

# The Billboard



**MUSIC MERCHANTS' CONVENTION SPECIAL**

starts on page 23

JULY 23, 1955



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

## J. S. Finicky About Juke Boxes' Music

26,000,000 Plays Daily Keep Owners Hopping to Give John Q. What He Wants

By JIM WICKMAN

CHICAGO, July 16.—The U. S. patron, who plays an estimated 26 million tunes a day on the nation's 450,000 juke boxes, is finding increasing variety in selecting the music he wants when he wants it.

His musical tastes, which encompass the whole spectrum of musical reproduction, and which range all the way from Dixieland jazz and country tunes to operas and symphonic orchestrations, are presently being satisfied to an extent once thought impossible thru the medium of the automatic phonograph.

And measures being taken today by the men who own and operate juke boxes to insure even broader appeal to his every musical taste, wider diversification of the music offered on the box.

Before the advent of the modern selection juke box (with capacities of 80 to 120 selections) just a half-dozen years ago, when juke boxes accommodated an average of just 12 to 48 selections, there was little opportunity to offer more than a very limited musical variety.

Selectivity provided by the new machines opened new horizons for the juke box operator and a tremendously expanded market for the record industry.

For the operator, it also presented a new major problem, which currently occupies an increasing share of operator thought and planning, and the weekly solution to which determines the measure of success an operator achieves. That problem is programming.

Music operators have found that the ability to offer customers a large selection of records is one matter and offering them a large

## Future Holds 'Musicrama'

CHICAGO, July 16.—Boldness in planning the juke box industry of the future has been called for by a prominent figure in the coin machine industry.

Al Schlesinger, managing director of the National Coin Machine Distributors' Association, said that "the future of the automatic music business will be based upon the exact merchandising technique that makes other industries recognize price, quality and sales potential."

He suggested a "musicrama" machine to offer music of all kinds for prices ranging from a nickel to a quarter to enable the customer to shop for music as he shops for groceries in a supermarket.

selection of records they want to hear is quite another.

### Tastes Vary

New tunes are quickly shaping up to become latest hits, and recent hits are being chalked up as yesterday's No. 1 tunes. Certain customers don't like old waltz favorites, some do; others don't like jazz, some do. Thus, good juke box programming requires a study of both the customers to be served each place a juke box is located and the ever-changing hit tune market.

One operator, in summing up the problem of programming, explained: "We have to program from 50 to 60 records for each of our machines, make sure that all the top current hits are featured, as well as the up and coming hits and all the customer's favorites in each location.

"Then there's the rhythm and blues numbers, country and western tunes, old favorites. Besides that, in the case of certain nationality locations, we must pick tunes for our Latin American customers or learn to dance the polka so that we know which tunes have a good polka dance beat."

This problem of good juke box programming has been no small challenge, and music operators are

*(Continued on page 126)*

## WOR BUREAU MOVES IN AS SUB FOR USO

NEW YORK, July 16.—In a move to fill the entertainment gap caused by the suspension of USO-Camp Shows, WOR Artist Bureau's head, Nat Abramson, is donating a group of American acts for overseas show duty. Starting next week at Weisbaden, Germany, the performers will embark on a tour covering more than 25 different installations of our Armed Forces in Europe.

Abramson is picking up all costs (fees, insurance and welfare payments) to talent, with the exception of transportation and billeting, which will be provided by the U. S. government, thru the Armed Forces Professional Entertainment Bureau. Abramson flies to Germany Monday (18) to supervise the first show and to discuss with officials the possibilities of rotating American performing troupes every three weeks, with part of the cost defrayed by booking the same acts at theaters and night clubs in Europe and on cruise ships.

Talent lineup for the show troupe opening in Germany Monday includes the Spaulding Sisters, dancers; singer Marilyn Murphy, magician Jack Flosso, comedian Chic Darrow, singer Howie Mann, harmonica player Billie Frye, ventriloquist Asta Sved, dancer Judy Martini, and singer Sylvia Barry.

## Record Field Gets Up Steam to Crack \$200,000,000 Top

All Phases of Disk Business Work Toward Higher Sales Level in '55

By IS HOROWITZ

NEW YORK, July 16.—The record business, which has long hovered around the \$200,000,000 mark in total annual retail sales, appears likely to take substantial steps forward in the next few years.

This optimistic view is shared by most record manufacturers, but, more importantly, it is reflected on the dealer level among retailers of all descriptions.

### Growing Plans

While grosses are going up, much midnight oil is being burned by those in responsible industry positions to seek ways of lifting the industry to an even higher sales plateau. This year already has seen, in lowered LP prices, a development that bids fair to lure many new thousands to the ranks of consistent record buyers. There are other developments, some already in the initial operational stages, which are thoughtfully designed to once and for all widen the market and acceptance of phonograph records.

Undoubtedly the most significant development of the year was the price readjustment which

ushered in 1955. That this was to have profound repercussions in the business was expected. What was in question, however, was whether or not sales volume would jump sufficiently to overcome revenue loss per unit at the reduced price of \$3.98 or \$4.98 an LP against the earlier established price of \$5.95.

### Denouement Unfolds

Quick "answers" to this question were forthcoming within weeks of the price drop. But it is no surprise that they were inconclusive. After five months of dealer experience The Billboard has run a probing survey, the results of which are given detailed treatment in this issue. And it must be reported that the full story has yet to be told.

There is no doubt that volume has increased; new buyers have come into the market. But for the complete profit story a full 12 months of experience will require analysis.

Yet, it can safely be reported that the main accomplishment of the newer prices has been to entice new customers into the stores and to impel them to buy more records. And there are some in the industry to whom this fact alone spells success and great promise for the future.

### Billboard Survey

Perusal of the latest Billboard survey, which sought in great part to compare dealer experience during the first five months of 1955, as against the same period a year before, will bring out these facts:

1. More than half of all record dealers grossed more money than a year ago. And the average gain for these dealers was almost 20 per cent.
2. Well over one-third of all dealers made more profit. In all, 67 per cent either held their own

*(Continued on page 25)*

## Record Gross On Way Up

NEW YORK, July 16.—Best available estimates of total record dollar volume last year is practically identical to the gross racked up by the industry in the peak year of 1947. The retail figure for both 1954 and 1947 was about \$205,000,000.

In 1948, volume dropped to \$175,000,000, picked up to \$180,000,000 in 1949 then stepped up to the 1954 level. When all the figures are in for 1955 the total is expected to be well over the \$210,000,000 mark, showing an accelerated gain over earlier years.

## NEWS OF THE WEEK

### Columbia, Capitol Records Prepare Big Fall Programs . . .

Columbia and Capitol Records have readied elaborate fall programs for introduction to dealers in the next few weeks. The Columbia deal includes a heavy release schedule, new merchandising gimmicks and 100 per cent exchange on new albums. Decca is also preparing early introduction of its fall program. *Page 17*

### Rhythm and Blues Slipping? Not on Billboard Pop Charts! . . .

Rhythm and blues, recently regarded as a declining influence in the pop music-record field, shows tremendous strength; cuts a wide swath thru the best-selling record charts. In a related trend, Negro artists in number are breaking out of the night club and jazz fields to become big pop best sellers. Examples are Sammy Davis Jr., Al Hibbler, Sarah Vaughan, etc. *Page 18*

### CBS Expanding Activity In One Shot Spectaculars . . .

CBS-TV, already set with a Saturday night series of monthly specials for Ford, is now preparing to expand further into the one-shot spectacular programming field on another night during the week. The web has already lined up some properties and talent for the new series and is currently hard at work closing deals on more. *Page 2*

### 500,000 Attendance Seen By Calgary (Can.) Stampede . . .

The famous Calgary Stampede and Exhibition set a record attendance pace in the first four days of its six-day run, pulling 317,000, 29,000 over the 288,000 drawn in the same period last year when the event's full run lured 482,000. Stampede executives forecast that the event would finish this year with a gate in excess of 500,000. *Page 95*

### Ringling Circus Negotiates To Play New York Ball Parks . . .

Plans for the Ringling circus' Polo Grounds appearance in 1956 are close to the contract stage, with principals and attorneys planning to meet, probably next week. It is also likely that the circus will show for a couple of weeks in Ebbets Field, Brooklyn, and on Long Island. *Page 95*

### DEPARTMENT AND FEATURES

Amusement Games . . . 132	Music . . . 37
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**Shakoma!** SOUND TRACK coming on

## NEW AD HORIZONS

# TV Moves Into Retail Field; NBC Makes Sears Pitch

NEW YORK, July 16.—TV this week took its most important step toward opening up a tremendous new source of network revenue—the retail industry. The NBC-TV network telecast a half hour closed-circuit presentation to top officials of Sears, Roebuck & Company, at their request, to show and impress upon them what video has to offer.

The annual sales of this giant corporation run between \$2,500,000,000 and \$3,000,000,000. Its advertising budget is estimated at \$90,000,000, most of which is spent on newspapers. Up to now TV has claimed a minute share of this advertising budget, and that in local TV and spots.

The fact that Sears asked for the presentation is considered by the trade to be a sign that retailers are getting ready to use network TV. The business is so amorphous that it has had trouble using TV, except locally. But there is a distinct trend toward consolidation, and it is a natural for large chains of department stores like Sears.

### Discount Houses

The department stores have been particularly hit by the sales racked up by the discount houses, their greatest competitors, who have come to play an increasingly larger part in the American economy. Discount houses generally sell on price alone, but the department stores have other things to offer buyers which they have not been able to tell them. And TV

can be made use of for that purpose.

Produced by the NBC Telesales department, the closed-circuit pitch featured NBC President Sylvester (Pat) Weaver, who carried the main burden of the network's sales message. Also on hand was NBC's merchandising consultant, Edward Weiss. Weaver originated in New York, but there were cut-ins from the web's studios in Burbank, Calif., and from the Sears store in the San Fernando Valley. The segment from the store illustrated how it could be used for a commercial.

NBC centered its selling pitch around two shows, the three-hour feature film spectacular which will present "Richard III," starring Laurence Olivier, and "Matinee," the web's new hour daytime dramatic strip, on which it will hinge its afternoon commercial comeback.

### Marshal Field

Big department stores are beginning to be more active in local TV. Marshal Field of Chicago reportedly has Calkins & Holden, its agency, shopping around for a top local show. And reports are that Macy's is getting ready to move into TV in a big way in New York City this fall. The advertiser has been studying the medium for several years.

NBC's Telesales department has been extremely active in making presentations to advertisers via its closed-circuit method which has struck the fancy of many advertis-

ers. One such was made to dealers and distributors of Star-Kist Tuna and was responsible for a whopping order on "Today," "Home" and "Tonight." It has become an important tool for communicating to many potential advertisers the drama and the excitement of the medium.

# '64G Question' Takes TV by Storm

Hits Top on Trendex, Raps Opposition, Sells Out 'Pink' Lipstick Coast to Coast

NEW YORK, July 16.—Not since the days of "Stop the Music" in radio has the broadcasting medium seen anything like the immediate success of "The \$64,000 Question," the Revlon-sponsored show now on CBS-TV Tuesdays 10-10:30 p.m. In the six weeks that the show has been telecast, it has rocketed into No. 1 position on Trendex.

Its latest Trendex for the July 12 telecast is 43, and its share of audience is 79.4. For the same week its major competitor, "Truth or Consequences," had a 6.8 Trendex, down from a 23.9 rating when it first took on "The \$64,000 Question" June 7. The Revlon show is now topping such established stanzas as "Toast of the Town," "Ford Theater" and "Person to Person" by a wide margin.

As important as its ratings are, the tremendous nationwide press play that the stanza has been receiving week after week, has provided front-page news, and press clippings have been received from such faraway places as Australia, England, France and Italy.

What the show has done for Revlon's sales is hard to ascertain. It is known that a brand-new shade of lipstick, called "Love That Pink," introduced on the first show, is already sold out coast to coast. And, according to reports, its impact on the Revlon line of cosmetics is nothing short of phenomenal.

The man who recognized the

## NIelsen TOP 10 TV WEB SHOWS

(2 weeks ending June 11, 1955)

\*Indicates Film

Rank	Show & Web	Homes (000)
1.	George Gobel Show, NBC	13,600
2.	*I Love Lucy, (P&G) CBS	13,161
3.	Jackie Gleason Show, CBS	12,912
4.	*Disneyland, ABC	12,171
5.	*Ford Theater, NBC	12,088
6.	*Dragnet, NBC	11,946
7.	*I Love Lucy, (Philip Morris) CBS	11,791
8.	Toast of the Town, CBS	11,686
9.	Producers' Showcase, NBC	11,341
10.	Lux Theater, NBC	10,974

# ABC Bonus for Life of Sponsol

NEW YORK, July 16.—ABC has put into effect a new plan to compensate its salesmen who bankrollers into the network I up.

The new compensation plan will give ABC-TV salesmen for the first time a weekly bonus for as long a sponsor to whom they sold a time slot stays on the air. The bonus will be based on a percentage of the time billings. Previously salesmen got a lump sum shortly after a contract was signed.

The new system will give salesmen the advantage of having his bonus spread over a period of time and will reward him bringing in a client who stays on the web for a long stretch.

The new plan also gives a salesman an additional weekly bonus if he sells the client an ABC package.

# Religious Skein By Cathedral

HOLLYWOOD, July 16.—Series of 13 half-hour films on the life of Christ will be produced by Cathedral Films for airing this coming season. Goodyear Tire & Rubber Company will present the program on TV on a once-a-month basis throughout the year. The Kudu agency is now looking for a time slot on one of the nets.

Production costs of the show titled "The Master Speaks," being borne partly by Goodyear Filming, in color begins August at Hal Roach Studios. The 13 James K. Frierick is producing John T. Coyle directing. Christ played by Robert W.

Cathedral is also doing 12 12-minute films consisting of slides and a sound track, depicting parables of nature. Stanberg is dubbing animal voices these.

## The Billboard

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Vol. 67 No. 3

# ABC's Spec Offers Small Sponsor Bait

NEW YORK, July 16.—Advertisers with little money but with a big yen to get into network television during prime time hours will get an opportunity to do so on ABC-TV next season at the cheapest rates that prime time network television has been available for in years.

The network, which this week was reportedly close to acquisition of 35 or so top grade J. Arthur Rank feature films (see other story), is readying a sales campaign that will permit advertisers to buy into the features for as few or as many participation spots as they want for approximately \$13,000 each. A spot on NBC's "Color Spread," in comparison, costs approximately \$71,000.

The \$13,000 figure for the ABC buy is still a rough approximation, pending final resolution of the cost of the features that ABC finally winds up with and the line-up of stations that will pick up the features, which will be aired Sundays, 7:30-9 p.m. Additionally, the cost for each participation will depend on the number of participations a bankroller buys, ABC's plans calling for a sliding discount that would vary with the size of the order. Whatever the final figure, however, it would be far less costly than any other minimum prime time network buy currently available.

As such, it would go far towards overcoming many criticisms aimed at networks for barring their doors to small advertisers who cannot afford to buy a half hour network prime time program even on an alternate week basis.

The ABC sales plan on its Sunday night feature film show reportedly calls for three commercials to be aired during each half-hour segment of the 90-minute show.

The last 60 minutes of the feature show would be up against some rough competition in the form of CBS-TV's Ed Sullivan show and NBC-TV's "Colgate Va-

riety Hour." However, ABC's analysis of the situation is that the features, if they draw even around a 15 rating, would provide bankrollers with an excellent cost-per-thousand buy.

### Early Start

The web hopes the show will do better than a 15 rating. It's been pointed out that the features start (Continued on page 3)

# CBS Plans Move Into 1-Shot Extravaganzas for Midweek

NEW YORK, July 16.—Now that its Saturday night once-a-month specials are safely tied up by a Ford bankroll, CBS-TV is drawing up plans to move into another part of the week, either Tuesday or Thursday nights, with similar one-shot extravaganza type programs.

The web's plans have reached the stage where it is now actively lining up talent for such shows. The network has already signed Arthur Schwartz and Howard Dietz to handle the music and lyrics for "Wonderful World," an original musical, the book for which will be written by Everett Freeman and Sid Dorfman. Another musical, "I Hear America Singing," will be written by Jean Holloway and Carroll Carroll and produced by Ken Murray.

The web has committed itself to buy two 90-minute color films that Orson Welles will produce in England and in which he will also star. The Welles shows will be George DuMaurier's "Trilby" and probably Shakespeare's "Twelfth Night." In addition to the two definite commitments, CBS has an option to have Welles produce one or more

additional films, either 60 minutes or 90 minutes in length.

### Borge Deal

Another piece of talent that CBS-TV has lined up is Victor Borge, who will be paid \$100,000 for each of two 60-minute specials. The deal with Borge also calls for the artist to guest on at least two regularly scheduled CBS programs next season.

The network also has put its public affairs department to work shaping up four block-buster documentary type spectacles, which could fit into its midweek special programming plans. It's also negotiating with Budd Schulberg to do the teleplay for "The Last Tycoon," an F. Scott Fitzgerald novel to which the web has acquired TV rights. Rights to a Broadway play, "Time Out for Ginger," have also been acquired by the web.

High on the list of other properties under consideration is the Cole Porter-Orson Welles musical adaptation of Jules Verne's "Around the World in Eighty Days," which was produced theatrically on Broadway.

Ford wants to do a special show on Christmas Eve, the probability being that Schwartz and Dietz

will ready "The Bluebird" for the occasion.

A few of the above-mentioned offerings will go into the Ford Saturday night specials and in Chrysler's "Shower of Stars" line-up. But most of them will probably be for the web's new midweek extravaganzas.

The CBS approach to its new spectacles is understood to be more fluid than that of NBC, which programs its specs in 90-minute form on a regular once-a-month basis. The CBS plan, on the other hand, will reportedly permit the web to put on specials that are either 60 minutes or 90 minutes in length, depending on the type of material to be presented.

The CBS expansion into mid-week spectacles is the latest step in the trend, established last season by NBC's Pat Weaver, and now adopted by all three TV networks, towards increased programming of 60-minute and 90-minute extraordinary shows. ABC's plans to program top-quality J. Arthur Rank features (see other story) on Sunday nights can be considered as falling into the spectacular pattern, the ABC has carefully refrained from labeling it as such.

**THE BILLBOARD SCOREBOARD**

**The Top New National Spot Commercial Campaigns on TV**

Placed during the week of June 26-July 2, 1955

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

**NATIONAL SUMMARY**

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Beechnut Chewing Gum, Beechnut Packing	Folger Instant Coffee, J. A. Folger
Blue Bonnet Margarine, Standard Brands	Ivory Flakes, Procter & Gamble
Crown Zipper, Coats & Clark's Sales	Kraft Foods, Kraft Foods Co.
	White Rain Creme Rinse, Toni Co.

**REGIONAL SUMMARIES**

**Eastern**

Anacin, Whitehall Pharnacal	Love Me or Leave Me, (Movie), M-G-M
Beechnut Chewing Gum, Beechnut Packing	Nestea Instant Tea, Nestle Co.
Black Label Beer, Carling Brewing	Salada Tea & Tea Bags, Salada Tea Co.
Blue Bonnet Margarine, Standard Brands	Tenderleaf Tea, Standard Brands
Duz, Procter & Gamble	White Rain Creme Rinse, Toni Co.
Imperial Margarine, Lever Bros.	
Ivory Flakes, Procter & Gamble	

**Southern**

Air Conditioner, Mitchell Mfg.	JTD Antennas, JTD Mfg. Co.
Brillo Cleanser & Soap Pads, Brillo Mfg.	Pabst Blue Ribbon Beer, Pabst Brewing
Coca-Cola, Coca-Cola Co.	Phillips Milk of Magnesia, Chas. H. Phillips Co.
Ford Cars & Trucks, Ford Motor	Red Band Flour, General Mills
Greyhound Lines, Atlantic Greyhound Lines	Wonder Bread, Continental Baking
Helena Rubenstein Beauty Preparations, Helena Rubenstein, Inc.	

**Midwestern**

Blue Bonnet Margarine, Standard Brands	Martha Logan Cooking School, Swift & Co.
Dean's Milk Products, Dean Milk Co.	Mrs. Tucker Shortening & Salad Oil, Mrs. Tucker's Foods
Dulany Frozen & Canned Foods, John H. Dulany	Purex Liquid Trend Purex Corp.
Hacksaw, Grant Co.	Ringling Bros. Circus, Ringling Bros.
Instant Chase & Sanborn Coffee, Standard Brands	Salad Mixer, Grant Co.
Ivory Flakes, Procter & Gamble	Vel, Colgate-Palmolive
Kool Cigarettes, Brown & Williamson	Viceroy Cigarettes, Brown & Williamson
Libby's Pineapple Juice, Libby, McNeill & Libby	White Rain Creme Rinse, Toni Co.
Liquid Mender, Grant Co.	Zerome-Zerex, Dupont Co.
Manor House Coffee, McLaughlin & Co.	

**Southwestern**

Canco, American Can	Frankfurters, Neuhooff Packing
Crown Zipper, Coats & Clark's Sales	Glass Containers, Glass Container Mfrs.
Dri-Zit, Deodorizing Products, Dri-Zit Co.	Griffin Shoe Polish, Griffin Mfg.
Folger Instant Coffee, J. A. Folger	Kraft Foods, Kraft Foods Co.
	Poli-Grip, Block Drug
	Swift's Ice Cream, Swift & Co.

**Rocky Mountain & West Coast**

Absorbine Jr., Liniment, W. F. Young, Inc.	Ivory Flakes, Procter & Gamble
Beechnut Chewing Gum, Beechnut Packing	Kraft Foods, Kraft Foods Co.
Blue Bonnet Margarine, Standard Brands	Lifebuoy Soap, Lever Bros.
Burgermeister Beer, San Francisco Brewing	Maxwell House Coffee, General Foods
Cavalier Cigarettes, R. J. Reynolds	Nabisco Crackers, National Biscuit Co.
Folger Instant Coffee, J. A. Folger	Plumite Drain Cleaner, Ivano, Inc.
Gallo Wines, Gallo Winery	Shredded Wheat, Nabisco
Hamm's Beer, Theo Hamm Brewing	Somerset Sausage, Safeway Stores
	United Airlines, United Airlines
	Various Products, General Foods

**EXECS SHOCKED BY HARRINGTON, CHAPIN DEATHS**

NEW YORK, July 16.—Two deaths this week again shocked TV industry execs, who last week mourned the passing of J. Walter Thompson's John U. Reber.

Tom Harrington, chairman of the board of Ted Bates agency, died early in the week of a heart attack. Soon after news of Harrington's death reached the industry, it was also learned that David Chapin, 15-year-old son of Buzz Chapin, vice-president in charge of sales for ABC-TV, had been tragically killed by an avalanche while climbing a mountain in the Canadian Rockies.

**'WIDE WORLD'**

**GM Unit Buys A Third, and Others Nibble**

NEW YORK, July 16.—The NBC-TV gamble on "Wide, Wide, World" is on the verge of paying off. The network has a verbal order from its first sponsor, United Distributors, a division of General Motors, for one-third of the hour and a half show. Should it come up with the sale of another third of the stanza, it will go in next season on 20 Sunday afternoons. Tentative starting date is October 16.

Also showing substantial interest in the remote spectacular is Alcoa. The network took an \$80,000 gamble when it decided to program the show, but got off the hook when it was bought for a Monday night "Producer's Showcase."

United Distributors will be paying \$88,800 per show or \$1,776,000 over a 20-week period, if its verbal order becomes firm. Among the subjects being considered for coverage are "American Campus," "Christmas With Mr. Smith," "Winter USA," "Lincoln's Birthday" with Carl Sandburg, and "Springtime USA." Barry Wood will function as executive producer.

**PRODUCTION**

**\$4 Mil Tag On 'Matinee,' Daytime Strip**

NEW YORK, July 16.—NBC-TV has set aside a tentative production budget of \$4,784,000 for its new hour daytime strip, "Matinee," which begins next fall. The weekly budget for the dramas will run \$92,000, or \$18,500 each hour, which puts them in the class of "Kraft TV Theater." Albert McCleery will function as executive producer, and Ethel Frank will be story editor.

When the dramatic strip gets going, the Ted Mack show and "It Pays to Be Married" will be canceled. The latter show may be moved elsewhere if it proves it can draw viewers. The last quarter hour strip of "Matinee" will most likely be sponsored by Procter & Gamble, which is now using the time.

**Bernstein, Widom Set Up B&W Outfit**

HOLLYWOOD, July 16.—B&W Productions was formed here this week by packager Bud Widom and producer Richard Bernstein. First show, "Bud's Bandwagon," a five-day, 15-minute Hollywood interview and news strip, is now being packaged.

**TV Commercials in Production for New & Current Campaigns**

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

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

Sponsor, Product & Agency (Show, if any) No. Seconds (C-Color) Type Commercial Producer

(Continued from last week)

<b>PUBLIC UTILITIES</b>				
Florida Power & Light, Utilities, Bevis & Tyler..	1	60	LA-C	Reela Films
<b>RADIOS, TV SETS, PHONOGRAPHS, RECORDS, AND DEALERS THEREOF</b>				
Columbia Broadcasting System, Television sets, Ted Bates..	2	60	FA, SA	United Prod. of Amer.
Columbia Records, Records, McCann-Erickson..	1	60	SA	Lalley & Love
General Electric, Portable TV, Maxon, Inc..	1	60	LA, FA	Transfilm
	2	20	LA, FA	Transfilm
	1	10	LA, FA	Transfilm
<b>TOBACCO, CIGARETTES, CIGARS, ETC.</b>				
R. J. Reynolds Tobacco Co., Camel Cigarettes, William Esty (Camel News Caravan)..	13	60	LA, FA	Transfilm
	6	20	LA, FA	Transfilm
P. Lorillard Co., Old Gold Cigarettes, Lennen & Newell (Herb Shriner Show)..	4	60	LA, FA	Transfilm

(Continued next week)

**Swift Weighs Warner Series**

NEW YORK, July 16.—Swift & Company this week was evincing considerable interest in "High Venture," the new Warner Brothers half-hour series. Swift needs a property to replace the "Horace Heidt Showwagon" in the Saturday night 7:30-8 time period on NBC-TV.

Warner Brothers is showing around a pilot film composed of footage from many of its aviation films to show sponsors what the proposed series would be like. Wendell Corey is expected to star and narrate. Alcoa had first crack at the property but seems to have

**ABC Spec Offers**

Continued from page 2

a half hour before Sullivan and the Colgate show go on the air. Viewers who tune in at 7:30, it's felt, would very likely stay with the feature to the end rather than drop out in the middle of the show to switch to another channel. Once a month, however, the features would start off neck and neck against even more formidable competition, NBC's "Color Spread" spectacular, which airs 7:30-9 p.m. Local stations which have been programming "Million Dollar Movie" first run features against prime time network program competition have been doing very well in pulling in hefty audiences.

lost interest. The William Morris Agency is doing the peddling. J. Walter Thompson is the agency.

**AMERICA'S 10TH TV MARKET**

316,000 watts

912,950 TV sets • \$5½ billion annual buying income

**WGAL-TV** NBC • CBS • DuMont

LANCASTER, PA. STEINMAN STATION Clair McCollough, Pres.

Representatives: **MEEKER TV, INC.** New York • Chicago • Los Angeles • San Francisco

**MONEY-SAVING SUBSCRIPTION ORDER**

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

Payment enclosed

Bill me

601

Name \_\_\_\_\_  
 Occupation or Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

...“the perfect family entertainment!”

*(The New York Times, August 16, 1947)*



*The New York Times* said it eight years ago, and it is just as true today in syndicated television as it was then of the motion picture version. On stage, in print, on the screen or on television... *Life with Father* is "perfect family entertainment." And now, for the first time, it's available to all stations for local or regional sponsorship, on a syndicated basis... through CBS Television Film Sales. Probably the best-known dramatic property of modern times, *Father* needs no pearly-worded description. A few capsule statistics tell its story. It was the longest-running play in Broadway history, grossing close to \$10,000,000 in 3,224 performances. The movie grossed another \$6,250,000. The book sold more than 2,000,000 copies. And *Life with Father* on the CBS Television Network played to an average of more than 8,000,000 people per broadcast during the past season!\* Starring Leon Ames and Lurene Tuttle, *Life with Father* is a prestige-packed syndicated film series suitable for almost any time period and any sponsor... in fact, the perfect vehicle for selling the families in your sales areas. Get details from...

**CBS Television Film Sales, Inc.**

New York  
Chicago  
Los Angeles  
Detroit  
San Francisco  
Boston  
St. Louis  
Dallas  
Atlanta  
In Canada:  
S. W. Caldwell,  
Ltd., Toronto

\*ARB viewers per set applied to NTI homes, October 1964-April 1965

This One



FCZB-L83-GWG3

Copyrighted material



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



Charles H. Crutchfield



R. F. G. Copeland



Milton J. Stephan



Walter Lowendahl

**THE SPECTACULARS**

**Specs Manhandle the Spots; Damage Is Slight Otherwise**

What has been the effect of the spectaculars in the trade? Most members of the Editorial Advisory Board claimed they were unaffected. Only half as many registered any effect at all. Most of these said the effect on them had been bad. This was either because they found it hard to compete with them or because they found it hard to live with them, mostly the latter.

The largest proportion of comments came from the stations. Of the 88 stations that responded, 35 said they were affected and 23 of those were affected badly.

The 12 stations who said the specs were all to the good gave as their reasons the big promotion, the excitement and the grateful mail they had received for running them. Two of these admitted they did not carry the specs themselves but felt they raised the prestige of the entire industry.

The station complaints broke down into two major categories. The big complaint, made by 10 stations, was that the network thereby cuts into station time and eliminates spot availabilities or siphons off money they might have been put into spot.

The next biggest complaint, made by nine stations, was that the specs caused a problem in

scheduling and traffic. This was especially true among hinterland stations which may have been ordered for the specs but not for the other three weeks.

One station mentioned both these reasons. Another two stations, obviously not NBC affiliates, said it was tough to compete against the specs. And still another said he had a lot of headaches with dealer tie-ins, especially on the auto-sponsored specs.

This was WSAZ, Huntington, W. Va. Said Manager Bud Rogers, "We find the rivalry between different Olds or Ford dealers is worse than that between different brands. With dealers in 30 or 40 different towns in our TV area, local price tags have become a terrible headache."

Of all these complaints, the only one that was characterized as serious was the loss of spot availabilities. Said Albert Johnson, general manager of KENS-TV, San Antonio: "It is part of the ever-continuing trend of the networks to take more and more station time and station breaks

to the impairment of station revenue." Said Hugh Smith, general manager of WCOV-TV, Montgomery, Ala.: "They cost the station money. The specs cut out two breaks, which mean the loss of two 20-second and two ID spots."

The complaints in the ad agency group came mostly from the smaller agencies. Their comments did not indicate any great concern. But, said a Chicago agency head, "They have bumped some of my local spots." Said a Texas agency, "They make it a little more difficult to schedule spot announcements, but nothing serious."

Among the film distributors there were a couple of twists in their understanding of the effect of the spectaculars. Three syndicators said the specs were beneficial because they would more clearly define the value of using half-hour and 15-minute shows on a spot basis. And one feature film distributor said they were a good thing for him, because it trained people to sit still for 90 minutes of continuous entertainment.

**HOW THEY VOTED**

Has the regular scheduling of 90-minute spectaculars had any effect on your part of or relation to the TV industry?

	Yes	No
Ad Agencies	17	39
National Sponsors	4	8
Regional, Local and Spot Advertisers	2	14
Stations	35	53
Distributors	8	24
Producers, Equipment, Labs	10	34
Grand Total	76	172

**NEXT WEEK**

The TV Editorial Advisory Board will tell...

**HOW COLOR TV WILL GROW**

**FOR QUOTATION**

**STATIONS SAY . . .**

**CHARLES CRUTCHFIELD**, executive vice-president, WBTV, Charlotte, N. C.: "Because of our single-station market situation, it is exceedingly difficult to clear for 90-minute extravaganzas on an occasional monthly or even biweekly basis."

**VICTOR SHOLIS**, vice-president, WHAS-TV, Louisville: "This fall the CBS series will mean further insinuation of network programming into station time."

**HAROLD SEE**, station manager, KRON-TV, San Francisco: "Less revenue, and the trend is toward no station break."

**JOHN KEENAN**, commercial manager, WSJB, Elkhart, Ind.: "They cause a great many scheduling problems, especially if the station has an order for the spec but can't get an order for the regular show which is programmed on the network."

**JAMES D. RUSSELL**, president, KKTU, Colorado Springs, Colo.: "It seems that some rate adjustment should be made for the stations carrying such spectaculars since so much announcement revenue is lost thereby."

**FILM PRODUCERS SAY . . .**

**BASIL GRILLO**, Bing Crosby Enterprises, Hollywood: "An interesting sidelight is developed where such shows are done on film. Being 90-minute shows and therefore feature-film length, they can have subsequent value for theatrical release, particularly foreign, making the economics much more sound."

**CARL MABRY**, Motion Picture Advertising Service, New Orleans: "Pre-empts syndicated films, prolongs contract runs, etc. We don't regard them as serious from a competitive standpoint, but they are a great nuisance when our service department tries to set up a shipping schedule taking these pre-emptions into account."

**WALTER LOWENDAHL**, executive vice-president, Transfilm: "Generally, the types of filmed commercials prepared for spectaculars are more elaborate. We have produced some. But in the over-all production picture, these shows have had little effect on producers of TV commercials."

**A. D. HECHT**, Bill Sturm Studios, New York: "Since many of the spectaculars were in color and sponsored by some of our clients, we had the rare opportunity to make many color commercials. The experience was most valuable. Put us ahead in color by at least one year."

**SPONSORS AND AGENCIES SAY . . .**

**ALBERT PLAUT**, advertising manager, Lehn & Fink: "It helps the big time advertiser and curtails the small advertiser by using so much Class A time."

**ROBERT F. G. COPELAND**, director of Sales Promotion, Ford Motor Company: "We're in one program and think it's done us good. We also think our 'un-spectaculars' do a good job."

**GEORGE ABRAMS**, advertising manager, Block Drug Company: "The spectaculars caused us to lose a show we were well satisfied with, 'Name That Tune,' Monday 8 p.m. on NBC-TV. We were bumped in 1954 to make way for 'Producers Showcase' and 'Caesar's Hour.' Yet 'Name That Tune' had a larger audience and lower cost than most of the spectaculars."

**JOHN MARVIN**, TV director, Wayne Welch Agency, Denver: "We avoid choosing spots opposite them or buy up adjacent spots whenever possible."

**V. L. MORELOCK**, TV director, Vinius-Bradon Agency, St. Louis: "Eventually it could put all responsibility and decisions with only one group, broadcasters. That would not be sound. However, I think the trend will change before that happens."

**MILTON J. STEPHAN**, TV director, Allen & Reynolds, Omaha: "Some Midwestern advertisers have been forced to take another look at daytime TV if they want to be on with a show. Half-hour units are even more scarce."

**News in Brief**

**CLUETT-PEABODY RETURNS TO WEB TV ON NBC . . .**

Cluett-Peabody this week returned to network TV when it bought \$300,000 worth of "Today," and "Home" on NBC. The advertiser bought 24 participations on each show. Cluett has been in network video before, but never successfully.

**HAZELHOFF HEADS NBC PARTICIPATION SALES . . .**

Eric Hazelhoff this week was named manager of participation sales at NBC-TV, reporting to Mort Werner. He was formerly manager of the TeleSales department, a post which goes to Peter J. Smith, his assistant.

**RONSON TO BANKROLL EDWARDS NEWS SEGS . . .**

CBS-TV has picked up Ronson as bankroller for the Wednesday and Friday segments of "Douglas Edwards With the News" for next season. Ronson will replace Avco and Pharmaceuticals, Inc., who are bowing out of the news stanza at the expiration of their contracts.

**CBS SHIFTING GOTTLIB TO TELEVISION SIDE . . .**

Lester Gottlieb will move over on a full-time basis to the television side of the CBS fence as director of daytime programming as soon as a replacement can be found to fill his shoes as CBS Radio's vice-president in charge of network programs. Meanwhile, Norman Frank, who's been Gottlieb's assistant at CBS Radio, is leaving that network to take on an NBC-TV job as producer of its new daytime strip, "People at Home."

**SHEAFFER PEN SIGNS FOR SHRINER SHOW . . .**

Sheaffer Pen has signed with CBS-TV to take on alternate week bankrolling with Lorillard of the Herb Shriner show, "Two for the Money," starting in August.

**13 EDUCATIONAL OUTLETS NOW UNDER CONSTRUCTION . . .**

There are currently 13 educational television stations in the process of construction in the U. S., according to the National Citizens Committee for Educational Television. When all 13 of these outlets take to the air, there will be a total of 23 educational outlets in operation. They will be capable of reaching an audience of almost 46 million viewers.

**RESTLESS PEOPLE**

Rex Marshall, one of TV's busiest commercial announcers, is taking a hiatus from his TV shows for a four-week tour thru Europe. It's his first vacation in more than two years. . . . Marvin Fisher and Jack Douglas are set to script "The Soldiers," the new NBC-TV comedy show. . . . Richard H. McGinnis, formerly with the advertising department of Shell Oil Company, has joined Batten, Barton, Dineen & Osborn as an account exec on the Ethyl account.

"Television Research" was the subject of a talk by Hugh M. Beville Jr., director of research and planning for NBC, on July 15 before the NBC-Northwestern Summer Television Institute in Chicago. . . . Ward B. Stevenson has left Pillsbury, where he was public relations director, to join Benton & Bowles as a veepee in charge of public relations. . . . William Tankersley has been upped from CBS-Radio program operations' director in Hollywood to director of editing, Hollywood office.

**Can. Color TV Due in 1956**

TORONTO, July 16.—Color TV broadcasting in Canada is expected to begin sometime in the fall of 1956, it was revealed when the estimates for the coming year for the Canadian Broadcasting Corporation were tabled in Parliament. The CBC listed a proposed expenditure of \$500,000 for modifications to transmitters at Montreal, Toronto and Ottawa to permit color broadcasting. Initially the color broadcasts would consist of programs produced live or on film in the U. S.

**Pete Jaeger Joins Guild Films Sales**

NEW YORK, July 16.—C. Pete Jaeger, veteran broadcasting executive, this week joined Guild Films as veepee for national sales. He comes to Guild from the Trans-American Broadcasting System, where he was a veepee. Jaeger will work under Erwin H. Ezzees, Guild's veepee in charge of sales.

**TPA 'Science' Gets 6 Buys**

NEW YORK, July 16.—Television Programs of America this week racked up sales to six buyers of its educational public service show, "Science in Action." Among the buyers were two banks, a utility company and three stations, one in Canada.

Twin City Federal Savings and Loan Association bought it for Minneapolis, and the Minneapolis Power and Light bought it for Duluth, Minn. In Milwaukee, the Marine National Bank purchased the series. Sales to date represent \$92,000 in contracts.

**The Billboard Spotlights:**

**NETWORK PROGRAMS and the TRENDS THAT BUILD THEM**

. . . How public tastes are engineering important program changes . . . popularity changes . . . effects on talent . . . where independent producers stand.

coming  
**AUGUST 6 ISSUE**  
distributed  
**AUGUST 2**



# Networks Vie For UHF-ers In Connecticut

**CBS, NBC Claim 2; Latter Also Eyes Another in Dispute**

WASHINGTON, July 16.—Keen network competition on the UHF level is under way in Connecticut, with station buys lined up by National Broadcasting Company and Columbia Broadcasting System in the Hartford area. If the Federal Communications Commission approves the deals, Columbia will get WGTH-TV, Channel 18, in Hartford from General Teleradio, Inc., reportedly for \$650,000; NBC will buy WKNB-TV, Channel 30, in New Britain, at a rumored total expense of \$800,000, with another \$500,000 construction tab in prospect. The latter grant is in dispute at FCC, the Broadcast Bureau having sided with the protesting WNHC-TV a New Haven VHF station, requesting a hearing on the NBC buy.

With the entry of CBS and NBC-owned UHF stations in this area—one of the four selected for possible deintermixture by FCC—a fast game of puss-in-the-corner is under way for network affiliation. Here are the moves:

NBC's ownership of its new UHF outlet will end (October 1) the network's current affiliation with the protesting Station WNHC-TV.

Columbia's new acquisition (its second UHF-er) will put the American Broadcasting Company out of the picture on WGTH-TV. This station was ABC's outlet in the prime Connecticut capital area.

WNHC-TV, former NBC outlet, may now be driven to affiliate with ABC in the area—this station and the network being odd-men-out in the current shift.

Further moves in the game will involve FCC's new chief of the broadcast bureau, Edward F. Kenahan, who takes over former chief Curtis Plummer's job there August 1, with James E. Barr assisting. NBC has protested the bureau's citing of the "multiple ownership" rule in recommending hearings on the net's UHF buy. NBC points out that other multiple owners, CBS, Storer and Du Mont, own

(Continued on page 15)

## GOING LIVE

### Revamp of CBS-TV A.M. Coast Sked

HOLLYWOOD, July 16.—CBS-TV is revamping its daytime West Coast schedule to accommodate live shows emanating from New York. A number of programs in the past have been seen as kines, delayed a day or more in their coast telecasts, and have suffered rating-wise accordingly.

Affected by the shift are the "Garry Moore Show," to be aired at 3 p.m.; "Arthur Godfrey Time," 3:30 p.m., and "Strike It Rich," 4:30 p.m. daily. All will be telecast either live or on hot kines.

### Reports Vary On RKO Deal

NEW YORK, July 16.—The reported negotiations to buy RKO Radio from Howard Hughes turned into journalistic pandemonium this week.

As the result of one trade paper story (not Billboard's) that the deal was finally closed last weekend, the report broke into the daily papers in screaming headlines toward the latter part of the week. The Herald-Tribune here ran it as its lead financial story on Thursday, but with no confirmation. The Journal-American ran it on page 1 yesterday (15), stating that the deal had been closed that morning.

These stories mentioned only Tom O'Neil and General Teleradio. But a story in the Bridgeport (Conn.) Herald on Sunday said the deal had already been closed by O'Neil and Eliot Hyman, head of Associated Artists Productions.

There was no official confirmation from any source here this week. O'Neil was in Hollywood, undoubtedly trying to bring the negotiations to a head. Hyman could not be reached, but members of AAP said they knew of no deal. A highly placed official of General Teleradio told The Billboard earlier in the week GT definitely had no deal on RKO at that moment.

## Strike Looms as Negotiations Stall

HOLLYWOOD, July 16.—The most serious strike in the history of the television film industry has become a definite possibility with the SAC and TV producers at complete odds over a new contract. Negotiations were broken off this week.

A special meeting of the board of directors of the SAC is taking place Monday (18) to consider calling for a membership vote on strike action. It would take at least two weeks, however, for such a strike to go into effect if it is authorized. The present pact expires Wednesday (20).

As was first reported in The Billboard (June 25), the principal stumbling block is residual payment, with producers completely united in the stand against paying actors for a second run. (At present the second run is free, the third run calls for 50 per cent of minimum.) According to John L. Dales, national executive secretary of the Guild, there is no point in even resuming negotiations until producers agree to the principle of payments on the second run.

With production for the coming season climbing into high gear, the SAC is undoubtedly in a strong position, and could throw the industry into a complete snarl with a strike. Only one has been called before in the 22-year history of the Guild, in 1952 against the makers of filmed commercials. In that instance, after a work stoppage that lasted three months, the producers capitulated on every important point.

Indications are that the SAC,

## TvB Inaugurates Nat'l Drive to Draw More Advertisers to Medium

**Major Aim of Bureau Is to Get Large Bankroller in Local TV Via Spotbooking**

HOLLYWOOD, July 16.—A national campaign to draw more advertisers into television was kicked off here this week by Oliver Treyz, president of the Television Bureau of Advertising. Treyz is on a three-week swing of the Western market area.

One of the primary aims of the TvB of A, Treyz said, is to draw more national advertisers into local television thru spotbooking. In many cases, he points out, a national advertiser can sell more for less money by buying local station time than by sponsoring a net program. On the other hand, it's true that the nature of some products demands that they be displayed on a web hook-up.

"Which suits what best and for whom" is more or less the nature of TvB's presentation to sponsors and agencies with, for the first

time, a complete set of statistics and facts garnered by a number of research organizations to back up the contentions. The study covered 107 markets of all types.

### Chart Shows 'Em

Since network time is, to a great extent, filled up, national advertising netted by the drive will go primarily to local stations. In making the pitch, TvB, therefore, has compiled a chart showing time availabilities on some 150 stations for the month of April. Tho these may not be valid for July or August, the aim is to point out the many prime time periods that are available.

One factor, which Treyz emphasizes, is that in taking network time an advertiser may find himself opposite such a high-rated show as "Disneyland," et al., thus placing

his product at a distinct disadvantage. On the other hand, by spotbooking nationally, he spreads the risk of running into strong opposition. Treyz also asserts that, in many cases, a web outlet will cancel a network skein to program a stronger syndicated series in the same time period.

### "Neglected Area"

In emphasizing spotbooking, Treyz declares he's not knocking the network, but merely throwing light on what has been a long neglected area. TvB hopes that its campaign will increase advertising in both fields.

Listing some specifics discovered by the study (others were reported in The Billboard of June 4, following TvB's presentation at the NARTB convention), Treyz reports rural viewing is 22 per cent higher than city, due partly to the fact that it is in these areas that most of the 50 per cent increase in TV homes has occurred since the FCC thaw has taken place. It was also found that new TV homes are more susceptible to selling.

With 96 out of 100 homes equipped with TV, average viewing in the first four months of 1955 was higher than ever before. TV's heaviest viewers are the younger housewives and the bigger families.

For local stations that cannot afford filmed commercials, it was discovered that the direct sales approach by an on-camera announcer is much more effective than an off-camera voice utilizing slides and the like.

In the presentation TvB will show every type of advertiser who buys his product, what kind of viewer he can expect for each type of show in different classes of markets, and just how effective television will be for him in each instance.

## ABC Pix Sells Seven Markets For Fairbanks

NEW YORK, July 16.—ABC Film Syndication chalked up a seven market regional sale on its "Douglas Fairbanks Presents" series to Stroh Brewing Company of Detroit this week.

The brewing company will air the show this fall on the following TV stations: WXYZ, Detroit; WNEM, Bay City, Mich.; WWTW, Cadillac, Mich.; WNDU, South Bend, Ind.; WBNS, Columbus, O.; WHIZ, Zanesville, Ohio, and WNBK, Cleveland.

Among the other regional sponsors who bankroll the series are Liebmann Breweries, the Kroger Company, Oscar Meyer & Company and Colgate-Palmolive.

### Texas Film Directors Sked District Meeting

NEW YORK, July 16.—The Texas members of the National Association of TV Film Directors will hold a district meeting some time in August. Details are now being set by District 13 chairman, Jim Bently of KCEN-TV, Temple, Tex.

## EMERALD GROUP OF 13

### Hwd. TV Puts New Package on Market

HOLLYWOOD, July 16.—A new package of 13 feature films, including five high-budget John Wayne starrers, is being placed on the market by Hollywood Television Service, Republic Pictures subsidiary. All of the pix were made prior to 1948, with the Wayne features dating back to the early 1940's and before.

The package, dubbed the Emerald Group by Hollywood TV Service's prexy, Earl R. Collins, augments the previously announced Diamond Group of Republic pix released to TV earlier this year.

The Wayne features consist of "Wheel of Fortune," "Lady From Louisiana," "Lady for a Night," "In Old California" and "Three

Faces West." The latter also has Charles Coburn, the only other featured player in the five films who still remains a big name in motion pictures.

The other eight pix are "Wyoming" (Vera Ralston, William Elliott), "Earl Carroll's Vanities" (Dennis O'Keefe, Constance Moore, Eva Arden), "That's My Man" (Don Ameche, Catherine McLeod), "Romance and Rhythm" (Kenny Baker, Phil Silvers, Frances Langford, Ann Miller); "I, Jane Doe" (Vera Ralston, Ruth Hussey); "High and Happy" (Eddie Albert, Constance Moore); "The Flame" (Vera Ralston, Robert Paige, Broderick Crawford) and "Lake Placid Serenade" (Vera Ralston).

There is some indication that Republic is seriously thinking about letting loose some of their post-1948 pix, including some made by Wayne, if they can ever reach agreement with the SAC over re-run payments to high-paid stars in these. The present residual formula for post-1948 films presents an almost insurmountable obstacle.

## Wax Blurbs in Playlet Form

HOLLYWOOD, July 16.—Production on a unique series of commercials was completed by the Hal Roach Jr. commercial division this week. Filmed for Johnson's Wax, the six 1½-minute spots consist of playlets utilizing an indirect selling technique, with no direct pitch to the viewer involved.

Cost is believed to be one of the highest in TV history for such a commercial skein, being reportedly in the neighborhood of \$75,000. Importance being attached to the spots is emphasized by the fact that Peter Whitehead, Roach commercial chief, will deliver the spots to the agency, Neeham, Louis & Brorby, in Chicago himself next week. At the same time Whitehead will discuss future production for the \$300,000 Johnson's Wax, and other clients' accounts.

## Camera Vision to Open N. Y. Office

HOLLYWOOD, July 16.—Camera Vision Productions, Philip Rivero-Arthur Lyons company which is offering a simultaneous film-live camera to producers, will open a branch office in New York next week. First of the cameras will be available shortly after Labor Day.

Firm will be located at 545 Fifth Avenue.

## The Billboard Spotlights:

# RERUNS REALLY RATE

... How syndicated products of previous years continue to win big audiences and keep on moving the goods of local, regional and national sponsors.



coming in the AUGUST 6 ISSUE

distributed AUGUST 2

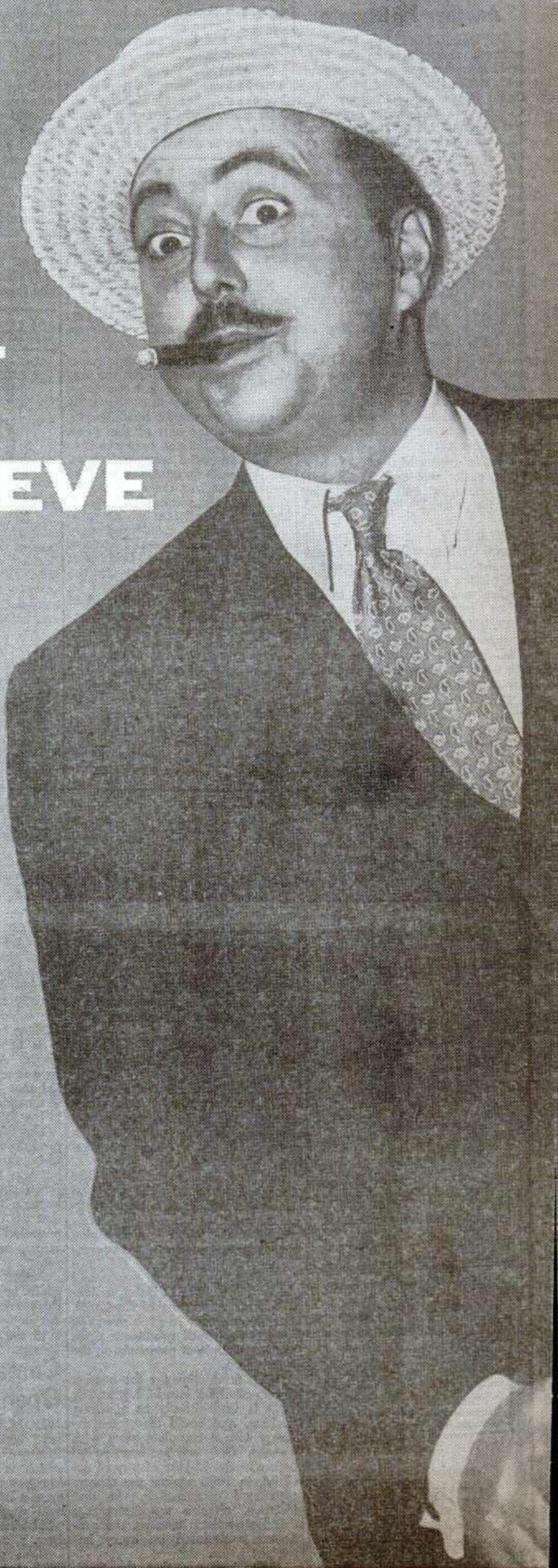
THE *Acknowledged* LEADER

- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
- TIMES SQUARE PLAYHOUSE
- YESTERDAY'S NEWSREEL
- I LEO 3 LIVES
- FAVORITE STORY
- BOSTON BLACKIE
- THE CISCO KID

- SPORTS ALBUM
- STORY THEATRE
- THE LIVING BOOK
- YOUR TV THEATRE

1529 MADISON ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

**At last!**  
**THE GREAT**  
**GILDERSLEEVE**  
**on**  
**TV**





**25,000 fan letters**

**hailed its TV sneak preview . . .**

**now *The Great Gildersleeve Comedy Series***

**is ready to sell for YOU!**

"The Great Gildersleeve," top-rated comedy favorite on radio for 13 years, is ready to open broad new sales opportunities for television advertisers. He's the same lovable, laughable Gildy — chortle and all — but with the tremendous added impact of television's visual values.

"The Great Gildersleeve" just can't miss as a syndicated TV film series. It's pre-tested!

With no advance warning, "The Great Gildersleeve" was sneak-previewed in a half-hour period on the NBC Television Network. Viewers were asked to send in their reactions. No incentives were offered. From this single exposure *more than 25,000 enthusiastic letters, many signed by every member of the family, clamored for Gildy as a regular TV attraction.* They looked forward to weekly visits with Gildy, nephew Leroy, niece Marjorie, housekeeper Birdie, druggist Peavey, barber Floyd, Mayor Terwilliger, and all the other popular favorites of "The Great Gildersleeve."

"The Great Gildersleeve" is a TV comedy series with *extra-special* values for advertisers:

- a big-time established, well-loved personality
- a wholesome approach that appeals to the whole family and will serve to cement community relations for the sponsor
- powerful backing by NBC Film Division's all-out merchandising
- a *pre-tested* capacity for attracting and holding audience

Act fast to make sure Gildersleeve cuts his comic capers in *your* behalf . . . first! Write, wire or phone now!

## NBC FILM DIVISION

*serving all sponsors*  
*serving all stations*

30 Rockefeller Plaza, New York 20, N.Y.  
Merchandise Mart, Chicago, Ill.  
Sunset & Vine, Hollywood, Calif.  
In Canada: RCA Victor, 225 Mutual St.,  
Toronto; 1551 Bishop St., Montreal.

# Official Blueprints 'Slade of Lancers'

NEW YORK, July 16.—Official Films this week blueprinted still another show for 1956. Its title is "Slade of the Bengal Lancers." Like "Sir Henry Morgan" and "The Adventures of Mr. Pastry," it will start shooting in the spring of next year. It is slated for first delivery by May to sell for a debut in September, 1956.

This long advance planning is the latest development in the sales philosophy of Hal Hackett, president of Official. Hackett made clear when he took over Official that he will concentrate his network sales effort in one sales season, the spring. He will prepare a line of three or four properties for each season. If they are not sold by mid-summer, the shows are taken off the national market and a new line is prepared for next year.

By outlining its shows almost a full year in advance, as it is now doing, Official offers its prospects one big advantage. If the client is interested in the property from the outset, it can keep on top of the show thru its pre-production stages and thus, to some extent, see to it that it is tailored to its own needs. This, of course, depends on whether the sponsor is in a position to plan his TV advertising so far in advance.

Eng. Shooting Like the other two shows, "Ben-

gal Lancers" will be produced by Incorporated Television Programs Company in association with Hannah Weinstein in England. They will be shot at the Nettleford Studios, of which Miss Weinstein is director. Miss Weinstein's Sapphire Productions, which is currently shooting the first 39 episodes of "Robin Hood," is also affiliated with ITP.

Miss Weinstein was also head of Panda Productions which produced "Colonel March of Scotland Yard," which Official syndicates.

# AA Package In 75 Marts

NEW YORK, July 16.—Associated Artists has sold its current 55-picture package to 75 markets. Newest stations to buy the feature films are: WAAM, Baltimore; WMS, Nashville; WLBC, Muncie, Ind., and KTSM, El Paso, Tex.

Procter & Gamble is using the package on WOW Omaha, for Fluffo, Joy and Cleem. Its "Five Star Movie," as it is titled, had a June American Research Bureau rating of 12.9 versus a 5 for the competition. Release of the next Associated Artist package is expected momentarily.

# Guild Production Sked Embraces Six Shows

NEW YORK, July 16.—Guild Films has embarked on the most ambitious production program in its history. The production embraces six shows—"Confidential File," "The Goldbergs," "I Spy," "Ina Ray Hutton, Liberace and "Brother Mark."

Interestingly enough, Guild is producing three shows in Hollywood, two in New York and one in Europe, mainly in Germany. The schedule calls for 39 shows to be shot in each series, according to Guild.

Production in Hollywood will be under the supervision of Duke

Goldstone, and in New York William Berke is handling the reins at the Biltmore Studios. James Peck serves as producer of "Confidential File," which has been sold to Bardahl Oil for alternate-week sponsorship. Berke is also executive producer of "Brother Mark." Parsonet-Wheeler is packaging the dramatic series.

Ticketed for syndication are "The Goldbergs" and Ina Ray Hutton, with "I Spy" and "Brother Mark" being offered for regional and national sale. The production schedule marks a considerable in-

(Continued on page 15)



OUT OF THE JUNGLES OF DEEPEST AFRICA

COMES . . .

# "Sheena

# Queen of the Jungle

With a true-to-the-jungle supporting cast who will appeal to audiences of all ages!!

"Bob" THE HUNTER (CHRISTIAN DRAKE)

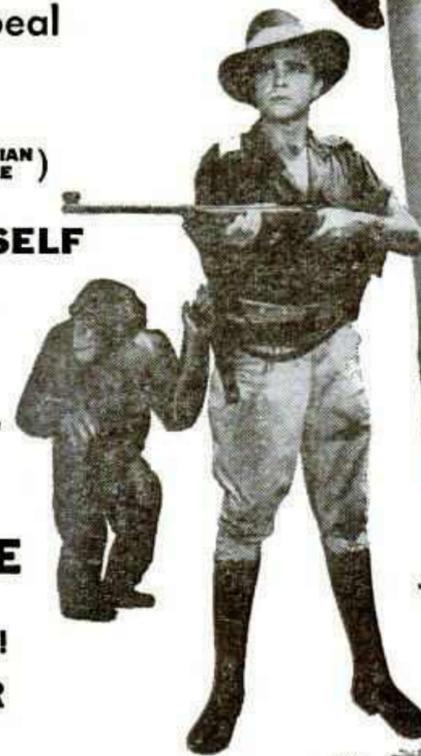
"Chim" THE CHIMP HIMSELF

and thousands of natives and wild beasts in fast, smashing action.

Throbbing Tom Toms — scheming savages — ferocious animals — lost gold mines — rogue elephants — all the splendor, mystery, adventure that points this series as tops in its category!



EXECUTIVE PRODUCERS:  
**DON W. SHARPE**  
the man who entertains  
100,000,000 people weekly!  
**WILLIAM NASSOUR**  
A Nassour Studio Production



## The Billboard Spotlights:

### WHERE IS SPOT HEADING THIS FALL?

. . . A keen analysis, by a well-known station rep, that discusses how and what sells spots, including the place of feature films in the national advertiser's television campaign.

coming in the AUGUST 6 ISSUE

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Topeka, Kansas

## Dube's Craftsman Gets 'Greatest Fight' Distrib

NEW YORK, July 16.—Distribution of "The Greatest Fights of the Century" was taken over this week by a new firm headed by Jack Dube, who just resigned as Eastern sales manager of Atlas Television. Dube set up Craftsman Films, Inc., of which he is executive vice-president. He has a two-year deal with Mannie Baum Enterprises by which he gets the "Greatest Fights" title and rights to the 44 boxing films.

The library includes some of the most famous championship fights in the history of the ring. It has

five Jack Dempsey bouts, including the two with Gene Tunney, plus another two Tunney bouts. It has 12 Joe Louis fights, three Tony Canzoneri, four Barney Ross, also Henry Armstrong, Max Baer, Max Schmeling, Benny Leonard and Jack Johnson. The films are edited to a quarter hour.

For the past year Baum has been distributing these films himself. Before that they were handled by Bill Cayton. Cayton also had a large number of more recent fights, which he obtained thru the International Boxing Club. Since

## Fairbanks Firm Snags Chrysler Industrial Pic

HOLLYWOOD, July 16.—Jerry Fairbanks Productions has been signed to film the 1956 presentation of the Chrysler Motor Corporation, making the fifth film that he is producing for the company. The industrial footage will also be available for TV.

Baum and Cayton split, the latter has been distributing his films in hour-long versions as "The Big Fights" and in quarter hour versions as "The World's Greatest Fighters in Action."

Dube was with Atlas over three years. Before that he was with Consolidated Labs and before that he was in the trade paper field.

## WGN Publicity Call Brings Response

CHICAGO, July 16.—WGN-TV, here, thru Jim Hanlon, its public relations director, this week revealed he had received 16 responses to the open letter recently sent 70 TV film producers and distributors demanding more publicity aid and especially stressing personal appearances.

The answers were mainly from distributors. Tho Hanlon had not had a chance to study them, he said generally they all agreed with him on principle, tho a number insisted that it is impossible to make

any guarantee on personal appearances.

Hanlon stated that he is not asking for the impossible but that very often he felt the distributor was not aware of the great potential in personal appearances and the extent to which they can give the station assurance of aid in this respect.

He said that while the question of publicity on syndicated shows is not a new problem, now is the time to fight it out to its best conclusion. Heretofore the industry has been pre-occupied with a number of production and sales problems. But now, according to Hanlon, publicity and promotion have become one of the most crucial problems in the trade. It is the core of the hot competitive situation in syndication now, he declared. "I don't think any of them have faced the problem for what it is worth," he said.

Producers are as much involved as distributors, he stated, indicating that most of his mailing list were Hollywood addresses. The producer should begin planning his publicity and promotion from the moment he begins shooting and not wait until 13 or 26 episodes are in the can, he said.

On the question of personal appearances, Walter Schwimmer replied that the idea is good but limited. Reub Kaufman, president of Guild Films, replied that a guarantee in advance is not always practical. Dwight Martin, head of General Teleradio Film division, asked if Hanlon thought a p.a. has any value if the performer appears in only one or two episodes of a series.

### MCA Series

MCA-TV replied that it is sending up a member of its relations staff to discuss the problem. Hanlon said he was absent when the man showed up and he spoke to his staff. He noted that he'd received no direct reply from Ziv-TV but had meanwhile received from them a presentation on personal appearances which he found quite impressive.

Asked if he thought the publicity problem included feature films, Hanlon said he needed much more art work including still photos.

NEW YORK, July 16.—Ziv-TV is in complete accord with WGN-TV on the importance of personal appearances, a spokesman for the distributor said this week (see separate story). Ziv pioneered a system of having its stars hit the road regularly. It did this years ago. In 1955 it expects to have its personalities make 500 appearances all told. Within the past few months, Ziv said, Ann Baker, Bobby Ellis, David Brian and Duncan Renaldo have made stands on WGN-TV's own ground, Chicago.

But, he said, p.a.'s do have their limitations, namely the performers' production commitments. This must come first.

This week Ziv inaugurated a policy of having color transparencies made on all its new shows. Charles Rhodes was hired to take Ektachrome pictures — a total of 700 a year—at its Hollywood plant. This is in line with the increase in Sunday supplement and magazine coverage on TV.

No one at Ziv here knew of any mailing or presentation sent to WGN-TV on its personal appearance policy.

## THE MOST EXCITING, THE MOST THRILLING, *new* TELEVISION SERIES

### Audience-thrilling action in every half hour episode

**SHEENA** outwits the ivory smugglers!

**SHEENA** captures the dangerous leopard men's chief!

**SHEENA** finds the stolen idol's eye!

**SHEENA** traps a renegade native!

**SHEENA** matches her jungle skill against a rogue elephant!

and many more spine-tingling action plots

**NEVER BEFORE** A SERIES WITH SUCH ... • AMAZING AUDIENCE APPEAL ...

• SPINE-TINGLING STORIES ... • POWERFUL MERCHANDISING ... • COMPELLING CONSUMER CONTEST ...

"SHEENA, Queen of the Jungle" is a "NATURAL" for every product a family wants to EAT... DRINK...PLAY WITH...WEAR...

For everything a FAMILY NEEDS!

# the Jungle" Starring IRISH McCALLA

Here's how Sheena helps you

## REACH NEW SALES RECORDS IN EVERY MARKET!

- Up to 50,000 free premiums for every market
- Gigantic point-of-sale program with many powerful advertising aids
- Audience-building promotion
- Jungle safari contest
- Coordinated commercials
- Guest appearances
- Self-liquidating premiums
- Sharp-shooting field sales program

WRITE • WIRE • CALL FOR AN AUDITION PRINT AND FULL DETAILS!

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Gentlemen: I'm in a rush for an audition print and full details on your newest series... "SHEENA, QUEEN OF THE JUNGLE".

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COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
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a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

**MCA-TV** Film Division

### INDIE PRODUCER KEY TO QUALITY

## Small Says TPA Will Always Keep Door Open to Partnership Tie-Ups

NEW YORK, July 16.—Television Programs of America will never shut out the independent producer. Despite the fact that a couple of the new properties it is now turning out are completely TPA owned, it will always keep its doors open to partnership and straight distribution deals. TPA releases probably represent a wider variety of production deals than any other distributor.

The reason this open door policy is important, according to board chairman Edward Small, is that it is the key to quality. Quality does not necessarily mean a high budget, he said. Every producer must keep alert to new program ideas. As in the motion picture business today, some of the best new properties are coming from independents.

As a producer, Small said, he cannot become too involved with the niceties of TV sponsorship. It would be disastrous for everyone if program producers allowed themselves to be dominated by manufacturers of food and automobiles, he declared.

"Our business is showmanship. This means a constant search for quality. Often this may mean going to offbeat formats, making ex-

periments that may not come off and going over budget. But we know our business. We have the experience in getting audiences. If we allow ourselves constantly to be confined by the judgment of advertisers, they themselves will be the losers, because anything less than top quality will not last these days," Small said.

He stated further that top advertisers from now on can be expected to go over budget if they must to get top quality. If a single advertiser can't meet the price, they'll have to figure out how to spread the cost because there can be no compromise with quality as things now stand, he concluded.

#### Have KTTV Studios

TPA now has complete control of the KTTV Studios in Hollywood on a lease. Altho it has let in a few outside productions, it pretty

much keeps the plant busy with its own shows now. Indies with whom it is in partnership—as it is with Bob Maxwell Associates on "Lassie"—of course use TPA's facilities.

"Lassie" is now shooting next season's 39 episodes. Production "Thunder"—whose title may still be changed—starts in another couple of weeks. "The Count of Monte Cristo" will go into full scale shooting early in August. At that time TPA also expects to shoot a pilot of "Tugboat Annie." It is now also developing "Hotel Manhattan," said to be based on "Grand Hotel."

Under Leon Fromkess, executive producer, TPA has five associate producers on permanent staff: Rudy Flothow, Ray Nazarro, Bud Boetticher, Irving Cummings Jr., and Sid Marshall. Over 25 writers are now working on scripts for these various series.

## TV, Inc., Closes Rolls, Adopts New Policy

DENVER, July 16.—TV, Inc., the resident film buying organization, is closing its stock membership rolls and inaugurating a new membership policy, it was decided at a board of directors meeting here last Saturday (9). Henceforth stations will be granted stock in the corporation only after a six months trial period. During that period TV, Inc., will buy film for the station at its usual 5 per cent fee. If after the six months they decide they like each other, the station will be allowed to apply the total in fees it paid to the purchase of stock.

Each member gets a specific stock allocation based on its rate card. All members pay the servicing fee, and if there is any profit at the end of the year it is paid back to the members as dividends.

Another policy change was made in regard to stations in the top 50 markets. From now on they will

be allowed to join TV, Inc., on an associate basis. This means that they will not be granted any stock. But TV, Inc., will buy film for them at the usual fee.

TV, Inc., was conceived as a service for smaller markets only. Since stock participation is proportionate to each member's rate card, any big city station could dominate the organization if it were permitted to buy in.

#### Membership Closing

The membership roll was closed at 50. Actually there are another dozen stations, mostly in the South, that were just taking steps toward joining. They will be given until August 1 to buy their shares. After that they will have to go into the trial period.

The meeting this week was held exactly six months after the organization started operations. Herb Jacobs, general manager, reported that he had bought over \$250,000 worth of film so far from all major distributors. He said his buys have been more on half-hour series than on features.

Also at the meeting were president and chairman Joe Floyd (KELO-TV, Sioux Falls, S.D.), executive vice-president Dub Rogers (KDUB-TV, Lubbock, Tex.), Ed Craney (KXLF-TV, Butte, Mont.), Burke Farquhar (WBAY-TV, Green Bay, Wis.), Tom Bostic (KIMA-TV, Yakima, Wash.), Gene O'Fallon (KFEL-TV, Denver) and Cecil Seavey (KKTU, Colorado Springs, Colo.).

The next board meeting is expected to take place here in November.

### GOLF SHOW

## Award TV's Demaret Seg Selling

NEW YORK, July 16.—Award Television has put into production 13 more episodes of its quarter-hour Jimmy Demaret golf show. The stanza, which has now been sold in some 40 U. S. and 17 Canadian markets, currently has 13 episodes ready for sale. The 13 new ones will be available for airing later in the year.

Most of the local sponsors of the series come from the ranks of automobile dealers and local brewery outlets. The show pulled a June Telepulse rating in Houston of 14.3, accounting for 63 per cent share of audience in the Wednesday, 10:45-11 p.m. time slot.

### THE BILLBOARD SCOREBOARD

## Who's Buying What Where—New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.

Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (S)—split sponsorship.

Sponsor—Program	Distributor	Market
<b>AUTOMOTIVE (Cars, Tires, Accessories)</b>		
Lincoln-Mercury Dealers—Inner Sanctum	NBC Film	WNEM, Bay City, Mich.
Frank Hearing Motors—		
Conrad Nagel Theater	Guild Films	KIEM, Eureka, Calif.
S&M Tire Service—Stories of the Century	Hollywood TV	
Serv.		KIEM, Eureka, Calif.
<b>General Tire &amp; Rubber—</b>		
INS Telenews Weekly	JNT Telenews	WSUN, St. Petersburg, Fla.; KOMU, Columbia, Mo.
Francis Lincoln-Mercury—Foreign Intrigue	Official Films	KPTV, Portland, Ore.
Hobbs Motor Co.—Heart of the City	MCA-TV	KFSA, Ft. Smith, Ark.
<b>BEER AND WINE</b>		
National Brewing Co.—Foreign Intrigue	Official Films	WLVA, Lynchburg, Va.
Kings Wine—The Whistler	CBS Film	Altoona, Pa.; Lancaster, Pa.; Philadelphia; Pittsburgh
Falls City Brewing Co.—The Whistler	CBS Film	WFIE, Evansville, Ind.; WSAZ, Huntington, W. Va.; WAVE, Louisville
West End Brewing—Baseball Hall of Fame	Flamingo Films	WGR, Buffalo
Heidelberg Brewing—Life of Riley (C)	NBC Film	KBES, Medford, Ore.
Wiedemann Brewing—		
Town & Country Time	RCA Recorder	
Pgms.		WHIZ, Zanesville, O.
Regal Beer—Badge 714	NBC Film	WLBT, Jackson, Miss.
<b>NON-ALCOHOLIC BEVERAGES</b>		
S&L Straus Beverage—The Falcon	NBC Film	WTVR, Richmond, Va.
<b>DAIRY AND MARGARINE PRODUCTS (Shortenings, etc.)</b>		
Carnation Milk—Annie Oakley	CBS Film	WSPD, Toledo
Milk for Health—Steve Donovan	NBC Film	WBEN, Buffalo
Borden's Dairy—Life of Riley (A)	NBC Film	KERO, Bakersfield, Calif.
Borden's Dairy—Life of Riley (B)	NBC Film	KPIX, San Francisco
Borden's Dairy—Life of Riley (C)	NBC Film	KBET, Sacramento, Calif.
Borden's Dairy—Life of Riley (D)	NBC Film	KPIX, San Francisco; KBET, Sacramento, Calif.; KBAK, Bakersfield, Calif.

(Continued next week)

## Morley, President Of Dynamic, Dies

NEW YORK, July 16.—Henry Morley, president of Dynamic Films, died this week after a brief illness. He was 40 years old. Morley formed Dynamic with Nat Zucker about 10 years ago. The firm produces documentaries and commercials.

It has produced such TV film programs as "On Stage With Monty Woolley" and "Speed Classics." Zucker, vice-president, will continue Dynamic in operation after the necessary reorganization.

## Schnitzer to TCF-TV

HOLLYWOOD, July 16.—Sam Schnitzer yesterday was appointed production assistant to Michael Kraike, executive producer for TCF-TV Productions. Schnitzer previously had held the same position at Come-Stephens.

### The Billboard Spotlights:

## NEW FEATURE FILMS AVAILABLE

... New and better products are becoming available ... chart of all new titles within past 18 months ... the packages with which they are associated ... together with valuable rating data.



coming in the  
**AUGUST 6 ISSUE**  
distributed  
**AUGUST 2**

## Jackson Named To WOR Post

NEW YORK, July 16.—Richard A. Jackson this week was appointed director of public relations for WOR and WOR-TV, here. The promotion was made with an eye toward exploiting the station's "Million Dollar Movie" and its Autry-Rogers Western package.

Jackson was largely responsible for the strong press the "Million Dollar Movie" received when it got under way.

## Hughes, Tara Map Mex. Indian Pilot

HOLLYWOOD, July 16.—Pilot reel for a TV series based on a Mexican-Indian subject will be filmed in Mexico in mid-August by Glenn Hughes in conjunction with Tara Films. Hughes says that a sponsor has already been obtained for the series in two Mexican markets.

Tara Films is also financing a theatrical feature which Hughes will shoot at the same time. This will be made up of four short stories.

America's Most Popular Telephone Quiz Show

**"tello-test"**  
Write—Wire—Phone  
**RADIO FEATURES, Inc.**  
75 E. Wacker Drive Chicago 1, Ill.  
Franklin 2-4392

## Kenehan Named Chief of FCB B'cast Bureau

### NOT NEW

## WBNS Long Familiar With 30-Sec. Spot

WASHINGTON, July 16.—The Federal Communications Bureau has made a major personnel shift in appointing Edward F. Kenehan, former Radio Corporation of America attorney, as chief of its Broadcast Bureau, to replace Curtis B. Plummer, chief since 1951. The Broadcast Bureau is nominally an administrative one, but is generally credited with having policy influence on the commission through its advisory capacity and its handling of broadcast licensing.

In announcing the shift of Curtis Plummer and Joseph M. Kittner to the position of chief of FCC's Safety and Special Radio Services Bureau, the commission said: "Their transfers are part of the commission's plan to streamline and implement its administrative work by exchanging people with valuable experience in key positions." However, the appointment of Kenehan, 42, to the \$12,900 a year directorship, is generally considered a highly important step up.

Kenehan, a native of Carlinville, Ill., and a one-time Republican assistant state's attorney of Macoupin County, was with the FCC as an attorney for a period during 1946-48, after Army service in World War II. From 1951 to 1955 he did legal work for RCA, and returned to the FCC early this year to serve as an aid in the general counsel's office. Kenehan will have James E. Barr as assistant chief of the bureau.

COLUMBUS, O., July 16.—The use of the 30-second spot may be considered novel in some areas, but, according to Jerome R. Reeves, program director of WBNS-TV, here, that station long has been using such announcements. He made his statement after WTMG-TV, Milwaukee, began to offer advertisers 30-second spots recently.

Reeves calls these announcements "28-second spots" since they are a combination of a 20-second and a 10-second ID, minus two seconds devoted to station announcements. The station executive points out such spots have a challenge which is to tailor the announcement in its simplest form and thru the use of camera dynamics punch the message home.

Reeves also maintains that control of the entire time between network programs guarantees a reasonable cost-per-thousand, in contrast to buying participating spots in locally produced shows. More than 30 of these "28-second spots" are now scheduled each week on the station.

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THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports.

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

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

in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF.

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.

COLUMBUS 3 STATIONS

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

- 1. I Love Lucy, WBNS...51.9
2. Godfrey's Talent Scouts, WBNS...43.6
3. Jackie Gleason, WBNS...37.9
4. December Bride, WBNS...36.8
5. Godfrey and Friends, WBNS...36.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Man Behind the Badge (Mys.), MCA-TV...31.5
2. City Detective (Mys.), MCA-TV...23.4
3. Mr. District Attorney (Mys.), Ziv...23.0
4. Passport to Danger (Adv.), ABC...21.4
5. I Led Three Lives (Adv.), Ziv...20.2

CINCINNATI 3 STATIONS

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

- 1. Lux Video Theater, WLW-TV...39.4
2. You Bet Your Life, WLW-TV...38.6
3. I Love Lucy, WKRC...37.8
4. Our Miss Brooks, WKRC...37.8
5. Disneyland, WCPO...36.9

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Mr. District Attorney (Mys.), Ziv...25.1
2. D. Fairbanks Presents (Drama), ABC...22.1
3. Science Fiction Theater (Adv.), Ziv...18.1
4. Annie Oakley (West.), CBS...17.4
5. Passport to Danger (Adv.), ABC...17.3

- 30. Wild Bill Hickok (Flamingo), Su-12:30...4.5
31. Waterfront (MCA-TV), Su-3:30...4.2
32. Ramar of the Jungle (TPA), S-11:30 a.m...3.7
33. Dick Tracy (Combined), S-11:00 a.m...3.5
34. Jimmy Demaret (Award), Su-10:15...2.7

CLEVELAND 3 STATIONS

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

- 1. Jackie Gleason, WXEL...42.4
2. This Is Your Life, WNBK...39.0
3. Disneyland, WEWS...37.9
4. Your Hit Parade, WNBK...36.3
5. I've Got a Secret, WXEL...34.6

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Little Rascals (Comedy), Interstate...20.5
2. I Led Three Lives (Adv.), Ziv...17.2
3. Racket Squad (Mys.), ABC...15.3
4. Famous Playhouse (Drama), MCA-TV...15.2
5. Waterfront (Adv.), MCA-TV...15.2

ATLANTA 3 STATIONS

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

- 1. You Bet Your Life, WSB...45.3
2. I've Got a Secret, WAGA...42.1
3. I Love Lucy, WAGA...41.7
4. Your Hit Parade, WSB...37.0
5. Person to Person, WAGA...33.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

- 1. Racket Squad (Mys.), ABC...28.0
2. City Detective (Mys.), MCA-TV...23.1
3. Mr. District Attorney (Mys.), Ziv...22.6
4. Favorite Story (Drama), Ziv...21.8
5. Waterfront (Adv.), MCA-TV...18.4

TV FILM SALES

ABC FILM SYNDICATION
DOUGLAS FAIRBANKS PRESENTS
WOOD, Grand Rapids, Mich.: Kroger Company
ATPS
MR. AND MRS. NORTH
KALB, Alexandria, La.: Downs Furniture

SAN FRANCISCO BEAT
WGN, Chicago; KLFY, Lafayette, Ind.;
WCAX, Burlington, Vt.: Adv. TBA
THE WHISTLER
WCAX, Burlington, Vt.; WGN, Chicago: Adv. TBA
HOLLYWOOD TELEVISION SERVICE
GREATEST STORIES OF THE CENTURY
KLZ, Denver: Palmer Bedding
INTERSTATE TELEVISION CORP.
LITTLE RASCALS
WHIO, Dayton, O.; WSB, Atlanta; WKY, Oklahoma City; WKRG, Mobile, Ala.; WLBT, Jackson, Miss.; CKCW, Moncton, N. B.: Adv. TBA
ETHEL BARRYMORE THEATER
WNBK, Cleveland: Adv. TBA
NBC FILM DIVISION
GREAT GILDERSLEEVE
KFSM, El Paso, Tex.: Adv. TBA
STEVE DONOVAN
WTVN, Milwaukee: Adv. TBA
BADGE 714 (B)
WSVA, Harrisburgh, Pa.: Gunther Beer
THE FALCON
WNBQ, Chicago: Estee Sleep Shops
KVOA, Tucson, Ariz.: Adv. TBA
DANGEROUS ASSIGNMENT
WKBN, Youngstown, O.: Adv. TBA
LIFE OF RILEY (B)
KIVA, Yuma, Ariz.: Adv. TBA
BADGE 714
WXEL, Cleveland: Rival and National Bohemian Beer
SCREEN GEMS, INC.
ALL STAR THEATER
KOLN, Lincoln, Neb.: First Federal Savings & Loan
WBTW, Charlotte, N. C.: Allison-Erwin

WJAC, Johnstown, Pa.: De Roy's Jewelry
KLZ, Denver; WAVE, Louisville; WABC, New York; KUTV, Salt Lake City: Adv. TBA
RIN TIN TIN
KERO, Bakersfield, Calif.: Nickel Silver Battery Company
WJHL, Johnson City, Tenn.: Hecht Bakery
KKTU, Colorado Springs, Colo.: Meadowgold Dairy
JET JACKSON
KOAT, Albuquerque, N. M.: Coca-Cola Distributors
KERO, Bakersfield, Calif.: Adv. TBA
BIG PLAYBACK
KOLN, Lincoln, Neb.: Servel Company
STERLING TELEVISION COMPANY
LITTLE THEATER
WJBK, Detroit: Hot Point
WKBT, La Crosse, Wis.; WSPD, Toledo; WFIE, Evansville, Ind.: Adv. TBA
WORLD WE LIVE IN
WNCT, Greenville, N. C.: Leco Mills
PAUL KILLIAM SHOW
WKBT, LaCrosse, Wis.; WSPD, Toledo: Adv. TBA
INTO THE NIGHT
WSPD, Toledo; KTLA, Hollywood: Adv. TBA
MOVIE MUSEUM
KSWO, Lawton, Okla.; CVOT, Ottawa: Adv. TBA
TELEVISION PROGRAMS OF AMERICA
YOUR STAR SHOWCASE
WJHB, Jacksonville, Fla.: Aristo Blue Chinchillas
UM&M
GABBY HAYES
WIRI, Plattsburgh, N. Y.: Adv. TBA
ZIV TELEVISION PROGRAMS
SCIENCE FICTION THEATER
WNBQ, Chicago: Emerson Drug Company

Networks Vie

Continued from page 9

five VHF and two UHF stations and that the FCC's own recommendation makes this permissible. Meanwhile, the whole question of the commission's right to deny grants on the basis of multiple ownership is slated for review in the Supreme Court, at FCC's request—the rule having been in effect knocked down by a Washington Appeals Court decision.

Guild Sked

Continued from page 12

crease over 1954 when only two shows, Florian ZaBach and Frankie Laine, were produced. Guild is the only syndicator to be producing in New York City. Only CBS-TV is producing two shows here. Jackie Gleason is, of course, producing his "Honey-mooners" here via Electronicam.

Firestone Joins Ziv

NEW YORK, July 16. — Len Firestone, former sales, vice-president of Unity Television, this week joined Ziv-TV as a New York account exec. He joined Unity in 1951.

39 Rank Pix

Continued from page 8

"Lavender Hill Mob," and "Great Expectations." Other pictures are "Red Shoes," "Caesar and Cleopatra," "Quartet," "Seventh Lagoon," "Browning Version," "Christopher Columbus," "Island Rescue," "Clouded Yellow," "Gay Lady," "Hotel Sahara" and "Green for Danger." The rest of the package includes: "Man in Grey," "Notorious Gentleman," "Outpost in Malaya," "White Corridors," "Upturned Glass," "Prelude to Fame," "Adam and Evelyn," "Odd Man Out," "Maddonna of the Seven Moons," "Tight Little Island," "Jassy," "Frieda," "Wicked Lady," "The Ivory Hunter," "Mandy," "So Long at the Fair," and "The Woman in Question." This is not a complete list of titles. Two are missing. It is not known whether ABC is interested in the entire package or about 35 pictures. The other four pictures would probably be picked up from individual distributors to round the presentation out. (See other story this issue on how the network intends to sell its feature film spectacular.)

**LEGIT**

## Shakespeare Festival Is Theater Milestone

By BOB FRANCIS

The five-year-old dream of Lawrence Langner and Armina Marshall—the establishment of a permanent home for Shakespearean acting in this country—has come true. Many people have labored with them toward the goal, and the result fully justifies their efforts. The brand new American Shakespeare Festival Theater, overlooking the Housatonic River at Stratford, Conn., is both a magnificent achievement and a milestone in theatrical progress.

**Portia Nelson  
Bon Soir, New York**

Singer Portia Nelson, on her debut in the room, makes a highly satisfactory impression. Altho not powerful, her voice has quality, and she has a winning way with a number. Chiefly, I liked her delivery of "Love Is a Wanderer," but she likewise scores handsomely via standards and a couple of her own specialties.

Held over on the bill is the zany clowning of Jimmy Komack, who gets better and better and is hot as a dollar pistol with the Bon Soir trade. Likewise continuing on the agenda is the amusing chanting of Mae Barnes, who has made the spot perennially her own. Jimmy Daniels continues his solid emceeing and singing stints, and, of course, the Three Flames are on hand to give the show their expected, excellent musical backing. Francis.

**Teresa Brewer  
Salisbury Beach Frolics, Boston**

This appealing chirp's big success, "You'll Never Get Away," nearly came true as a crowd of more than 1,200 yelling patrons kept her warbling overtime numbers. Strangely enough, it was mostly an adult audience that heard Teresa Brewer swing into "Them There Eyes" and into "Till I Waltz Again With You," which was sure-fire. Her pleasantly energetic style kept the customers howling for more after she had clicked with "Ricochet Romance," "Lonesome Gal in Town," "Let Me Go Lover" and "A Good Man Is Hard to Find." Good background was provided by Guy Principato for her finale, "The Banjo's Back in Town."

Ray Williams made a hit with his impressions and emceeing. The Juggling Colleanos drew big applause, and the wierd costumes and comic ballet of Elsa and Waldo rounded out a solid summer show. Dewar.

**Tallulah Bankhead  
Sands Hotel, Las Vegas**

Nobody really expected Tallulah Bankhead to change her material after last year's success in the Copa Room, and she didn't disappoint them. Nevertheless, her routine is priceless—for fans of Tallulah, while the corn-fed portion of the audience wonders what all the fuss is about.

Main change in the act from 1954's version was a new Dorothy Parker monolog, "The Waltz," in which Tallulah cleverly satirizes the polite gal dancing with a partner who can't.

Second spot on the show is taken by Decca recording star Georgie Shaw, who is well-received for his efforts. Opener is Bobby Brandt, a clever acrobat.

Chorus numbers by the Copa Girls are holdovers, but are pleasant to watch. Music is by Antonio Morelli and ork. Oncken.

**Ken Whitmer  
Palace Theater, New York**

This is an over-all returnee week at the house. Ken Whitmer scores again in next-to-closing with his comedy routines. There are few in the business who can similarly spice-up musicianship for laughs and still leave you convinced of

Physically, the project has everything—a 1,500-odd seat house, patterned somewhat after the original Globe Theater, but with every last word in modern theatrical equipment; 12 acres of grounds providing ample parking space, and with room to spare for future expansion of training facilities of Shakespearean acting, which is a prime object in its establishment. With such a start, and backed by national goodwill, there seems no reason why Stratford-on-Housatonic cannot build the same interest in the works of the Bard as is current at Stratford-on-Avon.

For their first production, possibly because it was the opening offering of the original Globe Theater, the producers chose "Julius Caesar." It is a highly imaginative and pictorial production, due to director Denis Carey's canny manipulation of his mob scenes and to the sets and costuming by Horace Armistead and Robert Fletcher, respectively, who have modeled their designs after the Renaissance conception of ancient Rome. This "Caesar" is always a riot of color and frequently of action.

As to some of the principal acting, however, this reporter found much still to be desired. Both Raymond Massey's Brutus and Jack Palance's Cassius were curiously lacking in stature. Theirs were efficiently studied readings rather than living portraits. A petulant Cassius and a sonorous Brutus are something less than the Bard intended. But when Christopher Plummer takes to rabble-raising in one of the best funeral-staged oration scenes I have ever watched, the results were something else again. Both Plummer's Antony and Leora Dana's Portia spark outstanding moments of the production. A bow goes, too, to Hurd Hatfield's effective playing of the title role and to Fritz Weaver as the vicious Casca.

But whatever exceptions may be taken to the Festival Theater's tee-off—and they are few—the door is wide open for progress. May it grow and grow.

his complete mastery of practically any instrument. This is a real solid act on all counts.

Also returning to the agenda are the standard clowning of Joe Morris and Barbara Barry, the splendid ballroom terping of Don Sinclair and Gloria Alder, ventro Roy Douglas and the hot stepping of Stuffy Bryant. All draw a fine reception. Songstress Gillian Grey, whose three-octave chanting is not precisely this reporter's dish of tea, also draws a good hand.

The Four Colleanos, youngest of the famous troupe, get the show teed-off with their top-flight juggling act, and Vidbel's trio of elephants provide (pardon the expression) a hefty finish. Francis.

**Joe E. Lewis  
El Rancho, Las Vegas**

The saloon set's favorite clown, Joe E. Lewis, is back at the El Rancho Opera House for his umpteenth appearance. He continues to defy tradition by rolling the audience in the aisles with material they must have memorized by now.

He still parodies popular songs with risqué lyrics, still pokes fun at Austin Mack at the piano, and still takes several "post-time" nips from ringside tables. The fans still love it like they hadn't seen it a dozen times before.

Turkish belly-dancer Nejla Ates aptly makes with the muscles where they look the best on her, and even tries to sing in English—a noble but futile effort.

Extra added attraction on the bill is songstress Marti Stevens, who looks better than she sings.

Chorus numbers feature the El Rancho girls with Billy Daniel, who also does the choreography. Music is by Ted Fio Rito and ork. Oncken.

**BROADWAY SHOWLOG**  
Performances Thru July 16, 1955

DRAMAS		
Anniversary Waltz	4-7, '54	533
Bus Stop	3-2, '55	157
Cat on a Hot Tin Roof	3-24, '55	131
Inherit the Wind	4-21, '55	100
Lunatics and Lovers	12-12, '54	248
The Bad Seed	12-8, '54	252
The Desperate Hours	2-10, '55	180
The Seven-Year Itch	11-20, '52	1,110
The Teahouse of the August Moon	10-15, '53	735
Witness for Prosecution	12-16, '54	244
MUSICALS		
Ankles Aweigh	4-18, '55	104
Arabian Nights	6-23, '55	26
Damn Yankees	5-5, '55	84
Fanny	11-4, '54	292
Pajama Game	5-13, '54	486
Plain and Fancy	1-27, '55	196
Silk Stockings	2-24, '55	163
The Boy Friend	9-30, '54	332
CLOSING		
Phoenix '55	4-23, '55	97
RECESSING		
Anastasia	12-29, '54	229
Comedy in Music	10-2, '53	679

**The Music Hall  
New York**

New summer stage show is a pictorial winner. Bruno Maine has outdone himself on sets, particularly on a ballroom interior with a Hall of Mirrors background. These house a masquerade theme which colorfully utilizes the talents of the singing group, soloed by Tessa Smallpage, a lively precision number from the Rockettes and a beautifully patterned waltz sequence by the corps de ballet.

Into this are interpolated two specialty acts, Gene Detro's Marquis and Family and a dance team, Manor and Mignon. In this opinion, Detro has the best chimp act in the business, and it is great stuff with the customers all over again. The ballroom duo has a magnificent assortment of lifts and spins and are a natural for integration into the ballet sequence. Over-all, the new show is a real honey. Francis.

**Morey Amsterdam,  
Helen O'Connell  
Biltmore Bowl, Los Angeles**

As a first-rate comic with generally second-rate material Morey Amsterdam does okay in his first engagement in 15 years at the Biltmore. It should be pointed out perhaps, tho, that jokes are not like wine. They don't improve with age. As a result, the audience is slow to warm up to the comic. Best bit is his revival of "Rum and Coca-Cola" with which he affects the ringsiders in more or less the same way.

Recording star Helen O'Connell has the patrons clapping for encores, tho she, too, had difficulties in her early moments in the cavernous bowl. She came off best in the kind of thing she could belt, such as "Whatever Lola Wants."

Three Houcks, first-class juggling trio, lead off the show. Spielman.

**Stan Kenton  
Blue Note, Chicago**

Stan Kenton packed the Blue Note to the rafters on his opening night, and from the enthusiasm shown by the crowd, it looks like his two-week stand will be one of the better stands of the year for the club. Kenton, a master at the microphone, does a bang-up job of introducing and explaining his various musical offerings. On the musical side, there was hardly an attendee who didn't feel that he got more than his money's worth. As usual, the band gave a hefty portion of new and original compositions as well as some ident tunes and standards.

Included in the line-up were "Swinghouse," "Laura," "I've Got You Under My Skin," "Theme of Four Values," "Fearless Finley," "23 Degrees North and 82 Degrees West," and Ann Richards sang "Black Coffee" and "Back in Your Own Back Yard." Schickel.

**Don Cherry  
Fazio's Supper Club, Milwaukee**

Both Don Cherry and Ginny Scott registered well with a fair-sized opening night crowd. Miss Scott has worked other lo-

**LEGIT**

## 'Pajama' Still Strong After 500 Wearings

By BOB FRANCIS

After nearly 500 performances, it is a pleasure to report that "The Pajama Game" is still one of the hottest shows in town. On one of our most sultry recent evenings, when half a dozen current shows were gasping for air and customers, this reporter stopped in at the St. James Theater to find not only a packed house, but even a trio of standees.

It's easy to see why "Pajama" was voted the best of last season's crop of song-and-dancers in the '54-'55 Donaldson Awards. It all seemed just as fresh and amusing as it did on opening night last May. There has been no abatement in the enthusiasm of its players. Nobody lets down for a minute. There is certainly a tribute due to whomever is currently in charge of keeping it on its toes. As a matter of fact, Richard Adler's and Jerry Ross' tunes and lyrics have grown mellower on the ear with the passing months. It's still the grand show it started out to be.

Naturally, the major interest in going back to see it are the new faces in the two principal fem roles. Helen Gallagher has just taken over the stint so superbly created by Carol Haney, and for somewhat longer Pat Marshall has been filling Janis Paige's shoes. Miss Gallagher is quite as terrific as one would expect. She steadily improves both as a dancer and comedienne. Miss Marshall, likewise, is delightful on all counts as

cal spots but has never been showcased better than currently. She has the looks, equipment and delivery to keep her busy working the better niteries hereabouts.

Headliner Cherry, unfortunately, comes close to working the relaxed, casual mike style a bit too far. It took several numbers before the customers knew whether or not he wanted to stay up there. Visibly irked by the band's opening night fluffs on a couple of tunes, he certainly could have exhibited a bit more graciousness. Settling down, he showed outstanding vocal talent, especially in the ballad department. Ollman.

**Harry Belafonte  
Hotel Riviera, Las Vegas**

The Clover Room this week has one of the most popular stars on the Strip, as Harry Belafonte brings his calypso routine back to Las Vegas after several years' absence. His four-week stint should help the room recover from a couple of past shows that died among discriminating entertainment-seekers.

Second spot on the show is taken by Harry Mimmo, a Continental comic who talks too much with his limited grasp of the language. He would go over better with more pantomime.

Opening act is the hard-working Bob Hamilton Trio, last seen in Vegas down the block at Hotel Sahara.

Chorus numbers are holdovers from the last show. Music is by Ray Sinatra and ork. Oncken.

**Dinah Washington  
Basin Street, New York**

Dinah Washington, in her current appearance in this niterie, as in recent record releases, makes plain that she is no longer content with being merely the "Queen of the Blues." Laurels in the pop and jazz arenas, as well, are the singer's present goal, and she demonstrates that her ambitions in these fields are legitimate.

Opening with a medley of her past hits, Miss W. emphasizes those that lend themselves to broad styling somewhere between the pop and jazz idioms. By request, she offered "Fat Daddy" and "TV

the labor lass who loves the boss. She has been away from Broadway far too long.

Otherwise, John Raitt is still the engaging hero and Eddy Foy Jr. continues his wonderfully under-sold clowning. Everybody is offering up a great brand of entertainment. There isn't a single frayed pajama string in the whole show.

Is the Thing," but her singing of Sarah Vaughan's pop hit "Teach Me Tonight" was more typical of her new approach—and an indication that she may successfully negotiate the same road that Miss Vaughan did to general commercial acceptance. The identifying tags of the Dinah of old are still there, but the overhauling of her style can possibly usher in a new phase of her career. Curiously, she now has greater potential for both jazz boites as well as supper clubs calling for top-flight pop vocalists.

On the same bill with Miss Washington are the combos led by Terry Gibbs and Chet Baker. Lee Konitz was guest soloist with the latter. Kramer.

**Billy Daniels  
Crescendo, Hollywood**

It's a sock show that Billy Daniels puts on for the nightly s.r.o. crowds at the Sunset Strip niterie. It isn't so much what he does but the way he does it—with an inimitable ease, precision timing and a sure sense of his audience.

Daniels can belt out "Sway" or "That Old Black Magic" one moment and slip into a soft ballad such as "Hey, There" the next without ever changing gears in his remarkable voice (it's almost hydraulic). He spices the act with special material and some cute lines that draw heartier yocks than most comics can, but this is strictly icing for the cake. Spielman.

**The Mariners  
Chez Paree, Chicago**

The Mariners fared much better in their Chez Paree appearance this week than they did in their Chicago Theater appearance several weeks ago. The reason for the upbeat in response is the fact that the foursome had a longer spot on the show and could give the audience a wider variety of music. Their theater date found them putting most of the effort on the pop side and it is the harmonious and semi-classical tunes which the group excels in.

Rose Marie, comic song stylings, proved herself a winner here. She hasn't played the club in a long time and had to start with a new crowd. However, all went well from her opening bit on. Schickel.

## DRAMATIC & MUSICAL ROUTES

Can Can: (Cass) Detroit.  
D'Oyly Carte Opera: (Auditorium) Central City, Colo.  
King and I: (Royal Alexandra) Toronto.  
Kismet: (Curran) San Francisco.  
Pajama Game: (Philharmonic) Los Angeles.  
Solid Gold Cadillac: (Geary) San Francisco.  
Tea and Sympathy: (Moore) Seattle.  
Teahouse of the August Moon: (Biltmore) Los Angeles.

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WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

## Nat'l Dealer Meets To Kick-Off Col'bia Fall Sales Program

### Campaign Embraces Merchandising, Packaging, Dealer Aids, Contests

MIAMI, July 16.—Columbia Records will kick off its fall sales program at a series of dealer meetings throughout the country next week, with a slate of package merchandise reported to be the most ambitious in the history of the company.

With the over-all program titled "A New Year in Records," Columbia will train its sales and promotion gung on full catalog coverage and its "Hit a Day" program during August, while September has been designated Andre Kostelanetz Month.

The plan itself goes beyond quality of repertoire. It encompasses merchandising, packaging, dealer self-service aids and a series of contests involving dealer, distributor and intra-company sales personnel.

Merchandise included in the firm's "Hit a Day" plan includes both popular and classical works, with a 45 r.p.m. extended play record to be given away to dealers free in an effort to promote store traffic. Dealers will receive the

EP, labeled "Hit a Day August Preview," on an allocation basis thru their distributors. EP features excerpts from six of the company's new albums. In total, Columbia will be distributing approximately 250,000 free EP's to dealers throughout the country.

#### 9 Pop LP's in August

Company will release a total of nine new pop LP's during August with albums by Les Elgart, Paul Weston, Percy Faith, Michel Legrand, Louis Armstrong, Norman Luboff Choir, Lionel Hampton, Jerry Vale, King and Sanders and Art Linkletter.

In addition, 10 new albums in its masterworks series will be available, highlighted among them albums by Eugene Ormandy conducting the Philadelphia Orchestra, Guido Cantelli conducting the Philharmonic Symphony of New York, two Kostelanetz albums, and "The Greatest Moments in Sports," featuring the voices of personalities in the field of sports thru the year.

Sales personnel will have for the first time a complete new numerical and alphabetical catalog, the highlight of which is the presentation of the entire ML 4000 and CL 500 series in full color album covers. Alphabetical sections will detail listings of all recorded works by every major artist in the company.

#### Stock on Hand

Important aspect of Columbia's fall plan is the availability of all August merchandise at the time of dealer introduction. Dealers attending meetings thruout the country next week will be able to order immediately from stock already in the hands of Columbia distributors.

(Continued on page 56)

### ALL TO GOOD

## Pic Oversight Means Extra Writer Plugs

NEW YORK, July 16.—Songscribes Jack Palmer and Spencer Williams will rack up an unprecedented number of published plugs over the next few months, all as the result of a possible credit oversight on the current M-G-M flicker "Love Me or Leave Me."

The Doris Day musical holds many ditties, and among them is the Palmer-Williams standard "Everybody Loves My Baby." While other songs in the film received

(Continued on page 56)

## Record Companies Plan to Make NAMM Convention Their Party

NEW YORK, July 16.—It's not apparent from the list of official exhibitors or from the official agenda, but the current convention of the National Association of Music Merchants, for the phonograph record industry, will be one of the most important conclaves in several years.

NAMM's emphasis in recent years on such products as musical instruments and TV units has tended to diminish the disk industry's enthusiasm for the project. This year, however, the only one

## 'COMING UP'S' COMING UP

NEW YORK, July 16.—With The Billboard's new chart feature, "Coming Up Strong," only seven days old, it already has seen four of its first 10 listings move up into the National Best Selling listings. These four sides, now on the latter chart, are "Razzle Dazzle," by Bill Haley; "I'll Never Stop Loving You," by Doris Day; "Hummingbird," by Les Paul and Mary Ford, and "Domani," by Julius LaRosa.

The "Coming Up Strong" feature lists record sales showing strong retail action soon after release, but which still have not racked up enough response to place them on the national charts.

## RCA to Extend Music Service Dealers' Plan

### Merchandise and Sales Execs Offer Idea to More Cities

NEW YORK, July 16.—RCA Victor sales and merchandising executives will move out in the field next week to extend the company's "Personal Music Service" plan beyond the three cities where it is now undergoing a "shakedown" test.

Launched last month, the plan is designed to help record dealers move album merchandise temporarily out of stock. Retailers cooperating in the plan receive a catalog of several hundred record covers, a batch of coupons carrying face values of \$2.98 and \$3.98 (the list price of 10 and 12-inch LP's respectively) and suitable display material.

If a customer asks for a Victor set out of stock the dealer accepts his money, sends the appropriate coupon to the diskery's Indianapolis plant and the disk is immediately mailed direct to the customer's home. In order not to discourage the stocking of normal inventory, dealers receive only a 25 per cent discount on coupons, rather than the 38 per cent on albums carried.

#### Test Cities

Test cities where the program was first tried are Buffalo, Houston and Fresno, Calif.

It is believed that more than 15 cities will be covered by Victor sales brass next week. In each case they will hold distributor meetings, with the distributors expected to follow up shortly with dealer confabs to outline the plan for retailer use. The cities are located in virtually all sections of the country, with the East, Midwest, Far West and South given equal attention.

Extension of the program at this time follows field reports in the test cities of favorable dealer and consumer reaction.

disk industry panel is scheduled, for Tuesday night, the record boys have decided to make this their party. It is expected that disk companies (especially indies), distributors, salesmen and artists will be on hand in great numbers.

As usual, most of the disk business will be done just outside the official periphery. Most of the disk outfits are setting up shop in rooms surrounding the convention floor, with hardly a disk, except those on hand primarily to display TV sets and phonos, boasting an official exhibit.

## Cap Outlets Hear Story on Fall Plans

### Diskery's Top Execs Tee-Off Programs Via Series of Eight Regional Meetings

HOLLYWOOD, July 16.—Capitol Records will outline its fall program to branch and distributor personnel today via a series of regional meetings in eight key cities, with a roster of seven top company executives hitting the road to helm the discussions.

Meetings will be held in New York with National Sales Manager Mike Maitland and repertoire topper Allan Livingston attending; Cleveland, supervised by Maitland and Merchandise Manager Gordon Fraser; Chicago, Cap President Glenn E. Wallich's helming; San Francisco, topped by Vice-President Lloyd Dunn and Dick Rising; Atlanta, Bill Talant; Memphis, Glenn Wallich; Denver, Gordon Fraser, and Kansas City, Gordon Fraser.

Sales personnel from branches located within the meeting area will attend the conferences.

Capitol is scheduled to kick off its fall program on August 1, with the soundtrack album from the Rodgers and Hammerstein film version of "Oklahoma." Pic has been scheduled to open in mid-September, with a heavy line-up of television promotion already set by the producers. Capitol will also release an instrumental LP of songs from "Oklahoma" by Neison Riddle.

In all, Capitol will have a total of nine new pop 12-inch LP's in its T (\$3.98) series available during August and September, with wax by Dean Martin, John Raitt, Sam Donahue, Milt Buckner, Bobby

Hackett and Big Dave among the releases.

In addition, the firm will have three new albums in its "Kenton Presents Jazz" series, nine 12-inch LP re-issue albums, four new classics and three albums in its children's educational series.

Cap execs predict the "Oklahoma" album may well prove to be the biggest package the company has ever had. Firm has worked up an extensive advertising and promotion campaign in connection with the album, while Gordon MacRae and Shirley Jones, who star in the film, are also set to make a heavy slate of personal appearances.

The firm's regional meetings are being held this year in favor of the previously held national sales conventions. No dealer meetings, in which the company last year outlined its program via slide-film, are scheduled.

## Atlantic Label To Launch 2d Subsid, Atlas

### Diskery to Line Up Separate Distribs At NAMM Confab

NEW YORK, July 16.—Atlantic Records, which has expanded recently into LP and pop productions, will launch its second subsidiary label in two weeks. The name for the line will be Atlas, and unlike Atlantic's other subsidiary, Cat, Atlas will have its own set of distributors distinct from those of the parent label. Most of these are to be lined up this week by Atlantic execs attending the National Association of Music Merchants convention in Chicago.

The first Atlas release will feature

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## 4 Aces Talking Decca Renewal

NEW YORK, July 16.—Altho their present contract has until October to run, the Four Aces are engaged in negotiations with Decca over its renewal. Reportedly the boys are very happy with that diskery and have every intention of staying put.

However, it's unlikely that renewal will be at anything like the old terms. Currently, the group gets scale as an advance against each date and no guarantees. It is believed that the new deal will be for five years. The boys are asking for a guarantee upward of \$25,000.

Music Corporation of America is handling negotiations for the Aces.

## Merc. Signs Dean, Ryan

NEW YORK, July 16.—Mercury's country and western artist and repertoire chief, Dee Kilpatrick, has signed warbler Jimmy Dean and fiddler Buck Ryan. Dean, whose first Mercury disk will be out shortly, formerly recorded for Four-Star.

Both Dean and Ryan are featured regularly in a syndicated radio and TV film series. Ryan recently won the title of "National Champion Fiddler" in an open competition.

## New Capitol Discounts on Two LP Lines

HOLLYWOOD, July 16.—Effective July 18, the record dealer discount will be computed on a \$1.98 list price for Capitol Records' 10-inch "H" LP line, including record, package and federal excise tax. Price reduction will make the dealer cost price \$1.23.

Capitol disclosed a guarantee of dealer cost of those albums thru December 31, 1955. A credit adjustment will be given to dealers on any LP albums purchased on or after July 18, if any price reduction is made during the calendar year.

Capitol also announced that its 10-inch "L" line of LP's will remain at its present list of \$2.98 and \$1.85 dealer price. Since the "L" consists of items not available to consumers in any other form, Cap executives expect a consistent demand to continue.

In these hotel suites most of the diskeries may be expected to announce their fall plans, special sales and gimmicks. Dozens of distributors will be signed and switched. New labels will be introduced. Salesmen and promotion men will find jobs and accounts. Orders will be placed and bills will be collected.

Several of the diskeries are holding special lunches or dinners for their distribs. It's open house everywhere, and such guests as dealers, disk jockeys and juke ops will find themselves welcome.

## Pluggers' Union Wins Victory Over Moe Gale

NEW YORK, July 16.—The long-standing legal dispute between Moe Gale's Sheldon Music and the Music Publishers Contact Employees Union of Greater New York was settled here this week, with Gale agreeing to pay the union \$500 (plus a \$500 legal fee) and henceforth to abide by the provisions of the union's contract.

It was a decided victory for the organized pluggers, who filed suit against Gale more than a year ago, charging that the publisher refused to pay a fine administered against him for hiring non-union college boys as contact men and paying them less than union-scale. Gale promptly filed a counter-suit and the battle continued until this week, with some traders convinced that the future of the union, and certainly its standing in the business, hinged on the outcome of the case.

According to the agreement-settlement, filed in New York City Court here Friday (15), both the union's suit against Sheldon, and

(Continued on page 56)

## Two Pubbers Own 'Razzle'

NEW YORK, July 16.—Ownership of the song "Razzle Dazzle," written by Charles Calhoun, resides with both Progressive Music and Roosevelt Music Publishing Companies, as a result of an agreement reached last week. Both firms share in all facets of the song.

The song has been recorded by Bill Haley for Decca and is regarded as another important etching for the artist. Haley's first smash hit with Decca, incidentally, was "Shake, Rattle and Roll," also clefted by Calhoun.

Notification of the co-ownership has been made to Harry Fox, publisher's agent and trustee, and Broadcast Music, Inc. The sheet music bears the joint imprint of both publishers. Mellin Music is sole selling agent for the sheet music for the United States and Canada.

# Death Certificate Premature; R.&B. Ain't Ever Been Sick

## Pop Covers Give It Good Bill of Health

By PAUL ACKERMAN

NEW YORK, July 16. — The alleged corpse never died—never even was ill, in fact. This has reference, of course, to rhythm and blues, which wishful thinkers recently ruled out as an important force in the pop music-record business. It had run its course, they said.

The last several weeks have shown this attitude to be one of the grossest errors the Broadway-oriented music business has made in years. As witness this activity by top artists on top labels.

RCA Victor's Eddie Fisher recently cut Ludlow Music's "Song of the Dreamer." Release of the disk, which countered Victor's recently announced policy of non-coverage of r.&b. material, was a cover of Columbia's Johnnie Ray record. The latter was a cover of the Billy Brooks side issued by Duke.

Mercury's latest Patti Page effort, "Piddily Patter Patter," with Jack Rael's orchestra, was a cover of Nappy Brown's successful r.&b. side on Savoy. This is in line with

### OLD RIGHTS

## Bradford Suit Seeks Cut of 'The Jailhouse'

NEW YORK, July 16.—"In the Jailhouse Now," a delayed-action hit in the country field, became subject of an interesting lawsuit this week. Perry Bradford, an old-time vaudevillian, filed suit in the New York Supreme Court against Peer International Corporation, publisher of the tune, asking for an accounting and royalties, pursuant to an alleged 25 per cent interest in the work, reputedly written by the all-time country great, the late Jimmie Rodgers. The tune, as recorded by Webb Pierce, has been a long-term incumbent of the Best-Selling Charts.

Bradford, represented by attorney Sidney Rothstein, has stated that in 1911 and 1912 he performed on the Keith circuit along with a Bert Murphy, who clefled the piece and used it in his act, but never copyrighted it.

According to Bradford, the material fell into frequent use by colored acts thruout the South in  
*(Continued on page 58)*

## Moondog Suit From Hardin, WINS—Freed

NEW YORK, July 16.—"Moondog," itinerant blind street musician who several months ago won an injunction and moneys from deejay Alan Freed enjoining the latter from using the "Moondog" moniker, now has precipitated what could be a delicate situation between the deejay and his employer, Station WINS here.

Several weeks ago the original "Moondog," whose real name is Louis Hardin, filed suit in New York Supreme Court against the station, asking further satisfaction in the form of \$50,000 and claiming that WINS continued to use his name to promote the deejay after promising last September to desist. Hardin earlier this year was awarded \$5,700 in an action against the deejay himself.

Friday (15), Judge Saypole noted  
*(Continued on page 56)*

## SAFETY DEEJAY GETS PINCHED

SAN ANTONIO, July 16.—John Babcock conducts the daily disk jockey show on radio Station WOAI titled "Music to Drive By," and his constant admonition is for his listeners to drive carefully. What happens? Babcock is caught speeding and handed a ticket. The result is that the officer appeared on the program with a few safety hints for the motorist—and Babcock.

Miss Page's policy of giving r.&b. material a strong run, for it will be recalled that she covered on Ruth Brown's "Oh What a Dream I Had Last Night" on Atlantic. The Burton Sisters, on Victor, also covered "Piddily Patter Patter."

### "Razzle Dazzle"

"Razzle Dazzle," written by Charles Calhoun, who clefled "Shake, Rattle and Roll," was released on Decca last week by Bill Haley and the Comets. It is no exaggeration to state that the tune, owned by Progressive and Roosevelt Music companies, is shaping up as a major disk for Haley, who is currently No. 1 across the country with that eminent r.&b. smash, "Rock Around the Clock." The latter disk, it is common knowledge, is now hovering around the 1,350,000 sales mark and may well turn out to be Decca's biggest record since "Good Night Irene." Just as "Rock" was given a re-  
*(Continued on page 56)*

## Pubbers Slice 100G Back Royalty Melon

### Indie Diskeries Cough Up Delinquent Funds to Fox Office; 200 Will Share

NEW YORK, July 16.—Publishers clearing mechanicals thru Harry Fox, agent and trustee, this week received lush royalty checks totaling more than \$100,000. The monies represented royalties Fox collected for his clients thru litigation and thru negotiated settlements.

Publishers who benefited number about 200, some of them, of course, receiving much greater amounts than others—depending upon their activity on disks during the past two years. Some of the cases closed by Fox were that old, and included claims against some 20 diskeries, chiefly indies, mail-order operations who do most of their selling via radio and TV air time, and "a couple of majors."

It is to be noted that the Fox office does not necessarily regard many of these recalcitrant labels as operating in a fraudulent manner. Some settlements were based upon errors of bookkeeping or misconceptions of the mechanical royalty scales. On the other hand, a number of the labels involved are known to be chronic offenders.

## 'Moods' First Pentron Tape

CHICAGO, July 16.—The Pentron Corporation, tape recorder manufacturer, will enter the pre-recorded tape field next week with the release of its first reel, a set called "Moods in Music." Six standard pop tunes will be featured, among them "Stardust" and "Begin the Beguine," with the arrangements specifically designed to demonstrate the hi-fi potential of tape.

The "Moods" reel, of 15 minutes duration, will play at 7½ i.p.s. on dual-track machines. It will list at \$3.50. Other pre-recorded tapes will be released on a regular schedule, according to Pentron president Irving Rossmann.

## Negro Artists Rise as Solid Pops Sellers

NEW YORK, July 16.—One of the more interesting talent developments of the last year has been the emergence of the Negro as a pop artist in the disk field. The trend is allied to the great expansion of rhythm and blues and the influence of that category on the pop music business. But the development is thoroughly valid even when considered without its r.&b. tangents.

Over the long run, Capitol's Nat (King) Cole undoubtedly takes top honors. He's remained a top flight seller of pop disks for years and is considered one of the mainstays of the singles field. Cole has apparently proved more durable than a flock of pop talents who had their day in the last five years—and may have it again—such as Billy Eckstine, Herb Jeffries, Bill Kenny and Luk Spots, Eartha Kitt, etc.

In the past year, however, the pop disk industry has seen Sammy Davis Jr., Sarah Vaughan, Roy Hamilton, Al Hibbler, Dinah Washington, Lavern Baker and others cut a wide swath across the national best-selling chart.

### Pop Sellers

Prior to their achievement as seller of pop disks, these artists had wide followings in clubs and among cultist groups. Miss Vaughan, for instance, has been  
*(Continued on page 56)*

## CLEF, CAP MAP 'GOODMAN' SETS

HOLLYWOOD, July 16.—At least two so-called sound track albums from the upcoming "Benny Goodman" film bio can be expected to reach dealers' shelves this year. The albums will not be authentic sound track versions, tho wax from Norman Granz's Clef label and Capitol can be expected.

Granz has already mapped plans for two Goodman albums, one featuring Teddy Wilson, Gene Krupa and Lionel Hampton, all under contract to him and all of whom appear in the film.

Capitol's album will feature Goodman himself, and possibly Harry James, who recently signed for a one-shot album with his band.

## Copyr't Office's Proposed Study Draws MOA Fire

WASHINGTON, July 16.—Strong objection to the Copyright Office's proposed study of the copyright laws with a view to revision was voiced by the Music Operators of America this week. In telegrams to Carl Hayden (D., Ariz.), chairman of the Senate Appropriations Committee, and Earle C. Clements, head of the Senate Subcommittee on Legislative Appropriations, MOA's vice-president, Hirsch de La Vez, characterized both Dr. L. Quincy Mumford, the Librarian of Congress, and Arthur Fisher, Register of Copyright, as "biased." De La Vez added that the study could not "be impartial."

In addition to wiring his own protests, the MOA vice-president also stated that George Miller, president of MOA, is contacting the Phonograph Manufacturers' Association in Chicago in an effort to enlist further objection against the Copyright Office move.

The Copyright Office plan to conduct its study got quietly under way recently, (Billboard, July 7) with a request for an appropriation for additional personnel to help with the proposed three-year investigation of copyright law. The Fisher request followed on the heels of an exhaustive study of the history of copyright revisions which  
*(Continued on page 128)*

## Victor Plans 800 Jazz Sides for '56

NEW YORK, July 16.—RCA Victor planning calls for a minimum of 800 jazz sides to be cut in 1956, as the company gradually steps up its activity in the field to the highest level in Victor history. Estimated jazz output this year is expected to total some 400 sides.

The expansion program, handled by jazz artist and repertoire exec Jack Lewis, calls for the introduction of new disk series, the signing of many new artists and greater utilization of jazz classics rescued from the diskery vaults.

Among the new series is one now in preparation and due for introduction this fall. Called "Jazz Workshop," it will include LP's cut by younger artists who will be handed a practically free rein and "given the widest latitude in composition, arranging and performance," according to Lewis.

The three sets in the series now in the works feature Al Cohn, Bobby Brookmeyer and Billy Byers. Others of the same calibre will be used in subsequent "Workshop" disks, Lewis said.

### Jazz Vocalists

A special effort to sign jazz vocalists will also be made, and a number are expected to be added to the label's roster soon. Catalog reissues, probably to be

released in the ratio of one to five to new etchings, will also soon make more frequent appearances in release schedules. It is expected that fewer such reissues will henceforth be released under the auspices of the Victor subsidiary Label "X." The latter label had been the major company outlet for jazz reissues in the past year, under the tag of "Vault Originals."

All Victor jazz LP's will be 12-inchers.

## Decca to Increase Price of LP Show Sets, Drop 78 Albums

NEW YORK, July 16.—Sylvester Goldberg, Decca's general sales manager, leaves for a series of field meetings July 22—on the eve of several decisions affecting disk prices and the firm's fall program. The price of 12-inch LP show albums, it is reported, are scheduled to be revised upward very shortly. This line now sells at \$3.98 retail.

The diskery has also decided to abandon the 78 r.p.m. field, and is now getting rid of such inventory as it has on hand. These albums, usually a package of four disks,

## Gilbert's Hat In Presidential Ring of ASCAP

HOLLYWOOD, April 16.—L. Wolfe Gilbert, chairman of the ASCAP Coast Committee, formally announced his candidacy for the presidency of the Society at the expiration of Stanley Adams term of office.

Move came about, according to Gilbert, when his office was besieged with calls questioning the authority of reported offers to Deems Taylor, ASCAP past president, to take over the reigns again. Gilbert reported that no board of directors' meeting had been held, and if Taylor was approached, Coast members of the Society wanted to know by whom.

Chairman of the ASCAP Coast committee since 1946, Gilbert has championed the rights of Coast members who number slightly more than 500. He is known to have ardent support for the presidency among numerous important writers here.

In view of the current "political" situation, Gilbert has called for a meeting of the Coast committee here on Wednesday (20).

## RCA, Columbia Cut Canadian Record Prices

TORONTO, July 16.—Both RCA Victor and Columbia have set changes in their record prices in Canada.

Columbia, following the lead set by the parent company south of the border, with the exception of approximately 25 items, raised its retail prices from \$4.80 to \$5.15 on all 12-inch LP's. The company, thru its general manager in this country, Robert Pamppe, also announced liquidation of its 10-inch  
*(Continued on page 58)*

## 'X' Kicks Off on Distrib Revamp

NEW YORK, July 16.—The first move in the expected realignment of Label "X" distributors was taken this week when local representation was taken away from Transdisc and awarded to Malverne Distributors.

Other distributor moves are anticipated as the RCA Victor subsidiary gradually reorganizes its operation. The line is undergoing a general overhaul (The Billboard, July 16).

Malverne, Transdisc principal Louis Boorstein, who also operates Leslie Distributors, is negotiating an extension of his one-stop chain, with the new outlet planned for Buffalo. Leslie already is in operation in Pittsburgh and Hartford, in addition to the headquarters set-up here.

THIRD IN SERIES

# One-Stop Growth Sparks Promotion

By JIM WICKMAN

CHICAGO, July 16.—It's no secret that one stops have been steadily elevating their position in the juke box operator record buying picture, but being recognized as a major merchandiser by disk manufacturers is a relatively new achievement for these record outlets.

This improved status of one-stops in relation to major and independent diskeries began taking shape a little over a year ago. Since then, one-stops have been showered with manufacturers' mailed promotion, free disk samples, close coverage by distributor salesmen and other improved record services.

THIRD IN SERIES

This is the third and last article in a series dealing with the growth of record one-stops, their influence and role in juke box operator's record buying habits, their position in regard to record manufacturers. The series was based on a survey made by The Billboard of leading one-stops throuthout the country.

And this increased record promotion by manufacturers at the one-stop level has by no means been restricted to the larger outlets. In a recent survey made by The Billboard of one-stops throuthout the country, over 82 per cent of the firms contacted said that major diskery promotion was on the upswing, over 72 per cent agreed

'HAPPY SONG'

## Pop Tune From Egypt Bought Here

NEW YORK, July 16.—The American pop music business gets its material from the Brill Building and anywhere else—Africa, Asia, Continental Europe, England, etc. But to date there have been no entrants from Egypt. This omission has now been rectified.

A ditty, clefled by Professor Mohammed E. Bakkar and recorded by some obscure Egyptian a.&c.r. man, has found its way to the Broadway song marts. Howard S. Richmond has it, and it's coming out via an Art Mooney M-G-M disk with an American lyric, titled "The Happy Song."

Al Brackman heard the original Egyptian version two years ago when it was played on Bob Clayton's show in Boston. Brackman acquired the rights from Albert Raschid, a Brooklyn distributor, who had acquired it from the writer.

## Canadian Distrib Shifts Personnel

TORONTO, July 16.—A number of new appointments were announced by Don McKim, general manager, Quality Records, Ltd., Canadian distributor of M-G-M, Mercury, Quality and Reo labels.

P. G. (Phil) Anderson, formerly manager of Quality's Ontario sales division, was appointed distribution manager and will serve as field supervisor of sales in this capacity, reporting directly to George L. Keane, sales manager.

Ralph Harding, formerly sales representative in the Toronto area, was appointed sales manager of the Ontario sales division. Jack Boswell takes over the area previously covered by Harding, while as sales representative in Western Ontario.

Specializing in classical records will be Robert Wickett, who will join the Ontario sales division, and Len Brennan is resident sales representative in North Bay and the surrounding area of Ontario.

that independents were also stepping up their one-stop promotion.

