie
Reid, Charles
Rice, John S. Jr.
Richards, Nellie
Romaine, Julie
Robinson, Bill
Roser, Per
Ryan, Florence
Ryan, John A.
Say, Mr. & Mrs. Sauber, H.
Seldel, Robert
Scharitz, Laura
Schwartz, Albert
Secon, Paul
Sheldon, Raff
Shelby, Paul
Shepherd, Marie
Shankman, Julius
Silverberg, Walter
Silverman, L.
Sobel, James M.
Specter, H. C.
Stern, Isaac
Strom, E. C.
Stoll, Carl H.
Suggs, Leo
Taylor, Mae
Valdo, M.
Van Aken, Alexander
Vintalora, Michael
Wagner, Cy
Wallis, Lela
Washington, Sol
Wasick, Frank
Watson, Neil
Weaver, Claude
Weatherman, Jack B.
Weintrau, M.
Whalen, Tom
Wiggins
Wilcox, Ramon
Williams, Mary Jane
Wilson, Jesse
Zero, Bobby
Zlotovich, Frank & Sallie Zugspitzaristen
Zerman, Arvialisten
Allen, Mrs. Marie

Del Rio, Carman
DeWitt, Mrs. Ted R.
Doutbit, George
Dukes, Daniel T.
Fennis, Jimmy
Fester, Charles Guy
Foss, John D.
Franzel, Frances
Fultz, Charles
Fyvie, John R.
Garner, Lewis
Good, Buyl
Goss, Charlie T.
Gregg, Blanche
Grutel, Jack
Guthrie, L. E.
Hall, Ed L.
Hall, Mrs. Florette
Hallock, Bob
Harrah, Oregon
Harrell, David
Harris, Albert J.
Hart, Louie
Hatfield, Freida
Hendricks, W. C.
Herbers, Ray
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Hutchnison, Homer H.
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THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

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Film for "Hit" Camera. 60¢ Package of 6 rolls.

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Looks like \$100 flash. **\$6.95 EACH**

One year written guarantee with every watch. **BANDED**

25% dep., bal. C.O.D. **in lots of 3 or more SAMPLE \$7.50**

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A BIGGER DEAL 6 Assorted Watches \$49.

With yellow expansion band. Reconditioned and guaranteed like new.

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\$9.75 EACH

For MEN and WOMEN

Original Gold-Filled Expansion Band. 75¢ extra.

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It's NEW—Plenty of Action

\$20.75 PER GROSS **\$1.80 Per Dozen** (No less sold)

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Include postage with remittance; will refund any difference.

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DAVY CROCKETT WALLET \$24.00 Gr.

Sunglasses, Men's and Ladies', in plastic case, \$36.00 Gr., \$3.50 Doz.

Bean Bag Ashtray, chrome, colorful plaid bottoms, \$36.00 Gr., \$3.50 Doz.

3-Pc. exquisite Pastel Neck and Earring Sets, satin boxed, \$80.00 Gr., \$7.20 Doz. Include Postage.

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\$50.00 IN A DAY

Selling a brand new item going to every type of food and beverage store, factories, laboratories, hospitals, etc. New and phenomenal. WRITE FOR FREE SAMPLE DETAILS TODAY.

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In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

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SALE PROFITS IN YOUR OWN WHOLE- sale merchandising business. No investment. Wholesale appliance, homewares, jewelry, sporting goods catalog in color. Space for your own name. We drop ship! Send for catalog and sales plan. Refundable. General Wholesalers, Box 3058CC, San Francisco, Cal.

CLOSEOUTS—\$1 SOUVENIRS: SALT PEPPERS, Slippers, Pitchers, Vases, Ashtrays, dozen each. \$1.00. Allen Edmonds, 118 E. 118, Lastuka Products, Box 10248, Tampa, Fla.

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Ropes, chain & bead, asst. dz. 2.00
Men's Rgs., asst. boxed, dz. 2.95
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WHOLESALE DIRECTORY OF MANUFACTURERS, distributors, selling \$450,000 nationally known products: Novelties, appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-SB, Chicago 80, np

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7 TRICK DICE TO SET; LIST PRICE, \$3.50; extra special, \$1 postpaid. Rush your order. Enterprises, Box 4058, Bridgeport 7, Conn. Je18

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MEXICAN BURROS FOR RIDES, BALL games, promotions, etc. Singles: Male, \$85; Female, \$95. All in good condition. Herb's Mexican Burro Ranch, R. F. D. 2, on Federal 62, Washington Court House, O. Phone 53091. Wholesale retail. Jy9

MEXICAN MIDGET BURROS—IDEAL PETS for children, 31 to 40 inches. All colors. Males, \$50; Females, \$60 plus \$10 for crate Raymondville, Tex.

OFFER TWO JAVA MONKEY MOTHERS with nursing babies; born May 20, Ward, Sparkill, N. Y. Je18

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PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pick for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanue, Ohio 322.) Elie Duck Hatchery, Dept. 4, Carey, O. Je25

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TALKING MYNAH BIRDS, \$30 EA.; CINNA-son, White Face Ringtails, \$35; Spiders, \$30, 4 for \$100. C. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 0-9440. Jy2

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ROLLER RINK—ESTABLISHED SEVEN years. Western Nebraska. Only roller rink in trade area of 25,000; steady business year around. Grossing over \$20,000 annually and we believe this good gross could be increased considerably. Building of the finest maple floors in State. Real owner must sell very well located. Present offer must be taken. Will create sacrifice. Information and free photo mailed, no obligation to you. This could be mailed, one year want. C-5023, Continental, 804 Grand, Kansas City, Mo. Je18

WANT - TEN MAJOR PARK RIDES, 30 concessions, non-conflicting; percentage basis; 5-year contract. Wonderful opportunity here. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. RA 2-1124. Je18

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7 TRICK DICE TO SET; LIST PRICE, \$3.50; extra special, \$1 postpaid. Rush your order. Enterprises, Box 4058, Bridgeport 7, Conn. Je18

COSTUMES, UNIFORMS, WARDROBES

NEW BALLY CAPES, \$5; NEW CROWN Suits, \$10. Used Wig costumes, White Tuxedo Coats, Tails, Derbies, Top Hats, Flumes, Rhinestones, Strip, Leroy Capes, etc. 10 Eldorado Place, Weehawken, N. J.

AGENTS & DISTRIBUTORS

A BEST SELLER—FIRST TIME EVER OFFERED. Brand new, Amazing new novelty silk screening, brightest colors obtainable. 100% profits. Details free. "Husk" O'Hare, 3732 North Kenmore, Chicago 40, Ill. Je25

A SALESMAN'S DREAM — WHOLESALE thousands of nationally advertised items. Tremendous discounts. Share our profits with us. Premiums. A.I.M. Co., Box 2002-B, Paterson, N. J.

A SALESMAN'S DREAM! \$25,000.00 yearly, selling fabulous new program to "recession-minded" housewives eager to earn spare-time money at home. Day calls, definite appointment, lead basis. Intangible, One-Call Closer's "natural." W. I. CORPORATION, 45 "C" Clinton St., Newark 2, New Jersey

AN ESTABLISHED AUTO CLUB OFFERING nationwide benefits to the N. Y. motorist, to sell the clubs low-cost stock and/or membership to the public. Leads furnished. Outstanding opportunity for aggressive men. Write M. A. C., 92 Liberty St., N. Y. 6.

ATTENTION—HOSIERY: LOW PRICES FOR Ladies' and Men's, Children's Hosiery. Nylon, 12 dozen up; sample order only. dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3. prompt shipments refunded. S. F. Pollard Mfg. Co. (S-1741) 1258 Market St., Chattanooga, Tenn. Je25

BARGAIN JEWELRY—LOWEST PRICES. Rings, Bracelets, Earrings. Guaranteed \$30 wholesale value. Bargain Jewelry Co., Box 215, Brookline, Mass. Je25

BE THE FIRST TO CASH IN WITH 5¢ Davy Crockett Pencils, \$2.50 gross, de-gross. Gelatin, Bridgeport 7, Conn. Je25

SALE PROFITS IN YOUR OWN WHOLE-sale merchandising business. No investment. Wholesale appliance, homewares, jewelry, sporting goods catalog in color. Space for your own name. We drop ship! Send for catalog and sales plan. Refundable. General Wholesalers, Box 3058CC, San Francisco, Cal.

CLOSEOUTS—\$1 SOUVENIRS: SALT PEPPERS, Slippers, Pitchers, Vases, Ashtrays, dozen each. \$1.00. Allen Edmonds, 118 E. 118, Lastuka Products, Box 10248, Tampa, Fla.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; in the best advertisement. Side line sale. Tailored also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston ch-np

EARRINGS — ASSORTED STONE AND tailored. \$6 per gross plus postage, c.o.d. Empire St., Providence, R. I.

EARRINGS — LATEST FASHION, GIFT boxed. 1,000, \$36 gross. Sample dr., Pins, Bracelets, Necklaces for sale to jobbers. Ace Jewelry, Chenango Falls, N. Y. Je25

ENJOY COLOR TELEVISION NOW! NON-inflammable multicolor screens for all black and white sets, \$2, and screen size. George, 5008 Stenton Ave., Phila., 44, Pa.

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Stone and tailored pins, asst. gr. 16.50
Rhinestone neck and earrings, boxed, asst. dz. 7.20
Bracelets, round and link, asst. gr. 30.00
Tailored tieside sets, boxed asst. dz. 4.00
Stone tieside sets, boxed asst. dz. 5.00
Ropes, all bead, asst. dz. 3.00
Ropes, chain & bead, asst. dz. 2.00
Men's Rgs., asst. boxed, dz. 2.95
Try a sample dozen of any items listed above at reg. prices; 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS Prov., R. I. 124 Empire St.

SALESMAN—IF YOU ARE NOW SELLING in-Fra-Toaster deals, write us for photo and price on tested and proven unit. You won't be sorry. Hanlin Co., 2221 E. Gregory, Kansas City, Mo. Je18

SOCIAL SECURITY WORKERS — WE stamp name and number, return complete sample. Particulars 25¢. Gameiser, 64-74 Saunders St., Rego Park, N. Y. Je18

STOP STRUGGLING FOR BUSINESS— Distribute DX-44, New Auto Specialty. 400% profit, fast repeats. \$200 weekly easily. Ace Products, Marlboro 1, Mass. Je25

STRAW BASKETS, BAMBOO, SHELL BASKED Wagon, Fruit Cart, Saddlebags, Covered Leather Boots, Glass Bird in Cage, Bird on Thermomix, Jeweled Dice, Tiny Pairs, \$15. Lastuka Products, Box 10248, Tampa, Fla.

WANTED — DISTRIBUTORS TO SELL quick change license plate fasteners to new and used car dealers everywhere. Send one dollar for usable, salable samples and wholesale jobber price list. (No personal checks, please.) Automotive, 38 Conn. Blvd., East Hartford 4, Conn. Je25

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors, selling \$450,000 nationally known products: Novelties, appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-SB, Chicago 80, np

YOU CAN BECOME AN EXCLUSIVE DISTRICT Hand Dryer, which is fully guaranteed and backed by a \$50,000 product insurance policy. Eliminates washroom towel expense for restaurants, factories, etc., and are now covering. If available, we will Dryer confirmation and discounts. Rapid Building, Philadelphia 2, Pa.

YOUR OWN BUSINESS — SUITS, \$1.50; 12 1/2; Ladies' Coats, 2.00; Dresses, 1.50. Enormous profits. Catalog free. Moro, 1218 AF, South Jefferson, Chicago. ch-np

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner. Your name on package. Free sample. Glaxite Mfr., Box 572, Dayton 1, Je25

\$1 PROFIT EACH SALE—TWO, THREE OR more orders, one family. Photo enlargements, only \$2.95. G. Len Studio, Riegler Bldg., Little Rock, Ark. Je18

7 TRICK DICE TO SET; LIST PRICE, \$3.50; extra special, \$1 postpaid. Rush your order. Enterprises, Box 4058, Bridgeport 7, Conn. Je18

FOOD AND DRINK CONCESSION SUPPLIES

FLOOR SAMPLES—NEW ECHOLS, SNO-konette Snowball Machine; bargain; used Polar Pete, \$150; Peanut Roaster, Pop-corn Machines, Poppers Supply, 146 Walton Atlanta, Ga. Je18

PRE-POPT POPCORN "READY TO EAT." New Poppers, Venting machines, Warmers, popcorn one bag to cash in on. Popcorn Supply Co., 107 Commonwealth Buffalo 16, N. Y. Je25

SNO-BALL FLAVORS PREPAID, \$1.50. Sample, 40¢. Send for complete price list. Stuchbery Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. Je25

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A BEST SELLER—FIRST TIME EVER OFFERED. Brand new, Amazing new novelty silk screening, brightest colors obtainable. 100% profits. Details free. "Husk" O'Hare, 3732 North Kenmore, Chicago 40, Ill. Je25

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DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery

FOR SALE—36 CASES OF GALLERY Ammunition, sp... proof, \$50 a case. Michael Zaccaria, 775 Ocean Ave., Revere, Mass. Tel. Re. 8-3355.

FOR SALE—USED 16MM. FILM; WEST-erna and Features, \$15, \$20 and \$25. Also some used magic. Address T & G Show, Butler, Ga.

FOR SALE — BEAUTIFUL LIVE PONY ride, 8 ponies, saddles, bridles, tent, sweep, signs, lighting equipment; truck optional. No time for writing. Day phone, 484K; night, 910M. D. C. Hinson, Lees Tourist Court, Marianna, Fla.

PARK BENCHES, PICNIC TABLES, Bleachers, Folding Chairs, Theater Chairs, Tents, Sidewalk Cushions, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

PHOTO BOOTH CAMERA WITH UNIVERSAL Flex F4.5 lens. Takes pictures 2 1/2 x 3 1/4. Lee Sullivan, Gold Bond Shows, as per route.

RECONDITIONED MODEL 62 WINCHESTER Gallery Rifles, \$15 each. King Amusement Co., Mount Clemens, Mich. Je18

SHORT RANGE TARGETS — NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

SHOOTING GALLERY, SHORT RANGE; Trailer, \$125; Rat Wheel, \$50; tops, 12x12, 10x12, \$25 each. Booths, 3329 Baltimore, Kansas City, Mo.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Whitrop, Rehoboth, Mass. Je25

WANTED — SECOND-HAND STUFFED Bucking Horse. Good condition; spotted horse preferred. Write Hub's Ranch Wear, Lake Luzerne, N. Y. Je25

16MM. SOUND FEATURES FOR QUICK clearance. Many new and like new condition. Special purchase allows us to offer these fine prints at exceptionally low prices. Send for list. Gaines, Box 4118, Skokie, Ill. Je18

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FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details • Hand Polished \$7.50 Gr. ALUMINUM IDENTs 6 Up • CRAB BAG RINGS \$5.00 Gr. • HEART & DISC PENDANTS Hand Polished, Nickel Plated \$39.00 Per Gr. • MEXICAN EARRINGS \$5.40 Dz. SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

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The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd., South Bend 17, Indiana

60-INCH SEARCHLIGHTS — SPERRY & GE lamp assembly and lamp operating assemblies, carbon all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros. 15400 W. Hoeggen Blvd., San Leandro, Calif. All inquiries answered. Je25

INSTRUCTIONS BOOKS & CARTOONS ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet, Dasaro, 2300 South Michigan, Chicago 16, Ill. Jy2

STUDY HYPNOTISM! AMAZING ILLUSTRATED lessons. Big 286-page treatise jam-packed with fascinating information. Simple understandable language you'll enjoy. Full price only \$2.95 postpaid, or c.o.d. plus postage. Satisfaction or refund guaranteed. Order "Hypnotism" today. Nelson Company, 210 South Clinton, Dept. FV-25, Chicago 6, Ill. Je18

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Chalk Talks and Stage Pictures. Catalog, 10¢. Balda Art Service, Oakkosh, Wis. Jy9

MAGICAL APPARATUS A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 50¢ wholesaler. Nelson Enterprises, 336 S. High, Columbus, O. Jy9

SUB MINIATURE RADIOPHONE FOR MENDELISTS. Easily concealed. Write for brochure, prices. Nelson Enterprises, 326 South High St., Columbus, O. Jy9

VENTRILOQUIAL \$65 UP—PUNCH FIGURES, 10¢. America's finest hand-carved wooden figures. Catalog 10¢. Spencer, 3240 Columbus, Minneapolis 7, Minn.

MISCELLANEOUS GYPSY, WITCH, FORTUNE TELLER, Dream Book, combination Fortune Telling Cards, \$1; Herman's Book of Magic, \$1. Zen Publications, Elkhart 36, Ind. Je18

M. P. FILMS & ACCESSORIES 16MM. SOUND FILMS—LOWEST RENTAL rates in history; get our prices now. Rogers Films, Lombard, Ill. Jy2

MUSICAL INSTRUMENTS, ACCESSORIES FOR SALE — SIX SONG HAND ORGAN, made by Molinary; in good condition. Price \$900. B. Maeser, 711 S. Sales, Crescent Blvd. and Market Sts., Gloucester City, N. J.

FOR SALE—VINYL PLASTIC TUBING 9/64-I.D.-1/32, wall clear for player pianos, and has many other uses; 50 ft., \$2.75. L. M. Horstman, 457 Oneida St., Pittsburgh 11, Pa.

PERSONAL FRED HORNBACK AND BENJAMIN T. Egan please contact law offices of Pierce, Mock & Duncan immediately concerning trial date of Benjamin T. Egan's lawsuit pending at Atoka, Okla.

YOUR MAIL WILL FOLLOW YOU WHEREVER YOU GO. Make our office your own; \$5 monthly, prompt, efficient, discreet mail forwarding service. Mail Center, 7222 Biscayne Blvd., Miami, Fla.

PHOTO SUPPLIES DEVELOPING-PRINTING COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. Je18

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices. We are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch1f

HASSAN DIRECT POSITIVE OUTFIT—Takes three sizes, complete; also tent and frame. P. A. Bird, Peru, Ind.

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch1f

PRINTING ALWAYS FASTEST SERVICE—QUALITY Posters, Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Designs for all purposes; auto and motorcycle races, fairs, carnivals, dances, Fourth of July etc. Bumper cards, Tribune Press, Dept. SP5, Carl Park, Ind. Je25

DAVY CROCKETT NEVER SAW A BARGAIN like this: 5000 photo offset Circuits, \$18. Low cost copy, artwork, layout service. Mail order advertising. Request price list, samples. Maurice Fischer, 711 Southern Boulevard, New York 55.

200 8 1/2 x 11 LETTERHEADS, 200 8 1/2 x 11 Envelopes, both for \$3.50 Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. Je25

500 NAME AND ADDRESS LABELS printed in blue ink on quality gummed paper, only \$1 postpaid. Many uses for them on envelopes, postcards, books, records, sheet music, loaned articles, etc. Harper's, P. O. Box 1702, Erie, Pa. Je25

1000 CIRCULARS PRINTED, \$1 UP! 1000 Business Cards, \$2.95 up. Rubber Stamps, 5¢ line! Samples free. Morey Press, Box 94, Redwood City, Calif. Jy2

2,000 IMPRINTED SHIPPING LABELS in rolls, \$3.95; photo offset work, 1,000 picture Business Cards on linen finish, 7 lines of copy on front with your photo on back, \$7.65. Leon W. Otteson, Box 852, Alliance, O. Samples on request.

SALESMEN WANTED MAKE BIG PROFITS WITH FAST-SELLING high-quality 8x10 oil-colored Photo Enlargements. Star Portrait, Box 926, Westminster, Calif.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics; nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. R-109, New York 11, N. Y. Je25

MAKE \$2 HOURLY, SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs, \$6 postpaid. Sell 35¢ ea. 50% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6, np

TATTOOING SUPPLIES A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. Jy2

HELP WANTED CLASSIFIED ADVERTISEMENTS REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

ADVERTISING PHONE SALESMEN—LABOR Day issue Virginia Labor News-Herald, Richmond. Commission, daily draw, start 15th. Phone owner (not collect) Bluefield 3-8164 or write Box 53, Bluefield, W. Va. Jy2

ANIMAL TRAINERS WANTED FOR ALL types big cats; permanent work for first class men. Answer Air Mail, giving experience, photo and full details. World Jungle Compounding, Thousand Oaks, Calif. Je18

MENTALIST With audience participation experience. Man who is good mixer, who can get along with people. Age over 35. Must not use liquor in any form. Steady work in churches and schools. California and South America this winter. R. F. BROOKS, Baker Hotel, Dallas, Tex.

MALE VOCALIST — TRAVELING ORCH.; must sing in original keys; neat appearance; state all. Bob Calame, 1811 City National Bank Bldg., Omaha, Neb. Je25

AT LIBERTY—ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursdays for the Following Week's Issue

BANDS & ORCHESTRAS NATIONALLY KNOWN FIVE-MAN COMBO and Girl Vocalist (optional) available for July. Interested in good vacation location anywhere in United States or possessions. Box C-230, c/o Billboard, Cincinnati 22, Je18

SIX TO TEN MEN AND FINE GIRL vocalists want two or three weeks during July or early August. Photos, recordings, press notices upon request. Interested in good resort, club or hotel location anywhere. Box C-232, c/o Billboard, Cincinnati 22, O. Je18

CIRCUS & CARNIVAL BANNER MAN AND WIFE, FOR SMALL well-organized circuses, travel expeditions, wildlife, sporting events, travel expeditions, industrial films. All assignments considered. Also have newsreel and aerial exp., commercial and private productions. Low budget. Inquire, Tom Wyman, Box 49, Prince St. Station, New York City 12, N. Y.

MISCELLANEOUS ATTENTION, MAGIC FRATERNITIES AND convention program chairmen: This season I am offering most original act built especially for magicians and those who want something different. The act that will be the talk of your affair. "You Did Not See That Before." Boscart, 320 W. 49th St., N.Y.C. Je25

ELECTRICAL, WRITER, POET, GUITARIST. "Discovered" wonderful chart, "new" vocal vibrations, etc. Occasionalist's. Write Lehner, 1615 Ream's Way, Pittsburgh 33, Pa.

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. se17

ONE MAN FIRM SHOW—AVAILABLE IN New England. Children's Shows a specialty. Ventriloquist, accordionist, puppeteer, etc. Member AGVA. Send for brochure. Bob Munstedt, 31 Garnet Rd., West Roxbury, Mass. Je25

PHOTOGRAPHER—PROFESSIONAL 16MM. motion picture cameraman and still photographer. Available for field or tech. work, industrial films. All assignments considered. Also have newsreel and aerial exp., commercial and private productions. Low budget. Inquire, Tom Wyman, Box 49, Prince St. Station, New York City 12, N. Y.

THE MAN WHO EATS DRY ICE, PROF. Hawk. Featured in Ripley's. Send for Ripley's write up. Box 994, Billboard, 136 Broadway, N.Y.C. Je18

VENTRILOQUIST AND PUPPETEER—Extensive experience in theater, clubs, parks and particularly television. Billed as a top flight act. Unique and diversified. Personality and appearance. Write or wire Kenny Van, Box 141, Cementon, Pa.

MUSICIANS A-1 ORGANIST — RINK, COCKTAIL lounge; experienced. Available now. Address Organist, 450 E. 81st, c/o Corbin, N. Y. Je18

ALTO-TENOR, CLARINET—EXPERIENCED. All styles, read, lone, sober, reliable. Join immediately. Contact Guy Williams, Box 2365, Telephone Melrose 4-9845, Colorado Springs, Colo. Jy2

DRUMMER—UNION, SOBER, RELIABLE. Play commercial, society, Latin, Dixie. No one-nighters. Isadore Rockowitz, 102 Rauber St., Rochester, N. Y.

DRUMMER — SEMI-NAME EXPERIENCE; prefer location; read, cut shows, Latin rhythms, Jerry Udelhoven, 843 Wall St., Mankato, Minn.

HAMMOND ORGANIST — EXPERIENCED restaurant, lounge, rink. Also much rink experience. Prefer rink. Reliable, co-operative; good habits. Available now. Write or wire, Phone Peoria 4-0902. Jy9

PIANO—COCKTAIL, SMALL GROUP. Experienced read, fake. Summer job preferred; location, resort in East, but will go anywhere. Available now. E. Bassett, 1302 10th Ave., Huntington, W. Va.

REAL TATTOO MACHINES — NEW DESIGNS; outfits \$15 and up; ready mixed colors, #12 needles. Mitt Zeis, 728 Lesley, Rockford, Ill. Je25

WANTED TO BUY MERRY-GO-ROUND TO BUY OR LEASE for rest of season, for use in park. Merle Kurtz, Route 1, Oakkosh, Wis. Je25

ROLLER SKATING RINK WITHIN 150 miles of Chicago. Must prove excellent net profit with books open for honest inspection. Individual buyer. Howard Fender, 1917 E. 79th St., Chicago. Phone Ea5-3511, Tues. thru Sat.

WANT TO BUY 35MM. STREET CAMERA—Give make, model, condition and price. Box C-237, c/o Billboard, Cincinnati 22, O.

DRAMATIC, SPECIALTY PEOPLE ALL lines. Short cast scripts. Apprentice actors. Lakeside Arena Theater. Organized show; Indians, rides and concessions. Percentage. Joe Alter, Box 565, Gloversville, N. Y.

OUR MEN EARN FROM \$6,000 TO \$12,000 and cost less available immediately; for cocktail lounge or cafe. Go anywhere. Photo and recording on request. Attention, booking agencies, c/o Jim Russell 827 Vine St., Lansing 12, Mich.

SAX TENOR—READ, FAKE, NICE TONE. Desires weekend work with combo. Resort, hotel or club. Neat appearance. Ben Rich, 965 Simpsom St., Bronx 59, N. Y. Dayton 8-9856.

TRUMPETER, DOUBLING PERCUSSION, wishes to locate. Will give services to concert bands that can find me employment. Union and married. William F. Brooks, 322 W. Magnolia St., Lakeland, Fla.

PIANIST—READ, FAKE, SHOWS, LIGHT classics. Solo, combo, duo. Desires summer location. Chody, 917 E. Carson, Las Vegas, Nev.

TRUMPET—DOUBLING TENOR, VIBES, mellophone. Plenty experience; read, fake, reliable, sober. Ken Wolf, Box 51, Canton, Mo.

WESTERN-HILLBILLY SINGER—DOUBLES steel banjo, etc. Radio, TV, recordings. Prefer Texas, California, Slim Martin, 3800 N. W. 36 Ave., Miami 42, Fla.

6 PIECE MODERN DANCE BAND WANTS location for August. South Dakota, Minnesota, Iowa. Union. Chuck Bauer Orchestra, 1212 Elm, Fairbury, Nebr. Je25

AMERICAN READER — 20 YEARS' experience. Have transportation. Write or wire Myrtle Manley, Rossville, Ga. c/o Gen. Del.

AVAILABLE FOR FAIRS AND CELEBRATIONS, Portable Stage and Scenery, Elephant Act, Horizontal Bar and Novelty Acts. Contact Willard's Circus Attractions, 113 Court, Beatrice, Nebr. Jy2

AVAILABLE FOR FAIRS, CELEBRATIONS, circus. Three outstanding acts, including big novelty dog act. Miller Brothers, 189 North Kansas Ave., Springfield, Mo. Phone 44734. Je25

BALLOON ASCENSIONS, PARACHUTE jumping for park and celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Je25

BEARS, PONIES, MONKEYS, DOGS, ACROBATS. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

BIEHLER'S MISCHIEF MAKERS — THE only troupe of trained Belgian tailless dogs in show biz. New, different. Six dogs, two people. The best. Reasonable. Wire, write Ray Biehler, Quincy, Ill., Gen. Del.

CAPT. EARL McDONALD, THE INTERNATIONAL high diving sensation! applauded by 400,000,000. Three-fourths of the population on the Bermuda Islands thrilled at its presentation, and in South America it made headlines. The impact on nerves and emotions is terrific. Old attendance records at parks, fairs, celebrations are being broken consistently by this Fox Movietone feature and two-time award winner on the public-applause meter. Free, attractive, large four-color lithograph posters in show biz. New, different. Six dogs, two people. The best. Reasonable. Wire, write Ray Biehler, Quincy, Ill., Gen. Del.

FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, RA4Brook 3312. Je18

MAGIC, ILLUSIONS, OUTDOOR SPOOK Show acts, circus, firemen's carnivals. Willard Magician, Route 3, Allentown, Pa. Phone EX 52573.

THREE ACTS IN ONE—WELL-EDUCATED Palomino Horse. Trick Roping, Whip Cracking. Will travel. Contact Arizona Dave, 4616 Victor, Dallas 10, Tex.

TOMMY, REAL TALKING DOG—NOVELTY Dog Act. Clown. Available parks, fairs, indoor, outdoor; union. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

TRAMPOLINE PERFORMER—SWING TIME codys, full and double twistlers, double somersaults. Hand balancing, (topmounter), all pressed, one handers, free head balance. Little ground work, flip flops, butterfles pitches, and can catch. Extensive knowledge of routines, tricks, and comedy. Stu Reed, 1235 West Lehigh Ave., Phila. Pa. Baldwin 9-1425. Je25

Sell more with CEL-MAX Sensations! The Complete Deal Smart Sample Case is included FREE with sample assortment. Here's the set-up that puts you in business for terrific profits! Two 4-pc. boxed sets, four gorgeous 3-pc. costume sets, assorted scatter pins, smartly boxed, high style earrings, carded for easy display. . . ALL included in a handsome luggage style Sample Case. . . THE COMPLETE DEAL for only \$12.95! You re-order from samples to keep business booming! Money-back guarantee!

A LOT of flash for a little cash! Jeweled Watch with Expansion Band. Gold front and back. Beautiful Dial with sweep second-hand. Sensational seller at a quantity price! \$4.69

GERMAN IMPORTS White Necklaces! Chokers! Earrings! Over 100 styles. Guaranteed \$1.00 retail value! A terrific value in a top seller. \$4.90

GET GOING FOR BIGGER BUSINESS . . . Get on the Cel-Max BARGAINTER mailing lists. Sensational limited offers every two weeks! Send name and address today . . . It's FREE

CEL-MAX, INC. IMPORTERS & DISTRIBUTORS 582 So. Main St. (Dept. 10), Memphis, Tenn.

RED HOT SPECIALS!! DAVY CROCKETT HATS With Imprinted Picture of Davy on Crown ONLY \$7.20 Per Dozen

STANLEY HAT CO. 24 Beacon Street Newark, N. J.

MAKE BIG PROFITS SELL QUALITY DIAMONDS Free! Free! Catalog! Guaranteed Satisfaction 5,000 Rings To Choose From Large selection. Money back guarantee. Pen-Rob Distributors Box 152, Station B Buffalo, N. Y.

AUCTION PRICES NECKLACE AND EARRING SETS. Costume Jewelry Sets, boxed. Our values are tops. At least fifty styles, 4 price ranges. DOZ. SETS \$24.00 . . . \$7.20, \$9.00, \$15.00, \$24.00 RELIGIOUS BRACELETS. With book-shape case holding Rosary. How beautiful they look. The greatest seller in years. Retail to \$5.00. Sample \$60. . . \$4.00. DOZEN COMPLETE . . . \$5.40 SEND DEPOSIT OR FULL PAYMENT F.O.B. NEW YORK. FREE CATALOGS.

MILLS SALES CO. Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

"GAS SHAVERS" Greatest gag gimmick yet! \$1.00 Retailers—Dealer's Cost \$6.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices. . . \$400.00. G. & S. MFG. CO., Dept. "B" Nashville, Tennessee

GIVE TO DAMON RUNYON CANCER FUND

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 indicated under Most Active Equipment.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending June 11, 1955)

Table with 5 columns: AMUSEMENT GAMES, ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top 5 items in each category.

AMUSEMENT GAMES

Table listing amusement games with columns for name, HIGH price, LOW price, and Times Advt'd.

Table listing amusement games with columns for name, HIGH price, LOW price, and Times Advt'd.

ARCADE EQUIPMENT

Table listing arcade equipment with columns for name, HIGH price, LOW price, and Times Advt'd.

Table listing music machines with columns for name, HIGH price, LOW price, and Times Advt'd.

MUSIC MACHINES

Table listing music machines with columns for name, HIGH price, LOW price, and Times Advt'd.

SHUFFLE GAMES

Table listing shuffle games with columns for name, HIGH price, LOW price, and Times Advt'd.

Table listing vending machines with columns for name, HIGH price, LOW price, and Times Advt'd.

VENDING MACHINES

Table listing vending machines with columns for name, HIGH price, LOW price, and Times Advt'd.

JUNE 18, 1955

COIN 'COPTER

Latest British Kiddie Ride—A Helicopter

LONDON, June 11.—The latest British development in kiddie rides has just been shown at the British Industries Fair here.

It is a miniature coin-operated helicopter—the Heli-Jet Mark III—developed for the kiddies in response to their enthusiastic interest in hoverplanes used in civil and armed service flying.

Built by Edwin Hall, of Streat-ham, London, the ride resembles a helicopter, but has only framework, and no window, in front of the pilot.

Insertion of a coin does not automatically start the machine. The "flight" only begins when the young pilot operates the control lever. Then the overhead rotor blades and tail rotor begin to spin. The machine rises and falls by means of a lever shaft operating from the base box.

The coin helicopter is protected against accidents, according to the manufacturers. The rotor tail is made of rubber, while the overhead arms won't hurt kiddies who try to stop them from turning.

At the British Industries Fair, helicopter manufacturer, Hall, got royal approval of his kiddie rides when Prince Richard, youngest son of the Duke and Duchess of Gloucester, took a ride in his "Space Ship" ride . . . the prince's verdict: "First rate!"

8 New Firms Bring NCMDA Roster to 60

CHICAGO, June 6.—The National Coin Machine Distributors' Association this week announced the addition of eight new firms to its roster, bringing the total membership to 60.

Al Schlesinger, NCMDA's managing director, said the new firms were W. B. Distributors, St. Louis; O'Connor Distributors, Inc., Richmond, Va.; Jose Romero, Inc., Hato Rey, Puerto Rico; R. Quiles Santiago, San Juan, Puerto Rico; Le Sturgeon Distributing Company, Charlotte, N. C.; Le National, Brussels, Belgium; Associated Amusements, Inc., Allston, Mass.; and General Trading Company, Port-au-Prince, Haiti (W. I.).

Schlesinger also announced that no meetings would be scheduled until the current membership drive is completed.

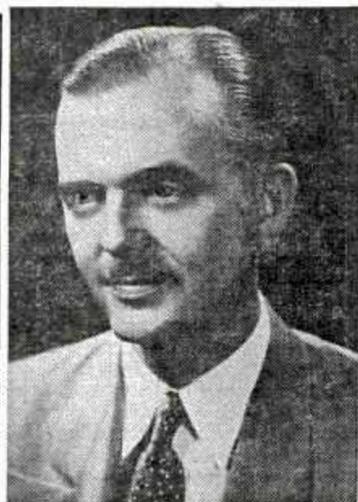
WHO'S ON FIRST?

Ambrose-Moore Deal Off; Probe Under Way

RIVERHEAD, L. I., N. Y., June 11.—The bizarre civil case of the Suffolk-Nassau Amusement Company against Dominick Ambrose has been adjourned until Wednesday (15), but a grand jury investigation growing out of charges made in the trial continues.

The case was thought to have been settled Monday (6) when Suffolk-Nassau agreed to pay Ambrose \$102,000, in return for which Ambrose and his brothers would return to S-N the locations they had allegedly jumped and Dominick would write off the mortgage he held on Suffolk-Nassau, a mortgage considerably higher than the \$102,000.

But, the following day, Dominick's wife, Delores, an attorney and Suffolk County Democratic



R. W. (BILL) COAN JR.

Bill Coan Jr., J. H. Keeney Regional Mgr.

CHICAGO, June 11.—R. W. (Bill) Coan Jr., with over 22 years' experience in the manufacturing, selling and operating phases of vending equipment, has been made regional manager for J. H. Keeney & Company's vending machine department.

Paul Huebsch, general sales manager, stated that Coan's appointment was in line with some very definite plans to promote increased distribution on both the new hot coffee vender and the electrically operated cigarette machine. Coan will travel extensively, contacting distributors on the road and working with operators in areas where the company deals directly with coinmen.

New Depts.

Coan and Huebsch will work together in setting up two distinctive Keeney coin machine departments—vending machines and amuse-

(Continued on page 83)

New Sounds, Styles Boom at Juke Level

One-Stops Rank 'Something Different' As No. 1 Contender in Op Disk Sales

CHICAGO, June 11.—Disks, flavored with new sounds and "different" style arrangements, are experiencing an unprecedented sales boom at the juke box level.

In fact, some record one-stops report that these new ditties rank as the No. 1 contender on operator buying lists.

Examples of these new sounds

Juke, Game Operator Group Sets Up New Vending Firm

LOS ANGELES, June 11.—MAC Vendors, Inc., a vending machine operating company financed by a group of juke box and game operators, was officially launched here Tuesday night (7) at an informal dinner in the Statler Hotel's Buffalo Room.

MAC, which gets its name from the initials of music machines, amusement games, and cigarette machines, has a total aggregate of 175 years of coin equipment experience behind it.

The combination dinner and business meeting was conducted by MAC's president, Sam Ricklin, who also heads the California Phonograph Service and this city's largest one-stop, California Music.

Purpose of the firm and outline of plans were presented by the company's legal adviser, Paul Gordon. Also present were MAC's general manager, Ray Powers, along with other officers, including Pete Pellegrino, vice-president; Lee Walker, secretary; Barney Smith, treasurer, and directors Tom Ca-

tana, Gabe Orland, Tom Workman, Fred Shuey, Ted Enoch and Charles Allen, all operators. Gordon's associate, Leonard Weinberg, was also present.

Future plans are not yet worked out in detail, Powers stated. Purpose of the firm is to operate vending machines. Headquarters have already been opened at 3040 West Pico Boulevard, on coin row.

In-Plant Feeding

Whether the firm will enter into the in-plant feeding projects is not definite at this time. However, the general manager declared that no plans were being made for distribution of any kind of equipment. He added that supplies and machines will be bought from various jobbers.

The company, incorporated in California, is authorized to issue \$200,000 preferred and common stocks. Common stock is valued at \$1 per share.

Ricklin, a veteran of nearly 25 years in the music business, declared that the formation of MAC

would allow investments in a business with great potential. He explained that in the past his firm had turned over requests for games and vending equipment to other operators. Now MAC will handle these with Ricklin, as a stockholder, receiving his share of dividends.

Powers, well known in the phonograph field, explained that, as general manager, it was his duty to handle the business in as profitable a manner as possible. Policy for the firm will be set by the board and discussed at monthly meetings.

Gordon stated that the financing, while done by a group of operators, would be the same as accepting backing from men in other businesses. MAC will have its own staff and none of the operator directors will make MAC installations or take its service calls.

IN PRODUCTION

Drive-O-Rama Tests Skills Of Motorists

PHILADELPHIA, June 11.—Jack Gray, local coin machine inventor and developer, has announced that he has started production on the Drive-O-Rama, a coin-operated test of driving skill. Gray is producing the unit under his own name.

The device has two basic parts, a miniature automobile and a motion picture screen. The automobile has an accelerator, brake pedal and steering wheel.

When the customer drops his dime in the coin chute and takes his place at the steering wheel, a 3-D picture is projected on the screen. The picture gives the customer a view of the road, with curves, obstructions and road hazards.

Road Hazards

As the simulated ride progresses, the driver will be confronted by an approaching automobile, a dangerous curve and a parked car which suddenly has a left side door swing open.

The trick is to brake, swerve and accelerate at the proper times. An electric tote board gives the driver credit for doing the right thing and subtracts from his score when he goes. He'll also get penalized for too heavy a foot on the gas pedal.

The ride lasts one minute and the drive is projected on a four-square-foot screen. List price will be around \$1,000.

Gray said that first deliveries will be made in about 30 days.

TV to Tell Story Of Hershey's Life

CHICAGO, June 11.—The life of William S. Hershey, who amassed a fortune from milk chocolate and then devoted his wealth to orphan boys, will provide the Father's Day story for the Hallmark Hall of Fame drama on Sunday, June 19, over the NBC-TV Network (5 to 5:30 p.m. EDT).

The half-hour drama will detail Hershey's development of milk chocolate over 50 years ago, his founding of the model town of Hershey, Pa., and his endowment of the world-famous school for orphan boys.

An impoverished Pennsylvania farm boy, Hershey failed in the candy business at least three times before he finally won success at Lancaster, Pa., when he was nearly 40 years old.

Childless himself, Hershey was widely known during his life time for his kindness to children, an attitude that is thought to have contributed to his interest in the chocolate bar business. More than 1,100 orphan boys are today enrolled in the school he founded at Hershey, Pa.

Exhibit Bows New Idea in Coin Game

Removable Match Play Panel Introduced on New Gun Unit

CHICAGO, June 11.—An innovation in the coin-operated amusement game field—a game with a removable match play panel—has been introduced by Exhibit Supply.

Treasure Cove Shooting Gallery, a new rifle game with a removable match play panel, and the first of a new line of Exhibit Supply amusement games, is being shipped to distributors this week.

The removable match play panel allows operators to convert the

game to or from a match play model by removing the match play mechanism, contained in a separate panel, from the back of the cabinet.

Previously, to satisfy varied demands from different locations, games were produced in either one or two models—regular play, match play or regular play and match play.

Treasure Cove has a newly designed 29½-inch width cabinet, 28½ inches wide with molding removed. The game combines regular shooting gallery type targets, such as moving ducks and clay pipes, with variety targets consisting of climbing airplane, dropping parachute, swinging Jolly Roger flag and a row of pirates.

The Remington .22-rifle operates on direct electrical contact, the targets reflected from the bot-

(Continued on page 77)

Final NAMA Regional In L.A. June 18-19

CHICAGO, June 11.—Regions X, XI and XII of the National Automatic Merchandising Association hold their annual meeting—the last NAMA regional meeting of the year—June 18 and 19 at the Ambassador Hotel in Los Angeles.

Speakers will be G. R. Schreiber, Editor and Publisher, Vend Magazine, Chicago; Mel Bacigalupi, North Beach Vending Company, San Francisco; NAMA Region XII Chairman William J. Higgins, Higgins Automatic Vending, Inc., Seattle, Wash.; George M. Seedman, Rowe Service Company, Inc., Los Angeles; Perry Taft, attorney-at-law, Atherton, Calif.; and Benjamin Werne, NAMA Employer-Employee Relations Counsel.

A "Profit Clinic" will be conducted, moderated by William S. Fishman, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee.

A regional premiere will also be held of NAMA's color motion picture of automatic merchandising "At the Drop of a Coin."

Saturday's meeting will be called to order by NAMA Region X Chairman Arch Riddell, Harmony Cigarette Service, Inc., Pasadena, Calif. Sunday's meeting will be called

(Continued on page 83)

and arrangements are disks featuring banjo strings, such as "Hey, Mr. Banjo"; a string band, as used with "Alabama Jubilee"; a honky tonk piano, as in "Crazy Otto Melody," and other tunes such as "Honey Babe" and "The Popcorn Song." Even the background to the "Ballad of Davy Crockett" was cited.

One-Stop Views

One-stops contacted this week said that operators were reporting far better play with these new tunes, "the something different kind," than with the standard pop and rhythm and blues.

"The cornball and novelty-type disks along with new background sounds rank as the No. 1 rage in Milwaukee among operators," said Stu Glassman, head of Radio

(Continued on page 72)

Mich. Woman Gets Cig Vend License

DETROIT, June 11.—The newly established Master Vending Company has the distinction of being owned and operated by the only woman in Michigan to hold a cigarette vending license. She is Mrs. Eva L. Fleming, who up until seven years ago was in the juke box business with her brother in Norton, Va. She came to Detroit three years ago, operating shuffleboards for the Acme Vending Company. Mrs. Fleming recently left the firm to establish Master Vending, combining shuffleboards with the vending of cigarettes.

committeewoman, said the deal was off and asked that the trial resume.

Weird Twist

Frank Adel then chastised Mrs. Ambrose for her action, and Suffolk-Nassau's attorneys, Sidney Levine, counsel for the Music Operators of America, and Lindsay Henry, former Suffolk County district attorney, rebelled. The defendant's own attorneys, Sidney R. Siben, Bay Shore, and Jack Stanislav, Smithtown, were so taken aback by the latest weird twist that they both said they were considering withdrawing from the case.