The reason behind all this recent activity, of course, has been the sudden blossoming of one-stops as a major influence in the record buying habits of juke box operators. One-stops currently account for approximately 50 per cent of all operator record buying needs, a significant increase when compared with 1952's total of 21 per cent. Responsible for this rapid improvement, one-stop agreed:

(Continued on page 126)

## CAPAC Files Juke Locations, Waits for Test

TORONTO, July 16.—Composers, Authors and Publishers Association of Canada, Ltd., has in its offices a large backlog of information on restaurants in Canada employing mechanical devices for the presentation of music.

The collection of the information has been going on for the past "several years," said Bill Low, general manager of CAPAC. It will be used "when and if" CAPAC wins its test against the juke box industry in this country.

A writ was recently taken out by CAPAC against Siegel Distributing Company, Ltd., and Superior Tea Rooms, Toronto, for copyright infringement.

A case which CAPAC had against George Chow and Tops Restaurant, both of Toronto, is continuing in Exchequer Court, said Low, despite the fact that Chow is no longer in the juke box business. CAPAC maintains there was infringement and seeks damages against Chow.

Low said that his field staff of five had been making notes of the various restaurants with "mechanical devices" wherever they went while on inspection trips. This information was filed in the CAPAC head office.

Most of the premises, he said, were unlicensed. Altogether, Low said, there are at least 2,500 such places in CAPAC's file which will face damage suit, should, of course, the organization win its test cases against Siegel and Chow.

## James-Columbia Pact Runs Out

NEW YORK, July 16.—Harry James' contract with Columbia regarded for some time as a relic of more reckless days, comes to an end Monday (18). The trumpeter-orkster, who has been with the label since the beginning of its modern era in 1940, for some years has been operating with a \$3,000 per month guarantee, though it is many years since he has had anything approaching a hit disk.

James' next move will be a one-album deal for Capitol, where he may be expected to re-cut some of his swing-era hits in hi-fi, similar to the diskery's recent procedure with Benny Goodman.

## George L. Lloyd Dies at 62

PEEKSKILL, N. Y., July 16.—George L. (Major) Lloyd, former director of Decca Records and one of its founders, died here yesterday (15). He was 62.

Two years ago Lloyd led a bitterly fought proxy battle aimed at deposing the present management of Decca. He was unable to muster enough stockholder support.

Survivors include his widow, the former Martha Boswell; a son Jules, and a grandson.

CONCERTS

## D. Brubeck Jazz With Symphs Set

NEW YORK, July 16.—Dave Brubeck is lined up for appearances this month with the Chicago Symphony, the Buffalo Symphony and the Boston Symphony, marking the jazz artist's first appearances in the symphony-concert field.

Brubeck and his quartet will be featured with the Chicago Symphony at Ravinia, Ill., this Sunday (17), following which they will appear with the Buffalo Symphony July 19 and with the Boston Symphony (for the Berkshire Festival) July 22. Brubeck is drawing from \$1,000 to \$1,500 per symphony concert.

After he winds up his concert date with the Boston Symphony next Friday (22), Brubeck is scheduled to move into Basin Street here that same night for a special two-day (22-23) engagement, pulling down \$1,750 against a percentage.

Brubeck and his quartet, booked for about \$375 per date only three years ago, is expected to gross about \$150,000 this year from his concert and nitery dates alone, plus his other fees for records, radio and TV. Brubeck has been playing from 75 to 100 college concerts a year (including repeats).

## Ross Begins New Col. Job

NEW YORK, July 16.—David Ross, formerly manager of the phonograph department of Stuart Louchheim Corporation, Philadelphia Columbia distributor, joined Columbia Records last week as merchandise manager of the phono department. The job has been newly created and will couple promotion with merchandising chores. Ross reports to Vice-President Paul Wexler, who heads the phono operation.

Ross, in his first days on the job, has issued a series of aids for salesmen and dealers, including line books and brochures, banners and an all-metal phono merchandiser. The last is a floor rack that holds approximately seven models.

Prior to his Louchheim association, Ross was with Capitol for five years.

## Urania and Haydn Move Stock Store Suit to Fed. Court

NEW YORK, July 16.—Damage suits by Urania Records and Haydn Society against I. Stock Music Store here have been switched from City Court to Federal Court jurisdiction. Reason is that Stock, in his answers to the suits, will counterclaim for damages against the two recording companies under the Sherman Anti-Trust Act. Stock, a cut-rate dealer, also runs the disk concession at Franklin Simon's, New York department store.

The Urania suit asks for damages of \$5,742 for goods sold and delivered between October, 1954, and May, 1955. The Haydn Society is suing for \$2,450 for recordings sold to Stock. The latter's answers, filed by attorney A. Just, asks for dismissal of the actions and counterclaims triple damages against Urania for a total of \$30,000 and a total of \$9,000 against Haydn Society.

The counterclaim states Stock was in substantial competition with Record Hunter and other dealers, that Stock was discriminated against by the two diskeries, that Record Hunter and others received favored and preferred treatment in violation of the anti-trust laws.

Discriminations were listed as selling at lower prices to Record Hunter, making special deals, hidden price discounts and accepting returns and paying wholly or partially for favored customers' advertising.

# VOX JOX

By JUNE BUNDY

INTERVIEW GIMMICK: Norman Wayne, WDOK, Cleveland, has an interesting interview gimmick, whereby he invites artists to phone him while he's on the air, and he interviews them, via phone, right on the spot. Wayne is on the air every afternoon, 2-7 p.m., Monday thru Friday, and says he'll welcome calls from artists anywhere in the country. Incidentally, the Cleveland jockey was in New York recently on vacation and reportedly is in the running for the weekly deejay remote spot at La Vie there.

Speaking of interviews, Cleveland deejay Tom Edwards, WERE, is sulking because Eddie Fisher stopped by his town and didn't get around to telling local spinners hello. . . . Art King, WBSM, New Bedford, Mass., also features a beep-interview gimmick on his 7 to 10:30 show. King talks to "name" and unknown artists every night via 10-minute beep-talks and says the innovation is "very successful." . . . Rex Dale, WCKY, Cincinnati, has been inviting guests to sit in and help him spin the disks. Recent guest spinners included Peggy Ann Garner, Tony Alamo, Voices Three, Boyd Bennett and Frank Varma.

SURFACE CHATTER: Bob Regan, WHAY, New Britain, Conn., writes, "For the past month I've been playing the Bon Bon's 'That's the Way Love Goes,' and listeners have been writing to say that the record shops don't have it. How about London getting on the stick and at least covering a regional break? If they aren't interested enough in promoting and supplying a tune people are asking for, then why do they sing the blues when they aren't rolling with hits?" . . . John Babcock, WOAI, San Antonio, pens, "I'm doing a safe-driving disk show every day, and last Monday I was arrested for speeding. I then proceeded to invite the police officer (the one who caught me) to appear on the show and talk safety. He did. The gimmick produced excellent results. However, I don't suggest that other disk men go to such violent means."

Sammy David, KAPK, Minden, La., "Phone calls average 117 per hour on request shows here. Each week Ben Hubbard and I pick one" (Continued on page 83)

# DEALER DOINGS

By GARY KRAMER

NAMM DEALER SURVEY: The results of The Billboard's 1955 Record-Phono Dealer Survey are examined in detail in this issue. Many interesting and informative comments on various subjects pertinent to dealer problems were made, and a sampling of them gives insight into issues that concern him.

INROADS OF TV: A Pennsylvania dealer writes, "At one time we did \$80,000 a year business in records. Today we are slipping. The answer? TV. This absorbs more and more leisure time at the cost of platters." . . . This is confirmed by a Nebraska retailer: "TV is still comparatively new here and reception not the best, but already it has caused a marked decline in record sales." . . . Counteracting this is the observation of a Boston area dealer: "TV has been a powerful help in breaking records and has stimulated sales in many families that previously were non-customers."

SALE OF 45's: From Tennessee: "In the last month we have discontinued ordering any 78 r.p.m. records. We took the cue from a dealer in a neighboring town who, like us, is the only record retailer in town. This dealer doubled his volume of 45 r.p.m. record players and experienced no loss in record volume after six months." . . . From Kansas: "The price differential in favor of the 45 as against the 78 r.p.m. disk is beginning to sway the die-hards." . . . A Minnesota dealer also comments on the effect that this has had in disk and phono sales to both pop and hillbilly customers.

PHONOS: "I recommend to my customers only the latest types of players, regardless of where they buy them, warning them that there is no such thing as a lifetime needle" is a Louisiana dealer's comment. . . . A criticism comes from Detroit: "More widespread discounting by suppliers is responsible for a drop in my phono business. Cut-rate houses are not increasing, but courtesy discounts by the distributors are greater than ever. Fully half of our customers have purchased their phonographs from distributors themselves, not cut-rate retailers."

SALESMANSHIP: Some clerks will do anything for a sale. One dealer writes that someone recently came into his store asking for "Bimbo" by Les Baxter. He had asked for it in two other stores. In one he was told that they had sold out their first shipment. The second said it was on order and, like the first, offered to get it for him. The customer thought the writer was a liar when he insisted that there was no such record.

PRICE CHANGES: A blast from San Francisco: "Continual changes in price policy are demoralizing and discouraging to the dealer. If the amount is small, the customer usually is insensitive to the change one way or the other. The record manufacturer's utter disregard of the dealer is hard to take." . . . An Ohio dealer opines, "If price changes must be made, let them be confined to no more than one a year. For tax purposes, January 1 would be the logical time."

# JUKE BOX WRAP-UP

"Dance Bands," a weekly disk jockey show aired in South Bend, Ind., gets new local Music Operator Association for a sponsor. Operators plan to use commercial time to explain to the public the reasons behind their recent move to dime play. Sponsorship to run for 10 weeks.

Indianapolis operators sked dime play conversions to get under way sometime next month. Local talk of mixing prices, some machines set for a nickel and others for a dime, frowned on by ops, who feel that business would become a giant puzzle. Other cities watching Indianapolis move, hint dime play in these areas certain if plan goes smoothly.

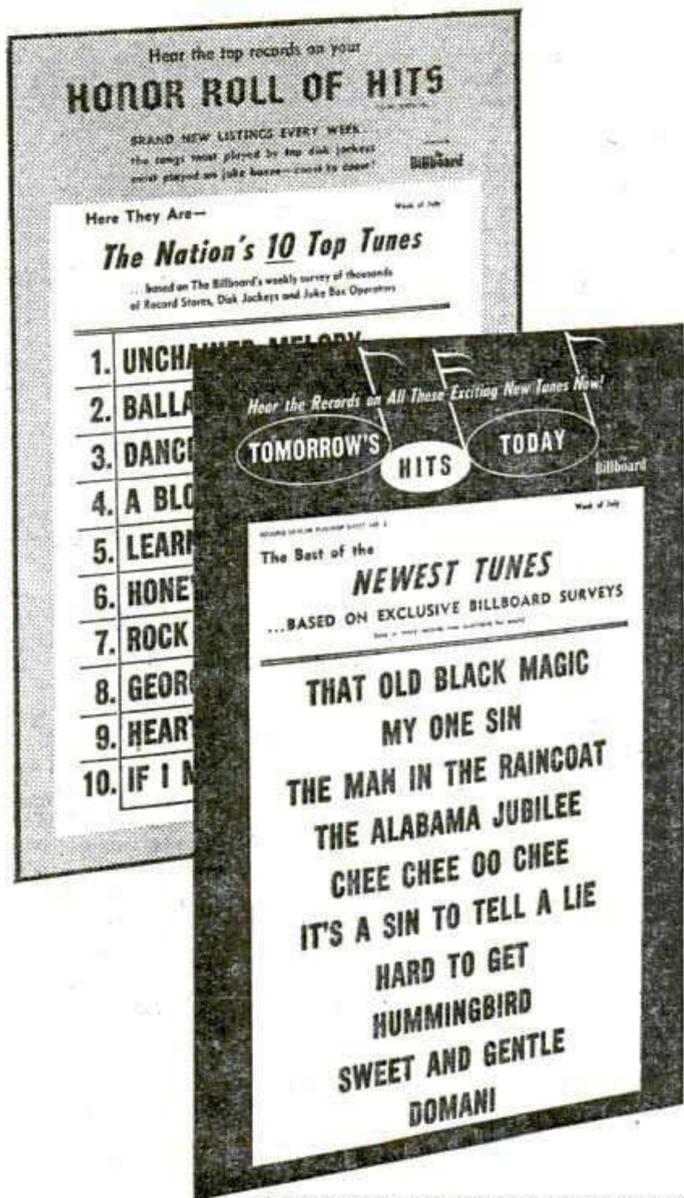
Adolph Dugas, Massachusetts operator, is staging his own little musical gift-o-rama. Recently he began donating juke boxes like they were kids' toys. Now truck loads are pulling away from his shop regularly. It started with a neighborhood donation, word got out and the show was on.

For full details on these stories see Music Machines department on Page 126.

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DEALERS AND OPERATORS . . .

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

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

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OPERATION PUSHPOP '55  
796

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

COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
ORDERED BY \_\_\_\_\_

Only  
**\$1** per  
set

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

## TODAY'S TOP TUNES

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



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797

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

CHECK ONE  
 1-week trial  Twice a month  50 copies \$1  250 copies \$3.50  
 weekly  monthly  100 copies \$2  500 copies \$5.50

NAME \_\_\_\_\_  
(please print clearly)

ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
PHONE NO. \_\_\_\_\_ ORDERED BY \_\_\_\_\_

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## STAR PIC STRIPS

to Build Your Take on Every Box!

Here they are—the most revolutionary thing in years for Operators who want to generate More PLAYS AND PROFITS . . .

Based on exclusive Billboard COMING UP STRONG CHARTS. In test period, 94% of records coming on best seller charts for first time had been selected as Pic-Strip picks as much as three weeks before.

Each week this tremendous service brings you Pic-Strips for six new pop records. Each strip is clearly printed and includes artists' photo.

Forget the nasty job of typing your own strips and forget your programming worries. These strips do all the worrying for you—and help get you more plays and profits than ever.



MAIL THIS COUPON TODAY — START SERVICE NEXT WEEK!

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- Please send 10 weeks' trial service—2 cards (10 strips each) for each of six new Pop records weekly at 50c weekly charge. \$5 payment enclosed.
- Send illustrated folder and price list.

NAME OF COMPANY \_\_\_\_\_  
YOUR NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# HOT?

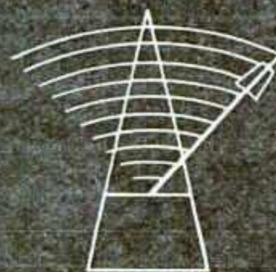


Yes, it's hot. Who? The weather and Cadence. It's our biggest, hottest, summer ever.  
Three big hits at once

1. **DOMANI** and **MAMA ROSA** – Julius La Rosa #1265
2. **MAN IN A RAINCOAT** – Marion Marlowe #1266
3. **HUMMING BIRD** – The Chordettes #1267

But we want you to keep cool. Cadence will keep that cold cash rolling in. Play, stock, Feature Cadence's three big hits which have cracked the top twenty and are heading for the top ten. See you at the convention.

**cadence**  
RECORDS



# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

The rumor which has been making the rounds, to the effect that W. E. (Lucky) Moeller is out as personal manager to Webb Pierce, is best answered by Lucky himself. "The truth of the matter," writes Moeller, "is that Webb and I have talked several times about my personal management contract. Under pleasant and friendly conditions, we have both realized that Webb's personal appearances schedule has been very heavy, and that after we complete our present tour thru August 5, the summer schedule will be light. During this time I will be setting up personal appearances for other artists. Webb is a great artist to work with, and anytime that he should choose to use my services as an agent rather than a personal manager, it will be with the greatest friendship."

Eddy Arnold does a guest shot on Julius La Rosa's network TV show from New York Saturday (23), and appears on the Percy Faith AMer the following day. . . . Ernest Tubb stars on the Prince Albert portion of "Grand Ole Opry" Saturday (23), when his guests will be the Louvin Brothers. On August 26, Ernie takes his Texas Troubadours into Glen Echo Park, Washington, for Connie B. Gay. They follow with other park dates in the area to round out the month. Ernie's personal manager, Gabe Tucker, has the unit set thru September on fair dates thru Kentucky, Missouri and Illinois. . . . Helen Hall (Coral), of "Big D Jamboree," Dallas, severely injured in a recent auto crash, fatal to a companion riding with her, says she'll not return to "Big D" on a permanent basis until September. She says she received hundreds of cards and letters after mention of her accident here recently.

Wanda Jackson returns to Chicago Saturday (23) for her second appearance on the Pee Wee King TVer. Next week she appears with King on his television opus originating from Cleveland. From August 1-5, she works five dates for Bob Neal in Mississippi, Arkansas and Tennessee with Webb Pierce and Elvis Presley. Wanda's latest Decca release is "Tears at the Grand Ole Opry." . . . The Carlisles and Ferlin Huskey set for the Auditorium, Bluefield, W. Va., Friday (22). On August 11 the Carlisles play the fair at Russellville, Ky. . . . Martha Carson plays Stroudsburg, Pa., for Harry Cooke August 11.

Mae Axton, tub-thumper and good will ambassador for Hank Snow, made a flying trip around the circuit last week to tout the deejays on Snow's latest RCA Victor waxing, "Cryin', Waitin', Hopin', Prayin'" b/w "I'm Glad I Got to See You Once Again." In Cincinnati, she appeared on Nelson King's WCKY show; in Louisville, she did a session with Jim Wilson and Jimmy Osborne. She also visited with Jerry Bowen, Tom Edwards and Danny Ford in Cleveland; with Tommy Sutton in Dayton, O.; Don Owens, at Connie B. Gay's WARL, Washington; Sam Wallace in Atlanta, and the platter-whirling crowd in Nashville. She returned to her home stand, Jacksonville, Fla., Friday (15). LaFawn Paul, of "Big D Jamboree," Dallas, hit out for California July 6 for a combination vacation and recording session, her first for Fabor Records.

"Grand Ole Opry" played to the biggest crowds in its history at Ryman Auditorium, Nashville, over the July 4 weekend, according to Bill McDaniel, WSM praise agent. For the first time, McDaniel says, the unit offered two complete shows, with the station turning down nearly 10,000 reserved-seat requests for the show of July 2. . . . Buddy Emmons, steel guitarist, is a new addition to the Little Jimmie Dickens combo. . . . Werly Fairburn, who has been heard on the Capitol label, has shifted to Columbia, with his initial effort on the latter label slated for rush release this week to beat Tommy Collins' waxing of the same ditty on Capitol. Werly is said to have written the song, the title of which he fails to give us. (Continued on page 93)

# RHYTHM-BLUES NOTES

By BILL SIMON

Mercury's Bob Shad got a big lift from an unexpected quarter this week when several widely separated areas reported heavy action on "Only You," by the Platters. This record had been on the market for three months or so with hardly a stir anywhere. . . . Joe Davis has inked the Goldentones, five boys and a girl, whose first disk came out last week on Jay Dee label. Vernon Harris, incidentally, is the lead singer. Davis is managing the group along with his other recent discovery, Dean Barlow. . . . Atlantic signed a new group last week also. It's the Cavaliers, from Philadelphia.

The Harptones, now cutting for Paradise label, spent last weekend doing one-nighters in Harrisburg, Altoona and Johnstown, Pa. Leo Rogers acquired management of the group subsequent to the Bruce Records ownership split-up several months ago. . . . The Royal Jokers, signed with Atlas, new Atlantic subsidiary label (see other story this issue), reportedly are surprising talent buyers down Alabama way. The unit is co-managed by promotion man Chuck Darwin and Al Green, concessionaire at the Flame Show Bar in Detroit.

Della Reese, Jubilee's new r.&b. and pop thrush, will be guest star on the "Woolworth Hour," with Percy Faith, August 7. The following night she's set to open at the Casino Royal in Washington for a week. . . . Don Robey, Peacock Records, has signed a new group called the Cherokees. And Harold Conner, warbler traveling with the B. B. King band, is scheduled for a disk of his own soon on Peacock. Robey is excited about some new spiritual sides cut last week with the Dixie Humming Birds.

Clyde McPhatter, the great lead singer of the Drifters, has split with the group to work as a solo act. Actually, McPhatter has been in the service since May, 1954, and his only appearances with the Drifters have been on records, which have included such smashes as "Money Honey," "White Christmas," "Whatcha Gonna Do," "Someday," and "Such a Night." The boys meanwhile, have been breaking it up everywhere in clubs and theaters with David Baughan as lead tenor. So Atlantic finds itself with two distinct disk attractions instead of one.

Clyde, a p.f.c. at the U. S. Army Coast Artillery Installation, Grand Island, N. Y., has been utilizing his furlough periods to record, and his first solo issue will be two tunes clefted especially for him by Winfield Scott, writer of "Tweedle Dee" and "Bop Ting a Ling." Titles are "Hot Ziggity" and "Everyone's Laughing," and they'll be out this week. The Drifters' first disk without McPhatter will come out as a special release in early August.

# MUSIC AS WRITTEN

## DECCA PROMOTING NEW 'DEE JAY BAG' . . .

Decca Records and the Louis I. Steinman Company are planning a joint promotion on a specially designed pocketbook called the "Dee Jay Bag." Item is slanted for the teen-agers, and has a pouch to hold their favorite hit record on 45. With each Dee Jay Bag the buyer receives a special premium offer, with which they can get one of the early Glenn Miller recordings—now considered a collector's item. Bag is being sold at bag and shoe stores in the East for \$1.99. National distribution is expected.

## EDWARD R. STRAUSS RETIRES AT DECCA . . .

Edward R. Strauss has retired from his position of head of special services at Decca Records. He will live in Delray Beach, Fla. Strauss was associated with the company for 19 years, and prior to that was with Warner Brothers Pictures.

## GLASER OPENS LAS VEGAS OFFICES . . .

Joe Glaser's Associated Booking Corporation this week opened an office in Las Vegas, Nev. According to Glaser, the agency rarely has less than a dozen acts working in that hot show business town the year around, and he's opening the office to service them properly. Music Corporation of America also has an office there, while a number of other agencies have individual representatives.

## BLAINE PLANS PITT DISTRIB OFFICE . . .

Jerry Blaine, head of Jubilee Records and Cosnat Distributors, is planning to extend his distribution net still further. As Cosnat, he already runs distributor outlets in New York, Philadelphia and Cleveland. Next Cosnat facility will be in Pittsburgh, according to present plans.

## LYONS JOINS U-I AS CROSSETT AID . . .

Dick Lyons, formerly a member of the repertoire staff of M-G-M Records, joined Universal-International Studios this week as assistant to Raymond Crossett, studio story editor. For the last six months Lyons had been associated with Edward Small Productions as story editor.

## ENTERTAINMENT FOR AILING SERVICEMEN . . .

A slew of recording notables, radio and stage figures headed for Washington last week to entertain 1,000 hospitalized servicemen at an all-day outing to be held at the Woodmont Country Club in Rockville, Md. The annual affair, to be held Monday (18) will be emceed by disk jockeys Eddie Gallaher and Milton Q. Ford. Hirsh De la Viez, vice-president of the Music Operators of America, and member of the Woodmont Club, is entertainment chairman for the hospital patients who are coming from Walter Reed, Fort Belvoir, Camp Meade, Quantico, Mount Alto and the Naval Hospital.

## COLUMBIA SIGNS UP HERB SHRINER . . .

Herb Shriner, Hoosier comic and star of CBS-TV's "Two for the Money," has been signed by Columbia Records. Shriner will record for the diskery's Special Pop Repertoire department under the direction of Gene Becker.

## New York

Manager Paul Insetta has booked warbler Jerry Vale into the Lotus Club, Washington, July 21 and Three Rivers, Syracuse, July 29. Then the singer is scheduled

to appear on Mitch Miller's "Kraft Hour" and Percy Faith's "Woolworth Hour" over CBS on August 7

Irving Romm has returned to the personal management field and has opened offices here in Manhattan. His clients include the Milt Herth Trio and singer Lynn Roberts, who opens at the El Morocco Club, Montreal, July 17.

Betty Madigan is booked for a three-day appearance on the Wilson Line Moonlight Cruise here July 26, 27 and 30. . . . Georgia Gibbs takes over the star spot on CBS-TV's 7:45-8 p.m. show on July 26 and 28. . . . The Crew Cuts guest on the Arthur Murray NBC-TV show Tuesday (19). . . . Mercury's new warbler, Guy Chorney, was the first pop singer to appear in the annual pop concert series sponsored by the San Francisco Art Commission, when he sang "The Kentuckian" with the San Francisco Symphony Wednesday (13) under the direction of guest conductor Arthur Fiedler. . . . Ex-Billboard staffer Lee Graham has moved over to the American Broadcasting-Paramount Theaters' new record company, Am-Par, as secretary to the label's prexy, Sam Clark.

Mal Fitch, jazz pianist who serves as accompanist for the Crew Cuts, has been signed by Bob Shad of EmArcy to cut his own piano and vocal stylings for the label. . . . Groove's Bob Rolontz has left for a two-week recording junket in the South. . . . Promotion man Dick Gersh is Eastern promotion rep for Bowery, a specialty label located on the West Coast. . . . Blue Note Records has signed an exclusive with the new modern jazz pianist, Herbie Nichols. The artist has cut two LP's already, with the first to be released in August.

Thrush Donna Brooks has exited the Hal McIntyre band to work as a single. Currently she's at the Towncrest here and preparing to cut an LP for Bethlehem. . . . Lee Magid, now handling Ralph Young, has inked the warbler to a three-year contract with Decca. Magid has Al Hibbler on the same label.

Pianist-composer Elmo Hope has signed an exclusive contract with Prestige. Formerly he cut for Blue Note. . . . A new label, PaMasons, was launched in Brooklyn last week by Al and Ben Weisman. The latter is a veteran songwriter and arranger. Terry and the Maes is the first act signed by the company. . . . Savoy Records has cut an LP by Charlie Spivak, with strings.

Oklahoma!  
SOUND TRACK  
COMING ON  
Capitol RECORDS

EVERYBODY LIKES...  
HEY MR. BANJO  
MILLS MUSIC, INC.

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

**NEW RELEASES!**

EDDIE FISHER  
DON'T STAY AWAY TOO LONG  
RCA Victor

CREW CUTS  
PRESENT ARMS  
Mercury

GAYLORD'S  
MADALAINA  
Mercury

AMES BROS.  
MERC BEAUCOUP  
RCA Victor

EDDIE BALLANTINE  
BYE, BYE, BLUES  
Wing

BANJO BOYS  
SOMEBODY  
(Is Nobody But Me)  
Capitol

**BOURNE, INC.**  
136 W. 52 St., N. Y. C., N. Y.

ANOTHER BMI  
"PIN-UP"  
HIT

PIDDILY  
PATTER PATTER

Recorded by  
PATTI PAGE . . . Mercury  
BURTON SISTERS . . . Victor  
HAPPY BROWN . . . Savoy  
ELLA MAE MORSE . . . Capitol  
HELENE DIXON . . . Epic

Published by  
E. B. MARKS MUSIC  
CORP.

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

THE LAND  
OF THE  
PHARAONS

by  
PERCY FAITH—Columbia #40482  
LeROY HOLMES—MGM #11973  
DIMITRI TIOMKIN—Coral #61388  
LEO DIAMOND—Victor #20/47-6090

REMICK MUSIC

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

Theme of MGM's  
"BLACKBOARD JUNGLE"

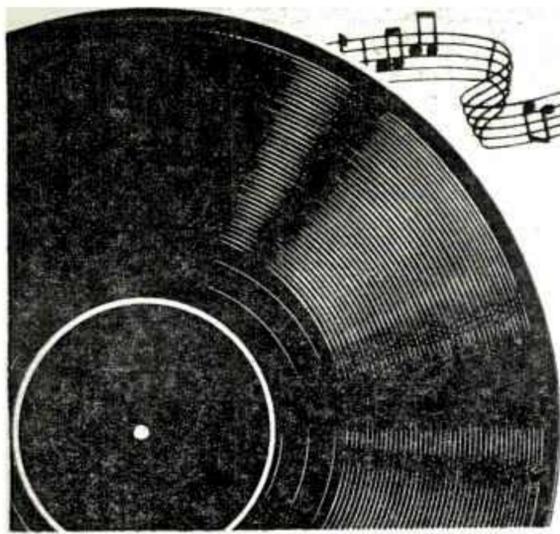
Recorded by BILL HALEY  
and his Comets, DECCA

Still Going Strong!  
"MAMBO ROCK"

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

ACTRESS—CHARACTER

45, returned from road, work most colorful. Wishes immediate all summer stock, also Broadway fall production. Natural Comedienne—none better, believe me. Write: Box 1009, The Billboard, 1564 Broadway, New York 36, N. Y.



## The Billboard 1955

# MUSIC MERCHANTS' SPECIAL

Published in conjunction  
with the annual convention  
of the  
**NATIONAL ASSOCIATION  
of  
MUSIC MERCHANTS**  
July 18-21, 1955  
The Palmer House,  
Chicago

## Disk Industry Plots Ways to Soar Over \$200,000,000 Top

Optimism Reflected on Dealer Level;  
All Hands Work Toward New High

• Continued from page 1

profit-wise, or reported increases.

3. Competition by mail-order cut-raters declined in severity, reflecting a healthier situation for dealers in local communities. As a result these dealers are facing the future more optimistically and are certain to be more willing to invest in modernization and increase the scope of their activities.

4. A healthy majority of dealers are carrying a greater inventory of packaged records (LP's and EP's) than a year ago, but they don't consider their shelf stock too heavy. By far, most reported inventory as "adequate."

5. More dealers reported greater sales of phonographs thus far this year as against last, and more are carrying a representative line of playback equipment than ever before.

These basic facts, taken individually, are not startling. But considered together and in the context of the evolving industry they do point to an expanding business.

### Glamor End

The glamor end of the industry, which revolves around single records, still brings in the greatest revenue to manufacturers and dealers. It is comforting to note that this is increasing (see survey this issue) and that the sharp spurt in LP and EP business has not come about at the expense of the single record, be it pop, folk, rhythm and blues or specialty.

However, while expansion of the singles market has led to greater experimentation with rack jobbers in a general attempt to make it easier for the average fan to acquire disks, the basic problem of the manufacturer remains to try to come up with more hits.

In albums a good product is also essential, but merchandising and experimentation therein can prove more fruitful. So it comes as no surprise that the most daring industry thinking has concerned itself with the movement of LP's and EP's.

### Subscriber Plans

Manufacturers looking around for better ways to market their products have watched with great interest the success of the record clubs. These subscriber plans, in at least three cases—Music Treasures, Music Masterpieces and Music Appreciation Records—have had marked success in moving great numbers of albums.

But major manufacturers, after a few scattered and ill-fated explorative moves, have come to the conclusion that any step they take to increase sales potential must include within its operational framework the established retailer of records.

Thus, RCA Victor's current test run of the firm's "Personal Music

Service" plan is being watched with close attention by competing diskeries. As reported earlier, this is a plan which uses the mails to speed delivery of out-of-stock items directly to consumers. Dealers may collect payment from customers and forward pre-purchased coupons to the Victor plant in Indianapolis, from where the merchandise is quickly forwarded to the buyer's home. It is basically a plan for insuring no loss of sales (at least of Victor albums) due to short inventory.

### Shakedown Test

At this time, the plan is being given a shakedown test in three widely scattered cities—Houston; Fresno, Calif., and Buffalo. But early reports to diskery headquarters have been good, and the plan is expected to be introduced gradually in other cities, with this expansion to commence before the end of the summer. (See separate story.)

While the plan holds industry promise if it goes no farther than promoting the sale of out-of-stock items, it is also no secret among close observers that it provides the mechanical framework for a more basic merchandising experiment.

This would be the use of the device to open many new record outlets in areas not serviced at this time. In the opinion of astute observers it could provide for the entry, at least in a token way, of many more retailers into the record business. Selling from an illustrated catalog with little more stock than is required to demonstrate the contents, there is reason to believe that stationers, book stores, smaller department stores and others would take a flyer in the field.

### Off-Beat Towns

It is also considered likely that when and if Victor is ready to take that step, the diskery will limit its use to towns not housing any established record dealer, or only sparsely serviced.

While Victor has so far taken the first concrete step to convert mail technique to record retailing, other major manufacturers outside the mail-order fraternity have been examining the problem closely.

Columbia, for instance, is known to have studied and rejected a number of projects working toward the same end. As yet, it hasn't found a solution that is right for itself. In this connection, President Jim Conkling recently told The Billboard:

"Mail order record business is no new subject to any record company. Columbia management, for one, has been watching very carefully for many months—years, in

## EDITORIAL

# The Vintage Years Lie Ahead

The vintage years! Such a period of full realization for the record-phono industry is in view. This conclusion is dictated by myriad signs and developments, many of them of so factual a nature that we feel warranted in stating that this era of peak prosperity can be delayed only by gross negligence on the manufacturer, distributor and dealer levels.

It is of utmost importance—as we come into the fall season—that we are aware of the opportunity, that we do not let it go by unnoticed and unchallenged. Let it not be said that for lack of the proper enthusiasm or for lack of true vision, the industry muffed the ball.

Since the peak years of 1947-48, the record business and affiliated segments of the music business have gone thru a period of turmoil. Many of the heartaches and tribulations were the natural concomitants of progress. Obsolescence, engineering advances, new packaging and merchandising techniques, price adjustments—these have occurred not only in the recording industry, but a parallel development in the merchandising of phonographs ranging from kiddie players to hi-fi equipment has kept the same pace.

During the period of intensive and troublesome readjustment, the record-phono industry was further hampered by the mushrooming development of TV.

The crisis has passed. TV is no longer an ogre. Indeed, it is often the disk industry's handmaiden.

The price adjustments, heavily attacked at their inception, point to a heavier volume of business.

The phono industry, for years an isolated segment in the over-all music pattern, enjoys an increasingly close rapport with the record industry. Our present survey points this up strongly. With proper merchandising, the marriage of these segments cannot but add up to higher sales and more consumer enthusiasm.

The same optimism prevails in the singles market, and dire prediction of six months ago have thus far failed to materialize. In fact, as the warm weather gets underway, the trade excitement generated by such tunes as "Yellow Rose of Texas," "Love Is a Many Splendored Thing," "Song of the Dreamer," etc., point to one of the most lucrative summers in some time. The Billboard's own "Operation Pushpop" supports this view.

In short, much of the aggravation which accompanies drastic change, is behind us. We have learned much in the intervening years on the manufacturing, merchandising and sales levels. Let us not be complacent about it, for with the proper drive this can truly be a record year in the fullest sense.

fact—the development of various record clubs. We have been approached by organizations with mail-order plans; our artists have been approached, too. We presume that the same has been true for other record companies.

"We have been discussing such ideas with the widest possible number of people, including our own artists, our distributors and many of our record dealers. And we feel that any major company faces a serious problem in such discussions: How can mail-order business be conducted so that distributors and dealers, who do our regular business, can participate?

Columbia would not consider any program which could not provide such participation. And no one seems to have come up with a feasible plan."

While dealers generally are suspicious of any plan which even remotely resembles mail-order or uses the word "club," their long-term reaction will be determined largely by the manner in which the major diskeries tackle these delicate merchandising problems.

There is little doubt among industry "planners" that some use of these newer techniques will work to build the total record business. And there is no reason to believe

that the manufacturer is willing or inclined to abandon his traditional medium of distribution, the dealer.

It is probable then that the remainder of this year will see further experimentation in disk merchandising, with plans crystalizing in the fall. These experiments will be tied intimately together with pricing and packaging policies, where industry thinking is still in the heavy stages.

Factors now working on the record scene show a strong move from within the industry to build it far beyond its current scope and bring it more in tune with an expanding American population and economy.

# THE BILLBOARD DEALER SURVEY

*An analysis of the music-record-phonograph business during the first five months, 1955; with special attention to the effects of the record price adjustments in January.*

This year's survey of dealers, as in years past, was undertaken to arrive at a clear picture of the state of the record business as it is now, and as it has changed over the past year. Again it concerns itself with the experience of the dealer himself, the point of ultimate consumer distribution, for the industry is no healthier than the combined health of the thousands of retailers who purvey the product to the consumer.

The survey this year, comprising an 18-question ballot, was mailed to 5,959 record dealers who represent cumulatively 90 per cent of the total record volume at the retail level. In all, 481 questionnaires were tabulated. To further pinpoint the results and refine their implications, additional analysis tabs the response of dealers according to three record-volume brackets.

- A) Dealers doing \$71,000 record volume or better annually.
- B) Dealers doing \$25,000 to \$70,000 annually.
- C) Dealers doing \$4,000 to \$24,000.

**QUESTION 1:** *Compared to the same period in 1954, were your over-all record sales during the first five months greater, smaller or about the same?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Greater .....	54%	53%	62%	50%
Smaller .....	22%	30%	15%	23%
About the same .....	24%	17%	23%	27%
TOTAL .....	100%	100%	100%	100%

**COMMENT:**  
More than half of all dealers surveyed reported greater record volume despite the reduction in inventory value caused by the January, 1955, price reductions on packaged records. Examined from another point of view, the results show that 78 per cent of all dealers racked up greater volume or held their own as compared to a year ago, with the same result experienced by 70 per cent of Category A dealers, 85 per cent of Category B dealers and 77 per cent of Category C dealers.

**COMMENT:**  
Record stores generally made more money in the first five months of this year than they did in the same period a year ago. Only one-third of those answering the survey questionnaire reported a drop in profits. Medium-sized stores racked up the best profit entries, but more of the larger dealers reported smaller profits, as compared to a year ago. The reason for reduced profit on the part of the larger store is certainly partially due to the heavier inventory loss they were forced to absorb on album merchandise when list prices on packages tumbled last January.

**QUESTION 1a:** *Please show percentage gain or percentage loss (whichever applies).*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Gain .....	19.9%	18.2%	17.4%	21.7%
Loss .....	13.8%	11.8%	11.7%	15.0%

**COMMENT:**  
Significant in this reply is that dealers who showed an increase in dollar volume racked up more percentage increase than the percentage loss suffered by those dealers who reported a smaller dollar volume this year as against last. It is also worthy of note that the average percentage loss or gain varies but slightly between large, medium and small dealers.

**QUESTION 3:** *Please show whether your dollar volume in the following classifications was up, down or about the same during the first five months of 1955 compared to the same period in 1954.*

**ANSWER: SINGLE RECORDS**

	Over All	A Dealers	B Dealers	C Dealers
Up .....	40%	37%	47%	37%
Down .....	25%	35%	22%	29%
Same .....	35%	28%	31%	34%
TOTALS .....	100%	100%	100%	100%

**LP RECORDS**

	Over All	A Dealers	B Dealers	C Dealers
Up .....	66%	66%	75%	61%
Down .....	18%	20%	14%	20%
Same .....	16%	14%	11%	19%
TOTALS .....	100%	100%	100%	100%

**EP RECORDS**

	Over All	A Dealers	B Dealers	C Dealers
Up .....	60%	51%	57%	60%
Down .....	15%	30%	10%	15%
Same .....	25%	19%	33%	25%
TOTALS .....	100%	100%	100%	100%

**QUESTION 2:** *Compared to the same period in 1954, were your over-all record profits (regardless of sales volume) for the first five months of 1955 greater, smaller or about the same?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Greater .....	37%	31%	46%	33%
Smaller .....	33%	50%	30%	33%
About same .....	30%	19%	24%	34%
TOTALS .....	100%	100%	100%	100%

**COMMENT:**  
The answers to this question confirm the general increase in dollar volume enjoyed by most dealers, as indicated in Question No. 1 responses. The greater single-record volume was relatively modest, strong gains were racked up in packaged goods. As might have been expected, in view of price readjustments downward, LP sales spurted most dramatically. But EP's were not too far behind. Of special significance was the large number of medium-sized dealers reporting LP increases.

the **Voice**  of **Music**

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- 1. Fabulous 'Fidelis' Console.** Model 565 has V-M tone-o-matic, 12" and 4" speakers. Blonde or Mahogany at same price. List \$199.95\*
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- 4. Versatile V-M tape-o-matic®** Has top ten exclusives. 2-tone gray. Model 700 List \$179.95\*
- 5. Deluxe 4-Speed Table Model.** Dual-speaker Model 1285. Blonde or Mahogany at List \$99.50\*
- 6. Deluxe Portable Phono.** Model 1275 has adjustable tone chamber, 4 speeds. List \$79.95\*

- 7. World's Smallest Automatic 3-Speed Portable.** Model 990 has folded horn speaker in lid. List \$59.95\*
- 8. Modern 4-Speed Table Model.** Model 1250 with 4" x 6" speaker. Beige and gold. List \$59.95\*
- 9. Low Cost 3-Speed Changer Attachment.** Model 920 features Siesta Switch® appliance outlet. List \$39.95\*

- 10. Versatile 4-Speed Portable.** Model 155 has external amplifier and speaker jacks. List \$49.95\*
- 11. Gay 'Playtime' 4-Speed Portable.** Model 210 has built-in 45 spindle, die cast tone arm. List \$29.95\*
- 12. Powerful 4-Speed Portable.** Model 121 in Red, Maroon or Green Styron 475 case. List \$22.95\*

\*Slightly higher in the west.

**V-M CORPORATION, BENTON HARBOR, MICHIGAN**  
**WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS**

**QUESTION 4:** Please show the percentage of your first five months' 1955 total record dollar volume represented by each of the following types of records, regardless of musical category.

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Single Record Sales	50.3%	37.6%	45.3%	54.8%
LP Record Sales	28.6%	43.0%	32.6%	24.2%
EP Record Sales	21.1%	19.4%	22.1%	21.0%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
The ratio of single records to packaged record sales continues to shift in favor of the latter, altho singles retain their position as major income producers. LP and EP sales combined accounted for 49.7 per cent of all disks sold these past five months. Only last February a Billboard survey reported that packaged record volume accounted for 42.5 per cent of all sales. This increase in EP's and LP's, however, was not come by at the expense of single-disk sales, as previous questions have shown.

**QUESTION 5:** Do you feel that cut-price competition on LP's from out-of-town mail-order discounters cost you business in 1954?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Yes	80%	86%	85%	76%
No	20%	14%	15%	24%

**COMMENT:**  
The majority of dealers had a rough time with cut-raters last year, and it is no surprise that medium and large dealers suffered most since LP's accounted for a greater share of their total volume than was the case with smaller dealers.

**QUESTION 6:** If answer to Question 5 is "Yes," do you feel you have regained any of this business so far this year?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Yes	60%	60%	70%	50%
No	40%	40%	30%	50%

**COMMENT:**  
Well over half of all dealers have recaptured some of their LP volume lost to mail order discounters last year. Medium-sized dealers, as a class, made the most successful comeback. The replies to this question would appear to add weight to the argument that the price reductions of last January acted as a brake to the activities of mail-order discounters.

**QUESTION 7:** In packaged records (LP's and EP's), how does your present dollar inventory compare with that of a year ago this month?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Greater	60%	48%	63%	60%
Smaller	13%	24%	13%	10%
About the same	27%	28%	24%	30%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
The increase in dollar inventory, especially marked among the medium and smaller dealers, is indicative of vastly increased stocks, since per unit prices on packaged disks were cut drastically early this year. Larger dealers, who always have carried high minimum stocks, find it somewhat less important to increase these stocks, tho the broader market opened by price reductions is reflected in an increase of inventory among this group as well.

**QUESTION 8:** Do you consider present inventory of packaged (LP and EP) records heavy, adequate or light?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Heavy	20%	33%	23%	16%
Adequate	64%	62%	70%	60%
Light	16%	5%	7%	24%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
Altho, as indicated in the answers to Question 7, dealer inventories are decidedly larger than last year, a good majority of dealers in all classes feel that their present stocks are adequate, rather than too large or too small. Tradesters of many years' standing may regard such a condition as serene. The reflected feeling of the smaller dealers would seem to illustrate that there is more business to be had if they can stock more repertoire.

**QUESTION 9:** What percentage of your total LP record sales is now accounted for by 10-inch LP records?

	Over All	A Dealer	B Dealer	C Dealer
ANSWER:	21.5%	12.7%	16.3%	25.8%

**QUESTION 9a:** Compared to last year, is this portion greater, smaller or about the same?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Greater	8%	1%	5%	11%
Smaller	70%	90%	85%	60%
About same	22%	9%	10%	29%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
The evidence is overwhelming that the smaller size LP is on the way out, especially with the recent discontinuance of 10-inch disks by at least two companies. The smaller dealers, whose business is predominantly in the pop category, continue to sell a proportionally larger share of 10-inch items, but larger dealers, with more general and classical trade, have seen the 10-inch trade dwindle drastically in favor of the 12-inch repertoire. In several instances, where the same titles have been issued on both sides, the 12-inch versions have been runaway sales favorites.

**QUESTION 10:** In 45 EP albums, containing three or more records, what is your current trend of sales, compared to last year?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Up	18%	27%	22%	14%
Down	40%	34%	37%	41%
About same	42%	39%	41%	45%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
As the principle of multi-speed play becomes less an issue, LP apparently has become the accepted speed for longer works, while EP's and regular-length 45's are preferred for shorter works. Multiple EP sets then are running well behind their parallel issues on LP. However, there is a large clientele that owns 45-only machines. This would include many of the more casual disk buyers who patronize the smaller shops, and a smaller drop is reflected on that level.

**QUESTION 11:** Has the elimination of the return privilege on packaged records by some manufacturers changed your buying habits in any way?

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Yes	57%	70%	68%	52%
No	43%	30%	32%	48%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**COMMENT:**  
The larger the dealer, the more important is the aspect of returns. For more detailed comments on this vital issue, see separate story in this department.

**THE FASHION IN SOUND IS COLUMBIA**



The diamond background represents the unique 2000-speaker "360" K audio system. Photo appears in full color in national advertising starting September.

**New 1956 Columbia Line.** The world's most photographed fashion models introduce the world's most fashionable phonograph models... Columbia's big, colorful array of record playing and tape recording instruments, as beautiful to look at as they are to hear. See each one. See the exclusive selling advantages. See the merchandising plan that *moves* merchandise. See why the world's best-selling phonograph line is more than ever *your* first line for traffic and profits. Step up models from \$19.95 to \$179.95 list.

Photographed above a sampling of the new Columbia line: The gorgeous "360" K family — portables in 5 colors, a distinguished, re-designed table model, and a completely new and out-of-this-world console version of the world's premier high fidelity phonograph. Diamond needle included. Portables and table model \$149.95; console \$179.95. Smart "His" and "Hers" portables (inside left) only \$29.95. Tape Recorder \$99.95. Many more models to create traffic and close sales!

**COLUMBIA RECORDS**  "THE SOUND OF GENIUS"

"COLUMBIA" "360" K & T.M. PRICES SUGGESTED LIST, SLIGHTLY HIGHER SOUTH AND WEST.

See the Sensational

**ZENITH**

**COBRA-MATIC**<sup>®</sup>  
Record changer in action

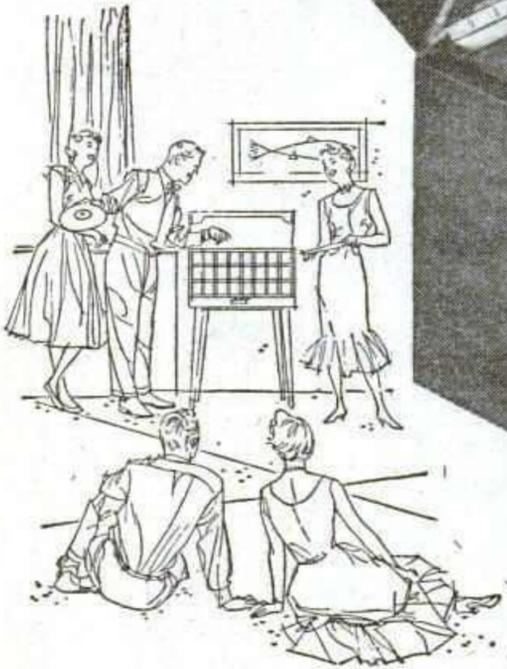
N.A.M.M.  
SECTION B  
RED LACQUER  
ROOM

Palmer House  
Chicago, Ill.

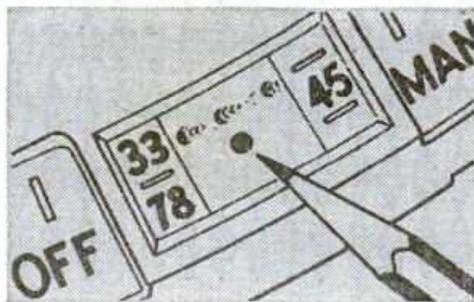
JULY 18-21

only Zenith

Illustrated is the Zenith Custom  
Super-phonics High Fidelity  
Phonograph (HFR-15R) featuring the  
Zenith Cobra-Matic Record Changer.

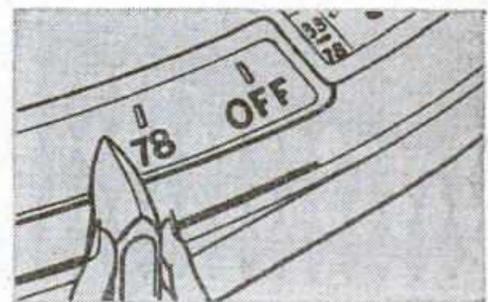


Play all  
records on  
Zenith  
Cobra-Matic  
at the exact  
speeds they  
were recorded  
and get  
continuous  
true High  
Fidelity!



The Zenith Stroboscope Speedometer tells you exactly how fast the turntable is moving!

A moving light becomes a dot when records are playing at *exactly* 78, 45; 33 $\frac{1}{2}$  or the new 16 $\frac{2}{3}$  RPM "Talking Book" speed. Any variation starts the light moving. Thus you see turntable error when it occurs, and correct it at a touch of the speed control! Zenith's Stroboscope Speedometer and fully variable Speed Regulator take the *chance* out of high fidelity.



The fully variable Zenith Speed Regulator lets you correct the turntable speed!

You can adjust your turntable to the EXACT RECORDED SPEED of each record...the ONLY speed that gives you perfect pitch and tempo! Available only in Zenith, the Cobra-Matic lets you play not only 33 $\frac{1}{2}$ , 45 and 78 RPM but any and *all* speeds between 10 and 85 RPM, including the new 16 $\frac{2}{3}$  "Talking Book" speed!

# COBRA-MATIC<sup>®</sup> record player provides

perfect  
pitch

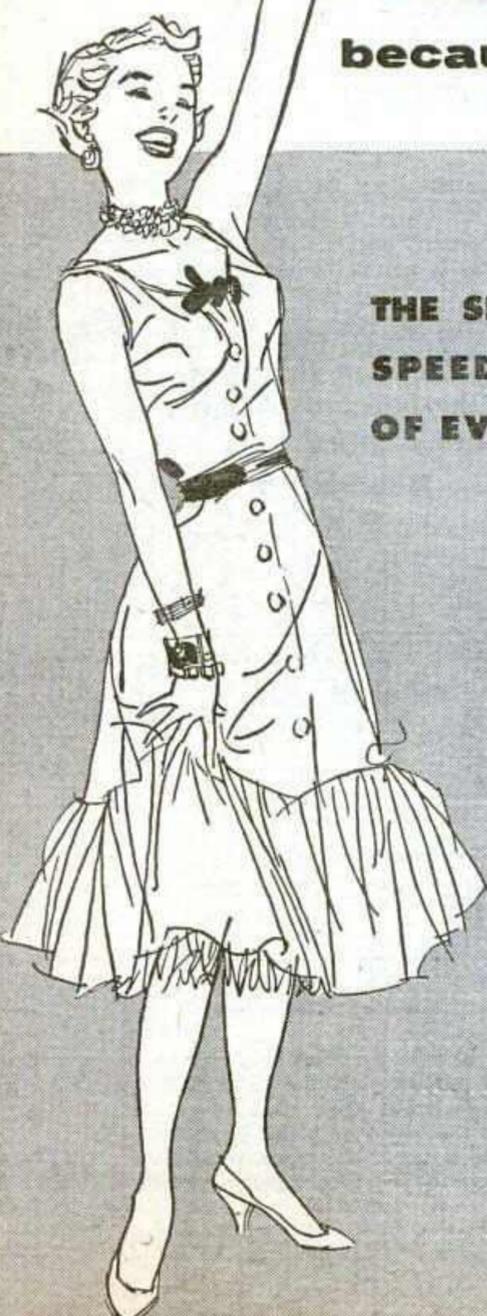
perfect  
tempo



**Perfect Pitch! Perfect Tempo! Perfect High Fidelity  
because Zenith starts with EXACT turntable speed!**

**THE SENSATIONAL COBRA-MATIC RECORD PLAYER WITH STROBOSCOPE  
SPEEDOMETER AND FULLY VARIABLE SPEED REGULATOR IS PART  
OF EVERY ZENITH HIGH FIDELITY PHONOGRAPH INSTRUMENT!**

Since exact speed is essential to continuous true High Fidelity, all Zenith High Fidelity Phonograph sets are equipped with the exclusive Cobra-Matic Record Changer. This famous Zenith feature makes it possible for the operator to eliminate turntable error, maintain accurate speed, and provide perfect pitch and tempo for every record played.



**The royalty of television and RADIO**

Backed by 36 years of Experience in Radionics Exclusively

ALSO MAKERS OF FINE HEARING AIDS

Zenith Radio Corporation • Chicago 39, Illinois

**QUESTION 12:** *Of your single record sales in pop, country and western, and rhythm and blues, what per cent of dollar volume is currently represented by 78 r.p.m. records?*

**COMMENT:**

Answers tabulated on this question are not given since an examination of questionnaires reveals that many dealers misinterpreted its intent. Many reported relative percentage sales of all singles by categories without reference to 78 r.p.m. sales. The results, therefore, were inconclusive.

**QUESTION 13:** *During the first five months of 1955, did you use any of the following consumer advertising media: newspaper ads, TV time, radio time, direct mail.*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Newspapers ...	63%	73%	67%	60%
Radio .....	44%	58%	47%	41%
TV .....	6%	18%	8%	3%
Direct Mail....	33%	47%	33%	31%

**COMMENT:**

Newspaper space is the chief advertising medium of record-phono dealers by a comfortable margin. According to The Billboard's survey, 63 per cent use newspapers, as compared with 44 per cent who use radio time, 33 per cent who use direct mail and 6 per cent who use TV. Obviously TV, despite its unquestioned sales impact, is not regarded at this stage as an economic medium by the dealer and has therefore failed to displace older media. It is to be noted that the higher volume dealers use more advertising in all media than the lower volume dealers and that TV makes its most creditable showing in the A Dealer category.

**QUESTION 14:** *Does your answer to Question 13 represent more, less or about the same as the amount spent in the same period in 1954?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: More .....	27%	27%	26%	29%
Less .....	13%	15%	9%	15%
Same .....	60%	58%	65%	56%
TOTALS ..	100%	100%	100%	100%

**COMMENT:**

In general, advertising expenditures are showing an upward trend, even tho the bulk of dealers report spending a similar amount to last year's comparable period. The upward curve is indicated by 27 per cent of the dealers who report spending more, as against 13 per cent reporting less. The same trend is noticeable in each of the dealer groups, A, B and C. That is, despite the bulk of dealers in each group who are spending the same amount, those who are spending more exceeds by a comfortable margin those who are spending less.

**QUESTION 15:** *What per cent of your total advertising money spent during the past five months was co-operative advertising money from distributors?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER:	21.4%	41.2%	25.9%	13.8%

**COMMENT:**

The results to this question indicate that the total ad budget allocations of the larger dealers is made up of a much higher per cent of co-op money than is the case with smaller dealers. This is but natural, inasmuch as the amount of co-op money allocated to a dealer by a distributor depends upon the size of the dealer's own financial outlay. By far the greatest part of a record dealer's ad budget goes toward the promotion of packaged goods, as against single records. And the larger volume dealers naturally sell a higher proportion of this merchandise than the small dealer, and this points logically toward the large dealer getting more co-op funds.

**QUESTION 16:** *Does your store sell any of the following products: phonographs under \$100, phonographs \$100 to \$200, phonographs over \$200, hi-fi component parts, sheet*

*music, tape recorders, pre-recorded tape, TV sets, radios, home appliances?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Phono under \$100....	95%	99%	99%	83%
Phono \$100 to \$200..	83%	93%	91%	80%
Phono over \$200.....	43%	55%	53%	37%
Hi-Fi Components .....	29%	35%	33%	26%
Sheet Music .....	56%	51%	60%	60%
Tape Recorders .....	67%	71%	73%	64%
Pre-Recorded Tape ....	22%	42%	27%	16%
TV Sets .....	46%	47%	44%	47%
Radios .....	72%	60%	73%	73%
Home Appliances.....	31%	24%	30%	34%

**COMMENT:**

An analysis of returns on this question indicates that more and more dealers are stocking complete lines of equipment. Comparing the over-all percentages with The Billboard's information dated February, 1955, the percentage of dealers carrying phonos under \$100 jumped from 87.6 to 95 per cent; phonos in the \$100 to \$200 class, from 74.9 to 83 per cent; phonos over \$200, from 31.7 to 43 per cent; hi-fi components, 27.7 to 29 per cent. Especially newsworthy is the increases in this brief period of dealers carrying tape recorders and pre-recorded tape. The percentage on the former jumped from 45.6 to 67, and on the latter from 12.5 to 22.

In the matter of pre-recorded tape one should note that as of now this product seems to have most distribution among the A Dealers—some 42 per cent of them carrying it as compared with 22 per cent of dealers generally. With tape recorders, there is not such a variance among the dealers' classifications—the over-all percentage being 67, as compared with 71 per cent for the A class.

Phonos up to \$200, it is to be noted, have wide distribution among dealers in all three categories, whereas there is a sharp drop in the number of dealers of all categories carrying phonos over \$200. Sheet music shows no marked distribution changes with regard to dealer classification, and a similar situation is true of TV. Radios and home appliances show an interesting distribution pattern, for the percentages increase in the smaller dealer groups.

**QUESTION 17:** *Compared to the first five months of 1954, has your dollar volume of phonograph sales during the past five months been greater, smaller or about the same?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Greater .....	55%	52%	51%	36%
Smaller .....	27%	27%	16%	22%
Same .....	18%	21%	33%	42%
TOTALS ..	100%	100%	100%	100%

**COMMENT:**

A majority of dealers reports that phono sales are up during the first five months of this year. This trend is most noticeable in the B Dealer group, and is also strongly marked in the A Dealer group. The trend, tho apparent, is not so noticeable among smaller dealers.

**QUESTION 18:** *What has been the sales trend by types of phonos the past five months?*

	Over All	A Dealers	B Dealers	C Dealers
ANSWER: Phonos Under \$100				
Up .....	47%	44%	53%	46%
Down .....	14%	22%	16%	13%
Same .....	39%	34%	31%	41%
TOTALS ..	100%	100%	100%	100%
Phonos \$100 to \$200				
Up .....	46%	52%	49%	44%
Down .....	26%	22%	26%	28%
Same .....	28%	26%	25%	28%
TOTALS ..	100%	100%	100%	100%
Phonos Over \$200				
Up .....	23%	34%	15%	25%
Down .....	36%	32%	41%	34%
Same .....	41%	34%	44%	41%
TOTALS ..	100%	100%	100%	100%

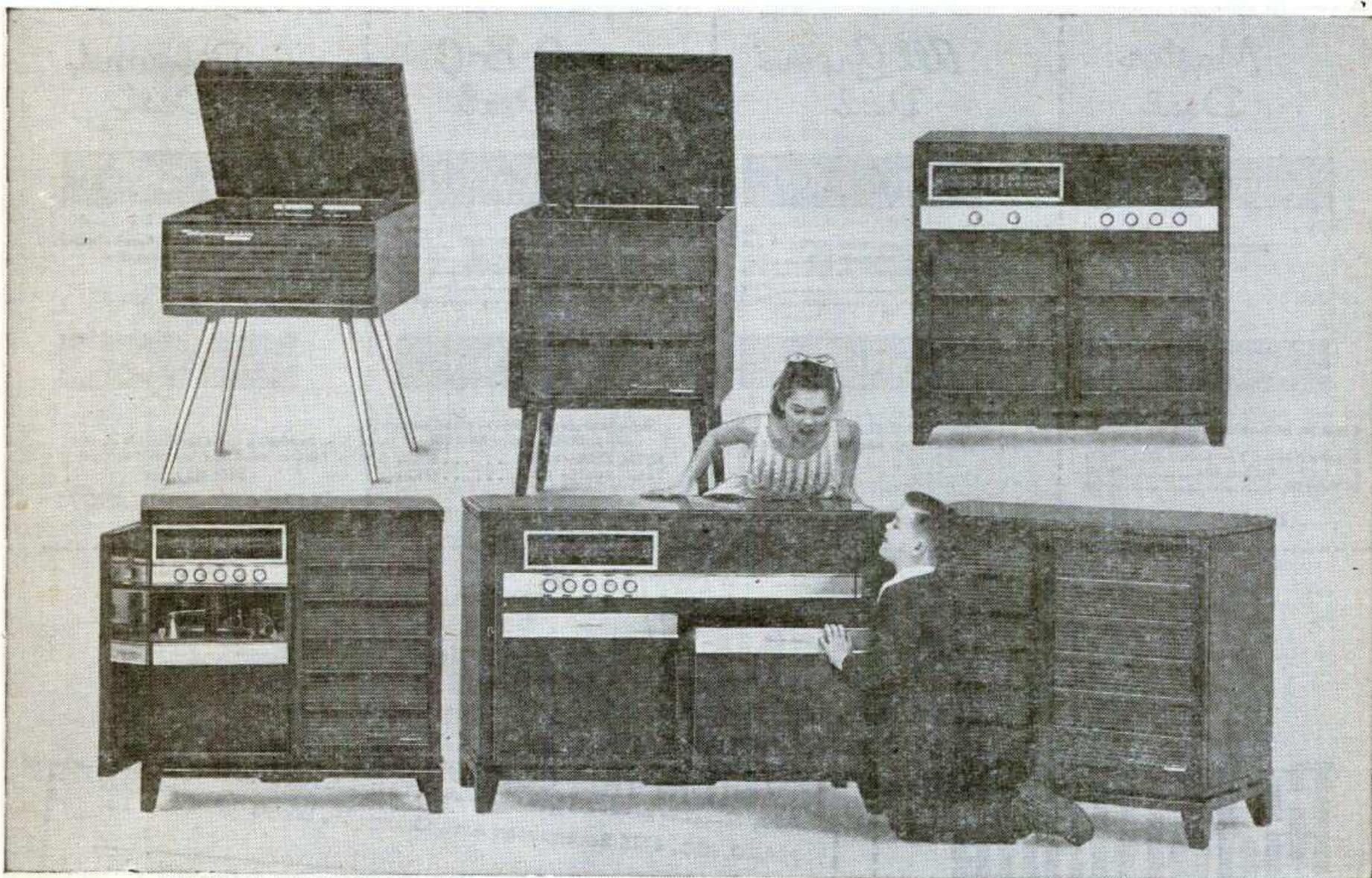
**COMMENT:**

During the past five months the sales trend has been well up in phonos in the \$100 to \$200 group and in the under \$100 group. This is true not only for dealers in general but for each dealer category, A, B and C. In the expensive phono class, the reverse is true, and the sales trend is down. The expensive phono category shows up to best advantage in the A Dealer group, where 34 per cent of the stores report an upward trend, as against 32 per cent reporting downward. In this group, 34 per cent feel they have experienced no difference in sales trend in the last five months.



RCA Victor invites you to  
**SEE THE FIRST COMPLETE LINE**  
**OF HIGH FIDELITY INSTRUMENTS**

at the N.A.M.M. Show  
 Palmer House  
 Private Dining Room 14.



"MARK VI," Model 6HF5, \$129.95. (Top, left)

"MARK IV," Model 6HF4, \$169.95. (Top, center)

"MARK III," Model 6HF3, \$325. (Top, right)

"MARK II," Model 6HF2, \$650. (Lower, left)

Twin-Console "MARK I," Model 6HF1, \$1600. (Lower, right)

Announcing New Orthophonic High Fidelity "Victrola" Phonographs

Now—here's High Fidelity the way the big mass market wants it—ready to plug in and play—completely assembled and laboratory-balanced by experts—packaged in cabinets of fabulous beauty!

Here's Hi-Fi the way you want it, too—easy to handle, easy to sell—and *sell up!* For all five superb instruments share a marked "family resemblance" in tone and styling. All five have the great Panoramic Speaker System . . . powerful amplifiers that give distortion-free performance throughout

the range of audible sound . . . features no Hi-Fi merchandise has ever offered. Yet every higher price buys more—more that the prospect can *see and hear!*

Whether he buys by eye, by ear or manufacturer's reputation—whether he pays \$129.95 or \$1600—you can give him what he wants with a New Orthophonic High Fidelity "Victrola" phonograph. Get what you want, too—easier sales and more profits from RCA Victor High Fidelity! See this magnificent line at the N.A.M.M. Show!

**RCA VICTOR**  
TM&© RADIO CORPORATION OF AMERICA



CAMDEN 8, N. J.

Manufacturer's nationally advertised prices, subject to change. Slightly higher in far West and South.

# FIDELITONE offers its greatest deals to you in 26 years... deal yourself in NOW!



Dealers Choice  
**BONUS**  
merchandise

**dealer orders**

2 dozen \$1.00 Deluxe Needles (C-100) ..... \$24.00  
2 dozen \$1.50 All-Groove Needles (B-89) ..... 36.00  
Total ..... \$60.00  
The Dealer's Cost is ..... \$30.00

**dealer gets**

THE NEEDLES HE ORDERS

and his choice of  
**FREE MERCHANDISE** listed opposite

1 Dozen\* of any of the Following  
FIDELITONE PHONOGRAPH NEEDLES:

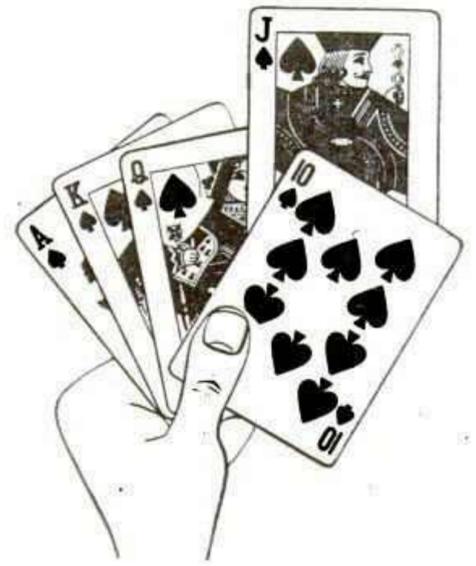
	Retail Value
\$5.00 Classic (C-500) .....	\$60.00
\$2.50 Supreme (C-250) .....	30.00
\$1.50 Master (C-150) .....	18.00
\$1.50 Standard Jewel (C-47) .....	18.00
\$1.50 Micro-Jewel (A-15) .....	18.00
\$1.50 Compromise Jewel (B-89) .....	18.00
\$1.25 Nylon (C-125) .....	15.00
\$1.00 Compromise (B-26) .....	12.00
\$1.00 Deluxe (C-100) .....	12.00
\$ .50 Floater (C-5024) .....	6.00
\$ .50 Kiddy (C-137) .....	6.00
\$ .50 All-Groove (B-167) .....	6.00
*Dealer may specify 1/2 Dozen C-500 Classic and 1/2 Dozen C-250 Supreme .....	45.00

OR

DEALER MAY SPECIFY ANY ONE OF FOLLOWING ITEMS:

	Retail Value
1250 \$ .01 Steel Needles (C-160B50 or C-161B50) .....	\$12.50
12 \$ .50 Fidelity Record Brushes (600C) .....	6.00
12 \$1.00 ZIM Standard Record Brushes (Z-601) .....	12.00
12 \$1.00 ZIM HI-FI Record Brushes (Z-603) .....	12.00

Dealer's Profit - 120% to 300%



**DEAL No. 2**  
Master Deal

**dealer orders**

4 Dozen (48)  
FIDELITONE MASTER NEEDLES

**dealer gets**

Retail Value  
4 Dozen (48) Fidelity Master Needles (C150) ..... \$ 72.00  
and  
2 Dozen (24) Fidelity Master Needles (C-150) ..... 36.00  
6 (72) Total Retail Value ..... \$108.00  
The Dealer's Cost is ..... \$ 36.00

Dealer's Profit - 200%

**DEAL No. 3**  
All Groove Deal

**dealer orders**

Retail Value  
12 \$ .50 Fidelity All-Groove Needles (B-167) ..... \$ 6.00  
24 \$1.00 Fidelity All-Groove Needles (B-26) ..... 24.00  
12 \$1.50 Fidelity All-Groove Needles (B-89) ..... 18.00  
Total Retail Value ..... \$48.00  
The Dealer's Cost is ..... \$19.00

**dealer gets**

THE 48 FIDELITONE  
ALL-GROOVE NEEDLES LISTED ABOVE

Dealer's Profit - 152.6%

**DEAL No. 5**  
A-B-C Deal

**dealer orders**

Retail Value  
12 \$1.00 Fidelity All-Groove Needles (B-26) ..... \$12.00  
12 \$1.00 Fidelity Deluxe Needles (C-100) ..... 12.00  
12 \$ .50 Fidelity Floater Needles (C-5024) ..... 6.00  
Total Retail Value ..... \$30.00  
The Dealer's Cost is ..... \$15.25

**dealer gets**

The needles he orders and 6 FIDELITONE MICRO-GROOVE  
JEWEL TIPPED NEEDLES (A-15) — FREE OF COST  
TOTAL RETAIL VALUE ..... \$39.00  
Total Dealer Cost ..... \$15.25

Dealer's Profit 155.7%

**DEAL No. 6**  
Diamond Deal

**dealer orders**

4 Fidelity Diamond Tipped Needles  
of HIS OWN SELECTION

**dealer gets**

The 4 Fidelity Diamond Tipped Needles he orders and  
1 Fidelity Diamond Tipped Needle OF HIS OWN SELECTION\*  
FREE OF COST

\*The Retail Value of the FREE Fidelity Diamond Tipped Needle is  
limited to those Needles that have a Retail Value from \$25.00 to  
\$31.00 Each.

**Fidelitone**  
PRODUCTS

**PERMO, Incorporated**  
CHICAGO 26, ILLINOIS

These deals expire 15 November 1955



Special Type Needle Deal  
THE **HOTTEST** DEAL  
OF THEM ALL

FILL IN THIS COUPON AND SEND IT TO:

PERMO, INC., 6415 Ravenswood Ave., Chicago 26, Illinois

from: \_\_\_\_\_

SEND US FULL DETAILS OF THIS AND OTHER 1955 FIDELITONE DEALER'S  
CHOICE DEALS

**COME TO SEE US AT THE MUSIC SHOW • BOOTH 32**  
We have some new products and literature you will like!

Shop around all you want...but remember

**THE BIG NEWS IS  
YET TO COME**

**MOTOROLA<sup>®</sup>  
Phonographs and HI-FI  
COMING SOON**

**TOP SECRET**

**GC**

The most sensational store-demonstration feature hi-fi has ever offered! Wait'll you hear it—see how it's going to close more sales, more quickly!

**TOP SECRET!**

**S4**

The most exciting new sound in hi-fi! It's top-drawer, it's the most and it's the best! And what a sales story it gives you!

**TOP SECRET**

**\$**

Prices that are hard to believe!  
Prices that are easy—so easy to sell!  
Prices to fit every customer!

**TOP SECRET**

**PLUS**

all-new RADIOS that are as revolutionary and profitable as the portable line you're setting sales records with right now.

Be sure to attend your distributor's Open House during **MOTOROLA WEEK**, (July 31 to August 7) for the product and profit story of the year!

**MOTOROLA**

World's largest exclusive electronics manufacturer

# RECORD DISTRIBUTORS and labels they distribute

## ALABAMA

### Birmingham

**Decca Dist. Co.**  
604 S. 27th St.  
Labels: Brunswick, Coral, Decca

**Interstate Phono Record Co.**  
644 2d Ave. N.  
Labels: Cadillac

**R. P. McDavid & Co., Inc.**  
1430 2d St.  
Labels: Bluebird, Camden, Groove, RCA Victor

**Record Sales**  
Labels: Highway

## ARIZONA

### Phoenix

**Master Records Serv.**  
1708 W. Thomas Rd.  
Labels: Square Dance

**Old Time Dist.**  
3703 N. 7th St.  
Labels: Aladdin, Folkraft, MacGregor, Rainbow, Sage and Sand, Wallis Original

**J. F. Redmond Supply Co., Inc.**  
625 W. Madison  
Labels: Decca

**Tucson**

**Johnny Barker Record Shop**  
Labels: Lin

**Hule's Home Furnishings**  
160 W. Congress St.  
Labels: Fiesta

**Rhythm Land Music Shop**  
1023 E. 6th St.  
Labels: Square Dance

## CALIFORNIA

### Arcadia

**Arcadia Music Mart**  
21 E. Huntington Dr.  
Labels: Square Dance

**Berkeley**

**Art Music Co.**  
2400 Telegraph  
Labels: Miracle

**William M. Van Deren**  
2806 San Pablo Ave.  
Labels: Folkraft, MacGregor, Square Dance

**Burlingame**

**Parker L. Johnstone**  
1695 Westmoore Rd.  
Labels: Harp-re-cords

**Culver City**

**Earl Pechin's Do Si Do Room**  
4364 Sepulveda Blvd.  
Labels: Square Dance

**Fresno**

**Edco Dist. Co.**  
2930 Butler Ave.  
Labels: Bluebird, Camden, RCA Victor

**Hollywood**

**Bethlehem Records**  
7233 Santa Monica Blvd.  
Labels: Bethlehem

**Music Sales of America, Inc.**  
8836 Sunset Blvd.  
Labels: Jazz Man, Rhythms Productions, Southland

**Los Angeles**

**Allied Music Sales Co.**  
2542 W. Pico Blvd.  
Labels: Aladdin, Allied, Audivacs, Cadillac, Duke, Fabor, Lin, M & M, Peacock

**Bosnaga**  
P. O. Box 127  
Labels: Marvella

**California Dist.**  
2962 W. Pico Blvd.  
Labels: Commodore, Concert Hall Society, Contemporary, Eastman, Esoteric, Good Time Jazz, MacGregor, Pacific Jazz, Riverside, Sandee, Vogue

**Capitol Records Distr. Corp.**  
318 W. 15th St.  
Labels: Capitol, Cetra

**Central Records Sales Co.**  
2104 W. Washington Blvd.  
Labels: Ad Lib, Atlantic, Baton, Cat, Empirical, Epic, Essex, Excelllo, Fortune, Genie, Glory, Grand, Guyden, Hollywood, Imperial, Jubilee, Mardi Gras, Media, Music Sales of America, Nashboro, New Disc, Okeh, Progressive, Roninu, Showtime, Specialty, States, United, Vaya

**Cowman Publication**  
256 S. Hobart  
Labels: Voss

**Decca Dist. Corp.**  
6750 Santa Monica Blvd.  
Labels: Decca

**Diamond Dist. Co.**  
2990 W. Pico Blvd.  
Labels: Ambassador, Belda, Classic Editions, Flair, Fraternity, Frontier, Loyal, Mambo, Music Minus One, Talking Comics, Vita, Wing

**Paul Erfer's Folk Art's Bazaar**  
625 Shatto Pl.  
Labels: Square Dance

**Indiana Record Sales, Inc.**  
2932 W. Pico Blvd.  
Labels: Savoy

**Jay Kay Dist. Co.**  
2980 W. Pico Blvd.  
Labels: Clef, Kapp, Norgran

**King Record Dist.**  
2646 W. Pico Blvd.  
Labels: De Luxe, Federal, King

**London Records of Calif., Inc.**  
445 S. La Brea Ave.  
Labels: London

**Mercury Record Dist.**  
Labels: Emarcy, Highway, Mercury, Wallis Original

**Modern Dist. Co.**  
2978 W. Pico Blvd.  
Labels: Brunswick, Coral, Holmes Royal, Kem, Success

**Pacific Union Supply Co.**  
2941 W. Broadway  
Labels: Alma Bridge to Dreamland

**Randart Dist. Co., Inc.**  
4705 Elmwood Ave.  
Labels: Alma, Bridge to Dreamland, Christian Faith

**RCA Victor Dist.**  
2027 S. Figueroa St.  
Labels: Bluebird, Camden, RCA Victor

**Record Merchandising**  
2580 W. Pico Blvd.  
Labels: Bowery, Cardinal, Cavalier, Corona, Fiesta, Million \$, Sage and Sand, Sun, Vee Jay, Waldorf, Music Hall

**Record Sales Co.**  
2932 W. Pico Blvd.  
Labels: Apollo, Bethlehem, Debut, Era, Genie, Groove, Hickory, Look, Lucky, Rainbow, Rural Rhythm, Starday, Starlite, Sunset, Town & Country, "X"

**Research Craft**  
1037 N. Sycamore  
Labels: Carnival, Sage and Sand

**Roberts Dist.**  
1722 Washington  
Labels: Starlite, Sunset

**State Record Dist.**  
2142 W. Washington Blvd.  
Labels: Atlas

**Sunland Music Co.**  
1310 S. New Hampshire  
Labels: Allied, Cadence, Dauntless International, Dot, Liberty, M-G-M, Skyway

**Ray Thomas**  
1601 S. Hope St.  
Labels: Columbia, Entre

**United Song Promotion & Dist.**  
1410 S. Barrington Ave.  
Labels: Inspired, Songbird

**Needles**

**Chas. Thompson**  
Desert Squares  
1905 Rio Vista  
Labels: Square Dance

**Oakland**

**Julian Brown Enterprises**  
5665 Shaffer  
Labels: Bell

**Chatton Dist. Co.**  
1921 Grove St.  
Labels: Ambassador, Anchor, Apollo, Atlantic, Baton, Bethlehem, Cadillac, Cardinal, Cat, Commodore, Contemporary, Dot, Duke, Empirical, Essex, Excelllo, Glory, Good Time Jazz, Groove, Grand, Guyden, Ideal, Jubilee, Imperial, Kapp, Media, Liberty, M & M, Music Sales of America, Nashboro, New Disc, Pacific Jazz, Peacock, Progressive, Quality, Rainbow, Riverside, Specialty, Starlite, States, Sun, Sunset, United, Vaya, Vogue, "X"

**Wholesale Record Dist.**  
3447 San Pablo Ave.  
Labels: Holmes Royal, Success

**Orange**

**Reynolds Dist. Co.**  
1211 E. Mayfair Ave.  
Labels: Polkaland

**San Diego**

**Ratner**  
745 Broadway  
Labels: Bowery

**San Francisco**

**Allied Dist.**  
371 6th Ave.  
Labels: Aladdin, Audivacs, Dauntless International, Dootone, Fortune, Hollywood, Lin, Mardi Gras, Marvella, Million \$, Look, Rural Rhythm, Sage and Sand, Vee Jay

**H. R. Basford Co.**  
235 15th St.  
Labels: Columbia, Entre

**Capitol Records Distr. Corp.**  
512 Brannan  
Labels: Capitol, Cetra

**Decca Dist. Corp.**  
525 6th St.  
Labels: Decca

**Dexter Dist. Co.**  
298 9th St.  
Labels: Bowery, Cavalier, Debut, Delmar, Kem

**Eric Dist. Co.**  
369 6th Ave.  
Labels: Belda, Era, Fiesta, Frontier, Hickory, Mambo, Rural Rhythm, Savoy, Starday, Talking Comics, Vita, Waldorf Music Hall, Wing

**King Records Dist.**  
565 Sixth St.  
Labels: De Luxe, Federal, King

**Ed Kramer's Folk Shop**  
262 O'Farrell  
Labels: Square Dance

**London International of California**  
1274 Folsom St.  
Labels: Durium, London International, Telefunken

**Melody Sales Co.**  
444 6th Ave.  
Labels: Clef, Contemporary, Flair, Fraternity, Good Time Jazz, Norgran, Vogue, Wallis Original

**L. J. Meyberg Co., Inc.**  
33 Gough St.  
Labels: Bluebird, Camden, RCA Victor

**Modern Radio**  
1475 Haight St.  
Labels: Square Dance

**New Sound**  
316 6th St.  
Labels: Concert Hall Society, Inc., Cook, Elektra, Esoteric, McIntosh, Overtone, Period

**Reidar Torsen**  
2089 15th St.  
Labels: Kendall, Vanguard

**United Music Sales Corp.**  
440 6th St.  
Labels: Allied, Brunswick, Cadence, Coral, Epic, M-G-M, Okeh, Roninu, Viceroy

**W. M. Van Deren**  
Labels: Folk Dancer

**South Pasadena**

**Marcia X. Johnstone**  
1016 Stratford Ave.  
Labels: Harp-re-cords

**Summerland**

**Square Dance Square**  
Labels: Square Dance

**Visalia**

**Pryor Music Shoppe**  
123 E. Main  
Labels: Crawford

## COLORADO

### Boulder

**Lighthouse Dist. Co.**  
1707 Pearl St.  
Labels: Sacred

**Boyd Dist. Co.**  
1661 W. 3d St.  
Labels: Capitol, Cetra

**Davis Sales Co.**  
1724 Arapahoe St.  
Labels: Aladdin, Atlantic, Cadence, Cadillac, Cat, Clef, Contemporary, Dootone, Dot, EmArcy, Flair, Fraternity, Frontier, Glory, Good Time Jazz, Hollywood, Holmes Royal, Kem, London, MacGregor, Mercury, Million \$, Money, Norgran, Roninu, Rural Rhythm, Showtime, Starday, Success, Vogue, Wallis Original

**Emco Distr.**  
2561 S. Broadway  
Labels: Dauntless International, Electra, McIntosh, Word

**Hall's Square Dance Records**  
2850 Newport St.  
Labels: Square Dance

**Latin American Record Co.**  
2510 Larimer St.  
Labels: Corona, Ideal

**Mountain Distr.**  
3630 Downing St.  
Labels: Cardinal

**Pan American Record Supply Co.**  
2061 Champa St.  
Labels: Alina, Anchor, Apollo, Bridge to Dreamland, Brunswick, Concert Hall, Society, Inc., Coral, Empirical, Esoteric, Essex, Excelllo, Fabor, Genie, Imperial, Jubilee, Kapp, Lin, Media, M-G-M, Music Sales of America, Nashboro, Pacific Jazz, Period, Riverside, Savoy, Specialty, Vanguard, Vaya, Vee Jay, "X"

**B. K. Sweeney Co.**  
1601 23d St.  
Labels: Columbia, Entre, Epic, Okeh

**Walter Slagle & Co.**  
725 S. Broadway  
Labels: Decca

**Star Dist.**  
2122 Hooker St.  
Labels: Bethlehem, Rainbow

**Ward Terry & Co.**  
70 Rio Grande Blvd.  
Labels: Bluebird, Camden, RCA Victor

**Zion Dist. Co.**  
2056 Champa  
Labels: Cardinal, De Luxe, Federal, King, Liberty, New Disc, Sage and Sand, Starlite, Sunset, Town & Country

**Grand Junction**

**Clark & Steen Music Co.**  
128 N. 5th St.  
Labels: Square Dance

## CONNECTICUT

### Bridgeport

**J. Fitzpatrick**  
461 E. Main St.  
Labels: Rainbow

**Hartford**

**Arts-Conn. Co.**  
Box 2121,  
Label: Norman F. Kyle

**Capitol Records Distr. Corp.**  
25 Pleasant St.  
Labels: Capitol, Cetra

**Decca Dis.**  
242 Farmington Ave.  
Labels: Decca

**Eastern Record Dist. Inc.**  
777 Connecticut Blvd.  
Labels: Apollo, Bethlehem, Baton, Cadence, Cadillac, Clef, Contemporary, Cross Country, Duke, Epic, Essex, Fabor, Flair, Genie, Good Time Jazz, Imperial, Kapp, Mardi Gras, Media, M-G-M, New Disc, Okeh, Peacock, Sage and Sand, Savoy, Vogue, Wallis Original

**Lizka Agency**  
38 E. Charter Oak Ave.  
Labels: Melodia

**Radio & Appl. Dist., Inc.**  
673 Connecticut Blvd.  
Labels: Bluebird, Camden, RCA Victor

**Mercury Record Dist.**  
160 State St.  
Labels: EmArcy, Highway, Mercury, Wing

**Malverne-New England**  
Labels: Kem

**Roskin Disks, Inc.**  
275 Park Ave.  
Labels: Columbia, Entree

**Seaboard Dist. Co.**  
110 Ann St.  
Labels: Allied, Anchor, Atlantic, Brunswick, Cat, Copley, Coral, De Luxe, Dot, Federal, Glory, Groove, King, Waldorf Music Hall

**Transdisc Corp.**  
134 Windsor St.  
Labels: Debut, Fiesta, Haven, Jubilee, Pacific Jazz, Period, Rainbow, Town & Country, "X"

**Plainville**

**Nutmeg Enterprises**  
13 Main St.  
Labels: Aladdin, Excelllo, Greenbrier, Guyden, Nashboro, Vee Jay

**Washington, D. C.**

**Schwartz Bros.**  
2931 12th St. N.E.  
Labels: Aladdin, Atlantic, Bald Eagle, Cadence, Cat, Clef, Contemporary, Dauntless International, Good Time Jazz, Hickory, Kapp, Vogue, Wallis Original

**Southern Wholesalers, Inc.**  
707 Edgewood St., N.E.  
Labels: Bluebird, Camden, Groove, RCA Victor

## FLORIDA

### Jacksonville

**Blinkley Dist. Co.**  
50 Riverside Ave.  
Labels: Aladdin, Atlantic, Apollo, Baton, Benida, Cadillac, Cat, Dootone, Duke, Essex, Excelllo, Genie, Glory, Guyden, Hickory, Highway, Hollywood, Imperial, Jubilee, Kapp, London, Marvella, Media, M-G-M, M & M, Million \$, Money, Nashboro, Peacock, Rose, Rural, Rhythm, Sage and Sand, Savoy, Showtime, Starday, States, Sun, Town & Country, United, "X"

**Capitol Records Distr.**  
618-20 Jackson St.  
Labels: Capitol, Cetra

**Distributors, Inc.**  
555 Osceola St.  
Labels: Columbia, Entre

**Pan American**  
3401 Northwest 36th St.  
Labels: Essex, Cardinal, Kem, Media

**Largo**

**Don Armstrong**  
1260 W. Bay Dr.  
Labels: Square Dance

**Miami**

**Binkley Dist. Co.**  
301 S. W. 6th St.  
Labels: Aladdin, Atlantic, Apollo, Baton, Cat, Dootone, Duke, Excelllo, Glory, Hickory, London, Mazica, Nashboro, Peacock, Sage and Sand, Town & Country, "X"

**Brooke Dist.**  
412 S. W. 8th St.  
Labels: Brunswick, Coral, Decca

**King Records Dist.**  
404 S. W. 8th Ave.  
Labels: De Luxe, Federal, King

**Latin American Trading Corp.**  
Box 146  
International Airport Station  
Labels: Art & Subsidiaries (Central & South America)

**Mercury Record Dist.**  
436 S. W. 8th Ave.  
Labels: Art, Jean Barnett, Rufus Beacham, Bethlehem, Citadelle, EmArcy, Mercury, Municipal, Perfect, Unity, Wing

**Pan American Dist. Co.**  
3401 N.W. 36th St.  
Labels: Allied, Bald Eagle, Cadence, Cadillac, Cardinal, Clef, Contemporary, Epic, Essex, Fabor, Flair, Good Time Jazz, Highway, Jubilee, Juke Box, Kapp, Kem, Media, Miracle, New Disc, Norgran, Okeh, Pacific Jazz, Rainbow, Roninu, Savoy, Specialty, States, United, Vee Jay, Vogue, Wallis Original

**Seacoast Appl. Dist.**  
Box 336  
Labels: Bluebird, Camden, Groove, RCA Victor

**Southland Appl.**  
1674 N.W. 36th St.  
Labels: Fiesta

**St. Petersburg**

**B. Stoddard**  
1609 29th Ave. N.  
Labels: Horoscope

**Tampa**

**Gene Kersey**  
P. O. Box 10338  
Labels: MacGregor, Square Dance

**Arthur Smith Music Co.**  
106 E. Tyler St.  
Labels: Alma, Bridge to Dreamland, Christian Faith

## GEORGIA

### Atlanta

**Allstate Record Dist.**  
220 Courtland St., N.E.  
Labels: Allied, Baton, Empirical, Fortune, Guyden, Marvella, Music Sales of America, Rural Rhythm, Sage and Sand, Vaya

**Burt Dist. Corp.**  
120 Edgewood Ave.  
Labels: London

**Capitol**  
535 Courtland St., N.E.  
Labels: Capitol, Cetra

**Decca Dist. Corp.**  
152 Alexander St., N. W.  
Labels: Brunswick, Coral, Decca

**Distributors, Inc.**  
1349 Spring St., N. W.  
Labels: Columbia, Entre

**Diske Dist. Co.**  
445 Edgewood Ave., S. E.  
Labels: Apollo, Benida, Clef, Dootone, Epic, Excelllo, Fabor, Flair, Guyden, Jubilee, Kapp, Nashboro, Norgran, Okeh, Rainbow

**R. D. England,**  
1141 Peachtree St., N.E.  
Labels: McIntosh

**King Records Dist.**  
379 Edgewood Ave., S.E.  
Labels: De Luxe, Federal, King

**Record Dist.**  
1923 Peachtree Rd.  
Labels: Folkraft, MacGregor

**Southern**

**Southland Dist. Co.**  
441 Edgewood Ave., S.E.  
Labels: Aladdin, Arc, Atlantic, Bethlehem, Cadence, Cardinal, Cat, Contemporary, Dot, Duke, Emerald, Essex, Fraternity, Genie, Good Time Jazz, Hickory, Hollywood, Imperial, Jubilee, Kapp, Liberty, Media, Million \$, M-G-M, Miracle Money, Frank Murray Sings, New Disc, Pacific Jazz, Peacock, Roninu, Rose, Savoy, Showtime, Specialty, Square Dance, Starday, States, Sun, Town & Country, United, Vee Jay, Vogue, Wallis Original, "X", Wing

**Tri State Dist. Co.**  
3028 Roswell Rd.  
Labels: Cadillac

**Yancy Co., Inc.**  
1500 Northside Dr., N. W.  
Labels: Bluebird, Camden, Groove, RCA Victor

**Knoxville**

**C. M. McClung & Co., Inc.**  
310 N. Georgia  
Labels: Miracle

**Savannah**

**Southland**  
Labels: Bald Eagle

## IDAHO

**Boise**

**Better Book & Card Dist.**  
1025 Main St.  
Labels: Sacred

**Discus**  
Labels: Highway, Kem, Lucky

**Boise**

**Broadview**

**Cleoro Bible Press**  
2301 Roosevelt  
Labels: Sacred

## ILLINOIS

**Champagne**

**Andrea Records**  
Labels: Oberlin College Students

**Chicago**

**Advance Dist. Co.**  
3253 W. Montrose Ave.  
Labels: Ideal, Square

**Allstate Record Dist.**  
2015 S. Michigan  
Labels: Atlantic, Cat, Lin

**Andy's Record Center**  
3921 W. North Ave.  
Labels: Square Dance

**Aristocrat Dist. Co.**  
4750 S. Cottage Grove Ave.  
Labels: Dot, Excelllo, Nashboro

**K. O. Asher**  
5232 S. Dorchester  
Labels: McIntosh

**Brason Assoc., Inc.**  
945 W. George St.  
Labels: Bell, Classic Editions, Concert Hall Society, Inc., Delmar, Elektra, Esoteric, Kendall, Music Minus One, Overtone, Paramount, Period, Riverside, Vanguard

**Bronzville**  
4858 Cottage Grove  
Labels: Angle-Tone, Atlas, Sun

**Capitol Records Distr. Corp.**  
1449 S. Michigan Ave.  
Labels: Capitol, Cetra

**Chicago Roller Skate Co.**  
4500 W. Lake St.  
Labels: Rinx

**Coral Records, Inc.**  
161 W. Huron St.  
Labels: Brunswick, Copley, Coral

**Decca Dist. Corp.**  
153 W. Huron St.  
Labels: Decca

**Deluxe Music Square Dance Shop**  
3965 N. Milwaukee  
Labels: Square Dance

**Dutka Music Shop**  
4111 S. Archer Ave.  
Labels: Melodia

**Hal Faktor**  
6043 W. Eddy St.  
Labels: Alma, Bridge to Dreamland

**Franklin Sales**  
2907 S. Michigan Ave.  
Labels: Aladdin, Ambassador, Audivacs, Cadillac, Cavalier, Commodore, Contemporary, Debut, Emerald, Empirical, Era, Fabor, Folk Dancer, Folkraft, Good Time Jazz, Grand, Holmes Royal, Kem, Lucky, MacGregor, Music Sales of America, Pacific Jazz, Polo, Progressive, Rainbow, Square Dance, Success, Tuxedo, Vaya, Vogue, Wallis Original

**Jay Jay Record Dist. Co.**  
845 N. Ashland Ave.  
Labels: Sandee

**King Records Dist.**  
1232 E. 47th St.  
Labels: DeLuxe, Federal, King

**M & S Dist. Co.**  
2009 S. Michigan Ave.  
Labels: Amijo, Belda, Benida, Cadence, Clef, Crown, Dale, Diva, Emerald, Fiesta, Flair, Fraternity, Frontier, Guyden, Hansen, Highway, Imperial, Josie, Jubilee, Kapp, Loyal, Mambo, Marvella, Modern, Money, New Disc, Norgran, Original, Quality, Sage and Sand, Square Dance, Starlite, Sunset, Town and Country, Talking Comics, Trio, Unicorn, Vision, Vita, Waldorf Music Hall, Wing, "X", Zodiac

**James Martin Inc.**  
1343 S. Michigan  
Labels: Allied, Anchor, Baton, Bethlehem, Dot, Essex, London, M-G-M, Media, Specialty

**Mercury Record Dist.**  
Labels: EmArcy, Mercury

**Music Dist., Inc.**  
1303 S. Michigan Ave.  
Labels: Bethlehem, Cardinal, Genie, Glory, Liberty, M-G-M, Mardi Gras, Media, Roninu, Wing

**Pietsch Music Store**  
1439 Milwaukee Ave.  
Labels: Melodia

**RCA Victor Dist. Co.**  
5050 S. Kenzie Ave.  
Labels: Bluebird, Camden, RCA Victor

**Record Dist.**  
4150 W. Armitage  
Labels: Dauntless, International, Quality Word Dance

**Sajewski**  
1017 Milwaukee Ave.  
Labels: Melodia

**Sampson Co.**  
2244 S. Western Ave.  
Labels: Columbia, Entre

**Quincy**

**Midwest Recording**  
Labels: Kem

**Wheaton**

**Sword of the Lord Publishers**  
214 W. Wesley  
Labels: Alma, Bridge to Dreamland, Christian Faith

**United Record Dist.**  
2029 S. Michigan Ave.  
Labels: Ad Lib, Apollo, Duke, Epic, Fortune, Groove, Hollywood, Juke Box, Million \$, Okeh, Peacock, Rural Rhythm, Savoy, Showtime, Starday, United States

**Moline**

**Square Your Sets**  
c/o Ray Olson  
3302 15th St.  
Labels: Square Dance

**Oak Park**

**Gates Village Music Shop**  
806 S. Oak Park Ave.  
Labels: Square Dance

**Peoria**

**Decca Dist. Corp.**  
106 E. State St.  
Labels: Decca

**Klaus Radio & Electric Co.**  
403 E. Lake St.  
Labels: Bluebird, Camden, RCA Victor

## INDIANA

**Bloomington**

**Vance Keen Dist. Co.**  
119 S. College  
Labels: Bell

**Indianapolis**

**Associated Dist.**  
210 S. Meridian St.  
Labels: Bluebird, Camden, RCA Victor

**Bell Records**  
2734 Brill Rd.  
Labels: Square Dance

**Indianapolis State Dist. Co.**  
1325 N. Capitol  
Labels: Aladdin, AMP, Apollo, Atlantic, Baton, Benida, Brunswick, Cadence, Cat, Coral, Dootone, Dot, Duke, Essex, Excelllo, Fabor, Flair, Fraternity, Genie, Glory, Hollywood, Imperial, Jubilee, Liberty, Juke Box, Kapp, Kem, Loyal, Lucky, MacGregor, Media, Million \$, Money, Nashboro, New Disc, Peacock, Rural Rhythm, Savoy, Showtime, Specialty, Starday, States, Sun, United, Vee Jay, Wallis Original

**Pearlee Gualbert Corp.**  
1401 Stadium Dr.  
Labels: Decca

**Radio Dist. Co.**  
P. O. Box 1298  
Labels: Capitol, Cetra

**Radio Equipment Co., Inc.**  
1500 Stadium Dr.  
Labels: Columbia, Entre

**South Bend**

**S. B. Radio Dist. Co.**  
432 Carroll St.  
Labels: Capitol, Cetra

## IOWA

**Des Moines**

**Gifford-Brown**  
1326 Walnut  
Labels: Capitol, Cetra

**Frank's One Stop Record Serv.**  
1343 Michigan  
Labels: Aladdin, M & M

**Midwest Timmerman Co.**  
513 E. Court Ave.  
Labels: Columbia, Entre, Epic, Okeh

**Sioux City**

**Ray De O'Ray System, Inc.**  
412 14W. 7th St.  
Labels: Square Dance

## KANSAS

**Buhler**

**Sacred Record Dist.**  
123 N. Main St.  
Labels: Sacred

**Kansas City**

**RCA Victor Dist.**  
Fairfax & Funston  
Labels: Bluebird, Camden, RCA Victor

**Mission**

**Mission Record Shop**  
5908 Woodson Rd.  
Labels: Square Dance

**Wichita**

**Cambell, Carl**  
210 S. Emporia  
Labels: Sun

**Irwin Dist. Co.**  
106 S. Grove  
Labels: Cavalier, M & M, Wallis Original

**The Record Shop**  
153 N. Broadway  
Labels: Square Dance

## KENTUCKY

**Louisville**

**Foster Dist.**  
409 W. Main  
Labels: Capitol, Cetra

**Pearlee Gualbert Corp.**  
226 N. 15th St.  
Labels: Decca

(Continued on page 42)

"Powerhouse Coupling.."

dramatic, thrilling

"THE RAIN SONG"

X-0151 (4x-0151)

Rock and Rollin'

"POOR LITTLE MONDAY"

X-0151 (4x-0151)

and

Eddie Fontaine

"X" RECORDS

MARK THE HITS!

a Product of Radio Corporation of America



# HITS A NEW HIGH IN HIGH STYLING... LOOK!!!



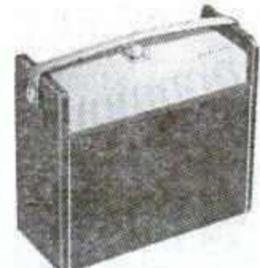
**NEW PORTABLE 45 r.p.m. AUTOMATIC PHONO.**  
A full-toned gem dressed in jaunty Brick Red and Beige leatherette . . . a gay piece of furniture when you flip off its detachable handle.

**F639 . . . 39<sup>95</sup>**



**NEW TABLE TOP 45 r.p.m. AUTOMATIC PHONO.**  
They'll thrill to its tone and the tilt of its styling . . . a dream in Dover White—set off on saucy brass legs.

**F637 . . . 34<sup>95</sup>**



**NEW 3-SPEED MANUAL PHONO.**  
A tot can tote it . . . the whole family enjoys it. Flip off its detachable handle and it's a decorator's delight as a table model.

**M633 . . . 29<sup>95</sup>**



**NEW 3-SPEED INTERMIX PHONO.**  
A romance of Nut Brown leatherette and brass trim. TWO concert-type luxuriant hi-fi speakers—a real musical playmate.

**A642 . . . 79<sup>95</sup>**



**NEW HI-FI PORTABLE**  
Its Riviera and Sky Blue case is elegantly tailored . . . brightens any corner and fills the air with concert-colored tone.

**A644 . . . 89<sup>95</sup>**



**NEW TABLE TOP HI-FI AUTOMATIC PHONOGRAPH**  
An audio jewel . . . 3-speed Intermix Changer . . . 3 speakers. Exquisite mahogany, hand rubbed to its high hardwood luster. A musical dream at a wake-up price.

**A699 . . . 129<sup>95</sup>**



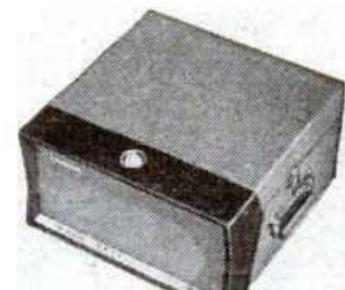
**NEW BARGAIN PRICED TAPE RECORDER has real flair!**  
Imagine a quality tape recorder under \$100. A profitable dream for your mass sales. Nut Brown and Beige, highlighted with eye-catching decorator brass.

**TR670 . . . 99<sup>95</sup>**



**NEW TWO-SPEED TAPE RECORDER PRICED TO SELL!**  
Dual track, two full hours of recording. Delight your eyes—warm tones of gray with abundant decorator brass. Believe your ears—it's got IT.

**TR672 . . . 119<sup>95</sup>**



**NEW BRILLIANT HI-FI TAPE RECORDER BRINGS BIG PROFITS!**  
Foam Green and a blaze of brass. Out of its custom design pours professional commanding tone. 2 hi-fi speakers. WHAMI

**TR673 . . . 149<sup>95</sup>**

# SEE

**CRESCENT'S RAKISH NEW LINE  
NAMM CONVENTION  
ROOM 906**

**JULY 18-20  
PALMER HOUSE**



# BRINGS YOU HI-FI'S 1955 FASHION SHOW!

## CALL

AMERICA'S LEADING DISTRIBUTORS WHO PROUDLY  
RECOMMEND CRESCENT'S SMART NEW LINE  
FOR DEALERS WHO DEMAND

# BIGGER VOLUME!!!

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James W. Clary Company  
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Birmingham  
Carlos D. Mitchell  
Forbes Distributing Co.  
2600 E. Roosevelt Rd.  
Birmingham

### ARIZONA

R. B. Velliguette  
Radio Specialties & Appl.  
305 E. Roosevelt St.  
Phoenix

### CALIFORNIA

M. M. Kimball  
Kimball & Stark  
713 S. Tyler St.  
El Monte  
Al Nealy  
Recorders Distributors  
7115 Melrose Ave.  
Hollywood  
Manley's T.V. Supply  
44916 N. Yucca  
Lancaster  
Norbert W. Dean  
Dean's Electronics  
969 American Ave.  
Long-Beach  
R. A. Henderson  
Henderson Co.  
630 N. Alvarado St.  
Los Angeles  
Horn & Cox  
4382 E. Bandini Blvd.  
Los Angeles  
Columbia Music  
1080 Market St.  
San Francisco  
R. F. Schwab Co.  
298 8th St.  
San Francisco  
Whittier Electronics  
6606 S. Gretna  
Whittier

### COLORADO

Mr. Zellinger  
Public Distributing Co.  
1520 Wacoe St.  
Denver

### CONNECTICUT

Thomas H. Brown  
Thomas H. Brown Co.  
15-23 Whiting St.  
New Haven

### DISTRICT OF COLUMBIA

Morris Silberne  
Silberne Radio & Elect.  
3308 Eleventh St., N.W.

### FLORIDA

F. Graham Johns  
Walder Radio & Appl.  
1809 N.E. Second Ave.  
Miami  
Lon Cooper  
Cooper Radio Co.  
648 Second Ave.  
St. Petersburg

### GEORGIA

Manny Rubin  
Southland Distributors  
441 Edgenood  
Atlanta

### ILLINOIS

John Stolz  
Stolz-Wicks, Inc.  
8110 S. Western Ave.  
Chicago  
Mr. Wisner  
Continental Music  
1810 Ridge Ave.  
Evanston

### INDIANA

John S. Jones  
Jones Hi Fi Sound  
2237 Crystal St.  
Anderson  
Harry Dettmer  
The National Mill Sup.  
207 E. Columbia St.  
Fort Wayne

### IOWA

Arnie Jacobs  
TCR Distributors  
1205 East River Dr.  
Davenport  
R. L. Bernard  
Farnsworth Radio & TV  
623 Jefferson St.  
Waterloo

### LOUISIANA

J. B. Gordon  
Louisiana Radio & TV  
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Baton Rouge

### MARYLAND

Manny Kann  
Kann-Ellert Electronics  
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Baltimore

### MASSACHUSETTS

R. Kadets  
C.B.S. of Boston  
1099 Columbus Ave.  
Boston  
Edgar A. Ross  
E. A. Ross & Co.  
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Fall River  
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Young & Young  
169 Spring St.  
Springfield

### MICHIGAN

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George L. Johnston Co.  
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Detroit  
John Crapser  
Radio Tube Merch. Co.  
508 Clifford St.  
Flint  
Fred Scheele  
Fulton Radio Supply Co.  
1208 Greenwood Ave.  
Jackson

### MINNESOTA

Minnesota Wholesalers  
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Minneapolis

### MISSISSIPPI

James R. Wilburn  
Swan Distributing Co.  
342 N. Gallatin St.  
Jackson

### MISSOURI

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Radio Equipment Co.  
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713 Newark Ave.  
Jersey City

Lester H. Allen  
Allen & Hurley  
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Trenton

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Stack Electronics  
25 State St.  
Binghamton  
Henry Gluck  
Green Tele-Radio Dist.  
472 Sutter Ave.  
Brooklyn  
Edward H. Watson  
Appliance Associates  
119 N. Huron St.  
Buffalo  
Sam Surrey  
Colen Gruen  
387 Fourth Ave.  
New York  
National Radio Dist.  
1348 Southern Blvd.  
New York  
Earl Masline  
Masline Radio & Elect.  
192 Clinton Ave., North  
Rochester

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Carol Distributing Co.  
124 W. Morehead St.  
Charlotte

J. E. Griffin  
Dalton Hoge Radio  
924 W. 4th St.  
Winston-Salem

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Ruby Morrison  
Morrison's Radio  
331 Center St.  
Ashtabula

D. R. Hartong  
Burrongs Radio, Inc.  
711 Second St., N.W.  
Canton

Carl B. Trimble  
Chambers Electronic  
1669 Central Parkway  
Cincinnati

C. Krane  
Chas. Freshman & Co.  
6610 Euclid Ave.  
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M. Gregg  
Srepp, Inc.  
314 Leo St.  
Dayton

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J. W. Hutchinson  
Hutch & Son  
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Toledo Merchandise  
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Toledo

James Ross  
Ross Radio Co.  
325 W. Federal St.  
Youngstown

### OKLAHOMA

Eill Caldwell  
Oklahoma Record  
627 N.W. Second St.  
Oklahoma City

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Arthur Peters  
A. A. Peters  
231 N. 7th St.  
Allentown

Bell Radio & TV  
1835 W. 9th St.  
Chester

Amil Gumula  
A. G. Radio Parts  
539 Township Line  
Elkins Park

W. A. Clave  
Radio Distributing  
915 S. 13th St.  
Harrisburg

Morris Green  
Almo Radio Co.  
412 N. Sixth St.  
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Tim Lewis  
Elliot Lewis Corp.  
16th & Hamilton St.  
Philadelphia

Joe Minereck  
Motorola-Phila. Co.  
120 S. Thirtieth St.  
Philadelphia

Harry Rosen  
David Rosen, Inc.  
555 N. Broad St.  
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Hyman Ketovsky  
Metropolitan Distr.  
113 S. Beatty St.  
Pittsburgh  
Big Boy Auto Parts  
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Salt Lake City

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Winston H. Stephens  
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- d. **THE 9 LA FALCE BROTHERS:** Lonely Road/Help Me (CUARTO VIDAS) 20/47-6177
- e. **TONY TRAVIS:** Really Gone/A Face in the Crowd 20/47-6174
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"MY FIRST LOVE"

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"MY ISABELLA"

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"Nothing Has Changed"

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Jubilee 5207

"ANYTIME IS LOVIN' TIME"

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RAG ON HIS OLD BANJO"

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Josie 780

**THE RAY-O-VACS**

"I STILL LOVE YOU"

b/w

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Available in Canada on Quality Label



Continued from page 34

Sutcliffe Co. 609 W. Main St. Labels: Columbia, Entre
St. Matthews Southern Dist. 3712 Lexington Labels: Dauntless International

Apollo, Cadence, Duke, Es-cello, Flair, Fortune, Grand, Hollywood, Im-perial, Jubilee, Kapp, Lin, Million \$, Money, Peacock, Rainbow, Rural Rhythm, Sage and Sand, Savoy, Showtime, Starday, States, Sun, Vee Jay

LOUISIANA

Baton Rouge Merrbach Record Serv. Labels: Ambassador

New Orleans

A-1 Dist. Co. 640 Baronne St. Labels: Apollo, Atlantic, Atlas, Carnival, Cat, Duke, Empirical, Epic, Essex, Flair, Fraternity, Glory, Guyden, Hollywood, Im-perial, Jubilee, Loyal, M & M, Media, Million \$, Money, Okeh, Peacock, Rural Rhythm, Showtime, Specialty, Starday, States, Sun, United, Vee Jay, Wing.

W. M. Amann Dist. 642 Baronne St. Labels: Aladdin, Baton, Cadence, Cardinal, Con-temporary, Exello, Faber, Good Time Jazz, Highway, M-G-M, Nashboro, Pacific Jazz, Riverside, Sage and Sand, Savoy, Vogue, Wallis Original.

Decca Dist. Corp. 517 Canal St. Labels: Brunswick, Coral, Decca

Interstate Electric Co. 1001 S. Peters St. Labels: Columbia, Entre

King Record Dist. 814 Carondelet-St. Labels: De Luxe, Federal, King

Mallory Dist. Co. 630 Baronne St. Labels: Allied, Capitol, Cetra, Dot, Hickory, New Disc, Town and Country, "X"

TV & Appliance Dist. 500 N. Carrollton Ave. Labels: Groove

Walther Bros. Co., Inc. 1722 Poydras St. Labels: Bluebird, Camden, RCA-Victor

Shreveport

Interstate Electric Co. 1419 Culppeper St. Labels: Groove

Stan's Record Shop 728 Texas St. Labels: Aladdin, Anchor,

MAINE

Portland

Commercial Dist. 50 Diamond St. Labels: Bluebird, Camden, RCA-Victor

Phileo Wholesalers, Inc. 919 Congress St. Labels: Columbia, Entre

MARYLAND

Baltimore

Barnett Records 2566 Madison Labels: Angle-Tone, Apollo, Atlas, Bethlehem, Cardinal, Debut, Emerald, Quality, Square Dance, States, United, Vision

D. H. Dist. Co. 2026 Worcester St. Labels: Bluebird, Camden, Groove, RCA-Victor

Decca Dist. Corp. 818 Madison Ave. Label: Decca

General Dist. Co. 2329 Pennsylvania Ave. Labels: Allied, Ambassa-dor, Baton, Benida, Bruns-wick, Cadillac, Coral, Dot, Duke, Era, Esoteric, Faber, Glory, Grand, Jubilee, Lib-erty, M & M, Mardi Gras, Media, Frank Murray Sings, Pacific Jazz, Peacock, Progressive, Rainbow, Ron-inu, Savoy, Sun, Vee Jay, Waldorf Music Hall

Gimbel Bros. 3531 Belair Rd. Labels: Epic, M-G-M, Okeh, Wing

J. & F. Dist. Co. 210 McMechen St. Labels: London, "X"

Kay Gee Dist. Co. 201 E. Mount Royal Ave. Labels: Concert Hall So-ciety, Inc.; Delmar, McIn-tosh

King Records Dist. 208 McMechen Ave. Labels: De Luxe, Federal, King

Mangold Dist. Co. 211 S. Eutaw St. Labels: Ad libe, Anchor, Audivacs, Commodore, DC, Dootone, Elektra, Empiri-cal, Essex, Exello, Fiesta, Flair, Fortune, Fraternity, Guyden, Hansen, Highway, Hollywood, Holmes Royal, Imperial, Juke Box, Kem, Lin, Lucky, Marvella, Mil-lion \$, Money, Musico, Nashboro, New Disc, Pe-riod, Rural Rhythm, Sage and Sand, Showtime, Spe-cially, Starday, Starlite, Success, Sunset, Town & Country, Tuxedo, Vanguard

Nelson & Co., Inc. 1000 S. Linwood Ave. Labels: Capitol, Cetra

Polyvox Dist. Labels: Riverside

Schwartz Bros. Labels: Bald Eagle

Zamoiski Company 110 S. Paca St. Labels: Columbia, Entre

Massachusetts

Allston

Peter Fischer 10 Allston St. Labels: Classic Editions, Elektra, Music Minus One, Overtone

Boston

ABC Dist. Corp. 259 Huntington Ave. Labels: Allied, Clef, Con-temporary, Fiesta, Flair, Good Time Jazz, Kem, Lib-erty, Norgran, Sandee, Van-guard, Vogue

American Music Co. Labels: Eastman

Applied Appliance Co. 111 Berkeley St. Labels: Columbia, Entre

Capitol Records Distr. Corp. 273 Huntington Ave. Labels: Capitol, Cetra

Decca Dist. Corp. 138 Ipswich St. Labels: Decca

East Music Supply Labels: Jester

Art Litka Labels: Highway

Mercury Records Distr. Labels: Em Arcy, Mercury Music Suppliers of N. E.

263 Huntington Ave. Labels: Ambassador, An-chor, Cadence, Cadillac, Cardinal, Cross Country, DeLuxe, Dot, Essex, Fed-eral, Fraternity, Hansen, Haven, Kapp, King, Mac-Gregor, M-G-M, New Disc, Nocturne, Roninu, Sage and Sand, Wallis Original, Waldorf Music Hall, Wing

Mutual Dist. 1255 Tremont St. Labels: Audivacs, Bruns-wick, Concert Hall Society, Inc., Coral, Dauntless In-ternational, Esoteric, Har-ward Band, London, McLo-tosh, Musico, Riverside

Quarto Dist. Co. 53 State St. Labels: Unicorn

Reco Co. 80 Boston St. Labels: Melodia

Records, Inc. 255 Huntington Ave. Labels: Atlantic, Atlas, Benida, Bethlehem, Cat, Commodore, Debut, Em-pirical, Epic, Era, Faber, Genie, Glory, Guyden, Hol-lywood, Imperial, Jubilee, Juke Box, Media, Million \$, Money, Music Sales of America, Okeh, Pacific Jazz, Progressive, Rural Rhythm, Showtime, Starday, Starlite, Sun, Sunset, Vaya, Vee Jay, Vision

Transdisc Corp. 44 Gainsboro St. Labels: Aladdin, Apollo, Baton, Copley, Duke, For-tune, Groove, Mardi Gras, Frank Murray Songs, Pea-cock, Period, Rainbow, Savoy, Specialty, States, Town & Country, United

Burlington Dudley T. Briggs Hillcrest Rd. Labels: Square Dance

Cambridge The Eastops Co. 620 Memorial Dr. Labels: Bluebird, Camden, RCA-Victor

Market Dist. Co. 5 Cavenport St. Labels: Loyal

Chicopee Alexander Radio Shop 202 Exchange St. Labels: Melodia

Springfield N. E. Relief Parcel Co. 180 State St. Labels: Melodia

MICHIGAN

Charlotte Wilcox-Gay Corp. Labels: Norman F. Kyle

Dearborn Two by Four Record Shop 13650 W. Warren Labels: Melodia

Detroit Arc Dist. Co. 3747 Woodward Ave. Labels: Arc, Benida, Boule-

vard, Faber, Fiesta, Juke Box, Kapp, Media, New Disc, Town & Country, Waldorf Music Hall, "X," Wing

Brooklyn Radio Shop 1276 Michigan Ave. Labels: Ideal

Buhl Sons Co. Foot of Adair St. Labels: Columbia, Entre

Cadet Dist. Co. 3766 Woodward Ave. Labels: Aladdin, Allied, Amp, Angle-Tone, Atlas, Cadence, Cadillac, Card-inal, Contemporary, Doo-tone, Debut, Duke, Em-erald, Epic, Exello, Good Time Jazz, Genie, Guyden, Hollywood, J. C. Artist, Kem, Liberty, Mardi Gras, Money, Nashboro, Noct-urne, Okeh, Pacific Jazz, Peacock, Savoy, Specialty, Starday, Sun, Vee Jay, Vogue, Wallis Original

Capitol Records Distr. Corp. 40-42 Selden Labels: Capitol, Cetra

Cosnat Dist. 3727 Woodward Ave. Labels: Brunswick, Coral, Era, Essex, Glory, Grand, Fraternity, Hansen, Jem, Jubilee, Quality, Loyal, Mil-lion \$, Rainbow, Rural Rhythm, Sable, Sage and Sand, Showtime, Starlite, States, Sunset, United, Vision

Decca Dist. Corp. 1301 W. Lafayette Ave. Labels: Decca

Murray Kayland Music Sales 313 E. Jefferson Labels: Holmes Royal, Suc-cess

King Record Dist. 3725 Woodward St. Labels: DeLuxe, Federal, King

National Labels: Highway

Pal Record 16895 Schaffer Rd. Labels: Melodia

Pan American Dist. Co. 3731 Woodward Ave. Labels: Atlantic, Audivacs, Belda, Bethlehem, Cat, Clef, Dot, Em Arcy, Flair, Frontier, Lucky, M & M, Mercury, Mamba, Norgran, Talking Comics, Vita

Polish Book Center 2300 Caniff Labels: Melodia

Polish Ravillon Gift Store 5705 Chene St. Labels: Melodia

Radio Distr. Co. 10035 W. McNichols St. Labels: London

Ramona Record Shop 13711 Gratiot Labels: Melodia

Scott Colburn 12334 Grand River Ave. Labels: Square Dance

RCA-Victor Dist. Co. 7400 Intervale Ave. Labels: Bluebird, Camden, RCA-Victor

Sly's Appliance Shop 7601 Michigan Labels: Melodia

Square Dance Specialties Dist. 12334 Grand River Labels: Folkraft, MacGregor

S. & S. Dist. Co. 3955 Woodward Ave. Labels: Ambassador, An-chor, Apollo, Baton, Com-modore, Dauntless Inter-national, Genie, Groove, M-G-M, Home

Tondryk's Home Appl. Shops, Inc. 11352 Jos. Campau Labels: Melodia

Grand Haven The Bungalow Book & Gift Shop 16 N. 7th St. Labels: Alma, Bridge to Dreamland, Christian Faith, Sacred Word

Grand Rapids Buhl Sons 246 Grandville, S.W. Labels: Columbia, Entre

Republic Dist. Corp. 19-25 La Grave Ave., S.E. Labels: Decca

Zondervan Labels: Singaspiration

Saginaw Carson Dist., Inc. 708 N. Washington Ave. Labels: Bluebird, Camden, RCA-Victor

Wayne D. Richards 2123 Stieber Labels: Horoscope

MINNESOTA

Minneapolis D. & D. Dist. 44 E. Hennepin Ave. Labels: Bethlehem, Debut, Fiesta, Pacific Jazz

Lew Bonn Co. 1211 La Salle St. Labels: Epic, Guyden, Lin, M-G-M, Okeh, Town and Country, "X"

Capitol Records Distr. Corp. 21 Hennepin Labels: Capitol, Cetra

Decca Dist. Corp. 17-19 Hennepin Ave. Labels: Decca

Forster Distr. Co. 1122 Harmon Pl. Labels: Columbia, Entre

Grason Co. 1620 Harmon Pl. Labels: Alma, Bridge to Dreamland, Christian Faith

F. C. Hayer Co. 250 3d Ave., N. Labels: Bluebird, Camden, RCA-Victor

Hellicher Bros. 1313 3d Ave., S. Labels: Atlantic, Benida, Cardinal, Cat, Clef, DeLuxe, Essex, Federal, Jubilee, Kem, King, Media, Frank Murray Songs, Waldorf Music Hall

International Dist. Co. 1645 Hennepin Ave. Suite 362 Labels: International Sacred

Jather Dist. Co. 23 E. Hennepin Labels: Allied, Dauntless International, Empirical, Folkraft, Hollywood, Mac-Gregor, Million \$, Money, Music Sales of America, Norgran, Polkaland, Rain-bow, Rural Rhythm, Sage and Sand, Showtime, SRC, Starday, Square Dance, Starlite, Sunset, Vaya, Wing, Word

Lieberman Music Co. 257 Plymouth Ave., N. Labels: Amp, Anchor, Brunswick, Cadence, Coral, Dootone, Dot, Essex, Fab-er, Flair, Fraternity, Hick-ory, Kapp, London, M & M, New Disc, Roninu

Mercury Record Dist. 1313 3d St. Labels: Contemporary, Good Time Jazz, Imperial, Vogue, Wallis Original

Star, Paul

North Star Music Co. 1936 University Pl. Labels: Duke, Peacock, Savoy

Windon Sacred Record Recording Co. 335 9th St. Labels: Sacred

MISSOURI

Kansas City Capitol Records Distr. Corp. 1527 McGee St. Labels: Capitol, Cetra

Choice Records Dist. Co. 321 Southwest Blvd. Labels: Epic, Okeh

(Continued on page 52)



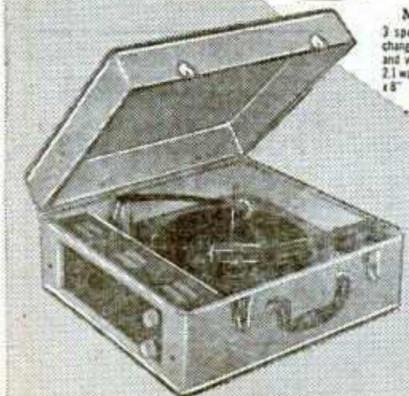
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BERNIE'S TUNE

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**GLORIA WOOD**  
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Kiss Me and Kill Me With Love (from "Ankles Aweigh") • Young and Foolish (from "Plain and Fancy") • If It's a Dream (from "Seventh Heaven") • Heart (from "Damn Yankees")

EC 81082

**CORAL RECORDS**

America's Fastest Growing Record Company



# After HIT after HIT!

America's  
Singing  
Sweethearts

## the McGuire Sisters

*The Big One in '54*

**GOODNIGHT  
SWEETHEART  
GOODNIGHT**

Thanks, Record Dealers . . .  
You've been wonderful  
to us.

Chris,  
Dottie and  
Phyllis

*No. 1 in '55*

**SINCERELY**

ANOTHER  
BEST SELLER  
E. P.



"Sweethearts  
on Broadway"

- Kiss Me and Kill Me With Love
- Young and Foolish
- If It's a Dream
- Heart

EC 81082



**And Now!**  
**Soaring to No. 1—**  
**Their Biggest Release**

# SOMETHING'S GOTTA GIVE

CORAL 61423

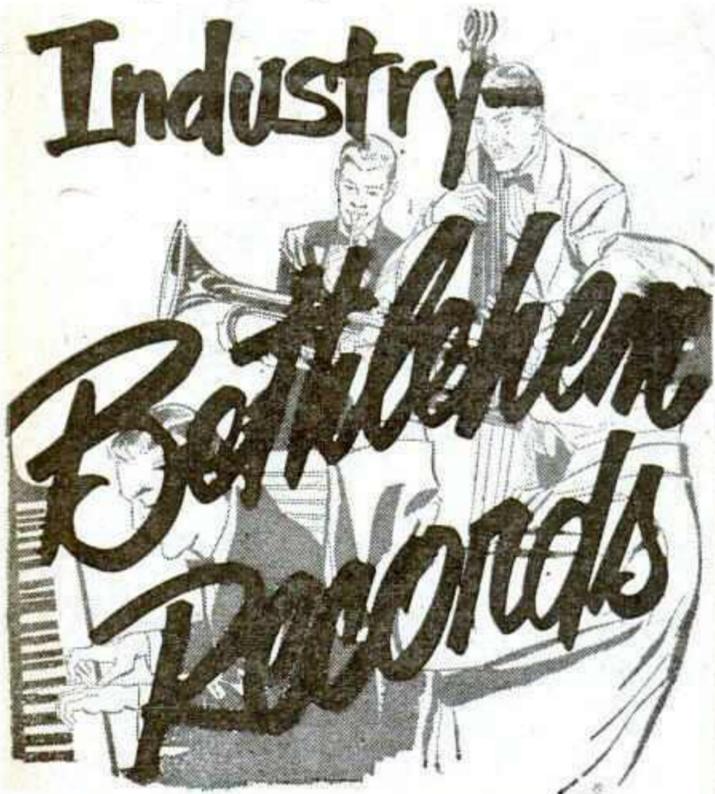
from the 20th Century-Fox CinemaScope Musical "DADDY LONG LEGS"

Exclusively



**1955, A YEAR WE  
CAN BE PROUD  
OF—THANKS TO  
THE MUSIC  
DEALERS  
OF AMERICA**

**Leading the  
Jazz  
Industry**



Our reasons

for a successful 1<sup>st</sup> year

- |   |          |
|---|----------|
| • <b>Cris Connor</b><br>Lullabys of Birdland                | BCP 1001 |
| • <b>Oscar Pettiford</b><br>Oscar Pettiford                 | BCP 1019 |
| • <b>Herbie Mann</b><br>Herbie Mann Quartet                 | BCP 1018 |
| • <b>Charlie Shavers</b><br>The Most Intimate               | BCP 1021 |
| • <b>Carmen McRae</b><br>Carmen McRae Sings                 | BCP 1023 |
| • <b>Australian Jazz Quartet</b><br>Australian Jazz Quartet | BCP 1031 |
| • <b>Joe Derise</b><br>Joe Derise Sings                     | BCP 1039 |
| • <b>Kai Winding-J. J. Johnson</b><br>Kai and J. J.         | BCP 13   |
| • <b>Milt Hinton</b><br>Milt Hinton Quartet                 | BCP 1020 |
| • <b>Don Elliott</b><br>Don Elliott Mellophone              | BCP 12   |
| • <b>Urbe Green</b><br>Urbe Green Sextet                    | BCP 14   |
| • <b>Hal McKusick</b><br>Hal McKusick                       | BCP 16   |
| • <b>Ruby Braff</b><br>Holiday in Braff                     | BCP 1032 |
| • <b>Joe Roland</b><br>Joe Roland                           | BCP 17   |

**DISK STORES' SALVATION**

**Self-Service Proves Itself  
As Panacea for Dealers**

By BILL SIMON

The evidence continues to pile up: Self-Service is the disk dealer's salvation.

With sales help, and especially properly trained sales help, at a premium, the average dealer is faced with a drastic merchandising problem, unless he converts. While some customers still prefer to chat with a well-informed sales person, "you can't hardly get that kind no more," and actually, more and more customers now are inclined to browse, rather than pursue a particular package item. The more records a dealer makes visible, the better the chance for that impulsive sale.

The record companies themselves, envisioning the increased business resulting from eventual industry-wide conversion to self-service, have gone all out in recent years to produce the ultimate in eye-appealing covers. When the giants of the industry go to such expense and effort, it's evident that the display value of a disk must be considered along with the musical value.

**Colorful, Interesting**

A well-designed self-service store, such as those pictured on this page, taking full advantage of cover display values, can become a colorful, interesting place to while away the time, time that ultimately results in sales.

Many of us recall the prewar days when much of the package buying was done following involved research in the various company catalogs. The customer would list his choices, and the clerk would make countless expeditions from counter to shelf seeking same, often without finding.

Today, dealers may display colorful, unbreakable LP's and EP's according to special categories, and turn each customer loose among his favorites. While looking for one specific item, he's likely to run into several more that may have slipped his mind, or to which he is drawn by an interesting cover. The issue of the particular item, which may even be out of stock, is less likely to become a source of irritation.

**Stock Fluidity**

The fluidity of stock in a self-service store is proved readily. Almost any item that is displayed eventually comes face-to-face with its purchaser. With so many labels produced, few dealers can keep pace with satisfactory catalogs. Records filed away on stock shelves are easily forgotten. When they are properly categorized and placed visibly in a rack, they're unlikely to stay around long.

Pop turnover, always a worry, can be kept effectively under control by focusing attention on an open Honor Roll of Hits or other suitably designated section. The top in-demand pop disks should be kept together in a section, listed in order of popularity. Naturally, the average pop buyer will gravitate that way, make his selections quickly and easily. And the dealer can tell at a glance when and where he has to fill in his vital stock. Many dealers create their own best seller displays in other categories as well.

**Jazz Styles**

Just as any informed dealer understands the value of segregating operas from symphonies or from chamber music, various jazz styles also should be kept in separate displays. In fact, the more categories and the more individual artist listings, the more impressive the stock. Besides making the customers' selection more simple, this can establish an air of authority based on genuine knowledge. Even in self-service operations that is something the serious regular customer values.



A SAMPLE of the self-service layout in Record Rendezvous, Cleveland. Divider cards for both the music category and artist make identification easy for the browser, while the wall unit holds current "hot" LP merchandise. This shop, faced with intense competition from seven other stores in its downtown sector, carries a large record inventory in all classifications. Each grouping has its own separate display rack. The units utilized by this store are three 12-foot Freedman-Artcraft wall racks, each holding 272 selections, 30 feet of LP browser boxes for 10 and 12-inch stock, two double 12-foot floor racks displaying 260 selections for single records and 24 feet of shelving for records filed numerically by label.



AN ATTRACTIVE, highly practical feature of the display at National Record Mart, Pittsburgh, is a peg-board wall rack immediately above the row of browser boxes. The adjustable pegs hold featured items. In the floor racks, sales merchandise is specifically highlighted, as in the foreground. Separate racks are used for the various categories. This outfit tries to display as many covers as possible to curtail handling and to reduce shopworn stock and breakage. Customers receive sealed or fresh stock records at time of purchase. Self-service has created a larger turnover.



INWOOD RADIO, in Upper Manhattan, displays an attractive grouping of Stensgaard racks. According to Manager Robert White, "It is now a proven fact that self-service sells, particularly in the record business. Since we put in the racks, we have more than doubled our album sales. People come in to browse and are amazed at the vast selection to choose from."



THIS LIVELY DISPLAY is featured at the Record Shop, located in Modells Shoppers' World, East Meadow, Long Island. Self-service, according to owner Larry Applefield, is "the only way to merchandise. People want to browse, rather than ask for a particular item. The potential toward impulse buying is terrific. . . . Anything put on the rack sells at least three times as fast as an item the customer has to ask for."



*thanks...*

**MUSIC MERCHANTS:**

**"YOU'RE THE  
GREATEST"**

*Jackie Gleason*

**Billboard . . . July 2, 1955**

By far the most potent artist on both LP and EP charts was Capitol's Jackie Gleason, who has not been absent from the album charts for well over two years now. Gleason accounted for almost half of Capitol's packages on the lists with five albums, "Music, Martinis and Memories"; "Music for Lovers Only," "Music to Make You Misty," "Music to Remember Her" and his recently released "Lonesome Echo."

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**NEW!**  
Today's most dramatic concept in sound engineering



## Steelman TWIN-SPEAKER "SONORAMA"

with audio-angle front speaker grilles

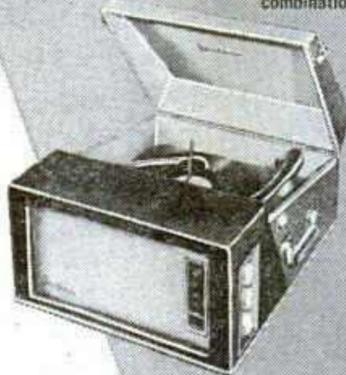
**Model 3D15**  
Slim, trim contour-designed portable that creates a new dimension in styling, performance, and value.



**Model 3D12**  
Tapered silhouette distinguishes this high-style 3-speed portable.



**Model 3A15**  
Incomparable value in a High Fidelity automatic portable with twin speakers.



**Model 3AR6**  
De Luxe 3-speed automatic phono-radio portable combination.

See the full line at the  
**MUSIC SHOW**  
Palmer House  
Room 901W

**STEELMAN Phonograph and Radio Co., Inc.**  
2-30 Anderson Ave., Mt. Vernon, N. Y.  
America's largest manufacturer of High Fidelity phonographs

### NIX ON RETURNS

## Dealers Use Caution In Buying Packages

The elimination of the return privilege on packaged records by some manufacturers this year has changed the buying habits of many dealers. "Caution" is now the "buy-word" among record retailers.

Dealers are buying more carefully and often in less quantity. In many cases they now show a marked preference for proven package items and are increasingly hesitant to gamble on new artists and lesser known labels. At the same time, a sizable share of retailers is putting more promotional emphasis on EP's.

Dealers have reacted to the no-return edict with mixed emotions. Retailers who are allowed extensive exchange privileges are inclined to belittle the importance of the move, since, as one dealer puts it, "an exchange is as good as a 90 to 100 per cent return privilege." On the other hand, dealers to whom distributors have not extended as liberal an exchange arrangement are bitter about the situation.

#### Stop Buying

Some dealers flatly state that they have stopped buying packages stamped no-return and now favor merchandise put out by companies which still offer them return privileges. Altho packaged goods are principally affected, many dealers say they are slowing up on all record buying. In line with this, one retailer observes, "I now buy singles more cautiously, so smaller earned returns are not wasted on

chance buying. No more buying of LP and 45 to help return privileges."

One dealer is so incensed by the situation that he has cut out local distributors and now orders all his records from a one-stop.

There are those retailers who think they are being "punished for sins of the cut-raters who used to return records they bought up cheap." On the other hand, another dealer opined that the return privilege was a bad thing because it encouraged the cut-rate outfits.

As one dealer stated, "We are naturally somewhat more cautious in buying records on which there is no return or exchange. However, we do not favor any return privilege like the old system which benefited price-cutters by allowing the return of old records bought up for the purpose. There should be some return or exchange on a speed-for-speed basis."

The elimination of return privileges has also been felt by the consumer, since many dealers now order only what they think they absolutely must have, or when a customer specifically requests a package. An Illinois dealer (doing an annual sales volume of \$50,000 to \$74,000) reports, "We now require a deposit in full or in part on any LP which normally we do not stock, before we do any special ordering for customers."

The Next Big Hit of 1955!

Suddenly  
There's  
A  
Valley

OR LOVE IS

**GOGI GRANT'S**  
Sensational New Recording  
#1003

**ERA RECORDS**  
1213 No. Highland Hollywood, Calif.

"... a natural for the jukes ... with stellar performance ..."  
MIKE GROSS, VARIETY

**"LAUGH, LAUGH, LAUGH"**  
Al Hendrix, banjo; the Mello-Men & Russ Garcia's Dixieland All-Stars

and

**"BUT YES, MY SWEET"**  
Russ Garcia Orchestra and Chorus

"... Lorry is just great ... topped all disks on 'Platter Poll' ..."  
DICK DOTY, WHAM, ROCHESTER

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**SINGLES TURN THE TRICK**

**45's Pack a Sales Punch  
And 78's Have Lotsa Life**

By **JOEL FRIEDMAN**

It's an acknowledged fact in the disk business that inventory turnover will determine the success or failure of any record dealer. Similarly, the record industry well knows that "hits produce turnover," and carry the rest of a company's line along with it.

Despite the rapid gains made by LP and EP package merchandise, the single record and, more specifically, the single 78 r.p.m. record, is very much alive today.

The industry prophets have tolled the death knell of the 78 r.p.m. record for some time now, the facts prove that music fans still buy the 78 in sufficient quantities to safely assure its presence for sometime to come. It is true, however, that 45 r.p.m. sales have made definite inroads into the over-all volume of the single disk picture, to a great extent accounted for by the mass conversion of juke boxes to 45 r.p.m. Without breaking down sales channels, tho, available statistics show that approximately 55 per cent of all single disk volume is now being done by 45 r.p.m. records, while 45 per cent can be attributed to 78 r.p.m. records.

Single records, by their very flexible nature, produce a volume and, more important, a turnover that can only add up to a profit picture for the dealer.

While a hit album might ostensibly be salable for greater periods of time than a single, the hit pop single is the product for which music fans return time and again. Getting the customer into the store is solving half the problem—with a sufficient number of hits on hand, the dealer is almost assured of making a sale. Therein lies the profit picture for the record dealer; getting repeat sales and a constantly turning inventory, largely based on the backbone of the business, the single record.

That single disk sales can carry almost a complete line is easily seen in the success story of Dot Records, who have managed to sell a full line of pop records by coming up with a frequent number of hits.

Selling the single record, regardless of speed, is also the foundation of the "selling up" principle of merchandising common to the disk business today. For the single record produces the initial interest in a potential customer in all things music.

It appears to be the consensus of sales executives of the industry that 45 r.p.m. records will one day replace the 78 r.p.m. disk. The reasons for the sales strides of 45's are fairly apparent. With more music now available to the general public at less money, music fans can now be

selective in their tastes as well as their speeds. Phonograph players equipped with 45 r.p.m. have been made fairly inexpensive to the public, and it appears to be commonplace among many dealers to feature a 45 r.p.m. player as a "leader" in a store. In addition, consumers have been offered packaged sales, the combination of a player along with records, to entice them into getting the music habit.

The economy of 45's has spread to the dealer, distributor and juke box operator level. The latter group very often can account for extremely high percentages of sales of single pop records, as is the case with many independent recording companies who make specific efforts in vieing for the operator market.

The juke boxes account for approximately 20 per cent of the industry dollar volume, the percentage of sale on single records can be much higher. The recent industry-wide conversion of automatic music machines to 45 r.p.m. accounts for a healthy portion in the sales surge of 45's.

Wise buying—and equally important—proper merchandising of single records continue to be the plus factor a dealer must be cognizant of in today's competitive record market. Single records produce the volume, and are the hub of the record business.

**2**



**Great New Hits  
By AL HIBBLER**

**"THIS LOVE  
OF MINE"**

*Embassy Music Corp., Publisher  
Benny Ross, Manager*

**"EVERY HOUR  
ON THE HOUR"**

143 • 143x45

**NORGRAN RECORDS**



— FROM THE GREAT HIT MOVIE  
**"LOVE ME OR LEAVE ME"**  
Hear **Billie Holiday** Sing

**"LOVE ME OR  
LEAVE ME"**

B/W

**"I THOUGHT ABOUT YOU"**

89150 • 89150x45

**CLEF RECORDS**

**AT THIS YEAR'S MUSIC CONVENTION  
THE NEW 1956**

**Symphonic**



**10<sup>th</sup>**



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"PACE SETTER"  
PHONOGRAPH  
LINE**



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ENGAGEMENT  
TO WORLD-FAMOUS  
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RELEASED!

# Just Like You Used To Do

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DIRECTION  
**MCA**

EXCLUSIVELY ON  
**CORAL**  
RECORDS

PERSONAL MANAGEMENT  
*Thomas P. Sheils*

Continued from page 42

**Commercial Music Dist.**  
2560 Holmes St.  
Labels: Commodore, Debut

**Decca Dist. Corp.**  
2028 Broadway  
Labels: Decca

**Flemington Dist.**  
2560 Holmes St.  
Labels: Cardinal, Hansen, Lin, Lucky, M-G-M

**King Record Dist.**  
105 E. 31st St.  
Labels: DeLuxe, Federal, King

**Mayflower Sales Co.**  
2012 Baltimore Ave.  
Labels: Columbia, Entre

**One Stop Record Shop**  
316 W. 12th St.  
Labels: Central, Cardinal

**Roberts Record Dist. Co.**  
321 Southwest Blvd.  
Labels: Cadillac, Empirical, Highway, Kem, Sage and Sand, Wallis Original.

**St. Louis**

**Capitol Records Distr. Corp.**  
1909 Washington  
Labels: Capitol, Cetra

**Commercial Music, Inc.**  
2630 Olive St.  
Labels: Andoll, Baton, Benida, Cardinal, Central, Commodore, Contemporary, Debut, Epic, Essex, Fiesta, Genie, Glory, Good Time Jazz, Grand, Hickory, Lin, Lucky, Musico, New Disc, Norgran, Okeh, Pacific Jazz, States, Sun, United, Vee Jay, Vogue

**Decca Dist. Corp.**  
701 N. 16th St.  
Labels: Decca

**Interstate Supply Co.**  
4445 Gustine  
Labels: Bluebird, Camden, RCA-Victor

**Mayflower Sales Co.**  
1935 Washington Ave.  
Labels: Columbia, Entre

**King Records Dist.**  
2112 Olive St.  
Labels: DeLuxe, Federal, King

**Mercury Record Distr., Inc.**  
1933 Washington St.  
Labels: Em Arcy, Mercury, Wing

**Midwest Dist. Co.**  
2642 Olive St.  
Labels: Ambassador, Anchor, Apollo, Cadillac, Dauntless, Flair, International, Duke, Excello, Fabor, Groove, Jubilee, Nashboro, Peacock, Rainbow, Specialty, Town & Country, "X"

**Milner**  
Labels: Highway

**Recordit Dist. Co.**  
1913 Washington

Labels: London, M-G-M, Word

**Roberts Record Dist. Co.**  
1518 Pine St.  
Labels: Aladdin, Allied, Atlantic, Audivacs, Bethlehem, Brunswick, Cadence, Cat, Clef, Coral, Duke, Emerald, Folkraft, Fraternity, Guyden, Hollywood, Imperial, Kapp, Kem, Loyal, MacGregor, Marvella, Media, Million \$, Money, Frank Murray Songs, Music Sales of America, Quality, Roninu, Rural Rhythm, Sage and Sand, Savoy, Showtime, Starday, Wallis Original.

**W. B. Dist., Inc.**  
1012 Market St.  
Labels: Holmes, Royal, Success

MONTANA

**Billings**

**Central Dist. Co.**  
P. O. Box 1551  
Labels: Capitol, Cetra, Contemporary, Good Time Jazz, Vogue

**Heald Supply Co.**  
3008 1st St. N.  
Labels: Bluebird, Camden, RCA-Victor

**Butte**

**E. & R. Dist.**  
15 E. Granite St.  
Labels: Decca

**Great Falls**

**Music Service Co.**  
204 4th St. S.  
Labels: Brunswick, Cadence, Cardinal, Coral, Clef, Dot, Essex, Fabor, Imperial, Jubilee, London, MacGregor, M-G-M, New Disc, Norgran SRC, Town & Country, "X"

**Manhattan**

**Church Hill Shopping Center**  
Routh 1  
Labels: Sacred

**Omaha**

**Decca Dist. Corp.**  
911 Douglas St.  
Labels: Decca

**Murphy Sales Co.**  
711 S. 16th St.  
Labels: Cadillac, Kem, M-G-M

**Sidles Dist. Co.**  
7302 Pacific St.  
Labels: Bluebird, Camden, RCA-Victor

NEBRASKA

**Square Dance Dist.**  
1916 Farnam St.  
Labels: MacGregor

**Shelton**

**K. & K. Record Dist.**  
Labels: Cardinal

**NEW JERSEY**

**Clifton**

**Consolidated Record Dist.**  
166 Barkley Ave.  
Labels: Holmes Royal, Success

**Livingston**

**Livingston Electronics**  
Labels: Esoteric

**Newark**

**All State New Jersey**  
87 Stecher St.  
Labels: Clef, Kapp, London, M-G-M, Waldorf Music Hall

**American Squares Book-Record Shop**  
1159 Broad St.  
Labels: Square Dance

**Belmont**  
Labels: Highway

**Capitol Records Distr. Corp.**  
83 Lock St.  
Labels: Capitol, Cetra

**Cosnat Dist.**  
415 Halsey St.  
Labels: Brunswick, Cadence, Coral, Dot, Essex, Forest City, Fraternity, Glory, Jem, Jubilee, Kem, New Disc, Norgran, Rainbow, Roninu, Sable, Sage and Sand, Vision

**Dance Record Dist.**  
1161 Broad St.  
Labels: Folkraft, MacGregor

**Decca Dist. Corp.**  
81 Emmet St.  
Labels: Decca

**Essex Dist. Co.**  
114 Springfield Ave.  
Labels: Aladdin, Allied, Ambassador, Anchor, Angle-Tone, Atlantic, Apollo, Atlas, Audivacs, Baton, Belda, Bethlehem, Benida, Cadillac, Canon, Cardinal, Cat, Copley, Dauntless International, DeLuxe, Dootone, Duke, Epic, Era, Essex, Excello, Fabor Federal, Flair, Fortune, Frontier, Genie, Grand, Guyden, Imperial, Juke Box, King, Lin, Mambo, Mardi Gras, Media, Nashboro, Nocturne, Okeh, Pacific Jazz, Peacock, Progressive, Savoy, Specialty, States, Sun, Talking Comics, Tuxedo, United, Vee Jay, Vita, Wallis Original

**Krich New Jersey, Inc.**  
428 Elizabeth Ave.  
Labels: Bluebird, Camden, RCA Victor

**Lorely Record Dist. Corp.**  
46 Green St.  
Labels: Wing

**S. A. Lorezak 5 & 10 Variety Store**  
200 Ferry St.  
Labels: Melodia

**Times-Columbia Dist., Inc.**  
37 Bridge St.  
Labels: Columbia, Entre

**Vitam Dist. Co.**  
320 S. 12th St.  
Labels: Vitam

**Passaic**

**Freddie Yarosz's Melodee Shop**  
142 Market St.  
Labels: Melodia

**Perth Amboy**

**B & B Productions**  
Labels: Hickory

**Majestic Record Dist., Inc.**  
272 Madison Ave.  
Labels: Hickory, Wheeling, Chicago-International, Canon

**Union City**

**Pax Productions, Inc.**  
3918 Bergenline St.  
Labels: GHB, Jazzology Progressive

**Woodbury**

**Hoedown Record Shop**  
500 E. Red Bank Ave.  
Labels: Square Dance

**NEW YORK**

**Albany**

**Decca Dist. Corp.**  
320 Broadway  
Labels: Decca

**RCA-Dist., Inc.**  
36 Broadway-Menands  
Labels: Camden, Bluebird, RCA-Victor

**Roskin Bros., Inc.**  
1827 Broadway  
Labels: Columbia, Entre

**Leonard Smith**  
1064 Broadway  
Labels: Abbott, Allied, Ambassador, Anchor, Audivacs, Bell, Benida, Bethlehem, Cadence, Cardinal, Checker, Chess, Contemporary, Cross Country, Dot, Dootone, Duke, Epic, Essex, Fabor, Fantasy, Fiesta, Genie, Glory, Good Time Jazz, Guyden, Haven, Imperial, Jubilee, Juke Box, Kapp, Kem, Liberty, Little Golden, M-G-M, MacGregor, Marvella, Media, Music Sales of America, New Disc, Nocturne, Okeh, Pacific, Pacific Jazz, Peter

**Pan, Peacock, Riverside, Sage and Sand, Vanguard, Vaya, Vogue, Wallis Original, "X"**

**Brooklyn**

**Isidore Halpern**  
66 Court St.  
Labels: Etude

**Ted Maksymowicz Music Store**  
642 5th Ave.  
Labels: Melodia

**Buffalo**

**Capitol Records Dist. Corp.**  
1066 Main St.  
Labels: Capitol, Cetra

**Decca Dist. Corp.**  
1233 Main St.  
Labels: Decca

**Faysan Dist. Co.**  
506-20 7th Ave.  
Labels: Apollo, Atlantic, Baton, Benida, Bethlehem, Cat, Columbia, Contemporary, Dot, Entre, Epic, Esoteric, Essex, Genie, Good Time Jazz, Grand, Imperial, Media, New Disc, Norgran, Okeh, Pacific Jazz, Rainbow, Roninu, Sandee, Savoy, Vogue, Wing

**King Record Dist.**  
814 Main St.  
Labels: DeLuxe, Federal, King

**M. & N. Dist. Co.**  
Labels: Kapp, London, Lucky, M-G-M, Nocturne, Waldorf Music Hall, Wallis Original.

**Melody Dist. Co.**  
881 Main St.  
Labels: Brunswick, Cadence, Cardinal, Coral, Cross Country, Dauntless International, Dootone, Duke, Fabor, Fiesta, Flair, Fraternity, Glory, Liberty, Marvella, Peacock, Sage and Sand, Town & Country, "X"

**Metro Dist. Co.**  
852 Main St.  
Labels: Clef, EmArcy, Mercury

**Midtown**  
Labels: Highway

**RCA Victor Dist. Corp.**  
1209 Broadway  
Labels: Bluebird, Camden, RCA Victor

**Henry Schunke & Co.**  
1080 Broadway  
Labels: Melodia, Musico, Pavilon

**Far Rockaway**

**Harlem Hit Parade**  
21-12 Cornaga Ave.  
Labels: Aladdin, Excello, Flair, Imperial, Nashboro, Vee Jay

**New York City**

**Affiliated Publishers**  
20 W. 47th St.  
Labels: Bell

**Alpha Dist. Co.**  
457 W. 45th St.  
Labels: Allied, Ambassador, Anchor, Angle-Tone, Apollo, Atlas, Audivacs, Belda, Cadillac, Canon, Cardinal, Cavalier, Dootone, Empirical, Era, Excello, Folk Dancer, Flair, Folkraft, Fortune, Frontier, Genie, Guyden, Imperial, Juke Box, Lin, Lucky, M & M, MacGregor, Mambo, Mazica, Million \$, Money, Music Sales of America, Nocturne, Pavilion, Sandee, States, Sun, Talking Comics, Tuxedo, United, Vee Jay, Wing

**B. G. Record Service**  
337 N. W. 6th Ave.  
Labels: Music Sales of America, Vaya

**Bethlehem Records**  
678 Tenth Ave.  
Labels: Bethlehem

**Bruno New York, Inc.**  
460 W. 34th St.  
Labels: Bluebird, Camden, RCA Victor

**Capitol Records Dist. Corp.**  
253 W. 64th St.  
Labels: Capitol, Cetra

**Coral Records, Inc.**  
820 10th Ave.  
Labels: Brunswick, Copley, Coral

**Cosnat Dist.**  
315 W. 47th St.  
Labels: Atlantic, Cat, Commodore, Contemporary, Dot, Emerald, Essex, Fabor, Forest City, Fraternity, Glory, Good Time Jazz, Grand, Groove, Hansen, Hollywood, Jem, Jubilee, Kem, Loyal, Mecca, New Disc, Norgran, Quality, Rainbow, Riverside, Roninu, Rural Rhythm, Sable, Sage and Sand, Sandee, Showtime, Square Dance, Starday, Starlite, Sunset, Vanguard, Vision, Vogue

**Dauntless International**  
750 10th Ave.  
Labels: Americord, Andrea, Art, Fred Astaire Dance Book, Audio Drama, Audio Fidelity, Audio Masterworks, Audio Rarities, B & B, Bacchanal, Bald Eagle, Jean Barnett, Rufus Beacham, Caribbean, Champion Canary, Citadelle, Discusstiosities, Historic, Japan Song, Lionel, Madrid, Municipal, Musart of Mexico, Parakeet, Perfect, Premier, Replica, Rita,

Rivoli, Shield, Acolian Skinner

**Fiesta Record Dist. Co.**  
1619 Broadway  
Labels: Fiesta

**Florida Record Sales**  
P. O. Box 382, College Sta.  
Labels: Holmes Royal, Success

**Folk Dancer Record Service**  
108 W. 16th St.  
Labels: Square Dance

**Garlet Service Co., Inc.**  
335 E. 14th St.  
Labels: Melodia

**Green Bros.**  
101 W. 31st St.  
Labels: Holmes Royal, Success

**Ideal Record Products**  
549 W. 52d St.  
Labels: M-G-M

**International Disc Corp.**  
762 10th Ave.  
Labels: Kingsway

**International Sales**  
1860 Broadway  
Labels: Pacific Jazz

**Jaytee Dist. Corp.**  
664 10th Ave.  
Labels: Musico, Vanguard

**King Record Dist.**  
565 10th Ave.  
Labels: DeLuxe, Federal, King

**Le Mar Dist. Corp.**  
41 W. 66th St.  
Labels: Holmes Royal, Success

**Leslie Dist.**  
639 10th Ave.  
Labels: Jester, Sandee

**London Record Distr. Co.**  
539 W. 25th St.  
Labels: Durium, London, Telefunken

**Lyon & Healy Harp Salon**  
113 W. 57th St.  
Labels: Harp-re-cords

**Malverne Dist., Inc.**  
424 W. 49th St.  
Labels: Baton, Bethlehem, Cadence, Clef, Kapp, Liberty, Mardi Gras, Marvella, Media, Pacific Jazz, Sandee, Waldorf Music Hall, Wallis Original

**Menorah Records, Inc.**  
489 5th Ave.  
Labels: Renna

**Mercury Record Distr.**  
Labels: EmArcy, Mercury

**C. Meredith**  
54 W. 74th St., Suite 402  
Labels: Veevo

**Musart**  
760 10th Ave.  
Labels: Frank Murray Songs

**Olympia Dist. Corp.**  
441 W. 49th St.  
Labels: Greenbrier

(Continued on page 54)

**EPIC**

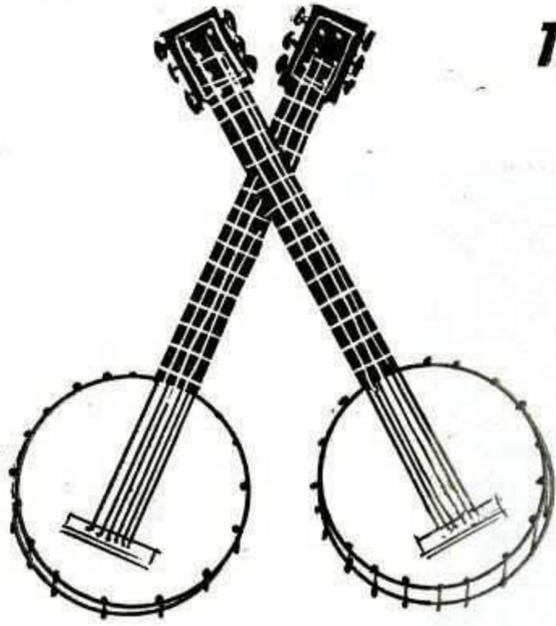
Here's the ORIGINAL  
"Humming Bird"

THE ORIGINAL MASTER  
RECORDING THAT SPARKED ALL THE OTHERS—A POP-  
WESTERN VERSION BY DON AND LOU ROBERTSON!  
b/w "SATURDAY NIGHT"  
#9110 (#5-9110)

Copyright by—ROSS JUNGnickel, INC.  
SOLE SELLING AGENT  
**HILL & RANGE SONGS, INC.**  
1650 BROADWAY NEW YORK, N. Y.

YOU'LL FIND IT ON  
**EPIC**

**THE MOST EXCITING NEW PERSONALITIES  
IN SHOW BUSINESS!**



*Somethin'*

**SOMETHIN'  
SMITH**  
*and*  
**THE REDHEADS**



With a New Smash Release

**ACE IN THE  
HOLE**

b/w Charley, My Boy

Epic 9106

**• Review Spotlight on . . .**

**SOMETHIN' SMITH AND THE REDHEADS**  
Ace in the Hole (Vogel, ASCAP)—Epic 9106—Smith is riding higher than ever with his long-duration sleeper smash. "It's a Sin to Tell a Lie." Here's another oldie from the same album; a flavoursome hunk of musical narrative backed by a contagious banjo figure. Great pacing and personable chanting by Smith. Flip is a banjo-pluckin' instrumental version of "Charley My Boy" (Bourne, ASCAP).

**16 Weeks on the Charts and Still Going Strong**

**IT'S A SIN TO TELL A LIE**

Epic 9093

Billboard  
June 25, 1955

Personal Manager

**Don Seat**



Direction

**G.A.C.**

Continued from page 52

**Phoenix Disc Dist. Corp.**  
884 10th Ave.  
Labels: Esoteric

**Pocket Books, Inc.**  
630 5th Ave.  
Labels: Bell

**Portem Dist., Inc.**  
733 11th St.  
Labels: Ad lib, Aladdin, Benida, Debut, Duke, Epic, Frank Murray Song, Okeh, Oihello, Overtone, Peacock, Progressive, Savoy, Specialty

**Record Export & Dist. Co.**  
520 W. 48th St.  
Labels: Holmes Royal, Success

**Stanley-Lewis Dist. Co.**  
642 10th Ave.  
Labels: Classic Editions, Elektra, Esoteric, Kendall, McIntosh, Music Minus One, Overtone, Period, Poetry

**Times-Columbia**  
353 Fourth Ave.  
Labels: Columbia, Entre

**Transdisc Corp.**  
740 10th Ave.  
Labels: Town & Country, "X"

**Tops Music Ent. Corp.**  
79-83 Crosby St.  
Labels: Doshay

**Vitam Dist. Co.**  
45th & 2d Ave.  
Labels: Vitam

**Walker Bros. Corp.**  
1441 Broadway  
Labels: Art & Subsidiaries (Foreign)

**Rochester**  
**Fine Recording Co.**  
35 Madison St.  
Labels: Norman F. Kyle

**Syracuse**  
**Clark Music Co.**  
416 S. Salina St.  
Labels: Harp-records

**Morris Dist. Co.**  
1153 W. Fayette St.  
Labels: Bluebird, Camden, RCA Victor

**Onondaga Supply Co.**  
344 W. Genesee St.  
Labels: Columbia, Entre

**NORTH CAROLINA**

**Asheville**  
**Associated Dist.**  
P. O. Box 2149  
Sweeten Creek Rd.  
Labels: Holmes Royal, Success

**Charlotte**  
**Bertos Sales**  
2214 W. Morehead St.  
Labels: Bald Eagle, Cadence, Cardinal, Clef, Dauntless International, Epic, Excello, Glory, Hollywood, Jubilee, Million \$, Money, Nashboro, Okeh, Rose, Rural Rhythm, Showtime, Starday, States, United, Vee Jay, Waldorf Music Hall

**Capitol Records Dist. Corp.**  
614 W. Morehead St.  
Labels: Capitol, Cetra

**Carol Dist. Corp.**  
124 W. Morehead St.  
Labels: Decca

**F. & F. Enterprises**  
803 S. Cedar St.  
Labels: Anchor, Apollo, Atlantic, Atlas, Baton, Bethlehem, Brunswick, Cadillac, Cat, Coral, Empirical, Fabor, Fiesta, Genie, Kapp, M & M, Media, Peacock, Rainbow, Savoy, Tuxedo, Wallis Original

**King Record Dist.**  
819 W. Morehead St.  
Labels: DeLuxe, Federal, King

**Masonoid Dist. Co.**  
2212 W. Morehead St.  
Labels: Aladdin, Arc, Contemporary, Dootone, Dot, Emerald, Era, Essex, Flair, Fraternity, Good Time Jazz, Grand, Guyden, Hickory, Highway, Imperial, Juke Box, Kem, London, Marvella, M-G-M, Miracle, Norgran, Pacific Jazz, Sage and Sand, Specialty, Square Dance, Sun, Town & Country, Vanguard, Vogue, Wing, "X"

**Music, Inc.**  
212 N. Independence Blvd.  
Labels: Esoteric

**Southern Berings & Parts Co.**  
500 N. College St.  
Labels: Columbia, Entre

**Southern Radio Corp.**  
1625 W. Morehead St.  
Labels: Bluebird, Camden, Groove, RCA Victor

**Franklin**  
**Frank's Radio & Elec. Co.**  
Labels: Andoll, Quality

**Greensboro**  
**Southerland Musical Merchandise Corp.**  
526 S. Elm St.  
Labels: Word

**Hendersonville**  
**Skyland Record Dist.**  
Box 406  
Labels: Holmes Royal, Success

**OHIO**

**Akron**  
**Twelgreen Dist. Co.**  
Labels: Emerald, Folkraft, Square Dance

**Bath**  
**Twelgreen Dist. Co.**  
Labels: MacGregor

**Bellevue**  
**Glen Junker**  
R. R. #3  
Labels: Sacred

**Cincinnati**  
**A & I Dist. Co.**  
521 W. 6th St.  
Labels: Aladdin, Allied, Ambassador, Apollo, Atlas, Cardinal, Debut, Duke, Epic, Era, Flair, Fortuna, Genie, Groove, Hollywood, Imperial, Kem, Marvella, Million \$, Money, Okeh, Pacific Jazz, Peacock, Rural Rhythm, Sage and Sand, Savoy, Starday, States, United, Vee Jay

**Capitol Records Dist.**  
815 Sycamore  
Labels: Capitol, Cetra

**Decca Dist. Corp.**  
Daylight Bldg.  
6th & Court  
Labels: Decca

**Hit Record Dist.**  
1043 Central Ave.  
Labels: Atlantic, Baton, Cadence, Cat, Contemporary, Dot, Emerald, Empirical, Fabor, Folkraft, Glory, Good Time Jazz, Guyden, Hickory, Holmes Royal, Juke Box, Kapp, Lin, M & M, Music Sales of America, New Disc, Rainbow, Specialty, Square Dance, Starlite, Success, Sunset, Town & Country, Vogue, Wallis Original, Waldorf Music Hall, "X"

**Home Products, Inc.**  
901 Broadway  
Labels: Columbia, Entre

**King Record Dist.**  
1540 Brewster Ave.  
Labels: DeLuxe, Federal, King

**Ohio Appliance, Inc.**  
804-8 Sycamore St.  
Labels: Bluebird, Camden, RCA Victor

**Sanborn Music Co.**  
25 W. Court St.  
Labels: Bethlehem, London, M-G-M

**State Record Dist.**  
920 Race St.  
Labels: A m p, Benida, Brunswick, Coral, Essex, Excello, Fiesta, Fraternity, Jubilee, Liberty, Loyal, Lucky, MacGregor, Media, Million \$, Nashboro, Showtime, Sun, Wing

**Supreme Dist. Co.**  
1000 Broadway  
Labels: Clef, EmArcy, Mercury

**Cleveland**  
**Basta's Music Store**  
6032 Broadway  
Labels: Melodia

**Benart Dist. Co.**  
327 Frankfort St.  
Labels: Aladdin, Allied, Ambassador, Angle-Tone, Atlas, Audivacs, Baton, Cadillac, Cardinal, Dootone, Dot, Duke, Emerald, Empirical, Era, Flair, Guyden, Haven, Imperial, Juke Box, Kem, Liberty, Lucky, MacGregor, Mardi Gras, Marvella, Media, Music Sales of America, Newtowne, Peacock, Sage and Sand, Square Dance, Vaya, Waldorf Music Hall, Wallis Original

**Capitol Records Dist. Corp.**  
104 N. W. St. Clair Ave.  
Labels: Capitol, Cetra

**Cosnat Dist. Corp. of Cleveland**  
1233 W. 9th St.  
Labels: Anchor, Atlantic, Brunswick, Cat, Clef, Coral, Commodore, Essex, Fabor, Forest City, Fraternity, Glory, Grand, Hansen, Hollywood, Jem, Jubilee, Loyal, Million \$, Money, New Disc, Nocturne, Norgran, Quality, Rainbow, Roninu, Rural Rhythm, Sable, Showtime, Specialty, Starday, Starlite, Sun, Sunset, Vision

**Custom Dist., Inc.**  
1735 Chester Ave.  
Labels: Ad Lib, Apollo, Dauntless International, Epic, Excello, Fiesta, Folkraft, Fortuna, Groove, Hickory, Kapp, Nashboro, Okeh, Savoy, Town & Country, Wing, "X"

**Dart Publishing & Recording Corp.**  
4502 McGregor Ave.  
Labels: Music

**Decca Dist. Corp.**  
746 W. Superior Ave.  
Labels: Decca

**Five Star Dist. Co.**  
3051 St. Clair St.  
Labels: Page

**King Record Dist.**  
1714 Chester St.  
Labels: DeLuxe, Federal, King

**Lance Dist.**  
2307 Prospect  
Labels: M & M

**Main Line Cleveland, Inc.**  
1260 E. 38th St.  
Labels: Bluebird, Camden, RCA Victor

**Ohio Record Co.**  
1737 Chester Ave.  
Labels: Benida, Cadence, Contemporary, Debut, Good Time Jazz, Pacific Jazz, Piper, Schneider, States, United, Vee Jay, Vogue

**OHIO**

**Akron**  
**Twelgreen Dist. Co.**  
Labels: Emerald, Folkraft, Square Dance

**Sanborn Music Co.**  
736 W. Superior Ave., N. W.  
Labels: Bethlehem, London, M-G-M

**Seaway Dist.**  
620 Frankfort Ave.  
Labels: Columbia, Entre

**Columbus**  
**Codomar Dist.**  
Box 58, Station A  
Labels: Atlas

**Hamilton**  
**Gus Heilmann**  
11890 Springfield Pike  
Labels: Square Dance

**Hubbard**  
**Music Pleasa Co.**  
Labels: Aladdin, Arc, Fortuna, Kem

**Toledo**  
**King Enterprises**  
4736 Peik St.  
Labels: Mecca

**Main Line Dist., Inc.**  
380 S. Erie St.  
Labels: Bluebird, Camden, RCA-Victor

**Ben Rubin Dist., Inc.**  
1034 Grand Ave.  
Labels: Decca

**Vienna**  
**Trumbull Record Sales**  
Labels: Holmes Royal, Success

**OKLAHOMA**

**Oklahoma City**  
**B. & K. Dist. Co.**  
608 N. Hudson  
Labels: Apollo, Dootone, Excello, Fabor, Flair, Marvella, M-G-M, Nashboro, Sage and Sand, Starday, States, United

**Burn's**  
Labels: Highway

**Capitol Records Dist. Corp.**  
1219 W. Main St.  
Labels: Capitol, Cetra

**Dulaney's**  
100 N. W. 44th St.  
Labels: Bluebird, Camden, Groove, RCA Victor

**Jet Music**  
Labels: Lin

**King Record Dist.**  
612 N. Hudson St.  
Labels: DeLuxe, Federal, King

**Leo Maxwell Co., Inc.**  
409 N. Classen St.  
Labels: Brunswick, Coral, Decca

**Miller-Jackson Co.**  
111-115 E. California St.  
Labels: Columbia, Entre

**Oklahoma Record & Supply Co.**  
627 N. W. 2d St.  
Labels: Aladdin, Allied, Atlantic, Cadence, Cardinal, Cat, Contemporary, Dot, Duke, Epic, Essex, Genie, Glory, Good Time Jazz, Hickory, Hollywood, Imperial, Jubilee, Kapp, London, Media, Million \$, Frank Murray Songs, Okeh, Pacific Jazz, Peacock, Roninu, Rural Rhythm, Savoy, Showtime, Specialty, Sun, Town & Country, Vee Jay, Vogue, "X"

**John-Harold Co.**  
1618 N. Broad St.  
Labels: Cadence, London, King

**J. Krygler**  
3132 Richmond St.  
Labels: Melodia

**Lesco Record Dist.**  
17 S. 21st St.  
Labels: Bald Eagle, Commodore, Cook, Copley, Dauntless International, Folkraft, Harvard Band, MacGregor, Frank Murray Songs, Musico, Riverside, Vanguard

**Stuart F. Louchein Co.**  
1229 N. Broad St.  
Labels: Columbia, Entre

**Marnel Dist., Inc.**  
1622 Fairmount Ave.  
Labels: Aladdin, Apollo, Bethlehem, Epic, Fortuna, Groove, Imperial, M & M, Okeh, Period, Savoy, Specialty

**Record Dist. Pages 72-81**  
**Philadelphia Record Dist.**  
1514 Fairmount Ave.  
Labels: Guyden, Juke Box, Lin, States, United

**Phil-Mar**  
Labels: Lucky

**David Rosen, Inc.**  
855 N. Broad St.  
Labels: Anchor, EmArcy, Fiesta, Genie, Mardi Gras, Mercury, Wallis Original

**Raymond Rosen & Co., Inc.**  
2121 Market St.  
Labels: Bluebird, Camden, RCA Victor, Waldorf Music Hall

**Pittsburgh**  
**Alco Record Dist.**  
960 Forbes St.  
Labels: Atlantic, Cadence, Cat, Kapp, Jem, Lin, Nocturne, Sable

**B. G. Record Service**  
Labels: "X"

**Bethlehem Record Dist.**  
Labels: Empirical, Wallis Original

**Capitol Records Dist. Corp.**  
2020 W. Liberty Ave.  
Labels: Capitol, Cetra

**Chester Record Store**  
1717 Carson St.  
Labels: Melodia

**Danforth Corp.**  
6500 Hamilton Ave.  
Labels: Columbia, Entre

**Decca Dist. Corp.**  
923 Pennsylvania Ave.  
Labels: Decca

**East Coast Dist. Co.**  
633 Liberty Ave.  
Labels: Contemporary, Good Time Jazz, Pacific Jazz, Vogue

**Medford**  
**Swen's Record Shop**  
214 E. Main  
Labels: Square Dance

**Pennsylvania**

**Harrisburg**  
**D. & H. Dist. Co.**  
2835 N. 7th St.  
Labels: Bluebird, Camden, RCA Victor

**Johnstown**  
**E. McNemar**  
103 Adams St.  
Labels: Horoscope

**Kelpsville**  
**Mac McEnrick**  
E. Sunnymeetown Pike  
Labels: Square Dance

**Montrose**  
**Kenneth White**  
R. F. D. No. 2  
Labels: International Sacred

**Philadelphia**  
**Samuel L. Ayling**  
322 Helderman St.  
Labels: International Sacred

**I. Ballern**  
1632 Federal St.  
Labels: Network

**Ed Barsky Dist.**  
2522 N. Broad St.  
Labels: Audivacs, Kapp, M-G-M, "X"

**Capitol Records Dist. Corp.**  
1343 W. Cumberland St.  
Labels: Capitol, Cetra

**Cosnat Dist. Corp.**  
1710 North St.  
Labels: Atlantic, Cat, Contemporary, Dootone, Dot, Emerald, Esoteric, Essex, Fabor, Forest City, Fraternity, Glory, Good Time Jazz, Grand, Hansen, Hollywood, Holmes Royal, Jem, Jubilee, Kem, Money, New Disc, Nocturne, Quality, Rainbow, Roninu, Rural Rhythm, Sable, Sage and Sand, Showtime, Starday, Starlite, Square Dance, Success, Sunset, Vision, Vogue

**Decca Dist. Corp.**  
1934 Arch St.  
Labels: Decca

**Elmar Dist. Co.**  
17 S. 21st St.  
Labels: Bell, Wing

**Gotham Record Corp.**  
1628 Federal St.  
Labels: Allied, Ambassador, Angle-Tone, Atlas, Baton, Belda, Benida, Brunswick, Cadillac, Cardinal, Cavalier, Coral, Duke, Empirical, Era, Excello, Flair, Frontier, Hickory, Liberty, Mambo, Media, Music Sales of America, Nashboro, Pacific Jazz, Progressive, Sun, Talking Comics, Tuxedo, Vaya, Vee Jay, Vita

**John-Harold Co.**  
1618 N. Broad St.  
Labels: Cadence, London, King

**J. Krygler**  
3132 Richmond St.  
Labels: Melodia

**Lesco Record Dist.**  
17 S. 21st St.  
Labels: Bald Eagle, Commodore, Cook, Copley, Dauntless International, Folkraft, Harvard Band, MacGregor, Frank Murray Songs, Musico, Riverside, Vanguard

**Stuart F. Louchein Co.**  
1229 N. Broad St.  
Labels: Columbia, Entre

**Marnel Dist., Inc.**  
1622 Fairmount Ave.  
Labels: Aladdin, Apollo, Bethlehem, Epic, Fortuna, Groove, Imperial, M & M, Okeh, Period, Savoy, Specialty

**Record Dist. Pages 72-81**  
**Philadelphia Record Dist.**  
1514 Fairmount Ave.  
Labels: Guyden, Juke Box, Lin, States, United

**Phil-Mar**  
Labels: Lucky

**David Rosen, Inc.**  
855 N. Broad St.  
Labels: Anchor, EmArcy, Fiesta, Genie, Mardi Gras, Mercury, Wallis Original

**Raymond Rosen & Co., Inc.**  
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1717 Carson St.  
Labels: Melodia

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923 Pennsylvania Ave.  
Labels: Decca

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633 Liberty Ave.  
Labels: Contemporary, Good Time Jazz, Pacific Jazz, Vogue

**Medford**  
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**Record Dist. Pages 72-81**  
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Labels: Guyden, Juke Box, Lin, States, United

**Phil-Mar**  
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Labels: Anchor, EmArcy, Fiesta, Genie, Mardi Gras, Mercury, Wallis Original

**Raymond Rosen & Co., Inc.**  
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Labels: Bluebird, Camden, RCA Victor, Waldorf Music Hall

**Pittsburgh**  
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**B. G. Record Service**  
Labels: "X"

**Bethlehem Record Dist.**  
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Labels: Columbia, Entre

**Decca Dist. Corp.**  
923 Pennsylvania Ave.  
Labels: Decca

**East Coast Dist. Co.**  
633 Liberty Ave.  
Labels: Contemporary, Good Time Jazz, Pacific Jazz, Vogue

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**Swen's Record Shop**  
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**E. McNemar**  
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E. Sunnymeetown Pike  
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**Kenneth White**  
R. F. D. No. 2  
Labels: International Sacred

**Philadelphia**  
**Samuel L. Ayling**  
322 Helderman St.  
Labels: International Sacred

**I. Ballern</**

MAMA WANTS TO

CHA

CHA

CHA

RALPH MARTERIE

AND HIS ORCHESTRA

VOCAL BY RALPH MARTERIE

MERCURY 70655

THE BILLBOARD

JULY 16, 1955

• *Reviews of New Pop Records*

**RALPH MARTERIE ORK**  
(Mama Wants to) Cha Cha Cha  
MERCURY 70655 — There's  
bright humor in this infec-  
tious waxing of the Latin  
opus. And it includes a  
tongue-in-cheek vocal that's  
a plus factor. Certain to get  
spins, and it could grab sales  
loot, too.



CHICAGO 1, ILLINOIS

PUBLISHED BY  
PEER INTERNATIONAL  
1619 Broadway, N. Y., N. Y.

Continued from page 54

Apollo, Anchor, Baton, Cadillac, Cardinal, Cross Country, Dootone, Dot, Peacock, Essex, Excello, Faber, Flair, Genie, Glory, Guyden, Highway, Holly-wood, Imperial, Jubilee, Kem, London, M-G-M, Media, Million \$, Money, Nashboro, New Disc, Pacific Jazz, Quality, Rain- bow, Ronin, Rural Rhythm, Sage and Sand, Savoy, Showtime, Specialty, Starday, States, Sun, Town & Country, Tuxedo, United, Vee Jay, Waldorf Music Hall, "X"

Benj. T. Crump Co. 1310 E. Franklin St. Labels: Columbia, Entre

Decca Dist. Corp. 3118 W. Leigh St. Labels: Brunswick, Coral, Decca.

King Record Dist. 216 E. Main Labels: DeLuxe, Federal, King

Wyatt-Cornick, Inc. P. O. Box 2118 Labels: Bluebird, Camden, Groove, RCA Victor

WASHINGTON Seattle Artists Records 2416 3d St. Labels: Atlas

Barnett Labels: Vision

B. G. Record Service 2701 3d St. Labels: Bowery, Dauntless International, Hollywood, Look, Million \$, Money, Music Sales of America, Rural Rhythm, Showtime, Starday, Starlite, Sunset, Town & Country, Vaya, "X"

C. & C. Dist. Co. 3131 Western Ave. Labels: Allied, Belda, Beth- lehem, Clef, Fiesta, Flair, Frontier, Fraternity, High- way, Imperial, Jubilee, Mambo, Marvella, Pacific Jazz, Sage and Sand, Spec- ially, SRC, Sun, Talking Komies, Vita, Wallis Original

Capitol Records Dist. Corp. 620 Eastlake Ave. Labels: Capitol, Cetra

Huffine Dist. Co. 313 Western Ave. Rm. 516 Labels: Benita, Bluebird, Brunswick, Camden, Coral, Decca, Epic, Huffine, Kapp, Kem, Okeh, RCA Victor, Wing

Linden Record Corp. 824 E. Pike St. Labels: Jazz Selection, Se- lect Dancing, Sonata, So- nora

Love Electric Co. 318 Westlake Ave., N. Labels: Columbia, Entre

Northwest Tempo Dist. Co. 3217 Western Ave. Labels: Aladdin, Amba- sador, Anchor, Apollo, At- lantic, Baton, Cadence, Cardinal, Cat, Contemporary, DeLuxe, Dot, Duke, Essex, Excello, Faber, Fed- eral, Folkraft, Genie, Glory, Good Time Jazz, King, Liberty, London, Mecca, M & M, M-G-M, Media, Nashboro, New Disc, Norgran, Peacock, Rainbow, States, United, Vee Jay, Vogue

Spokane Columbia Electric & Mfr. Co. 123 S. Wall St. Labels: Columbia, Entre

Tacoma Evangelical Dist. 3721 N. 15th St. Labels: Alma, Christian Faith, Sacred, Word

WEST VIRGINIA Charleston King Record Dist. 402 Lee St. Labels: DeLuxe, Federal, King

Moore's Publishing & Record Co. 231 Capitol St. Labels: Miracle

WISCONSIN Madison Tell Music Dist. Co. 2702 Monroe St. Labels: Brunswick, Coral, Epic, Fraternity, Loyal, Okeh

Merrill J-Bar-G-Sales Co. P. O. Box 108 Labels: Andoll

Milwaukee Capitol Records Dist. Corp. 1434 N. Farwell Labels: Capitol, Cetra

Decca Dist. Corp. 321 E. Chicago St. Labels: Decca

M. S. Dist. Co. c/o Radio Doctors 213 W. Wells St. Labels: Town & Country, "X"

Major Dist., Inc. Labels: Wallis Original Midwest Radio Co. 3414 W. North Ave. Labels: Square Dance Morley-Murphy Co. 5151 W. State St. Labels: Columbia, Entre Taylor Electric Co. 4080 N. Port Washington Rd. Labels: Bluebird, Camden, RCA Victor

Wojcik's Music Shop 1439 W. Lincoln Ave. Labels: Melodia

Sheboygan Record Center 1210 N. 8th St. Labels: Polkaland

WYOMING Cheyenne Chief Appliance Corp. 1215 W. Lincolnway Labels: Holmes Royal, Suc- cess

Rock Springs Henry Chipp 607 Main St. Labels: Bowery

HAWAIIAN ISLANDS Honolulu, T. H. Hawaiian Electrical Supply Co. 930 Clayton St. Labels: Decca, Town & Country

Honolulu Paper Co., Ltd. 1105 Kapiolani Blvd. Labels: Columbia, Entre

Microphone Music 222 North Beretania Labels: Ambassador, Ba- ton, Dootone, Excello, Guy- den, Imperial, Kapp, Nash- boro, Sage and Sand, Savoy, Sun, Vee Jay

Musical Distributors 210 Mokuaua St. Labels: Aladdin, London

Nylon Bros. P. O. Box 2958 Labels: Capitol, Cetra, Pa- cific Jazz

Rainbow Mart Labels: Highway

Radio-TV Corp. 777 Ala Moana P. O. Box 3920 Labels: Bluebird, Camden, RCA Victor

Wahialaha, T. H. Wahialaha Electronics Sales Labels: Fortune

CANADA Montreal Canus Dist., Ltd. 63 Prince Arthur St., E. Labels: Melodia

Custom Sound & Vision, Ltd. 1500 Sherbrooke St., W. Labels: Clef, Norgran

Erpol Music, Ltd. 417 St. Peter St. Labels: Esoteric

London Records of Canada, Ltd. 736 Wellington St. Labels: London

Metrodisc, Inc. 5016 Sherbrooke St., W. Labels: M-G-M, Mercury, Quality, Reo

Musimar of Canada, Ltd. 901 Bleury St. Labels: Polo, Vanguard

Sni-Dor Sales Co. 455 Craig St. Labels: Holmes Royal, Suc- cess

Outremont Pocket Books of Canada, Ltd. 1090 Pratt Ave. Labels: Bell

ALBERTA Calgary T. H. Peacock, Ltd. 216 12th Ave., W. Labels: Contemporary, Good Time Jazz, Pacific Jazz, Vogue

Taylor, Pearson & Carson, Ltd. Box 70 Labels: Mercury, M-G-M, Quality, Skyway

Wilson Electric Supplies, Ltd. 814 3d St. Labels: Royale, Sparton

Edmonton Gospel Supplies and Record- ings 10246 101st St. Labels: Alma, Bridge to Dreamland, Christian Faith

Ross Haynes 8030 118th Ave. Labels: Folk Dancer, Mac- Gregor

Van Dusen Bros. Labels: SRC

BRITISH COLUMBIA Georgetown D. M. Fernandez Labels: Wallis Original

Vancouver Aragon Recordings 615 W. Hastings St. Labels: Clef, Contempo- rary, Good Time Jazz, Nor- gran, Pacific Jazz, Royale, Sparton, Vogue

Commonwealth Record Co. R. 10, 407 W. Hastings St. Labels: Alma, Bridges to Dreamland, Christian Faith, Miracle, Sacred

Dance Craft 1406 Broadway, W. Labels: Square Dance

Matthew M. Lindfors 944 Commercial Dr. Labels: Jazz Selection, Se- lect Dancing, Sonata, So- nora

MacKenzie White & Duns- muir, Ltd. 1100 Venables St. Labels: M-G-M, Mercury, Quality

Select Music Co. Labels: SRC

Victoria F. J. Martens 1034 View St. Labels: Sacred

Percy Hermant Co., Ltd. Labels: Wallis Original

MANITOBA Winnipeg P. A. Kennedy Co., L. & D. Box 400 Brandon Labels: Folk Dancer, Square Dance

Modern Products Co. 1373 Portage Ave. Labels: MacGregor, Royale, Sparton

Monarch Record Dist. 4th Floor, Galt Bldg. Labels: M-G-M, Mercury, Quality

ONTARIO London Musicana Records, Ltd. 492 Hill St. Labels: Holmes Royal, Suc- cess

Sparton of Canada, Ltd. Labels: Benita

Toronto Astral Electric Co., Ltd. 44 Danforth Rd. Labels: Cook

Canadian Music Sales 1261 Bay St. Labels: Alma, Christian Faith, Dauntless Interna- tional, Elektra, MacGregor, Overtone

Custom Sound & Vision, Ltd. 390 Eglinton Ave., W. Labels: Clef, Concert Hall Society, Inc., Norgran

Evangelical Publishers 366 Bay St. Labels: Miracle, Sacred Word

Morris Dist. 1580 Queen, W. Labels: Aladdin, Bethlehem, Commodore, Contemporary, Debut, Empirical, Flair, Good Time Jazz, Music Sales of America, Pacific Jazz, Savoy, Vaya, Vee Jay, Vogue

Quality Records, Ltd. 380 Birchmount Rd. Labels: Essex, Kem, Media, Mercury, M-G-M, McIn- tosh, New Disc, Quality, Sage and Sand

QUEBEC Montreal Canus Dist., Ltd. 63 Prince Arthur St., E. Labels: Melodia

Custom Sound & Vision, Ltd. 1500 Sherbrooke St., W. Labels: Clef, Norgran

Erpol Music, Ltd. 417 St. Peter St. Labels: Esoteric

London Records of Canada, Ltd. 736 Wellington St. Labels: London

Metrodisc, Inc. 5016 Sherbrooke St., W. Labels: M-G-M, Mercury, Quality, Reo

Musimar of Canada, Ltd. 901 Bleury St. Labels: Polo, Vanguard

Sni-Dor Sales Co. 455 Craig St. Labels: Holmes Royal, Suc- cess

Outremont Pocket Books of Canada, Ltd. 1090 Pratt Ave. Labels: Bell

BELGIUM Antwerp Ronnez Records Van Schoonhoven St., 70 Labels: Benita, Cavalier

Ed. Van Den Wijngaert Prekerstraat, 42 Labels: Aladdin

Morianwels Hot Recordings 15, Rue Des Nations Unies Labels: Aladdin

BERMUDA Hamilton Masters, Ltd. Labels: Wallis Original

COLOMBIA Bogota Albert J. Verswyvel Labels: Wallis Original

DENMARK Copenhagen Toos Labels: Jazz Selection, Se- lect Dancing, Sonata, So- nora

ENGLAND London London Records, Inc. Labels: Benita, Kem

FINLAND Helsinki Fazers Musikhandel Labels: Jazz Selection, Se- lect Dancing, Sonata, So- nora

FRANCE Paris Elektra Records, Ltd. 25 Ave. Bugeaud Labels: Elektra

Vogue Productions 54 Rue D'Hauteville Labels: Aladdin

NORWAY Oslo Nera Labels: Jazz Selection, Se- lect Dancing, Sonata, So- nora

JAPAN Tokyo Akihiko Natsumeda 1316 Samszuka Hatagaya Shibuya Labels: Cavalier

MEXICO Mexico, D. F. Disconteca Internacional Calle De Danubio 30 Esquina Con Balsos Colonia Cuauhtemoc Labels: Bethlehem, Con- temporary, Good Time Jazz, Pacific Jazz, Vogue

MOROCCO Tangiers Afico S. A. Labels: Wallis Original

PHILIPPINES Quezon City Ceell Lloyd Record Sales 33 Jesus St. San Francisco Del Monte Labels: Cavalier

SOUTH AFRICA Johannesburg Anglo American Utility Serv- ice Labels: Wallis Original

SWITZERLAND Zurich Wurlitzer Serv. Labels: Atlas

Edition Eulenburg Stockerstrasse 37 GMBH Labels: Classic Editions, Music Minus One

PANAMA Panama City Panamulca S. A. Labels: Wallis Original

PHILIPPINES Quezon City Ceell Lloyd Record Sales 33 Jesus St. San Francisco Del Monte Labels: Cavalier

SOUTH AFRICA Johannesburg Anglo American Utility Serv- ice Labels: Wallis Original

SWITZERLAND Zurich Wurlitzer Serv. Labels: Atlas

Edition Eulenburg Stockerstrasse 37 GMBH Labels: Classic Editions, Music Minus One

Columbia Program

Continued from page 17 Columbia programs in the past have not started as early in the fall season as does the current sales plan. Two 12-inch records packaged as "The Columbia Retailer" will be given to all dealers attending the meetings. Album carries recorded messages from Columbia execu- tives, including President Jim Conkling, Executive Vice-President Goddard Lieberman, Sales Manager Hal Cook and others who introduce the company's new merchandise. Slide films, interspersed with the playing of the album, will be shown at the dealer meetings.

"Meet Kostelanetz" Columbia's Kostelanetz promo- tion is equally impressive, with the firm offering a 12-inch LP titled "Meet Andre Kostelanetz," at a suggested list price of 98 cents. Thirteen masterworks albums, five pop packages and eight chil- dren's packages will be released during September. A total of 37 albums by Andre Kostelanetz will also be available during Kosty month.

Columbia has repackaged a se- ries of eight albums in its CL 500 line, and in addition is offering dealers a suggested basic catalog best-seller list of 20 of the most highly competitive albums, all in its masterworks series.

Other important aspects of the firm's promotion include a 100 per cent exchange policy on all new package merchandise only, and the sale thru Columbia distributors of a Robert Holley-designed self- service installation. To supplement its fall program, Columbia has a heavy roster of sales aids available to dealers and distributors. Stream- ers, counter cards, easels, divider cards, in addition to an extensive advertising program, will kick off early in August.

Atlantic Label

Continued from page 17 ture both pop and r.&b. issues in a total of five disks. Artists will include the Royal Jokers, thrush Pauline Rogers, New Orleans blues singer Billy Nightingale, orkster Jesse Stone and Joe (Mr. Piano) Henderson. Disks by Henderson will be made available to Atlas on a deal with the British Polygon diskery, for whom he records regu- larly. Henderson is noted over there for his piano-vocal medleys, and his first wax here will carry three standard tunes per side.

'New Sounds'

Stone, well-known local tune- smith and musical director who works frequently under the pseu- donym of Charles Calhoun, will cut "new sound" instrumentals for the label.

Atlantic, operating at full execu- tive force since the return of Presi- dent Herb Abramson from the service two months ago, will run the new label with its present staff, which also includes vice-presidents Ahmet and Nesuhi Ertegun, Jerry Wexler and Miriam Abramson, plus its own engineering department.

This new Atlas label has no con- nection with a California label of the same name that flourished for a time in the mid-1940's. The old Atlas label was the first to issue disks by Frankie Laine and also several by Nat (King) Cole.

Pluggers' Union

Continued from page 17 Sheldon's counter-action have been withdrawn upon payment by Gale of the \$1,000. In agreeing to abide by the provisions of the union con- tract, Gale specifically indicated he would fall in line on those rul- ings "pertaining to the hiring of union members, application for union membership by non-union personnel, the maintenance of union membership and the payment of wages in accordance with the union contract."

The agreement was signed by Gale and Robert Miller, prexy of the pluggers' union. was first done by the Nutmegs on Herald. The same pop chart also includes "Ain't It a Shame?" with Pat Boone on Dot and the original Fats Domino record on Imperial.

Negro Artists Solid Pop Sellers

Continued from page 18

considered "divine" to her coterie for years, Davis knocked them over in the Las Vegas niteries and vir- tually everywhere else but now they are actually selling disks to a wide pop market. Sammy Davis Jr.'s "That Old Black Magic" has been on the charts five weeks; his "Something's Gotta Give" has been on for nine weeks.

Al Hibbler, whose career goes back to earlier Duke Ellington years, has been on the national chart for 16 weeks with "Unchained Melody," and his performance on the song kicked off a flock of suc- cessful covers. Another bunch of covers was also kicked off not long ago by Lavern Baker, with "Twee- dle Dee" on Atlantic.

Currently, Roy Hamilton, on the charts with "Unchained Melody" on Epic, is another who has been selling pop quite consistently. Ditto Decca's Mills Brothers with "Opus" and "Smack Dab in the Middle." Others not on the charts, but cre- ating a stir in the pop disk market are Dinah Washington with "The Cheat" and "I Hear Those Bells," Victor's Lena Horne with "Love Me or Leave Me" and "It's All Right With Me," Count Basie-Joe Williams with "Every Day" and Sarah Vaughan with "Experience Unnecessary."

Album Seller A number of these artists, it will be noted, are shaping up as more than big sellers in the singles busi- ness. Sammy Davis, for instance, is already a big album seller and is considered a strong catalog asset. Ditto such artists as Harry Belaf- onte on Victor. Columbia, too, is exploring such a pop and album potential with Mahalia Jackson, the great gospel singer.

Coincidental with the develop- ment of the Negro as a pop disk artist has been his rise as a writer

and maker of songs which have been smashes in the pop field. Much of this activity parallels ear- lier years, when Duke Ellington, Ethel Waters, Shelton Brooks, Bes- sie Smith, Spencer Williams and Fats Waller were doing this.

Modern instances are Ivory Joe Hunter, who wrote and recorded on Atlantic "It May Sound Silly" and "Heaven Came Down to Earth"; Charles Calhoun, writer of "Shake, Rattle and Roll" and "Raz- zle Dazzle"; Lavern Baker and Ruth Brown, whose interpretations on such items as "Tweedle Dee" and "Oh What a Dream" were cop- ied stylistically by many pop ar- tists note for note.

All to Good

Continued from page 17

screen credit, none was flashed on "Everybody." Palmer, thru his attorney Philip F. Barbanell, raised the point with M-G-M attorney Mark Avramo, and for a while it appeared a court hassle would ensue. Cause of the action was the implied obligation to give credit to creators when due, on the theory that a creator's main stocks in trade are name and repu- tation.

However, the unusual out-of- court settlement recently concluded calls for all M-G-M co-op adver- tising on the movie to carry a spe- cial slug line adjoining a cut of Doris Day reading: "Everybody loves this baby when she sings 'Everybody Loves My Baby' by Jack Palmer and Spencer Wil- liams." The tune is held in Pick- wick Music.

Meanwhile, the two clefters are now negotiating to place another standard of theirs, "I've Found a New Baby," in the upcoming Uni- versal movie "The Benny Goodman Story."

Moondog Suit

Continued from page 18

that WINS had issued a third party summons and complaint against Freed, charging the jock with fraud and deceit. According to the sta- tion, Freed had assured his em- ployer that the "Moondog" tag was fully protected by him. In other words, if the station is loser in the Moondog action, it would endeavor to make Freed accountable for its losses.

Freed's arrangement with WINS reportedly is for \$15,000 per an- num against 25 per cent of his commercial take.

Pops Healthy

Continued from page 18

surgance by the film "Blackboard Jungle," so is "Shake, Rattle and Roll" set for a film boost via the 20th Century-Fox flick, "How to Be Very, Very Popular," whose chief production sequence presents Sheree North in a singing and dancing version of the tune.

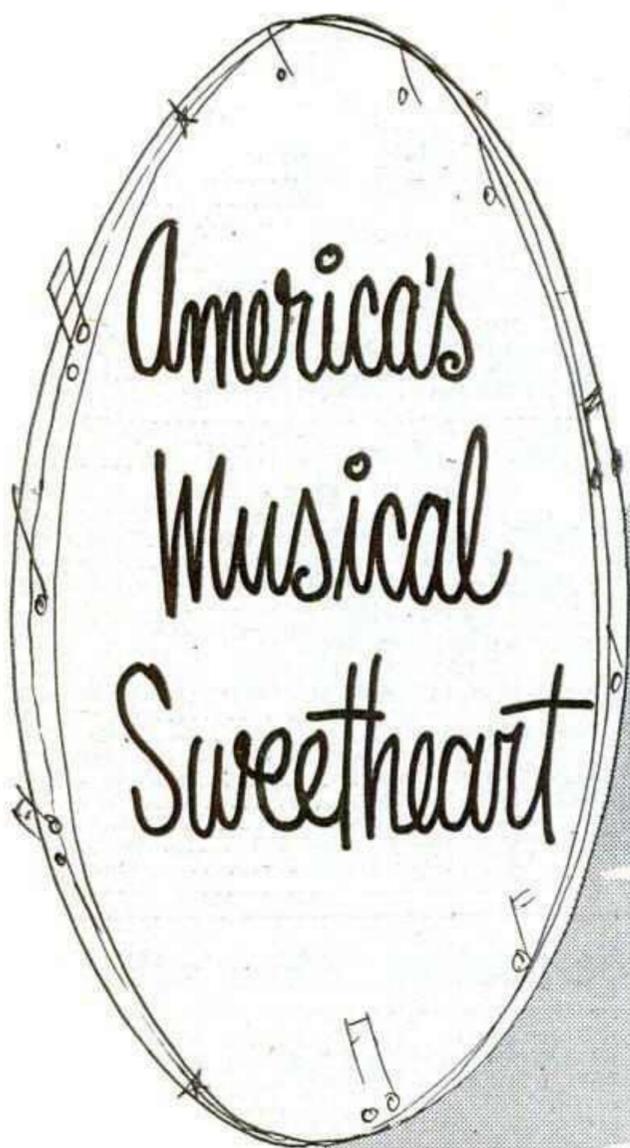
Late this week "Razzle Dazzle" was covered by Ella Mae Morse on Capitol. The flip is another r.&b. cover, "Seventeen," which is currently on the national best- sellers chart on King as cut by Roy Bennett. The Fontane Sisters, on Dot, are also covering "Seven- teen."

R.&B. Covers

A flock of other r.&b. covers are in sight or have already been cut. The Crew Cuts have done "Cum Drop," released recently by Otis Williams on DeLuxe. Another King disk, "Don't Take It So Hard," is expected to be covered by the McGuire Sisters on Coral. Jerry Vale on Columbia has done "Heaven Came Down to Earth," which had been written and re- corded by Ivory Joe Hunter on Atlantic. The same tune is also to be released on Epic, with Helene Dixon.

The list, it would seem, is un- ending. A further glance at the national best-selling pop chart shows - in addition to r.&b. disks already mentioned-Georgia Gibbs' "Dance With Me, Henry" and the Crew Cuts' "Story Untold." The latter

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# PHONOS—HI FI

## VICTOR TO PROMOTE INSTRUMENT LINE . . .

RCA Victor is readying an extensive advertising and promotion campaign to introduce its new high fidelity instrument line and its new radio and phono models during the third quarter of this year. Consumer advertising was kicked off this month with a full color page in Life magazine, while color commercials on NBC-TV shows this summer will also feature the new hi-fi and radio-phono lines.

A new hi-fi itinerant display with color, motion and flashing lights highlights dealer promotional aids being made available by Victor. The campaign is described by R. E. Conley, manager of advertising and sales promotion for RCA Victor radio and Victrola division, as "one of the broadest we have ever undertaken."

## CAPEHART FEATURES 'COLORTONE CONTROL' . . .

The new Capehart-Farnsworth line of hi-fi phonos, introduced in New York this week, is highlighted by the company's new Colortone Controls which permit the user to "mix" sound to suit his own tastes. In addition to a portable phono retailing at \$69.95, the line includes 15 hi-fi phono models ranging in price from \$129.95 to \$549.95, including "The Fifth Symphony," a hi-fi combination with tape recorder and the prototype Capehart Dunbar custom hi-fi instrument. All Capehart hi-fi consoles employ four speakers and three-speed record changers.

Capehart has an extensive advertising and promotional campaign planned for the new line, along with a series of promotions ("Capehart Hospitality Campaigns") to help the retailer establish himself as

the "friendly Capehart dealer" and to create store traffic. A "Sell 'n' Sail" campaign, whereby dealers can win a vacation cruise to Jamaica and Nassau next January, is also a highlight feature of the drive on Capehart's new line.

## NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

Electro-Voice, Inc., Buchanan, Mich., will sponsor a national contest tagged "A Weekend With High Fidelity" from August 1 to September 30. Contestants are required to hear a demonstration of hi-fi at their E-V distributor (where they will pick up an entry blank) and complete in 50 words or less the statement "I would like to have an Electro-Voice matched hi-fi system because . . ." First prize is all-expense-paid trip to the E-V factory and an E-V Patrician speaker system. . . A hi-fi show will be held November 4, 5 and 6 at the Benjamin Franklin Hotel, Philadelphia, under the sponsorship of the Institute of High Fidelity Manufacturers.

Magnecord, Inc., Chicago, is planning to sell additional stock shares to support a planned expansion in hi-fi and institutional tape recorder sales as well as background music. The company intends to increase the number of hi-fi specialists and parts jobbers which serve as its dealers, and, in the next 12 months, hopes to do as much business in background music alone as is currently achieved by all its products. . . W. Walter Jablon, formerly sales manager of Radio City Products, has been named general sales and advertising manager of Presto Recording Corporation, manufacturer of tape and disk recorders. He succeeds Thomas B. Aldrich, who will become a manufacturer's representative in the metropolitan New York area.

# LINER NOTES

By IS HOROWITZ

## ANGEL BIZ EQUAL TO CHRISTMAS . . .

It's Christmas in July for Angel Records, where sales execs report their summer promotion has brought in orders just about equal to business written last December. The promotion gave dealers 20 free albums for each 200 purchased, plus dating and exchange privileges.

Meanwhile, the added push and new visual appeal handed Angel's "Standard Pack" has brought unit sales of the cheaper set to parity with the diskery's "Factory-Sealed" versions. The latter lists at \$4.98 per 12-inch LP, while the standard set carries a tag of \$3.48. In each case, the identical record is featured.

## DECCA READING CLASSICAL PUSH . . .

Decca Records, now readying a greater push behind its classical catalog, is preparing a heavy Gold Label August release, with items acquired from its German source, Deutsche Grammophon; its Spanish sources, and domestic effort.

From DG, Decca will issue three new disks, including a new reading of Ravel-Moussorgsky's "Pictures at an Exhibition" by Igor Markevitch and the Berlin Philharmonic; Stravinsky's "Sacre du Printemps" by Ferenc Fricsay and the RIAS Orchestra, and a Bruckner Viola Quintet performed by the Koekert Quartet with Georg Schmidt playing the second viola. Domestic sets will include disks by clarinetist Reginald Kell, the duo-pianists Vronsky and Babin, and guitarist Andres Segovia. From

Spain will come an LP titled "Matador" and consisting of a program of Spanish marches and Pasodobles.

## LIVINGSTON TAPERY GETS NEW INDIES . . .

Livingston Electronics, which already has pacted a number of diskeries to pre-recorded tape deals, has added three more to its string. New signees are Boston Records, Lyrichord and Polymusic. The latter will be carried on Livingston's "Connoisseur" series, while Boston and Lyrichord tapes put out by Livingston will carry their own label designations. Among the initial offerings will be Chaves' "Toccatto for Percussion" on Boston, a Carl Sandburg program on Lyrichord, and a performance of Shakespeare's "The Tempest," featuring Raymond Massey, taken from the Polymusic catalog.

Livingston, which is now negotiating with still other indie LP labels for tape rights, already issues material taken from the disk libraries of Atlantic, Esoteric, Empirical, Oceanic and Riverside Records.

## MERC. ISSUES 7-INCH DEMONSTRATOR DISK . . .

Mercury Records is issuing a seven-inch LP demonstrating its recently-released "Daphnis et Chloe" set as performed by Antal Dorati and the Minneapolis Symphony. The small platter, containing excerpts of the complete waxing, will be made available to dealers for store demonstration only.

The complete dishing is one in the special plush series put out by the label. Liberally illustrated and artfully jacketed, the 12-incher lists at a bonus \$6.95.

## Best Selling Popular Albums

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

### LP'S

1. LONESOME ECHO—Jackie Gleason . . . . . Capitol W 627
2. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia CL 710
3. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol W 581
4. STARRING SAMMY DAVIS JR. . . . . Decca DL 8118
5. I LIKE JAZZ . . . . . Columbia JZ 1
6. CRAZY OTTO . . . . . Decca DL 8113
7. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor LM 1837
8. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol W 509
9. DAMN YANKEES—Original Cast . . . . . RCA Victor LOC 1021
10. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol H 352
11. HOLIDAY IN ROME—Michel LeGrand . . . . . Columbia CL 647
12. DEE-LIGHTFUL—Lenny Dee . . . . . Decca DL 8114
13. SONG HITS FROM THEATRELAND—Mantovani Orchestra . . . . . London LL 1219
14. I LOVE PARIS—Michel LeGrand . . . . . Columbia CL 555
15. LES AND MARY—Les Paul and Mary Ford . . . . . Capitol W 577

### EP'S

1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia EPB 540
2. LONESOME ECHO—Jackie Gleason . . . . . Capitol EPB 627
3. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol EBF 581
4. STARRING SAMMY DAVIS JR. . . . . Decca ED 2214-6
5. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor ERB 1837
6. SHAKE, RATTLE AND ROLL—Bill Haley . . . . . Decca ED 2168
7. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol EBF 352
8. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . . . Capitol EAP 509
9. CRAZY OTTO, PART I . . . . . Decca ED 2201
10. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . . . RCA Victor EPBT 3057
11. CRAZY OTTO, PART 2 . . . . . Decca ED 2202
12. DAMN YANKEES—Original Cast . . . . . RCA Victor EOC 1021
13. MOODS IN SONG—Nat (King) Cole . . . . . Capitol EAP 1-633
14. BLUE MIRAGE—Les Baxter . . . . . Capitol EAP 1-599
15. I LOVE YOU—Eddie Fisher . . . . . RCA Victor EPB 1097

## Best Selling Children's Records

1. BALLAD OF DAVY CROCKETT—Fess Parker . . . . . Columbia J 242
2. BALLAD OF DAVY CROCKETT—Bill Hayes . . . . . Cadence CCS 1
3. BALLAD OF DAVY CROCKETT—(Tennessee) Ernie Ford . . . . . Capitol CAS 3229
4. THE LADY AND THE TRAMP . . . . . Capitol DBX 3056
5. OPEN UP YOUR HEART—Cowboy Church Sunday School . . . . . Decca K 146
6. WHALE OF A TALE—Kirk Douglas . . . . . Decca K 148
7. DAVY CROCKETT, THE INDIAN FIGHTER—Fess Parker . . . . . Columbia C 516
8. DAVY CROCKETT AT THE ALAMO—Fess Parker . . . . . Columbia C 518
9. NOW WE KNOW . . . . . Columbia J 2015
10. THE LADY AND THE TRAMP—Peggy Lee . . . . . Decca
11. 20,000 LEAGUES UNDER THE SEA . . . . . RCA Victor Y 4004
12. THE SIAMESE CAT SONG—Peggy Lee . . . . . Decca K 149
13. TEDDY BEAR'S PICNIC—Rosemary Clooney . . . . . Columbia J 168
14. BALLAD OF DAVY CROCKETT—Sons of the Pioneers . . . . . Bluebird BY 25
15. PETER PAN (Walt Disney) . . . . . RCA Victor Y 4001

## Reviews and Ratings of New Classical Releases

GRANADOS: GOYESCAS (1-12)—Amparo Iturbi, Piano. RCA Victor LM 1925 . . . . . 74

As so often happens, record companies seem to concentrate on a particular piece of repertoire and turn out competing items almost wholesale. This is now the case with "Goyescas." So Miss Iturbi's version, fine as it is, will have some trouble moving into collections already holding the work. Over the long pull, however, this set should do right well. The pianist seems perfectly at home in the idiom and performs the colorful score with great assurance. Fine sound, and the lower album price than for most of the duplicate sets add to the long-term prospects.

STRAVINSKY: PETROUCHKA; BORODIN: DANCES OF THE POLO-VETSKI FROM "PRINCE IGOR" (1-12)—Warwick Symphony Orchestra Camden CAL 263 . . . . . 74

Some fine recorded performances from the Victor archives are finding their way onto Camden. The Warwick Symphony on this disk is really the Philadelphia Symphony conducted by Leopold Stokowski. In the days of 78 r.p.m. these were important performances. On Camden's LP, the sound is fair, with the Borodin work coming thru with greater fidelity. A buy at the price.

NIELSEN: VIOLIN CONCERTO (1-12)—Yehudi Menuhin, Violin; Danish State Broadcasting Symphony; Mogens Woldike, Cond. LHMV 22 . . . . . 73

This is the first LP recording of the work and thus should fare quite well in the so far restricted, but growing, Nielsen market. The Danish composer is being "discovered" by many here, largely as a result of increasing disk attention in the past year or two. Menuhin proves a sympathetic protagonist, performing the lyrical concerto expertly. The disk program is rounded out with three fiddle transcriptions: Debussy's "Girl With the Flaxen Hair," Ravel's "Kaddish," and Falla's "Spanish Dance" from "La Vida Breve."

ROUSSEL: PETITE SUITE FOR ORCHESTRA, OP. 39; CONCERTO FOR SMALL ORCHESTRA, OP. 34; CONCERTO FOR PIANO AND ORCHES-

TRA, OP. 36; SINFONIETTA FOR STRINGS AND ORCHESTRA, OP. 52 (1-12)—Orchestra des Concerts Lamoureux; Paul Sacher, Cond. Epic LC 3129 . . . . . 72

No package released thus far by either the major or indie labels contains such a broad selection of the work of this composer. For collectors of Roussel, therefore, such a disk will have a wider appeal than other packages in which his work is coupled with selections of other late 19th and 20th century writers. Performance is good.

SIBELIUS: VIOLIN CONCERTO IN D MINOR; MATCHAVARIANI: VIOLIN CONCERTO (1-12)—David Oistrakh, Violin; Maurice Vayman, Violin; National Philharmonic Orchestra; Alexander Gauk, Cond. Colosseum CRLP 172 . . . . . 76

Colosseum has managed to come by a fairly good tape of the Sibelius, which shows Oistrakh in top form. As such, it should hold considerable appeal for fiddle fanciers. The Matchavariani, however, returns us to the old days of sound that makes listening a more difficult effort than ever. The latter is a lively work which violinist Vayman plays fluently.

FLAMENCO (1-10)—Mario Escudero, Guitar. Folkways FP 920 . . . . . 69

The brilliant musicianship of Mario Escudero is featured here on seven Flamenco guitar solos, ranging in mood from a super-charged flamboyance to smouldering passivity, but always vividly alive. Selections include "Sevillanas," "Fantasia Onubense," and "Almoradi." A big sales-plus for the package is a fascinating 10-page booklet insert, which contains bio info on Escudero, and colorful notes on the musical origin of animal symbols in mythology and ancient cultures as they pertain to the Flamenco.

SMETANA: THE KISS (2-12)—Soloists, Chorus and Orchestra of the Prague National Theatre; Sdenek Chalabala, Cond. Colosseum CRLP 184-185 . . . . . 68

A delightful non-tragic opera by the Bohemian master, founder of the Czech national school. Although this isn't the last word in sound recording, the performance is excellent. (Continued on page 60)

## 'ROLL CALL USA'

### Paraplegics Promoting Special LP

NEW YORK, July 16.—An LP disk, "Nine Days for Americans," has been enlisted to help raise \$1,000,000 for the Paralyzed Veterans of America. PVA, an organization of 5,000 paraplegic ex-servicemen, has tagged the push "Roll Call U.S.A." and has earmarked the earnings from LP sales for a program of aid to civilian paraplegics. Most of the major TV and radio personalities are expected to lend active support to the project via plugs this fall. Officials of the government also are co-operating.

The LP itself is a collection of stories in song dealing with patriotic holidays, with music and lyrics by Gerald Marks. Script is by Allan Nevins, professor of history at Columbia University, and the narration is by General of the Army Omar N. Bradley. It is produced and manufactured by Marlong Records, and the material is published by Dave Dreyer's Marlong Music firm, an affiliate of the American Society of Composers, Authors and Publishers.

## Bradford Suit

Continued from page 18

the early 1920's and was picked up by Ralph Peer, then handling country and rhythm recordings for Victor, who eventually assigned it to Rodgers to record.

At one time, according to Bradford, Peer commissioned him to locate Murphy and get an assignment of his rights. Murphy having passed on, Bradford obtained an assignment from his widow in 1930, for which he allegedly was rewarded with a 25 per cent interest.

Under the terms of that paper, Bradford is seeking his share of the revival pie, plus costs.

## Canadian Prices

Continued from page 18

LP's in the ML 2000 series only, at half price to all dealers.

Columbia also announced it was transferring 45 items composed of standard and light classic items, from the ML 4000 series to the CL 500 series, bringing their price down from \$4.80 to \$4.20.

In a letter to its dealers, RCA Victor announced the first of three stages in changes in sales policy. Effective July 1, EP's were reduced from \$1.50 to \$1.49, down

1 cent a unit. Single 45 r.p.m. items, however, are brought down from 90 cents to 79 cents. Dealers, however, are being given a rebate on stocks purchased since January 1.

## 100G Melon

Continued from page 18

forward at a rapid pace, and attempts are now being made to track down one operator who, according to the Fox office, is putting out the same product under different labels. Fox's men are going into pressing plants for evidence.

As indicated in The Billboard recently, the auditing schedule is being stepped up for the summer. Three audits are currently being conducted now. Five more are scheduled this month, and others in August.

The Music Performance Trust Fund is watching these developments very closely and is also checking payments to the Fund.

In some quarters, it was stated that the disk business is so rough and competitive these days that many manufacturers are taking every opportunity to cut corners—including royalties. Easing up of the 10 per cent excise tax, it is felt, would ameliorate this situation for marginal manufacturers.

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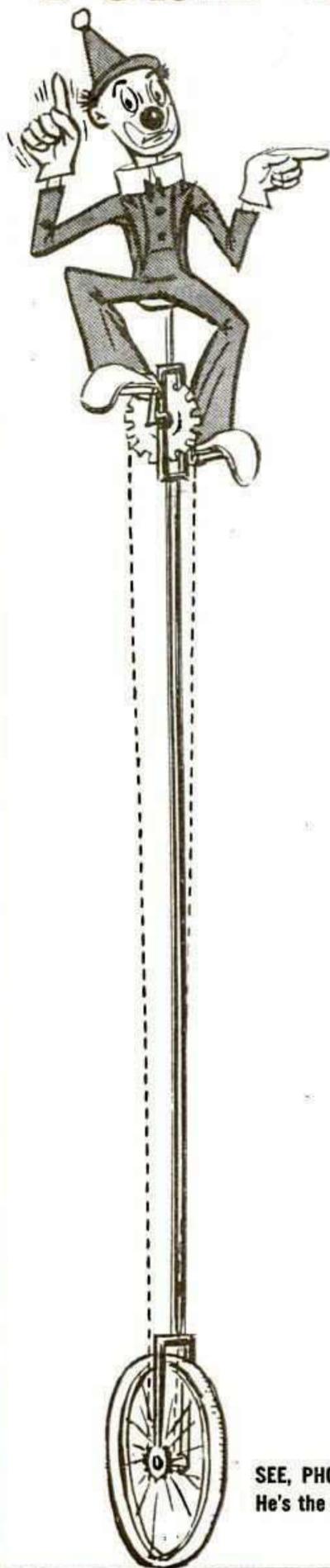
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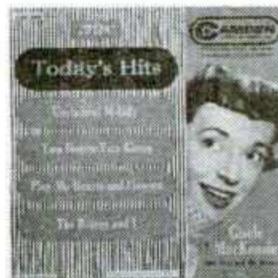
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**DANCE MUSIC — SAMMY KAYE** (CAL-261), **FREDDY MARTIN** (CAL-264 and CAE-274); **MITCH AYRES** (CAE-280) and others set the pace for one of the most popular categories in the RCA Camden catalog. Other great "pop" artists include Johnny Desmond, Frank Parker, Jesse Crawford, Ray Kinney.



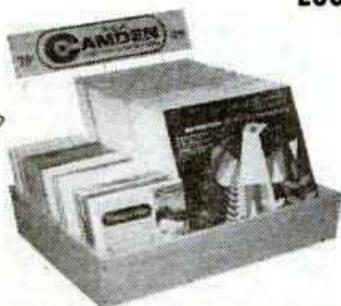
**CLASSICAL RECORDS** — headlining the great "name" artists featured for August are **ALBERT SPALDING**, **WILLIAM PRIMROSE** and **JOSEF LHEVINNE**. Symphony enthusiasts will especially welcome **RACHMANINOFF'S Second** (CAL-247) and **RICHARD STRAUSS'S Symphonia Domestica** (CAL-248).

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## • Reviews and Ratings of New Popular Albums

### RCA CAMDEN SAMPLER ..... 82 (1-12")

Camden SCL 12-8

This 12-inch LP is such a fantastic bargain (14 top pop and classical artists for 89 cents) that the only possible drawback to its instant sales success might be that people just won't believe it. However, RCA Victor has taken care of that angle by including a detailed explanation of just how they can supply so much music for so little money in a special double-fold sleeve. It's shrewd merchandising and should pay off with sock sales results. Altho it's aimed at both the pop and classical markets, the LP will probably pay off best in the former field. Pop selections include Gisele MacKenzie's "Unchained Melody," Guy Lombardo's "Bie Mir Bist Du Shoen," Johnny Desmond's "Guilty." Classical artists include Leonard Bernstein, Richard Crooks, Marjorie Lawrence, John Charles Thomas, Erica Morini and others.

### THE BEST OF FRED ASTAIRE ..... 81 (1-12")

Epic LN 3137

"The Best of Fred Astaire" is an aptly titled collection of 12 nostalgic oldies from the terp-star's movie musicals and recorded by him in the thirties. Astaire's debonaire vocal charm, admirable musical taste and ace showmanship scores on "Cheek to Cheek," "A Foggy Day," "They All Laughed," "A Fine Romance," and other equally great tunes closely associated with his film career. The orchestras of Ray Noble, Johnny Green and Leo Reisman offer bright backing jobs which also evoke happy memories of Astaire's peak-musical years. The cover is a striking sales plus, and the LP should sell as well as Astaire himself does at the box office.

### HEY! MR. BANJO ..... 79 (1-12")

Kapp KL 1002

This is a rousing, light-hearted disk, loaded with a happy, nostalgic spirit. Kapp Records, which started the current banjo revival via the Sunnysiders "Hey! Mr. Banjo," here packages the Sunnysiders and the Happy Harts in a series of 14 tunes. In addition to the title tune, they include "Zoom, Zoom, Zoom," "Banjo Woogie," "Goodbye My Lady Love," "Dance With the Dolly," etc. Album cover is reminiscent of old-time vaudeville bills. The package is timely, and should ride the current wave of banjo popularity.

### SONG OF OUR TIMES: SONG HITS OF 1944 ..... 76

Roy Ross and his ork (1-10")

Decca DL 5496

With this package Decca resumes releasing one of its noted projects of earlier years. Releases had been held in abeyance while the material was being converted to LP. Disk is quite a buy in that it has 23 tunes—a generous sampling of the songs of 1944. Liner notes by Louis Untermyer capture the historical and theatrical highlights of the period during which the tunes were popular. Performance is conservative and danceable, with vocals by Tony Russo.

### ALOHA ..... 74

Andy Iona and His Hawaiian Troubadours (1-10")

Decca DL 5517

The veteran Hawaiian band leader Andy Iona wraps up eight pleasant Island melodies in melodic instrumental foxtrot arrangements. The music is smooth and listenable, and provides delectable first-rate programming for late-night romantic mood segs. Selections include "Aloha Lullaby," "I Whisper Aloha to You," and "When the Sun Sets in Samoa." The attractive yellow and red cover is highlighted by a sea shell-sea horse design.

### SEVENTH HEAVEN ..... 7

Original-Cast (1-12")

Decca DL 9001

The musical version of "Seventh Heaven" wasn't received enthusiastically by the Broadway critics, and it's doubtful if it will stir up much excitement in LP form. None of the tunes (by Victor Young and Stella Unger) has clicked on wax as yet, and the show's stars, Ricardo Montalban and Gloria De Haven, are stronger on visual appeal than they are vocally. However, movie fans may be interested in the LP on the strength of their names. The real star of the album is Robert Clary, who provides the only bright vocal spots with his showmanly warbling of "Ce'st La Vie" and "Love Sneaks Up on You."

### AMERICAN FOLK AND GAMBLING SONGS ..... 74

John Jacob Niles (1-12")

Camden CAL 219

Here's a set that will sell easily to knowing folk-song collectors. There are 15 songs etched on the 12-inch, well transferred from Victor's 78 r.p.m. vaults. And they are not all the obvious ditties most frequently packaged on disks of this sort. Absence of liner notes on the economy Camden package puts a heavier load on dealer salesmanship, but it could pay off. Good Americana vinyl.

## Jazz

### JAZZ AND ROMANTIC PLACES ..... 77

Dave Pell Octet (1-12")

Atlantic 1216

Building a program on tunes with nostalgic associations (Capri, Rio, China, etc.) is an intelligent idea, and makes for variety, color and focus. All of which this set has in abundance. Pell and his cohorts are West Coast musicians of a modern persuasion (most of them are now or were recently associated with the Les Brown band) but their idiom is not very close to the more characteristic "West Coast cool style." Their playing has a fresh, robust quality that should have wide appeal, far outside "cool" circles. In fact, a high proportion of the selections are eminently danceable. The solid rhythm, the stimulating arrangements and the playing of people like tenor man Pell, trumpeter Don Fagerquist and baritone saxophonist Bob Gordon will make this an easily marketable package.

### JAZZ AT THE METROPOLE CAFE ... 75

(1-12")

Bethlehem BCP 21

The Metropole, once the home of singing talent of the Gay Nineties-Beatrice Kay type, embarked on a jazz policy two years ago. Since that time the spot has become a noted jazz location, its fame, in fact, spreading beyond the Metropolitan area. This LP captures the music and crowd sounds of a typical night at the Metropole. The music is frantic; most of it is the nature of a jam session, with free improvisation. Featured are Charlie Shavers, Red Alleg, Frank Rehak, Eddie Barefield, Panama Francis, Kenny Kersey, Milt Hinton, Cosy Cole, Benny Moten, Herb Fleming, Buster Bailey, Claude Hopkins.

## Children's

### BOY SCOUT SONGS ..... 75

(1-EP)

Allo S-10

A collection of 10 ditties, all familiar melodies fitted with lyrics appropriate to scouters and their junior cub associates. They are simply but attractively sung to piano accompaniment, and the jacket also holds a sheet with all the words. Could be a profitable item if displayed.

## • Reviews and Ratings New Classical Releases

### • Continued from page 58

ance features some excellent singers, and the happy, tuneful—almost folk—music comes across delightfully. Of Smetana's operatic output, only "The Bartered Bride" has been performed with any frequency outside its native land. This, perhaps his next most popular work, could enjoy a healthy audience here if exposed. Regrettably, the package doesn't include a libretto, and the singers are not identified. A fine novelty for regular opera buyers.

PEGGY GLANVILLE-HICKS: SONATA FOR PIANO AND PERCUSSION (1952); CONCERTINO DA CAMERA FOR PIANO, FLUTE, CLARINET AND BASSOON (1945); NIKOLAI LOPATNIKOFF: VARIATIONS AND EPILOGUE FOR CELLO AND PIANO (1-12")—New York Percussion Group; New York Woodwind Ensemble, Carlo Bussotti, Piano; Nikolai Graudan, Cello; Joanna Graudan, Piano. Columbia ML 4990 ..... 65

This set from Columbia's prestige "Modern American Music Series" figures to hold moderate interest for collectors of contemporary serious music. But it is not an item for average store stocking. Miss Glanville-Hicks shows her expected technical prowess in the sonata and con-

certino, the former possibly holding some subsidiary interest for the hi-fi fraternity due to its concern solely with percussion. The Lopatnikoff is easier listening, tho, and its sharply contrasted moods are brilliantly projected by the soloists. Dealers, of course, know by now the school and library potential of disks such as these.

SMETANA: DALIBOR (OPERA IN 3 ACTS); FIBICH: HIGHLIGHTS FROM "THE BRIDE FROM MESSINA" (3-12")—Soloists, Chorus and Orchestra of the Prague National Theatre; Jaroslav Krombholc, Cond. Colosseum CRLP 181-183 ..... 69

One of the Czech composer's latest and more elaborate operas, this eschews the gaudy and folk-like quality of "The Bartered Bride" or the concurrently issued "The Kiss" in favor of a solemn, almost Wagnerian idiom. Altho the sound is slightly better than that of "The Kiss," the singing is not. The female singing is generally offensive, in fact. Still, this is an important work, issued here for the first time, and it's unlikely that still another version of the Czech-language opera will be forthcoming for some time. Some opera fanciers will want to own the specimen.

# Thanks Record Dealers for a 4-Million Record Year

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AND ROLL

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THE LIGHTS

BIRTH OF  
THE BOOGIE

MAMBO  
ROCK

ROCK AROUND  
THE CLOCK



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Decca 29552

The Billboard, July 16, 1955

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## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

For survey week ending July 13

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Rock Around the Clock</b>	2	9	<b>6. Something's Gotta Give</b>	6	8
By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. OTHER RECORDS AVAILABLE: S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.			By Johnny Mercer—Published by Robbins (ASCAP) BEST SELLING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec 29484. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3096; P. Astaire, Vic 20-6140; L. Brown, Coral 61425; S. Powell, Groove 111.		
<b>2. Unchained Melody</b>	1	16	<b>7. Hard to Get</b>	8	5
By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: C. Atkins, Vic 20-6018; D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; G. Lombardo, Dec 29509; L. Lovett, Atlantic 1058; C. Powell, Groove 111; J. Valli, Vic 20-6078. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>3. Cherry Pink and Apple Blossom White</b>	3	18	<b>8. Honey Babe</b>	7	12
By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; T. Puente, Tico 256; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.			By Paul Francis Webster & Max Steiner—Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORD AVAILABLE: Sauter-Finegan, Vic 20-6025. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		
<b>4. Learnin' the Blues</b>	4	10	<b>9. It's a Sin to Tell a Lie</b>	11	7
By Dolores Vicki Silvers—Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; J. Valino, Gold Star. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: S. Smith & The Redheads, Epic 9093. RECORDS AVAILABLE: J. Desmond, Coral 61436. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.		
<b>5. Blossom Fell</b>	5	11	<b>10. Ain't It a Shame</b>	14	2
By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Nat (King) Cole, Cap 3095. OTHER RECORDS AVAILABLE: V. Barrett, London 1566; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348.		
<b>Second Ten</b>					
<b>11. Sweet and Gentle</b>	11	4	<b>16. If I May</b>	15	6
By Otilio Portan and George Thorn—Published by Peer (BMI) RECORDS AVAILABLE: X. Cugat-M. Griffin, Col 40530; A. Dale, Coral 61435; L. Douglas, Wing 9007; B. Franklin, Seeco 4167; G. Gibbs, Mercury 70647; E. Kitt-P. Prado, Vic 20-6130; T. Rodriguez, Vic 20-5822.			By Charles Singleton and Rose Marie McCoy—Published by Roosevelt (BMI) RECORDS AVAILABLE: Nat (King) Cole, Cap 3095. ELECTRICAL TRANSCRIPTION: Jimmy Blade Ork., Standard.		
<b>12. Heart</b>	13	11	<b>17. Love Me or Leave Me</b>	18	6
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) RECORDS AVAILABLE: N. Brooks, X 0125; E. Fisher, Vic 20-6097; Four Aces, Dec 29476. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Gus Kahn—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: S. Davis Jr., Dec 29484; B. Eckstine, M-G-M 11984; L. Horne, Vic 20-6073; L. Welk, Coral 61408. ELECTRICAL TRANSCRIPTIONS: Jimmie Blade Ork, Standard; Tex Beneke, Thesaurus.		
<b>13. Hummingbird</b>	16	2	<b>17. Hey, Mr. Banjo</b>	19	9
By Don Robertson—Published by Ross Jungnickel (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40526; L. Paul & Mary Ford, Cap 3165; Don & Lou Robertson, Epic 9110.			By Freddy Morgan and Norman Matkin—Published by Mills (ASCAP) RECORDS AVAILABLE: Banjo Boys, Cap 3103; G. Lombardo, Dec 29516; G. Sheldon, M-G-M 11982; Sunnysiders, Kapp 113; L. Welk, Coral 61408; F. Yankovic, Col 40506.		
<b>14. Dance With Me, Henry</b>	10	17	<b>19. Man in the Raincoat</b>	19	2
By Jules Taub, Joel Josea and Sam Ling—Published by Modern (BMI) RECORDS AVAILABLE: G. Gibbs, Mercury 70572; E. James, Modern 947; 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.			By W. Webster—Published by Canadian Limited (BMI) RECORDS AVAILABLE: K. Chandler, Coral 61433; M. Marlowe, Cadence 1266; P. Wright, Unique 303; Bonnemere, Roost 608.		
<b>15. I'll Never Stop Loving You</b>	25	2	<b>19. Ballad of Davy Crockett</b>	9	22
By Kahn and Bradszky—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; Doris Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298.			By Tom Blackburn and George Burns—Published by Wonderland (BMI) RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11914; T. Ernie, Cap 3058; B. Ives, Dec 29423; R. Draper, Mercury 70555; B. Hayes, Cadence 1256; F. Parker, Col 40449; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
<b>Third Ten</b>					
<b>21. Alabama Jubilee</b>	23	4	<b>26. Chee Chee OO Chee</b>	16	6
By Jack Yellen and George Cobb—Published by Remick (ASCAP) RECORDS AVAILABLE: Big Ben, DeLuxe 2036; D. Carroll, Mercury 70642; Ferko String Band, Media 1010; Firehouse Five Plus Two, Good Time Jazz 90; A. Mooney, M-G-M 12000; J. J. Spoons, Pennant 329; C. Steward, Coral 61446.			By John Turner, Godfrey Parsons and S. Seracini—Published by Hill & Range (BMI) RECORDS AVAILABLE: Ambrose Ork, M-G-M 12013; P. Como-J. P. Morgan, Vic 20-6137; Gaylords, Mercury 70630; Dennis Hale, London 1575; Johnston Bros., London 1565; Mariners, Col 40514; D. Martin, Cap 3133.		
<b>22. Melody of Love</b>	21	29	<b>26. Story Untold</b>	22	2
By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; Four Aces, Dec 29395; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye Col 40417; W. King, Vic 20-0024; F. McCormack, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039; B. Vaughan, Dot 15274. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.			By LeRoy Griffin—Published by Rush (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70634; Four Coins, Epic 9107; Nutmegs, Herald 452.		
<b>23. Domani</b>	26	2	<b>28. Seventeen</b>	-	1
By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. LaRosa, Cadence 1265; T. Martin, Vic ELECTRICAL TRANSCRIPTION: Larry Faith Ork., Standard.			By Young, Gorman & Bennett—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1470; R. Draper, Mercury 70651.		
<b>23. That Old Black Magic</b>	23	2	<b>28. Medic Theme (Blue Star)</b>	26	2
By Mercer and Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: S. Davis Jr., Dec 29541. ELECTRICAL TRANSCRIPTION: F. Warren, Thesaurus.			By Heyman and Victor Young—Published by Chappell-Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sandets, Col 40508; V. Young, Dec 29433.		
<b>23. House of Blue Lights</b>	-	1	<b>30. Kentuckian Song</b>	-	1
By Freddie Slack & Don Raye—Published by Robbins (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 70627; M. Moore, Cap 2574; E. M. Morse, Cap 1605.			By I. Gordon—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.		

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.

# KEEP THE POPS ALIVE IN '55



# Buyboard

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

## TOP SELLERS

### Popular

- A BLOSSOM FELL ..... Nat (King) Cole ..... 3095
- IF I MAY ..... Nat (King) Cole ..... 3095
- DAY BY DAY ..... The Four Freshmen ..... 3154
- HOW CAN I TELL HER ..... The Four Freshmen ..... 3154
- DUVID CROCKETT ..... Mickey Katz ..... 3144
- TWEEDLEE DEE ..... Mickey Katz ..... 3144
- HEY, MR. BANJO ..... The Banjo Boys ..... 3103
- KVI-VI-VI-VI-VI ..... The Banjo Boys ..... 3103
- HIS HANDS ..... "Tennessee" Ernie Ford ..... 3135
- I AM A PILGRIM ..... "Tennessee" Ernie Ford ..... 3135
- HUMMINGBIRD ..... Les Paul & Mary Ford ..... 3165
- GOODBYE, MY LOVE ..... Les Paul & Mary Ford ..... 3165
- IN THE GOOD OLD SUMMER TIME ..... Capt. Gleason's Garden Band ..... 3172
- THE BAND PLAYED ON ..... Capt. Gleason's Garden Band ..... 3172
- LEARNIN' THE BLUES ..... Frank Sinatra ..... 3102
- IF I HAD THREE WISHES ..... Frank Sinatra ..... 3102
- LEARNIN' THE BLUES ..... Ray Anthony ..... 3147
- Mmm MAMIE ..... Ray Anthony ..... 3147
- MY ONE SIN ..... Nat (King) Cole ..... 3136
- THE BLUES FROM KISS ME DEADLY ..... Nat (King) Cole ..... 3136
- NOT AS A STRANGER ..... Frank Sinatra ..... 3130
- HOW COULD YOU DO A THING LIKE THAT TO ME ..... Frank Sinatra ..... 3130
- THE POPCORN SONG ..... Cliffie Stone ..... 3131
- BARRACUDA ..... Cliffie Stone ..... 3131
- UNCHAINED MELODY ..... Les Baxter ..... 3055
- MEDIC ..... Les Baxter ..... 3055
- THE VERDICT ..... The Five Keys ..... 3127
- ME MAKE UM POW WOW ..... The Five Keys ..... 3127
- WAKE THE TOWN AND TELL THE PEOPLE ..... Les Baxter ..... 3120
- I'LL NEVER STOP LOVING YOU ..... Les Baxter ..... 3120

### Country & Western

- GO BACK YOU FOOL ..... Faron Young ..... 3169
- ALL RIGHT ..... Faron Young ..... 3056
- LIVE FAST, LOVE HARD, DIE YOUNG ..... Faron Young ..... 3056
- FORGIVE ME, DEAR ..... Faron Young ..... 3056
- PITFALL ..... The Louvin Brothers ..... 3177
- WHEN I STOP DREAMING ..... The Louvin Brothers ..... 3177
- A SATISFIED MIND ..... Jean Shepard ..... 3118
- TAKE POSSESSION ..... Jean Shepard ..... 3118
- WILDWOOD FLOWER ..... Hank Thompson ..... 3106
- BREAKIN' IN ANOTHER HEART ..... Hank Thompson ..... 3106

### Popular Albums

- B. G. IN HI FI ..... Benny Goodman—Album No. 565
- IN THE WEE SMALL HOURS ..... Frank Sinatra—Album No. 581
- KALEIDOSCOPE ..... Les Baxter—Album No. 594
- LES AND MARY ..... Les Paul and Mary Ford—Album No. 577
- LONESOME ECHO ..... Jackie Gleason—Album No. 627
- MUSIC FOR LOVERS ONLY ..... Jackie Gleason—Album No. 352
- MUSIC, MARTINIS AND MEMORIES ..... Jackie Gleason—Album No. 509
- MUSIC TO REMEMBER HER ..... Jackie Gleason—Album No. 570
- ORTA-MAY ..... Billy May—Album No. 562
- VOICES IN MODERN ..... The Four Freshmen—Album No. 522

### Single EP Albums

- BLUE MIRAGE ..... Les Baxter—Album No. 599
- MOONGLOW ..... Nelson Riddle—Album No. 620
- MOODS IN SONGS ..... Nat (King) Cole—Album No. 633
- RAY ANTHONY SELECTIONS FROM "DADDY LONG LEGS" ..... Album No. 597
- SESSION WITH SINATRA ..... Frank Sinatra—Album No. 629

### Children's Albums

- BALLAD OF DAVY CROCKETT & FAREWELL ..... "Tennessee" Ernie Ford—Album No. 3229
- HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP ..... William Boyd—Album No. 3075
- LADY AND THE TRAMP ..... Original Cast—Album No. 3056
- ROBIN HOOD ..... Mestor Paiva—Album No. 3138
- TALES OF DAVY CROCKETT ..... "Tennessee" Ernie Ford—Album No. 3235



### Classical Albums

- BIZET "L'ARLESIENNE SUITE," FAURE "PELLEAS & MELISANDE SUITE"—Pierre Michel Le Conte conducting the Orchestra of the Paris Opera ..... Album No. 8311
- ECHOES OF SPAIN ..... Hollywood Bowl Symphony Orchestra—Album No. 8275
- FAVORITE CLASSICS FOR PIANO ..... Leonard Pennario—Album No. 8312
- STARLIGHT CONCERT ..... Hollywood Bowl Symphony Orchestra—Album No. 8276
- STARLIGHT ENCORES ..... Hollywood Bowl Symphony Orchestra—Album No. 8296

## NEW RELEASES!

Nos. 481 & 480

- WICHITA ..... 3179
- SEPTEMBER SONG ..... Tex Ritter ..... 3179
- ALLEY OPP ..... Margie Rayburn ..... 3180
- I LAUGHED AND LAUGHED ..... Margie Rayburn ..... 3180
- I NEVER DREAMT ..... Dakota Staton ..... 3181
- ABRACADABRA ..... Dakota Staton ..... 3181
- GO ON WITH YOUR DANCING ..... Carl Hayes ..... 3182
- HAS BEEN ..... Carl Hayes ..... 3182
- DON'T BLAME THE CHILDREN ..... Ferlin Huskey & The Coon Creek Girls ..... 3183
- SAITH THE LORD ..... The Coon Creek Girls ..... 3183
- FRENESI ..... Les Brown ..... 3184
- PERFIDIA ..... Les Brown ..... 3184
- I WISH I'D NEVER LEARNED TO READ ..... The Five Keys ..... 3185
- DON'T YOU KNOW I LOVE YOU ..... The Five Keys ..... 3185
- YOU WIN AGAIN ..... Paulette Sisters ..... 3186
- MAMA, EL BAION ..... Paulette Sisters ..... 3186
- NO BABY LIKE YOU ..... Chuck Miller ..... 3187
- ROGUE RIVER VALLEY ..... Chuck Miller ..... 3187
- SIMPLE SIMON ..... Hank Thompson ..... 3188
- MOST OF ALL ..... Hank Thompson ..... 3188
- A MAN ..... Margaret Whiting ..... 3189
- MAMA'S PEARLS ..... Margaret Whiting ..... 3189
- I GUESS I'M CRAZY ..... Tommy Collins ..... 3190
- YOU OUGHTA SEE PICKLES NOW ..... Tommy Collins ..... 3190

## Tex Ritter sings

# WICHITA

(From The Allied Artists Production "Wichita")

## SEPTEMBER SONG

Record No. 3179

# LES BROWN

and His Band Of Renown

## FRENESI

## PERFIDIA

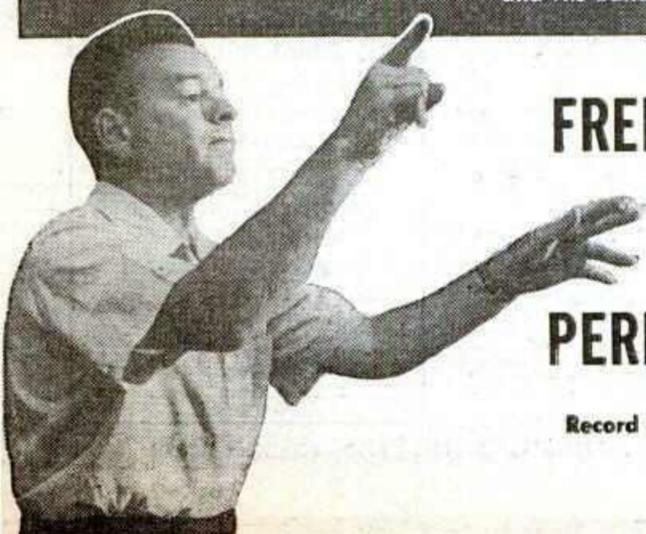
Record No. 3184

# The 5 KEYS

## I WISH I'D NEVER LEARNED TO READ

## DON'T YOU KNOW I LOVE YOU

Record No. 3185



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The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending July 13

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	Leading side on top.	Last Week	Weeks on Chart
1.	<b>ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> .....	1	11
	Thirteen Women (BMI)—Dec 29124		
2.	<b>LEARNIN' THE BLUES (ASCAP)—F. Sinatra</b> .....	5	11
	If I Had Three Wishes (ASCAP)—Cap 3102		
3.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado</b> .....	2	21
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
4.	<b>BLOSSOM FELL (ASCAP)—Nat (King) Cole</b> .....	3	12
	IF I MAY (BMI)—Cap 3095		
5.	<b>UNCHAINED MELODY (ASCAP)—L. Baxter</b> .....	4	16
	Medic (ASCAP)—Cap 3055		
6.	<b>SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters</b> .....	7	8
	Rhythm 'n' Blues (BMI)—Coral 61423		
7.	<b>HARD TO GET (ASCAP)—G. MacKenzie</b> .....	8	8
	Boston Fancy (BMI)—X 0137		
8.	<b>AIN'T IT A SHAME? (BMI)—P. Boone</b> .....	16	3
	Tennessee Saturday Night (BMI)—Dot 15377		
9.	<b>HONEY BABE (ASCAP)—A. Mooney</b> .....	6	14
	No Regrets (ASCAP)—M-G-M 11900		
10.	<b>IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith &amp; the Redheads</b> .....	10	17
	My Baby Just Cares for Me (ASCAP)—Epic 9093		
11.	<b>SOMETHING'S GOTTA GIVE (ASCAP)—S. Davis Jr</b> .....	9	9
	LOVE ME OR LEAVE ME (ASCAP)—Dec 29484		
12.	<b>UNCHAINED MELODY (ASCAP)—A. Hibbler</b> .....	11	16
	Daybreak (ASCAP)—Dec 29441		
13.	<b>SWEET AND GENTLE (BMI)—A. Dale</b> .....	12	4
	You Still Mean the Same to Me (ASCAP)—Coral 61435		
14.	<b>SEVENTEEN (BMI)—B. Bennett</b> .....	22	3
	Little Old You-All (BMI)—King 1470		
15.	<b>RAZZLE DAZZLE (BMI)—B. Haley</b> .....	—	1
	TWO HOUND DOGS (ASCAP)—Dec 29552		
16.	<b>STORY UNTOLD (BMI)—Crew Cuts</b> .....	18	5
	Carmen's Boogie (BMI)—Mercury 70634		
17.	<b>HUMMINGBIRD (ASCAP)—L. Paul &amp; M. Ford</b> .....	—	1
	Goodbye My Love—Cap 3165		
18.	<b>HOUSE OF BLUE LIGHTS (ASCAP)—C. Miller</b> .....	17	6
	Can't Help Wonderin' (ASCAP)—Mercury 70627		
19.	<b>MAN IN THE RAINCOAT (BMI)—P. Wright</b> .....	24	5
	Please Have Mercy (BMI)—Unique 303		
20.	<b>UNCHAINED MELODY (ASCAP)—R. Hamilton</b> .....	13	14
	From Here to Eternity (ASCAP)—Epic 9102		
21.	<b>DANCE WITH ME HENRY (BMI)—G. Gibbs</b> .....	14	18
	Every Road Must Have a Turning (BMI)—Mercury 70572		
22.	<b>THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr</b> .....	21	5
	Man With a Dream (ASCAP)—Dec 29541		
23.	<b>AIN'T IT A SHAME? (BMI)—F. Domino</b> .....	20	2
	La La (BMI)—Imperial 5348		
23.	<b>I'LL NEVER STOP LOVING YOU (ASCAP)—Doris Day</b> .....	—	1
	Never Look Back (BMI)—Col 40505		
25.	<b>ALABAMA JUBILEE (ASCAP)—Ferko String Band</b> .....	19	6
	Sing a Little Melody (BMI)—Media 1010		
25.	<b>DOMANI (BMI)—J. La Rosa</b> .....	—	1
	Mama Rosa (ASCAP)—Cadence 1265		

DEALERS AND OPERATORS...

Top Ten Tunes Poster is on page 84  
 Tomorrow's Hits... Today Poster is on Page 86

THIS WEEK'S BEST BUYS

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

FOOLED (Harms, ASCAP)

TINA MARIE (Roncom, ASCAP)—Perry Como—RCA Victor 6192

Both sides of Como's latest record have been kicking up considerable action these past two weeks, with considerable territorial variation as to side preference. The disk itself is now selling very well in New York, Philadelphia, Baltimore, Buffalo, Pittsburgh, Milwaukee, Detroit, Atlanta and St. Louis. A previous Billboard "Spotlight" pick.

PIDDILY PATTY PATTY (E. B. Marks, BMI)—Patti Page—Mercury 70657

The songstress appears to have a timely piece of material in this rhythm & blues hit, for pop customers in almost all territories checked were reported buying it in sizable quantities. The Nappy Brown version is also seeing good pop action in some areas, but

this has not been much of an obstacle to Patti Page in Boston, New York, Baltimore, Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, St. Louis and Cincinnati. Flip is "Every Day" (Golden State, BMI).