Adel then granted Suffolk-Nassau time to prepare a motion forcing the Ambroses to live up to the

(Continued on page 83)

QUICK RECOVERY

Vended Cig Sales Up Across Country

• Continued from page 1

the automatic machine holds a limited number of different brands and has a limited capacity.

With the increase of the number of brands, machine manufacturers have begun turning out machines with greater-selection capacity, which has raised an obvious question: How wide can a cigarette machine get? Some new models vend 18 to 20 different brands.

Another operator problem: No two locations are exactly alike in their cigarette preferences.

No one can say for sure yet what effect this week's ACS report, con-

firmed its earlier findings, will have on cigarette sales, but it is expected that instead of cutting over-all sales, it will merely spur already-spiraled filter-tip sales.

Timothy V. Hartnett, chairman of the Tobacco Industry Research Committee, commenting on the new report, said: "It ignores important environmental, geographical, occupational, physical and emotional factors that affect disease and longevity." He added that the survey is also not representative of the national population.

Last year, shortly after the initial ACS report, Lewis Gruber, vice-president of P. Lorillard Company, said the industry must "accept the responsibility not to shrug off the findings, but to delve deeper, pinpoint the actual problem, determine whether we are in any way involved, and, if we are, then help to solve it."

There are exceptions to the operator reports of general increases. The R. M. Richardson (Continued on page 71)

Omit Vending At NCA Annual Chi Convention

CHICAGO, June 11.—For the first time since becoming a major factor in candy sales, vending was not on the program of discussions at the National Confectioners' Association's annual convention.

NCA's 72d annual meeting was held at the Conrad Hilton Hotel June 5-9, with 4,500 in attendance.

Discussions of other forms of merchandising and distribution were also absent from the program. NCA officials stated that in order to combat 1954's 4 per cent decrease in candy sales, this year's convention program was slanted toward the consumer. Also, they explained, in recent years a "certain sameness" had become apparent in the programs. A "plateau" of subjects had been reached, and year after year the speech-topics had been the same. For these reasons, they decided this year's program should be different. Instead of aiming at the distributor, they would slant their program to the consumer. Hence, the absence of subjects pertaining to merchandising and distribution.

The convention was opened June 5 by Phillip P. Gott, president of (Continued on page 71)

160 Ops Attend Boston NAMA Regional Meet

BOSTON, June 11.—More than 160 operators, the most ever to attend a Region I meet of the National Automatic Merchandising Association, gathered at the Sheraton-Plaza here Saturday and Sunday (4 and 5) to thrash out industry problems.

Sam Goran, Metro Automatic

Vending Firms To Exhibit at Bottler Show

NEW YORK, June 11.—At least eight manufacturers of vending equipment and dozens of suppliers to the automatic merchandising industry will be among the 180 concerns to exhibit at the 1955 International Soft Drink Industry Exposition in Miami, November 14-17.

Exhibitors include the Atlas Metal Works, Atlas Tool and Manufacturing Company, Central Tool Company, Champion Vender Company, Ideal Dispenser Company, Mills Industries, National Rejectors and the Venderlator Manufacturing Company.

firming its earlier findings, will have on cigarette sales, but it is expected that instead of cutting over-all sales, it will merely spur already-spiraled filter-tip sales.

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There are exceptions to the operator reports of general increases. The R. M. Richardson (Continued on page 71)

GUM MAY BE NEMESIS OF TOOTH DECAY

CHICAGO, June 11.—Chewing gum after meals may cut tooth decay. In a study reported before the International Association for Dental Research here, Dr. A. Albert Yurkstas and Dr. William A. Emerson, of the Tufts College Dental School, Boston, said that their investigation showed that gum chewing slowed down the acid formation that attacks teeth by 36 per cent in one group test.

R. B. Dickinson Now Gen. Mgr.

DES MOINES, June 11.—F. B. Dickinson & Company named Russell B. Dickinson general manager, to succeed his father, F. B. Dickinson, who died May 22.

Russell Dickinson's former post of sales manager will be filled by Harold R. Colwell, graduate of the State University of Iowa and formerly with the Des Moines office of the Diamond Match Company.

Warren Dickinson will continue as office manager of the Dickinson company, N. C. Rasmussen as production manager and Mrs. Hazelle Givens as comptroller.

Fishman, Geiger Warn Operators To Watch Commission Structure

Geiger Says High Capacity Machines, Not Dime Vend, Is Solution to Candy Problem

BOSTON, June 11.—William S. Fishman, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, conducted a forum on the reasons for success or failure of automatic merchandising operations Saturday (4) at the Region I NAMA meeting here.

After a detailed analysis of operating costs and profits on various vending items, the pair came up with one basic conclusion: That commissions are the cost factor most easily controlled, and that operators had better study their commission structure carefully when attempting to tighten their operations.

He warned against giving a special commission break for that fat

location and attempting to hold the line on the rest.

Vitalize Equipment

Geiger said that operators could pare expenses by making the most of their equipment. He cited the example of a 160-machine cigarette route bought by his firm in 1940.

The old owner had been servicing some machines twice a week and others once a week, using two servicemen. Primary reason for the frequent service was that one brand would run out constantly. It never occurred to the operator to double up on brands.

By using the same equipment and stocking the machines intelligently, Geiger now runs a 225-machine cigarette route with one serviceman.

Bigger Venders

Geiger added that the dime vend is not essential to the candy route if the manufacturers will come up with higher capacity machines. He showed figures to point out that with 220 to 250-capacity venders, service costs could be pared to the point where the 5-cent vend would have a safe profit margin.

He blasted the candy industry for "selling premiums, not candy." Geiger explained that if premium costs were deducted from bar

Profits to Key NABV Program

CHICAGO, June 11.—How to increase earnings and cut overhead costs will be dealt with by at least two prominent figures in the bulk vending industry at the annual convention of the National Association of Bulk Vendors which meets at the Conrad Hilton July 15 thru 17, it was learned from reliable sources today (10).

Names of the speakers have not yet been announced.

A detailed analysis of the legal and taxation problems confronting operators will be given by Milton T. Raynor, NABV legal counsel.

The Convention Committee meets June 20 to complete final details for the exhibit, business sessions and ladies' program.

Textile Firm Bows Outdoor Milk Unit

OAK PARK, Ill., June 11.—A nation-wide sales campaign for a new outdoor milk vender manufactured by the Grand Rapids Textile & Manufacturing Company of Grand Rapids, Mich., a newcomer to vending, was announced this week.

Paul D. Learn, who heads Learn Dairy Company here, is sole distributor for the machine, called the Shields Automatic Outdoor Milk Vender.

Learn said salesmen will be trained at his Oak Park headquarters and sent out to all parts of the U. S. to contact dairies and vending operators. He explained that dairies would be primary sales target.

The new unit is available in one, two, and four selection sizes, priced at \$1,950, \$2,450 and \$4,345 respectively, f.o.b. Grand Rapids.

Operating on gravity feed, milk cartons (either quart or half-gallon size) stand upright in the machine and are delivered vertically.

The four-selection model holds 200 half-gallons.

Learn, who formerly was an operator and distributor for Polar Automats, manufactured by the Refrigeration Engineering Company, Montgomery, Minn., operates 13

of the machines himself and intends to expand his own machine operations at the rate of one new machine per month.

He said he has located machine in grocery shops—previously hostile to milk venders—by showing shop owners that milk venders sell more milk for them than would ordinarily be sold over the counter.

Learn has been distributing the Shields machine since November 1954, and also vends orange juice in the machines along with the milk.

WHY NOT?

Don't Vend? Bust Door, Says Vender

HARTFORD, Conn., June 11.—When Nate Weil, Self Service Sales Corporation, got a call from the State Police at his home one evening, he hopped in his car and took off down the Wilbur Cross Park way.

It seems that an alert gendarme had discovered a truck driver attempting to get a sandwich from a conventional vender in an unconventional manner—with a crowbar instead of a coin.

The driver seemed surprised that such a fuss should be raised over the affair. He told the police and Weil that he pulled his truck in the (Continued on page 69)

Ideal Sued For \$500,000

ROCK ISLAND, Ill., June 11.—A \$500,000 damage suit has been filed in Circuit Court here against the Ideal Dispenser Company, Bloomington, Ill., by two men claiming that a device for a vending machine which they invented was patented by Ideal, excluding them.

The plaintiffs are Herbert M. Lowry, secretary-treasurer of the Midwest Zesto Corporation, and John E. Martin, vice-president in charge of sales for the Montgomery (Continued on page 82)

MUTUAL BENEFIT

Caterer Cites Benefits Of Sub-Contract Deals

BOSTON, June 11.—Wayne Logue, Brady Vending Company, Long Island City, N. Y., advised automatic merchandisers to work with caterers as subcontractors whenever possible.

Speaking at the Region I NAMA meeting here Saturday (4), Logue pointed out that once most operators concentrated on one product, but the day of the specialist is past. He explained that management wants to deal with one firm on all food concessions, with the specialist in grave danger of losing a stop.

If the vending operator works with a caterer, it becomes easier for him to line up new locations, according to Logue. He added that on a subcontract basis, the vending operator usually pays the caterer the same commission as he would pay the location.

Quicker Reports

Advantages of a subcontract arrangement to the vender are many, said Logue. Cafeteria employees will report out-of-orders and empties promptly to the operator. Waiting for the location to report would lose commissions, profits for the operator, and incur the ill will of

the location. Furthermore, he added, the caterer acts as a free contact man for the operator, with each new location by the former an outlet for the latter.

Even if the caterer loses the stop, continued Logue, the operator will generally stay on if he is giving (Continued on page 71)

Baker Bows Hot Chocolate For Vending

NEW YORK, June 11.—The Walter Baker Chocolate Company, division of General Foods, has officially entered the hot chocolate vending field, with full-scale production under way this week. First deliveries will be made at the end of the month.

Dave Close, Baker executive, disclosed that the Dorchester Lower Mills, Mass., firm will pack the dry soluble product in 12 two- (Continued on page 69)

DAVY CROCKETT IRON-ON STRIPS

also
PIN-ON BUTTONS
PICTURE RINGS

Davy Crockett iron-ons are bright colored, washable satin strips, 4" long, rolled for vending or in capsules.

Send **\$2.50**

and receive 100 high quality filled capsules.



National Sales Agents for ACORN CHARM VENDOR parts and accessories

Contains our complete assortment... or send 35¢ for regular sample kit of charms.

Penny King Company

2538 Mission St., Pittsburgh 3, Pa.
World's Largest Selection of Miniature Charms

1c TOPPER DELUXE

for 100-Count Ballgum—Capacity 750 Balls.



Sample order: 1 Machine & 2500 Balls of Gum ...\$22.00

Time Payment Terms available in lots of 12 machines or more.

Less than 25 cases, \$58.00 per case of 4.

25 or more cases, \$56.00 per case of 4.

100 count Ball Gum 30¢ lb. 25 lb. cartons — freight paid on 200 lbs. or over.

ROY TORR LANSDOWNE, PA.

BALL and VENDING GUMS

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.
Clor-o-Vend Chicks, 320 ct. ...40¢ lb.
Chicle Chicks, 320 & 520 ct. ...36¢ lb.
Bubble Chicks, 320 & 520 ct. ...27¢ lb.
Tab (short stick), 100 ct. ...38¢ box
5-Stick Gum, 100 packs ...\$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & M. Pleasant, Newark 4, N. J.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!
STANDARD SPECIALTY COMPANY
5115 E. 14th St.
Oakland 1, Calif.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Grossman Buys Linker's Interest

LOUISVILLE, June 11.—Sidney Grossman and his two sons, Arthur and Stuart, have purchased Harry Linker's interests in the Linker Cigar Company, Miller Automatic Sales and Spot Cash Tobacco Company.

Alvin Linker becomes chairman of the board at Linker Cigar, with Sidney Grossman as president, Robert Linker as vice-president, Arthur Grossman as secretary, Milton Cantor as treasurer, and Stuart Grossman as director.

Beech-Nut Profit Drops in 1st Qtr.

CANAJOHARIE, N. Y., June 11.—Beech-Nut Packing Company reported a drop in net profits in the first quarter of the year.

Net profits were \$668,325, a decline from \$1,273,800 (including non-recurring income of \$528,776) in 1954. Earnings per share declined to 44 cents from 83 cents for the same period.

Baker Bows

Continued from page 68

found containers to the case, with prices ranging from 35 to 37 cents a pound, depending on the volume purchased. All case orders under 10 will be f.o.b.

The product had previously been used in Apco cup drink venders, but the type now being made is a modification of that used by Apco. Name will be Baker's Instant Vending Mix

Actually, operators have been using the standard Baker chocolate since October, but it was the same product which has been sold in retail outlets for five years.

Close said that bridging and flow problems have been solved.

Why Not?

Continued from page 68

gas station, went to the vender and inserted 35 cents for a sandwich, but nothing came out.

When he asked the attendant what to do, he was told that as long as he paid for the sandwich, why not take it thru the door instead of the delivery chute. So out came the crowbar. The attendant backed up his story.

Ad No. 7 of a series

YOU'RE GOING TO MEET FRIENDS, MAKE FRIENDS

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Fri. to Sun.—July 15 to 17, 1955

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Payment enclosed Please bill me (Foreign rate, one year, \$6)

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City..... Zone... State.....

Occupation

ECONOMICS—

Peanuts, Gum Reveal 'State Of the Nation'

SEATTLE, June 11.—Bert Farmer, vending machine company owner here, with 25 years' experience in the vending field, sizes up the economic condition of the nation by vended gum sales.

"I can tell you if times are good, bad or merely indifferent by looking at our gum orders."

Farmer picks the Bremerton Navy Yard as an example: "Year in, year out, 1,000 Navy yard workers will chew one case of gum per month. That's the way it goes at Boeing and all the other big plants, too. Some 5,000 sticks of gum to the case—five sticks per man per month.

"One thousand men will eat some 23 pounds of vended peanuts per month, too, by the way," Farmer adds.

"When I started out, peanuts were 7 cents a pound. They used to say in the trade that when peanuts reached 9 cents the penny machines were done. Now peanuts are 40 cents a pound—so the customer shouldn't complain about his money's worth.

"When I first broke into the business a man could buy himself 50 small vending machines and figure on making \$1 a month from each without half trying.

"Can you figure a man tending 50 machines to make \$50 a month these days? And what good would it do him?"

160 Ops Attend

Continued from page 68

for registrants and their wives Saturday, and motion pictures of the 1955 NAMA convention and "At the Drop of a Coin" were shown at dinner.

At Sunday's session, Dr. Benjamin Werne, NAMA Employer-Employee Relations counsel, spoke on "A Formula for Successful Employee Relations."

Manufacturer representatives at the meeting included Tom Hungerford, National Vendors; Dick Gluck and Jack Hobson, Rowe Corporation; Pete Maloy, Mills Industries; Pete Foster, Bert Mills Corporation; Major Bush, Beech-Nut Packing Company; Tom Rowan, Lyon Industries; N. G. Zook, Superior; Dick Steer, Holiday Brands; Ernie Fox and Paul Berkley, Austin, and Perc Amsten, Tenco.

KING SIZE

VICTOR'S NEW "KING SIZE" 1c BALL GUM AND CHARM VENDE TAKES IN \$19.0

Large glass globe gives merchant "all round display." Will vend 140, 170 and 210-count ball gum and charms. 5¢ Capsule Model holds 250 capsules. 5¢ Rocket Charm Model holds 600 rocket charms. 1¢ Ball of Fire Gum Model holds 750 balls 100-ct gum. All models same price, packed and sold 4 to the carton.

\$58.00
Per Carton of 4

BIRMINGHAM VENDING CO.
540 Second Ave., N. Birmingham 4, Ala.

CIGARETTE and CANDY MACHINES

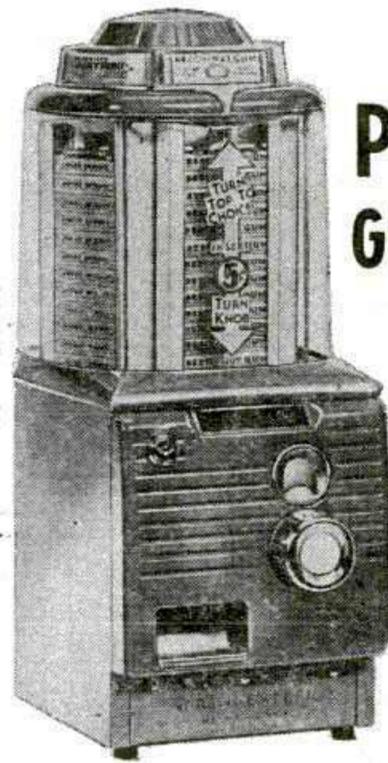
Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Latest prices anywhere—compare!

STONER 8-COLUMN UNIVENDOR, 160 capacity, browser model ... \$ 99.00
STONER 8-COLUMN UNIVENDOR, 160 capacity, postwar model ... 165.00
STONER 6-COLUMN UNIVENDOR, 102 capacity, postwar model ... 90.00
STONER PASTRY or SANDWICH, 80 capacity ... 175.00
ROWE CANDY 8-COLUMN, 120 capacity ... 60.00
NATIONAL 9-18, 162 capacity ... 70.00
UNEDA 6-COLUMN CIGARETTE, king size ... 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.

NATIONAL VENDING
308 Furman St.
Brooklyn, N. Y.
TRiangle 5-1857

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.

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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

ELECTRIC MONEY MAKER!

Famous ACME ELECTRIC MACHINE

Sample \$24.35
2 to 11.... 19.50
12 to 49... 18.25
Bracket 1.00
Floor Stand.. 5.00

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MANDELL GUARANTEED USED MACHINES

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Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
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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 Mix52
Pistachio Nuts, Sheik45
Cashew Whole55
Cashew Butts53
Peanuts, Jumbo45
Spanish36
Mixed Nuts55
Almonds, 480 ct., 5 lbs.85
Tabby-Lets Chickets, 520 ct.30
Rainbow Peanuts52
Boston Baked Beans37
Jelly Beans28
Licorice Gems28
Leaflets (similar to M & M), 550 ct.40
Assorted Fruit Charms, 100 ct.42

Rain 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.48
Beech-Nut, 100 ct.48
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17

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Call or Write Immediately for Our CHARM LIST. Be sure to ask for #21 SPECIAL

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NEW! Red-Hot "Ball of Fire" Bubble Gum!
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In Philadelphia or Anywhere FILLED CAPSULES

Immediate Delivery
Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
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CLOSE OUT
110 12-Column Cigarette Vending Machines. Must sell. Priced below cost. Will sell all or any part of stock. All new machines. For information write or call
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INCREASED PROFITS WITH
ASSORTED POPULAR PICTURE CARDS

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BUY A FULL SET - DECORATE YOUR DEN OR PLAYROOM



A "NATURAL" for all locations, for kid or adult sales.

CARDS FOR KIDS include many varieties. We supply you with cards at low cost.

TREMENDOUS SALES in specialized business using location printed cards . . . in tourist spots and other high traffic locations.

HOLDS 1,500 CARDS, vends on any coin. Mechanism insures delivery every time.

SPECIAL ADAPTATIONS available for folders, packages, books, etc. Advise of your special needs.

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2¢

2¢

BOOSTERS

Employees Club Cuts Turnover

BILOXI, Miss., June 11.—The Coca-Cola Bottling Company, of Biloxi, has reduced personnel turnover with an employees' "Booster Club."

Purposes of the club, which is financed by a collection of 25 cents per week per employee, are:

1. To promote co-operation between all personnel.
2. To promote friendly relations between management and employee.
3. To encourage loyalty, honesty, and a better civic attitude.
4. To provide two social events per year.
5. To provide education and the advancement of knowledge.

Probably the most important factor in the operation of the club is the fact that management has no influence upon it, according to Harold Byrd, head of the firm.

"Employees have drawn up their own set of bylaws, elect their own officers for six-month terms, and all of them are constantly active either as members of special committees or as actual officers."

Marlboro Rushes Equipment by Air

NEW YORK, June 11.—Additional machinery to be used for the manufacture of Marlboro cigarettes arrived at New York International Airport this week for shipment to the firm's Richmond, Va., plant.

According to company officials, the rush air shipment was occasioned by the sales volume which has present machinery working at peak capacity.

The machinery completely filled the DC-4 and was loaded into truck trailers for immediate overland shipment to the factory.



5-STAR BABY GRAND

Vending Capsuled Items

at **10c**

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost unbelievable.

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also Hersheys and charm candies.



GOLD MINE MAKES IT EASY to sell locations . . . and you can convert your Acorns into Gold Mine Tab Gum Venders

Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
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oak

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CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Diplomat, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
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

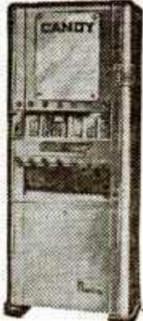
Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Pre-war, 160 Cap. 135.00
National Model 918, 162 Cap. 115.00

UNEEDA MODEL A

8 Cols.
240 Cap.
\$85.00



ROWE CANDY MERCHANT
with changemaker,
7 Cols., 158 Cap.
\$165.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed
Trade Prices 1/3 Deposit, Balance C.O.D.

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"The Nation's Leading Distributor of Vending Machines"
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PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Send more details Send scale
\$20 deposit enclosed

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JULY 15, 16 and 17
CONRAD HILTON HOTEL, CHICAGO

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5TH ANNUAL CONVENTION of the

NATIONAL ASSOCIATION OF BULK VENDORS

See the exhibits of newest equipment and supplies.
Meet the biggest Operators and Distributors from all America.
Attend the important sessions on best vending methods, legal matters, placement and servicing, etc.

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among over-all entertainment weeklies—is a member of the
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There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

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3-WAY COVERAGE

You'll get 3-way coverage of your scattered vending machine audience in this information-packed issue that promises to be the most complete report of the Vending Machine Industry which The Billboard has ever published.

FIRST, your message will reach your audience at home, in the shop or office before they leave for the convention.

SECOND, your message will be read at the convention. Special free distribution of the NABV CONVENTION ISSUE of The Billboard will be made from The Billboard booth.

THIRD, your message will be read by some 70% of your vending machine audience who are unable to attend the convention in person.

WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND RESERVE ADVERTISING SPACE TODAY.

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1564 Broadway
PLaza 7-2800 | Hollywood 28, Calif.
6000 Sunset Blvd.
Hollywood 9-5831 |
| Jack Sloan
Dick Ford | Ron Carpenter
Martin Toohy | George Kelley |

Quick Recovery

Continued from page 69

Company, Los Angeles, which places most of its cigarette machines in industrial locations, reported that cigarette sales were down about 5 per cent this year compared to 1954. Company officials could think of no reason for it other than that they were not vending enough brands.