THE LONGEST WALK (Advanced, ASCAP)  
 SWANEE (New World, ASCAP)—Jaye P. Morgan—RCA Victor 6182

The fast way this disk is shaping up indicates that it may very well be one of the thrush's strongest powerhouses to date. Available little more than 10 days, this record is now solidly entrenched in Philadelphia, Baltimore, Buffalo, Milwaukee, Detroit, St. Louis and Pittsburgh. It is also beginning to move well in Atlanta, Boston, Providence and Chicago. Action on the two sides is fairly evenly split at this point, with the edge on "Walk." A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending July 13

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	Leading side on top.	Last Week	Weeks on Chart
1.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado</b> .....	1	16
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
2.	<b>ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> .....	2	6
	Thirteen Women (BMI)—Dec 29124		
3.	<b>BLOSSOM FELL (ASCAP)—Nat (King) Cole</b> .....	3	9
	IF I MAY (BMI)—Cap 3095		
4.	<b>LEARNIN' THE BLUES (ASCAP)—F. Sinatra</b> .....	5	6
	If I Had Three Wishes (ASCAP)—Cap 3102		
5.	<b>UNCHAINED MELODY (ASCAP)—L. Baxter</b> .....	6	12
	Medic (ASCAP)—Cap 3055		
6.	<b>DANCE WITH ME HENRY (BMI)—G. Gibbs</b> .....	4	17
	Every Road Must Have a Turning (BMI)—Mercury 70572		
7.	<b>HONEY BABE (ASCAP)—A. Mooney</b> .....	7	10
	No Regrets (ASCAP)—M-G-M 11900		
7.	<b>HARD TO GET (ASCAP)—G. MacKenzie</b> .....	10	3
	Boston Fancy (BMI)—X 0137		
9.	<b>UNCHAINED MELODY (ASCAP)—A. Hibbler</b> .....	8	13
	Daybreak (ASCAP)—Dec 29441		
10.	<b>SOMETHING'S GOTTA GIVE (ASCAP)—McGuire Sisters</b> .....	9	7
	Rhythm 'n' Blues (BMI)—Coral 61423		
11.	<b>IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith &amp; the Redheads</b> .....	12	8
	My Baby Just Cares for Me (ASCAP)—Epic 9093		
12.	<b>UNCHAINED MELODY (ASCAP)—R. Hamilton</b> .....	11	12
	From Here to Eternity (ASCAP)—Epic 9102		
13.	<b>HEART (ASCAP)—E. Fisher</b> .....	17	8
	Near to You (ASCAP)—Vic 20-6097		
14.	<b>ROLLIN' STONE (BMI)—Fontane Sisters</b> .....	14	5
	Playmates (ASCAP)—Dot 15370		
15.	<b>HEY, MR. BANJO (ASCAP)—Sunnysiders</b> .....	20	9
	Zoom, Zoom, Zoom (ASCAP)—Kapp 113		
16.	<b>AIN'T IT A SHAME? (BMI)—P. Boone</b> .....	18	2
	Tennessee Saturday Night (BMI)—Dot 15377		
16.	<b>BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie</b> .....	13	15
	Farewell (BMI)—Cap 3058		
18.	<b>SWEET AND GENTLE (BMI)—A. Dale</b> .....	14	3
	You Still Mean the Same to Me (ASCAP)—Coral 61435		
18.	<b>CHEE CHEE OO CHEE (P. Como &amp; J. P. Morgan)</b> .....	14	4
	Two Lost Souls (BMI)—Vic 20-6137		
20.	<b>THAT OLD BLACK MAGIC (ASCAP)—S. Davis Jr</b> .....	—	1
	Man With a Dream (ASCAP)—Dec 29541		

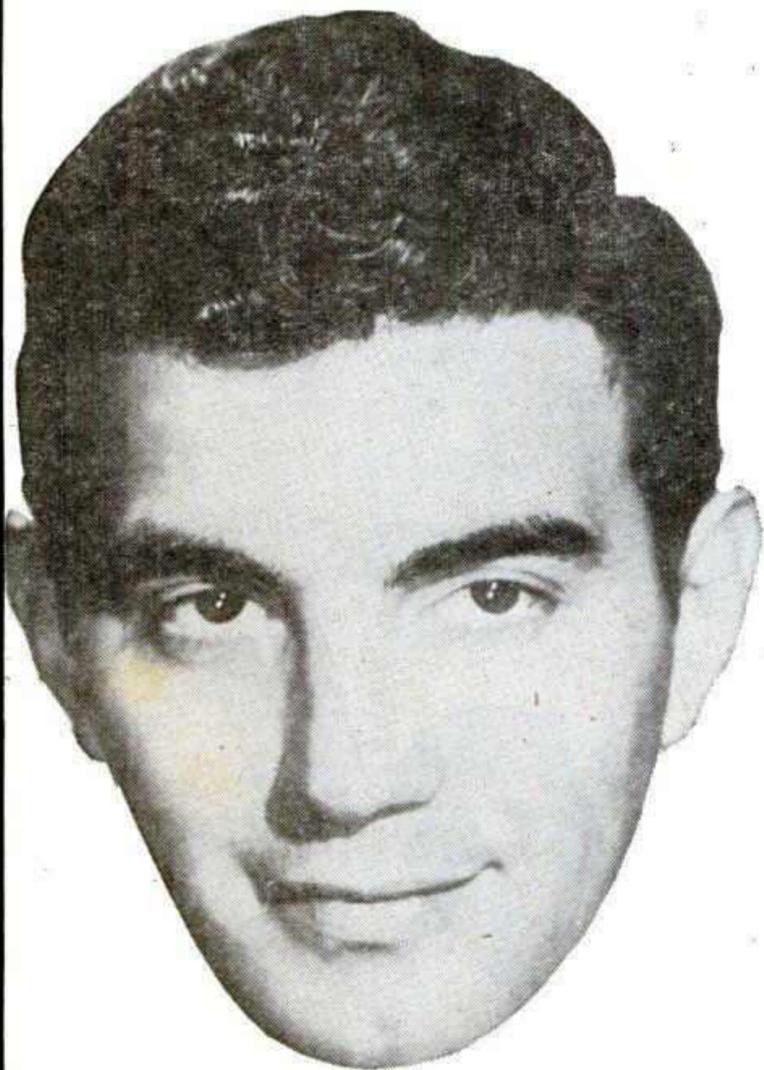
Most Played by Jockeys

For survey week ending July 13

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	Leading side on top.	Last Week	Weeks on Chart
1.	<b>ROCK AROUND THE CLOCK—B. Haley</b> .....	1	9
	Thirteen Women (ASCAP)—Dec 29124		
2.	<b>LEARNIN' THE BLUES—F. Sinatra</b> .....	2	12
	If I Had Three Wishes (ASCAP)—Cap 3102		
3.	<b>BLOSSOM FELL—Nat (King) Cole</b> .....	5	11
	If I May (ASCAP)—Cap 3095		
4.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado</b> .....	4	15
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
5.	<b>SOMETHING'S GOTTA GIVE—McGuire Sisters</b> .....	6	8
	Rhythm 'n' Blues (ASCAP)—Coral 61423		
6.	<b>UNCHAINED MELODY—L. Baxter</b> .....	3	16
	Medic (ASCAP)—Cap 3055		
7.	<b>HARD TO GET—G. MacKenzie</b> .....	9	4
	Boston Fancy (ASCAP)—X 0137		
8.	<b>UNCHAINED MELODY—A. Hibbler</b> .....	7	14
	Daybreak (ASCAP)—Dec 29441		
9.	<b>IF I MAY—Nat (King) Cole</b> .....	8	8
	Blossom Fell (BMI)—Cap 3095		
10.	<b>SWEET AND GENTLE—A. Dale</b> .....	11	3
	You Still Mean the Same to Me (BMI)—Coral 61435		
11.	<b>UNCHAINED MELODY—R. Hamilton</b> .....	10	12
	From Here to Eternity (ASCAP)—Epic 9102		
12.	<b>HUMMINGBIRD—L. Paul &amp; M. Ford</b> .....	18	3
	Goodbye My Love (ASCAP)—Cap 3165		
13.	<b>IT'S A SIN TO TELL A LIE—S. Smith &amp; the Redheads</b> .....	15	4
	My Baby Just Cares for Me (ASCAP)—Epic 9093		
14.	<b>AIN'T IT A SHAME?—P. Boone</b> .....	16	2
	Tennessee Saturday Night (BMI)—Dot 15377		
15.	<b>HONEY BABE—A. Mooney</b> .....	20	7
	No Regrets (ASCAP)—M-G-M 11900		
16.	<b>HEART—E. Fisher</b> .....	13	11
	Near to You (ASCAP)—Vic 20-6097		
17.	<b>SWEET AND GENTLE—C. Gibbs</b> .....	12	3
	Blueberries (BMI)—Mercury 70647		
18.	<b>THAT OLD BLACK MAGIC—S. Davis Jr</b> .....	19	3
	Man With a Dream (ASCAP)—Dec 29541		
19.	<b>HOUSE OF BLUE LIGHTS—C. Miller</b> .....	—	1
	Can't Help Wonderin' (ASCAP)—Mercury 70627		
20.	<b>SOMETHING'S GOTTA GIVE—S. Davis Jr</b> .....	—	2
	Love Me Or Leave Me (ASCAP)—Dec 2948		

**Big! Big! Big! Big! Big! Big!**



**'The Bible Tells Me So'**

**NICK NOBLE**

**THE ORIGINAL RECORD HIT!**

WING 90003

**CURRENT NEW RELEASES**

"AIN'T THAT A SHAME" • "CHE SERA, SERA"	<b>RONNIE GAYLORD</b>	WING 90000
"BYE, BYE BLUES" • "BANJO BLUES"	<b>EDDIE BALLENTINE</b>	WING 90001
"EIGHT TO THE BAR" • "CARELESS LIPS"	<b>MALCOLM LOCKYER</b>	WING 90002
"CHA, CHA, CHA" • "I LOVE YOU STOP"	<b>LOLA DEE</b>	WING 90004
"SWEET AND GENTLE" • "HOW CAN YOU SAY"	<b>LEW DOUGLAS</b>	WING 90007
"TWO THINGS I LOVE" • "GLASS HEART"	<b>THE GADABOUTS</b>	WING 90008
"PLEASE BE KIND" • "SLIPHORN SPECIAL"	<b>BUDDY MORROW</b>	WING 90009
"HOP, SKIP AND JUMP" • "WHISPERING"	<b>EDDIE BALLENTINE</b>	WING 90010
"I'M INNOCENT" • "PAMPER ME"	<b>FRANKIE CASTRO</b>	WING 90011
"BARTENDER'S RAG" • "CHARLIE MY BOY"	<b>SID NIERMAN</b>	WING 90012

**RHYTHM AND BLUES**

"WELL I TRIED" • "YOU'RE ALL OF LIFE TO ME"	<b>JAY HAWKINS</b>	WING 90005
"ALL AROUND THE WORLD" • "DO YOU KNOW"	<b>TITUS TURNER</b>	WING 90006



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ONE YEAR AGO TODAY "SH-BOOM" STARTED AS THE BIGGEST SUMMER HIT IN THE RECORD BUSINESS

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# "GUM DROP"

A GREAT NEW RELEASE BY THE

# CREWCUTS



AND  
"PRESENT ARMS"

MERCURY 70668



CHICAGO 1, ILLINOIS

*the Divine Sarah*

# FOUR in a row

MAKE YOURSELF COMFORTABLE

HOW IMPORTANT CAN IT BE

WHAT EVER LOLA WANTS

EXPERIENCE UNNECESSARY

SLOWLY WITH FEELING

*Sarah  
Vaughan*

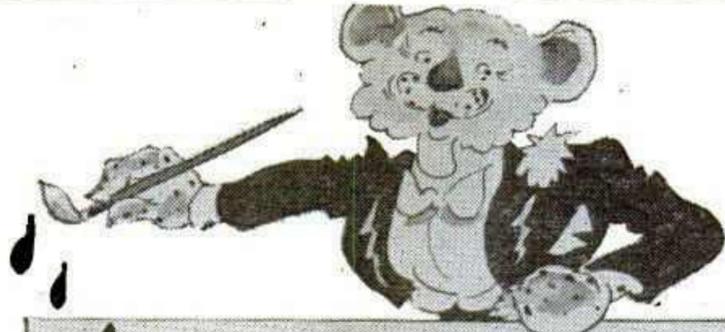
*Thanks  
Record Dealers  
for giving me my  
biggest year  
Sarah*

**Personal Management**  
**GEORGE TREADWELL**

1650 Broadway,  
N. Y. C., N. Y.

EXCLUSIVELY





Check these M-G-M Hits

ALAN DEAN

REMEMBER ME, WHEREVER YOU GO

MGM 12012 78 rpm • K 12012 45 rpm

LOVE IS ALL THAT MATTERS

THE CLOVERLEAFS

FOUR SEASON SWEETHEART

MGM 12026 78 rpm • K 12026 45 rpm

RED HEAD

THE MASCOTS

THE OTHERS I LIKE

MGM 12027 78 rpm • K 12027 45 rpm

RELAX-AY-VOO

GEORGE SHEARING QUINTET

ILL WIND

MGM 12038 78 rpm • K 12038 45 rpm

DRUME NEGRITA

RUSH ADAMS

KISS! KISS! KISS!

MGM 12031 78 rpm • K 12031 45 rpm

HAPPY IS THE MAN

ROBBIN HOOD



MIRROR, MIRROR

and

ONE LOVE IS ENOUGH FOR TWO

MGM 11997 78 rpm • K 11997 45 rpm

KAY ARMEN

THE BIBLE TELLS ME SO

and

I WONDER WHEN WE'LL EVER KNOW

MGM 12045 78 rpm • K 12045 45 rpm

THE ELLIOTT BROTHERS

SOLDIER OF FORTUNE

MGM 12023 78 rpm • K 12023 45 rpm

AIN'T SHE SWEET

DORYCE BROWN

EARLY TIMES

MGM 12014 78 rpm • K 12014 45 rpm

A LITTLE LOVE CAN GO A LONG, LONG WAY

CHARLES WOLCOTT

and the MGM Studio Orchestra

ROCK AROUND THE CLOCK

and

LOVE THEME FROM "BLACKBOARD JUNGLE"

MGM 12028 78 rpm • K 12028 45 rpm

BETTY MADIGAN



TEDDY BEAR

and

PLEASE BE KING

MGM 12022 78 rpm • K 12022 45 rpm

BILLY ECKSTINE



CARELESS LIPS

and

A MAN DOESN'T KNOW

MGM 11998 78 rpm • K 11998 45 rpm

ART MOONEY

HONEY BABE

and

NO REGRETS

MGM 11900 78 rpm • K 11900 45 rpm



ALABAMA JUBILEE

and

PADDLIN' MADELIN' HOME

MGM 12000 78 rpm • K 12000 45 rpm

DAVID ROSE



SUMMERTIME IN VENICE

From the UA film "Summertime"

and

VIOLIN LET YOUR SONG BEGIN

MGM 30882 78 rpm • K 30882 45 rpm

PAT O' DAY



SOLDIER BOY

and

REWARD! REWARD!

MGM 12025 78 rpm • K 12025 45 rpm

CLAIRE HOGAN



WHERE TO, MY LOVE?

PLEASE DO

MGM 12033 78 rpm • K 12033 45 rpm

GINNY GIBSON



AM I ASKING TOO MUCH

CHIHUAHUA

CHOO-CHOO

(Chi-Wa-Wa)

MGM 12019 78 rpm • K 12019 45 rpm

CONNIE FRANCIS

FREDDY

and DIDN'T I LOVE YOU ENOUGH

MGM 12015 78 rpm • K 12015 45 rpm

THE MARION SISTERS

HE DON'T WANNA LOVE ME

MGM 12010 78 rpm • K 12010 45 rpm

P-RECIOUS LOVE

ACQUAVIVA and His Orchestra

A MAN WITH A DREAM

MGM 30881 78 rpm • K 30881 45 rpm

A MISS YOU KISS

ARLYNE TYE

FLIRTY, FLIRTY EYES

MGM 12032 78 rpm • K 12032 45 rpm

TALKIN', TALKIN', TALKIN'

HANK WILLIAMS

ALONE AND FORSAKEN

and A TEARDROP ON A ROSE

MGM 12029 78 rpm • K 12029 45 rpm

BUD DECKELMAN

I'D ONLY BE ACTING A FOOL and FOR SO LONG

MGM 12017 78 rpm • K 12017 45 rpm

MARGE & HELENE

MAGIC VALLEY and THE A TRIANGLE

MGM 12036 78 rpm • K 12036 45 rpm

Original Cast Album INTERRUPTED MELODY



E 3185 33 1/3 rpm long play X304 45 rpm extended play

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE NEW YORK 36 N. Y.

Greetings, NAMM, from MGM Records

**Hitmaker!**

# Joni James

*Sings*

Victor Young's

# where is that someone for me

From the Musical Production "Seventh Heaven"

Orchestra conducted by David Terry

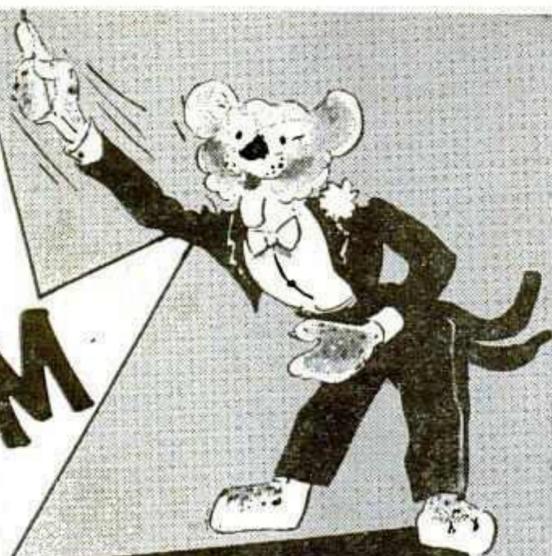
MGM 12020 78 rpm

K 12020 45 rpm



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

**TOP  
HITS  
from  
M-G-M**



**DAVID ROSE** and His Orchestra

**LOVE IS A  
MANY-SPLENDORED  
THING**

from the 20th Century-Fox Cinemascope Production "LOVE IS A MANY-SPLENDORED THING"  
M-G-M 30883 78 rpm • K30883 45 rpm



**LEROY HOLMES** His Orchestra and Chorus

**THE KISSING  
DANCE**

M-G-M 12030 78 rpm • K12030 45 rpm



**BILLY FIELDS** with orchestra conducted by Leroy Holmes

**THE GIRL  
UPSTAIRS**

Theme Melody from the Charles K. Feldman Group Productions Cinemascope Film "THE SEVEN YEAR ITCH"

M-G-M 12040 78 rpm • K12040 45 rpm



**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**• Territorial Best Sellers**

For survey week ending July 13

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

**Atlanta**

1. Learnin' the Blues, F. Sinatra, Cap.
2. Cherry Pink and Apple Blossom White, P. Prado, Vic.
3. Breeze and I, C. Valente, Dec.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Something's Gotta Give, McGuire Sisters, Cor.
7. That Old Black Magic, J. Davis Jr., Dec.

**Balti.-Wash.**

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Razzle Dazzle, B. Haley, Dec.
4. Ain't It a Shame? P. Boone, Dot
5. Ain't It a Shame? F. Domino, Imp.
6. Blossom Fell, Nat (King) Cole, Cap.
7. Cherry Pink and Apple Blossom White, P. Prado, Vic.
8. Piddly Patter Patter, N. Brown, Sav.
9. Hard to Get, G. MacKenzie, X
10. Something's Gotta Give, McGuire Sisters, Cor.

**Boston**

1. Rock Around the Clock, B. Haley, Dec.
2. That Old Black Magic, S. Davis Jr., Dec.
3. Sweet and Gentle, A. Dale, Cor.
4. Cattle Call, E. Arnold & H. Winterhalter, Vic.
5. Something's Gotta Give, McGuire Sisters, Cor.
6. Cherry Pink and Apple Blossom White, P. Prado, Vic.
7. Banjo's Back in Town, T. Brewer, Cor.
8. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
9. From Coast to Coast, B. Dini, Cor.
10. Learnin' the Blues, F. Sinatra, Cap.

**Buffalo**

1. Razzle Dazzle, B. Haley, Dec.
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. Learnin' the Blues, F. Sinatra, Cap.
5. Man in the Raincoat, P. Wright, Unq.
6. Rock Around the Clock, B. Haley, Dec.
7. Hard to Get, G. MacKenzie, X
8. Honey Babe, A. Mooney, M-G-M
9. Day by Day, Four Freshmen, Cap.
10. Heavenly Lover, B. Carey, Cor.

**Chicago**

1. Ain't It a Shame? P. Boone, Dot
2. Domani, J. La Rosa, Cdc.
3. Rock Around the Clock, B. Haley, Dec.
4. Learnin' the Blues, F. Sinatra, Cap.
5. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.
6. Man in the Raincoat, M. Marlowe, Cdc.
7. Shepard Boy, R. Carlyle, X
8. Unchained Melody, L. Baxter, Cap.
9. Something's Gotta Give, McGuire Sisters, Cor.
10. I'll Never Stop Loving You, Doris Day, Col.

**Cincinnati**

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Seventeen, B. Bennett, Kng.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Something's Gotta Give, McGuire Sisters, Cor.
6. Unchained Melody, L. Baxter, Cap.
7. Man in the Raincoat, P. Wright, Unq.
8. Cherry Pink and Apple Blossom White, P. Prado, Vic.
9. That's the Way Love Goes, Bon Bon's, Lon.
10. I'll Never Stop Loving You, Doris Day, Col.

**Cleveland**

1. Seventeen, B. Bennett, Kng.
2. Rock Around the Clock, B. Haley, Dec.
3. Kentuckian Song, Hilltoppers, Dot
4. Razzle Dazzle, B. Haley, Dec.
5. House of Blue Lights, C. Miller, Mer.
6. Ain't It a Shame? P. Boone, Dot
7. Wake the Town and Tell the People, L. Baxter, Cap.
8. Domani, J. La Rosa, Cdc.
9. Hard to Get, G. MacKenzie, X
10. I'll Never Stop Loving You, Doris Day, Col.

**Dallas-Ft. Worth**

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

**Denver**

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

**Detroit**

1. Learnin' the Blues, F. Sinatra, Cap.
2. Seventeen, B. Bennett, Kng.
3. Hard to Get, G. MacKenzie, X
4. Man in the Raincoat, P. Wright, Unq.
5. Domani, J. La Rosa, Cdc.
6. That Old Black Magic, S. Davis Jr., Dec.
7. Day by Day, Four Freshmen, Cap.
8. Gum Drop, Charms, Del.
9. Rock Around the Clock, B. Haley, Dec.
10. Bible Tells Me So, N. Noble, Wng.

**Kansas City**

1. Ain't It a Shame? F. Domino, Imp.
2. Cattle Call, E. Arnold & H. Winterhalter, Vic.
3. Hummingbird, F. Laine, Col.
4. Rock Around the Clock, B. Haley, Dec.
5. I'll Never Stop Loving You, L. Baxter, Cap.
6. Green Eyes, Ravens, Jub.

7. Popcorn Song, C. Stone, Cap.
8. Story Untold, Four Coins, Epi.
9. As I Live and Breathe, F. Vern, Dec.
10. Close the Door, J. Lowe, Dot

**Los Angeles**

1. Rock Around the Clock, B. Haley, Dec.
2. Unchained Melody, L. Baxter, Cap.
3. Pancho Lopez, Lalo Guerrero, Rel.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Cherry Pink and Apple Blossom White, P. Prado, Vic.
7. Hard to Get, G. MacKenzie, X
8. Sweet and Gentle, G. Gibbs, Mer.

**Milwaukee**

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

**Mpls.-St. Paul**

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. House of Blue Lights, C. Miller, Mer.
5. Kentuckian Song, Hilltoppers, Dot
6. Honey Babe, A. Mooney, M-G-M
7. Hard to Get, G. MacKenzie, X
8. Something's Gotta Give, McGuire Sisters, Cor.
9. Hummingbird, L. Paul & M. Ford, Cap.
10. Man in the Raincoat, P. Wright, Unq.

**New Orleans**

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. My One Sin, Nat (King) Cole, Cap.
4. Blossom Fell, Nat (King) Cole, Cap.
5. Sweet and Gentle, G. Gibbs, Mer.
6. Cherry Pink and Apple Blossom White, P. Prado, Vic.
7. Unchained Melody, L. Baxter, Cap.
8. Guilty Shadows, C. Johnson, Col.
9. Cattle Call, E. Arnold & H. Winterhalter, Vic.
10. It's a Sin to Tell a Lie, S. Smith & The Redheads, Epi.

**New York**

1. Unchained Melody, A. Hibbler, Dec.
2. Rock Around the Clock, B. Haley, Dec.
3. Cherry Pink and Apple Blossom White, P. Prado, Vic.
4. Something's Gotta Give, McGuire Sisters, Cor.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Sweet and Gentle, A. Dale, Cor.
7. Something's Gotta Give, S. Davis Jr., Dec.
8. Razzle Dazzle, B. Haley, Dec.
9. Blossom Fell, Nat (King) Cole, Cap.
10. Hard to Get, G. MacKenzie, X

**Philadelphia**

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

**Pittsburgh**

1. Rock Around the Clock, B. Haley, Dec.
2. Learnin' the Blues, F. Sinatra, Cap.
3. Cherry Pink and Apple Blossom White, P. Prado, Vic.
4. Unchained Melody, L. Baxter, Cap.
5. Seventeen, B. Bennett, Kng.
6. My One Sin, Nat (King) Cole, Cap.
7. Blossom Fell, Nat (King) Cole, Cap.
8. Sweet and Gentle, A. Dale, Cor.
9. Something's Gotta Give, McGuire Sisters, Cor.
10. Soldier Boy, Four Fellows, Gly.

**St. Louis**

1. Rock Around the Clock, B. Haley, Dec.
2. Hard to Get, G. MacKenzie, X
3. Man in the Raincoat, P. Wright, Unq.
4. Ain't It a Shame? P. Boone, Dot
5. That Old Black Magic, S. Davis Jr., Dec.
6. I Belong to You, R. Flanagan, Vic.
7. Story Untold, Four Coins, Epi.
8. Something's Gotta Give, McGuire Sisters, Cor.
9. Hey, Mr. Banjo, Sunnysiders, Kap.
10. Blossom Fell, Nat (King) Cole, Cap.

**San Francisco**

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. Learnin' the Blues, F. Sinatra, Cap.
5. Blossom Fell, Nat (King) Cole, Cap.
6. Something's Gotta Give, S. Davis Jr., Dec.
7. Honey Babe, A. Mooney, M-G-M

**Seattle**

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

**Toronto**

1. Rock Around the Clock, B. Haley, Dec.
2. Cherry Pink and Apple Blossom White, P. Prado, Vic.
3. Learnin' the Blues, F. Sinatra, Cap.
4. Unchained Melody, R. Hamilton, Epi.
5. Ballad of Davy Crockett, B. Hayes, Cdc.
6. Honey Babe, A. Mooney, M-G-M



their  
**Greatest**

**FONTANE SISTERS**

**Seventeen**

DOT 15386

b/w **IF I COULD BE WITH YOU**  
 (One Hour Tonight)

*Dot* RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600  
 THE NATION'S BEST SELLING RECORDS

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **COMING UP STRONG**

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

1. Hummingbird..... **Frankie Lane**  
(ASCAP) Columbia 40526
2. The Cattle Call..... **Eddy Arnold**  
(ASCAP) RCA Victor 6139
3. The Kentuckian Song..... **The Hilltoppers**  
(ASCAP) Dot 15375
4. The Popcorn Song..... **Cliffie Stone Ork**  
(BMI) Capitol 3131
5. Banjo's Back in Town..... **Teresa Brewer**  
(ASCAP) Coral 61448
6. Forgive This Fool..... **Roy Hamilton**  
(BMI) Epic 9111
7. Close the Door..... **Jim Lowe**  
(BMI) Dot 15381
8. The Longest Walk..... **June Valli**  
(ASCAP) RCA Victor 6182
9. Experience Unnecessary..... **Sarah Vaughan**  
(ASCAP) Mercury 70646

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

• **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	Television
A Blossom Fell (R)—Shapiro-Bernstein—ASCAP	A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
Alabama Jubilee (R)—Remick—ASCAP	Alabama Jubilee (R)—Remick—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	All of You (R) (M)—Chappell—ASCAP
Blue Star (R)—Chappell—ASCAP	Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Chee Chee-oo Chee (R)—Hill & Range—BMI	Dance With Me Henry (R)—Modern—BMI
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP	Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP
Dance With Me Henry (R)—Modern—BMI	Heart (R) (M)—Frank—ASCAP
Domani (R)—Montauk—BMI	Hey, Mr. Banjo (R)—Mills—ASCAP
Foiled (R)—Harms—ASCAP	His and Hers (R) (M)—Chappell—ASCAP
Good and Lonesome (R)—Porgie—BMI	Honey Babe (R)—Witmark—ASCAP
Hard to Get (R)—Witmark—ASCAP	How Important Can It Be? (R)—Aspen—ASCAP
Heart (R) (M)—Frank—ASCAP	It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Hey, Mr. Banjo (R)—Mills—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Honey Babe (R)—Witmark—ASCAP	Little Brains, Little Talent (R) (M)—Frank—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP
If It's a Dream (R)—Chappell—ASCAP	Mambo De Paris (R)—Spier—BMI
I'll Never Stop Loving You (R)—Feist—ASCAP	Melody of Love (R)—Shapiro-Bernstein—ASCAP
Land of the Pharaohs (R)—Remick—ASCAP	Near to You (R) (M)—Frank—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Rhythm & Blues (R)—Tee-Kaye—BMI
Love Me or Leave Me (R)—Bregman, Vocco & Conn—ASCAP	Rock and Roll (R)—Signature—BMI
May I Never Love You (R)—Broadcast—BMI	Sandy's Tune (R)—Shapiro-Bernstein—ASCAP
Piddy Patter Patter (R)—E. B. Marks—BMI	Shake, Rattle and Roll (R)—Progressive—BMI
Rock Around the Clock (R)—Myers—ASCAP	Sluefoot (R)—Robbins—ASCAP
Sailor Boys Have Talk to Me in English (R)—E. H. Morris—ASCAP	Something's Gotta Give (R) (M)—Robbins—ASCAP
Something's Gotta Give (R) (F)—Robbins—ASCAP	Sweet and Gentle (R)—Peer—BMI
Sweet and Gentle (R)—Peer—BMI	That Old Black Magic (R)—Famous—ASCAP
That Old Black Magic (R)—Famous—ASCAP	Two Lost Souls (R) (M)—Frank—ASCAP
Two Lost Souls (R) (M)—Frank—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Unchained Melody (R) (F)—Frank—ASCAP	Whatever Lola Wants (R) (M)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	When You Wish Upon a Star (R)—Bourne—ASCAP
Whatever Lola Wants (R) (M)—Frank—ASCAP	Young and Foolish (R) (M)—Chappell—ASCAP
Young and Foolish (R) (M)—Chappell—ASCAP	

• **Best Selling Sheet Music**

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

This Week	Last Week	Chart	Weeks
1. Unchained Melody...	1	15	15
Frank			
2. Cherry Pink and Apple Blossom White.....	2	16	16
Chappell			
3. Rock Around the Clock	4	5	5
Myers			
4. Hard to Get.....	10	5	5
Witmark			
5. Honey Babe.....	7	7	7
Witmark			
6. Melody of Love.....	6	28	28
Shapiro-Bernstein			
7. Heart.....	11	10	10
Frank			
7. Learnin' the Blues....	4	6	6
Barton			
7. I'll Never Stop Loving You.....	—	1	1
Feist			
10. Something's Gotta Give	8	8	8
Robbins			
11. Blossom Fell.....	9	10	10
Shapiro-Bernstein			
12. Blue Star (Medic Theme)....	15	3	3
Chappell-Victor Young			
13. Hey, Mr. Banjo.....	12	8	8
Mills			
14. Love Me or Leave Me. —	—	1	1
B, V & C			
15. Ballad of Davy Crockett.....	3	20	20
Wonderland			

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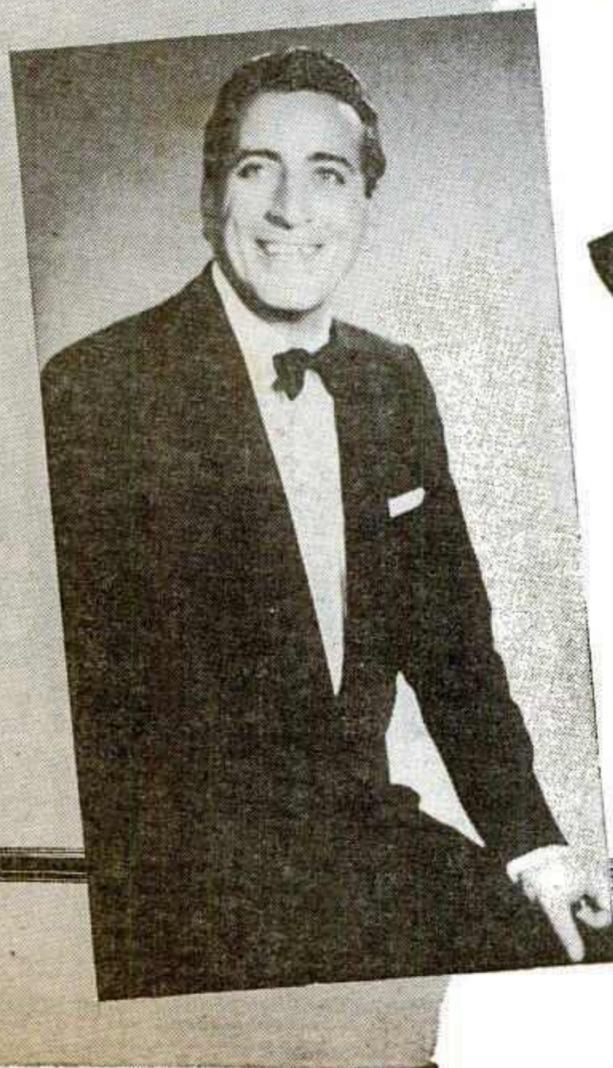
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The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Review Spotlight on . . .**

**SNOOKY LANSON** . . . Dot 15385 . . . . . **WHY DON'T YOU WRITE ME?**  
(Golden State, BMI)

. . . . . **LAST-MINUTE LOVE**  
(Randy-Smith, ASCAP)

Hit parade singer Lanson, at long last, may have a hit record. He belts out a solid performance on both sides of his new release. "Why Don't You Write Me" is an appealing r.&b. styled ballad, with an intense warbling job by Lanson. "Last Minute Love" is a driving rhythm tune with a showmanly vocal and an exciting, driving beat.

**CREW CUTS** . . . Mercury 70668 . . . . . **GUM DROPS** (Toombs, BMI)

The boys wrap up a drivin' r.&b. rhythm-novelty with an infectious beat and their usual personable vocal job. The tune has the same kind of bouncy exuberance and showmanship that made the Crew Cuts' previous hits so popular, and the disk should grab off plenty of spins from the jockeys and on the boxes. Flip is "Present Arms" (Bourne, ASCAP).

**VAUGHN MONROE** . . . RCA Victor 6216 . . . . . **YOU COULD HEAR A PIN DROP**  
(Harrison, ASCAP)

Monroe warbles a charming novelty in typically straight Monroe style. The baritone last clicked big with his novelty, "They Were Doing the Mambo," and this platter could prove equally popular. The tune itself has an appealing, original idea and an arresting sound gimmick. Flip is "The Moon Was Yellow." (Bregman, Vocco & Conn, ASCAP).

**CATERINA VALENTE** . . . Decca 29570 . . . . . **THIS MUST BE WRONG**  
(Peter Maurice, ASCAP)

. . . . . **BABALU** (Peer, BMI)

Decca pulled a shrewd style-switch on its European canary. Instead of her usual lush string backing, the gal is surrounded by the solid jazz beat and tasteful musicianship of Kurt Edelhagen and his band. The change provides a highly effective showcase for the gal, who sings "This Must Be Wrong," an appealing light ballad, in delightfully accented English, and thrushes the exotic standard "Babalu" with vitality and romantic punch in German.

• **Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

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

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

**THE GAYLORDS**

**Happy Time Medley** . . . . . 79

MERCURY 70660—In the best barber-shop quartet style, the boys sail briskly thru a number of old-time favorites of the "If You Knew Susie" and "Minnie the Mermaid" vintage. The market being susceptible to this kind of material today, particularly when set in a banjo-led Dixieland backing, this side should have a good commercial potential. (Feist, Mills, Shapiro-Bernstein, ASCAP)

**Madalaina** . . . 75

The Gaylords carry off this bright novelty with humor and style, and get a fine assist from the colorful orchestral backing here. Also has good possibilities. (Bourne, ASCAP)

**THE MARKSMEN**

**Red Sails in the Sunset** . . . . . 79

CORAL 61453—The great standard gets a very smart performance here. The Marksmen belt out the lyric sharply and the backing and arrangement makes use of some of the best r.&b. ideas suited to the pop field. Watch it. (Shapiro-Bernstein, ASCAP)

**Hot Rod** . . . 79

A fast novelty clefled by Rudy Tombs, and done with a suave, pop-styled r.&b. touch. The Marksmen belt out an effective side. (American, BMI)

**DAVID WHITFIELD**

**Lady of Madrid** . . . . . 77

LONDON 1573 — David Whitfield lets loose with a powerful reading of the paso doble, singing it with passion and excitement. This side could do some

**THE ESQUIRE BOYS**

**Dark Eyes** . . . . . 75

DOT 15380—A very attractive instrumental arrangement of the perennial, featuring flashy guitar improvisations on the familiar melody. This solid beat item will do well in many juke boxes. (Gallatin, BMI)

**Guitar Mambo** . . . 72

The guitar is spotlighted in this Latin-styled material, and a gang-sing vocal thrown in for good measure. Pleasantly listenable, tho on the lightweight side. (Gallatin, BMI)

**LALO GUERRERO**

**Pancho Lopez (Davy Crockett)** . . . . . 75

REAL 1301—An amusing take-off on "Davy Crockett" with new lyrics ("Pancho, Pancho Lopez you lazy son of a gun") set to the old melody. Jockeys should spin for its novelty value, altho it's a bit late to cash in fully on the Crockett fad.

**I'll Never Let You Go** . . . 71

A melodic interpretation of a pretty Latin-American bolero, with effective vocal work on English lyrics.

**SID NIERMAN**

**Charlie My Boy** . . . . . 74

WING 90012 — A romping piano-instrumental take-off on the raucous oldie wrapped up in old-fashioned nickelodeon style. Should register well with juke, where the Somethin' Smith version hasn't already been slotted. (Bourne, ASCAP)

**Bartenders' Rag** . . . 74

Same comment. (Random, ASCAP)

(Continued on page 78)

good business, winning spins, sales and juke box play.

**Mama** . . . 74

Unabashed sentiment, but sincerely and convincingly conveyed by the big-voiced chanter. Ork and chorus back him ably. Vic Damone had a fair-selling version of this item several years ago.

**PAULETTE SISTERS**

**You Win Again** . . . . . 77

CAPITOL 3186—This poignant, straightforward weeper from the pen of the late Hank Williams is harmonized effectively by the girls. Could show juke strength. (Acuff-Rose, BMI)

**Mama, El Baion** . . . 70

A lively Latin novelty. Good show opener. (Sherwin, ASCAP)

**RALPH YOUNG**

**The Man From Laramie** . . . . . 76

DECCA 29615—Young, always a fine singer, delivers a full-voiced, red-blooded reading of the Western-type flick tune. Young moviegoers may cotton to this. (Columbia, ASCAP)

**The Bible Tells Me So** . . . 76

Good, lively coverage of the attractive moralizer which is showing strength in some sectors. (Paramount-Rogers, ASCAP)

**FRANKIE CASTRO**

**Pamper Me** . . . . . 75

WING 90011 — Castro warbles with showmanly appeal on a cute tune with effective lyrics. (Trinity, BMI)

**I'm Innocent** . . . 74

The writers of "Wanted" have penned an appealing answer to that hit in this ditty, sung with sincerity and warmth by Castro. (Witmark, ASCAP)

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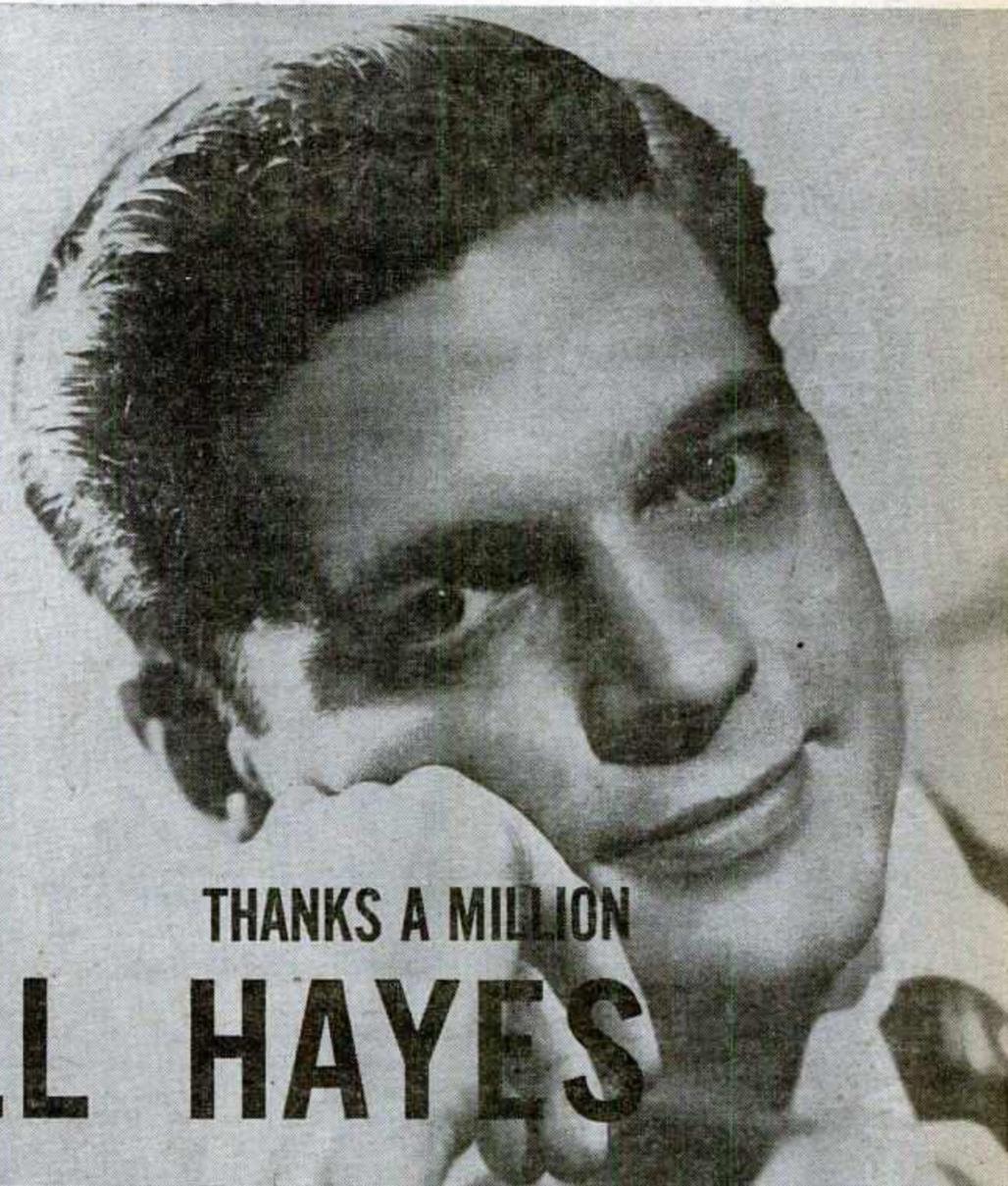
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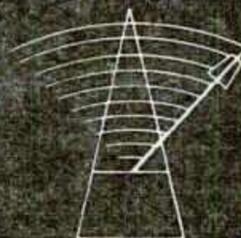
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# Bill Haley and his Comets

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b/w

**ROCK THE JOINT**

ESSEX 399



# The Dinning Sisters

**HOLD  
ME TIGHT**

b/w

**UNCLE JOE**

ESSEX 398

**Essex**

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Reviews of New Pop Records

• Continued from page 76

#### ELLA FITZGERALD

**Old Devil Moon** ..... 74  
DECCA 29580—A rich, tasteful vocal job on the beautiful oldie from "Finian's Rainbow." The cartoon picture version of the musical is slated for release shortly, which should give this disk an extra push play-wise. (De Sylva, Brown & Henderson, ASCAP)

#### Lover, Come Back to Me

..... 73  
The canary turns in her usual showmanly performance on the nostalgic standard with Benny Carter taking off with up-tempo swing on the backing. Good jockey wax. (Harms, ASCAP)

#### EARTHA KITT

**Mambo de Paree** ..... 74  
VICTOR 6197—A very cute piece of material that might have meant more when the mambo was riding high some months back. Merits spins. (Spier, ASCAP)

#### Do You Remember

..... 64  
An unintentionally funny side. (Robbins, ASCAP)

#### VIC BELLAMY

**There's a Gold Mine in the Sky** ..... 73  
FRATERNITY 717—A tasteful side. Ditty is the Nick and Charles Kenny standard, and it's sung with heart to a simple, affecting accompaniment.

#### Weepin', Sneakin' and a Creepin'

..... 73  
A novelty on this side. It's got a beat and a lively lyric, and the Vic Bellamy vocal is supported by a good, relaxed instrumental arrangement.

#### EDDIE BALLANTINE

**Whispering** ..... 73  
WING 90010—A bright, happy treatment of the oldie, with a nice group vocal job and a nostalgic beat. (Miller, ASCAP)

#### Hop, Skip and a Jump

..... 72  
A gayly paced instrumental on a catchy tune with a lilting dance beat. (Brandon, ASCAP)

#### ROY SMECK

**Mama Blues** ..... 73  
"X" 152—With the current favor shown old-time musical sounds this smart waxing featuring electric guitar in a simulated conversation has a good deal of novelty appeal. Good listening here and jockeys ought to hand it frequent spins. (Algonquin, ASCAP)

#### Ja-Da

..... 70  
More pleasant wah-wah music, prettily played by Smeck and his group. (Fels, ASCAP)

#### GOGI GRANT

**Love Is** ..... 72  
ERA 1003—The romantic ballad gets considerable production here. Miss Grant's vocal is abetted by a chorus and a full sounding ork. (Warman, BMI)

#### Suddenly There's a Valley

..... 72  
Lush fiddles set off Gogi Grant's vocal on this poetic lyric. Has a touch of sacred about it. (Warman, BMI)

#### JON HENDRICKS

**Cloudburst** ..... 72  
DECCA 29572—A tricky side with frantic lyrics delivered in rapid-fire style by Hendricks. Harks back to the old days of bop-styled vocals. Some deejays may find it interesting. (Marlyn, BMI)

#### Four Brothers

..... 72  
More of the same, on a vocal version of the Woody Herman perennial. (Mayfair, ASCAP)

#### SACASAS ORK

**La Ronde** ..... 72  
KING 1489—A Latino instrumental with fine musicianship and color. (Renros, BMI)

#### Trumperzy

..... 72  
Same comment. (Renros, BMI)

#### BOB CONNALLY

**The Merry Go-Round** ..... 72  
FRATERNITY 715—Good summer novelty. Construction-wise, ditty is a blues with touches of boogie in the accompaniment. Plenty of deejays will like this side for it offers a programming change of pace.

#### Tell Me With Your Heart

..... 71  
There's a lilting beat and melody to this slow ballad. Bob Connally chants it with style.

#### LES BROWN ORK

**Perfidia** ..... 72  
CAPITOL 3184—An unusually cute, danceable Brown instrumental, fine for the jocks. (Peer, BMI)

#### Frenesi

..... 70  
Another typically slick Brown performance at jitterbug tempo. Good jazz solos. (Peer, BMI)

#### CHUCK MILLEF

**No Baby Like You** ..... 71  
CAPITOL 3187—With Miller clicking on Wing, Capitol found this infectious old slicing in the can. Tune is in the vaude style of the 'twenties. Could see spins. (Blackhawk, BMI)

#### Rouge River Valley

..... 71  
Miller affects Bing's Western style on this pleasing Hoagy Carmichael tune. (E. H. Morris, ASCAP)

#### JEFF CHANDLER

**A Little Love** ..... 71  
Can Go a Long Long Way ..... 71  
DECCA 29600—Chandler warbles at-

tractively on a tune from the Piper Laurie movie musical "Aint Misbehavin'." The flip is a better side, but this one will get plenty of jockey play because of the picture tie-up.

#### Only the Very Young

..... 70  
The Universal-International picture star contributes an okay vocal on a lovely Mel Torme ballad with effective lyrics. Jockeys are sure to spin for movie fans. (La Salle, ASCAP)

#### THE PRINCE SISTERS

**Love, Love Beautiful Love** ..... 71

LONDON 1586—Lilting three-beater is warbled warmly by the gals. Pretty tune and infectious performance hand this entry a chance to win spin exposure.

#### The Man in the Moon

..... 69  
The Prince Sisters blend their voices pleasantly in this listenable ditty.

#### GRACIE FIELDS

**Summertime in Venice** ..... 70

DECCA 29583—The veteran show woman thrushes effectively on the lush and lovely theme from Katherine Hepburn's new hit movie "Summertime." (Picwick, ASCAP)

#### Twenty

..... 69  
The canary pipes delicately on a sentimental little ditty about an old gal yearning to be 20 again. (Leeds, ASCAP)

#### ERNIE FREEMAN ORK

**Poor Fool** ..... 70

MAMBO 107—Lawrence Stone warbles with sincerity and feeling on a moving weeper. Nice backing by Freeman. (Largo, ASCAP)

#### Somehow I Know This Is Love

..... 68  
Stone handles a rhythm tune with adept timing and Freeman backs him up with a solid beat. (Spark, BMI)

#### GRADY MARTIN

**Hot Lips** ..... 69

DECCA 29558—A catchy instrumental treatment of the oldie with stand-out sax solo work by Dutch McMillan. (Fels, ASCAP)

#### Singin' the Blues

**Till My Daddy Comes Home** ..... 69

An appealing instrumental wrap-up of the pretty ditty with nice sax and guitar work. (Mills-Fisher-Warock, ASCAP)

#### BOBBY DUKOFF ORK

**My Silent Love** ..... 69

VICTOR 6195—Dukoff's rich tenor sax weaves in neatly with ork and voices. Pretty mood wax that usually fares best in albums. (Famous, ASCAP)

#### Listen to the Mocking Bird

..... 67  
Dukoff's tenor takes off on a rock and roll beat to so-so effect. (PD)

#### RICKY DENELL

**White Violets** ..... 67

BENIDA 5038—A tasty arrangement of this lilting ditty, with chorus and strings backing the singer solidly. Denell is still developing, and tho a bit unsteady and not stylistically mature, the over-all impression omens well for him in future. (Sanford, BMI)

#### The Girl I Can't Forget

..... 62  
A nostalgic tune that gets soggy after the first chorus. Denell puts his heart into the material, but his voice is not right for it. (Orange, BMI)

#### BOB CROSS

**Oh You Crazy Moon** ..... 66

GILT-EDGE 5094—Cross delivers this oldie straight, with few embellishments. His voice has a listenable quality and is nicely showcased in this tune, tho it is not styled in a really distinctive manner. (Whitmark, ASCAP)

#### May I Never Love Again

..... 65  
The singer is relaxed here, as on the flip, and croons this standard in an ear-soothing way. Cross shows promise; with more experience and new material, he could possibly make a splash. (BMI)

#### MEL TORME

**If Don't Mean a Thing**

(If It Ain't Got That Swing) ..... 65  
CORAL 61452—The Duke Ellington tune in a lively, jazz-styled reading that will do well in the limited circle of Torme fans. (Gotham, ASCAP)

#### Rose O'Day

..... 60  
The yesteryear hit in an arrangement more interesting for the bright swing-Dixieland mixture orchestral backing than Torme's lackluster vocal. (Tobias & Lewis, ASCAP)

#### JULIE JOYCE

**Joe** ..... 60

WEN DEE 1930—A tender and romantic warble by the thrush that succeeds in conveying a nostalgic and sentimental mood.

#### When I'm in Love

..... 58  
Lilting ditty is attractively presented by Miss Joyce.

#### BENNY BELL

**In 1492 (What Did Columbus Do?)** ..... 59

MADISON 1492—Typical Benny Bell novelty will pull some smiles from his fans, also general potential is small. (Madison, BMI)

#### How Do They Do It?

..... 57  
Another Bell novelty. (Madison, BMI)

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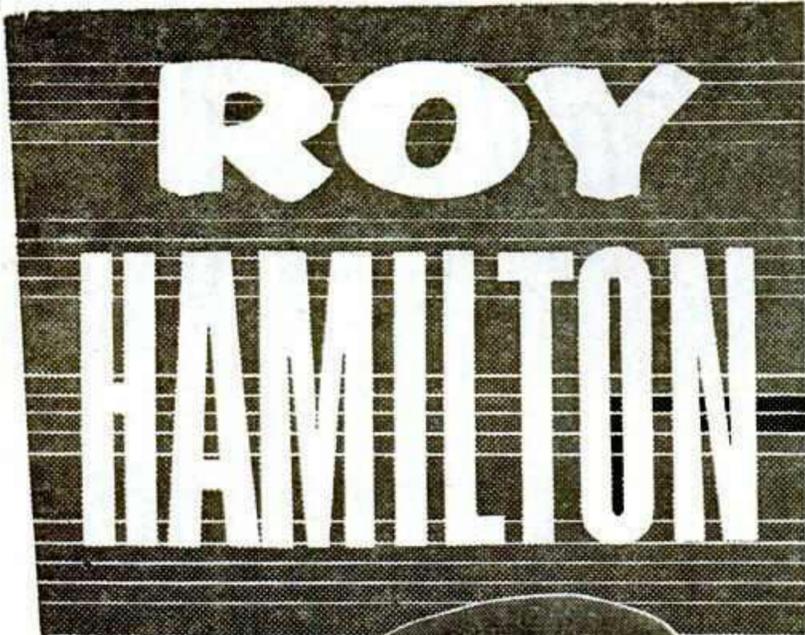
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**THIS WEEK'S BEST BUYS**

FORGIVE THIS FOOL (Sheldon, BMI)—Roy Hamilton—Epic 9111

Hamilton's latest release is stepping out quickly in both the pop and the rhythm & blues markets, and threatens to be a chart contender in both categories. With each release, however, Hamilton shows more rapid take-off in the pop field, indicating that acceptance as a pop artist is now almost complete. Areas that were seeing particularly good action on this disk included Boston, Providence, Baltimore, Philadelphia, Detroit, St. Louis, Durham and Nashville. Flip is "You Wanted to Change Me" (Kahl, BMI). A previous Billboard "Spotlight" pick.

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THE BILLBOARD JULY 16, 1955



**• Reviews of New Spiritual Records**

**THE SOUTHERN TONES**

My Mind on Jesus.....82

DUKE 208—The solid beat and rich harmonies of this performance should make a profound impression on the spiritual market. The leads, J. Noble and Rev. Richardson, spur the rest of the group to exciting heights. (Lion, BMI)

I'm Going on in His Name....76

Franklin Pouncey is the lead in this highly traditional material, and he embroiders the melody in a florid way. A competent and sincere interpretive job. (Lion, BMI)

**ANGELIC GOSPEL SINGERS**

Jesus Never Fails Me.....76

NASHBORO 558—The female group introduces its subject with sustained, closely harmonized chords, and then cuts loose joyfully. The material and infectious spirit of the performance will attract many customers in this market. (Excellorec, BMI)

I'll Be Alright....73

This simple, unpretentious material is beautifully harmonized by the Singers.

Musically, this reading is particularly pleasing because of the relaxed, well-integrated piano and organ backing. (Excellorec, BMI)

**ROBERTA MARTIN SINGERS**

Is There Anybody Here?.....75

APOLLO 297 — The baritone lead aggressively spells out the responsibilities of the Christian in this question-answer material, in which the Singers give him a rhythmic and nicely balanced backing. (Martin, BMI)

I've Got a Home for You....72

In this pleasantly relaxed material, the lead soothingly intones a reassuring message to organ, piano and choral backing. (Martin, BMI)

**GOLDEN TRUMPETS**

Just Like Jesus Did.....74

NASHBORO 557—The lead, looking to Jesus as his model, cites example after example of the good He did while on earth. The beat is brisk and steady, and over it the lead intones his message effectively. (Excellorec, BMI)

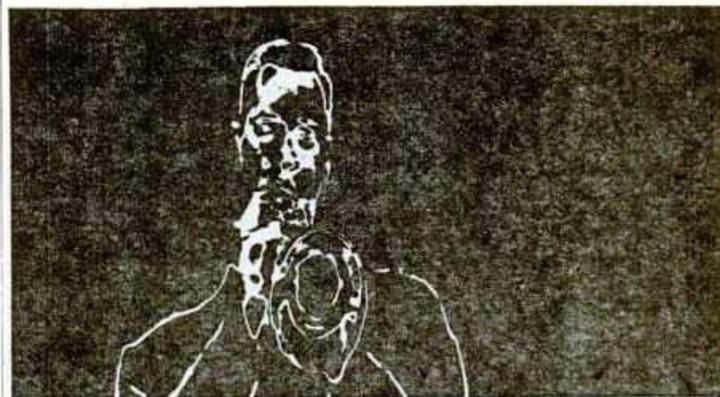
(Continued on page 82)

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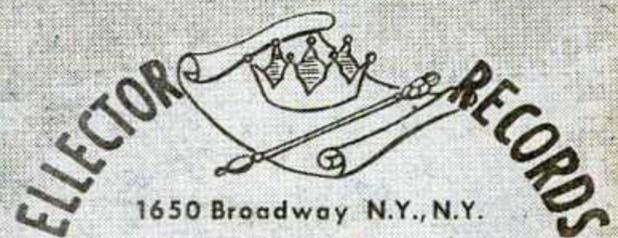
ALL THE THINGS YOU ARE

ANOTHER AUTUMN

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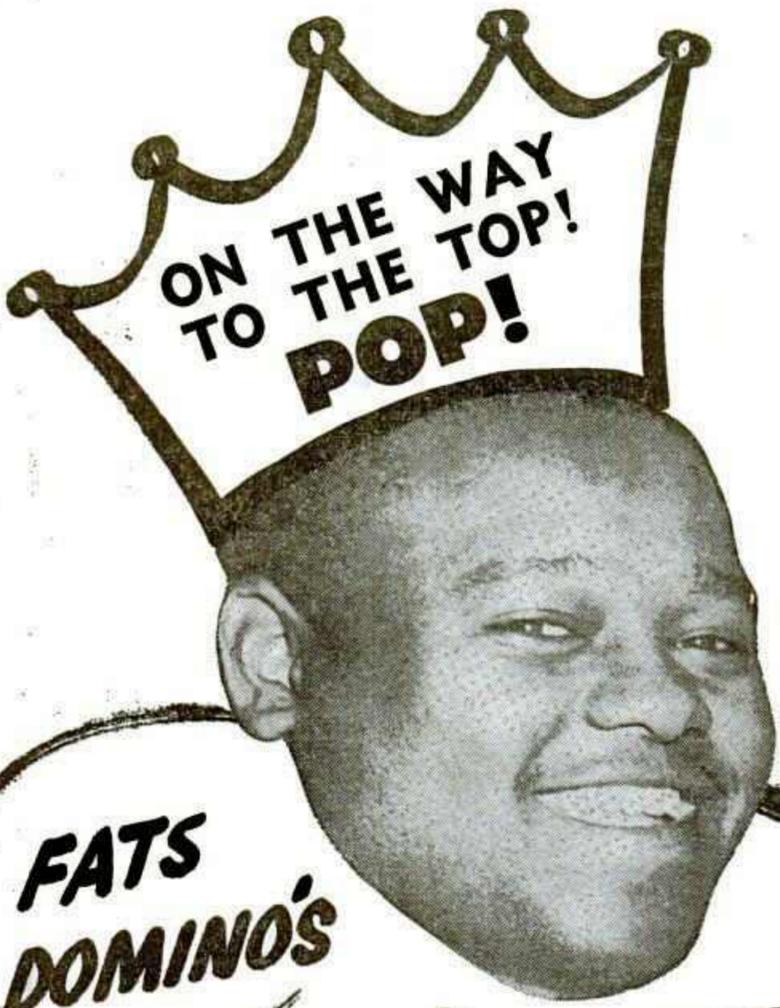
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# AIN'T IT A SHAME

—THE TRIPLE CROWN—

<p>The Billboard— July 16 Most Played by Jockeys</p> <p>1. AIN'T IT A SHAME Fats Domino</p>	<p>The Billboard— July 16 Most Played in Juke Boxes</p> <p>1. AIN'T IT A SHAME Fats Domino</p>	<p>The Billboard— July 16 Best Sellers in Stores</p> <p>1. AIN'T IT A SHAME Fats Domino</p>
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*And Now!*

Best Selling Pop Records  
#20 AIN'T IT A SHAME



6425 Hollywood Blvd. Hollywood, Calif.

## Spiritual

Continued from page 80

### Down at the Cross...73

This is an attractive arrangement of material familiar to all. The dialogue between lead and group is compellingly developed. Two good entries for the Golden Trumpets. (Excellence, BMI)

### IMPERIAL GOSPEL SINGERS

**He's the Same Jesus**.....72  
TUXEDO 902—This female group has been very active in and around Philadelphia for many years. Their first recording ought to widen their circle of admirers. The big warm voice of the lead is a particular asset to them. (Forde, BMI)

### I Want to Love...70

The Singers warm up easily to this familiar material and let themselves go without inhibition. Lacking the polish of better known groups, they nevertheless have a naturalness and sincerity that make up for this in large part. (PD)

## Sacred

### THE MASTERS FAMILY

**Coming to Carry Me Home**.....75  
COLUMBIA 21413—The family relates a vision of the world on the Day of Judgment when the faithful receive their eternal reward. A pretty tune to a steady beat, richly harmonized and in good taste for this market. (Peer, BMI)

### Everlasting Joy...74

A lively upbeat piece of material, that graphically describes the happiness that comes thru faith. The Family swings the tune with enthusiasm, and makes for pleasant listening. (Peer, BMI)

### THE STAMPS QUARTET

**Heaven's Avenue**.....72  
COLUMBIA 21416—An evocation of the friends and relatives we shall meet with again in Heaven, and the bliss we shall share there. The material is not unusual, but it's sung with sincerity and style. (Stamps Quartet, SESAC)

### Sentimental Valley...70

The group nostalgically recalls the simple pleasures and virtues of their country homestead. The material has a disarming simplicity that is appropriate for this market. (Stamps Quartet, SESAC)

## Other Records Released This Week

### Popular

**Blackberry Winter; The Yellow Rose of Texas**—Mitch Miller Ork, Columbia 40540  
**Don't Stay Away Too Long; Song of the Dreamer**—Eddie Fisher, Victor 6196  
**I Thought You Might Be Lonely; Lies, Nothing But Lies**—The Andersons, Fraternity 716  
**Please Take Care of Yourself; Matador**—Danny O'Neil, Deed 1005

### Country & Western

**Just Call Me Lonesome; That Do Make It Nice**—Eddy Arnold, Victor 6198  
**Simple Simon; Most of All**—Hank Thompson, Capitol 3188

### Rhythm & Blues

**Florida Special; Darling, Listen to This Song**—Wilbert Harrison, Savoy 1164  
**I Wish I'd Never Learned to Read; Don't You Know I Love You**—The Five Kcys, Capitol 3185

## England's Top Twenty

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

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

## Number of Releases This Week

Label	Pop	C&W	R&B
AZALEA	1	1	—
BENIDA	1	—	—
BLUE LAKE	—	—	2
CAPITOL	3	1	1
CHECKER	—	—	2
COLUMBIA	1	—	—
CORAL	2	—	—
DECCA	6	2	—
DEED	1	—	—
DOOTONE	—	—	1
DOT	2	—	—
ERA	1	—	—
EXCEL	—	2	—
EXCELLO	—	—	1
FEDERAL	—	—	2
FRATERNITY	3	—	—
GILT-EDGE	1	—	—
GROOVE	—	—	2
IMPERIAL	—	—	2
JAY-DEE	—	—	2
JOYCE	—	1	—
KING	1	2	1
LONDON	2	—	—
MADISON	1	—	—
MAMBO	2	—	—
MERCURY	1	—	—
MODERN	—	—	1
PARROT	—	—	2
REAL	1	—	—
SAVOY	—	—	1
VEE-JAY	—	—	3
VICTOR	3	2	—
WEN DEE	1	—	—
WING	3	—	—
"X"	1	—	—
TOTAL	37	11	23

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# VOX JOX

• Continued from page 19

record from the new releases to promote, and the chosen disk is given 70 spins that week." . . . Buddy Basch, who has been plugging the Marion Sisters' latest release with deejays this month, reports visits to Manhattan by two out-of-town spinners—Tony Martel, WQAN, Scranton, Pa., and Jim Mendes, WICE, Providence. . . . John Adey, WCAO, Baltimore, asks to use the "Vox Jox column to say thanks to everyone who wrote to offer me a copy of 'G'by Now' for my theme. I finally found one. My prize response was a very nice letter from Jay Livingston and Ray Evans (who wrote the song) at Paramount Pictures."

### CHANGE OF THEME:

Kent Burkhardt, KXOL, Fort Worth, has returned to his regular program, after six weeks' bout with virus pneumonia. . . . Bill Bowser is doing three daily programs and one on Sunday morning over WFAI, Fayetteville, N. C. . . . Steve Hood is now handling an across-the-board wax show over WKDK, Newberry, S. C. . . . The newest staff member at WRCS, Ahsokie, N. C., is Bart Maldon, who is piloting "Stars on Parade," a 55-minute daily show. . . . George Mizelle has left WMEV, Marion, Va., to join WYVE, Whytheville, Va. . . . Meanwhile, Bryan McMurry, of WMEV, notes that the Marion station is still refusing to play r.&b. "until it cleans itself up. We voluntarily put bans on records in any category when the lyrics don't pass a morals test," says McMurry. "It

should be a test for every record on the market."

Rolfe Peterson, KSL, Salt Lake City, is emceeing a new show aptly tagged "The New Show." It features records and live music. . . . Larry Getchell is leaving KFCT, Fremont, Neb., to join KLMS, Lincoln, Neb. . . . Bill Shine, KLAN, Renton, Wash., now has a seven-hour record show from 6 p.m. to 1 a.m. every night. . . . Doyle

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JULY 21, 1945:

1. Sentimental Journey
2. Bell-Bottom Trousers
3. There! I've Said It Again
4. Dream
5. The More I See You
6. On the Atchison, Topeka and Sante Fe
7. You Belong to My Heart
8. Gotta Be This or That
9. I Wish I Knew
10. If I Loved You

JULY 22, 1950:

1. Mona Lisa
2. Bewitched
3. I Wanna Be Loved
4. Third Man Theme, The
5. Sentimental Me
6. Hoop-Dee-Do
7. My Foolish Heart
8. Tzena, Tzena, Tzena
9. Count Every Star
10. Old Piano Roll Blues, The

Cooke, WEBY, Milton, Fla., is piloting a "Tunes for Teens" show every afternoon. . . . Melvin Riley, a recent Lander College grad, Greenwood, S. C., has joined WACS, Bishopville, S. C., and "badly needs records for his shows." . . . Al Ross has left WBAL, Baltimore to join WRC, Washington. The new morning man at WBAL is Frank Hennessy from Syracuse,

The Mutual Broadcasting System preemed a new disk show last week, "Wheel of Fortune," which is aired daily from 12:05-12:30 p.m. Jack O'Reilly emcees the program, which features new "potential hit" releases as selected by deejays across the country. O'Reilly will be joined each week by eight deejays who will present regional reactions to disks heard for the first time. After the series has been aired for three weeks, there will be a "Command Performance" segment, featuring songs that have fulfilled (they hope) their predictions. . . . Dick Burtschli has joined KWCO, Chickasha, Okla., as deejay-host on the nightly "Dance Time" show.

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b/w  
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Again and Again . . . (Jenny Barrett—CROWN)  
Love Is . . . . . (Gogi Grant—ERA)  
Hoo Bop De Bow . . . (Convy & Thunderbirds—ERA)  
Ooh Pretty Baby . . . (Sportsmen Quartet—KEY)  
Children's Hymns . . . (Beverly Turner sings 6 originals on a LP)  
Organ Favorites . . . (Eddie Truman plays Rodgers & Hart, and Stephen Foster on LP's—TOP RECORDS)  
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## MAY I NEVER LOVE AGAIN

B/W

### DON'T TELL ME WHY

Columbia 40523

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for all your help—  
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PUSHPOP POSTER SHEET NO. 1

**Here They Are—**

# *The Nation's 10 Top Tunes*

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

<b>1.</b>	<b>ROCK AROUND THE CLOCK</b>
<b>2.</b>	<b>UNCHAINED MELODY</b>
<b>3.</b>	<b>CHERRY PINK</b> AND APPLE BLOSSOM WHITE
<b>4.</b>	<b>LEARNIN' THE BLUES</b>
<b>5.</b>	<b>A BLOSSOM FELL</b>
<b>6.</b>	<b>SOMETHING'S GOTTA GIVE</b>
<b>7.</b>	<b>HARD TO GET</b>
<b>8.</b>	<b>HONEY BABE</b>
<b>9.</b>	<b>IT'S A SIN TO TELL A LIE</b> <i>First time in Top Ten</i>
<b>10.</b>	<b>AIN'T IT A SHAME</b> <i>First time in Top Ten</i>

*Another Smash Hit by...*

# DON CORNELL

# THE BIBLE TELLS ME

# SO

# SO

*Vocal with Chorus  
and Orchestra  
directed by  
DICK JACOBS*

CORAL  
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**CORAL RECORDS**  
*America's Fastest Growing Record Company*  
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PUSHPOP POSTER SHEET NO. 2

**The Best of the*****NEWEST TUNES*****...BASED ON EXCLUSIVE BILLBOARD SURVEYS**

(one or more records now available for each)

**RAZZLE-DAZZLE****I'LL NEVER STOP LOVING YOU****THE CATTLE CALL****HUMMINGBIRD****THE POPCORN SONG****THE KENTUCKIAN SONG****DOMANI****BANJO'S BACK IN TOWN****EXPERIENCE UNNECESSARY****FORGIVE THIS FOOL**

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## Best Sellers in Stores

For survey week ending July 13

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. I DON'T CARE (BMI)—W. Pierce.....	1	6
YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480		
2. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	2	25
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
3. MAKING BELIEVE (BMI)—K. Wells.....	2	20
Whose Shoulder Will You Cry On? (BMI)—Dec 29419		
4. YELLOW ROSES (BMI)—H. Snow.....	4	16
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
5. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter.....	6	5
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
6. SATISFIED MIND (BMI)—P. Wagoner.....	5	9
Itchin' for My Baby (BMI)—Vic 20-6105		
7. SATISFIED MIND (BMI)—R. & B. Foley.....	8	5
How About Me? (BMI)—Dec 29526		
8. LIVE FAST, LOVE HARD AND DIE YOUNG (BMI)—F. Young.....	9	17
Forgive Me, Dear (BMI)—Cap 3056		
9. THERE SHE GOES (BMI)—C. Smith.....	7	11
Old Lonesome Times (BMI)—Col 21382		
10. SATISFIED MIND (BMI)—J. Shepard.....	10	5
YOU CAN TAKE POSSESSION (BMI)—Cap 3118		
11. IN THE JAILHOUSE NOW, NO. 2 (BMI)—J. Rodgers.....	11	9
Peach Pickin' Time Down in Georgia (BMI)—Vic 20-6092		
12. WILDWOOD FLOWER (ASCAP)—H. Thompson & M. Travis.....	15	8
BREAKIN' IN ANOTHER HEART (ASCAP)—Cap 3106		
13. I'VE BEEN THINKING (BMI)—E. Arnold.....	12	25
Don't Forget (BMI)—Vic 20-6000		
13. CRYIN', PRAYIN', WAITIN', HOPIN' (BMI)—H. Snow.....	-	1
I'M GLAD I GOT TO SEE YOU ONCE AGAIN (BMI)—Vic 20-6154		
15. BABY LET'S PLAY HOUSE (BMI)—E. Presley.....	15	2
I'm Left, You're Right, She's Gone (BMI)—Sun 217		

## Most Played in Juke Boxes

For survey week ending July 13

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	24
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. I DON'T CARE (BMI)—W. Pierce.....	4	4
YOUR GOOD FOR NOTHING HEART (BMI)—Dec 29480		
3. MAKING BELIEVE (BMI)—K. Wells.....	2	17
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
4. YELLOW ROSES (BMI)—H. Snow.....	3	11
WOULD YOU MIND? (ASCAP)—Vic 20-6057		
5. LIVE FAST, LOVE HARD AND DIE YOUNG (BMI)—F. Young.....	5	16
Forgive Me, Dear (BMI)—Cap 3056		
6. SATISFIED MIND (BMI)—P. Wagoner.....	6	3
Itchin' for My Baby (BMI)—Vic 20-6105		
7. SATISFIED MIND (BMI)—R. & B. Foley.....	8	3
How About Me? (BMI)—Dec 29526		
8. THERE SHE GOES (BMI)—C. Smith.....	-	2
Old Lonesome Times (BMI)—Col 21382		
9. SATISFIED MIND (BMI)—J. Shepard.....	-	1
You Can Take Possession (BMI)—Cap 3118		
10. THAT'S WHAT MAKES THE JUKE BOX PLAY (BMI)—J. Work.....	7	4
Don't Give Me a Reason to Wonder Why—Dot 1245		

## Most Played by Jockeys

For survey week ending July 13

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. SATISFIED MIND—P. Wagoner.....	1	7
Vic 20-6105—BMI		
2. I DON'T CARE—W. Pierce.....	2	5
Dec 29480—BMI		
3. LIVE FAST, LOVE HARD AND DIE YOUNG—F. Young.....	3	17
Cap 3056—BMI		
4. THERE SHE GOES—C. Smith.....	4	8
Col 21382—BMI		
5. YELLOW ROSES—H. Snow.....	5	13
Vic 20-6057—BMI		
5. IN THE JAILHOUSE NOW—W. Pierce.....	6	25
Dec 29391—BMI		
7. MAKING BELIEVE—K. Wells.....	7	20
Dec 29419—BMI		
8. CATTLE CALL—E. Arnold & H. Winterhalter....	10	2
Vic 20-6139—ASCAP		
9. BLUE DARLIN'—J. Newman.....	-	1
Dot 1260—BMI		
10. SATISFIED MIND—J. Shepard.....	-	1
Cap 3118—BMI		
11. WOULD YOU MIND—H. Snow.....	8	15
Vic 20-6057—ASCAP		
11. SATISFIED MIND—R. & B. Foley.....	9	4
Dec 29526—BMI		
11. BABY LET'S PLAY HOUSE—E. Presley.....	-	1
Sun 217—BMI		
14. DADDY YOU KNOW THAT—J. Wilson.....	-	1
Mercury 70635—BMI		
15. I WANNA, WANNA, WANNA—Wilburn Brothers....	-	2
Dec 29459—BMI		

## This Week's Best Buys

DADDY, YOU KNOW WHAT? (Tree, BMI)—Jim Wilson—Mercury 70635

This unusual "sleeper" has been quietly taking one territory after the other by surprise, and it is now a solid seller in Southern areas like Nashville, Atlanta, Richmond and the Carolinas. It is showing exceptional action in the Cleveland, Baltimore, Buffalo, Pittsburgh and St. Louis sales territories, as well. Flip is "Plans for Divorce" (Redd Stewart, BMI).

## Review Spotlight on...

### RECORDS

#### JOHNNY AND JACK

Look Out (Reis, BMI)—RCA Victor 6203—The boys warble a cute novelty with punch and personality. The tune has a jumping beat and entertaining lyrics. Johnny and Jack have a strong side here and it should get plenty of play. Flip is "So Lovely, Baby," (Acuff-Rose, BMI).

## Reviews of New C & W Records

#### JUSTIN TUBB

All Alone .....79  
DECCA 29590—Justin Tubb belts this out in rousing style. It's a catchy ditty, and the vigorous instrumental work helps make it a bright side. (Tubb, BMI)

Within Your Arms...75  
Pleasant slow three-beat tune gets a nice reading by vocalist Tubb. (Tubb, BMI)

#### CHET ATKINS

Somebody Stole My Gal .....75  
VICTOR 6199 — Some right smart guitar pickin' by Atkins. The ever-green sounds mighty nice in this rendition, and the slicing should provide jocks with good program wax. It could do service on pop segs as well. (Robbins, ASCAP)

Shine on Harvest Moon...75  
More of the same. (Remick, ASCAP)

#### REX ALLEN

The Albino (Pink Eyed) Stallion .....75  
DECA 29610—Dramatic, folk-styled song tells the story of a wild horse. Disk is gimmicked with sounds. Stylistically old hat, yet it is an exciting disk and likely to get good deejay play.

Daddy, You Know What...72  
Chief impact on this side is the recitative on the homely joys of family life.

#### YORK BROTHERS

Pretty Little Thing .....73  
KING 1488—A cute country ditty, sung in happy, snappy fashion. (Lols, BMI)

Don't Take It So Hard...71  
The country duo handles some r.&b. material neatly. Nothing spectacular here. (Jay & Cee, BMI)

#### COWBOY COPAS

Tragic Romance .....73  
KING 1486—Weeper story ballad is belied by the happy and bouncy treatment. Good chanting and accompaniment by the string band. Country dancers will like. (Lols, BMI)

Listen to My Heart...70  
Cute romantic novelty is handed a pleasant reading by Copas. Easy listening, and it should attract some spins. (Showcase, BMI)

#### JOHNNY NELMS

Cry, Baby, Cry .....71  
AZALEA 016—This weeper could have been a better disk with better engineering as to sound and surface. Johnny Nelms has an effective vocal style.

After Today...71  
Same comment.

#### DALLAS WILSON

Honky Tonkin' Wife .....70  
EXCEL 109—Ditty with a moral twist is sung convincingly by Wilson. If exposed, it could win some attention. (Flex, BMI)

Hallway to Your Heart...67  
More routine, this weeper is also sung well. (Flex, BMI)

## Poklitar Quits SESAC Post

NEW YORK, July 16.—E. Duke Poklitar, associated with SESAC, Inc., since 1947, has resigned from the firm. Poklitar, who had been active in many divisions of the firm's operations, was head of the licensing department dealing with film studios, disk companies and transcription firms. He is the fourth SESAC executive who recently resigned. Others are Kurt A. Jadasohn, general manager; Harry Bright, field rep for the Central Atlantic States, and Keith Miller, who was in charge of the Pacific Northwest territory.

#### RED JONES

I'm Not Ashamed .....68  
EXCEL 110—Sad, sad weeper is chanted with convincing sentiment by Jones, for an okay rural slicing. (Flex, BMI)

I Got My Heartaches Free...65  
Red Jones lifts his tenor in another plaintive weeper. (Flex, BMI)

**WESTPORT RECORDS**  
NEW RECORD NO. 127  
"I'M NO GOOD FOR YOU ANYMORE"  
B/W  
"GOOD INTENTIONS"  
by Jimmy Dallas  
NEW HITS  
Record No. 125 "YEARNING-PRAYING"  
B/W "MAMA-I WON'T ROCK IT"  
By the Westport Kids  
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Phone WESTport 4834

#### BLUE HEN RECORDS, ANNOUNCES:

"BLUE MOUNTAIN WALTZ" b/w "DON'T TELL ME," by Donn Reynolds  
"YOU CHANGED YOUR NAME" b/w "NOW I KNOW WHY," by Tommy Lloyd  
"GIVE YOUR HEART A CHANCE b/w "ALWAYS IN LOVE," by Tex Daniels  
"IF I COULD ONLY HAVE JUST YOU" b/w "I ALWAYS MAKE YOU CRY," by Mel Price  
"NOTHING SEEMS TO GO RIGHT ANYMORE" b/w "I KNOW THAT I'VE LOST YOU," by Mel Price  
"I AIN'T GOT THE TIME" b/w "NO HALF WAY LOVE," by Mel Price  
The fastest, good songs and good artists.

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country music ... at its best!  
**Wilburn Bros.**  
"I WANNA, WANNA, WANNA"  
Decca 29459  
Acuff-Rose Publications

It's A Good 'Un!  
OUT ONLY 10 DAYS AND  
ALREADY 2 RECORDS!  
"HONKY TONKIN' WIFE"  
DALLAS WILSON—Excel 109  
JOHNNY BOWEN—Fable 512  
D.J.'s send for your Free Sample!  
FLEX SONGS  
1354 W. Right St. Los Angeles 15  
GIVE TO DAMON RUNYON CANCER FUND

★  
**REDD STEWART'S**  
★  
**Smash Hit!**  
★  
**LOVE'S COMMANDMENTS**  
★  
#6180  
★

THE BILLBOARD  
Review Spotlight on...  
RECORDS  
REDD STEWART  
Love's Commandments (Ridgeway, BMI)—RCA Victor 6180—Stewart has a powerful record in "Love's Commandments," an inspiring moralizer with a great set of lyrics. The warbler packs plenty of sincerity and spiritual drive into his interpretation. Good juke and jockey wax. Flip is "Don't Let It Bother You" (Redd Stewart, BMI).  
RCA VICTOR  
FIRST IN RECORDED MUSIC



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RCA VICTOR RECORDS!



one of the all-time great Country performers...

# JIM REEVES

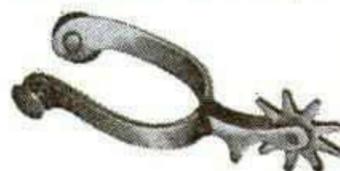
*a brand new original*

## YONDER COMES A SUCKER

*one of the year's top ballads*

## I'M HURTIN' INSIDE

20/47-6200



"New Orthophonic" High Fidelity

RCA VICTOR



The Billboard Music Popularity Charts  
RHYTHM & BLUES RECORDS

• **Reviews of New R & B Records**

**LOWELL FULSON**

**Lonely Hours** .....84

CHECKER 820—Fulson has a strong contender in this wailing late-night blues, with tinkling piano and growling baritone setting a properly atmospheric backing. This is in Fulson's traditional vein, and powerful enough to make a good dent in the market. (Arc, BMI)

**Do Me Right**...79

Over a repeated blues figure, the singer pleads persuasively with a girlfriend of doubtful fidelity. Fulson's performance and the solid rhythm of the band backing him both will help rack up easy sales. (Arc, BMI)

**YOUNG JESSIE**

**Mary Lou** .....79

MODERN 961—This side has a driving beat and a colorful lyric. A choir joins Young Jessie to chant the

(Continued on page 90)

• **This Week's Best Buys**

**MANISH BOY** (Arc, BMI)—Muddy Waters—Chess 1602

With one disk firmly ensconced at the top of the national r.&b. chart, Waters is bringing up another platter with remarkable speed. Southern and Middle Western territories, in particular, seem irresistibly drawn to this parody of a Bo Diddley side. Flip is "Young Fashion Ways" (Arc, BMI). A previous Billboard "Spotlight" pick.

**ANYMORE** (Lion, BMI)—Johnny Ace—Duke 144

The late Johnny Ace still exerts a powerful hold on the imagination of the national r.&b. market, considering the widespread acceptance of this disk within its first week of sale. Philadelphia, New York, Buffalo, Pittsburgh, Cincinnati, Cleveland, Nashville, Durham, Atlanta, and St. Louis were among the territories returning enthusiastic sales reports. Flip is "How Can You Be So Mean?" (Lion, BMI). A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . .**

**RECORDS**

**CHUCK BERRY**

**Maybellene** (Arc, BMI)—Chess 1604—Berry socks across an amusing novelty with ace showmanship and expressive good humor. The tune has a catchy rhythm and a solid, driving beat. Fine jockey and juke wax. Flip is "Wee Wee Hours" (Arc, BMI).

**TALENT**

**LOU MAC**

**Slow Down** (Lake, BMI)  
**Baby** (Lake, BMI)—Blue Lake 114—Despite the barren material on both faces here, Lou Mac shapes up as a blues thrush with a future. Her voice is rich and lusty, in the great blues tradition, and she appears to have the musical personality to stand out. Given worthy material she could click on a grand scale.

**SPIRITUAL**

**DIXIE HUMMING BIRDS**

**Take Care of Me** (Lion, BMI)  
**It Must Have Been the Lord That Touched Me** (Lion, BMI)—Peacock 1742—This excellent unit offers two contrasting items here. "Take Care" is the tale of one who is alone and sick and consigns his fate into God's hands. Flip is a rollicking upbeat deal that gains momentum as it progresses. The type of flashy stuff this group breaks it up with in its live appearances.

• **R & B Territorial Best Sellers**

For survey week ending July 13

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. It's Love, Baby, L. Brooks, Exc.
2. Ain't It a Shame? F. Domino, Imp.
3. Fool for You, R. Charles, Atl.
4. This Little Girl of Mine, R. Charles, Atl.
5. This Is My Story, Gene & Eunice, Ala.
6. As Long As I'm Moving, R. Brown, Atl.
7. Don't Do It, Penguins, Dtn.
8. Mary Lou, Young Jessie, Mod.
9. Piddly Patter Patter, N. Brown, Sav.
10. Bo Diddley, B. Diddley, Che.

**Balti.-Wash.**

1. Ain't It a Shame? F. Domino, Imp.
2. Story Untold, Nutmegs, Her.
3. Piddly Patter Patter, N. Brown, Sav.
4. This Is My Story, Gene & Eunice, Ala.
5. Feel So Good, Shirley & Lee, Ala.
6. Fool for You, R. Charles, Atl.
7. Verdict, Five Keys, Cap.
8. Don't Be Angry, N. Brown, Sav.
9. Everyday, Count Basic, Clf.
10. Door Is Still Open, Cardinals, Atl.

**Charlotte**

1. Ain't It a Shame? F. Domino, Imp.
2. Rock Around the Clock, B. Haley, Dec.
3. Bo Diddley, B. Diddley, Che.
4. It's Love, Baby, L. Brooks, Exc.
5. Lonely Nights, Hearts, Bn.
6. Hippy Ha, Miller Sisters, Her.
7. Fool for You, R. Charles, Atl.
8. Love Bug, Clovers, Atl.
9. Piddly Patter Patter, N. Brown, Sav.
10. Unchained Melody, R. Hamilton, Epi.

**Chicago**

1. Bo Diddley, B. Diddley, Che.
2. Everyday, Count Basic, Clf.

3. Ain't It a Shame? F. Domino, Imp.
4. Roller Coaster, Little Walter, Che.
5. I've Got a Woman, R. Charles, Atl.

**Cincinnati**

1. Everyday, Count Basic, Clf.
2. Ain't It a Shame? F. Domino, Imp.
3. Fool for You, R. Charles, Atl.
4. Story Untold, Nutmegs, Her.
5. Unchained Melody, A. Hibbler, Dec.

**Detroit**

1. It's Love, Baby, L. Brooks, Exc.
2. They Say You're Laughing at Me, A. Hibbler, Dec.
3. Ain't It a Shame? F. Domino, Imp.
4. It's Love, Baby, Midgets, Fed.
5. Gum Drop, Charms, Del.
6. Everyday, Count Basic, Clf.
7. Unchained Melody, R. Hamilton, Epi.
8. Story Untold, Nutmegs, Her.
9. Bo Diddley, B. Diddley, Che.
10. In the Still of the Night, D. Reese, Jub.

**Los Angeles**

1. Ain't It a Shame? F. Domino, Imp.
2. Diddley Daddy, B. Diddley, Che.
3. Fool for You, R. Charles, Atl.
4. Soldier Boy, Four Fellows, Gly.
5. Rock Around the Clock, B. Haley, Dec.
6. Story Untold, Nutmegs, Her.
7. Everyday, Count Basic, Clf.
8. Bo Diddley, B. Diddley, Che.
9. Don't Take It So Hard, E. King, Kug.
10. Rollin' Stone, Marigolds, Exc.

**New Orleans**

1. Fool for You, R. Charles, Atl.
2. Story Untold, Nutmegs, Her.
3. Song of the Dreamer, B. Brooks, Duk.
4. Everyday, Count Basic, Clf.
5. Certainly, Baby, Charlie & Ray, Her.
6. Ain't It a Shame? F. Domino, Imp.
7. Bells in My Heart, Spiders, Imp.

**New York**

1. Story Untold, Nutmegs, Her.
2. Soldier Boy, Four Fellows, Gly.
3. Everyday, C. Basic, Clf.
4. Unchained Melody, A. Hibbler, Dec.
5. Ain't It a Shame? F. Domino, Imp.
6. Life Is But a Dream, Harptones, Bce.
7. Piddly Patter Patter, N. Brown, Sav.
8. Rock Around the Clock, B. Haley, Dec.
9. Bo Diddley, B. Diddley, Che.
10. Fool for You, R. Charles, Atl.

**Philadelphia**

1. Everyday, Count Basic, Clf.
2. Story Untold, Nutmegs, Her.
3. Fool for You, R. Charles, Atl.
4. Ain't It a Shame? F. Domino, Imp.
5. Only You, Platters, Mer.
6. Soldier Boy, Four Fellows, Gly.
7. Rock Around the Clock, B. Haley, Dec.
8. It's 'Bout to Break My Heart, E. Johnson, Mer.

**St. Louis**

1. Everyday, Count Basic, Clf.
2. Fool for You, R. Charles, Atl.
3. Soldier Boy, Four Fellows, Che.
4. Manish Boy, M. Waters, Che.
5. Ain't It a Shame? F. Domino, Imp.
6. Forgive This Fool, R. Hamilton, Epi.
7. Do Wah, Spaniels, VJ

**CHESS RECORD CORPORATION**

4750-52 Cottage Grove Ave. • Chicago 15, Illinois  
KENwood 8-4342

► **CHESS New Releases to Watch**

#1602—Chess

**"MANISH BOY"**

by

**MUDDY WATERS**

#1604—Chess

**"MAYBELLENE"**

by

**CHUCK BERRY**

**LITTLE WALTER'S "ROLLER COASTER"**

CHECKER # 817

**"BO DIDDLEY"**

CHECKER # 814

**"DIDDLEY DADDY"**

CHECKER # 819

by

**BO DIDDLEY**

"UP & COMING MALE VOCALIST"

**MOONGLOWS**

"UP & COMING VOCAL GROUP"

**"FOOLISH ME"**

CHESS # 1598

**"ARE YOU OUT THERE"**

CHESS # 1599

by

**PERCY MAYFIELD**

► **CHECKER New Releases to Watch**

#820—Checker

**"DO ME RIGHT"**

b/w

**"LONELY HOURS"**

by

**LOWELL FULSON**

#821—Checker

**"I WANT TO LOVE YOU"**

b/w

**"Please Come Back Home"**

by

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**WHY DON'T YOU WRITE ME?**

THE JACKS  
RPM 428

**DOG GONE IT!**

DONNA HIGHTOWER  
RPM 432



**IT'S LOVE, BABY**

(24 Hours A Day)

by LOUIS BROOKS and The HI-TOPPERS

Excella 2056

**ROLLIN' STONE**

by The Marigolds—Excella 2057

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THE MEDALLIONS

- 1-EDNA b/w SPEEDIN' #364
- 2-ALWAYS & ALWAYS THE MEADOWLARKS #367
- 3-REELING & ROCKING ROY MILTON #369

**BEST SELLERS**

- Best Vocal Groups in Rhythm & Blues  
12" LP Album DL204
- The Dootones  
TELLER OF FORTUNE b/w AY SI SI—366
- The Penguins  
BABY, LET'S MAKE LOVE b/w KISS A FOOL—362
- The Meadowlarks  
HEAVEN AND PARADISE b/w EMBARRASSING—359
- Chuck Higgins & Ork.  
HERE I'M IS b/w TONKY HONK—361

**NEW INSTRUMENTAL HIT**

- Lorenzo Holden Trio  
BACKSTAGE b/w EARTH ANGEL—358

**BEST SELLING EP ALBUMS**

- The Penguins #101  
Earth Angel • Ain't Gonna Cry • Love Makes Your Mind Wild • Baby, Let's Make Love
- The Medallions #202  
Buick 59 • Coupe De Ville Baby • The Letter Speedin'

**STEADY SELLER**

- Roy Milton  
FOOLS ARE SCARCE b/w I CAN'T GO ON—363
- The Medallions  
BUICK 59 b/w THE LETTER—347

**DOOTONE RECORDS**

## The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

### Reviews of New R & B Records

Continued from page 89

choruses. Good for the boxes. (Modern, BMI)  
Don't Think I Will...70  
Young Jessie chants a blues with a wild lyric. "Should I hit in the ear so he can't hear?" is the general theme. (Modern, BMI)

**THE GOLDENTONES**  
The Meaning of Love...77  
JAY-DEE 806—An excellent baritone lead lifts this group ballad side impressively. With the right plugging, this could do mighty well. (Beacon, BMI)  
Run Pretty Baby...69  
A rhythmic performance of some slight material. (Beacon, BMI)

**DEAN BARLOW**  
True Love...77  
JAY-DEE 805—Barlow warbles with feeling on a powerful love song, with its melody based on a Rachmaninoff piano concerto. Jockeys and jukes should give this one lots of play. (Davis, ASCAP)  
My Life Is Empty Without You...77  
The warbler sings pleasantly on a nice weeper, with good commercial appeal. (Davis, ASCAP)

**JACK DUPREE AND MR. BEAR**  
Daybreak Rock...77  
KING 4812—Dupree and Mr. Bear spark a lot of excitement here, Dupree's comfortable piano blues calling forth noisy outbursts that may be contagious. Off-the-beaten-track material that will intrigue many deejays. (Marlyn, BMI)  
Walking the Blues...75  
This is a low-down piano blues with narration that also is rather unusual. It has a sound gimmick that might click with the customers. Both sides have groovy beats that are good for dancing. (Jay & Cee, BMI)

**OSCAR BLACK AND SUE ALLEN**  
I'll Live My Life Alone...76  
GROOVE 114—Black's talent stands out in this hunk of philosophy-with-a-beat. Engaging wax.  
Baby, Please Don't Go...76  
Thrush Allen carries the load handsomely on this pleading side. The material isn't striking, but this could do okay with enough exposure.

**BERNIE WILLIAMS**  
Why Fool Yourself...76  
IMPERIAL 5360—A couple of tricky  
(Continued on page 92)

### Best Sellers in Stores

For survey week ending July 13

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	11
La, La (BMI)—Imperial 5348		
2. FOOL FOR YOU (BMI)—R. Charles.....	3	4
THIS LITTLE GIRL OF MINE (BMI)—Atlantic 1063		
3. EVERDAY (BMI)—Count Basie.....	4	3
Comeback (BMI)—Clef 89149		
4. STORY UNTOLD (BMI)—Nutmegs.....	2	8
Make Me Lose My Mind (BMI)—Herald 452		
5. IT'S LOVE BABY (BMI)—L. Brooks.....	8	2
Chicken Shuffle (BMI)—Excello 2056		
6. SOLDIER BOY (BMI)—Four Fellows.....	5	4
Take Me Back, Baby (BMI)—Glory 234		
7. BO DIDDLEY (BMI)—B. Diddley.....	6	11
I'm a Man (BMI)—Checker 814		
8. ROCK AROUND THE CLOCK (ASCAP)—B. Haley..	14	5
Thirteen Women (BMI)—Dec 29124		
9. UNCHAINED MELODY (ASCAP)—R. Hamilton....	7	13
From Here to Eternity (ASCAP)—Epic 9102		
10. PIDDILY PATTY PATTY (BMI)—N. Brown.....	—	1
There'll Come a Day (BMI)—Savoy 1162		
11. DON'T BE ANGRY (BMI)—N. Brown.....	10	15
It's Really You (BMI)—Savoy 1155		
12. AS LONG AS I'M MOVING (BMI)—R. Brown.....	9	7
I Can See Everybody's Baby (BMI)—Atlantic 1059		
13. THIS IS MY STORY (BMI)—Gene & Eunice.....	15	6
Move It Over, Baby (BMI)—Aladdin 3282		
14. ROLLIN' STONE (BMI)—Marigolds.....	12	8
Why Don't You? (BMI)—Excello 2057		
15. DIDDLEY DADDY (BMI)—B. Diddley.....	11	2
She's Fine, She's Mine (BMI)—Creeker 819		

### Most Played in Juke Boxes

For survey week ending July 13

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

This Week	Last Week	Weeks on Chart
1. AIN'T IT A SHAME? (BMI)—F. Domino.....	1	7
La, La (BMI)—Imperial 5348		
2. BO DIDDLEY (BMI)—B. Diddley.....	2	12
I'M A MAN (BMI)—Checker 814		
3. ROCK AROUND THE CLOCK (ASCAP)—B. Haley..	—	1
Thirteen Women (BMI)—Dec 29124		
4. UNCHAINED MELODY (ASCAP)—R. Hamilton... 8	10	
From Here to Eternity (ASCAP)—Epic 9102		
5. IT'S LOVE BABY (BMI)—L. Brooks.....	4	2
Chicken Shuffle (BMI)—Excello 2056		
6. STORY UNTOLD (BMI)—Nutmegs.....	5	3
Make Me Lose My Mind (BMI)—Herald 452		
7. FOOL FOR YOU (BMI)—R. Charles.....	3	3
This Little Girl of Mine (BMI)—Atlantic 1063		
8. DON'T BE ANGRY (BMI)—N. Brown.....	6	11
It's Really You (BMI)—Savoy 1155		
9. SOLDIER BOY (BMI)—Four Fellows.....	—	1
Take Me Back, Baby (BMI)—Glory 234		
10. ROLLIN' STONE (BMI)—Marigolds.....	9	3
Why Don't You? (BMI)—Excello 2057		
10. EVERYDAY (BMI)—C. Basie.....	—	1
Come Back (BMI)—Clef 89149		

### Most Played by Jockeys

For survey week ending July 13

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	10
Imperial 5348—BMI		
2. FOOL FOR YOU—R. Charles.....	2	3
Atlantic 1063—BMI		
3. IT'S LOVE BABY—L. Brooks.....	3	3
Excello 2056—BMI		
4. UNCHAINED MELODY—R. Hamilton.....	6	12
Epic 9102—ASCAP		
5. STORY UNTOLD—Nutmegs.....	—	2
Herald 452—BMI		
6. ROCK AROUND THE CLOCK—B. Haley.....	4	6
Dec 29124—ASCAP		
7. AS LONG AS I'M MOVING—R. Brown.....	7	4
Atlantic 1059—BMI		
8. UNCHAINED MELODY—A. Hibbler.....	12	6
Dec 29441—ASCAP		
9. DON'T TAKE IT SO HARD—E. King.....	—	2
King 4780—BMI		
9. EVERYDAY—C. Basie.....	—	1
Clef 89149—BMI		
11. MAMA TALK TO YOUR DAUGHTER—J. B. Lenore..	—	1
Parrot 809—BMI		
11. SOLDIER BOY—Four Fellows.....	—	1
Glory 234—BMI		
11. BOP TING A LING—L. Baker.....	10	7
Atlantic 1057—BMI		
11. BO DIDDLEY—B. Diddley.....	5	8
Checker 814—BMI		
15. LONELY NIGHTS—Hearts.....	—	7
Baton 208—BMI		

YOU'D BE HAPPY TOO - IF YOU HAD WHAT WE HAVE...

.. NOTHING BUT POTENTIAL HITS! SEE

"A TOUCH OF HEAVEN" b/w Bring It On Back RIFF RUFFIN #115

"I MUST BE DREAMIN'" b/w The Hatchet Man THE ROBINS #116

"NO ONE ELSE WILL EVER KNOW" b/w Just Say the Word FRANKIE MARSHALL #117

"WOBBLE LOO" b/w Another Fool Sings the Blues RAY AGE #119

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THE "CADETS" MOD. 963

CINDY (SINDY)

THE "COBRAS" MOD. 964

# Everyone Agrees

According to DJs

## Atlantic Artists Are Tops

NEW YORK — In the latest Cash Box Annual Disc Jockey Poll, Atlantic record artists once again ran away with top honors. This is a poll in which the guys and gals who spin the records indicate their program preferences in a variety of categories.

Of the fifteen records programmed most by the nation's rhythm and blues jockeys over the past twelve-month period, eight were Atlantic records, more than 50 per cent.

The most programmed R. & B. female vocalist was Ruth Brown, who led the field by a country mile. Second, however, and also way out in front of the pack, was the comparative newcomer, Lavern Baker, who rocketed to prominence this year with "Tweedle Dee." Ruth's award comes at a significant time, just as her "As Long as I'm Moving" has hit all the charts and is breaking wide open.

The jockeys' choice for Most Programmed R. & B. Male Vocalist was the mighty Joe Turner, who took top honors in the recent Courier Poll.

Clyde McPhatter and the Drifters were the spin Programmed R. & B. Vocal Group. Among the new groups showing up in the voting, the Cardinals were voted one of the most promising.

Pittsburgh Courier  
7/9/55

JOE TURNER

LAVERNE BAKER

CLYDE McPHATTER

THE CARDINALS

IVORY JOE HUNTER

T-BONE WALKER

JESSE STONE

BARRY DOUGLAS TRIO

THE COLLEGIANS

RUTH BROWN

THE CLOVERS

RAY CHARLES

THE DRIFTERS

THE TONE TWINS

THE REGALS

TOMMY RIDGLEY

THE COOKIES

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234 WEST 56th St.

NEW YORK 19, N. Y.

**DESTINED FOR A HIT BOTH R & B and POP!**

Vee-Jay 147

**"AT MY FRONT DOOR"**

b/w

**"WHAT'S BUGGIN' YOU, BABY?"**

by

**The El Dorados**

**VEE-JAY Records, Inc.**  
2129 S. Michigan Ave. Chicago  
Phone: CAumet 5-6141



**The Billboard Music Popularity Charts**

**RHYTHM & BLUES RECORDS**

**• Reviews of New R & B Records**

• Continued from page 90

rhymes get some laughs in this ditty; but it has a curious charm. Watch it. (Commodore, BMI)

**Don't Tease Me...** 76  
This side's a fast one. Bernie Williams' high-pitched voca. is sexy and effective. (Commodore, BMI)

**ROY MILTON**  
**You Got Me Reeling and Rocking...** 75  
DOOTONE 369—Milton shouts out a real rocker in this wild waxing. It should win enthusiastic response from teen-agers who will probably pump plenty of coin in juke boxes which stock it. A good side with solid prospects. (Williams, BMI)  
**Nothing Left...** 72  
Milton pities himself, and his emotion is carried across effectively in this well-performed blues. It has a good beat, too. (Williams, BMI)

**JOE WILLIAMS**  
**Every Day I Have the Blues...** 75  
CHECKER 762—With Cle's "Every Day" zooming to the top of the charts, it is only logical that Joe Williams' original recording of the tune be re-issued. The Checker version has much merit and should cash in on all the current excitement.  
**They Didn't Believe Me...** 70  
This is the original coupling with "Every Day," and while Williams' deep voice and straightforward handling of the ballad excite interest, the backing and arrangement do not showcase the tune to best advantage.

**THE BARONS**  
**My Dream, My Love...** 73  
IMPERIAL 5359—The Barons do a slow ballad here. The chanting and instrumental is relaxed and satisfying. (Commodore, BMI)  
**I Know I Was Wrong...** 73  
Here's a side with a strong beat and

rhythmic chanting by the Barons. A satisfying reading which will merit good deejay exposure. (Commodore, BMI)

**BIG JAY McNEELY ORK**  
**Big Jay's Hop** ..... 73  
VEE-JAY 142 — McNecley socks across a driving instrumental with a fine danceable beat. (Conrad, BMI)  
**Three Blind Mice...** 72  
A showmanly rhythm sid- based on the old nursery rhyme, with an okay group vocal by the boys in the band. (Conrad, BMI)

**THE CALIFORNIANS**  
**Heavenly Ruby** ..... 73  
FEDERAL 12231—This group debuts on the label with a pretty ballad which they style with taste and solid harmony. The men promise good things in the future. (Armo, BMI)  
**My Angel...** 69  
The group struggles valiantly to make something of this material, but it does not quite come off. Despite their best efforts, it leaves a rather labored impression. (Gallo-Otis, BMI)

**KID KING'S COMBO**  
**Thing-a-ma-jig** ..... 72  
EXCELLO 2059—Exciting instrumental is staked to a hopping Latino beat. Here's good juke filler wax, especially in spots where dancing is permitted. (Excellorec, BMI)  
**Baby I'm Fool Proof...** 70  
Southern blues plaint is delivered with conviction by Good Rockin' Sam to able support from the ork. (Excellorec, BMI)

**JOE BUCKNER**  
**How Can I Let You Go** ..... 72  
VEE-JAY 141—Buckner warbles with

strong emotional impact on a moving ballad. (Tollie, BMI)

**TOMMY DEAN ORCHESTRA**  
**Why Don't Chu...** 69  
Dean wraps up a catchy, mostly-instrumental waxing with an infectious dance beat. The band chants "Why Don't Chu" intermittently. (Tollie, BMI)

**J. B. LENORE**  
**What Have I Done** ..... 72  
PARROT 814—Lenore moans his blues down-home style, similar to that of Jack Dupree. Backing is effectively monotonous. (BMI)  
**Mama Your Daughter**  
**Is Going to Miss Me...** 68  
Up-tempo boogie-backed shout fails to register with much effect. (BMI)

**LITTLE ARTHUR MATHEWS**  
**Someday Baby** ..... 71  
FEDERAL 12232—He caught her with his best friend and knew it was the end. Little Arthur chants this Johnny Otis blues adequately. Disk has good sound. (Gallo-Otis, BMI)  
**I'm Gonna Whine on You...** 71  
Another blues clefted by Johnny Otis, in which the woman is cautioned to make no slip. Similar in appeal to the flip. (Gallo-Otis, BMI)

**THE CORONETS**  
**I Love You More** ..... 71  
GROOVE 115—Tune here is very close to that of "The Meaning of Love," reviewed concurrently. A fair group effort.  
**Crime Does Not Pay...** 69  
A so-so performance of some humorous material.

**THE ORCHIDS**  
**You're Everything to Me** ..... 71  
PARROT 815—A competent, but not unusual group ballad side. The tenor sax soloist stands out. (BMI)  
**Newly Wed...** 68  
Similar fare. (BMI)

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NEVER LET ME GO  
PLEDGING MY LOVE  
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"The Shape I'm In"  
**Marie Adams**  
"THE QUESTION"  
"Bad Luck, Heartaches and Trouble"  
**Billy Wright**  
**DUKE PEACOCK** Records

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## C & W Territorial Best Sellers

For survey week ending July 13

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. Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. Cattle Call, E. Arnold, Vic.
4. Making Believe, K. Wells, Dec.
5. In the Jailhouse Now, W. Pierce, Dec.
6. There She Goes, C. Smith, Col.

### Charlotte

1. I Don't Care, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Cattle Call, E. Arnold, Vic.
4. Satisfied Mind, J. Shepard, Cap.
5. In the Jailhouse Now, W. Pierce, Dec.
6. There She Goes, C. Smith, Col.
7. Would You Mind? H. Snow, Vic.

### Cincinnati

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. Yellow Roses, H. Snow, Vic.
4. In the Jailhouse Now, W. Pierce, Dec.
5. I Don't Care, W. Pierce, Dec.
6. There She Goes, C. Smith, Col.

### Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. I Don't Care, W. Pierce, Dec.
3. Making Believe, K. Wells, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Cattle Call, E. Arnold, Vic.
6. Live Fast, Love Hard and Die Young, F. Young, Cap.

### Houston

1. In the Jailhouse Now, W. Pierce, Dec.
2. Blue Darlin', J. Newman, Dot
3. I Don't Care, W. Pierce, Dec.
4. Satisfied Mind, P. Wagoner, Vic.
5. Satisfied Mind, R. & B. Foley, Dec.
6. Hurry Back Home, C. Walter, Dec.

### Memphis

1. Yellow Roses, H. Snow, Vic.
2. Blue Darlin', J. Newman, Dot
3. I Don't Care, W. Pierce, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.

5. Satisfied Mind, R. & B. Foley, Dec.
6. In the Jailhouse Now #2, J. Rodgers, Vic.

### Nashville

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. Live Fast, Love Hard and Die Young, F. Young, Cap.
4. Satisfied Mind, J. Shepard, Cap.
5. That's What Makes the Juke Box Play, J. Work, Dot
6. There She Goes, C. Smith, Col.
7. Satisfied Mind, R. & B. Foley, Dec.
8. Cattle Call, E. Arnold, Vic.
9. Making Believe, K. Wells, Dec.
10. Let Me Talk to You, R. Price, Col.

### New Orleans

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Baby Let's Play House, E. Presley, Sun.
4. There She Goes, C. Smith, Col.
5. Cattle Call, E. Arnold, Vic.
6. Satisfied Mind, R. & B. Foley, Dec.
7. In the Jailhouse Now #2, J. Rodgers, Vic.
8. That's What Makes the Juke Box Play, J. Work, Dot
9. You're Right, I'm Left, She's Gone, E. Presley, Sun.
10. Making Believe, K. Wells, Dec.

### Richmond, Va.

1. Satisfied Mind, P. Wagoner, Vic.
2. Satisfied Mind, R. & B. Foley, Dec.
3. Cattle Call, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. His Hands, T. Ernie, Cap.

### St. Louis

1. In the Jailhouse Now #2, J. Rodgers, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. I Don't Care, W. Pierce, Dec.
4. In the Jailhouse Now, W. Pierce, Dec.
5. Drinking Tequila, J. Reeves, Abb.

TV show in Cleveland. . . John Harper and Johnny Hicks, emcees with "Big D Jamboree," Dallas, recently landed a layout in "Town North," slick Dallas mag that caters largely to the cultural trade. The story outlined "Big D's" place in the Dallas picture and gave a run-down on the show's operation.

Don Reno and Red Smiley, regular features on WRVA's "Old Dominion Barn Dance, Richmond, Va., have suffered the loss of only a couple of rain-soaked Sunday afternoons recently while working a heavy schedule of personals in the territory. The King recording pair is set for an early fall tour thru the Deep South. . . Connie B. Gay, of WARL, Arlington, Va., while in Nashville recently on a booking trip, placed two artists for Mercury recordings. Sessions were held during Gay's stay there. . . Marion Russell, c.&w. thrush and disk jockey at WTTN, Watertown, Wis., was a feature at the Frontier Day & Horse Show at the fairgrounds in Jefferson, Wis., July 3, and July 10 played the Firemen's Association Tournament at Johnson Creek, Wis.

### With the Jockeys

Gene Ryan, WFMC, Goldsboro, N. C., writes: "I have tried a new sales angle here at WFMC, selling my favorite deejay show in a package deal to sponsors for a given price. It works like this: Our chief engineer has constructed an attractive portable console and turntable combination. After a sponsor has bought the show, I promote it for five days on my shows here at the studio; then on Saturday afternoon we take the portable to his location and set up shop. At 2:30 p.m. the show starts direct from the sponsor's place of business. I take no requests in the form of cards or letters, but instead lay out the records on a large table and encourage the fans to step up and pick their own selections, at which time I interview them. It sure pays off. I always have a full house, and the sponsor is satisfied. Show brings in local fans, as well as those from outlying districts—a large group of potential buyers."

Clay Cline, former program director of WJZM, Clarksville, Tenn., is now managing WSEV, new station at Sevierville, Tenn. His new duties also include spinning the country record shows. . . Tom Perryman, KSIJ, Gladewater, Tex., sends word that he needs Columbia releases. . . C.&w. twirler Vern Lotz, of KOTA, Rapid City, S. D., infos: "The KOTA Cowboys and Polly Johnson are back with a daily show after returning from vacations. I have my Saturday show starting at 3 p.m. and am still spinning all country & westerns. Just completed a three-day tour with Martha Carson, the Carlises and Ferlin Huskey."

WREN's Henry Tuck, who spins 'em from Reidsville, N. C., reports that the station recently started the policy of signing on with Warren Hull's recording of "Morning Prayer" and signing off with the flip side of the record "Evening Prayer." Hull recently recorded the platter for the B. B. B. Record Company. . . William Pastuch, manager of WLFH, Little Falls, N. Y., writes that country & western shows are being well received in his area. . . Dwight Gordon is now spinning the c.&w. wax five hours a day, 6 a.m.-9 a.m., and 11 a.m.-1 p.m., over WEW, St. Louis. WEW has gone to a complete schedule of country programming, according to Gordon, who joined the station recently.

Bill Bentley, KSTV, Stephenville, Tex., typewrites that Elvis Presley, Slim Willet and the Farren Twins headlined the country & western segment at the Fourth of July picnic at the City Recreation Building, Stephenville. Also appearing at the all-day event were the Blackwood Brothers, the Statesmen Quartet, Deep South Quartet, Stamps Quartet and the Stamps Ozark Quartet. . . Uncle Ted Tatar, WACH, Newport News, Va., did a recent hour's stint over WTOV-TV, Portsmouth, Va., with Johnny

Williams, Milton Riley, the Rhythm Rangers and Jerry Evans and His Musical Mountaineers. Show is viewed nightly at 7:30 over Channel 27. On his own two-hour show over WACH, Tatar has been receiving lots of requests for such banjo numbers as "Talley Ho," by Reno and Smiley; "Roanoke," by Bill Monroe; "Hey, Hey, Hey," by the Stanley Brothers; "Cotton Pickers Stomp," by Jim Eanes, and for Lester Flatt and Earl Scruggs selections. Tatar also features banjo music on his morning show, heard 5-5:30, and reports favorable response. . . Nathan Street, WKSX, Pulaski, Tenn., pens: "Hats off to the smaller labels for their efforts. They are putting out some good stuff. Tho only a few hit the charts, I find them good listening and so do my listeners."

"Skyland Ranch," heard daily from 9 till noon over WONE, Dayton, O., featuring Cuzzin Bill Hamby and the Pea Pickers, is now originating from a new mobile studio which broadcasts from a different sponsor's place of business each week. The new unit and its performers will visit Ohio fairs and broadcast from each fair daily, starting July 30 and continuing thru some 15 weeks. The unit, built from a new 31-foot Spartan Manor house trailer, is complete with air conditioning, three-speed turntables, tape recorders and a public-address system. . . Bob Jennings, c.&w. deejay of WLAC, Nashville, has a new recording out on M-G-M. "Oh, for the Life of a Cricket," b/w his own song, "Tell Me Your Name and Give Me Your Number." Recording is taking off well in the Nashville area, says Jennings, with the "Cricket" side the strongest.

In addition to his c.&w. deejay chores at WCON, Cornelia, Ga., Bob Kilgore is emcee and producer of "Gospel Jubilee," heard Saturdays at 9 p.m. over WLW-A, Atlanta. After a month's operation the show is gaining real strength, reports Kilgore. . . Ted Kirby, WZOB, Fort Payne, Ala., informs that he's still doing live TV shows in Rome, Ga., besides spinning three hours of the country material a day over WZOB.

Fred Brooks, who along with Harry Bryan broadcasts and sings an hour and 45 minutes of hillbilly stuff daily at 5 a.m. over WTJS, Jackson, Tenn., relays that Carl Perkins' recording of his own compositions, "Movie Mag" b/w "Turn Around," on Flip Records, is garnering lots of spins in West Tennessee. Brooks also whirled a c.&w. show over WTJS daily at 11 a.m.

Thom Hall, WKYW, Louisville, typewrites: "Bonnie Sloan, who's appearing in these parts with Pee Wee King and band, dropped in for a visit recently. I am in the midst of conducting my annual artist popularity poll, and from the way votes are coming in I should set a record in returns." . . Guesting recently with Fred Lynn on his "Hillbilly Heaven" show over KWTO, Springfield, Mo., were Mitchel Torok and wife, Mac Wiseman, Norm Silver, Jim Wilson and Arlie Duff. . . Paul Simpkins is now handling four hours of country & western broadcasting daily over WBAM, Montgomery, Ala. . . According to Dave Stone, KDAV, Lubbock, Tex., a capacity crowd of 6,000 turned out there recently to see Elvis Presley, Ferlin Huskey, Martha Carson, the Carlises, Jim Edward and Maxine Brown, Onie Wheeler, and George and Earl. Stone and Hipockets Duncan, also of KDAV, handled the promotion.

Deejay Lee Alexander is now spinning the "Lee Alexander Show" six days a week over KECK, Odesa, Tex. In addition, he's also working "Pioneer Jamboree," which features guest artists every Friday night in Odesa. Guesting with Alexander recently were Ferlin Huskey, J. E. and Maxine Brown, Simon Crumm, Elvis Presley, Bill and Scotty, Tibby Edwards and Sonny James. . . Nervous Ned Needham, WMOP, Ocala, Fla., did a guest shot over "Mr. Deejay,

U.S.A.," over WSM, Nashville, June 17.

Leon Murphree, who spins 'em six days a week over WAJF, Decatur, Ala., was another guest twirler on "Mr. Deejay, U.S.A.," over WSM, Nashville, recently. . . J. C. Willis sends word from KVOM, Morrilton, Ark., that he's not getting the wax from Mercury, Coral or M-G-M.

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## FOLK TALENT AND TUNES

Continued from page 22

Slim Bryant and His Wildcats, of KDKA, Pittsburgh, are winding up a two-week vacation, during which they hopped back each Friday night at 9:30 to do their weekly show over KDKA-TV for Iron City Beer. During the vacation period they transcribed their daily radio stint for the same sponsor. Slim and his crew have been finding Sunday park business good in the area. . . Capitol's Tommy Collins is set for an August guest spot on "Ozark Jubilee" from Springfield, Mo. . . Dub Dickerson is currently in Oklahoma with his band, the Rio Grande Boys. Dickerson is booking himself since his recent release from Charles Wright management. . . Joe Taylor and His Indiana Red Birds, of WGL, Fort Wayne, Ind., were a feature of the Davy Crockett Pageant staged as a climax of the Allen County Free Fair, Fort Wayne, last Saturday (16).

Auditions for country & western talent are still being held for "Talent Varieties," new network show originating in Springfield, Mo. Tryouts are being handled for the Slim Wilson starrer by the ABC-TV director, Bill Ring, with headquarters at Crossroads TV Productions, Springfield. . . Billy Wehle, veteran tent show impresario, who recently was briefly associated with the "Grand Ole Opry" Tent Show No. 1, featuring Bill Munroe and his unit and Cowboy Copas, now has his own unit, using the "Grand Ole Opry" tag, playing drive-in and theaters in New York State and New England. J. Sova is associated with Wehle in a booking capacity. Unit is set for the Portland Drive-In, Portland, Conn., July 28, and the State Theater, Middletown, N. Y., July 29. Dates were arranged with Ted Megaarden, general manager of Consolidated Theaters and former Girl Show operator with the World of Mirth Shows.

Murray Nash Associates, Nashville, is giving both barrels to the Ferlin Huskey-Coon Creek Girls record of "Don't Blame the Children" b/w "Sail the Lord." The firm's Ray Scrivener is hitting the jockeys in Ohio and Indiana; Stan Strandberg, company's new rep, is covering Texas and Louisiana, and Red Kirk is handling East Tennessee and Virginia. Murray Nash is making the East Coast this week. . . Cecil Luna, heard nightly at Dallas Bridgeport Club, has a new one on Label "X," "That's Why I

Cry" b/w "Please Believe Me." . . Donn Reynolds and His Rangers, of WCUM, Cumberland, Md., are finding personal bookings much to their liking in the Tri-State Area of Pennsylvania, Maryland and West Virginia. Lads are plugging the new ditty, "You're Out of Step With the Beat of My Heart," written by Reynolds and Slim Stuart.

Mike Post, of KTVE-TV's "Mike Post Show," made a guest appearance on Clyde (Barefoot) Chesser's "Blue Bonnet Barn Dance," along with Jerry Dykes and the Western Ramblers, over KCEN-TV, Temple, Tex., during a recent trip to Central Texas. Post also guested at Hillbilly Park, McLennan Corners, near Waco, Tex., with Jimmy Thomason, Slim Harbert and the Homefolks, of KWTX-TV. Mike recently reached the ripe old age of 14. . . Danny Turner, under the personal management of Charlie Thurston, is working a series of fairs and homecoming dates thru Indiana and Illinois. Danny appeared on the Pee Wee King network TV show from Cleveland July 4. Jockeys may obtain copies of Turner's latest release, "God Made Everything" b/w "You're Knockin' Again," by writing to Thurston at 5235 Oakley, Hammond, Ind.

Guests on Pee Wee King's ABC-TV show from Cleveland, Monday (19), were Bill Carlisle and group, the King Ganam All-American Quartet, and Lee Jones. . . The Westport Kids, handled by Dave C. Ruf, of Westport Enterprises, Inc., Kansas City, Mo., appeared on RadioOzark's new ABC-TV network show, "Talent Varieties," featuring Slim Wilson, Tuesday (12) of last week. The Westport teen-agers will appear on Red Foley's "Ozark Jubilee" over the ABC-TV network from Springfield, Mo., Saturday (23). . . Justin Tubbs, back in Nashville for the first time in nearly two months, is busy working with a contractor on final plans for his new bachelor home overlooking the Cumberland River.

Webb Pierce, Red Sovine and the Wandering Boys wound up a Colorado trek at Rainbow Ballroom, Denver, last Friday and Saturday (15-16), and followed that with Peoria, Ill.; Buck Lake Ranch, Angola, Ind., and two theater dates in Ohio. On July 25, Webb and Sovine will make an appearance on the Pee Wee King

# THE FINAL CURTAIN

**BAKER—Harry,** 78, retired circus man, July 4 in Lima Memorial Hospital, Lima, O. For many years he was with the Ringling circus.

**BARTOK—Mrs. Frida,** mother of Doc Milton (Curly) Bartok, veteran med and minstrel show operator, recently in Mount Sinai Hospital, Philadelphia. In addition to her son, she is survived by her husband, Sigmond; another son, Jerome, and two daughters, Alice and Lillian. Burial in Philadelphia.

**BEAN—Billy B.,** veteran med show operator, July 13 in Wolf Point, Mont., of a heart attack. At the time of his death he was working fairs thruout Montana. Survived by his widow, Ethel. Burial in Muskogee, Okla.

**BENGE—Wilson,** 80, veteran motion picture character actor and former head of the Hollywood Troupers Club, recently in Hollywood. He was noted for his portrayals of British butlers.

**BLAKE—Otho F.,** 51, artist with the Jam Handy Organization, commercial motion picture producers, July 4 in Detroit. Survived by his widow, Betty A. Interment at Kent, O.

**BRITT—Bert H.,** 57, veteran outdoor showman, July 15 in Tampa. Survived by his widow, Stella, a brother, Arthur, Asheville, N. C., and a sister, Mrs. C. T. Martin, Jacksonville, Fla. A resident of Tampa for the past 20 years, he was a member of the Greater Tampa Showmen's Association. Burial in Tampa.

**BRYAN—Charles Faulkner,** 43, composer and authority on American folk music, July 7 in Pinson, Ala. As a composer, his larger works included "The Bell Witch," "White Spiritual Symphony" and "Cumberland Interlude." He had studied musical composition with Paul Hindemith at Yale University and later became assistant professor of music at Peabody College. He was a member of the American Society of Composers, Authors and Publishers.

**CAMERON—Donald,** 66, retired actor, July 11 in West Cornwall, Conn. He first trod the boards in 1913 in Margaret Anglin's repertory company, later emerging as her leading man. In 1925 and 1926 he was with the Jessie Bonstelle repertory, and between 1927 and 1931 Cameron appeared with Eva La Gallienne's Civic Repertory Theater in New York. He counted among his stage appearances roles in "Electra," "The Taming of the Shrew," "The Bubble," "Wake Up Jonathan!" "Dreams for Sale," "Dice of the Gods," "Brook," "Queen Victoria," "The Bride," "Lightnin'," "Romeo and Juliet," "The Good Hope," "L'Invitation du Voyage," "The Cherry Orchard," "Peter Pan," "Cradle Song," "Lilium," "Alison's House," "The Three Sisters," "My Sister Elleen" and Maurice Evans production of "Hamlet."

He had been leading man for Margaret Anglin, Mrs. Minnie Madern Piske, Eva La Gallienne, Fay Bainter, Peggy Wood and Alice Brady. A half-brother and his stepmother survive.

**CAMPBELL—Patrick W.,** 64, radio and TV program officer of the U. S. Information Agency, July 9 in London. He had formerly been a Hollywood and Broadway press agent. His widow survives.

**DE ZITA—William (Captain),** 64, veteran publicity man and actor's agent, July 8 in Los Angeles.

**FORTUNE—Ralph (Red),** 40, water truck driver on King Bros. Circus, July 4 in Windsor, Ont. (See Circus section for further details.)

**GARDNER—Robert William,** 81, former secretary of the Lethbridge, Alta., Exhibition board, July 6 in Lethbridge. Survived by a brother and three sisters. Burial was in Lethbridge.

**HARRINGTON—Thomas F.,** 53, chairman of the board of Ted Bates & Company, Inc., advertising agency, July 10 at Candlewood Isle, Conn. In business since 1919, he pioneered the use of radio and TV as an ad medium and directed the Jack Benny radio show many years. He had been in charge of radio-TV activities at Ted Bates for a number of years and was widely known in New York and Hollywood show business. His widow, two sons, five sisters and two brothers survive. Burial in St. Peter's Cemetery, Danbury, Conn.

**HEAGNEY—William,** 71, songwriter and vaudevillian, July 14 at his home in Queens Village, N. Y. He was formerly head arranger for the Irving Caesar Music Publishing Company, and in 1929 wrote "Safety All the Time—the National Safety Song." Among others were "Every Little While," "Close to Your Heart," "Dear Old Dixie" and "Bye and Bye." He also invented a musical card game, "Music Master." His widow, two sons and a daughter survive.

**LEFFELL—Frank,** 78, veteran magician and vaude and circus performer, July 2 in Baltimore. He started out as a bar performer with L. H. LaPearl Shows. Later he toured with circuses and played vaudeville with the Leffell Trio, trampoline act, and at one time toured Europe, Africa and South America with a magic show. In more recent years he had been devoting his time to building magical apparatus. Survived by a son, Donald Grant.

**LININGER—Charles Bernard,** 80, old-time vaude musician, recently in Veterans' Hospital, Oakland, Calif. He was a member of the Old-Time Vaudeville & Dramatic Artists' Club, Oakland, and the San Francisco Theatrical Club. Survived by his widow, Gertrude.

**MALCOLM—Mabel,** 80, former dramatic stock, rep and musical comedy performer, recently in

Bardolph, Ill. Survived by her husband, Cliff, and a sister in Bardolph. Burial in that city.

**MARK—Mrs. Virginia,** 61, retired concessionaire, June 21 in Houston. Known in show business as Billie Billiken, she started out in her early years producing and staging her own vaudeville reviews and operettas. For a time she was the singing spee girl with the old Sels-Floto Circus. Later she went into the concession business operating her country store and other concessions on such shows as Bee's Greater, Johnny's United, Sunset Amusement and United Exposition shows. In more recent years she operated a gift and novelty shop in Houston. She was a member of Caravans, The Stage Friends and the Women's Auxiliary of the Chicago Showmen's League. Survived by her husband and a step-daughter. Burial in Houston.

**MORLEY—Henry,** 40, president of Dynamic Films, Inc., July 11 in White Plains, N. Y. (See TV Film department for details.)

**MYERS—Darrell,** 32, well-known outdoor showman, recently in Veterans' Hospital, Durham, N. C. Surviving are his parents, Mr. and Mrs. Clayton O. Myers; three brothers, Bill, Steve and Donald, and four sisters, Mrs. Weldon Parmley, Mrs. Dale Norton and Gail and Brenda. Burial in Lexington, N. C.

**PRICE, Stanley,** 55, veteran actor, July 13 in Los Angeles. of a heart attack. Last assignment was in "The Ten Commandments," and at one time was the original Abie in "Abie's Irish Rose" on Broadway, playing 1,100 performances. He also played the part of Judas in "The Pilgrimage Play" in Los Angeles for several seasons. Survivors include his widow, the former Frances Severns; a son, Stanley Otis; a daughter, Frances, with ABC in New York.

**RICHARDS—Cora,** mother of Mrs. Geraldine Gaughn, who was the former wife of Harry (Irish) Gaughn, well-known carnival executive, July 14 in Akron, O. Other survivors include a son, C. T. Hameline, and another daughter, Mrs. P. H. Alexander.

**SANTO—Edward,** 43, maintenance worker on the Tornado Coaster at Coney Island, New York, July 18 in that city when struck by one of the coaster trains. (Details in the Park section.)

**SCHRYMAN—William,** 67, retired advance advertising agent for the Ringling Bros. and Barnum & Bailey Circus, July 10 in Philadelphia.

**SMILEY—John (Bill),** 36, veteran concessionaire, July 4 in Crown Point, Ind. He had worked on the Cavalcade of Amusements and other shows. At the time of his death, he was with Blue Grass Shows. Survived by his widow, his mother and three brothers, James, Walter and Jack, all of Oaklawn, Ill.

**TETREAULT—Edward P.,** 64, president of the Independent Amusement Company for many years, July 7 in Elizabeth, N. J.

**WOODINGTON—Adlyn,** 58, stage actress, July 15 in a hotel room in New York. She was strangled and beaten by a hotel employee. Miss Woodington, who sometimes doubled as a wardrobe mistress, had appeared in stage shows in most States, having been principally in summer stock or road shows. The murder resulted from an argument between the actress and the hotel employee, a porter. Miss Woodington was a native of Pennsylvania, and once was married to actor Bart Andress.

**ZOOK—Martin,** 61, former manager and executive vice-president of the Mid-South Fair, Memphis, July 10 in Memphis. (Details in Outdoor section.)

# HOCUS-POCUS

By BILL SACHS

**THE 27TH Annual Convention** of the International Brotherhood of Magicians, held at Hotel William Penn, Pittsburgh, June 27-July 2, drew nearly 800 registrants, according to Charles A. RossKam, Providence, who was elected international president of the organization at the convention banquet held on the final day, with Eugene Bernstein, past president, serving as installing officer. Other officers chosen for the ensuing year were: **Chauncey M. Sheridan**, Toronto, first international vice-president; **Julian V. Boehm**, Atlanta, second international vice-president; **Dr. A. L. Baldwin**, Pittsburgh, International secretary; **Hazel M. Krock**, Kenton, O., international treasurer; **L. A. Waterman**, Harrisburg, Pa., and **Frank Werner**, Houston, executive committee. International vice-presidents are **Thornton Poole**, Canada; **Len Mason**, Australia; **William G. Stickland**, England; **S. D. Mukherjee**, India, and **Nils Simonson**, Sweden. . . . Magic Dealers' Association, at its election held during the IBM convention, selected **Bob Nelson**, Columbus, O., president; **Gene Gordon**, Buffalo, vice-president; **Harold Rice**, Wynnewood, Pa., executive secretary; **Morris Fox**, New York, treasurer, and **Kay Thomas**, Baltimore, corresponding secretary. The organization, whose objective is to promote better relations among the dealers and between the dealer and buyer of magic, is in its 10th year. Regional vice-presidents named were **Earold Martin**, North; **Ken Allen**, East; **H. R. Hulse**, South; **Tom Dethlefsen**, West; **Harry Stanley**, England, and **Harry J. Smith**, Canada. The MDA's Best-Selling Awards for 1955 went to the following: Best-selling trick under \$2—**Crazy Cubes**; best-selling trick \$2 or over—**Linking Pins**; best-selling book under \$5—**"Entertaining Card Magic,"** by Cy En-

field, and best-selling book over \$5—**"Tarbell Course No. 6."** . . . June and **Billy McComb**, of London, lectured before Chicago magicians June 8, and last Friday (15) the Windy City trixsters gathered at the Hamilton Hotel there to tender a surprise party to **Okito** (Theo Bamberg) on the occasion of his 80th birthday.

**PERCY ABBOTT'S 20th Annual** Get-Together, a week of magical activity and fun, gets under way August 22 at Sturgis, Mich., with the local Chamber of Commerce sponsoring. All activity will be confined to the new Sturgis-Young Civic Auditorium, modern, air-conditioned building. In addition to the magic-variety shows on the last three nights, to which the public will be invited, the visiting magi will be treated to virtual round-the-clock sessions of lectures and magic demonstrations by top-notchers in the business. Among the headliners corraled for the various shows are **Lee Gabel**, Dr. **Stanley Jaks**, the **Randolphs**, **Hen Fetsch**, **Bob Lewis**, the **Great Smokini**, **Valentine's Birds**, **Clark** (The Senator) **Crandall**, **Ace Gorham**, **Tom Rainey**, **Bob Hurt** and **Jim Bailey**. Dancers, musicians and jugglers will augment the magic fare. Conclave officially gets under way with the usual night-before party Wednesday night, August 24. Reservations have been pouring into Abbott's headquarters in Colon, Mich., for weeks, and the quota of 500 is expected to be reached long before the opening. The quota of 500 has been established because the auditorium has only a 1,000-seat capacity, and the sponsoring body, the Sturgis Chamber of Commerce, has taken 500 tickets for each performance for sale to the general public. For visiting magi, a \$10 registration fee covers all shows and activity.

# BURLESQUE BITS

By UNO

**Jessica Rogers** follows her week's engagement at the Tic Toc Club in Syracuse with a return to New York, opening July 19 for four weeks with an option of four more at the Heat Wave nitery in Greenwich Village. . . . The Frolics in Cicero, Ill., is billing as the top feature **Jo Anne Campbell**, a new promising exotic recently from New Orleans. Other principals are **Rusty Dare**, **Nina**, **Rita Ravel**, **Ronnie Lester** and **Sonny**. . . . **Lily Marlene**, who closed a lengthy stay at the Coral Room in Washington, was the featured strip at the Adams in Newark, N. J., week of July 8. . . . **Larry Raymond** and **Marion** (Mrs. Raymond) **Lee** left New York to drive to Portland, Ore., where they opened July 18 for two weeks with their act "Fun With Feathers" at Amato's Supper Club. The next stop will be at the Elk's Club, Everett, Wash., starting August 5. Both bookings were thru **Eddie Smith**. . . . **Bea Sweet** opened July 8 at the Show Boat Hotel in Las Vegas, Nev., where a holdover is **Nick Lucas**. **Miss Sweet's** husband, **Jerry Paulos**, singer, is another holdover along with **Dick Haynes** at the new Dunes Hotel, same spot. . . . **Joseph Ellul**, owner of the Empress, Detroit, and **Mrs. Ellul** have returned from Hollywood, Fla., where they make their home, to resume active direction of the house for the summer months. The cast selection, now in progress, will feature a major change in faces. . . . With the summer tourist season under way, local clubs in the Denver area are getting their share of the folding green as long as they publicize flesh acts. At the Tropics **Lorelee** is featured along with **Lorraine Lee**. Specialty act by **Donna Roche** and **Dick Pagie** round out a 40-minute show backed by **Monte Blue** and **His Blue Notes**.

**Gay Dawn**, born **LaVerne Beck**, who rose from an elevator operator in a Hollywood hotel to a featured strip, annexed a front cover photo and a five-page illustrated story on the inside pages of the July 27 issue of *People Today*, pocket-sized, bi-weekly mag published by the Hillman Periodicals, Inc., of New York. . . . **Burly** in the Los Angeles niteries is represented by **Lela Gardea**, **Debbie Dawn**, **Nocturne**, **Potts and Reeth**, and **Gloria Manners** at the Yoric Club; **Shiva Chelo**, **Caprice**, **The Great Riccardo**, **Misty Ayres**, **Carole Abbot** and **Charlie Crafts**, at the El Rancho; **Baby Davis**, **Sue Martin**, **Mimi**, **Foni Baldwin** and **Dick Kimball**, emcee, at the Lake Club and **Bob Carney** and **Jean Carroll** still headlining and have been for several years at the Colony Club. . . . **April Vale**, exotic dancer who just completed a week's stay her second appearance in the last three weeks at the Sena Tavern in Troy, N. Y., is vacationing in her Buffalo home before starting on another road tour. . . . **Dayton Beach, Fla.**, niteries have **Hank Cowen**, comic, as emcee, with **Vonda Lee**, exotic, leading the floorshow at the Club 400; **George Hopkins**, comic, sharing honors with **Diane Ross** and her monkey at the Beach Club, and **Snookie DeWitt**, **Charlie** and **Rita Jenkins** and **Ned Woods**, at Laney's Supper Club. . . . **Sidney Marion**, comic is one of the cast recently organized for the road company of the musical "Plain and Fancy." **Comic Sammy Smith** is with the New York company current at the Winter Garden. . . . **Herman Ferber**, former straight man in Columbia wheel days and later with various stock companies, is now in the wholesale furniture business in Kansas City, Mo.

## IRVING J. POLACK



In Memory of I. J. Polack, who passed away July 13, 1949, but whose spirit lives on in Polack Bros.' Circus.

LOUIS STERN

In memory of my wife

## GLORIA

who passed away July 20, 1954

Sadly missed by all

Duke and Theresa Dougherty

### In Loving Memory of JACK ADAMS

A dear Husband and Father who passed away July 20, 1953.  
MRS. MARIE ADAMS & JACKIE

### In Loving Memory of My Dear Father

HARRY B. (DAD) LIST  
Died July 20, 1954.  
You Are Greatly Missed.  
Herman S. List

### In Loving Memory JOSEPH A. PISARA

Died July 23, 1948  
BABE PISARA

### IN MEMORY of a Very Dear Friend

N. RAY SPEER  
Who Passed away July 22, 1952.  
Curt & Harry Bucholtz

### IN MEMORY NATHAN (RAY) SPEER

Passed away July 22, 1952.  
"I know you are only a step away, But away in my heart."  
Your Wife  
CECIL L. SPEER

### STRIP GIRLS WANTED

Steady work. Experience not necessary. We will teach you. Good salary.  
Write the Manager  
EMPRESS BURLESK THEATRE  
540 Woodward Ave. Detroit 26, Mich.

When answering ads . . .  
SAY YOU SAW IT IN THE BILLBOARD!

## Kansas City Parks, Pools Ahead of '54

KANSAS CITY, Mo., July 16.—Clear, warm weather has boosted the business of Greater Kansas City's parks and pools and most operators reported a record-breaking midseason pace this week, well ahead of '54.

Patronage at Fairyland Park's Crystal Pool is booming. An all-time record number of swimmers used the natatorium on July 4th and the heavy volume has continued. The park's picnic facilities have been loaded all summer and a crew of workmen are kept busy installing new ovens and tables. Kiddie-Land has retained its popularity with the youngsters and a new huge miniature golf course has plenty of players.

Another busy spot in the area is Wildwood Lakes, big amusement resort east of Kansas City. Featuring "one admission pays for all," Wildwood's facilities have been jammed with capacity crowds since the season start. The park has dancing, floorshows, picnicking, swimming, fishing, miniature golf, shuffleboard and a free nursery for children. This week Reggie Rymal, paddle ball artist who was featured in the Warner Brothers' picture "House of Wax," was master of ceremonies and drew big crowds.

Grandview Beach, recreation spot south of Kansas City which opened in 1954, has been completely rebuilt and expanded to handle its heavy business. Its swimming area has been re-sanded and new equipment added, including two diving boards, water slide, swings and land slide. It features charcoal grills in its picnic section.

Kernodles Lake, five miles south of Kansas City, has been a popular resort for many years and reports another top season. It has 175 acres of picnic grounds, swimming pool, three fishing lakes and boating with aqua-planing featured.

Quivira Lake, a crescent swimming beach west of Kansas City, is having a big season. In addition to its huge beach and diving towers, it caters to private picnics and banquets in its large dining facilities in the two-story clubhouse.

Wimwood Beach, on Highway 10, north of Kansas City is operating at a top pace.

## Mitsi Ray Hurt In Auto Crash

VINELAND, N. J., July 16.—Mitsi Ray, acrobat, is confined to her home here where she is recuperating from a sprained shoulder and concussions suffered in an auto crash near Roanoke, Va. She expects to be confined for two months and has been forced to cancel a number of fair and other outdoor bookings.

Other new talent brought in, all

## DISKERIES USE BREAK-A-PLATE TO DUMP STOCK

NEWARK, N. J., July 16.—Savoy Records is one of the firms which has turned to the outdoor field to dispose of its backlog of returns and dead number records. Several operators have been using 78 r.p.m. disks in break-a-plate concessions as a substitute for china. From the concession standpoint, records are novel, lighter and more compact than china. From Savoy's standpoint, President Herman Labinsky notes, it's a convenient way to clear his shelves, on which are stored thousands of excess disks. Savoy gets around a nickel apiece on down, depending on how many are picked up.

## El Paso Park To Add Rides, Mull Fair Plans

EL PASO, Tex., July 16.—Ascarate Park, El Paso County's main recreation center is growing, and in addition to its golf course, picnic grove and beach may have a full-grown amusement park and be the site of an annual fair.

A 27-hole golf course was recently opened and the county board is now considering the establishment of a midway-type amusement park with both major and kid rides brought in on a lease basis.

C. W. (Chuck) Swan, manager of the recreation department, announced plans are under way for a country fair to be held this fall. Other projects include a miniature golf course and a bridle path with riding academy.

## SCHULER QUILTS

## R-B Plans Call for 3 New Publicity Men

NEW YORK, July 16.—Ringling Bros. Circus will add three publicity men as soon as possible to assist in publicizing dates in the West after Chicago. They will take up the slack left by the firing of F. Beverly Kelley, radio-television chief, a week ago and the resignation last Monday (11) of Charles Schuler, assistant to Kelley.

It was learned here yesterday that a policy meeting would be held probably next week to formulate a public relations campaign to improve, in general, relations between the circus and the public.

Slated to attend the meeting are John and Henry Ringling North, Michael Burke, executive director; Edward Knoblauch, publicity de-

## Calgary Stampede Heads For Record 500,000 Gate

### Pulls 317,000 in First Four Days; Midway Betting, Grandstand Are Up

CALGARY, Alta., July 16.—The Calgary Stampede and Exhibition set a record-breaking pace thru Thursday (14), the fourth day of its six-day run, with attendance to that point soaring to 317,000, up 29,000 over the 288,000 count to the same point last year, when the event finished with an all-time high gate of 482,000.

Maurice Hartnett, Stampede manager, forecast Friday morning (15) that the final gate tally would top the 500,000-mark.

"Average attendance the first four days was close to 80,000, and our two biggest days traditionally are the last two days," Hartnett observed in support of his prediction.

Three-a-day grandstand shows were scheduled for the last two days, with a special free kiddie pro-

gram slated for the afternoon. There were two grandstand shows, matinee and night, on the first four days.

Weather thru the first four days was good, with only slight rain Monday night (11) and a splattering of rain, accompanied by high winds, Thursday (14). The rain and high winds Thursday came just as the evening crowd began to come out. The day's gate as a result fell 75 under the figure for last year but the previous three days each returned attendance that exceeded those for the corresponding days in '54.

Iceer Lags  
At the end of the first four days, receipts in most departments showed substantial increases over last year. "Holiday on Ice," pre-

sented indoors, was one of the few exceptions. Its take fell below that of another icer in here last year, but Hartnett ascribed the drop to the fact that "Holiday" had to contend with greater competition from other events on the grounds.

Grandstand receipts were up sharply in the first four days. Parimutuel betting for horse races, staged along with rodeo events each afternoon, yielded higher betting totals. The night grandstand show, which consists of a revue produced by Ernie Young and chuck wagon races, played to sell-outs.

On the midway the Royal American Shows reported ride and show receipts up 27 per cent over last year.

Parking receipts for the first four days topped those of last year. Additional parking space played a major part in upping such receipts.

New feature of the colorful Stampede parade was the use of 18 giant balloons, obtained from Giant Balloons, Inc., Newark, N. J. Balloons were also used as a backdrop for some grandstand presentations.

All available commercial exhibit space was pressed into use, and one was to house the appearance of the Calypso band, sponsored by the Imperial Oil Company and offered as a free attraction.

## ATTORNEYS TO MEET

## R-B Polo Grounds Details Near End

NEW YORK, July 16.—Negotiations for next year's appearances of the Ringling show in this area—and there is apt to be more than one appearance—are fast reaching finality, it was learned today. John Ringling North and Horace Stoneham, of the baseball Giants, are expected to meet soon, probably next week.

Attorneys for both parties are also scheduled to confer with a view toward drawing up a suitable

contract. It is understood that relations between the circus and Madison Square Garden have not improved since initial talks were held relative to a contract renewal.

Indications that a unique staging method is being studied for the mammoth Polo Grounds are evident in the fact that the Aluminum Company of America (ALCOA) is flying in its chief aluminum engineer and top designer, to survey the stadium.

### Plan Long Island Return

A return to Long Island, last shown in 1954, is in the works, for an extended engagement rather than the two days used when the circus last appeared there at Roosevelt Raceway, Westbury. It was made apparent that the metropolitan area would see two solid months of Ringling performances, since Ebbets Field, home of the Dodgers in Brooklyn, is also being considered as a site, making two separate appearances within New York City. It was learned authoritatively that discussion along these lines have been going on.

The circus has been in touch for some time with Chrysler Airtemp engineers who have been charting the types of equipment necessary to heat large expanses in weather prevalent during the month of March. If the show plays in the ball parks it will run the risks of cold and rainy weather since the ball season will likely get under way locally in late April. The Giants and Dodgers opened on the road this year and got home after the second week in May. It is expected they will open at home in 1956.

## Sweeney Races Pull 14,000 At Des Moines

DES MOINES, July 16.—Al Sweeney's National Speedways, Inc., closed its still date season here Sunday (10) with a record-breaking crowd of 14,000 at a 250-mile stock car race at the Iowa State Fairgrounds. The turnout was the second largest ever drawn to the plant other than during the fair.

The NSI press department has established headquarters in Davenport, Ia., where they will launch a fair promotion campaign under G. J. (Mokey) Cosby, general manager. First annual on the list is at Hibbing, Minn., August 7, to be followed by 45 other fair race meets. Gene Harmon joined the No. 2 billing crew recently and Bill Clark, former Des Moines Register staffer, came on as a press agent.

## Brockton Set By Beam for Rodeo Stand

BROCKTON, Mass., July 16.—Plans have been completed for a three-day stand at the Fairgrounds here for the Cherokee Ranch Rodeo, July 21-23. The event is being presented by the Brockton Kiwanis and is a Ward Beam promotion.

Jackie Rhinehart and his sister, Ollie, are the top performers with trick and fancy riding and roping. The show recently played Westboro and Fitchburg. Business was reported as good.

## McGaw Stunter Sets 9-Week Australia Tour

HOLLYWOOD, July 16.—Bill McGaw's Hollywood Tournament of Thrills will receive nearly \$115,000 for its nine weeks' tour of Australia starting September 22.

Cliff Aronson, of the Milt Deutsch Agency here, signed the thrill show to the contract at \$12,500 per week, plus traveling and living expenses. The tour starts in Sydney and will include the major Australian cities.

Aronson will accompany the unit to Australia and tour with it during the first week of the engagements. Included in the McGaw group will be an announcer, tour manager, clown and seven drivers.

New cars will be shipped from the United States. The jalopies to be wrecked will be picked up there.

## Disk Jockey Pole Sitter Aids Park

LITTLE ROCK, July 16.—Tom Fuzzell, former carnival owner, now operating War Memorial Amusement Park here, recently came up with a solid publicity click for his spot. He put a popular disk jockey up on a pole for a week end let him air his regular program right from the park with resulting big breaks in all the area newspapers.

Cliff Ford, KLRA dee-jay, climbed to the top of the pole June 18 and expected to remain at least a week. During his sojourn above the park, he broadcast his regular programs from the airy perch. He was fully equipped with a telephone to receive request numbers. Two umbrellas were used to keep the records from melting in the hot sun.

## SHOPPING CENTERS VIE

## Four-Day Cele Offers Dates For Numerous Circus Acts

LEVITTOWN, N. Y., July 16.—A goodly number of circus ground acts will be used in the "Shop-A-Ramic Jubilee Celebration" being staged at the four Village Greens here beginning today. Entertainment will be continuous on three-day weekends for a solid month at outside the community's shopping centers.

The entire production is being handled by Abe Feinberg, of New York City, who says a stage at each Village Green will be occupied by talent from 2-8 p.m. daily over the weekends. Some six acts a day will be used, on a rotating system between the shopping centers.

There will be some hold-over acts for following weekends, and depending on how the initial programs work out. Local merchants are co-operating in the venture and are advertising heavily. Reason for the month-long celebration is the intense competition between sprawling shopping areas which have been springing up thruout Nassau County, with price wars on branded items being a common thing.

Feinberg will bring in kiddie TV personalities whenever possible. One of the standbys will be Jazzbo and his clown car.

# TUBS-O-FUN

## 48-PASSENGER KIDDIE-ADULT RIDE

Be Prepared for Those Big Days Ahead With This Huge Capacity Ride. Will Earn \$50.00 to \$60.00 Per Hour. Finest Quality, Heavy Duty Construction. A \$4,500.00 Ride for Only \$2,750.00.

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Rides built by National over 40 years ago are still in operation and considered too good to replace.

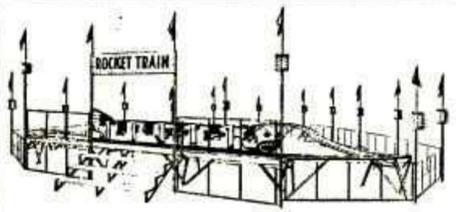
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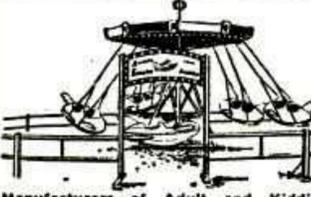


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Two years have gone into the planning and designing of this high speed, full-sized major ride. Appeals to the kiddies, teen-agers and adults. Will outgross many rides costing twice as much. Requires a 57x57 ft. space, will load on one semi-trailer and requires only two men to set up. Long, easy terms arranged.

**KING AMUSEMENT CO. Mt. Clemens, Mich.**



## NEW SPACE PLANE KIDDIE RIDE

- ★ NEW REINFORCED FIBER GLASS PLANES
- ★ PUSH BUTTON OPERATION
- ★ STURDY CONSTRUCTION
- ★ FLUID DRIVE

**SMITH AND SMITH INC.**  
SPRINGVILLE, NEW YORK

Manufacturers of Adult and Kiddie Chairplanes, Kiddie Atomic Jet Fighter and Boat Rides, Ferris Wheels and Trailer Mounted Auto Rides.

## THE TLT-A-WHIRL Ride

"Best Buy in Rides Today"



- ★ Very Popular and Profitable
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- ★ Well Built
- ★ Good Quality
- ★ Economical
- ★ Repeater!!

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Faribault, Minnesota

## LOOK! PARKER DOES IT AGAIN

We are moving to NEW and LARGER Quarters. Increased Production, No Disappointments, Spring Delivery on All Rides. Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER CARRY-US-ALL for as little as \$5,500.00. Time sales arranged for particulars. Address:

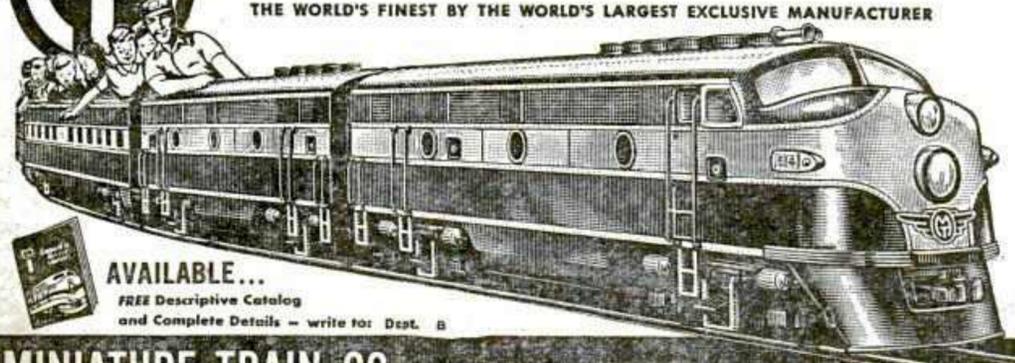
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FREE Descriptive Catalog and Complete Details - write for Dept. B

**MINIATURE TRAIN CO. RENSSELAER, INDIANA**

## Rec Area Doomed, Op Balked Over Variance

NEW YORK, July 16.—A thriving Outdoor Amusement Recreation Center faces extinction at the end of this season, and operator George Chapman is experiencing difficulties getting a variance in order to reopen elsewhere.

Chapman has been building his Gulfland on the Sunrise Highway at Valley Stream for seven years, having started with a 24-tee driving range and nine-hole miniature golf. He now owns a 60-tee range, 18-hole golf, batting range, car hop restaurant, archery, and five-ride kiddie park, all adjacent to the Sunrise Drive-In Theater. Archery and restaurant are managed by Sam Chiatt.

The 14-acre tract has been earmarked by its owner for a huge shopping center, chief unit of which will be a Gimbel's department store. The theater will remain but Chapman's operation must move. He will probably dispose of the rides and some other equipment, he said yesterday, but must suffer a loss in the tremendously expensive landscaping and concrete work he has undertaken.

Chapman has control of a loca-

tion on Rockaway Avenue in Woodmere-Cedarhurst, on a barren strip populated largely by filling stations. He desires to develop it along the same recreational lines but it is zoned industrial and the Hempstead Town Board has been reluctant to grant a variance. Chapman claims his business would beautify an area which has become an eye-sore over the years, and is prepared to proceed in State Supreme Court if need be.

The baseball range uses 1. Q. Pitchers. Kiddie rides are a Mangels three-abreast Merry-Go-Round, Roto-Whip and dry boat ride, Pinto fire engines, and re-conditioned Aeroplane ride.

## Ring to Be First In Mass. Town

FAIRHAVEN, Mass., July 16.—This town will have its first circus in history when the Ring Brothers Circus plays two performances July 30. The Fairhaven Fighters' Association is sponsoring the event. The town is located just across the bridge from New Bedford which should supply most of the crowd.

## Mix Closes With Admire

MONTICELLO, Ind., July 16.—Joe Mix and his wife, who is billed as Princess Blue Sky, closed here with the J. C. Admire-operated Joe Mix Circus. The Mix name was used during the show's '55 trek.

## Waco Fair Inks Cisco

WACO, Tex., July 16.—The Cisco Kid (Duncan Renaldo) has been signed as the name attraction at the rodeo at the Heart o' Texas Fair, Othel M. Neely, fair's executive vice-president, announced this week.

The rodeo, which will be under RCA auspices, will be produced by Tommy Steiner, with Tom Hadley handling the mike chores. Midway attractions will be provided by 20th Century Shows. Closing night attraction is yet to be booked, Neely said.

## Palm Beach Gets New Site, Dates

PALM BEACH, Fla., July 16.—The 11th annual Palm Beach County Fair will be held on a new 200-acre site next January 20-29, Lamar Allen, secretary, announced. The new location has been provided by the county board of commissioners. The '56 dates are approximately six weeks earlier than usual in order to avoid conflict with other fairs in the State.

MacAlister Marekres has been named manager of the amusement area for the seventh consecutive year.

## CONEY ISLAND, N. Y.

By UNO

Nathan Handwerker and his son Murray, of Nathan's Famous hot dog eatery, celebrated a grand opening on July 9 of a new annex building around the corner of their old Surf Avenue establishment on the Bowery, corner of Stillwell Avenue, directly opposite Joe Bonsignore's Bob Sled. Here the Handworkers have started an innovation in the sale of food, not to eat on the premises but to take home. Opening specialty was a pasteboard box labeled "Frankie Pack" containing eight raw frankfurters, eight rolls and a quantity of mustard, selling at \$1.15. Next week will follow sea food products. All are processed and packaged on Coney. Besides the sale of take-home food the counter also dispenses soft drinks to be consumed on the spot.

In charge, and telling all about the details of the experiment, is Joseph Schlesinger

One of the many audience pitches at the Sindell Cavalcade of Variety show on July 2 was smartly reinforced by five intimate friends—each a beauty contestant—of Alma Sindell, daughter of Fred and Ida. The group included Jacqueline Erickson, Judy Gardner, Joan Baron, Faygie Kronowitz and Beverly Busch. . . . A new kiddie ride park operated by Herman Cohen and managed by Raymo Martinez is located at the further end of Coney in the old Smith Street car terminal, Surf Avenue and West Fifth. The rides comprise Pony Cart, Whip, Merry-Go-Round, Train and Fire Engine. It is a first season for Cohen in this line. . . . Jerry and Martha Soffer, at their Frances Canfield concession, Bowery and West 15th, have switched from a gold fish game to a Greyhound Racer.

Something new in the way of a large and prettily appointed, 500-capacity dance hall began operations a week ago. It is called the Mambo Casino and is located above Mr. and Mrs. Dave Rosen's Wonderland Circus at Surf Avenue and West 12th. Owner is Georgette Champion who has a six-year lease on the premises from the Rosens, who also have a financial interest in the venture. Miss Champion is well educated in such establishments and to further reinforce the supervision, has engaged Fred Fedenco, who for five years managed the Palladium dance hall in New York. Miss Champion anticipates an all-year-round spot in the Mam-

(Continued on page 114)

## Dominican Rep. World's Fair Plans Progress

NEW YORK, July 16.—Plans are nearing completion for the participation of American show equipment at the World's Fair which will be sponsored by the Dominican Republic next winter.

George A. Hamid, who holds the contract for supplying all of the midway units, said here this week that negotiations are now under way with carriers using the ports of New York, Baltimore, New Orleans and Miami in an effort to secure the best possible rate. At least one large, or possibly two smaller freighters would be needed to transport the equipment called for in present plans, he said.

Monies insuring the safe round trip transportation of the equipment are expected to be placed on deposit here by the sponsors by the end of this month.

Currently 12 major rides will be shipped to the fair instead of the 16 originally planned. Other equipment will include 10 kiddie rides, 2 shows, 2 bingos and about 20 concessions. Grab joints and novelty stands will also be included. Diesel power equipment will be needed.

Hamid said no agreement had yet been made with any carnival company to supply the needed equipment.

## Death Claims Ben Merson

NEW YORK, July 16.—The National Showmen's Association has received word of the death of one of its earliest members, Ben Merson, on July 1. Merson had been in show business for some 35 years, and for the past 15 years had operated a kiddie park at Long Beach, N. Y.

Survivors include his widow, two children; his brother, Irving Merson, of Baltimore, also an NSA member, and several grandchildren.

## Sunbrock Show Set For Puerto Rico

TORONTO, July 16. — Larry Sunbrock, operator of the Larry Sunbrock Rodeo and Thrill Show, announced this week that he has signed contracts to take the show back to Puerto Rico for 10 weeks, opening September 15 in San Juan.

The announcement came on the heels of Sunbrock's July 6-9 stand here, an engagement that drew 26,500 patrons in eight shows but produced little profit.

Personnel of the show includes Calvin Miller and family with three horses, recently joined; Brahma Rogers and Jimmy Loveck, clowns; Carl Sanidahl, chief daredevil; Mr. and Mrs. Ray Keen, front end; Duke, Angel and Julia Jensen with six horses; Jimmy Breslin; Joe Evans, foreman, and Lou Lindsay, Dusty Rhones and Jimmy Ellis, cowboys.

## Marine Corps Buys 282 Trampolines

CEDAR RAPIDS, Ia., July 16.—The United States Marine Corps has ordered 282 trampolines, to cost \$100,000, for delivery between now and the end of the year. The announcement was made by George P. Nissen, president of the trampoline firm here, who has been awarded the contract.

The devices will be used by the Marines for training and recreation at bases in the U. S. and abroad.

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# Lengthy Heat Wave Halts Outdoor Activity Earnings

NEW YORK, July 16.—Torrid, moisture-laden temperatures extending over a two-week period have melted the enthusiasm of thousands for outdoor amusements.

At the same time the newsworthy heat has built peak attendance at pools and frozen to capacity thousands of pushed custard machines.

With thermometers nudging past the 90 mark almost daily, the in-

terest of the public has been sapped. On Weekends millions have trekked to the shore for relief. For the most part they headed for the sands and the water and stayed there. The approaches and boardwalks served the single purpose of thoroughfare. At night, with people en route to their homes, it was apparent that the least amount of effort was spent in getting there and few diversions were strong enough to halt their flight.

### More to Come

A continuance of the same kind of muggy weather was forecast for this weekend. If it materializes it will make for the third straight Saturday-Sunday period when the public will think of enjoyment in terms of relief.

The warm nights have kept folks out of doors but, except for a couple of days this week, the humidity has carried thru the night hours and the zest for fun has been lacking.

Until the heat wave arrived the weather for most outdoor endeavors, particularly the stationary ones able to operate on Sundays, was mostly good. Consequently, some spots were putting together an excellent season. The chances are good that it will still work out that way.

The operators of units that benefit from the heat are naturally gleeful. They were due for the break, they say, because last season some 15 Saturdays and Sundays, plus the fourth of July, were lost in whole or in part to the weather.

# Heat Melts Crowds at Steel Pier

ATLANTIC CITY, July 16.—A heat wave encompassing the past two weeks has cut into the anticipated crowds at the Steel Pier. George A. Hamid Sr. said that 90-degree heat plus high humidity had kept the crowds mostly on the sand and in the water.

Attendance at the pier thru the first of this month had ranged well ahead of the same period a year ago. Indications from the start have pointed to a banner season. Hamid said there is still every reason to look for an excellent season despite the current dip in interest occasioned by the heat wave. Top name attractions will appear weekly thruout the remainder of the season and, it is hoped, create a boom at the box office.

# Los Angeles Area Tabs Big Weekend Business

LOS ANGELES, July 16.—The Fourth of July weekend in this area was generally good, final reports from celebrations and amusement zones show.

The annual Rose Bowl show set a new attendance record, Long Beach areas beat last year, but the transit strike here cut down on the Coliseum crowd.

The event in the Rose Bowl, staged by Robert Pyle for the Pasadena Fire Department, pulled between 66,000 and 68,000 people with an estimated 3,500 turned away. Some tickets are still to be turned in with the higher figure expected to be reached. Despite an anticipated 5 to 10 per cent attendance loss because of the three-day holiday, Pyle said he was gratified that the crowds had gone well over the average 56,000. He attributed the increase to good weather, a promotion worked for the first time in which a local market chain bought but offered free tickets to customers, and replacement of television spot announcements with a well planned presentation. For "City at Night" over KTLA, the Baretis, high act, which was on the show, and Clark's bears, Pyle felt the plug most effective.

The show featured the complete show of the Polack Bros.' Circus along with the Baretis, the latter booked thru Hunt-McCafferty Agency, Hollywood. Fireworks were handled by Atlas Fireworks Company, this city.

Pyle added that another point that may have helped boost gross was the same price scale. General admissions were \$1.50 for adults and 50 cents for children. Also offered were \$2 tickets for adults and \$1 for the kids.

### Coliseum Clicks

The Coliseum show, sponsored for the 23d year by the American Legion, pulled a total attendance of 56,424, estimated down about 13,000 because of the bus strike. Harry Myers, who has produced the show since its inception, added that lack of parking in the vicinity of the huge oval also had a telling effect on the box office. The fireworks display was handled personally for the third consecutive year by Art Briese, of Thearle-Duffield, Chicago.

Myers added that the event has earned over \$750,000 for the Los Angeles County Council of the American Legion.

According to L. P. (Pat) Murphy, general manager of the Nupike and Virginia Park, both operations of the Long Beach Amusement Company in that city, the area had its first good weather this year. Business the week before the

Fourth was good as well as the week following. He estimated that grosses in the two areas were up at least 10 per cent over comparable periods in 1954.

Toney Martone, operator of the Hi Tide Amusement Company, also in Long Beach, declared his take up 10 per cent over last year.

Murphy is optimistic that business in the Long Beach area will continue increasing from this point out. The Miss Universe Pageant gets under way tonight with a big parade tomorrow (17). Thousands of out-of-towners are expected here for the eight days of festivities.

### NEW FEATURE

# Report Click Preem for Lucky Dogs

NEW YORK, July 16.—Jack Kochman's Luck Dogs, a new racing greyhound grandstand feature, reportedly clicked in its initial performances at the Griggsville (Ill.) Fair and a still date at Metropolis, Ill., which followed. Several still dates are scheduled for this weekend in Ohio. In about a week the unit will begin to show at fairs exclusively over a route extending into late October.

Reporting here, Kochman, who originated and produced the novel entertainment, said the audience response was well beyond expectations. While the first performance at an event might pose some promotional difficulties because of the newness of the feature, Kochman said only the first performance was needed to build to sizable audiences.

Attendance on the first day at Griggsville was light, but the following two days saw capacity houses with many of the patrons attending for the second and third time. Convinced now that the show will be popular, Kochman predicted that it would practically double attendance the second time around. He added that the interest of fairmen attending the Griggsville event indicated that a second unit would be necessary next year.

The program was timed for one hour and a half. The possibility of format experimentation failed to materialize as the show ran smoothly from the start. Prizes were given at Griggsville.



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# COMING EVENTS

- Arizona**  
Flagstaff—Northern Ariz. Square Dance Festival, Aug. 12-13.  
Mesa—Pioneer Day Celebration, July 24.  
Payson—Payson Rodeo, Aug. 12-14.
- Arkansas**  
Crossett—Crossett Rodeo, Aug. 3-6.  
Harrison—Harrison Rodeo, Sept. 15-17.  
Little Rock—Parade of Homes, Sept. 11-18.  
Mammoth Spring—Soldiers-Sailors-Marines' Reunion, Aug. 15-20. E. E. Sterling.  
Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.
- California**  
Barstow—Barstow Rodeo, Sept. 24-25.  
Bishop—Bishop Rodeo, Sept. 4-5.  
Fortuna—Fortuna Rodeo, July 30-31.  
Lancaster—Lancaster Rodeo, Sept. 11.  
Los Angeles—Sheriff's Rodeo, Aug. 21.  
Marysville—Yuba-Sutter Rodeo, July 29-30.  
Merced—County Fair Rodeo, Aug. 27-28.  
Paso Robles—San Luis Obispo Co. Rodeo, Aug. 19-20.  
Plymouth—Plymouth Rodeo, Aug. 28.  
San Diego—San Diego Rodeo, Sept. 24-25.  
San Fernando—San Fernando Rodeo, Sept. 4-5.  
Yuba City—Yuba-Sutter Rodeo, July 29-30.
- Colorado**  
Boulder—Pow Wow Rodeo, July 30-Aug. 1.  
Brighton—Brighton Rodeo, Aug. 13-14.  
Cheyenne Wells—Cheyenne Co. Rodeo, Sept. 2-3.  
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 9-13.  
Durango—Spanish Trails Fiesta, Aug. 5-7.  
Estes Park—National Arabian Horse Show, Aug. 20-21. Dr. A. G. Fiske.  
Estes Park—Koshare Indian Show, July 21-22.  
Estes Park—Roof Top Rodeo, Aug. 4-6.  
Evergreen—Evergreen Rodeo, Aug. 6-7.  
La Junta—Legion Kids Rodeo, Aug. 9-11. John A. Brown.  
Longmont—Legion Rodeo, Aug. 18-20.  
Loveland—Larimer Co. Rodeo, Aug. 15-16.  
Manassa—Mormon Pioneer Days, July 21-23.  
Monte Vista—Ski-Hi Stampede, Aug. 2-4.  
Montrose—Montrose Rodeo, Aug. 17-18.  
Norwood—San Miguel Basin Rodeo, Aug. 13-14.  
Pueblo—State Fair Rodeo, Aug. 23-25.  
Ridgway—Ouray Co. Rodeo, Sept. 4-5.  
Sterling—Overland Trail Round-Up, Aug. 30-Sept. 1. W. K. Ring.  
Woodland Park—Ute Trail Stampede, July 21-23.  
Yuma—County Fair Rodeo, Aug. 9-10.
- Connecticut**  
Bethel—State Firemen's Convention, Aug. 12-14.
- Georgia**  
Atlanta—Do-It-Yourself Show, Sept. 24-29.  
George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.  
Atlanta—Southern Jewelry Show, Aug. 28-31. Burly Sacks, 1 Peachtree Bldg.  
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.
- Idaho**  
St. Anthony—Fremont Co. Pioneer Days, July 22-23. Robert Smith.  
Boise—Western Idaho State Fair Rodeo, Aug. 23-27.  
Burley—Cassia Co. Rodeo, Aug. 18-20.  
Caldwell—Caldwell Night Rodeo, Aug. 9-13.  
Piler—Twin Falls Co. Rodeo, Aug. 31-Sept. 3.  
Gooding—Gooding Co. Rodeo, Aug. 18-20.  
Idaho Falls—War Bonnet Round-Up, Aug. 3-6.  
Jerome—Jerome Co. Rodeo, Aug. 11-13.  
Lewiston—Lewiston Rodeo, Sept. 9-11.  
Montpelier—Bear Lake Co. Rodeo, Aug. 25-27.  
Nampa—Snake River Stampede, July 19-23.  
Preston—Preston Night Rodeo, July 28-30.  
Soda Springs—Soda Springs Stampede, Aug. 6-7.  
Weiser—Weiser Round-Up, Aug. 4-6.
- Illinois**  
Alexis—Fall Festival, Aug. 25-27. T. B. McKnight, Lions Club.  
Chicago—General Motors Powerami, Aug. 31-Sept. 18.  
Davis—Celebration, July 28-30. William Braut.  
Hull—Legion and Lions Picnic, July 28-30. Don Weir.
- Kampsville—Legion Picnic, Sept. 3-5. C. W. Curtis.**
- Maywood—Italian Festival of Chicagoland, July 18-27. Joseph De Serio, 1615 North 18th Ave., Melrose Park.**
- Moline—Rock Island Co. Rodeo, Sept. 2-3. Mount Carmel—Championship Boat Races, Sept. 17-19. Steve Bellinger.**
- Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.**
- Peoria—Antique Show, Sept. 8-12.**
- Rutland—Centennial, Aug. 4-7. I. M. Vine-core.**
- Strasburg—Homecoming, Aug. 17-20. L. R. Hamm.**
- Indiana**  
Batesville—Fall Festival, Aug. 5-6. Vol. Fire Dept.  
Brownstown—Homecoming & Reunion, July 18-23.  
Columbia City—Old Settlers' Day & Legion Festival, Aug. 10-13. Dave Spence.  
Covington—Street Fair, July 18-23.  
Delphi—Homecoming Centennial, Aug. 8-13. Tom L. Baker, 2257 Madison Ave., Indianapolis.  
Hartford City—Fall Festival, Sept. 13-17.  
Huntington—VPW Celebration, Aug. 1-6.  
Lagrange—Corn School—Golden Anniversary—Street Fair, Sept. 12-17.  
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.  
Odon—Old Settlers Meeting, Aug. 17-20. Lex Seneff.  
South Bend—Summer Festival, July 25-30.  
Terre Haute—Movers' Picnic, Aug. 12-14.  
Wabash—Diamond Jubilee & Nat'l Flowering Contest, Sept. 12-17.
- Iowa**  
Cedar Rapids—All-Iowa Rodeo, Aug. 18-19.  
Correctionville—Centennial, July 22-23.  
Des Moines—Iowa State Fair Rodeo, Sept. 2-5.  
Fort Madison—Fort Madison Championship Rodeo, Sept. 9-11.  
Sidney—Iowa Championship Rodeo, Aug. 16-20.  
Vinton—Celebration, Sept. 5.
- Kansas**  
Ablene—Wild Bill Hickok Rodeo, Aug. 22-25.  
Atwood—Atwood Rodeo, Aug. 20-21.  
Cherryvale—Southeast Kansas Reunion, July 25-30.  
Coffeyville—Inter-State Rodeo, Sept. 2-5.  
Dighton—Lake Co. Rodeo, Aug. 3-4.  
Goodland—Northwest Kan. Rodeo, Aug. 18-19.  
Hanover—Celebration, July 25-27.  
Hill City—Hill City Rodeo, Aug. 11-12.  
Jewell—Celebration, July 28-30.  
Linn—Celebration, July 21-23.  
Mound City—Linn Co. Fair Rodeo, Aug. 19-20.  
Phillipsburg—Kansas' Biggest Rodeo, Aug. 22-25.  
Pretty Prairie—Kansas' Largest Night Rodeo, July 19-21.  
Scott City—Scott City Rodeo, Aug. 26.  
Wichita—Jaycee Frontier Days, Sept. 22-25.  
Winfield—Cowley Co. Rodeo, Aug. 30-Sept. 1.
- Louisiana**  
Alexandria—Lions Club Rodeo, Aug. 23-27.  
Leesville—West La. Forestry Festival, Sept. 12-17. Finley Stanley Jr., Rt. 4.  
Morgan City—Shrimp Festival & Blessing of Fleet, Sept. 3-4. Mrs. Elizabeth Russo.  
Natchitoches—Louisiana Broller Festival, Sept. 28. L. J. Pleasant.  
West Monroe—N. Louisiana Rodeo, Sept. 5-9.
- Maryland**  
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.
- Massachusetts**  
New Bedford—S. S. Sacramento Feast, Aug. 5-7.  
New Bedford—S. S. Sacramento, Aug. 5-7.  
New Bedford—Feast of the Blessed Sacrament, Aug. 5-7.
- Michigan**  
Alton—Laird Twp. Dairy Show, Sept. 2. Mrs. Anne Pirhonen.  
Ann Arbor—Gladiolus Show, Aug. 7-8.  
Big Rapids—Centennial, July 17-23.  
Carleton—Rotary Club Celebration, July 20-24.  
Cassopolis—Guernsey Show, Aug. 8. Harold L. Sparks, Court House.  
Coloma—Gladiolus Show, Aug. 27-28.  
Detroit—Riverama Festival, Aug. 20-28.  
East Lansing—Gladiolus Show, Aug. 6.  
Fairgrove—Bean Festival, Sept. 5.  
Flint—Centennial, Aug. 27-Sept. 11.  
Hillsdale—Guernsey Show, Aug. 20. Lauren Goodlock, Clayton.  
Holly—Catholic Church Festival, Aug. 5-7. J. C. Patterson.

## AUDITORIUMS-ARENAS

# Mpls. Housewares Expo Illustrates Trade Show Field

**By TOM PARKINSON**  
Important to many and business backbone to some auditoriums and arenas are the scores of national and regional trade shows which blanket the country. They differ from many types of exhibitions in that the general public is excluded. Some are tied in with conventions, some are periodic "markets." All are naturals for auditoriums and arenas.

Market example, Van Tilburg used an exhibit prospectus to tell the manufacturers about the show. It included basic information and plan of the exposition floor plus endorsement of the show by the Minneapolis-St. Paul Housewares Club, Inc., an organization of manufacturers, wholesalers, manufacturers' representatives and retailers in the area.

An example is the Upper Midwest Housewares Market, which is at the Minneapolis Auditorium July 31 thru August 3, with Noel Van Tilburg as exposition manager. In many fields and many areas similar shows are or could be staged.

Material sent to manufacturers also included a folder that pointed up the link between the show and Hardware Trade, a regional trade paper. This piece urged not only that makers take space at the show but also that they advertise in the paper's special issue timed to coincide with the show.

This one is aimed at 8,000 dealers in hardware, general merchandise, department stores and gift shops in Wisconsin, Minnesota, Iowa, North and South Dakota, Nebraska, Montana and Wyoming. It is aimed, too, at the scores of manufacturers whose products these merchants want to sell.

The trade sheet also is used for the other half of the job—getting the right people to attend in numbers. A series of three full page ads appeared in the monthly. Each urged dealers and wholesalers to attend and lists typical exhibitors to convey the caliber of the exposition.

The "why" is simple. A hardware man who might otherwise find several costly buying trips necessary can combine them all into a single junket by attending the Housewares Show. One who might otherwise talk shop only with salesmen that contact him can get the feel of the entire field at the exposition—talk with many other merchants and see display for a great number of manufacturers.

Augmenting trade paper ads were three direct-mail pieces. Each one went to the 8,000 dealers of the area, and they were mailed on a monthly schedule. Final echelon of boosters for the trade show were the force of more than 80 salesmen who contact these dealers. While selling their products, they also urged the merchants to come into Minneapolis for the exposition.

To do this Van Tilburg, who also produces a major indoor circus annually at the Minneapolis Auditorium, works with about 190 booths. Most of them are 10 by 15 feet and, altho there is considerable price range, many of them are \$175 or \$197.50. Besides the space and the attendance, the management supplies both frames and curtains, handles shipping crates and offers the extra services of an exhibition contractor.

Prospects are that when the exhibitors pack up their wares and their order books after the show, they will term the market a success. Merchants, too, are likely to approve of the system. And in the same way, auditorium-arena management and exposition producers are finding trade shows one of the most lucrative fields for buildings.

Half of the producing job is to come up with the exhibitors, and that requires knowing who to contact. In the Housewares

Whether large or small, east or west, nearly every building with booth space can acquire a schedule of trade shows. For they, too, come in all sizes and may be found or organized in all regions.

## WIDE VARIETY SIGNED

# Reade Lists Asbury Park's Convention Hall Offerings

ASBURY PARK, N. J., July 16.—A partial list of events has been announced by the Walter Reade Theaters organization for its initial attempt at arena management. The movie chain will operate Convention Hall here during the summer months thru 1957, under a lease with the city.

views. On Saturday (9), Vaughn Monroe will sing with the Richard Maltby orchestra.

Leonard Romm will serve as arena manager and booker of attractions. Opening has been set for today when singer Alan Dale and the Art Mooney orchestra will appear. On Sunday (3), the McGuire Sisters will sing with the Neal Hefti orchestra, with the band holding over for dancing the following day. On all three days there will be continuous dancing from 9 p.m. to 1 a.m.

Other attractions are as follows: July 10-14 - Berkshire Trout Farm's 150-foot tank. Fishing for 50 cents.

July 16—Joni James and the Hal McIntyre band.

July 17-23 - Berkshire Trout Farm tank.

August 3-7 - Sam Snyder's "Water Follies."

August 20—Ray Anthony orchestra.

Disk jockeys, vocalists, bands, water shows, ice follies, trout fishing, wrestling, boxing and permanent exhibits will comprise daily programs at the hall. Besides the special attractions, the hall will have several permanent exhibits of which some will operate on a donation basis. Scheduled are John Arthur's Atomic Display of cars from Yucca Flats, Nev.; Barrett's Miniature Circus, a collection of live birds and small animals, and several novelty presentations.

On Friday (8), disk jockey Paul Brenner, of WAAT, Newark, will bring his "Requestfully Yours" record hop to the hall, with a 50-cent charge covering record music for dancing, guest artists, free records to the first 500 to attend, dance prizes, and inter-

## Hannah Shows Set For Clymer Event

CLYMER, Pa., July 16.—Hannah Amusement Company, the first carnival in years to play Clymer, has been booked for the town's Golden Jubilee, August 14-20, reports Bruce Phillips, committeeman. Doc Williams' Border Riders, booked thru Cooke & Rose, Inc., Lancaster, Pa., will appear on the 15th and 16th.

During the Border Riders' first performance a Jubilee queen will be crowned. On closing Saturday night there will be fireworks, supplied by the Hudson (O.) Fireworks Company. Parades are scheduled for the 16th and 19th.

ADVERTISING IN THE BILLBOARD SINCE 1904

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Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

**STOCK ROLL TICKETS**  
1 ROLL ..... \$1.50  
EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL

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FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

## Sioux Rapids, Ia., Sets Cele Features

SIoux RAPIDS, Ia., July 16.—The Sioux Rapids Centennial Celebration, to be held August 1-3, has announced its entertainment features. Royal United Shows will provide the midway attractions and the John B. Rodgers Production Company, will produce the historical pageant. Nightly fireworks displays and the selection of Miss Soo-Rama will also be included.

## ADVERTISERS!

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# SNOW BALL

Ice Shaver

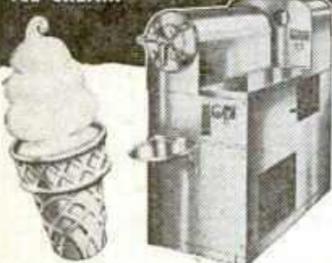


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2-way switch to make an unlimited supply of big profit fine snow ice or cracked ice for snowballs or drinks. Stainless steel construction with sliding door at back. Write for prices and info on other models

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Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

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**SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST. CINCINNATI 2, OHIO

## NEW DEVELOPMENTS

# Design Corn Popper For Quick Heating

ST. LOUIS, July 16.—A new popcorn maker that is designed for fast heating, is mounted on heavy duty casters, has a polished aluminum casting housing the motor, agitator gears and an electrical terminal block, is being manufactured here. Popping kettle is easily removed for cleaning or service by pulling one pin, the maker states.

Features include a stainless steel bowl heated by a heavy-duty, open-coil element housed in an insulated chrome-plated kettle shell. A thermostat automatically maintains the correct temperature. Kettle latch and handle assembly securely locks the kettle in popping position and allows easy dumping of the kettle. The current shuts off when the kettle is in open or dump position.

Machine is housed in a cabinet with stainless steel posts, polished cast-aluminum popping compartment base, chrome-plated steel canopy with colored glass signs, red baked enamel top that is removable for servicing of lights, and a built-in storage compartment. Two sliding drawers are in the slower cabinet, one to catch waste corn, the other a cash and storage drawer plus space for storage of raw material.—Star Manufacturing Company, 6300 St. Louis Avenue, St. Louis 20.

### Market New

Soft Drink . . .

PORTLAND, Ore.—A new soft drink called Orange Rita, is being marketed here. Beverage is suggested as a 10-cent seller for four ounces, or 20 cents for eight ounces. It contains dehydrated orange, pineapple, coconut, egg and 11 other ingredients in a finely powdered form. Maker claims when prepared with a power mixer, it has a creamy consistency. Counter cards, menu inserts and full-color banners are being distributed to support the introductory campaign that is being extended throughout the country.—Orange Products Company, 7933 S. E. Morrison Avenue, Portland, Ore.

### Easy Operated Milk Dispenser . . .

JERSEY CITY, N. J.—A milk dispenser that operates with one hand and has feather-touch control has been introduced. Spigot operates by pushing a paper cup against it. Manufacturer lists features as instantly removable dispensing section; door hinged at top to save space and make loading of cans easy; a condensate shield designed to protect the tip of the outlet tube from hands, and a control inside the cabinet which maintains set temperature over any pre-determined range.—Monitor Process Corporation, 192 Bright Street, Jersey City 2, N. J.

### Two-Tube Soft Server . . .

CHICAGO—A two-tube, soft-serve freezer has been introduced by Cherry-Burrell, who claims it is a quick server, has high capacity

# Mike Livota Named Mgr. Of Denver Aud

DENVER, July 16.—Mike Livota was appointed general manager of the City Auditorium, arenas and Red Rocks Amphitheater this week, following the installation of Mayor Will Nickelson. He succeeds T. L. Semour, who for the past several years has held the \$6,000 plus year job.

and will handle either regular or low fat ice cream mix. Creamy, firm-bodied cones and sundaes are assured by the hollow-shaft recirculating beater and plastic insulating front head, maker states. Plastic head will not frost or sweat, and hollow shaft beater recirculates product to keep it stiffly frozen at front of freezer. Simple spigot type serving valve makes drawing of portions easy, while plastic disk in valve reduced dripping.—Cherry-Burrell Corporation, 427 West Randolph Street, Chicago 6.

### Shake Maker Serves Quickly . . .

NEW YORK—A new milk shake machine has been introduced here that resembles a vertical ice cream freezer but has five gallons of milk shake ready for immediate serving at all times. It is completely self-contained and is ready for plug-in operation. Agitator is powered by a half-horsepower motor and a half-horsepower compressor. Unit occupies 22 by 30-inch space and is said to be easily adaptable to installations in peak rush periods.—Emery Thompson Machine & Supply Company, 1349 Inwood Avenue, New York 52.

# Aussies Chart Stock Racing By Speedboats

SYDNEY, July 16.—With the instant success of stock car racing at Australian speedways, a syndicate is arranging to promote "stock speedboat racing" in front of a grandstand accommodating 16,000 spectators. Leading stock car drivers have indicated their willingness to compete, with 67 having been signed so far.

There will be a 29-night series of races and prize money totaling \$25,000.

Site of the new venture is Manly Pool, where a course will be charted some 350 yards long and 70 yards wide. The speedboats will be built of fiber glass and fitted with rubber fenders, and it is expected they can be produced for about \$450.

Manly Pool is one of Sydney's seaside resorts. Opening date of the racing will be October 1.

# Miss America Talent Adds Gordon MacRae

ATLANTIC CITY, July 16.—With 1955 television plans completed, Miss America Pageant officials are planning shows for the three weekday preliminary events programs leading up to the Saturday night finals. Rather than simply securing "supporting acts," it is planned to obtain top entertainers to perform along with the Pageant's new master of ceremonies, Bert Parks, it was pointed out by Lenora Slaughter, executive director.

Gordon MacRae, singer, will fly from Hollywood to Atlantic City for the opening performance of the Pageant on Wednesday night, September 7. He will return to California the following morning, according to Pageant producer George Buzby.

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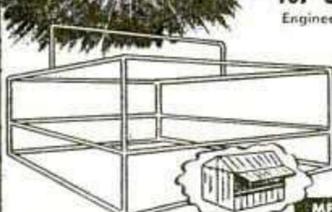
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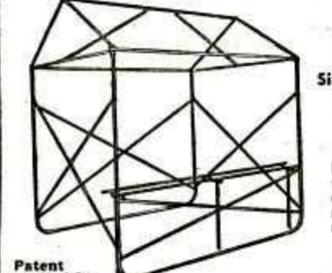
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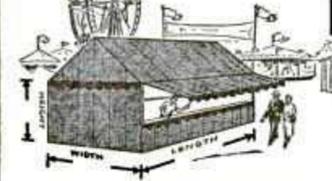
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A. C. of A.: Kenosha, Wis.  
Alamo: Laramie, Wyo., 19-30.  
American Beauty: (Fair) Jefferson City, Mo.; (Fair) Kahoka 26-30.  
American Beauty: (Fair) Jefferson City, Mo.  
Amusements of America: Cheektowaga (Buffalo), N. Y.; Danville 25-30.  
Badger State: Roseau, Minn., 19-21; Mahanomen 22-24.  
Baker's United: Plainfield, Ind.; Clinton 25-30; Hartford City, Aug. 1-6.  
Beam Attractions: Huntingdon, Pa.  
Becht, Lee, Amuse.: (Bank & Freeman) Cincinnati, O.; (Barr & Cutter) Cincinnati 25-31.  
Bee's Old Reliable: (Fair) Lawrenceburg, Ky.; (Fair) Columbia 25-30.  
B & H. Am. Co.: Turbeville, S. C.  
Bell City: Waterford, Wis., 18-19; Milwaukee (N. Coast & E. Pleasant) 19-25; Racine 26-28; (Fair) Mukwonago 29-31.  
Bernard & Barry: Valleyfield, P. Q.; Cornwall Ont., 25-30.  
Big Four: Maywood Park, Ill., 19-27; Rockford 30-Aug. 7.  
Big State: Victoria, Tex.  
Blue Grass: Gibson City, Ill.; (Fair) Urbana, Ill.  
Blue Valley: Osborn, Mo., 21-23.  
Bogle, F. C.: (Fair) Anthony, Kan.; (Fair) Downs 29-30.  
Briggs, A. R.: Pleasant City, O., 20-23; Caldwell 25-30.  
Brobeck & Schrader: Kinsley, Kan.  
Buck, O. C.: Yorkville, N. Y.  
Burdick's Greater: (Fair) Riesel, Tex.  
Burke, Harry: Breaux Bridge, La.  
Burkhardt's: (Fair) Augusta, Ill., 19-24; Carthage 27-31.  
Byers Bros.: Taber, Ia., 21-22; Pisgah 25; Griswold 26-28.  
Capital City: (Fair) Orleans, Ind.  
Caravella Amuse.: Altoona, Pa.; Williamsburg 25-30.  
Carl, A. J.: Fremont, Mich., 20-23; Beulah 27-30.  
Carpenter Bros.: Gibsonburg, O., 20-23.  
Carroll's Greater: Bottineau, N. D., 19-20; Maddock 21-23; Portland 25-27; Hoffman, Minn., 29-31.  
Cattell's Greater: Blue Springs, Mo., 18-20; Mayview 21-23.  
Central States: Linn, Kan., 21-23; Hanover 25-27.  
Cetlin & Wilson: Watertown, N. Y.  
Chanos, Jimmie: Dayton, O., 18-29.  
Cherokee Amuse.: Eldorado Springs, Mo., 19-22; Rich Hill 27-30.  
Coleman Bros.: Oneonta, N. Y.  
Collins, William T.: Devils Lake, N. D.; (Fair) Minot 25-30.  
Continental: Morrisville, Vt.  
Crafts Expo.: (Fair) Riverbank, Calif.; Firebaugh 27-31.  
Crafts 20-Big Shows: El Monte, Calif.  
Cumberland Valley: Shelbyville, Tenn.  
Davis Amuse. Co.: Elgin, Ore., 20-24; Joseph, 28-31.  
DeGagnor's Kiddyland: Waunakee, Wis., 19-20.  
Del Flore Amusements: (Fair) Beaver Falls, Pa.; (Fair) Homer City 25-30.  
Deluxe: Easthampton, Mass.

Desbro: (Fair) Penn Yan, N. Y.  
Dobson's United: Colfax, Wis.  
Douglass Greater: West Seattle, Wash.  
Down River Amuse. Co.: Vandercreek Lake, Mich.; Augusta 28-30.  
Drago No. 1: Plymouth, Ind.; Knox 25-30.  
Drago No. 2: Kouts, Ind.; Cicero 25-30; Rochester, Aug. 1-6.  
Drew, James H.: Covington, Ind.; South Bend, 25-30.  
Dudley, D. S.: Port Morgan, Colo.; Boulder 25-Aug. 1.  
Dumont: Jonesboro, Tenn.  
Dyer's Greater: Galena, Ill.; (Fair) Ekaeder, Ia., 25-29.  
Eddie's Expo.: Seneca, Pa.; Cherry Tree 25-30.  
Emshoff: Lake Mills, Wis., 22-24; Middle-town 29-31.  
Evans United: Centrailla, Kan., 20-23; Craig, Mo., 27-31.  
Fidler United: Minonk, Ill.  
Fitzsimmons: Manassa, Colo., 21-23; San Luis 24-26.  
Frame's Greater: Fredonia, N. Y.; Corry, Pa., 25-30.  
Franklin, Don, No. 1: Wisconsin Dells, Wis., 19-25; (Fair) Tomah 28-31.  
Franklin, Don, No. 2: Chillicothe, Mo.; Shelbina 26-29.  
G. and B.: Grantsville, W. Va., Belpre, O., 25-30.  
Gayland: Russell, Kan., 21-23.  
Gentsch, J. A.: Amory, Miss.; (Fair) Philadelphia 25-30.  
Georgia Am. Co.: Gainesville, Ga.  
Gladstone Expo.: (Fair) Glasgow, Ky.; Central City 25-30.  
Glass City: Petersburg, Mich., 21-23; Toledo, O., 28-31.  
Gold Bond: Two Rivers, Wis.; Portage 28-31.  
Gold Medal: (Fair) Red Lion, Pa.; Butler 25-30.  
Gold Coast: Largo, Ind.; Richmond 25-30.  
Gooding Am. Co. No. 1: (Fair) Wellston, O.  
Gooding Am. Co. No. 2: (Fair) Columbus, Ind.  
Gooding Am. Co. No. 3: Lorain, O.  
Gooding Am. Co. No. 4: Cleveland.  
Gooding Am. Co. No. 5: Praser, Mich.  
Gooding Am. Co. No. 6: Slippery Rock, Pa.  
Gooding Am. Co. No. 7: Brownstown, Ind.  
Gooding Am. Co. No. 8: Garfield Heights, O.  
Gooding Am. Co. No. 9: Cleveland.  
Gooding Am. Co. No. 10: Youngstown, O.  
Gopher State: Medicine Lake, Minn., 22-24; St. Cloud 29-31.  
Grain Belt: Woodbine, Ia., 19; Correctionville 22-23; Lake View 24; Carson 26-27.  
Grand American: Jesup 19-20; Plainfield 21-23; Marble Rock 25-26; Traer 28-30.  
Greater Dixieland Expo.: Des Moines; (Fair) Mt. Pleasant, Ia., 25-30.  
Hale's Shows of Tomorrow: Overland Park, Kan., 19-24; (Fair) Buffalo, Mo., 26-30.  
Hames, Bill: Leonard, Tex.  
Hammond: Bob: Yale, Okla.; Cherryvale, Kan., 24-30.  
Hannah's Am.: Fayette City, Pa.; Hannastown 25-30.  
Hannum, Morris: Hathoro, Pa., 18-23.  
Happy Attractions: Fremont, O.; Ashley 26-30.  
Happyland: Port Huron, Mich.  
Harrison's Greater: Faison, N. C.  
Hartsock Bros.: Eagleville, Mo., 20-22; Cainsville 26-28; Parnell Aug. 1-3.  
Heth, L. J.: (Fair) Sturgis, Ky.; (Fair) Mt. Carmel, Ill., 24-29.  
Hiawatha: New Bremen, O.; Clinton, Mich., 25-30.  
Holiday Am. Co.: (Fair) Polo, Mo.; (Fair) Corder 26-30.  
Holly Am. Co.: Atlanta, Ga.  
Hottle, Buff, No. 1: Peoria, Ill.  
Hottle, Buff, No. 2: Arthur, Ill.  
Hugo's Novelty Expo.: Richmond, Mo.; (Fair) Platte City 27-31.  
Huls, Raymond C.: Lawrenceburg, Ky.; Columbia 25-30.  
Ideal Rides: (Fair) Carlyle, Ill.  
Imperial No. 1: (Fair) Taylorsville, Ill., 19-22; (Fair) Lewiston 25-30.  
Imperial No. 2: (Fair) Taylorsville, Ill.; (Fair) Aledo 25-29.  
Imperial No. 3: (Fair) Gillespie, Ill.  
Johnny's United: Tell City, Ind.; Rockport 25-30.  
Kay Am. Co.: (Fair) Hurlock, Md.; (Fair) St. Michaels 25-30.  
Kellogg, Robt. D.: Stillwater, N. Y.  
Key City: (Fair) Valley Mills, Ind.  
Keyman Am. Co.: Marathon, Ia., 19-20.  
King Shows, Ltd.: Lakeview, Ont., 21-23; Frankfort 27-Aug. 1.  
Lagasse Am. Co. No. 1: Dover, N. H.  
Lagasse Am. Co. No. 2: Hadley, Mass.  
Lagasse Am. Co. No. 3: Nashua, N. H.  
Leerigh's Midway: Stevensville, Mont.  
Lee Am. Co.: Northport, Ala.; Tuscaloosa 25-30.  
Lee United: Yale, Mich., 21-23; Harbor Beach 28-31.  
Lewis, Ted: Newark, N. J.; Rosetta, Pa., 25-31.  
Lone Star: Lagro, Ind.; Richmond 25-30.  
McKenna's Rides & Am.: Hartford, Wis., 22-24; Galeville 28-31.  
Maddox Bros.: Sterling, Kan.  
Majestic Greater: (Fair) Sunman, Ind.; (Fair) Osgood.  
Marion Greater: Hartsville, S. C.  
Marks, John H.: Harrisburg, Pa.; Hyattsville, Md., 25-30.  
Marvel: Gladstone, Ill.  
Maryland Bazaar Co.: Capitol Heights, Md.  
Meeker: Pasco, Wash.  
Merriam's Midway: Pine Island, Minn., 19-20; Sleepy Eye 22-24; Pomeroy, Ia., 26-27; Ogden 25-30.  
Merry Midway: Grand River, Ia.  
Metropolitan: Kansas City, Mo.  
Midway of Mirth: Murphysboro, Ill.; Benton 25-30.  
Midwest: Three Forks, Mont., 22-26.  
Mighty Gem City: Martinsville, Ill.; Belleville 29-Aug. 7.  
Mighty Hoosier State: (Fair) Jasonville, Ind.; (Fair) Worthington 25-30.  
Moore's Modern: Bowman, N. D.; Dickinson 25-30.

**TRACK MISHAP CAUGHT BY NBC 'MONITOR'**

OKLAHOMA CITY, July 16.—NBC Radio's new weekend program, "Monitor," was never more timely than last Saturday (9) when what was to have been a routine sports-cast turned into split-second spot news coverage as auto race driver Jerry Hoyt spun into a retaining wall at the State Fairgrounds, sustaining fatal injuries. WKY sports announcer Marty Reeves, a former member of the Joie Chitwood Auto Daredevils, kept the descriptive picture unfolding as a stunned audience of 3,000 watched.

Moser-Rundie: Menona, Ia., 19-20; Martinsdale 22-23; Hopkinton 26-27; Lacona 30-31.  
Motor State: Cygnet, O.  
Mound City No. 1: Waverly, Ill.  
Mound City No. 2: (Fair) Warrenton, Mo. 21-23; (Fair) Montgomery City 27-30.  
Mullin's Royal Pine: Lubec, Me.  
Murphy's Tri-State: Summit, S. D., 19; Raymond, Minn., 20-21; Belview 22-24; Hudson, S. D., 26-26; Pulda, Minn., 27-28; Madison, S. D., 29-30.  
Myers, Sonny: Fairfax, Mo.  
Nelson, Geo. W.: Defiance, Ia., 19-21; Bremer, Neb., 23-24; Kennard 25-26; Winsie 27-28; Hornick, Ia., 30-31.  
New England Am.: Dedham, Mass.  
Nolan Am. Co.: Mt. Sterling, O.; Derby 29-30.  
Nolan Am. Co., No. 2: New Rome, O., 22-23; Johnston 27-30; Commercial Point, Aug. 4-6.  
Northern Expo.: Shelby, Mont., 20-24; Lewiston 28-31.  
Norton Rides: Bozeman, Mont.  
Page Bros.: Calhoun, Ky.  
Paget & Ferris Combined: Ekland, Pa.  
Palmetto Expo.: Wilson, N. C., 19-30.  
Pan American: Richmond, Ky.; Harrodsburg 25-30.  
Paras: Lewisburg, Mo.; Harrisonville 25-30.  
Penn Premier: Syracuse, N. Y.; Binghamton 25-30.  
Playtime: Provincetown, Mass.; Orleans 25-30.  
Powelson Greater: New Holland, O.; Dresden 26-30.  
Prel's Broadway: Levittown, N. Y.; (Fair) Harrington, Del., 25-30.  
Putska, A. H.: Grays Lake, Ill., 21-24; Roselle 29-31.  
Raines Am.: Stillwell, Okla.; Westville 25-30.  
Rainier: Tacoma, Wash., 22-24.  
Raley Bros. Expo.: Havelock, N. C.; Cherry Point, N. C., 25-30.  
Reid, King: Bathurst, N. B., Canada;  
Moncton, N. B., 25-30.  
Reithoffer Blue: Kimberlon, Pa., 19-30.  
Riley's Am. Rides: Loretto, Ky.  
Rocky Mt. Empire: Custer, S. D., 22-26.  
Rogers Bros.: Pergus Falls, Minn., 22-23; Comfrey 26-27; Winsted 30-31.  
Rohr's Modern: Rankin, Ill.; Standard 25-31.  
Rose City Rides: New Haven, Mo., 22-24.  
Royal American: Edmonton, Alta., Canada.  
Royal Midwest: (Fair) Vienna, Ill., 19-22; Flora 25-29.  
Royal United: Bellevue, Ia., 19; Clinton (Leons) 20-23; Tripoli 25-26; Ackley 27-29; (Fair) Manson 29-31.  
Rumble Greater: (Fair) Cayuga, Ind.; English 24-30.  
Schafer Just for Fun: East Gary, Ind.  
Shoemaker's Tri-State: Catawissa, Pa.; Milesburg 25-30.  
Siebrand Bros.: Missoula, Mont.  
Skerbeck: Republic, Mich.; Iron Mountain 25-31.  
Smith, Geo. Clyde: Central City, Pa.; Corriganville, Md., 25-30.  
Snapp Greater: Wisconsin Rapids, Wis.  
Southern Valley: Helena, Ark.  
Star Am. Co.: Batesville, Ark.  
Stephens, Otto: Albany, Mo., 26-23.  
Stephens, C. A.: Appalachia, Va.  
Stipe's: Pepin, Wis., 22-24; St. Paul, Minn., 25-27.  
Strates, James E.: Schenectady, N. Y.  
Strong's Am. Co.: Orchard, Neb., 20; Clearwater 21; Beaver Crossing 26-27.  
Stumbo's Tri-State: Butte, Neb., 21-23.  
Sunset Am. Co.: (Fair) Wapello, Ia., 19-21; (Fair) Bedford 22-31.  
Tatham Bros.: Chanderville, Ill., 20-23; (Fair) Roberts 28-30.  
Tenn. Valley: Morehead, Ky.; Clarksville, Tenn., 28-Aug. 6.  
Thomas, Art B., No. 1: (Fair) Wishek, N. D., 19-20; Garrison 21-23; Michigan 25-27; (Fair) Perham, Minn., 28-31.  
Thomas, Art B., No. 2: Clinton, Ia.; North English 27-28; Adair 29-30.  
Thomas Joyland: Covington, Ky.  
Tinsley, Johnny T.: Elkin, N. C.  
Tip Top: Barron, Wis., 22-24; Sturgeon Bay 29-31.  
Tivoli Expo.: (Fair) Mt. Vernon, Ill.; Palmyra 25-30.  
20th Century: Grand Forks, N. D.; Blackduck, Minn., 25-30.  
United Expo: Joliet, Ill.; Waukegan 26-30.  
U. S.: Hamlin, W. Va.  
Victory Expo.: Albuquerque, N. M., 22-26.  
Virginia Greater: Laurel, Del.; Crisfield, Md., 25-30.  
Volunteer: Benton, Tenn.  
Wade, W. G.: St. Louis, Mich.; (Fair) Muncie, Ind., 28-Aug. 6.  
Wallace, I. K.: Bayard, W. Va.  
Wallace Bros. Madison, Wis.  
Warwick, S. W.: St. Paul, Minn.  
W. B. J.: Lambertville, Mich., 21-24.  
West Coast: Springfield, Ore.; Corvallis 25-31.  
West Coast Expo.: (Fair) Martinez, Calif.; (Fair) Yuba City 27-31.  
Western: Mt. Vernon, Wash.  
Wilber's Wolverine: Big Rapids, Mich.  
Wilcox, Dick: Norway, Me.  
Wilson Famous No. 1: Havana, Ill.; (Fair) Stronghurst 26-29.  
Wolfe Am. Co.: Crisfield, Md.  
World of Mirth: Rockland, Me.  
World's Finest: Yorkton, Sask., 19-20; Melfort 21-23; Lloydminster 25-27; Vermillion, Alta., 28-30.  
Young, Monty: Ogden, Utah.

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Beatty, Clyde: Bellingham, Wash., 19; Vancouver, B. C., 20-23; Revelstoke 25; Kelowna 26; Vernon 27; Kamloops 28; Chilliwack 29; New Westminster 30.  
Burling Bros.: Conneaut Lake, Pa., 19; Sagerstown 20; Townsville 21; Cambridge Springs 22; Edinboro 23; Albion 25; Waterford 26; Watsburg 27; Sugar Grove 28; Youngsville 29.  
Cole, Geo. W.: Edgerton, O., 19; Pioneer 20; Reading, Mich., 21; Homer 22; Olivet 23.  
Cristian Bros. & Bailey Bros.: Helena, Mont., 19; Polson 21; KallsPELL 22-23; Yakima, Wash., 25-27.  
Gould, Jay: Sumner, Ia., 19; Austin, Minn., 20-21.  
Hagen Bros.: Plattsburgh, N. Y., 19; St. Albans, Vt., 20; Winooksi 21; Montpelier 22; Rutland 23.  
Hunt Bros.: Niantic, Conn., 19; Westerly, R. I., 20; Wickford 21; Warwick 22; North Providence 23; Putnam, Conn., 25; Southbridge, Mass., 26.  
Kelly-Miller: Kewaunee, Wis., 19; Sturgeon Bay 20; Shawno 21; Waupaca 22; Antigo 23; Cranston 24; Medford 28.  
Kelly-Morris: Coatesville, Pa., 20.  
King Bros.-Cole Bros.: Manistiquet, Mich., 19; Escanaba 20; Iron Mountain 21; Marquette 22; Hancock 23; Ironwood 24; Rhinelander, Wis., 25; Wausau 26; Wisconsin Rapids 27.  
Mills Bros.: Albion, N. Y., 19; Lockport 20; Alexander 21; Lakeville 22; Seneca Falls 23; Oneida 25; Rome 26; New York Mills 27; Illion 28; Gloversville 29; Troy 30; North Adams, Mass., Aug. 1; Athol 2; Gardner 3; Framingham 4; Attleboro 5; New Bedford 6; East Providence, R. I., 8; Sandwich, Mass., 9; Middleboro 10; Rockland 11; Braintree 12; Wakefield 13. Packs, Tom: Parkersburg, W. Va., 19; Chazy 20; Alexandria, Va., 22-23.  
Polack Bros. Eastern: Mankato, Minn., 19; Topeka, Kan., 21-22; Quincy, Ill., 26-28; Galesburg 29-30; Bloomington, Aug 2-3; Peoria 5-8; Rockford 9-15.  
Polack Bros. Western: Santa Cruz, Calif., 19-20; Modesto 22-23; San Jose 25-31.  
Ringling Bros. and Barnum & Bailey: Logansport, Ind., 19; Danville, Ill., 20; Peoria 21; Champaign 22; Chicago 23-31.  
Von Bros.: Dannemora, N. Y., 19; Mooers 20; Champlain 21; Keeseville 22; Elizabethtown 23; Au Sable Forks 25; Keene Valley 26.  
Ward-Bell: White Horse, Yukon Territory, 21-22; Dawson Creek, B. C., 26-27; Prince George Aug. 1-2; Vernon 6.

**Miscellaneous**

Brunk's Comedians: Delta, Colo., 19-23.  
Hillier's Armored Car: Jack W. Burke, mgr.; Ashland, Wis., 19; Ironwood, Mich., 20-21; Hancock 22-23; Oshkosh 24; Marquette 25-27; Iron Mountain 28-29; Rhinelander, Wis., 30-31.  
Hillier's \$35,000 Armored Limousine, Jim Stutz, mgr.; Palmyra, Ill., 23-24.  
O'Day, Marie, Palace Car: Maysville, Ky., 19; Frankfort 21-23; Bardston 24-25; Shepherdsville 26; Jeffersontown, 27; Middletown 28; St. Matthews 29-30.

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Ice Vaguettes of 1955: Minot, N. D., 19-29; Grand Forks 25-29.

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**UNITED STATES TENT & AWNING CO.**  
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Chicago's Big Tent House Since 1870  
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## Weather Turn Proves N. E. Biz Stimulant

BOSTON, July 16.—Big business was enjoyed last week at most of New England's amusement parks and beaches, with temperatures in the 90's. Many factories in the six-State area are shut down completely for summer vacations.

Fireworks displays at both Revere and Nantasket beaches have paid off well in attracting crowds. Sponsor is Shaeffer Beer, co-operating with Larry Stone and Freeman & Shore. Both spots are featuring free acts with Miss Malukova at Revere and the Silver Con-

## L. A. Kid Ops Figure Disney Will Aid Biz

NORWALK, Calif., July 16.—The opening of Disneyland in nearby Anaheim, a few miles south of here, is expected to increase business at the eight kiddielands in this area, Ted LeFors, manager of the Clock Kiddieland, said.

"If the opening of the fabulous park has any effect, it will be for the best," LeFors, who with his wife, Marlo, has long been identified with outdoor show business, declared. "There are not many conventional rides there and kiddielands are mostly for the neighborhood people and the shoppers. We are making plans to try and stop some of the people who are either going or coming from the Disney project."

LeFors added the business at his park had been very good under the policy of catering to birthday parties, women's groups and sponsored functions. In the last few weeks, many patrons have stopped at his park on their way to see Disneyland. Because of a tight working schedule there, visitors have been admitted only on rare occasions.

## New Kid Spot Bows in Denver

DENVER, July 16.—The Mile High City's newest amusement park, unofficially named "Kiddie City," opened Saturday (2) with nine rides in operation to capture the moppets' coins. Located in southeast Denver, the heart of the "baby belt," the park is designed for children from 4 to 10 years and includes a Miniature Train, Ferris Wheel, Hand Car, Merry-Go-Round, boats, pony ring, Roller Coaster, Roto Whip and Jet Plane ride.

General Manager Sid Adler kicked off the opening with publicity in local papers, free balloons, clowns and entertainers and a free fireworks display Monday night.

**KIDDIE CAR RAILROADS**  
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddie City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.  
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**KIDDIE RIDES**  
Lease expiring. Sacrifices price. Excellent condition. Mangels 3 Abreast Merry-Go-Round, Mangels Whip (with fences), Mangels Dry Boat, Pinto Fire Engine, Aeroplane Ride (with benches). Extras: Booth, Recording Machine, Lights, Wiring, Starting Boxes.  
**GULFLAND KIDDIE PARK**  
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dors at Nantasket. Stone reports a big upswing in kiddie ride business.

The Hodges Hand Cars prove a big draw at 10 cents, three tickets for a quarter. John Infusino, who operates this one, also has a new Schiff Kiddie Cadillac and a Midget Racer. For adults, the new Round-Up has more than justified its outlay, operator Harry Prince finds.

The two Arcades at Nantasket also report coin rolling in nicely. John McMahan says business has never been better at Playland, which has nearly 90 games, with the new Round-the-World Trainer getting the biggest play. At Funland, Dave Baker has a full line of games and shuffleboards as well as coin kiddie rides. For the grown-ups there are a Scooter, Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round.

### Coke Tie-in Pays Off

At Norumbega Park in Newton, records fell as heat drove crowds to line up for the lake paddle boats. Owner Roy Gill reports good early results with his promotion of free admission tickets to purchasers of Coca-Cola cartons. There are 800,000 of the ducats in circulation.

At Lincoln Park in North Dartmouth, owner John Collins came up with big jumps in business in the last two weekends, partly due to an intensive promotional policy. Free act this week is Leon and Eleana's circus act, and there are automobiles, television sets and washing machines as giveaways. Eddie Zachk and His Hayloft Jamboree, and Popeye the Sailor Thomas and His Hobo Clowns also provide free entertainment.

At Salisbury Beach a new Chamber of Commerce was newly set up, especially to promote the midway. Roger Sheen has been elected president with Gene Dean as vice-president; Matt Gould, secretary, and Charles Foote, treasurer. There are free acts every Saturday and live radio broadcasts from the resort. Dennie Mulcahy reports big business with name stars at the Salisbury Beach Frolics.

At New Hampshire's Hampton Beach, John Dineen reported the biggest crowd ever, 120,000 persons, crowding the four-mile beach front. Dineen says Hampton has licked the rowdyism problem with the co-operation of the Chamber of Commerce, the police and town officials. No alcoholic beverages of any kind are allowed.

## Rocks' Agents And Ops Listed

NEW YORK, July 16.—About 70 concession operators and agents populate the Rockaways' Playland midway and its out-of-park concessions this season. Largest operators are Harry and Evelyn Currie, who run six games within the park, and five others outside in partnership with Ted Meichler. Inside are a slot roll-down, over-12, balloon darts, metal milk bottles, basketball toss, and punk rack. On 98th Street they have an over-12, balloon darts, ring-the-Coke, huckleby buck and punk rack.

Agents for the games are, over-12, Louis Brown and Charles (Bozzo) Rafal; punk rack, John J. Smith; balloon darts, John Cargen; roll-down, Oscar Mongolin and Andy La Salle; milk bottles, Al C. Youst Jr. and Rudy Olliphant; basketball, Sydney Schwartz, Cookie Emery, Jimmy Williams, Eddie Slattery, Marjorie Stephner, Victor De Paul. General managers are Lloyd Young and Irene Clark, and additional agents are Sol Levy, Lionel Gobelon, Edward Fanelli, Tony Blanda, Andy Gioe and Jimmy Summerville.

Also at the park are Mr. and  
(Continued on page 103)

## Showmen Eye Innovations at Disneyland

ANAHEIM, Calif., July 16.—With the \$17,000,000 Disneyland set to open Monday (18), the day following its invitational premiere, a number of showmen are expected to arrive here to see the innovations offered. The wraps have been kept tightly on the park, particularly during the past few weeks to prevent any interference of the work schedule that might delay the debut.

The opening to the public Monday will be one year and a day after the ground for the 160-acre project was broken. Originally planned as a \$9,000,000 project, costs have crept upward to almost double that figure. The park site, decided thru a \$25,000 research project conducted by the Stanford Research Institute, is attracting other installations. The surveys were under the direction of C. V. Wood Jr., who moved over some months ago to vice-president and general manager of Disneyland, Inc.

The invitational premiere tomorrow (17) is expected to bring upward of 25,000 representatives of the press, radio and television to Disneyland. And, because of the wide interest in the debut, the weekly schedule has been changed from six to seven days. Several months ago it was announced that the park would be closed on Mondays and the opening for the public was set for July 19.

Walt Disney, who originated the idea for the park, told The Billboard over a year ago that motion picture techniques would be used in the construction. At the time, outside of the actual acquisition of the land, the project was still on the drawing boards. Artists' conceptions of Disneyland were displayed on the walls of one of the rooms at the Burbank studio and explained, in school ma'm fashion, with a pointer to newsmen.

That Disney has stayed away from the conventional is hardly news at this point. A Merry-Go-Round was bought from the Conklin Shows and practically remade at the shops of the Arrow Development Company in Mountain View, Calif. It was changed from a three to a four-abreast. Arrow also worked on some of the parts  
(Continued on page 114)

## Conn. Kid Spot Features Joey

BRIDGEPORT, Conn., July 16.—Kiddie Fair in nearby Stratford, located adjacent to the Stratford Town Fair, is giving away Davy Crockett souvenirs with each \$1 book of 12 rides, free lollipops for all the kiddies, and features "Jo-Jo" the Clown.

Rides are Roller Coaster, Merry-Go-Round, Ferris Wheel, Cadillac  
(Continued on page 103)

## DRAWBRIDGE & MOAT ENTRY

## Animated Figures, Rides Boast Castle Land Grosses

WHITMAN, Mass., July 16.—Joseph and Priscilla King have parlayed a hot dog stand into a Kiddieland here which has drawn close to 50,000 gate admissions over the last two years. Their Castle Land is a mecca for local people as well as tourists from all over the New England States.

The five-acre tract on Route 18, a main road to Cape Cod, has been built into an amusement plant with 33 fairy story houses, a half-dozen kiddie rides and a luxurious restaurant. King's problem after two full seasons is that his parking area for about 300 cars is not big enough. He has started a project to clear a meadow which will double the parking space by next season.

For an admission fee of 50 cents for adults and a quarter for children, families can spend the day viewing the Mother Goose characters and their houses, spread thru woodland trails. There are also several picnic grounds in the groves as well as two large ponds land-

scaped from what was once a swampy tract.

The 200-yard frontage has a castle wall running the length of it with turrets at intervals. The main gate is a castle entrance with moat and drawbridge. All of it, including the tiny houses, is the work of King, whose hollow cement construction looks like stone walls. The houses are of wood and contain Mother Goose characters. The moppets can go in and sit in them, ring the bell of the Little Red Schoolhouse and work the animated animals and characters. King has also built a miniature chapel for kiddies as well as adults to go in and rest and pray.

There is a kiddie ride pavilion where for a dime tots may ride a locomotive, Merry-Go-Round, Rocket Planes or horses, or two chariot rides which are pulled thru the woodland trails by tiny tractors. King plans six more miniature houses and more kiddie rides for 1956.

King has used newspaper advertising widely in Boston and Brockton papers, with some radio spots in both cities, and says he may go to television if the cost is not too prohibitive. Special park rates are offered to schools with pupils getting in for 20 cents and teachers 40. Rates are also available to clubs and organizations. King has spent more than \$5,000 for decorative paintings of storybook characters and is now engaged in a \$10,000 over-all expansion program.

## N. E. Parkmen Set Meet Date

BOSTON, July 16.—The New England Association of Amusement Parks and Beaches will hold its annual summer meeting at Lake Pearl, Wrentham, on Wednesday, July 26. There will be a luncheon starting at noon and a cocktail party with dinner at 7 p.m., according to Lawrence Stone of Paragon Park, president.

## Mishap Kills Edward Santo

NEW YORK, July 16.—An accident on Monday (11) took the life of Edward Santo, for 3 years a maintenance worker on the Tornado coaster at Coney Island. He was struck by a three-car train while inspecting tracks about 35 feet above the ground, was knocked 10 feet to a catwalk, and died soon afterward at Coney Island Hospital.

Santo's son, Edward Santo Jr., 17, was working in the ride terminal and sent the train out on its fatal run. The 20 returning passengers reported the mishap to him. Santo, 43, lived at 2498 Macdonald Avenue, Brooklyn. The accident occurred after the trains had been pulled to the ride's high point, about 70 feet above the ground, and were coasting down at about 30 miles per hour.

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NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800

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## SOUTHEAST EVENTS PROPOSE CIRCUITS

**IAFE Zone 2 Meet Okays Loops, Seeks More Government Exhibits**

ATLANTA, July 16.—The organization of a fair circuit to facilitate the booking of attractions and exhibits was approved here Friday and Saturday (8-9) by representatives of 11 Southeastern fairs. The fair executives were here for a meeting of Zone 2 of the International Association of Fairs and Expositions.

According to plans discussed at the meeting, three circuits, "A," "B" and "C," will be organized to avoid date conflicts and to provide loop bookings.

Increased participation by the federal government in exhibiting at fairs will also be sought by Zone 2 officials. A committee will go to Washington to meet members of Congress and the military to secure more exhibits for the fairs in the area. On the committee are E. Lee Carteron, manager of the Atlanta Fair; Frank Kingman, IAFE secretary-treasurer, and manager of the Winston-Salem, N. C., annual, and Dr. J. S. Dorton, manager of the North Carolina State Fair, Raleigh.

## \$9,665 Prize Money Offered By Barrington

GREAT BARRINGTON, Mass., July 16.—Premium books for the Barrington Fair, which opens for eight days on Sunday, September 11, were made available this week. Copies listing all classes in youth and adult divisions are mailed to regular entrants, and additional copies can be had thru the secretary at the fairgrounds.

Total prize money in the book is \$9,665.35 of which \$4,000 is allocated by the Massachusetts Department of Agriculture and the remainder by the Barrington Fair Association. There will be \$7,123 in the adult division and \$2,542.35 offered in the youth department. Listed are 23 classes and 256 units in the youth department and 21 classes and 445 units in the adult division.

Youth classes include livestock (both purebred and grade), 4-H dairy showmanship, sheep, goats, poultry, pets, eggs, canned vegetables, fruits, pickles, jams, etc., cooking, sewing and crafts, flowers, vegetables, club exhibits and judging contest. Adult classes are field and ensilage corn and other agricultural seeds, vegetables, maple sugar, syrup, honey, farm produce exhibits, fruit, flowers, sewing, furnishings, crochet work, canned and preserved goods, food, grange exhibits, flower exhibits, poultry including large, bantams, pigeons and turkeys, and purebred cattle.

## Twedell Leaves Muskogee, Takes Post at Tampa

MUSKOGEE, Okla., July 16.—M. E. Twedell, secretary-manager of the Oklahoma Free Fair here for the past seven years, has joined the staff of the Florida State Fair, Tampa, as assistant to the manager, J. C. Huskisson.

Tom Conrady, president of the fair here for the last seven years, will direct the operation of the local event, assisted by Margaret Coddens, who has served as chief clerk for 12 years.

## Georgia Assn. Sets November Short Course

ATLANTA, July 16.—The Georgia Association of Agricultural Fairs has scheduled a short course for fair managers to be held at Rock Eagle, Ga., November 14-15. This plan was announced here Friday (8) at a breakfast meeting of the association.

The two-day session, which will be held at the 4-H Club Camp in Rock Eagle, will be jointly sponsored by the fair association, the Georgia Center for Continuing Education and the Georgia Agricultural Extension Service.

This will be the first short course undertaken by the State association.

## Kentucky State Sets Fun Zone

LOUISVILLE, July 16.—A new recreational area to be called Playtown U. S. A., will be established here this year on the grounds of the Kentucky State Fair.

Located atop the Administration Building, it will provide daily programs during the September 9-17 fair to include table tennis, checkers, shuffleboard and basketball shooting. There will also be arts and crafts demonstrations, and amateur tap dancers will have their hour each evening followed by amateur singers.

Other activities will include a children's play area, and hand concerts and movies at the nearby bandstand.

## COMPLETE PLANS

### Ohio State Features Names, Patron Comfort

COLUMBUS, O., July 16.—Name attractions and plant improvements designed for patron comfort will be two major features of the 1955 edition of the Ohio State Fair, August 26-September 2.

The grandstand show will feature Frank Parker, the Chordettes, Bill (Davy Crockett) Hayes and the Columbia-recording Billy May orchestra. Supporting them will be Boyd Heath, guitar; Eight Theron's, unicycle; Seven Langs, teeterboard; Three Comedy Gobs, comics, and Lo, Hite and Stanley, comics.

Lassie, dog star of the television series, will perform at the youth show on the opening day, and on Saturday as part of the Diamond Horseshoe Rodeo. Final night's program will be stock car races. Fireworks will close each night's performance.

Gooding Amusement Company will traditionally provide the midway attractions that will include "Dancing Waters."

#### Stress Comfort

Sam Cashman, manager of the fair, said that comfort will be a big item this year. New benches and tents will be set in shady places with cold drinking water. Picnic facilities will be available near the lake. Two passenger buses will be operated this year, making complete circuits of the grounds on regular schedules. Fare will be a dime for adults, a nickel for children. A shuttle bus will also be put into service to bring visitors to the grounds from the fair's big parking lot.

Comfortwise, many areas have been resurfaced to do away with stones and dust and the entire midway area has been smoothed to provide for easier walking.

The fair's horse show will offer eight performances in the Coliseum, six of them in the evening.

Harness racing is scheduled for five afternoons, opening on August 29. At a special program on August 28, the armed forces, veterans and Civilian Defense officials will hold forth. This will be climaxed by a joint parade. Bishop Hazen G. Werner will deliver the main sermon at the traditional church services on Sunday morning, August 28.

As a means of building attendance at the fair's Youth Day on August 26, a total of 1,500,000 free admission tickets were distributed to youngsters thru the State's school system. The tickets, in addition to free entry, are also good for reduced prices on the midway and for the American Folk Show in the Coliseum, Cashman pointed out.

## Bradford, Vt., Erects Building

BRADFORD, Vt., July 16.—J. Arthur Peters, secretary, announced this week that a major goal in the building program of the Connecticut Valley Exposition will be realized in the completion of a new combination Floral Hall and 4-H building, in time for use during this year's annual showing, August 12-14.

The modern, well-lighted Floral Hall will measure 40 feet by 72 with the 4-H building, 28 by 36, attached. These facilities were developed to further the expo's policy of presenting a real old-time agricultural fair under a modern setting. LaGasse Amusement Company again has the contract for midway attractions.

## PUBLICITY PLANS

### CNE Outlines Strong TV, Radio Promotions

TORONTO, July 16.—Some effective methods to draw attention to this year's Canadian National Exhibition have been designed by Bert Powell, CNE director of advertising and promotion, using all available advertising media.

While keeping his advertising program concentrated in a 200-mile radius of the city, Powell has spotted ads in three national publications in this country.

Powell has planned his campaign for radio, TV, newspapers and billposting as well as co-operative advertising programs.

Newest feature of Powell's program is the supplying of 200 feet of news film to each of 10 TV stations in the U. S. and Canada in the Toronto area. These clips will be shot, edited and shipped each one of the 14 days of the CNE. In addition, the Canadian Broadcasting Corporation which has a TV outlet in Toronto, will have a mobile unit on the grounds during the CNE run.

#### Personalities

Another switch to be used by Powell will be the use of newspaper personalities to cut advertising disks for radio, while radio personalities will write short blurbs for inserts in the newspapers. The personalities in each case are either editors or columnists or commentators with considerable influence on what is used in their media, so Powell can expect considerable free space and air-time for the CNE while putting extra shekels in their pockets.

Well-known personality Gordon Smclair, newspaper writer and radio personality, will do the TV clip for the CNE, said Powell.

A co-operative deal between the Ford Motor Company and the CNE is being set up by Powell, it is understood, in the light of the appearance of Ed Sullivan to head the grandstand show. A deal is also cooking for the sponsors of the Lassie TV program in this country to also come in on a co-operative deal. The Shell Oil Company which is erecting a \$100,000 120-foot permanent observation tower is expected to spend heavy coin to advertise the tower.

#### Rural Promotion

An effective promotion among the country areas of the province

## Martin Zook, Memphis Exec, Found Dead

MEMPHIS, July 16.—Funeral services were held here Monday (11) for Martin L. Zook, 61, former manager and executive vice-president of the Mid-South Fair, who was found dead Sunday morning (10).

Zook had been on the board of directors of the fair for 23 years and had served as manager and vice-president from 1951-54. He was director of the Memphis Chamber of Commerce's Agricultural Department for almost a decade and was prominent in agricultural circles as an organizer and speaker. In 1948 the Memphis Agricultural Club honored him as "the man who has done the most for Mid-South agriculture and livestock."

He was a director of the Memphis Dairy Council for eight years, headed the city's Kiwanis Club in 1939, and was elected district secretary-treasurer of that organization the following year. Zook was also active in school safety programs and Boy Scout work.

Directors of the fair and staff members of the Chamber of Commerce were honorary pall bearers at the funeral.

has been the tie-in with 14 independent radio stations for the presentation of square dancing music from the CNE over the outlets.

The CNE supplies the music and the accommodation of a commodious tent, while a different station each night supplies a dress set and square dancers, plugging their participation in the show thru the setting up of an excursion from their respective communities to the CNE.

One American radio station, WGAR, Cleveland, is going to have its three-hour show, "The Mayor of the Morning," remoted from the grounds of the CNE, thus giving the CNE another avenue of free plugging.

Numerous newspapers, newsreel companies, TV stations and radio stations will be on the grounds covering the September 6 \$25,000 cross-Lake Ontario swim, for which there are already 14 entries, including that of Brenda Frazier, who has already conquered the English Channel.

## Moose Jaw Cracks Mark Despite Rain

MOOSE JAW, Sask., July 16.—Even tho the weather could have been better, Moose Jaw's three-day fair, which closed Wednesday (6), wound up on the right side of the ledger.

Paid admissions at the main gate totaled 35,260, some 500 more than the record high of 34,786 set in 1953, and 2,100 up on last year's figure of 33,138.

Three evening grandstand performances were in the sellout bracket, an extra show was rained out and an afternoon rodeo—the first in 20 years—proved profitable.

The afternoon and evening grandstand total was 13,140, despite the washout. It was well ahead of the previous high, 11,306, set in 1952 and even further ahead of last year's 5,230 when the weather was wet and stormy.

The fair marked the third stop on the Class B loop for J. P. Sullivan's World's Finest Shows. The opener, a Kids' Day, was reported to be the biggest Sullivan has ever had in Moose Jaw. Biz was fair Tuesday, with rain interfering in the afternoon, and the last night looked good until the downpour came.

A cloudburst which struck about 9:30 p.m., dumped nearly an inch of rain on the city in three hours. An early evening performance by the Grossman Agency unit out of Des Moines had just finished but the grandstand blowoff was lost insofar as the midway was concerned. The second evening show was forced to call it quits in its early stages.

First day's gate was 14,436, against 11,248 last year; second day was 10,538 against 10,965, and the last day's total was 10,286 against 10,925. Grandstand attendance was 5,501; 3,926 and 3,713, in that order.

Caliber of the grandstand show attracted favorable comment here and the package drew a good play in the local press. Unit was produced by John Planalp, of the Grossman Agency, who was with the show at Lethbridge, Weyburn and Moose Jaw before going back to Minnesota. Lineup is as follows: Three Goetschis, unicycles; McHendry Trio, singers; Great Roy and Helene, magic and mental; Zoppes, ladders; Zavattas, riding; Peg-Leg Bates, dancer; Torina and Eric, high act; King Cole, emcee; Roger Chrysler, music director; Edith Boyd, organist; Bobby Jean Burnhart, Golden Jubilee specialty.

# Lethbridge Ex Turnouts Cut By Rain, Wind

LETHBRIDGE, Ala., July 16.—Despite bad weather two of its three days, the Lethbridge and District Exhibition and Rodeo wound up Wednesday (29) with 23,900 paid admissions. The event pulled 25,674 last year.

Opener, Kid's Day, had attendance of 11,615. The day, a near record, was the best getaway for the fair since 1950 when the opener drew an all-time high of 12,628. Afternoon grandstand show drew 4,410 on the first day, against a record 4,560 in 1950, and the evening grandstand attracted 3,000.

A brief but vicious wind and thunderstorm early in the evening cut Tuesday's attendance. Paid admissions totaled 4,414 against 6,955 in 1954. Afternoon show drew 1,425 against 393 in 1954 and the evening show 1,300 against 2,284 last year. The afternoon was hot and rainy, with a 66 m.p.h. wind, hitting the grounds at 6:30 p.m.

Final day was a civic half-holiday and the attendance was 7,871 against 8,429 last year. Heavy rain in the morning threatened to wash out the show but the rodeo went on in the afternoon and drew 2,208, compared with 1,344 last year when harness races, rather than a rodeo, were featured. Night grandstand turnout was 3,000 against 3,079 last year.

World's Finest Shows, on the midway, reported brisk biz on opening day, a weak day Tuesday and good biz after 4:30 p.m. Wednesday. The Grossman Attractions "Golden Jubilee Revue" was in front of the grandstand.

The rodeo, back after four years, was produced by the Oral Zumwalt and Harold (Bud) Lake Rodeo Company, of Missoula, Mont. Harness races, tried during the past three years, were not very successful.

# Mobile Event Moving Ahead

MOBILE, Ala., July 16.—Plans are progressing for Mobile's first Greater Gulf State Fair in 15 years, to be held October 24-29 under sponsorship of the Junior Chamber of Commerce, reports Walter B. Fox, veteran carnival man now located here. The Buff Hottle Shows will be on the midway.

Fair Managers John McConnell and George McNally said the event will embrace a representative cross section of fair events, and they announced the appointment of five division managers: Edward J. Kahalley, prizes and exhibits; Dick Miller, midway and concessions; Gaines Betzebe, grounds and facilities; Keith Winkler, budget, and Joe Goldman, publicity-promotion. James Fail and Mack McCall complete the executive committee composed of McConnell and McNally. Negotiations are now under way for land at Blakely Island, site of the fair.

About \$2,500 will be awarded winners of competitive events, including a stock show. There will be nightly fireworks, \$2,000 having been allocated for the displays. A number of special days have been mapped during the fair's run.

# Brandon Gate Put at 90,000

BRANDON, Man., July 16.—Altho final figures were not available Monday (11), it was estimated that about 90,000 persons saw the five-day Manitoba Provincial Exhibition in Brandon which closed Friday (9). The figure was regarded as about average for the last few years when weather is taken into account.

Attendance closing day was about 30,000, with some 5,000 seeing the Ernie Young grandstand show.

President Wilfred McGregor termed the show's livestock section exceptional, both from the standpoint of quality and quantity. Alex McPhail, managing director, said it was one of the best attended fairs despite one day of poor weather and a cold, windy final day.

The exhibition will observe its 75th anniversary next year.

# Rocks' Agents

Continued from page 101

Mrs. Alex Rotter, souvenirs and novelties; Hugh Kelly, shoot-a-photo, with Hubert Carelli; Harry Meinch and Charles Feltman, BB gallery, with Albert Behmoires; Norman Libin, cork gallery, with Harvey Stein; Claire Libin, pitch 'til you win (watch-la blocks), with Irving Ellis, Estelle Taub, and Larry Levey; Richard Sheppard, Greyhound Racer; Arthur Emanuel, ring the nail; Arthur Emanuel Jr., penny pitch; Leo Feldman, goldfish bowl; Morris Silverman, guesser; Edward Seiderman, nail game, with Thomas Scully; Edward and Julius Seidel, Skee Ball, Shuffle Board and Bowl-O, with Walter Luber, Donald Igel, John Connors and Harry Kerner; Charlie Weiss and Bernie Krinsky, Pokerino and Shuffle Board, with Alex Stoerger, Stanley Glickman, Chester Pyaskowki and Robert Bernie.

Also, Henry and Fred Altman, shooting galleries, Bing-O-Reno, Pokerino and Shuffle Board; Happy Holliday, 3-in-line, with James Dix; Nathan Faber, Rabbit Race, Fascination, Pokerino, Shuffle Board and Skee Ball; Simon Faber, Fascination; Sol Faber, Poker Shuffle; Irving Domise, Skee Ball; Mrs. Irving Domise, Rabbit Race; Mrs. Helen Kahn, shuffle and Skee Ball; Mr. and Mrs. Isidore Faber, shuffle and poker; Stanley Faber, Rotation.

# Conn. Kid Spot

Continued from page 101

Cars, Sky Fighters, Fire Engines, Pony Carts, Motorboats and Roto-Whip. Spot opens Monday to Thursday at 6 p.m., and Friday to Sunday at 2 p.m. Wednesdays are Bargain Days, with all rides priced at 5 cents.



NEW MEMORIAL FIELD HOUSE shown above will this year serve as the center of activities for the Kyowva Fair and Greater Ohio Valley Exposition to be held August 30-September 5, in Huntington, W. Va. Movement to the new site will provide room for expansion, a better amusement center and vastly greater parking space.

# DRAWS 51,016

# Sacramento Co. Nearly Doubles '54 Attendance

SACRAMENTO, July 16. — A new attendance record of 51,016, nearly double the 1954 mark of 27,400, was set by the Sacramento County Fair, which closed its annual four-day run here Sunday night (10). The event, formerly held in Galt, was staged on a section of the California State Fair and Exposition grounds.

The fair, which opened Thursday (7), built daily in attendance. The first day's turnstile mark was the lowest of the run with 9,253, followed by 10,382 on Friday, 16,088 Saturday, and 15,293 the closing Sunday.

Robert Baker, secretary-manager, said that everything about the fair was encouraging. He predicted another record year in 1956.

The stagershow, presented during the last three days of the run, was booked and produced by Isabelle Whall, of Fun Unlimited Productions, San Francisco. Talent line-up included Eddie Bartell, emcee and comedy; Boxley and Marie, magic and illusions; Caesar Curzi, tenor; Cindy and Alberto, Latin dance duo; the Black Brothers, comedy acrobatics, and Kathryn Kay, organist and musical director.

West Coast Shows played the midway, being signed for the second straight year for the event on this site.

# Pueblo Papers Tie In Fair Contest

PUEBLO, Colo., July 16.—More than \$2,000 in cash and other awards will go to winners of a coloring book contest which local newspapers, The Star-Journal and Chieftain, are conducting in conjunction with Colorado State Fair, August 23-28.

Any youngster 12 years of age or less who lives in Colorado is eligible to compete in the contest. Winners will receive \$25, \$15 and \$10 for first, second and third places. There will be 96 cash prizes of \$10 and each winner and one parent will spend Saturday (27) at the fair as guests of the papers. They will also be furnished a grandstand seat for the "Aqua Follies" and variety show, lunch and midway ride tickets.

# Beauty Contest Set For Stroudsburg

EAST STROUDSBURG, Pa., July 16.—A beauty contest has been scheduled as one of the principal features of the new Legion Tri-State Fair. The event, sponsored by the local Legion post, will run August 9-12.

# A. B. Hatch in Hospital

MOUNT VERNON, O., July 16.—A. B. Hatch, son of Mr. and Mrs. Al J. Hatch Sr., was admitted to Mercy Hospital here, Monday (11), for surgery.

# Harold Pike's Son Inspects Russian Farms

DES MOINES, July 16.—If the Russians have any kind of a fair there's one American who'll give it close scrutiny. One of the members of the American farm delegation which left this week for Russia is Herbert Pike, Whiting, Ia., son of Harold L. Pike, president of the Iowa State Fair.

Young Pike is one of five Iowans making the trip. While the American farmers are visiting the Russians a group from that country will be inspecting American farms.

Lloyd Cunningham, secretary of the Iowa fair, invited the Russians to attend the fair here on the grounds they would find out more about the State's agriculture than anyplace else, but the annual's dates will be too late for the visitors.

# 2 Promotions At Wapakoneta

WAPAKONETA, O., July 16.—Two opening day promotions for Auglaize County Fair here, August 6-12, have been announced by Secretary Harry Kahn. The first 500 kids entering the main gate will receive a Davy Crockett comic book on that day. Kahn also has obtained "the largest little band in the world," composed of 200 children from Toledo, for a concert that night.

The fair will offer a free gate on opening day up to 4 p.m., reduced ride prices for kids, night running races and fireworks; Sunday (7), "Midwestern Hayride" of WLW, Cincinnati, and the Bob McKinley Rodeo; Monday, free gate for children, grandstand food demonstration with prize awards, and rodeo; Tuesday, horse pulling contest and night harness racing with parimutuel betting; Wednesday, 4-H Jamboree with prize awards and night harness races; Thursday, harness races afternoon and night and grand parade of livestock, machinery and autos, and Friday, baton spinning contest and B. Ward Beam's thrill show. Ponies will be given away on six days and a \$1,600 tractor will be awarded Friday night.

# PNE Frames New Advance Ticket Sale

VANCOUVER, B. C., July 16.—Bargain exhibit admission tickets—at three for \$1—will replace the Pacific National Exhibition's advance street ticket sales which was for years tied in with the giveaway of automobiles and other awards.

The advance sale with giveaways—a feature of the big expo for 20 years—this year was ruled illegal by Attorney General Robert Bonner.

The new admission tickets will be available only until the August 24 opening of the fair and PNE officials are hopeful the new system will be used only this year. They have filed an appeal for a new ruling that would restore the old method.

After the opening day, there will be a 50-cent admission tab at the gate. To get a chance at the usual list of giveaway merchandise, patrons will buy programs inside the gates. Drawings will be held daily and on closing night.

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## Royal American Sets Eyes on New Record At Calgary Stampede

First Four Days' Receipts Top 1954 By 27% as Gate Eclipses Peak Year

CALGARY, Alta., July 16.—A new record for midway receipts at the 50-year-old Calgary Stampede and Exhibition loomed for the Royal American Shows Thursday night (14), the fourth night of the six-day event.

Rides and shows of the RAS returned receipts 27 per cent higher than last year during the first four days of the event, and indications were that this pace would continue thru the close of the Stampede tonight.

## DeBelle Back; Replaces Hong In Strates Post

PLATTSBURGH, N. Y., July 16.—Starr DeBelle, who returned to the James E. Strates Shows last week after an absence of more than a year, this week was named to succeed Mae S. Hong as publicity director.

DeBelle served Strates in a similar capacity for about five years before taking over the press last season for the Amusement Company of America, the Gooding Amusement Company, Mills Bros. Circus and, at the start of this season, the King Reid Shows.

In addition to handling publicity it is understood that DeBelle will also participate in the operation of Dr. Neff's Illusion Show, a new unit slated to begin operating at fairs.

Last season Miss Hong served for a time as a press representative for Mills Bros. Circus. She will complete the advance on next week's stand, Schenectady, N. Y., before closing.

## Bill Murray Bows Out at Keller, Va.

KELLER, Va., July 16.—William C. (Bill) Murray, general agent of Virginia Greater Shows, has announced that the Keller Agricultural Fair here will be directed this year by Col. A. L. Sykes. Murray has bowed out of the local event due to ill health which has kept him on and off the carnival this year.

Dates for the event are August 29-September 3. Attraction, in addition to Virginia Greater, will include auto races, circus, boxing and wrestling.

## Wyo. Good For Ruback

RAWLINS, Wyo., July 16.—Early indications point to one of the best seasons on record for Alamo Exposition Shows, Jack Ruback, general manager, said here this week.

Show hit a good July 4 celebration at Lander, Wyo., which was preceded by good takes at Cheyenne, Wyo., where the draw was good from the Warren Air Base. Org trucked here from Casper, where grosses were as good as could be expected following the holidays.

Ruback will hit his first fair at Bayard, Neb.

## LOW BRIDGE, SO TRAILERS SLIDE THRU ARCHWAY

NEWARK, N. J., July 16.—Entry of Prell's Broadway Shows into Newark City Stadium on Sunday (10) was somewhat complicated when it was discovered there was not enough head room to pass some of the show trailers thru the concrete archway beneath the stands. The 11-foot clearance was six inches shy of the space needed, so the trailers were de-wheeled and slid onto the infield on their axles.

## Fort Wayne Fair In Small Draw, Light for ACA

FORT WAYNE, Ind., July 16.—The Amusement Company of America had light business here this week at the Fort Wayne Fair. Attendance at the fair was small and the engagement was marred by rain Thursday night (14).

Show moves from here to Kenosha, Wis., for a still date stand, its last before it resumes its fair route at the Northern Wisconsin District Fair, Chippewa Falls.

Record-breaking Stampede attendance was a major factor in the bigger midway business. During the first four days the event pulled 317,000 people, more than 10 per cent above the comparable period last year, when the gate for the same period was 288,000.

Weather on the whole was excellent, with only slight rain Monday night (11) and a splattering Thursday night (14).

Visitors to the midway included J. S. C. Moffatt, W. J. Barrie and D. H. Collister of the Pacific National Exhibition, Vancouver; W. C. Bissell, Ed Clarke, Gordon McDonald, Bill Muir, Lee Williams, Fred Kemp, Harry Maddison of Edmonton, E. J. Murray and Murray McIntyre of Saskatoon, Don Pells, C. B. McKee, R. J. Hutchinson and Fred McGuinness of Regina, Alex MacPhail of Brandon, Don Reid, Don Stewart and William Henry of Ottawa, Win Stephens of Minneapolis, and Doug Attaway and family of The Shreveport (La.) Journal.

## SULLIVAN SCORES ON CANADA LOOP

First Three Fairs Yield Big Grosses Despite Some Weather Competition

MOOSE JAW, Sask., July 16.—J. P. Sullivan's World's Finest Shows wrapped up its third stand on the 14-date Western Canadian Class B Fairs circuit here Wednesday (6) and the smiling Irishman reported his show was "off to a flying start" despite some competition from the weather.

Opener here on Monday, a Kids' Day, was the best Sullivan had ever had in Moose Jaw, he said. Weather was perfect and attendance was well ahead of last year, with 14,436 going thru the main gates on the first day.

Rain off and on during the afternoon of the second day cut into midway activity but night biz was good. Wednesday had all the makings of a winner until a downpour of cloudburst proportions struck at 9:30 p.m. and nearly an inch of rain fell. The blowoff from the night's first grandstand show was lost, rides were halted and shows

called it quits early. The show ran into difficulty getting away for Estevan, the next stop.

### Opener Good

Sullivan reported satisfactory biz at the first date on the B loop, Lethbridge, Alta. Weather was good on the first two days but rain on the afternoon of the third day cut into the money-making.

At the two-day Weyburn, Sask., fair, where Sullivan has played many times in the past under the Wallace Bros. banner, the show racked up the biggest gross it has ever had in the town. Fair itself was a winner, too.

Opening day was July 1, a Dominion holiday. Rain fell for about two hours during the afternoon (Continued on page 106)

## Mullins Sees Maine Pick-Up From Tourists

ELLSWORTH, Me., July 16.—A good opening was scored here by Mullins Royal Pine Shows, following a series of disappointing dates due to weather. The holiday period in Millinocket was poor, what with local people taking off for nearby lakes and the shore, although prior to the July 4 weekend the date had been fair.

Ellsworth got off nicely, and with the summer beach resort residents having moved in, a couple of good weeks are expected around Maine.

Holiday weekend visitor was John S. Weisman, president of the National Showmen's Association, who has an interest in show bingo handled by Morris Brown. Weisman was on the lot nightly and also in the hotel cutting up jackpots.

## Babcock \$\$ Jump 10% at Del Mar Fair

"Dancing Waters," Don Diego Circus Score Big as Midway Attractions

DEL MAR, Calif., July 16.—The Frank W. Babcock United Shows ended its third consecutive annual 11-day run at the Southern California Exposition here Monday (4) with a gross 10 per cent ahead of last year, Frank W. Babcock, owner, said.

Altho rain was encountered on both Sunday and Monday mornings (3-4), the skies cleared in the early afternoon to give the show almost full days of operation. Babcock attributed the increase to the fact that a new layout was used, with "Dancing Waters" being placed at the far end of the Avenue of Flags and the staging of the kids' Don Diego Circus nearby the lot. These attractions, he said, brought patrons by the entrance. However, the cost to play the spot was increased as the show shared in bringing the water spectacle, a free attraction, here for the second time.

The fair's attendance was up, also, with a total of 244,567 against 231,491 in 1954. Paid attendance also increased 5,454 for a total of 187,052.

Larry Ferris, show manager, reported that the opening day's gross was 12 per cent over the same day in '54. The show also had the biggest Thursday in its three-consecutive-year stretch.

Babcock featured 11 major rides on the main midway and 9 kid rides in the separate moppet area near the main entrance. The kid rides accounted for a considerable slice of the gross.

Ferris spotted two Ferris Wheels near the entrance of the main midway and they did business from the start. Individually and collectively, the wheels led the field money-wise. Tilt-a-Whirl was credited as being in second place, with the Dark Ride third. A. W. McAskill's attraction, "Hell's Belles," an illusion show, pulled exceptionally well, being ahead of another show last year by several hundred dollars on the second Friday (1). Harry Seber was booked to open a posing show, but did not open. He and his wife, Frances, are scheduled to leave Los Angeles Sunday (10) for Toronto, where they will have a girl show on the Conklin midway.

The concession privilege was sold as a block and handled by Cecchini & Levaggi, of Sun Valley. They operated 56 stands, most of them owned by C. & L. Louis

Cecchini told The Billboard that the revenue was "satisfactory."

Babcock was host to the Regular Associated Troupers, of Los Angeles, on Sunday (3). They staged a drive to retire the second mortgage on their clubhouse. With a goal of \$1,400, they hit \$1,500, of which \$1,000 was earned and \$500 donated by Babcock.

Ferris followed his usual policy of entertaining the spastic and polio child patients from the Sunshine Hospital in San Diego. Starting with seven in 1947, Ferris was host for rides, food and favors to 184 this year. They were transported in commercial busses.

## Vivonas Pull Okay in Oswego Over Holiday

FULTON, N. Y., July 16.—The week in Oswego, N. Y., proved okay for Amusements of America's holiday date, with Monday (4) being okay but the best day of the week being Wednesday's family matinee. Saturday (9) matinee was good, but night business dropped off as many residents seemed to be going away for the rest of the weekend.

The Cindi and Nita Shows are going well, followed by the Lola Show and the Rentons' Eeka. Irene Burton's Wildlife has also been doing nicely, as is Dorothy Dempsey's Snake Show. Marie LeDoux has recovered from her recent illness and is doing okay with her Side Show.

Oswego committee, headed by Henry Quartini, co-operated nicely and assisted Harry Wilson in putting on the fireworks display on the Fourth.

The midway was saddened to learn of the death on Sunday (10) of Anthony Polcino, 64, father of Rosita Dell, whose husband, Danny, has been handling the front end. He lived at 1538 Flatbush Avenue, Brooklyn.

## Woodsville Holiday Okay For Continental

NEWPORT, Vt., July 16.—Continental Shows opened here Monday (11) following a good week in Plattsburg, N. Y., and a pretty fair July 4 engagement in Woodsville, N. H.

A 150-mile jump was accomplished with no trouble and the midway got rolling Sunday night (3) with all units, front and back, in operation. There was no bonfire for the opener which hurt the turnout somewhat. Monday the Fourth was better than last year, however, and the show closed strong on Saturday (9) after a couple of so-so mid-week days.

Weather was perfect thruout the week. Agent Paul La Cross had a live TV show over Channel 3 in Burlington, Vt., to advertise the date. His eight-year-old daughter Paula is visiting for a few weeks and her older brother Bob is working a concession for Mrs. La Cross during school vacation.

David King, of the Side Show on W. G. Wade Shows, writes he's making plans to take out a school show this fall. Staffers set include Jerry Huggins, Craig Brandon, Carson Borseth and Dick McArtor.

## Portland Take Okay For World of Mirth

PORTLAND, Me., July 16.—Business was very good here for the World of Mirth Shows after a holiday week engagement at Saco, Me., that fell below expectations.

The show has played in and around this town for many years and business usually has been excellent. Located again on public property near the river front, the show this year had to bulldoze an expanse of 200 feet in order to squeeze in all of its attractions.

The acquisition of lots large enough to accommodate the railroad show is a constantly growing problem. A survey of the area showed that virtually none were available in locations accessible to population.

Grosses were poor at Saco altho the holiday play was good. Before that, at Worcester, Mass., the show did all right altho it was pelted by rain.

Next week at Rockland, Me., the date has celebration status with fireworks scheduled for Tuesday and Thursday nights. The following week the show begins its fair

With fairs only two weeks away the emphasis is on refurbishing and virtually all units are scheduled for repainting. The office wagon has been repainted red, white and blue in bands ranging from top to bottom. The effect has been so pleasing that Bergen said he had virtually decided to adopt the color scheme for most of the other wagons, particularly those with smooth sides.

## Carroll Wins At Minn. Cele

FLAXTON, N. D., July 16.—Business for Carroll Greater Shows has taken a turn for the better in recent weeks, Charles Carroll, owner, announced. Biggest takes of the season were recorded at the July 4 Celebration and Diamond Jubilee at Park Rapids, Minn., July 2-4, he said. Rides and shows broke all previous records despite a 9 p.m. rain on Saturday that chased some would-be spenders home early.

## MIDWAY CONFAB

Lewis Augustino, veteran Side Show and concession operator, is confined in Veterans' Hospital, Dublin, Ga., because of a stomach ailment and high blood pressure. . . . Robert Campbell is recuperating from a rupture operation and will return to the World of Pleasure Shows soon. Campbell and his wife, Wanda, were married June 23 in Angola, Ind.

Prof. Willie J. Bernard, Hancock, N. H., caught the O. C. Buck Shows recently. Bernard plans on joining Playtime Shows soon as a ticket seller. . . . Paul Christian cards that he visited Dude Brewer in Jackson, Tenn., recently. . . . Penny Law, former Girl Show worker, is a patient at the Sisters of St. Agatha Pleasant Acres Rest Home, Kingsport, Tenn. She would appreciate hearing from friends. Also at the home is Vernon Hoffe, former concessionaire, who would also like to hear from friends.

Personnel of the Ray S. Howard Shows gave the owners a party celebrating their wedding anniversary and also Ray Howard's birthday, according to Ethel Reibenstein. . . . Joseph Lehr, spot worker from Philadelphia, infers that he and Mr. and Mrs. Roy Hunter motored to Levittown, Pa., to visit friends on the Morris Hannum Shows. Those visited included Mr. and Mrs. Benny Herman, Mr. and Mrs. Hoffman and Max Glenn. Herman is the business agent on the show and Glenn has the grab joint concession. Lehr also renewed acquaintances with Herman (Slim) Wolf, who has a donkey baseball game booked in Burlington, N. J.

A surprise birthday party was held on L. B. Malott's Side Show on the World's Finest Shows at Winnipeg, Man., for the operator, who celebrated his 50th birthday. . . . Gilda Lee reports that she left Helen Golden's Side Show recently and flew East to open with Billy Taylor's Side Show as feature and annex attraction. . . . The mother of Irene Hester, who works on Helen and John Barnfield's palmistry concession, passed away July 4. Miss Hester was called to Evansville, Ind., for funeral services and planned on rejoining the Barfields later at Anderson, Ind.

Mr. and Mrs. Clyde Davis, of Gold Medal, are sporting a new house trailer, a birthday gift for Mrs. Davis. Mr. and Mrs. Wilder, also Gold Medalites, have a new 30-foot Crestline job, and Billy Metcalf took delivery on a new 23-foot Nashua job. Joe the Grinder is due to join.

O. C. Buck personnel held a picnic at Spofford Lake, N. H., last week while playing Keene, N. H. About 40 attended. . . . A birthday party was held for William Henry (Skippy) Beldock in Claremont, N. H. The son of Sally and Bill Beldock, he was born in that town seven years ago when the Buck unit last played there.

Visitors have been numerous at Dave Endy's new Fun Fair in Alexandria, Va. Noted recently were Mr. and Mrs. William Glick, former show owners from Baltimore; Mr. and Mrs. Roy Jenkins, Carmine Jenkins and Mrs. Corry Hunter, of Washington; Dave Fineman and Johnny Denton, of the Denton Shows; Mr. and Mrs. William Eufanetate with their son, Joe, and daughter, Jackie, of the Jolly Shows; A. C. Wagner, of the Ace Novelty Company; Al Porter, advance agent for the Donkey Parade, and Slim Wolf, owner of the donkey baseball game.