Acme Service, Pomona, Calif., estimated that vended cigarette sales were down 4 per cent, explaining that cigarette sales in supermarkets are increasing and that they were not able to carry enough brands. (A few operators to counter this trend have located machines in supermarkets.)

Both firms reported that filter-tip sales were up. Harmony Cigarette Service, Pasadena, Calif., reported that over-all per-machine sales are holding a level with last year with a notable exception: Filter-tips—which are increasing.

Three of the five leading operators in Chicago reported that their sales were up an average of 2 to 3 per cent over last year. One reported an increase of 20 per cent and one a decrease because of stiffer competition.

In the New York area, the operator sticks pretty much to Pall Malls and Chesterfields on kings, stocking other brands when the location asks for them.

While the profit margin per pack has decreased on king-size brands, the operator feels that he is in a stronger competitive position now that he is vending packs for the same price as they are being sold over the counter.

Another operator, one of the largest in the nation, sells 67 per cent regulars, 28 per cent kings and 5 per cent filters. Filters are stocked on about half the locations. Price schedule is 25 cents for regulars, 28 cents for kings on some stops and 25 cents on others, and 30 cents for filters.

On stops where the price of kings had been upped to 28 cents, the volume in kings dropped off 25 to 30 per cent for the first three weeks, but after that it climbed back.

There was no actual loss in volume, tho, according to the operator. He explained that customers who initially refused to pay 28 cents for a pack of kings would buy regulars, then loosen up and pay the 28 cents later on.

DuGrenier Names Cohen Ad Head

HAVERHILL, Mass., June 11.—Edward C. Cohen this week was named advertising and promotion director of Arthur H. DuGrenier, Inc., Richard E. Gibbs, sales manager, announced.

DuGrenier makes cigarette, candy and tab gum venders. Cohen formerly was an account executive with Benton and Bowles and Harrison services.

Fishman, Geiger

Continued from page 68

conclusively that vending is an extremely low-margin business.

Figures on profit before taxes on net worth for four product types were 48 per cent on cold beverages, 69 per cent on hot beverages, 14.5 per cent on cigarettes and 11 per cent on candy, with a composite of 24 per cent.

Keep in Mind

He advised operators to keep these figures in mind when thinking of a product balance for their routes.

Fishman said operators were currently buying space, not selling a service, with the dominant question, "How cheap are we willing to work?" He added that his firm doesn't want to be the biggest operation, only the most profitable one.

He said that operators must realize that all businesses gain and lose accounts, and warned them not to be afraid of losing them if commission demands are too high.

A 10 per cent profit before taxes, and a 4.8 per cent net on sales, Fishman said, was the minimum for survival.

Mutual Benefit

Continued from page 68

good service—and he can stay on as the prime contractor.

The main disadvantage to the operator with a subcontract, he explained, was that he is limited to products which will not compete with the caterer.

While this rules out coffee and hot drinks, most caterers have no objection to milk and ice cream, which are low-profit items in a cafeteria set-up.

In many cases, said Logue, the operator can be the prime contractor, buying his sandwiches and other prepared supplies from a caterer. Logue explained that on small stops, the expense to the operator in keeping his own commissary is prohibitive.

Logue pointed out that as the location is accustomed to subsidizing caterers, the operator should pay no commissions on smaller stops.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly
400 DE LUXE
PENNY FORTUNE SCALE

NO SPRINGS

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Manufacturing Company

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Est. 1889—Telephone: Columbus 1-2772
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All the news of your industry every week in The Billboard...

DAVY CROCKETT RINGS

(U.S. T.M. Reg. Pend.)



- Beautifully detailed
 - Brilliantly plated
 - Assorted styles
 - Vends in all machines
- A TERRIFIC 10¢ VALUE!**
- Copper inlay.....\$13.75 M
 - Nickel inlay..... 14.00 M
 - Simulated gold inlay... 14.25 M

ALSO IN PRODUCTION:
Complete line of authentic Davy Crockett Charms.
IT'S HOT—ORDER TODAY!
WRITE—WIRE—PHONE

Paul a. Price co. inc.

55 Leonard St., N. Y. 13, N. Y. COntlandt 7-5147-8



VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum.
\$12.50 each less than 25 cases; 25 cases or more, **\$12.00**

H. B. Hutchinson Jr.
860 North Ave., N.E., Atlanta, Ga.
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BARGAIN! Imported Yo-Yo, \$8.95 M

Prepaid Shipment
Finest made, multi-colored, glued strings for perfect vending. A must for every 1¢ vendor. Write for free sample.
Ohio Gum Supply Corp.
WICKLIFFE, OHIO

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
ACE VENDING & DISTRIBUTING CO.
2702 W. Pico Blvd.
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FAIRY TALE CHARMS WITH KEYCHAINS

in
FILLED CAPSULES
\$20.00 PER 1,000
f.o.b. Jamaica, N. Y.
Consisting of 66 different
BIG, PLATED & OXIDIZED CHARMS

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35, L. I., N. Y.
World's First and Largest Charm Manufacturer

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!
PENNY KING COMPANY
2538 Mission Blvd.
Pittsburgh, Pa.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Omit Vending

Continued from page 68

NCA, and key speeches were made by John V. Ziemba, "Automation"; David L. Clark Jr., "What do we stand for?"; Maj. Gen. H. L. Peckham, Dr. Franklin C. Bing, Dr. Gerald J. Cox and Gen. Robert H. Woodward, "The place of candy in the everyday diet"; Victor H. Gies and Robert F. Elrick, "What people think about candy"; U. S. Sen. Thomas E. Martin, "The American Businessman and American Politics," and John S. Vander Heide, "Candy Sales and Distribution Trends."

At the 1954 NCA convention, a special panel, with the subject-titled "How Can Distributors and Manufacturers Increase Per Capita Candy Consumption," covered all aspects of the candy vending field.

VICTOR STANDARD TOPPER



Case of 4, \$50
DAVY CROCKETT RING!
\$13.00 M
In Capsules,
\$18.00 M

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.
Pioneer Vending Service
570 Albany Ave., Brooklyn 3, N. Y.



NEW!
FIRE HYDRANTS VACUUM PLATED FINISH
SILVER OR GOLD... \$12.00 per thousand
RED PLASTIC... \$7.50 per thousand
At your distributor or
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

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The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20) 767

Name
Address
City..... Zone..... State.....
Occupation



5 Types of Written Contracts Used by Music Ops, Locations

FOURTH IN A SERIES
This is the fourth and last article in a series dealing with written contracts and written agreements between music operators and their locations.

By JIM WICKMAN

CHICAGO, June 11.—What determines the type of written contract that should be used by music operators with their locations?

Members of The Billboard's Music Operator Survey Panel report that the type of contract used between operators and locations depends upon the type of commission arrangement agreed upon.

Panel members pointed out that altho operators were currently using hundreds of different written agreement forms, all could be classified into one of five groups—Flat percentage, first money plus percentage, guarantee plus percentage, minimum and simple ownership contracts.

Four of the five types used are similar in that they list the obligations of both parties. The fifth, the simple ownership contract, is used only as an investment protection, often no more than a simple receipt.

Editors Note: This series of articles was based exclusively on reports from operators participating in The Billboard's Music Operator Survey Panel. The panel is composed of over 300 leading juke box operators representing cities in every State in the country. The purpose of the panel is to give all operators the opportunity of voicing their opinions on major problems and topics within the music machine industry.

The importance of written agreements between music operators and their locations has grown considerably within the last three years. More than twice as many operators

are currently using written agreements, compared to the number using them in 1952.

40% Use Contracts

Panel members indicated that approximately 40 per cent were now using the written word. Only 17 per cent used it in 1952. With cost of equipment in an average juke box installation running from \$1,000 to \$3,000, using written contracts simply makes good business sense.

By far the greatest percentage of operators use the flat percentage type contract. First money plus percentage and guarantee plus percentage rank second and third in that order. The minimum contract, sometimes called the rental contract, is used sparingly, generally in marginal locations and with

(Continued on page 76)

DO'S & DON'TS OF CONTRACTS OUTLINED BY PANEL OPERATORS

CHICAGO, June 11.—Because of the many views of what written contracts and written agreements will and will not do for music operators, The Billboard's Music Operator Survey Panel outlined the following quick check list of the important "do's" and "don'ts" for operators interested in the written word:

"Do's"

✓ Written contracts do set forth the obligations of both the music operator and the location owner.

✓ Written contracts do decrease the chances of misunderstandings after an original agreement is reached.

✓ Written contracts do furnish operators with legal evidence of equipment ownership in the event of a misunderstanding, sale of location or bankruptcy.

✓ Written contracts do protect both parties—the operator and the location owner.

"Don'ts"

✓ Written contracts do not have to be complicated to be effective. A simple ownership contract, a signed receipt, will often do the job.

✓ Written contracts do not protect operators from losing locations to competitors. If service does not meet stated requirements, the contract is void.

✓ Written contracts do not lessen the obligations of music operators. A good contract will pin point the obligations of both parties.

✓ Written contracts do not break down customer good will. Customers appreciate doing business with a firm that runs its operation in a "business-like manner."

(See separate story in this section for the fourth article in a series on the use of written contracts in the music machine industry.)

GOOD OL' SUMMER

Juke Box Mfrs. Sked Plant Vacation Plans

CHICAGO, June 11.—The four major juke box manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—this week announced vaca-

tion schedules at their factories.

As is customary, the plants will shut down all phonograph production, leaving only skeleton crews on hand. No shipments or orders will be filled during the shut-downs.

AMI will close down operations Thursday evening June 30 and return to production Monday, July 18.

Rock-Ola will begin its vacation schedule on the night of July 1, resuming production July 18.

Seeburg will close shop on the night of July 1 and resume operations Monday, July 25. Moving of factory equipment is responsible for the third vacation week.

Wurlitzer will halt production on the night of July 22, resuming Monday, August 8.

500 Attend 22d Annual CMMA Dinner

OAKLAND, Calif., June 11.—Over 500 music operators, their wives and guests jammed the new Crystal Room of the Leamington Hotel here last Saturday (4) for the 22d anniversary banquet of the California Music Merchants' Association.

Also on hand for the event were

(Continued on page 76)

N. Y. State Ops Gather At Concord for Fete

KIAMESHA LAKE, N. Y., June 11.—More than 100 operators, distributors and manufacturer representatives and their families gathered at the Concord Hotel here Thursday (9) for the third annual dinner of the New York State Operators' Guild.

A good percentage of the coinmen and their wives stayed over for the weekend at the plush Catskill hostelry, with groups making off for fishing, swimming and golf parties.

With the exception of a few words from toastmaster Sidney Levine, counsel for the Music Operators of America, the Thursday session was devoid of speeches, with activities confined to swapping trade talk at the bar, stowing away a giant roast beef dinner and taking in the evening floorshow.

Boost Industry

Levine said that the caliber of men and women at the evening's festivities would stack up against the caliber of any group, including the Bar Association. He urged the members to let the public know of its various philanthropic endeavors, such as its United Jewish Appeal

(Continued on page 76)

CHICAGO

New Hdqrs. For Singer One Stop

CHICAGO, June 11.—Singer One Stop, one of Chicago's largest operator record dealers, announced this week that it had taken new quarters at 1812 West Chicago Avenue.

Fred Sipiora, one of three brothers who head the firm, said that the new headquarters provided approximately four and a half times more floor space than the firm's former location.

He added that an operator open house was scheduled and would be held as soon as everything was in readiness in the new offices.

Central Outlet In New Bldg. In Kansas City

KANSAS CITY, Mo., June 11.—Central Distributors, AMI outlet here, has moved its entire operation to a new building at 2805 Main Street.

Jerry Becker, manager, said that the new building increased service and office space 1,000 square feet compared to the firm's previous headquarters at 3314 Main Street. Becker added that parking space for customers and employees adjoins the new building.

UMO Sponsors 3d Teen-Age Fete in Detroit

DETROIT, June 11.—The third star-studded teen-age show sponsored by the Northwest Business Men's Youth Council and the United Music Operators of Michigan was staged in the University of Detroit's field house here Thursday with an estimated 11,000 youngsters in attendance.

Leading the parade of stars was Jaye P. Morgan, RCA Victor recording artist. Other entertainers included Frankie Castro, Mercury Records; Jackie Paris, Coral; Bob Crewe and the Loreleis, Spotlight; Hal Summers, independent; Don Smith, Empirical; the Five Jets, King, and the Scolders, Cadet Distributors.

Personal appearances were also made by members of the Detroit Tigers, and by other sports stars in hockey, football, swimming and automobile racing.

Entertainment was obtained thru the co-operation of UMO and local disk jockeys. Larry Gentile headed the deejay committee.

Disk jockeys Don McCloud and Bob Seymour, WKMH, introduced the recording stars, with sports announcer Don Watrik taking over to present headlines in the sports world.

New Bill Bowed In House to End Juke Exemption

WASHINGTON, June 11.—Representative James C. Murray (D., Ill.) introduced a bill in the House of Representatives last Monday (6) calling for the removal of the juke box royalty payment exemption in the 1909 Copyright Act.

Representative Murray's measure marks the second attempt in the House to eliminate the juke box exemption clause since the first of the year, and the third attempt in Congress. Two other bills, both calling for a presidential fact-finding commission to study the entire 1909 Copyright Act, have also been introduced in the Senate and the House.

Representative Murray's measure is a companion bill to S. 590, introduced in the Senate during the present session by Senator Kilgore (D., W. Va.). Backers of Kilgore's measure were Senators Kefauver (D., Tenn.), Morse (D., Wash.), Langer (R., N. D.), Barrett (R., Wyo.), Johnston (D., S. C.), Payne (R., Me.) and Neely (D., W. Va.).

New Sounds, Styles Boom at Juke Level

• Continued from page 67

Doctors, a leading one-stop in the city.

"Operators want to send them numbers of this type for sampling purposes even before they hear them," Glassman added. He said that these new tunes ranked first in operator sales, with rhythm and blues second and the pop and soft ballad third.

Retail Demand

Glassman, who also operates a retail store, said that the same pattern did not follow in sales over the counter. Operators, he stressed, seem to be looking for that "something different in recorded music" to offer their customers.

Fred Sipiora, one of three brothers who head up Singer One Stop, Chicago, said that the rise of these new tunes is unquestionable. He pointed out that altho ballads and rhythm and blues were still doing a good business, the tunes featuring banjos and new sounds were stealing much of their thunder.

In St. Louis, Eddie Ocker, head of One Stop Record Service, said that banjo-type tunes were in very heavy demand by operators. He declared: "Operators have always been quick to grab a novelty type

or new sounding tune for the machines because where one them go over it usually does better for operators than a standard."

One-stops agreed that the present operator buying resembled the same pattern witnessed at the beginning of the rhythm and blues era earlier this year.

MOA Skeds Chgo Branch Office

OAKLAND, Calif., June 11.—Music Operators of America will open a permanent branch office in Chicago at 3018 East 91st Street, George A. Miller, president and general business manager, announced.

The branch office will occupy the same building as Brown Music Company, formerly headed by R. Cunliffe, who died last April.

Miller said that a full-time secretary would be hired. MOA's main headquarters will remain here in Oakland, he said.

A third MOA office is planned in New York City, Miller added.

Mass. Ops Elect Baker, Howell, Pompeo, Lackey

BOSTON, June 11.—David J. Baker, of Melo-Tone Music, Arlington, was elected president of the Massachusetts Music Operators' Association here last week during the organization's annual meeting.

Bert Howell was elected vice-president, Peter Pompeo, treasurer, and Ralph Lackey, of Karel Music, Roxbury, secretary.

Appointed to the board of directors were: Arthur Sturgess, Phil Swartz, Sidney Walbarst, Saul Robinson, Bob Rome and Israel Specor.

Outgoing officers, who served for six months to get the organization under way, were: James Gerascos, president; Saul Robinson, vice-president; Dave Baker, treasurer, and Marian Sutcliffe, secretary.

Guild Associates, a local public relations firm, was voted in by operators as a definite part of the association acting in the capacity of the group's manager.

Guild Speaks

Lucius Foster, of the Guild, will be in charge and will serve as re-

cording secretary. The firm also handles the Massachusetts Cigarette Merchandising Association.

Foster and Walter L. Guild, president of Guild, addressed the meeting and outlined future goals.

Bylaws will be presented for approval at an early meeting. Operators are pledged to support the cost of management at the rate of 25 cents per machine per month. Dues are to be billed quarterly in advance.

Dave Baker reported that the Cerebral Palsy campaign which ran thru the month of May, was expected to net \$10,000. Juke boxes played thruout the State in locations and in hotels, public buildings as well as hotels in Boston and factories in the metropolitan area.

Possible Increase

However, there may be a possibility of a further increase in the amount, since the CP drive in Greater Boston fell short of its goal by 25 per cent and the United

(Continued on page 76)



★ IDENTITY ★

There is a singular identity to the AMI Model "F" juke box. It is like no other.

You know instantly that here is an instrument that stands alone in the fresh, clean originality of its design.

Its exciting colors stimulate the desire to play. The incomparable beauty of its exclusive multi-horn high fidelity reproduction compels the player to continue listening.

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

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knaut
Central 6-8761

Chi Coin Bowlers Cop League 2nd . . .

The Chicago Coin Machine Company bowling team finished in second place in the Uptown Men's Handicap Association League, sanctioned by the A. B. C. In winning second place honors, Chicago Coin beat the strong Miller High Life team and the Budweiser aggregation which tied for third place.

Captained by anchor man Michael McCarthy, all Chicago Coin bowlers finished in the top 10 for scoring honors. Al Peters was second high with an average of 176, and Russell Hansen followed closely in third place by winding up with a 170 average. Other team members were Paul Hofmann Jr. and Ben Wallach.

Herb Perkins, Purveyor Distributing Company owner, has added a new line to coin machine sales—Purveyor is now marketing the Tru-Vue color screen for TV sets.

Al Schlesinger, managing director of National Coin Machine Distributors Association, will be in New York June 15 to attend the Joe Young testimonial dinner. He'll

stay a week to visit New York distributors. He and his wife landed an apartment in Chicago at 3180 Lake Shore Drive, and plan to move in about July 15.

An informal meeting of NCMDA members here during the week brought together, among others, Harold Lieberman, president of the organization, Minneapolis; Gil Kitt, vice-president, Chicago; Hymie Zorinsky, Omaha; Bill Marmer and Joe Brilliant of Detroit.

Ed Levin, just back from a vacation trip, reports three different games going strong at Chicago Coin Machine Company. These include Big League Baseball, Hollywood Bowler, and Bonus Score Bowler.

Al Thoeke, United Manufacturing Company roadman, is traveling this week from Portland to Los Angeles, where he will conduct operator service schools. San Francisco is next on Thoeke's itinerary. Ben Becker and John Casola, are representing United in Atlanta this week.

Carl Keller is holding down the low individual score spot in United's Twilight Golf League. Sales Manager Bill DeSelm's team is currently in basement position.

Sam Lewis, Frank Mencuri and Ed Hall were busy this week at Exhibit Supply paving the way for shipment of the new Treasure Cove Shooting Gallery. The game drew all the attention of a movie star, having its picture taken under the bright lights in various poses.

New additions at First Coin Machine Exchange are Min Brotman, secretary, and Geraldine Squire, switchboard receptionist. Joe Kline and Wally Finke report that the rain hasn't dampened their game business at all, with the Chicago Coin Hollywood Bowler especially in high demand. First is now look-

ing forward to delivery on the new Exhibit Treasure Cove Shooting Gallery, with a few samples already on display at the distributor headquarters.

At Empire Coin Machine Exchange, Jerry Bremner is just back from a vacation and visit with his daughter in Louisiana. Joe Robbins says an expected drop-off in sales after Decoration Day never developed, and business is going strong. Road representative Jack Burns is heading up Michigan way this week.

Len Micon, World Wide Distributors, started off the golf season with a sharp 85, expecting to improve next time out. Fred Skor says there is no time to sked vacations as yet. Al Stern and Joel Stern are riding the tide of shuffle game orders.

Herb Jones, Bally Manufacturing Company vice-president, started out on a well-earned vacation this week. Jack Nelson, general sales manager, is busy filling orders for the Hot Rod, Bally kiddie ride, which was recently selected by the Kresge national store chain for operation in their stores.

Bill Coan, who joined the J. H. Keeney & Company sales staff last March, was appointed this week regional manager for the company in the vending machine field. Coan joins Bill Bolles, Eastern sales representative, and Al Allbritten, Southern representative, on the Keeney traveling sales force. (See separate story in coin machines section.)

Detroit

Communications to:
Hal Reves
Woodward 2-1100

Hopkins Vending New Route Firm . . .

Carl Hopkins, son of Frank Hop-

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.

June 14—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

June 15—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.

June 18-19—National Automatic Merchandising Association regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.

June 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.

June 21—Western Massachusetts Music Guild, biweekly meeting, Ivy House, West Springfield, Mass.

July 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

July 11—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

July 15-17—National Association of Bulk Venders, annual convention, Conrad Hilton Hotel, Chicago.

June 28—Los Angeles Division of California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

kins, retired veteran of the vending business, has established his own route firm here under the name of Hopkins Vending, 14635 Monica. The former firm name was Carl Hopkins Vending. Hopkins vends cigarettes, candy and soft drinks.

Joseph Brilliant, of Brilliant Music, is back on the job after a business trip to Chicago earlier this week. Brilliant was in to visit the Rock-Ola headquarters.

Charles P. Hummel, a newcomer to the vending field, has established routes in the western suburb of Dearborn and is operating under the name of the Columbia Vending Company. His locations have penny and nickel machines vending nuts and candy.

J. R. Pieters, of the King Pin Distributing Company, in Kalamazoo, Mich., and Northland (Detroit) Kiddie Land, has changed the firm

name to King-Pin Equipment Company, 16109 Plymouth Road, Detroit. The firm operates kiddie ride in department stores and supermarkets in the Detroit area, and music machines and amusement machines in Kalamazoo. Pieters operates the Kalamazoo office while the Detroit branch is managed by Joseph Auton.

Samuel J. Weisser, veteran shuffleboard operator, who was ailing for about a year with what was finally diagnosed as a misplaced cervical disk, is back on the job after surgery at Rochester, Mich. He reports feeling great and busy changing over some of his route equipment.