Jack Stevens, midget, left Billy Logsdon's attraction at Clarksville, Ind., recently to join the Amusement Company of America. . . . Junior Mortimer cards that Al (Whitey) Hunt was skedded to join the Gem City Shows at Salem, Ill., to manage Molly, the Mule-Face Girl attraction. . . . Eddie Le May returned to his home in Gibsonton, Fla., recently after a two-week stint in the hospital. Le May, who

is convalescing under the care of his wife, Grace, has received many cards and flowers since becoming ill. . . . Gean Nadreau, who works with Leo Carrell on a Gooding Amusement Company unit, celebrated a 68th birthday recently and was presented with many presents by his wife, Gay, and by show personnel.

Martha and Ben Weiss are in Charlotte, N. C., preparing to hit the road soon. First fair for their bingo operations is Selinsgrove, Pa., opening July 18. . . . Roy Peugh, O. C. Buck Shows agent, visited the Cetlin & Wilson Shows in Menands, N. Y. Roy was en route from Claremont, N. H., to Poughkeepsie, N. Y., to prepare for the return of the Buck Shows to New York. . . . In addition to their Motordrome and kiddie rides, Earl and Ethel Purtle have added a candy floss to their operation with the Cetlin & Wilson Shows. The unit makes a striking appearance, with a two-tone plastic top, stainless steel equipment, and neat lettering.

Harry Wilson notes that Mr. and Mrs. Al (Frisbie) Renton observed their 40th wedding anniversary June 27 on the Amusements of America. . . . Joe Corey joined the Verona org in Geneva, N. Y., and Marie Le Doux has added several acts to her Side Show. Good business is being enjoyed by Mike Roman's cookhouse; Clarence Lautler and Mr. Lollar, who have the Roller Coaster and Space Chaser, and the Massiello and Ferrone girl revues Wilson reports.

Mrs. Lee Moss, wife of the veteran digger operator, recently hosted her parents, Mr. and Mrs. Earl (Doc) Tyree, with a party in Hot Springs on their 50th wedding anniversary. Scores of friends attended or sent congratulatory messages. Tyree is a retired veteran of the midway. He formerly owned Wayne Bros. Amusements and was associated with A. B. Miller, Sol's Liberty, Cavalcade of Amusements and Zimdars Greater shows. He is now operating a chain of frozen custard stands in Arkansas.

Personnel of Gold Medal Shows turned athletic in Staunton, Va. The lot was adjacent to a golf course and swimming pool, both of which got plenty of patronage from the show. Daily visitors included Mr. and Mrs. John Campi and Marguerite Anderson.

Charles H. Lee, owner of Lee's United Shows, writes that Michigan celebrations and centennials have been good to the show in recent weeks. Show is booked thru September in Michigan, with centennials in Yale from July 21-23, and Harbor Beach, July 28-31.

Visiting Marlo and Ted LeFors recently at their Clock kid spot in Norwalk, Calif., were Mr. and Mrs. Alex Stewart, Ocean Park; George Surtees, Paramount; Joe Glacy, Long Beach, soon to leave for a visit with his family in New York; Ed and Elsie Kennedy, who stopped over on their way from the fair in Del Mar to the rodeo in Salinas; Darwin Glenn, concession manager with the Pan American Shows; M. E. Arthur, who has the popcorn ex on the shows managed by Jimmy Wood; Ted DeWayne, who formerly had DeWayne Circus. The LeFors were recently dinner guests of Florence Lusby and Cherell Wall at the home of Mrs. Lusby's son, Phil Darling, in Rivera. Following the dinner the group attended the wedding of Yvonne Emile Bailey to Raymond Arthur Garcis at the North Glendale Methodist Church. The mother of the bride is Emilie Bailey, active in show clubs in the Los Angeles area. Among those attending the ceremonies were Inez and Clarence Allton, Helen and Fred Smith, Mr. and Mrs. A. J. Scott, Mr. and Mrs. Bob Matthews, Emily and Dave Friedenheim, Rose Rosard, Ester Carlye, Lucille Dolman and Minnie Pounds and daughter, Lucille.

Charlotte Porter, president of Show Folks of America, San Francisco, recently visited on the lot of Alex Freedman's Fair Time Shows (Continued on page 109)

# W.G. WADE SHOWS

DELAWARE COUNTY FAIR, MUNCIE, INDIANA  
 10 DAYS AND NIGHTS, THURSDAY, JULY 28, THRU SATURDAY, AUG. 6  
 Considered the largest county fair in the country followed by a solid route of excellent fairs, including the MICHIGAN STATE FAIR at Detroit.

--- CAN PLACE ---

**MAJOR RIDES** Caterpillar, Octopus, Flying Scooter, Round-Up, Scrambler, Fly-O-Plane and other such capacity rides.

**SHOWS** Have opening for two or three good Grind or Bally Shows. Particularly want Monkey Show, Monkey Drome or Monkey Speedway, Wild Life, Unborn, Glass House, Motordrome, Fun House and any outstanding big name attraction.

**WE HAVE A FAIR ROUTE WHERE YOU WILL GET MONEY**

**SALLY RAND and LASH LA RUE, please contact me at once**

**CONCESSIONS** Legitimate Concessions of all kinds (we have exclusive on games and do not overload): Milk Bottle and Coke Bottle Ball Games, Huckley Buck, High Striker, Fish Pond, Duck Pond, Balloon Darts, String Game, Hoopla and all other Ball Games, Water Games and Pitch Games, also have outright sales privileges open; Ice Cream, Foot Longs, Root Beer, Apples, Snow, Taffy, Candy Floss, Popcorn, Grab, etc.

**START OUT YOUR FAIR SEASON WHERE YOU KNOW YOU WILL GET MONEY.**

**Reserve Your Space Now All Replies Via Western Union**  
**W. G. WADE SHOWS, ST. LOUIS (ALMA), MICHIGAN, ALL THIS WEEK**

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

**NOW BOOKING FOR OUR CIRCUIT OF SOUTHERN FAIRS STARTING AUGUST 8**

Staunton, Va., week of August 8 Covington, Va., week of August 15 Lynchburg, Va., week of August 22 Roanoke, Va., week of August 29 Burlington, N. C., week of September 5 Gastonia, N. C., week of September 12	Albemarle, N. C., week of September 19 Hickory, N. C., week of September 26 Fayetteville, N. C., week of October 3 Wilson, N. C., week of October 10 Monroe, N. C., week of October 17 Winston-Salem Colored Fair week of October 24
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**CONCESSIONS:** Cook House and legitimate Merchandise Concessions of all kinds. Will sell X on Age, Scale and Novelties.

**SHOWS:** With or without equipment or transportation, Wildlife, Unborn or any other money getting Show not conflicting. Will give completely framed Monkey Show to reliable operator.

**RIDES:** Dark Ride, Tilt-a-Whirl, Rock-a-Plane. Place experienced Ride Help; we pay top salaries.

**HELP:** Pictorial Painter, Boss Canvasman, Talkers, Grinders and General Show Help.

**JIMMIE CHAVANNE**  
 Wants Side Show working Acts, two Freaks to feature, especially want Alligator Boy, Mind Reader, Man and Wife for Tickets and Illusion. Enlarging Show for Fairs.

**JIMMIE SIMPSON**  
 Wants for Minstrel Show, A-1 Tenor Sax, A-1 Trumpet, A-1 Chorus Girl and other Musicians and Performers. Show being enlarged for Fairs.

**All replies to JOHN H. MARKS**  
 THIS WEEK HARRISBURG, PA.; NEXT WEEK, HYATTSVILLE, MD.

# FAIR TIME SHOWS

**WORLD'S BRIGHTEST MIDWAY**

## GOOD RIDE HELP WANTED

**EXTRA MILEAGE PAY FOR LICENSED SEMI DRIVERS**

-----  
**WILL PAY CASH FOR 10 MAJOR RIDES FOR SECOND UNIT**  
 -----

**THIS SHOW PLAYS NO STILLS**

So. San Francisco, Calif., July 13-17	Mill Valley, Calif., July 20-24
Palo Alto, Calif., July 27-31	Richmond, Calif., Aug. 3-7

**ALEX FREEDMAN, Gen. Mgr.**      **CLARENCE KRAMER, Mgr.**  
 5414 VICTORIA AVE.      LOS ANGELES

# WEST COAST SHOWS UNIT No. 1

**West's Largest and Best**

Can place for outstanding Route of Fairs, including Multnomah County Fair, Gresham, Ore., Aug. 4-13; Siskiyou County Fair, Yreka, Calif.; Shasta County Fair, Anderson, Calif.; Santa Clara County Fair, San Jose, Calif.; Madera County Fair, Madera, Calif.; Kern County Fair, Bakersfield, Calif.; Grape & Wine Festival, Delano, Calif., and many others.

Have openings for Hoopla, Watchla, Gold Fish, Photo Gallery, Basket Ball and any Merchandise Concession not conflicting.

Can use reliable Help, semi drivers preferable. Write us or come as per route.

**WEST COAST SHOWS, 240 Jones Street, San Francisco, Calif.**

# BEAMS Attractions

**LIONS CLUB CELEBRATION, FROSTBURG, MD., NEXT WEEK.**

**A big event with plenty of home town promotion. Brunswick, Md., Firemen's Celebration, Aug. 1-6. This is one of our biggest celebrations of the season. Town enjoying unusual industrial prosperity Charles Town, W. Va., Firemen's Celebration, Aug. 8-13. Playing on big athletic field only one block from main street of the town. Races are on. All industry working full time.**

**FAIRS AT MANASSAS, VA.; BEL AIR, MD., AND CAITHERSPURG MD. FOLLOW THESE CELEBRATIONS.**  
Capable Help for Rides, Concessions and Shows can be placed. Have good proposition for Man to operate our Snake Show.  
Booking legitimate Concessions and Shows for all these Celebrations and Fairs.  
**Contact BEAM'S ATTRACTIONS**  
HUNTINGDON, PA., THIS WEEK.

# BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

**CONCESSIONS**—Can place stock Concessions for our route of Fairs and Fall Celebrations. Starting at Clinton, Ind., Fair, next week; Hartford City, Ind., Aug. 1-6; Delphi Centennial, Aug. 8-13, Wabash Fair, Aug. 15-20.

**WANT**—Popcorn, Photo, Jewelry, Custard, Striker, Ice Cream, Short Range, Hoop-La or others. These are all spots this Show has had for years. If they weren't good, we wouldn't be there. Can also use Shows of Merit. No other kind. Can place Ride Foremen and other sober useful Help who drive. All replies to **ERNIE ALLEN, c/o Show, Plainfield, Ind.,** this week, or **TOM L. BAKER, 2257 Madison Ave., Indpls.** Phone Garfield 4584.

Jimmy Shaffer wants Agents and Rigging Man. General Help for long season. Out all winter in Louisiana and Texas. Drunks, limbers and fly-by-nights, please do not answer. Would like to hear from "Ferris Wheel" Scotty, James Moore and James Short.

# A.M.P. SHOWS

*Duffy*

Want for the following fairs—Nicholas Co. Fair, Summersville, W. Va., Aug. 8-13; Pocahontas Co. Fair, Marlinton, W. Va., Aug. 15-20; Fair, Rocky Mount, Va.; Craig Co. Fair, Newcastle, Va.; Durham Co. Colored Fair, Durham, N. C., with several others to follow. Concessions of all kinds. Everything open except Bingo and Popcorn, Apples. Shows—Girl Show, Side Shows, Wildlife, Money, Animal, Snake, Funhouse, Glass House, Unborn, any other worthwhile attraction. (Duffy, contact me.) Want 2 Ride Men who drive semi to report here. All replies to

**A. M. PODSOBINSKI**

R-1 Box 354 (Phone 3-7239) W. Palm Beach, Florida

# WILLIAM T. COLLINS SHOWS

**WANT WANT WANT**  
Foremen for Roll-a-Plane and Caterpillar. Can place Second Men on all rides. Must be licensed semi drivers. Want man to handle light towers and front entrance.

Bill Chalkias wants for Side Show—Sword Swallower, Musical Act, Bally Girls and Ticket Sellers. Scotty King, wire me.

**ADDRESS: Devils Lake, N. D., This Week**

# FRAMES GREATER SHOWS

**CORRY, PA., DIAMOND JUBILEE AND N. W. FIREMEN'S CONVENTION, JULY 25-30**

**CARRY 10 OFFICE OWNED RIDES.**

Want Punk Rock, Jewelry, Age, Scales, Basketball, String Game, Bowling Alley, Huckly Buck and other Hunky Panks. I Don't overload. No flats at any time.

**FREDONIA, N. Y., THIS WEEK.**

# SUNSET AMUSEMENT CO.

**CAN PLACE SECOND MEN ON RIDES, \$40.00 UP**

Must have license and drive semi. No cars, women or hotels.  
Concessions open: Glass Pitch, Hi Striker, Custard or Ice Cream, Hats, Hunky Panks and Ball Games. Shows with own equipment. No Girl Shows.

**BEDFORD, IOWA, FAIR, JULY 22-31; WEBSTER CITY, IOWA, FAIR, AUG. 1-7.**

**WANTED for WANTED**

**LEGION TRI-STATE FAIR**  
Sponsored by Geo. N. Kemp Post #346, American Legion, Aug. 8-13 inc.  
Stroudsburg, Pa. In the Heart of the Pocono Vacationland.  
DEMONSTRATORS, PITCHMEN, NOVELTIES, HAT MACHINES  
**JOE SHERMAN, Exhibit Director**  
Phone: Stroudsburg 4239

# EDDIE'S EXPO. SHOWS WANT

Frozen Custard, Glass Pitch, Balloon Dart, Ring Coke, Scales and Age, Stock Wheels. Professor Duke wants for 10-in-1 Acts; Egg Head, answer. Also Talker for What Is It Show. Now booking for Dayton, Washington, Stoneboro, Clayville, Jamestown Fairs. This week, Seneca, Pa.; Cherry Tree Week, July 25; Cambria Co. Firemen's Convention, on the street, Nanty Glo, Pa., week of Aug. 1.

**EDDIE DIETZ**

<p><b>STOCK TICKETS</b></p> <p>1 Roll ..... \$ 1.50 5 Rolls ..... 4.50 10 Rolls ..... 8.25 25 Rolls ..... 18.75 50 Rolls ..... 34.00 100 Rolls ..... 44.00</p> <p>ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p><b>We Manufacture TICKETS</b> of every description Wheel tickets carried in stock for immediate shipment.</p> <p><b>THE TOLEDO TICKET CO.</b> Toledo 12, Ohio</p>	<p><b>SPECIAL PRINTED</b></p> <p>Cash With Order. Prices</p> <p>Roll or Machine</p> <p>2,000 ..... \$ 6.90 4,000 ..... 7.80 6,000 ..... 8.70 8,000 ..... 9.60 10,000 ..... 10.50 30,000 ..... 15.50 100,000 ..... 33.00 500,000 ..... 133.00 1,000,000 ..... 250.00</p> <p><small>Double coupon, double price</small></p>
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# N. Y. Metro Area Okay for Prells

**Long Island Spots Prove Fair; Land 7-Day Elks Date in Newark Stadium**

NEWARK, N. J., July 16.—A moderately successful month's tour of Long Island ends next week after which Prell's Broadway Shows trucks to Harrington, Del., for its initial fair date. The show returns from Newark for five days in Levittown, N. Y., then will get in Sunday (24) at the Kent and Sussex Fairgrounds. Opening Sunday has been a good ride day at the annual, which gets started officially on Monday (25).

Prell broke into Newark this week for the first time since 1944. The show was spotted within City Stadium on Bloomfield Avenue, with the front end and rides strung around both sides of the cinder track, and with the back end and free act rigging around the track to the rear. Stadium infield was vacant except for show trucks and generators.

Altho a main city thoroughfare passes outside, the midway is hidden behind high stadium walls and is banking heavily on promotion accomplished both by the Prells and the sponsoring Elks committee.

## Sullivan Scores

Continued from page 104  
but the crowd stayed on, Sullivan reports.

Malott's Side Show is topping the midway, according to Sullivan, and Hermine's Midgets did particularly well in Moose Jaw. Scooter continues to be the No. 1 ride, with the Tilt in second place. Kiddieland is doing a brisk business and garnering favorable comment.

Visitors from the Yorkton fair caught the show at Moose Jaw. Red Deer fair officials visited at Lethbridge and Estevan officials at Weyburn. Bruce Peacock, city editor of The Leader-Post, Regina, visited at Moose Jaw with Sullivan. Terrell Jacobs and Peg-Leg Bates, of the grandstand show. David Willock, writer, and Louis Jacques, photographer, from Weekend Magazine, Montreal, were on hand to do a feature on the World's Finest Shows.

Monday (11) opened light and the next two nights were progressively better. A strong finish is expected this weekend when the midway will operate on Sunday (17).

### Five High Acts

The date is being promoted as the Elks' Crippled Kiddies Frolic and Circus, and also features five high acts including a high dive, swaypole and wire act.

Eighteen rides are present, show-owned except for three kiddie rides and a Ferris Wheel booked in by Sam Vendola. Emphasis is on the junior-sized units of which there are 10. Back end has a Monkey Speedway, Wild Life and Side Show. The Hi Lites, Babalu and Sally and Her Monkey Shows, and Jones' bingo, did not work. Close to 70 concessions were on the lot, with Maxie Sharp and the Prells getting everyone working.

Promotional work included distribution of some 60,000 school tickets and another 25,000 tickets throughout city housing projects. There are 750 bumper cards on taxicabs, Public Service bus cards, Acme and Food Fair chain stores distributing kiddie matinee tickets, and plugs nightly for a week over the high-rated Channel 13 kiddie show (5:30 p.m.), Uncle Fred's Junior Frolics. There were three kiddie matinees offered, and all-day matinees over this week-end.

### Business Fair

Business thus far in the season has been fair for the show, but no better than in recent years, except for 1954 when the Harrington annual was a bit more eagerly looked for by front end personnel. Spring weather this year has been slightly more favorable for the show than it was last year. Early weeks in the South were poor but earnings have increased somewhat in the last month or so.

Sam Prell cited letters from various fair secretaries reporting crop conditions as excellent this season, which ought to be an indication of good attendance and spending in store for the fair season. Joe Prell will be on the lot in Harrington on Wednesday (20) to get things ready.

# Award Jacksonville Date To Cetlin & Wilson Unit

NEW YORK, July 16. — The Cetlin & Wilson Shows have been contracted to play the new Jacksonville (Fla.) Fair. The event will be held in the Gator Bowl, November 9-19.

The fair was recently reorganized. Reportedly interested in the event are the Chamber of Commerce, Variety Club and other civic bodies as well as the local newspaper and radio and TV stations.

A fair has been operated in Jacksonville for the past 20 years, recently under the direction of Curtis Bockus who continues in a similar post with the new organization. In recent years the date has been played by the James E. Strates Shows, while en route at the time to its Orlando, Fla., winter quarters. Bockus served that organization for several years as general agent. At the present time he is general agent of the Cetlin & Wilson Shows.

### Others Interested

The Strates shows and the Gooding Amusement Company were also reported interested in the date.

Primarily a carnival date in the past, the new event is planned to be a well rounded fair with commercial and agricultural exhibits. The space available in and around the Gator Bowl will be supplemented by the use of tents. An attendance goal of 200,000 has been set.

The appearance of Cetlin & Wilson in Jacksonville will mark the first time that the show has played that State.

# Opening Stand Still Best One For Belle City

WATERFORD, Wis., July 16.—Belle City Shows, now in its 14th week of operation, is getting fair business but has yet to top its opening stand on a Milwaukee city lot.

Heat cut into the July 4 date in Burlington, Wis. Show is now up to full capacity as it has entered its fair route. Lineup includes 13 rides, 5 shows and upward of 35 concessions. Whitey Nolte joined with a Mechanical Show. Bennie Wenzel has 12 ponies and 4 concessions.

Staff includes Charles and Dorothy Klatt, owners; Bill Gersbach, publicity and advertising; Smitty Flannery, electrician; E. Joe Henke, lot man; Charlie McBride, advance man, and Joe Karius, agent for The Billboard.

# WANT GAMES

FOR  
**HOWARD CO. (KOKOMO) FAIR**  
GREENTOWN, IND.  
AUGUST 2-6

ALSO  
**JOHNSON CO. FAIR**  
FRANKLIN, IND.  
JULY 31-AUG. 5

ALSO CAN USE CUSTARD & FOOT LONGS AT FRANKLIN.

ALL GAMES MUST BE LEGITIMATE PRIZE-EVERY-TIME TYPE. WE WILL NOT HAVE MANY GAMES AT EITHER LOCATION. SPACE LIMITED.

WRITE

**GOODING AMUSEMENT CO., INC.**  
1300 NORTON AVE.  
COLUMBUS 8, OHIO  
AXminister 9-1193

# PARAKEETS

**75¢**

Minimum order, forty birds.  
Shipped F.O.B. Los Angeles.  
Cash or Money Order with order.

24-Hour Service  
Phone Elliott 9-4591

# WELLS BIRD FARM

2143 South Myrtle Avenue  
Monrovia, California

# WANTED EXPERIENCED ELECTRICIAN

Who can handle transformer for a large show. (20 rides, 15 shows, 16 concessions.)

**Salary \$125.00 a week**  
Must be sober and reliable and must have references.

**WM. T. COLLINS**  
c/o Route

# WANTED

Merry-Go-Round Foreman for Little Beauty. Ferris Wheel Foreman for No. 5 Eli and Second Man for Tilt. Good wages and treatment but must stay sober and drive semi.

**SAM MENCHIN**  
**LAKE SHORE AMUSEMENTS**  
11 W. Division St. Chicago, Ill.  
Phone: Superior 7-7243

# RIDE HELP WANTED

Second Men and useful Help on all Rides. Must be truck and semi drivers. Chasers and lusers, stay away.

### LEE BECHT AMUSEMENTS

Bank & Freeman, Cincinnati, Ohio, July 18-24; Barr & Cutter, Cincinnati, Ohio, July 25-31.

P.S.: Can use capable Agents for office-owned Concessions.

# Thank You EDDIE AMES

Concessionaire, former Revue Operator, Geo. Clyde Smith Shows for your Buick Roadmaster purchase. "Save Money With Johnny"

**JOHNNY CANOLE**  
Altoona, Pa.  
Phones 9347 or 3-0003

# CHEROKEE AMUSEMENT CO.

CONCESSIONS: Cook House, Lead Gallery, Cork Gallery, Blower, Novelities, Scales, Fish Pond, Hoop-La, Roman Targets and Ice Cream, Contact.

**J. W. Mahaffey**  
El Dorado Springs, Mo.

# Parakeets

No Limit — Assorted Colors  
Shipped daily. 100 \$100.00—50 \$55.00

# SPRING VALLEY AVIARIES

HOpkins 6-5407, Spring Valley, Calif.

### Detroit Club Provides TV, Radio Service

DETROIT, July 16.—A new service in the form of a radio and television set for sick and shut-in members has been established by the Michigan Showmen's Association. The service has been quietly placed upon an established basis and has been actually functioning for the past eight months during which Eddie Gold has had the use of a television set while he was in Herman Kiefer Hospital, it was disclosed by MSA President Bill Green.

For members able to come to the clubrooms, a new radio has been donated by Hank Shelby and Fred Silber and is expected to become especially popular during baseball broadcasts.

First month of the special summer membership drive brought in 9 new members, according to Pete Norman, chairman of the membership committee and co-chairman of the ways and means committee. The campaign has been given a boost by special prizes of a \$100 wrist watch from Fred Silber and \$25 cash award by Max Kahn for the two members bringing in the largest number of new enrollees.

### Hargrave, Contrucci Tie in Blue Goose Play

DELAVAN, Wis., July 16.—Virgil Hargrave, Chicago, and Vic Contrucci, Milwaukee, tied for first place in the annual Blue Goose tournament July 4 here at the Lake Lawn Golf Course. The tournament is named in honor of the late Mike Wright, long-time showman, who had a Blue Goose Putter.

Third place went to Bob Heffley, Chicago; fourth to Bill Torti, Milwaukee; and fifth to Ned Torti, Milwaukee. Also-rans were Bob Barker, Bernie Mendelson, Eli Harstein, Don Bernacchi, Bill Yario, and Kollross and Ned Torti Jr.

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

## WANT FOR CHAMPAIGN COUNTY FAIR, URBANA, ILL., JULY 25-30

FOLLOWED BY COLES COUNTY FAIR, CHARLESTON, ILL., AND A CONTINUOUS ROUTE OF BONA FIDE FAIRS AND CELEBRATIONS, INCLUDING LA PORTE, IND., FAIR; HANNIBAL, MO., ANNUAL FALL CELEBRATION; MATTOON, ILL., CENTENNIAL, AND THE FINEST ROUTE OF SOUTHERN FAIRS OF ANY TRUCK SHOW, INCLUDING ALL WINTER AT FLORIDA FAIRS.

<p><b>CONCESSIONS</b> Legitimate Concessions of all kinds. Bear Pitch, Six Cats and Buckets for stock if you have Hanky Panks to go with same; Ball Games, Water Games, Bazo, Jewelry, Derby, Short Range, Fish Bowl, etc. Positively no Flat Joins.</p>	<p><b>SHOWS</b> Snake, Monkey, Wildlife, Little Horses or any good Shows with own outfits and transportation. Want Manager with Geek for new Geek Show. (Must know what it's all about.)</p>
<p><b>HELP</b> Can place good, sober Ride Help on major Rides at all times. Must drive and have chauffeur licenses.</p>	<p><b>RIDES</b> Will book non-conflicting major Rides for La Porte, Ind., Fair only. Have all we need for all other dates.</p>

**NOTICE:** Am now booking and reserving space for La Porte, Ind., Fair, Aug. 15-20. Will take care of all people who have played this spot previously. Contact at once for space!

All address C. C. GROSCURTH, Mgr.  
(Wire or phone 164) GIBSON CITY, ILL., this week; then Urbana, Ill.

# THE MIGHTY GEM CITY SHOWS

NOW BOOKING FOR ST. CLAIR COUNTY FREE FAIR, BELLEVILLE, ILL., JULY 29-AUGUST 7. (10 Big Days, 2 Saturdays and 2 Sundays.) This is one of Country's Biggest Free Fairs, and draws from St. Louis, Mo.; East St. Louis, Ill., and Belleville, Ill., and surrounding territory. Estimated Free Attendance last year—455,000. ALL FAIRS TO FOLLOW, INCLUDING BURLINGTON AND DAVENPORT, IA.; DU QUOIN STATE FAIR, DU QUOIN, ILL. (One-half million paid attendance last year) and 8 TOP SOUTHERN FAIRS.

<p><b>CONCESSIONS</b> All types, including Cotton Candy, Snow Balls, Frozen Custard, Ice Cream Dip, Scales and Age, Jewelry, Glass or Pottery Pitches, Diggers, Water Games or any other legitimate Concessions. (No exclusives during fairs.)</p>	<p><b>RIDES</b> Dark Ride, Rock-o-Plane, Scrambler, Rocket. Will also book or lease Ferris Wheel or other Rides that do not conflict.</p>
<p><b>SHOWS</b> Side Show and Jig Show with own equipment. (Outstanding proposition to right parties.) Fun and Glass House, Fat Show, any well-framed Walk-Thru Show, large and small Horses, or other Grind Shows of merit. (We have the route that will give you money.)</p>	<p><b>HELP</b> Can use Foremen and Second Men on most rides, also Women Ticket Sellers. Useful Help in all other departments. All help contact Mr. Hickey.</p>
<p><b>MOTORDROME</b> Want Manager for Drome with Riders, or will book Operator with own equipment. We play good Motordrome Country, and will make good proposition to right party.</p>	

Any Shows or Concessions desiring to book Belleville, Ill., and who will be unable to arrive before July 31 or Aug. 1, we will hold space for you if you will send adequate deposit.

**Contact THOMAS D. HICKEY or SAM GRECO**  
Martinsville, Ill., Fair Grounds.

**Phone or wire DON GRECO**  
c/o Lincoln Motel (Phone 70), Marshall, Ill., or Martinsville Fair Grounds.

FOLLOW THE WOLFE ARROW

# WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

**WANTS**

Concessions—Can place all Hanky Panks. Good opening for Pan Game, Mitt Camp, Ball Games, Short and Long Range Gallery, Penny Pitch, Buckets, Swinging Ball, Six Cat, Jewelry Spindle. No X, Place Bingo the rest of the season. We are now heading South to the tobacco country where they have the best tobacco crops in years.

Ride Help—Place Second Men on all rides. Must drive semis. Place wives in ticket boxes. Lou Pease wants Girls for Girl Show, also 2 Colored Girls for Colored Revue. Good salary. Rides—Starting second week in August at our first fair, will place Rolltoplane, set of Kiddie Rides, live Pony Ride and Ferris Wheel. Very small percentage, or will dual wheel with mine. Our fairs star middle August—closing November 13. Turner Scott, Daytona Beach, contact me—very important. Following people get in touch: Val Ireland, Jimmy Ackley, Joe Reynolds, Hiram Beale, call me.

All replies--BEN WOLFE--Crisfield, Md., all this week.

**FOR RENT**

\$200.00 A MONTH. LARGE ANIMAL HOLDING COMPOUND.

30 acres with producing well. 1300 ft. highway front, at Los Angeles, California. Ideal for Circus or Carnival winter quarters. Write, phone or wire.

**LULU PAGE**  
4067 W. 8th St., Los Angeles, Calif.  
Dunkirk 32245

## D. S. DUDLEY SHOWS

Want for the following Fairs

Fort Morgan, Colo., July 18-23; Boulder, Colo., July 25-August 1; Walsenburg, Colo., August 3-6; Lamar, Colo., August 8-13; Hugo, Colo., August 15-20; Garden City, Kan., August 22-27; Dalhart, Tex., August 29-September 3; Beaver, Okla., September 5-10; Clovis, New Mexico, September 12-17; Lamesa, Tex., September 19-24; Post, Tex., October 3-8.

Want Ticket Agent for big Snake Show, Foreman for Tilt-a-Whirl, #5 Eli Wheel, Smith & Smith Chairplane and Second Men for 15 Rides. Must drive semis. Will book Bumper, Jewelry, Photos, String, Hats, Novelties, Fish Pond, Duck Pond, or any uncontrolled Slum Concession.

All answers by wire to D. S. DUDLEY as per route

**ATTENTION**

## ARCADE OPERATORS

Call Exhibit Supply Company COLLECT This Week. Ask for Frank Mencuri.

Van Buren 6-3100 Chicago

For Sale at a Sacrifice—\$12,000.00

1 Eli No. 5 Wheel, 1 Parker two abreast Merry-Go-Round, 3 Kiddie Rides. All rides perfect, in operation now at Atlantic Beach, N. C.; Moorehead City, N. C. Can finish season here then have 7 fairs booked. Have transportation for above if needed. Everything adv. in this ad in perfect condition. Come, look them over.

W. E. CORDELL, Atlantic Beach, N. C.

Want--I. K. WALLACE SHOWS--Want Wheel Foreman. All Concessions open. Fairs start next month. Write or wire

**I. K. WALLACE**  
Bayard, W. Va.—Phone 500-J-1

## ALAMO EXPOSITION SHOWS

14-FAIRS AND CELEBRATIONS-14

SHOWS—Want Shows with own equipment that do not conflict, such as Side Show, Wildlife, Mickey Mouse, Motordrome, Wrestlers and Boxers for Athletic Show. Joe Murphy wants Girls for Hawaiian Show.

RIDES—Will book Boat Ride, Train, Fire Fighter, Small Coaster. Playing good Scooter Territory.

HELP—Can use Second Men on Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Must be experienced truck drivers.

CONCESSIONS—Can place Hanky Panks and Novelties for our Fair Season. Also Custard, Ice Cream Dip and Penny Arcade. Will book Cookhouse for Sidney, Iowa, Rodeo, Aug. 16-20.

All contact JACK RUBACK, Mgr.  
Laramie, Wyo., July 18-23; then our first Fair, Bayard, Nebr., July 26-30; this Show plays the Battle of Flowers on the streets of San Antonio, Tex., April 16-21, 1956. DO YOUR BOOKING NOW.

## M. D. Amusement Shows

Can place a few more Stock Concessions for the great Bethlehem, Pa., Merchants' Fair, July 25-30. On Broad Street overlooking the giant steel mills. Working 5 days a week. Now booking for the Warren County Farmers' Fair, Belvidere, N. J., August 17-20 and West End Farmers' Fair and Picnic, Gilbert, Pa., August 29-30-31. All replies

**MR. or MRS. MICHAEL DEMBROSKY**  
202 E. DIAMOND AVE. Phone: Gladstone 5-0473 HAZLETON, PA.

**WANTED**

A-1 Merry-Go-Round Foreman. Also Foreman and Second Men on Wheel, Roll-o-Plane, Fly-o-Plane, Kiddie Rides and Chairplane. No collect calls or wires. Come on, will place you.

**LEO LANE SHOWS**  
Savannah Beach, Ga.

**WANTED**

Count Store and Bucket Agents.

**CHUCK DUMA**  
Sandy Beach Park, Russells Point, Ohio  
Phone 4-6431

## GRAND AMERICAN SHOWS

Want for Iowa's First Big Fair of the Year, THE GREATER JACKSON CO. FAIR, Maquoketa, Iowa, August 3-7; THE CENTRAL IOWA FAIR, Marshalltown, Iowa, August 19-23, and All Good Fairs and Celebrations to Follow.

Want Grind Shows with own equipment. Want Cook House and Grab. Want Hanky Panks, Hi Striker, Ball Games, Novelties, Ice Cream, Root Beer, Lemonade Shake. Want Ride Help. We need Truck Drivers. Want First and Second Help for Wheel. WANT TO BOOK #5 WHEEL, ANY OTHER RIDE THAT DOES NOT CONFLICT, ALSO KIDDIE RIDES. COMMITTEE MONEY ONLY.

Contact L. O. WEAVER, Mgr., as per route

**VOLUNTEER SHOWS—10 FAIRS**

Want for all good fairs and celebrations ahead—Ottway Greene Co. Fair, Aug. 22; Henderson Co. Fair, Sept. 19; Morgan County Fair, Worthburg, Aug. 29; Perry Co. Fair, Linden, Sept. 26; Hartford, Ky., Sept. 5; Gibson Co. Fair, Trenton, Oct. 3; Gibson Co. Street Fair, Sept. 12—four pending. CONCESSIONS—Bingo, Penny Arcade; all Hanky Panks open. Will book one Flat Ride for balance of season. SHOWS—Snake Show, Ten-in-One, Geek Show, Monkey Show. Will book one Girl Show with own equipment. Ride Help in all departments, must drive semis; all useful Show People. Colored Johnny, contact Jimmy Dairs. Address per route.

**PARAKEETS**

SHIPPED DAILY  
Write today for prices.

**Durkee's Bird Farm**  
8967 E. Gallatin Rd. Pico, Calif.  
Phone: OXford 9-5210

**GREETINGS AND GOOD WISHES TO ALL SHOWMEN:**

The North Carolina Association of Agricultural Fairs, appreciating the value and importance of midways, legitimate concessions and all attractions, to the success of our fairs, wishes to extend **GOOD LUCK** to all midway operators, entertainment agencies and legitimate concessionaires for a **GREAT 1955 FAIR SEASON.**

We urge you to maintain a high standard in all your operations that will please the fair patrons and add prestige to fairs and the amusement industry.

We cordially invite you to attend our annual meeting at Raleigh, N. C., on January 19-20, 1956.

**THE NORTH CAROLINA ASSN. OF AGRICULTURAL FAIRS**  
**CORBIN GREEN, Secretary** | **NORMAN Y. CHAMBLISS, President**  
 Hickory, N. C. | Rocky Mount, N. C.

**ANCHOR TENTS**



**The Showman's Choice**  
 Finest Materials—40 Yrs. Experience  
 Recognized as the Tent House of  
**FIT—STYLE—AND QUALITY**  
 Concessions—Show Tents—Ride Tops—  
 Bingo—Merry-Go-Round—Cookhouse Tops  
 4 DAYS' SHIPMENT MOST SIZES.  
 Phone 5-8105

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**14 VIRGINIA GREATER SHOWS 14 FAIRS**

Want Custard, Bingo, Basketball, Bottle Ball Games, Cigarette Shooting Gallery, Pitch-Till-You-Win and Bumper. Want Agents for nicely framed Honky Panks, must drive semis. Man and Wife wanted for same, must drive. Want Half-and-Half and Side Show Acts for Side Show, Wildlife, Wax Show, Monkey or any good Grind Show. Colored Performers, come on in.

Laurel, Delaware, this week; Crisfield, Md., next week.

All mail and wires to **WM. C. (BILL) MURRAY**

P.S.: Kenny Blackie White, come on in, Johnny Gambino needs you. Pete no longer here. High Striker Charlie Drake, come on in.

**WANT**

For fairs and celebrations, starting Dickinson, N. D., July 24 to 30; Mettinger, N. D., August 1 to 6; Faith, S. D., August 10 to 14; Rapid City, S. D., August 16 to 21; Imperial, Neb., August 24 to 28; Mitchell, Neb., August 29 to Sept. 3; Lovington, N. M., Sept. 13 to 17; Littlefield, Tex., Sept. 20 to 24; Andrews, Tex., Sept. 26 to Oct. 1; Seminole, Tex., Oct. 3 to 8; Hobbs, N. M., Oct. 10 to 14; Kermit, Tex., Oct. 17 to 22; San Angelo, Tex., Oct. 24 to 29; Del Rio, Tex., Oct. 31-Nov. 5. Last celebration first week December, Laredo, Tex. Can place any Shows except Side Show. Johnny Howard and Gee Gee, contact, and Blackie Conway. Cookhouse, Mug Outfit, all Honky Panks. No Flats or Gypsies. Merry-Go-Round, Octopus and Chairplane Foreman. Place C-Cruise and any Ride not conflicting. All winter work in South Texas. Bowman, N. D., this week; then Dickinson, N. D.

**MOORE'S MODERN SHOWS**

**Want DRAGO SHOWS #2 Want**

NOW BOOKING FOR FULTON COUNTY FAIR AT ROCHESTER, AUG. 1-6; STARKE COUNTY FAIR AT HAMLET, AUG. 10-12; CASS COUNTY 4-H FAIR AT ROYAL CENTER, AUG. 16-20; MOORELAND FREE FAIR, AUG. 22-27; GOLDSMITH OLD SETTLERS', SEPT. 1-3. ALL IN INDIANA.

Can use one more Major Ride, Tilt, Roll-o-Plane or Rock-o-Plane at small percentage. Also worth-while Shows, no Girl.  
 CONCESSIONS—Custard, Ice Cream Dip, Hats, Novelties, Long and Short Range, Coke Bottles, String, Bumper, Penny Pitch, Gold Fish, Ball Games, Darts or any Honky Panks that work for stock. Contact

**CHET PIERCE**

Kouts, Ind., this week; Cicero, Ind., next week, then as per route.

**CARAVELLA AMUSEMENTS**

**WILLIAMSBURG, PA., JULY 25-30. BLAIR COUNTY FIREMEN'S CONVENTION. NO LAYOFFS—GOOD PAY ROLL IN TOWN.**

CONCESSIONS—Grab, Photo, Shooting Gallery, Novelties for lot and street parades. Hi-Striker, Duck Pond, Jewelry and Slum Spindle.  
 SHOWS—Side Show, Wildlife; this is good Girl Show date. Can use 2 Girl Shows with own equipment, also can place extra Girls.  
 RIDES—Major Rides not conflicting. Can place attractive Kiddie Rides. Phone or wire

**F. H. CARAVELLA**  
 ALTOONA, PA., THIS WEEK.

**MAJESTIC GREATER SHOWS**

**RIPLEY COUNTY FAIR, OSGOOD, INDIANA, JULY 25-30**

Can place Ball Games, Basketball, Balloon Dart, Long and Short Range, Ice Cream and Eating Stands. Capable Ride Men who drive. Shows with own equipment.

Gladwin, Luther, Big Rapids, Mich., Fairs follow. Long season south. All replies

**SAM GOLDSTEIN—Fairgrounds—Sunman, Indiana**

**GOLD BOND SHOWS**

**WANT FOR ALL FAIRS STARTING PORTAGE, WIS., JULY 28 THRU 31**

Want Honky Panks only. Novelties, Jewelry Sales, Coke Bottles, Age & Weight, Dart Games, Roman Targets, Ball Games, Cork Gallery, Pitch Games, Bumper, Glass Pitch, Hats. NO GYPSIES. Want Motordrome, Monkeys, Wildlife, Mechanical. Want Operators for Fun House, Snake and Mickey Mouse Shows. Want Pony Ring. Can place Ride Help on Octopus and Tilt. Come on.

All replies **MICKEY STARK**

**TWO RIVERS, WIS., July 18-24 PORTAGE, WIS. (FAIR), July 28-31**

**FIDLER UNITED SHOWS**

Want Honky Panks for Princeton, Ill. 100th year Q Railroad Celebration in downtown city park, July 27 thru 30. Joliet, Ill., Mario Del Rosario Catholic Church Celebration, on the streets, Aug. 3 thru Sunday, Aug. 7. Avon, Ill., Fat Steer Show, on the streets, Aug. 18 thru 20. Want Wheel Foreman who will drive our equipment. Address **MINONK, ILL., this week.**

**\$100 - - - GIRLS - - - \$100**

16 Minnesota fairs, then South. Attractive Girls with or without experience. Also girl to feature, \$100 per week. Trailer furnished. Phone or wire collect. Lidgerwood, N. D., July 18-20; Fergus Falls, Minn., 21-23-25; Comfrey, Minn., 25-26-27.

**DALE PARRISH**

Rogers Bros.' Shows want Shows of all kinds except Athletic and Girl. Want Side Show and Motordrome; good proposition.

**BUD ROGERS**

**Fourth Slow, Va. Greater Heads South**

DOVER, Del., July 16.—Virginia Greater Slows turned around last weekend and started heading southward, where it hopes to do better than it has thus far in a spotty season. Northern business has been hindered both by rain and excessive heat.

The July Fourth weekend at Dover, N. J., was hit by high temperatures, with daytime business being almost nil as customers turned to beaches and lakes. Night business was okay, however. Show made a big-sized jump from Hamonton, N. J., where it played a satisfactory church date.

Visitors at Dover, N. J., were Harry Heller, of Heller's Acme Shows, and Morris Vivona, of Amusements of America, both of whom were showing nearby.

Several new arrivals have checked in, including Mr. and Mrs. Frank Grimes with three concessions, P. DeSousa with novelties, Tony De Rose with a well-framed pony ride, Mr. and Mrs. Frank Keegan with their wax show, Louis J. Borelli's long-range gallery, and Anthony Tedesco, custard. General agent Bill Murray, who has been off and on the sick list, reports that Col. A. L. Sykes has taken over the staging of the Keller, Va., Fair from Murray.

**NAZARETH AGRICULTURAL FAIR**

August 1 through 6

is now booking Concession Space.

**WHAT HAVE YOU?**

Either write to the Fair office at Nazareth, Pa., or call **NAZARETH 497.**

**WANT**

Concessions Agents; Shows for Celebrations and Fairs in Montana, Wyoming, Dakotas, then South. Ex on Bingo and Cook House only; all others open. Duffy, contact me. Slim Anderson wants Agents. Any Grind Show; Howard, join me. Two spots a week, all the action you want. Annual Creamery Picnic, Stevensville, Mont., this week; Deer Lodge Fair, then Dakota Fairs. No phone calls, please. Wire, write as per route.

**R. LEERIGHT**  
**LEERIGHT'S MIDWAY SHOWS**

**FOR SALE**

**NEW AUTO SCOOTER RIDE**  
 With transportation; reasonable. New cars.  
 Write  
**O. J. COTTRILL**  
 225 N. Second St. Sterling, Colo.

**HELP WANTED**

Foremen and Second Men who drive to join at once, also Bingo Caller, Operator for Fun House. Can place a few more legitimate Concessions. This week Havana, Ill.; next week, Stronghurst Fair.

**WILSON FAMOUS SHOWS**

**BUTTONS WANTS HELP**

Talker on Front Monkey Show, Bally with Chimps; will pay ten per cent. State Fairs (have four), fifteen at other Fairs if you can turn them. Also want Inside Pitchman and M.C. Wire or write

**BUTTONS GRANTHAM**  
 c/o Amusement Co. of America, Kenosha, Wis., this week, then per route.

**WANTED**

Foremen for Ferris Wheel, Merry-Go-Round, Octopus, Kiddie Rides and Coaster. Can place Concessions of all kinds.

**MOUND CITY SHOWS**  
 Waverly, Illinois, this week.

**S. W. WARWICK SHOWS WANT**

Honky Panks of all kinds, Six Cats and Buckets that work for stock. Ride Help on Merry-Go-Round, Fly-o-Plane and Octopus. Must Drive Semis. Can place Pony Ride, Animal Show, Mechanical Show and Fun House. Address **So. St. Paul, Minn., July 18-23.** Celebrations and Fairs to follow.

**PARADA SHOWS**

Want Truck Drivers, Ticket Sellers, Agents for Coke Bottle, Roll-a-Ball. Will book Honky Panks and Bingo. All Fairs and Celebrations to follow. **Lewisburg, Mo., Annual Picnic, July 22-23; Harrisonville, Mo., Annual Lions Carnival, up-town, 6 days, July 25-30.**

**JIMMIE CHANOS SHOWS**

**WANT FOR DAYTON, OHIO**

Legitimate Concessions of all kinds, Balloon Darts, Pitch-Till-You-Win, Ball Games, Custard, Snow Balls, Popcorn, Candy Apples and Candy Floss. Can use Grab for a few weeks. Want Shows with own equipment for Portland, Ind., Fair and Kendallville, Ind., Fair for committee money only. Want Ride Help who drive semis. Want Flying Scooter, Octopus and Kiddie Ride Men.

All replies to **JIMMIE CHANOS**

c/o Western Union, Dayton, O.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**WANT FOR ELKIN, N. C. (DOWNTOWN LOCATION), WITH HICKORY, N. C., TO FOLLOW**

CONCESSIONS: High Striker, Custard, Ice Cream, Honky Panks of all kinds. **KID RIDES:** Coaster, Sky Fighter, Boat Ride and Train. **SHOWS:** Side Show, Fat Show, Midget, Freak, Illusion. **RIDE HELP:** Ferris Wheel Foreman and Second Men. Rock-o-Plane Foreman. (**BOB, GILL IS HERE AND WANTS YOU.**) **BOBBY SICKELS AND BILL BRANDON, CONTACT ME AT ONCE. Address: ELKIN, N. C., this week.**

**DON FRANKLIN SHOW #2**

Wants for the following Fairs starting with Shelbina, Mo., July 26-29

Leon, Ia., Aug. 1-3; Allison, Ia., Aug. 4-7; Waverly, Ia., Aug. 8-10; Waukon, Ia., Aug. 11-14; Columbus Junction, Ia., Aug. 15-18; Iola, Kan., Aug. 22-27; Coffeyville, Kan., Sept. 1-5; Enid, Okla., Sept. 9-16; Bowie, Tex., Sept. 20-24; New Braunfels, Tex., Sept. 28-Oct. 2; Seguin, Tex., Oct. 5-8; Huntville, Tex., Oct. 12-15; Port Lavaca, Tex., Oct. 17-23; Alice, Tex., Oct. 25-27. **CONCESSIONS—**Long and Short Range, Mug Outfit, Scale & Age, Novelties, Balloon Dart or any Concessions. What have you? Will book two major rides, Kiddie Auto. **SHOWS—**Any kind of Grind or Bally Show. All replies

**RALPH WAGNER**

Chillicothe, Missouri, July 18-23.

**BYERS BROS.' SHOWS**

**WANT FOR FULL ROUTE OF FAIRS AND CELEBRATIONS. NO STILL DATES.**

HELP—Caterpillar and Merry-Go-Round Foremen, good pay, good treatment. (Alvin Smith, call collect).  
 CONCESSIONS—Photos, Scales, Age, Short Range, Ball Games, Cork Gallery, Custard, Ice Cream.

SHOWS—Snake, Mechanical, Athletic or what have you?  
 Fairs and Celebrations—Tabor, July 21-22; Pisgah, 25; Grinstead, 26-27-28; Forrest City (Centennial), July 30 thru Aug. 3; Hartley, 4-5-6; Alta, 8-9-10-11; Ida Grove, 14-15-16; Osage, 18-21; Humboldt, 22-25; Sibley, 29-30-31; Vinton (Sweet Corn Festival and Labor Day), biggest in the state, Sept. 5. All above spots Iowa.

CAN PLACE BINGO FOR VINTON, 4 Southern Fairs to follow.

**CONTACT: CARL BYERS, Per Route**

**BEE'S OLD RELIABLE SHOWS**

**Why Play Still? Fairs Until We Close—All Kentucky**

**COLUMBIA, July 25-30 CAMPBELLSVILLE, Aug. 8-13**  
**SHELBYVILLE, Aug. 1-6 BRODHEAD, Aug. 15-20** And Five Others

CONCESSIONS: Want Custard, Jewelry, Novelties, Milk Bottles and Honky Panks of all kinds.

SHOWS: Can place any and all types of Shows with own transportation and equipment. All replies:

**RAYMOND C. HULS, Lawrenceburg, Ky.**

**MIDWAY OF MIRTH SHOWS**

Want for 14 Consecutive Fairs in Illinois, Missouri, Arkansas, Mississippi

Stock Concessions of all kinds, Guess-Your-Age, Bumper, Long Range, Sit-Down Cookhouse. Can place Shows without outfits (no Athletic or Girl Shows) for following Fairs: Benton, Ill., July 25-30; Eastern Illinois Fair, Danville, Aug. 2-6; Rossville, Ill., Aug. 8-13; Nashville, Ill., Aug. 15-20; Stonefort, Ill. (Old Soldiers and Sailors' Reunion), Aug. 22-27; Versailles, Mo., Aug. 29-Sept. 3; Labor Day Week, Cape Girardeau, Mo.; Jonesboro, Ark., Sept. 12-18; Marvel, Ark., Sept. 19-24; Harrisburg, Ark., Sept. 26-Oct. 1; Marked Tree, Ark., Oct. 3-8; McCrory, Ark., Oct. 10-15.

Wire or write: **Murphysboro, Ill., this week; then per route above.**

**TEN BIG DAYS—July 22-31**

This was the big one for the Schaffer Show last year. Sponsored by the Lyons Club. At 95th and Jeffery, Chicago, Ill.

Want legitimate Concessions of all kinds and clean Shows. Phone or wire

**SAM MENCHIN, LAKE SHORE AMUSEMENTS**

11 W. DIVISION ST. Superior 7-7243 CHICAGO, ILL.

**HOWARD BROS.' SHOWS**

**WANT 2 SHOWS STARTING PROCTERVILLE, OHIO, FAIR, JULY 25 FOR 12 WEEKS OHIO FAIRS**

Want Tilt-a-Whirl Help, Second Man on Caterpillar and Roll-o-Plane who drive and can stay sober.

**ADDRESS: PER ROUTE**

**WANTED FOR STUMBO'S TRI-STATE SHOWS**

CONCESSIONS—Grab, Popcorn, Bumper, Slum Spindle, Jewelry, Heart Pitch, Age and Scale. Good opening for Photos; Gallery, long or short; any Honky Pank not conflicting. Will book Girl Show or any Grind Show. What have you? Walker Osbourn wants Agents—2 Count, 2 Pin Store, Balloon Darts, Ball Games, one Six Cat. Also man for Mixup, must drive and operate ride. This is a portable ride, up in one hour. Will pay top wages and bonus if you stay season. All replies to Butte, Neb., July 21-22-23.

**Fred Stumbo or Walker Osbourn**

**MOTOR STATE SHOWS**

Want for long route of Fairs and Celebrations, with Fairs in Michigan, Ohio, Indiana, Tennessee and Mississippi.

Want Honky Panks, Photo Outfit, etc. Can place Fun House, Snake Show, and any Family Show. Want Foreman for Rock-o-Plane, Foreman for Wheel and Alan Herschell Merry-Co-Round; must drive. Can place Second Men. Come on.

Cygnat, Ohio, till July 23, then as per route.

**J. J. FREDERICKS**

**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

**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**

**LEE AMUSEMENT CO.**

We are now contracting Shows for our route of Southern Fairs to join Labor Day Week (Sept. 5), or the week following.

★ ★ WANT ★ ★

Snake Show, Monkey Show, Fat Show or any other clean Attraction.

**RIDE HELP**

Can place reliable Ride Help to join now. Address

**N. L. Crason, Lee Amusement Co.**  
Northport, Alabama, this week;  
Tuscaloosa, Alabama, next week.

**WANT**

CAPABLE RIDE MEN FOR ROTOR RIDE

Must have chauffeur's license and drive semi-trailer equipment. Can't use drunks. Address:

**CHARLES T. GOSS**

Ponchartrain Beach, New Orleans, La., until July 25; Chippewa Falls, Wis., July 30-Aug. 7; Springfield, Ill., Aug. 11-21.

**HUBERT'S MUSEUM**

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**STRANGEST**

ATTRACTIONS ON EARTH

Devil's Child, Wolf Boy, Ape Boy, Fish Girl, Shrunk Heads. Many others. Send for folder.

**TATE'S**

CURIOSITY SHOP

3858 E. Van Buren, Phoenix, Arizona

**SPITFIRE FOR SALE**

Ride is in A-1 condition—  
Price \$4,500.00.

Can be seen at Ocean City, Maryland.

**PEARL M. TRIMPER**

Inlet Casino Ocean City, Md.

**A. R. BRIGGS SHOWS**

**WANT**

Rides, Shows, Concessions for small street celebrations.

Pleasant City, O., on the streets this week; Caldwell, O., on the Public Square, July 25 to 30.

P.S.—Need good Wheel Man, help on rides. Curly, call.

**WANTED**

Agent for Short Range Gallery. Must drive truck. Wire or write

**ANN KAHLE**

c/o Midway of Mirth Shows, Murphysboro, Ill., this week; Benton (Fair), Ill., next.

**FOR SALE**

Custom built Cookhouse and Grab Trailer. 3-way front, 23 ft., completely furnished. Deep Freeze, sink, gas range, ice box, steam table, 3-gallon coffee urn, soda box, dishes, silver, stools, many extras, etc. Ready for operation. \$2,000.00

Capitol Heights, Md., then Annapolis, Md. Lola (Donohue) Kochenour.

**WANTED**

Small Carnival for

**WINDSOR, MO., CENTENNIAL CELEBRATION**

Aug. 31-Sept. 3. Contact

**HARRY ORDWAY**

Windsor Post 82, The American Legion Windsor, Mo.

**MIDWAY CONFAB**

• Continued from page 105

when they played the bay area. Other visitors were Ewell Harrison, Morry Levy, Everett McFarland, George Simmonds and Harry Low. President Porter also visited with Jo and Jimmie Lynch on the Crafts Shows during the Fourth of July celebration in Oakland, Calif., where they were with the Crafts Shows. Catching the West Coast Shows in San Carlos, she chatted with Marie Burke and children. Eddie Burke, former SFA president, is reported recuperating from a recent illness.

The Miami Showmen's Association lost one of its hard-working members when Raymond E. Sigler, 58, died of a heart attack July 2. Sigler, who had helped out regularly on the club's Saturday night dances, had been on the World of Mirth, O. C. Buck and other shows. . . . The Kellys had a party on the Mullins Royal Pine Shows in honor of their new baby girl, Mrs. Claudette Kelly is doing well. The grandparents have been with it for 25 years, and Mrs. Kelly's father, Quack, cookhouse operator, was New England lightweight champion many years ago under the name of Young Donahue.

Several relatives of the Masuccis visited the lot when Virginia Greater Shows played Dover, N. J., including Mr. and Mrs. Ed Kramer, Harold Humphries Jr., Phil and Cleo Minelli, Mr. and Mrs. Donald Masucci and Dannie and Madeline Castigiani. Madeline helped her aunt, Mrs. Rocco Masucci, in the show office when the latter was out for a tooth extraction. New faces on the show's ride crew are Nelson James and G. Willitts. Hoover (Culpepper) Byrum, chief mechanic, is getting the truck fleet in shape for the Southern trek.

Mrs. Tex Roberts and Mrs. Charles Crowe, of Bee's Old Reliable Shows, had occasion to visit with several of their friends on their recent jaunt to Mobile, Ala. Mrs. Crowe also took delivery on a new 25-foot New Moon house trailer last week. . . . Tony Baress, of Thomas joyland Shows, is resting in his trailer home after a serious operation.

While playing Athens, Ill., the personnel and concessionaires on the Wilson Famous Shows tossed a surprise birthday party for Mrs. Ray Wilson. Those present were Mr. Ray Wilson, owner of the show, Mr. and Mrs. R. D. Reid; Diana and Bobby Ray, daughter and son-in-law of Mr. and Mrs. Ray Wilson; Mr. and Mrs. Kenneth Hinds, Mrs. Grace Gibbs, John Stilts, Mr. and Mrs. Kenneth Wetzel, Mr. and Mrs. Gene Woods, Claude Hinds, John Meritt, Shang Bair, Mr. and Mrs. Ralph Cannon, Jack Bealer and Walter Longsdon.

**FOR SALE**

Complete Carnival, organized on the road. Consists of 25 Eli Ferris Wheel, Super Roll-o-Plane, Chairplane, 32 ft. one year old Merry-Go-Round; all aluminum horses, chariots, wonderful G.M.C., 66 kw. light plant, ground cable, junction boxes, 7 1/2 kw. light plant, Funhouse with large compressor, Bingo, new Cookhouse, several Concession tops, center Concessions. Show fronts and tops, spotlight, sound systems. All good tractors and trailers for transportation. Everything in tip-top shape. Enough Fair contracts to pay for Show this season. \$15,500. Terms to right party. Illness reason for selling. Box D-128, Billboard, 2140 Patterson St., Cincinnati, Ohio.

**SIDE SHOW HELP**

Tattoo Artist who can stand prosperity and stay sober, Mitt Reader. Sword Swallower, Magician who can pitch and lecture, Freak to feature. Vern La Verne is here. Following get in touch: Carl Latham, Rich Doolin, Dr. Ronald Todd, Tex Royard, Wyly Everidge and Sonny. Wire

**BILL CAMPBELL**

c/o Imperial Shows 21, Taylorville, Ill., this week; Aledo, Ill., next; 16 more fairs to follow. Then South.

**CONCESSIONS WANTED**

Reelsville, Ind., Annual Homecoming, July 21-22-23; Russelville, Ind., Tri-County Fair, July 28-29-30. Rides, Bingo, Popcorn, Snow sold. Ball Games, Photos, Candy Floss. Concessions working for merchandise. Blackie Nelson, wire or phone 1156J.

**T. J. SMITH**

715 MAIN GREENCASTLE, IND.

**WANT**

Cook House Help, Counter Men and Kitchen Help. All who have worked for me before, answer at once. Robert (Bob) Martin, Riley, Arnold McIntyre. Have long season of fairs and celebrations. Answer at once.

**ARTHUR McINTYRE**

Care Penn Premier Shows, per route.

**CRAFTS 20 BIG SHOWS, INC.**

CALIFORNIA'S LEADING CARNIVAL

Now Booking SHOWS and CONCESSIONS for 20 Weeks of FALL FAIRS

Starting July 19, 1955. Riverbank, Firebaugh, San Mateo, Roseville, Antioch, Woodland, Merced, the CALIFORNIA STATE FAIR, Sacramento (Sept. 1 to 11, inc.), Lodi, Watsonville, Tulare, the FRESNO DISTRICT FAIR (Sept. 30 to Oct. 9, inc.), Hanford, Ridgecrest, Blythe, the ARIZONA STATE FAIR, Phoenix (Nov. 4 to 13, inc.). A STRONG CLOSING SPOT FOR THAT WINTER'S BANK ROLL.

Roy Shepherd can use Foremen and Second Men for most all Rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed semi-drivers. Can also use expert NEON Man immediately.

CONTACT MR. SHEPHERD AT ONCE

PHONE, WIRE OR WRITE AS PER ROUTE or

**CRAFTS 20 BIG SHOWS, Inc.** 7283 Bellaire Ave., No. Hollywood, Calif.  
Phone: Poplar 5-0909

**O.C. BUCK SHOWS**

WANT FOR BALANCE OF SEASON—FAIRS START AUGUST 8

Gouverneur, N. Y.; Elmira, Malone, Plattsburg . . . followed by 8 Outstanding Southern Fairs

**CONCESSIONS**

Ball Games, Balloon Darts, any Hanky Panks not conflicting.

**RIDE HELP**

Can place Foreman for Scooter, Caterpillar, Merry-Go-Round. Also Second Men who can drive semis. JOHN SARROW, wire.

**SHOWS**

Want for 8 Southern Fairs, 4 Colored Girl Strippers who can double chorus and specialties. Comedian to double as M. C. 3 Men Musicians to hit hot licks on bally. Trumpet, Slide and sax; one to double drums.

**ATTENTION**

Herbert Marshal, Grasshopper, Jemina, Dorothy, Sadi, contact immediately per route. Write, send snapshot, age, salary expected. No wires, please. Address MEL SMITH.

**WANT**

Talker for Drome.

All others address O. C. BUCK, Yorkville, N. Y.

**PRELLE'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED  
BROADWAY AT YOUR DOOR

**LAST CALL**

NOW BOOKING FOR

**LAST CALL**

Kent & Sussex Fair, Harrington, Delaware, State Fair, July 25th to July 30th. Nazareth Fair to follow.  
WANT—Eating and Drinking Stands, Age and Scales, Hanky Panks, Cat Racks, Concessions that work for stock.  
WANT—Girl Shows, Snake Show, all kinds Grind Shows, Glass House, Fun House, Pit Shows.  
WANT—Will book or lease Ferris Wheel, 2 or 3 more Kiddie Rides, Scooter, Octopus, Spitfire, Roundup, Dark Ride.  
WANT—Ride Help in all departments. Semi drivers preferred.  
Captain Frank Allen wants Ticket Sellers, Magician who pitches. Sudan, Jerry Lipko, get in touch.  
Wanted to strengthen—Minstrel Show, Musicians and performers. Chorus Girls \$25 to \$30 a week, Musicians \$40 a week.  
Ernest, Tennessee and People who were on this Show last year, wire. No money advanced. Tickets if I know you . . .  
Prof. Vidola.  
WIRE OR PHONE

All answer: **JOE PRELL, HARRINGTON, DELAWARE**

Will be on Fairgrounds Wednesday, July 20.

**SNAPP GREATER SHOWS, INC.**

CAN PLACE FOR 12 FAIRS STARTING WEDNESDAY, JULY 27, AT SLINGER, WIS., AND ENDING LATTER PART OF OCTOBER AT MINDEN, LA.

Can place Monkey Show, Illusion Show, Fun House, Mechanical Show or any worthwhile Show not conflicting with what we have.

Floyd Woolsey wants for high-class Side Show to strengthen for coming fairs: Outstanding Working Acts, Whip Crackers and Knife Throwers, strong Mind Reading Act, also strong Feature (no half and half). Per cent or flat salary. Good Magician who can pitch. Talkers and Grinders. (Henry the Pin-Head and Bob De Art, get in touch with me, we have 12 bona fide fairs.)

Replies to Wisconsin Rapids, Wis., July 18 thru 24; Slinger, Wis. (Fair), July 27 thru 31; then per route.

**SNAPP GREATER SHOWS, INC.**

The Aristocrat of Show Business

**REITHOFFER**

In Business Over 50 Years

WANT FOR FOLLOWING FAIRS:

OWEGO, NEW YORK	CALEDONIA, NEW YORK	WATERTOWN, NEW YORK
ANGELICA, NEW YORK	TROY HILLS, NEW JERSEY	MORRIS, NEW YORK
CANANDAIGUA, NEW YORK	LOWVILLE, NEW YORK	WATERLOO, NEW YORK
		LITITZ, PA.

WANT—Motordrome, Arcade, Grind Shows.

WANT—Grab, Popcorn, Frozen Custard, Ice Cream, Novelties, Short Range, Hanky Panks, Dart Balloon, String Game, or what have you?

All Stores who worked around me last year, contact me. Join now for preferred location.

RIDES—Can use another Flat Ride or Rides not conflicting. Jack wants Bingo Help.

NOW BOOKING AND RESERVING SPACE FOR THE GREAT TROY HILLS, NEW JERSEY, FAIR

All replies: **P. E. REITHOFFER JR., Kimberton, Pennsylvania**



WESTERN NEW YORK FIREMEN'S CONVENTION, Dansville, N. Y., July 25 thru 30. 2 Parades—2 Matinees—Baby Give Away—Fireworks—Car Award—Contests—then into our long Fair route.

CONCESSIONS Can place Hanky Panks of all kinds. SHOWS Grind Shows with own equipment, Motordrome. HELP Can always use good Ride Help. Address JOHN VIVONA, Amusements of America Cheektowaga, N. Y., this week.

PAN AMERICAN SHOWS WANT WANT WANT For our long route of 16 fairs, starting next week at Harrodsburg, Ky., and closing Armistice week in Florida. RIDES: Will sell or trade Octopus and Trailer for Spitfire and trailer as we have two Octopuses. SHOWS: Grind, with own equipment, or any novel and outstanding attraction. CONCESSIONS: Place all Concessions. Midway open. HELP: Foremen for Wheel, Tilt and Mixup, Second Men on all rides who drive. LOT MAN AND RIDE SUPERINTENDENT, Managers and people for the following shows: Jig Show, Motordrome, Monkey Speedway, Animal and Fun House, feature Acts for the Side Show, Johnny Sneed (wrestling bear) can place you. Six Cat Agents, Grind Store. Percentage and Hanky Pank Agents, come on. Richmond, Ky., now; then Harrodsburg, Ky., Fair. Contact Ted Woodward, Sec., or PAN AMERICAN SHOWS direct. P.S.: Can place Free Act, High Pole preferred.

NEW ROME, OHIO, ANNUAL FIREMEN'S HOMECOMING, JULY 20-23; JOHNSTOWN, OHIO, STREET FAIR, JULY 27-30; COMMERCIAL POINT, OHIO, STREET FAIR, AUG. 4-5-6 Want Concessions and Ride Help. Floss, Sno-Balls, Popcorn, Photos, Ball Games, Hi-Striker and Hanky Panks. Ride Help—Ride Superintendent, no drunks, first man for Merry-Go-Round, first man for Wheel, first man for Chairplane.

NOLAN SHOWS #2 NEW ROME, OHIO

TED LEWIS SHOWS WANT FOR MT. CARMEL CELEBRATION, ROSETTA, PA., JULY 25-31 CONCESSIONS: Grab, French Fries, Balloon Darts, Pitch-Till-You-Win, Scales, Novelties, Six Cats, Buckets, Jewelry, Bumper, Long and Short Range Galleries. Want Free Act and any Grind Shows with own outfit—no Girl. RIDES: Kiddie Rides, Merry-Go-Round, major Rides that don't conflict. All replies TED LEWIS SHOWS Broome St., between Waverly and Spruce, Newark, New Jersey

SKERBECK'S GREAT NORTHERN SHOWS CAN PLACE DUE TO DISAPPOINTMENT Kiddie Rides, one major ride for our fair season. CONCESSIONS—Ball Games, Long & Short Range Gallery, Airplanes, etc. SHOWS—Funhouse, Glass House, Snake, Monkey, Wildlife, etc. Republic, Mich., July 19-23; Iron Mountain, Mich.; Italian Church Festival, July 25-31; Manistique, Mich., and St. Ignace to follow. Contact EUGENE W. SKERBECK

WANT—WHITEY WEISS—WANT CAPABLE PEEK AND COUNT STORE AGENTS, ALSO ONE GOOD WHEEL MAN. Phone 164, Gibson City, Illinois

LONE STAR SHOWS Richmond, Ind., July 25-30. First Show in City Limits, Sponsored by "Forty & Eight," in Seven Years. Foreman and Second Men for Merry-Go-Round, Ferris Wheel, Tilt and Rolltoplane, and Help for other Rides. Burgess, come on, will wire ticket. Top salary and percentage to those who can qualify. Open Midway—Concessions, come on. Can place Girl Show. Snake or any Shows of merit with own outfit. Address all mail and wires to J. R. or Myrtle McSpadden LAGRO, IND., this week.

ROYAL MIDWEST SHOWS WANT FOR CLAY COUNTY FAIR, FLORA, ILL.—5 DAYS AND NIGHTS—JULY 25-29 Eats and Drinks, Candy Apples, Popcorn, Custard, Photos, Hi-Striker, Ball Games, Stock Concessions of all kinds. Novelties, Buckets, Six Cats, Fish Bowl, Jewelry, Long or Short Range, Cork, Duck Pitch, Razzie, Skillo and Nail Store Agents. Use any Shows except Girl or Snake. Wire ROXIE HARRIS, Fairgrounds, Vienna, Ill.

WANT FOR SUNSET LAKE PARK DEEP CREEK, VA., ON ROUTE 17 Due to circumstances beyond our control will buy, lease or book Merry-Go-Round. Also place Roller Coaster or Dipper for rest of season. No other colored park like this in Virginia. Can always place strictly legitimate Concessions of all kinds. Write-Wire BARNEY TASSELL DEEP CREEK or PORTSMOUTH, VA.

United Exposition Shows WANT FOR SIDE SHOW Half and Half, Sword Swallower, Fire Eater, or what can you do? CONCESSIONS Count Store Men, Bucket, Nail, Set Joint Agents, Bill Hunt, have good proposition for you. Joliet circus lot. Good spot. Can work. Address C. A. VERNON, Mgr. JOLIET, ILL., this week. P.S.—Have Waukegan Lake Front and Terre Haute, Ind., Fair to follow.

WANT Girl or Couple for Single-O Girl Show, Wrestlers, Outside, Inside, also Fighter. Wee Willie Davis, come on. Diago and Bill Milley, Jack Bernards want capable, sober Merry-Go-Round Foreman who can drive semi. Also sober Second men who can drive. Good wages and good treatment. Shows: Want Shows and Concessions starting Aug. 2, Fairbury Fair. Need Six Cats and Bucket Agents who can drive semi. All Fairs and Celebrations, July 19-21, Valley, Nebr.; 29-30, Diller, Nebr.; Aug. 2-5, Fairbury, Nebr.

SHAMROCK SHOWS

CHEROKEE AMUSEMENT CO. WANTS Ride Help on Wheel, Tilt, Mixup and Kid Rides. Prefer Men who can drive. Contact J. W. MAHAFFEY El Dorado Springs, Mo.

PARAKEETS 50, assorted colors, \$50.00. Finches, Rice Birds, Canaries, etc. BIRD WONDERLAND 15648 Ventura Ave. Encino, Calif.

FAIR OUTLOOK GOOD

North Off, Marks Hits for \$\$ Zone

PLAINFIELD, N. J., July 16.—This area, which has been the scene of numerous show activities earlier this season, was producing little in the way of earnings for the John H. Marks Shows as they hopefully turned toward their Southern fair spots.

Owner Marks and staff have kept the appearance of the organization in neat shape but dates thus far have been a simple case of marking time for the hoped-for big ones. Indications are that a good fair season is ahead, he reported, with crops in good condition and amusement-hungry agricultural and mill areas in possession of plenty of entertainment money.

The James E. Strates, World of Mirth, Amusements of America and Penn-Premier midways have showed in this part of Middlesex and Somerset counties. The lot off Rock Road is in good condition and while the early part of the week was slow a good wind-up is

expected if the weather holds steady.

Marks' two Ferris Wheels dominate the midway as do the pair of searchlights and the neon-trimmed light towers. There are five kiddie rides, a Merry-Go-Round, Caterpillar, Airplane Ride and Coaster. Office-owned shows include the Kid Chocolate Revue, Jim Simpson; Grace Williams Hollywood Revue, Jack Weiner and Al Mercer; Side Show, Jim Chavaune, and Snake Show, Congo, George Mathias was managing the Fun House, and Harry Weiss was operating Darto here.

On the staff are John H. Marks, owner; Harry Schreiber, business manager; Paul Lane, general manager; Mrs. Elizabeth Murphy, secretary. Robert Kelly is in charge of Schreiber's concessions. Al Moody is builder and McGuire is the electrician.

Concessionaires include Harry Weiss, bingo; Paul Lane, Al and Sam Palitz, Charley Wright; Porky Fustanio, Germain Lollar, Roy Lollar operating pea pool; Moe Winaman, Mr. and Mrs. Joe Strauss, Red Franklin, Clarence Campbell, Norman LaChance, Art Snyder and Flood. Mr. and Mrs. George Sleeman have the popcorn, candy apples, French fries and floss; custard, Mr. and Mrs. Joe Uknis; ice machines and floss, Mrs. Barbara Moody. Mrs. Schreiber is running the cigarette pan game with Mrs. Mollie Strauss.

Marks will be returning to Richmond, Va., quarters shortly to arrange for picking up the Motordrome, Whip and a Diesel unit which will join for fairs, as will a Monkey Show and Posing Show which are being carried but not set up here.

The Minstrel Show is neatly framed and well staffed. It has five girls, emcee, male Mambo specialist, and six-piece band. Costuming is effective in the Mambo number which uses luminous material which glows under black light.

Business has been disappointing for the show since its encouraging opening weeks in the South. Richmond, Hyattsville, Md., and Wilmington were all reportedly good ones but a decline set in starting at Levittown, Pa. A month-long swing in New York included Syracuse, Rome, Oneida and Catskill, all of which were off. Weather was reportedly okay altho other Eastern shows had several rained-out weekends, but a dearth of people has marked the last two months.

The shows' fairs get started in three weeks at Staunton, Va. Other fairs will be Lynchburg, Roanoke, Covington, Burlington, Gastonia, Albemarle, Hickory, Fayetteville, Wilson, Monroe, and Winston-Salem Colored. Gastonia is new this season.

FROM THE LOTS

Rogers Bros.

BEMIDJI, Minn., July 16.—Ride takes here were satisfactory, but some concession grosses were lower than last year. Threatening weather was blamed for the lowered receipts.

The show had many visitors over the weekend, including Richard Raugust's mother, Mrs. Marian Raugust, La Moure, N. D.; Mrs. Lake Boseley's parents and brother; Mr. and Mrs. Ole Mathison Sr., Mr. and Mrs. Ole Mathison Jr., Hickson, N. D.; Mrs. Earl Rogers' nieces, Judy and Jerry, Pat Lawler, Breckenridge, Minn.; Bob Raugust's mother, Mrs. Selma Wallerman, La Moure, N.D., and Ralph Briese's parents, Mr. and Mrs. Paul Briese, Baudette, Minn.

Pearl Conely was surprised by a visit from her nephew, George Bosin, Rapidan, Minn. Mrs. Leona Beach stopped to say hello to friends on her way to California. She had just wound up a brief visit with relatives at Cass Lake, Minn.

It was old home week for the Drescher family. R. A. MacEachern and family joined the show with a parakeet pitch, basket ball and record joints. It was the last spot on the show for the Rowells with their Treasure Island and Animal Odditorium.

13 MORE FAIRS Hanky Panks, \$23.00 Want Coke Bottles, String, Add Darts, Long and Short Range, Milk Bottles, Bear Pitch, Novelties, Basketball. Want Grind Shows of all kinds. Want Wheel Foreman. Wire BOGLE SHOWS Anthony, Kansas, Fair now; Downs, Kansas, Fair next week.

JIMMY CYRS Can use Agents for Sunman, Indiana, now; Osgood next week; all fairs till Labor Day. Need two Pin Store Agents, one Skillo, one Count Store, help for wheel, two Bucket Agents, Tommy Smith, Harry will use you; also General Help. c/o MAJESTIC SHOW, Sunman, Ind.

MERRY MIDWAY SHOW Grand River, Iowa, 4-H Fair July 20-23 Want Concessions: Sno Ball, Hi-Striker, Dish Pitch, Age & Weight, Lead Gallery, Coke Bottle, Balloon Dart, Basketball, Good proposition for Octopus, Rolltoplane, Chairplane, Loop. Will book Fat Show, Wildlife. Contact ALBERT BARKER

FRANCES HINDS Or anyone knowing her whereabouts, please contact MRS. MABEL OAKLEY Zeigler, Illinois, or Midway of Mirth Shows, Murphysboro, Ill., this week; Benton, Illinois, next.

FOR SALE ATOMIC RIDES & AMUSEMENTS, INC. 2 (No. 5) Eli Bridge Ferris Wheels 1 Caterpillar 1 Exerly Fly-o-Plane 1 Roll-o-Plane 1 Looper 2 G. M. light plant units, in steel body trailers with two 60 K.W.—A.C. Generators in each unit 1 60-inch G. E. Search Light mounted on steel frame trailer 4 Steel van body trailers 1 Float trailer Equipment in fair condition Price \$22,500.00 All replies to M. F. KAUFMAN JR., 2017 Sherwood, Louisville, Kentucky

RIDE HELP WANTED Can place immediately, Ride Men for Tilt-A-Whirl, Octopus and Rolltoplane. Can also place Working Men on other rides. Semi Drivers preferred. We are out until Nov. 15. Payday every week plus bonus. Address all mail and wires to LLOYD D. SERFASS Penn Premier Shows Syracuse, N. Y., this week; Binghamton, N. Y., next week. They are all fairs.

WANT AGENTS For Grind Store, Slum, Skillo and Hanky Panks. Can also use Side Shows of all kinds. Can especially use a Ten-in-One. JACK THOMAS ART B. THOMAS SHOWS Wishek, N. D., July 18-20; Garrison, N. D., 21-23; Michigan, N. D., 25-27; Perham, Minn., 28-31.

FOR SALE Silo Drome, fine condition, new top, ready to go, \$1,700.00. Stored in Petersburg, Va. Want experienced Man to handle brand new Tampa Metals Train. Help on Drome, Kiddie Rides and Candy Floss. EARL PURTLE c/o Collin & Wilson Shows, Watertown, N. Y., then per route.

EARL FISHER Wants Help Ray & Sylvia Virgil & Wife Any Help I know, come on. Logansport, Ind., Fair, July 23. P.S.: Stacy wants Six Cat Help.

BIG STATE SHOWS Want for Victoria, Texas, Navy Payday, July 19 to 30. Concessions of all kinds. Girl Show with own equipment, 25 per cent for Count Store and Skillo. Foreman for Tilt. Cotton towns to follow. Have six fairs in Texas. "Tex" Talley, come on. Contact B. M. BISHOP, Mgr., Big State Shows.

WANTED Hanky Panks, Concessions, or what have you? For Carbonhill Homecoming, Carbonhill, Ill. Four big days and nights—Aug. 4-7. Contact PAUL DISPENSA 40 E. 55th St. Hinsdale, Ill. Phone: Hinsdale 3380

\$100.00 REWARD to the person who can furnish me with the present location of ROBERT C. HENDY Call collect, Dubuque, Iowa, 2-0906 or 3-3531 for Jack Glab.

DANNY PINELLI Contact Mother. Everything is okay in Virginia and North Carolina. Feel free to come home anytime. Contact Mother by phone.

REWARD We will pay \$25.00 reward to first person informing us present address of Jim A. Spagle, operating as World Bros.' Shows, or Diamond Jim Circus. GEORGIA TENT & AWNING CO. 228 Margaret St., S.E. Atlanta, Ga.

**WANTED WANTED WANTED**

For Four Big Weeks Celebrations and Fairs. Brandon, Vermont, American Legion Fair and Bazaar. First Show Here in Five Years; Downtown Lot. Especially want P. C., Bingo and Girl Show, Aug. 1 to 6. Ticonderoga, N. Y.; excellent spot.

Games of all kinds and Girl Show, August 8th to 13th, Warren County Fair, Warrensburg, N. Y. Three big days, four nights. Fairgrounds downtown, three miles from heart of Lake George, city of fifty thousand visitors. Big advance ride sale, August 17th to 20th. Washington County Fair, Greenwich, N. Y., six big days, six big nights. Wednesday, Kiddies' Day. Ten thousand free tickets already distributed. Big advance ride sale, August 22d to 27th. Want small Cookhouse or Grab. Games of all kinds that work for stock, direct sales, Age, Scales, etc. Will book one non-conflicting major Ride, Funhouse, Wild Life, Freak Show, Motordrome for all four spots. Want well framed Girl Show for first two spots only. Write—wire—phone.

**ROBERT D. KELLOGG OUTDOOR AMUSEMENTS**  
Stillwater, N. Y. Phone Mechanicville 1106.

**GREATER DIXIELAND EXPOSITION**

Can place for a solid route of 18 Fairs, beginning with Mt. Pleasant, Iowa, and ending with Tallulah, La., Nov. 1

WANT Glass Pitch, Bumper, Darts, Ball Games, Age & Weight, Hi-Striker, Derby, Short Range, Hoop-La, Heart Pitch, String, Novelties, Direct Sales and Demonstrators. Positively no Flats. Place A-1 Ferris Wheel and Merry-Go-Round Foremen, Second Men on other rides. Must drive semi. Lushes, save your time, you won't last here.

Need a few clean shows: 10 in 1, Monkey, Snake, Wild Life, Glass, Mechanical, Illusion. Place Motor Drome and Arcade.

All reply  
**Jimmie Henson, Gen. Mgr.**

14th & Indinola Rd., Des Moines, Iowa, this week; Mt. Pleasant, Ia., Fair next week.



"HONESTY IS OUR POLICY"

Next week starting sixteen weeks of Fairs with the Spencer County Fair, Rockport, Ind.; Putnam County Fair, Greencastle, Ind., next; then Jackson County Fair, Brownstown, Ind. Join the show with the bona fide route.

Can place Arcade, Photos, Jewelry, Hi-Striker, Hit & Miss, Bear Pitch, Cork Gallery, Bumpers, Heart Pitch and Hoop-La. SHOWS—Monkey, Wildlife, Illusion and Side Show. HELP—Agent for Foot Longs and Agent for Ice Cream, must be neat and experienced on these Concessions. Can use man and wife. Robert Ard wants Six Cats and Spindle Agents. Also have Short Range for sale. Deafy, come back; Johnny has a job for you. Can use Free Acts for our Southern route.

All replies to **John Portemont**  
TELL CITY, IND. No phone calls.

**HARFORD CO. FAIR, BEL AIR, MD.**

The Largest Free Gate Fair in the East. Aug. 16 thru 20—Day and Night.

Five big days with a change of program every day.  
More activities scheduled than ever before.

Can book all kinds of Concessions, including Cookhouse, Grabs, Popcorn, Candy Apples, Floss, Custard, Ice Cream and legitimate game Concessions. Want Shows of all kinds except Girl, low percentage. Will consider Ride Unit or individual Rides at a percentage. You can get a good week's income. Unusually good Fair for Rides.

CONTACT: **M. A. BEAM** or **STEVE DECKER**  
HUNTINGDON, PA., OR HOME OFFICE, WINDBER, PA.

**CANTON, OHIO**

Sesquicentennial—Aug. 15 to 20

Carrollton, Ky., Fair, Aug. 9 to 13; West Lafayette, Ohio, Annual Home Coming, Aug. 3 to 6; Derby, Ohio, Annual Street Fair, July 29-30; Mt. Sterling, Ohio, Annual Home Coming, July 20 to 23.

**WANT CONCESSIONS AND SHOWS**

Age, Weight, Photos, Basketball, Glass Pitch, Cigarette Blocks, Pill Pool, Lead Gallery, High Striker, French Fries, Coke Bottles, Hoop-La, Ball Games and Hanky Panks. Shows for committee money only.

**NOLAN AMUSEMENT CO., Mt. Sterling, Ohio**

**TENNESSEE VALLEY AMUSEMENTS**

9—RIDES—9 14—BONA FIDE COUNTY SEAT FAIRS—14

Starting July 29, catching big soldiers' payday at Camp Campbell, Ky.; Murfreesboro, Tenn.; Clarksville, Tenn.; Gallatin, Tenn.; Spencer, Tenn.; Leighton, Ala.; Town Creek, Ala.; Red Bay, Ala.; Athens, Ala.; Iuka, Miss.; Marks, Miss.; Belzoni, Miss.; Lexington, Miss.; and Jackson, Miss.  
Booking Hankies, no EX. Long or Short Range. Mitt Camp, Ball Games, Custard, Stock Concessions of all kinds. Agents for office-owned Photos, Penny Pitch, Ball Game, Popcorn and Snow. Charles Griggs and Bob Coleman wants Bucket, Six Cat and Swinger Agents. Crip Born and Tom Maddox, note my route. Skillo, Pin Store, Count Store Agent. Experienced Man to up and down Concessions, must drive, top salary. R. A. Miller, wire me where to call you. Any kind of Grind Show with own equipment, Al Bellows, wire: just committee money and insurance. Wire where to call you. Ride Help on Major Rides. Foremen: pay every night in cash. Blackie Collins, come on. No drunks allowed on this Show. On No. 2 unit, yes. Will purchase for immediate delivery, cash waiting. Octopus, Roll-o-Plane in good shape. Morehead, Ky., this week; Clarksville, Tenn., Soldiers' Payday, July 29-Aug. 6. All Fairs. WATCH THIS SHOW PAYDAY.

OWNERS—MANAGERS  
**THEODORE MEADOWS—CHARLES GRIGGS**

**GEORGE CLYDE SMITH SHOWS**

WANTED—Pitch-Till-You-Win, Hoop-La, Ball Games, Photos, Glass Pitch, High Striker, Basketball, Fish Pond, Duck Pond, Balloon Darts, Penny Arcade. Agents for office Hanky Panks. General Ride Help, Truck and Tractor Drivers. WANTED—Side Show, Monkey Show, Snake Show, Girl Show, Wildlife.

All replies **GEORGE CLYDE SMITH SHOWS**  
CENTRAL CITY, PA., this week; CORRIGANVILLE, MD., next week.

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RIDES **FREE CIRCUS**

WANT—for Seattle Sea Fair—on the streets July 30-Aug. 6 inclusive. Concessions of all types except Group Games and Grind Stores. Can use any Hanky Panks for balance of season—ALL FAIRS ON IN.

Will Close at Central Wash. Fair, Yakima, Sept. 21-25

Address Per Route



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## Wis. Starts Strong For Kelly-Miller

**Richland Center Yields Big Turnout; Iowa Tour Winds Up on Strong Note**

RICHLAND CENTER, Wis., July 16.—Early stands in Wisconsin indicate business for the Al G. Kelly & Miller Bros.' Circus may be just as good as the excellent tour of Iowa, which wound up early this week.

Stand here Wednesday (13) was a big one. The night performance went off in a big top that was 90 per cent filled. Crowd in the afternoon was rated as two-thirds of

capacity. General conditions in this rural area are excellent and the show was the first in since '52 when it last played the area.

Final stands in the Iowa trek produced good crowds, with near-full houses the rule. Waverly, on Friday (8), yielded a two-thirds tent in the afternoon despite rain and almost a full one that evening. Heat cut into the matinee at Iowa Falls the day previous, but the night show was almost a full house. Algona, on Wednesday (6), was a winner. Three-quarters of the seats were occupied in the afternoon and they were almost filled that evening.

Show's personnel were looking forward to the Baraboo, Wis., stand on Friday (15) where a number of showmen and merchants had prepared a big welcoming party.

## Outdoor Biz Well Repped At Shrine Meet

CHICAGO, July 16.—Outdoor show business was well represented at the annual Shrine convention here this week in Chicago, with the indoor circuses accounting for the majority of the ops.

Polack Bros.' Circus had one of the biggest contingents. Included were Dwight Pepple, Sam Polack, Mickey Blue, Clyde Harrison and Henry Barrett, all hosting the Nobles in their Conrad Hilton Suite.

Orrin Davenport was on hand for the show bearing his name and Omer Kenyon represented the Hamid-Morton Circus. Mr. and Mrs. Bob Morton were unable to attend due to the illness of Mrs. Morton's mother. Tom Packs was on hand from his show and Ivan Stillman represented the Gil Gray Circus. Bill McCafferty, of the Hunt-McCafferty Agency, Los Angeles, was also here.

Talent for the Soldier Field show on Wednesday night (13) was furnished thru Sidney Page. High acts included Marvin Seabright, Betty and Benny Fox, Four Sky Devils, Great Telesco, Bronos Duo and Sam Howard's comedy and high diving troupe. Carl Marx and the Seror Twins clowned; Armin Hand's band provided the music and Preston Lambert emceed. The Wazzan Arab troupe also performed, as did Art Linkletter, of TV fame. Thearle-Duffield Fireworks, Inc., Chicago, provided the pyro display.

## N. J. Town NG for Ring

CAPE MAY, N. J., July 16.—Ring Bros.' Circus played almost a blank here Monday (11). Coming in under VFW auspices, the show drew around 200 at the matinee and upward of 500 that evening.

## Binghampton Big One; Mills Ups New Canvas

BINGHAMPTON, N. Y., July 16.—Mills Bros.' Circus took delivery on its new tent here Monday (11) and had it up for the engagements played under Kalurah Shrine Temple auspices. The date produced two excellent houses, nearly full at the matinee and full at night.

The top is a 130 with three 40-foot middles. White for the most part, it makes lavish use of color trimming. It is trimmed in red, white and blue and features 12 sidewalls striped in blue and white. The tent is flameproofed and has wire cable for center pole guys, two guy ropes on the mainstays, one on the extras, and also a zig-

zag storm guy all around the tent, made by the O. Henry Tent & Awning Company.

Mills broke in a new show lot here owned by the Shrine and formerly used for their rodeos and horse shows. It is located a few miles outside the city at Chenango Bridge. Parking facilities are excellent and was offered free, which is said to have aided the turnout somewhat.

Show pulled in here Sunday (10) from Honesdale, Pa., and set up everything except the big top in readiness for arrival of the new tent. Out-of-town circus fans included George Duffy and Ed Gerhart from Fort Plain, N. Y.

## Alaska Trek Yields Crowds For Ward-Bell

FAIRBANKS, July 16.—The Ward-Bell Circus was scheduled to wind up its two-date Alaskan tour here today after moving from Anchorage, first stop on the northern trek.

Boosted by heavy publicity, much of it centered on the show's elephant, business at Anchorage was good. Additional interest was garnered thru a "name the hippo" contest. The elephant was one the show acquired at Seattle when Dolly Jacobs left before the Alaskan trip. Others who also nixed the trip were Joy and Roy Thomas, clowns. Joining for the trek were Norman Anderson and his hippo and Truzzi, juggler.

Show will move south from here and has canceled its August dates in Iowa and Illinois. Schedule is to reopen in Missouri sometime in September.

## Rumors, Spotty Biz Follow R-B Thru Ohio

CINCINNATI, July 16.—Indifferent business and rumors galore continued to plague Ringling Bros. and Barnum & Bailey Circus on its southward trek thru Ohio this week.

In here for a two-day stand, today and tomorrow (16-17), the show attracted a scant quarter-house at the matinee today, with night business filling the big top to the half way mark. With continued good weather, Sunday play is expected to build a bit, especially on the afternoon performance. Advance sale here was light.

At Youngstown, O., last Saturday (9), the Big One pulled some 3,300 at the matinee. Night crowd topped that figure by several hundred. Akron, on Sunday (10), had a one-third house in the afternoon, with the big top about half full at night. The three-day stand at Cleveland (11-13) pulled meager business. Manfield, O., Thursday (14), had a half a house at night. Matinee business was meager. In Dayton, O., Friday (15), show pulled a good three-quarter crowd at night, after light afternoon business marred somewhat by rain.

Aside from television, veterans with the show attribute the lack of business to the absence of half-price kid tickets on the show this season, stunted publicity due to meager outlay of press ducats in comparison with previous years, and the absence of solid, old-time circus billing, especially as far as 24-sheets are concerned.

The rumor concerning the momentary close of the show was again rife all week. The local AP man was alerted by his Cleveland office Friday (15) that the show

was expected to close with the conclusion of its Cincinnati run Sunday (17). Contacted in New York, Milton Pickman, show's promotional director, ridiculed the possibility of the Big Show folding in Cincinnati, or anytime before the end of the season.

Another rumor nurtured this week had the show folding shortly after its week-long Chicago run, which winds up July 31, and moving to Sarasota, Fla., to chuck its heavier equipment, including most of the train flats, the canvas and the seats, before hitting out for Mexico City for an indefinite stand at the amphitheater there.

Ringling execs on the show here denied that such plans are in the (Continued on page 114)

## L. I. Okay for Hunt; Show Eyes 2d 'Copter

WEATHERFIELD, Conn., July 16.—Hunt Bros.' Circus left a lush two-week Long Island swing last week, the majority of engagements being to at least two-thirds houses. A peak day was in Deer Park, N. Y., on Friday (8), where one show was full and the other strayed, and the circus came its closest to a three-a-day situation since it left the Philadelphia suburbs.

Poorest Long Island spot was in Babylon, Suffolk County, which produced one half-house and a three-quarters.

The management reported very good results so far from its helicopter, which serves both in a promotional and advertising capacity, as it not only ballyhoos by loud-speaker, but announces commercial advertising of local merchants. It was reported that the investment of close to \$40,000 has proven a successful one and that the management is contemplating the pur-

## N. Y. Town Straws Hunt

MAMARONECK, N. Y., July 16.—Hunt Bros.' Circus, long a popular attraction in this town, where it has played for close to 30 years, scored well here Monday (11). Night crowd was of overflow proportions while the seats were about half filled in the afternoon.

## FLOYD KING CALLS BUSINESS SPOTTY

**Michigan Turnouts Irregular Altho Better Than in Canada**

PETOSKEY, Mich., July 16.—Business for the King Bros. & Cole Bros.' Circus is spotty in general, even tho turnouts have picked up since the show returned to the U. S., Floyd King said here this week.

Some towns are good, others so-so, and others poor, the veteran King told The Billboard here Friday (15).

Traverse City, Mich., on Thursday (14) yielded good business where the show played in conjunction with the annual Cherry Festival. Cadillac, the day previous, was just fair.

Ludington, Mich., turned out two strong crowds on Tuesday (12). Kathy Dorchester Scott, of the Dorchester riding troupe, fell from her horse there but was only slightly injured.

A straw house, one of the few this year, was the feature of the night performance at Muskegon, Mich., Monday (11), but the afternoon show was viewed by a meager 800. When the show moved to Muskegon from Mount Pleasant,

played the day previous, the baboon cages were overlooked and left at the latter town.

On Thursday (7) the show drew two big enthusiastic turnouts at Bay City, Mich.

## Hagen Draws Good Turnouts In New York

AUBURN, N. Y., July 16.—Hagen Bros.' Circus racked up good business here Monday (11), coming in five days ahead of the Mills show. Latter is scheduled to appear here today (16). An overflow crowd greeted the afternoon performance here and 75 per cent of the seats were occupied in the evening.

Show made an unscheduled open-air appearance Friday (8) at Rochester, N. Y. where it had been originally set to play under canvas. Manager Bob Couls, however, seized the opportunity to rent the park's 4,000-seat grandstand from the city for an extra \$125 and the performance went on there. Influencing the decision, he said, were rigid fire regulations which would have reduced the seating capacity of the tent.

The four main poles were erected in front of the stand to support the aerial rigging. Under auspices of the Legion, the show put on two afternoon and one evening performance. About 3,500 children attended the first, 1,000 the second and 1,500 were on hand for the evening show.

The Navaros scratched their perch pole act from the bill, due to the absence of an overhead spotlight. Howard Suesz, show's owner, was on hand for the show, coming back from the advance.

## Joe Antalek To Repeat At Syracuse

SYRACUSE, N. Y., July 16.—Joe Antalek, who this year produced the annual circus for the Tigris Temple, has been awarded the contract to again produce next year's show, John R. Speirs, general chairman, announced.

The '56 event will be held April 12-18 in Vaughn Memorial Auditorium.

One act, the Five Ericksons, have already been signed for next year's show, Antalek, announced.

## Barnum Event Does \$40,275

BRIDGEPORT, Conn., July 16.—Cash returns from the various Barnum Festival events in the recent five-day annual event portray "a very favorable" picture to date. Treasurer John Shenton reported over-all receipts of \$40,275. It will be several weeks before a final report can be made.

Attendance this year was estimated at slightly below last year's estimates of 344,415. Parade of Champions and Ballyhoo show attendance was up, but considerably lower was the attendance at the fireworks at Pleasure Beach, with 40,000 compared with last year's 50,000.

## Clyde Beatty Clicks In Washington Towns

YAKIMA, Wash., July 16.—The Clyde Beatty Circus tour of the Northwest began paying off this week with strong turnouts in Washington. Altho heat kept the Wednesday afternoon (13) crowd here down to half of capacity, the show scored big with an overflow in the evening. Show was here ahead of the Bailey-Cristiani organization, scheduled to come in July 25.

Sunnyside, Wash., also produced good business, with a 50 per cent

crowd in the afternoon and a full tent for the night performance.

Cool, clear weather helped at Pendleton, Ore., where the show set down on Sunday (10). Matinee was classed as above average with the night crowd light in a traditionally poor Sunday night town.

Despite competition from Meeker Shows in Walla Walla, Wash., the circus came up with two three-quarter crowds with good business racked up the day previous at Lewiston, Idaho. Altho the lot was wet at Moscow, Idaho, they counted a half and three-quarter filled tent on Thursday (7).

# UNDER THE MARQUEE

By TOM PARKINSON

Freddie Freeman writes from the Ringling show that the new African elephant has been named Louie in honor of trainer Louis Reed. . . . Laugh of the week came when one of the foreign importations tried to buy a case of Coke from the Coke man right in front of Mel Hamlin's concession tent. . . . Charlott Kora, daughter of Charles Bell, was rushed to the hospital in Samia, Ont., with an infection, but is reported on the mend. . . . Hugo Schmidt, head elephant trainer, and Smokey Jones, superintendent of bulls, are busy teaching the baby elephants their routines. . . . B. F. (Smiley) Lowe visited his brother in Detroit, as did Billy Rice. . . . Birthdays celebrated by Tommy Bale, Brenda Eliot, Ingrid Cordon, Francesca Bisbini, Gene Lewis and Rita (Dusty) Hines. . . . Visitors: Thelma and Ralph Hunter, Rose Bruce, Cowboy Dave Karp, Matt Maloney, Dian and Charles Roark, Walter Peltzman, Ben Thomas, Andrew Patrino, Gene LeRoy, John Colvin, Carl (Pop) Haussman, John Facer, Mr. and Mrs. Art Kilpatrick, Johnnie Walker, Dorothy and Chappie Chapman, Bobby May, Ray Gilleno and Cathie, Jack Voise, Vern E. Wood, Mr. and Mrs. Sverre O. Braathen, James McElwee, Clyde St. Leon and family, Gene Weakland and daughter, Cathy, Viola Rooks, the Ericksons, Jimmy Rooney, Floyd King, John Ginnett, Otto, Gretchen, Shirley and Gloria Gretona; Jimmy Ray, Ray Perez, Mrs. Julius Loyal, Anna and Glen Townsend, Loyal F. Cross, Earl W. Brown, Charlotte and Everett Smith and Johnnie Grady.

Harry L. Jones, with Kelly-Miller last year, suffered a broken leg recently while working on the World of Mirth Shows. He's recuperating at 32 Tilley Street, New London, Conn., and would appreciate hearing from friends. . . . Scott Hall, son of Mr. and Mrs. Lorin D. (Doc) Hall, middle-aged it recently with Evelyn Yong, a member of the Yong Acrobatic Troupe. The wedding took place at the Ellsworth, Me., summer home of Mr. and Mrs. Bea Kimball. . . . The Hazelwoods left the Joe Mix Circus while Rosalie and Billy Seigrist have joined with their flying act. Wayne Newman horse act is also a new one in the performance.

Personnel of Polack Western unit is enjoying the outdoor portion of the trek, according to Harold Barnes. Temperature has been anything but constant: 100 degrees plus in the San Joaquin Valley and overcoat weather in the Salinas area. Louis Stern, managing director, motored to Las Vegas to spend a few days on the Eastern unit. Stern received a number of thank-you letters from members of the Pacific Coast Showmen's Association who were his guests during the Los Angeles stand. Movie cameras were unearthed with the turn to outdoor dates and Chester Stanley is using his new Bolex to film a complete record of the '55 daily operations. CFA Thomas K. Upton motored down from San Francisco to add this year's show to his large film collection. During a two-day lay-over George Keller and Ginny Lowery toured Yosemite Valley; Walter Klauser and family, with Merksys, visited King's Canyon, and the rest of the tourists went to Monterey. The Roland Tiebors spent some time at Seal Rock auditioning future flipped performers. Ralph Purcell and Frank Doherty are in the car-polishing business. Don Hill, Mabel Pilla and John Kotres are hyping their vending business thru the use of a complete line of chatter. Francis Hogan took top honors in a mumbly-peg contest, defeating Roland Tiebor Jr., Charley Chaludi Jr. and Harold Barnes. Happiest dad on the show is Lou Jacobs, who spends all his idle time with his daughter, Lou Ann. The Pascha, Joe Sherman's overland party now includes Sharon McFarland, Carol Brent, Beverly Duke and Beryl Smith. Chester Sher-

man is moving by rail. Tarzan and Christa Clarkson have announced the arrival of a son, Michale. All doing well and will rejoice shortly. Mrs. Roland Tiebor has joined for the summer. Mitzi Isetts temporarily out of action with a pulled shoulder muscle. Also on the sick list was June Manser. Joe Schinlebiem and Harold Barnes celebrated birthdays.

Gene Christian veteran agent, recently closed with Billy Wehle's "Grand Ole Opry" unit and is now general agent for the Beers-Barnes Circus.

The Ericksons are jumping south from Canada, where they were with Clyde Bros., to New Orleans, where they will start a string of park dates for Charles Zemater. They played "Super Circus" Sunday (3) and Soldier Field Monday (4) in Chicago. At Ottawa (23) with the Clyde show, a birthday party for Conchita Erikson was given, with about 100 guests, 13 acts by people from the show and many gifts. The Ottawa Auditorium presented a cake decorated in circus fashion.

George (Slim) Lewis, bull man and author of "Elephant Tramp," reports a chapter from his book is in the August issue of Cavalier Magazine and several chapters will be condensed for a fall issue of True Magazine. He said Ernest Hemingway cabled a compliment on the book, A British edition will be published.

Dan Dix, formerly with the Beatty show as contracting agent, is helping Ringling-Barnum's agent, Paul Eagles, seek out a lot in Los Angeles.

Harry Dube, publisher of the show's program, visited Ringling-Barnum at Detroit, where another visitor was Dr. Joseph H. Bergin, formerly the show's physician. . . . Irv Romig, who clowns on a regular Detroit TV show, appeared in the Ringling performance with his former associates of clown alley Friday (1). He's also clowning at Walled Lake Park this summer.

Chuck Burns, Ringling clown, recently returned to work following a week's illness. The June 12 issue of The Waterbury (Conn.) Sunday Republican, his hometown, carried a full-page, illustrated story on him. It pointed up the fact that, at 24, he is one of the youngest professional clowns in the business.

Capt. Guy Leslie, who is working fairs with his California Sea Lions for the Charles Zemater office, Chicago, was on the Clyde Beatty Circus lot in Spokane

recently for visits with Herby Webber, wire walker, and drummer Henry Pulson. Leslie and Pulson formerly trouped with the Hunt show as musicians. . . . Veo D. Powers' trained animals are working Ontario dates for the Ray S. Kneeland agency, Buffalo.

Bill Woodcock and his elephants were in Chicago Sunday (10) to play "Super Circus." Studio visitors included Al Langdon, Harry and Gertrude Morris and Mr. and Mrs. Clifton Becker. . . . J. W. Hartigan Jr. caught the Ringling show at Pittsburgh. . . . Red and Janie Russell are back at their Northridge, Calif., home after closing with the Beatty Circus. Red's breaking horses for the 3M Ranch there and is also working in pictures. . . . Joe Short, midget clown, is working the Bob-Lo Excursion Boats. . . . Jackie LeClair has quit his tailoring job and is back with it.

Acts in Scandinavia, where many American performers are this season, include the following: At Folk Park in Helsingborg, Sweden, the Delta Rhythm Boys, vocalists; Lebrac and Bernice, unicycle and juggling; Two Bramsons, hoop rolling, and Devine and King, musical comedy. At Lisberg Park in Gothenburg, Sweden, the Rose Gold Trio, Vic Hyde, one-man band, and Meredith Olds, dancer. In Grona Lund Tivoli, Stockholm, the Deep River Boys, vocalists; Barbour Bros. and Jean, stilt dancing; Paulette and Renee, trampoline; Downey and Day, roller skating, and Ciro Rimac's musical unit. Oslo Tivoli is featuring Doris and Vern Orton, swappole.

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Wants useful Circus People, all lines. Need one Whiteface Clown. Will buy 70 foot Round End Top, one 40, two 30's. Kettle Falls, Wash., July 21; Republic, 22; Tonasket, 23; Omak, 24.

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**Phone: 2-6078**  
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**IMPORTANT!**

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Must be able to contact Top Sponsors for Magic Stage Show. Percentage and Profit Sharing Basis. Answer by mail only, giving qualifications and phone number.

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**A. F. WHITE**  
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Popular ticket and program deal under auspices of excellent sponsor. Air-conditioned office. 25%.

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**2—PHONE MEN—2**

Pittsburgh Vet. City Police and Firemen's Association year book, also dance tickets, for Annual Police Ball, Wm. Penn Hotel. Cards with cut-offs repeats. \$82,000.00 gross last year—work all year round. Ads, tickets, police auto plates. If you are capable of earning \$150.00 and up a week and you are not a DRUNK, please answer; I can place you. Call or wire. CAPT. TOM WILSHIRE, 5723 Howe St., Pittsburgh 32, Pa. Phone: MO 1-1874.

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Have good, clean Circus Ticket deal combined with County Fairs. Double admission ticket for one price. Good cooperation for Men who want a clean deal. Write

**CIRCUS ENTERPRISES**  
610 W. 24th St. Charlotte, N. C.  
Phone FRANKLIN 69327—No collect. Carl Ward, contact.

## RSROA Contest Entries To Top Peak 855 Mark

DETROIT, July 16.—The number of entries in the American Amateur Roller Skating Championships to be held at the Rollercade, Toledo, O., July 24-30, will somewhat exceed the record of 855 registered last year, according to a last-minute compilation of applications at Roller Skating Rink Operators' Association headquarters here, under Secretary-Treasurer R. D. Martin.

An unusual surge of interest in the championships and the convention of the RSROA, which will start two days earlier, is indicated in reservations, according to Harlan Walter, manager of the Toledo Visitors and Convention Bureau. Motel accommodations have been saturated for the 10-day period, and hotel rooms are becoming scarce.

The headquarters staff of the RSROA is moving to Toledo Tuesday (19) and will maintain convention headquarters at the Commodore Perry Hotel as well as at the Rollercade. Most official functions of the meetings will be held at the Commodore Perry.

Seven entries—a capacity figure—are expected in the feature contest to select the queen of roller skating. Important skating development, according to late report, is the decision of Laurene Anselmy, senior ladies' champion, not to defend her title. She will, however, appear in an exhibition event on the opening night.

RSROA convention and Board of Control meetings will alternate during the period of the Toledo gatherings. The Society of Roller Skating Teachers of America will convene following the meet.

## 50G in Fees for St. Louis Rollery

ST. LOUIS, July 16.—Three contracts totaling \$50,000 for preparation of plans and specifications for the city's \$1,000,000 skating rink and recreational building in Forest Park were approved Wednesday (6) by the Board of Public Service.

Frederick W. Dunn, architect, was allowed a \$23,000 fee for over-all architectural planning. A contract for \$18,000 for mechanical and electrical specifications was approved for Ferris & Hamig, engineering firm, and a fee of \$9,000 was awarded to William C. E. Becker for structural engineering plans.

## Coney Island, N. Y.

(Continued on page 96)

bo with top name orks. First of these are the Machito and Rodriguez bands. Tropical dances featuring the Meringu are the main items on the terps menu. Fedenco will have full charge of bookings and promotions. Coney's last large dance hall was Staucl's on the Bowersy.

Claire Priddy, talker at Palace of Wonders, announces the marriage of her son, Lawrence Wickley, to Vicky Bender, in New York.

Angeline D'Esposito has three concessions under one roof on Surf Avenue. They include a nickel pitch over ciggie covers, skee ball alleys, and her "Famous" waffles and ice cream. The waffle output is of her own manufacture and has been a Coney delicacy the last 15 years. . . . Abe and William Sandman, former operators of shooting gallery and air rifle concessions in Feltman's Park, are new lessees of Klarnet and Richmond on the latter's property on Surf Avenue and West Sixth, operating a Fun House and another air rifle range.

## R-B in Ohio

• Continued from page 112

making. While admitting that a possible Mexico City engagement had been mulled for some time, they stated that there is nothing in the wind that such an engagement would come soon, or before the end of the current canvas season.

Representatives of the Retail Clerks Industrial Association, Local 1648, AFL, New York, headed up by union organizer Joseph Kane, former usher and ticket-taker with the show, who picketed the Big One at all Ohio stands this week, again got into the act here today. Kane set up a five-man picket line on the lot and had a lone picket parading before the downtown ticket office. The picketing went almost unnoticed and had little effect on ticket sales.

Kane, who plans to organize the show's workmen, including ushers and ticket-takers, claims he already has 430 signatures of Ringling workers. He told The Billboard here this week that he has been negotiating with Ringling execs the last six weeks without coming to any agreement. He said that he presented Michael Burke, show's executive director, with a new contract in Mansfield, O., Thursday (14). The contract, which was virtually a duplicate of the one recently accepted by the James E. Strates Shows, was rejected by Burke, Kane claims. He says that he will take action early next week to force a vote among the circus' workmen.

Henry R. W. (Buddy) North joined the circus here today after an absence of four weeks. John Ringling North, who was to have departed on a European jaunt this week, is reported to have postponed the trip indefinitely.

Word received here today from Chicago says that advance ticket sale for the Windy City run, July 23-31, is lagging far behind other years.

## Disneyland

• Continued from page 101

for other rides, but the majority of work was done in the Disney studio shops.

### 19 Rides

The rides that will be featured at the park include Peter Pan, Snow White, Mr. Toad's Wild Ride, King Arthur Carousel, Mad Tea Party, Dumbo, Casey Jr., Canal Boats of the World, Disneyland Street Railway, Sante Fe and Disneyland Railroad, Disneyland Fire Department, Disneyland Autopia, Rocket to the Moon (TWA), Space Station X-1, Conestoga wagons, the Disneyland Stage line and the Mark Twain, the latter a 105-foot river boat.

Of the 160 acres in the plot, about 60 are devoted to the park itself. A minimum walking distance of 1.4 miles to visit every land—Frontierland, Tomorrowland, Adventureland and Fantasyland—is given. Outside of the park itself there is parking for 12,175 automobiles.

In addition to the amusement area and parking sections, accommodations will be available soon for out-of-town visitors at the Disneyland Hotel. It will have over 100 units. Visitors flying to Los Angeles may continue their trip from the Los Angeles International Airport in Inglewood to Disneyland by helicopter. Trans World Airlines is offering this service with 10 flights daily.

## SKATING RINK TENTS

42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

### NEW SHOW TOP

1 Hip End, 1 Gable End.  
46'6" x 93'6". O. D.  
Flamefoil Duck. Immediate Delivery.  
12' Wall. Write for details.

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.

## ROADSHOW REP

W. R. and Lottie Chagnon, formerly well known in the rep field, are now located in Toronto and would like to hear from old friends in the business, according to Harry and Billie Shell, Farmington, Mo., who recently visited the Chagnons home while on a vacation trip. The Chagnons are located at 39 Metcalfe, Apartment 23. Chagnon, who is districted manager for the Chas. E. Hires soft drink company, has been located in Toronto since 1932. The Chagnons and the Shells trouped with the Leslie E. Kell Comedians in 1928. The Milt Tolbert, Ed C. Nutt and Hale shows were other outfits with which the Chagnons appeared. Earlier Mrs. Chagnon had been a leading lady on Edward Price's showboat on the Ohio River. Among the shows with which the Shells appeared were Ed C. Ward's Princess Stock Company, 1924 and '25; the Sedgwick Players, '27; Fred Brunk's Comedians, '23; Paul English's show and the Harley Sadler tent in 1930. In 1928 Chagnon was doing general business and characters, baritone in the band and banners, while Mrs. Chagnon did characters.

From Fresno, Calif., Donald Furness writes that he is mapping a West to East jaunt, to get under way in mid-August. His show will use "On Vacation" as a regular opus. . . . Dr. Al Dermont, now working a magazine promotion in Iowa, plans to be back with his solo proteon show by late August. His route will take him from Des Moines to Florida. . . . Nick Hyam, who in past years has promoted

amateur minstrel shows, plans to open near Baltimore in mid-August with a three-act drama trick. His jaunt will take him to the West Coast.

Al Pitcaithley, the former trouper who now has a radio connection in Carlsbad, N. M., writes that he had recently been corresponding with Mazie Long Craine, who has been out of show business for a number of years and now lives in Vicksburg, Miss. In a bit of biographical material on Mrs. Craine, Pitcaithley reports that she and her husband, the late Charles M. Craine, formerly with the Charles K. Roskam Chicago Stock Company, Himmelmeyn's Imperial Stock Company, Murray Mack Stock Company, Osman Stock Company, the Paul English Company and many others. Her son, Buster Roskam Craine, a formerly popular child actor, now is an Army major, stationed at Spartanburg, S. C. Charles Craine died in Cincinnati in 19.2. "Among some of the interesting items Mrs. Craine sent me for my collection," writes Pitcaithley, "was a program of the McCoy Stock Company at the old Howland Theater, Pontiac, Mich. There was no date on the program, but it must have been the early part of the century. Norbert Durant was the leading man with the Chicago Stock Company at the time the Craines were on the show. They named their son after Durant and Roskam, Norbert Roskam Craine. I know Mrs. Craine would be happy to hear from anyone who knew them in the old days. Her address is 3610 Halls Ferry Road, Vicksburg."

## Drivin' 'Round the Drive-Ins

A 500-car drive-in is being built at Robstown, Tex., by Gilbert and Ray Garza, Corpus Christi. The drive-in is being built on a 10-acre site and will feature a 75-by-36-foot screen. . . . Jimmy Harris of Hempstead Drive-In, Houston, has been named secretary-treasurer of the Houston Theater Owners Association. . . . E. W. Buckalew has installed RCA 60 projectors at his Edgewood Drive-In, St. Augustine, Tex. . . . Edward Broussard, manager of Surf Drive-In, Port Arthur, Tex., has announced a new price policy. Admission is now 50 cents per car regardless of the number of patrons in the car. . . . Apache Drive-In, Center, Tex. has widened its screen for CinemaScope.

Charles A. Komer, head of Community Theaters, operating several drive-ins around Detroit, is calling upon motion picture producers to take the special needs of outdoor theaters into account in making new pictures. He cites especially: Need for centering of titles, adequate lighting, especially in night scenes; positioning of actors so that heads will not be in the upper part of the screen; shorter features, permitting the first show, starting at 8:30 in the summer, to end before 12:30 a.m.

The week of August 26 has been designated as Drive-In Theater Week and it is anticipated that drive-ins all over the nation will take part in the celebration. Texas COMPO will sponsor the nationwide observance with cash prizes to drive-in owners conducting the best campaign. Some \$500 in prizes is to be awarded. The campaign will direct attention to the advantages the drive-in offers, including elimination of the parking problem; extra fun for kiddies, no dress-up problem, no necessity for baby sitters, picnic atmosphere and outstanding motion pictures offered.

Claude Ezell, operator of the large Ezell drive-in circuit with headquarters in Dallas, has announced that negotiations are under way for sale of the circuit to

Texas operator E. L. Pack, El Paso. It is also reported that Clint Murchison, Texas oil man, also would have an interest in the deal. . . . A new 750-car-capacity drive-in is being constructed at Corpus Christi, Tex., by Charlie Wolfe, former vice-president and general manager of All State Theaters. It will be known as the Flamingo, with construction to be completed within 60 days. A tri-view CinemaScope screen developed by Tom Griffing will be used. . . . A 45-by-114-foot screen has been put in service at the King Center Twin Drive-In, Houston, which is known as Brighter Vision Aluminum Screen. Karl Stroud, manager, stated it was developed by the Motion Picture Research Council.

Ellis Drive-In, near Wilmington, Del., reopened with accommodations for more than 1,000 automobiles, twice its former size. Formerly the Brandywine, it is under direction of A. M. Ellis Theaters Company, Philadelphia. The spot is under the supervision of Larry Ruch, district manager. Don Warner, manager of the Chester Pike Drive-In, Chester, Pa., is also manager of Ellis Drive-In. The management announced that it will provide first-run pictures to run a full week. Box office has been relocated, new roads have been built, and a fence put around the property. The theater provides a cafeteria besides a snack bar. One part in the area has been set aside for children's recreational equipment.

C. E. Campbell, owner of Trail Drive-In, Bowie, Tex., plans a fifth anniversary celebration. Favors will be given all those attending. New playground equipment has been installed, according to Campbell.

## OPEN A DRIVE-IN THEATRE

AT LOW COST  
New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite & Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

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6 Rubber Floor Mats  
24 Lobby Disposal Cans (white)  
Other Miscellaneous items  
All Merchandise must be sold at once!  
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With a Mesker steel portable top, 60'x110', with complete maple flooring and under-pinning, including 75 pairs of shoe skates—all sizes, and 25 pairs of clamps; sound system, turn table, records, pop cooler (electric), and one ice cream freezer. Lost my dance permit, so will sell cheap. Must be moved off site by 1956.

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We invite you to bring your skates to Curvecrest and see for yourself!

WANTED—PRO  
Living quarters can be arranged on premises. Should be able to make food salary. Contact Mr. Elmer Byrnes at The Nationals, Mineola, New York, August 1 thru 6 Before or after that date at

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FOR SALE  
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P. O. Box 542 Fitzgerald, Ga.  
Phone: 3638—No collect calls.

FOR SALE  
Portable maple floor 50x130, 234 sections and under stringers; about 200 pairs clamp skates, about 60 pairs shoe skates for rentals, Chicago skate grinder, sound system—six speakers, Webster automatic record changer, about 300 records, microphone, 2 cash registers. Other equipment too numerous to mention. Complete for rink. Write E. A. Eckerson, c/o Geo. Faulber, Land O' Lakes, Wis., or phone Land O' Lakes 2714.

FOR SALE CHEAP  
40 pairs Chicago Rental Skates and Shoes, in fair condition.

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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.

If you are interested in low-priced merchandise, you should write to Hall of Distributors, Inc., Detroit. This firm specializes in supplying auctioneers, wagon jobbers, demonstrators and premium sales. Its policy is never to be undersold and thousands of items are offered at prices which it says are the lowest in the country. The firm has appliances, jewelry, diamonds, sporting goods, watches, photo equipment, radios and recorders, hand and power tools, housewares, bicycles and giftware, among a large number of other items. Send for a free illustrated catalog and compare prices, the firm urges.

If you are looking for a money-making deal in costume jewelry for only \$12.95 write to Cel-Max, Inc., Memphis. Included are two four-piece boxed sets, four three-piece costume sets, smartly boxed assorted scatter pins, high-style earrings carded for easy display, together with a free sample case. Cel-Max reports that the trade has been ordering this sample assortment in ever increasing volume and that the assortment is close to becoming a sellout. Check the Cel-Max ad in this issue for another limited offer at a price which is low enough to attract all buyers.

A new item to discourage burglars, known as the Alarm-O-Safe, is a cash box with its own built-in alarm which will ring for five hours if the box is disturbed. Distributed by Joseph McLaughlin, New York, the box is made of 13-gauge steel and measures 12 by 8 by 4 inches. The slightest movement—even withdrawing a piece of paper from beneath it—will activate the alarm, says the McLaughlin firm. It can only be shut off with a key. As an indication of the company's confidence in the device, a free \$1,000 insurance policy is issued with each box. It retails for \$29.95. Salesmen and quantity users are requested to write for discount prices.

Formerly concentrating solely on store trade, Embassy P.P., Inc., New York, has scored well in its first season in the outdoor field, firm head Irving Peyser notes. The firm is featuring imported tooled and leather alligator bags from \$15.75 to \$120 a dozen, with most outdoor sales so far being in the \$2 to \$3 per unit range. For next year Embassy will start pre-price ticketing its bags and doing them up in fancy gift packaging.

## PIPES FOR PITCHMEN

By BILL BAKER

SOME 2,000 YEARS AGO... a pretty savvy gink by the name of Mark Antony, in bemoaning the rather sudden demise of his old sidekick, Julius Caesar, observed that, "the evil that men do lives after them but the good is oft' interred with their bones." Since we have always believed in the practice of saying something real nice about a guy while he's still up and around, we herewith reprint a most worthy essay titled, "\$400 and a Hot Dog," written by Frank Brookhouser, former staffer on The Philadelphia Inquirer:

"Back in the days when he was a pitchman for potato-peelers at fairs about the State, a young man from Philadelphia learned some simple business facts that enabled him to make a fortune out of the hot dog.

"How could you miss them?" he says now. "Anybody could see that the hot dog man always made money at the fairs, that people got thirsty, and that if you pick the right spot you're bound to sell."

In 1935 the young man picked a spot, a tiny one measuring 9 feet x 10 feet at 1301 1/2 Market St., and set up a stand. He borrowed \$400 for the first month's rent and virtually built the stand himself.

Today most Philadelphians know "Dewey's Famous" stands. Few Philadelphians know the name of the man behind them. It is not Dewey, that is merely the nickname Louis Yesner picked up in the Navy from 1912 to 1915. He operated a steam launch to ferry officers ashore. The gobs began to call him "Admiral Dewey," and he's been Dewey ever since.

And today, at 56, the one-time pitchman and impresario for a freak show, owns seven stands which gross more than a million a year, has real estate holdings worth approximately a million, and an office building that bears his nickname. His newest stand is indubitably the largest materialistic tribute to the hot dog in the country. A \$200,000 eating emporium on Market St., it is a block-long structure in marble, white tile, terrazzo and glass, which can serve 300 persons at one time. The annual rental it \$42,500, the electric bill runs \$600 a month, and the weekly payroll it \$2,000.

It is less than 200 feet from the original "hole-in-the-wall" and it carries a bright sign which is itself larger than that first stand.

The husky man with a kindly face, dark brown eyes, and wisps of gray hair, who has come a lot further than 200 feet since 1935, was born in a two-room apartment at 6th and Carpenter Sts. His father, now dead, was a hardwood finisher who rarely earned more than \$7 a week, and the family ultimately moved into a cheap house so the mother could take in boarders to boost their income. Today, Dewey's mother, a bright little woman in her 80's, has homes and luxuries both in Philadelphia and Florida.

Dewey sold newspapers and was a Western Union messenger boy. After his Navy service he became a guard at an ammunition plant in Penns Grove, N. J., and later took to the road with a freak show. "We didn't get rich, but we 'lived,'" Dewey says.

He opened his first stand when he was almost broke. "When you get an idea and work it out without any money that's something," he says. "Anybody can do it with money."

Without money at first and later, with more and more money, he has always operated in his own fashion. "You can't fool the public on food," he says. "Maybe on gadgets, but not food. Some cab driver tries out your food and doesn't go for it—well, he's going to be talking to a lot of people."

Dewey air-conditioned his open-air stores, and his stands were the

(Continued on page 116)

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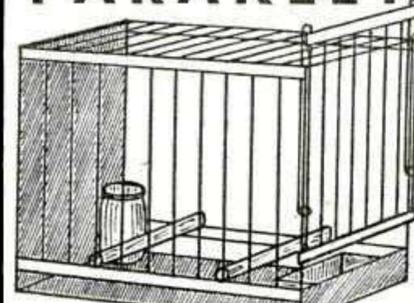
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COMING EVENTS

Continued from page 98

Ithaca—Gratiot Co.-Ithaca Centennial, Aug. 23-27.
Lakeview—Livestock Show, Aug. 2. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Show, Aug. 3. Harold L. Kingsbury.
Luther—Homecoming, Aug. 18-20. Dan D. Smith.
Menominee—Menominee Dairy Show, July 30. Gail E. Bowers, Court House.
Messick—State Gladiolus Show, Aug. 20-21.
Midland—Gladiolus Show, Aug. 15-16.
Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.
Rudyard—Eastern U. P. Jr. Fat Stock Show, Aug. 11-12. Wm. Dickinson, 139 Arlington, Sault Ste. Marie.

Minnesota
Buffalo—Buffalo Rodeo, July 23-24.
Duluth—Antique Show, Aug. 21-24.
Duluth—Duluth Rodeo, July 30-31.
Edgerton—Dutch Festival, July 20-21. Clifford H. Peterson.
Minneapolis—Aquaticennial, July 15-24.
Sanborn—Watermelon Days, Aug. 1-2.

Mississippi
Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri
Brookfield—Linn Co. Hoof & Horn Rodeo, Sept. 3-5.
Brunswick—Brunswick Horse Show, Sept. 17. Lucilla Hayden.
Cameron—Boots & Saddle Horse Show, Sept. 9-11.
Carthage—Country 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.
Cassville—Soldiers-Settlers' Reunion, Aug. 1-6.

Chillicothe—Eagle Club Rodeo, Sept. 16-18.
Fairfax—Four-State Rodeo, July 20-23.
Herman—Homecoming, Aug. 27-28. M. P. Kappelmann, Chamber of Commerce.
Higginsville—Higginsville Horse Show, Aug. 8. Alvin Rainey.
King City—Tri-Co. Livestock & Horse Show, Aug. 11-12. Marvin Blair.
La Belle—LaBelle Rodeo, Aug. 6-7.
Lexington—Saddle Club Horse Show, July 28. Dr. C. E. Watson, 1130 Franklin Ave.
Liberty—Clay Co. Horse Show, Aug. 4-7. Leon Miller.
Louisburg—Old Settlers' Reunion, July 22-23. Harry W. Atchley.
Maryville—Baby Beef & Pig Club Show, Sept. 19. Kenneth Walkup.
Maryville—Northwest Mo. Horse Show, July 20-21. Lester Swaney, Box 56.
Milan—Junior Livestock Show, Sept. 16. Mrs. Margaret Marr.
Monett—Lawrence-Barry Co. Dairy Show, Sept. 9-10. Helen Seger.
Piedmont—Centennial, Sept. 2-5. Wm. Harris and son.
Pierce City—FA Stock Show, Sept. 15-16. Wayne Bowen.
Platte City—Platte Co. Fair Rodeo, July 27-29.
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 14-20.
Princeton—Mercer Co. Horse Show, Aug. 9-10. Q. E. Thogmartin.

Queen City—Schuyler Co. Corn & Stock Show, Sept. 15-17. Geo. McCluskey.
Ravenwood—Ravenwood Horse Show, July 29-30. Roy Moore.
Rich Hill—Diamond Jubilee, July 27-30.
Salsbury—Salsbury Horse Show, Sept. 1-2.
Sikeston—Boothel Rodeo, Sept. 15-16.
Sikeston—Jaycee Boothel Rodeo, Sept. 2-5.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
St. Joseph—Pony Express Rodeo, Sept. 23-25.
St. Louis—St. Louis Rodeo, Aug. 23-28.
Springfield—Ozark PFA Pat Stock Show, Sept. 8-9. John L. Kirby.
Tarkio—Atchison Co. Stock Show, Aug. 26-27. Rankin Sheets.
Urbana—Four Co. Dairy Show, Sept. 24. H. R. Klein.
Windsor—Centennial, Aug. 31-Sept. 3. Harry Ordway, American Legion Post.

Montana
Baker—Pallan Co. Fair Rodeo, Sept. 4-5.
Billings—Midland Empire Rodeo, Aug. 9-13.
Deer Lodge—Deer Lodge Rodeo, Aug. 20-21.
Dodson—Phillips Co. Rodeo, Aug. 6-7.
Ekalaka—Days of '85 Rodeo, July 30-31.
Porsyth—68 Ranch Rodeo, Aug. 16-18.
Great Falls—N. Mont. State Fair Rodeo, July 31-Aug. 4.
Kalispell—Northwest Mont. Rodeo, Sept. 9-10.
Lewis and Clark—Central Montana Rodeo, July 28-30.
Plains—Sanders Co. Rodeo, Aug. 27-28.
Shelby—Marion Co. Fair Rodeo, July 21-24.
Terry—Prairie Co. Rodeo, Aug. 20-21.

Nebraska
Benkelman—Dundy Co. Rodeo, Aug. 13-14.
Bladen—Bladen Rodeo, Aug. 6-10.
Burwell—Nebraska's Big Rodeo, Aug. 10-13.
Chambers—Chambers Rodeo, Aug. 19-20.
Genoa—Commercial Club Rodeo, Aug. 12-14.

Gordon—Sheridan Co. Rodeo, Sept. 9-11.
Hastings—Hastings Rodeo, Aug. 29-30.
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.
Seward—Seward Co. Rodeo, Aug. 15-16.
Shelton—Celebration, Aug. 1-3.
Sidney—Cheyenne Co. Rodeo, Aug. 27-28.
Wahoo—Saunders Co. Rodeo, Aug. 25-27.

Nevada
Ely—Nevada Fair of Industry, Aug. 25-28. Darwin Lambert.

New Mexico
Gallup—Inter-Tribal Indian Ceremonial, Aug. 11-14. Edward S. Merry, P. O. Box 1029.
Las Vegas—Cowboys' Reunion Rodeo, Aug. 5-7.
Rowell—Eastern N. M. State Fair Rodeo, Sept. 13-17.
Santa Fe—Santa Fe Fiesta, Sept. 2-5. Mrs. Helen Baca, P. O. Box 181.

New York
DeRuyter—Firemen's Centennial Celebration, Aug. 18-21. Ray Wells.
Lackawanna—Legion Field Days, July 20-24. James Tarquin, 456 Ridge Road.
Syracuse—Antique Show, Sept. 27-29.

North Carolina
Shelby—Shelby Rodeo, Sept. 20-24.

North Dakota
Bowman—Bowman Co. Rodeo, Sept. 10-11.
Hazelton—Hazelton Rodeo, July 23-24.

Ohio
Barnesville—Celebration, July 19-23.
Canton—Sequelecentennial, Aug. 14-21. Wallace Lafferty, 533 Market Ave. S.
Cincinnati—Food and Home Show, Aug. 15-23. Eugene P. Zachman.
Delphos—Homecoming, Aug. 15-20.
East Liverpool—Old Home Week, Aug. 1-6. H. J. Benty, 732 St. Clair Ave.
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.
Magnolia—Band Homecoming, Aug. 10-13.
Mount Sterling—Street Fair, July 20-23.
Nelsonville—Parade of the Hills, Sept. 5-10.
North Industry—Homecoming, July 19-23.
Rawson—Rawson Centennial, Aug. 1-6. W. A. Otto.

Oklahoma
Ada—Elks Rodeo, Aug. 9-13.
Anadarko—Indian Expo., Aug. 15-20.
Ardmore—Ardmore Rodeo, Sept. 20-23.
Elk City—Elk City Rodeo, Sept. 5-7.
Lawton—Lawton Rodeo, Aug. 3-6.
McAlester—Prison Rodeo, Sept. 8-11.
Pawhuska—International Round-Up Club Cavalcade, July 29-31.
Rush Springs—Watermelon Festival, Aug. 8-13.
Vinita—Will Rogers Memorial Rodeo, Aug. 21-22.
Woodward—Elks Rodeo, Sept. 1-4.
Yale—Northwest Okla. Reunion, July 18-23.
Yukon—Yukon Rodeo, July 29-30.

Oregon
Egin—Egin Stampede, July 23-24.
Eugene—Emerald Empire Round-Up, Aug. 5-7.
Joseph—Chief Joseph Days, July 29-31.
Myrtle Point—Cooks Co. Rodeo, Aug. 30-31.
Radletton—Pendleton Round-Up, Sept. 15-17.
Prineville—Crooked River Round-Up, Aug. 12-14.
Redmond—Deschutes Co. Fair Rodeo, Aug. 27-28.
Sisters—Sisters Rodeo, Aug. 6-7.

Pennsylvania
Blairsville—Legion Mardi Gras, Aug. 8-13.
Clarksville—Firemen's Old Home Week, Aug. 2-6. George Liler.
Clymer—Golden Jubilee, Aug. 14-20. Bruce Phillips.
New Castle—Italian Celebration, Aug. 15-20.
Philadelphia—National Aircraft Show, Sept. 3-5.
Pittsburgh—Western Pa. Pig Round-Up, Aug. 16-17. C. L. McAdams.
Roseto—Mt. Carmel Celebration, July 25-31.
Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug. 1-6. A. L. Blackmon.
Williamsburg—Firemen's Convention, July 25-30.

South Dakota
Corsica—50th Anniversary Celebration, Aug. 31-Sept. 1.
Custer City—Gold Discovery Days, July 24-26.
Custer—Gold Discovery Days Pageant, July 24-26.
Deadwood—Days of '76, Aug. 5-7.
Kadoka—Labor Celebration, Sept. 5.
Lake Preston—Watermelon Day, Sept. 5.
Milbank—75th Anniversary Pete, Aug. 8-10.
Mitchell—4-H Fat Stock Show and Sale, Sept. 13-14.
Mitchell—Corn Palace Festival, Sept. 18-24.
Parkinson—Community Days, Aug. 29-30.
Rapid City—Black Hills Range Days, Aug. 18-21.
Stickney—Golden Jubilee, Aug. 17-18.
Vermillion—Old Settlers' Picnic, Aug. 21.
Vermillion—Days of '59, Aug. 25-26.
Wagner—Labor Celebration, Sept. 4-5.
Winner—Labor Celebration, Sept. 5.
Yankton—Saddle Club Rodeo, Sept. 4-5.

Tennessee
Adamsville—McNairy-Adamsville Horse & Stock Show, Aug. 13. J. D. Perkins.
Byrdstown—Pickett Co. Dairy Show, Aug. 6. A. C. Clark.
Cleveland—Bradley Co. Jr. Dairy Show, Sept. 9. W. M. Hale.
Greenback—Loudon Co. Dairy Show, Sept. 3. Roy M. Brooks Jr.
Lewisburg—Marshall Co. Jr. Dairy & Colt Show, Aug. 26-27. Sue Hill.
Martin—Weakley Co. Dairy Show, Aug. 11-12. Wade Barton.
Memphis—Memphis Rodeo, Sept. 23-30.
Morristown—Centennial, Aug. 21-27. R. T. Bates Jr.
Nolensville—Williamson Co. Nolen's Dairy Show, Sept. 3. Robert S. Mosley.
Petersburg—Petersburg Colt Show, Sept. 6-7. Thos. L. Warren Jr.
Shelbyville—Bedford Co. 4-H Dairy Show, Aug. 12. Mrs. Grace Fly.
Yorkville—Yorkville Jersey Cattle Show, Aug. 19. M. R. Forrester.

Texas
Austin—Travis Co. Rodeo, July 28-30.
Blum Springs—Big Spring Rodeo, Aug. 3-6.
Cenico—Center Rodeo, July 21-23.
Cleburne—N. Central Tex. Rodeo, Sept. 7-10.
Colorado City—Frontier Round-Up, Aug. 24-27.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Allied Gift & Jewelry Show, Sept. 4-9. Mrs. M. Dalton, 3822 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Sept. 4-9. Fred Sands, 3108 S. Joplin, Tulsa, Okla.

Dublin—Dublin Rodeo, Aug. 31-Sept. 3.
Floresville—Peanut Festival, Sept. 23-24.
Georgetown—Georgetown Rodeo, Aug. 24-27.
Gladewater—E. Tex. Quarter-Horse Breeders' Show & Races, Aug. 22-23. W. C. Holcombe, Longview.
Gorman—First Annual Peanut Festival, Sept. 8-10. Arlon E. Smith.
Houston—Gift & Housewares Show, Aug. 14-16.
Kaufman—Kaufman Co. Livestock Show, Sept. 8-10. Ernest Bauerle.
Kerryville—S. Texas Sheep Dog Trials, Sept. 3.
Kerryville—Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Guley, Uvalde.
Levelland—Sheriff Posse Rodeo, July 21-23.
Naples—Naples Rodeo, July 28-30.
Nocona—Chisholm Trail Round-Up, Sept. 3-5.
Orange—Orange Rodeo, Sept. 1-3.
Ranger—Ranger Rodeo, Aug. 10-13.
Rusk—Lions Club Rodeo, Aug. 11-13.
San Antonio—Charro Celebration, Sept. 15-16.
San Antonio—Expo. of Modern Living, Sept. 25-29.
San Antonio—Soap Box Derby, July 24.
Taylor—Taylor Rodeo, Aug. 4-6.
Texarkana—Fall Rodeo, Sept. 13-17.
Waxahachie—Ellis Co. Rodeo, Sept. 22-24.
Weatherford—Park Co. Frontier Days, July 27-30.
West—West Rodeo, Sept. 1-3.

Utah
Bingham—Galena Days, Sept. 26-Oct. 1.
Brigham City—Box Elder Co. Peach Days, Sept. 10-11. D. N. Mason.
Cedar City—Southern Utah Livestock Show, Sept. 9-11. Alex Williams, Mgr.
Cedar City—Suffolk Jr. Sheep Show, Sept. 2-4.
Dexter—Days of Old West Rodeo, Aug. 5-6.
Feron—Southeastern Jr. Livestock Show, Aug. 6-8.
Logan—Cache Co. Rodeo, Aug. 18-20.
Monticello—Monticello Round-Up, July 22-23.
Ogden—Pioneer Days, July 20-25.
Ogden—Pioneer Days, July 24-30.
Price—Black Diamond Stampede, July 27-30.
Richfield—S. Utah Jr. Livestock Show, Aug. 23-27. Van Jarrett, Mgr.
Salt Lake City—Days of '47, July 20-25.
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.
Spanish Fork—Spanish Fork Rodeo, July 23-25.
Tremonton—Golden Spike Rodeo, Aug. 26-27.
Vernal—Vernal Rodeo, Aug. 18-20.

Washington
Ellensburg—Ellensburg Rodeo, Sept. 3-5.
Kennewick—Kennewick Rodeo, Aug. 26-28.
Monroe—Evergreen State Fair Rodeo, Sept. 2-5.
Moses Lake—Columbia Basin Rodeo, Sept. 10-11.
Omak—Omak Rodeo, Aug. 13-14.
Soap Lake—Soap Lake Rodeo, July 30-31.
Walla Walla—Southeast Wash. Fair Rodeo, Sept. 3-5.
Woodinville—Woodinville Rodeo, July 30-31.

West Virginia
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 26-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin
Milwaukee—Third Ward Feast, Aug. 11-14.
Pewaukee—Legion Fall Festival, Sept. 3-5.
Ray Romens.
Racine—St. Lucy Parish Festival, July 29-31.

Wyoming
Casper—Central Wyo. Night Rodeo, Aug. 10-13.
Cheyenne—Cheyenne Frontier Days, July 26-30.
Douglas—State Fair Rodeo, Aug. 31-Sept. 3.
Lusk—Niobrara Co. Rodeo, Aug. 19-20.
Thermopolis—Thermopolis Rodeo, Sept. 4-5.
Torrington—Goshen Co. Rodeo, Aug. 25-27.
Wheatland—Platte Co. Rodeo, Aug. 27-28.

CANADA
Alberta
Medicine Hat—Medicine Hat Rodeo, July 21-23.

British Columbia
Penticton—Peach Festival, Aug. 18-20.

Manitoba
Plin Plon—Rotary Horticultural Exhn. Aug. 24-27.

New Brunswick
Port Beauséjour—Acadian Bicentenary, Aug. 13.
Memramcook—Acadian Bicentenary, Aug. 12.
Moncton—Acadian Bicentenary, Aug. 11.
Shediac—Lobster Festival, Aug. 5-10.
Woodstock—Old Home Week, Aug. 1-6.

Novia 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 25-29.
Parrsboro—Old Home Week, Aug. 8-13.
Yarmouth—Memorial Festival, July 17-24.

Ontario
Gravenhurst—Night Carnival, Aug. 11-13.
Leamington—Tomato Festival, Sept. 9-10.

Prince Edward Island
Charlottetown—Old Home Week, Aug. 15-20.
Dundas—Provincial Plowing Match, Sept. 14-15.

Quebec
Montreal—Eastern Canada All Electrical Show, Sept. 19-23.

Saskatchewan
Regina—Golden Jubilee, July 22-Aug. 6.
Regina—Hereford Show & Sale, Aug. 1-6.

Pipes for Pitchmen

Continued from page 115
first of their type to stay open 24 hours a day.
Moreover, they have standing orders that the slower business is, the more lights he wants burning. "How you gonna pull 'em in without lights?" he says. Unless you ask specifically for them, you get neither a napkin nor a straw at the stands. "We cut our giveaways to the bone and put it in the food." No tips either.
The 165 employees have a retirement and welfare plan which went

into effect on June 1, 1950. They pay nothing for this or the insurance program. Under the setup, an employee earning \$250 a month with 35 years service would receive \$87.50 per month.

Sons to Carry On Business
Dewey once took a fling at the night club business, operating the spacious Shangri-La—later to become Click—from 1942 to 1945. During this venture, Dewey hired an artist to do a large mural in the Chinese motif, paid him a fancy sum and then found that there was no place where the mural could be displayed except on a wall hidden by curtains. Nobody ever saw it but Dewey and the help.

In time, Dewey found that a night club wasn't as sound as a hot-dog stand and since then his interests have been solely his "juice" spots, his family, and his friends from the honky-tonk days. His two sons, Farrell and Newton, are being groomed to carry on the business. Farrell, who is 35 and fought with the 8th Armored Division in the ETO, is general manager. The younger Newton, whose position is supervisor, was a gunner's mate 3d class in the Navy.

Dewey likes to take off suddenly on long trips to see old friends. He goes without any clothes except those he is wearing, buys what he needs when he gets the chance. One ex-pitchman in a Pittsburgh hospital receives money regularly from Dewey and he has aided scores of others. His commissary at 206 N. Broad St., has become a hangout for the pals of the fair-grounds days. His pockets are always packed with letters that tell the story of his wide circle of friends about the country.

When a one-legged pitchman who had helped Dewey in the old days was stricken in Atlantic City, Dewey had him transferred to a private hospital room, rushed a Philadelphia specialist to the shore, and remained at his bedside for the last 48 hours of his life."

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# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail to be listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

**Parcel Post**  
Osborne, Mrs. Anna, Roach, John W. G. 50% License Plates, 20r

**Aliciedo, Mrs. Edna E.**  
Boaz, H. "Sand"  
Bona, Mrs. Raymond  
Boss, Billy  
Boudreau, A. A.  
Boudreau, Pete  
Bowen, Chester  
Boykin, Kenneth  
Cousins, John  
Cowan, Bill  
Cox, Loftin G.  
Cox, C.  
Craft, Clarence  
Crane, Earle A.  
Crane, Mae Neill  
Crawford, Leonard & Mrs.

**Bagwell, Margaret Ann**  
Browning, J. J.  
Bunch, Sam & Mrs.  
Burns, Jim  
Burton, Howard (Red)  
Burton, Leo B. "Frenchy"  
Busch, Elsie  
Butcher, Ralph & Mrs.

**Butler, Sam**  
Butter, Don  
Calk, Tommy  
Camp, John  
Cantrell, Fred  
Cardoza, Don J.

**Carson, Sunset Michael**  
Cattfish  
Cawley, Raymond  
Chaille, James  
Chalmers, Edward R.  
Chavannes, Wm.  
Cheek, Ben  
Chicarielli, Jack  
Clark, Mrs. W. K.  
Clayton, Raymond & Mrs.

**Cleiman, Mr. Timmy**  
(or Klemm)  
Cody, Sallie & Wm. J.  
Collins, Floyd Lee  
Congo, Chief  
Cooper, John Calvin  
Cooper, Nelson  
Couchner, Robert  
Cousins, John  
Cowan, Bill  
Cox, Loftin G.  
Cox, C.  
Craft, Clarence  
Crane, Earle A.  
Crane, Mae Neill  
Crawford, Leonard & Mrs.

**Crow, Ned A.**  
Cunningham, Mrs.  
Cavari, Dana H.  
Cyr, Mrs. Maxine Hannah  
D'Hooghe, Mrs. Mary E.

**Dale, Doris**  
Davenport, Ben  
(Merchant's Free Circus)  
Davies, Rodger  
Davis, Daryl R.  
Davis, Mr. & Mrs. Earl

**Dean, C. D.**  
De Bold, Eddie  
Demetro, Archie  
Demetro, John  
Devine, Mrs. Alice  
(Hi Striker Girl)  
DiCinto, Florence  
DiCorte, David  
Dittenheimer, Mrs. Gerald

**Dotz, Mrs. Christine**  
(Christine Holly)  
Drew, Harvey D.  
Duff, Madelon  
Dufour, Roger A. (Ty)  
Dutch, Ralph E.  
Dunlay, Mrs. J. H.  
Dunn, Jeff & Beaty  
Eichman, Pele  
Eliot, Jack K.  
Evans, Sam  
Evin, W. E.  
Fee, Johnny L.  
Ferguson, Nolan F.  
Fezza, Louis  
Fisher, George  
Flower, Mildred  
Flynn, Vincent M.  
Forkum, Charlie Tex  
Fortner, Cecil  
Fox, A. J.  
Fox, Joanna T.  
Frank, E. J.  
Franzel, M. E.  
Frazier, Raymond  
Fullerton, Dewey  
Fyvie, Mrs. John  
Gallow, Clyde  
Gant, James D.  
Garson, Miss Bobby  
Gates, O. A.  
Gattis, Gordon R.  
Gauvreau, Frenchy  
(Candy Floss)  
Geiger, Mrs. Norma  
Gentry, Rye  
Gibson, Glenn G. & Wanda

**Gibson, Oscar**  
Gilbert, Jack  
Gilchrist, Allan  
Girouard, Anthony J.  
Glasgow, W. R.  
Glenia, Morris  
Gnagi, Howard & Martha  
Goff, Johnnie (Candy Apples)  
Goldsberry, Robert Nelson

**Gordon, Flash**  
Gorman, Abe (The Agent)  
Graffo, John  
Greene, A. A.  
Gregory Jr., Harry  
Green, Clarence E. & Mrs.

**Grubb, M. E.**  
Grubb, Mr. Marion  
Guay, Jernan Marcel  
(Blondie)  
Gutherman, Rosie  
Haghart, Bill  
Hall, Fred L.  
Halter, Gene  
Haraway, Gerald Dean  
Harr, Geo.  
Harris, Walter C.  
Harrison, Mrs. Vera  
Haven, Henry F.  
Hazen, Benny  
Hebert, Emory  
Heck, Robt. Allen  
Heinkie, John  
(Whitey)  
Helman, Maurice  
Henderson, Warren  
Herman, Howard M.  
Herrmann, Mrs. Rosetta  
Higsons, Whitey (or Al Roman)  
Hightower, H. L.  
Hill, Joe  
Hisman, Chuck  
Hobbs, Alvie  
Hoffman, Louis  
"Peary" & Mrs.  
Holden, Edward J.  
Hose, Roy  
Huff, Marshall  
Huffte, T. J. & Thos.  
Hughes, Robt.  
Hunt, Al (Whitey)  
Hunt, Arthur E.  
Hunter, Miss Babe  
Hunter, Tex & Helen  
Jackson, Sylvia  
(Elephant Girl)  
Jacobs, Dolly  
Jakubowski, Edw. E.  
James, Mrs. Al  
James, Bobbly  
James, Miss Terry  
Jeanette, Louis W.  
Jenkins, R. A. (Doc)  
Jerome, Paul  
Johns, Frank  
Johns, F.  
Johnson, Mrs. Eddie  
Johnson, James D. & Mrs.  
Johnson, Pete & N.  
Joseph, Pete  
Kaplan, Sam  
Kayda, Al J. (Kaye Bros. Circus)  
Keegan, Mrs. Caroline  
Kelley, Bubs  
Kelly, George  
Kelly, Bill  
Kemp, Bobby  
Kerns, Jack & Mrs.  
King, R. C.  
Kleider, Paul A.  
Kline, Seymour  
Knapp, Eddie  
Knippenberger, Mrs. Jackie  
Kominer, M. L.  
LaBerla, Otis  
LaDoux, Jay & Mrs.  
Lake, Floyd & Geo.  
Lallor, Germaine  
Lamon, Dr. Rae  
Lane, Tommy E.  
Langley, Walter  
(From Knoxville)  
Lason, Arvil George  
Lidg, Marjorie  
Laughner, Howard  
Lee, Jack (Candy Man)  
Lee, S. O.  
Lemesh, Mendel

White, Wayne  
Wilkinson, Mildred  
Williams, Miss Frances  
Willis, James S.  
Wills, Mrs. Mark  
Wilson, Carl H.  
Wilson, Clyde H.  
Wilson, Perry  
Wilson, Shan  
Witfeld, Red  
Wire, Carl

Wolfe, T. A. (Tom)  
Wong, Fony, Chief  
Wong, Mysterious Mr. (Harry Harrie)  
Wurster, Arthur Edw.  
Yavaca, Jack & Mrs.  
Yeicy, Lester  
Yofon, Mack  
Young, Charles A.  
Young, Edw. L.  
Zurouel, S. & Charles A.

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Baker, Robert C.  
Beattie, Robert C.  
Bergen, Gene  
Bishop, Jack  
Boyer, Ralph  
Boyer, Jack  
Brandou, Jerry  
Brent, Tommy  
Caldwell, Willie  
Cathalas, Charles  
Casey, Jean  
Charnoff, Irving  
Clair, N.  
Coleman, Miss  
Cooper, Roy  
Cotton, Q. T.  
Curtis, Barbara  
Dana, Eleanor  
Dawn, Connie  
Deli, Danny  
Decker, Chick Lee  
Dolley, William  
Earle, Beatrice  
Feinstein, S. S.  
Farrum, Nat  
Fleischman, Manny  
Flynn, Thomas  
Fowler, William Henry

French, Valerie  
Fullerton, Dewey  
Garber, Peter  
Gerassi, Rosita  
Gouldie, Murray  
Hale, Zack  
Halpin, George G.  
Hartley, Cornelius  
Heath, Harold  
Heibers, Fred  
Herman, Pinky  
Horne, David  
Hyams, Barry & Ingram, Virginia  
Katz, Aron  
Karp, Vincent  
Kenny, Louis  
Kincaid, Edna  
Knight, H.  
Kroll, Herman  
Lampson, Edward  
Lampbell, Leonard  
Laverne, Fifi  
Lichtenstern, Mark  
Livingston, Prof.  
McAvyl, Jim  
McTeeg, Whitley  
Mandel, Jack  
Malone, Joann

Marteny, Alma  
Martens, Fred  
Martin, Lou  
Mushlow, Don  
Murphy, Danny  
Murno, James  
Neville, James  
Noble, Revford  
Oberwager, Sol  
Padrone, Same  
Pelloni, Erminio  
Pridmore, James  
Prout, Mary  
Quinn, James  
Quincy, T. J.  
Ramp, Miss  
Reynolds, Rae  
Reagan, Eddie  
Richards, Nellie  
Ruse, Carol  
Rodriguez, Rod  
Rosenfeld, I.  
Rowe, Freddie  
Rozs, William  
Rhodes, Lorna  
Sauber, M. H.  
Sartin, J. P.  
Secor, Paul  
Seaton, John  
Schwarz, Albert  
Schwartz, Laura  
Sutton, Van Raleigh  
Shepherd, Marie  
Sheffers, James  
Sheldon, Stefi  
Silverman, L.  
Smith, Harry T.  
Snyder, Thomas  
Strom, E. C.  
Sully, Eva  
Suggs, Leo  
Tarsone, Ben  
Thompson, Larry  
Thompson, William  
Topps, Roy  
Valasco, Laila  
Vanness, Thomas  
Walther, C.  
Wallace, Ira  
Walters, Lucky  
Washburn, Sol  
Weaver, Claude  
Weatherman, Jack B.  
Whalen, Tom  
Wickman, Jim  
William, V. G.  
Wolfson, A.  
Wright, Will  
Wrutskewski, J.  
Zlotkovich, Frank Sallie

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Benesch, Frank  
Burgan, Roy  
Burns, James  
Carr, Carl J.  
Demitro, Ed  
Hinkston, Charles  
Kearm, Vera  
Karno, B.  
Shepard, James

Norman, Jack  
Remo, Ken  
Shaphran, Frank  
Shapiro, James  
Smith, Sunny  
Vetrano, Peter  
Walsh, Earl Shorty  
Wilkey, Russ  
White, Frank

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Albert, E. J.  
Allen, H. S.  
Allen, Terry  
Armstrong, Matt  
Arnold, Billy Ray  
Baer, John (Dutch)  
Bahm, Matt  
Balos, James  
Banks, Lowell E.  
Baron, Sol  
Bennett, Elbert M.  
Boatwright, B. E.  
Boone, Sam  
Boudreau, Adrian A.  
Boyd, Kathy  
Brown, Royal T.  
Bumgardner, Mrs. Lee  
Byran, C. J. (Lucy)  
Burns, W. J.  
Bydark, Albert  
Carawan, C. I. Marton  
Carl, Robert E.  
Cash, John  
Colliver, Lester N. Jr.  
Colvin, Bus  
Cooke, James  
Cooper, Ray  
Cooper, Russell L.  
Craw, V. S. Jack  
Crev, Thomas  
Hamilton (Bama)  
Crowell, Mr. & Mrs. Harold W.  
Crumley, R. M.  
Curtis, Richard  
Dallman, Walter  
Daniels, Eddie  
Davis, W. L.  
Deal, James E.  
Demitro, Steve  
Dewitt, Mrs. Ted R.  
Dillon, Leonard  
Dixon, Mrs. Ora  
Dodson, Troy Leon  
Driver, Ronald  
Druffy, Roy T.  
Edgington, Mrs. Cecil  
Engle, Charles  
Evans, Mrs. Thelma M.

Forster, Gus  
Foss, John  
Fraker, Russell  
Fry, Mrs. Ariene M.  
Fulton, James  
Fultz, Charles  
Galvan, Robert  
Garcia, Manuel J.  
Gee Gee's Club  
Midway

Gerard, Fred  
Gordon, John W. & Betty  
Greene, Don S.  
Gregory, Mr. & Mrs. R. W.  
Griffin, William  
Gulliford, Walter Jr.  
Gulliford, Loyd  
Guthrie, Mrs. Leonard  
Hall, Mr. & Mrs. Edward  
Hall, Mr. & Mrs. Edward L.  
Hammond, Ray  
Handier, William  
Harris, James E.  
Harvey, Henry F.  
Heaps, John  
Herbert, Jess  
Hicks, Tim  
Hightower, Don  
Holston, Mrs. Rose  
Holston, Mrs. Rose  
Hubbert, Theodore  
Hudson, David  
Jacob, Terrell  
Jeannette, Louis W.  
Jennings, Harold  
Johnson, J. J.  
Jordan, Dick  
Kelley, Mr. & Mrs. Jack  
Kight, Jean

Kirkbride, Francis Dale  
Koepsell, Erna  
Kramer, Walter  
Lauther, William  
Lee, Charles Newton  
Lee, Troy H.  
Legan, Mr. & Mrs. Eldon  
Lilles, Paul E.  
Lindeman, Clarence E.  
Link, Rita  
Lipe, William B.  
Lynch, Mrs. Patrick  
McCarthy, C. P.  
McGuire, Danny  
McDugald, R. R.  
McLain, M. J.  
Malbin, Edward J.  
Marion, Robert B.  
Martin, Larry  
Mathews, Tiger  
Matthews, Sport  
Mayberry, Wayne  
Merritt, Freda C.  
Middleton, M. J.  
Mobl, Midway  
Moffield, Mr. & Mrs. James  
Mortinson, Art  
Mracek, Frank  
Nezok, H. E.  
Nolle, Irwin E.  
Ochard, Leroy  
O'Connell, Mrs. Patrick  
Payton, William  
Payton, Pat  
Phillips, Mrs. Evelyn  
Phillips, Ruth (Goose)  
Pierce, Carl & Vivian  
Pilger, LeRoy  
Purvis, Mr. & Mrs. Demitro  
Radford, Tommy R.  
Raiche, Rosalie  
Raymond, Mr. & Mrs. Charles  
Reed, Harold  
Reed, Johnnie (Red)  
Rendell, Jo Ann  
Richards, J. T.  
Richardson, David K.  
Richardson, Frank W.  
Ridings, Mrs. W. T.  
Riles, Paul  
Robinson, Robert C.  
Rusellto, Emil B.  
Silcox, Joe  
Sitki, William  
Simms, Freddie  
Simmons, Mildred  
Sinderson, Mrs. Henrietta  
Smith, Henry Norman  
Smith, Jim & Evelyn  
Spink, Bethel  
Stokes, Mr. P.  
Striegel, R. P.  
Sulzinger, Mrs. Jim W.  
Swan, Bonnie  
Swanner, Mr. & Mrs. Ray  
Taylor, Dick & Betty  
Tharp, Genevieve  
Tilley, Anna  
Tracy, W. H.  
Turner, William  
Vestor, Mrs. Caryl  
Vestor, Mr. & Mrs. William  
Walker, James  
Waltrip, Robert  
Watson, Mrs. Frederick  
Whalen, Robert  
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Roses, all bead, asst. dz. .... 4.00  
Ropes, chain & bead, asst. dz. .... 2.00  
Men's Rgs., asst. boxed, dz. .... 2.95  
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**EXPECTING LARGE SHIPMENT FROM** India. Pythons, Cobras, Monitors, ornamental Snakes. What are you interested in? R. Handler's, 112 North Miami Avenue, Miami 32, Fla. Phone 3-4806.

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**JUST ARRIVED FROM AFRICA—GIANT** Puff Adders, Mole Snakes and Cobras. From India: Giant Spectacled Cobras, Hornbills, Monitor Lizards. Complete stock of baby Gibbons, Ringtails, Javans, Spider Monkeys, Squirrel Monkeys, Parakeets and Baby Turtles. Write for special catalog for your show needs. Mowrer's, Springfield, Mo. Phone 6-7323.

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**TILT-A-WHIRL FOR SALE OR TRADE** for one truck ride, \$6500 cash. Ride now in operation Imperial Shows #1, Jack Lindie, Imperial Shows #1, Taylorville, Ill., now, then per route.

**TRAINS—ALL SIZES, GAUGES, TYPES!** new used, first-class. Photographs, details, \$1 bill (refundable). Miniature Trains, 43B Winthrop, Rehoboth, Mass. jy30

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**FOR SALE—PORTABLE SKATING RINK,** 40x100, W. G. Calhoun, 220 N. Pine St., Colorado Springs, Colo.

**FOR SALE—SKATING RINK, MODERN** building, 40x100. All equipped living quarters above; also 40x100 Portable Rink. Now operating in Winchester, Ill. Will sell together or separately. George Averca, Gen. Del., Meredosia, Ill. jy23

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**ASTROLOGY OCCULT—EASY LESSONS,** new used, first-class. Photographs, details, \$1 bill (refundable). Miniature Trains, 43B Winthrop, Rehoboth, Mass. jy30

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**A BRAND NEW #24 CATALOG—MIND-** reading, Mentalism, Spooks, Hypanism, Horoscopes, Crystals, Palmistry, Buddha Graphology, Magic, 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. au6

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**SIDE SHOW TROUBLE—PUNCH WHISLES**, thousand sets only. Prompt service. **Hormann Magic Co.**, 304 West 34 St., New York, N. Y.

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**15 SIDE SHOW TRICKS, 10¢; CHINESE coin trick, 25¢**. Strick-jacket release secret, 25¢. Escape acts, handcuff, keys, picks, Trudel, B-117 Salem, Lowell, Mass. Jy30

**MISCELLANEOUS**

**BAND ORGAN, CALLOPE, HAMMOND** Organ Records, 6 for \$5. Steam calliope, \$1.50; LP, \$4. 7" Tapes, \$9. **Carnival Record Co.**, 903 N. 7th, Springfield, Ill. au13

**ERRANDS PERFORMED IN LOS ANGELES** area. C. Write needs. **Lehman**, 10049 San Fernando Rd., Pacoima, Calif.

**JUMPING BEANS—NEW CROP**. Price list, guaranteed all alive. Write for price list. **Antonio Cavazos**, Box 1322, Laredo, Tex. au8

**MEXICAN JUMPING BEANS OF THE NEW** crop 1955. Send your order to **Joquin Hernandez**, Exporter, Alamos, Sonora, Mexico. Jy23

**RECORDING TAPE—1200 FOOT 7" REELS**, \$2.99. Beautifully finished. **Washed indoor TV antenna**, adjustable, \$2.99. **Morgan Electronics**, Dept. DS, Leesburg, Fla. au17

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**ONE HUNDRED 35 MM. FEATURES**, WEST-erns and Serials. Mgrs. for drive-ins and tents. **C. W. Jones**, Seranton, S. C.

**16MM. 5000 SOUND REELS**, NEW LIST Features, Serials, War films. Excellent condition. Sell, rent, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

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**AMAZING PORTRAIT BARGAIN! PRIZED** 4 1/2" Personal treasure! Note prices! **July 22**, Ador's. Get out, compare! Post-card: **Ador's**, Ojai, Calif.

**ATTENTION! EDWARD PENNY**, PLEASE write and let me know where you are. Because of you, you are hard to get. Everything is all right and you are forgiven. Write to me, **Bill Grundy**, c/o General Delivery, Albany, N. Y.

**HOUSTON SUNDAY CLASSIFIED ADS**, Hunt, 6701 Ave. Q, Houston, Tex.

**LETTERS REMAILED, 25¢ CASH** in WASHINGTON, D. C. Monthly rates. Write **Patchen**, P. O. Box 1420, Washington 13, D. C.

**MIAMI, HUGE SUNDAY CLASSIFIED, \$1**. City map, \$1. 16 Miami postcards, \$1. Receiving, forwarding mail, monthly, \$2. Personal or business information, \$2. Remails, 25¢; 6 for \$1. Mail Service, Box 36, Edison Center, Miami, Fla. Jy23

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**COMIC FOREGROUNDS AND BACK-**grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. **Miller Supplies**, 1535 Franklin, St. Louis 6, Mo.

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**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

**ATTENTION! VENDOR SALESMEN ONLY!** Electric hot dog machines are your best bet for steady quantity sales to new operators. Cooks sandwiches in 90 seconds. Locations want it on sight. You sell routes to operators. Not coin operated. Write, stating selling experience. Box C-501, Billboard, 188 W. Randolph St., Chicago, Ill. Jy23

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5c a Word Minimum \$1

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Forms Close Thursdays for the Following Week's Issue

**BANDS & ORCHESTRAS**

**4-PIECE ORCHESTRA AND COMPLETE** vaudeville show available after July 4. Fairs, celebrations, clubs. Modern, old time, country music, specialties and novelty acts. 1 to 2 hour show. Don Null, 2015 West 18th, Sioux Falls, S. D. Phone 8-2511. Jy30

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**ACROBATIC TEAM AVAILABLE FOR** balance of season. Presenting Marko, hilarious imitation Chimpanzee Act. Sensational and unique feats on the Roly Poly and offering one of the Nation's most outstanding acrobatic acts. Contact: **Doyle Zeirlitta**, General Delivery, North Madison, Ohio.

**MISCELLANEOUS**

**HYPNOTISM — FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write **Neige E. Diehl**, Post Office Box 202, Seattle, Wash. se17

**MAGIC—10 MINUTE ACT, TO 2 HOUR** show. Now available, will travel. **Phone Rollin's**, Altoona, Pa., 2-0274. Jy23

**MAN AND WIFE DESIRE ROLLER RINK** connection. 20 years' experience as rink owners, managers and professionals. Available short notice. Box C-253, c/o Billboard, Cincinnati 22, Ohio. Jy23

**PALMIST—DESIRES WORK EXOTIC**, enchanting in an old world Gypsy way. Also do half and half. Carnival or club preferred. **Rose Davis**, Avelia, Pa. Phone 8225.

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**STICKON AUTO BUMPERETTES—DAY-**glow colors, 4x15 inches, printed to your copy, \$13 hundred, postpaid. **Tribune Press**, Earl Park, Ind. Jy30

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**5,000 6x9 ASSORTED COLORS CIRCULARS**, 300 words or less. Large display, \$15. \$12, \$17.50. Fast service. **Merchants Press**, Taylor, Tex.

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**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. au20

**REAL TATTOO MACHINES — NEW DE-**signs; outfits \$19 and up; ready mixed colors, \$12 needles. **Milt Zeis**, 725 Leisy, Rockford, Ill. se24

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**AM LOOKING FOR THE REWIND AND** replay mechanism from an old Capital, Rand, Seeburg or other make piano that handled a ten-tune music rolls. Box 1001, Billboard, 1564 Broadway, New York 36, N. Y.

**AUTOMATIC CARD PRINTING PRESS—**Hand crank operated. "Chicago" or "Walt" make. Write Box C-248, c/o Billboard, Cincinnati 22, O. Jy23

**WANTED—2 GOOD USED DIRECT POS-**itive Street Cameras. Any make, size 2 1/2x3 1/2 in. Quick cash if low priced. **Paul Wisner**, 3306 Dix Ave., Overland, Mo. Jy30

**HELP WANTED**

**FEMALE IMPERSONATORS WANTED—**No drag, corsets, singers, pantomime. **Circus Bar**, 401 Ocean Drive, Miami Beach, Fla.

**PIANO MAN FOR MID-BUS TRAVELING** orchestra. Sleeper bus. Steady pay fifty weeks a year. Need man about July 18th. **Phile Mounfort**, 2615 Florida Ave., Lakeland, Fla. Phone 24-382. Jy23

**WANTED HAMMOND ORGANIST. PAY** union scale, but not union. Will consider inexperienced if good musical background. **Man preferred**. Immediate opening. **Roller Rondo**, Indianapolis, Ind. Phone BElym23

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**A-1 STRING BASS PLAYER—TOPS**, DOUBLE bass, double instruments, including violin. No junk. Read, fake and play any type of music. Union, sober and reliable. Available now. Fine appearance. Contact **Phile Mounfort**, 2615 Florida Ave., Lakeland, Fla. Phone 24-382. Jy23

**AVAILABLE — ORGAN STYLIST, CON-**cert and popular music. Send for brochure. **Art Bell**, Rt. 3, Venetian Gardens, Box 59, Fox River Grove, Ill. Jy23

**DRUMMER — BONGOS, VIBIST, SOLID** modern drums. Latin rhythms a specialty. Solo vibes on most standards. Young, sober, reliable. Wide experience. Beautiful instruments. Member 47, Musician, 813 W. Calumet St., Oklahoma City. Jy23

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**DRUMMER—RECENTLY ANITA O'DAY.** Eddie Howard. Cut any book. Have car, no one nighters. Write, wire **Jack Kilner**, Box 792, Rochester, Minn.

**EXPERIENCED DRUMMER—JOIN IMMEDI-**ately; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, experienced, crowd puller. **Rd., Asheville, N. C.** Jy23

**DRUMMER—29, SOBER, RESPONSIBLE.** Shows, commercial, jazz. Local 10 card. S. Falls, 411 South Wabash, Chicago, Ill. Jy30

**ENTERTAINING P I A N I S T—VOCALIST—**Double organ, available August 8. Commercial, popular, crowd puller. Single or combo, location. **Your organ**. **Bob Thornton**, Model Durant, Flint, Mich. CE 2-5131.

**PIANIST—EXPERIENCED ALL LINES,** union, sober, reliable. Cut shows, have car, prefer fairs, resort, travel. **Musician**, P. O. Box 27, Mason City, Iowa.

**TROMBONE — EXPERIENCED, READ,** commercial, or otherwise. **Reliable!** Prefer location. **Nick Cords**, St. Clair, Minn.

**TRUMPET—ALL KINDS OF EXPERIENCE.** **Peter Arnold**, Hotel Idan-Ha, Cape Girardeau, Mo.

**TRUMPET — LOTS OF EXPERIENCE.** **Peter Arnold**, 601 North Street, Cape Girardeau, Ill.

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**AVAILABLE FOR PARKS AND FAIRS,** Celebrations, one of Canada's most sensational free pole acts; performed one hundred feet in the air. Would prefer southern dates. **James Shannon**, Box 467, Fredericton, N. B., Canada. au23

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. **Claude L. Shafer**, 1041 S. Dennis, Indianapolis 21, Ind. au8

**BEARS, PONIES, MONKEYS, DOGS, ACRO-**bats. Aerial Trampoline Novelty Acts; **Girl Revue Acts**. Address **Variety Artists**, 2015 Oliver St., Fort Wayne, Ind.

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**FEARLESS STARS — AMAZING HIGH** trapeze act. Available, parks and fairs, celebrations and carnivals. Contact **Jerry D. Martin**, c/o The Billboard, Cincinnati 22, O. se10

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**THE RAYS CIRCUS REVUE, CONSISTING** educated canines, troupe performing monkeys, Bozo the Clown and his Davey Crockett headliner act. At liberty after Labor Day for dates; eastern and southeast territory. Currently playing **Bill Green**, Rare Bird & Animal Farm, Fairlee, Vt. Write to the above for terms and literature. au20

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**GIRL FOLK SINGER—PLAYING GUITAR;** radio and stage experience. Prefer radio but will consider all offers. **Box 225**, Shenandoah, Iowa.

**SINGER—LYRIC TENOR VOICE, 32.** Experienced on minstrel and other shows. Seeks theatrical, radio or television job. **Mr. Leonard G. Zanca**, 1620 Mermaid Ave., Coney Island 24, N. Y. Jy23

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All Rabbit Skin, White & Natural Colors. \$12 Dozen. In Gr. \$11.40 Lots.

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No Extra Charge for Samples!

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THE BILLBOARD INDEX

# Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

## MOST ACTIVE EQUIPMENT

(For four-week period ending July 9, 1955)

### ARCADE EQUIPMENT

- GENCO—Rifle Gallery
- EXHIBIT—Shooting Gallery
- UNITED—Carnival Gun
- SEEBURG—Shoot the Bear
- EXHIBIT—Gun Patrol
- EXHIBIT—Sportland

### MUSIC MACHINES

- WURLITZER—1015
- WURLITZER—1100
- AMI—Model C
- SEEBURG—M-100-A (78 RPM)
- SEEBURG—M-100-B
- WURLITZER—1500

### SHUFFLE GAMES

- UNITED—Olympic Shuffle Alley
- CHICAGO COIN—Double Score Bowler
- UNITED—Royal Shuffle Alley
- UNITED—Cascade Shuffle Alley
- CHICAGO COIN—Holiday Match Bowler

### VENDING MACHINES

- NORTHWESTERN—39 1c
- NATIONAL—918
- SILVER KING—
- UNEDA-MODEL E—(6 col.)
- Tied for fifth place are machines listed below with four times advertised.

### PINBALL GAMES

(Manufacturers with ten or more games listed below)

#### BALLY

- Palm Springs
- Beach Club
- Varieties

#### GOTTLIEB

- Green Pastures
  - Guys & Dolls
  - Lady Luck
- (These machines tied with others below)

#### UNITED

- Rio
- Cabana
- ABC

#### WILLIAMS

- All Star Baseball
  - Big Ben
  - Army & Navy
- (These machines tied with others below.)

### PINBALL GAMES

	HIGH	LOW	Times Advt'd
<b>BALLY</b>			
Atlantic City (5/52)	\$115.00	\$ 70.00	30
Beach Club (2/53)	225.00	165.00	39
Beauty (11/52)	225.00	145.00	30
Big Time (1/55)	500.00	499.50	7
Bright Lights (5/51)	95.00	49.50	18
Bright Spot (11/51)	95.00	69.50	18
Coney Island (9/51)	85.00	59.00	16
Dude Ranch (9/51)	295.00	203.00	33
Frolic (10/52)	165.00	135.00	22
Gayety	495.00	445.00	5
Hi-Fi (6/54)	295.00	225.00	7
Ice Frolics (1/54)	285.00	225.00	30
Palm Beach (7/52)	275.00	75.00	29
Palm Springs (11/52)	275.00	245.00	42
Spot Lite (1/52)	95.00	49.00	26
Surf Club (3/54)	325.00	240.00	36
Varieties	465.00	285.00	38
Yacht Club	150.00	110.00	22
<b>CHICAGO COIN</b>			
Basketball Champ (3/47)	195.00	175.00	4
Tahiti (10/49)	195.00	135.00	5
<b>EVANS</b>			
Saddle & Turf, Club Model (10/53)	275.00	275.00	2
Saddle & Turf (10/53)	250.00	228.00	5
<b>GENCO</b>			
Basketball, Two Player	275.00	250.00	8
400 (10/53)	75.00	55.00	11
Golden Nugget (2/53)	95.00	75.00	7
Wild West	445.00	445.00	4
<b>GOTTLIEB</b>			
Arabian Knights (12/53)	145.00	145.00	3
Chinatown (10/52)	125.00	125.00	2
Daisy Mae (7/54)	185.00	185.00	4
Diamond Lili (12/54)	235.00	195.00	5
Flying High (2/53)	150.00	150.00	2
Gold Star (3/54)	195.00	190.00	5
Grand Slam (4/52)	140.00	140.00	2
Green Pastures (1/54)	195.00	140.00	6
Guys & Dolls (5/53)	150.00	95.00	6
Gypsy	225.00	244.50	2
Hayburner (6/51)	75.00	75.00	4
Hit 'n' Run (3/51)	75.00	75.00	3
Knockout (1/51)	49.50	49.50	1
Lady Luck (9/54)	195.00	185.00	6
Lovely Lucy (2/54)	175.00	140.00	6
Pinwheel (11/53)	130.00	130.00	3
Poker Face (9/53)	135.00	115.00	6
Queen of Hearts (12/52)	135.00	95.00	3
Shindig (10/53)	150.00	130.00	4
Skill Pool (8/52)	85.00	85.00	4
Twin Ball (1/55)	235.00	225.00	4
<b>UNITED</b>			
ABC (3/51)	50.00	49.00	7
Cabana (3/53)	165.00	95.00	8
Havana (2/54)	225.00	244.50	2
Hawaii (6/54)	325.00	225.00	5
Leader (10/51)	60.00	45.00	6
Mexico (3/54)	255.00	200.00	3
Nevada (8/54)	295.00	125.00	6
Rio (11/53)	245.00	130.00	10
Stars (6/52)	85.00	50.00	6
Tropicana (1/55)	395.00	325.00	5
Tropics (7/53)	175.00	125.00	5
Zingo (10/51)	65.00	65.00	4
<b>UNIVERSAL</b>			
Five Star (5/51)	35.00	35.00	1
Singapore (10/54)	350.00	295.00	8
<b>WILLIAMS</b>			
All Star Baseball	225.00	235.00	2
Big Ben (9/54)	145.00	145.00	2
Army & Navy	120.00	120.00	2
Cinderella	49.50	49.50	2
College Daze	49.50	49.50	2
Deluxe Baseball	245.00	245.00	1
Dealer	140.00	140.00	2
Four Corners	89.50	89.50	2
Grand Champion	125.00	125.00	2
Hawaiian Beauty (4/54)	175.00	175.00	1
Jalopy (8/51)	95.00	95.00	2
King Arthur	49.50	49.50	2
Lazy Q (2/54)	135.00	135.00	2
Nine Sisters	140.00	140.00	2
Quarterback (10/49)	75.00	75.00	2
Samba	49.50	49.50	2

	HIGH	LOW	Times Advt'd
Saratoga	49.50	49.50	2
Struggle Buggie (12/53)	140.00	140.00	2
Super World Series (4/51)	145.00	109.50	2
Twenty Grand (12/52)	95.00	95.00	2
<b>MANUFACTURER NOT LISTED</b>			
Duette Deluxe	335.00	325.00	4
Futurity	40.00	40.00	1
Jockey Club	165.00	155.00	4
Mystic Marvel	155.00	155.00	4
Quartet	120.00	120.00	2
Sky Way	165.00	125.00	3
Super Jumbo	375.00	350.00	2
Tire-of-a-Kind	18.50	18.50	4

### ARCADE EQUIPMENT

	HIGH	LOW	Times Advt'd
ABT Challenger (5/46)	\$ 25.00	\$ 20.00	9
Astro Scope	125.00	125.00	5
Atomic Bomber (Mutoscope)	135.00	135.00	2
Auto Photo	1850.00	1850.00	4
Baseball (Scientific)	79.50	79.50	2
Basketball (Console) (Bally)	100.00	100.00	1
Bat-a-Score (Evans) (8/48)	175.00	165.00	8
Bat-a-Score Jr.	19.50	19.50	1
Bat-a-Score (Senior) (8/48)	65.00	65.00	4
Big Broncho (1/51)	400.00	349.50	9
Big Inning (Bally) (47)	150.00	125.00	12
Big League (Williams) (3/54)	295.00	225.00	5
Big Top (6/54)	450.00	410.00	11
Bonus Gun (United)	425.00	425.00	1
Bonus Deluxe (United)	395.00	375.00	6
Capital Projector 3-D	225.00	225.00	1
Carnival Gun (United) (10/54)	395.00	275.00	15
Champion Hockey	85.00	85.00	4
Chicken Sam (Seeburg)	95.00	95.00	4
Coon Hunt (Seeburg) (2/54)	275.00	179.50	13
Dale Gun (Exhibit)	89.50	50.00	11
Dedo Space Ships	395.00	395.00	1
Derby, 4 player (Chicago Coin) (3/52)	195.00	135.00	6
Drivemobile (Mutoscope)	165.00	165.00	2
Driveyourself Drivemobile (Mutoscope)	595.00	595.00	4
Duck Hunter	20.00	20.00	4
Exhibit's Jr. Jet (Exhibit)	185.00	185.00	1
Flash Hockey (Coinex) (9/46)	75.00	75.00	2
Field Goal (Scientific)	125.00	125.00	1
Flying Saucer (Mutoscope) (6/50)	149.50	95.00	7
Footcase (Exhibit)	95.00	95.00	1
Goatee (Chicago Coin) (1/46)	99.50	95.00	10
Gun Patrol (Exhibit) (5/51)	150.00	95.00	14
King Pony Ride	285.00	285.00	1
King Sabre Jet	165.00	165.00	1
Auto (Exhibit) (2/38)	75.00	75.00	2
Hockey (Chicago Coin) (3/54)	245.00	195.00	4
Jet Gun (Exhibit) (12/51)	145.00	95.00	9
Jumping Jack (Genco) (11/52)	85.00	85.00	4
Jungle Gun (United) (7/54)	360.00	175.00	8
Kicker & Catcher (3/47)	35.00	35.00	4
Le Carousels	395.00	395.00	1
Life League (2/46)	75.00	75.00	4
Little Grandmother	195.00	195.00	1
Major League 6 player (Williams)	245.00	159.50	2
Mercury Counter	20.00	20.00	4
Gripper	20.00	20.00	4
Merry-Go-Round Deluxe (Bert Lane)	395.00	395.00	1

	HIGH	LOW	Times Advt'd
Metal Typewriter (Standard)	250.00	250.00	4
Midget Movies	195.00	125.00	13
Midget Racer	285.00	285.00	1
Midget Skee Ball (Chicago Coin)	165.00	165.00	1
Mighty Mike	575.00	575.00	1
Mill Flip Skill	35.00	35.00	1
Moon Ride (Bally)	395.00	395.00	1
Musical Merry-Go-Round	395.00	395.00	4
Panoram	325.00	325.00	6
Photomatic Deluxe (2/36)	375.00	365.00	7
Photomatic (Mutoscope) (1/50)	445.00	445.00	2
Pitch'm & Bat'm (Scientific)	185.00	145.00	6
Pistol Pete (Chicago Coin)	90.00	50.00	4
Pop Up	22.50	22.50	1
Quizzer	95.00	90.00	7
Race the Clock (Williams)	275.00	275.00	2
Rifle Gallery (Genco) (6/54)	325.00	225.00	27
Rocket Ship (Bally)	295.00	295.00	1
Round-the-World Trainer (Chicago Coin)	295.00	339.50	4
Scientific Boat	350.00	325.00	3
Set Shot Basketball (6/52)	345.00	345.00	2
Shoe Shine	125.00	125.00	4
Shoot the Bear (Seeburg)	165.00	95.00	15
Shoot the Monk (Seeburg)	50.00	50.00	1
Shipman Art Show	39.50	39.50	4
Shooting Gallery, 500 (Exhibit)	395.00	375.00	4
Shooting Gallery (Exhibit) (6/14)	275.00	165.00	18
Silent Salesman Card Vendor (3/52)	35.00	35.00	4
Silver Bullets (Exhibit)	95.00	65.00	6
Silver Bullets (Mutoscope)	135.00	135.00	1
Silver Gloves (Mutoscope)	195.00	85.00	5
Six Shooter (Exhibit)	125.00	95.00	12
Skeeball (Bally)	125.00	125.00	1
Skeeball (Lynco)	125.00	125.00	1
Skeeball (Phil. Toboggan)	295.00	395.00	1
Skee Ball (Wurlitzer) (8/36)	150.00	150.00	4
Skillet Electric	25.00	25.00	1
Ski Gun, ABT	20.00	20.00	4
Ski Roll (Evans)	95.00	95.00	4
Sky Fighter (Mutoscope)	150.00	95.00	6
Sky Gunner (Genco) (9/53)	175.00	145.00	7
Space Ship	375.00	325.00	4
Space Gun (Exhibit)	75.00	75.00	1
Space Invaders	95.00	95.00	4
Spark Plug (10/51)	75.00	75.00	4
Sportland (Exhibit) (11/54)	425.00	225.00	14
Sportsman (Keeney) (11/54)	350.00	349.50	8
Star Series (Williams) (4/49)	89.50	99.50	2
Star Shooting Gallery (Exhibit) (9/54)	315.00	315.00	6
Steeple Chase	75.00	75.00	4
Super Bomber (Evans)	150.00	150.00	1
Super Home Run, 6 player	295.00	265.00	5
Super Jet (Chicago Coin) (4/53)	395.00	295.00	4
Texas Leaguer	45.00	45.00	1
Telequiz (1/49)	150.00	95.00	14
Texas Whirl-Ball	22.50	22.50	1
Ten Strike (Evans) (4/6)	85.00	85.00	4
3-D Theater (12/53)	199.50	199.50	2
Three-Way Gripper (Gottlieb)	22.50	20.00	4
Undersea Raider (2/46)	125.00	125.0	

## MERRY MILK MACHINE SETS UP HOUSE TO CELEBRATE

WESTFIELD, N. J., July 16.—Anyone who claims a vending machine doesn't have emotions will get an argument from Jackson Meyer, operator of Town & Country Dairy, New Jersey milk vender.

Meyer was sitting at his desk recently, when the phone rang. The call was to inform him that he had won an important court case—a case involving the right of Westfield to ban automatic milk venders.

At that moment, a youngster burst into the office to inform him, "Hey mister, the milk's running." Meyer waved him away and continued on the phone.

### Still Running

A minute later, the child made another entrance—"it's still running," he said. By this time, Meyer got curious and left the office to see what it was all about.

There, on the street, he saw one of his milk venders running wild. Every couple of seconds a quart of milk would pop out, and every few seconds an elderly gentleman would lift the gate and place the quart on the sidewalk.

By the time Meyer reached the machine, more than 100 quarts were stacked neatly on the sidewalk. The gentleman said he was walking by, noticed a quart in the delivery cubicle, removed it, saw another one, removed that, and continued the process a hundred or so times.

Meyer's explanation is that the jackpotting occurred at the very moment the decision was announced, and that the automatic milkman was so excited to learn he was legal that he began setting up drinks for the house.

## WESTFIELD WORD GAME

### A Rose by Any Other Name Is Still Vender

ELIZABETH, N. J., July 16.—After an involved discussion of the semantics of the word "structure," Union County Superior Court Judge Richard Hughes decided Monday (11) that a milk vending machine might be a milk vending machine, not a structure.

Following the etymological discourse, the city of Westfield and the Town & Country Dairy reached a compromise in regard to the placement of outdoor milk venders in the community.

#### Case Appealed

The problem arose when Westfield ruled the mechanical milkman a structure and hence subject to the building code. Jackson Meyer, T&C operator, took issue with this definition, and his attorney, Cuddie Davidson Jr., appealed the case to Superior Court.

In Davidson's cross-examination of the city building inspector, the question of what is a structure gave the bench some interesting moments.

The inspector reckoned that a flagpole, swing and coat rack all might be called structures. But, he added, these edifices were not bound by the building code.

He said, however, that a milk vending machine, also a structure by his definition, was bound by the code, then the discussion turned to geology.

#### Public Safety

The inspector pointed out that because of the sandy soil in Westfield, any large object might tend to shift its position and hence be a hazard to public safety. In order to prevent such shifting, the build-

(Continued on page 123)

## 111 Exhibitors Sign For NAMA Convention

CHICAGO, July 9.—A total of 111 exhibitors—representing vending machine manufacturers, product suppliers and parts manufacturers—have signed up for the National Automatic Merchandising Association Convention at the Conrad Hilton Hotel here November 6-9. Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, announced this week. The show this year promises to offer a record display of new machines and products in the vending industry, he said.

Exhibitors will include practically every machine manufacturer and product supplier of the vending industry, Geiger said.

Exhibits will be spaced in the

40,000 square-foot lower-floor exhibit halls and fifth-floor exhibit rooms at the hotel, Geiger explained.

Exhibitors who have made definite commitments for space at the show include:

Vending Mchs. and Components  
(Continued on page 124)

## Standard Factors Doubles Vending Financing Volume

NEW YORK, July 16.—Since announcing more liberal financing terms for the vending industry last November, Standard Factors Corporation doubled its stake in automatic selling to \$15 million annually in financing volume.

Theodore H. Silbert, Standard Factors' president, thus sums up his firm's progress in vending financing within the year in a report

tracing the growth of vending and SF's analysis of its future to be released Wednesday (20).

The report is based on a survey by the firm of two vending machine manufacturers, 39 distributors and 127 vending operators. Standard Factors buys deferred payment paper received by distributors and manufacturers from vending operators when operators purchase machines. Under the new plan announced last year, operators need only 15 per cent down instead of 25 per cent, and instead of 18-month payments, maturity is lengthened to 24 months, with unpaid balances carried at 6 per cent.

Silbert, in discussing vending machine financing growth in the

report, said "The commercial finance industry has found its experience to be reassuring, for the typical vending machine operator today is evidently more astute, he is a better than average risk, and is most often an industrious character, anxious to make the most of his opportunities."

Small companies, says the report, have virtually no leeway on supplies, equipment and financing. Most of their buying is done on a cash basis, and most often they are operating only one type of vending machine. As these operators accumulate experience and demonstrate retailing and managerial abilities, they find doors open to them in the industry. Their

(Continued on page 124)

## U. S. Op Makes Cig Vender for Canadian Mkt.

Machine 8-Col., Adjustable Vend; Ready in August

TORONTO, July 16.—An American operator of cigarette vending machines has invaded the Canadian manufacturing field with an eight-column mechanical cigarette vender.

Howard Hultz, of Springfield, Ill., said his machine, which will be ready for delivery in mid-August, will sell for \$250 plus \$25 sales tax (base included) in contrast to the present price of \$350 to \$425 paid by Canadian operators for U. S.-manufactured machines.

The machine, called "The Do-

(Continued on page 124)

## VENDERS SOLVE STRAY PROBLEM

CHICAGO, July 16.—For the problem of employees straying from their desks during the day for water, candy and cigarettes, a cartoon appearing in The Wall Street Journal Thursday (14) offers a solution.

Pictured in the cartoon is a salesman in an office furniture shop showing a new-type desk to an employer.

The salesman says, "Now this fully equipped desk will save you at least 400 man hours per year per desk."

Pictured on the desk, as part of the equipment, are a water cooler and vending machines for cigarettes and candy.

But there's just one flaw in the idea: A soft drink vender should have been substituted for the water cooler.

## Sunroc Plans Bulk Milk Drive in Fall

200 Units Operating in Restaurant Chain; Sanitation Problems Being Worked Out

GLEN RIDDLE, Pa., July 16.—The Sunroc Company will swing into full production on its bulk milk vender by late fall, according to J. C. Crost, vice-president. Crost said the firm currently has 200 coin operated bulk milk units operating in outlets of a large Eastern automatic food chain.

While these units are specially designed for the restaurant outlet, they will be somewhat similar to the units scheduled for production.

Also, the coin unit will have many of the features of the manual milk dispenser which Sunroc has been making for 18 months. The manual unit—for use at counters—has gained national distribution and has been accepted by boards of health and State sanitarians.

First unit to come off the lines will be single selection, but Crost

said there is a strong possibility that a dual-selector machine will follow closely on its heels.

Features of the single-selection machine include a plug-in meter which adjusts the size of the drink to meet price changes and an automatic shut-off device which rejects coins when a power failure raises

(Continued on page 123)

## Wilbur-Suchard May Re-Enter 5c Vend Field

LITITZ, Pa., July 16.—The Wilbur-Suchard Chocolate Company, which has been inactive in the 5-cent vending field since early 1954, may re-enter the field this fall, according to A. H. Crothers, W-S executive.

The firm is currently in the 1-cent tab market, with sales concentrated primarily in high-traffic public locations like the New York subway system.

W-S also sells to Transportation Vendors, operator of 1-cent vending machines in busses thruout the nation.

#### 2 Bars

The high price of cocoa beans has been the prime factor in W-S's temporary withdrawal from vending. It had made a 7/8th ounce chocolate and 3/4-ounce chocolate almond bar for automatic merchandising. Both bars were packed 200 count.

With the recent drop in cocoa bean prices, W-S feels it can re-enter the field and compete price-wise. No 10-cent vending bar is contemplated.

The company recently announced the election by the board of directors of Warren L. Newcomer as president, and Walter H. Mann, former president of the

(Continued on page 123)

## Vari-Vend to Hold Showings

CHICAGO, July 16.—Vari-Vend, Inc., will show its new 11-selection refrigerated vender this week to prospective distributors in the firm's offices here.

Distributors for the vender will be announced next week, according to Robert N. High, vice-president and director of sales.

Production began last week with

(Continued on page 124)

## Nearly 1,500 United S&S News Vending Machines Put on Location

Small Per-Paper Profit Margin Makes Unit Circulation Dept., Not Op Equipment

COLUMBIA, Pa., July 16.—With an estimated 1,300 to 1,500 units now on location, the United Sound & Signal Company here is currently producing from 100 to 150 newspaper vending machines a month, according to W. W. Kane, vice-president in charge of sales.

Kane feels that the item is one primarily for the circulation departments of newspapers, with little room for news distributors or vending operators at the moment.

He bases his reasoning on one publication theory. A newspaper's prime source of revenue is advertising. Advertising rates are based on circulation.

#### Indirect Profit

Hence, if a newspaper can increase its circulation with little or

no direct circulation profit—or even at a slight loss—it stands to gain in the long run because of increased advertising or higher advertising rates.

The vending operator or news distributor, however, gains nothing indirectly. The selling operation itself must be a profitable one or there is no inducement to sell.

In the case of newspapers, there is no inducement. The per-paper profit is generally too small to make feasible the purchase of vending equipment for such sales.

#### Small Cities

Kane feels the possibilities of the unit are not confined to large cities. He pointed out that Allentown, Pa., has 51 newspaper machines on location, and the small

community of Franklin, Pa., has 10 units.

A battery, featuring all of the New York dailies, is on location in New York's La Guardia Field.

Somewhat in the nature of taking coals to Newcastle, some of the best locations are in front of newspaper plants. A lot of people like to go to the newspaper office to get an early copy, and this practice usually ties up a counter in the reception area.

#### Have Cake, Eat It

The newspapers have discovered that they can be relieved of the bother of counter sales, without losing any of the profits, by placing venders in front of the building.

Other good locations are in all-

(Continued on page 123)

## Lerch Bows Celery Soup

HATFIELD, Pa., July 16.—Emil Lerch, Inc., manufacturer of soup for the vending trade, will introduce celery soup this week.

While Lerch has been making commercial soups for four years, he entered the vending field 18 months ago. Since that time, he has been selling to venders on a national basis and estimates that vending will account for 75 per cent of his production by year's end.

Top seller to operators is beef soup, with chicken onion a strong second. The firm also makes a chicken soup.

**Sensational New Novelty Charm**



**"PADLOCK"**

It opens and closes without key. Can be used to hold keys without chain, as zipper pull, sweater and hat charm, etc.

Available in:

- Two Tone Plastic.....\$12.00 M
- Nickel Plated..... 16.25 M
- Simulated Gold..... 16.50 M

For Bulk or Capsule Vending  
**ORDER IMMEDIATELY!!**

**THANKS, FRIENDS**... for your wonderful response to our line at the NABV Convention in Chicago. We will continue to bring you newer, better, faster selling charms than ever seen on the market!

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55 Leonard St., N.Y. 13, N.Y. Cortlandt 7-5147-8

**Canada Dry Starts Output in New Plant**

NEW YORK, N. Y., July 16.—Canada Dry has begun full-scale operations at a new bottling plant at Maspeth, Long Island, described as one of the largest in the world.

The new plant, which replaces two older plants and will serve Brooklyn, Queens, Long Island and most of Manhattan, has a production capacity of 19 bottles per second or 29,000 cases of quarts and small bottles per day.



**VICTOR STANDARD TOPPER**  
Case of 4, \$50  
4 Standard Toppers, plus 4 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.

**COINMEN YOU KNOW**

**Chicago**

Communications to: Ken Knaut, Central 5-7681

**NABV Show Visitors Hit Town.** Bulk vending operators, distributors, manufacturers and suppliers flocked into town this week for the National Association of Bulk Vendors' convention at the Conrad Hilton Hotel, Friday thru Sunday (15-17). Rolfe Lobell, general convention chairman, reported registrations at a record high.

**Len Micon, World Wide Distributors,** is busy breaking in Harry Levitan as new sales representative for the firm. . . . Joel Stern, decked out with a new set of golf clubs, envisions some low scores on local greens. Fred Skor says he also plays. . . . Herb Perkins, Purveyor Distributing Company, returned this week from Los Angeles. Monte West is still praising the life he led north of the border on his vacation.

**Sam Lewis and Frank Meneuri, Exhibit Supply,** have introduced two new penny card series—a Davy Crockett series and a kodachrome pin-up group. Ed Hall, who managed to squeeze in a vacation—a rarity at Exhibit these days—is due back soon. . . . Art Weinand, Williams Manufacturing Company, recently completed a sales trip thru St. Louis, Kansas City, Omaha and Des Moines. Sam Stern showed up at the Williams offices a few hours daily, altho actually on "vacation" last week.

**Ronald Rynes, starting operations of coin games at Kidaieland,** West Side moppet park, found the machines bring good takes, and plans to add more. . . . Wally Finke, First Coin Machine Exchange, is back on the job after a brief bedding-down with tonsillitis. Joe Kline switched vacation plans from Michigan to Wisconsin, leaving for Browns Lake, Wis., to celebrate birthdays of children, Gary and Barbara—a few days apart. Reports are First's gal, Gerry Squires, took some time to recover from the Fourth of July weekend.

**Bill Coan Jr., J. H. Keeney & Company sales representative,** is on an extended tour of the Southwest territory. Paul Huebsch, general sales manager, says the vacations are being taken in shifts at Keeney. . . . Stanley Levin, All-State Coin Machine Exchange, is heading to Florida for a vacation, while Vince Shay is embarking for Wisconsin. Mickey Schaffer drew the fort-holding chores.

**Nate Fienstein, Atlas Music, Seeburg distributor,** reports business rolling along at a rapid clip. Hal Schwartz, also of Atlas, begins a two-week vacation soon. . . . Mike Spagnola, top man at Automatic Phonograph Distributors, AMI outlet, is happy about summer business. "No let up yet," Mike claims. Ray Grier, Automatic serviceman, is off on his vacation.

**Ben Coven, head of Coven Distributors, Wurlitzer outlet,** is commuting to and from Lake Geneva daily. Chris Tiasen is busy at Coven's trying to fill all orders. Bert Davidson, regional sales manager of Wurlitzer, visited with Ben Coven during the week. The Coven firm is shaping up for the operator and serviceman school this month. Date will be set as soon as Reid Whipple, factory service engineer, can come to town.

**Don Moloney, Donan Distributing Company,** was in Iowa during the week on a sales trip. Peggy Meyer, new secretary at Donan, says she has a hard time keeping track of all the Donan boys. . . . Gil Kitt, Empire Coin Machine Exchange, was all set to motor to Wisconsin to see his daughter at summer camp, then head for Michigan to check notes with his son, at summer camp there. Jack Burns, Empire roadman, covered the State of Illinois during the week.

The offices at Chicago Coin Machine Company were swamped with painters, Ed Levin ducking paint thru most of the week. Sam Gensburg is in Florida with his family, while Sam Wolberg, other co-head, is back at work. . . . Joe Schwartz, National Coin Machine Exchange, is up in Wisconsin on vacation with Dave Gottlieb, D. Gottlieb & Company chief. Mort Levinson, National, is ready to embark for a Las Vegas hiatus. Sheldon Spira reports he is losing weight rapidly, but he still looks healthy.

**Detroit**

Communications to: Hal Reeves, Woodward 2-1100

**Sue Spain, secretary to C. J. (Chuck) Morgan,** conciliator of the United Vendors' Association, reports the Motor City's vending specialists staying on the job to provide summertime service to their locations and clients. . . . Mrs. Joan McGeagh, office manager at Automatic Merchandising Corporation, who was formerly with Spacard Detroit Division which was taken over by Automatic, notes that she has been unable to schedule a summer vacation in the eight years she has been in vending.

**Leo Fournier, manager of Weidman National Sales Company,** is leaving for two weeks' vacation near Point Pelee in Canada. Albert Weidman, founder of the company, is returning from his home at Vero Beach, Fla., to run the business in the interim. . . . George P. Sachs is operating a diversified vending route, with a variety of beverage selections as the Cooperative Vending Service in Pleasant Ridge.

**Henry C. Lemke, one of the oldest active coin machine operators** in the Motor City, has re-registered title to his two business names, the Lemke Coin Machine Company and the Shine-A-Minut Company of Michigan. . . . Samuel Granelli is establishing a route as Tina's Vending Service in the southeastern suburb of St. Claire Shores.

**Cincinnati**

Communications to Albert Schneider, Dunbar 1-6450

The Automatic Phonograph Owners' Association of Cincinnati has suspended monthly meetings until September. . . . Sam Chester, owner-operator of Diamond Vending Machine Company, took an active part in the recent Charity Horse Show of Greater Cincinnati. The show was a huge success and proceeds went to the Magnetic Springs (O.) Polio Foundation. . . . Lawrence Kane Jr., son of Lawrence A. Kane, association attorney, has returned with his bride from a three-week honeymoon in the South. They were married June 18. Young Kane will resume his studies at Notre Dame in the fall.

**Mrs. Charles Kanter, who is associated with her husband in operation of Ace Sales Company,** has returned from a three-week vacation in Miami. . . . Simon Mann, associated with Diamond Vending Machine Company, is confined in Deaconess Hospital. He is recuperating from an operation. . . . Sam Chester has returned from a visit of several days with his parents in Nashville.

**Leonard Kanter, associated with his father, Charles Kanter,** who owns and operates Ace Sales Company, is on a fishing trip in Wisconsin. His wife, Ruth, accompanied him. . . . Maurice Rose, manager of Home Products Company, is on a combination business-pleasure trip

(Continued on page 125)

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send for price list

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33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL 5-8393

**SALES MANAGER WANTED BEVERAGE VENDING MACHINE**

This is an important position calling for a man with a proven record. Five-figure salary, plus inviting incentive program. Organize and plan distribution of new hot drink dispenser manufactured by one of America's leading industrial manufacturers. Contact Mr. Frank Osborne at the Drake Hotel, Chicago, on Monday and Tuesday, July 25 and 26.

**VICTOR'S TOPPER**  
1c BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

**AMERICA'S FINEST BALL GUM VENDOR**

30 day money back guarantee if not satisfied. No questions asked.

Write for FREE 32 page catalog.

1/3 deposit on all orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

**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

1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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1647 Bedford Ave., Brooklyn 25, N. Y.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
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Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #D 1c Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	5.54
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.45
Cashew Whole	.57
Cashew Butts	.55
Peanuts, Jumbo	.45
Spanish	.34
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.47
Wristley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.  
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

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**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap.	\$ 85.00
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Diplomat, 8 Cols., 340 Cap., Vends 25c & 30c	160.00
DuGRENIER MODEL W, 9 COLS., 270 CAP.	95.00

**UNEEDA CIGARETTE VENDORS**

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model \$ 52.50  
Stoner Candy, Pre-war, 160 Cap. 135.00  
National Model 918, 162 Cap. 115.00

**SPECIAL!! ROWE PRESIDENT**  
8 Cols., 340 Cap. VENDS AT 25c & 30c \$135.00

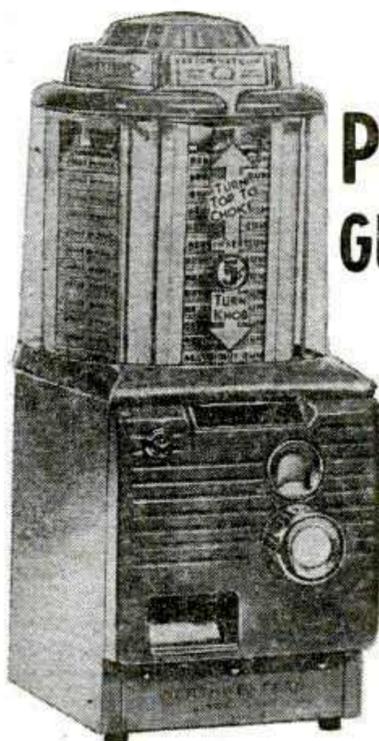
**ROWE CANDY MERCHANT**  
With changemaker. 7 Cols., 158 Cap. \$165.00

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WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed  
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**Northwestern® PACKAGE GUM VENDER**

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

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245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

## OP'S SALES GO TO THE DOGS—AND TAKES SOAR

PHOENIX, Ariz., July 16.—A Phoenix operator's cigarette sales are going to the dogs—and he loves it.

The Arizona Cigarette Service, here, chalked up company record for vended cigarette sales thru the placement of 12 machines at Washington Park, Phoenix, Greyhound racing center, during the 1954 60-day season.

The machines, 9 or 11-column models, were on constant location in the three levels of the air-conditioned, glass-enclosed grandstand.

Business was so good the company found it necessary to service most of the machines on an hourly basis.

## Nestle Drops Choc. Price 5c

WHITE PLAINS, N. Y., July 16.—Nestle Company, Inc., has reduced the price of its 5-cent chocolate bars at the wholesale level.

The 24-count boxes were dropped a nickel in price to 80 cents.

This follows on the heels of last week's similar price drop by the Hershey Chocolate Company.

Both firms attributed the price cut to the recent fall in the price of cocoa beans.

"The reduction is in line with Nestle's policy of reducing prices whenever an accompanying raw material or any other important price factor makes this possible," a spokesman for Nestle said.

## Md. Match Co. Booklet Tells Match Promotion

BALTIMORE, July 16.—A booklet, "Let's Start From Scratch," describing advertising and distribution plans for book matches, has been issued by the Maryland Match Company, here.

The booklet, obtained without obligation from the company, contains information about the various sizes of match books, how to utilize the different covers to their best advantage, the benefits of advertising on the inside cover, and numerous ways of packaging and displaying match books.

## MAC Continues Vender Study

LOS ANGELES, July 16.—MAC Vendors, Inc., a vending machine operating company financed by a group of juke box and game operators, is continuing its study of the vending field and expanding its music and game operations here by buying routes.

Ray Powers, manager, said that a route of 110 pieces of game and music equipment had been purchased from Minthorne Music Service. Included in the deal were a staff of three, collectors and servicemen.

Powers added that negotiations are under way for the purchase of another route of games and music. This route, when purchased, will add another 135 pieces to the MAC operation.

At this point, MAC has not entered the merchandising vending field. However, Powers declared, the study of this specialized coin-operated segment, to allow the firm to have a well-rounded operation, is moving along well.

The firm was launched at a dinner in Los Angeles June 7.

## Sunroc Plans

Continued from page 121

the temperature to above 50 degrees fahrenheit.

The vender uses either two 5 or 10-gallon cans, serving 426 six-ounce drinks from 20 gallons. Adjustments may be set for eight-ounce servings as well.

### Sanitation Feature

The sanitation feature is stressed, with delivery from the dairy sealed can to the cup, with the milk touching only the sterile delivery tube. The sterile-packaged, single-service delivery tube is pre-cut to the desired length. A condensate channel prevents water from dripping into the cup.

Another sanitary feature is the positive shut-off, which eliminates drip and splash between dispensing operations.

The two prime concerns, according to Crost are sanitation and the question of who will be the prime operator—the dairy or the diversified vender.

### Sanitation Study

On the former point, Sunroc is making a careful study of State and municipal laws governing milk dispensers to make sure the unit conforms with specifications.

The New York State law, which went into effect December 1, 1954, is serving as a guide in the manufacture of the vender. Here are some of the requirements covered by the law:

All cabinet and exposed surfaces must be of durable, non-absorbent corrosion-resistant material, with all multiple-use milk contact surfaces of durable, corrosion-resistant non-toxic metal.

### Moisture Tight

All surfaces within the refrigeration unit which are not removable parts must be visible and accessible for cleaning with the door in open position. Interior seams of the cabinet must be moisture tight, with exterior seams sealed against moisture.

The law provides that parts in the refrigeration unit must be removable without the use of tools and that drainage must be directed away from the dispensing mechanism. The dispensing mechanism, also, must be disassemblable without the use of tools.

Crost still isn't sure whether the unit will appeal more to dairies than to vending operators.

### Sealed Containers

Whoever operates the machines must have a refrigerated truck for deliveries. Cans may not be filled on location, but must be sterilized and filled at the dairy and taken to the location in sealed containers.

He feels, however, that a vending operator-dairy partnership is possible, with the dairy making direct deliveries to locations and the operator owning, servicing and maintaining the machines.

## HEAT WAVE

### Drink Sales Up, Report Canada Ops

TORONTO, July 16.—Soft drink vending machine sales here, with an assist from a recent heat wave, are up 7½ per cent this year over last.

Ice cream sales, down during a comparatively cool summer last year, are up 17 per cent in Ontario alone for the first five months this year. May sales were 20 per cent ahead of May, 1954.

Local ice manufacturers are beginning to use vending machines to sell their products, and despite increased sales of electric refrigerators, vended ice sales are expected to increase about 5 per cent.

One firm operating ice venders reports sales doubled this year in ice cubes and packaged ice.

## News Venders

Continued from page 121

night diners, apartment houses and transportation terminals.

United makes six models—three for tabloids and three for standard-size sheets. Capacities are 30, 40 and 50 papers on each, with a maximum of 48 pages. However, larger papers may be accommodated by decreasing capacities.

### 3 Prices

The units may be set to vend at 5, 10 or 15 cents. Last paper to be vended is the display paper, which has the upper fold of page 1 showing. When this is dispensed, an "All Sold Out" sign is uncovered.

In order to virtually eliminate double vends or no vend, each paper is placed under a metal separator to make sure one paper—and one paper only—is dispensed. The last separator has a metal arm which trips the coin mechanism and provides for an automatic refund.

Kane figures a stop must sell from 20 to 30 papers a day to warrant installation of a vender. If the figure is much over 50 for several publications, the stop is probably good enough for a stand or corner boy. If it's much under 20, a machine wouldn't pay. Hence, it's mostly the marginal stops which would provide vending sites.

### Spacarb Men

United Sound has two former Spacarb men on its force—R. E. Parks in the home office, and Eric Dunn, European representative. Foreign sales have been made to newspapers in Cuba, the Philippines and Sweden.

The firm also makes vending equipment for other manufacturers under contract, including a pre-mix machine for Pepsi-Cola and a bottle drink vender.

## Westfield Game

Continued from page 121

ing code requires that a three-foot concrete footing be used as a base for the structure.

When Judge Hughes asked if size then was the criterion, the inspector answered in the affirmative. The Judge's answer was one of disagreement.

T&C had on hand a battery of witnesses to testify that the vending machine did not come under the "structure" category. But they were never called to the stand. By that time, Westfield and T&C had reached a modus vivendi.

Meyer agreed to put two concrete footing strips at the base of the machine (estimated cost, about \$50), and Westfield agreed to allow the unit to stay on location.

Westfield further agreed that the action be a voluntary one, not based on court ruling, so that the installation of a footing could not be cited as a precedent in any future litigation.

HERSHEY, Pa., July 16.—The H. B. Reese Candy Company, manufacturer of Peanut Butter Cups for the vending industry, reported that 10-cent bars now account to 10 per cent of the firm's vending production, whereas a year ago they were virtually nothing.

## Fudge Bar Sales Drop 8%; Upswing Expected

BETHLEHEM, Pa., July 16.—Nobody has been able to figure out why, but fudge bar sales to the vending industry have fallen off about 8 per cent this year for the Just Born Candy Company.

Jack H. Schafer, Just Born executive, said that 1953 was the firm's best year in vending sales, but the following year volume dipped 3 per cent, and, thus far in 1955, it's running about 8 per cent behind.

Schafer feels that fudge is somewhat like ladies' styles—it's either all the vogue, or people aren't having any this year. Of course, he added, this parallel isn't quite accurate—there is a percentage of consumers which eats fudge regularly.

However, continued Schafer, there is enough left to whim and fashion to account for rather radical fluctuations in the market.

Fudge sales differ from coated bar and whole chocolate vending sales in one important respect—while coated and chocolate manufacturers regard summer as they do the plague, the hot spell doesn't hurt the fudge men too much.

The reason is that coated and chocolate items tend to melt or go soft in the summer, and hence operators shy away from those products until cooler weather sets in.

Fudge will stand up fairly well in heat, and, as far as share of business is concerned, it will get a

much larger chunk from May thru September than will coated and chocolate items.

Just Born bars, made by its subsidiary, Kreem-Maid Fudge, are a 1.75-ounce item to vend for 5 cents and a 2.5-ounce item to vend for 10 cents.

Vending sales rise from 65 to 70 per cent in the summer, as operators cut down on other bars and substitute fudge. Schafer isn't too concerned about the sales decline, as he figures fudge sales run in cycles, and the cycle is due for an upswing. Industrial locations, he feels, are the best stops.

## Penny Venders Switch to 5c In Milwaukee

MILWAUKEE, July 16.—A check with bulk vending machine operators here reveals that a majority of penny vending machines have been converted to nickel operation, but that the bulk vending business is holding firm.

On the increase is nickel tab gum vending, while capsule vending is lagging due to legal restrictions here. The law permits only one kind of capsules in each machine, ruling out any conceivable "chance" on what the customer gets for his coins.

In some instances operators have overcome these restrictions by leaving extra capsules with the location for patrons complaining about vending purchases. Charm vending is illegal in Wisconsin, and Milwaukee operators are steering clear of such operations.

Nut vending here is mainly for the nickel fare, with main penny vending action received from penny ball and tab gum. The larger operators use nickel gum and peanut venders on cigarette and candy equipment to round out "package" installations.

Distributors report the profit picture good, with new bulk vending equipment selling fast.

## Five-Month Pepsi-Cola Strike Ended in Conn.

FAIRFIELD, Conn., July 16.—Settlement of a five-month strike at the Pepsi-Cola Bottling Company here, was announced last week by William J. Leader, president of the firm, and Joseph P. Cleary, secretary-treasurer of Local 45, International Brotherhood of Teamsters.

Drivers will receive a wage increase averaging \$6 a week, and bottlers will receive increases totaling 11 cents hourly over a two year period. They will get 6 cents retroactive to January 1, and another 5 cents effective January 1, 1956.

The settlement also provides for vacations with pay, medical and life insurance benefits.

## Almonds Still Best Seller For Hershey

HERSHEY, Pa., July 16.—According to a spokesman for the Hershey Chocolate Corporation, Hershey Almonds are still the firm's best vending bar, with straight chocolate second.

The current drop in cocoa bean prices, the spokesman added, could possibly involve a round of larger bars, then lower prices. Hershey has recently reduced prices.

The executive noted a trend in medium and smaller operators to depend more and more on the jobber rather than to buy directly. With the greater diversification of items, the operator is harder put to warehouse and properly stock candy, and he often finds he saves by paying a little more and having these functions done for him.

## Wilbur-Suchard

Continued from page 121

company, chairman of the board. Newcomer joined the firm in 1933, and served successively as controller and vice-president, holding the latter office from 1953 to the present.

Other election results: Charles S. Grube, vice-president in charge of sales; Dr. Rodney C. Welch, vice-president in charge of manufacturing; Benjamin G. Forrest, vice-president and treasurer; H. F. Ruley, secretary, and A. L. Brown, assistant secretary.



### SUPER V

#### The Ideal Capsule Vender

featuring the greatest earning power ever built into a Bulk Vender at 1c, 5c or 10c play. Cabinet of two-tone solid oak . . . trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 950 100-count ball gum. Also vends ROCKET CHARMS with 100-count gum.

Packed and sold 4 to the case.

Less than 25 cases	\$71.80
per case	
25 cases or more	\$67.80
per case	

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue Chicago 39, Ill.

## 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 **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

# Std. Factors Volume Doubled

• Continued from page 121

major difficulty in growing is capital.

The growth of the used vending machine market has helped the industry considerably, according to the report. This is credited as being due much to used prices being regularly published in one of the national trade publications, giving financial institutions involved a good picture of the used machine market.

### Used Machines

This market for used machines is important to a financial institution or a distributor when the operator defaults on his deferred payment contract and the machines are repossessed by distributor or manufacturer.

With the delinquency rate at a low ebb (currently under 1 per cent), repossessions are rare, and

expansion possibilities in the vending field are tremendous, according to Standard Factors.

At the present rate of growth, by 1965 the industry should be selling \$5 billion worth of goods and services and using about \$200 million annually in new equipment.

Figures cited in the report showing size and growth of the vending industry included these:

### Current Sales

Current annual sales of the vending industry of about \$1.7 billion.

An increase in equipment diversification with 54 per cent of operators operating four or more types of machines.

Vending machine industry still one of small businessmen with the majority (67 per cent) of the operators employing not more than three employees.

(Editor's Note: The 1955 Census of the Vending Machine Industry, conducted by Vend, sister publication of The Billboard, reported that vending machines sold \$1,650,000-000 worth of merchandise in 1954. Vend's companion 1955 Pulse of the Industry showed that 54 per cent of operators operate four or more types of machines compared to 39 per cent a year earlier, and that 67 per cent of operators have from one to three employees.)

### Diversification

Silbert says in the report that one reason for the greater diversification is the more liberal finance terms now available to experienced operators.

He said that "In 1955 the percentage of operators using four or more types of machines is probably close to 60 per cent. This means that in a period of three years, the percentage of operators who have expanded to four and more routes has doubled."

Expansion possibilities in the vending industry are tremendous, said Silbert. "All weather 'mechanical milkmen' on 24-hour duty, 'robot cafeterias' supplying complete buffets on railroad trains, industrial installations which require no company subsidy—all of these show the direction of the industry's growth."

### Op Know-How

Declared Silbert: "The fact that about \$70 million was pumped into the industry last year for new equipment is another indication that many of the operators have acquired know-how, and are evidently more confident of their abilities to pick live locations and products which move quickly."

One of the major difficulties in growth is capital, the report said. Said Silbert: "As far as capital is concerned, G. R. Schreiber in his authoritative study, Automatic Selling, estimates that even a modest operator needs something like \$25,000 for capital equipment."

He said that reports to the SF survey from the 168 companies indicate that an operator can't really make a profit on fewer than 100 machines. That means a capital of \$20,000 as a minimum if cigarette machines are involved, or \$100,000 as a minimum if cold beverage cup machines are involved, Silbert explained.

# 111 Exhibitors for NAMA Meet

• Continued from page 121

A. B. T. Manufacturing Corp., Chicago; American Dryer Corporation, Philadelphia; APCO, Inc., New York; Auto-Photo Company, Los Angeles; Brandt Automatic Cashier Company, Watertown, Wis.; Chef Way Sales, Inc., Kansas City, Mo.; Chicago Lock Co., Chicago; Cigaromat Corp. of America, Philadelphia.

Coan Manufacturing Company, Madison, Wis.; Coffee-Mat Corp., Newark, N. J.; Cole Products Corp., Chicago; Colma, Inc., Worcester, Mass.; Continental Vending Machine Corporation, Westbury, Long Island, N. Y.; Dari-O-Matic, Inc., Los Angeles; Eastern Electric, Inc., New Bedford, Mass.; Exhibit Supply, Chicago.

Food Engineering Corp., Manchester, N. H.; General Electric Corp., Manchester, N. H.; General Electric Co., Cleveland; Fred Hebel Corp., Chicago; Hedeman Products, Inc., Great Neck, N. Y.; Hord-Lynwood Co. St. Louis, Mo.; Ideal Dispenser Co., Bloomington, Ill.; Illinois Lock Co., Chicago; International Mutoscope Corp., Long Island City, N. Y.

Jim-Jak Industries, Inc., Minneapolis; Johnson Fare Box Co., Chicago; J. H. Keeney & Co., Inc., Chicago; Lehigh, Inc., Easton, Pa.; Lennox Manufacturing Co., Chicago; Lyon Industries, Inc., New York; James H. Martin, Inc., Chicago; Merkle Korff Gear Co., Chicago; The Bert Mills Corp., St. Charles, Ill.

Mills Industries, Inc., Chicago; Mr. Robot, Inc., Chicago; National Rejectors, Inc., St. Louis; National Vendors, Inc., St. Louis; The Northwestern Corporation, Morris, Ill.; The Oak Rubber Company, Ravenna, O.; Rowe Manufacturing Co., Inc., New York; Rowe-Sparcarb, Inc., Stamford, Conn.

Rudd-Melikian, Inc., Philadelphia; Skinner Chuck Co., New Britain, Conn.; Snively Groves, Inc., Winter Haven, Fla.; Stoner Manufacturing Corp., Aurora, Ill.; Tap-Rite Products Corp., Hackensack, N. J.; Tested Appliance Co., Chicago; Valcor Engineering Corp., Kenilworth, N. J.; The Vendo Co., Kansas City, Mo.; Jack Webb Corp., Chicago.

### Bakery Products

Austin Packing Co., Inc., Baltimore; Blue Jay Food Products Co., Inc., Brooklyn; Federal Sweets & Biscuit Co., Inc., Clifton, N. J.; Gordon Foods, Inc., Atlanta; Granny Goose Foods, San Francisco; Keathley's, Inc., Memphis; National Biscuit Co., New York; Stewart's Inc., Memphis.

### Beverages & Syrups

Canada Dry Ginger Ale, Inc., New York; Cantrell & Cochrane Corp., Englewood, N. J.; The Coca-Cola Co., Atlanta; Dad's Root Beer Co., Chicago; Dr. Pepper Co., Dallas; Green River Corp., Chicago; The Charles E. Hires Co., Philadelphia; Hurty-Peck & Co., Indianapolis; Mission Dry Corp., Los Angeles; Nehi Corp., Columbus, Ga.; Pepsi-Cola Co., New York; Sero Syrup Co., Brooklyn.

Candy, Chewing Gum & Nuts  
American Chicle Co., Long Island City, N. Y.; Beech-Nut Packing Co., N. Y.; Blumenthal Bros. Chocolate Co., Philadelphia; Chunky Chocolate Corp., Brooklyn; The D. L. Clark Co., Pittsburgh; Clark Bros. Chewing Gum Co., Pittsburgh; Curtiss Candy Co., Chicago; Hershey Chocolate Corp., Hershey, Pa.; Hollywood Brands, Inc., Centralia, Ill.

Walter H. Johnson Candy Co., Chicago; Leaf Brands, Inc., Chi-

cago; Mars, Incorporated, Chicago; The Nestle Co., Inc., White Plains, N. Y.; New England Confectionery Co., Cambridge, Mass.; Planters Nut & Chocolate Co., Wilkes-Barre Pa.; H. B. Reese Candy Co., Hershey, Pa.; The Sweets Co. of America, Inc., Hoboken, N. J.; C. J. Van Houten & Zoon, Inc., New York; James O. Welch Co., Cambridge, Mass.

### Coffee

American Home Foods, Inc., New York; Holiday Coffee Corp., Walpole, Mass.; Maxwell House Division, General Foods Corp., Hoboken, N. J.; Schroeder Products Co., Inc., Woburn, Mass.; Standard Brands Incorporated, New York; Tenco, Inc., Linden, N. J.

### Dairy Products

Dean Milk Company, Franklin Park, Ill.; M & R Dietetic Laboratories, Inc., Columbus, O.

### Paper Cups

Continental Can Co., Inc., Newark, N. J.; Dixie Cup Co., Easton, Pa.; Lily-Tulip Cup Corp., New York; The Maryland Cup Co., Baltimore.

### Publications

Billboard Publishing Company, Chicago; Vend, Chicago.

### Tea

Seaman Bros., Inc., New York.

### Tobacco Products

The American Tobacco Co., New York; Brown & Williamson Tobacco Corp., Louisville; Lion Match Co. Inc., New York; P. Lorillard Co., New York; Philip Morris & Co., Ltd., Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; Universal Match Corp., St. Louis.

### Selling and Advertising Aids

The Harrough Corp., New York.

## Hollywood Brands Bows New 5c Bar

CHAMPAIGN, Ill., July 16.—Hollywood Brands, Inc., has announced a new "summer season" candy bar.

Named Sno-King, the bar was developed as a companion to the firm's Zero and Polar bars. It weighs 1/8-pound and is priced to sell at 5 cents.

Covered with a butter caramel coating perfected to withstand the summer heat, the new bar has a chocolate nougat center containing freshly roasted peanuts.

Hollywood Brands recently purchased the Hoben Candy Corporation in Ashley, Ill., which it is presently enlarging for increased production capacity.

## U. S. Op Makes

• Continued from page 121

tion," is manufactured on contract for Hultz Vendors, Ltd.—Hultz's newly formed company—by Cochrane Tool and Design, Ltd., tool and die makers. Both companies are located at the same address, 201 Ashtonbee Road, known as Toronto's "Golden Mile of Industry."

The new machine is adjustable to handle any number of pouches, flats, or any mixture of the two, and is easily set to handle any price from a nickel to 70 cents. It can also accommodate the Canadian king-size cigarette if and when it is introduced, with no additional conversion-purchase necessary.

The machine, which uses the National Rejector coin mechanism, is 5 feet high, 15 inches deep and 37 inches wide. It is made of heavy gauge steel, weighs 245 pounds, has a hammertone baked-on finish, and is available in various colors and combinations.

Hultz, who has been working on the machine for the past year and a half, said the machine would be sold by direct factory salesmen. Terms of up to 24 months are available on quantity purchases.

Hultz has operated cigarette machines in the Springfield area since 1933 and made his mark in the U. S. vending field when, shortly after the war, he designed a conversion kit to provide for the variance and change in the price of cigarettes in the U. S.

In Philadelphia or Anywhere

**FILLED CAPSULES**  
Immediate Delivery  
Write for Lowest Prices

**VICTOR'S**  
5c Baby Grand Deluxe  
**CAPSULE VENDOR**  
Immediate Delivery  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

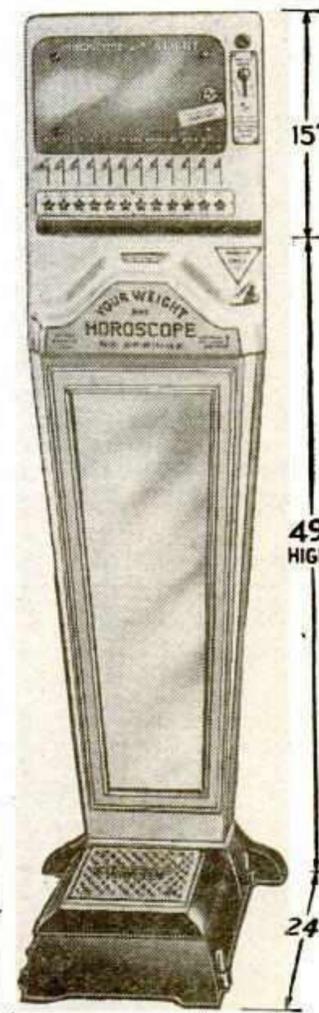
**BIG SAVINGS**

**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.  
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 & Mt. Pleasant • Newark 4, N. J.



**5c**

**HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00**  
DOWN  
BALANCE \$10.00 PER MONTH

**WATLING MFG. CO.**  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889  
Telephone: COlumbus 1-2772  
Cable Address: WATLINGITE, Chicago

**Thanks FOR A Wonderful Convention**  
George and Sam Eppy

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**GRAFF VENDING COMPANY**  
2817 W. Davis St.  
Dallas, Texas

**ATTENTION, OPERATORS!**  
CHECK THESE SPECIAL OFFERS

**SILVER KING**  
1c or 5c Bulk  
1c Charm  
Completely Reconditioned  
**\$8.50 Each**

**MACHINES**

Northwestern Model 249, 1¢	\$12.50
Northwestern Standard	6.95
Victor V. B/G Wheel	8.50
Victor V. Cabinet, B/G Wheel	9.50
Northwestern #39, 1¢	7.50
Columbus, 5¢	6.95
Regal, 5¢	6.95
Acorn Cabinet	9.00
2 Col. Hot Nut	12.50
3 Col. Hot Nut	25.00
4 Col. Tab Gum, DuRenier	17.50
4 Col. Tab Gum, DuRenier	17.50
4 Col. Tab Gum, Mills	17.50
4 Col. Tab Gum, Heide	12.50
Jewel 2 Compartment, 5¢	7.50
Doval's Penny Pack	7.50

**SEND IMMEDIATELY FOR OUR SUMMER SPECIAL ON MACHINES!**  
1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-2676

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built  
**ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**EASTERN OFFICE:**  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.  
**WESTERN OFFICE:**  
OPERATORS VENDING MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

## Vari-Vend

• Continued from page 121

the manufacture of 25 of the machines. Output was originally scheduled to begin June 28, but was held up because of initial manufacturing problems. Manley, Inc., of Kansas City, is contract manufacturer.

High said distributors were not signed up until the machine could be shown.

The new Vari-Vend unit has a total capacity of 160 half-gallons of milk, 264 quarts or 396 third-quart cartons, or any combination. List price will be \$1,495 f.o.b. factory.

# COINMEN YOU KNOW

• Continued from page 122

to Miami. . . Alfred E. Ford is the new manager of Schaffer Music Company, replacing Harvey Hobbs, who has been transferred to Columbus, O. Ford was formerly with Schaffer Music at Indianapolis.

Mr. and Mrs. Joe Weinberger, of Southern Automatic Music Company, returned recently from a month's vacation in Europe. . . Maxine Maley, associated with Southern Automatic Music, is vacationing in Miami. . . Milton Cole, who owns and operates Ohio Specialty Company, has a new machine on location. It vends six hot drinks: Coffee, cocoa, tea and three soups. Vern Purcell, associated with Ohio Specialty, has returned from a two-week vacation in Florida. Bob Ransom, also of Ohio Specialty, is back on the job after a fortnight in Canada.

T&L Distributing Company, local outlet for the Wurlitzer 1800, Bally Bingos and Chicago Coin Bowlers, instituted a quick turnover policy on used equipment, effective July 1, according to the firm's Paul C. Goldstein. The idea has become popular with local operators as well as distributors in other parts of the country, and has resulted in substantial savings on used equipment bought from T&L. "Everybody is happy, including the staff of mechanics who recondition the trade-in merchandise," says Goldstein.

## Milwaukee

Communications to: Benn Ollman. UPTown 3-6018

See All-Star Game. The All-Star baseball game drew a large number of out-of-town coinmen to Milwaukee. The sellout crowd at the County Stadium also included a good portion of the local coinmen, most of whom admit to being rabid baseball fans. Lou Albafonte, of Kenosha, however, should get whatever prize is given for the most dyed-in-the-wool baseball addict. Just out of the hospital, Albafonte spent practically the first day of convalescence in a box seat. Making the trip with him was his fellow coinman from Kenosha, Lee Spitzer.

Mrs. Minnie Miller, mother of Harry Jacobs Sr., of United, Inc., celebrated her 87th birthday last week. "She gets around all over town by bus, is a keen baseball fan, and also plays a good game of cards," says her proud son. Another thing, Harry Jacobs Sr. and his son Harry Jacobs Jr. are proud of consistent climbs in volume. According to the company's records, more juke boxes were delivered in the first half of 1955 than in the entire year of 1953. So far this year they have delivered about 50 per cent more machines than at the same time last year.

Woody Johnson, United, Inc., road salesman, spending this week in town, reports that the following out-of-towners dropped in at the office: Bob Klement, Fort Atkinson; Charlie Hartmen, Watertown; Lou Albafonte and Lee Spitzer, and Dick Suchomel, of Madison.

Dan Karolczak, routeman for the George Schroeder Company, is heading up north on his vacation in mid-July.

A trio of vacationists at the Paster Distributing Company are currently enjoying their annual two-weeker. On leave are Jerry Groll, head of the parts department; Toni Rhode, office girl, and serviceman, Bud Wagner. Manager Sam Cooper meanwhile informs that the move to the new location at 36th and Fond du Lac is almost completed—"just a few things left to bring over," he says. . . Irving Steinberg, Mercury Records executive from Chicago, spent some time here with Johnny O'Brien, label representative, at his Major Distributors office.

Badger Candy Club's sixth annual Fall Candy Club, scheduled for August 19 and 20 at the Astor Hotel, is due to draw a good number of vending machine operators, according to the trade group's chairman Joe Dellosso. Candy exhibits will be up for inspection only on the 20th, according to plans, and the night of the 19th is devoted to social activities, leading off with busloads of Candy Clubbers going out to the ballpark to watch the Braves in action.

One-Stopper Stu Glassman, of Radio Doctors, made his bow on television last week. Stu was one of the panelers on a disk show, "On the Record," in which the panel members attempt to predict whether the records they audition will be "Tops" or "Flops." Disk man Glassman accredited himself very nicely and proved a standout performer in view of his extensive knowledge of pop platters. . . Bill Farr, Columbia Records branch manager, flew to Miami Beach, Fla., this week. He will take part in the Columbia sales confab scheduled there, along with executives from all over the country.

## Pittsburgh

Communications to: Leon Leffingwell. WALnut 1-0102

Vending Machine Ops Convert. Local vending machine operators report the job of converting from 25-cent to 25-28-30-cent operations is progressing in good shape. Operators are from one-third to one-half thru converting, expecting to have the job completed in six weeks.

Mr. and Mrs. Harry Rosen and daughter, Elaine, were to leave July 15 on the Grace Line for a two weeks' vacation in South America. Including stops in Colombia, Venezuela, and a trip across the highway to Caracas, the trip is a graduation gift for Elaine. . . The Allegheny Amusement Company is a real family enterprise. The firm includes Lee and Henry Burkhardt, brother-in-law Bob Horn, and Ludwig

Taichus, who married Henry's wife's sister. Company head is Bob Haser.

Fred Vowinkel, who formerly kept servicemen on duty until 1 a.m., now closes at 6:30 p.m. "Machines do go out of order late in the evening," he explains, "but we noticed that customers became impatient immediately and left the location, so we simply repair the machine the next morning." . . . M. J. Abelson is coming out with three new Davy Crockett charms and is showing them in the Vending Pageant at the NABV convention at the Conrad Hilton Hotel, Chicago.

Quaker State Coca-Cola Bottling Company's Ted Bachman is developing a diversified vending machine line at the Pittsburgh plant. New equipment, too, has been installed to facilitate the assembly line system of handling Coke. . . Sydney Weinstein reports Sidmor Vending Company is currently selling vending machines and charms. The firm's charm manufacturing operation was sold to Plastic Processors, New York. . . William Hamel, who has been on the road for Harry Rosenthal, of Banner Specialty Company, has been vacationing in Miami Beach with his wife and family.

Cosmo Geneviva, vend man from Ellwood City, stopped into Sidney Reinwasser's Save-Rite store on the North Side to pick up audio tubes for his music boxes. . . Fuery Ross, who lives in Pittsburgh, is now operating machines around uniontown. . . Norman Robert Abelson, son of M. J. Abelson, is hoping to advance a semester by taking summer high school courses at the University School in Shadyside.

## Miami

Communications to: Raoul Shapiro. MOhawk 7-2710

Mello Music Buys Coin Route. Irving Shapiro, A & I Service, has sold his music and game route to Willie Levy and Mel Schwartz, of Mello Music. Irving is going back to New York to take care of some business he has up north, but said he hopes to be back before the snow falls. . . Arnold Rogin, Juke Box Company, is taking advantage of the low rates at the many motels up Sunny Isles way. He and his lovely wife, Arlene, are spending every weekend, work permitting, at one of those beautiful motels.

Vic Bray, head mechanic at Bishop Amusement Company, is back from a two-week vacation visiting friends and relatives in Alabama and Tennessee. . . Mr. and Mrs. Willie Blatt were the guests of Sammy and Sadie Lano, S & L Amusement, on Sammy's beautiful boat. After a whole day of fishing the Blatts and Lanos took care of their hunger pangs with a barbecue dinner at the Blatts' home. . . Marvin Leiber, Pan American Distributing Company, is off on a vacation up north. . . Bill Turner, Palm City Music Company, is back from a three-week vacation trip.

Ed Mercer, Orange Blossom Music Company, is not too happy with collections. Ed should be used to it by now, being as this is the poorest time of the year in South Dade. . . Izzie Stone, Stoney Music Company, says his route has shown an uptrend for the first time in a month. With most of the Beach hotels filling up to capacity, coin machine play on the Beach has gone up proportionately. . . Harry Zimand, Acme Vending, seen lurching at the Wurlitzer Key Club, at Bush Dist. Company. . . Harry Silverman, Ace Music Company, is back from a weekend of fishing. Don't know if he caught any fish; but his sunburn was something to see.

Arthur Herman, Sunshine Music Company, was in town on a record buying trip. He says business is pretty quiet up Fort Lauderdale way, but hopes to see an improvement soon. . . Benny Fordham, Benny's Music Company, Sebring, is feeling lots better than he has been. Hurry up and get well, Benny, and stay that way. . . Morris Marder, M & M Service, says that Count Basie's "Everyday" is the hottest record on his colored route this week. . . Buddy Kaufman, C & L Amusement, and Rex, of Music Makers, agree wholeheartedly with him. And from the way the record is moving at Budisco the same must be true on the other colored routes in town.

Ernie Rever, ace salesman for Distributor's, Inc., Columbia outlet in Florida, Georgia and points south, says that Rosemary Clooney's "Sailor Boy" is taking off faster than her "Come Ona My House" did. From the initial orders he has received, it may be one of the biggest records Columbia has had in a long time. . . Manny Brookmeier, Brooke Distributors, says it is unbelievable, but he still can't get in "Rock Around the Clock" fast enough to fill all the incoming orders. . . Norman Rogers, R & S Music, seen around town in his new Chevy Bel Air. "The only thing the car hasn't got is a coin chute," says Norman.

## Boston

Communications to: Cameron Dewar. HANcock 6-3000

Reports Brisk Game Demand. Guy P. Giovani, Commonwealth Distributors, was rushing out last-minute orders before taking off on vacation. Guy is happy about the weather now which has brought him out of a bit of a slump. He reports a brisk demand for late equipment in arcade games and music machines. . . Bob Jones, sales manager for Redd Distributors, is in the process of furnishing a new home. He just saw his mother and father off for a visit to Wales. . . Charlie Brandt, Redd's credit manager, has everyone guessing. He wouldn't disclose his destination for his two-week vacation.

The DeJohn Sisters dropped in to see Dick Mitchell at his one-stop in Allston this week and entertained the crew by singing along with their own record. . . Irwin Margold, Trimount Automatic Sales Corporation sales chief, reports he'll need a squad of police to keep order now that Genco's new baseball game has arrived. Says buyers are climbing all over one another in an effort to get one of the machines.

Ed Ravreby, World Fair & Associated Amusements, says his new Keeney shuffleboard game, Palisades, has got his customers jumping. . . Jerry Flatto, Boston Record Distributors, was entertaining Nick Noble, who dropped in to plug his new record. Interested listeners were Harry Walker, of Newport, R. I., and Phil Surette, from Concord, N. H., both of whom stopped by to leave orders.

Other visitors around town this week were Ernie Garamandie, Bristol, Conn.; Ed McCaffery, Lowell, Mass.; Nat Shulman, of Dorchester; Connie Poicius, of South Boston; Jerry Poithier, of Gloucester; Dave Baker, of Arlington, and Bill Hamel, of Concord, N. H.

## Cleveland

Como Meets With Music Men. Perry Como was in town July 14 with RCA Records Veep Larry Kanaga, right-hand aid; Dee Belline and RCA promotion manager, Bernie Miller, to meet and lunch with coinmen, recordmen, disk jockeys, press and radio corps. Phonograph Merchants' Association brass Jack Cohen, Sanford Levine and Jim Ross were among those present. Chief item of business: Plugging newest Como song, "Tina Marie."

Hymie Silverstein, of Excel Phonograph, is on a fishing trip at Perry Sound, Ont., for 10 days. . . Sanford Levine, of Atlas Music, just returned from a week in Miami where he visited with his mother who has been ill. . . Al Witalis, of Western Music Company, his

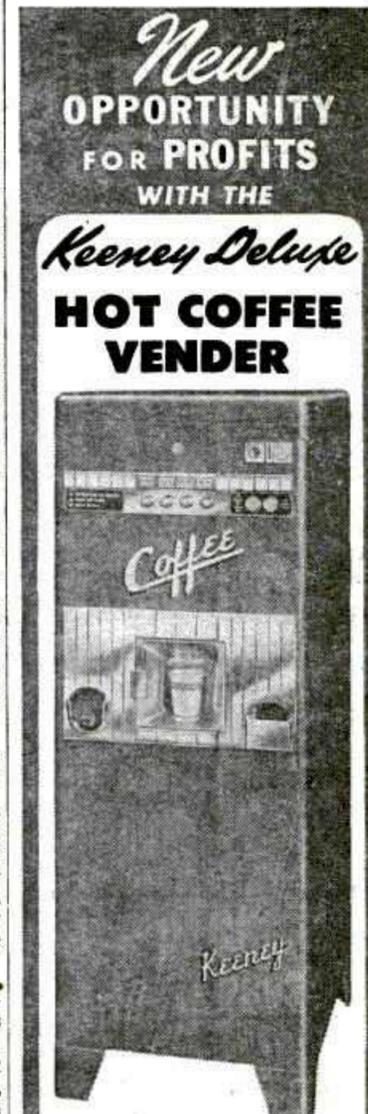
(Continued on page 130)

# Continental Bows 9-Ounce Vender Can

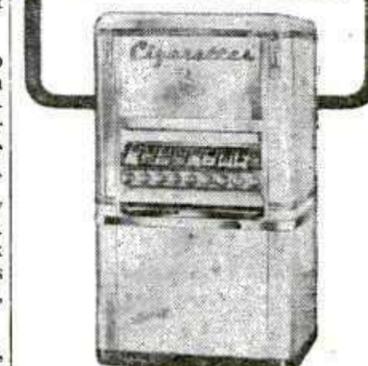
NEW YORK, July 16.—A new nine-ounce soft drink can, termed "the nearest thing to a bottle," is being readied for production by Continental Can Company here.

The can is reportedly about the same diameter as a standard six-ounce or seven-ounce soft drink bottle, and about the same height.

Designed for use in most automatic vending machines, the can is merchandisable in the same kind of six-pack carrier now used for returnable bottles.



**ALMOST UNBELIEVABLE PROFITS** are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes all-dry ingredients *instantly* to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill. Size: 19 3/4" W. x 15 1/4" D. x 52" H.



**The Keeney Deluxe Electric CIGARETTE VENDER**

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity • Coin changer optional
- Price adjustment on each column
- Swing-up top • 3-way match vending

The pack you see—is the pack you get!

Write TODAY FOR NEW CIRCULARS JUST OFF THE PRESS!

J. H. Keeney & CO. INC.  
2480 W. FIFTEENTH STREET, CHICAGO 37, ILLINOIS

**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  
**EDDIE COPPOLA**  
934 6th Ave. Des Moines, Iowa.  
(Phone: 4-3245 before 5:00 P.M. or 4-5086 after 5:00 P.M.)

# Canteen V-P Becomes Op

CHICAGO, July 16.—H. E. (Jay) Sponseller Jr., formerly vice-president and director of sales for Automatic Canteen Company of America, resigned and will head his own operating company under the Canteen franchise in South Carolina. His franchise covers the Anderson, Columbia, Greenville and Spartanburg, S. C., areas. His firm will be known as Canteen of Dixie and will be headquartered in Greenville. Sponseller had been with Automatic Canteen six years. In 1950 he was named director of national sales, in 1953 he was elected assistant vice-president and in 1954 he was named vice-president and director of sales.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**STANDARD SPECIALTY CO.**  
5115 E. 14th St. Oakland 1, Calif.

**THIRD IN SERIES**

## Rapid Op One-Stop Growth Sparks Disk Mfr. Promotion

• Continued from page 19

Service (see The Billboard July 16).

Then, too, one-stops are also growing in importance at the retail level. Operating a record retail store in addition to a one-stop service is common procedure among one-stops. Nearly four out of every five sell to the public as well as to jukemen, and this dual merchandising role permits larger inventories than otherwise possible.

**Samples and Giveaways**

One of the most popular versions of this increased manufacturer promotion comes to one-stops in the form of sample or giveaway disks, especially when a new tune has been cut by more than one label. Other increased promotion, according to one-stops, includes better rec-

ord manufacturer-disk jockey co-operation, more mailed current release sheets, quicker delivery schedules, increased mailed advertising and personal letters announcing new tunes.

Garland DeLamar, owner of the House of Jive, Waco, Tex., said that while major labels were increasing the number of sample records shipped to his firm, it was the independents who were "playing ball with one-stop" better than ever before. Milton Israeloff, head of the Beacon Shops, Providence, R. I., agreed: He said, "There has been a steady increase in record promotion by the smaller manufacturers recently, especially via more sample and free giveaway records."

According to John T. Edgerton, manager of the Record Supply

Company, Sacramento, "The increase in promotion by major record companies has been only slight, while independents have flooded our offices with letters, mailers and sample records from all over the country." Edgerton went on to say that promotion from independents really began to take on large proportions last March, when The Billboard published a complete nationwide one-stop listing in conjunction with the Music Operators of America convention issue.

"Closer coverage by salesmen" is the way Frank Norgor, head of Frank's One-Stop in Des Moines, sums up the most significant change in record manufacturer service to one-stops. And a Miami one-stopper said that he thought one of the best record manufacturer promotions was the recent surge of recording artists appearing on television shows plugging new tunes.

But regardless of what's considered the best way for a record manufacturer to promote his tunes at the one-stop level, the fact that it's being done is a feather in the hat of the one-stop business. And from all indications, one-stops seem certain to continue to grow in importance among juke box circles, a sure method to increase their position still further with the diskeries.

## SOUTH BEND OPS FORM JUKE ASSN.

**Elect Officer Slate, Prepare Local Radio Show, Gain Press Good Will, Aid**

SOUTH BEND, Ind., July 16.—Music operators here Wednesday evening (13) formed an association, elected officers, prepared a dime play public relations program for their own sponsored radio show, and scored a healthy good-will gain with the local press.

Having met informally for the past three months, operators decided Wednesday to form an association. Before the evening was over, the Music Operators' Association of St. Joseph Valley was organized.

Carl Zimmer, head of the Carl

Zimmer Company, was elected president and Joe MacQuiney, head of Mac's Music Company, was named secretary-treasurer. Al Evans was named grievance committee chairman and Lee LaDow and Sol Silvers were appointed chairmen of the advertising committee to handle and prepare all spot announcements on the association's radio show.

**Deejay Show**

The radio program is a weekly disk jockey show, aired from 10:30 to 11 p.m. on Saturdays over Station WSBT, and called "Dance Bands."

\* Operators sponsored the program for 10 weeks. They are allowed three 3-minute announcements on every program. According to Al Evans, the announcements will be aimed at reducing opposition to the local dime play move.

The good-will gain between operators and the press was scored because a South Bend Tribune reporter was invited to attend the gathering. During the course of the meeting, operators explained to the reporter their reasons for going to dime play, citing rising costs; the history of the juke box and the role it plays in the field of entertainment.

**10c Play Story**

As a result of this effort on the part of operators, the reporter indicated that he would include the reasons for the move to dime play in his story.

But the history of the juke box scored an even larger gain. Favorably impressed with the achieve-

(Continued on page 128)

**P-R IN PRINT**

## Editor's Letter Tells How Op Aided Youths

UNION CITY, N. J., July 16.—Building better public relations for the juke box industry has become a continuous project at the headquarters of H. Betti & Sons, local operating firm.

In line with this good-will policy, the firm recently donated a juke box for teen-age dances. The following letter written to The Hudson Dispatch editor and reprinted in the paper was the result:

"We would like to thank your

(Continued on page 128)

## POSTPONE GRAND JURY HEARINGS UNTIL SEPT.

CHICAGO, July 16.—Hearings in the federal grand jury investigation into alleged charges of anti-trust activities in the juke box industry have been postponed until September, Thomas Kerr, assistant to the local anti-trust division chief, announced here this week.

However, Kerr said that altho the federal grand jury was recessed for the summer months, anti-trust department investigators would continue to study records submitted by subpoenaed juke box firms. When the grand jury reconvenes in September, Kerr said, the investigation will continue.

The investigation is an outgrowth of alleged charges of monopolistic practices, restraint of trade and price fixing in the juke box industry. Earl Jinkinson, local anti-trust chief, heads the investigation.

To date, records of manufacturers, distributors and operators from 10 cities have been subpoenaed. Cities involved, in addition to Chicago, are Milwaukee; St. Louis, Kansas City, Mo.; Cleveland; Youngstown, O.; Minneapolis, Detroit; Oakland, Calif.; Rockford and Peoria, Ill.

The government has subpoenaed records dating back to 1946.

## AMI Appoints 3 in New Field Service Plan

GRAND RAPIDS, July 16.—A new nationwide service program, which was launched with the appointment of three field service engineers, has been established by AMI, Inc.

The three service engineers appointed were George F. Klersey, Eugene Wasson and Henry Hoevenaar. Klersey, headquartering in Miami, will cover the entire Southern region of the country; Wasson will cover the Western region with headquarters in Los Angeles, and Hoevenaar will cover the Central States, working out of the AMI Chicago office.

The service engineers will specialize in giving technical aid to AMI distributors and operators in their respective areas. Each will be responsible for conducting special training classes for operators and distributors as well as aiding operators faced with difficult installations.

At least one more field service engineer is expected to be appointed to cover the Eastern States.

## Ops Hit 10c Snag in Pa.

YORK, Pa., July 16.—A current move by operators to raise the price on juke boxes here from a nickel to a dime is meeting considerable opposition from location owners.

One music operator said that rising costs were forcing operators to increase the price. He added that numerous parts of the country were already operating on dime play and that the increased price was benefiting both operators and location owners.

However, local location owners, while admitting that they thought dime play would eventually come into being in this area, said that they think a price hike at this time would cut customer play considerably, that they wanted to wait until the entire area was converted.

## U. S. Finicky About Juke Boxes' Music

**26,000,000 Plays Daily Keep Owners Hopping to Give John Q. What He Wants**

• Continued from page 1

currently relying on at least a dozen sources to aid them in their record buying chores.