Roy Small, conciliator of United Music Operators of Michigan, is back from a quick plane trip to Chicago.

(Continued on page 75)

ROCK-OLA

MODEL 1448

**Worth More
When You Buy It**

**Worth More
When You Trade It**

OPERATORS... Use Star's eye-catching PIC-STRIPS



- No more precious time wasted typing your own title strips
- No more costly guesswork in purchasing your records

When you use this handy Juke Box Programming Service, based on a special tabulation of the famous

BILLBOARD MUSIC POP CHARTS

To program all the record hits at the peak of their coin-pulling power, use Star Pic-Strips.

Star Title Strip Co., P. O. Box 6125, Pittsburgh 21, Pa.

SEND FOR TRIAL ORDER TODAY

Please send 1 month service—2 cards (10 strips each) for each of 12 new records (6 pop, 3 r&w, 3 r&b) weekly for 4-week period. \$4 payment enclosed.

Send illustrated folder and price list.

770

Name of Co. _____

Your Name _____

Address _____

City and State _____

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **SKETCH FUTURE COIN GAMES.** Leading coin-operated amusement manufacturers concentrate their efforts on making new types of games. Pinballs, shuffle bowling games and other equipment still in demand, but new innovations seen as the coming dividend. (Page 75, The Billboard, June 11.)
- **MFRS. BACK DIME PLAY.** Juke box manufacturers join forces to aid in the move to dime play. Two factories set production for straight 10-cent play, distributors instructed to aid operators make conversions, introduce two-nickel play, supply

printed diagrams to ease changeover mechanically, EP's urged as a wedge to dime chutes. (Page 80, The Billboard, June 11.)

- **CIG SLUMP CHECKED.** Cigarette slump that began early in '53 appears to have ended as regular and king-size and filter tips begin to witness increased sales. Fading of "cancer scare" and general business up-swing credited for change. First three months of year shows sales up from 2 to 5 per cent. (Page 76, The Billboard, June 11.)
- **WHAT IS A WRITTEN CONTRACT?** The third article in a series dealing with written agreements takes a contract apart and lists obligations of both operators and location owners, shows what's necessary to be legal, point out what its purpose is. Sample contract reprinted for ops. (Page 80, The Billboard, June 11.)
- **NEW BACK'D MUSIC FIRM.** Comax Inc., takes over re-stacking mechanism of Ristaurat, Inc., and introduces new low priced unit. Complete description of new Comax unit—size, capacity, price and weight—along with sales plans of firm. Sales target is operators. Distributor campaign under way. (Page 80, The Billboard, June 11.)

IF YOU MISSED READING THE JUNE 11 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

NEW WURLITZER REMOTE EQUIPMENT

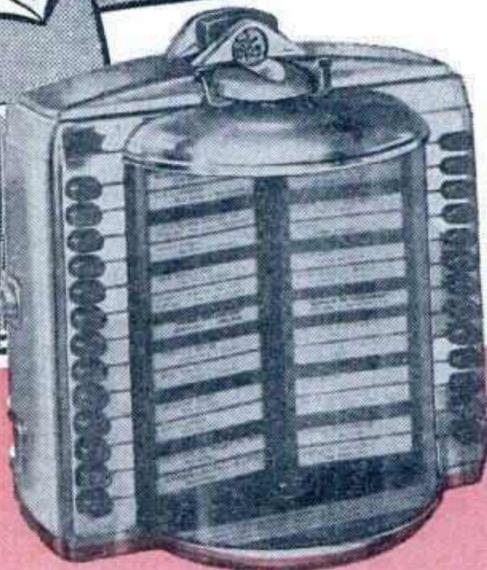
MEANS

EXTRA

PROFITS FOR YOU!



Teamed with the high-paying Wurlitzer 1800, spectacular new Wurlitzer remote control equipment for 1955 will make all your locations big money operations. Striking new high fidelity remote speakers deliver music throughout a location at the volume level and with the tonal quality best suited to please every patron, entice more play. Brilliant new 104-selection wall boxes catch the coins you might otherwise miss. Look into your locations' need for remote equipment right now.



3-Wire, 104-Selection Wall Box 5207

With the play-promoting single hit tune center strip, new Make-Selection light, increased cash box capacity and four rotating program panels.



**Model 5115
Corner Speaker**

Features four 5-inch speakers and uniform frequency response from 55 to 11,000 cycles. Mounts on ceiling or side wall.



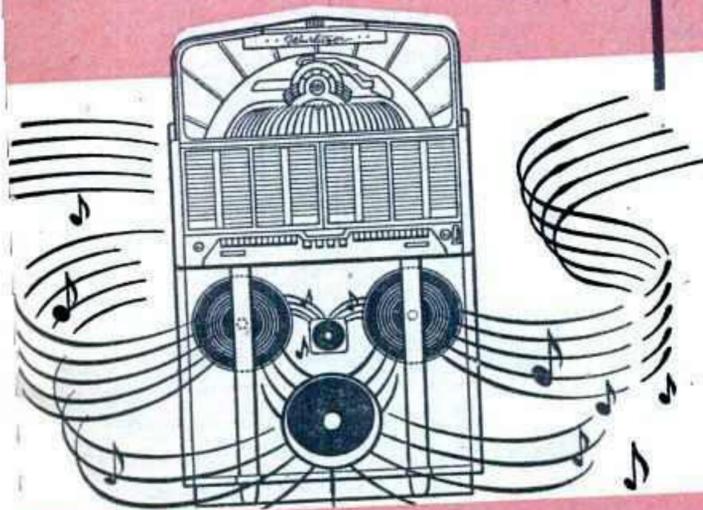
**Model 5116
Corner Speaker**

Finished in Plextone Grey with Sand Gold grille cloth. Has 8-inch coaxial speaker and uniform frequency from 50 to 13,000 cycles.



**Model 5117
Wall Speaker**

Beautifully styled in Plextone Grey with Sand Gold grille cloth. Has a 12-inch coaxial speaker with high capacity, high fidelity range.



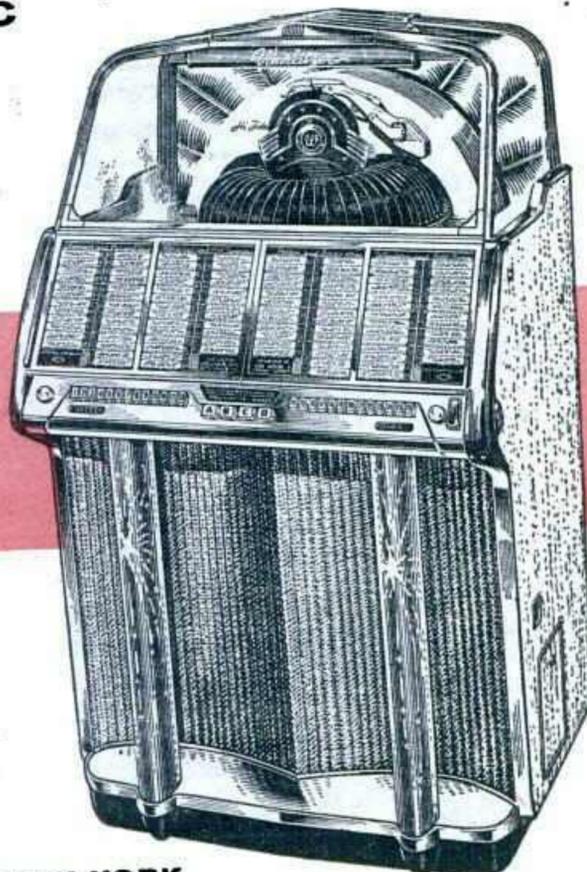
**DYNATONE SOUND TAKES THE MASK
OFF THE MUSIC
MORE THAN
EVER BEFORE**

Wurlitzer 1800

**THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS**

**SEE IT - HEAR IT - BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856**



COINMEN YOU KNOW

Continued from page 74

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

License Tag Date Affects Coin Sales . . .

With the July 1 license tag date just a few weeks away, coin machine activities have slowed down somewhat, according to most distributors. Operators faced with a layout of a \$5 tax on each machine out on location have a good reason for cutting down their expenses at this time.

Sam Cooper, Paster Distributing Company manager, is sending announcements out to the trade this week notifying coinmen of the firms move to its new headquarters at 36th and Fond du Lac Avenue. "We've got the air conditioning turned on in our new place and this week we're paving the parking lot—so this is it," says Cooper.

Phyllis Kappenman, office manager of the Major Distributing Company, lists these items among the top Mercury Record choices of the operators stopping in for their music buys: "Sweet and Gentle," by Georgia Gibbs, and "Alabama

Jubilee," by the David Carroll orchestra.

Bert Davidson, regional sales manager for the Wurlitzer Company, is spending part of this week in the Fox River Valley territory calling on the operator trade with Woody Johnson, of the United, Inc.

List of early vacation schedules among the local operators include Russell Simington, routeman for the George Schroeder Company, and Ed Gronowski, veteran route foreman for Red's Novelty Company.

Joe Pelligrino, of the I. & P. Novelty Company, reports that he spends most of his weekend leisure hours working on his boat, Pelligrino recently bought a summer cottage at one of the nearby lakes and is readying his craft for the summer months.

Boston

Communications to:
Cameron Dewar
HAncock 6-3000

Woman Music Op Plays Active Roll . . .

Marion Sutcliffe, secretary of the

Massachusetts Music Operators Association, holds the distinction of being the only woman music operator in the territory. She formerly operated Juke Box Haven, a record one-stop, and has been operating a music route around the Hub for the past year. She is full of enthusiasm for the relatively new association.

Outside the Lincoln Street plant of Redd Distributors (Wurlitzer) looks like Oldsmobile Row these days. Sales Manager Bob Jones is the proud owner of a new station wagon, while his boss, Si Redd, leaves his flashy new convertible outside when he isn't motoring down the Cape to his summer place at Hyannis.

Ed Pearle, Redd's new assistant promotion manager, was called back from a weekend vacation on Cape Cod this week because of the illness of his mother.

Ed Ravreby, of World Fair & Associated Amusements, is on a tour of the Northern States. Richard Mandell, Ravreby's sales manager, is barnstorming thru the Connecticut territory with the kiddie ride business chiefly in mind.

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:

CANTON, O., JUKE BOX OPERATORS tie in with local radio station WAND to promote Sonny Graham's (Miss Juke Box of 1955) recent waxing. Concentrated air plugs and special title strips feature promotion.

JAMES C. PETRILLO, PERENNIAL PREXY of the American Federation of Musicians, this week renewed his attack on the juke box industry. At the Cleveland convention of the AFM he advised locals to use "every legal means to combat the jukes where they cut into live music."

PEREZ PRADO WINS TRIPLE CROWN AWARD for his RCA Victor dishing of "Cherry Pink and Apple Blossom White." The side topped all three pop charts this week—retail, juke box and disk jockey.

And many other informative news stories, as well as Honor Roll of Hits and other operator charts.

N. Y. Ops Gather

Continued from page 72

dinners and March of Dimes activities, and to correct erroneous impressions given about the industry by some daily newspapers.

Unlike most operator dinners in the area, recording talent did not flock to the affair. However, one recording artist did put in an appearance and entertained the coinmen with a couple of her latest Label "X" numbers and a couple of encores.

She was Gloria Van, who was escorted to the dinner by Lou and Bernie Boorstein, Leslie Distributors, New York one-stop.

Honored at the dinner were Mr. and Mrs. William McCarthy, Catskill Amusements, Hurleyville, celebrating their eight wedding anniversary; Mr. and Mrs. Gordon Howard and Mr. and Mrs. Lou Tartaglia, all celebrating their 20th wedding anniversary.

Stars of the evening, tho, were Sidney Levin's five-and-half-year-old twin daughters, Sara Ann and Mar Sue. The blondes did a sister act on the dais, with Mary Sue doing a few bars from "Davy Crockett."

Guests included Dan Becker, Newburgh judge; Lawrence Herbst, association counsel; Meyer Parkoff, Oscar Parkoff, Harry Rosen and Jack Gordon, all of Seeburg; Barney Sugarman, Irving Kemper and Jack Mitnick, all of AMI; Dave Stern, Rock-Ola; Carl Pavesi, Seymour Pollak, Max Klein and Lou Tartaglia, all of the Westchester Operators' Guild; John Bullock, Sullivan County Operators' Association; Max Goldstein, Binghamton Operators' Association, and Lou and Bernie Boorstein, Leslie Distributors.

Also, Harry Stern, Williams; Ben Becker, United; Dave Lowys, New York jobber; William P. Boles, J. H. Keeney; John Bilotta, Wurlitzer; Sam Getlan, Local 105; Dave Shichman, the Record Rack, and Ron Carpenter, Aaron Sternfield and Marty Toohey, The Billboard.

Biggest delegation came from the Westchester group, with 21, including families, at the affair. Jack Mitnick, AMI representative, distributed free tickets for a local showing of the new Martin and Lewis picture Saturday night (11), then grabbed his spinning equipment for a session on the lake.

John Bilotta told the operators that it will be open house at his Newark, N. J., headquarters June 18 for the annual Rose Festival and kiddie parade.

Association officers are Jack Wilson, president; James Haley, first vice-president; Tom Gobel, second vice-president, and Mrs. Gertrude Browne, secretary-treasurer.

On the board of directors are Nicholas Nuccitelli, Sam Schlessenger, Mike Mulqueen, Jack Troy, Dick Wenzel and Nick Kuyprych.

Committee chairmen were Tom Gobel, general chairman; Mildred McCarthy, seating, and Jack Wilson and Tom Greco, souvenir journal.

Mass. Ops Elect

Continued from page 72

Cerebral Palsy Association has extended the drive until June 30. Whether the music operators would go along with the extension was still a matter of conjecture.

A message from former President James Geracos was read. Geracos called on the organization to forget

Written Contract

Continued from page 72

equipment that has lost much of its play appeal as a result of . . .

The simple ownership contract is generally no more than a simple lease, used by operators to protect their investments. An ownership contract is usually used only when a location owner refuses to sign a detailed contract.

The flat percentage type contract can be very detailed, listing all of the obligations and duties of both parties, or it can be relatively short, listing the equipment involved, the length of the contract life, the names of the parties, and the percentage agreement. (See The Billboard, June 13 for sample contracts.)

First money plus percentage contracts are used most often with new equipment. The first portion of the contract acts as a depreciation reserve. The balance divided according to the percentage agreement.

Guarantee plus percentage contracts protect operators in locations where the collections are subject to sudden ups and downs. The guarantee is generally fixed at an amount that will cover a part of the depreciation, plus the expense of service calls. When collections are sufficient to cover the guarantee, after percentage splits have been worked out, both parties share in the receipts according to the agreement.

The minimum or rental contract is being used less and less by operators. Because of high costs of operating, marginal locations have been dropped by many operators.

Operators have found by experience that a location that is on a guarantee contract offers them the same protection as a rental contract and at the same time enables them to benefit in increased collections should the location improve.

Because of the wide variety of locations on every music route, operators have come to use a variety of contracts, often using all five types.

What kind is best? Panel members say that it depends upon the operator. "Each contract serves a purpose," they complained. "It's up to the operator to decide which is best for him."

500 Attend

Continued from page 72

about 75 representatives from county and State offices throughout State.

Major record companies—Capitol, Decca, RCA Victor and Columbia supplied entertainment for the event. Local distributors provided door prizes.

Special recognition was given George A. Miller, president and business manager of CMMMA; Silla, vice-president, and Frank Morgan, chairman of the board of directors, for their service in the association. All three men have held key positions within the organization since its founding.

past differences and organizational difficulties and to "get together and work as a team to defeat obstacles ahead."

Several heated discussions on the spotty situation in dime coinvention took place during the meeting but members were advised to set aside the subject for the time being in view of the new organizational plan.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

unless Credit has been established.

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

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BRAND NEW 1/2 GUM MACHINES—IN original cartons; single column 100 capacity, \$3 each; two column with revolving crown, 150 capacity, \$5 each. In lots of 25 or more. Sample machine, \$10. Cash with order f.o.b. Rochester, Edw. Barrack, 2445 East Ave., Rochester, N. Y. Hillside 4139. je18

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. jy9

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-aul13

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WANTED — BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. je25

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. jy9

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1446. je25

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PHONOGRAPH AND GAME ROUTE, 60 machines \$12,500 full price. Operators take \$1,400 mo. \$7,500 down, terms. Central Calif. Box M-134, c/o Billboard, Cincinnati 22, O.

ROUTE OF BULK VENDERS IN CENTRAL New York. Established in 1950. 300 units. \$6,000 cash. Box M-133, c/o Billboard, Cincinnati 22, O.

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A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

MACK H. POSTEL

2952 Milwaukee Ave., Chicago 18, Ill. ARCADE MACHINES—100 PENNY AND nickel type; Photomatic. Wilcox Gay Recorder, etc. Write for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. je25

COMPLETE ARCADE FOR SALE—TIP TOP condition, including five new Skee Balls. Would accept Panorams in trade on whole or part regardless of condition. Will buy Panorams. Write for list. H. E. Loebbeck, 211 W. Douglas, Wichita, Kan. je25

CIGARETTE MACHINES—DU GRENIER 7 col. 5, \$45; 7 col. V, \$45; 9 col. W, \$55. Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak 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

FOR SALE—2 SUPERVEND 3 DRINK MACHINE with changer, good condition, \$200 each. 1 Seeburg Electric Piano, 1914 Model Nickelodian with nickel slot, excellent condition, \$250. Roger Sullivan, Boonville, Ind.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. lf

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counters. Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden St., Philadelphia 23, Pa. ch-tfn

PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

VICTOR TOPPER, BABY GRAND AND Exhibit's Card Vendor. Give full details, including lowest cash price. Tripp Vending Service, 2010 Reaver Dr., Raleigh, N. C. je25

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Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.

2. Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

Regular Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

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\$ _____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

JUNE 18, 1955

TENTING OUT

Arcade Late Addition To Big Chi Fun Spot

CHICAGO, June 11.—The Devon Amusement Center, large edge-of-town fun spot here, has added a touch of carnival atmosphere to its operations with a tent Arcade filled with new model coin games. The 22-acre play area consists of two golf practice driving ranges, an archery range, two miniature golf courses, baseball and softball batting ranges, live ammunition shooting range, in addition to the new Arcade.

Owners and operators, Irene and Carlyle Feldmann, who have run the amusement center for 30 years, are adding some 25 new games to the Arcade this season, having begun the Arcade operation last year. While Arcade business was good

last season, Feldmann expects an increase this year with the new machines. The Arcade opening was held off until mid July last year but is already underway this season. The amusement center draws kiddies, adults and teen-agers, the teen crowd being the most avid patrons, according to Feldmann.

The carnival Arcade atmosphere has been added mainly in answer to teen-ager demand. Dancing to juke box music at outdoor concrete dance floors at the center helps draw the youngsters.

Located at the well-traveled Lincoln, Devon and McCormick thoroughfares, the amusement center is one of the largest of the outlying fun centers steadily growing in popularity in the Chicago area.

ALL ABOARD—PINS TO GAMES

BOSTON, June 11.—Amusement game players heading for Cape Cod funspots this season, won't get out of practice while waiting for the boat. The Wilson Line, which operates two cruise ships to Provincetown as well as a fleet of Nantasket Beach steamers, has installed three pinball games on the pier at Rowe's Wharf.

Games consist of a Gottlieb Rockettes, a Williams Slug Fest and a Twin Hockey. Also new on the pier is a brand new Seeburg 100-play Selecto-Matic running on 10-cent and three-for-quarter play to help jazz-minded passengers while away the time. All machines are in full view of crowds heading for the gangplank and takes are reported good.

Portland Pinballs Stand Despite Ban

Enforcement Tie-Up, Truck Strike Delays Removal of Games From City

PORTLAND, June 11.—Altho legal action was completed this week to validate Portland's 1951 ban against pinball games, virtually no steps had been taken by week-end toward removing some 2,000 machines now barred by the city. A Multnomah County Circuit judge Monday signed the order that activated the 1951 ban after the city had won its appeal to the State Supreme Court and the Supreme Court of the United States had declined to consider constitutionality of the city order.

Police Chief James Purcell Jr., said he had not set a deadline for removal of the machines, indicating he intends to give 60 to 70 operators involved a reasonable period in which to clear locations.

Official Action

"I've been notified of the court ruling," Purcell said. "At the earliest possible date that personnel

will permit, official action will be taken."

He added, however, that rigid enforcement of the ordinance would have to wait until the end of the Portland Rose Festival, under way this week, because police manpower was taxed to the limit. City authorities took cognizance also of the Western truck drivers strike, which prevented removal of the machines.

Stanley G. Terry, Portland operator, who brought the suit that kept the 1951 ordinance in litigation for four years, said: "We have a truck strike on and we can't ship the machines out of town. They are just as much contraband in our warehouses as on location."

100G Loss for City

Terry estimated the 2,000 machines in Portland would gross an average of \$5 a day, and the industry (Continued on page 79)

DRAWS 'EM IN

Op's Publicity Plan Boosts Arcade Takes

NEW ORLEANS, June 11.—Effectively advertising the attractions at the Penny Arcade, big amusement game spot on New Orleans' famed Canal Street, has produced increased takes for Manager Hilliard Bach.

Every effort has been made to give the Arcade the same sort of curiosity-building publicity as is normally associated with a restaurant, a theater, or night club—largely thru advertisements in local newspapers.

As the result of planning by owner Louis Boasberg and Bach, ads are run weekly at an average rate of \$80 per insertion.

Typical Ads

Typical ads are two-column, eight-inch in size and built around machines that have high-play appeal or border on the unusual. Recently, for example, the ad was headed, "Fun! Thrills! Excitement!" Copy below invited: "The next time you and the kids are downtown, stop in at the Penny Arcade at 620 Canal Street and have a lot of fun for very little money. Have your voice recorded on a record to take home. Take four pictures of yourself automatically for 25 cents. See the football and fight movies in sound on the coin-operated movie machines. See the new 3-D coin-operated movies. Test your voice on the wire recorder. Wonderful new kiddie rides, including the Space Ship, Miss America Speed Boat, Round-the-World Trainer. See the Lord's Prayer machine . . . the fortune telling typewriter and many other coin-operated amusement games. Remember the Place—the Penny Arcade."

During the 14 years the Arcade has been in operation, Bach has concentrated on offering to the public unusual machines which encourage visitors to talk about their experiences with friends and visiting tourists.

Included are such attractions as (Continued on page 78)

Southern Belle New Gottlieb Five-Ball Game

CHICAGO, June 11.—D. Gottlieb & Company shipped to its distributors this week Southern Belle, a new five-ball pinball game.

A regular sized single player pinball, the game features six different ways to win replays and high scores.

Getting balls thru four roll-over switches at the top of the playfield lights a ball target for chances at replays. If the target in turn, is hit, the player scores replays.

Similarly, three roll-overs at the bottom of the playfield, if made, light up targets which remain lighted for replays.

Special scoring roll-over buttons light up on a mystery basis to award free games.

Southern Belle is equipped with two button-operated ball flippers, two ball kickers and four light-up ball bumpers. It is available for nickel or dime play.

The game is decorated with a Southern showboat scene.

Bally Ships Gay Time, New In-Line Pin

CHICAGO, June 11.—Gay Time, a new in-line pinball game, was shipped to distributors by Bally Manufacturing Company this week.

The game contains the "Magic Lines" and "Magic Pockets," features of previous Bally in-line games, plus a single large 25 number score card on the backglass flanked by two new score-booster panels which light at mystery intervals as coins are deposited.

Taking the place of the customary "super cards" in the scoring system, the new panels permit players to concentrate play on a single score card, while at the same (Continued on page 84)

Kiddie Rides Hit Record High at Bally

CHICAGO, June 11.—Bally Manufacturing Company reported this week the largest volume of kiddie ride equipment sales since the firm started to produce the Champion coin-operated horse over four years ago.

Jack Nelson, Bally general sales manager, called the demand "high throughout the country."

Bally is currently producing the (Continued on page 80)

Exhibit Bows New Idea in Coin Game

Continued from page 67

tom of the cabinet for added depth.

Scoring in the games is in high thousands, with special bonus scores given for making consecutive hits on targets. The bonus score is added to the regular score at the end of the game.

Three hits on moving duck targets light up revolving clay pipes. Ducks score 300, pipes 500, and 1,000 to 5,000 when lighted. Shooting down five pirates in the foreground gives the player shots at a lighted airplane that climbs into the "sky" and drops a parachute which lights up for scores as it floats to the "ground." These targets score 500; 1,000 when lighted.

Following the player's 20th shot, the main target of the game, a big Jolly Roger pirate flag swings across the background in quick sweeps. A hit on this target gives player 2,000 points.

Players get 25 shots for a dime. The game can be adjusted to award free plays for high scores. The rifle can be set to fire automatically for the player holding back the trigger.

Other game features are three-way accessibility to the cabinet for servicing, separate locked-in coin box compartment, newly designed gun casting, new adjustable target bakelite which enables one man to sight and line up targets.

The top surface of the game,

covered with fire-proof Formica, serves as a cigarette "ashtray," a feature often needed on locations. New ideas in artwork decorate the interior and exterior of the game.

ROUTE TIPS

Milwaukee Op Stresses Wide Variety Games

MILWAUKEE, June 11.—Keeping a close check on the different types of games in his equipment inventory is of top importance to route operator Clarence Smith, of the Milwaukee Amusement Company.

"Carrying a heavy inventory of one type of game, no matter how strong that game may be at the moment, is a dangerous practice for any operator," he feels.

Smith says steady game playing patrons in all kinds of locations will lose interest when any particular machine is kept on the floor too long.

Basing his comments on 13 years of activity in the coin machine field, Smith adds that to be successful a game route must maintain a high degree of flexibility.

A route preponderantly loaded with a limited variety of pinball games, shuffle games or gun games can find its cash receipts, in sad shape should these pieces suddenly lose play appeal.

Money-making locations can be "run dry" by keeping the same game there too long. Drop off in game play, if not stemmed quickly by bringing in a new machine, can become a long-term situation, he warns.

An analysis of his route set-up, says Smith, revealed that about 75 per cent of his collections come from 25 per cent of his locations. These top spots, therefore, require the best possible maintenance. New equipment, when purchased, is ordered with an eye to how it will fit in with the traffic in these peak locations.

"An operator should never feel that he is all thru buying new equipment," says Smith. "A game route, to be kept in a healthy income status, must be periodically rejuvenated with new machines."

Cold Weather Slows Florida Arcade Opening

PANAMA CITY, Fla., June 11.—An unseasonable stretch of cold weather delayed the opening of the Long Beach Penny Arcade here by more than three weeks, but the season is now off to a good start, according to Guy Churchwell, operator.

The big Arcade, located in a pavilion building which separates Panama City Beach and Long Beach from the highway parking area in front, has been spruced up for the 1955 season with addition (Continued on page 80)

Purveyor Sketches Operator Game, Juke Rental Plan

CHICAGO, June 11.—A coin machine rental plan put in effect by Purveyor Distributing Company here has been a source of added profit for the company and an advantage to operator customers.

According to Herb Perkins, Purveyor head, the rental plan enables small operators, who might not otherwise be in the business, to operate their routes on a part-time basis.

It has been a means by which other operators can diversify their routes, adding juke boxes or games on a rental basis, and the rental costs, says Perkins, can be deducted from operators' income taxes.

Purveyor rents out a weekly average of 300 to 350 machines, including shuffle games, pinball games and juke boxes, covering the Chicago area and down-State Illinois.

The operator, according to terms, must guarantee at least 10 weeks rental. Rates vary, according to the type of machine rented, ranging from \$5 a week per machine to \$15.

Purveyor checks current used game prices to set rates for the individual machines.

Juke boxes are rented less the cost of records purchased by the operator, splitting takes with the operator after record costs are deducted.

The renting operator does all the route work, moving of machines to and from locations, providing licenses, and paying tax on machines. Servicing agencies handling service calls, repairs, and moving of machines, are often enlisted by part-time or small operators to handle much of the route work.

Perkins said from 30 to 40 operators are now utilizing the Purveyor rental service, many of them part-time operators. While the majority of operators, according to Perkins, do not need to rent machines from distributors, 99 out of 100, he said, depend on the distributor for financing. Thus it behooves operators, who are not in position to invest large sums to build or diversify their routes to operate on the rental plan.

COINMEN YOU KNOW

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831
Minthorne Reports
Top Sales Month
Hank Tronick, Minthorne Music

Company, reports the firm is currently experiencing its busiest month since the start of the year. Music machines, games and shuffle alleys all appear to be selling equally well, according to Tronick, with the firm's background music pro-

gram also taking a sharp upward trend. Among their recent clients, the Minthorne firm numbers the Douglas Aircraft Corporation, with a complete background music system.

Phil Robinson, Chicago Coin Machine Company, is elated over the success of the firm's Big League baseball game.

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WALL BOXES

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Publicity Plan Boosts Take

Continued from page 77

a 1900 Mills player piano; "The World's Smallest Band"; a type-writer which taps out the customer's fortune at the drop of a dime, and most unusual—a Lord's Prayer machine, which Bach "stumbled upon" when visiting the International Mutoscope factory on Long Island, N. Y.

This machine, with steel dies, engraves the Lord's Prayer, a map of Louisiana, and a good luck symbol on a penny. The machine was thought beyond use when Bach found it, but thru the installation of microswitches, a coin chute from an old photomatic machine and a number of other mechanical changes, it has become a consistent traffic puller.

For the old Mills player piano, Bach found an artisan who could turn out rolls to play modern music, and altho it requires long hours of careful preventative maintenance, this "1900 juke box" has been a favorite with the crowds.

Bach, an accomplished mechanic with more than three decades of experience in the coin machine field, has arranged the machines in the Arcade according to plan.

For the benefit of the kiddies, all rides and games appealing to the younger set are grouped within

16 feet of the open entrance. Thus mothers can entertain their tots with the rides and games directly from the sidewalk.

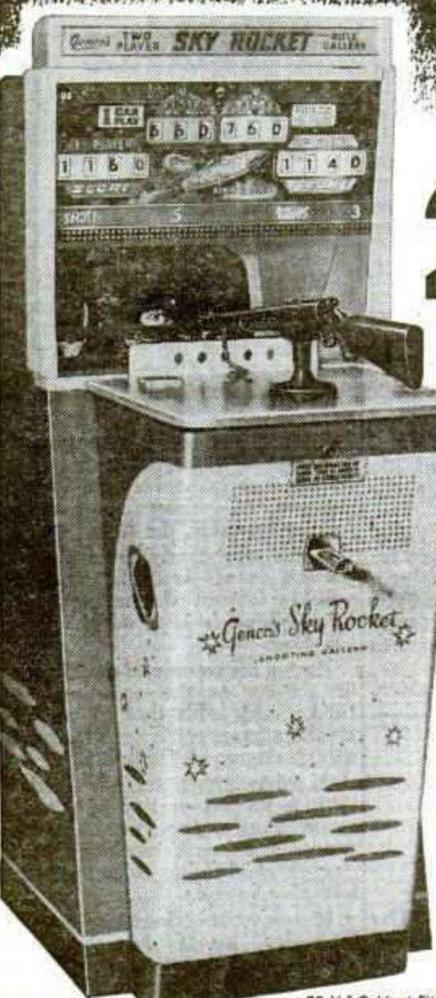
Judicious arrangement of the large number of games inside the Arcade has left room for wide-open aisles which allow easy movement of patrons thru the building and plenty of elbow room for playing the various games.

Signs thruout the interior calling attention to the games are neatly printed and framed in glass. Only one cashier is required, and her station is in an elevated cockpit amid the 50-odd pinball games included in the inventory.

One of the factors which has aided Bach in keeping up profits has been his ability to design time-saving appliances and equipment, as well as to convert older, mechanically operated equipment into electrical types.

Bach has designed simple coin changers from scrap parts which has cut much of the labor from coin changing at the cashier's booth. In the well-equipped shop at the rear of the building, Bach has been able to turn out precision-measurement parts and accessories for almost any type of Arcade equipment in order to keep it in top operating condition.

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Name
Address
City Zone State
Occupation

Portland Pinballs Stand

Continued from page 77

trv has estimated licensing of these machines could have brought \$100,000 annual revenue to the city.

Future of the machines and the future of many of the operators remained unsettled at weekend. Altho machines are legal in Multnomah County outside of Portland, possibilities for additional operations are limited owing to the high development of locations.

Some operators with county locations were expected to increase the number of machines on each location. Operators hope to sell some of their machines wherever they can develop a market, altho they recognize the preference for new machines on most locations. There will be operators who will sell out completely and others who will be forced out of business.

Partial Relief

Partial relief was promised from neighboring Vancouver, Wash., across the Columbia River from Portland. The city council there this week completed an ordinance making machines for amusement legal again after a four-year hiatus.

The ordinance stipulates all rev-

enue be set aside for parks and a recreation program and provides a \$40 monthly license fee for each machine. The machines are allowed only in taverns or lounges and are expected to raise \$20,000 revenue annually.

Some Portland operators hope to find locations in Vancouver, altho operators in Clark County, Washington, also are expected to move back into Vancouver.

Miami Judge Rules Pins Games of Skill

MIAMI — Municipal Judge Charles Snowden has ruled that pinball games are not games of chance, but games of skill.

Accusing the city of being hypocritical in selling pinball game licenses and then arresting operators for putting the games on location, Judge Snowden threw three such cases out of court.

Operators of three Northwest section establishments here had been charged with agreeing to use an amusement machine as a gambling device.

Judge Snowden explained that the men were arrested on a charge

of violating a State law. The statute states that the operation of a game of chance is illegal.

The judge said that unless the State Supreme Court rules his interpretation as incorrect, he will decide similar cases in the same manner.

Under a city ordinance, pinball games are not operated illegally if they award only free games. If an award is made with something of value, however, the operation of the game is illegal.

B. C. Hits Pinballs That Give Awards

VANCOUVER, B. C.—Pinball games will be ordered out of licensed liquor establishments in British Columbia by the liquor control board.

Col. Donald McGugan, liquor board chairman, said proprietors of clubs and other licensed prem-

ises where pinball games are located will be notified that the machines must be removed. McGugan is taking his action under the new Criminal Code of Canada, which became effective April 1.

Royal Canadian Mounted Police officials said, however, that they plan no action under the new code against pinball games that do not give awards.

Colorado Springs Studies Pinballs

COLORADO SPRINGS, Colo.—City Attorney Frederick T. Henry is making a study of certain types of pinball games to find if they are in violation of a city ordinance here.

Even tho the games do not involve money as an award, they may be illegal under an ordinance passed by the city 10 years ago.

The ordinance provides that

Charter Hoosier Game, Juke Firm

TERRE HAUTE, Ind., June 11.—Coin Amusements, Inc., was incorporated here as a new coin machine company.

The new corporation will purchase, lease or otherwise handle juke boxes, coin amusement machines and other devices and to sell, lease, install, equip, maintain and operate such devices.

Directors and incorporators are Henry and Geraldine Adelman, Terre Haute. Paid-in-capital was listed at \$3,200. The principal office is at 801 S. Wabash Avenue, and the resident agent of the firm is Harry Adelman.

operation of the amusement machines must be "dependent on the skill, judgment or action of the player."

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735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

LOOK! Shaffer's LOOK! Like New Reconditioned Phonographs

SEEBURG

M-100-B	\$569.50
M-100-A	299.50
HM100-A	249.50
148-ML	109.50
147-M	59.50
3W5-L56, 5-10-25, 3-Wire	14.50
W4-L56, 5-10-25, Wireless	12.50
3W2-L56, 5c, 3-Wire	8.95

WURLITZER

1700	\$595.00
1650	375.00
1500	339.50
1400	279.50
1250	179.50
1100	109.50
1217 Hideaway	139.50
1015	59.50
4820 Wall Box.	19.50 (48 Sel.)

AMI

E-120	\$549.50
D-80	319.50
Model "C"	179.50
Model "A"	99.50
Wall Box 5/10	12.50

ROCK-OLA

1438 Comet	\$549.50
1436 Fireball	319.50

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ EXTRA SPECIAL ★
★ SMOKE SHOP ★
★ CIGARETTE MACHINE \$125.00 ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

These Are Just a Few of Our Reconditioned Phonographs

WRITE FOR ILLUSTRATED CATALOG OF COMPLETE LIST

Shaffer Music Co.

CINCINNATI, OHIO
1200 Walnut St.
Main 6310

COLUMBUS, OHIO
849 N. High St.
Klondike 4614

INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571

Detroit Ops

• Continued from page 77

were: Hugh Howes, Howes-Shoemaker Company; Dave Weinberg, D & F Vending Company; Ike Knight, Pontiac Cigarette Service; Floyd Joyce, Joyce Vending Company; Walter Kraski, K & K Vending Company; Thomas Thomas, Thomas Vending Company; William Emig, Variety Vending Company; John Hotka, Bruce Enterprises; Paul Gold, Michigan Vending Company, and Mervin Jacobson, serving ex-officio as past president.

Dual targets of the membership drive now in progress are:

1. All non-members in the area, and particularly in the cigarette field.

2. Industrial vending operators and those handling package type vending installations.

The election was conducted by Roy Small, conciliator of the United Music Operators of Michigan.

Fla. Cold Weather

• Continued from page 77

of more active participation and other amusement games.

Included in the new equipment are electric rifle games, three new kiddie rides including Rocket Ship, Bucking Horse and Motor Launch, and a skee-ball game.

The kiddie rides, first concessions at the Long Beach Arcade tot the tot set, have proved unexpectedly profitable, according to Churchwell. A coin-operated seesaw ride has enjoyed particularly good attention probably because of adults' curiosity to have their kiddies "see how it works," said Churchwell.

Rides Profitable

Churchwell has taken into consideration this year that many of his customers will be young servicemen from nearby Tyndall Air Force Base, and consequently is featuring a variety of games that fit in

with the interests of the jet aviation base.

Heavy play is expected to come from a Round the World "flight trainer" in which the player uses simulated aircraft controls to "fly a jet trip around the world" and is rated on his ability to stay on course.

Jukes Get Play

As another new attraction, Churchwell is offering play on four juke boxes on the beach, all new machines enclosed in waterproof housings, flanking four 60 by 20-foot cement dance floors titled, "The Hangout." Highly popular with teen-agers as a jitterbugging center, the "Hangouts" juke play is probably on a par with that anywhere in the Southland, Churchwell believes.

Kiddie Rides

• Continued from page 77

Champion Palomino Horse, a newly designed version of the original Champion horse ride, as well as the Hot Rod ride, scale model of an early vintage automobile with real horn and headlights.

Supplementing the kiddie rides is another unit designed for the kiddie trade—the Bull's-Eye pistol game. Nelson said that the pistol unit is riding the wave of popularity with the Davy Crockett craze among the kiddies.

Bally is expanding sales on the Bull's-Eye unit by moving the game thru its distributors into drugstore locations, in addition to regular department store and Kiddieland spots. The Cunningham Drug Store chain has been one of the

new location markets to include the pistol game.

Nelson reported that the Balaban & Katz chain of theaters recently selected the Bally rides to be operated in their lobbies, and in some instances, under the theater canopy on the sidewalk.

Top locations in other countries for the Bally kiddie units include Belmont Park, Montreal; the Canadian National Exposition, and Sportland Arcade, Blankenberghe, Belgium.

FOR SALE

Quantity "Tahitis," cleaned and checked, at \$150.00, or will trade for Panorams or late model music.

Western Distributors, Inc.
3126 Elliott Ave. Seattle, Wash.



SHUFFLE GAMES

FIRST-Conditioned

CHICAGO COIN
FLASH BOWLER \$365
STARLIGHT 315
SUPER FRAME 315
TRIPLE SCORE 145
CROWN 145
DOUBLE SCORE 115

UNITED-MATCH
MARS DELUXE WRITE
MERCURY DELUXE \$415
BANNER 385
ACE 335
TEAM 275
IMPERIAL 225
CLASSIC 145
OFFICIAL 95

UNITED-HIGH SCORE
ROYAL \$215
OLYMPIC 145
SUPER 95

GENCO
MATCH POOL \$165
SHUFFLE POOL 125

GENCO UPRIGHTS
Brand New
SILVER CHEST \$125
GOLDEN NUGGET .. 125

First-Conditioned
GOLDEN NUGGET .. \$95
400 75

Chicago Coin BAND BOX
(Animated Orchestra) \$155

ARCADE

New C.C. "ROUND THE WORLD TRAINER" \$575

GENCO 2-PLAYER BASKETBALL \$275
Evans SUPER BOMBER 150
Bally BIG INNING .. 150
C.C. 4-PLAYER DERBY 135
TELEQUIZ, With Film Chicago Coin GOALIE 95
Evans TEN STRIKE 85
SILENT SALESMAN CARD VENDOR 35

Exclusive Distributors for CHICAGO COIN

BIG LEAGUE BASEBALL BONUS SCORE BOWLER HOLLYWOOD BOWLER and EXHIBIT

Continental CHANGE MAKERS
3 models to fit all needs. Automatically vends 10c, 5c or 1c. Brand New \$89.50

COUNTER GAMES

NEW
M. & T. Zig Zag \$29
Blink's Zipper 35
Kicker & Catcher 49

BINGO 5 BALLS

BALLY
New GAYETTYS WRITE SURF CLUB \$310
PALM SPRINGS 285
DUDE RANCH 255
ICE FROLICS 255
BEACH CLUB 225
BEAUTY GALLERY 195
FROLICS 145
PALM BEACH 115
ATLANTIC CITY 110
SPOTLIGHT 75
CONEY ISLAND 75

TARGET GUNS

EXHIBIT
500 SHOOTING GALLERY \$395
SPORTLAND SHOOTING GALLERY 275
JET GUN 125
SIX SHOOTER 95
DALE GUN 65

GENCO
SKY ROCKET NEW
WILD WEST \$445
BIG TOP 410
RIFLE GALLERY 275
SKY GUNNER 145

UNITED
BONUS DELUXE \$375
CARNIVAL DELUXE 325

SEEBURG
COON HUNT \$215
SHOOT THE BEAR .. 150
CHICKEN SAM 95

ARCADIES-LOCATIONS

Tungo (new athletic), Muto., new \$175.00
2-Player Basketball, Genco, new 300.00
Machines Rebuilt—Equal to New

Exhibit Star Shooting Gallery \$295.00
Exhibit Shooting Gallery 225.00
Exhibit Jet Gun 145.00
Genco Rifle Gallery 300.00
Genco Sky Gunner 175.00
Seeburg Coon Hunt 250.00
Bally Undersea Raider 125.00
Astronope, late model 175.00
Chicago Coin Goalie 95.00
Football 2 Players, very attractive 195.00
K.O. Fighter 195.00
Silver Gloves Fighter, Muto. 195.00
1955 Catalog 300 Illustrations FREE.

KIRK MUNYER

577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. Bryant 9-6677
43 YEARS SERVICE • EST. 1912

WE NEED ROOM OUT THEY GO

United Shuffle Alleys
Royal — \$175.00
Chief — \$225.00

Bally Atlantic
City \$ 90.00
Bally Surf Club .. 275.00

Bally Big Times ... Write
Bally Gayety ... Write

Send one-third deposit with order, balance C.O.D.

Frank Swartz Sales Co.
515-A Fourth Ave., South
Nashville 10, Tenn.

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

WAIT!

WOW! WHAT A GAME...

COMING VERY, VERY SOON!

SKY ROCKET

DON'T BUY ANY BASEBALL GAMES Until You've Seen GENCO'S ENTIRELY DIFFERENT GAME

GENCO MFG. & SALES CO.

STILL IN PRODUCTION AND GOING STRONG

Joe Ash Says

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

CALL, WIRE OR WRITE FOR OUR **LOW PRICES** ON RECONDITIONED MUSIC MACHINES

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Phila. 30
FRemont 7-4495 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

ROCK-OLA 1436 (FIREBALL-120), 45 RPM..... \$375
WURLITZER 1500 A..... 445
WURLITZER 1700..... 695

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/2 Dep., Bal. C.O.D.
Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

SPECIAL BUYS!!!

ROCK-OLA	WURLITZER
1446, Hi Fi, 45 rpm \$695.00	1015 \$ 50.00
1438, 45 rpm 595.00	1700 595.00
1436, 45 rpm 295.00	1017 59.50
1422 59.50	3020 Boxes 7.50
SEEBURG	AMI
M-100 B \$500.00	E-80 \$495.00
M-100 BL 525.00	E-120 545.00
	A 89.50

WRITE FOR COMPLETE LIST AND QUANTITY PRICES
Terms: 1/2 down, balance C.O.D.
S & K DISTRIBUTING CO.
Exclusive ROCK-OLA Dist. in E. Pennsylvania and S. Jersey
808 N. BROAD STREET, PHILADELPHIA 30, PENNSYLVANIA PO. 5-6384

New Distribution Method Is Tested at Austin Packing

BALTIMORE, June 11.—The Austin Packing Company, Inc., manufacturers of peanut butter sandwiches and cookies, is testing new distribution method, according to Ernest H. Fox, president of the firm.

Under the new set-up, Fox said,

distribution points are being established at various key cities in the country. To eliminate unnecessary warehouse time, he added, truckload shipments to distribution points will be scheduled on the basis of average requirements in the area for a period not to exceed 48 hours. No distribution point will be established that will require less than three truckloads of merchandise every week.

The first distribution point has been established in Chicago.

Frank H. Heron, a newcomer to the vending field, has established F. and H. Vending in the East Side suburb of Grosse Pointes, and will vend cigarettes.



ROYAL
DISTRIBUTING, INC.

PALM SPRINGS	\$255.00
HI-FI	250.00
BEACH CLUB	225.00
DUDE RANCH	225.00
BALLY BEAUTY	160.00

Cleanest games you've ever seen.

Ask for Ben Mackie or Harold Hoffman.

Terms: 1/2 down, balance sight draft.

3726 Kessen Ave., Cincinnati 11, O.
Phone: MONTANA 5004

SUMMER SPECIALS

- KEENEY**
- American .. \$350.00
 - Carnival .. 125.00
 - 10 Player .. 115.00
 - 6 Player .. 75.00
- UNITED**
- Target .. \$375.00
 - DeLuxe .. 10th Frame .. 95.00
 - Star .. 95.00
 - 6-Player Star .. 85.00
 - Olympic .. 125.00
 - Cascade .. 110.00
- SHUFFLEBOARD SUPPLIES**
- Shuffleboard .. 3.50
 - Game Wax .. 3.50
 - Case (12) .. 3.50
 - Pucks (Set of 8) .. 12.00
 - Fast Wax .. 4.50
 - Case (12) .. 4.50
 - Score Sheets .. 10 Pads .. 7.50
 - Fluorescent Lights, Pr. .. 22.50
 - Adjusters .. 18.50

UNITED MARS
\$385.00



PURVEYOR DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

- CHI COIN**
- Cross Cross Target .. \$395.00
 - Double Score .. 110.00
- GENCO**
- Shuffle Pool .. \$100.00
 - Match Pool .. 150.00
- MISCELLANEOUS**
- Keeneey Sportsman .. \$350.00
 - United Carnival .. 325.00
 - Genco Rifle Gallery .. 275.00
 - Shoot-the-Bear .. 140.00
 - Ex. Gun Patrol .. 135.00
 - Ex. Jet Gun .. 95.00
 - Telequiz, with film .. 95.00
 - Wurl. 1015 .. 95.00
 - Wurl. 1100 .. 175.00
 - AMI Model E-20 .. 625.00

WANTED BINGO MECHANIC

Good pay—regular hours.
No drifters or drunks.
Write **BOX 802**
The Billboard, Chicago, Ill.

- 10 Gayety's—(slightly used) .. WRITE
- Variety's. Each .. \$390.00
 - Surf Clubs. Each .. 265.00
 - Palm Springs. Each .. 250.00
 - Beach Clubs. Each .. 185.00
 - Atlantic City. Each .. 75.00
- 1/2 deposit, balance C.O.D. or sight draft.
- NASTASI DISTRIBUTING CO.**
Phone: Ma. 6386
912 Poydras St. New Orleans 12, La.

SUMMER CLEARANCE

Complete While They Last

- | | |
|-------------------------------------|-----------------------------|
| WURLITZER | SEEBURG |
| Wurlitzer 1400's .. \$299.50 | Seeburg M-100-A .. \$295.00 |
| Wurlitzer 1600's .. 445.00 | Seeburg M-100-B .. 495.00 |
| Wurlitzer 1500's & 1550's .. 395.00 | |

- | | |
|--------------------|-----------------------------------|
| AMI | MISCELLANEOUS |
| AMI A .. \$ 99.50 | Wurlitzer 1015 .. \$39.50 |
| AMI D-80 .. 395.00 | Seeburg 146's & 147's .. 39.50 |
| | Rock-Ola 1422's & 1426's .. 39.50 |

SPECIAL PURCHASE
Speaker Wire—stranded, split-drawn—very low resistance—\$17.50 per 1000 ft. cord or 2c per foot.

Write for special prices on Remote Control Wire of every description.

EXPORT INQUIRIES INVITED

COVEN MUSIC CORPORATION
SERVICE IS OUR BUSINESS
Main Office: 3181 Elston Ave., Chicago, Ill. Phone: IN 3-2210
Cable: "COVENMUSIK"

SAM SOLOMONS BUYS!

- | | |
|------------------------------------|-----------------------------|
| GUNS | PINS |
| Exhibit 500 .. \$350.00 | ARABIAN KNIGHTS .. \$165.00 |
| Genco SKY GUNNERS .. 125.00 | KNOCKOUT .. 45.00 |
| Genco RIFLE GALLERY .. 250.00 | BIG BEN .. 175.00 |
| Exhibit SPORTLAND .. 250.00 | SCREAMO .. 150.00 |
| Exhibit SHOOTING GALLERY .. 150.00 | 20 GRAND .. 75.00 |
| Exhibit SILVER BULLETS .. 65.00 | TIMES SQUARE .. 75.00 |
| Exhibit DALE GUNS .. 55.00 | CARAVAN .. 50.00 |

UNIVERSITY COIN MACHINE EXCHANGE
858 N. HIGH STREET Tel.: KLondike 3529 COLUMBUS 8, OHIO

EVERY PIECE GUARANTEED

- | | |
|----------------------------------|--------------------------------|
| BALLY GAYETY .. WRITE | BALLY DUDE RANCH .. \$225.00 |
| BALLY BIG TIME .. WRITE | BALLY BEACH CLUB .. 200.00 |
| BALLY VARIETY .. \$425.00 | BALLY BEAUTY .. 175.00 |
| BALLY HI-FI .. 250.00 | BALLY FROLICS .. 135.00 |
| BALLY SURF CLUB .. 295.00 | BALLY YACHT CLUB .. 125.00 |
| BALLY ICE FROLICS .. 255.00 | BALLY ATLANTIC CITY .. 95.00 |
| BALLY PALM SPRINGS .. 255.00 | BALLY BROADWAY .. 25.00 |
| UNITED'S CASCADE ALLEY .. 110.00 | GENCO'S GOLDEN NUGGET .. 45.00 |

One-third deposit, balance sight draft
PARKER DISTRIBUTING COMPANY
533 4th Avenue, South Nashville, Tennessee Phone 4-0194



Announcing New SLIM JIM model ELECTRIC SCOREBOARDS

- Maple Cabinet, Natural Finish
- ✓ Two-Faced
 - ✓ Fits any Shuffleboard
 - ✓ 2 Models 15-21 pts. 15-21 and/or 50 pts.
 - ✓ Large metal ABT Coin Relector Box
 - ✓ Coin-operated—10c 1 Player or 10c 2 Player by simple plug switchover
 - ✓ Aluminum Button Blocks
 - ✓ Chrome Tube Supports
- IMMEDIATE DELIVERY .. \$139.50**
Terms: 1/2 deposit, bal. C.O.D. or S.D.

MARVEL MANUFACTURING COMPANY

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

Gold Medal WITH MATCH-PLAY

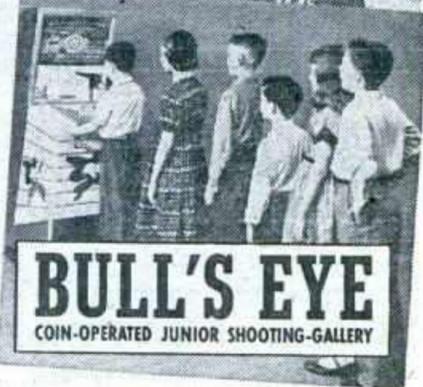
Blue Ribbon WITHOUT MATCH-PLAY



New Bally bowlers combine greatest bowler features with new BONUScore play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature ... plus popular SPEED-CONTROL and other famous Bally-Bowler features ... and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

Popular SUPER STRIKES and SPEED CONTROL



BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

Write for details of big money-making Bally Kiddie-Fun Equipment.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

"THERE IS A DIFFERENCE"

BINGOS		UNITED ALEYS		ARCADE EQUIPMENT	
Atlantic City	\$110.00	5 Player	\$ 40.00	Bally Big Inning	\$125.00
Brite Lite	85.00	6 Player	50.00	Champion Hockey	85.00
Beach Club	195.00	DeLuxe	60.00	C.C. Hockey	75.00
Beauty	225.00	Cascade	110.00	Ex. Sportland Gun	425.00
Coney Island	75.00	Loyal	195.00	Ex. Wild West Gun	95.00
Cabana	165.00	League Bowler	275.00	Spark Plug	95.00
Dude Ranch	250.00	Olympic	125.00	Steeple Chase	75.00
Genco 400	75.00	10th Frame	75.00	C.C. Round the World	495.00
Gaiety	Write	Super	65.00	Trainer	495.00
Hi-Fi	250.00	10th Frame Stars	375.00	Mut. Driveyourself	595.00
Nevada	295.00	Mars	295.00	Drivemobile	595.00
Palm Springs	275.00	Leader	295.00	Wilcox Gay Recordio	125.00
Surf Club	275.00			Bat-A-Score, Sr.	65.00
Spot Lite	75.00			C.C. Basketball	195.00
Singapore	350.00			DeLuxe Photo	365.00
Saddle & Turf	250.00			Ex. Gun Patrol	145.00
Tropicana	395.00			Ex. Shooting Gallery	250.00
Tropics	175.00			Ex. Six Shooter	110.00
Variety	450.00			Evans Bat-A-Score	165.00
Yacht Club	110.00			Evans Ski-Roll	95.00
CIGARETTE AND CANDY VENDORS		CHICAGO COIN		NEW	
Mercury 9 Col., new	\$210.00	Gold Cups	\$150.00	Mut. K. O. Fiter	\$495.00
Latest 12 Col., new	225.00	10th Fr. Double Score	110.00	Mut. Voice Recorder	1600.00
Super Six new	115.00	10th Fr. Frame	75.00	Wms. Sidewalk Supt.	275.00
Super Nine, new	155.00	Crown Bowler	110.00	Standard Metal Typewriter	450.00
National 930, used	95.00	Advance Bowler	195.00	Balloon-O-Mat	395.00
National 950, used	110.00	Super Match Bowler	190.00		
PX 10 Col., used	115.00	Hi-Speed Triple Score	225.00		
Electro 8 Col., used	125.00	10th Fr. Tri. Score	150.00		
Keeney Elec. 9 Col., used	135.00	Wurlitzer 1550	350.00		
PX Electric	85.00	Wurlitzer 1450	325.00		
4-Col. National Candy	65.00	Wurlitzer 1100	150.00		
5-Col. Rowe Candy	55.00	Packard Wallboxes	10.00		
5-Col. Mills Candy	55.00	Buckley Wallboxes	10.00		
6-Col. Uneda Candy	65.00				

Cleveland Coin MACHINE EXCHANGE, INC.
 M. S. GISSER Sales Manager
 2029 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715
 Terms: 1/3 deposit with all orders, balance C.O.D.

CORRECTION!
 Due to typographical error in June 11 issue, Exhibit's JET GUN, \$95.00, was listed as Exhibit's Jet Gun.
PURVEYOR DISTRIBUTING CO.
 4322-24 N. Western Ave.
 Chicago 18, Ill.
 Phone: JUniper 8-1814

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

Stoner Adds Convertible Coin Plate

AURORA, Ill., June 11.—A new coin mechanism, optional at additional cost, is now available for the Stoner Manufacturing Corporation's 7 and 11-column cigarette machines.
 This special coin plate, available only on new equipment ordered from the factory, is set for 25 and 30-cent sales, using a nickel and/or a quarter. The mechanism can be converted by the operator, without extra parts, to 30 and 35-cent sales, using a quarter and a nickel, or a quarter and two nickels.

Ideal Sued

Continued from page 68
 Elevator Company in Moline, Ill. Also named in the suit were Ralph W. Warner, Harold B. Smalley and Almon C. Woodruff, officers of the Bloomington company.
 The plaintiffs claim that in 1938 Ideal became interested in a device, invented by them, which would correct faulty coin receptacles in the company's automatic dispensing machines.
 On October 3, 1939, a patent for the device was issued to Warner, Smalley and Woodruff.
 Lowry and Martin say they have never received any compensation. They are asking damages plus an injunction restraining the manufacture, sale or use of the device.

Harriett Smillie Dies; Tobacco Co. Staffer

DETROIT, June 11.—Harriett E. Smillie, 51, of the staff of the Howes-Shoemaker Company, cigarette operating and tobacco wholesaling firm, died June 5 after a long illness. Miss Smillie had been with the company for about seven years and is survived by four sisters and a brother. Interment was in Evergreen Cemetery.

BINGO SALE

Cleaned, Checked, Ready To Go

4 ABC's	each \$ 35.00
3 Atlantic Cities	each 95.00
3 Beach Clubs	each 225.00
4 Coney Islands	each 60.00
3 Ice Frolics	each 275.00
1 Circus	125.00
1 Dude Ranch	225.00
1 Five Star	35.00
1 Frolics	135.00
1 Palm Beach	275.00
1 Stars	50.00
1 Tahiti	175.00
1 Yacht Club	150.00
1 HI-FI	275.00

1/2 with order, balance C.O.D.

DAVID ROSEN
 Exclusive AMJ Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

PIN-UP & BURLESQUE
LOOPS FOR SALE
 All Brand New!
 LOWEST PRICES ON THE MARKET
 MONEY BACK GUARANTEE!
TRIUMPH PRODUCTIONS INC.
 7713 Santa Monica Blvd., Los Angeles 46

NATIONAL Reconditioned Values!

5-BALL GAMES

SUPER JUMBO	33.00
DELUXE DUETTE	28.00
TWIN BILL	22.00
DIAMOND LILL	22.00
LADY LUCK	22.00
GOLD STAR	22.00
DAISY MAY	17.00
HAWAIIAN BEAUTY	17.00
JOCKEY CLUB	14.00
MYSTIC MARVEL	12.00
GREEN PASTURES	12.00
LOVELY LUCY	12.00
SHINDIG	12.00
POKER FACE	12.00
GUYS-DOLLS	12.00
QUEEN OF HEARTS	12.00
SKILL POOL	12.00
HIT 'N' RUN	12.00

SHUFFLE GAMES

SPEEDY	35.00
ACE	35.00
BANNER	35.00
DELUXE CRISS CROSS TARGETTE	35.00
MERCURY	35.00

Write for Complete List
NATIONAL Coin Machine Exchange
 1411-13 Diversey Blvd. Chicago 10
 Phone: Buckingham 1-6466

SUPER SHUFFLE ALLEY \$ 60.00
TEAM BOWLER 250.00
BANNER 325.00
ATLANTIC CITY 75.00
BEACH CLUB 175.00
ICE FROLIC 225.00
PALM SPRING 240.00
SURF CLUB 275.00
HI FI 225.00
2 FUTURITY, Ea. 40.00
SEEBURG MODEL A 275.00
AMI MODEL C 125.00
ROCK-OLA 1428 95.00
GUN PATROL 75.00
CHI COIN PISTOL 40.00

OHIO SPECIALTY COMPANY, INC.
 539 S. 2nd Louisville 2, Ky.
 Wabash 2465

GIVE TO DAMON RUNYON CANCER FUND

Again! **KEENEY IS FIRST WITH THIS Double Value BOWLER!**

JUST SWITCH BACKGLASS—CHANGE PLUG-IN—AND IT IS RADICALLY DIFFERENT!

ANOTHER KEENEY ORIGINAL IDEA

BOWLER NO. 1 KEENEY'S SPEED-LANE WITH CHANGING SPEEDS

BOWLER NO. 2 KEENEY'S PALISADES

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

6 PLAYER BOWLER

10¢ PLAY or 3 for a QUARTER

Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS

WITH Keeney's ORIGINAL SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when life is stopped.

truly different!

Order KEENEY'S 2-IN-ONE BOWLER!

KEENEY'S ORIGINAL MATCH FEATURE:

1. Available with or without "match" feature.
2. Keeney's individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy — or Star determine Bonus in award section.

J. H. Keeney & CO. INC.
 2600 W. FIFTIETH STREET, CHICAGO 37, ILLINOIS

FOR A STEADY INCOME

OPERATE
100% LEGAL

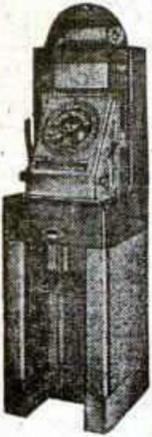
STANDARD METAL TYPERS

NEW & USED

High quality, straight discs, packed 100 to a roll.

Complete line of parts.

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STANDARD METAL TYPER CO.
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WANT TO BUY BALLY CHAMPION HORSES FOR SALE

BERT LANE MERRY-GO-ROUNDS, VERY SLICK... \$350.00
LATEST HOLLY CRANES, CLOSED CHUTE... 165.00

BINGOS

BIG TIME... \$510.00
DUDE RANCH... 215.00
BEACH CLUB... 190.00
YACHT CLUB... 105.00
FROLIC... 120.00
PALM BEACH... 105.00
ATLANTIC CITY... 75.00
SPOT LITE... 40.00

1/3 Deposit With Order

BOYLE AMUSEMENT COMPANY
522 NW 3d St., Oklahoma City 3, Okla.
Ph.: Regent 6-5631

... insures Billboard readers of a high standard of useful editorial services



Bill Coan Jr.
• Continued from page 67

ment games, Coan to concentrate on the vending machine field.

Huebsch announced in conjunction with the Coan appointment, that Keeney was contemplating adding several more lines of machines to its vender production. A cookie vender and a candy vender are expected to be the initial new items.

Coan, who has already traveled throught the country contacting vender operators during his employment with other vending firms, joined the Keeney company last March.

Previously he worked for several years with the Salem Magic Vend, Chicago; the Alco Deree firm, Chicago manufacturers, and the Coan Manufacturing Company, Madison, Wis.

The new regional sales manager joins Bill Bolles and Al Allbritten, Keeney regional sales representatives, on the company's traveling sales staff.

NAMA Meet
• Continued from page 67

to order by NAMA Region XI Chairman Dwight C. Dickinson, Bay Cities Automat Company, Inc.

A reception will be held Saturday afternoon thru the courtesy of the Pepsi-Cola Company, and music and entertainment will be held in the evening, sponsored by P. Lorillard and Company.

Who's on First?
• Continued from page 67

terms of the settlement. Briefly, here's what's transpired to date:

Chronology

Last year, Ambrose sold his Suffolk County route to a New York combine headed by Sanford J. Moore, ex-city policeman. Price was \$447,000 for 618 locations. Ambrose agreed he would stay out of the juke box business for five years in the area.

But soon after, Ambrose's brothers, Frank and John, started jumping Moore's stops, with Moore asking an injunction against the Ambroses for \$149,000, the same amount he owes Ambrose for the route.

At the trial last week, one of Moore's employees testified that Dominick Ambrose had made bribery charges against Supreme Court Justice L. Barron Hill and County Republican leader R. Ford Hughes. Ambrose later said he was drunk when he made the charges and made them in jest.

When the \$102,000 settlement was drawn up, everyone signed but John Ambrose, and Delores Ambrose, the attorney of record.

Meanwhile, Dominick Ambrose pleaded the Fifth Amendment Monday (6), but later answered questions before a grand jury investigating charges which came out at the trial.

The wire recording of Ambrose's charges were played before the jury.

UNITED BINGOS

NEVADA	\$265	TROPICS	\$175
HAWAII	225	CABANA	135
RIO	175	STARS	85

SPECIAL!
United DELUXE CARNIVAL GUN
\$345

ACE COIN COUNTER

New Hi-Speed
'55 Model
Compact.
Easy Operation.
Weights 8 Lbs. Counts All Coins.

Only **\$149.50**

BALLY BINGOS

GAYETY	WRITE
HI FI	295
VARIETY	\$475
SURF CLUB	295
ICE FROLICS	265
PALM SPRINGS	265
DUDE RANCH	245
YACHT CLUB	125
BEAUTY	175
FROLICS	195
PALM BEACH	175
ATLANTIC CITY	110
SPOTLITE	75
BRIGHT SPOT	95

NEW GAMES

Williams
KING OF SWAT
Gottlieb
JUBILEE
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CAPITOL
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Chicago Coin
HOLLYWOOD
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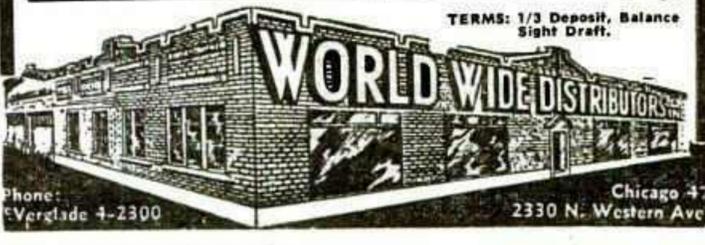
PHONOGRAPHS

WURLITZER 1500	\$375
WURLITZER 1550	425
SEEBURG M100 B	525
SEEBURG M100 C	525
A.M.I. "D"-40	325

MISCELLANEOUS

Genco GOLDEN NUGGET . . \$ 95
Genco 400 .. 45
Evans SADDLE & TURF .. 245

TERMS: 1/3 Deposit, Balance Sight Draft.



WORLD WIDE DISTRIBUTORS

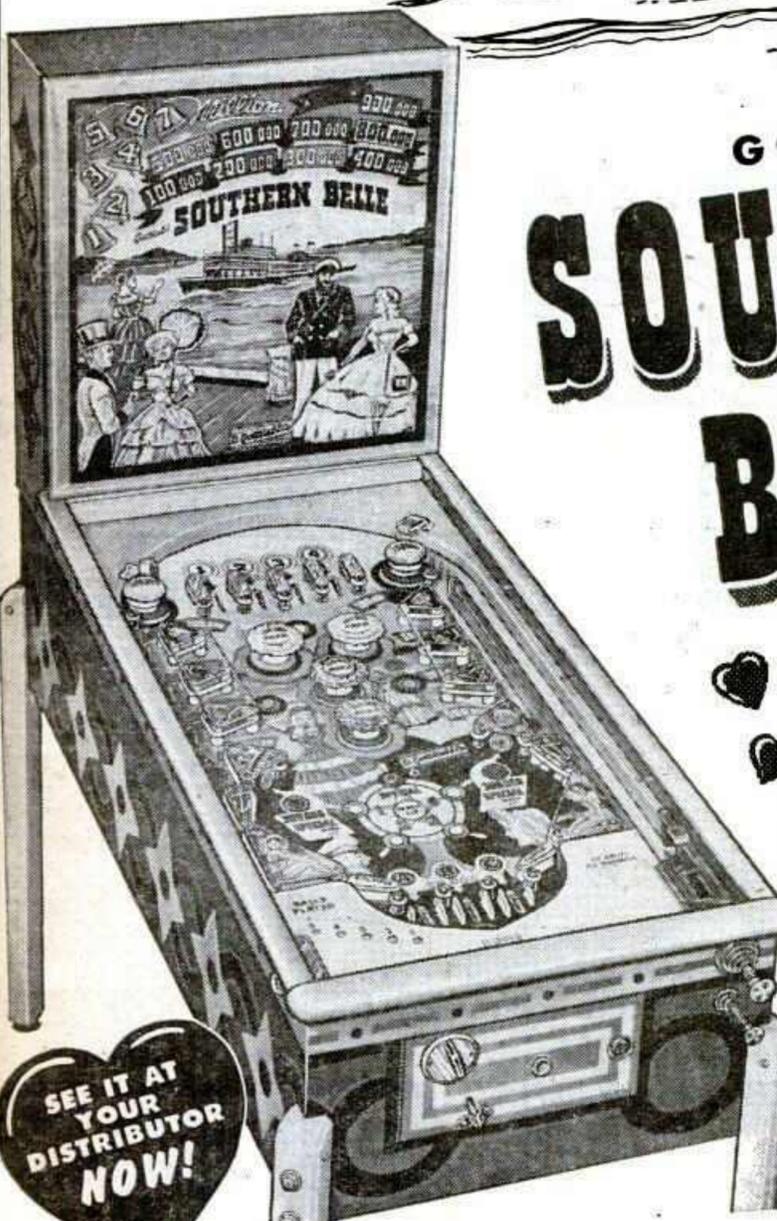
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- ♥ A-B-C Rollovers Light Targets for Special.
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- ♥ 3-Mystery Special When Lit Rollovers.
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- ♥ 4-Life-up Pop Bumpers.
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- ♥ 2-Letter Spotting Holes.
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- ♥ 2-Super Powered Flippers.

THE LATEST AND GREATEST OF GOTTLIEB MULTIPLE PLAYER AMUSEMENT MACHINES!

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Locations across the nation report top grade earnings!

SEE IT AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
as American as Baseball and Hot Dogs!



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

PRICES SLASHED!

MUSIC

Wurlitzer 1015 (as is) \$ 30.00
 Wurlitzer 1017A Hide-away 50.00
 Rock-Ola 1438 185.00
 Rock-Ola 1432 125.00

ALLEYS

United Ace United Cascade
 United Team United 6 Player Super
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 United Imperial United Star

WRITE—WIRE—CALL COLLECT

World's Largest Kiddie Ride Distributor

Bally Davy Crockett Bull's-Eye Gun (New)
 Bally Hot Rod (New)
 Bally Champion Horse (New)

RECONDITIONED 100% GUARANTEED

Bally Champion Horse, Merry-Go-Rounds, Space Ships, Boat Rides, Moon Rides.

WRITE—WIRE—CALL COLLECT



298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040



Exclusive distributors for
WURLITZER — BALLY — UNITED

MODERNIZE Your Cascades—Clovers—Olympics—Classics—Royals—Chiefs

into Up-to-Date
4-DRUM SYNCHRO-FLASH SCORING!

Complete with colorful new backlasses!
 Write, phone TODAY!

CLAYT NEMEROFF • CHARLEY PIERI

Monarch Coin Machine, Inc.

RECONDITIONED VALUES

22-Ft. American Shuffleboard, refinished play field, new pucks \$195
 Wall Mod. Scoring Unit 65
 Williams BIG LEAGUE BASEBALL 225
 ATLANTIC CITY 95
 BRIGHT SPOT 95
 ZINGO 65
 SPOTLITE 65
 FROLIC 145
 BEAUTY 195
 VARIETY 465

Write for Latest List
 2257-59 N. Lincoln, Chicago 14, Ill.
 Lincoln 9-3996-7-8

Bally Ships

• Continued from page 77

time increasing chances for 4-in-line scores.

Magic Pockets

With the "Magic Pockets" feature lighted on the backglass, the player may move balls in the top row of holes to the left or right, and also permits the player to release some balls from top row holes for additional playfield action.

With the "Magic Lines" feature lighted on the backglass, the player is permitted to move the first three lines of the card up and down to build better scores. This is done by turning knobs on the front molding of the cabinet.

Another new feature introduced in Gay Time is the "10 Series Advancing Scores" which increases sets of three scores (3, 4, 5 in-line) from eight sets to 10 sets, giving players a 25 per cent greater range of scores.

A new ball clearance feature permits balls from the seven top-row holes to be cleared immediately thru a hole at the top of the playfield, rather than releasing balls to roll down the field, as in the previous in-line game, Gayety.

Improved spin-mechanism and motors have been added to speed play. The game includes corner scores, spot numbers, guaranteed scores and extra balls.

The player gets five balls for a nickel, with additional coins deposited for special play features.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS		ARCADE	
MATCH BOWLER	\$ 65.00	SIDEWALK ENGINEER	WRITE
10TH FRAME	75.00	MUTOSCOPE K.O. FIGHTER	WRITE
SUPER MATCH	95.00	SILVER GLOVES	\$185.00
NAME BOWLER	100.00	SEEBURG BEAR GUN	145.00
10TH FRAME SPECIAL	100.00	SEEBURG COON HUNT (Used)	275.00
DOUBLE SCORE BOWLER	110.00	GOALEE	95.00
CROWN BOWLER	110.00	C.C. PISTOL	90.00
TRIPLE SCORE	150.00	GENCO 2 PLAYER BASKETBALL (New)	325.00
GOLD CUP BOWLER	160.00	QUIZZER WITH FILM	90.00
ADVANCE BOWLER	195.00	BALLY BIG INNING	125.00
SUPER FRAME	300.00	DELUXE PHOTOMATIC	375.00
STAR LITE	300.00	DALE GUN	50.00
UNITED BOWLERS		MILLS PANORAM (With Peeks)	325.00
10TH FRAME	\$ 75.00	WILCOX-GAY RECORDIO	395.00
CASCADE	110.00	MUTOSCOPE VOICE-O-GRAPH	WRITE
OLYMPIC	140.00	ASTRO SCOPE	125.00
ROYAL	195.00	EXHIBIT SHOOTING GALLERY	265.00
CHIEF	275.00	EXHIBIT STAR GUN	315.00
TEAM	295.00	EXHIBIT SIX SHOOTER	125.00
BINGOS		EXHIBIT GUN PATROL	150.00
BRIGHT LIGHTS	\$ 75.00	UNITED CARNIVAL GUN	375.00
BRIGHT SPOT	95.00	UNITED JUNGLE GUN	360.00
SPOT LITE	95.00	GENCO RIFLE GALLERY	325.00
BEACH CLUB	250.00	GENCO BIG TOP GUN	450.00
DUDE RANCH	265.00	GENCO SKY FIGHTER	150.00
ICE FROLICS	300.00	MIDGET MOVIES	125.00
CABANA	165.00	MUTOSCOPE DRIVE YOURSELF	WRITE
HAWAII	325.00	MOBILE (Like New)	125.00
SINGAPORE	395.00	SHOE SHINE	75.00
KEENEY HOLIDAY	35.00	HAY BURNERS	30.00
A.B.C.	50.00	ABT CHALLENGERS	30.00
RIDES		DUCK HUNTERS	20.00
CHICAGO COIN SUPER JET	\$395.00	KICKERS & CATCHERS	35.00
BIG BRONCHO	400.00	SHIPMAN ART SHOW	39.50
MUSICAL MERRY-GO-ROUND (2 Ride—Like New)	395.00	AIR HOCKEY (New)	465.00
LITTLE WHIP (New)	WRITE	MERCURY ATHLETIC 13-WAY SCALE	49.00
CHICAGO COIN ROUND THE WORLD TRAINER (New)	WRITE	AUTO PHOTO STANDARD METAL TYPER (Factory Rebuild)	WRITE

1/5 DEPOSIT WITH ORDER.

Monroe COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. : Superior 1-4640)

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Williams
KING OF SWAT

REPLAY or NOVELTY
 SINGLES · DOUBLES · TRIPLES · HOME RUNS

HOME RUNS ACTUALLY GO OVER THE FENCE!

IT'S HERE!

The ball is really pitched!

PLAYERS RUN BASES

Only AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT

HITTING a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay . . . carry-overs from game to game . . . liting arrows under T scores 5 replays . . . then all arrows are reset.

Previous HIGH SCORE stays on . . . Beat previous High Score for replays!
REPLAYS FOR SCORE . . .
"NUMBER-MATCH" scores REPLAY!

Order Your Williams **"KING OF SWAT"** BASEBALL GAME TODAY!

CREATORS OF DEPENDABLE PLAY APPEARANCE
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin Coin Chutes: 10c — 3 for 25c

IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer

Another
FIRST!

Fastest Playing Bowler Ever Developed!

chicago coin's

Bonus Score

BOWLER

NEW TOURNAMENT STYLE PLAYING METHOD!

That's Right! Now Each Player up Shoots 3 Consecutive Frames Before The Next Player Gets His Turn. (Only The 10th Frame Plays as a Single Frame.)

PLAYER UP → 1 2 3 4 5 6 ← SHOOT 3 FRAMES

1ST THREE FRAMES

2ND THREE FRAMES

3RD THREE FRAMES

LAST FRAME

NEW EXCITING BONUS SCORING SYSTEM

Look! At the End of Each 3 Frames Played, for Each Lit-up Strike Recorded on Back Glass Player Gets an Additional 300 Points! (600 Points for 2 Strikes in a Row—900 Points for 3 Strikes in a Row!)

1ST STRIKE
300
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

2ND STRIKE
600
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

3RD STRIKE
900
EXTRA SCORE
AFTER EACH 3 FRAMES ARE PLAYED

PLUS.....

In Addition to Bonus Scoring Player Gets Added Points With *Flash-O-Matic* Scoring!

4 Drum Scoring!

Chicago Coin's DE-LUXE (Match)

BIG LEAGUE

2-Player Baseball Game
Match a Number and Start!
Plus Pennant Feature!
Plus Bull's-Eye Feature!

National "Slug Rejector" Coin Chute!

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MACHINE COMPANY



Game Adjustable to Advance Scoring!

Feather Touch "Power Lift"

chicago coin's **HOLLYWOOD BOWLER**

New flashing "Hollywood Beauties." Animate back glass to indicate additional scoring points! NEW multiple score adjustment features!

Greater than **GAYETY!** Better than **BIG-TIME**

Bally® Gay Time

**4
MAGIC
LINES**

MAGIC POCKETS

New
Score Booster *Lites*
WITH SUPER-CARD PLAY-APPEAL

New 10-SERIES
**Advancing
Scores**

**CORNER SCORES
SPOT NUMBERS
EXTRA BALLS**

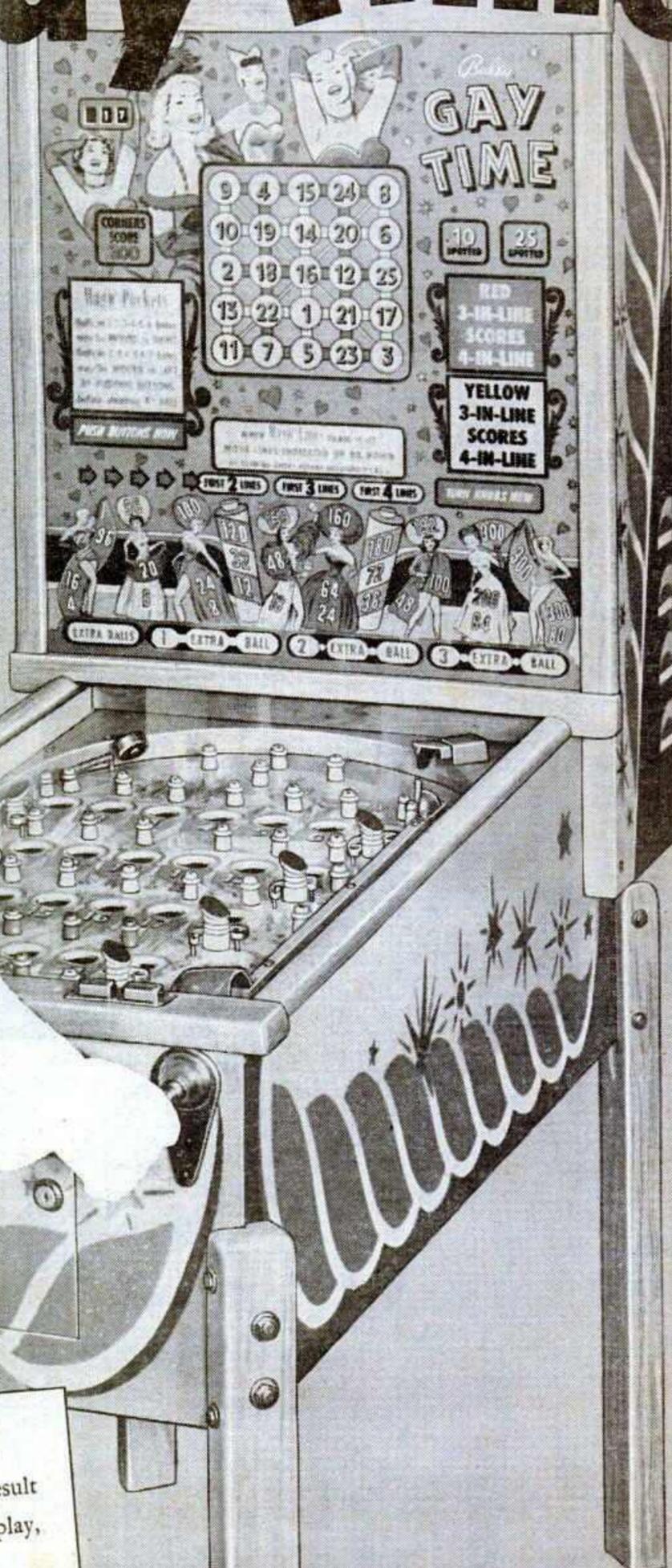
New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 81



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

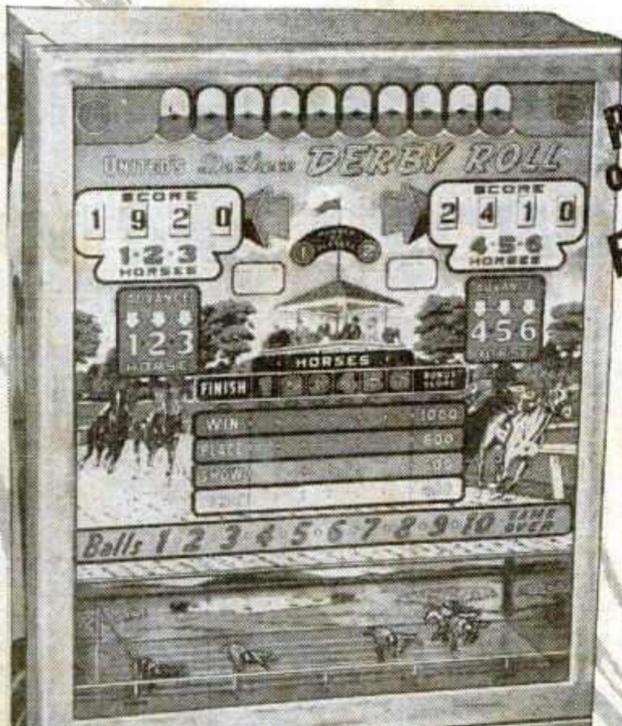
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NEW... DIFFERENT... HIGH-SCORE AMUSEMENT GAME

UNITED'S DELUXE

DERBY ROLL

TWO-PLAYER BALL ROLL-DOWN



FASCINATING RACE-HORSE ANIMATION
 ONE OR TWO CAN PLAY... IT'S FAST

EACH PLAYER GETS 3 HORSES
 Horses are selected on mystery basis as coins are deposited

WIN-PLACE-SHOW-PURSE
 BONUS SCORES 1000 - 800 - 600 - 400
 For all horses reaching finish line

ROLL-OVER OPENINGS
 WITH 4 VALUES
 40 - 60 - 80 - 100
 80 - 60 - 40

FLASH-A-MATIC TIME FEATURE
 Determines which horses advance

ROVING BONUS LIGHT
 ADDS 100 TO SCORE

WINNING HORSES
 Posted on Back-Glass in a Flash

EQUIPPED WITH UNITED'S FAMOUS MATCH-A-SCORE FEATURE

NEW SIZE!
 7 FT. LONG
 2 1/2 FT. WIDE
 6 FT. HIGH
 TO TOP OF BACK-BOX

EXTRA STURDY CONSTRUCTION
 FORMICA PLAY BOARD

TREMENDOUS CROWD-PLEASER
 KEEPS BUSY HOUR AFTER HOUR

LONG LOCATION LIFE
 L-O-N-G PROFITS

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

6 PLAYER SHUFFLE ALLEY BOWLING GAMES

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 Smooth, Quiet Skee-Skill Game

TRIPLE PLAY
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UNITED OPERATORS ARE SUCCESSFUL OPERATORS

10 SHOTS 10¢ EACH PLAYER



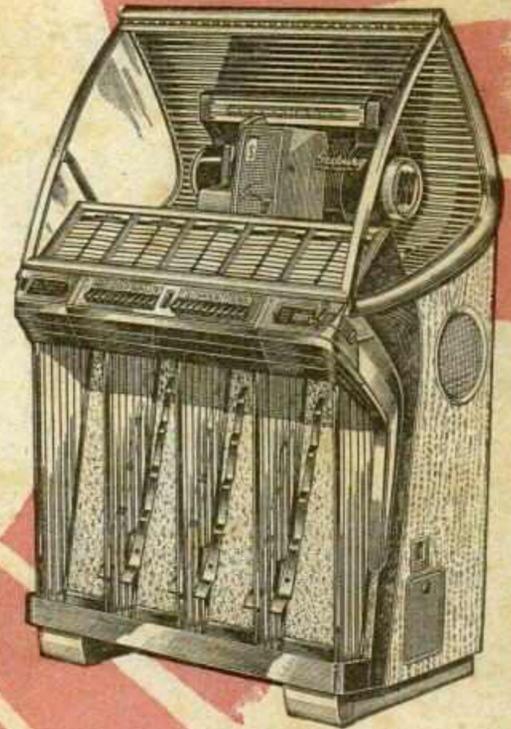
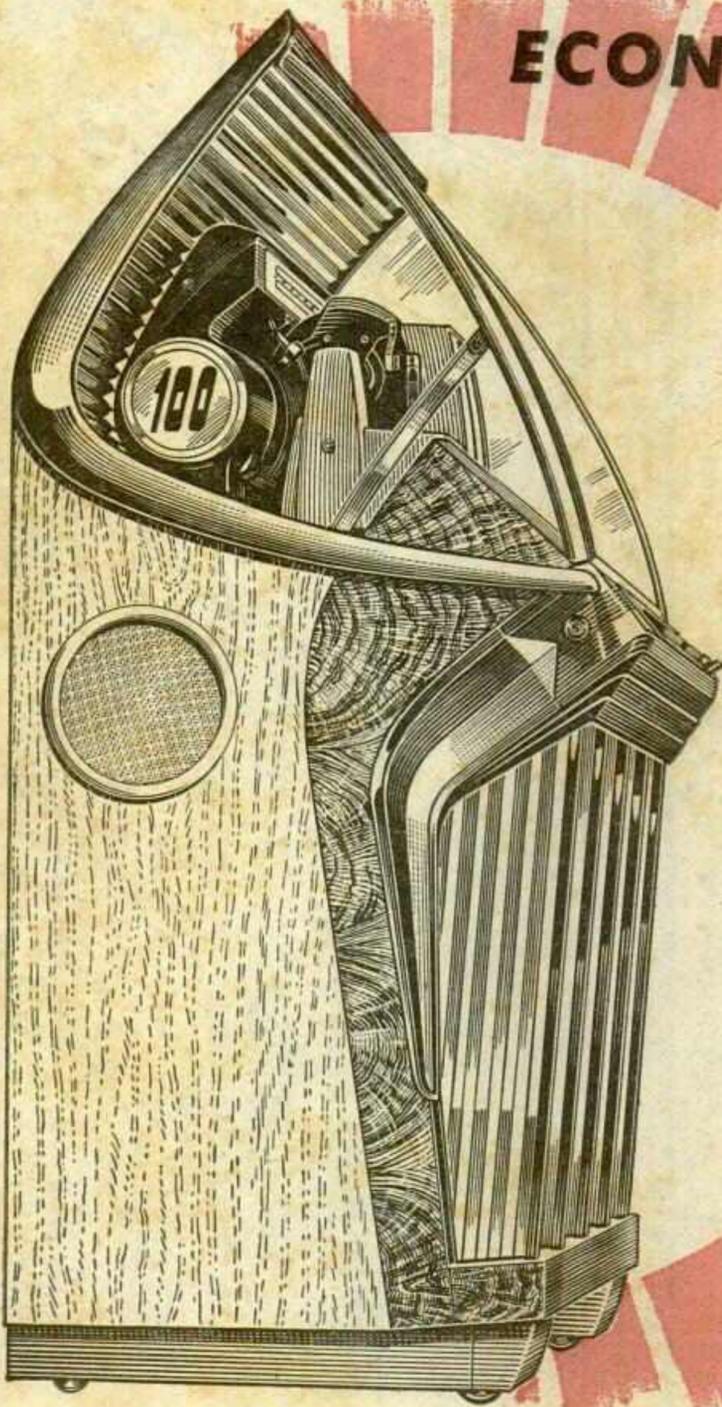
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Select-o-matic ¹⁰⁰ MUSIC SYSTEMS

LEAD IN STYLING, PERFORMANCE,
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music systems*



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