Trade paper charts, editorial features and advertisements and their personal opinion rank first and second respectively, with operators as the means by which they buy new records. "Other important helps are location requests, actual juke box popularity meter count, current artist popularity. The advice from one-stop operators is also used to weigh tunes to be purchased.

**Buying Habits**

The importance of buying new records just as early as possible and regularly for juke boxes is clearly reflected in the fact that approximately 70 per cent of all music operators schedule disk buying at least once a week.

The importance is also reflected in the number of records purchased

annually for juke box consumption. A conservative estimate places this yearly volume at 60 million.

This constant turnover in records played on juke boxes has presented an auxiliary programming problem: Title strips.

Before a new record can be placed on a music machine, the operator must prepare a title strip for the machine and, when used, for each wall box. A seemingly simple task, but the manner in which it's done—operators have found—is all important. Title strips serve more than as a juke box menu. Salesmanship via title strips has become a major programming consideration.

Sound is also beginning to play an important role in modern juke box programming. In programming, operators are well aware that high-fidelity, used to best advantage, has become an important selling item.

## MUSICAL GIFT-O-RAMA

### Youth Groups Truck-Up 49 Jukes From Mass. Op

WEBSTER, Mass., July 16.—Youth Groups in this area have found a musical bonanza in Adolph E. Dugas, operator of Royal Music Company, who has been giving away juke boxes as if they were toys.

In the act of converting to 45 r.p.m. record machines, Dugas has found a ready market in the charity field for his old-type jukes, handing them to Catholic youth groups, which have been picking them up by the truckload.

Dugas has parted with some 49 old jukes in this way, and he expects to double that number before he is done. The only inconvenience to the generous music operator is that he has the machines completely overhauled and repaired before presenting them as a charity item.

It all started when Dugas contributed two of the old jukes to his parish of Sacred Heart. Word

got around, and several youth councils from other parishes hopped on the band wagon.

The idea snowballed, and letters and phone calls came pouring in from all parts of the diocese, with Dugas co-operating wherever possible. Soon trucks were backing in and out of the front of his shop in a steady stream, and this continued for about six weeks. As many as three trucks were in the yard at one time. One juke box that went to one of the councils got a "royal" escort by two State troopers.

With the supply about exhausted, demand has quieted down, and the Dugas shop is finally getting back to normal. Remaining requests are being taken care of in orderly fashion over the next month and a half.

In the business since 1928, Dugas now has a large route and

(Continued on page 130)

## Indianapolis Dime Play Skedded to Hit in Aug.

INDIANAPOLIS, July 16.—Over 70 per cent of all music operators here will switch to dime play, with conversions expected to get under way in August and to be completed by September, it was learned here this week.

To precede the initial dime play push, a public relations campaign, now in planning, will seek to explain the need for the increased toll thru extensive newspaper advertising.

Local operators are frowning on suggestions for a mixed or "selective" system of pricing juke box music, with nickel play in some communities and dime play in others.

"That would be a unique arrangement, indeed," one local operator observed, "especially since people are accustomed to pay like prices for like commodities. For instance, telephone rates in one neighborhood are identical to those in another. Indianapolis will not go along with any such scrambled deal as mixing its prices."

**Newspaper Ads**

Newspaper advertisements announcing the decision by operators to switch to dime play will point out that in view of the inflationary trend, which has cut the value of

the nickel in half, the change is long overdue.

The ads will list the various items which have doubled and tripled in cost, making the proposed change necessary. Current prices of such items as records, needles, phonographs, labor and taxes will be compared with prices prevailing before World War II.

At recent meetings operators

(Continued on page 128)

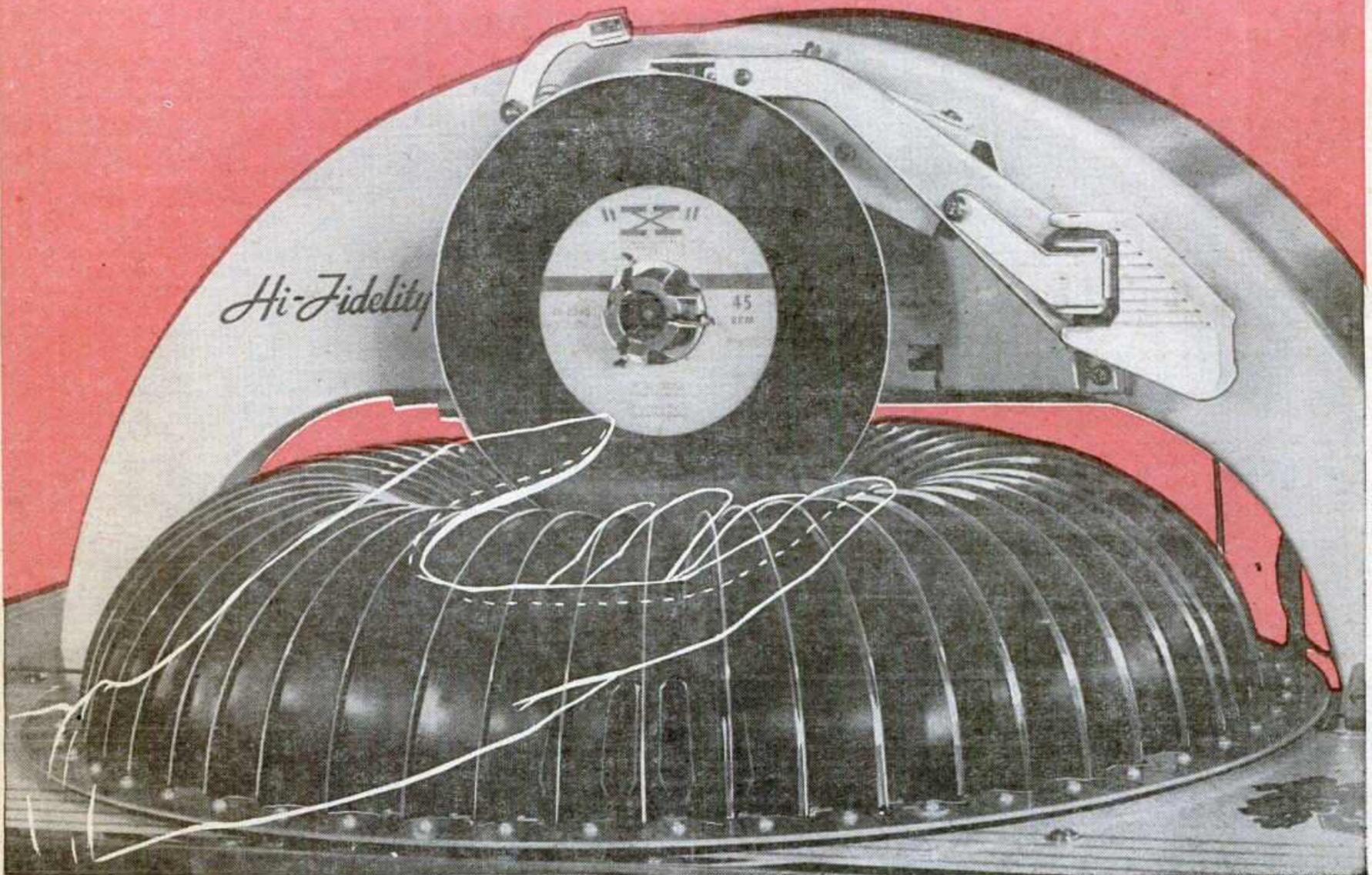
## AMI, ROCK-OLA END VACATIONS

CHICAGO, July 16.—AMI, Inc., and Rock-Ola Manufacturing Company return to production Monday (18), having completed the customary two-week plant shutdowns for summer vacations.

The J. P. Seeburg Corporation returns to production on the following Monday, taking a third vacation week to complete plant changes.

The Rudolph Wurlitzer Company will begin its vacation schedule on the night of July 22, resuming Monday, August 8.

WURLITZER CAROUSEL HANDLES YOUR RECORDS WITH "KID GLOVES"



Wurlitzer Carousel, simplest record changer on a Multi-Selection Phonograph, plays both sides of 52 seven-inch 45 RPM records with mechanical handling that coddles records like they were made of Dresden China. They are gently raised by one of two arms, carefully engaged by a self-centering chuck, securely cushioned into position by three metal fingers and played vertically. Records are never grabbed by a clamp—never turned over. The needle is brushed before and after each record is played. Records last longer. That saves you money! They sound better. That makes you money! It's another example of the engineering efficiency for which the Wurlitzer 1800 is famous.

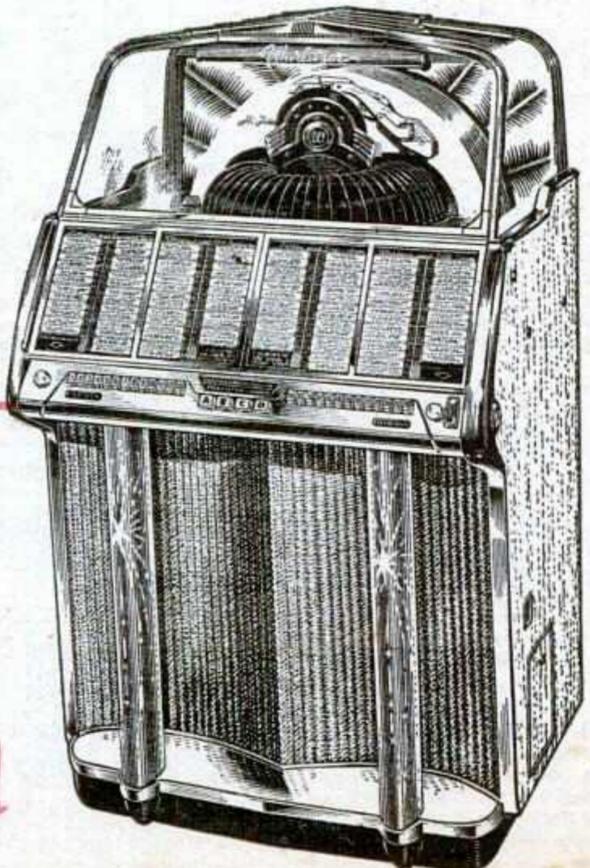
*Wurlitzer 1800*

THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS



The Official  
Musical  
Instruments in

WURLITZER  
*Disneyland*



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK • ESTABLISHED 1856

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

July 27—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

August 1-3—National Candy Wholesalers' Association, annual convention, Hotel Sherman, Chicago.

August 2—Los Angeles Division, California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

August 8—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

August 9—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

August 10—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

August 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 11-12—South Dakota Phonograph Operators' Association, quarterly meeting, Deadwood, S. D.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton, Chicago.

## South Bend Ops Form Assn.

• Continued from page 126

ments racked up by the automatic phonograph industry, the reporter decided to do a lengthy story for his paper's Sunday magazine section.

## Springfield, Ill., Pinball License Fee Boosted \$10

SPRINGFIELD, Ill., July 16.—License fees for pinball games here were increased from \$40 to \$50 per game by the city council.

A strict code governing the issuing of licenses to pinball operators and location owners was also set up. The fee hike was designed as a city revenue measure, while the license requirements were made to give the mayor more power to decide who can participate in the tavern and pinball machine business.

The new license ordinance divorces all members of the police department and their close relatives from operating pinballs or taverns. It also requires fingerprinting of all pinball or liquor license applicants.

## Dismiss Op Suit Against Juke Fee

KANSAS CITY, Mo., July 16.—An injunction suit brought against the Jackson County Court and Joseph Cali, county license inspector, challenging the authority of the court to order a \$10 license fee on all coin-operated music machines, has been dismissed without prejudice.

The action was taken by circuit court Judge Paul A. Buzard at the request of Preston H. Longino, attorney for the Silverman Brothers Music Company, which brought the suit. The reason for the request for dismissal was not disclosed but the action by Judge Buzard leaves the door open for refile of the case which was heard by the jurist July 9. The judge was to rule on the case July 15.

In the suit, the Silverman company had contended that a license of \$10 for each coin-operated music machine, a fee instituted in May by the court, was invalid. It asserted the court has no authority to order such a tax and the firm sought to prevent the county court from carrying forth the license procedure.

ELIZABETH, N. J., July 16.—Edward P. Tetreault, head of the Independent Amusement Company of Elizabeth, died here Friday (8) at the age of 64.

Tetreault was a veteran music operator and a staunch supporter of the Music Guild of New Jersey.

Funeral services were held last Monday at the August F. Schmidt & Son Funeral Home. Interment was at Evergreen Cemetery.

The idea was okayed by The South Bend Tribune. Pictures were taken of some of the leading operators in the city and the article was written.

Because Sunday supplements are printed weeks in advance of issue date, operators were informed that it would be three to four weeks before the article would appear.

Operators feel that the Sunday article will not only improve local good will, but that it will be a public relations booster for the entire juke box industry.

### Trial Basis

The move to dime play in this area was launched about two months ago, with operators trying it out on a trial basis. Since that time, conversions have spread like quicksilver, with nearly 95 per cent of the city's phonographs now equipped for straight dime play.

Evans said that to date, only isolated cases of opposition to the move have been reported. He said that the radio program would explain why the conversions had been made.

And the move to dime play in this area has also sparked action by operators in neighboring towns. Elkhart and Mishawaka operators are beginning to experiment with the increase price.

According to Evans, all phonographs within a 30-mile radius are expected to be converted to dime play by operators within the next three months.

The new association has scheduled meetings every other Wednesday at the offices of Carl Zimmer. The next meeting will be held July 27.

Evans said that the association is not a local organization, "it is open to all operators in the St. Joseph Valley." He added that an open invitation was extended to all operators in the area.

## Indianapolis

• Continued from page 126

have aired both the pros and cons of dime play conversions, with the end result being that operators agreed that the increased price must be adopted to meet rising costs.

It was also pointed out during the meetings that a large number of operators were finding it almost impossible to meet their financial obligations with nickel chutes.

Other large Indiana cities will be watching the results of the Indianapolis move. Gary, the State's second city, has been using dime play on a limited basis for almost two years, and South Bend, fourth among Hoosier cities, has been experimenting with mixed nickel and dime play.

Indiana's third city, Fort Wayne, may prove susceptible to conversions if the Indianapolis project succeeds, as might Evansville.

## Copyr't Office's Proposed Study Draws MOA Fire

• Continued from page 18

Rep. Frank Thompson Jr. (D., N. J.), presented to the House (June 23). The Thompson 80-page report is background for his bill of January 20, which would set up an impartial fact-finding commission to investigate the whole Copyright Act and make recommendations for its revision.

Sections of the detailed history made by the America Law Division of the Library of Congress, at Thompson's request, are being read into the Congressional Record in installments. The July 12 reading by Thompson included mention, without comment, of the Copyright Office request for funds, and added that the House had voted \$20,000 for the study.

Fisher's original request for \$40,000 was cut to half by a House subcommittee, and has already been considered by a Senate Appropriations Committee. The appropriation request is not expected to meet opposition when it reaches the Senate floor.

De La Vize's telegram to the senators on the Copyright Office study read: "I would like to voice my objection to the section of the appropriations bill (H. R. 7117) for the Library of Congress regarding increased appropriation for a study of the copyright law, as I feel that both Dr. L. Quincy Mumford, the Librarian of Congress, and Arthur Fisher, Register of Copyright, are biased. It could never be an impartial study of the copyright law."

## Akron Music Firm Damaged by Fire

AKRON, O., July 16.—Music Masters, Inc., juke box and vending machine company here, was damaged considerably by an explosive flash fire that hit the firm's downtown quarters.

George George, one of the owners of the firm, and Robert Young, an employee, received minor burns. George was treated at the Akron General Hospital for hand and face burns.

The fire broke out in a large storage room for juke boxes, record and cigarette vending machines. Workmen had been cleaning the room in preparation for painting.

## Wurlitzer Plant Stages Annual Employee Picnic

NORTH TONAWANDA, N. Y., July 16.—Rudolph Wurlitzer employees and their families—some 5,000 strong—were hosted today on the nearby shores of Lake Ontario for the firm's annual picnic.

Highlight of the day-long event, which consisted of refreshments, door prizes, etc., was the crowning of Wurlitzer's "Queen of Music." The title was awarded to Miss Yvonne Bishop, clerk-typist in the plant here.

Roy Waltemeade, vice-president and manager of the North Tonawanda plant, presented the crown.

## P-R in Print

• Continued from page 126

paper for helping us. We had a letter in "Your Editorials" requesting a juke box for our teen-age dances. It appeared in the morning paper and before noon I had the good fortune to have H. Betti & Sons call me and tell me they would be glad to give us one. They not only gave us a juke box filled with records, but delivered it to the Tiger Hose Firehouse in Fairview.

"We would like to thank H. Betti & Sons for the juke box and records and The Hudson Dispatch for helping us to get one and helping our teen-agers to have a better time."

## 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:

ATLANTIC RECORDS LAUNCHES new label to be known as Atlas Records. It will include pop and r.&b. and be distributed separately from the parent label.

CANADIAN EQUIVALENT OF ASCAP gathers data on locations pending disposition of its suit to require juke play to result in performance royalty payments.

DECCA RECORDS DISCONTINUES 78 r.p.m. albums and unloads inventory at reduced prices.

FOUR DISK ENTRIES ON THE BILLBOARD'S new "Coming Up Strong" chart hit national best seller list in first week.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

## A SUCCESS

## Pioneer Op Ends 25 Yrs. With Industry

AKRON, July 16.—A pioneer operator of vending machines, juke boxes and pinball machines in Akron and Summit County was out of business last week—for the first time since 1932.

Edward George, who came up from an American orphanage in Syria to a mansion here, has sold his holdings in Music Masters, Inc., to Charles Marvin and George's two brothers, Anthony and George George.

Music Masters will be merged with Marvin's Bell Music Company. The new firm's assets total more than \$1 million and include 1,500 vending machines of every type, including coin-operated television sets in motels.

The new company will be one of the largest operating firms in the State.

Marvin will be president and treasurer; Anthony George, vice-president in charge of personnel, and George George, vice-president and director of service.

### Success Story

Ed George's life reads like a typical American success story. Only 48, he has amassed a neat fortune from a number of ventures, including juke boxes, real estate, bowling alleys and restaurants.

He started his own juke box and pinball machine business. A tireless worker, he started with a few machines and gradually took on cigarette venders and became one of the largest vending machine operators in Ohio.

He was born in Wellston, O., the son of a Syrian immigrant. At 4 he was taken back to Lebanon and at 11 he was an orphan. He and his two brothers and one sister were separated and placed in orphanages in Lebanon, where Ed went to high school.

Ed George came to Akron in 1929 to live with his uncle, Virgil George. He went to work for his uncle in the juke box business. Later he became a partner in the firm but immediately broke with the uncle when Virgil decided to take on slot machines.

It was then he started his own operating business. His ventures include a number of businesses. He owns a \$200,000 building in Massillon, another huge downtown Akron building, which houses a bowling alley, a restaurant, a bar, and quarters for the Babcock & Wilcox atomic energy division. He also owns a parking lot and the new Tangier restaurant here.

## \$10 License Fee Pends in N. J. Town

PASSAIC, N. J., July 16.—Wayne Township has introduced a music and game ordinance which calls for a dual license of \$10 a machine, plus a sliding scale of rates from \$100 to \$1,000 for the number of machines distributed.

First reading has been held, and a second reading is scheduled for August 2.

## Minneapolis Ops Take on Columbia Distributorship

MINNEAPOLIS, July 16.—Music operators Amos and Danny Heilicher, who head Advance Music Company, have taken on the distribution of Columbia records in this area and have formed a new firm, Columbia-Midwest Company.

The brothers, who also distribute Mercury records under the firm name of Heilicher Brothers, have purchased a building at 31 Glenwood Avenue to house their new operation. The firm was expected to get under way before the end of the month.

Headquarters for the juke box operation and the Mercury distributorship are at 1313 Third Avenue, South.

Danny said that he would probably supervise the Columbia record operation, while Amos directed the Mercury set-up and the juke box operation.

The brothers said that they planned to hire a new sales force to handle Columbia-Midwest Company, altho several employees of Forster Distributing Company, former Columbia outlet, were expected to move over to the new firm when it gets rolling.

## Propose \$20 Juke Fee In Brighton, Colo.

BRIGHTON, Colo., July 16.—The city council here passed on first reading an ordinance proposing a \$20 yearly license and regulating fee on juke boxes and other mechanical amusement devices.

R. D. Buffington, city clerk, said that the license requirement would apply to all coin-operated amusement machines.

The ordinance will come up for second and final reading August 2.

**Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT OF RECORD SAVINGS!**

**NELSON MODERNIZATION KIT for Seeburg M100-A to 45 rpm**  
Cut your costs—increase your profits—by installing the Nelson Modernization Kit on your Seeburg M100-A's. 45 rpm records are cheaper last longer... take less storage space... give better reproduction... AND gets you into 10¢ play thru EP 45 rpm disks. You can install-it-yourself... kit complete no special tools needed... takes only one hour. Upgrade your locations—buy good used Seeburg M100-A's and modernize with a Nelson Kit.

► For Complete Details Clip and Mail TODAY!

D. W. PRICE CORP.,  
Manufacturers  
11147 W. Pico Blvd.  
Los Angeles 64, Calif.

Show me how I can convert Seeburg M100-A's to 45 rpm... and pay for conversion out of record cost savings!

Name.....  
Company.....  
Address.....  
City..... Zone... State....

**MUSIC**

**MENU**

**BY AMI MODEL "F"**

The patron who plays  
a selection  
on the  
full range  
multi-horn  
high  
fidelity  
Model "F"  
develops an

appetite that can  
seldom be satisfied  
with anything  
less than a  
whopping big  
portion of  
music  
in this most  
delectable form

*Only 10c*

*Worth \$1.00*

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

• Continued from page 125

wife and son, Bill, are back from a three-week trip to the West Coast where they visited with relatives.

Sam Abrams, publicity man for Phonograph Merchants, is away this week at a hardware convention in Atlantic City. His aid, Dorothy Klein, leaves next week (July 18) for a trip to New England. . . . Joe Fontana announces the annual picnic for the vending machine union men will be July 24 at the Crane and Shovel Club, just outside of Cleveland. Prizes and souvenirs will help liven the outing. . . . Virginia Holcomb, secretary of the Phonograph Merchants' Association, takes next week off to spend it with her ailing mother here in town.

"In My Heart" (Label X) was chosen hit tune for July by the Phonograph Merchants' Association. This means special title strips thruout Ohio juke boxes. "Pledging My Love," last tune selected by Cleveland coinmen, has reached No. 7 on Billboard's hit parade, according to Jim Ross, PMA vice-president.

## Los Angeles

Communications to: Joel Friedman, Hollywood 0-5831

Minthorne Music Expands Staff. Lloyd Godfrey has joined the staff of Minthorne Music Company, assisting background music department manager George Mahlum with the firm's ever expanding industrial installations. Minthorne recently set up a music system in the huge Anaconda Copper plant here. . . . Dan Donahue, Western division representative for the J. P. Seeburg Company, is back in town after a brief visit to San Francisco with assistant Tom Herrick.

Business is apparently booming at the Paul Laymon Company these days, with major domo Paul reporting exceptional response to their promotion thus far of the new Rock-Ola. Red Creswell, of the Laymon service staff, and Jimmy Wilkins, both back from their vacations, were swamped with a backlog of work. . . . Steve Tronick, 11-year-old son of Hank Tronick, general manager of Minthorne Music Company, is one of the stars of the Tigers Little League ball club, Westchester entry in the league. Team is coached by Bob Kahle, former big league and Hollywood Stars ball player.

Mort Leeman, local kiddie ride operator, is back in town after a business trip to New York. . . . Bill Leuenhagen, Leuenhagen's Record Bar, reports virtually 90 per cent of his business can be attributed to the sale of 45 r.p.m. records these days. . . . Fred Gaunt, Badger Sales Company, continues to keep business humming with good activity in the games field.

Hymie Rosenberg and Al Shrifrin, H. Rosenberg & Company, have completed their third shuffle conversion, Riviera, and have started assembly production of the game. Rosenberg plans to make a sales tour in early fall thruout the Southern California market. . . . Wayne Copeland and Walt Peteet, the latter field service representative for the Wurlitzer Company, have completed refurbishing the phonograph models to be used at Disneyland, mammoth amusement park in Anaheim scheduled to open July 17.

Charlie Daniels, Don Peters and Don Gilbertson, all of the Paul Laymon Company staff, are away on vacations. Daniels and Gilbertson will be entertaining friends at home, while Peters is off to Yellowstone for some fishing. . . . Howe Louis, music and games operator from Vancouver, British Columbia, in town shopping for new equipment. . . . Gary Sinclair, Wurlitzer field representative in town for the Disneyland opening.

Phil Robinson, Chicago Coin Machine Company regional representative, reports sales of the firm's baseball game have almost doubled the previous year's volume thus far. . . . Joe Duarte, Badger Sales Company export department head, was entertaining a host of foreign coin machine men last week. . . . Dime play is apparently spreading, with music distributors here reporting virtually all the fringe territories other than Los Angeles County now operating on 10-cent play. . . . Music operators in town last week included Bill Black, Bakersfield; Oscar Tetzloff, Banning; E. E. Peterson and the Wolf Bros. from San Diego; Doc Dockins, Santa Ana; Walt Hennings, Costa Mesa, and J. D. McGehee, La Verne.

## Denver

Reports Juke Spots Increase. Pete Geritz, head of Mountain Distributing Company, Denver, is spending part of the summer calling on operators thruout the western Kansas plains area. Geritz, an AMI distributor, says that many of the Kansas western farm communities are building up in population. Phonograph locations have increased substantially during the past six months, Geritz reports.

Charlie Cousins, Denver operator, is back from a vacation in the East. . . . Howard Holt, head of Draco Sales Company, Denver Wurlitzer distributor, is spending most of the summer combing the hinterlands of New Mexico in search of operator prospects in the remote towns along the Colorado-New Mexico border.

B & T Amusement Company, Blytheville, Ark., operating amusement machines, phonographs and venders thruout the northeastern corner of Arkansas, has purchased a new de luxe station wagon which features a drop-down tail gate to provide space enough to carry all but the largest of coin machines. . . . Darel Will, prominent Boulder, Colo., phonograph operator, has returned to Boulder following a six weeks' tour of the Mississippi gulf coast, Florida Everglades and the Okefenokee Swamp.

## Kansas City, Mo.

Communications to: Bob Tatum, H Harrison 1200

Dime Play Summer Bright Spot. Operators here report dime play going over big, but that in general, business is off. Nick Evola, president of the Kansas City Operators' Association, attributes the success of the dime changeover to co-operation by the operators in the area. Decline in overall receipts is blamed on the great drawing power of the Kansas City Athletics and the Starlight theater (outdoor municipal). But business should pick up again in the fall, Evola believes.

Recent visitors at W B Music Company include Johnny Williams, Chanute, Kan.; Charley Newkirk, Parsons, Kan.; Duke Flanders, Salinas, Kan.; Jim Whittington, Pierce City, Mo., and Charley Wilson, Springfield, Mo. Used pinball machines and some new Seeburgs were purchased.

The summer beer trade is giving shuffle bowling and shuffleboards

a big play again, with some operators reporting an unusual upswing. . . . Archie Mesch, of Mesch Amusement Company, Kansas City, Kan., is recovering from a bad case of sunburn suffered while painting his home. . . . Mr. and Mrs. G. F. Layher, Nevada, Mo., were recent visitors at Mid-West Distributors. Manager John Balk says Layher is expanding his route and adding some new Wurlitzers.

Guy Armstrong, of Music Sales, Topeka, Kan., was in town buying records and parts. . . . Harry Silverberg, of W. B. Music Company, was suddenly called to Denver to be at the bedside of his critically ill father, who is in the General Rose Hospital there. . . . R. E. Gilbert, of Gilbert Amusement Company, has returned from a three-week vacation in New Mexico, Arizona (including Las Vegas) and Texas. "Most operators have gone over to 10-cent play," he says, adding that "Music men think business is better after the switch."



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M100BL	.....550	1550A	.....395
HM100A HIDEAWAY	.....275	1650	.....395
H146 HIDEAWAY	.....50	<b>ROCK-OLA</b>	
H147 HIDEAWAY	.....65	1428	.....\$119
H148 HIDEAWAY	.....75	1434	.....275
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### Business Opportunities

**CAN GET DISTRIBUTORSHIP, NEED partner with some capital to invest in coin operated games, music sales and route in Canada. Wonderful opportunity. Replies held confidential. Box M-139 Billboard, Cincinnati 22, O. jy23**

**COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. au27**

**FOR SALE—BOWLING ALLEYS, 3 COMPLETE. Like new, reasonable. Frank R. Nagel, Box 61, Salisbury, Mo.**

**FOR SALE—TAVERN AND GRILL, COMPLETELY equipped, building included, building large enough for another line also living quarters; sixteen thousand takes all; good opportunity for man and wife, will pay for itself in two years. Eastern Shore Maryland, P. & W. Bar & Grill, Greensboro, Md. jy30**

**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-aui3**

**STATUARY NOVELTY ITEMS—COST PRODUCTION in quantities. For carnivals, gift and hobby trade. Mold making. William Rice, 528 Hutton Place, Columbus 15, O.**

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### Help Wanted

**SPECIALTY SALESMEN WANTED—FOR direct sales to food, drug, and variety stores. Self liquidating deal. High commission. Box 812, The Billboard, Chicago, Ill.**

**WANTED — BINGO AND SHUFFLE MECHANISMS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. se3**

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### Parts, Supplies & Services

**COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. au27**

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**STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcusf 7-1448. jy30ch**

**VIKING POPCORN MACHINE PARTS—ALL new parts just purchased by Goldy, Harvey, Reese Enterprises, Inc., 7116 Laurel Canyon Blvd., North Hollywood, Calif. Unit 48. Phone Poplar 5-3286. Let us know your needs. jy30**

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### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell, MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.**

**ADVANCE MODEL D ONE CENT BALL Gum Machines, Clean \$3.50 each, lots of 100, F. T. Hawkins, Route 6, Palestine, Tex. Lyons Music Co., Skowhegan, Me. jy30**

**CANADIAN OPERATORS—MUSIC MACHINES thoroughly reconditioned and refinished, Rock-Ola 1422, 1426, 1428, Wurlitzer 750, 1015, 1100, AMI C, D-40, D-80. Lyons Music Co., Skowhegan, Me. jy30**

**CIGARETTE MACHINES—DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55. Rowe Imperial, 8 col. \$45; 8 col. \$50; Unedapara 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., 3067 Parrish St., Philadelphia, Pa. Evergreen 6-4244. ch-1fn**

**CIGARETTE MACHINES—6, 7, 8, 9 COL-UMBS, quarter operation; from \$30 up. Candy machines, U-Select-It, 75 capacity, \$45 each. Half deposit, balance c.o.d. City Vending Service, 422 E. Okmauigee, Muskogee, Okla. np**

**FOR SALE—EIGHT PITCHIN' PETE, BALL Pitching Machines. Used on three weekly celebrations. In new condition, with gross of balls, \$125 each. Carl Kesty, Northumberland, Pa. jy30**

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### Sanitary Vending Machine Headquarters

**"Spare" sanitary napkin venders, DAV rator blade venders, Advance, 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.**

**NATIONAL SANITARY SALES**  
Dept. B-7, 4307 W. Lawrence Ave., Chicago 38

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**TWO CHI COIN, TWO PLAYER SHUFFLE Baseball, five player United Bowler Evans Batascore; Seeburg Bear; two Williams Horsefeathers, two player game. Enough for a whole Arcade, \$325. ABC Coin Machine Co., 3124 S. Flores St., San Antonio, Tex.**

**VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. 1fn**

**Williams Lazy Q** .....\$135.00  
**Williams Thunderbird** .....200.00  
**Williams Colors** .....230.00  
**Williams Starlite** .....75.00  
**Williams Spitfire** .....250.00  
**Gottlieb Hawaiian Beauty** .....200.00  
**Gottlieb Diamond Lil** .....250.00  
**Gottlieb Mystic Marvel** .....200.00  
**Gottlieb Flying High** .....115.00  
**Gottlieb Jockey Club** .....195.00

**MIDWEST DISTRIBUTING CO**  
8400 W. Colfax Ave. Denver 15, Colo. jy30

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**100 METER-MATIC M-12 TIMERS, 2 HOURS for 25¢, \$1.50 each. Excellent condition. C. & W. Music Co., 62 Biltmore Ave., Asheville, N. C.**

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### Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. 1fn**

**MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Baker, 609C Spring Garden St., Philadelphia 23, Pa. ch-1fn**

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**PANORAMS WANTED—HIGHEST PRICES paid, any quantity. Also late Bingo Games and Phonographs. Western Distributors; 3126 Elliott Ave., Seattle 1, Wash. au29**

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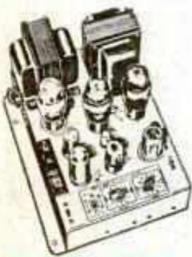
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# ROCK-OLA

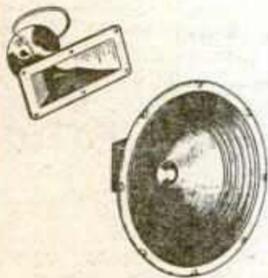
## HI-FIDELITY MUSIC

"... to thrill the most discriminating enthusiast"



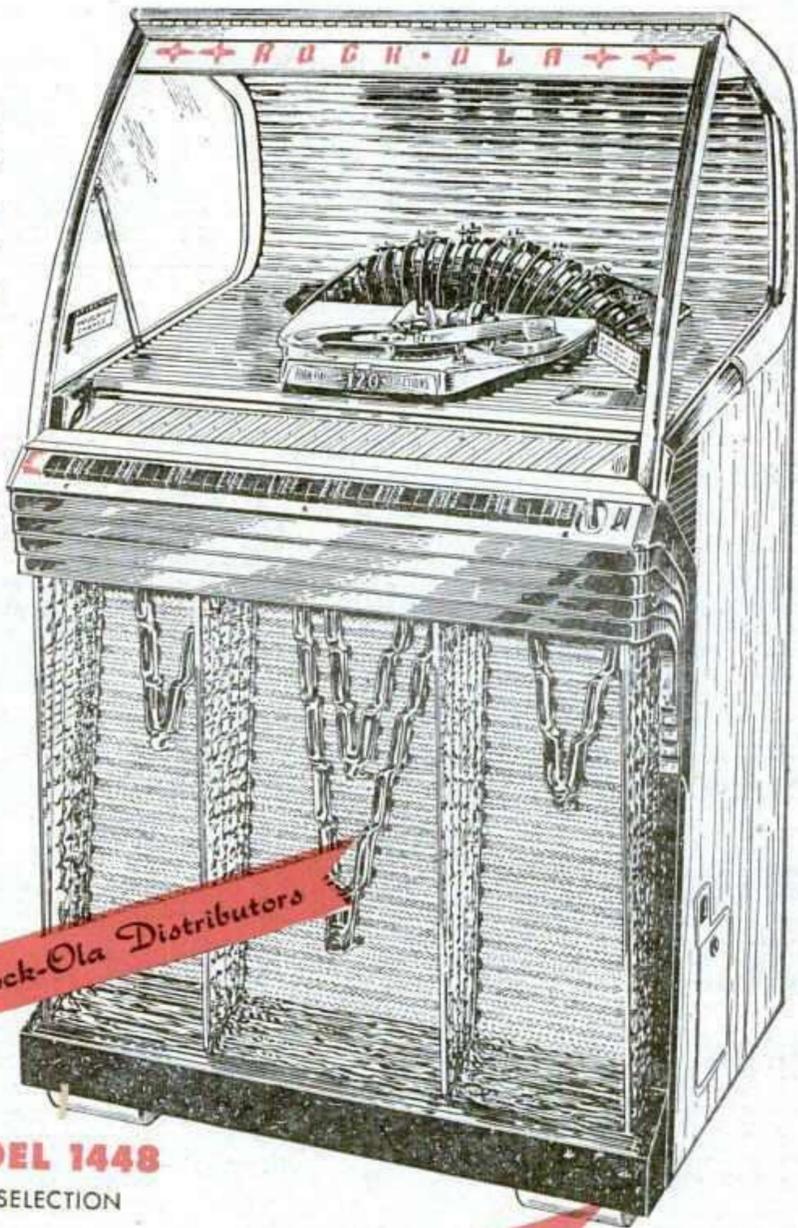
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Wide range bass and treble adjustments give just the emphasis desired. Finest Hi-Fidelity Amplifier made and the most economical to operate.



**ROCK-OLA  
TRU-TONE  
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The new 15 inch speaker, largest in any coin-operated phonograph, is acoustically matched with the heavy cast, rectangular horn loaded compression drive unit to carry the true and complete range of tones from the ROCK-OLA Tru-Tone Hi-Fidelity Amplifier.



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120 SELECTION

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*Worth More When You Buy... Worth More When You Trade*

# ROCK-OLA

## Used In-Line Pin Prices Dip; 5-Ball, Shuffle Market Steady

### Areas in Canada, U. S. Hit by Legal Restrictions Cause Temporary Surplus

CHICAGO, July 16.—In-line pinball operators in scattered areas throughout the U. S. and Canada, hit by tightened legal restrictions, are selling their equipment back to distributors causing a temporary surplus in the lowered prices in-line game market.

However, the market for latest used five-ball and shuffle bowling

games is holding up well with sales remaining steady despite the usual summer drop-off.

The in-line business has been hit particularly hard in the Montreal area and truck loads of in-line games from this area have moved to markets in the U. S. in the past few weeks.

Scattered territorial close-downs in this country have added to the used in-line game surplus, affecting a drop in used equipment prices.

#### Expect Quick Recovery

Distributors reached by The Billboard this week were not upset by these developments in the in-line market and expect it to bounce back just as quickly as the current surplus can be shunted to other locations.

Cil Kitt, head of Empire Coin Machine Exchange, Chicago, summed up distributor opinion in pointing out a two-fold effect the current Canadian in-line picture has had on used in-line game sales:

1. The elimination of a good market for surplus used games.
2. The crowding of the U. S.

market by games coming back into this country from Canadian locations.

Both these factors, Kitt said, have brought a drop in prices of used games here.

#### Baseballs Up

Sales of coin-operated baseball games, including both new and used equipment, have been good.

A number of distributors reported a demand for good late used five-ball games, which is expected to increase in the future.

A comparative scarcity of late model used shuffle bowling games was also noted by several distributor firms.

Expanded markets for five-ball games and a desire among operators for shuffle bowlers with large pins and late play features were the reasons given for sales pick-ups in these categories.

The Billboard Price Index reflects the drop in used in-line pinball prices. Listed in the adjoining column are high and low advertised prices on representative games about five weeks ago as compared to last week's figures.

## Used In-Line Prices

6-Week Comparison

Game	May 28	July 16
Atlantic City .....	\$125-\$ 85	\$115-\$ 70
Beach Club .....	270- 200	225- 165
Big Ben .....	200- 165	175- 145
Hawaiian Beauty .....	200- 200	175- 175
Nevada .....	350- 295	295- 125
Shindig .....	165- 145	150- 130

## NEW OPPORTUNITIES

### Kiddielands Offer Top Spots for Denver Ops

DENVER, July 16.—Amusement game, juke box, and vending machine operators here are watching with interest the development of excellent location prospects in suburban amusement parks for children.

The "kiddielands" have shown tremendous popularity and apparently will grow in number during the next year. Most of these kiddie parks contemplate moving in games, jukes and venders.

First to enter the market in the Denver area was Sid Adler, formerly a Chicago television and appliance retailer, who opened his new Kiddie City July 2.

Located in the extreme southeast corner of Denver, the Kiddie City was deliberately planned for location far from Denver's two large amusement parks, Lakeside and Elitch Gardens. This, Adler believes, eliminates any aspect of infringement and likewise chimes with the gradual swing of Denver population in this direction.

\$250,000 Cost

Kiddie City will represent an investment of more than a quarter of a million dollars on completion, when the last of a dozen rides are installed and all landscaping completed.

Occupying three acres of space, the park offers youngsters a Miniature Train, a Ferris Wheel, Hand Car, Merry-Go-Round, boat ride, and a pony ring. Under construction and to be finished before the grand opening in mid-July is a child-size Roller Coaster, a Whip, and a Jet Plane ride.

Adler's plans call for installation of a dozen types of coin games, jukes and venders. Currently, his

plans call for private ownership and operation of all machines.

All of the equipment throughout the park is brand new, according to Adler, who conceived a desire to enter this new entertainment field largely because of the interest of his own two children.

Along with the rides, the Denver park manager features a frosty whip refreshment stand especially for the kiddies, and a hard surface parking lot to accommodate parents' automobiles.

### Add-A-Line New Gottlieb 5-Ball Game

CHICAGO, July 16.—D. Gottlieb & Company shipped to distributors this week, Sweet Add-A-Line, a new five-ball game which features lighting up columns of figures on the backglass for high scores.

Numbers are lighted in any of eight columns on the backglass by shooting balls thru roll-over lanes on the playfield.

Completing all the numbers in any of the columns lights up a special scoring hole and builds up scores for this hole. Top score is made by lighting up all of the numbers in the backglass columns.

Other holes spot numbers and add to scores. Two button-operated ball flippers shoot balls back up the playfield for added action and added chances at the high score holes.

Other game features include four "on and off" ball-bumpers and two ball-kicker mechanisms. The game is a regular model single player machine. It is decorated with a cartoon-type backglass.

#### Charter S. C. Firm

CHARLESTON, S. C., July 16.—Ocean Drive Pavilion, Inc., capitalized at \$20,000, has obtained charter from Secretary of State Thornton to operate an amusement center. Roy B. Harrelson is president.

## T-PARTY DEBUT

### New Golfland To Bow Coin Driving Range

BAY SHORE, N. Y., July 16.—Coin-operated golf will make its debut in Suffolk County, New York, here next month when the new quarter-million dollar Golfland opens with an automatic driving range.

Patterned after the "Bat-Em" Ranges, the coin-operated golf installation tees up balls automatically on the insertion of a half-dollar.

The mechanism is fed by a conveyor belt from an underground cellar where the balls are poured in by a pickup truck. The balls are washed and dried in the process.

Holmes Cook, New Jersey, designed the course and is supervising the construction.

A total of 52 enclosed tees are being constructed, in addition to a coin-operated miniature golf course. The driving range will be surrounded by a 45-foot fence. Other innovations include a vinyl plastic mat for iron shots, special grip golf clubs and a p.a. system. A modern air-conditioned clubhouse will be located on the grounds.

### Milwaukee Ops Speak Against Game Rentals

MILWAUKEE, July 16.—Renting of equipment to operators by coin machine distributors remains a ticklish proposition in the Milwaukee area. According to distributors, the "lend-lease" of machines is being conducted on a sub-rosa basis by a number of State firms, but few will admit to being among this group.

Generally speaking, coinmen hereabouts are vocal in their opposition to distributors renting machines to other operators. As one veteran operator put it, "Why should we buy machines from distributors who are making it too easy for our competitors? I don't mind competing with another operator, who is working on the same basis as I do, but I can't make out against someone who doesn't have to buy machines the way I do."

Industry spokesmen are agreed that machine renting is a minor factor in Milwaukee as a result of the strong, frequently organized operator resistance. Both local coinmen's trade groups, the Milwaukee Phonograph Operators' Association and the Greater Milwaukee Coin Machine Operators' League, have come out frequently in opposition to distributor renting.

Otto Hadrian, head of the league, has led his small but vocal group to the Milwaukee Common

(Continued on page 135)

## NEW GAME APPEAL

### Bally Shuffles Follow True Bowling Scores

CHICAGO, July 16.—Bally Manufacturing Company shipped to its distributors this week a pair of shuffle bowling games set for play according to official bowling rules.

Equipped with pins which are nearly a foot high, and a larger and heavier puck than those used with previous shuffle games, the new bowling units promise to give a fresh appeal to the shuffle game field.

Herb Jones, Bally vice-president, said the new games are in answer to "a demand that has built up for some time among operators for a shuffle bowling game tied to actual bowling scores."

Jones pointed out that bowling is the largest participant sport in America, and that these people offer a ready-made public for shuffle bowling by official bowling rules.

According to Jack Nelson, general sales manager, the new bowlers are the result of a year of engineering aimed at solving the mechanical and electrical problems of realistic bowling scores.

From one to six players can take part in a game, each depositing a dime to play. They take their regular turns at the line, as in actual bowling, shooting the pucks at electrically tripped pins.

Each player's score, including strikes and spares made, are recorded frame by frame on scoring reels on the backglass.

The games are available in two

models, ABC Bowler, the standard model, and Congress Bowler, the match play unit.

Features of the new games include 7-10 pick-up scoring; Formica playfield; hinged pin-hood, doors and playfield with elevator; pin re-set; quiet operation, and a simplified mechanism.

Cabinets are 8½ feet long, 25 inches wide, in a new "club style." Games are available for 10-cent, or 10-cent and three-for-quarter play.

### Court Lifts Order Guarding Ore. Pins

PORTLAND, Ore., July 16.—Circuit Judge Charles W. Redding Thursday (14) canceled a court order that had prevented the city from enforcing its ban against pinball games from which coin slots had been removed.

The judge's comments, however, indicated that any attempt by the city to seize such machines would find him ready to issue a restrainer.

Redding's action was aimed at speeding determination of whether the city's ban on pinball games applies also to the slotless variety. He said he hoped a trial on the merits of the case may be opened within a month.

Redding dissolved a temporary injunction obtained by Lou Dunnis, of the Portland Amusement Company. Attorney for Dunnis is David Fain of Portland, who has taken the 1951 anti-pinball ordinance thru the State Supreme Court. Other counsel brought the case to the door of the Supreme Court of the United States, which in effect upheld the city's ban on the games.

Redding told Dunnis and Fain that should the city take action against the games that might do irreparable damage to coin machine operators, Fain might come into court and seek renewal of the injunction.

Stanley G. Terry, Portland operator who brought the original court challenge to the 1951 ordinance, said all games in city locations have been fitted out to remove the coin slot and provided

with locks to which the location owner has the key. Insertion of the key causes the machine to register a certain number of plays, for which the customer pays in cash. It was further indicated that paper rolls similar to adding machines enable the location owner and game operator to tally the revenue.

### Game License Demand Hikes

COLUMBIA, S. C., July 16.—The demand for coin game licenses in South Carolina is in excess of that of the last fiscal year, despite a hike in the per-game license fee.

B. S. Breazeale, director of the license tax division, said this week that there are about 1,000 applications for licenses for coin-operated machines in the mail following the July 4 weekend.

To operate a coin machine, a license costs \$25. Last year the fee was \$15, but the Legislature increased the fee to \$25 as a source of added revenue.

### Genco Launches Sales Drive—Names Distributors

CHICAGO, July 16.—Genco Manufacturing & Sales Company this week named three new distributors and announced a sales expansion program in the amusement game field.

Appointed as new distributors for the firm are Calderon Distributing Company, Indianapolis; S. L. Stiebel Company, Louisville, and Marmer Distributing Company, Cincinnati.

Avron Gensburg, vice-president of Genco, said the new appointments launched "an intensive drive to expand the Genco sales picture throughout the country."

"This is one of the first steps in a sales program designed to bring closer ties between factory distributors and operators," Gensburg explained.

In line with the sales expansion

program, Ralph Sheffield, director of sales, recently announced the appointment of Ernest Rezeau as sales manager for the firm. Rezeau will travel the nation on Genco sales duties.

Al Calderon, Calderon Distributing Company, Indianapolis, will represent Genco in the State of Indiana with the exception of the Evansville area.

S. L. Stiebel Company, with offices in Louisville, Evansville, Ind. and Nashville, will represent the Genco firm in these cities and the surrounding territories. Walter Waldman is head of the Stiebel firm.

Marmer Distributing, Cincinnati, headed by William and Milt Marmer, will be the exclusive distributor for Genco in the Cincinnati area.

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New Exhibit  
**TREASURE COVE**  
Latest and best Shooting Gallery  
**DAVY CROCKETT CARDS and VACUUMATIC CARD VENDOR**  
Don't wait. Order now and triple your income with the fastest and most wanted card ever made in coin machine history.  
For details get our FREE supplement to the 1955 300 Illustration Catalog  
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577 Tenth Ave. (at 42nd St.)  
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43 YEARS SERVICE - EST. 1912

**Assorted KIDDIE RIDES FOR SALE**  
Cheapest in the Country  
**\$25.00 up**  
SEND FOR LIST TODAY

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Exclusive AMI Dist. Ea. Pa.  
855 N. BROAD STREET, PHILADELPHIA, 23, PA.  
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**READY FOR LOCATION**  
\* 2 BALLY FROLICS ..... \$125 \*  
\* 2 BALLY BEAUTIES ..... 165 \*  
\* 5 BALLY BEACH CLUBS ..... 205 \*  
\* 8 BALLY DUDE RANCH ..... 225 \*  
\* 5 BALLY PALM SPRINGS ..... 245 \*  
\* 3 BALLY ICE FROLICS ..... 255 \*  
\* 3 BALLY HI-FI ..... 275 \*  
\* 5 BALLY SURF CLUBS ..... 275 \*  
\* 1 UNITED RIO ..... 145 \*  
\* 1 UNITED HAVANA ..... 165 \*  
\* 3 EVANS SADDLE & TURF... 245 \*  
    (For Club Model)  
\* 3 UNITED IMPERIAL BOWLERS 215 \*  
    Also Other Bingos and Bowlers.  
\* 1/2 Down, Bal. C.O.D. or Sight Draft. \*  
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**GIVE TO DAMON RUNYON CANCER FUND**

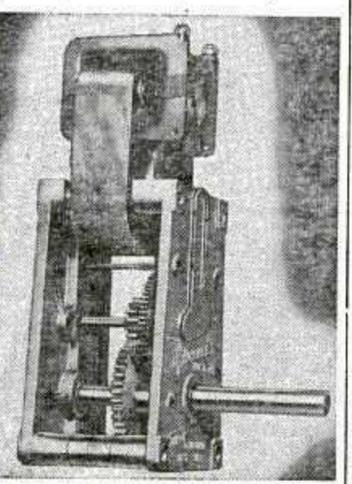
**PM to Boost Ad Campaign**  
NEW YORK, July 16.—Philip Morris, Inc., will step up its national advertising campaign in all media for its new theme, "Philip Morris . . . Gentle for Modern Taste."  
A nationwide billboard schedule is planned, marking the first time in 15 years that a cigarette company has used outdoor advertising on a national basis.  
This phase is designed to reach an estimated population of 69,000,000 daily thru locations in 300 cities and 2,300 adjacent communities. Four-color 24-sheet posters will be used on 3,500 billboards.  
In addition, efforts will be stepped up in Negro newspapers. PM has also purchased the exclusive cigarette franchise on NBC's newest radio program, the weekend "Monitor."

**ABCB to Meet in Miami Nov. 14-17**  
WASHINGTON, July 16.—The combined 1955 International Soft Drink Industry Exposition and American Bottlers of Carbonated Beverages Convention will be held in Miami November 14-17.  
Visitors to the Exposition are slated to see new developments for the manufacture, promotion, packaging and distribution of soft drinks. Bottle vending machines, sanitary products, refrigeration equipment, and material-handling equipment will be on display. The number of registered exhibitors is already at 185.  
The ABCB convention will feature speakers, forums and panels. Among the speakers will be Dr. Kenneth McFarland, Educational Consultant and Lecturer for General Motors Corporation.  
The proceedings will be held at the Dinner Key Auditorium and the Miami Municipal Auditorium. Thousands of bottlers and guests are expected to attend.

**PAN OPERATORS, NOTE!**  
Brand New!  
**PIN-UP & BURLESQUE LOOPS**  
Lowest Prices. Satisfaction Guaranteed.  
**TRIUMPH PRODUCTIONS, INC.**  
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Los Angeles 46

**NEW PRODUCTS**  
Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to amusement game, juke box and vending machine operators, distributors and manufacturers to "New Products," The Billboard, 188 W. Randolph Street, Chicago.

AC Super Gearmotor. Motoresearch Company, Racine, Wis. Developed to meet demand for speed and power required for actuating devices such as amusement games, vending machines, coin-operated



machines, motion displays, commercial broilers and large rotisseries. Has high starting torque characteristics and can be provided to operate on either continuous or intermittent duty. Output torque is 120 to 500 inch ounces at 10 r.p.m. depending on duty cycle. Output shaft can be geared to 3 r.p.m. and up and standard output shaft diameter is 3/16 to 3/18 inches cut to desired length, with other sizes available. Has semi-oilless bearings and machine cut gears. Super Gearmotor length is 5 1/2 inches, width 2 15/32 inches and depth 1 9/16 inches. Operating voltage is 115 V with 60 cycle frequency as standard.

Every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard.  
**What Do You Have To Sell?**  
Write BOX 666  
2160 Patterson St. Cincinnati, Ohio

**Rowe Survey Lists 16,000 Milk Venders**

NEW YORK, July 16.—Robert A. Greene, president of the Rowe Corporation, estimated that 16,000 indoor and outdoor milk machines are on location, and that 1954 milk vending volume was \$22,500,000.  
A recently completed Rowe survey shows that New Jersey has more than 400 outdoor quart machines vending at the rate of 5,000,000 quarts a year.

**Nehi President Tells House Comm. Sugar Priced High**

WASHINGTON, July 16.—The president of the Nehi Corporation, Wilbur H. Glenn, of Columbus, Ga., recently reported to the House Committee on Agriculture that the American consumer is paying more than \$500 million annually above the world price for sugar.  
Glenn, representing 12 associations of sugar-using industries in the food field at the hearings on the extension and amendment of the Sugar Act of 1948, told the Committee that the advantages to sugar producers under present sugar legislation, and the quota system it establishes for their benefit, imposes the obligation on such producers to pass these advantages, such as lower cost production, on to the consumer.

**Sam Solomon's Buys!**  
5  
Genco's  
**RIFLE GALLERYS**  
(Very Clean)  
**\$225.00**  
WIRE—PHONE—WRITE  
**UNIVERSITY COIN MACHINE EXCH.**  
858 N. High St. Columbus 8, Ohio  
Tel.: KLondon 3529

**15 GENCO 400 UPRIGHT BINGOS**  
10¢ play—perfect condition—  
all metered  
**\$59.50**  
ARCADE SPECIALS  
Genco Wild West ..... \$425  
Genco Big Top ..... 395  
Keeney Sportsman ..... 260  
Exhibit Shooting Gallery ..... 195  
United Deluxe Carnival ..... 315  
SPECIALS  
Yacht Clubs ..... \$110  
Beautys ..... 149  
Call (ASCME)—BE 5-6770  
**ALL STATE COIN MACHINE EXCHANGE**  
2317 North Western Ave.  
Chicago 47, Illinois

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**PHONOGRAPH PLASTICS**  
Check these LOW PRICES!  
A. M. I.  
MODEL A Tops, l. or r. .... \$ 8.95  
Centers, l. or r. .... 15.45  
Bottoms, l. or r. .... 11.95  
B Dome ..... 17.95  
Centers, l. or r. .... 8.95  
Bottoms, l. or r. .... 8.95  
C Centers ..... 8.95  
Bottoms, l. or r. .... 8.95  
SEEBURG  
Model 100C—Highly polished chrome tubes (replaces glass tubes).  
Set of 12 ..... \$14.95  
Model 146-147-148  
Domes ..... 15.95  
ROCK-OLA  
Available to fit Models 1422-1426, 1428, 1432, 1434, 1436 and 1438.  
WURLITZER  
MODEL 1250  
Center Dome ..... \$18.95  
Dome Ends, ea. .... 6.10  
MODEL 1400  
Center Dome ..... 13.45  
Dome Ends, ea. .... 10.50  
Bottom Sides, set of 2 ..... 16.50  
MODEL 1500  
Center Dome ..... 14.50  
MODEL 1015  
Top Center, l. or r. 7.50  
Lower Sides, ea. .... 3.50  
Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ..... \$7.75  
Also available to fit Models 950, 850, 750, 700, 600, 500.  
TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.  
★  
**Distributors, Write**  
**MARVEL MFG. CO.** 2845 W. Fullerton, Chicago 47, Illinois  
Tel.: Dickens 2-2424

**SUMMER SPECIALS**  
KEENEY  
American ..... \$325.00  
Domino ..... 125.00  
18 Player ..... 119.00  
6 Player ..... 75.00  
UNITED  
Targette ..... \$375.00  
DeLuxe ..... 375.00  
Mars ..... 75.00  
6 Pl. Deluxe ..... 75.00  
Olympic ..... 115.00  
Cascade ..... 100.00  
SHUFFLEBOARD SUPPLIES  
Shuffleboard Game Wax, Case (12) ..... \$ 3.50  
Pucks (Set of 8) ..... 12.00  
Fast Wax, Case (12) ..... 4.50  
Score Sheets, 10 Pads ..... 7.50  
Fluorescent Lights, Pr. 22.50  
Adjusters ..... 18.50  
**SPECIAL Bally Beauty \$145.00**  
★  
**PURVEYOR DISTRIBUTING COMPANY**  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814  
BINGOS  
Variety ..... \$395.00  
Surf Club ..... 265.00  
Hi-Fi ..... 245.00  
Ice Frolics ..... 225.00  
Beach Club ..... 195.00  
Palm Beach ..... 110.00  
MISCELLANEOUS  
Keeney Sportsman ..... \$345.00  
Genco Rifle Gallery ..... 275.00  
Shoot-the-Bear ..... 140.00  
Ex. Shooting Gallery ..... 165.00  
Ex. Gun Patrol ..... 130.00  
Shuffle Pool ..... 90.00  
Genco Silver Chest ..... 125.00  
Telequiz, with film 95.00  
Wurl. 1015. 95.00  
Wurl. 1100. 175.00

**BINGO BARGAIN BONANZA**  
SURF CLUB ..... \$325  
Palm Springs ..... 295  
DUDE RANCH ..... 275  
BEACH CLUB ..... \$165  
BEAUTY ..... 150  
SINGAPORE ..... 295  
**SPECIAL—TROPICANA, New ..... \$425**  
**AMI-E 120. .... \$565**  
**Redd DISTRIBUTING CO.** WRITE—WIRE—PHONE (Collect)  
298 Lincoln St., Allston 34, Mass.  
ALgonquin 4-4040  
Exclusive distributors for **WURLITZER — BALLY — UNITED**  
WE WILL SHIP ANYWHERE

**Empire Does It Again Bingo Prices Smashed!**  
Surf Club ..... \$260  
Palm Springs ..... 235  
Ice Frolics ..... 235  
Dude Ranch ..... 220  
Beach Club ..... \$190  
Beauty ..... 150  
Frolics ..... 130  
Yacht Club ..... 100  
Palm Beach ..... \$100  
Cleaned and Checked—Ready for Location  
1/2 deposit, balance Sight Draft or C.O.D.  
**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**TRIMOUNT**  
 AMERICA'S LARGEST EXPORTERS OF RECONDITIONED COIN OPERATED EQUIPMENT

SEEBURG M100A, B, BL  
 WURLITZER 1015, 1100, 1250, 1400, 1500  
 AM1 MODEL B, C, D  
 ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436  
 COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.  
 ALL TYPES OF ARCADE EQUIPMENT.

Send for Price Lists  
 New England's Largest Parts Department — let us take care of your requirements.

**TRIMOUNT**  
 A NEW ENGLAND INSTITUTION WITH A WORLD WIDE REPUTATION.

40 WALTHAM STREET  
 BOSTON 18, MASS.  
 Tel. Liberty 2-9480

**Price Index**  
 • Continued from page 120

	HIGH	LOW	Times Adv'd
Tenth Frame Bowler (Chicago Coin) (3/53)	75.00	75.00	8
Triple Score Bowler, 10th Frame (Chicago Coin)	150.00	150.00	5
Triple Score Bowler (Chicago Coin) (6/53)	150.00	135.00	5
Thunderbolt (Chicago Coin)	435.00	435.00	4

**VENDING MACHINES**

Acorn Cabinet	9.00	9.00	2
Acorn Vendors			
Ball Gum	8.95	8.95	1
Advance D 1c B/G	6.45	6.45	4
Advance No. 11			
Mdse.	5.95	5.95	4
Columbus Ball Gum	4.95	4.95	1
Columbus 5c	6.95	6.95	2
Cadillac Jr., 5c	6.95	6.95	1
Columbus 1c Bulk	6.50	6.50	4
DoVal's Penny Pack	7.50	7.50	2
DuGrenier Tab Gum (4 col.)	17.50	17.50	2
DuGrenier Tab Gum (6 col.)	17.50	17.50	2
DuGrenier Model W (9 col.)	95.00	95.00	4
Electro (8 col.)	125.00	125.00	4
Exhibit Post Card	15.00	15.00	4
Heider Tab Gum (6 col.)	12.50	12.50	2
Hot Nut (2 col.)	12.50	12.50	2
Hot Nut (3 col.)	25.00	25.00	2
Jewel Vends, 5c	7.50	7.50	2
Keeney Electric (9 col.)	135.00	135.00	3
Master 1c & 5c Bulk	6.95	6.95	4
Master 1c Bulk	6.50	6.50	4
Master 5c Bulk	6.50	6.50	4
Mills Candy (5 col.)	55.00	55.00	4
Mills Tab Gum (6 col.)	17.50	17.50	2
National Candy (6 col.)	65.00	65.00	4
National 918	115.00	70.00	5
National 930	95.00	95.00	4
National 950	110.00	110.00	4
Northwestern 5c	12.50	12.50	1
Northwestern 39, 1c	7.95	7.50	6
Northwestern 33, Ball Gum	6.50	6.50	4
Northwestern Deluxe 1c & 5c	12.00	12.00	4
Northwestern 49, 1c	12.50	12.50	2
Northwestern Standard	6.95	6.95	1
PX (10 col.)	115.00	115.00	4
PX Electric	85.00	85.00	4
Regal 5c	6.95	6.95	2
Rowe Candy (5 col.)	55.00	55.00	4
Rowe Candy (8 col.)	60.00	60.00	1
Rowe Candy Merchant (7 col.)	165.00	165.00	4

**WURLITZER 1500** ..... \$295  
**A. M. I. MODEL "C"** ..... 195  
**WURLITZER 1500-A** ..... 395

RECONDITIONED—REFINISHED LIKE NEW!  
 Terms: 1/2 Dep., Bal. C.O.D.  
 Closed Saturdays during July & August

**ATLAS MUSIC COMPANY**  
 A Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

**Joe Ash Says**  
 FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

You'll Want To See **WURLITZER'S** New Design for '55 **THE 1800**

**ACTIVE** AMUSEMENT MACHINES CO.  
 666 N. Broad St. FRemont 7-4495 PHila. 30  
 Write or wire for prices  
 "YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

**20th ANNIVERSARY SALE!**

Gay Time	Write	Reconditioned Wurlitzers
Gayety	\$525.00	1400 ..... \$325.00
Big Time	499.50	1600 ..... 375.00
Variety	425.00	1650 ..... 395.00
Surf Club	250.00	1500 ..... 295.00
Hi-Fi	235.00	1500 A ..... 375.00
Palm Springs	225.00	1550 A ..... 395.00
Ice Frolics	225.00	1700 ..... 595.00
Dude Ranch	235.00	
Yacht Club	110.00	
Beach Club	175.00	
Beauty	149.50	
Frolics	134.50	
Palm Beach	85.00	
Atlantic City	74.50	
Bright Spot	69.50	
Spot Life	49.50	
Bright Lights	49.50	
Genco Big Top	395.00	
Carnival Guns	325.00	
Exhibit Shooting Gallery	195.00	
Exhibit Jet Gun	99.50	

**Wurlitzer Wall Boxes**

104 Selection (5204)	\$49.50
48 Selection (4851)	29.50
48 Selection (3048)	15.00
248 Steppers	34.50

Terms: 1/2 Deposit, Balance Sight Draft or C.O.D.

**SOUTHERN AMUSEMENT CO.**

628 MADISON MEMPHIS, TENN. Phone 5-3609 or LD524

(Continued on page 136)

**WANT MORE FOR YOUR MONEY in a good USED PHONOGRAPH?**

These Shaffer Like-New Specials have been completely reconditioned in our fully equipped service department—one of the largest and finest in the country.

SEEBURG	WURLITZER
M-100-B ..... \$569	1650 ..... \$349
M-100-A ..... 299	1500 ..... 339
148ML (Blonde) ..... 109	1100 ..... 109
AMI	ROCK-OLA
E-120 ..... \$549	1432 (50 Sel.) ..... \$169
Model "C" ..... 179	1428 (24 Sel.) ..... 109

Send for Illustrated Catalog of Complete List  
 PHONE—WIRE—WRITE

**Shaffer Music Co.**

In the Coin Machine Business Over 25 Years  
 COLUMBUS, OHIO 849 N. High St. AXminster 4-4614  
 CINCINNATI, OHIO 1200 Walnut St. MAin 1-6310  
 INDIANAPOLIS, IND. 1327 Capitol Ave. MElose 4-3571

**Williams KING OF SWAT** IT'S HERE!

HOME RUNS ACTUALLY GO OVER THE FENCE!

REPLAY or NOVELTY  
 SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is really pitched!

PLAYERS RUN BASES

When the runner crosses home plate, the Umpire calls 'em— "SAFE"

**HITTING** a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrow under G and F good for one replay... carry-overs from game to game... liting arrow 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!

SEE YOUR DISTRIBUTOR FOR: King of Swat  
 Race the Clock - Sidewalk Engineer!

**Only** AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT

**Williams MANUFACTURING COMPANY**

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Twin Coin Chutes: 10c — 3 for 25c

**"BUY THE BEST—WE DO"**

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
A.B.C. .... \$ 65.00	5 Player ..... \$ 40.00	Bally Big Inning ..... \$125.00
Atlantic City ..... 90.00	6 Player ..... 50.00	Champion Hockey ..... 85.00
Brite Lites ..... 65.00	Deluxe ..... 60.00	C.C. Hokey ..... 75.00
Beauty ..... 165.00	Deluxe ..... 90.00	Ex. Sportland Gun ..... 395.00
Beach Club ..... 185.00	Cascade ..... 195.00	Snake Plus ..... 75.00
Coney Island ..... 65.00	Royal ..... 110.00	Steer Chase ..... 75.00
Cabana ..... 165.00	10th Frame ..... 75.00	Mut. Driveyourself ..... 595.00
Frolics ..... 110.00	Super ..... 65.00	Bat-A-Score, Sr. .... 65.00
Dude Ranch ..... 265.00	10th Frame Stars ..... 95.00	C.C. Basketball ..... 195.00
Gaveties ..... 425.00	Chief ..... 275.00	Deluxe Photo ..... 245.00
Hi-Fi ..... 250.00	CHICAGO COIN	Ex. Gun Patrol ..... 140.00
Ice Frolics ..... 250.00	10th Fr. Dble. Score ..... \$110.00	Ex. Six Shooter ..... 110.00
Nevada ..... 295.00	10th Frame ..... 75.00	Evans Bat-A-Score ..... 145.00
Palm Springs ..... 225.00	Hi-Speed Triple Score ..... 225.00	Evans Ski-Roll ..... 95.00
Surf Clubs ..... 240.00	10th Fr. Tri. Score ..... 150.00	Genco Basketball ..... 275.00
Spot Lites ..... 65.00	Ky. League Bowler ..... 40.00	Genco Rifle Gallery ..... 250.00
Singapore ..... 325.00	Ky. w/Bottle Pins ..... 40.00	Flying Saucers ..... 95.00
Tropicana ..... 350.00	Cris. Cross Targets ..... 240.00	Life League ..... 75.00
Tropics ..... 175.00	Super Match ..... 95.00	Latest Movies, latest Panoram, with Peek Quizzer with film... 99.00
Yacht Club ..... 110.00	COUNTER GAMES, USED	Standard Metal Typar ..... 250.00
	Pop-Ups ..... \$15.00	Sci. Pitch'm & Bat'm ..... 185.00
	Advance Shoppers ..... 15.00	Un. Carnival Gun ..... 350.00
	Pistol Target Skill ..... 15.00	Wurlitzer Skee Ball ..... 150.00
	Merc. Grip Scales ..... 20.00	Silver Gloves ..... 195.00
	Got. 3-Way Grippers ..... 20.00	BIG BRONCO ..... 350.00
	Wizard Fortune ..... 15.00	Champion Horse ..... 75.00
	Teller ..... 20.00	Auto Photo ..... 225.00
	Wizard Whiz ..... 20.00	Seeburg Coon Gun ..... 75.00
	Daval Best Hand ..... 15.00	Scientific Boat ..... 325.00
	Gypsy Fortune Teller ..... 10.00	Space Ship ..... 225.00
	Ex. Derby ..... 20.00	Periscope ..... 95.00
	S.K. Grip Vue ..... 10.00	
	Smiley ..... 10.00	FIVE BALLS
	Three-of-a-Kind ..... 15.00	Army & Navy ..... \$ 75.00
	Bat-A-Ball ..... 15.00	Basketball ..... 25.00
	ABT Skill Guns ..... 20.00	Chinatown ..... 75.00
	ABT Red, White, Blue ..... 20.00	Disk Jockey ..... 65.00
	ABT Target Skill ..... 20.00	Four Corners ..... 75.00
	ABT Elec. Skill Gun ..... 20.00	Guys & Dolls ..... 110.00
	ABT Challenger ..... 20.00	Jeannie ..... 25.00
	NEW	Just 21 ..... 25.00
	ABT Challenger ..... \$49.50	K. C. Jones ..... 25.00
	Advance Shoppers ..... 24.50	Mermaid ..... 45.00
	Kickers & Catchers ..... 39.50	Olympics ..... 55.00
	Ship. St. Wizard Card ..... 19.50	Rose Bowl ..... 50.00
	Vendor ..... 35.00	Struggle Buggy ..... 125.00
	Genco Play Ball, non-coin operated ..... 10.00	Sweetheart ..... 35.00
		Twenty Grand ..... 75.00

**Cleveland Coin MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715  
 Terms: 1/2 deposit with all orders, balance C.O.D.

**TIME IS MONEY**

And the Time to Make It Is Now!

With New

**NATIONAL SHUFFLEBOARDS**

The Replacement Market is Active Plus New Markets created by New Models, New Profit Features

**DON'T MISS OUT—CONTACT**

**NATIONAL SHUFFLEBOARD COMPANY**

Orange, New Jersey

**Milwaukee Ops**

Continued from page 132

Council and the State Legislature in Madison several times in quest of regulations designed to hamper rental and other so-called restrictive practices by coin machine distributors. His group's efforts have not yet resulted in the passing of any laws, but has stirred up enough interest among coinmen and newspaper publicity to put distributors on the spot.

Distributors report that they are also opposed in theory to renting of coin machine equipment—except when it becomes temporarily necessary for them to do so. "Often it is the only way we can keep certain of our operators solvent," one of them said. "Sometimes we have to rent equipment to keep a man from going under when he has gone too far behind in his payments. Also, there are men who are good operators, but are short on cash when they may need several new pieces of equipment to keep certain locations. It can be a good deal for that operator to rent the machines until he gets on his feet."

While distributors are agreed that machine renting exists only on a small scale in Milwaukee, they point out that it is a frequent practice in other parts of Wisconsin, particularly in the resort areas where business is heavy for only four or five months of the year.

**Ala. Assn. Opposes Medicine Vending**

EDGEWATER PARK, Miss., July 16.—Distribution of drugs and medicines by vending machines was opposed in a resolution passed at the annual convention here of the Alabama Pharmaceutical Association.

The resolution also condemned "indiscriminate use of other type vending machines" and urged that business establishments with such machines be required to pay a license comparable with other businesses of like nature.

**FOR SALE ★ CLEANED, CHECKED, READY TO GO**

Gavety .....	\$400.00	Palm Beach .....	\$100.00	Ice Frolics .....	\$225.00
Hi Fi .....	235.00	Havana .....	140.00	Palm Springs .....	235.00
Beach Club .....	175.00	Variety .....	375.00	Yacht Club .....	110.00
Surf Club .....	240.00	Dude Ranch .....	195.00	Rio .....	140.00

One-third deposit required with each order. Fast delivery guaranteed. Inquiries invited on any type coin machines.

**CROWN NOVELTY CO., INC.**  
920 HOWARD AVENUE Phone: Canal 7137 NEW ORLEANS, LA.

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN—AMI—GENCO—EXHIBIT**

<b>CHICAGO COIN BOWLERS</b>		<b>LITTLE WHIP (new)</b> Write	
BONUS SCORE .....	Write	CHICAGO COIN ROUND THE WORLD TRAINER .....	Write
FLASH .....	\$365.00	<b>GUNS</b>	
FEATURE FRAME .....	315.00	EXHIBIT TREASURE COVE (new) .....	Write
SUPER FRAME .....	295.00	GENCO SKY ROCKET (new) .....	Write
ADVANCE .....	195.00	GENCO WILD WEST .....	\$495.00
TRIPLE SCORE .....	150.00	GENCO BIG TOP .....	425.00
DOUBLE SCORE .....	105.00	GENCO RIFLE GALLERY .....	295.00
TEN FRAME SPECIAL .....	95.00	<b>BASEBALLS</b>	
NAME BOWLER .....	95.00	CHICAGO COIN BIG LEAGUE .....	Write
SUPER MATCH .....	90.00	GENCO CHAMPION .....	Write
10TH FRAME .....	75.00	CHICAGO COIN HOME RUN .....	\$250.00
MATCH BOWLER .....	60.00	WMS. PENNANT BASEBALL .....	165.00
<b>UNITED BOWLERS</b>		SCIENTIFIC PITCH'EM .....	175.00
CHIEF .....	\$250.00	WMS. SUPER WORLD SERIES .....	95.00
ROYAL .....	195.00	BALLY BEGINNING .....	95.00
OLYMPIC .....	110.00	<b>MUSIC</b>	
CASCADE .....	90.00	AMI MODEL A .....	\$125.00
SUPER .....	60.00	AMI MODEL B .....	175.00
10TH FRAME STARS .....	75.00	AMI MODEL C .....	205.00
STARS .....	60.00	AMI MODEL D-80 .....	395.00
<b>BINGOS</b>		AMI MODEL E-120 .....	565.00
BRIGHT LITES .....	\$ 75.00	SEEBURG 46-47 .....	75.00
BRIGHT SPOT .....	95.00	SEEBURG M100A .....	325.00
SPOT LITE .....	75.00	SEEBURG M100B .....	525.00
A.B.C. .....	50.00	SEEBURG HF100C .....	825.00
<b>RIDES</b>			
CHICAGO COIN SUPER JET .....	\$395.00		
BIG BRONCO .....	400.00		
BERT LANE MUSICAL MERRY-GO-ROUND (Two Ride-Fiber-Glass Horses, like new) .....	395.00		

We have a complete Selection of Arcade Equipment 1/2 deposit on all orders

**MONROE COIN MACHINE EXCHANGE, INC.**

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4600)



**TARGET GUNS**

**EXHIBIT**

500 SHOOTING GALLERY .....	\$375
SPORTLAND SHOOTING GALLERY .....	275
JET GUN .....	125
SIX SHOOTER .....	95
SILVER BULLETS .....	95
DALE GUN .....	65

**GENCO**

SKY ROCKET .....	NEW
WILD WEST .....	\$425
BIG TOP .....	395
RIFLE GALLERY .....	275
SKY GUNNER .....	145

**UNITED**

BONUS DELUXE .....	\$375
CARNIVAL DELUXE .....	315

**SEEBURG**

COON HUNT .....	\$215
SHOOT THE BEAR .....	150
CHICKEN SAM .....	95

**ARCAD**

New C.C. ROUND THE WORLD TRAINER .....

GENCO 2-PLAYER BASKETBALL .....

BALLY BIG INNING .....

MIDGET MOVIES .....

DERBY .....

TELEQUIZ with film .....

JACK RABBIT .....

C.C. GOALEE .....

EVANS TEN STRIKE .....

SILENT SALESMAN CARD VENDOR .....

Continental CHANGE MAKERS

3 models to fit all needs. Automatically vends 10¢, 5¢ or 1¢. Brand New..... \$89.50

**SHUFFLE GAMES**

**FIRST-Conditioned**

CHI. COIN—Match

THUNDERBOLT .....

HOLIDAY .....

STARLITE .....

CROWN .....

CHI. COIN—Reg.

TRIPLE STRIKE .....

FIREBALL .....

CRISS CROSS .....

TARGET .....

SUPER FRAME .....

ADVANCE .....

TRIPLE SCORE .....

DOUBLE SCORE .....

UNITED—Match

LIGHTNING .....

BANNER .....

MARS DELUXE .....

ACE .....

TEAM .....

IMPERIAL .....

CLASSIC .....

CLOVER .....

STAR 10TH FRAME .....

OFFICIAL .....

UNITED—Regular

MARS .....

RAINBOW .....

LEAGUE .....

CHIEF .....

ROYAL .....

OLYMPIC .....

SUPER .....

GENCO

MATCH POOL .....

SHUFFLE POOL .....

BINGO'S BALLS

VARIETY .....

PALM SPRINGS .....

BEACH CLUB .....

BEAUTY .....

PALM BEACH .....

ATLANTIC CITY .....

SPOT LIGHT .....

WANTED UNIVERSAL 5-STARS

COUNTER GAMES

NEW

BINKS ZIPPER .....

M. & T. ZIG ZAG .....

KICKER & CATCHER .....

COIN MACHINE EXCHANGE, INC.

Joe Kline & Wally Fink

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

**Bally KIDDIE-RIDES**

**Earn More Money for Operators!**

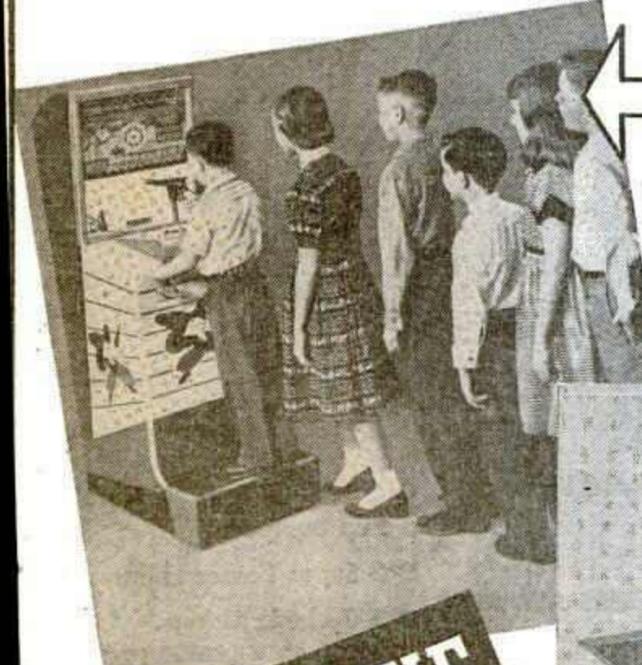
3 GREAT RIDES PROVIDE TRIPLE APPEAL

**HOT-ROD**  
COIN-OPERATED AUTO-RIDE



RIDE THE CHAMPION 10¢

THE CHAMPION COIN-OPERATED HORSE-RIDE



**BULL'S EYE**  
COIN-OPERATED JUNIOR SHOOTING-GALLERY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

**BERT LANE—MERRY-GO-ROUNDS.....\$350.00**  
**LATEST HOLLY CRANES—CLOSED OR OPEN CHUTES.....\$165.00**

BINGOS		BOWLERS	
Atlantic City .....	\$ 75.00	United 6-Player .....	\$ 37.00
Yacht Club .....	95.00	United 6-Player Deluxe .....	39.00
Palm Beach .....	95.00	United 6-Player Super .....	45.00
Frolic .....	109.00	United 6-Player Official .....	45.00
Spot Life .....	49.00	United 6-Player Star .....	55.00
Bright Lights .....	44.00	United 10th Frame Star .....	65.00
Beach Club .....	185.00	United 10th Frame Super .....	85.00
Dude Ranch .....	199.00	Chicago Coin 6-Player .....	35.00
Variety .....	349.00	Chicago Coin 6-Player Deluxe .....	39.00
Palm Springs .....	224.00	Chicago Coin Match .....	45.00
Big Time .....	445.00	Keeney 10 Play Team .....	69.00

**FIVE BALLS**  
 Struggle Buggy .....

**BOYLE AMUSEMENT COMPANY**  
 522 NW Third St. Ph. Reagent 6-5631 Oklahoma City 3, Oklahoma

### Price Index

Continued from page 134

	HIGH	LOW	Times Adv'd
Rowe Crusader (8 col.)	150.00	150.00	4
Rowe Crusader (10 col.)	160.00	160.00	4
Rowe Diplomat Electric (8 col.)	160.00	150.00	4
Rowe Imperial (8 col.)	90.00	90.00	4
Rowe Imperial (6 col.)	85.00	85.00	4
Rowe President (8 col.)	135.00	135.00	4
Silver King, 1c	8.50	8.50	2
Silver King, 1c Ball Gum	7.45	7.45	4
Silver King 1c Mdse.	7.45	7.45	4
Silver King, 5c	8.50	7.45	5
Stoner Candy (6 col.)	135.00	135.00	3
Stoner (6 col.) (Univender) (Postwar)	90.00	90.00	1
Stoner (8 col.) (Univender) (Prewar)	99.00	99.00	1
Stoner (8 col.) (Univender) (Postwar)	165.00	165.00	1
Stoner Pastry & Sandwich	175.00	175.00	1
Uneeda Model A	92.50	92.50	4
Uneeda Candy (6 col.)	65.00	65.00	4
Uneeda Model E (6 col.)	75.00	75.00	5
Uneeda Model E (8 col.)	80.00	80.00	4
Uneeda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Ball Gum	8.95	8.95	1
Victor Model V, 1c Cabinet	9.50	9.50	2
Victor Model V B/G Wheel	8.50	8.50	1
Victor Tab Gum	8.95	8.95	1

### SPECIAL: UNITED BINGO

TROPICANA, new .....\$350  
 NEVADA .....245  
 HAWAII .....195  
 RIO .....145  
 CABANA .....95  
 STARS .....45  
 LEADER .....50

### PIN GAMES

TWIN BILL .....\$225  
 STAGECOACH .....210  
 GOLD STAR .....185  
 DRAGONETTE .....165  
 SPITFIRE .....235  
 HAWAIIAN BEAUTY ... 145  
 QUEEN OF HEARTS ... 85  
 GUYS & DOLLS ..... 85  
 SCREAMO ..... 145  
 LAZY Q ..... 110

### ARCADE

United DEL. BONUS .....\$395  
 United DEL. CARNIVAL .....315  
 Genco RIFLE .....245  
 Wms. ALL STAR BASEBALL .....225  
 United COMET TARGETTE .....375  
 Genco MATCH POOL .....150

### BALLY BINGO

GAYETY .....\$445  
 VARIETY .....415  
 SURF CLUB .....245  
 ICE FROLICS .....235  
 PALM SPRINGS .....235  
 DUDE RANCH .....228  
 YACHT CLUB .....118  
 BEACH CLUB .....195  
 BEAUTY .....165  
 PALM BEACH .....110  
 FROLICS .....155  
 SPOTLITE .....55

### PHONOGRAPHS

SEEBURG M100 C .....\$425  
 SEEBURG M100 B .....495  
 WURLITZER 1550 .....385  
 WURLITZER 1500 .....325  
 WURLITZER 1015 .....95  
 MILLS CONSTELLATION .....110

### NEW GAMES

Bally GAYTIME  
 Gottlieb SOUTHERN BELLE  
 Wms. KING OF SWAT  
 United TRIPLE PLAY

### WANT TO BUY SHUFFLE GAMES



Endorsing Only The Best Since 1917

**WORLD'S LOWEST PRICES ON TOP KIDDIE RIDES!**

DECO SPACE RANGER  
 GALLOPING BEAUTY  
 Many Others, Too!

YOUR CHOICE AT \$200 EACH uncrated

**BANNER SPECIALTY COMPANY**  
 199 West Girard Avenue Philadelphia 23, Pa.

SAY YOU SAW IT IN THE BILLBOARD!

GIVE TO DAMON RUNYON CANCER FUND

**TOTAL UP GREATER EARNINGS! ...**

with **GOTTLIEB'S Sweet ADD-A-LINE**

**MAGNETIC APPEAL\***

- Making Rollovers to complete any vertical column of Numbers Lites SPECIAL HOLE.
- Each column completed lights additional spots on SPECIAL HOLE!
- MAKING ALL NUMBERS AWARDS SUPER SPECIAL!
- Spotting hole spots numbers and adds to SUPER HIGH SCORE.
- 4 "ON-OFF" High Score Pop Bumpers.
- 2 Super Power Flippers
- 2 Cyclonic Kickers.

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

**Amusement Pinballs**  
 as American as Baseball and Hot Dog!

\* The same magnetic appeal that made Gottlieb's **GYPSY QUEEN** the biggest Money Maker in Years!

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
 "The House that Confidence Built"

**SOUTHERN AUTOMATIC  
 MUSIC COMPANY, INC.**

ESTABLISHED 1923  
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**St. Louis Month-Long Bottling Strike Ends**

ST. LOUIS, July 16.—About 225 workers employed by 20 soft drink manufacturers accepted a three-year contract last week and ended a month-long strike.

The manufacturers include Coca-Cola Bottling Company, Pepsi-Cola Bottling Company, American Soda Water Company, Dr. Pepper Bottling Company, and Vess Bottling Company.

The workers will get wage increases totaling 25 cents an hour over the three years of the contract. They will receive an immediate raise of 10 cents an hour, an additional 7½ cents hourly the second year, and another 7½ cents the third year. The workers received \$2.05 an hour before the current increase.

**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!

CHARLEY PIERI

**Monarch Coin Machine, Inc.**

**RECONDITIONED VALUES  
 CIGARETTE MACHINES**

Keeney 9 Col. Electr.	\$115
DuGrenier 7 Col.	45
DuGrenier 9 Col.	65
DuGrenier 11 Col.	85
ATLANTIC CITY	90
BRIGHT SPOT	95
ZINGO	65
SPOTLITE	65
PALM BEACH	110
FROLIC	145

Write for Latest List  
 Lincoln 9-3996-7-8  
 2257-59 N. Lincoln, Chicago 14, Ill.

**FOREIGN BUYERS**  
 in . . .  
**Western Europe  
 South America  
 Africa • Asia**

**Contact us for all  
 BALLY GAMES**  
 No doubt about it, the best money makers made.  
**ALSO RECONDITIONED EQUIPMENT**  
 We carry the world's finest stock of reconditioned Pin Games, Music, Shuffle Alleys, Bingo Games and Kiddie Rides. Write or cable for special prices.

**INTERNATIONAL AMUSEMENT CO.**  
 1423 SPRING GARDEN STREET  
 Rittenhouse 6-7712

**SCOTT-CROSSE COMPANY**  
 PHILADELPHIA 30, PA.

**BOWLERS**

Chicago Coin Criss Cross (New)	\$350.00
Chicago Coin Bonus Bowler (New)	Write
Chicago Coin Triple Strike	495.00
Genco Shuffle Pool	100.00
United Ten Frame Star	125.00
Shuffle	125.00
Keeney Bonus	250.00
Keeney Deluxe League	75.00

**GUNS**

Genco Sky Rocket (New)	Write
Genco Wild West	525.00
Genco Rifle Gallery	325.00
Seeburg Shoot the Bear	125.00
Seeburg Coon Hunt	175.00

Serving the operators since 1932  
**W. B. DISTRIBUTORS, INC.**  
 1012 Market St. Louis, Mo.

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

PINBALLS	
GAYTIME	WRITE
GAYETY	\$445.00
Bright Spot	75.00
Variety	425.00
United Leader	45.00
Atlantic City	95.00
Beach Club	195.00
Big Time	525.00
ARCADE	
Bally (Kiddie Gun) Bulls Eye	Write
Chicago Coin Deluxe (Baseball) Bulls Eye	Write
Chicago Coin (Baseball) Bulls Eye	Write
Bally Hot Rod	Write
Bally Champion	Write
Exhibit Sportland (Moving Target)	225.00
ARCADE	
Keeney Sportsmen (Moving Target)	\$249.50
SHUFFLE ALLEYS	
Bally Blue Ribbon	Write
Bally Gold Medal	Write
Chi. Coin Bonus Score Bowler	Write
Bally Magic Bowler	Write
Bally Jet Bowler	\$375.00
Chicago Coin Starlight	295.00
United Deluxe 6-Player	49.50
MUSIC	
Rock-Ola 1448	Write
Rock-Ola Hi-Fi Select	\$725.00
Rock-Ola Comet 1438, 120 Select	599.50
Seeburg M-100A	295.00
Wurlitzer 1100	125.00

**CALDERON DISTRIBUTING Co.**  
 450 Massachusetts Avenue  
 ME-Irso 4-8468  
 Indianapolis, Indiana



**GENCO'S**

**NEW AND EXCITING**

**2-PLAYER  
 CHAMPION  
 BASEBALL**

Balls are delivered and hit in MID-AIR!  
 Players actually loft high fly balls  
**WITHOUT RAMPS**  
 Balls soar approximately 5 FEET through the air!

**SINGLE BALL**  
 can score up to **100 RUNS!**  
 Keeps game "alive" until last man is out!

Adjustable for **MULTIPLE** or **SINGLE REPLAYS**  
 exciting match play and hold-over feature!

- King-Size White Plastic Balls!
- REALISTIC Wooden Bat
- LIFELIKE 3-Dimensional Players
- FULL-VIEW Glass Sides and Top!



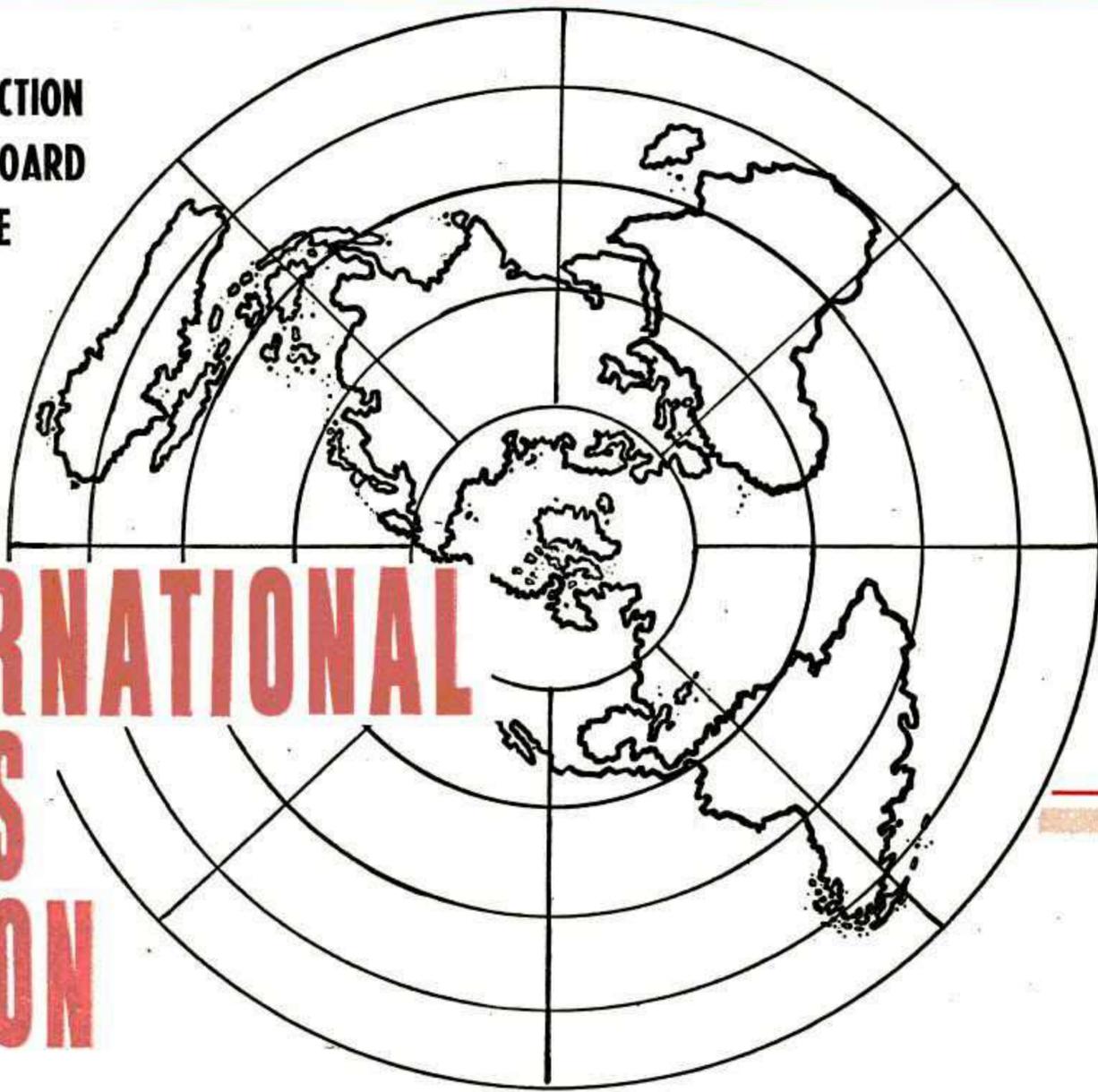
**3 OUTS PER INNING**  
 adjustable to 1, 2, or 3 Innings!

**COMPACT!**  
 80" long  
 25" wide

**SKYROCKET 2-PLAYER RIFLE GALLERY! STILL IN PRODUCTION!**

**GENCO MFG. & SALES CO.** 2621 N. ASHLAND AVENUE CHICAGO 14, ILLINOIS

A SPECIAL SECTION  
OF THE BILLBOARD  
JULY 30 ISSUE



# INTERNATIONAL SALES EDITION

**CLOSING DATE FOR COPY AND ART FOR THE INTERNATIONAL SALES EDITION  
JULY 22 ... ISSUE DATED JULY 30**

• **FACTS ABOUT THE INTERNATIONAL SALES EDITION** •

- **As an Advertising Medium:** The International Sales Edition becomes important to you as an advertising medium at this time. Why? Well, during 1954 foreign coin machine sales became a \$15,000,000 market.
- **U. S. Dept. of Commerce Figures:** Latest U. S. Dept. of Commerce figures show that shipments of U. S. Coin Machines to World Markets hit \$3,682,659 for the first three months in 1955. This is a 17½% increase over the same period last year.
- **Complete Market Coverage:** You can be sure that your ad will get no less than complete market coverage. Your message will get to your regular Coin Machine readers, plus having 5,300 copies of The Billboard mailed to prospective foreign buyers of all types of Coin-Operated Equipment.
- **Editorial Coverage:** A special section filled with news and figures about the Foreign Coin Machine Market, plus many other interesting stories. Advertising will appear in this section.
- **Merchandise to Advertise:** So . . . if you have new or used Vending Machines, Juke Boxes or Amusement Games for sale, then schedule an ad in the International Sales Edition.
- **Rates:** Regular advertising rates apply.
- **Language:** And, about language . . . our foreign sources indicate that "English" is the international language of the Coin Machine trade.
- **Extra Sales:** To alert U. S. Coin Marketers, this fast-growing market offers extra sales . . . now and in the future.
- **Deadline:** Hurry! Time is running out. DEADLINE for art and copy is JULY 22.

For more facts about this growing foreign market, contact any of the offices listed below.

ADVERTISING DEADLINE  
JULY 22

ISSUE DATED  
JULY 30

ADVERTISING DEADLINE  
JULY 22

ISSUE DATED  
JULY 30

ADVERTISING DEADLINE  
JULY 22

ISSUE DATED  
JULY 30

CHICAGO 1, ILLINOIS } Jack Sloan  
188 W. RANDOLPH ST. } Dick Ford  
Central 6-8761 } Dick Wilson

NEW YORK 36, N. Y. }  
1564 BROADWAY }  
PLaza 7-2800 }

Ron Carpenter }  
Martin Toohey }

HOLLYWOOD 28, CALIF. }  
6000 SUNSET BLVD. }  
HOLLYwood 9-5831 }

George Kelley }

ST. LOUIS 1, MO. }  
390 ARCADE BLDG. }  
CHestnut 1-0443 }

Frank Joerling }

CINCINNATI 22, OHIO }  
2160 PATTERSON ST. }  
DUNbar 1-6450 }

Lou Schochet }

**Dixie Execs Sees Hot Choc. Boom**

EASTON, Pa., July 16.—Jack Haley, sales manager in charge of vending for the Dixie Cup Company, feels the recent spurt of hot chocolate vending will continue to fall at an accelerated pace. Haley said that while no figures are currently available on cup drink sales—one of the most accurate barometers of the cup vending industry—vending sales have increased at least in proportion with overall sales.

**BINGO MECHANIC WANTED**

Good Pay and Good Working Conditions  
No Drifters  
Write The Billboard  
Box 809  
Chicago, Illinois

**ROYAL**

DISTRIBUTING, INC.  
YOU'VE NEVER SEEN GAMES SO CLEAN!  
BALLY BEAUTY.....\$150.00  
DUDE RANCH..... 225.00  
BEACH CLUB..... 195.00  
PALM SPRINGS..... 255.00  
LEADERS..... 240.00  
And Many Others.. Write for List  
Ask for Ben Mackie or Harold Hoffman.  
Terms: 1/2 down, balance Sight Draft.  
726 Kessen Ave., Cincinnati 11, O.  
Phone: MONTANA 1-5004

**QUICK TURNOVER SALE**

Fi.....\$235.00  
e Frolics..... 235.00  
alm Springs..... 235.00  
ude Ranch..... 218.00  
each Club..... 183.00  
acht Club..... 107.00  
ool Life..... 44.00

**& L DISTRIBUTING Company**

1663 Central Parkway  
Cincinnati 14, Ohio  
Phone: MA 1-8751

**BINGO SPECIALS**

RIETY.....\$450.00  
RF CLUB..... 275.00  
FROLICS..... 265.00  
LM SPRINGS..... 255.00  
DE RANCH..... 225.00  
ACH CLUB..... 200.00  
AUTEY..... 165.00  
OLICS..... 145.00  
HT CLUB..... 110.00  
M BEACH..... 110.00  
ANTIC CITY..... 100.00

1/2 DEPOSIT WITH ORDER

**SUPERIOR SALES COMPANY**

Frank Mills, Mgr.  
Dept. R-6  
855 Stony Island Ave.  
Chicago, Illinois  
PHONE: Bayport 1-1616

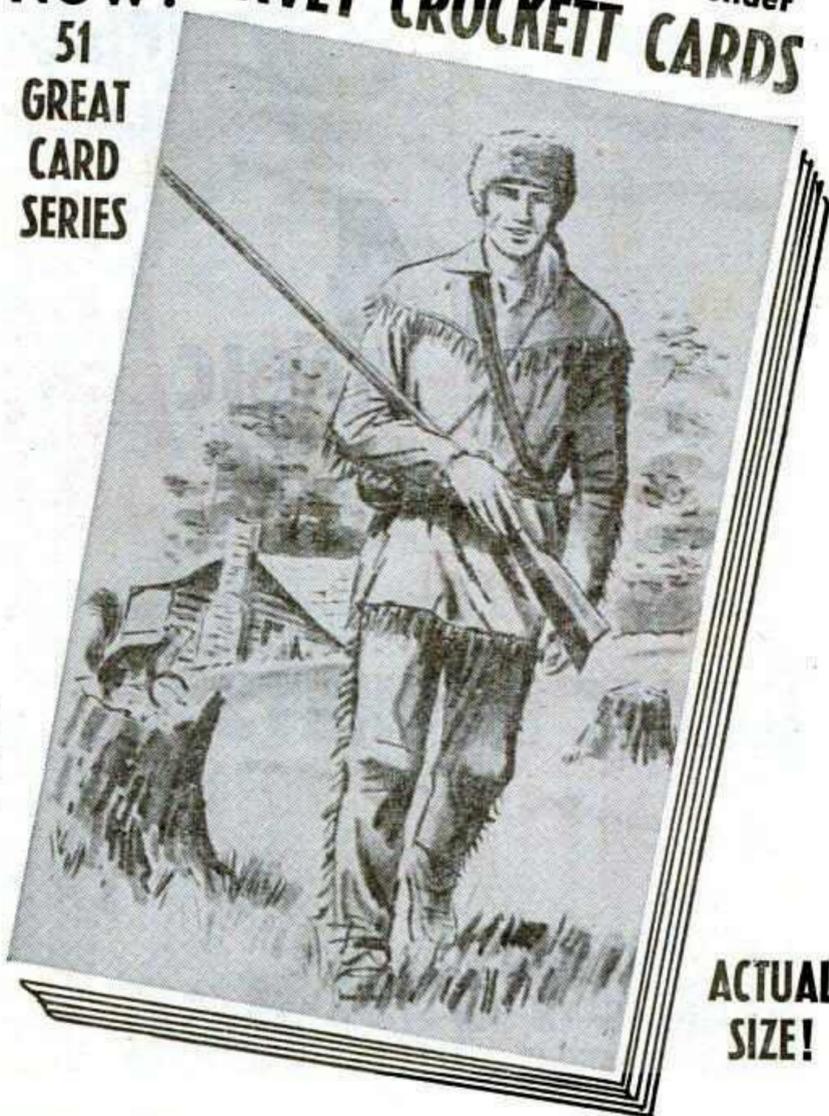
**EXHIBIT'S**

**GREAT NEW LINE**

1. Vacuumatic Card Vender
2. Davey Crockett Card Series
3. Treasure Cove Shooting Gallery



**NOW! DAVEY CROCKETT CARDS**  
for the Vacuumatic Card Vender  
51 GREAT CARD SERIES



**CARD VENDER** Vends at any denomination. 51 great series of cards available from Exhibit with tremendous appeal to everyone. Also can be used with scenic, other location cards at thousands of locations. Can also vend, with adaptation, packs of cards, other packaged products.

**DAVEY CROCKETT CARDS**

Brand New and Red Hot. Kids will storm the Vacuumatic Card Venders loaded with these new Davey Crockett cards . . . Dads and Moms will take them home by the handful! Available immediately. Profit from Davey alone will pay for your Vacuumatic Venders . . . and there are 50 other great card series. ORDER BOTH THE VENDER AND DAVEY CROCKETT CARDS TODAY!

**EXHIBIT'S NEW**

**TREASURE COVE**

**SHOOTING GALLERY**



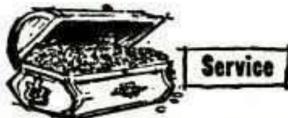
- NEW "FAST-MOVING" TARGETS**
- REVOLVING CLAY PIPES
  - DESCENDING PARACHUTE
  - WAVING "JOLLY ROGER" FLAG
  - FLYING AIRPLANE
  - SWIMMING DUCKS
  - STATIONARY PIRATES
- NEW BONUS SCORES FOR CONSECUTIVE HITS**



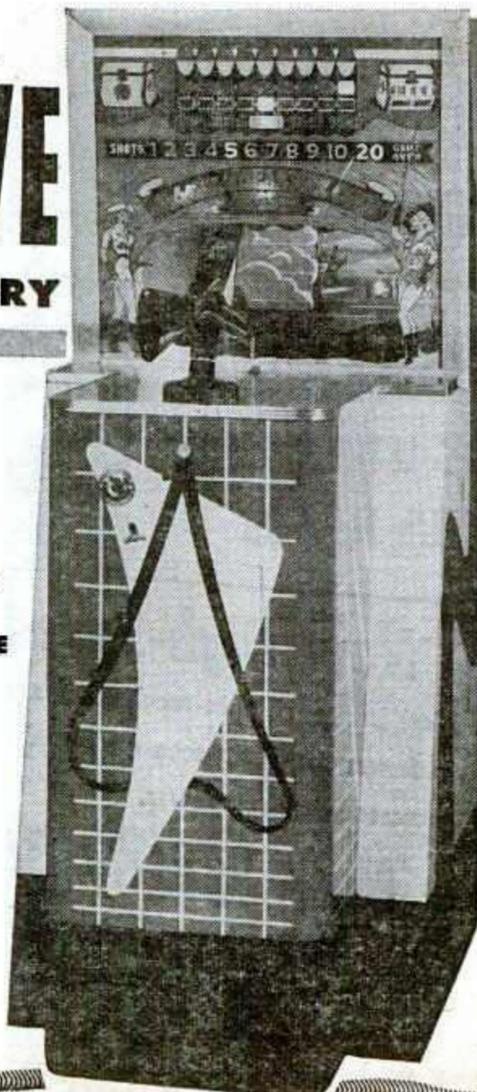
- 2 MODELS:**
- 1 REGULAR NOVELTY 3-WAY MATCH
  - 2 OPTIONAL FREE PLAY
  - PLUG-IN MATCH FEATURE PANEL



- NEW MODERN "SMART-LOOK" CABINET
- ALIVE... VIVID COLORS INSIDE AND OUTSIDE
- SMALL CABINET—ONLY 28" WIDE
- "CIGARETTE-PROOF" FORMICA TOP



- EASY ACCESS TO ALL UNITS
- HINGED CASH BOX DOOR
- SEPARATE LOCK-IN CASH BOX
- LOCATION TESTED
- TROUBLE-FREE MECHANISMS
- "CIGARETTE-PROOF" FORMICA TOP



**EXHIBIT SUPPLY COMPANY**

4128-30 W. LAKE STREET

CHICAGO 24, ILLINOIS

Greater than GAYETY! Better than BIG-TIME.

# Bally® Gay Time

**4  
MAGIC  
LINES**

**MAGIC POCKETS**

*New*  
**Score Booster**  
WITH SUPER-CARD PLAY-APPEAL *Lites*

*New* 10-SERIES  
**Advancing  
Scores**

**CORNER SCORES  
SPOT NUMBERS  
EXTRA BALLS**

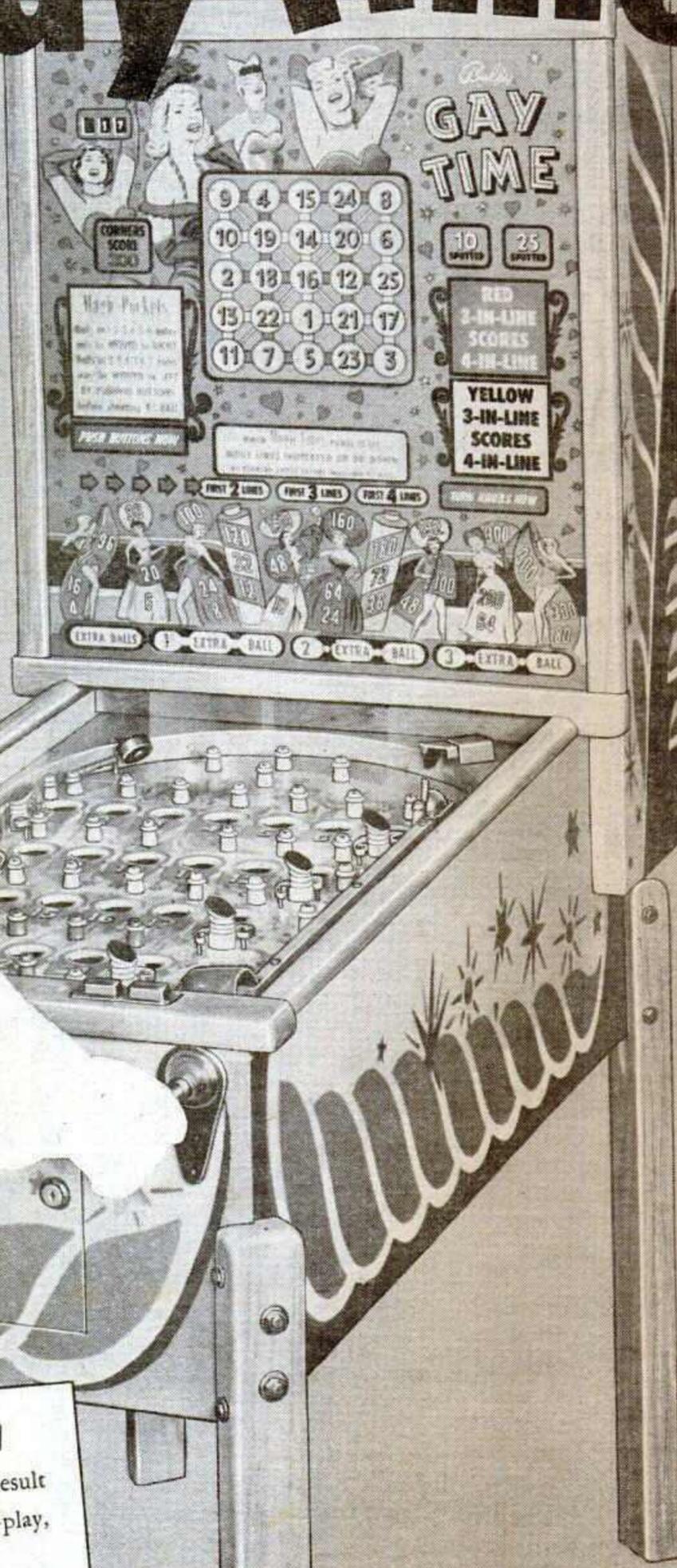
## New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

## New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 142



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

**BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois**

**ACTION!...  
SUSPENSE!...  
THRILLS!...** **chicago coin's**

# HOLLYWOOD BOWLER

**NEW** Flashing  
**"HOLLYWOOD BEAUTIES"**

Animate Back Glass  
To Indicate Additional  
Scoring Points!



**NEW**  
Playboard  
(Feather Touch)  
"Power Lift"



**NEW**  
Larger Than Ever  
**GIANT SIZE**  
Scoring Features!

**NEW**  
Additional  
Multiple Score  
Adjustment Features!

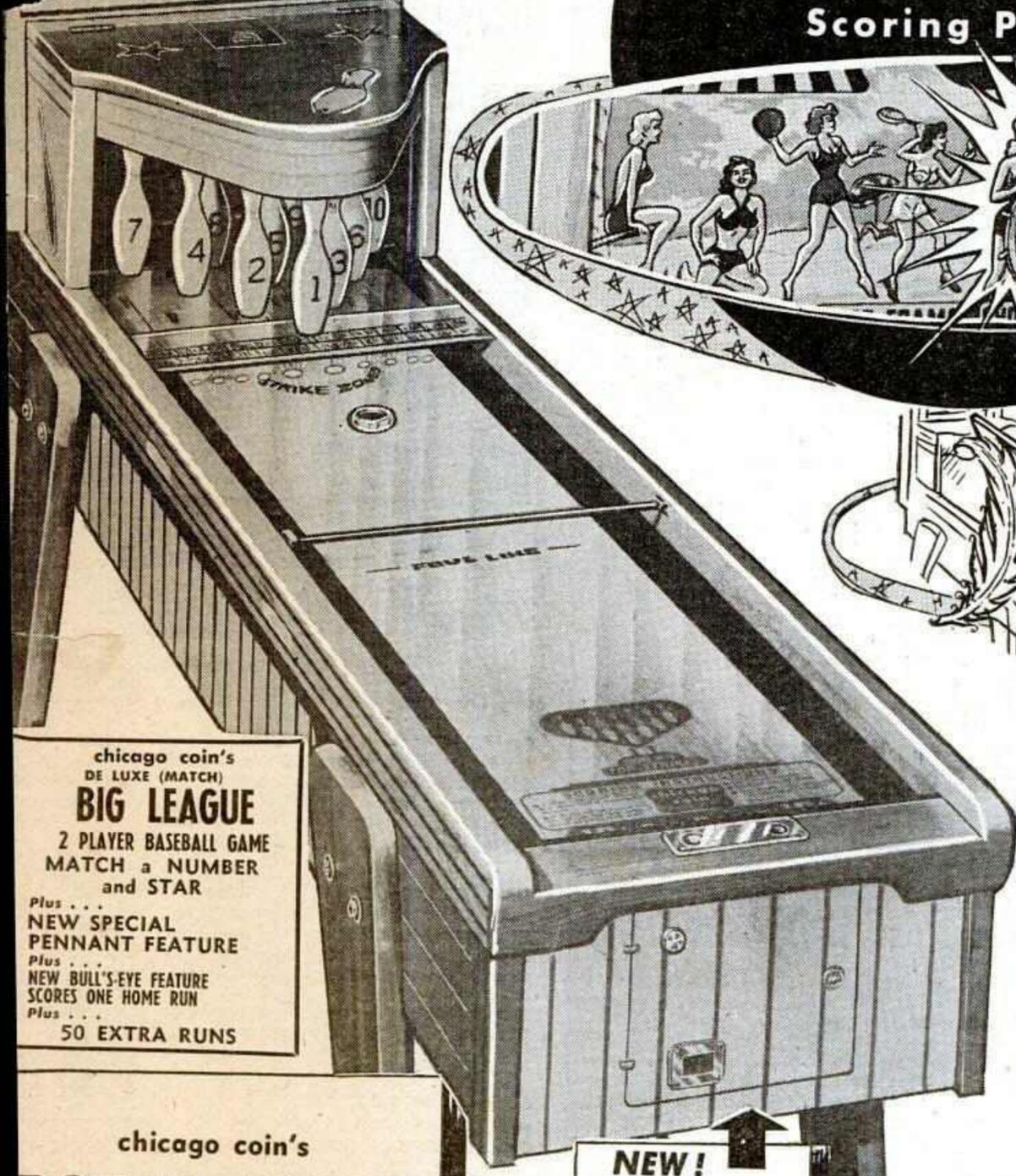
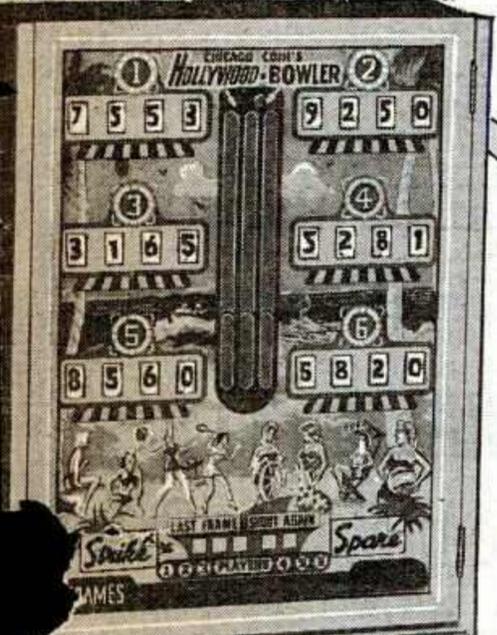
Plus... Original  
Flash-O-Matic  
Scoring!

**NEW!**  
National  
"Slug Rejector"  
Coin Chute!

Plus... 4 Drum  
Scoring!

**chicago  
coin**  
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14



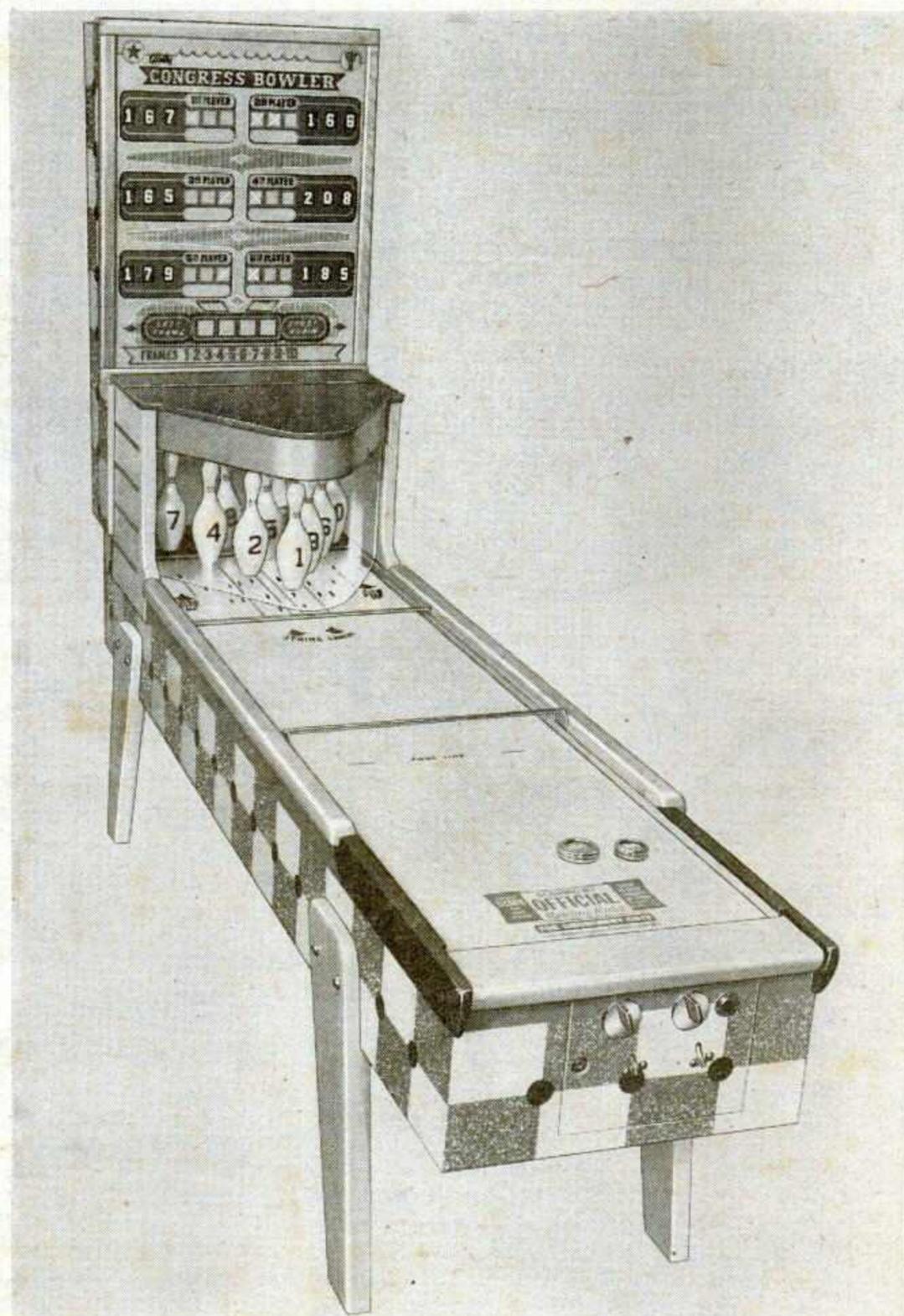
chicago coin's  
DE LUXE (MATCH)  
**BIG LEAGUE**  
2 PLAYER BASEBALL GAME  
MATCH a NUMBER  
and STAR  
Plus...  
NEW SPECIAL  
PENNANT FEATURE  
Plus...  
NEW BULL'S-EYE FEATURE  
SCORES ONE HOME RUN  
Plus...  
50 EXTRA RUNS

chicago coin's  
**BONUS SCORE**  
BOWLER  
NEW TOURNAMENT STYLE PLAYING METHOD!  
Each Player Up Shoots 3 Consecutive Frames  
Before the Next Player Gets His Turn!  
NEW EXCITING BONUS SCORING SYSTEM!

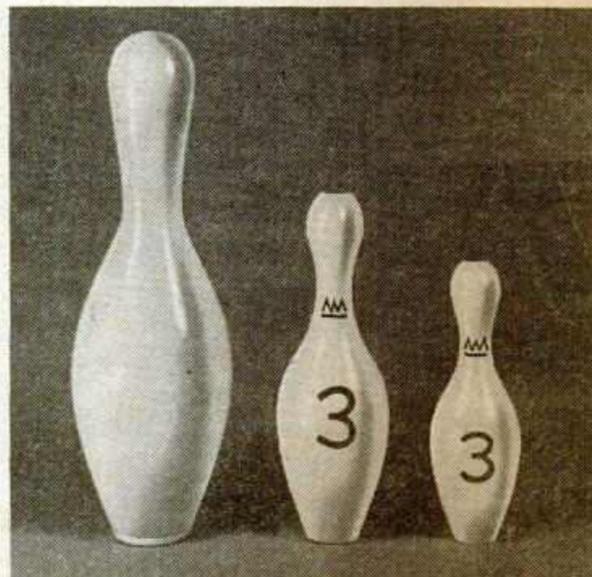
# OFFICIAL BOWLING SCORES

## ATTRACT MORE PLAYERS... EARN MORE MONEY

Cash in on ever-increasing popularity of bowling. 15,000,000 bowlers will keep coin-chutes busy and cash-boxes full for all operators who get in on the ground floor with first **6-PLAYER\***



**OFFICIAL BOWLING\*\***  
shuffle-bowlers. Order  
new Ballybowlers now!



*New KING-SIZE Pins*  
*New OVER-SIZE Puck*

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play appeal of new Ballybowlers. Pin at left is official pin. Pin at right is ordinary shuffle-bowler pin. Center pin is new Bally king-size pin. Matching the new king-size pin is the new Bally over-size puck with a hefty, healthy feel that adds to thrill of skill-shooting. New over-size puck is larger puck on playfield at left. Compare size with smaller old-fashioned puck.

**SPECIFICATIONS:** Overall size 8½ ft. long, 25 in. wide. Available in straight dime play or one play for a dime, 3 plays for a quarter. Light-up scores with speedy totalizing. Club-styled cabinet. 7-10 pick-up. Genuine Formica playfield. Hinged pin-hood, doors and playfield with easy-up elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-free mechanism.

\*Fun for one player... more fun for competitive teams of 2 to 6 players.  
\*\*Scoring for strikes, spares and blows is according to Official Bowling Rules.

ABC-BOWLER and CONGRESS BOWLER are out-earning all other bowlers in side by side competition. Get your share. Get ABC BOWLER or CONGRESS BOWLER on location now.

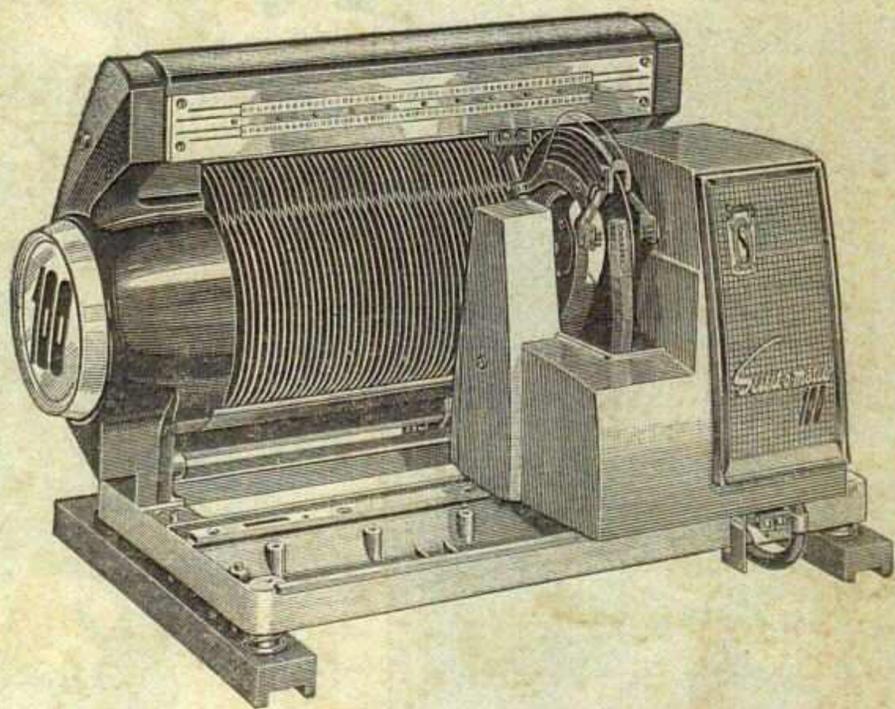
# ABC bowler

WITH MATCH-SCORE FEATURES  
**Congress bowler**

by *Bally*®

MANUFACTURED BY  
**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS





there's only one **Select-o-matic**  
100  
mechanism



and you'll find it only in  
**Select-o-matic**  
100  
music systems\*

 HIGH FIDELITY ALL THE WAY

*America's finest and most complete music systems*



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois