

JUNE 25, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

## Rash of Banjo Fever Breaks Out in U. S.

Record Hits Start Epidemic; TV Carries 'Bug'; Instrument Shortage a Problem

By BILL SIMON

NEW YORK, June 18. — The banjo's back, by jingo! An instrument long regarded as a relic of the ragtime and flapper eras, minstrel shows and even Civil War days, the banjo is disappearing fast from back shop windows and showing en masse on phonograph records and on TV.

Kids on the campuses are catching the fever, and as the supply of used instruments is dwindling, manufacturers have resumed production of new banjos, including a wide variety of models.

Music publishers, most of whom discontinued banjo publications in the early 1930's, have been caught flat-footed as the demand for banjo music is mounting steadily. A number of the main line firms are known to have methods and folios in hurried preparation.

### Record Impetus

The major impetus for the revival, of course, has been records. Seven years ago every major instrument maker was out of the banjo business. Then came Art Mooney's historic recording of "Flour Leaf Clover," and the seed was planted. It matured slowly with the revival of New Orleans jazz, but in the last year, thanks to several hit records, the banjo has flowered profusely.

According to Ted McCarty, director of the National Association of Musical Merchandise Manufacturers, total sales of new banjos in 1954 showed an increase of 27 per cent over 1953 sales. But this year, sales for the first three months were 150 per cent ahead of the same three-month period last year.

### New Models

McCarty, who also heads the Gibson Company, one of the largest manufacturers of fretted instruments, reports that his own company this year is marketing a line of six entirely new banjo models. Gretsch, Vega, Kay, Paramount and many others also have put new banjo models on the market in the last two years.

Eddie Bell, proprietor of a lead-

ing New York fretted instruments shop with a predominantly professional clientele, insists that the boom really started last year with the success of the Ames Brothers' recording "The Man With the Banjo." It built up this year with "Hey, Mr. Banjo" and with Something Smith's "It's a Sin to Tell a Lie," and it's still rising with the Ferko String Band's and other versions of "Alabama Jubilee," the Teresa Brewer and Sammy Kaye diskings of "The Banjo's Back in Town," Eddie Ballantine's "Bye Bye Blues" and others.

### Old Crowd

For several years now, the college kids have been buying good quantities of traditional-style jazz waxings by the Turk Murphy, Wilbur de Paris and Bob Scobey bands, all of which feature banjos. Folk music collectors have been attracted increasingly to the banjo stylings of Pete Seeger, whose albums sell well and who has prepared a banjo instruction course for the five-stringed instrument.

(Continued on page 14)

## TOPS FOR YEAR: BET YOUR LIFE, GLEASON, TOAST

NEW YORK, June 18. — "You Bet Your Life," the Jackie Gleason show and "Toast of the Town," in that order, were the three top shows of the 1954-'55 season, according to rating studies made by the American Research Bureau. The next seven shows, as they are rated by ARB, are "I Love Lucy," "Dragnet," "Two for the Money," Jack Benny, "Disneyland," George Gobel and "This Is Your Life."

New entries on the list are "Two for the Money," Jack Benny, George Gobel, "This Is Your Life," and "Disneyland." The Groucho Marx vehicle racked up a 50.9 rating October thru May, with Jackie Gleason only a half a point away. Ed Sullivan hit a 49.3. "Peter Pan" took top honors as the program with the biggest single audience. It was seen by 57,000,000 people, according to ARB.

The real surprise in the trade is "Two for the Money," which stars Herb Shriner. It has the benefit, however, of a substantial audience inheritance from Jackie Gleason.

## Outdoor Showmen Rubbing Palms as Public Opens Purse

Year Looks Good; Employment Up, Money Freer; If Weather's OK—

By HERB DOTIEN

CHICAGO, June 18. — Outdoor show business is in for a good year—a better one than satisfactory 1954 for most segments of the industry.

With relatively few exceptions, carnivals, circuses, amusement parks and Kiddielands already in operation have found public spending considerably better than last year, with grosses up accordingly.

Improved business conditions stemming from higher employment, stepped-up wages and prospects of no blighting strikes in the country's major industries have relaxed purse-strings.

### Public Confident

Public confidence that current business conditions not only will continue but will further improve has played the principal part in upping spending for outdoor amusements. And as the season pro-

gresses, this confidence is expected to be mirrored in steadily mounting grosses.

Thus far this season, the most significant increases in receipts have been noted in highly industrialized sections of Ohio, Pennsylvania, Michigan and West Virginia. In a few cases carnival receipts in those areas under similar weather conditions have more than doubled those of 1954.

A flashback to last year reveals that there was considerable unemployment in those areas—along with apprehension over the economic outlook. In sharp contrast, employment in those sections now is high; confidence is high and getting higher.

### Labor Outlook

Many in the outdoor business feel that once the wage-earner absorbs in full the implications of the guaranteed annual wage contracts between the union and Ford and General Motors, his confidence will skyrocket—and that he will spend more freely for outdoor amusements than at any time since the lush years that followed World War II.

Quite apart from the improved business conditions and the bright economic outlook, the outdoor amusement business now has a vastly larger number of potential customers than it did in the post-war years.

The huge war-born baby crop is now well out of the diaper stage. The millions of so-called war babies are now 8, 9 and 10 years old—ages which make them the best customer prospects for Kiddielands.

(Continued on page 47)

## NEWS OF THE WEEK

### Deal Cooking to Release 700

RKO Films To General Teleradio . . .

A deal is nearly consummated by which RKO Radio's backlog of 700 pictures will be made available to TV. Tom O'Neil, head of General Teleradio, and Eliot Hyman, head of Associated Artists Productions, are reported to be joining forces to effect the deal with Howard Hughes. . . . Page 7

### Companies Cut Price of LP's; Probably End of 10-inch Disk . . .

Moves this week by Columbia, Mercury and London Records to slash the price of 10-inch LP's is viewed as sounding the virtual death knell of that type disk as an industry staple. Other companies are watching consumer reaction closely. . . . Page 13

### "Richard, the Third" First NBC Three-Hour Spectacular . . .

NBC-TV's first three hour spectacular will most likely be Sir Lawrence Olivier's production of William Shakespeare's "Richard, the Third." The network is now negotiating with Sir Alexander Korda for the property. Page 2

### Action on Juke Box—Copyright Bills Expected Shortly in Wash. . . .

Increased Congressional activity appears likely to herald early consideration of bills to amend the Copyright Act to remove the exemption from performance royalties enjoyed by the juke box industry. Latest to introduce such a bill is Rep. Philip Philbin. Juke industry reps are ready to argue their case when hearings are scheduled. . . . Page 14

### Second Large Carnival Signs Union Contract . . .

The James E. Strates Shows, major railroad carnival, this week signed for the first time a

contract with the Outdoor Amusement Employees Chapter, Local 1648, Retail Clerks' International Association (AFL). Wage increases and group insurance coverage are provided. . . . Page 71

### Coin Games Move to Parks, Drugs, Drive-Ins, Theaters . . .

Coin-operated amusement games, following up beach-heads already made by kiddie rides, are moving into amusement parks, kiddielands, department stores, theaters—every kind of location from drive-ins to drugstores—around the country. Kiddie ride locations, calling for new types of equipment appealing to adults as well as youngsters, are getting them, in the form of games. . . . Page 105

### 'Round the Clock Grocery Offers Dairy Products at Drop of Coin . . .

A new refrigerated 11-section vending machine will offer shopping housewives milk, eggs, butter, cheese, ice cream or any packaged grocery items—right on the spot. The unit has a total capacity of 160 half-gallons of milk, 264 quarts or 396 quarts of any combination. The machine can be altered to vend as many as 36 different products. . . . Page 106

### DEPARTMENT AND FEATURES

Amusement Games . . . . .	10	Merchandise . . . . .	88
Briefing . . . . .	25	Music . . . . .	13
Carnival . . . . .	31	Music Charts . . . . .	28
Circus . . . . .	84	Music Machines . . . . .	110
Classified Ads . . . . .	98	Parks & Pools . . . . .	25
Coin Machines . . . . .	105	Pipes . . . . .	90
Coin Machine Market . . . . .	115	Radio . . . . .	13
Coming Events . . . . .	62	Review Digest . . . . .	15
Drive-In Theaters . . . . .	14	Rinks . . . . .	87
Fairs & Expositions . . . . .	69	Roadshow Repertoire . . . . .	97
1955 Fair Dates . . . . .	52	Routes . . . . .	64
Final Curtain . . . . .	46	Television . . . . .	2
General Outdoor . . . . .	27	TV-Films . . . . .	7
Honor Roll of Hits . . . . .	28	TV Reviews . . . . .	6
Legitimate . . . . .	12	Vending Machines . . . . .	108
Legit Routes . . . . .	12		
Letter List . . . . .	96		

## Shave, Haircut—Two Hits?

NEW YORK, June 18. — RCA Victor has designed a special shave-and-a-haircut deejay promotion package, which they hope will pay off with two hits—one for the Three Haircuts new disk, the other for Tony Alamo's first record.

A certificate for three free haircuts accompanies the Sid Caesar Haircut platter, while electric shavers will be given out as prizes in a special deejay contest conducted on the Alamo record. Alamo is Caesar's new vocal protégé, which makes the tenuous tie-up complete.

## Olivier's 'Richard III' May Be First NBC 3-Hour Spec

### Paley, Korda in Talks; Deal Would Be Commercial's Reply to Toll TV

By LEON MORSE

NEW YORK, June 18.—TV is in the midst of negotiations for its first three-hour spectacular. The property is William Shakespeare's "Richard III," one of the top prestige pictures being produced today. It stars Sir Laurence Olivier who also produces and directs under the banner of Sir Alexander Korda's London Films. Its budget is estimated to be about \$2,000,000, and it uses thousands of extras.

The film, one of the longest ever produced, runs two hours and 49 minutes. It contains some of the top names in the English acting world—Sir Ralph Richardson, Sir John Gielgud, Sir Cedric Hard-

wicke, Claire Bloom, Pamela Brown and others. The telecasting would be its debut in America. The completed film is not ready, but rushes of it are.

The cost to NBC should certainly run, at least, \$500,000, which would make it the largest single programming expenditure by it or any other network. Informed reports are also that CBS-TV is pitching for the property thru William Paley who has been in England talking to Korda and Ilya Lopert who control it.

#### Pay TV Slap

Should commercial TV present this film, the public relations significance in its battle against sub-

scription video would be tremendous. The pay TV adherents would never again be able to claim that they could offer major theatrical films to the public, a service that commercial TV cannot afford and is not doing. "Richard III" is a major picture in every sense of the word. They could, however, claim that TV cannot get major Hollywood feature film properties. TV, however, is beginning to consider such deals. Independent name movie makers are being approached and are approaching the webs with properties.

The Olivier film would be seen on a Sunday night, probably early next year, if it is acquired by NBC. "Magic Box"

The network this week was close to acquiring another film property, "The Magic Box," starring Robert Donat and Michael Redgrave. This picture played in numerous art houses, but has not had national exposure. It is to be used on "Producer's Showcase" July 25. National Telefilm Associates owns the American distribution rights.

Should the Olivier property be shown on TV, it will be released theatrically several months later. With the consequent publicity, it is believed that its American theatrical grosses would also be substantial. Its sale to TV would be equal to an immediate theatrical gross of well over \$1,000,000 because of the fact that in such distribution it would have to pay sales, advertising and publicity costs.

### MAJOR ENTRY

## MGM, ABC Wraps Up Shorts, Clients

NEW YORK, June 18.—Another major Hollywood film company this week moved into TV in a big way, and again on ABC-TV. Metro-Goldwyn-Mayer has sold a package of its short subjects, titled "The M-G-M Parade," to the American Tobacco Company and the DeLco battery division of General Motors. They will slot it Wednesday nights, 8:30-9 following "Disneyland," a move which may add further strength to the network's already imposing line-up that evening.

Included in the package are such short subject series as "What Do You Think?" "Crime Does Not Pay," "Notredamus" and the Pete Smith comedies. The M-G-M cartoons are not included in the deal. It is not known whether M-G-M will take plugs for itself on the show, but it is believed that it will follow the pattern of other movie makers and ballyhoo its films generally.

#### NBC Interested

NBC was very much interested in the deal, but was only able to offer 10 hours of time for single shots on its network. M-G-M preferred that the show be programmed on a regular basis and accepted the ABC-TV deal. The buy is a juicy one for the film company, for the short subjects are bringing an estimated \$20,000 minimum per half hour, a price that might be hard to get if it were sold on a local basis.

The properties, of course, will also go into syndication to tap further that market after their ABC-TV rerun. It is also conceiva-

ble that M-G-M may begin refilming one of the short subjects series, if it should click on video and new product be needed.

### NEW SPOT

## Milwaukee's WTMJ Has Novel Plan

NEW YORK, June 18.—Walter Damm and WTMJ-TV, Milwaukee, this week unveiled something new for advertisers—the 30-second announcement which is to be used between network and other important programming on the station.

Damm claims the new spot will give sponsors a far more than 50 per cent increase in the length of their copy over the usual 20 second station break because it delivers a full unshared impact heretofore not available. He also said it would eliminate the frequently raised question regarding double spotting between programs and the sharing of time by two advertisers. The station executive expects it to set a pattern designed to lessen the number of commercial announcements during the day or evening.

NEW YORK, June 18.—Toni has dropped half of its stake in Arthur Godfrey and His Friends and is picking up half of Godfrey's "Talent Scouts" stanza, instead, replacing CBS-Columbia, it was reported here this week.

The move gives it wider exposure by Godfrey. Toni currently has half of Godfrey and His Friends on an every-week basis.

## Swift's Heidt Show Shifts

NEW YORK, June 18.—Chances are that Swift Foods will wind up in the Wednesday night 10:30-11 p.m. time period on NBC-TV with its Horace Heidt show. The advertiser this week was advised to renew the program for next season by J. Walter Thompson, its agency.

This was done in spite of a suggestion from the network that the advertiser would have to program a stronger show if it wished to retain its current Saturday nighttime period next fall. The network needs a stronger show to lead in for Como which follows. CBS-TV, of course, has the Gleason powerhouse to use against NBC.

Consequently the network will probably shift Swift into Wednesday where it will get a much smaller line-up of stations, but will be less in a position to harm it ratingwise. Heidt does a bang-up job of merchandising for the client, while rotating his talent caravan around the country. His use therefore extends beyond TV.

## FCC MAKES FINANCIAL TALLY OF STATIONS' 1954 OPERATION

WASHINGTON, June 18.—Every segment of the telecasting industry except the UHF's improved its financial show in 1954, according to the breakdown issued by the Federal Communications Commission this week. The 125 UHF stations lost \$10,000,000 in 1954, as against the \$6,300,000 lost by the 112 UHF's that operated in 1953.

The UHF's as a group more than doubled their gross from \$10,400,000 to \$25,400,000. But at the same time, with the increase in the number of struggling UHF stations, their combined expenses doubled from \$16,700,000 to \$35,400,000.

The 177 post-freeze VHF

stations as a group were still operating at a loss—\$3,800,000. But it was a shade less than the combined loss of the 114 VHF's in 1953, which had a total deficit of \$4,200,000.

The 92 pre-freeze stations increased their income from \$60,500,000 to \$67,600,000. The four networks with their 16 oco's more than doubled their income (before Federal income taxes) from \$18,000,000 to \$36,500,000.

However, the network operations realized only 12 per cent of their combined \$306,700,000 gross, whereas the other 92 pre-freeze VHF stations netted 34 per cent of their \$200,900,000.

## NBC-TV Sells 75% of NCAA Fall Gridcasts

NEW YORK, June 18.—NBC-TV this week racked up a solid sales job when it sold three quarters of its National Collegiate Athletic Association football. The Crosley division of AVCO, Schick electric razors and General Cigar each bought one-quarter of the package of eight national football games and five regionals. They are reported to have paid an estimated \$650,000 for time and talent.

NBC shelled out an estimated

\$1,500,000 for rights to the property. It will also profit from its sale of a post-football network round-up to Dow Chemical. The web feels it will have little trouble in disposing of the remaining quarter of the NCAA football, since it will have the rest of the quarter to sell.

ABC-TV last year committed a major fumble by its purchase of the NCAA package. It could not find national advertisers until late in the selling season. At that time Amana and Maytag were said to have made unusually good purchases in order to get ABC out from under. Its bidding for the games this year, consequently, was noticeably more conservative.

Both Schick and General Cigar are clients who are interested in reaching the male viewer and sports as their selling vehicle. Avco last season was heavy in football on NBC radio and this year has extended its pitch to TV. Mathew J. Culligan is national sales manager for NBC-TV.

## Moore Named Prexy of KTTV

HOLLYWOOD, June 18.—Richard Moore, general manager of Los Angeles independent Station KTTV, yesterday (17) was named president of the outlet, owned by the Times Mirror Company. Norman Chandler vacates the position to become chairman of the board of directors.

At the same time John Vrba, sales manager, and Bob Breckner, program director, were upped to vice-presidencies.

Moore became general manager of KTTV in 1951, resigning as director of ABC-TV's Western division to take the position.

## Lanigan for NBC Day Sales; Dodge Eastern Manager

NEW YORK, June 18.—John B. Lanigan has been named daytime sales manager for the NBC-TV network. His former position, Eastern sales manager, will be handled by John Dodge, who has also been promoted.

Dodge was Eastern administrative sales manager, a title that has been abolished. Both report to Mathew J. Culligan, national sales manager.

### HOWDY-PINKY

## NBC to Beef Up Stanzas In Autumn

NEW YORK, June 18.—NBC-TV this week discarded its idea of turning "Howdy Doody" and Pinky Lee into a "Children's Hour" jamboree to buck "Mickey Mouse Club" on ABC-TV. Instead there will be a concerted effort to beef up both half hour stanzas on NBC.

Next season Pinky Lee will have a carnival setting and use circus acts and talent. Lee will make comedy out of the fact that he always tries to "get into the act, and gams things up. "Howdy Doody" will feature film material, cliffhangers and such. The budgets of each of the shows is being upped from \$20,000 weekly to \$30,000.

### Coming in the August 6 Issue

## THE BILLBOARD'S spotlight on fall television program and time buying

- The Outlook—and the Opportunities—for
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- Television Advertising, embracing Program-
- mming . . . Time-Buying . . . Market-
- ing . . . Production and Talent—from Spot
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Main Advertising and Circulation Offices  
2150 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Time, the fortnightly magazine of sales and advertising trends, one year, \$8.50, and Time the monthly magazine of statistics, one year, \$4.00. 17 centing, one year, \$4.00.

Vol. 67 No. 25

**THE BILLBOARD SCOREBOARD**

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

Placed during the week of May 29-June 4, 1955

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

**NATIONAL SUMMARY**

(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Crisco, Procter & Gamble	Fruit of the Vine, Welch
Fanny Farmer Candy, Fanny Farmer Candy Shops	Philip Morris Cigarettes, Philip Morris Company
Fluffo, Procter & Gamble	Plymouth Motor Cars, Plymouth Motor Corporation
Ford Cars, Ford Motor Company	Post Raisin Bran-Post Cereals, General Foods

**REGIONAL SUMMARIES**

**Eastern**

Bond Bread, General Baking	Philip Morris Cigarettes, Philip Morris Company
Broil-A-Foil, Manhattan Products	Raid, S. C. Johnson
Fanny Farmer Candy, Fanny Farmer Candy Shops	Schaefer Beer, F. & M. Schaefer Brewing
Ford Cars, Ford Motor Company	Tap-A-Cola, Pabst Brewing
	Utica Club Beer, West End Brewing

**Southern**

Crisco, Procter & Gamble	Minute Rice, General Foods
Fluffo, Procter & Gamble	Tender Leaf Tea, Standard Brands
Fruit of the Vine, Welch	Tetley Tea, Tetley Company
Maxwell House Coffee, General Foods	Tootsie Roll, Sweets Company

**Midwestern**

Alemite, Stewart-Warner Corporation	Friskies Dog Food, Carnation Milk Company
American Family, Procter & Gamble	Gerber Baby Food, Gerber Products
Boraxo, Pacific Coast Borax Co.	Hostess Cake, Continental Baking
Brown 'n' Serve Rolls, Swift & Co.	Kitchen Kapers, Ratner Promotions
Crisco, Procter & Gamble	L & M Cigarettes, Liggett & Myers
Drewry's Beer, Drewry's, Ltd.	Liquid Trend, Purix Corporation
Fanny Farmer Candy, Fanny Farmer Candy Shops	Plymouth Motor Cars, Plymouth Motor Corporation
Fireside Marshmallows, Fireside Marshmallows Co.	Rolaids, American Chicle
Fluffo, Procter & Gamble	"This Island Earth" (Movie), Universal-International

**Southwestern**

Paint, W. P. Fuller Company	Real Gold Orange & Lemon Juice, Real Gold Co.
Plymouth Motor Cars, Plymouth Motor Corporation	Rug Sheen, Rug Sheen, Inc.
Post Raisin Bran-Post Cereals, General Foods	Saturday Evening Post, Curtis Publishing Co.

**Rocky Mountain & West Coast**

Air Conditioners, Arctic Circle	"Love Me or Leave Me" (Movie), M-G-M
Alaska Airlines, Alaska Airlines	Lucerne Milk, Safeway Stores, Inc.
Camel Cigarettes, R. J. Reynolds	Martha Logan Cooking School, Swift & Co.
Davy Crockett Promotion, Languardorf Baking Co.	Mrs. Tucker's Shortening & Salad Oil, Mrs. Tucker's Foods, Inc.
Dromedary Food Products, Hills Brothers	Northern Tissue, Marathon Corp.
Fluffo, Procter & Gamble	Pepto-Bismol, Norwich Pharmaceutical
Folger's Coffee, J. A. Folger & Co.	Philip Morris Cigarettes, Philip Morris Co.
Ford Cars, Ford Motor Company	Pittsburgh Paints, Pittsburgh Paint Co.
Fruit of the Vine, Welch	Post Raisin Bran-Post Cereals, General Foods
Good Season Salad Dressing, General Foods	
Kiwi Shoe Polish, Kiwi Polish Co., Ltd.	
Listerine Antizyme Toothpaste, Lambert Pharmaceutical Co.	

**'TODAY,' 'HOME,' 'TONIGHT'**

**Del Monte Ups Ante In NBC Participation**

NEW YORK, June 18. — Del Monte this week renewed its sponsorship of "Today," "Home" and "Tonight" on NBC-TV, bringing its expenditures to about \$1,000,000 for 1955—one of the largest ever booked by the participation unit from a single advertiser. The company's initial order was for 26 on each of the three shows, a total of 78. Its new buy is for about 93, and it is to be equally divided among the programs.

Del Monte, according to trade reports, has created an unusual amount of excitement among the supermarkets it serves by using the participation stanzas. This, of course, is the reason for the healthy new order, certainly an indication of satisfaction.

Del Monte has also decided to use TV exclusively to plug its 25-

year-old "Western Round-Up." This means that between \$75,000 and \$100,000 that was spent on magazine advertising in previous years will no longer be expended in that media.

**Promotion Deal**

"The Western Round-Up" is one of the biggest promotions in the food field. It ties in with grocers all over the country. Displays on a Western theme and other promotion ideas are packaged to bring color and life into groceries and to feature Del Monte products.

"Today," "Home," and "Tonight" produced similar results for the Washington State Apple Commission which started with five participations on a Central network. It now has bought 52 more participations, 18 of which are full network.

The NBC trinity of shows has also received a \$250,000 order from Rotobroil for about 70 participations in all three of the programs.

**'Halls of Ivy' May Switch To Sun. Night**

NEW YORK, June 18.—"Halls of Ivy" is playing with the idea of shifting into the NBC-TV Sunday night 10:30-11 p.m. time period next season. The program is now on CBS-TV Thursdays at the same hour, a recent switch from Tuesday nights.

The move by "Ivy" would be in the nature of tit-for-tat, since CBS persuaded R. J. Reynolds to slot Robert Cummings Thursday 8-8:30 on its web next fall, and move out of Sundays. International Harvester now sponsors "Ivy" on alternate weeks. Another advertiser would be needed. Television Programs of America produces the show.

**ABC Gets Two Major Clients**

NEW YORK, June 18.—Under-scoring its phenomenal rise in billings this year, which now is hitting close to \$60,000,000 in gross time sales thus far, ABC-TV pulled in two more bankrollers for program buys this week.

The web latched onto Chunky Chocolate, which heretofore has limited its TV activity to spot buys, as sponsor of half-hour alternate weeks of "Super Circus." Also, Quaker Oats moved into the web with the purchase of "Ozzie and Harriet" every fourth week. The moves give the web a sellout on "Super Circus" and leaves it with only one-fourth of "Ozzie and Harriet" still available.

The close to \$60,000,000 billings figure chalked up thus far this year compares to a figure of \$34,713,098 the web billed for the entire year of 1954.

**Ziv Sets Up 'Public Service' Department**

NEW YORK, June 18.—Ziv-TV has set up what it's calling a Public Service Department to handle personal appearances of its stars. Ziv's personalities perhaps do more touring than any in syndicated film. Herb Philbrick and Richard Carlson, author and star respectively of "I Led Three Lives," have made approximately 180 appearances so far this year, according to Ziv.

Now Ziv is getting into in-trade promotion tours. Bob Freidheim, vice-president of Ziv, is now visiting stations, agencies and clients in a dozen big markets to discuss promotion and merchandising of Ziv shows, especially "Lives." Freidheim will be in charge of the PS department in the East, and Herb Gordon will head it in the West.

**ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING**

In city after city, ARB\* reports **PASSPORT TO DANGER** is hot... and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!

18.1 in Cincinnati, with a 36.7% share-of-audience!

**34.3 in Milwaukee, with a 64.6% share-of-audience!**

37.0 in Jacksonville, with a whopping 86.7% share!

43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

\*Jan. 1955

**CESAR ROMERO**, starring in...



**JWT SHIFT?**

**Strouse May Take Over If Resor Quits**

NEW YORK, June 18.—Stanley Resor, president of the J. Walter Thompson agency, is expected to resign and go into retirement about July 15. His successor, according to trade reports, will be Norman Strouse, vice president and manager of the agency's Detroit office. Taking over for him in the Motor City will be John McQuigg, former Geyer Newell & Ganger representative there.

Resor is an important figure in advertising and has contributed immeasurably to the strong position that the agency holds in the field. He has been with Thompson over a long period of years. It is still considered the top agency in the business when domestic and international billings are totaled.

Strouse has been a key figure in keeping the Ford account happy, an account which has grown into one of the agency's largest with its emergence as the No. 2 car manufacturer in America.

**PASSPORT TO DANGER**

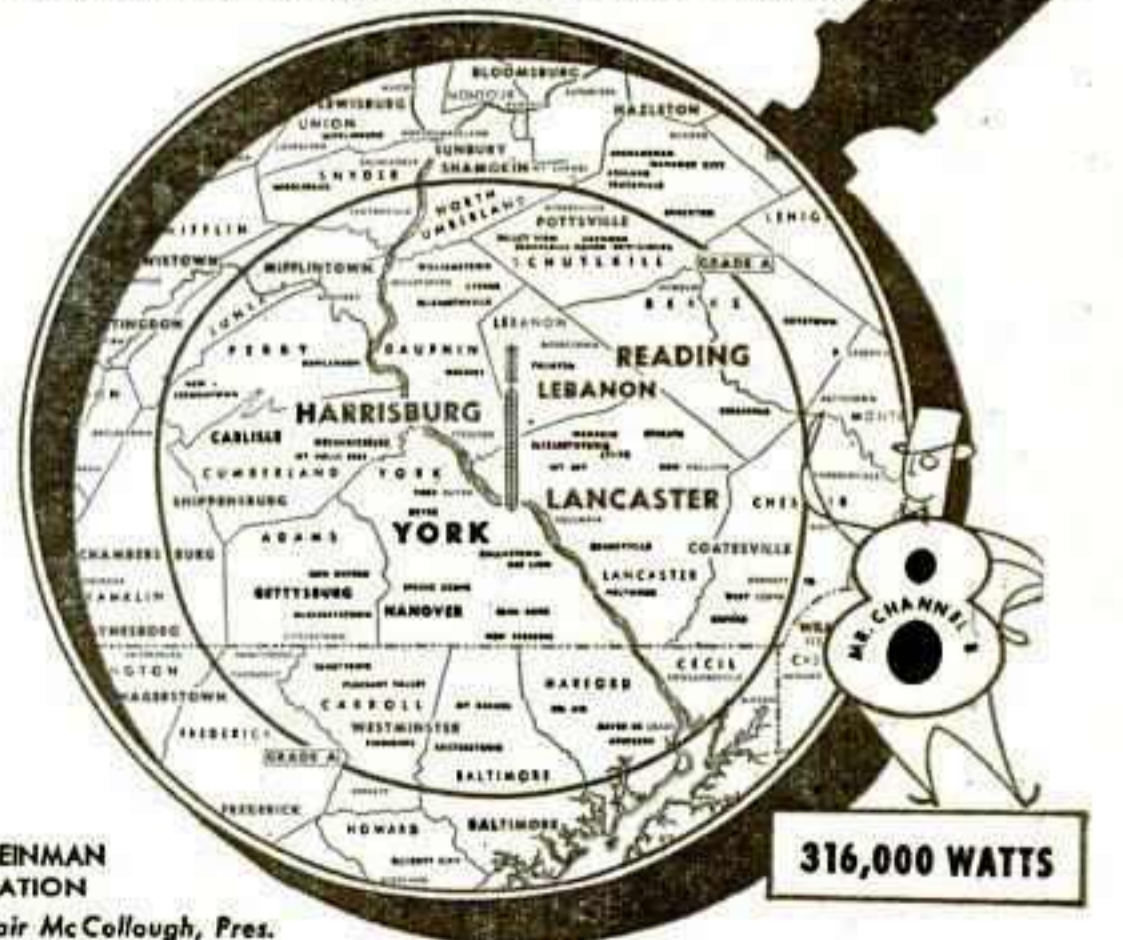
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# News in Brief

## FLORIDA DEMOCRAT NAMED TO FCC . . .

The Senate today confirmed appointment of Richard A. Mack, Florida Democrat, to the Federal Communications Commission. Mack replaces the fiery Frieda Hennock, whose term expires June 30. Mack will take the oath July 1 to begin his seven-year term on the Commission.

## SELZNICK GETS 'REBECCA' FOR TV . . .

David O. Selznick has completed an agreement with Daphne du Maurier whereby he gets the rights to produce a live TV version of her novel, "Rebecca," in 1955. Selznick produced the motion picture version of the novel in 1940.

## P&G DROPS PLANS FOR MACK SHOW . . .

Procter & Gamble has dropped its plans to ride the Ted Mack show, 3-3:30 p.m. daily on NBC-TV. Instead it has indicated it will take half sponsorship of the Bill Goodwin strip, "It Pays to Be Married," 3:45-4 p.m. The reason is that it wants exposure later in the day. However, it is still committed to the Tennessee Ernie show, 12-12:30 p.m.

## GE THEATER TO RERUN TOP SEGS . . .

The "General Electric Theater" will rerun 13 of the top films in the MCA-TV produced series between June 26 and September 18. Among the stanzas scheduled for repeats Sundays, 9-9:30 p.m., are "The Face Is Familiar" with Jack Benny, "The Road to Edinburgh" with Joan Crawford, "Amelia" with Jane Wyman, and "Clown" with Henry Fonda.

## WABD GETS FORMER WNEW SALESMEN . . .

Ted Cott, manager of Du Mont's two o&o's, this week hired two former salesmen of WNEW, New York, for the staff of WABD. The two are Burt Lambert, who has been with Ziv-TV since leaving the radio station, and Bennet Korn, who has been exec veepee of Remington Records.

## Defore Victor In ATAS Fight

HOLLYWOOD, June 18.—Don Defore this week weathered another internal storm in the Academy of TV Arts and Sciences, emerging stronger than ever in his post as prexy. Defore has been under fire ever since last year, but in May was re-elected for a second term without too much opposition.

The board of governors gave Defore a vote of confidence after Isabelle Pantone, executive secretary of the organization, charged that Defore was "using the Academy as an instrument for his own personal promotion" and that he had committed "unprincipled and unethical" acts. Miss Pantone resigned after the governors' meeting, presided over by Johnny Mercer.

## Canadians Nix 'Pay-See' TV

TORONTO, June 18.—"Pay-as-you-see" TV for Canada is out as far as the government-controlled Canadian Broadcasting Corporation is concerned. A. Davidson Dunton, chairman of the Board of Governors, made this known while giving testimony before a government inquiry into radio and TV.

He said that this type of service could not be applied to national TV in Canada. Mr. Dunton said that the CBC was experimenting in neither toll TV nor in color TV, altho the country was being kept up-to-date in advances in both these fields.

At present CBC-TV is servicing just six major centers, with rural areas to be serviced in the future.

## Hooper Offers New Commercial Research Plan

NEW YORK, June 18.—C. E. Hooper, Inc., with the help of the American Research Bureau, is launching a new research service that will show how much audience exposure the commercials of any given brand are getting.

The name of the new service is "Monitored Commercials With Audience Ratings." It will, first of all, give a complete compilation of the commercials that appeared for all the leading brands in any given product category during the research week in a particular major market.

For the next step, the appropriate ARB rating is then applied to each TV commercial (they use Hooperatings for radio commercials). To get a common denominator, each rating is then multiplied by a weighting factor in accordance with the length of the blurb.

The resulting figure on each commercial is called its "Hooper Index of Commercial Exposure." To find out the total relative exposure the brand received in the market during the rating week, all of its "Hooper Indexes" are added up.

The reports on each product category will include a summary page just giving the relative standing of the brands. The body of the report will enumerate the programs and spots the advertiser used in getting that audience exposure.



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



Sillerman



McKay



Duffy



Battison

## RERUNS

# Only One-Third Have Objections; Small Markets Squawk Loudest

Only a minority of interests in TV has any objections to reruns. Of 309 members of the TV Editorial Advisory Board who returned their questionnaires on this subject, only 108 outlined substantial objections. Therefore, do not read the quotes below without also studying the chart. For only the plaintiff's case is stated there.

Generally speaking the bigger squawks came from the smaller operators. The stations in the smaller cities—usually one or two-station markets—said their clients don't buy reruns. The small-town ad agencies and local sponsors said they get too many complaints from their consumers.

The smaller producers indicated that reruns cut down the market for their first-run product.

The study reveals that the small-town broadcaster and his clients are in a terrific dilemma when it comes to reruns. The repeats come on sooner and are seen by more of the first-run audience than in the bigger markets. Consequently, the small-town audience is far less tolerant of reruns than their big city brothers. So, when TV broadcasters in the small towns get together, "rerun" indeed becomes a dirty word.

But on the other hand, small-town stations and advertisers find it hard to pay for a film first-run policy. The smaller markets cost the distributors proportionately far more than the big cities.

The pro-rerun statements were generally what you'd expected them to be. The defendants, whatever their branch of the industry, said that the economics of residual income make

it possible to produce better shows, that it is better to repeat good programs than ever to run poor ones. They pointed out that whatever the rating of the first run, there is always a substantial untapped audience left for repeats.

Even some of the most ardent supporters of reruns in this survey made qualifications. A compendium of the advice runs as follows: Rerun only top quality shows, permit an adequate lapse of time before rerunning a show, do not rerun a show too often, rerun it at a different time slot from the first run, do not try to

kid the public into thinking the rerun is a first run, do not try to kid the public that the reruns are "the best of . . ." or are "by popular demand . . ." when they actually are not.

The survey also raised a question about 52-week deals that involve 39 films, 13 of which must be rerun. James Duffy, ad manager of Genessee Brewing, complained about having to pay a fixed price each week when he is getting second-run shows 13 of those weeks. His argument and the answers of two leading distributors are covered in a separate story in this issue.

## HOW THEY VOTED

From your position in relation to the TV business, what, if any, are your objections to the rerunning of TV film programs?

	Objections	None	No Comment
Networks and Stations . . . . .	43 . . . . .	47 . . . . .	0
Ad Agencies . . . . .	27 . . . . .	36 . . . . .	7
Network Sponsors . . . . .	1 . . . . .	12 . . . . .	3
Regional, Local and Spot Advertisers . . . . .	10 . . . . .	6 . . . . .	6
Distributors . . . . .	7 . . . . .	29 . . . . .	8
Producers, Labs, Equipment . . . . .	20 . . . . .	26 . . . . .	6
Grand Total . . . . .	108 . . . . .	156 . . . . .	45

### DON'T QUOTE ME, BUT . . .

**Small-town agency:** "I'm opposed to any advertising that tends to irritate customers or prospects." . . . **A medium-town agency:** "They place TV in an embarrassing position as an entertainment medium. People want and expect newness." . . . **Medium-market station:** "No reruns closer than three months!" . . . **A Far West station:** "If you use reruns on a commercial basis, it makes you vulnerable to competitive propaganda." . . . **A station in Missouri:** "Do not enjoy answering mail to explain the situation." . . . **Another man from Missouri:** "Audience and client reaction in a single station market has been unfavorable." . . . **Maryland:** "In our area there appears to be sponsor aversion to reruns, even at less cost. It has been almost impossible to sell reruns."

**A large Southern market:** "Your better programs have such a high tune-in that any rerun in a six-month period will not hold interest of viewer." . . . **A TV film distributor:** "Reruns are a deterrent to subsequent sales, limit the market for new shows and consequently limit progress and expansion in an industry which must remain progressive if it is to continue to hold its audience and sponsors." . . . **A film producer:** "Reruns reduce the number of new shows on film, therefore cut production." . . . **A distributor:** "The practice of new titles for rerun series lures viewers to tune in hoping to see something new. This deception is bad enough, but even worse is that reruns deprive independent packagers of the opportunity to display and test new shows."

### NEXT WEEK

The TV Editorial Advisory Board Will tell what it expects from the Hollywood Majors

# FOR QUOTATION

## ADVERTISERS AND AGENCIES SAY . . .

**ROGER PRYOR**, vice-president, Foote, Cone & Belding: "I have a hunch the acceptance of reruns will decrease in direct ratio to the increase in competitive programming."

**RICHARD HUGHES**, TV director, Simons-Michelson, Detroit: "Many less ambitious new programs develop new ideas, formats, stars and techniques. It seems to me that there is precious little time for experimenting and perfecting now. I'd hate to see everyone take the easy way out and rerun winter shows."

**HENRY HART JR.**, TV director, Horton-Noyes, Providence: "Reruns, unless they are powerful enough to make a second contribution (to the progress of medium) give the industry a static look it cannot afford. Altho TV homes are still increasing in number every day, we cannot count on a high percentage of new viewers, as we could a couple of years ago."

**FORBES MCKAY**, owner, Keegan Advertising Agency, Birmingham: "Sponsors resent rerunning. One canceled with us. We try to avoid purchase of same. Why should we have to put up with them anyway?"

**WILLIAM TEMPLETON**, vice-president, Bryan Houston: "As there are far more mediocre programs than top programs, we could be plagued with below standard programming in the few years to come when the film producers overwork their product for their 'home free' residual pay-offs."

**J. M. ROSEFIELD**, advertising manager, Rosefield Packing: "If we continue to show so many reruns during the summer that there is

practically no new material, it can't help but adversely affect summer viewing."

## STATIONS SAY . . .

**L. W. SMITH**, general manager, KVDO-TV, Corpus Christi, Tex.: "We receive more complaints and criticisms on reruns than any other one thing. Even 'Disneyland' re-runs bring a deluge of complaints each time."

**ROSS BAKER**, general manager, KSWO-TV, Lawton, Okla.: "At our small station we have rerun shows and find that we receive undue criticism. I try to buy with a no rerun clause now."

**FRANK McINTYRE**, vice-president, KLIX-TV, Twin Falls, Idaho: "Reruns in small, single-station markets constitute a serious problem. So serious, in fact, that many operators will tell you they often receive immediate cancellations when the reruns begin. This is, of course, when the program is sponsored locally. Facts and figures that prove conclusively to the local sponsor that he has a bigger new audience for rerun than he had for the original mean absolutely nothing. He's 'kidded' by his golfing friends and Rotary brothers, he receives a few phone calls objecting and he's immediately disturbed. He 'knows' reruns are 'no damned good'."

## PRODUCERS SAY . . .

**JOHN BATTISON**, John Battison Productions: "I have only a financial objection, that every time a rerun is used it cuts down a chance to sell one of mine. There is enough new film material to keep every station going pretty well. But on the other hand, most small stations cannot afford to buy good new films."

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## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Kiddies and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Children per 100 Homes	Avg. April Rtg.
1	Abbott and Costello (MCA-TV)	107	11.3
2	Hopalong Cassidy (NBC)	99	10.3
3	Annie Oakley (CBS)	98	16.3
3	Dick Tracy (Combined)	98	5.4
5	Cisco Kid (Ziv)	96	15.3
5	Gene Autry (CBS)	96	16.4
5	Superman (Flamingo)	96	16.2
8	Little Rascals (Interstate)	95	14.3
9	Ramar of the Jungle (TPA)	93	11.6
9	Rocky Jones, Space Ranger (MCA-TV)	93	6.8
9	Wild Bill Hickok (Flamingo)	93	13.7
12	Range Rider (CBS)	88	13.2
13	Laurel and Hardy (Governor)	87	7.2
14	Kit Carson (Coca-Cola)	86	11.2
14	Badge 714 (NBC)	86	15.5
16	Cowboy G-Men (Flamingo)	85	6.9
17	Hans Christian Andersen (Interstate)	66	8.7
18	Victory at Sea (NBC)	56	11.0
19	Death Valley Days (Pacific-Borax)	52	15.0
20	Your All Star Theater (Screen Gems)	49	4.4
21	Meet Corliss Archer (Ziv)	48	14.0
21	Inspector Mark Saber (Koch)	48	5.1
23	I Led Three Lives (Ziv)	37	16.0
24	Amos 'n' Andy (CBS)	36	9.3
25	My Hero (Official)	35	6.3
25	Your Star Showcase (TPA)	35	4.8

## CBS Sales Wraps Up Three Big Jobs

NEW YORK, June 18.—CBS-TV Film Sales ended today a week of heavy activity that included the acquisition of a new property, "Long John Silver"; the turning over to its parent CBS-TV network another property, "Champion," and the expansion of its sale of "Amos 'n' Andy" to Duffy-Mott from 18 markets to approximately 40 markets. The "Long John Silver" series was shot some time ago in Australia by Joseph Kaufman at the same time he shot his "Long John Silver" theatrical feature film. It's felt the theatrical feature, which has been in release for some months, will provide a promotional boost to the TV film series, which was lensed in color.

"Champion," which will be produced by Flying A Productions, becomes the second film series that CBS-TV Film Sales has turned over to the CBS-TV network in recent weeks. The property, however, has not yet been sold nor has it been given a definite time slot. If the web doesn't sell it, it will probably be returned to CBS-TV Film Sales for syndication. The

## 4 Star Maps Go-Ahead on 'Ranger' Pix

HOLLYWOOD, June 18.—Four Star Productions will go ahead with its Texas Rangers series despite the fact that Screen Gems has already begun filming a rival show, Dick Powell, one of the partners in the company, said this week. Production on the half hours, to be titled "The Texas Ranger," will begin about August 1.

Texas will be used for location spots, with interiors to be lensed in Hollywood. Official okay has been given for the go-ahead by Alan Shivers. Deal was originally set several months ago between Col. Homer Garrison of the Rangers and Steve Wilhelm of International Television Productions. Latter company will be Four Star's partner in the venture.

syndication division, headed by Les Harris, has already provided the network with "Navy Log," which was sold to Sheaffer Pen and Maytag.

Also this week, CBS Film changed the title of its new Errol Flynn stanza to "Tales of the Foreign Legion." Its title up to now was "March or Die." The show will be released for sale next week.

Additional syndication sales of its "Life With Father" reruns raised the number of markets in which CBS Film has sold the show to date to approximately 30. The firm began syndicating the stanza about a month ago.

## ABC Still Planning on Sunday Night Features—But Which?

NEW YORK, June 18.—ABC-TV has sent wires to its affiliates asking them to clear 7:30-9 p.m., Sunday, beginning in September, for feature films. The wire is understood to have made no reference to which features it has in mind. The 39-title package pitched by Associated Artists Productions is still available to the network, even tho an informal option they had ran out this week.

Forces at both the network and distributor are fighting hard to form the deal as it is now outlined. However, it is understood that the top men on both sides are skeptical. Bob Kintner, president of ABC, apparently would like to fill in a couple of weak links in the Associated package. He is said to have had his eye on a couple of J. Arthur Rank properties, but it is still a question whether they are uncommitted elsewhere.

Kintner is understood to have been offered a group of about a dozen classics of the 1930's including "The Story of Louis Pasteur" and "The Green Goddess." This group, however, is controlled by Joe Schenck who is reported to have closed the door on any TV deal at this time. Kintner is also reported to have considered the 12 pictures owned by David O. Selznick, but Selznick has set a price on these that puts it out of the

## Hyman, O'Neil May Join Up To Put RKO Films Into TV

### Details for Handling 700 Pictures Not Set ; GT, AAP Merger Possible

NEW YORK, June 18.—Eliot Hyman and Tom O'Neil are apparently joining forces in their endeavor to get RKO Radio's backlog of pictures into TV. Hyman is reported to have visited O'Neil at his home in Greenwich, Conn., last weekend for a strategy conference. This week, after months of bidding, negotiations and rumors, it looked as if a deal was close to consummation.

Just how O'Neil and Hyman would divvy up the approximately 700 pictures to which they would thus gain title is not known at this point. They would probably form a jointly owned holding company to retain ownership of the negatives. As far as actual distribution is concerned, one possibility is that they will eventually merge O'Neil's General Teleradio Film Division

with Hyman's Associated Artists Productions.

Even with this tremendous bundle of pictures it is doubtful that they would revert to the two- and three-year library type of deal that dominated the feature film side of TV from 1951 thru 1953. Both Associated and GT have made their marks in TV in the past year by selling on the merits of the individual pictures in their respective packages. Their sales approach today is not far removed from that of the syndicators of half hour series. They are now even trying to sell national advertisers on buying part or full sponsorship of their packages on a network or spot basis.

With this precedent proving as successful as it has, the best expectation is that they would release the RKO library in groups of

26, 39 or 52. They would thus parcel out the 700 pictures over the course of the next five to 10 years.

Also, it would probably take at least a year after the closing of such a deal before any of the RKO pictures were put up for sale. For one thing, both distributors are just releasing new packages, which they would certainly want to protect for another year. For another thing, even tho both Hyman and O'Neil's staffs have undoubtedly been studying the RKO list in all its ramifications for some time, it would take many months after closing before they could check negative quality, order prints and clear up union and contractual entanglements on individual properties.

## 'CONFIDENTIAL' CLIENT

### Guild Near Bardahl Deal for Vitapix Net

NEW YORK, June 18.—Guild Films is on the verge of concluding its first deal for the Vitapix line-up of 57 stations. Bardahl Oil of Seattle is practically wrapped up to take over alternate week sponsorship of "Confidential File," the new Guild vidfilm series which is still on live in Los Angeles.

At the same time Liberace, Guild's top property, still continues to be the white-haired boy of local advertisers. The show has already been renewed by 137 of its clients, the contracts on hand totalling an estimated \$2,000,000, according to Guild. He is retaining practically all his sponsors, and it expected that 98 per cent will renew. The show is now in over 200 markets.

The Bardahl deal would be the first national program venture of this client. Guild has to come up with another alternate week sponsor but has several possibilities

available. Greyhound bus, for one, is reported considering the property.

#### Vitapix Line-Up

Sponsors would pick their stations in New York and Chicago, but in other cities would take the Vitapix line-up. Vitapix has been trying for two years to come up with a network show for its outlets. There is also said to be great interest in Guild's "I Spy" for a national Vitapix deal.

To Guild the sale of the show is said to represent about \$1,000,000 in billings. It would be its first major pay-off since it joined its fortunes with Vitapix. "Confidential File" features Paul Coates as narrator and has had an excellent track record as a live property, which accounts for the Bardahl interest. The sponsor is now spending most of its dough in spot TV.

## Panel Session On Pix Series Ends ABC Meet

NEW YORK, June 18.—AEC Film Syndication yesterday wrapped up its week long series of sales meetings, one of the highlights of which was a four-hour panel discussion on "the future, the faults, and the opportunities of the syndicated film industry."

Panelists in the discussion were Producer Don Sharpe, Television Bureau of Advertising's national sales manager; Ray Nelson, and Ted Cott, general manager of Du Mont's owned and operated stations.

Sharpe called on the salesmen to utilize their knowledge of stations' programming needs by supplying producers with ideas for new TV film series. Nelson pointed up the opportunities film firms have in the syndication of daytime properties. Cott emphasized the importance of not losing sight of the growing number of homes with two TV sets, which can result in a TV home actually consisting of two TV audiences. Cott estimated that 10 per cent of the homes in New York have two sets.

## Stone Verges On P'kg. Entry

NEW YORK, June 18.—Stone Associated, headed by former Kagan president Martin Stone, is about to get into program packaging. Since its formation in February, when NBC took over complete control of Kagan, Stone Associates has operated only as a merchandiser licensor for Jackie Gleason and the shows of Television Programs of America.

This week, Stone hired Henry Morgenthau III to head his film division. Stone is said to have plans to film shows abroad, but no word was available on what properties he has in mind.

## Elan-Porter Firm Formed

NEW YORK, June 18.—A new film production company named Elan-Porter Productions was set up here this week. The principals are Ralph Porter, formerly a producer for Official Films and Eastern Sound Studios, and Raphael Elan, former theatrical agent and reporter in Europe. Eleazar Lipsky, author of the novel, "Lincoln McKeever," is attorney and creative advisor to the new firm.

reach of TV for all practical purposes.

Kintner was on the West Coast this week, and rumors here had it that he was studying what big pictures he could pry loose there.

#### Hyman Skeptical

On the other side, Eliot Hyman, president of Associated, is reported to be skeptical of the wisdom of the network deal. He expects he could make as much on the package in 10 big station deals as he could on the 61-station line up on ABC-TV. ABC is virtually assured of clearing that number because it had them this season in the 7:30-8 p.m. slot for the "Pepsi Cola Playhouse."

Hyman's attitude has been fortified by the fact that he has already received one or two attractive bids from stations who did not even know the full roster of titles in the new package.

Also, Associated would probably turn any network deal down if it was for less than the 39 films it has offered.

Associated already has some kind of commitment from one or two sponsors to ride this series of 39. If the ABC deal does not jell, it probably could still keep those bankrollers on a market by market deal. Even with a network ride, those bankrollers would probably

have to get some extra markets via spot, since they are understood to want more than the 61 stations ABC-TV can now assure them.

#### Deal Could Jell

Even with these reservations, it is doubtful that Associated would turn down a firm okay from ABC. As previously reported, it is calculated to be a tremendous promotion for Hyman's theatrical productions, such as "Moby Dick," which Warner Brothers will release about Thanksgiving. It would also give enormous prestige to its future efforts in station sales. Associated would still have at least another 13 pictures to sell stations first run. It could probably also cut in ABC-TV affiliate for rerun of the 39 pictures on terms satisfactory to all.

ABC-TV's sales scheme on the pictures is reported to be roughly comparable to NBC-TV's "Color Spread" for its Sunday spectaculars next season. If anything, it is probably more flexible. Over an extended ride a sponsor will, apparently be able to get his pitch placed all over the hour-and-a-half program. There is also reported to be a terrific discount structure, going as high as 50 per cent on a big buy. Also, stations will be allowed two or more local cut-ins to pick up spot money for themselves.

## 'Mickey Mouse Club' Make-Up and Format Finally Revealed by ABC

NEW YORK, June 18.—Armed for the first time with details on the format of "Mickey Mouse Club," ABC-TV's sales staff this week prepared to launch a new sales offensive to capture sponsors for the six remaining quarter hours per week still unsold.

Disclosure of the format this week brought ABC-TV executives to a high pitch of enthusiasm. Up to now the network has been selling the show almost blind, its only major selling point being that it's produced by Walt Disney. The 14 of the 20 quarter hours were sold on this "sight unseen" basis, no sales have been made for close to two months. Now, after being briefed on what the show will consist of, the ABC sales boys are more convinced than ever that the stanza will top anything in the way of kiddie shows heretofore aired.

Following the potpourri pattern utilized in "Disneyland," the "Mickey Mouse Club" will consist of a constantly varying assortment of short features, many of them combining information and education with entertainment. Approximately 70 per cent of each day's show will consist of new material, a lot of it animated, shot expressly for the stanza. The remaining 30 per cent or so will consist of Disney cartoons previously shown in movie theaters.

A brief description of many of the features to be included in the show and a day by day rundown of the stanza is outlined below. These details, of course, are still subject to change.

"Mickey Mouse Newsreel"—human interest films of how children

live, work, and play in other parts of the world.

"Explorers Club"—visits to interesting places and interesting activities such as a shark hunt, a pony farm or a stallion round-up.

"Sports Series"—films showing viewers Little League baseball teams in action, how to swim, etc.

"Foreign Correspondent Series"—visits to areas around the world.

"This Is You"—animated cartoons devoted to safety, showing how to ride a bike, swim safely, how to be careful walking the streets, etc.

"Nature of Things"—documentary live photography feature of animal life.

"Book Club"—animated cartoons that tell classic stories like "Hansel and Gretel."

"Mouseketeers"—live photography of a troupe of professional children entertainers, emceed by adult Jimmy Dodd; singing, dancing and generally having fun.

"Music Series"—new songs, written for children.

"Marty Markham"—a documentary story, continuing in serial form from day to day, of a boy and what happens to him in camp, at school, etc.

"Animal Series"—stories of animals.

"When I Grow Up"—describes occupations that children may be interested in such as policeman, fireman, stewardess, etc.

"Foreign Serial"—live enactment of real and legendary stories about children such as "Hans Brinker and the Silver Skates."

**Daily Schedule**  
A day by day rundown of the

schedule, as presently envisioned, is as follows:

5-5:15 p.m.

Monday—"Mickey Mouse Newsreel"; Tuesday—"Explorers Club" or "Sports Series" or "Foreign Correspondent"; Wednesday—"Mickey Mouse Newsreel"; Thursday—"I'm No Fool" or "This Is You" or "Nature of Things" or "Mickey Mouse Club"; Friday—"Mickey Mouse Newsreel."

5:15-5:30 p.m.

Monday—"Mouseketeers" and "Fun With Music"; Tuesday—"Mouseketeers" and "Guest Star Day"; Wednesday—"Mouseketeers" and "Anything Can Happen Day"; Thursday—"Mouseketeers" and "Circus Day"; Friday—"Mouseketeers" and either "Talent Round-Up" or "Mickey Mouse Music Series."

5:30-5:45 p.m.

Monday thru Friday—"Marty Markham Serial" or "Oil Serial" or "When I Grow Up Serial" or "Foreign Serial" or "Animal Serial."

5:45-6 p.m.

Monday thru Friday—theatrical cartoons.

Of the six quarter hours still available for sale, five of them consist of the 5-5:15 p.m. period across the board.

## Colonial Inks Lovejoy for 2

DENTON, Tex., June 18.—Frank Lovejoy, actor in "Strategic Air Command," has signed to do two Class A Technicolor movies for the First Colonial Film Company of Dallas.

First Colonial, with studios on the shores of Lake Dallas near Denton, was formed recently to produce television dramas. It has completed work on the first 30-minute show, which is now in cans, written and directed by Steve Brodie.

The firm had not discussed the possibility of filming feature length movies until R. L. Russell, president, began negotiations with Lovejoy to appear in succeeding 30-minute shows for TV. After he had inspected the site, which includes a new sound stage, Lovejoy signed a one-year contract to produce the two full-length feature pictures for national distribution.

## CBS GOING HEAVILY TO FILM SHOWS

### Fourteen of 18 New Programs Set for Fall Are in Celluoid

NEW YORK, June 18.—Of the 18 or so new programs that will be appearing on CBS-TV next season in what shapes up as a radical overhaul of the network's programming roster, approximately 14 will be on film. The figures point up once again the strong hold that TV film has taken in the programming operations of the networks.

One of the major changes will be the switch from live music and news stanzas to film kiddie shows in the 7:30-8 p.m. spot. The only exception in the early evening kiddie bloc comes Tuesday night with "Name That Tune" currently earmarked for the period under the

sponsorship of Whitehall Pharmaceutical.

It's no secret, however, that CBS-TV would prefer a film kiddie stanza in the time slot. But in view of the lack of alacrity bankrollers are showing in buying the Wednesday and Friday 7:30-8 p.m. spots against ABC-TV's heavy guns of "Disneyland" and "Rin Tin Tin," CBS is willing to let Whitehall put "Name That Tune" in the period which will be bucking what seems to be heavy competition from ABC's "Warner Bros. Presents."

The trend away from situation comedies is being reflected in the CBS-TV schedule. Of the 17 new shows coming into the web line-up, only five are situation comedies. These are: "It's Always Jan," the new Janis Page show; "The Honeymooners"; "You'll Never Get Rich," the new Phil Silvers show; either "Joe and Mabel" or "Miss Pepperdine," the Marie Wilson stanza; the Bob Cummings show, which Reynolds is bringing over from NBC.

#### 12 Other Shows

The 12 other new stanzas currently slated to bow on CBS-TV next season are: "Robin Hood,"

## GT Gets Library, MBS Gets Trenner

NEW YORK, June 18.—Tom O'Neil, head of General Teleradio and the Mutual radio network, has apparently never forgotten his dream of establishing a film network in TV. This week, GT bought out Harry Trenner's Station Film Library, and Trenner was named sales vice-president of Mutual Broadcasting System.

Altho some trade observers had it that O'Neil bought SFL only to get Trenner into Mutual, there was no denying that SFL still has a lot of potential. Its unique sales plan is not exactly a network operation, and Trenner disclaimed any such appellation from the moment he went into it several months ago. Nevertheless, it runs parallel to a network concept to the extent that it involves the sale of shows to national sponsors on a pre-arranged line-up of stations.

If anything, Trenner is now in a better position than ever to bring

in bankrollers for SFL. He now has the entire resources of Mutual's sales organization to sell SFL. Meanwhile, he can get the help of the sales staff at General Teleradio's Film Division to line up more stations. Selling SFL options to stations seems to fit neatly into the Film Division's operation, since those boys are out selling film to stations anyhow.

The SFL pitch to stations is that they get the rerun rights to a year's worth of two soap operas in perpetuity in return for their one-time card rate. The stations pay by consigning the time instead of paying cash. SFL can then sell sponsors a national daytime hook-up without any time charges.

SFL has optioned over 60 stations already. It was due to start production of the soap operas in another week or so. There was no indication whether the deal with GT would delay this schedule.

## Program Fee TV Topic For NARTB Board Meet

WASHINGTON, D. C., June 18.—Subscription television and other FCC matters will be among the foremost topics for discussion at the semi-annual meeting of the board of directors of the National Association of Radio and Television Broadcasters to be held June 23-25 at the Homestead, Hot Springs, Va.

The television board of directors, under the chairmanship of Clair R. McCollough, WGAL-TV, Lancaster, Pa., will meet Thursday (23); the radio board, of which Henry B. Clay, KWKH, Shreveport, La., is chairman, will meet Friday (24), and the joint board of directors will meet in the final session Saturday (25).

On the agenda for the television board will be a report by G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of the Television Code Review Board. The group will also discuss the television circulation study.

A report from the standards of practice committee will be made at the meeting of the radio board. The board will also hear reports on remote-control extension, the FCC band width and spurious emissions proposal, FM activities,

copyright matters and the radio evaluation project.

The joint meeting of the board of directors will consider proposed constitution and bylaws of the newly formed Association for Professional Broadcasting Education. Active and associate memberships have been proposed for APBE. Active members would include NARTB and regionally accredited four-year colleges and universities with established schools, departments or courses which offer comprehensive professional radio and television training. Associate members would be other regionally accredited four-year colleges and universities with courses in radio and television.

Serving with McCollough on the television board of directors are network representatives Ernest Lee Jahnke, ABC, New York; Merle S. Jones, CBS, New York; Ted Bergmann, Du Mont Television Network, New York, and Frank M. Russell, NBC, Washington.

Radio board members, in addition to Clay, include network representative Charles T. Ayres, ABC; Arthur Hull Hayes, CBS; Charles R. Denny, NBC, and Earl M. Johnson, MBS.

NARTB staff executives who will attend the meeting include Harold E. Fellows, NARTB president and chairman of the board; Vice-President for Radio John F. Meagher, Vice-President for Television Thad H. Brown Jr., Secretary-Treasurer C. E. Arney Jr., Chief Attorney Vincent T. Wasilewski, Director of Television Code Affairs Edward H. Bronson, Manager of Research Richard M. Allerton, and Joseph M. Sitrick, manager of publicity and informational services.

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## Denove Using Writer-Megger Catalog File

HOLLYWOOD, June 18. — A system of cataloging writers and directors has been instituted by Jack Denove, producer of "Cavalcade of America," "This Is Your Music," and "The Christophers." The move is the first of its kind in the TV field and could easily set a precedent for other production organizations.

The step was forced on him, Denove says, by the large amount of television production. With so much product being turned out, it's impossible to know who is doing or has done what unless a complete file is kept. Only in such a manner is it possible to keep a record of writers and directors, and be cognizant of who excels in what field.

Begun last fall, the file now contains credit listings of nearly 300 people in the industry. In addition, Denove keeps a record of reviews that the various creative personnel have received. Altho he's the first to declare that one good or bad review doesn't mean anything, when there are five or six on hand the picture becomes pretty evident.

Denove contends that with so many writers and directors now engaged in TV production, such a system is the only way in which a true evaluation can be obtained, pointing out that at the moment there is no central agency to which a producer can turn.

## Kick-Off Readied By Studio City on 'Fu Manchu' Skein

HOLLYWOOD, June 18.—Studio City TV, Republic Pictures' television production subsidiary, starts filming on "The Adventures of Dr. Fu Manchu" Monday (20). Glenn Gordon has been signed to star in the series. Two pix will roll immediately, with a total of 78 ultimately skedded.

## Brody in Europe For TV Ad Music

LONDON, June 18.—Agent Bernard Brody arrived here from New York this week on a month's tour of Europe negotiating copyright of music to be used in filmed commercials.

While in London Brody is huddling with TV contractors over the sale of a number of American musical TV film series, including those featuring Liberace, Frankie Laine, Eddie Cantor and Ina Ray Hutton.

## Publicists Vote IATSE Affiliation

HOLLYWOOD, June 18.—Affiliation with IATSE was voted this week by the Publicists' Guild, previously independent union which is composed of publicists in the motion picture and TV film fields as well as CBS network staffers. NBC and ABC publicists are affiliated with NABET.

## Modern Sets Deal for Ads From Burnett

NEW YORK, June 18.—Modern Talking Picture Service concluded a deal with the Leo Burnett Agency recently by which it takes over quality control and trafficking of all of the agency's film commercials. Modern will take over supervision of the spots as soon as the answer prints come out of the labs. The arrangement is expected to save the agency considerable money due to the efficiency and overhead spread Modern can offer on this work.

Modern is offering this deal plus a storage service to all agencies on a flat-price-per-spot basis. Modern is already handling trafficking of Burnett's spot booked shows, "Superman," "Wild Bill Hickok" and "Buffalo Bill Jr."

## Latins Want Dubbed TV

NEW YORK, June 18.—Contrary to its taste in theatrical films, the Latin-American audience wants its TV film shows dubbed when they come from the U. S. This is the finding of George Caputo, of International Radio & TV Programs, Inc.

International recently made an exclusive tie-up with a dubbing outfit in Mexico, where work has already been done on several segments of "The Chimps." Since this is an animal show, the dubbing is on the narration only. But International expects to start synchronized dubbing on a top dramatic show before too long.

## Gershman to N. Y. For AP Huddles

CHICAGO, June 18. — Reports circulated in the trade last week that Isaac Gershman, managing editor of the City News Bureau of Chicago, had gone to New York to set up a similar bureau to service radio and television outlets, were found to be unfounded.

Gershman actually was in New York to confer with John Aspinwall, Radio-News director of the Associated Press, with an aim to developing new techniques in the coverage of radio-TV news on the Chicago scene. The CNB is a 65-year-old co-op press association which last fall inaugurated a radio-TV press service and now has nine subscribers in that field.

# Film Makers' Silence Draws Blast From Anti-Toll TV Org

WASHINGTON, June 18.—Failure of Hollywood motion picture producers to file comment stating their position on fee TV at the Federal Communications Commission brought a blast from the committee against pay-as-you-see TV this week (20). The committee's co-chairmen, Truman T. Rembusch and Alfred Starr, representatives of motion picture theater owners' "Organization for Free TV," note that the silence by producers and their association (Motion Picture Association of America) may lead to the "inescapable conclusion"

that Paramount Pictures dominates the association.

The statement further concludes that since motion picture production for theater is entirely different from that for television, "it becomes obvious that the only possibility of financial success for production in the proposal to show first-run motion pictures in the home will lie in a conspiracy among the producers of motion pictures to design a particular kind of product that is not suitable for the motion picture theaters." The question arises, they add, as to whether producers who are members of the MPA will be willing to enter into such a "conspiracy" in the future.

Referring to Paramount's control of Telemeter, the committee warns producers contemplating entry into the fee TV market, that

"the patent is controlled by only one of their number and the patent holder can name its own terms." A warning is also given exhibitors that "if Paramount is going to sell the output of its studio thru its Telemeter exhibition outlet in preference to its long-time theater customers," exhibitors should now prepare to look to other sources of supply.

"Increasing and endless litigation," the committee states, will be the lot of distributors licensing first-run motion pictures on pay-to-see TV. Citing the approximately 400 cases now pending in federal courts involving damage claims up to \$600 million in "run and clearance" disputes, the free TV proponents cite the Supreme Court decision which prohibited Paramount from "simultaneously engaging in the production of motion pictures and exhibiting these motion pictures to the public. Thru Telemeter, Paramount again would become both producer and exhibitor."

"We are now witnessing," the statement points out, "the paradoxical spectacle of Paramount Pictures, thru its president, Barney Balaban, saying openly to the only customers it has that it is now preparing to jeopardize that market; and seek a non-existent market which promises richer returns."

## Vidfilm Worth \$1 Mil at WGN Film Festival

CHICAGO, June 18.—More than \$1,000,000 worth of television film shows will be presented for preview by some 350 potential sponsors and advertising agency representatives this Wednesday (22) at WGN's fourth annual film festival in the station's main audience studio.

Screenings will be held from 4 to 5:30 and 8 to 9:30 p.m., with a dinner break in between. Five to 10-minute capsules of 30 to 35 half-hour programs will be previewed, which include: dramas, mystery, sports, quiz, news, and panel shows for national and local sponsors.

## Sidney Re-Elected To Fifth Term as President of SDG

HOLLYWOOD, June 18.—George Sidney was re-elected to an unprecedented fifth one-year term by the board of the Screen Directors' Guild this week. Other officers named were Willis Goldbeck and George Marshall, vice-presidents; Anthony Mann, secretary, and Lesley Selander, treasurer.

In an election held by the Screen Actors' Guild Ronald Reagan was chosen to succeed William Holden as vice-president. The latter resigned because of the press of production activities.

## Group Due to Study Industry Can. TV Entry

TORONTO, June 18.—A Royal Commission to study radio and TV in this country would probably look into the matter of when private TV stations could step into the profitable markets of the country. The Royal Commission is expected to be named sometime in the summer, with three major duties before it.

Most interesting to broadcasters, of course, would be the recommendations from the commission which would advise the government as to when the private industry could step into such markets as Toronto, Montreal, Halifax, Winnipeg and Vancouver.

The other points would be whether control of Canadian broadcasting should be taken out of the hands of the Canadian Broadcasting Corporation and handed over to an independent regulatory commission; how the CBC is to be financed from here on.

The majority of the CBC funds now come from the government, from the revenue of a 15 per cent excise tax imposed on the sales of TV and radio sets. This, of course, will become smaller with the saturation of the country by the sets.

## ROMERO IS TOPS IN HIS TIME SPOT IN CINCINNATI!

Yes, *Passport to Danger*, starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

PITTSBURGH	43.3	68.9% share
JACKSONVILLE	37.0	86.7% share
SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

CESAR ROMERO, starring in ...



## PASSPORT TO DANGER

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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## TO STUDY ALLOCATIONS

# Senate Engineering Group May Be New UHF Lifeline

WASHINGTON, June 18.—Another rescue mission to save UHF by possible reallocation of TV frequencies is being launched this week by the Senate Interstate and Foreign Commerce Committee. Chairman Warren G. Magnusson (D., Wash.) has announced formation of a special engineering committee to re-appraise the Federal Communications Commission allocations with "an eye toward bringing about increased utilization of the ultra high frequency band to provide a nationwide competitive television system."

Engineering talent from the FCC, the National Broadcasting Co., the Columbia Broadcasting System, the Radio Television Manufacturers' Association, the UHF Coordinating Committee, and Dr. Allen B. Dumont have been invited to serve on the committee and most have accepted, Magnusson says.

Major possibilities to be considered for study will include: creation of three new VHF channels by using part of the FM spectrum; re-assignment of certain UHF allocations now unused; television

employment of "drop-in techniques used to step up rapid coverage; and use of "selective deintermixture." Reminiscent of similar proposals fought over at last year's UHF hearings by a Senate Subcommittee headed by Sen. Charles E. Potter (R., Mich.), the Magnusson aims are milder. Drastic proposals before the Potter committee to freeze new VHF grants and push all TV into the UHF band are not likely to run amok in a committee whose chief counsel is the quiet-spoken Sidney Davis, advocate of the go-slow policy.

Magnusson has expressed appreciation for the "way all segments of the industry have accepted an invitation to participate in the study" despite the fact that it is "an engineering problem requiring engineers for which this committee has neither funds nor facilities."

Here is a detailed list of Magnusson's aims for the panel:

1. A careful engineering study as to the feasibility of utilizing the 88-108 megacycle band, more familiarly known as the FM portion of the spectrum, which could possibly provide an additional three

VHF channels, while still leaving room in that portion of the spectrum for all existing FM licensees.

2. A re-examination of the Federal Communications Commission table of present allocations. Such a re-appraisal would be an attempt to re-evaluate the table of allocations in the light of experience. For example, a number of very high frequency grantees have turned back their licenses, which in a number of instances remain unused in the assigned communities. This engineering committee, working with the commission, might well be able to find ways to utilize those channels in areas where facilities under the present table of assignment are inadequate.

3. A study and possible adaptation in television of technique developed in radio which tends to substantially increase the number of stations in a particular field, such as the "drop in" and perhaps directionalization along both sea-boards.

4. The possibilities involved in "selective de-inter-mixture."

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The Nation's Top Television Programs

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

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

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

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

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

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

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

BALTIMORE 3 STATIONS

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

Table listing top 10 locally rated programs in Baltimore with ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Baltimore in rank order.

MINNEAPOLIS-ST. PAUL 4 STATIONS

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

Table listing top 10 locally rated programs in Minneapolis-St. Paul with ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Minneapolis-St. Paul in rank order.

Table listing top 10 programs in Seattle-Tacoma with ratings and station information.

SEATTLE-TACOMA 4 STATIONS

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

Table listing top 10 locally rated programs in Seattle-Tacoma with ratings and station information.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Seattle-Tacoma in rank order.

TV FILM SALES

ABC FILM SYNDICATION
KIERAN'S KALEIDOSCOPE
CBS TV FILM SALES
AMOS 'N' ANDY
GENE AURTY
EYE ON THE WORLD
LIFE WITH FATHER
SAN FRANCISCO BEAT
ANNIE OAKLEY
RANGE RIDER
THE WHISTLER
CBS NEWSFILM
FLAMINGO FILMS
GRAND OLD OPRY
BASEBALL HALL OF FAME
INTERSTATE TELEVISION
LITTLE RASCALS
ETHEL BARRYMORE THEATER
AMAZING TALES OF HANS CHRISTIAN ANDERSEN

ADVENTURE ALBUM
NBC FILM DIVISION
STEVE DONOVAN, WESTERN MARSHALL
DANGEROUS ASSIGNMENT
INNER SANCTUM
LIFE OF RILEY (A)
LIFE OF RILEY (B)
LIFE OF RILEY (C)
LIFE OF RILEY (D)
OFFICIAL FILMS
FOREIGN INTRIGUE

TERRY AND THE PIRATES
PARAMOUNT TELEVISION
HOLLYWOOD LEGION WRESTLING
SCREEN GEMS, INC.
RIN TIN TIN
STERLING TELEVISION
MOVIE MUSEUM
BEAT THE EXPERTS
TALES OF TOMORROW
JANET DEAN, RN
NEW ORLEANS POLICE DEPARTMENT
ZIV-TV
FAVORITE STORY
SCIENCE FICTION THEATER

26-Wk. Renewal in 9 West'n Marts for 'Where Were You?'
HOLLYWOOD, June 18.—'Where Were You?' Ken Murray produced series consisting primarily of edited news film, has been renewed by Bekins Van & Storage in nine Western markets for a 26-week run.

PRODUCTION NOTES

By BOB SPIELMAN

Pardee Enterprises last week began production on the second 13 of 'Ken Curtis Song Stories,' musical series starring the Western singer.

Production in Europe is fine if you know what you're doing, Steve Previn, director of 'Foreign Intrigue' and 'Sherlock Holmes,' declares, but it has many pitfalls.

Goodson-Todman has given the go-ahead on pilot for a new TV series based on the files of the California Youth Authority.

Permanent set of a complete Western town has been erected at California Studios for 'Gunsmoke,' Charles Marquis Warren-produced series for CBS.

ABC-TV will stage its first spectacular at the opening of 'Disneyland' July 17, utilizing 22 cameras to shoot the 1 1/2-hour-long program.

Liberace, who's used to turning out his TV films in a day, has a 53-day shooting schedule at Warner Bros. for the feature, 'Sincerely Yours.'







## 'X' Marks Fall, Summer Album Stocking Push

### Dealers Get Dating Benefits, Discounts, Complete Exchange

NEW YORK, June 18. — In a move to get dealers to carry full line representation of Label "X" albums, the diskery has set a summer-fall stocking deal offering dating benefits, special discounts and complete exchange or return rights. Under the plan, participating dealers are asked to take on the complete Label "X" catalog of 189 LP's and EP's in the minimum depth of two apiece. No orders need be placed on items already carried in the minimum quantity.

In addition, dealers must replace items as sold, maintaining the minimum two-apiece inventory until November 15, or the cut-off date of the promotion.

The all orders and reorders will be billed at the regular price, come November 15 dealers who continue to carry the line will become entitled to 10 per cent credit on all album billing thru the cut-off date.

On November 15 dealers will also be permitted to exchange any slow moving "X" packs still in stock, or, if they elect, they may return all unsold merchandise. If they take the latter course, however, they lose the credit privilege.

Part of the deal calls for retailers to give "adequate" display to key "X" LP's. In addition, a kitty will be established to permit "prize money" pay-offs to dealers' clerks pushing "X" merchandise, as well as to distributor salesmen racking up heavy orders.

## Dot, London Sign Foreign Distrib Deal

NEW YORK, June 18. — Dot Records this week signed a deal with London Records for extensive foreign distribution of the diskery's recordings. This arrangement, grouped with several others made by Dot, gives the Gallatin, Tenn., diskery virtually world-wide representation. Only the Scandinavian countries have yet to be covered.

Dot's London deal, reportedly one of the best made by a State-side indie, calls for a substantial guarantee from London, partially payable in advance. The deal is for two years, but may be canceled after one year if London fails to hit a sales figure double that guarantee.

London, subsidiary label of British Decca, will issue the Dot masters in the entire British Empire, excluding South Africa, where Dot has a previous arrangement with Trutone. London also gets Germany, Austria, Italy, Spain, Portugal, Switzerland and North Africa. *(Continued on page 20)*

## 350 LP's Involved in London Inventory Sale

NEW YORK, June 18.—London Records this week launched an extensive "inventory reduction" sale, involving 350 LP's in its catalog, to pare down overstocked items at the manufacturers level. The sale disks will not be cut out of the active catalog, but will be returned to normal list prices at the close of the promotion July 31.

Of the 350 disks tagged for the promotion, 300 are 10-inchers and 50 are 12-inch LP's. Included are many items which have sold well and are still active movers, according to company execs.

Under the terms of the promotion, dealers will be offered the affected 12-inchers at \$1.67 each,

## SCHICKEL EXITS BB FOR RADIO

CHICAGO, June 18.—Steve Schickel, The Billboard, has left his position with the in-door department in the Chicago office to air his own program over radio Station WGN here.

Schickel has been with The Billboard almost three years, having started with the Music Machine section in 1952. Schickel is a graduate of the University of Illinois where he received a B.S. in journalism, with a major in radio broadcasting. This will mark his first broadcasting venture in Chicago.

His program, "Inside Show Business," will air each Sunday from 1:05 to 2 p.m. He will do an on-the-air critic's report of local show business, an on-the-air new column, as well as guest celebrity interviews. The commentary will be spaced by recorded music.

## 4 British Pubs Set Here With PRS-BMI Pact

NEW YORK, June 18. — As a direct result of the recent agreement between the British Performing Rights Society and Broadcast Music, Inc., four new publishing firms have been activated on these shores, all dealing in British music and all affiliated with BMI.

Prior to the PRS-BMI deal, virtually all English music that was imported had to go into firms affiliated with the American Society of Composers, Authors and Publishers, which has always had an arrangement with PRS regarding performance payments.

The four firms, forerunners of an expected avalanche, are Ashton Music, formed by Sonny Cox; Marlboro, formed by Jimmy Phillips, and Cranford Music, organized by the Aberbach interests in conjunction with Reg Connelly. Piccadilly Music, owned by Larry Pier and Ed Kassner, has been reactivated and has received a new BMI deal as the result of the new possibilities under the PRS-BMI pact.

Cox, Phillips, Connelly and Kassner all represent British interests.

## Col'bia Closes Out 10-Inch LP Series

NEW YORK, June 18.—Columbia Records, originator of the long-play philosophy, this week virtually eliminated its 10-inch LP lines in favor of all-out concentration on its 12-inch product.

The diskery is closing out its CL 6000 (pop) and ML 2000 (classical) series, leaving only the shorter play AL, \$2.95 seller series in active status.

In a big factory close-out, Columbia distributes were offered the 10-inch merchandise on a two-for-the-price-of-one, one-shot basis, first come first served. Of the distributors who took the deal, some passed on the same ratio to dealers, while others offered the disks at prices ranging from 91 cents to \$1.25 per.

**No New Issues**  
Actually, Columbia had not released a new 10-inch LP since last November, when the diskery issued "Joanne Sings" as a special TV tie-in. Gradually, the company has been shifting the bulk of its 10-inch sellers to 12-inch packages, for which buyers have shown an unmistakable preference. Whenever similar collections have been available in both sizes, the larger disk has been the runaway favorite, execs said. The pop CL 500 series admittedly has become the mainstay of the Columbia package line.

**First Come**  
Dealers will be told that a "first come, first served" policy will obtain on the sale items. London is not guaranteeing delivery, and when stocks are depleted on any particular title, it will no longer be available at the special price.

To speed dealer delivery London will drop-ship orders which exceed 250 units direct to stores. The diskery will also make available special display material plugging the promotion. *(Continued on page 20)*

# The 10-Inch LP Faces Death Throes, Not Without Struggle

## Sales, Curtailment to Leave Dealer, Distrib, Mfr. Headaches in Wake

By IS HOROWITZ

NEW YORK, June 18.—The 10-inch LP, of declining importance during the past two years, appears headed for virtual obsolescence. And its passing will not come without a death struggle and considerable headaches to dealers, distributors and manufacturers.

The dim future of this once popular disk fuzzed up further this week when Columbia, Mercury and London launched drastic sales on 10-inchers. As detailed in adjoining stories, neither Columbia nor Mercury expects to continue production of such records.

While other majors have not disclosed any present intention of following suit, it is no secret that they have sharply curtailed production of 10-inch vinyl. M-G-M, for instance, as a result of the week's price dips has shelved current 10-inch projects, tho it is continuing to make catalog material available.

RCA Victor, Decca and Capitol execs have stated affirmatively that they see no reason to discontinue 10-inch LP production at this time, claiming that especially in the pop category the disks have been selling very well.

### Consumer Watched

These same execs, however, will watch consumer reaction to the Columbia-Mercury-London sales with close attention. It remains to be seen just how consumers will respond to 10-inchers offered at twice the price of the hundreds of sale items to be dumped on the market.

Independent manufacturers may suffer the worst squeeze. To many, the smaller LP's have proven an effective medium for grabbing package volume. Indie spokesmen contacted this week showed worry over the developments, with their course of action still undetermined. Dealers and distributors, tho,

may take the biggest bath, at least those saddled with a heavy inventory of 10-inchers. In no case have the "sale" diskeries offered a formula for dealers to recoup lost value on unsold merchandise purchased at the old prices.

To many industry observers the lot of the 10-incher from now on seems almost entirely within the province of the special material disk, or to be used reluctantly only when there isn't sufficient material on hand to come up with a homogeneous 12-inch package.

## New Cap Sales, Merchandising, Promosh Posts

### Shifts Facilitate Fowler Work; Dick Linke to Pop Div.

HOLLYWOOD, June 18.—Capitol Records continued the realignment of key personnel in sales, merchandising and promotion posts this week, to facilitate the activities of Vice-President Bill Fowler, recently named to head the firm's electronics division (The Billboard, June 18).

In line with Fowler's new responsibilities, Capitol has, as previously announced, moved the sales and operations functions of the company to their executive headquarters here, under the direction of Sales Manager Mike Maitland.

In a step to further strengthen Capitol's national promotional activities, Cap President Glenn Wallichs announced the appointment of Dick Linke as national sales promotion manager, popular repertoire division, with headquarters continuing in New York. Joe Mathews, who recently returned to the coast office from Detroit, will join Linke in New York as his assistant in that department.

Art Duncan, formerly toy jobber sales manager in New York, will transfer to the Coast to assume the post of market research manager, reporting to Wallichs.

Dick Rising, formerly national sales promotion manager, has been named a staff assistant to Merchandising Manager Bud Fraser.

John Coveney continues in his post as national sales promotion *(Continued on page 20)*

## Lee Moves to Kluger Pubs

NEW YORK, June 18.—George Lee, with the Robert Mellin organization for the past nine years, has left to serve as general professional manager for the Jacques Kluger publishing firms in this country. He will head up the reactivated Zodiac firm for the Belgian Publishing mogul.

Love Music, which was a joint enterprise of Mellin and Kluger, has been deactivated with most of the copyrights assigned to Zodiac. The latter is a Broadcast Music, Inc., affiliate. Lee said he expects to launch an American Society of Composers, Authors and Publishers operation soon for Kluger.

### Spier, Kassner Unite

NEW YORK, June 18. — Larry Spier and Ed Kassner have renewed their association in Larry Spier, Ltd., British publishing enterprise representing the Spier pubberies in Europe and Canada.

## Mercury Sets LP Summer Promotion

CHICAGO, June 18.—Mercury Records is launching a new summer promotion Tuesday (21) designed to hype sales on its 10-inch LP's and EP's via special price incentives, and to promote its 12-inch LP line with a "five-for-one" dealer return privilege.

The deal, which will run thru July 31, calls for a dealer-cost reduction on all Mercury's 10-inch LP's (in factory or distributor inventory) to 99.5 cents, with suggested list at \$1.49. Dealer-cost on all EP's drops to 60 cents, with a suggested list of 98 cents. The regular 5 per cent return privilege stands, and all unfilled back-orders will be canceled July 31.

The EP reduction is strictly an inventory clearance project, and, according to Mercury, nothing will be pressed to fill orders and there is no guarantee of quantities or deliveries. In the case of 10-inch LP's, of course, the clearance gim-

mick actually signifies Mercury's intent to suspend future production of 10-inch LP's entirely.

The "five-for-one" 12-inch LP promotion—similar to the "three-for-one" dealer return plans successfully utilized by Mercury in the past—is set up so that the label will accept \$1 worth of records as credit toward every \$5 worth of Mercury 12-inch LP's purchased between June 20 and July 31.

The interesting point to this arrangement is that the dealer may return \$1 worth of any records—regardless of speed, label or size. All 12-inch LP merchandise purchased on the five-for-one plan is 100 per cent exchangeable as of February, 1956, and the 5 per cent return privilege still prevails.

The new three-pronged summer push covers Mercury's entire catalog, including its EmArcy jazz label. The company plans to go all out on promotion—catalogs, co-op advertising, point-of-sale displays, etc.—to back the operation.

### TV-DISK TIE

## Howdy Doody For Golden's 25c Records

NEW YORK, June 18.—Little Golden Records, Simon & Schuster's kidish wing, this week signed up the Howdy Doody franchise for 25-cent records. The deal brings to the mass market disk line the use of the Howdy Doody cast as artists, and also includes stipulations for mutual benefit plugs on the Howdy Doody TV segs.

The Kagan Corporation, sole merchandising and character licensing agent for NBC program properties, made the deal with Robert Bernstein, S.&S. children's sales exec. Among the artists who will perform on the small disks are Bob Smith, Bill Le Cornec, the "Princess" and Bobby Nicholson. The latter also writes and arranges most of the material.

Initial plans under the franchise call for the recording of general children's material rather than Howdy Doody situation scripts, with most of the songs set to land in Children's Songs, Inc.

Simon & Schuster is to help *(Continued on page 20)*

# Trust Fund Legality Attacked in Suit by Decca Stockholder

## Gold Action Asks Court Bar Disker Pay to MPTF, Halt Disbursement

NEW YORK, June 18. — An attack on the legality of the Music Performance Trust Fund was launched in Federal Court here this week.

The suit, brought by a Decca Records stockholder, asks the court to forbid further payment to the fund by Decca and restraining order against MPTF from making any further disbursements of money on hand, as well as a court order requiring MPTF to return to Decca all fees collected from the diskery.

The suit, if successfully prosecuted, could have profound effects on the record industry. One immediate effect, of course, could be a stop order from the American Federation of Musicians on further recording by union musicians.

The plaintiff in the action is Joseph Gold, who claims to hold 200 shares of Decca stock. Named as defendants are Samuel R. Rosenbaum, trustee of the MPTF, and Decca Records.

Gold's complaint, prepared by legalist Louis Kipnis, asserts that the trust fund has received about \$2,000,000 annually from the record industry, with the cumulative payments totaling some \$12,000,000.

In reviewing the functioning of MPTF, the complaint notes that the fund receives royalties from manufacturers based on sales, with the money disbursed by the trustee for free concerts by musicians, among which are many who do not participate in the product of records, particularly those carrying the Decca label.

Rosenbaum, the complaint alleges, "does in fact as, and is in fact a representative of, AFM and of its members." This, despite the fact that the trustee is appointed by the record industry, as the complaint admits.

Actually, it is because of the latter situation that Gold has not sought legal redress within the Decca organization. He claims that Decca, as a party to the trust agreement, would be a "hostile" party if entrusted with the action.

The MPTF, in effect, is illegal under the Taft-Hartley Act, the complaint alleges.

Serious nature of the problem is the increased dependence the AFM has placed on the trust fund principle. For the past few years the union has sought benefits most vigorously in this area, often relinquishing demands for increased employment in favor of royalty payments.

Defense of the fund was immediately made by Rosenbaum and

(Continued on page 20)

## Merc Re-Inks A.&R. Combo

NEW YORK, June 18.—Hugo Peretti and Luigi Creatore, Mercury's Eastern artist and repertoire team, this week reportedly set a new deal with the label at considerably more money than they originally signed for when they joined the company a year ago.

The new deal supposedly was sparked by persistent rumors that the team was thinking of moving over to American Broadcasting-Paramount Theaters, Inc., to head up a.&r. for Sam Clark's new Am-Par record label.

During their year's stay with Mercury, Peretti and Creatore have turned out many of the label's best-sellers, including Sarah Vaughan's "Make Yourself Comfortable," Georgia Gibbs' "Tweedle Dee" and "Dance With Me Henry," and the Gaylords' "Little Shoemaker."

## WHO TALKS? SAYS MANSON

NEW YORK, June 18. — Eddy Manson's new Label "X" disk, "The Lovers," features something new in brief lyrics. The entire lyric reads "Two kiss sounds, a slap and Ouch!" with Manson's harmonica interpreting the rest of the story musically. Manson wrote the tune as well as the flip song "Oh No!"

## Du Mont Labs Intros Radios, Hi-Fi Phonos

### First Time Firm Has Sold Sets as Separate Units

NEW YORK, June 18. — The Allen B. Du Mont Laboratories, Inc., entered the high fidelity phono field and small radio manufacture this week, with the introduction of two new hi-fi consoles. Du Mont has manufactured TV combinations in the past, but this is the first time the company has marketed phonos and radios as separate units.

The hi-fi line, which is intended for full delivery and will be increased later, was launched here this week during the annual June meeting of Du Mont's Eastern regional distributors. The new Du Mont hi-fi sets are of two basic designs and will retail at \$150 and \$275.

The \$150 "Sound Stage" console phono features a three-speed changer, a three-and-a-half-inch tweeter and a 15-inch woofer in a base reflex enclosure and a turn-over crystal cartridge. It is said to have a frequency response of 40 to 12,000 cycles.

The \$275 hi-fi model features an AM-FM radio and a phono incorporating a three-speed changer, double sapphire crystal cartridge, 20-watt output amplifier, separate loudness, bass and treble controls and a response of 20 to 20,000 cycles. The "Sound Stage" model is designed to match Du Mont's "Cabot" console TV set.

In addition to the new hi-fi phono sets—first of a full line—Du Mont is marketing three basic stylings of AM radios, which will also be available as AC-DC table models and as AC clock radios.

## Book Club Joins RIAA

NEW YORK, June 18. — The Book-of-the-Month Club, now one of the major mail-order purveyors of records thru its Music Appreciation Records affiliate, has joined the Record Industry Association of America. The firm was accepted to Class C membership, the category reserved for diskeries grossing between \$750,000 and \$2,000,000 annually.

Another newly signed RIAA member is Singpiration-Bibletone Records.

# Congress May Sked Juke Box Hearings

## New Bill Offered by Rep. Philbin; Some See \$30 Levy Per Machine

WASHINGTON, June 18.—Activity on Congressional Hill to have the juke box exemption from performance royalties struck from the Copyright Act stepped up this week with the introduction of yet another bill seeking the hotly-disputed amendment to the 1909 law.

Latest proposed measure, which asks simply that the exemption be removed and doesn't suggest a proper fee or the manner of collection, was offered up by Congressman Philip J. Philbin. It is similar in content to the bill hopped only a week ago by Congressman James C. Murray (The Billboard, June 18). Both Philbin's and Murray's bills parallel the Senate paper introduced earlier by Harley Kilgore.

The two new bills, together with supporting statements entered into the Congressional Record by the representatives, indicate strong moves to bring the long-time controversy to a head. It is now considered likely by observers that hearings may be scheduled shortly.

While the new bills have received the expected enthusiastic support from the American Society of Composers, Authors and Publishers, Geroge A. Miller, president of the Music Operators of Amer-

ica, blasted their intent late this week and reiterated the MOA stand of vigorous opposition.

### Other Bills

A rundown of bills introduced this session of Congress and concerned with Copyright Act amendment must include, in addition to those already mentioned, the "fact-finding" measure sponsored by Congressman Frank Thompson. The latter, however, has so far failed to attract notable support within Congressional circles. Thompson also has introduced a carbon bill to those which ask for simple removal of the exemption.

To complicate the situation further, Senator Langer some months ago offered up a Senate duplicate of Thompson's "fact-finding" bill, but withdrew it a short time after it was introduced.

MOA proxy Miller yesterday told The Billboard that the two new anti-exemption bills had not

(Continued on page 110)

### POP RELEASES

## RCA Centers Drive on Less To Hit More

NEW YORK, June 18. — RCA Victor next week will sharply reduce the number of its pop single releases, with the limited schedule to apply for the next five weeks. The purpose of the move is to permit all the diskery promotional guns to level at fewer records in a concentrated drive to break thru with more hits.

Standard procedure at the label has been to issue as many as five pops weekly. But for the next five weeks an average of only two per week will be released.

The major plug item next week will be a new Jaye P. Morgan waxing. The following week the top item will be a disk by Perry Como. And it will be followed seven days later by a new Eddie Fisher entry.

Joe Carlton, Victor pop artist and repertoire chief who has the full support of the firm's sales and promotion staff in the project, said that it would be impractical to run it for more than the scheduled five weeks due to artist commitments.

## Delaney Takes Cadence Post

NEW YORK, June 18. — Joe Delaney, Label "X" sales chief, replaces Sam Clark as vice-president sales manager of Cadence Records, effective July 1. The move was predicted here two weeks ago (The Billboard, June 11). Clark, of course, has moved over to American Broadcasting-Paramount Theaters, Inc., to head up its new record label Am-Par.

Delaney was signed by Cadence's President Archie Bleyer on an annual guarantee-plus-a-percentage basis. Since Bleyer leaves for Europe next week, Delaney won't visit Cadence distributors until later this summer. In line with his appointment he notes that Bleyer has plans for expansion of the label. Delaney, a veteran of the music business, took time out in 1951 to go back to school and earn a law degree. Prior to that he was sales manager of London Records and a sales exec at Coral.

No replacement has yet been set for Delaney at Label "X," but it is understood that the diskery will move up somebody from within the RCA organization.

## NBOA Reports Band 1-Nighters Are Picking Up

### Study Shows 77% Of Recent Dates Chalk Up Profits

NEW YORK, June 18. — The dance band one-nighter business is picking up, according to the current National Ballroom Operators Association's report, which indicates that more than 77 per cent of dance dates played from May 15 to June 4 made money.

During that period 59 dance band dates were chalked up by the NBOA, and less than 7 per cent of the terp affairs lost money, while 16 per cent broke even, and more than 50 per cent of the "made money" dates went into percentages.

Bands tabulated during the three-week period included Blue Barron, Les Brown, Russ Carlyle, David Carroll, Harry James, Duke Ellington, Ralph Flanagan, the Six Fat Dutchmen, Joy Caylor, Tiny Hill, Lionel Hampton, Jan Garber, Eddy Howard, Woody Herman, Al Lombardy, Buddy Morrow, Jimmy Falmey, Ray Pearl, Richard Maltby, Ralph Marterie and Billy May.

## A-V Releases First Vanguard Elektra Tapes

NEW YORK, June 18. — A-V Tape Libraries this week issued its first releases of pre-recorded tapes taken from masters assigned the firm by Vanguard and Elektra Records. Eleven tapes comprise the initial release, and A-V plans to issue new sets at regular intervals.

The company, oldest active in the pre-recorded tape field, expects to increase its activity with participating diskeries while continuing to release original material. Ray Rand, vice-president in charge of sales, said that record price reductions earlier this year would spur trade acceptance of tape. In support of this stand, he declared that tape gives the dealer a higher profit product and furnishes for the independent diskery a source of added income without new recording investment.

Rand, who said that sales volume of his firm has tripled in the past year, this week left on a Southern tour to enlarge the firm's net of distributors. His trip will take him as far South as Georgia and as far West as Tennessee.

### DISKS START FEVER

## Banjo Epidemic Sweeps Country; Instrument Shortage a Problem

• Continued from page 1

available as a disk and book combination.

Sight-wise, as well as sound-wise, the banjo flavor apparently has caught on. It's becoming an increasingly familiar sight on TV. Several months back, Jackie Gleason staged a production number utilizing 15 banjos. Perry Como has been featuring Tony Mottola on banjo and even takes an occasional turn himself. Milton Berle has featured the Art Mooney band in its specialty, and Steve Allen re-

cently presented Somethin' Smith. Bringing back the banjo also has brought back three of the big banjo names of 30 years ago. Harry Reser, the original Cliquot Club Eskimo, is featured on the Robert Q. Lewis show. Jack Paar has had as his guests both Roy Smeck and Eddie Peabody.

### Guitar's Fault

Actually, it was the guitar that killed off the banjo in the late 1920's. Professional model banjos

that once sold for \$150 to \$750 were available in the 1930's for as low as \$25 with no takers.

Last year, when the boom was already under way, dealer Eddie Bell advertised for old banjos for three months straight in magazines to the used merchandise and antique trade. He got very little response. But with few used banjos to sell, he reports a flourishing repair trade. Any old sequestered box that can be patched and strung is being pressed into service.

# From Near and Far... ORDERS are <sup>no</sup> ORDERS!

## Smash Hit Singles!

BILL HALEY and His Comets ROCK AROUND THE CLOCK Thirteen Women	29124 9-29124
SAMMY DAVIS, JR. THAT OLD BLACK MAGIC A Man with a Dream	29541 9-29541
AL HIBBLER UNCHAINED MELODY Daybreak	29441 9-29441
SAMMY DAVIS, JR. LOVE ME OR LEAVE ME SOMETHING'S GOTTA GIVE	29484 9-29484
CATERINA VALENTE THE BREEZE AND I Jealousie	29467 9-29467
AL HIBBLER THEY SAY YOU'RE LAUGHING AT ME I Can't Put My Arms Around a Memory	29453 9-29453
WEBB PIERCE YOUR GOOD FOR NOTHING HEART I DON'T CARE	29480 9-29480
RED and BETTY FOLEY SATISFIED MIND HOW ABOUT ME	29526 9-29526
THE MILLS BROTHERS SMACK DAB IN THE MIDDLE Kiss Me and Kill Me with Love	29511 9-29511
KITTY WELLS MAKIN' BELIEVE WHOSE SHOULDER WILL YOU CRY ON	29419 9-29419
ERNEST TUBBS HAVE YOU SEEN (My Boogie Woogie Baby) IT'S A LONELY WORLD	29520 9-29520
FOUR ACES SLUEFOOT HEART	29476 9-29476

**AIR MAIL** DECCA DISTRIBUTING CORPORATION  
RECORDS NOT PART OF ALBUM SETS

ORDER No. 23

SHIP TO Boston

DATE 6/16/55

QUANTITY ORDERED	RECORD NUMBER	RECORD NUMBER
1000	29124	29124
2000	29541	29541
1000	29441	29441
1000	29484	29484
1000	29467	29467
1000	29453	29453
1000	29480	29480
1000	29526	29526
1000	29511	29511
1000	29419	29419
1000	29520	29520
1000	29476	29476

RECEIVED JUN 16 1955

**WESTERN UNION TELEGRAM**

50 DL-8 100 200 DL 8 130

TOTAL 3725

DAYTONA BEACH FLA

## Smash Hit Albums!

 <b>CRAZY OTTO</b> Piano Solos with Rhythm Accompaniment DL 8113 ED 2201 ED 2202	 <b>STARRING SAMMY DAVIS, JR.</b> Vocals with Orchestra DL 8118 ED 2214 ED 2215 ED 2216	 <b>MOOD FOR LOVE</b> THE FOUR ACES Featuring Al Alberts DL 8122 ED 2211 ED 2212 ED 2213	 <b>DEE-LIGHTFUL!</b> LENNY DEE Hi-Fi Organ Solos with a Bear DL 8114 ED-735	 <b>MELODIES OF LOVE</b> WAYNE KING The Waltz King DL 8124 ED-739
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## Coming Your Way!

BILL HALEY and His Comets RAZZLE-DAZZLE TWO HOUND DOGS	29552 9-29552
LENNY DEE PUNXSUTAWNEY BOOGIE CRAZY ORGAN RAG	29579 9-29579
CRAZY OTTO PALESTENNA OH JOHNNY, OH JOHNNY, OH	29571 9-29571
KITTY WELLS THERE'S POISON IN YOUR HEART I'M IN LOVE WITH YOU	29577 9-29577
GUY LOMBARDO PASS THE PLATE OF HAPPINESS AROUND FREDDY	29587 9-29587



# Americas Fastest Selling Records




# Comments Unnecessary . . .

**THE CASE BOX  
DISK OF THE WEEK**

**"EXPERIENCE UNNECESSARY" (2:47)**  
[Pincus ASCAP—Shelley, Whitman, Peretti Creators]

**SARAH VAUGHAN**  
(Mercury 70646; 70646x45)



Wants", comes up with a powerhouse of a new record that's just about the sexiest thing to be put on wax in a long while. It's a tremendous novelty, dubbed "Experience Unnecessary". The tune has a terrific set of lyrics and is handled in the same naughty and delightful fashion that made "Make Yourself Comfortable" such a smash. The orking sets off the thrush's voice perfectly. And if you really wanna hear some grade "A" warbling, listen to the last chorus. It's sensational. The low, sultry, inviting "With Feeling". An easy going tune with a waltz flavor. Watch the top portion take off.

● The "Divine" Sarah Vaughan, riding high with her tremendous rendition of "Whatever Lola

**The Billboard**

● **Review Spotlight on . . .**  
**RECORDS**

**SARAH VAUGHAN**  
Experience Unnecessary (Pincus, ASCAP) — Mercury 70646—The canary has a way with a sexy lyric, as witness her recent click disks, and this new side packs the same emotional appeal. The vocal is rich and sultry in the best Vaughan tradition, while the tune has a pleasant melody and a clever lyric. Flip is "Slowly With Feeling" (Planetary, ASCAP).

THE BILLBOARD  
JUNE 11, 1955

**VARIETY**

**Best Bets**

**SARAH VAUGHAN** ..... **EXPERIENCE UNNECESSARY**  
(Mercury) ..... Slowly With Feeling

Sarah Vaughan: "Experience Unnecessary" — Chalk up another click for Sarah Vaughan. In "Experience Unnecessary," warbler has a shoo-in slice for top play on all spinning levels. It's socko both melodically and lyrically and she delivers with unusual zest.

# EXPERIENCE UNNECESSARY

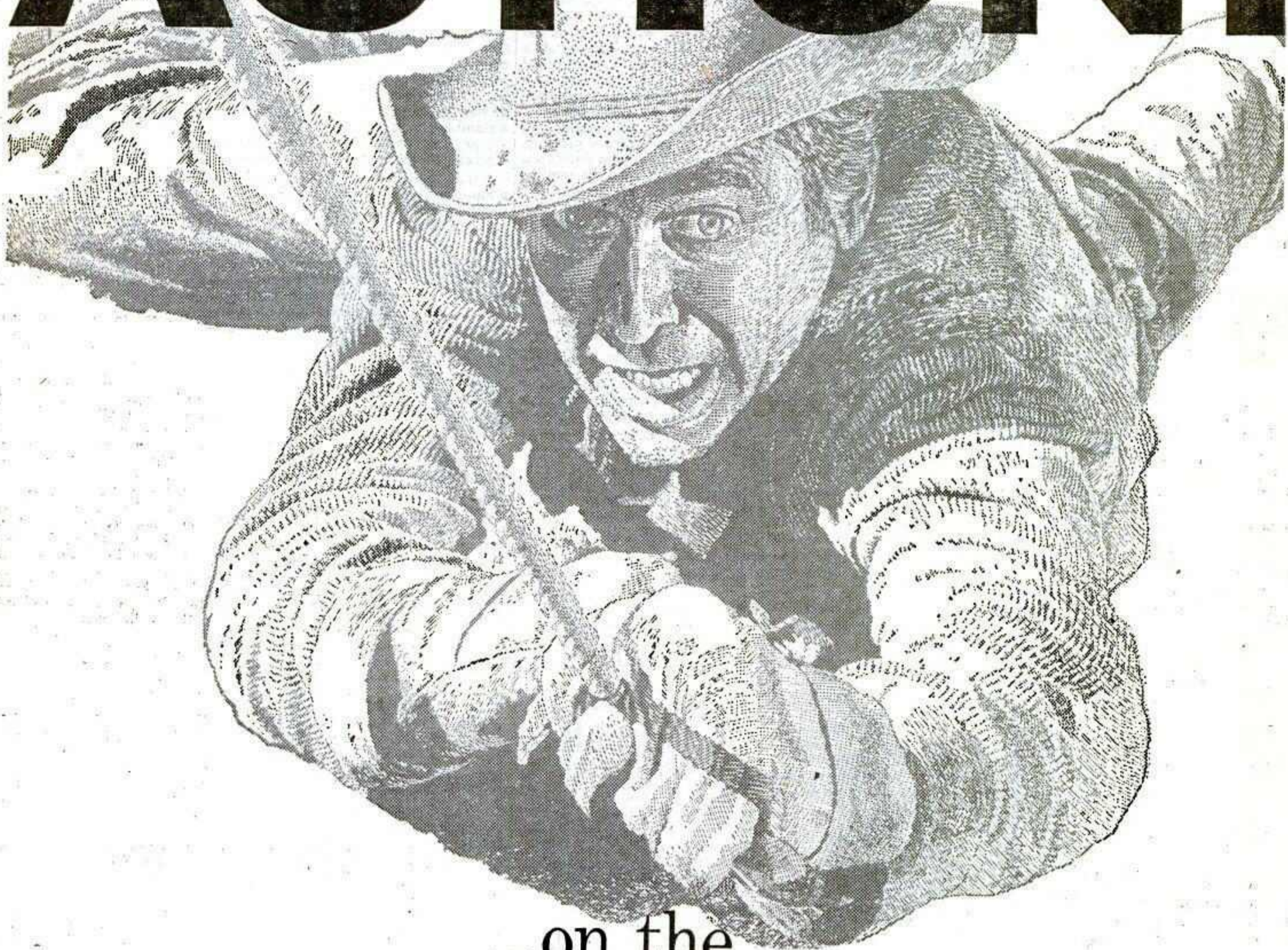
—SARAH VAUGHAN

**MERCURY 70646**





# ACTION!



...on the  
 motion  
 picture!  
 ...on the  
 record!

## THE MAN FROM LARAMIE

sung by the

## VOICES OF WALTER SCHUMANN

C/W LET ME HEAR YOU WHISPER 20/47-6157

*from the Columbia Picture  
 "The Man from Laramie" in Cinemascope  
 starring James Stewart  
 A William Goetz Production  
 Color by Technicolor*



*A "New Orthophonic" High Fidelity Recording*

**ABA'S DUBIN TO SPEAK BEFORE CCC MEMBERS . . .**

Joseph Dubin, chairman of the American Bar Association's Committee on International Copyright and a member of the Committee for Revision of the Copyright Law, will address the membership of the California Copyright Conference at their next meeting in Hollywood June 30. Selection of Dubin was announced by Ben Oakland, West Coast director of the Songwriters' Protective Association and chairman of the program committee of the CCC.

**DUER BACK TO COL. FOR SPECIAL JOBS . . .**

Douglas Duer, one-time merchandise manager for Columbia Masterworks, is returning to Columbia to work on "special assignments" for Executive Vice-President Goddard Lieberman. Duer left Columbia to direct sales for the Haydn Society. That diskery recently merged its sales set-up with Urania's.

**MYERS, KASSNER SET BRITISH PUBBERY . . .**

James Myers, head of the Philadelphia pubbery Myers Music, has just returned from England, where he set up Myers Music, Ltd., in association with Ed Kassner. The affiliate is being run by Noel Rogers and Cyril Shane. Myers also visited publishers on the Continent.

**MUSIC DOCTORATE AWARDED PAUL SMITH . . .**

Paul Smith, composer for the Walt Disney true life nature series, has been awarded a doctor of music degree at his alma mater, the College of Idaho, Caldwell. Smith composed the music for numerous Disney features, among them "Beaver Valley," "Bear Country," "Living Desert," "The Vanishing Prairie" and "Twenty Thousand Leagues Under the Sea."

**THANK, GODFREY, SAYS CADENCE . . .**

Cadence is sending a special EP out to key deejays this week with a banner line reading "Thank You, Arthur Godfrey." The platter spotlights the latest Cadence releases of three ex-Godfreyites - Marion Marlowe's "Man in the Raincoat," the Chordettes' "Humming Bird" and both sides of Julius La Rosa's new platter "Domani" and "Mama Roca."

**New York**

RCA Victor has signed the Morgan Brothers—Lawrence, Richard, Charles and Robert. The boys, brothers of Victor's canary Jaye P. Morgan, cut their first record last week in Hollywood with Henri Rene. . . . Sunny Gale, who was blowing up a storm recently in an effort to break contract with Victor, has decided to remain with the company. . . . The third annual Eddie Fisher outing will be held June 22 and 23 at Grossinger's. The golf tournament will be staged June 23, according to committee-men Marvin Kane, Julie Chester, Cork O'Keefe, Jack Spina and Mickey Addy.

Coral's a.&c. chief, Bob Thiele, and musical director Dick Jacobs are en route to Chicago, where they will record the McGuire Sisters. The girls are appearing at the Chicago Theater there. . . . Eli Phelps, formerly Decca promotion exec in the Southern territory, has been transferred to the label's Midwest territory. He'll headquarter in Chicago. Decca's Mike Conner was in Chicago this week visiting deejays.

Eileen Barton will open at the Town House, Indianapolis, June 27; then go to The Dunes, Las Vegas, Nev., for a four-week stay beginning July 10. . . . The Chordettes will guest on Ed Sullivan's CBS-TV "Toast of the Town" July 3. . . . The Mariners, now appearing in Windsor, Ontario, are booked for three concerts in Denver; Fairfield, Conn., and Milwaukee. Then they play a two-week engagement at Chez Paree in Chicago starting July 5.

A group of show business names headed by Sammy Davis Jr. is setting up a fund to care for sick children of all races and creeds at the Jewish National Home for Asmathic Children at Denver. The

fund is designed as a tribute to a famous deejay, and it's named the "Martin Block Music Room Fund." The goal is \$12,500. . . . A new diskery, Vokes Records, has been organized by Cowboy Howard Vokes in conjunction with Matt Furin, a music publisher of Greensburg, Pa. The label will headquarter in New Kensington, Pa.

Henry Okun will leave next week for a tour thru the South to plug Art Mooney's "Alabama Jubilee" and "Honey Babe" with deejays. . . . Label "X" has signed Larry Ferrari, organist featured over WFIL-TV, Philadelphia. . . . Harold Grayson, chainstore and Army and Navy representative for M-G-M, will return to his desk next week after an illness. . . . Art Mooney is booked to play Frank Dailey's Meadowbrook, Cedar Grove, N.J., July 22 and 23. . . . Joni James will start a string of one-nighters July 16. . . . The Marion Sisters will tour the deejay circuit next week to plug their new M-G-M disk "He Don't Wanna Love Me." The girls will visit Pittsburgh, Cleveland, Chicago, Detroit and Milwaukee.

Jane Gibbs, deejay contact gal for Doris Day, started plugging two new canaries' records this week - Connie Francis' "Freddie" disk and Peggy King's "You Did, You Did." . . . The Johnson Family Singers will be e-united Tuesday (21) on Don McNeill's ABC "Breakfast Club" in Chicago. Daughter Betty Johnson is the program's featured thrush, and her parents and twin brothers will guest. . . . Erroll Garner will open at the Blue Note, Philadelphia, June 30, then move into the Blue Note, Chicago, July 27. . . . Charles Bernard has been upped to the post of sales manager of WABC, New York. . . . Betty Madigan has been booked for 20 guest spots on TV and radio as part of a promotional push on her new M-G-M disk "My Teddy Bear."

Epic Records has signed Brook Henton, one of the original Sandmen to record solo for its subsidiary Okeh label. Henton cuts both pop and rhythm and blues repertoire. . . . Bernadine Read, featured thrush on several Percy Faith and Belmonte sides, has signed a booking pact with the Music Corporation of America. . . . Columbia and George Gobel vocalist Peggy King opens at La Vie En Rose June 29 for eight days, then embarks on a Midwest theater tour. . . . Columbia artists and repertoire head Mitch Miller is due back

**TV-Disk Tie**

develop material for the characters, which will be placed in the Children's Songs catalog. In return, the Kagan outfit guarantees that each such selection will be plugged an undisclosed minimum number of times on the Howdy Doody shows. The S.&S.-Kagan deal clearly applies only to 25-cent miniature disks. The agency has yet to make a deal applicable to regular-sized platters.

Golden will release its first three Howdy Doody disks in October. Three more issues will follow in January or February.

This actually is the second major franchise acquired by S.&S. in the last few months. Recently the diskery made a deal with Disney whereby it will issue a special Mickey Mouse Club label, tying in with the ABC-TV show for moppets, scheduled to kick off in October.

**New Cap Sales**

manager of Capitol's classical repertoire division, while Bill Wardlow, director of the company's branch operation functions, moves to Hollywood.

Effective June 15, all branch managers will report directly to Mike Maitland, while their official titles will be changed to branch sales managers. Cap's district sales managers continue to report to Maitland as in the past.

from the Coast this week. . . . Howard C. Ball is the new sales manager for the Dixie Distributing Company, Epic and Okeh distrib in Atlanta. . . . Columbia kidisk head Hecky Krasno celebrated his 25th wedding anniversary this week.

"Hear Me Talkin' to Ya," jazz tome ecited by Nat Hentoff and Nat Shapiro, has run into heavy advance orders and is already in its second printing. Rinehart is the publisher. . . . The Larry Burns Quintet opens July 4 for a summer engagement at Shustins' Locust Manor, Peekskill, N. Y. Vince Totello is vocalist with the combo.

**Chicago**

Don Foreman, WTAQ disk jockey in suburban La Grange, begins a new show on July 5. The show will emanate from Linn Burton's steak house from 3:30 to 5 p.m. and will be called "WTAQ Cocktail Party." . . . Bud Brandom has signed Eddie Ballantine, musical director of the "Breakfast Club," to a recording contract. There is no management contract involved. Ballantine masters were placed with Wing. Also, Don Taber, of Grand Rapids, was recorded by Brandom this week, and he will place the masters with several firms for possible purchase.

The local RCA office held a grand opening of their new office this weekend with a three-day open house. The distributorship is now located at 5050 S. Kedzie Avenue. . . . Mal Bellairs, WBBM deejay, held long distance conversations with Tennessee Ernie and Stuart Hamblen Sunday (19) and thanked them publicly for donating the proceeds of "His Hands" to Dr. Salk. . . . Dorothy Shay opens at the Palmer House on Thursday, June 23.

**Hollywood**

Harry James headlines the new show at the Palladium, opening June 21. . . . Ben Oakland and Ray Gilbert have penned a new act for Tony Martin, opening at the Flamingo, Las Vegas, June 29. . . . Disk jockey Zeke Manner, KFWB,

**Trust Fund**

James Petrillo, president of the AFM, after the action was filed. Both stressed that the principle of the fund had been approved in 1948 by the U. S. Attorney General and lawyers for the Labor Department. Rosenbaum declared that payments to musicians are not limited to union members.

Petrillo said of the fund that "it has brought recreation and education to thousands of persons annually in the United States and Canada without charge. Its operations have been passed upon and approved by the Treasury Department as an educational trust." In the seven years of its operation, added Petrillo, "There has not been so much as a hint of any impropriety in the creation or operation of the fund. The Federation believes that any court to which the matter may be presented will reach a similar conclusion."

**Dot and London**

London several months ago took over several Dot hits on individual deals.

Dot also has closed a deal with Mareco, Inc., of the Philippines for issuance of a Dot label there. Dot wax is released in Belgium, Netherlands and Luxemburg by Discopress.

**Col. 10-Inch LPs**

and slower-selling 12-inch classical numbers with a similar sale. By streamlining its repertoire, the diskery expects to simplify dealers' stock problems as well as its own manufacturing problems.

cut a brace of sides for indie Spark Records. . . . Harry Belafonte comes into the Coconut Grove August 3. . . . Phil Moore off to New York to record singer Helene Dixon. . . . Peggy Lee starts plugging a Christmas tune early this year, her "Peace on Earth" from Walt Disney's "Lady and the Tramp." . . . Johnny Mercer and Bronislau Kaper will collaborate on the title song for "Forever, Darling," first Desi Arnaz film at M-G-M. . . . Renee Touzet and Herb Jeffries have switched jobs; Touzet opening at the Crescendo, while Jeffries goes to the Royal Nevada, Las Vegas. . . . Bill Bowers, president of Sunset Records, negotiating with Jerry Fielding to do some arrangements for the company. . . . Al Friedman, Paramount-Famous Music, left for San Antonio with Roy Rogers and Dale Evans for additional exploitation on "The Bible Tells Me So," just released on Wing Records. . . . Ray Heindorf cut four sides from "Pete Kelly's Blues" for Columbia. . . . Ray Stapleton's first two sides for Ekko Records will be out this week. . . . Danny Gould, composer of "Daniel Boone," and wife flew to New York to promote the Imperial recording of the song. . . . Hallmark Productions conducting a songwriting contest, with \$10,000 set for the best lyrics to the song, "Monika," composed by Les Baxter.

**NEW RELEASES!**

**AMES BROS.**  
**MERCI BEAUCOUP**  
RCA VICTOR

**TONY BENNETT**  
**DON'T TELL ME WHY**  
COLUMBIA

**TONI ARDEN**  
**BEWARE**  
RCA VICTOR

**KITTY KALLEN**  
**FORGIVE ME**  
DECCA

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

**EVERYBODY LIKES...**

**HEY MR. BANJO**  
MILLS MUSIC, INC.

A "HIGHLIGHT" For Every Program  
**JUNE NIGHT**  
LEO FEIST, INC.

**Here They Come!**  
**Two Hound Dogs!**  
**Their Names????**  
**Ask BILL HALEY**

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

**"CHEE CHEE-OO CHEE"**

Recorded by:

DEAN MARTIN	Capitol
THE MARINERS	Columbia
THE JOHNSON BROS.	London
DENNIS HALE	London
THE GAYLORDS	Mercury
PERRY COMO and JAYE P. MORGAN	RCA Victor

\*records listed alphabetically by companies.

**HILL & RANGE SONGS**

**ANOTHER BMI "PIN-UP" HIT**

**ROLLIN' STONE**

Recorded by:

FONTANE SISTERS	Dot
THE MARGOLDS	Excell
EDDIE FONTAINE	"X"
RUBY WELLS	Victor
THE CADETS	Modern
STAN WILSON	Clef

Published by EXCELLORE MUSIC CO.

(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.

**BREAKING WIDE OPEN FOR A SMASH HIT "EATIN' GOOBER PEAS"**

**RUSTY DRAPER**  
MERCURY #70619

**PURE MUSIC**  
B.M.I.

**Martin Block, ABC** "It is a very fine musical performance and following the present trend it should get a lot of plays from D. J.'s and a lot of spins in juke boxes."

**Robin Seymour, WKMH** "I think it is a great record . . . in the same exciting vein as Davy Crockett."

# BUSTIN' WIDE OPEN! The Original HIT Record!

## The Song of **DANIEL BOONE** "THE DADDY OF THEM ALL"

Waldorf Music Hall Record #217

Featuring

### **LOREN BECKER**

(America's New Singing Star)—with

**ENOCH LIGHT and His ORCH.**

**b-w KNUCKLES O'TOOLE—The Honky Tonk Piano Man**



## HERE'S A NEW ONE

## AND IT'S GREAT!

### **WALLY COX**

Sings

## **SAM THE WHISTLE-IN MAN** and **THE PUSHCART SERENADE**

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Waldorf Music Hall  
2 Kingsland Avenue  
Harrison, New Jersey

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**RECORD MERCHANDISING DIST.**  
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**ERIC DISTRIBUTORS**  
369 6th St.  
San Francisco 3, Calif.

**ALLEN DISTRIBUTORS**  
420 W. Broad St.  
Richmond, Va.

Lonny Starr, WNEW "I chose it as one of my picks of the week. I like it better than Davy Crockett."

Rosemary Coleman, WJBK "I like it very much. Could be very big."

Bill Randle, WERE "It could be very big."

Marty Faye, WAAF "It will probably go up to No. 1 or No. 2 after all the play it will get."

Tom Armstrong, WGAR "I like it and it will be very big."

Paul Brenner, WAAT "The time is right. The time is right. I'm sure Loren and Enoch have a winner."

PHONOS—HI FI

By STEVE SCHICKEL

EP&EM NAME LARSON TO REP GROUP . . .

Wilfred L. Larson, president of Switchcraft, Inc., Chicago, was named by the Association of Electronic Parts and Equipment Manufacturers at its June meeting here to represent it on the Radio Parts and Electronic Equipment Show board of directors, the governing body of the industry's not-for-profit annual Electronic Parts Distributors' Show.

RETMA MEETS IN CHICAGO . . .

Top level executives from the radio, television and electronics fields met this week at the Palmer House in Chicago at the annual convention of the Radio-Electronic-Television Manufacturers' Association.

TWO MORE MODELS RELEASED BY V-M . . .

The recently introduced V-M Model 1250, four-speed record changer, has some distinctly new fea-

tures. A bedside or living room lamp may be plugged into a convenient appliance outlet at the back of the unit. The exclusive V-M siesta switch turns off everything including the last record and the amplifier, once the last record has finished.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

Nine wholesale distributors who have handled the Zenith line of products for a combined total of 190 years were honored for their length of service at the company's national sales convention which was held in Chicago last week.

The Hallicrafters Company appointed Dwight F. Clexton to represent the firm in Central Florida, and Ray Marchbanks to do likewise in North and South Carolina as well as Bristol, Va.

LINER NOTES

By IS HOROWITZ

ERICA MORINI SIGNS PACT WITH WESTMINSTER . . .

For some years now Erica Morini has been without a record contract, and it will be good news to many discerning collectors that she will soon be back in disk harness.

A-V TAPE LIBRARIES ISSUES CLASSICS, FOLK SONGS . . .

Among the A-V Tape Libraries' new releases are a number of reels transferred from the Vanguard and Elektra catalogs.

SOLOS, CHAMBER WORKS IN NEW MERC. SERIES . . .

Mercury has set for early release the first LP's in its new 80,000 series. This line, tagged "Custom Fidelity," will consist in the main of solo and chamber works, all newly recorded in this country.

Zalzedo, "The Harp in High Fidelity." Later releases will feature the Roth String Quartet.

LABEL 'X' PREPARES LP'S ON BIBLE STORIES . . .

Label "X" is preparing a series of LP's "Tales From the Great Book," for October release.

Already cut and in the can are sets by Joseph Cotten, Robert Preston, Ronald Reagan and Brian Aherne. At least eight are planned for release by the end of the year.

STATION WQXR TO PLUG REMINGTON RECORDS . . .

Remington Records has signed a 52-week contract with top New York classical radio station WQXR to plug its disks.

11th ANNUAL GERSHWIN CONTEST NOW ON . . .

The 11th annual George Gershwin Memorial Contest for the best orchestral work by a young American composer was opened this week.

FOLK TALENT & TUNES

Continued from page 18

"Talent Round-Up," new show emanating from the Jewell Theater, Springfield, Mo., makes its full-network bow via ABC-TV July 5, with Slim Wilson starring in the "showcase of previously unexploited talent, both professional and amateur."

play Biloxi, Miss., June 26; Keesler Air Force Base, near Biloxi, 27-28; Curtis Gordon's Club, Mobile, Ala., 29-30; Baton Rouge, La., for Lou Millet, July 1; Corpus Christi, Tex., July 3, and an all-day picnic with the Blackwood Brothers' and Statesmen quartets at DeLeon, Tex., July 4.

Eberle, Wesley Tuttle, Jimmy Wakely, Tex Ritter, Joe Maphis, Johnny Bond, Frankie Marvin, Bill Wagnon, Tom Lucas, Merle Travis, Andrew Secrest and Gene Autry.

Classical Possibilities

Records listed below show strong initial sales action, according to a national survey of key classical dealers.

- 1. BALLAD OF DAVY CROCKETT-Fess Parker . . . Columbia J 242
2. BALLAD OF DAVY CROCKETT-(Tennessee) Ernie Ford . . . Capitol CAS 3229
3. BALLAD OF DAVY CROCKETT-Bill Hayes . . . Cadence CCS 1
4. OPEN UP YOUR HEART-Cowboy Church Sunday School . . . Decca K 146
5. DAVY CROCKETT, THE INDIAN FIGHTER-Fess Parker . . . Columbia C 516
6. THE LADY AND THE TRAMP . . . Capitol DBX 3056
7. WHALE OF A TALE-Kirk Douglas . . . Decca K 148
8. DAVY CROCKETT AT THE ALAMO-Fess Parker . . . Columbia C 518
9. DAVY CROCKETT GOES TO CONGRESS-Fess Parker . . . Columbia C 517
10. 20,000 LEAGUES UNDER THE SEA . . . RCA Victor Y 4004
11. PETER PAN (Walt Disney) . . . RCA Victor Y 4001
12. PETER PONSIL LOST HIS TONSIL-Hugo Peretti . . . Mercury CM 40
13. LITTLE WHITE DUCK-Burl Ives . . . Columbia J 85
14. ADVENTURES OF LONE RANGER . . . Decca K 29
15. TEDDY BEAR'S PICNIC-Rosemary Clooney . . . Columbia J 168

Best Selling Popular Albums

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

LP'S

- 1. STARRING SAMMY DAVIS JR. . . . . Decca DL 8118
2. IN THE WEE SMALL HOURS-Frank Sinatra . . . Capitol W 581
3. THE STUDENT PRINCE-Mario Lanza . . . RCA Victor LM 1837
4. CRAZY OTTO . . . . . Decca DL 8113
5. LONESOME ECHO-Jackie Gleason . . . . . Capitol W 627
6. MUSIC, MARTINIS AND MEMORIES-Jackie Gleason . . . . . Capitol W 509
7. MUSIC FOR LOVERS ONLY-Jackie Gleason . . . . . Capitol H 352
8. HOLIDAY IN ROME-Michel LeGrand . . . . . Columbia CL 647
9. I LOVE YOU-Eddie Fisher . . . . . RCA Victor LPM 1097
10. BENNY GOODMAN IN HI-FI . . . . . Capitol W 565
11. BRUBECK TIME-Dave Brubeck . . . . . Columbia CL 622
12. DAMN YANKEES-Original Cast . . . . . RCA Victor LOC 1021
13. LOVE ME OR LEAVE ME-Doris Day . . . . . Columbia CL 710
14. MUSIC TO REMEMBER HER-Jackie Gleason . . . . . Capitol W 570
15. MUSIC FOR TONIGHT-Steve Allen . . . . . Coral 57004

EP'S

- 1. IN THE WEE SMALL HOURS-Frank Sinatra . . . . . Capitol EBF 581
2. THE STUDENT PRINCE-Mario Lanza . . . . . RCA Victor ERB 1837
3. STARRING SAMMY DAVIS JR. . . . . Decca ED 2214-6
4. CRAZY OTTO, PART 1 . . . . . Decca ED 2201
5. MUSIC FOR LOVERS ONLY-Jackie Gleason . . . . . Capitol EBF 352
6. CRAZY OTTO, PART 2 . . . . . Decca ED 2202
7. SHAKE, RATTLE AND ROLL-Bill Haley . . . . . Decca ED 2168
8. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . . . RCA Victor EPBT 3057
9. MUSIC, MARTINIS AND MEMORIES-Jackie Gleason . . . . . Capitol EAP 509
10. LONESOME ECHO-Jackie Gleason . . . . . Capitol EAP 627
11. I LOVE YOU-Eddie Fisher . . . . . RCA Victor EPB 1097
12. BENNY GOODMAN IN HI-FI . . . . . Capitol EAP 565
13. DAMN YANKEES-Original Cast . . . . . RCA Victor EOC 1021
14. LES AND MARY-Les Paul and Mary Ford . . . . . Capitol EAP 509
15. LOVE ME OR LEAVE ME-Doris Day . . . . . Columbia EPB 540

Reviews and Ratings New Classical Releases

GOUNOD: MIREILLE (3-12")-Alx-en-Provence Festival; Andre Cluytens, Cond. Angel 3535 . . . . . 79
This recording was the subject of some of the most intense pre-selling to be accorded an opera package in many months, and the ballyhoo figures to pay off handsomely.

haps even more so in the 4th Symphony. Scherchen realizes a spacious, expansive expression of the composer's ideas that does him full justice. Sound quality is superior.
RACHMANINOFF: PIANO CONCERTO NO. 2; MENDELSSOHN: CAPRICCIO BRILLANT (1-12")-Mouria Lympany, Piano; Philharmonia Orchestra; Nicolai Malko, Cond. RCA Victor LHMV 15 . . . . 74



# JOHNNIE'S BACK!



**and look what he's got with him!**

Having just completed one of the most successful continental tours in the history of show business, Johnnie has recorded two brilliant sides that defy description. They're sheer artistry! Each side can "break" with the first jockey spin or operator play. It's a box lot record for dealers!

# COLUMBIA RECORDS

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# THE RESPONSE HAS BEEN OVERWHELMING FROM NEW YORK TO CALIFORNIA

on...

# COUNT BASIE'S 'EVERY DAY'

PARTS 1 & 2 #89149 & 89149X45

VOCAL BY THE SENSATIONAL NEW FIND  
**JOE WILLIAMS**

**CLEF RECORDS**

451 NO. CANON DRIVE BEVERLY HILLS, CALIF.

## Reviews and Ratings of New Popular Albums

### BILL HAYES (1-10") M-G-M E 312

In a move to cash in on Bill Hayes' click Cadence waxing of "The Ballad of Davy Crockett," M-G-M has packaged some of the singer's old singles together on this LP. Hayes has a top-singing spot in Sid Caesar's summer replacement show on NBC-TV this season, so the album should find a market among his fans, altho it's doubtful if it will have much appeal to his small fry Davy Crockett following. Selections (sung in rich, legit-style by Hayes) include "How Do You Speak to an Angel?" "Wanderin'," "Padam Padam," and "Charmaine."

### THE LAURIE SISTERS Truly (1-10") MERCURY 70643

The gals create an attractive mood with this knowing warble of the r.&b. ballad. It could win lots of spins. (Modern, BMI) **Only Oly Astea Free...75** Happy and rhythmic, this bright novelty ditty is handed an enthusiastic performance by the Laurie Sisters, a male group and Hugo Peretti's ork. Deejays should find plenty of time to twirl this wax and it could do good business on the jukes. (Tollie-Sheldon, BMI)

### EXPLORING THE UNKNOWN (1-12") RCA Victor LPM 1025

"Exploring the Unknown" is an interesting package depicting a musical trip thru space to other planets, via Paul Frees' narration and vocal interludes by the Voices of Walter Schumann. The title and script line mainly belong in the science-fiction realm, but the narrative is liberally sprinkled with fantasy, and those segs make up the best part of the LP. The Voices sing out on songs-of-the-open-spaces — such as "New Frontiers" — with suitable verve, but they register their strongest impact with imaginative interpretations of the sound a comet might make whooshing thru space, etc. The LP will necessarily have a limited market, but dealers should do well with Schumann fans and science-fiction addicts, of which there are many. The cover could double for a current S. F. mag.

### SINGING ACROSS THE LAND (1-12") San Hilton (1-12") Decca DL 8108

Hinton, a professor and folk singer who has become a mainstay of Decca's kidisk catalog, offers an interesting cross-section of American folk music embracing Early America, the old-world heritage, the Southern mountains, the Deep South, the Midwest and the Far West. Under these divisions are some choice bits of Americana, most of which should please the whole family. Accompanied simply by guitar, Hinton is a friendly, informal entertainer. His liner notes are lucid and informative. Can do well if pushed.

### SKITCH HENDERSON PLAYS LATIN-AMERICAN FAVORITES (1-10") Seeco SLP 62

Skitch Henderson's first Seeco LP features 15 familiar Latin-American instrumentals, ranging from the currently popular "Breeze and I" to "Frenese," "Yours," and "Perfidia." Henderson, backed by a guitar and appropriate Latin-American rhythm accompaniment, plays a competent brand of piano, and the package shapes up as good mood music programming for deejays. The pianist is featured nightly on Steve Allen's NBC-TV show "Tonight," which will probably result in plugs for the LP on video. Dealers might work out special "Tonight" displays featuring Coral's new "Tonight" LP and waxings by the show's vocalists Steve Lawrence and Eydie Gorme.

### TONY MOTTOLA—HIS GUITAR AND ORCHESTRA (1-10") M-G-M E 300

Here's a showmanly package of tasteful guitar solo work by Tony Mottola culled from his previously released single records. Mottola exhibits excellent musicianship on eight instrumentals, including the familiar "Under Paris Skies," "Melancholy Moon," the theme for "Eleventh Hour" feature film theater on WRCA-TV, New York, and three of his own compositions.

### Jazz

### FOR THOSE IN LOVE (1-12") Dinah Washington (1-12") EmArcy MG 36011

Miss "D" continues to surprise and to amaze. In this collection of familiar love ballads, her voice is as fresh and artfully expressive as in any material she has committed to wax. In addition to her regular trio—Wynton Kelly on piano, Jimmy Cobb on drums and Keter Betts on bass—Miss Washington is assisted by guitarist Bary Galbraith, Clark Terry on trumpet, Jimmy Cleveland on trombone, Paul Quinichette on tenor and Cecil Payne on baritone. The quality and appeal of these selections will make sales easy, not only to jazz customers, but to the singer's many pop and r.&b. fans as well.

### WILD BILL DAVISON (1-10") Riverside RLP 2514

These spirited Dixieland performances were cut in the course of several broadcasts of Rudi Blesh's historic "This Is Jazz" series in the late '40's, and several were issued previously on Circle 78's. Davison's cohorts include such salable names as Albert Nicho-

las and Edmond Hall, clarinets; Ralph Sutton, piano; Baby Dodds, drums. The manner is authentic, the selections are typical, and Riverside's presentation is classy, as usual. Dixieland buyers should jump for this one.

### SIDNEY BECHET (1-10") Riverside RLP 2516

This set is notable for Bechet's famous version of "September Song," and it's worth the price for that alone. But fortunately there's more good Bechet here, featuring the venerable master of the soprano sax with his own seven on one side, and with pupil Bob Wilbur's erstwhile traditional band on the flip. Both sides date from 1949 sessions, and the sound isn't the ultimate, but connoisseurs won't mind. Fanciers of traditional, New Orleans and plain Dixieland are likely prospects for this.

### SAM MOST SEXTET (1-10") Vanguard VRS 8014

Most, a talented young clarinetist and flutist, has put together a competent, tho unexciting program of chamber jazz. His most interesting contributions here are on flute, which he plays sensitively and with imagination. His clarinet work, while fluid, lacks the fire of a Scott or De Franco. Jazz flute seems to be catching on, and this example by a rising practitioner could spell some sales.

### Children's

### NOW WE KNOW (1-12") Tom Glazer and Paul Tripp (1-12") Columbia CL 670

One of the most interesting kiddie record projects in some time, some of these sides have already been issued on EP. They are expertly written little songs that tell of the why, what, how and where of common phenomena such as "Why Do Stars Twinkle?" "Why Is the Sky Blue?" "Where Does the Sun Go at Night?" "How Does a Cow Make Milk?" etc., etc. The "Songs to Learn by Series" is packaged colorfully and should exert a strong appeal for the five-to-nine age group aimed at. A fine set to present parents looking for educational, but still entertaining kiddie wax.

## Reviews and Ratings of New Classical Releases

Continued from page 22

is a grim work, full of teeth-grashing dissonances that realistically portrays a bitter struggle of insects for supremacy over each other. In the "Petite Suite" the composer indulges in more affable moods: now sentimental, now boisterous, now ironic. Hi-fi fans will show particular interest.

### BACH: FOUR SUITES FOR ORCHESTRA (2-12")—Philharmonia Orchestra; Otto Klemperer, Cond. Angel 3536 ...72

De luxe packaging, including complete scores for the complete set of suites, will attract library builders, and this could account for a fair sales performance. Not all purists will concur with Klemperer's interpretations, which sometimes are a bit hard-driven, but of the complete sets available, this could be the one to sell.

### ROSSINI: SEVEN GREAT OVERTURES (1-12")—Vleenna State Opera Orchestra; Mario Rossi, Cond. Vanguard VRS 456 ...71

A smart grouping of popular and not so popular Rossini overtures, all played with infectious spirit and recorded with a bright sound. Included are "Tancredi," "Siege of Corinth," "Turk in Italy," "Italian in Algiers," "Semiramide," "Cenerentola" and "Journey to Rheims." Should have better than average appeal for the sometime classical buyer.

### MOZART: SINFONIA CONCERTANTE IN E FLAT; PURCELL: DIDO AND AENEAS SUITE (1-12")—Warwick Symphony Orchestra, Camden CAE 213 ...71

These are the early recordings by the Philadelphia ork under Stokowski and Ormandy respectively. Stokowski's Mozart is relatively restrained and the playing of the featured wind instrumentalists is unsurpassed. The recording, too, is fairly good, and this is quite a value at Camden's \$1.98 tag. The Purcell is lovely stuff, somewhat over-blown here.

### MOUSSORGSKY: SUNLESS CYCLE; PROKOFIEFF: FIVE SONGS; GRETCHEANINOFF: SIX SONGS (1-12")—Maria Kurenko, Soprano; Yevolod Pastukhoff, Piano. Capitol P 8310 ...69

Among lieder collectors Maria Kurenko rates at or near the top as an interpreter of the Russian literature. And with good reason, for she is able to inject what strikes one immediately as the appropriate atmospheric note. Here's fine merchandise for the discriminating collector.

### MOUSSORGSKY: PICTURES AT AN EXHIBITION; BALAKIREV: ISLA-MEY; STRAVINSKY: PETROUCHKA SUITE (1-12")—Alfred Brendel, Piano. Vox PL 9140 ...68

For a 24-year-old, Alfred Brendel plays these virtuoso showpieces with unusual power and dramatic sweep. Something of the luminous tone and "grand manner" of an earlier generation of pianists mark his playing. This is a virile, remarkable talent, and in a meaty program like this ought to stimulate more than a limited response.



*Picked for a  
positive hit!*

# TERESA BREWER

*Singing*

# How to Be Very, Very Popular

From the 20th Century-Fox CinemaScope Picture  
**HOW TO BE VERY, VERY POPULAR**  
Starring BETTY GRABLE and SHEREE NORTH



b/w THE BANJO'S BACK IN TOWN

CORAL 61448



# 1955 5 FOR 1 TAKE-ALL PLAN

**Yes, put your inventory into saleable shape with no financial loss to you. Get rid of "dead stock" and receive *FULL CREDIT!* Mercury will take back phonograph records of *ANY LABEL, ANY SPEED, ANY SIZE* and credit you with the *FULL PRICE YOU PAID FOR THEM!***

You may return \$1.00 worth of any phonograph records at the price you paid for them for every \$5.00 worth of Mercury 12" Long Play records purchased. You have complete freedom of choice from the entire catalog of 12" Pop, Classical and EmArcy Jazz Long Play records.

This 5 FOR 1 — TAKE-ALL PLAN begins June 20, 1955, and expires July 31, 1955.

Payments for merchandise will be deferred on a 60, 90, 120-day payment basis. Deferred payment privilege is, of course, subject to credit approval by your Mercury record distributor.

100% exchange privilege of all Mercury merchandise purchased under this Plan. Exchanges to be made during the month of February, 1956.

Catalogs for all Long Play series are available for your customers. Heavy consumer advertising of Mercury Long Play records to support your purchases becomes effective immediately, and continues through the end of the year. Point-of-sale merchandisers and display material available upon request from your Mercury salesman.

Begin taking inventory of that "dead stock" NOW and be ready for Fall sales!

## IMPORTANT NOTICE!

**EFFECTIVE IMMEDIATELY** — the purchase price from your distributor for *ALL* Mercury 10" LONG PLAY records is \$.995. Suggested list price is \$1.49.

5% Return Privilege, as usual.

Delivery of 10" LONG PLAY records will be on a "first come, first served" basis from existing inventory of distributor and manufacturer.

The purchase price from your distributor for all Mercury EXTENDED PLAY records is \$.60. Suggested list price is \$.98.

5% Return Privilege, as usual.

Delivery of 7" EXTENDED PLAY records will be made on a "first come, first served" basis from existing inventory of distributor and manufacturer.

***Any back orders existing as of the closing date of this Plan, July 31, 1955, will be cancelled.***



**"SLOWLY WITH FEELING"**

*Sarah Vaughan*

MERCURY 70646

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

# The Billboard Music Popularity Charts

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

## • Chart Comments

Beginning with this issue, the best-selling pop retail chart will be carried to 25 places instead of 30. In line with this, The Billboard is readying a new group of chart features, which will be introduced in the near future.

The power of the two-sided record evidences itself in the top 10 of the retail pop chart this week, with three double-siders showing up—Nat (King) Cole's "Blossom Fell" and "If I May" in the No. 4 spot; the McGuire Sisters' "Something's Gotta Give" and "Rhythm 'n' Blues," No. 9, and Sammy Davis Jr.'s "Something's Gotta Give" and "Love Me or Leave Me," No. 10.

The oldie "Love Me or Leave Me" owes its new popularity to M-G-M's Ruth Etting bio film of the same name; so it isn't surprising that Doris Day's sound track LP from the movie is on the pop album chart this week for the first time in the No. 13 spot. Jackie Gleason's new album, "Lonesome Echo," also puts in a first appearance this week, moving into the No. 5 position, thus giving the comic four LP's on the chart, about par for the Gleason album course.

Davy Crockett and Walt Disney continue to reign supreme on the best-selling children's record chart. This week, six Crockett records—four of them Fess Parker's—are in the top 10. In fact, only one platter in that group—the Cowboy Church Sunday School's "Open Up Your Heart"—is a non-Disney disk.

## • Best Selling Sheet Music

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

Week This	Last Week	Weeks on Chart
1	1	11
2	2	16
3	3	12
4	4	24
5	5	6
6	11	3
7	—	1
8	8	4
9	9	2
10	12	6
11	7	9
12	10	10
13	6	4
14	14	2
15	—	1

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending June 15

This Week	Last Week	Weeks on Chart
1	1	12
2	2	14
3	3	18
4	5	7
5	6	6
6	10	5
6	4	13
8	9	4
9	8	8
10	11	7

### Second Ten

11. WHATEVER LOLA WANTS.....	7	9
12. MELODY OF LOVE.....	13	25
13. HEY, MR. BANJO.....	12	5
14. IT'S A SIN TO TELL A LIE.....	14	3
15. BREEZE AND I.....	15	10
16. CHEE CHEE OO CHEE.....	17	2
16. HARD TO GET.....	—	1
18. IF I MAY.....	16	2
18. LOVE ME OR LEAVE ME.....	17	2
20. MOST OF ALL.....	19	8

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

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

## • Tunes with Greatest Radio-TV Audiences

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

### Radio

A Blossom Fell (R)—Shapiro-Bernstein-ASCAP
A Man With a Dream (R) (M)—Chappell-ASCAP
Alabama Jubilee (R)—Remick-ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland-BMI
Berry Tree (R) (F)—Miller-ASCAP
Blue Star (R)—Chappell-ASCAP
Breeze and I (R)—E. B. Marks-BMI
Chee Chee-oo Chee (R)—Hill & Range-BMI
Cherry Pink and Apple Blossom White (R)—Chappell-ASCAP
Dance With Me Henry (R)—Modern-BMI
Hard to Get (R)—Witmark-ASCAP
Heart (R)—Frank-ASCAP
Hey, Mr. Banjo (R)—Mills-ASCAP
Honey Babe (R)—Witmark-ASCAP
How Important Can It Be (R)—Aspen-ASCAP
Hummingbird (R)—Jungnickel-ASCAP
I'll Never Stop Loving You (R)—Feist-ASCAP
Is This the End of the Line (R)—Broadcast-BMI
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn-ASCAP
Learnin' the Blues (R)—Barton-ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn-ASCAP
No Letter Today (R)—Peer-BMI
Something's Gotta Give (R)—Robbins-ASCAP
Sweet and Gentle (R)—Peer-BMI
That Old Black Magic (R)—Famous-ASCAP
Two Lost Souls (R)—Frank-ASCAP
Unchained Melody (R) (F)—Frank-ASCAP
Whatever Lola Wants (R)—Frank-ASCAP
World of Mine (R) (F)—Paramount-ASCAP
Young and Foolish (R)—Chappell-ASCAP

### Television

A Blossom Fell (R)—Shapiro-Bernstein-ASCAP
A Straw Hat and a Cane (R)—Weiss Barry-BMI
Alabama Jubilee (R)—Remick-ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland-BMI
Blue Star (R)—Chappell-ASCAP
Breeze and I (R)—E. B. Marks-BMI
Chee Chee-oo Chee (R)—Hill & Range-BMI
Cherry Pink and Apple Blossom White (R)—Chappell-ASCAP
Dance With Me Henry (R)—Modern-BMI
Goo Goo Doll Song (R)—Rosemeadow-ASCAP
Heart (R)—Frank-ASCAP
Hey, Mr. Banjo (R)—Mills-ASCAP
Honey Babe (R)—Witmark-ASCAP
If It's a Dream (R) (M)—Chappell-ASCAP
It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn-ASCAP
I've Got Nothing to Do Today (R)—O'Connor & Miller-ASCAP
Ko Ko Mo (R)—Meridian-BMI
Learnin' the Blues (R)—Barton-ASCAP
Love Me or Leave Me (R)—Bregman, Vocco & Conn-ASCAP
Oh Boy Mambo (R)—Flo-ASCAP
Play Me Hearts and Flowers (R)—Advanced-ASCAP
Sluefoot (R)—Robbins-ASCAP
Smack Dab in the Middle (R)—Roosevelt-BMI
Something's Gotta Give (R)—Robbins-ASCAP
Sweet and Gentle (R)—Peer-BMI
Two Lost Souls (R)—Frank-ASCAP
Unchained Melody (R) (F)—Frank-ASCAP
Was That You (R)—Flo-ASCAP
Whatever Lola Wants (R)—Frank-ASCAP
Young and Foolish (R)—Chappell-ASCAP

## • England's Top Twenty

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

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



# Buyboard

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

## TOP SELLERS

### Popular

- BALLAD OF DAVY CROCKETT—FAREWELL... (Tennessee) Ernie Ford. 3058
- THE BLUES FROM KISS ME DEADLY—
- MY ONE SIN ..... Nat (King) Cole ..... 3136
- DUVID CROCKETT—TWEEDLEE DEE..... Mickey Katz ..... 3144
- HEY, MR. BANJO—KVI-VI-VI-VI-VITT..... The Banjo Boys ..... 3103
- HIS HANDS—I AM A PILGRIM..... (Tennessee) Ernie Ford. 3135
- HUMMINGBIRD—GOODBYE, MY LOVE..... Les Paul and Mary Ford. 3165
- IF I MAY—A BLOSSOM FELL..... Nat (King) Cole..... 3095
- I'LL NEVER STOP LOVING YOU—
- WAKE THE TOWN AND TELL THE PEOPLE..... Les Baxter ..... 3120
- LEARNIN' THE BLUES—
- IF I HAD THREE WISHES ..... Frank Sinatra ..... 3102
- LET ME BE YOUR HONEY, HONEY—
- RAGTIME COWBOY JOE ..... Joe (Fingers) Carr ..... 3152
- THE LONE PSYCHIATRIST—
- Stan Freberg,
- THE HONEY-EARTHERS ..... Daws Butler ..... 3138
- NOT AS A STRANGER—
- HOW COULD YOU DO A THING LIKE
- THAT TO ME ..... Frank Sinatra ..... 3130
- THE POPCORN SOXG—BARRACUDA..... Cliffee Stone ..... 3131
- UNCHAINED MELODY—MEDIC ..... Les Baxter ..... 3055
- THE VERDICT—ME MAKE UM POW POW... The Five Keys ..... 3127

### FDS Classical Albums

- FULL DIMENSIONAL SOUND
- BIZET "L'ARLESIEUNNE SUITE," FAURE "PELLEAS AND MELISANDE SUITE"..... Paris Opera Orchestra—Album 8311
  - ECHOES OF SPAIN..... Hollywood Bowl Symphony Orchestra—Album 8275
  - FAVORITE CLASSICS FOR PIANO..... Leonard Pennario—Album 8312
  - PROKOFIEV "CONCERTO NO. 1 IN D MAJOR," LALO "SYMPHONIE ESPAGNOLE"..... Nathan Milstein and The St. Louis Symphony—Album 8303
  - ROSSINI & VERDI "OPERA OVERTURES"..... Orchestra Of Radio Italiana—Album 50151
  - STARLIGHT ENCORES..... Hollywood Bowl Symphony Orchestra—Album 8296
  - VERDI "LA FORZA DEL DESTINO"..... Orch. & Chorus Of Radio Italiana—Album 1236
  - VERDI "A MASKED BALL"..... Orch & Chorus Of Radiotelevisione Italiana, Turin—Album 1249

### Country & Western

- I'LL BABY SIT WITH YOU—
- SHE'S ALWAYS THERE ..... Ferlin Huskey ..... 3097
- IT TICKLES—LET DOWN ..... Tommy Collins ..... 3082
- LIVE FAST, LOVE HARD, DIE YOUNG—
- FORGIVE ME, DEAR ..... Faron Young ..... 3056
- A SATISFIED MIND—TAKE POSSESSION..... Jean Shepard ..... 3118
- WILDWOOD FLOWER—
- BREAKIN' IN ANOTHER HEART..... Hank Thompson ..... 3106

### Popular Albums

- B.G. IN HI FI ..... Benny Goodman—Album 565
- IN THE WEE SMALL HOURS ..... Frank Sinatra—Album 581
- KALEIDOSCOPE ..... Les Baxter—Album 594
- LES AND MARY ..... Les Paul and Mary Ford—Album 577
- LONESOME ECHO ..... Jackie Gleason—Album 627
- MUSIC FOR LOVERS ONLY ..... Jackie Gleason—Album 352
- MUSIC, MARTINIS AND MEMORIES..... Jackie Gleason—Album 509
- NORTH OF THE RIO GRANDE..... Hank Thompson—Album 618
- SOMETHING COOL ..... June Christy—Album 516
- SORTA-MAY ..... Billy May—Album 562

### Single EP Albums

- BLUE MIRAGE ..... Les Baxter—Album 599
- JANE FROMAN SINGS..... Jane Froman—Album 600
- LES BAXTER ..... Album 9125
- MAKE YOURSELF COMFORTABLE..... Andy Griffith—Album 630
- MOODS IN SONG..... Nat (King) Cole—Album 633
- RAY ANTHONY SELECTIONS FROM "DADDY LONG LEGS"..... Ray Anthony—Album 597
- SESSION WITH SINATRA..... Frank Sinatra—Album 629

### Children's Albums

- BALLAD OF DAVY CROCKETT
- FAREWELL ..... (Tennessee) Ernie Ford—Album 3229
- GISELE MacKENZIE SINGS CHILDREN'S SONGS FROM FRANCE—Album 3224
- I'M A LITTLE TEAPOT
- THE TEDDY BEARS' PICNIC..... Frank DeVol—Album 3083
- LADY AND THE TRAMP..... Original Cast—Album 3056
- TALES OF DAVY CROCKETT..... (Tennessee) Ernie Ford—Album 3235
- TWEETY-PIE ..... Mel Blanc—Album 3074

## NEW RELEASES!

NOS. 477 & 478

- LET ME BE YOUR HONEY, HONEY
- RAGTIME COWBOY JOE..... Joe "Fingers" Carr... 3152
- SIMPATICO
- LOVE IS ALL THAT MATTERS..... Dean Martin ..... 3153
- DAY BY DAY
- HOW CAN I TELL HER..... The Four Freshmen... 3154
- ME ..... Pee Wee Hunt,
- GRATEFULLY YOURS ..... The Four Knights... 3155
- GO AHEAD ON ..... Jimmy Heap,
- LOVE CAN MOVE MOUNTAINS..... Perk Williams ..... 3156
- JOLLY CAPTAIN HUDDLESTEAD ..... Ramblin'
- WHAT'S ANOTHER BROKEN HEART..... Jimmie Dolan ..... 3157
- LET'S MAKE A JOYFUL NOISE
- WILL YOU BE READY..... The Jordanaires ... 3158
- WHERE TO, MY LOVE!
- WITHOUT LOVE..... Patty Andrews ..... 3159
- THE SHOUT
- SOMEBODY IS NOBODY BUT ME... The Banjo Boys ... 3160
- MINE ALL MINE
- I'M STILL IN LOVE WITH YOU... Annisteen Allen ... 3161
- ONIONS, ONIONS
- LEND A HELPIN' HAND..... The Farmer Boys ... 3162
- 'TIL THE LAST LEAF SHALL FALL
- YOU DON'T HAVE TO WALK ALONE... Sonny James ..... 3163
- HUMMINGBIRD ..... Les Paul and
- GOODBYE, MY LOVE..... Mary Ford ..... 3165

## HERE'S A FESTIVAL OF NEW HITS!



## DEAN MARTIN

SIMPATICO • LOVE IS ALL THAT MATTERS

(From The Paramount Production "You're Never Too Young")

(From The Paramount Production "You're Never Too Young")

RECORD NO. 3153

### VICKI YOUNG

DO IT NOW!  
I'M BEGINNING TO SEE THE LIGHT  
RECORD NO. 3143



### ELLA MAE MORSE

HEART FULL OF HOPE  
LIVIN', LIVIN', LIVIN'  
RECORD NO. 3167



### MICKI MARLO

DREAM BOY  
I'VE GOT RHYTHM IN MY NURSERY RHYMES  
RECORD NO. 3148



### PATTY ANDREWS

WHERE TO, MY LOVE?  
WITHOUT LOVE  
RECORD NO. 3159



for her debut on Capitol

### THE TAYLOR MAIDS

I ALMOST LOST MY MIND  
TURN TO ME  
RECORD NO. 3168



### THE FARMER BOYS

ONIONS, ONIONS  
LEND A HELPIN' HAND  
RECORD NO. 3162



a sure country hit by

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending June 15

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.

Table with columns: Rank, Record Title, Artist, Weeks on Chart, Last Week Chart. Includes records like CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)-P. Prado, UNCHAINED MELODY (ASCAP)-L. Baxter, ROCK AROUND THE CLOCK (ASCAP)-B. Haley.

MONEY-SAVING SUBSCRIPTION ORDER form with fields for Name, Occupation or Title, Company, Address, City, Zone, State, and checkboxes for Payment enclosed or Bill me.

This Week's Best Buys

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

AIN'T THAT A SHAME (Commodore, BMI) -Pat Boone-Dot 15377

Boone seems all set to better the mark he made with "Two Hearts." In 10 days time, his latest release was rated good to strong in most Middle Western markets, including Chicago, Cincinnati, Cleveland, Milwaukee and St. Louis.

DAVY CROCKETT (Wonderland, BMI)-Mickey Katz-Capitol 3144

This humorous novelty is showing far more than the specialized appeal that most of Katz' recent disks have had. For two weeks it has been on Boston's territorial chart and has been rated one of the stronger new records in New York and Cleveland.

ILL NEVER STOP LOVING YOU (Feist, ASCAP)-Doris Day-Columbia 40505

Now that the movie from which this song originates is being exhibited all over the country, Doris Day's waxing of the tune is picking up momentum. Now on the Cleveland territorial chart, strong sales are also indicated in St. Louis, Chicago, Milwaukee, Atlanta, Buffalo, New York and Providence.

SWEET AND GENTLE (Peer, BMI)

BLUEBERRIES (Gil, BMI) - Georgia Gibbs - Mercury 70647

Despite Alan Dale's head start on this tune, the singer has been doing nicely with her version. Territories that are reporting excellent sales reaction include Boston, Providence, Buffalo, Baltimore, Pittsburgh, Chicago, Milwaukee, Durham, Atlanta and St. Louis.

Most Played in Juke Boxes

For survey week ending June 15

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators.

Table with columns: Rank, Record Title, Artist, Weeks on Chart, Last Week Chart. Includes records like CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)-P. Prado, DANCE WITH ME, HENRY (BMI)-G. Gibbs, UNCHAINED MELODY (ASCAP)-A. Hibbler.

Most Played by Jockeys

For survey week ending June 15

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

Table with columns: Rank, Record Title, Artist, Weeks on Chart, Last Week Chart. Includes records like CHERRY PINK AND APPLE BLOSSOM WHITE-P. Prado, UNCHAINED MELODY-L. Baxter, LEARNIN' THE BLUES-F. Sinatra.

**3**

**IN A ROW FOR AMERICA'S No. 1 SINGER**



**GEORGIA GIBBS**

*1st... "Tweedle Dee"*

*2nd... "Dance With Me Henry"*

**NOW**

**'SWEET AND GENTLE'**

**THE TOP VERSION!**

coupled with "BLUEBERRIES"

MERCURY 70647

JUST RELEASED . . . AN OUTSTANDING NEW RELEASE BY



**DENISE LOR**

**"St. Catherine"**

coupled with "I'M WORRIED"

MERCURY 70644

TOP SELLING POPS

- |  |  |   |
|--|--|---|
| 1. THE CREWCUTS<br>"Story Untold"<br>"Carmen's Boogie"<br>MERCURY 70634                | 4. CHUCK MILLER<br>"House Of Blue Lights"<br>"Can't Help Wonderin'"<br>MERCURY 70627 | 8. THE GAYLORDS<br>"Chee-Chee-Oo-Chee"<br>"Who's Got The Pain"<br>MERCURY 70630 |
| 2. GEORGIA GIBBS<br>"Sweet and Gentle"<br>"Blueberries"<br>MERCURY 70647               | 5. RUSTY DRAPER<br>"Eatin' Goober Peas"<br>"That's All I Need"<br>MERCURY 70619      | 9. PATTI PAGE<br>"Near To You"<br>"I Love To Dance With You"<br>MERCURY 70607   |
| 3. SARAH VAUGHAN<br>"Experience Unnecessary"<br>"Slowly With Feeling"<br>MERCURY 70646 | 6. DAVID CARROLL ORCH.<br>"Alabama Jubilee"<br>"Baffi"<br>MERCURY 70642              | 10. EDDY HOWARD<br>"Three Of Us"<br>"The Man From Laramie"<br>MERCURY 70639     |
|  | 7. THE LAURIE SISTERS<br>"Truly"<br>"Olly Olly Atsen Free"<br>MERCURY 70643          |   |



CHICAGO 1, ILLINOIS

**DR. LEO Prescribes THESE M-G-M Hits**

**M-G-M TONIC**

**JONI JAMES**

**IS THIS THE END OF THE LINE?**

and  
**WHEN YOU WISH UPON A STAR**

MCM 11960 78 rpm  
K 11960 45 rpm

**ART MOONEY and his orchestra**

**HONEY BABE**

B/W  
**NO REGRETS**

MCM 11900 78 rpm  
K 11900 45 rpm

**BILLY ECKSTINE**

**ONLY YOU**

and  
**LOVE ME OR LEAVE ME**

MCM 11984 78 rpm  
K 11984 45 rpm

**CARELESS LIPS**

and  
**A MAN DOESN'T KNOW**

MCM 11998 78 rpm  
K 11998 45 rpm

**CASHBOX VARIETY PIC**

**Art Mooney and his Orchestra play**

**ALABAMA JUBILEE** | **PADDLIN' MADELIN' HOME**

MGM 12000 • K 12000

**NEW DISK DARLING**

**CONNIE FRANCIS**

**FREDDY**

and  
**DIDN'T I LOVE YOU ENOUGH**

MCM 12015 78 rpm • K 12015 45 rpm

**ROBBIN HOOD**

**MIRROR, MIRROR**

and  
**ONE LOVE IS ENOUGH FOR TWO**

MCM 11997 78 rpm  
K 11997 45 rpm

**THE MARION SISTERS**

**P-RECIOUS LOVE**

and  
**HE DON'T WANNA LOVE ME**

MCM 12010 78 rpm  
K 12010 45 rpm

**MITZI MASON**

**YOU ALL YOU**

and  
**ME**

MCM 11978 • K 11978

**VIC CLAIRBORNE**

**NO LETTER TODAY**

and  
**SADDEST GIRL IN TOWN**

MCM 12018 78 rpm  
K 12018 45 rpm

**BUD DECKELMAN**

**I'D ONLY BE ACTING A FOOL**

and  
**FOR SO LONG**

MCM 12017 78 rpm  
K 12017 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

**The Billboard Music Popularity Charts POPULAR RECORDS**

**• Territorial Best Sellers**

For survey week ending June 15

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

- Atlanta**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Dance With Me, Henry, G. Gibbs, Mer.
  3. Unchained Melody, L. Baxter, Cap.
  4. Learnin' the Blues, F. Sinatra, Cap.
  5. Unchained Melody, A. Hibbler, Dec.
  6. Something's Gotta Give McGuire Sisters, Cor.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. If I May, Nat (King) Cole, Cap.

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

- Boston**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Love Me or Leave Me, S. Davis Jr., Dec.
  4. Learnin' the Blues, F. Sinatra, Cap.
  5. Ballad of Davy Crockett, M. Katz, Cap.
  6. Unchained Melody, A. Hibbler, Dec.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Blossom Fell, Nat (King) Cole, Cap.
  9. Unchained Melody, R. Hamilton, Epi.
  10. That Old Black Magic, S. Davis Jr., Dec.

- Buffalo**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Unchained Melody, L. Baxter, Cap.
  3. Learnin' the Blues, F. Sinatra, Cap.
  4. Rock Around the Clock, B. Haley, Dec.
  5. That Old Black Magic, S. Davis Jr., Dec.
  6. Something's Gotta Give McGuire Sisters, Cor.
  7. I'll Never Stop Loving You D. Whitfield, Lon.
  8. Whatever Lola Wants, S. Vaughan, Mer.

- Chicago**
1. It's a Sin to Tell a Lie S. Smith & the Redheads, Epi.
  2. Learnin' the Blues, F. Sinatra, Cap.
  3. Cherry Pink and Apple Blossom White P. Prado, Vic.
  4. Something's Gotta Give S. Davis Jr., Dec.
  5. Hey, Mr. Banjo, Sunnysiders, Kap.
  6. Honey Babe, Art Mooney, M-G-M
  7. Unchained Melody, L. Baxter, Cap.
  8. Blossom Fell, Nat (King) Cole, Cap.
  9. Unchained Melody, A. Hibbler, Dec.
  10. Whatever Lola Wants, S. Vaughan, Mer.

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

- Cleveland**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. If I May, Nat (King) Cole, Cap.
  4. Something's Gotta Give McGuire Sisters, Cor.
  5. I'll Never Stop Loving You Doris Day, Col.
  6. Seventeen, B. Bennett, King.
  7. Unchained Melody, L. Baxter, Cap.
  8. I Gotta New Car Big Boy Grooves, Spk.
  9. Dance With Me, Henry, G. Gibbs, Mer.

- Dallas-Fort Worth**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Unchained Melody, L. Baxter, Cap.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Blossom Fell, Nat (King) Cole, Cap.
  6. Honey Babe, A. Mooney, M-G-M
  7. Ballad of Davy Crockett, F. Parker, Col.
  8. Breeze and I, C. Valente, Dec.
  9. Learnin' the Blues, F. Sinatra, Cap.
  10. That Old Black Magic, S. Davis Jr., Dec.

- Denver**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Dance With Me, Henry, G. Gibbs, Mer.
  4. Unchained Melody, L. Baxter, Cap.
  5. Blossom Fell, Nat (King) Cole, Cap.
  6. Unchained Melody, A. Hibbler, Dec.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Honey Babe, A. Mooney, M-G-M
  9. Ballad of Davy Crockett, T. Ernie, Cap.
  10. Breeze and I, C. Valente, Dec.

- Detroit**
1. House of Blue Lights, C. Miller, Mer.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Man in the Raincoat, P. Wright, Unq.
  4. Love Me or Leave Me, S. Davis Jr., Dec.
  5. Alabama Jubilee Ferko String Band, Mda.
  6. Unchained Melody, A. Hibbler, Dec.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Story Untold, Crew Cuts, Mer.
  9. Learnin' the Blues, F. Sinatra, Cap.
  10. Something's Gotta Give S. Davis Jr., Dec.

- Kansas City**
1. Hard to Get, G. MacKenzie, X
  2. Blossom Fell, Nat (King) Cole, Cap.
  3. Cherry Pink and Apple Blossom White P. Prado, Vic.
  4. Ballad of Davy Crockett, T. Ernie, Cap.
  5. Honey Babe, A. Mooney, M-G-M

6. Learnin' the Blues, F. Sinatra, Cap.
7. Blue Star, F. Sanders, Col.
8. Popcorn Song, C. Stone, Cap.
9. Southern Cross, Ames Brothers, Vic.
10. Two Lost Souls P. Como & J. P. Morgan, Vic.

- Los Angeles**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Unchained Melody, L. Baxter, Cap.
  3. Learnin' the Blues, F. Sinatra, Cap.
  4. Rock Around the Clock, B. Haley, Dec.
  5. Dance With Me, Henry, G. Gibbs, Mer.
  6. Ballad of Davy Crockett, F. Parker, Col.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Love Me or Leave Me, L. Horne, Vic.
  9. Honey Babe, A. Mooney, M-G-M
  10. Unchained Melody, A. Hibbler, Dec.

- Milwaukee**
1. Unchained Melody, L. Baxter, Cap.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Learnin' the Blues, F. Sinatra, Cap.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Honey Babe, A. Mooney, M-G-M
  6. Ballad of Davy Crockett, F. Parker, Col.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Hard to Get, G. MacKenzie, X

- Mpls.-St. Paul**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Unchained Melody, L. Baxter, Cap.
  4. Honey Babe, A. Mooney, M-G-M
  5. Learnin' the Blues, F. Sinatra, Cap.
  6. Dance With Me, Henry, G. Gibbs, Mer.
  7. Ballad of Davy Crockett, T. Ernie, Cap.
  8. Man in the Raincoat, P. Wright, Unq.
  9. Ballad of Davy Crockett, B. Hayes, Cdc.
  10. Ballad of Davy Crockett, F. Parker, Col.

- New Orleans**
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. Blossom Fell, Nat (King) Cole, Cap.
  5. Ballad of Davy Crockett, T. Ernie, Cap.
  6. Unchained Melody, A. Hibbler, Dec.
  7. Heart, E. Fisher, Vic.
  8. Love Me or Leave Me, S. Davis Jr., Dec.
  9. Ballad of Davy Crockett, F. Parker, Col.
  10. Learnin' the Blues, F. Sinatra, Cap.

- New York**
1. Unchained Melody, A. Hibbler, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Honey Babe, A. Mooney, M-G-M
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Learnin' the Blues, F. Sinatra, Cap.
  6. Ballad of Davy Crockett, B. Hayes, Cdc.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Blossom Fell, Nat (King) Cole, Cap.
  9. Heart, E. Fisher, Vic.
  10. Hey, Mr. Banjo, Sunnysiders, Kap.

- Philadelphia**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Bandit, E. Barclay, Tic.
  3. Something's Gotta Give McGuire Sisters, Cor.
  4. Unchained Melody, A. Hibbler, Dec.
  5. Honey Babe, A. Mooney, M-G-M
  6. Blossom Fell, Nat (King) Cole, Cap.
  8. Unchained Melody, L. Baxter, Cap.
  9. Learnin' the Blues, F. Sinatra, Cap.
  10. Hard to Get, G. MacKenzie, X

- Pittsburgh**
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. Ballad of Davy Crockett, B. Hayes, Cdc.
  6. Something's Gotta Give McGuire Sisters, Cor.
  7. Love Me or Leave Me, L. Horne, Vic.
  8. Blossom Fell, Nat (King) Cole, Cap.
  9. Dance With Me, Henry, G. Gibbs, Mer.

- St. Louis**
1. Learnin' the Blues, F. Sinatra, Cap.
  2. Hard to Get, G. MacKenzie, X
  3. Breeze and I, C. Valente, Dec.
  4. Man in the Raincoat, P. Wright, Unq.
  5. Rock Around the Clock, B. Haley, Dec.
  6. Story Untold, Four Coins, Epi.
  7. Blossom Fell, Nat (King) Cole, Cap.
  8. Something's Gotta Give McGuire Sisters, Cor.
  9. Alabama Jubilee Ferko String Band, Mda.
  10. Honey Babe, A. Mooney, M-G-M

- San Francisco**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. Unchained Melody, L. Baxter, Cap.
  3. Ballad of Davy Crockett, F. Parker, Col.
  4. Dance With Me, Henry, G. Gibbs, Mer.
  5. Blossom Fell, Nat (King) Cole, Cap.
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. Honey Babe, A. Mooney, M-G-M
  8. Rock Around the Clock, B. Haley, Dec.

- Seattle**
1. Cherry Pink and Apple Blossom White P. Prado, Vic.
  2. House of Blue Lights, C. Miller, Mer.
  3. Unchained Melody, A. Hibbler, Dec.
  4. Honey Babe, A. Mooney, M-G-M
  5. If I May, Nat (King) Cole, Cap.
  6. Rock Around the Clock, B. Haley, Dec.
  7. Whatever Lola Wants, S. Vaughan, Mer.
  8. Dance With Me, Henry, G. Gibbs, Mer.
  9. Breeze and I, C. Valente, Dec.
  10. Ballad of Davy Crockett, F. Parker, Col.

- Toronto**
1. Rock Around the Clock, B. Haley, Dec.
  2. Cherry Pink and Apple Blossom White P. Prado, Vic.
  3. Unchained Melody, L. Baxter, Cap.
  4. Man in the Raincoat, P. Wright, Unq.
  5. Blossom Fell, Nat (King) Cole, Cap.
  6. Learnin' the Blues, F. Sinatra, Cap.
  7. Something's Gotta Give S. Davis Jr., Dec.
  8. Dance With Me, Henry, G. Gibbs, Mer.
  9. Ballad of Davy Crockett, B. Hayes, Cdc.
  10. Honey Babe, A. Mooney, M-G-M

# A PAGE FULL OF DOT HITS!



**The Hilltoppers**  
 THE KENTUCKIAN SONG  
 and  
 I MUST BE DREAMING  
 15375

**The Commodores**  
 RIDIN' ON A TRAIN  
 and  
 URANIUM  
 15372

**The Fontane Sisters**  
 MOST OF ALL  
 and  
 PUT ME IN THE MOOD  
 15352



**Pat Boone**  
 AIN'T THAT A SHAME  
 and  
 TENNESSEE SATURDAY NIGHT  
 15377

**Pat Boone**  
 TWO HEARTS  
 and  
 TRA-LA-LA  
 15338

**Ray McKinley**  
 HOODLE ADDLE  
 and  
 DOWN THE ROAD APIECE  
 15350



**The Fontane Sisters**  
 ROLLIN' STONE  
 and  
 PLAYMATES  
 15370

**The Hilltoppers**  
 THE DOOR IS STILL OPEN  
 and  
 TEARDROPS FROM MY EYES  
 15351

**Billy Vaughn**  
 SILVER MOON  
 and  
 BABY O MINE  
 15347



**Billy Vaughn  
 and his Orchestra**  
 THE WALTZ YOU SAVED  
 FOR ME  
 and  
 BILLY VAUGHN'S BOOGIE  
 15374

**Jimmy Forrest**  
 NIGHT TRAIN MAMBO  
 and  
 LONDONDERRY AIR  
 15340

**Johnny Maddox**  
 JOHNNY'S MEDLEY  
 and  
 THE WHISTLIN' PIANO MAN  
 15365



**Johnny Maddox**  
 THE CRAZY OTTO  
 and  
 HUMORESQUE  
 15325

**Jay Brinkley**  
 FORCES OF EVIL  
 and  
 CRAZY CRAZY HEART  
 15371

**Rusty Bryant**  
 RIDIN' WITH RUSTY  
 and  
 HOT FUDGE  
 15376



THE GREATEST  
 HILLBILLY RECORDS  
 ACROSS THE COUNTRY!

**JIMMY WORK**  
 DON'T GIVE ME A REASON  
 TO WONDER WHY  
 and  
 THAT'S WHAT MAKES THE  
 JUKE BOX PLAY 1245

**JIMMY NEWMAN**  
 BLUE DARLIN'  
 and  
 LET ME STAY IN YOUR ARMS 1260

**MAC WISEMAN**  
 THE KENTUCKIAN SONG  
 and  
 WABASH CANNON BALL 1262

**MAC WISEMAN**  
 THE BALLAD OF DAVY CROCKETT  
 and  
 DANGER, HEARTBREAK AHEAD 1240

**KENNY ROBERTS**  
 I'M UNWANTED  
 and  
 TENNESSEE SPELLING BEE 1246

**JIMMY WORK**  
 MAKING BELIEVE  
 and  
 JUST LIKE DOWNTOWN 1221

**JIMMY NEWMAN**  
 DAY DREAMIN'  
 and  
 CRYING FOR A PASTIME 1237

## BRAND NEW SMASH HITS!

**JIM LOWE**  
 CLOSE THE DOOR  
 and  
 NUEZO LAREDO  
 15381

**JOHNNY  
 MADDOX**  
 ALABAMA JUBILEE  
 and  
 MEMPHIS BLUES  
 1023

## DOT PACKAGE MATERIAL THREE TREMENDOUS BEST SELLERS

**Johnny  
 Maddox**  
 CRAZY OTTO  
 DOWN YONDER  
 8 BEAT BOOGIE  
 IN THE MOOD  
 DEP 1026

**Billy  
 Vaughn**  
 MELODY OF  
 LOVE  
 WORDS OF LOVE  
 JUST A WEARYIN'  
 FOR YOU  
 MY BUDDY  
 DEP 1021

**Billy  
 Vaughn**  
 SILVER MOON  
 BEAUTIFUL LADY  
 IN BLUE  
 CAROLINA  
 MOON  
 YOUR LOVE  
 DEP 1022

# An Open Letter to The Music Industry

In recent years the industry has seen hundreds of "record acts" come and go. However, in each category there are a few "evergreens" that constantly provide income and various revenues to all phases of the industry. These artists are the backbone of our business, from the songwriter to the juke box operator and cafe owner.

In the instrumental category we can cite Ken Griffin, The Three Suns, Johnny Maddox, Les Paul and Mary Ford and very few others as evergreens. These acts have that certain "staying" power. They have a certain basic "something" that the public understands and continues to buy year in and year out.

I know that **Jimmy and Mildred Mulcay** have that staying power.

I know they have that certain something.

We here at Essex are extremely proud to announce that **The Mulcays** have signed an exclusive recording contract with us. We know that **The Mulcays** are here to stay and the very near future will see them move into the top drawer with the biggest of instrumental acts.

All of us here at Essex and all of our distributors would like to welcome **The Mulcays** as a very important addition to our group and in the coming months we will do everything possible to prove our gratitude for the confidence Jimmy and Mildred have placed in us.

**Dave Miller**  
**Essex Records**

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on . . . RECORDS

#### BILL HALEY

Razzle-Dazzle (Roosevelt, BMI)

Two Hound Dogs (Valleybrook, ASCAP)—Decca 29552—Haley, firmly established as a leading interpreter of the rhythm and blues idiom for all markets, has two faces here in the vein of his earlier two-sided hits. The format is shout-blues-boogie, with plenty of spirit from Haley, and a great sound from the drummer.

#### LES PAUL AND MARY FORD

Hummingbird (Jungnickel, ASCAP) — Capitol 3165 — A charming folk-type tune gets a sparkling setting by Paul, and a lilting warble by Miss Ford. There's heavy competition on the song, but its scintillating performance that lifts this version up over the field. Flip is the moody "Goodbye My Love."

#### TERESA BREWER

The Banjo's Back in Town (World, ASCAP)—Coral 61448—Miss Brewer is back in the style that characterized her original click, "Music, Music, Music." That is, it's a high, almost squeaky sound, loaded with youthful verve. This happy sound, together with the happy banjo backing, makes this an eminently listenable piece of wax for the summer market. Flip is "How to Be Very, Very Popular."

#### 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 flavorsome 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).

### • Reviews of New Pop Records

#### PAT BOONE

Ain't That a Shame . . . . .86  
DOT 15377—A Billboard "Spotlight" 6-18-'55. (Commodore, BMI)

Tennessee Saturday Night . . . . .76  
Boone puts his expected fervor into a country-style boogie romp similar in idiom to "Chattanooga Shoe Shine Boy." (Hill & Range, BMI)

#### TONY BENNETT

May I Never Love Again . . . . .80  
COLUMBIA 40523—Beautiful ballad is sung with the sweet sentiment that is Bennett's forte. Here's a romantic slicing that could easily break thru. It bears watching. (Broadcast, BMI)

Don't Tell Me Why  
(Pitie Senorita) . . . . .76  
Another intimately sung rendition. This is a mighty pretty tune, mated to fine lyrical content, and the performance is fine. Good potential here, too. (Bourne, ASCAP)

#### WOODY HERMAN ORK

The Girl Upstairs . . . . .79  
CAPITOL 3173 — Tune from "The Seven-Year Itch" is handed a warm and sensuous arrangement, beautifully played by the Herman crew. Wax is bound to pull many, many repeat spins and could build into a money grabber.

You're Here My Love . . . . .77  
Another tender side, finely suited to the season, is given a strong performance by ork and chorus. Both sides are due for action.

#### PEGGY KING

You Did, You Did . . . . .78  
COLUMBIA 40524—A very pretty Bob Merrill waltz tune is warbled intimately and "intensely" by the TV thrush, to a warm, rich backing by Norman Leyden. Has strong, simple, straightforward appeal. Bears watching. (Ryan, ASCAP)

Please Wait for Me . . . . .76  
Another pretty waltzer clefted by Percy Faith and Carl Sigman. Miss King does a most appealing job. Should do very well if it gets plugged. (Marpet, ASCAP)

#### JACKIE GLEASON ORK

In the Good Ole Summertime . . . . .78  
CAPITOL 3172 — A smart waxing, this. The Gleason ork, sounding like a park band, pounds out the every-green to the accompaniment of crowd sounds. This has enough of the novelty element to elicit strong deejay support, and the side could grab some loot. Good Merry-Go-Round music for those that use disks.

The Band Played On . . . . .76  
More of the same.

#### BOBBY SHERWOOD

The Kentuckian Song . . . . .77  
CORAL 61439 — Sherwood's relaxed warbling style has considerable charm when applied to this folksy theme from the forthcoming movie, "The Kentuckian" (with Burt Lancaster). The tune should pick up plenty of plays once the picture gets around to neighborhood theaters, and this version—one of the better ones—should get its share of jockey and juke spins. (Frank, ASCAP)

Far Away Places . . . . .74  
Here's a weirdie that could be a sleeper. Anyway it's bound to get considerable play from whimsical deejays. Sherwood sings the beautiful standard in okay fashion, but the record's main appeal is an extensive collection of sound effects to illustrate each lyric line, in a Spike

Jones-playing-it-straight manner. (Laurrel, ASCAP)

#### THE BANJO BOYS

Somebody Is Nobody But Me . . . . .76  
CAPITOL 3160—All the stops are pulled out on this corn opus. It's a banjo romp with soprano sax and community-sing chorus, and has much of the infectious flavor of the group's "Hey, Mr. Banjo." (Bourne, ASCAP)

The Shout . . . . .71  
Deceptively, this comes on like a revivalist hymn, with group handling the wordless theme. The same thing is repeated many times, changing key upward each time around. It's questionable that the gag will hold up. (Beechwood, BMI)

#### PIED PIPERS

Ballads, Boogie, and Blues . . . . .76  
CYMBOL 25001 — The well-known group, backed by tonky piano and banjo, comes up with a contagious hunk of quality corn. Good juke material by Edgar Leslie and Jean Schwartz. (ASCAP)

Let Your Intuition  
Be Your Guide . . . . .70  
This pert, jazzy item could prove attractive to spinners. (ASCAP)

#### ALFRED NEWMAN ORK

The Girl Upstairs . . . . .75  
DECCA 29567—This is the theme Newman clefted for the film version of "Seven-Year Itch." It's sold well in the flick and could sell in the shops. (Robbins, ASCAP)

Someday You'll  
Find Your Bluebird . . . . .75  
Another Newman theme, from "The Bluebird." Retentive stuff that could register with film goers. (Robbins, ASCAP)

#### CARMEN McRAE

Get Set . . . . .75  
DECCA 29555—Miss McRae, an impressive stylist out of the jazz ranks, swings an engaging rhythm novelty with assist from the Dave Lambert Quartet. Jocks should wear this thin. (International, ASCAP)

You Don't Have to Tell Me . . . . .74  
The thrush's growing coterie of fans should represent a fair-sized market for this warm slice of ballad wax. (Movietown, BMI)

HAPPY HOAGY CARMICHAEL  
I'm Just Wild About Mary  
(I'm Just Wild About Harry) . . . . .75  
CORAL 61438—Here's another Carmichael waxing in the "Crazy Otto" style. The standard, with "Harry" switched to "Mary" for obvious reasons, is the kind of infectious material that suits the nickelodeon-type pianistics. The platter should fare well with juke patrons. (Witmark, ASCAP)

Lazy River . . . . .70  
Carmichael warbles his own oldie in relaxed, listenable fashion. Musically the side is only semi-Otto in flavor. (Peer, BMI)

PATTY ANDREWS  
Without Love . . . . .75  
CAPITOL 3159 — This side should rate plenty of attention from jockeys. On her first Capitol record, ex-Andrews Sister Patty projects the great old ballad from "Flying High" with poignancy and warmth. (DeSylva, Brown & Henderson, ASCAP)

Where To, My Love? . . . . .70  
A competent reading of a pretty ballad, but the gal packs more showmanship into the flip. (Meadowbrook, ASCAP)

(Continued on page 36)



# RCA Victor gets rave reviews

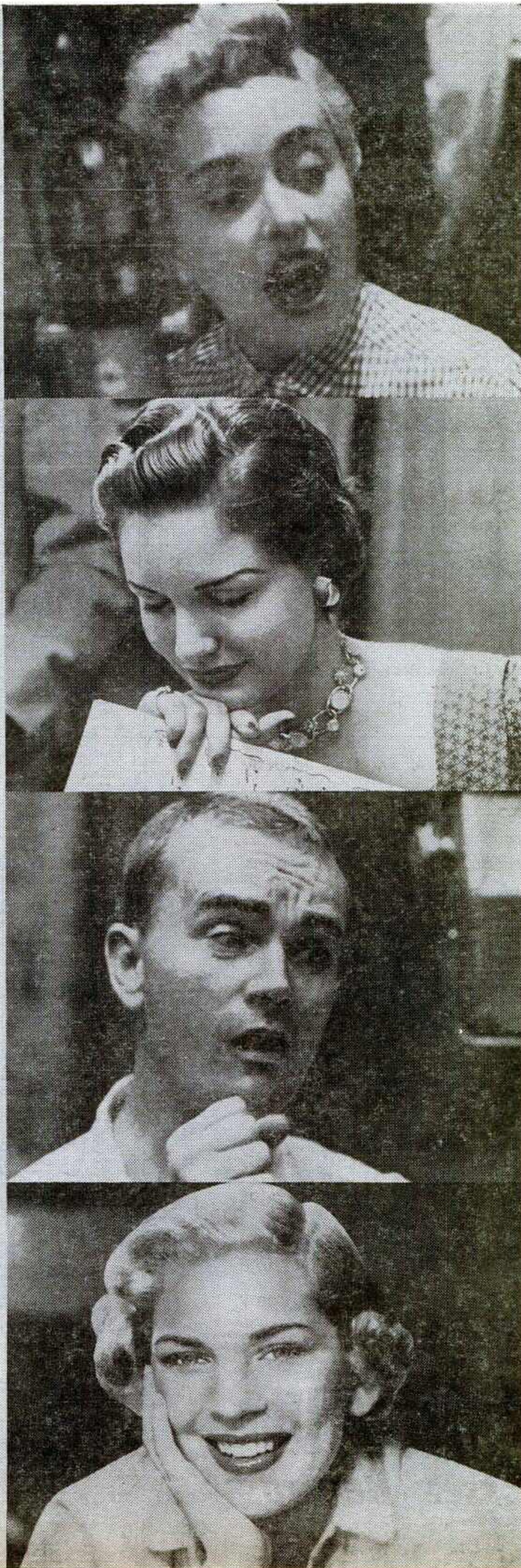
**A LITTLE YOU:** "Sunny Gale sends this rock 'n roller across in top form." **CONSTANTLY** "is a clever novelty with a great beat. Hoofers will love it."  
—CASH BOX (Best Bet)

**WHY AM I TO BLAME?** Terri Stevens "with a pretty new romantic tune that could make a noise."  
**WHAT AM I TRYING TO FORGET?:** Her "wistful style is perfect."—CASH BOX

**THE MOON MUST HAVE FOLLOWED ME HOME:** Kirby's first for Victor "showcases his showmanly warbling."  
**THE RAINBOW:** "Top notch material. Potent deck."  
—CASH BOX

**GIVE ME SOMETHING I CAN DREAM ABOUT:** Betty Johnson with "a rich vocal interpretation... lilting beat."  
**THAT'S HAPPINESS:** "lovely ballad...the jockeys should give it plenty of spins."—BILLBOARD

"New Orthophonic" High Fidelity Recordings



Sunny Gale  
**CONSTANTLY**  
**A LITTLE**  
**YOU**  
20/47-6160

Terri Stevens  
**WHY AM I**  
**TO BLAME?**  
**WHAT AM I**  
**TRYING TO**  
**FORGET?**  
20/47-6165

Tim Kirby  
**THE MOON**  
**MUST HAVE**  
**FOLLOWED**  
**ME HOME**  
**THE RAINBOW**  
20/47-6166

Betty Johnson  
**GIVE ME**  
**SOMETHING**  
**I CAN**  
**DREAM ABOUT**  
**THAT'S**  
**HAPPINESS**  
20/47-6158

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

**DENISE LOR**  
St. Catherine .....75  
MERCURY 70644—Tuneful three-beater is a prayer for a hubby, and Denise Lor sings it in English and French. A listenable side. (Foley, ASCAP)  
I'm Worried....72  
She's concerned over a cooling romance. An appealing rendition that should grab spins. (Evans, ASCAP)

**AL MARTINO**  
The Man From Laramie .....74  
CAPITOL 3171—Martino does nicely in this strong version of the ballad. Spins ought to be plentiful on this side.  
To Please Me Lady....73  
A switch in style, this waxing presents Martino as an intimate crooner. Attractive material, well sung.

**BUDDY BREGMAN ORK**  
The Kentuckian Song .....74  
ERA 1002—This version of the much-recorded film theme is an "instrumental," the wordless chorus contributes to the impressive effect, along with harmonica. It's bound to get some spins, tho the name vocalists offer heavy competition. (Frank, ASCAP)  
East of Eden....72  
A similarly impressive performance of another film theme, with Danny Welton on harmonica. (Witmark, ASCAP)

**STUART MCKAY AND HIS WOODS**  
Take Me Out to the Ball Game .....74  
VICTOR 6168—An unusual novelty version of the oldie with a vocal chorus that might surprise the boys at the Yankee Stadium. (Vogel, ASCAP)  
A Foggy Day....72  
A tasteful and unique instrumental version of the lovely oldie, with excellent alto solo work. Good programming for discriminating jockeys. (Gershwin, ASCAP)

**EILEEN BARTON-JIMMY WAKELY**  
Funch .....74  
CORAL 61324—This one should appeal to both pop and c.&w. markets. An appealing novelty sung with verve and style. (Meridisa, BMI)  
This-a-Way, That-a-Way....72  
Pop canary Eileen Barton blends well with c.&w. singer Jimmy Wakely on this catchy tune with a folksy flavor. (Montclair, BMI)

**LEW DOUGLAS ORK**  
Sweet and Gentle .....74  
WING 90007—Wing's a.&r. exc

leads his ork in a happy-sounding treatment of the current cha-cha-cha. It's a danceable side and should steer some of the tune's action its way. (Peer, BMI)  
How Can You Say?....70  
Another mighty listenable side, this projecting a continental flavor thru its use of mandolin in the smooth arrangement. It's a tango. (Judy, ASCAP)

**ALFREDO ANTONINI ORK**  
My Little Mule .....74  
CORAL 61441—Antonini himself clefted this colorful item, with mandolin, whistling and Italian lingo. Good program stuff. (Templeton, ASCAP)  
Ballade de Ballet....70  
The network maestro makes some pleasant spin fare in this stringy, swingy Alex Templeton piece. Nothing world-shaking, however. (Templeton, ASCAP)

**GEORGE WILLIAMS ORK**  
Jack Hammer Drill .....73  
CORAL 61437—A fast-paced, hard-driving, rhythm novelty with an upbeat vocal and a clever drill-sound gimmick. Should draw plays. (Goday, BMI)  
Too Much Moon....70  
Williams wraps up a haunting theme in a bluesy arrangement with a wistful wail. Good programming for mood music segs. (Instrumental, BMI)

**KEN CARSON**  
Daniel Boone  
(The Daddy of Them All) .....73  
MEDIA 1011—Taking a leaf out of the "Davy Crockett" book, Carson makes a bid here with a folksy item to banjo and Jew's harp that has more than a little charm, and more than a little resemblance to the still raging hit.  
May Heaven Forgive You....69  
A lightweight vocal effort that's not likely to kindle much excitement. (Popular, ASCAP)

**LEE KANE**  
Merle Beaucoup .....72  
CAPITOL 3166—Miss Kane is heard in an intimate interpretation of the pretty ballad. Good listening.  
Around and Around....71  
Capitol's curvaceous canary handles a bouncy item gracefully. Some deejay play is likely.

**LAWRENCE WELK ORK**  
Ball of Fire .....72  
CORAL 61442—A deliberately corny

little item, with a bouncy comedy vocal by deep-voiced Larry Hooper and a catchy beat. (Nutmeg, ASCAP)  
Go 'Way Go 'Way....70  
Bob Lido warbles pleasantly on an okay ditty with a danceable fox trot beat. (Nutmeg, ASCAP)

**GORDON JENKINS ORK**  
My Love Came Back to Me .....71  
DECCA 29562—Charles Lavere warbles an okay reading of beautiful Ruth Lowe-George Fragos ballad, with nice backing by a vocal chorus. (Southern, ASCAP)  
I Love You So....70  
Bill Lee pipes a sincere vocal on a lovely ballad, which should get spins on romantic-type deejay shows. (Paramount, ASCAP)

**HELEN GRAYCO**  
What Do You See in Her? .....71  
"X" 139—A finely rendered performance of the intimate ballad. Etching is on the sophisticated side. Good wax for late hour juke bistros. (Evans, ASCAP)  
I Love You, Yes, I Do....68  
R.&b. ballad is sung forcefully by the thrush. (Lois, BMI)

**JILL WHITNEY**  
Boom Boom Boomerang! .....71  
CORAL 61444—The direct, unaffected approach of the singer to this bright novelty material is winning and should gain fans for the young thrush. (Frederick, BMI)  
The Make Believe Train....65  
A ditty of the never-never land type that projects little magic. Miss Whitney will never-never make it with material like this. (Lowell, BMI)

**JAMES BROWN**  
The Kentuckian Song .....70  
M-G-M 12011—The Rin Tin Tin TV star has been scooped by some strong name versions of the promising film tune. He does a good job, but has a tough struggle ahead. (Frank, ASCAP)  
The Man From Laramie....68  
Another Western-style flick theme. The coupling could sell some to moppets who know Brown from TV. (Columbia Pictures, ASCAP)

**CHRIS HAMALTON**  
South Rampart Street Parade .....70  
LONDON 1563—Hamalton plays a mean Hammond organ, and in this Dixieland classic he is shown to be quite a technician. Different enough to perk up jaded ears.  
Whistling Rufus....67  
Playing on the upper keys of the instrument, simulating the sound of a whistler, Hamalton comes up with a breezy, colorful novelty that would make good change-of-pace programming for the deejay.

**EDDY MANSON**  
The Lovers .....70  
"X" 140—Novelty arrangement adds some listenable values to this well-played instrumental. Gimmicks suggest romantic interplay between boy and girl. (Trinity, BMI)  
Oh, No!....67  
Cute novelty features some bright harmonica playing by Manson and chatter by a canary. Some deejay potential. (Trinity, BMI)

**ART KASSEL**  
Little Leaguer .....70  
DOUBLE-PLAY 101—The appeal here isn't limited to the kiddie baseball players, for this is a ditty with some of the flavor of "Take Me Out to the Ball Game." A bright item that could attract a lot of attention. (Kassel, ASCAP)  
Oh, How I Love You....63  
A jaunty ballad with innocuous lyrics and a mechanical three-quarter time beat. Little commercial potential. (Kassel, ASCAP)

**BOB SENNETT**  
Blue Prelude .....70  
HEART 1000—Heart's first release features a fine vocal job by Sennett on the haunting standard, with effective backing by Paul Weirick. (World, ASCAP)  
The Merry-Go-Round Song....50  
A banal novelty receives a routine reading by Sennett and a vocal group. The singer is more effective on the flip. (Brighton, ASCAP)

**IRVING FIELDS TRIO**  
Oh By Jingo .....69  
FIESTA 52—A jaunty instrumental mambo version of the standard ditty, with a danceable beat. Good juke wax. (Broadway, ASCAP)  
Mambo Thru Dixie....69  
Same comment. (Pemora, BMI)

**DORYCE BROWN**  
Early Times .....69  
M-G-M 12014—The hip set will get more kicks from this finely wrought warble than the average customer. Good spin stuff by a talented newcomer. (Laertean, ASCAP)  
A Little Love  
Can Go a Long Long Way....65  
Ditty from the U-I flick "Ain't Misbehavin'" is sung expressively. Pleasurable listening. (Northern, ASCAP)

**DAVEY CRACKPOT**  
Cheery Pink  
and Apple Blossom White.....69  
STARLITE 137—Here's a funny parody on the top-selling opus. It's full of gags and gimmicks. Some morning deejays without prejudices against audible burps might favor this mightily. (Chappell, ASCAP)  
No Boom-Boom in Yucca Flats....55  
A less' funny Calypso novelty on Nevada bomb experiments. (Oakhurst, BMI)

**BUDDY BREGMAN ORK**  
Could You Be True to Eyes of Blue?..68  
MARQUEE 1018—This is an oldie by Gus Edwards and Will D. Cobb.  
(Continued on page 38)

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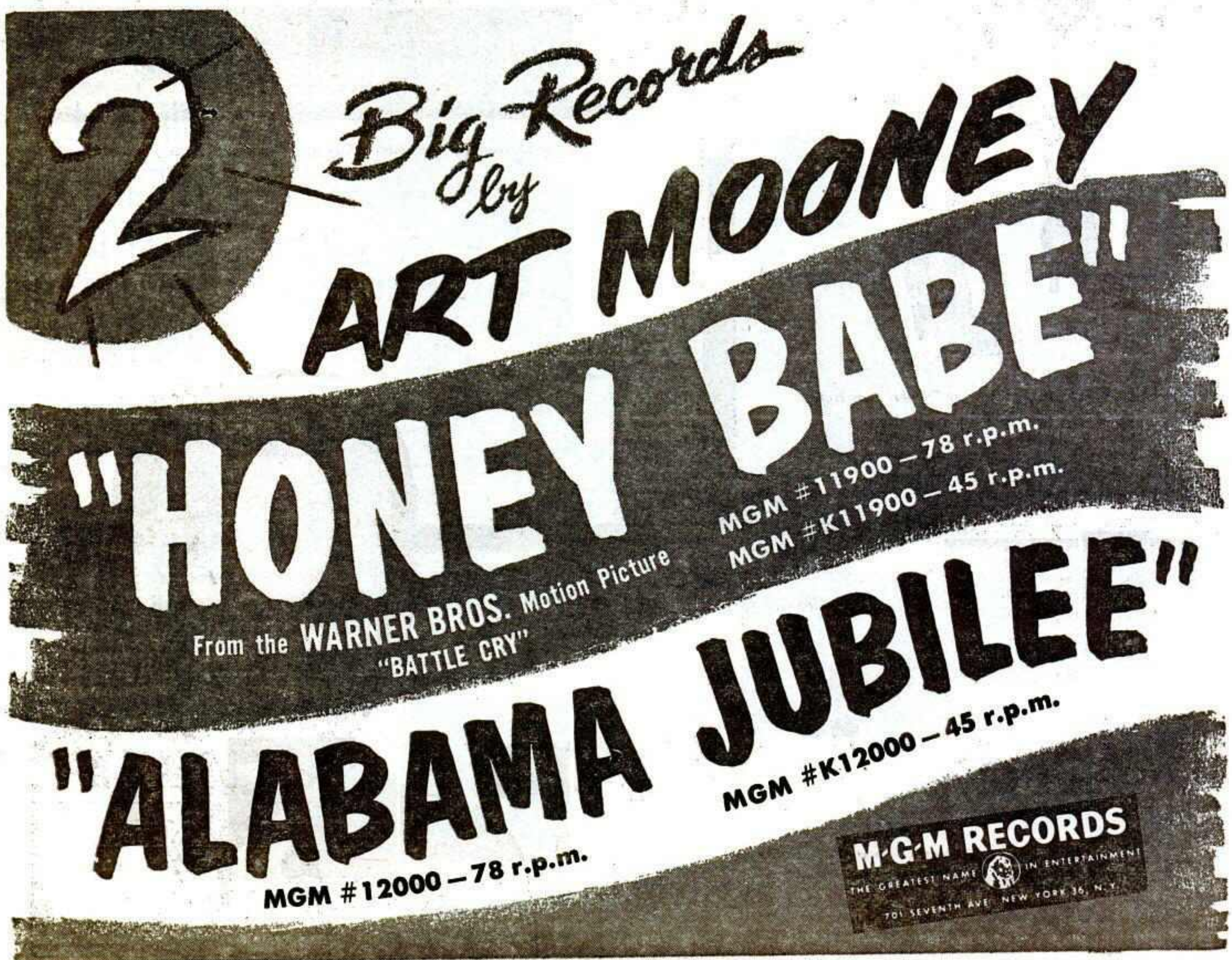


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**Big Records**  
**by**  
**ART MOONEY**

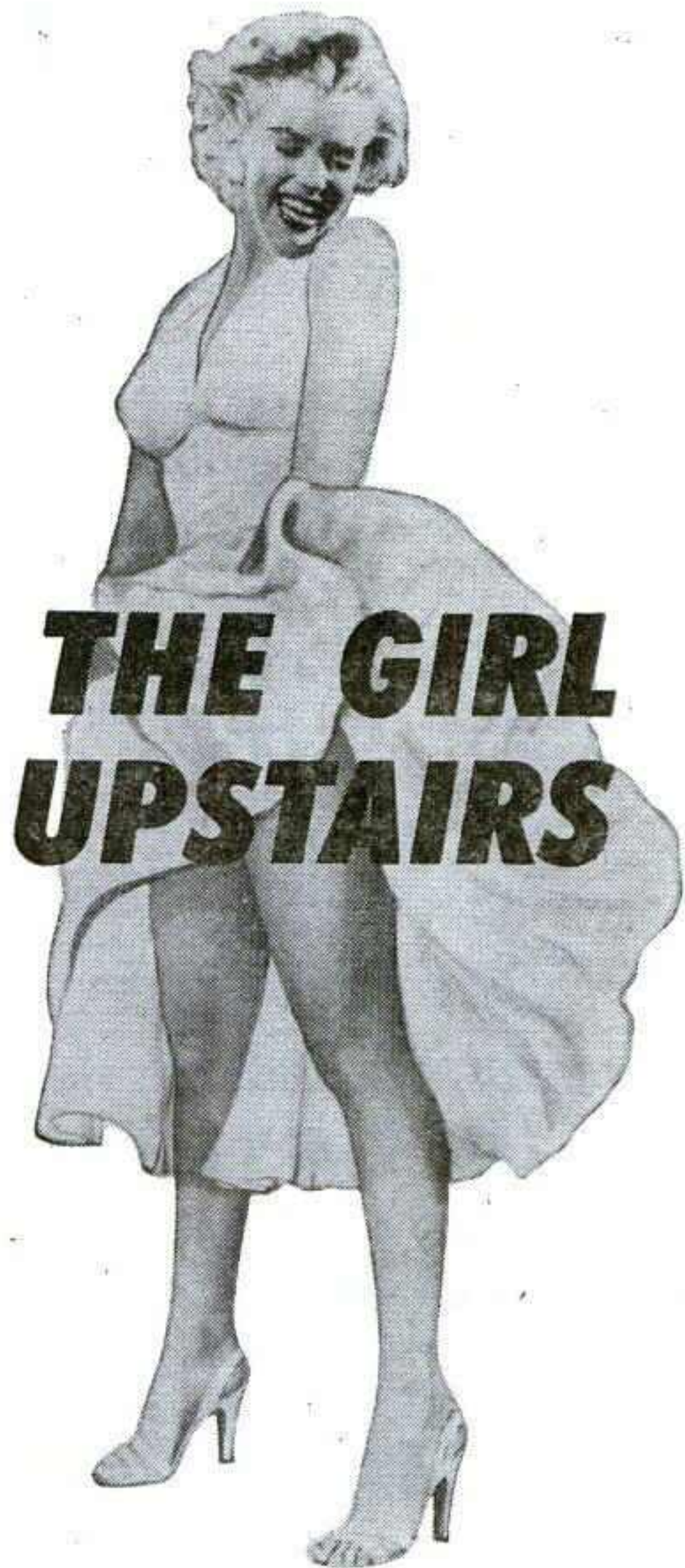
**"HONEY BABE"**  
MGM #11900 - 78 r.p.m.  
MGM #K11900 - 45 r.p.m.

From the **WARNER BROS. Motion Picture**  
**"BATTLE CRY"**

**"ALABAMA JUBILEE"**  
MGM #12000 - 78 r.p.m.  
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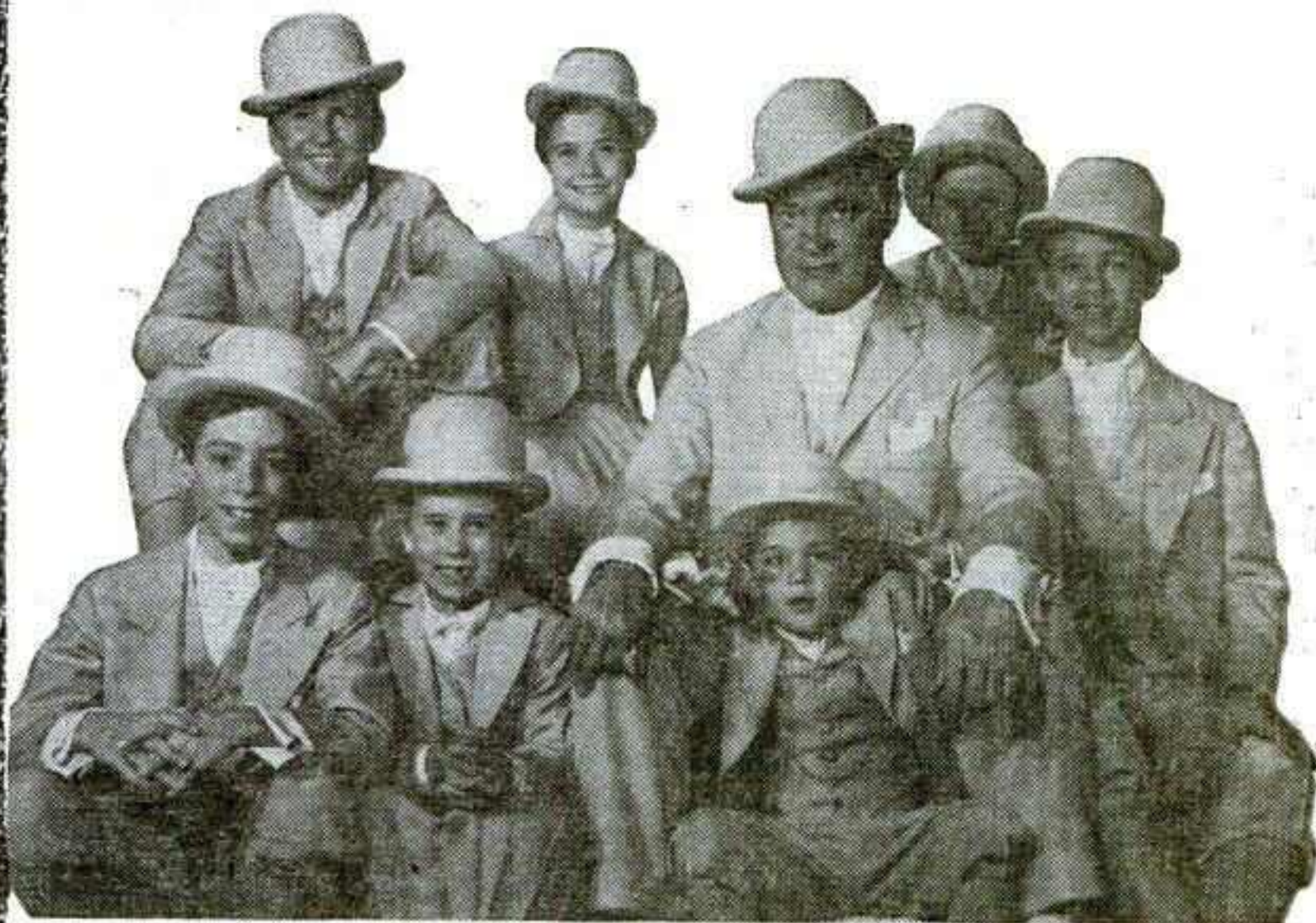
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**THE GIRL UPSTAIRS**

*(From the 20th Century-Fox Picture "Seven Year Itch")*

**YOU'RE HERE,  
MY LOVE**



*(Love theme from the Paramount Picture "The Seven Little Foys")*



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**Woody Herman**

his orchestra and singers



The original!  
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GOOD TIME JAZZ 90-45090

Most Convenient!  
V-M 990  
by Voice of Music



The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records •

• Continued from page 36

Bregman's string-laden ork and the vocal group do a competent, perhaps too straightforward job. May get a few spins for nostalgic value. (Mills, ASCAP)

When the Music Starts to Play...68  
Edwards wrote this with Paul West. This one's a waltz, with similar appeal. (Mills, ASCAP)

GINI PATTON  
I'm Tired of Waiting .....65  
ACADEMY 5558—Okay double-track vocalizing by Miss Patton on a swiny paced little ditty, with a c.&w. flavor. (Nole, BMI)

Great Big Baby...62  
Allyn turns in a competent vocal job on an r.&b. styled rhythm tune with a catchy beat. (Nole, BMI)

RAY STAPLETON  
Let Me Be Good to You .....65  
EKKO 115 — Stapleton warbles warmly on a pleasant plaint. Will need a great deal of push if it's to

emerge in today's market. (Larrabee, BMI)

You Are Divine, Love...60  
Stapleton, a swiny, warm-toned warbler with Fred Astaire and Sinatra qualities, wrestles with some hopeless material here. (Jari, BMI)

NORRIS THE TROUBADOUR  
Mint Julep Bloomin' Like a Tulp .....64  
CO-ED 120—This vocal to banjo and bass accompaniment has an old-fashioned vaudeville sound. Tho this is bound to be limited in its appeal, there is something different about this disk that may appeal to the collector or deejay interested in off-the-beat-track material. (E. H. Morris, ASCAP)

We'll Build a Bungalow...50  
Another old-fashioned tune, but in a weaker reading that does not impress. (Mellin, BMI)

DICK CAROZZA  
Be Mine Beloved .....55  
INTRASTATE 23—Pleasantly sung showcase of the tuneful ballad. (GIL, BMI)

I'd Rather Have an Hour...50  
Strommy backing aids Carozza in this okay rendition of the romantic trifle. (Homestead, BMI)

BENSON-PLUMBY OCTETTE  
Adorable One .....50  
A rhythmic side in the r.&b. vein.  
Tell Me More...45  
Andy Pierce is the resonant chanter in this romantic waxing.

Spiritual

REV. JAMES LOFTON CHOIR  
Great Day (Part 1 and 2) .....80  
VEEJAY 137 — The 250-voice "Church of Our Prayer" choir, accompanied by organ and piano, makes an exciting production out of this happy, rocking material. The enthusiasm of a large group of people getting carried away by the out-going spirit of this music is admirably caught. The high soprano descant of Mildred Means and the solo of Jimmy Mitchell deserve special note. This record should do very well commercially in this market. (Conrad, BMI)

THE LOCKHART SINGERS  
Feed Me Till I Want No More .....77  
VEEJAY 139—Paced by an excellent soprano lead, the group goes thru this material at a wild gait, gaining in momentum en route.

I Want to Be a Christian...74  
This traditional material is always popular, and here it gets an impassioned reading made all the more compelling by the pounding beat and the increasingly frenetic outpouring of the singers. (Conrad, BMI)

BROTHER ISAIAH'S CHURCH OF GOD IN CHRIST CHOIR  
Climbing High Mountains .....75  
VEEJAY 140—The piercing soprano voice of Clara Mae Stevenson rises out clear and exciting above the choir in this fast, rhythmic side. Especially appealing is the half-sung, half-spoken "Lord's Prayer" by Jerry Jordan in the middle.

The Fountain...71  
Lorenza Brown weaves the melody of this lovely old hymn into a florid line and gets fine support from the choir in the background. The accompaniment on both sides is organ and piano. (Conrad, BMI)

Sacred

SONNY JAMES  
Till the Last Leaf Shall Fall .....80  
CAPITOL 3163—A Billboard "Spot-light" 6-18-'55. (American, BMI)  
You Don't Have to Walk Alone...78  
A warm, reverent vocal rendition of a moving religious theme. (Blackwood, BMI)

• Other Records Released This Week

Popular

Chee Chee-on Chee (Sang the Little Bird); Could It Be (Doucement, Doucement)—Ambrose Ork, M-G-M 12013  
He Don't Wanna Love Me; Precious Love—The Marion Sisters, M-G-M 12010  
I Be Good to You; Exactly Like You—Julie Lang, Campus 104  
Mambo Anna; Dream of Love—Benson-Plumby Octette, So Deska 105  
My Baby Can't Rock Without Me; So Can I—Toni Carlo, Canon 511  
Night and Day; That Old Black Magic—Erroll Garner, Mercury 70649  
Play It Again; Alabama Jubilee—Mr. Jo-Jo Spoons, Pennant 329  
Will You Marry Me?; What? — Johnny Hanis, Academy 5517

Country & Western

I Wish You Wuz My Darling, But You Ain't; Love Made Me Slave — James O'Gwynn, Nucraft 2023  
Waltzing Guitars; Annie Laurie — Lloyd Ellis, Mercury 70641

Jazz

Squatty Roo (Part 1 and 2)—Johnny Hoges, Ork, Norgaan 142

VOX JOX

• Continued from page 16

for her small fry deejay show. Billed as "The Story Lady," Miss Meese keeps a complete file of birthday dates sent in by her small listeners. She often attends their birthday parties and tapes the festivities for later airing on her daily program. She also stages library parties and special Saturday affairs at the studio for young fans.

Big Joe Rosenfield, WMGM, New York, has raised \$2,000 (contributed by his listeners) for the

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

JUNE 23, 1945:

1. Sentimental Journey
2. Dream
3. Bell-Bottom Trousers
4. There! I've Said It Again
5. Laura
6. You Belong to My Heart
7. Candy
8. The More I See You
9. My Dreams Are Getting Better All the Time
10. I Should Care

JUNE 24, 1950:

1. Third Man Theme, The
2. Bewitched
3. Hoop-Dee-Do
4. My Foolish Heart
5. Sentimental Me
6. I Wanna Be Loved
7. Old Piano Roll Blues, The
8. It Isn't Fair
9. Mona Lisa
10. Count Every Star

construction of park benches in the new Garden of Fragrance for the Blind at the Brooklyn Botanic (Continued on page 40)

THEY TRY IT . . . THEY BUY IT!  
"DID THE MAMBO COME FROM IRELAND?"

b/w  
"FOREVER IS A LONG, LONG TIME"  
On Greenbrier 45-11313  
by CARDINI  
GREENBRIER RECORDING CO., INC.  
White Sulphur Springs, W. Va.

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From the dark depths of the jungle comes  
DRUMS OF BRAZIL  
A bold experiment in ethnic music superbly recorded microgroove. TT2258.  
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Sings  
"Starlight Melody"  
by Lenore Martin & Jerry Delmar  
On VANITY Record #555  
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★ ALAN DALE ★  
YOU STILL MEAN THE SAME TO ME  
CORAL  
SWEET AND GENTLE  
★ ALAN DALE ★  
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## RONNIE GAYLORD

SINGS

# "AIN'T THAT A SHAME"

COUPLED WITH

## 'Che Sera', Sera'

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CHA-CHA-CHA"  
AND  
"I LOVE YOU,  
STOP"

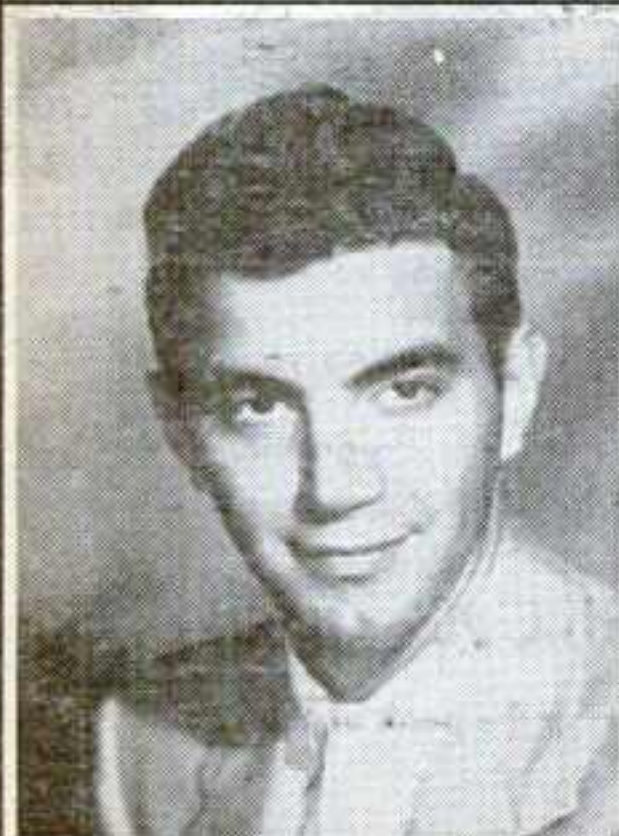
WING 90004



### Eddie BALLANTINE

"BYE, BYE BLUES"  
AND  
"BANJO  
BLUES"

WING 90001



### NICK NOBLE

"THE BIBLE  
TELLS ME SO"

AND

"Army Of The Lord"

WING 90003



### MALCOLM LOCKYER

"BEAT ME DADDY,  
EIGHT TO THE BAR"

AND

"CARELESS LIPS"

WING 90002

### LEW DOUGLAS and his ORCHESTRA

"SWEET And GENTLE" (INSTRUMENTAL)

COUPLED WITH

"HOW CAN YOU SAY"

WING 90007



A Subsidiary Of Mercury Records Corp.



**BOYD BENNETT**  
**SEVENTEEN**  
LITTLE OLD YOU-ALL  
KING 1470

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

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

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

**EARL BOSTIC**  
REMEMBER  
CHERRY BEAN  
KING 4799



**JUBILEE'S**  
**BIG ACTION**  
**HITS**

**DELLA REESE**  
**"IN THE STILL OF**  
**THE NIGHT"**  
Jubilee 5198

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

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

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

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**CHUCK AUSTIN**  
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**"THE JERSEY MOON"**  
CRA-201  
and  
**"MY DADDY'S BOOTS"**  
CRA-202  
CREATIVE ARTISTS RECORDINGS  
200 Main Street Orange, N. J.

**VOX JOX**

Continued from page 38

Garden. Names of the donors will be inscribed in Braille on the sides of the benches. . . . Dick Dixon, KGFL, Roswell, N. M., has started a new "Dial a Disk" feature on his evening show. When a listener calls in, Dixon records the telephone conversations then plays the interview back on the air while he hunts for the record requested.

**CHANGE OF THEME:** Bill Foreman has joined KTOW, Oklahoma City. . . . Hamilton (Hambone) Masters, formerly chief engineer-program director and announcer at WGFS, Covington, Ga., has joined WMRE, Monroe, La. . . . Part-time announcer Tom Josephsen has joined WTOL, Toledo, full time and will pilot the station's 11:15 p.m. to 1 a.m. nightly show. . . . Stan Pat has resigned his deejay post at WTTM, Trenton, N. J., and will devote full time to his artist and repertoire duties with Grand Records. . . . Russ Blair, WTXL, West Springfield, Mass., is back on nights (10 p.m.-1 a.m.) after six months on the station's afternoon "1490 Club" show.

Ray Perkins, known as "the dean of Denver's Deejays," has spent 31 years in an industry that is only 35 years old itself, and celebrated his ninth anniversary with KIMN, Denver, last month. . . . Gordon Clark, KRIC, Beaumont, Tex., has started a new three-hour early morning show, "The Alarm Clock," in addition to his regular hour and

a half early evening show, "Gordon's Recordin's," and his five hour Sunday seg, "Best by Request." . . . Rolf Peterson KSL, Salt Lake City, has started a new daily hour show from 2 to 3 p.m. . . . Johnny Morris, KSTP, Minneapolis, was named the Twin Cities' best radio deejay at the recent annual Twin Cities AFTRA-Ad Club award luncheon.

Jim Aylward, "fresh out of the Army," is now working at WHIL, Medford, Mass. Billed

as "Radio's Most Unknown Celebrity," Jim is currently running a Junk Jackpot deal, giving away "\$20 worth of useless stuff, including a burned out transmitter tube and 64 cents in coin—some Canadian." . . . Ed Stokes, who emcees the "Best Sellers" show over WMGM, New York, has recorded the narrative portion of "Algeria," a 20th Century-Fox Cinema-Scope film short. . . . Sy Levy was upped to program director at WACE, Chicopee, Mass., while Larry Therien takes over the afternoon slot and newcomer Russ Baldwin joins the staff.

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CANCER FUND**

**FOLK TALENT  
AND TUNES**

Continued from page 22

City, 6; Springfield, Mo., 7; Paducah, Ky., 8; and Tupelo, Miss., 9.

Red Brown and Anna Lee, of the "Red Brown Show," continue to work service clubs and veterans hospitals in the El Paso, Tex., sector, while performing their regular radio and TV duties on KROD, that city. Red and Anna have been with KROD radio six years, and have been with the station's TV since its inception three years ago. Brown, a veteran vaude performer, plays banjo, guitar, tiddle, uke and trick fiddle, while Miss Lee doubles on accordion, piano and organ. Bernie Bracker is quiz master on the hour-long show. . . . Jack Boles, formerly of "Grand Ole Opry," is heard thrice weekly on a religious program over KROD-TV, El Paso, Tex. . . . Norma Hoople, who has made personals in West Virginia, Ohio and Kentucky, has joined "Saturday Night Jamboree" at WSAZ-TV, Huntington, W. Va., as ballad singer. Odey Crabtree, balladeer and folk singer, is back on the jamboree after a road trek over the Tri-State area. "Saturday Night Jamboree" plays the Armory at Ashland, Ky., July 1, with Jackie (Butterball) Starr and his band playing a dance after the show.

Rockin' Rudy Hansen, of WLW's "Midwestern Hayride," and his fan club president, Inez Hellman, of Covington, Ky., are tossing a basket picnic for the 433 club members at Hillbilly Park, near Newark, O., July 18. Rudy and the Davis Sisters will be the funspot's features that day. . . . Eddie Dean's newest on the Sage & Sand label is "Sign on the Door!" country waltz penned by Gregg Hunter and Josh Baldwin. Flip side is Dean's own ditty, "Open Up Your Door, Baby!" Record introduces Sage & Sand's new artist, Joanie Hall. Instrumental is by the Frontiersmen, featuring Marian Hall on steel guitar.

Herb Shucher, personal manager to Carl Stuart, typewrites from Boston under date of June 15: "Reaction to Carl's return to the air has been excellent. The management of WVOM is giving us splendid co-operation. They're behind country music 100 per cent. Thanks to you, the record companies have come thru with flying colors in our quest to build our country music  
(Continued on page 42)

Here's How The Billboard Salutes the  
**NAMM**  
**CONVENTION**  
(National Association of Music Merchants)  
in Two **BIG EXTRA-SPECIAL** Ways



**1 The NAMM Convention Special Number**  
... a big, practical "How-To-Do-It" issue, packed with special profit tips, new ways for dealers to make more money—important feature articles and lists—and complete results of Annual Record Phone Dealer Survey—showing dealers everywhere how they stack up with their competitors across the nation.  
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

Continued from page 40

library. Our most requested song so far has been Ray Price's "A Man Called Peter," and Faron Young fans continue to flood us with requests for Faron's songs. We are moving slowly but by fall should have the nucleus of an excellent country music show. Stuart began a four-day stand at Pete Booris' Mohawk Ranch, Boston, Sunday (19).

Smiley Burnette is putting a number of mobile Western museums on the road to lend a promotional assist to his new coast-to-coast drive-in restaurant chain. The museums, first of which hits the highways in a few weeks, will display guns, saddlery and wardrobe of historic badmen, each item authenticated by affidavit, plus belongings of Western movie heroes. The handsomely outfitted road units, mounted on semi's, will appear in conjunction with openings of Checkered-Shirt Drive-Ins, a Burnette innovation serving Burnette-originated, open-faced sandwiches. The first of the new food establishments opened Easter Sunday in Orlando, Fla., on a franchise held by two former Ohio motion picture exhibitors, Ray Lewis and Harry Riddle. The second, located in Springfield, Mo., is being operated by two members of the "Ozark Jubilee" network TV show, Paul Mitchell and J. C. Western. Some 75 more locations, according to Burnette, will open during the summer.

Sonny Frye and the Playboys waxing of "I Tried" and "Road of Memories" on the Champion label is due for release this week. . . . Mother Maybelle and the Carter Sisters set for the Purina Show in Vineland, N. J., next Saturday (25). . . . Tommy Sands, promising new country artist who continues to spark the Saturday night "Houston

Jamboree" in that Texas city, appeared recently with the Duke of Paducah in Gonzales, Tex.

With the Jockeys

Georgie Riddle, former c.&w. deejay at WMRI, Marion, Ind., has moved his operations to Knoxville, where he's now heard over WROL, WIVK and WATE-TV. Riddle infos that he's appearing with such Knoxville favorites as Carl Butler, Danny Bailey, the Webster Brothers and Jimmy Murphy. In addition to his radio and TV work, Riddle will also make personals in the area. . . . Ken Radant, WOAP, Owosso, Mich., letters: "Since our station started playing country & western music all mail records for a single program have been broken. I made it clear that the future of c.&w. music on the station depended on listener response, and the mail has been terrific. Wish I could say the same for records. Some of the companies have forgotten all about us, Columbia in particular. I don't have the new releases by Jimmy Dickens or Carl Smith to name two. Any artists or companies who want me to spin their disks are invited to send 'em along."

Eddie Briggs, now with the Navy in Japan on the Far East Network, recently had Bob Sandee (Tops) as his guest on his "Hokkaido Hayride" show. Sandee is touring the Far East with USO Camp Shows and is a big hit with the GI audiences, according to Briggs. Briggs, who will be returning to the States in December, adds that Carl Smith and Ferlin Huskey are tied on the list of favorite singers on the island of Hokkaido. Fast rising on his shows are Marty Robbins and Jimmy Work. Briggs would appreciate receiving c.&w. wax. His address is c/o the Far East Network-Hokkaido, APO 181, San Francisco.

Fred Lynn, deejay proprietor of the nightly "Hillbilly Heaven" on KWTO, Springfield, Mo., has been given an additional 60 minutes on Saturday nights, expanding his country music doings to a full three hours. Lynn's most recent guests on the show were Mac Wiseman, Mitchell Torok, Arlie Duff and Jean Shepard. . . . Jim Carroll, KMLW, Marlin, Tex., sends us the following accolades: "Just thought we'd drop you a line and try to tell you just how much your grand publication means to us here on the 'Brazos Valley Round-Up.' We use information from your 'Folk Talent & Tunes' column for patter on the show, in addition, of course, to the weekly 'Hit-Parade.' It sure is a big help. Thought you might like to know that the 'Round-Up' here has just changed hands, and our Central Texas listeners have reacted favorably to the change. In the past two and a half weeks, since we've had the show, the mail pull has increased over 100 per cent. The management is going to make available an extra 30 minutes of programming time for the show. That will put our total country & western air time up around the four-hour daily group here in this highly potential area. Our primary coverage includes Austin, Dallas, Fort Worth, and Waco, Tex."

Corp. Red Jones, of the American Forces Network, Berlin, types: "Just finished reading the special issue of The Billboard devoted to c.&w. music. A fine issue, indeed! Being in the far reaches of the world here in Berlin, I had a chance to read of artists and deejays I had lost contact with since I entered the service, and had a chance to jot down their addresses. Before entering service I worked for KVET, Austin, Tex., and KTAE, Taylor, Tex. Here at the American Forces Network I handle two shows per day. I plan on spinning wax on KTAE after my Army stint, and in the meantime would like to hear from artists who remember me from civilian life.

(Continued on page 46)

Reviews of New C & W Records

Continued from page 41

A pleasant effort, tho not the strongest material-wise. (Hi Lo, BMI)
WHITE KNIGHT
I Can't Stop Loving You . . . . . 73
SAGE AND SOUND 205—Whitey Knight's sincere warbling makes this an appealing listening experience. Good weeper. (Sage & Sound, BMI)
Another Brew, Bartender . . . . . 70
Bouncy opus with a happy beat is given a strong send-off by Knight and his rural combo. Okay juke wax. (Sage & Sound, BMI)

EARL PETERSON
Be Careful of the Heart
You're Going to Break . . . . . 72
COLUMBIA 21406—Peterson's light and tender chanting is well suited to the sentiment expressed in this tuneful weeper. Should attract spins. (Golden West, BMI)
I'm Not Buying Baby (I'm Just Looking) . . . . . 69
Happy little ditty gets a sparkling reading from chanter and ork. (Tree, BMI)

BUD ISAACS
Waltz of the Ozarks . . . . . 71
VICTOR 6169—Isaacs' "Cryin' Steel Guitar" is featured in this pretty three-quarter time instrumental. He gets a relaxed, singing tone from the instrument, and the rhythm section in the back gives a fine beat for dancing. (Athens, BMI)
Steel Guitar Breakdown . . . . . 71
Equally appealing is this upbeat instrumental, with Isaacs picking out an intricate figure on guitar. Juke box operators will find both sides quite serviceable. (Athens, BMI)

THE MADDOX BROTHERS AND ROSE
I've Got Four Big Brothers . . . . . 71
COLUMBIA 12016—Rose warns the would-be wolf to beware, but then she relents via this amusing lyric. It's different. (Peer, BMI)
No More Time . . . . . 71
A drinking man gets properly scolded by Rose and the boys. Good performance. (Peer, BMI)

ZEKE CLEMENTS
I've Got a Lot to Learn . . . . . 70
M-G-M 12016—Clements warbles a bouncy, light ditty with a good-humored air. Nothing world-shaking, however.
Clicking Castanets . . . . . 68
This one has a Southwestern flavor. An unlikely entry.

VIC CLAIBORNE
No Letter Today . . . . . 70
M-G-M 12018—A listenable reading of the standard. Claiborne has still to develop a distinctive style, but he has an attractive and natural sounding voice that does all right by this revived tune. (Peer, BMI)
Saddest Girl in Town . . . . . 68
Claiborne gives a winsome reading to this pretty, gently swinging tune with a nice assist from the Deep Valley Boys. (Peer, BMI)

TIBBY EDWARDS
Shift Gears . . . . . 69
MERCURY 70640—Edwards sings out with verve and good humor on a catchy ditty with a bouncy beat. (Acuff-Rose, BMI)
Play It Cool, Man, Play It Cool . . . . . 69
Same comment. (Starrlite, BMI)

TOMMY LLOYD
You Changed Your Name . . . . . 68
BLUE HEN 204—A pleasant vocal interpretation of a slight weeper. Now I Know Why . . . . . 65
An okay vocal job on a routine ballad.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ACADEMY, BLUE HEN, CAMPUS, CANON, CAPITOL, CO-ED, COLUMBIA, CORAL, CYMBOL, DECCA, DOT, DOUBLE-PLAY, EKKO, EPIC, ERA, FEDERAL, FIESTA, GROOVE, HARMAD, HEART, HERALD, INTRASTATE, KING, LONDON, MARQUEE, MEDIA, MERCURY, M-G-M, NUCRAFT, PENNANT, SAGE AND SOUND, SAVOY, SO DESKA, STARLITE, VICTOR, WING, and X.

Best Sellers in Stores

For survey week ending June 15

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 records like 'IN THE JAILHOUSE NOW', 'MAKING BELIEVE', 'YELLOW ROSES', etc.

Most Played in Juke Boxes

For survey week ending June 15

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 9 records like 'IN THE JAILHOUSE NOW', 'MAKING BELIEVE', 'YELLOW ROSES', etc.

Most Played by Jockeys

For survey week ending June 15

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 sides like 'LIVE FAST, LOVE HARD AND DIE YOUNG', 'IN THE JAILHOUSE NOW', 'MAKING BELIEVE', etc.

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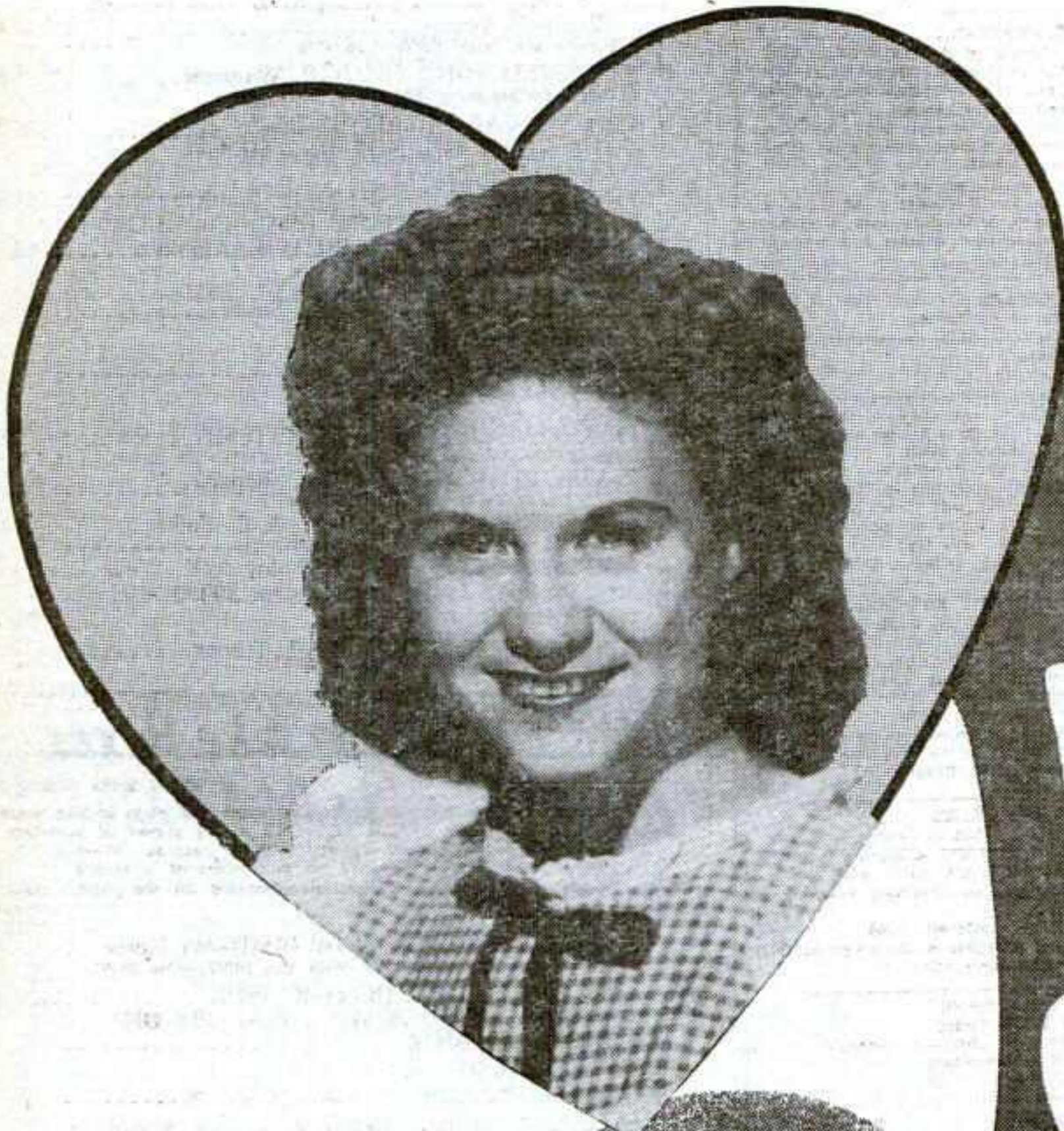
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**DECCA  
RECORDS**

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

**NAPPY BROWN**  
**Priddly Patter Patter**.....86  
 SAVOY 1162 — A Billboard "Spotlight" 6-18-'55. (E. B. Marks, BMI)  
**There'll Come a Day**.....86  
 A Billboard "Spotlight" 6-18-'55. (Savoy, BMI)

**ANNISTEEN ALLEN**  
**I'm Still in Love With You**.....79  
 CAPITOL 3161 — The canary sings with wistful sincerity and tasteful phrasing on a pretty ballad. (St. Louis, BMI)  
**Mine All Mine**.....72  
 The gal handles a bouncy rhythm ditty with showmanly enthusiasm, but the material is routine. (Danby, BMI)

**THE TENDERFOOTS**  
**Those Golden Bells**.....77  
 FEDERAL 12225—While this is a fairly new group, they display a smoothness and distinctiveness of style. This prettily harmonized ballad ought to see profitable action. (Gallo, BMI)  
**I'm Yours Anyhow**.....75  
 The lead makes an attractive thing out of this upbeat opus, too. He and the swinging group ride this hard, building excitement all the way, and in some areas this may be preferred to the flip. (Armo, BMI)

**THE LAURELS**  
**Truly, Truly**.....77  
 "X" 143—A good sounding group delivers an effective ballad in the "Sincerely" vein. Could score if the key locks give it a ride. (Regent, BMI)  
**Tis Night**.....70  
 This one crawls at snail's pace, but manages to create something of a nocturnal mood. It's doubtful that it will hold everyone's attention. (Regent, BMI)

**CHRIS POWELL**  
**Unchained Melody—Mambo**.....76  
 GROOVE 111—This cover job swings along with metallic brightness and should chalk up spins on the boxes. The "vocal" is limited to a couple of "oh my loves." (Frank, ASCAP)  
**Something's Gotta Give—Mambo**.....72  
 Another mambo cover job of a picture theme. It has a danceable beat, but the tune isn't as adaptable to the mambo rhythm as the flip. (Robbins, ASCAP)

**BILL DOGGETT**  
**True Blue**.....74  
 KING 4808—Organist Bill Doggett and an unidentified guitarist alternately swing out on a pretty blues

figure in this rhythmic instrumental. Attractive dance material in Doggett's characteristic vein. (Billace, BMI)  
**Quaker City**.....71  
 Same comment. (Billace, BMI)

**BERT CONVY-THE THUNDERBIRDS**  
**Hoo Bop De Bow**.....74  
 ERA 1001 — This group effort is patterned after the material popularized by the Cheers. A spirited waxing that should muster teen-age support in the pop field. (Warnan, BMI)  
**C'Mon Back**.....71  
 Similar Stuff. (Thunderbird, ASCAP)

**WYNONIE HARRIS**  
**Git With the Grits**.....71  
 KING 4814—A funny record, with Harris grumbling about his wife's cooking. The simple bouncy rhythm accompaniment throws Harris' humorous vocal in high relief. Southern deejays, especially, should find good use for the disk. (Jay & Cee, BMI)  
**Drinkin' Sherry Wine**.....68  
 The singer says he's looking for a woman with money with a yen for "Sneaky Pete." Harris does a good job, but this material is not in the best of taste and will probably have programming problems. (Jay & Cee, BMI)

**PEPPERMINT HARRIS**  
**Need Your Lovin'**.....70  
 "X" 142—This isn't the same tune as "Bazoom," but a new blues-with-refrain wailed in earthy fashion by Harris. (Regent, BMI)  
**Just Me and You**.....68  
 A fairly routine blues shout. (Regent, BMI)

**THE FOUR STUDENTS**  
**So Near and Yet So Far**.....68  
 GROOVE 110—In a style that mixes pop and r.&b. idioms, the Students run lightly thru a piece of material that is listenable enough, but not memorable. The group deserves better material. (Fairway, BMI)  
**Hot Rotten Soda Pop (Oh, My Toe)**.....64  
 This may or not be funny, depending on the listener's sense of humor. There is a bright sound and some zany lyrics to attract at least minority support. (St. Louis, BMI)

**FRAN HARRIS**  
**Naughty Baby**.....56  
 HARMAD 104—Neither the talent nor the material impresses here. (Okun, BMI)  
**He's My Texas Baby**.....53  
 Same comment. (Okun, BMI)

• Best Sellers in Stores

For survey week ending June 15

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	7
La La (BMI)—Imperial 5348		
2. BO DIDDLEY (BMI)—B. Diddley.....	3	7
I'M A MAN (BMI)—Checker 814		
3. UNCHAINED MELODY (ASCAP)—R. Hamilton....	2	9
From Here to Eternity (ASCAP)—Epic 9102		
4. AS LONG AS I'M MOVING (BMI)—R. Brown....	5	3
I CAN SEE EVERYBODY'S BABY (BMI)—Atlantic 1059		
5. STORY UNTOLD (BMI)—Nutmegs.....	10	4
Make Me Lose My Mind (BMI)—Herald 452		
6. DON'T BE ANGRY (BMI)—N. Brown.....	6	11
It's Really You (BMI)—Savoy 1155		
7. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	9	10
Daybreak (ASCAP)—Dec 29441		
8. BOP TING A LING (BMI)—L. Baker.....	4	7
That's All I Need (BMI)—Atlantic 1057		
9. MY BABE (BMI)—Little Walter.....	7	16
Thunder Bird (BMI)—Checker 811		
10. WHAT'CHA GONNA DO? (BMI)—Drifters.....	8	13
Gone (BMI)—Atlantic 1055		
11. DOOR IS STILL OPEN (BMI)—Cardinals.....	12	10
Misirlou (BMI)—Atlantic 1054		
12. ROLLIN' STONE (BMI)—Marigolds.....	15	4
Why Don't You? (BMI)—Excello 2057		
13. ROCK AROUND THE CLOCK (ASCAP)—B. Haley..	—	1
Thirteen Women (BMI)—Dec 29124		
14. FLIP FLOP AND FLY (BMI)—J. Turner.....	11	14
Ti-Ri-Lee (BMI)—Atlantic 1053		
15. THIS IS MY STORY (BMI)—Gene & Eunice.....	—	2
Move It Over, Baby (BMI)—Aladdin 3282		

• Most Played in Juke Boxes

For survey week ending June 15

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. BO DIDDLEY (BMI)—B. Diddley.....	4	8
I'M A MAN (BMI)—Checker 814		
2. AIN'T IT A SHAME? (BMI)—F. Domino.....	6	3
La La (BMI)—Imperial 5348		
3. DON'T BE ANGRY (BMI)—N. Brown.....	5	7
It's Really You (BMI)—Savoy 1155		
4. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	1	5
Daybreak (ASCAP)—Dec 29441		
5. UNCHAINED MELODY (ASCAP)—R. Hamilton....	2	6
From Here to Eternity (ASCAP)—Epic 9102		
6. WHAT'CHA GONNA DO? (BMI)—Drifters.....	9	12
Gone (BMI)—Atlantic 1055		
7. MY BABE (BMI)—Little Walter.....	3	15
Thunder Bird (BMI)—Checker 811		
8. FLIP FLOP AND FLY (BMI)—J. Turner.....	7	14
Ti-Ri-Lee (BMI)—Atlantic 1053		
9. I CAN SEE EVERYBODY'S BABY (BMI)—R. Brown.....	8	4
AS LONG AS I'M MOVING (BMI)—Atlantic 1059		
10. BOP TING A LING (BMI)—L. Baker.....	—	3
That's All I Need (BMI)—Atlantic 1057		

• Most Played by Jockeys

For survey week ending June 15

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	6
Imperial 5348—BMI		
2. UNCHAINED MELODY—R. Hamilton.....	2	8
Epic 9102—ASCAP		
3. BO DIDDLEY—B. Diddley.....	12	4
Checker 814—BMI		
3. ROCK AROUND THE CLOCK—B. Haley.....	—	2
Dec 29124—ASCAP		
5. BOP TING A LING—L. Baker.....	8	5
Atlantic 1057—BMI		
6. UNCHAINED MELODY—A. Hibbler.....	—	3
Dec 29441—ASCAP		
7. I CAN SEE EVERYBODY'S BABY—R. Brown.....	14	2
Atlantic 1059—BMI		
8. DON'T BE ANGRY—N. Brown.....	4	9
Savoy 1155—BMI		
9. MY BABE—Little Walter.....	3	16
Checker 811—BMI		
9. DOOR IS STILL OPEN—Cardinals.....	4	11
Atlantic 1054—BMI		
11. LONELY NIGHTS—Hearts.....	11	4
Baton 208—BMI		
11. YOU DON'T HAVE TO GO—J. Reed.....	—	7
Vee Jay 119—BMI		
13. MOST OF ALL—Moonglows.....	10	10
Chess 1589—BMI		
14. WALLFLOWER—E. James.....	6	19
Modern 947—BMI		
14. LOVING YOU—L. Fulson.....	—	1
Checker 812—BMI		

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 Vee-Jay 142  
**"BIG JAY'S HOP"**  
 b/w  
**"3 BLIND MICE"**  
 by  
 Big Jay McNeely  
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 Vee-Jay 143  
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**RHYTHM & BLUES RECORDS**  
**• This Week's Best Buys**  
**DIDDLEY DADDY (Arc, BMI)—Bo Diddley—Checker 819**  
 With his first record still in the No. 2 slot on the national rhythm and blues retail chart, Bo Diddley is moving out with a second good seller. This disk is now racking up good sales in New York, Buffalo, Cleveland, Chicago, Nashville, Durham, Atlanta, St. Louis and Los Angeles. Flip is "She's Fine, She's Mine" (Arc, BMI)  
**SHUT YOUR MOUTH (Modern, BMI)**  
**I'M IN LOVE (Modern, BMI)—B. B. King—RPM 430**  
 One of the records that has been bucking a sluggish market successfully is B. B. King's latest effort. Now appearing on the Atlanta, Detroit and St. Louis territorial charts, the disk is also reported selling nicely in Baltimore, Buffalo, Durham, Nashville and Cleveland. Different territories prefer different sides of this record, with "Shut Your Mouth" leading at this time. A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . . RECORDS**  
**THE CARDINALS**  
**Two Things I Love (Dolphin, BMI)**  
**Come Back My Love (Riviera, BMI)—Atlantic 1067—**  
 Here's another great record for the Cardinals. The group is still on the best-selling chart with "The Door Is Still Open" and their new one should prove an equally potent platter. "Two Things I Love," a cover of a West Coast disk, is a poignant ballad, sung with feeling and warmth. "Come Back My Love," another attractive tune, also receives a fine performance, with the lead singer a standout.  
**FAYE ADAMS**  
**Angels Tell Me (Angel, BMI)**  
**Tag Along (Angel, BMI)—Herald 457—**  
 The thrush lends her rich, lush voice to a lovely ballad, "Angels Tell Me," which she sings with tenderness and sincere feeling. "Tag Along" is a rockin' jump-blues belted out by the canary with sock showmanship. Both sides should pile up considerable spins from jocks and jukes.

**• R & B Territorial Best Sellers**  
 For survey week ending June 15  
 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	Los Angeles
<ol style="list-style-type: none"> <li>1. Ain't It a Shame? Fats Domino, Imp.</li> <li>2. Bo Diddley, Bo Diddley, Che.</li> <li>3. Unchained Melody, R. Hamilton, Epi.</li> <li>4. As Long As I'm Moving, R. Brown, Atl.</li> <li>5. Bop Ting a Ling, L. Baker, Atl.</li> <li>6. I Wanna Rumble, Little Jr. Parker, Duk.</li> <li>7. Rollin' Stone, Marigolds, Exc.</li> <li>8. Henry's Got Flat Feet, Midnights, Fed.</li> <li>9. Dearest One, Charlie &amp; Ray, Her.</li> <li>10. Shut Your Mouth, B. B. King, RPM</li> </ol>	<ol style="list-style-type: none"> <li>1. Don't Be Angry, N. Brown, Sav.</li> <li>2. Roller Coaster, Little Walter, Che.</li> <li>3. Unchained Melody, Al. Hibbler, Dec.</li> <li>4. Bo Diddley, B. Diddley, Che.</li> <li>5. Ain't It a Shame? Fats Domino, Imp.</li> </ol>
Balti.-Wash.	New Orleans
<ol style="list-style-type: none"> <li>1. Story Untold, Nutmegs, Her.</li> <li>2. Ain't It a Shame? Fats Domino, Imp.</li> <li>3. Don't Be Angry, N. Brown, Sav.</li> <li>4. This Is My Story, Gene &amp; Eunice, Ala.</li> <li>5. Bo Diddley, Bo Diddley, Che.</li> <li>6. Door Is Still Open, Cardinals, Atl.</li> <li>7. As Long As I'm Moving, Ruth Brown, Atl.</li> <li>8. Unchained Melody, R. Hamilton, Epi.</li> <li>9. Unchained Melody, Al. Hibbler, Dec.</li> <li>10. You Don't Have to Go, J. Reed, VJ</li> </ol>	<ol style="list-style-type: none"> <li>1. Bo Diddley, Bo Diddley, Che.</li> <li>2. Ain't It a Shame? F. Domino, Imp.</li> <li>3. Don't Take It So Hard, E. King, Kng.</li> <li>4. Unchained Melody, Roy Hamilton, Epi.</li> <li>5. Rock Around the Clock, Bill Haley, Dec.</li> <li>6. Rollin' Stone, Marigolds, Exc.</li> <li>7. Story Untold, Nutmegs, Her.</li> <li>8. Wallflower, E. James, Mod.</li> <li>9. Song of the Dreamer, B. Brooks, Duk.</li> <li>10. I Can See Everybody's Baby, R. Brown</li> </ol>
Charlotte	New York
<ol style="list-style-type: none"> <li>1. Ain't It a Shame? Fats Domino, Imp.</li> <li>2. As Long As I'm Moving, Ruth Brown, Atl.</li> <li>3. Don't Be Angry, N. Brown, Sav.</li> <li>4. Bop Ting a Ling, L. Baker, Atl.</li> <li>5. Rock Around the Clock, B. Haley, Dec.</li> <li>6. My Babe, Little Walter, Che.</li> <li>7. Unchained Melody, R. Hamilton, Epi.</li> <li>8. Henry's Got Flat Feet, Midnights, Fed.</li> <li>9. Flip, Flop, Fly, Joe Turner, Atl.</li> <li>10. Rollin' Stone, Marigolds, Exc.</li> </ol>	<ol style="list-style-type: none"> <li>1. Unchained Melody, A. Hibbler, Dec.</li> <li>2. Story Untold, Nutmegs, Her.</li> <li>3. Unchained Melody, R. Hamilton, Epi.</li> <li>4. Don't Be Angry, N. Brown, Sav.</li> <li>5. Soldier Boy, Four Fellows, Gly.</li> <li>6. If It's the Last Thing I Do, D. Washington, Mer.</li> <li>7. As Long As I'm Moving, Ruth Brown, Atl.</li> <li>8. Flip, Flop, Fly, Joe Turner, Atl.</li> <li>9. This Is My Story, Gene &amp; Eunice, Ala.</li> <li>10. Bo Diddley, Bo Diddley, Che.</li> </ol>
Chicago	Philadelphia
<ol style="list-style-type: none"> <li>1. If It's the Last Thing I Do, D. Washington, Mer.</li> <li>2. Roller Coaster, Little Walter, Che.</li> <li>3. Unchained Melody, A. Hibbler, Dec.</li> <li>4. That's All I Need, L. Baker, Atl.</li> <li>5. I've Got a Woman, R. Charles, Atl.</li> </ol>	<ol style="list-style-type: none"> <li>1. Story Untold, Nutmegs, Her.</li> <li>2. Door Is Still Open, Cardinals, Atl.</li> <li>3. My Babe, Little Walter, Che.</li> <li>4. Unchained Melody, Al. Hibbler, Dec.</li> <li>5. Ain't It a Shame? Fats Domino, Imp.</li> <li>6. Love Me Always, A. L. Maye, RPM</li> <li>7. As Long As I'm Moving, Ruth Brown, Atl.</li> <li>8. Don't Be Angry, N. Brown, Sav.</li> <li>9. Everybody Needs Somebody, J. Scott, Fir.</li> <li>10. Bo Diddley, Bo Diddley, Che.</li> </ol>
Cincinnati	St. Louis
<ol style="list-style-type: none"> <li>1. Unchained Melody, R. Hamilton, Epi.</li> <li>2. Ain't It a Shame? Fats Domino, Imp.</li> <li>3. Henry's Got Flat Feet, Midnights, Fed.</li> <li>4. Door Is Still Open, Cardinals, Atl.</li> <li>5. I Can See Everybody's Baby, Ruth Brown, Atl.</li> </ol>	<ol style="list-style-type: none"> <li>1. All Right, Okay, You Win, E. James, Mer.</li> <li>2. You Don't Have to Go, J. Reed, VJ</li> <li>3. Bo Diddley, Bo Diddley, Che.</li> <li>4. Do-Wah, Spaniels, VJ</li> <li>5. Shut Your Mouth, B. B. King, RPM</li> <li>6. If It's the Last Thing I Do, D. Washington, Mer.</li> <li>7. My Babe, Little Walter, Che.</li> <li>8. Lonely Nights, Hearts, Btn.</li> <li>9. I Got to Go, Little Walter, Che.</li> <li>10. I Want to Be Loved, Muddy Waters, Cha.</li> </ol>

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<b>SO NEAR AND YET SO FAR, NOT ROTTEN SODA POP (OR MY TOO)</b> The Four Students, 4G/C-0110	<b>BUMBLE BEE AS I LIVE ON</b> The Sonics, 4G/C-0112

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## Barnum Fest Plans Near Completion

BRIDGEPORT, Conn., June 18.—Plans are almost complete for the annual Barnum Festival here next month. The seating capacity of Fairfield University Field has been increased to a capacity of 16,000 and has been selected as the spot where the gigantic Ballyhoo Show will be held. Prior to the show there will be a festival depicting the life of P. T. Barnum, with actor Jack Hartley taking the part of Barnum. Parade will be preceded by stunts and antics by a troupe of clowns for 45 minutes along the line of march under the direction of Bozo Kelly.

Postmaster Russell F. Neary has received permission from the Post Office department to install a die in the canceling machine, reading "Barnum Festival, Bridgeport, Conn., June 29 thru July 4," and it is estimated that more than 3,000,000 pieces of mail originating in Bridgeport will carry the Barnum Festival message to every State in the country and to many foreign countries.

Harold B. Dow manager for the Ballyhoo show, which will be part of the five-day celebration, has lined up the following acts: Georgia Gibbs, the Mariners, Francis Brum, Stanley Beebe's Hollywood Bears, Jones and Wilbert, the Wazzan Troupe, Harmonica Rascals, George DeWitt, and the P. T. Barnum Revue, consisting of a line of 10 dancing girls.

## Billers Placed On Union Board

DETROIT, June 18.—The International Alliance of Billposters is represented on the new general board being formed for the forthcoming merger of the American Federation of Labor and the Congress of Industrial Organizations. International President Michael Noch of Detroit is an ex-officio member of the new board.

Preparations for the International's annual meeting are being made for August, but the city has not yet been decided upon.

A heavy increase in local membership has been made in the headquarters city thru the reactivation of Local BB5, having jurisdiction over distributors, with an enrollment of 350 new members. This local ceased activity during World War II and had been dormant ever since.

## Conn. Lot to Be Developed

WATERBURY, Conn., June 18.—Another show lot in Connecticut is disappearing. Land on the Meriden Road formerly owned by the Scoville Manufacturing Company and used for carnivals and fairs, will be the site of a huge shopping center, according to Richard Stiegler, of Hartford, who acquired the five-acre tract for a reported \$50,000.

## Ann Thomas Hurt In Practice Drop

SAGINAW, Mich., June 18.—Ann Thomas, performer with the Flying Melzoras, is recuperating from a shoulder injury suffered while working out in the act's practice barn here. The injury was incurred when the safety belt she was wearing wrenched her shoulder and she dropped into the net. She will wear a cast for four weeks and it is doubtful if she'll return to the act this summer.

## FLASH SPURTS SOFT DRINK SALES 50-60%

CHICAGO, June 18.—Flash, in the form of lighted domes with waterfall animation, pays off in the dispensing of bulk soft drinks at outdoor amusements. That's the experience of Bill Evon, of Tone Products, supplier of sirup and dispensers to the soft drink trade.

Among the firm's Chicago area customers are a number of concessionaires at outdoor sports events which use the lighted dome dispensers. Periodically it becomes necessary for Tone to bring the globes in for cleaning and immediately business falls off. Once the globes, with their colored water are put back into operation, sales spurts 50 to 60 per cent.

## Montreal Big For Sunbrock Despite Rain

MONTREAL, June 18.—A five-day combination rodeo and thrill show staged by Larry Sunbrock in the baseball stadium here drew big crowds from opening night Wednesday (8) thru Sunday (12) despite considerable heavy rain.

Estimates placed crowds at 4,000 on Wednesday, 5,000 on Thursday, 3,000 in the rain on Friday, 9,000 in threatening weather for the Saturday matinee and 14,000 more at night. Heavy rains cleared by noon on Sunday and 8,000 turned out for the matinee. The final show at night drew 4,500.

Ticket prices ranged from \$1.25 to \$2 with kids 50 cents at all times in all seats.

A typical Sunbrock ballyhoo campaign was conducted with radio and television used extensively. Newspaper ads were limited to one English and one French daily. No publicity was forthcoming in the press.

## Dallas Fair Execs Host 984 On Pan-American Air Junket

DALLAS, June 18.—A 13-man goodwill mission representing the State Fair of Texas Pan-American Livestock Exposition returned Monday (13) from a 15,000-mile flying tour of South America.

The group was received with enthusiasm in each of the eight countries visited. The goodwill group picked up the check at dinners for a total of 984 leading cattle raisers, businessmen and government officials.

The 24-day junket included Caracas, Venezuela; Bogota, Columbia; Guayaquil, Ecuador; Lima, Peru; Santiago, Chile; Buenos Aires, Argentina; Montevideo, Uruguay, and Sao Paulo and Rio de Janeiro, Brazil.

**Wilson Leads**  
The mission was headed by Ray Wilson, manager of the State Fair's livestock department, and Jack P. Burrus, chairman of the fair's Pan-American Committee. The group included representatives of Hereford, Aberdeen-Angus, Short-horn, Santa Gertrudis, Brahman and Guernsey cattle associations, the business editor of The Dallas Times Herald, the editor of the Cattleman, and members of the fair's Pan-American committee.

Wilson said the enthusiastic response to the goodwill mission indicated the fair's 1955 Pan-American Livestock Exposition would be attended by at least 1,000 visitors from South American countries. He predicted the exposition would play host to more important cattle-

# EARLY SEASON SPENDING FIRES OUTDOOR OUTLOOK

### Public Confidence, Wage Hikes Serve to Loosen Purse Strings

Continued from page 1

amusement parks, circuses, carnivals and fairs.

#### Kiddieland Future

Kiddielands—and the outdoor recreation-amusement centers of which they are a part—stand to profit most from this coming-of-age. But carnivals, circuses, amusement parks and fairs all have shared and will continue to share in their increased patronage.

In the carnival and circus field, oddly the two biggies—the Royal American and the Ringling-Barnum respectively—have fared poorly thus far while most of the other shows have done well for the early weeks and months of the season.

In the case of the Royal American, weather has been the villain.

Never in the long history of the show has it run into such bad weather. It not only lost many days to the elements, but had to pass up one stand, Paducah, Ky., because the lot there was too deep in mud.

The Ringling-Barnum show has been getting fair houses since it left the Madison Square Garden and Boston Garden and took to canvas.

The only segment of outdoor show business still to toss off its wraps is the fairs, and the outlook for them is brighter than at the same point last season, one which wound up as a good one for them.

To be sure, farm income has not risen; it has, in fact, actually dipped somewhat. But the so-called

rural areas are not quite as rural as they were. New industries have moved into many areas in recent years, changing the economic outlook considerably and giving the economy a broader base. All of which serves to widen the potential of fairs and bolster their prospects for a year at least equally as good and probably better than last season.

## Henry Hamid Joins N. Y. Head Office

NEW YORK, June 18.—The Hamid interests in New York were strengthened this week by the addition of a new family member to the agency staff. Henry Hamid, 28, began work on Monday (13) in the downtown offices of George A. Hamid and Son.

The new member is a recent graduate of Rensselaer Polytechnic Institute in Troy, N. Y., and has spent several summers working at the Steel Pier in Atlantic City. He is a nephew of George A. Hamid Sr.

Henry Hamid majored in business administration and electrical engineering, and is to be indoctrinated in the outdoor show field. He will make the 1956 fair conventions and will assume numerous and varied duties with this season's road units at fairs, George A. Hamid reports.

## 2 Kochman Units Ready For Ill. Bow

NEW YORK, June 18.—Jack Kochman's Hell Drivers and Lucky Dogs will bow at the Western Illinois Fair, Griggsville, Thursday (30). The racing greyhounds will be making their first appearance at any fair. The units will be routed in the West until August when they will head into the Northeast and then into the South for the final weeks of the season in October.

Additions to the advance are Buster Keller, former race promoter; Don Beebe, New Jersey ad agency operator, and Doug Empringham. William Skinner and L. Oatley are billposters. Since the units will play many of the same dates the advance will work both shows.

Bob Conto will handle the auto thrill presentation with Stan Fisher and Art Hoard handling the dogs. Kochman will split his time between the two show activities.

The dogs left Florida for Griggsville Thursday (16). They are traveling in specially designed trailers equipped with ventilating fans and water tanks. They are 24 feet long and built of aluminum, and each carries 24 dogs.

Two vets, Ed Suddeth and Joe Eppch, travel with this unit.

## Ripley, W. Va., Inks Names for July 4

RIPLEY, W. Va., June 18.—Name attractions will be the feature of Ripley's annual July 4 celebration this year with Tim Holt and his Western revue plus Lash LaRue and Al (Fuzzy) St. John set for the program. Chief speaker of the day will be Bradley D. Nash, assistant secretary of the Defense Air Force Division.

## Ringling in Black At 2 Conn. Stands

### Bridgeport, New Haven Among 4 Spots Breaking Up Show's Losing Streak

NEW HAVEN, Conn., June 18.—Ringling Bros.' and Barnum & Bailey Circus played to a capacity night house here Tuesday (14) and good business in Bridgeport Monday (13). Earlier, it had won a full house in Newark, N. J., to break the nearly steady stream of weak turnouts.

The one-day stands thru Pennsylvania, New Jersey and Delaware were not good for the show. The estimates showed:

Reading, Pa., (2), half and one-third houses in threatening weather; Lebanon, Pa., (3), half and three-quarters; Lancaster, Pa., (4), three-fourths and 40 per cent houses; Woodbury, N. J., (5), half and two-thirds houses; Wilmington, Del., half and three-quarters houses; Bridgeton, N. J., (7), half and three-

quarters, and Red Bank, N. J., "the best day since leaving New York."

For two days in Newark (9-10) the show had a one-third afternoon and two-thirds night the first day and a two-thirds afternoon prior to the Friday night sellout. East Paterson, N. J., Saturday (11) had a half house in the afternoon and something less at night with rain. Bad weather also plagued many of the other towns.

#### Ex-Quarters; Yale

Poughkeepsie, N. Y., a Sunday stand (12), had three-quarters and half houses. Bridgeport on Monday (13) had a three-quarters afternoon and slightly better at night. New Haven on Tuesday had 60 per cent of capacity in the afternoon and the night sellout.

Show was hampered by mud in leaving East Paterson and trains arrived in Poughkeepsie at 8, 10 and 11 a.m. At Bridgeport, where the show formerly had winter quarters, schools were dismissed for the afternoon. Local sources said there was less publicity there this year than previously.

The New Haven date was an answer to John Ringling North's long-time intention of taking the show to the city in which he attended university, Yale. This was the show's first appearance there in 18 years. Previously a lot was not obtainable, but this time the show got Waterside Park. Weather here and in Bridgeport was overcast and rainy. New Haven placed 85 firemen, 15 State fire marshals, and 40 policemen on the showgrounds, while another 200 policemen handled traffic leading to the lot.

## Rodeo in Wisconsin Plans Arena Dates For Fall, Winter

FOND DU LAC, Wis., June 18.—The F-Bar-H Rodeo, managed by George Holmes, is being given here this weekend (24-26). Staff included Happy Nixon, chute boss, and Johnny Rivers, supplier of the non-contest portions of the show.

Booking plans call for moving the rodeo into arenas during the fall and winter months.

Sen. Joseph R. McCarthy was invited and indicated he might attend the Fond Du Lac show.

ethical amusement practices."

Circuit Judge Wesley W. Ratliff fixed June 23 as the date for hearing on the injunction. The fair ends tonight.

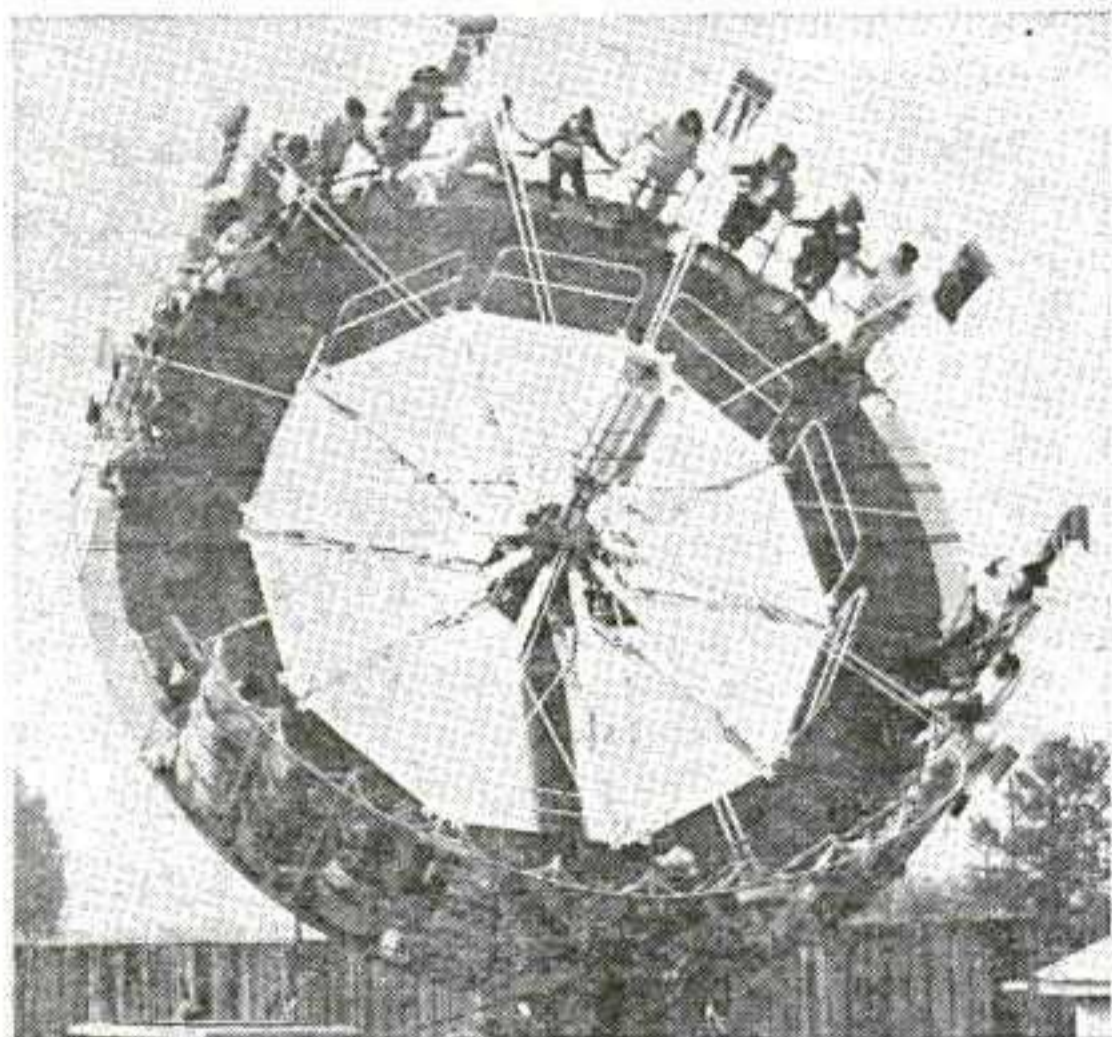
## Injunction Keeps Games Operating At Hoosier Fair

NEW CASTLE, Ind., June 18.—With its games concessions operating under an injunction of the Henry County Circuit Court, the Middletown Community Free Fair closed its run tonight.

Games were closed down Tuesday night (14) by Sheriff Robert Padgett, who warned the operators he would return the following day and arrest the proprietors of gambling devices then in continued operation.

Don McNeil, president of the Middletown Chamber of Commerce, sponsors of the fair, lost no time in meeting the threat. Early Wednesday morning (15) he obtained a restraining order, enjoining Padgett from interfering with the games. In his petition for the injunction, McNeil contended that the sheriff overstepped his authority in closing down the booths, maintaining that inasmuch as the concessions are not lotteries they were within "the realm of legal and

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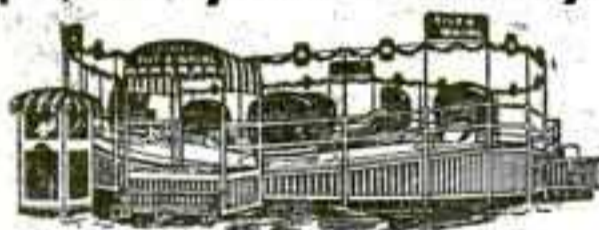
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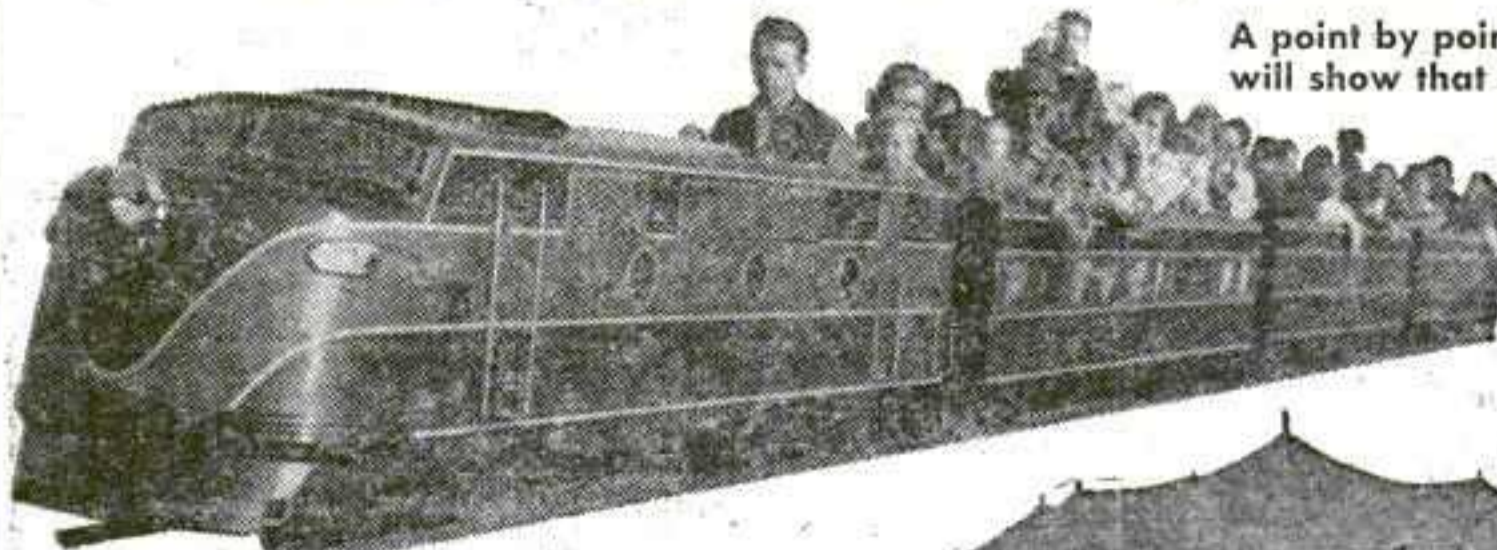


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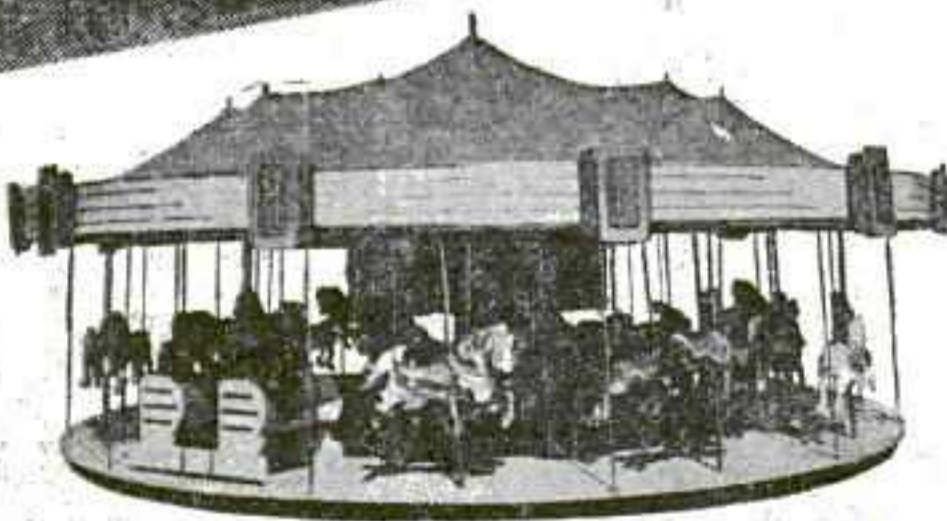
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# PONIES, VENDERS CLICK

## Outdoor Tie-In Program Pays Off for Pepsi-Cola

**A**CROSS the nation again this year Pepsi-Cola arrived hand-in-hand with the rebirth of colorful outdoor show business activities.

Pepsi's tie-ins with outdoor show business endeavors got under way in 1949, when Herbert Barnett was hired as a marketing executive. Before long, under Barnett's direction, Pepsi's banners were flying over booths and stands of the Endy Bros.' Shows, a carnival operation and the first show to use Pepsi exclusively. Since then literally dozens of operations, mobile and permanent, have added Pepsi, sometimes as the only beverage in the cola family.

Barnett, now executive vice-president of the Pepsi-Cola Company, is no longer directly concerned with outdoor shows. He is, however, known as a showman at heart and keeps in close contact with the outdoor industry.

### Promotion-Mindedness

Pepsi's participation in outdoor show business has the solid backing of Alfred N. Steele, company president, who has always had an effective flair for the dramatic. Steele can remember the days of the Chicago World's Fair when he paraded a live lion and tiger group—"A Cage of Fury"—thru the streets of Chicago in a dramatic portrayal of the "live power" of Standard Gasoline.

The introduction of Pepsi into the outdoor field succeeded virtually from the start, company officials say. In 1951 a special post was created for Roy B. Jones, a showman who has been active in nearly every phase of the outdoor industry for as long as he can remember. Roy is a Pepsi plugger and his job is to get Pepsi into the carnival, circus, amusement park and fair fields on an exclusive basis, when possible, or at least in conjunction with other beverages.

Pepsi officials have long recognized that the splendid combination offered by outdoor show business—that of warm weather and fun activity—leading to big crowds in a highly receptive frame of mind, creates a perfect means of sample tasting.

In this vitally important play market, Pepsi has discovered a new wide open territory, for thousands of people of the crowd-filled midways and cheering grandstands are sampling Pepsi-Cola, many for the first time. Chances are that after the first sampling they will become steady Pepsi-Cola customers and order Pepsi wherever they are.

During the past year the bond

between Pepsi and the showfolks has been strengthened more than ever as the result of a successful gimmick called the pony promotion.

Pepsi claims the results of the pony promotion have been sensational. Not only has it added thousands to the roll call of Pepsi drinkers, but it has also packed them into midways and fairs.

Altho the pony promotion is merely suggested to the bottler by the parent company (and it is the bottler who buys the pony) the event is fully backed by national advertising and display material. The Spring Issue of The Billboard, for example, carried a full-page ad featuring the pony promotion, with Roy Jones in full Western regalia and spurs a-jingling.

So far this year Pepsi-Cola has received over 100 inquiries from bottlers, some of whom want to hold as many as three or four drawings a season in conjunction with outdoor show events.

### Free Tickets Given

The first steps in the pony promotion are taken a month in advance. Free tickets are distributed to youngsters. Interest in Pepsi is aroused and the company finds that retailers who have not previously stocked it find the need for handling the product is created by demand. Pepsi execs say that during the month encompassed by the average promotion, sales rise an average of 30 per cent in the area.

Main attraction for the month, of course, is the pony, aptly dubbed "Mr. Pepsi," who is often corralled right in the center of town. It is a natural attraction for crowds of children who swarm by with their parents. Each one, Pepsi notes, is a potential customer.

The drawing itself is held at the show site. Hopeful ticket holders crowd in for the drawing. The lucky winner not only gets "Mr. Pepsi" complete with saddle and bridle, but a full "Pony Boy" western outfit with guns and holster to match. The show, in the case of a carnival, usually co-operates by giving the moppets reduced admissions to all attractions.

Always showing a deep interest in showmen and their affairs, the Pepsi people have aided a number of showmen's clubs by lending a helping hand with the purchase of furnishings, needed equipment, stage curtains and television sets. Furthermore, according to Paul

Little, specialist in the outdoor field, Pepsi has a deep interest in the success of fairs and the State groups which gather annually. A Pepsi representative is on hand at almost every one of the State fair meetings scheduled.

### Midway Coin Dispensing

Newest item on the Pepsi business agenda is a program of cup vending; the selling of Pepsi-Cola thru coin-operated machines. Rather than reduce the sales of soft drinks at grab joints and concession stands, the program is designed to take up the overflow when counters are swamped with customers, thereby increasing the mobility of the crowds and lessening the number of jammed areas.

Other benefits are that they spark "stimulus buying" since they can be spotted on locations that have not previously earned anything and where only drink machines can be feasibly located. They are said to make fringe areas productive, such as picnic groves and ball fields. They also lend a note of gaiety since colorful canopies are provided for the "drink stations."

The bright Pepsi-Cola trademark is seen everywhere on participating show lots. The emblem is found on ticket umbrellas, T-shirts, change aprons, painted searchlights, elephant blankets and even on big tops. Advertising-wise it's both festive and effective.

In view of Pepsi's success as a star performer, its place in the world of entertainment has been assured, company officials say.

**NEW!**  
**KIDDIE RIDES**

- \* Rodeo Ride
- \* Choo Choo Ride
- \* Speed Boat Ride
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Empire 4-1403 Centre Hall, Pa.

# Oil Show Inks Jurgens' Ork

CASPER, Wyo., June 18. — The first annual Rocky Mountain Oil Show, to be held here June 23-26, has signed Dick Jurgens and his orchestra to headline its night revue. Event will be held on the grounds of the Central Wyoming Fair.

Jurgens was signed thru the Music Corporation of America. Supporting acts will be provided by the Ernie Young Agency and will include Peg Leg Bates, Sam Howard's water show, Four Comets, Sonny Moore's Roustabouts, Whitey Roberts, Vernon, Bumpy and Company, Whaling and Yvette, and De-Arco and Gee. As an added attraction the event has contracted the Taylor Four, a male quartet.

Forsyth and Dowis will provide the midway attractions and Thearle-Duffield Fireworks, Inc., the pyro displays.

Exhibit-wise, the event expects to have upward of \$10 million worth of oil field equipment.

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All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

STANDARD KIDDIE RIDES MANUFACTURING CO.  
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Phones: Long Beach 6-7361 and 6-5594

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Drive-It-Yourself Miniature RACE CARS

Big Gestures, Low Prices! 10-Day Delivery! Order Now!

**DREVER company**  
4152 W. Washington Street  
INDIANAPOLIS, IND.

### BRILL HAS 47 TESTED PLANS FOR BUILDING

Major and Kiddie Rides, Concessions, Group Attractions, Illusions, Fun Houses, Miniature Golf, etc. Also Aluminum Merry-Go-Round Horses, \$50 to \$100 (3 sizes), and patterns for casting horses.

Used in 23 countries  
**FREE CIRCULAR.**

**BRILL, BOX 875, PEORIA, ILL.**

### TAPE RECORDED MUSIC

KIDDIE PARKS & CARNIVALS

Live organ quality Hammond. New electronic Calliope. 2-hour program for \$30. (Dual track, 10 1/2" reel at 7 1/2 IPS with reverse trips.) State, make of machines with order. Other speeds and programs available.

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### BUY A NATIONAL RIDE—WATCH YOUR PROFITS SOAR

Rides built by National over 40 years ago are still in operation and considered too good to replace.

**National Is Famous for . . .**

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
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Write for Descriptive Circulars

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### PRETZEL—THE ORIGINAL DARK RIDE

- Pretzel Rides—Park or Portable
- Whirl-o-Ride
- New Dark Ride Rotating Cars
- Circus Ride
- Toonerville Trolley
- Jeep Ride

PORTABLE DARK RIDES delivered in time for the Fair season!

**PRETZEL AMUSEMENT RIDE CO.** Bridgeton, N. J.

## REVIEW Band Organ L-P Disk an Aid to Bally

NEW YORK, June 18.—A second long-playing, hi-fidelity record for the outdoor amusement industry has been produced by Kinor Records under the Audio Fidelity label. The firm recently came out with an excellent air calliope disk (The Billboard, May 14) and now has one featuring a carousel band-organ.

The 10-tune, two-sided record is made to order for midways and any other amusement venture utilizing a public address system, and as a replacement record for carrousel able to utilize LP recordings, number AFLP 901, the disk contains the following numbers: "Glow Worm," "I'll Dance at Your Wedding," "Auf Wiedersehn," "Serenade," "Jambalaya," "Doggie in the Window," "Do the Tango," "Don't Let the Stars Get in Your Eyes," "Levee Stomp" and "Deep Valley."

Informational material provided on the record jacket notes that "one of the largest, most modern carrousel" was employed, but fails to credit the machine as being at Num's indoor kiddie park, altho the location of Bethpage, Long Island, is given.

The recording job itself is a faithful reproduction and the manufacturer's note that while circus music must be restricted to the timing of an act or its tempo, any type of music can be used for carrousel organs. The adaptation of all tempos to one static tempo, tho, can become monotonous after long exposure to it in the home, and the makers concede this point.

For p.a. use outdoors, however, the disk is a natural supplement to any musical collection of midway and park people. The loud, resonant bases and tinkling melodies have been accurately captured and the result, when used for ballyhoo purposes, is a refreshing period of sprightly music. Each side is good for nearly a half-hour of play.

Irwin Kirby.

## Gallagher Pacts Maryland Cele

HYATTSVILLE, Md., June 18.—Gallager Amusement Company will provide the midway attractions at the Prince George County Police Carnival here July 4-9, Paul R. Porter, chairman, announced. One of the features will be a Ford giveaway.

## WORTH 40G COST

# Public Can't Escape Hunt Helicopter Bally

PRINCETON, N. J., June 18.—It might be that a fellow working in a packing house cooler or in other such insulated quarters might escape the ballyhoo hurtled from the skies by the helicopter owned and operated by Hunt Bros.' Circus. Virtually no one else will since the Hunts have determined that the walls of an ordinary house are easily penetrated by the powerful amplifying system they use.

Cruising at a slow speed, or hovering for minutes at a time over a town and its environs, the sound from the helicopter can be aimed with the accuracy of a rifle. Pilot-announcer Stuart Clark wears a neckpiece microphone which leaves his hands free for flying the ship.

The novelty of the flying unit attracts considerable attention even in the towns played to date, which are on the fringe of some of the nation's greatest cities. The Hunts, incidentally, are said to be the only owners of such a unit in the whole State of New Jersey, apart from the National Guard.

### School Yard Targets

Since the ship flies low it is easy to see people and gauge their attention. A kind of flushing-out process is used with Clark passing over once to attract attention and backtracking to get the message across. School recess periods with the moppets grouped in the yards make for excellent audiences.

The \$40,000 machine is well worth the investment, the Hunts say, pointing to the best business they have ever experienced for these opening weeks. For a time the sound offered a problem and it was feared that the ship might have to be sold, which in itself was no problem since the builders offered the Hunts a profit to resell shortly after delivery.

Air pressures from the huge 'copter blades chopped up and garbled the sound in the beginning. The problem was eventually licked, however, thru experimentation. The problem was a brand new one, the Hunts said, and there was no expert help available for the asking or buying.

### Still Use Paper

The Hunts are still using paper, but they say evidences that the posters were not being read started them thinking about other and new

ways of ballyhooing their enterprise. Years ago they had tried a light plane with a public-address system, but the speed of the flying machine could not be throttled low enough to get a full message in.

Apart from licking the sound problem the circus people have encountered no problems in the use of the helicopter. The machine is usually based on the show-grounds. The space available here was not much more than that afforded by a spacious back yard.

There have been no restrictions encountered on the use of aerial sound. No complaints have been registered but pilot Clark notes that he is careful not to irritate the public. No attempt is made to overpower the captive audience below.

### Advertising Sold

The Hunts have already earned money from the sale of helicopter advertising—as much as \$400 in one day—and will work towards earning more. A 15-word message repeated several times costs \$30 per day.

With one of three seats removed to provide mounting space for the amplifying set, the ship is classified as in restricted operation. This simply means that it cannot carry passengers for hire. Altho it is little or no handicap, the Hunts plan to move the equipment outside and regain the seat.

Hunt Bros.' Circus and Rockaways' Playland park in New York shared the billing Friday night (10) on the nation-wide Steve Allen TV show. Concession operator Evelyn Currie appeared on the show atop Jewel, one of the Hunt's elephants, doing a dance step on a special howdah. Capt. Roy Bush trained for a week, then rushed up from the night show in Berkely Heights, N. J., to perform the routine in a street outside the show studio.



## The biggest profits come from the best rides

MERRY-GO-ROUNDS • BOAT RIDE • AUTO ROLLER COASTER • JOLLY CATERPILLAR • TANK SKY FIGHTER • BUGGY • GASOLINE SPORT CARS • RECORD PLAYERS • RECORDS • TAPES TIMERS • SIDE WALLS AND COVERS CANVAS TOPS

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NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

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SPECIAL PRINTED ROLL or MACHINE 100,000 FOR \$36.00 (Back Printing Extra)

RESERVED SEAT-PAD-STRIP COUPON BOOKS-WAITER CHECKS-PARKING & LAUNDERETTE TAGS-ALL FORMS OF TRANSPORTATION TICKETS.

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STOCK TICKETS  
One Roll \$1.60  
Five Rolls 7.40  
Ten Rolls 14.40  
Fifty Rolls 74.50  
Rolls, 2,000 Each, Double Coupons Double Price. No C.O.D. Orders Accepted.

## UNBELIEVABLE BUT TRUE! TRAVELHOME MOBILE HOME, 29 1/2 Ft.

The only complete two-bedroom trailer of legal length made in America today! Sleeps 6! All of the quality features of large trailers. Available in single or tandem axle. **\$3,095.00** F.O.B. factory.

Write for literature. Other sizes 29 ft., 35 ft., 41 ft.

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AVAILABLE... FREE Descriptive Catalog and Complete Details - write to: Dept. B

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## TENTS

### ALL SIZES ALL TYPES

**Well Made for Over 75 Years**

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

**IMMEDIATE DELIVERY**

"SID" T. JESSOP—GEO. W. JOHNSON

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**UNITED STATES  
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Chicago's Big Tent House Since 1870

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HARRY SOMMERVILLE

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**The Most Beautiful  
MINIATURE GOLF  
Courses**

Built in America, are Constructed by

**ARLAND**

444 Brooklyn Ave.  
New Hyde Park, N. Y.  
In 43 States, the Caribbean and Overseas.

**NAME TALENT SIGNED**

## Wilson Resort Line Adds Moonlight Dance Cruises

NEW YORK, June 18.—A show-boat-type operation featuring name entertainers for "Moonlight Dance Cruises" has been instituted by City Investing Company, new operators of the Wilson Line excursion boats. The return to night dancing and dancing afloat began over the Memorial Day weekend, and an irregular but fixed schedule will be followed thru this season. The firm had previously concentrated on serving coastal resort locations, and will continue this operation.

The vessels Liberty Belle and Hudson Belle have been refitted for the season. The Meyer Davis office is providing talent for all Wilson Line dances out of New York, Boston, Philadelphia, Washington and Baltimore, and will do the same for a run to be started later out of Houston, Tex., in July. The Liberty Belle is a 2,900-passenger boat and the Hudson Belle accommodates 3,400.

The holiday kickoff had Joan Weber plus a Davis orchestra, and Davis crews will back all names out of New York. A third run is operating from the 134th Street Pier featuring Negro artists for Harlem dance cruises, backed by the Jonah Jones house band. This portion of the excursion line's activities also got under way over the holiday, with Al Hibbler as the featured artist.

The Harlem line will feature the Chord Cats on June 22, Four

Tunes on June 29, and Bill Haley and His Comets on July 5-6.

Since beginning with Joan Weber, the Davis office has booked Eydie Gorme on the June 3 cruise, Tony Arden on June 9, Georgia Gibbs last Monday and Tuesday (13-14) and Steve Lawrence the following two days. Advance schedule is as follows: Guy Mitchell, June 22-23; Sunny Gale, 28-29; Polly Bergen, July 2; Jaye P. Morgan, 5-6; Denise Lor, 9; Four Lads, 12-13; Crew Cut, 19-20; Betty Madigan, 26-27 and July 30.

The boats make their initial pickups at Jersey City, then make a stop at Pier 80 in Manhattan before going up the Hudson on a three-and-a-half-hour journey. Admission price is \$2.20 per person and numerous bar facilities are available on board.

Wilson Line activities include resort stop-offs along the New England and Eastern coastlines, with a Rockaways' Playland run due to start on a daily basis on June 27. Earliest run was the Washington-Boston one which started early in April with one of its stops being Marshall Hall Park, in which the line is financially interested. A pair of boats operating out of Philadelphia will serve the Delaware area, with a stop at Riverview Park. Another will serve Eastern Maryland and two run out of Boston servicing Nantasket Beach and Provincetown. All will be available for the "moonlights" and the total talent picture will make available many dozens of dates thru the season for acts.

A heavy promotional and advertising campaign is boosting the New York moonlights with use of daily newspaper ads, outdoor ads, throwaways, and ads on the screens of the Astor and Victoria Theaters, among those owned by Robert Dowling's City Investing Company, which controls the excursion line. Charles Schlaifer Company is handling advertising and Walter Kaner Associates the publicity, for New York "moonlight" operations.

## Thomaston, Ga., Awards Contract For New Building

THOMASTON, Ga., June 18.—According to George Wheelless, chairman of the fair committee of the Thomaston and Upson County Chamber of Commerce, county commissioners have let a contract for the erection of a large steel multi-purpose building at the Upson County Fair Grounds.

Wheelless said the commissioners have entered into a contract to erect a steel building at the fairgrounds for use as a home demonstration club exhibit during fair week and for use by all county organizations thruout the year.

The building will be erected by the Steel Builders of Columbus and will be completed by September 15.

Mr. and Mrs. Marion Wallick; their son, Marion Jr., and daughter closed with the Smiley Burnette staghaw at the Lake Theater, Erie, Pa., May 31 and returned to their home in Dover, O., to prepare for Ohio park and celebration dates.

**FOR SALE  
NEW SIDE WALL**

Water and Mildew Proof

7x100 Feet	..... \$49.00
8x100 Feet	..... 56.00
9x100 Feet	..... 63.00

1/3 Deposit Required

**MAIN AWNING AND TENT CO.**  
230 MAIN ST. CINCINNATI, O.

**EXHIBIT TENT**

42 x 84 feet. Sidewall, Poles and Stakes.  
Good condition. Bargain. Contact

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### 80,000 Acts and Fund Raising Ideas Needed by 11,000 Lion's Clubs from Coast to Coast

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Lions' Club officers and program chairmen need information on suitable entertainment for their club affairs. They are also keenly interested in ways and means to raise money for their community and charitable activities.

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You can SELL this choice market thru an advertising schedule in the Lions' Magazine.  
Phone or Write for advertising rates and data. . . .

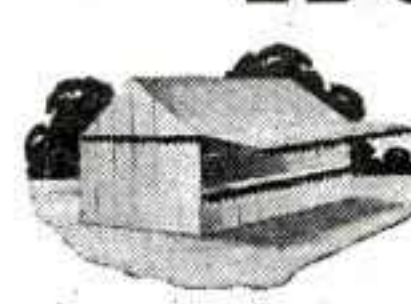
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Advertising Manager

### LIONS INTERNATIONAL

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**CONCESSION TENTS AND STEEL FRAMES**

**SQUARE END & ROUND END TENTS**

Write TODAY for our 16 page tent catalog covering every type of show tent. We are experts in the fabrication of large tents.

**HOOSIER TARPULIN & CANVAS GOODS CO., INC.**  
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### "CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES

Sizes and Styles for Every Outdoor Purpose—  
Shows, Carnivals, Fairs, Concessions,  
Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.

**TURNER EQUIPMENT COMPANY**  
432 St. Aubin Ave. Detroit 7, Mich.

## POWERS TENTS

Tents well reinforced. 12.63 sq. army duck. Vivotex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

AMERICA'S FINEST SHOW TENTS

## O. Henry Tent & Awning Co.

**SPECIAL!** 70'x170' used Round End Tent—12' Wall—Blue Fire Resistant Fabric. Good Condition—Immediate Shipment.

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Concessions • Cookhouse • Merry-Go-Round • Caterpillar Tops and Big Tops  
• Flashy Trimmings • Any Color • All Sizes • Flameproof or Regular  
Tarpaulins, Truck Covers, Drop Cloths • All Sizes • Immediate Delivery.  
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**ONLY THE BILLBOARD**—  
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## TAKE YOUR WELDER TO THE JOB! SAVE THE PRICE OF A TRUCK

Weights only 65 lbs.  
Using the first **TOROIDAL** transformer!



## BREN WELD

TRADE MARK  
MODEL 200 AW

**OBSOLETE ALL OTHER  
WELDERS OF COMPARABLE RATING!**

Employing the first toroidal transformer ever used in arc welders, the portable Bren-Weld does the work of conventional welders 4 to 5 times its size and weight. Eliminates the necessity to transport bulky equipment or heavy parts to be welded. Now you can carry Bren-Weld to the job!

Bren-Weld handles electrodes from 3/64" through 5/32"; it has adjustable arc voltage for various arc characteristics.

Because it is so flexible in operation and application, Bren-Weld is ideal for plant production and maintenance, for construction work, for railroads, on the farm and in home workshop.

**24 HOUR DELIVERY FROM STOCK!**

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INTEGRITY SINCE 1919  
32-14 Northern Boulevard, L. I. City 1, N. Y.

**A  
KASSON  
PRODUCT**

11" x 12" x 7 1/2"  
LIST PRICE **\$169.50**  
(F.O.B. L. I. CITY, N. Y.)  
Lowest Price On Market  
For Comparable Amperage  
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**FREE!**

For details of free trial offer  
and folder see your dealer or  
write directly.

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- Prompt shipment
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- Ferris Wheel • Caterpillar • Tilt-A-Whirl • Whip • Hey Dey • Lindy Loop • Ridee-O-Ride • Loop-O-Plane • Rock-O-Plane • Screw-Ball

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AMUSEMENT ROPE  
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### D. M. KERR MANUFACTURING CO.

1954 W. Grand Avenue Chicago, Illinois  
Established 1903  
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when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**





Fool-Proof! Profit-Packed! Multi-Purpose Vender!

EXHIBIT VACUUMATIC CARD VENDER INCREASED PROFITS WITH ASSORTED POPULAR PICTURE CARDS VACUUMATIC CARD VENDERS A 'NATURAL' for all locations, for kid or adult sales. CARDS FOR KIDS include many varieties. We supply you with cards at low cost. TREMENDOUS SALES in specialized business using location printed cards... in tourist spots and other high traffic locations. HOLDS 1,500 CARDS, vends on any coin. Mechanism insures delivery every time. SPECIAL ADAPTATIONS available for folders, packages, books, etc. Advise of your special needs. EXHIBIT SUPPLY COMPANY 4218-30 W. Lake Chicago 24

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all electric race horse derby THE TURF Write for full details and photo. Electronic Games Greensburg, Pa

Shooting Galleries And supplies for Eastern and Western Type Galleries. Write for new catalog. H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

Table listing various fair and exhibition dates across multiple states including Iowa, Missouri, Kansas, Kentucky, Louisiana, and Maine.



# Hurry-Hurry-Hurry

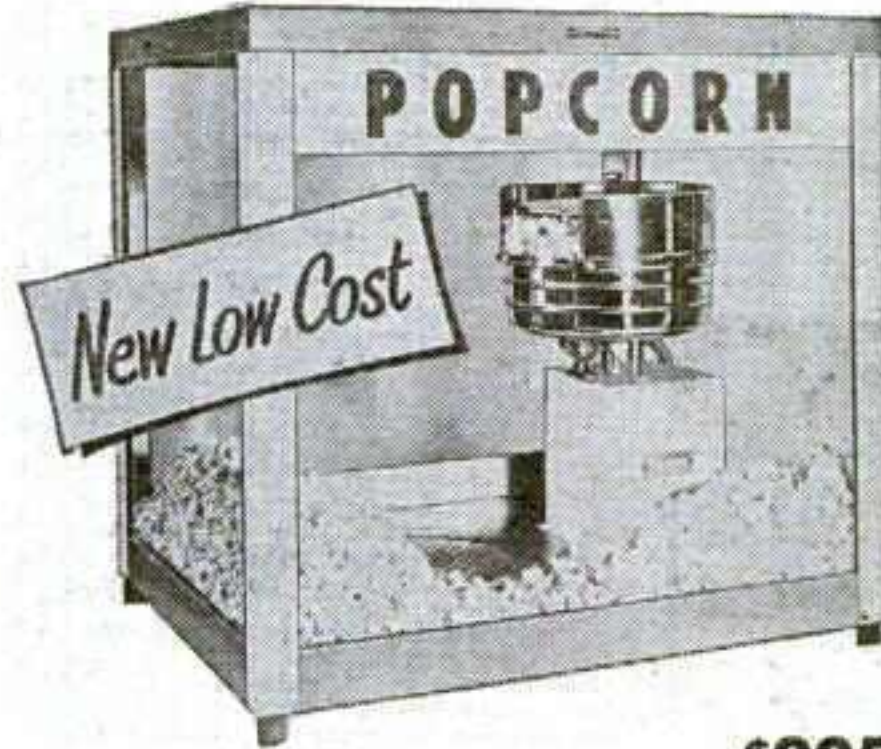
Yes, when in a hurry--  
Use a **CRETORS Popcorn Machine**

For The Finest in Equipment and Supplies  
Wherever You Are or Wherever You  
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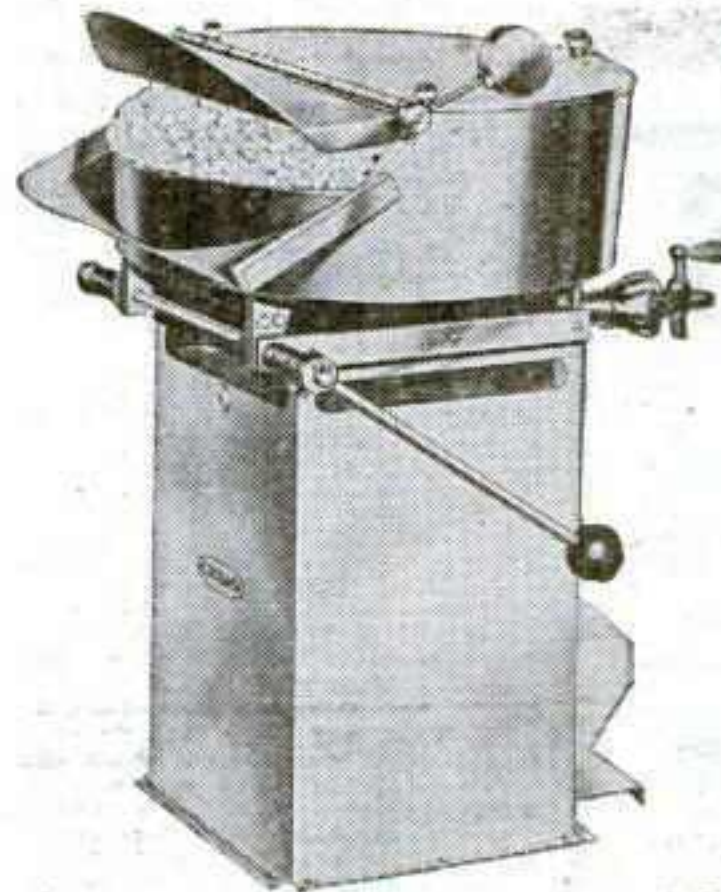
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New England's one stop service for the concessionaire  
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Complete one stop service for concession supplies and equipment  
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The finest in concession supplies and equipment  
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One stop service for the best in concession equipment and supplies  
2111 Champa Street  
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- Standard Theatre Supply**  
Everything for the concession operator  
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Complete Concession Supplies  
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Prompt Service from 11 Points  
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ST. CLOUD, MINNESOTA
- The Marjack "Popcorn" Co., Inc.**  
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Phone LI 6-3228  
ALL SUPPLIES FOR THE POPCORN MAN

# CRETORS DEALER



**\$22500** FOB CHICAGO\*  
"AMERICA" COUNTER MODEL  
Portable unit that measures only 27" wide x 21" front to back x 25½" high, yet it pops 6 oz. of corn per charge and can turn out \$12.00 worth of popped corn per hour. Plugs into any 110-volt AC outlet. Case has warming element.



**\$30000** FOB CHICAGO\*  
GIANT GAS POPPING UNIT  
Pops 2 lbs. of corn per charge and can turn out \$75.00 worth of popped corn per hour. Stainless steel base. Burns natural, manufactured, or bottled gas (gasoline equipment optional at extra cost). Electric Popping Units also available in 18-oz. and 2-lb. capacities.

Wherever you are, if you pop and sell corn it'll pay you to do business with a CRETORS Dealer . . . In the first place, he sells and services the world's No. 1 popcorn machine. This means on-the-spot service, too, with machines and parts in stock for immediate delivery . . . And, secondly, your CRETORS Dealer is the best man to see for highest quality popcorn and related supplies . . . In most cases, you can get everything you need in one friendly stop . . . So, if you aren't already in the money-making CRETORS habit, look up the CRETORS Dealer nearest you. You'll find the name and address of some of them in this ad, and the others in the yellow pages of your telephone directory.

**CRETORS "Since 1885"**  
Sales Office - Popcorn Bldg. - Nashville, Tenn.  
Factory—Chicago, Ill.

\*PRICES SLIGHTLY HIGHER IN CANADA









# Refreshments Add Up to 25% Of Kiddieland's Gross Income

**R**EFRESHMENT income at Art Fritz's Melrose Park, Ill., Kiddieland accounts for close to 25 per cent of the spot's annual gross. Based on a yearly take that's well into seven figures, that's big business.

Typical of the over-all Fritz operation, which is the model of dozens of similar spots thruout the country, the eat and drink business is based on quality, service and cleanliness.

Quality is a must with the spot's clientele, according to Ronald Rynes, Fritz's first lieutenant and long-time supervisor of the concession operation.

"Our customers are regulars that come out with their youngsters two and three times per week and if the refreshments fail, we'd probably lose their patronage," is the way he puts it.

Rynes sells approximately 3,000 hot dogs and buns per week. The frankfurters sold are big ones, bought eight to the pound. This compares with 10 to the pound purchased by many operators and even 12 to the pound by some. Only other sandwich handled is grilled cheese that's made with top quality cheese and is particularly popular on Fridays.

### Soft-Serve

The spot's soft-serve ice cream, which is used instead of regular ice cream, has a butter fat content of 6 per cent compared with the 4 per cent of most custard. This year Rynes solved the problem of paper coffee cups going soft when filled with the hot liquid. He introduced a new plastic-sprayed containers that hold up a full 15 minutes before softening. They cost about a dollar more per thousand, but that's part of the quality pro-

gram and well worth it, Rynes said. The service angle revolves around the two concession buildings, the main one for the general line and fountain products, the second exclusively for popcorn and caramel corn.

### Main Building

The main building, a face-brick structure, 40 by 30 feet, is equipped with some \$20,000 worth of food and drink equipment, is air-conditioned and designed for fast service. Four spacious service windows are located at its front thru which the refreshments are served by from 7 to 10 attendants. The first window handles fountain goods and soft drinks, the second cones, the third coffee and candy and the fourth coffee and sandwiches. This method, even on the big 20,000-ticket-days, which are often, makes for quick serving and no long waiting in line.

Popcorn is big business at the Fritz operation, which uses from 1,000 to 1,200 pounds per week. To better service this large volume, a 15 by 22-foot stand, manned by two or three attendants, is used to handle the popcorn and caramel corn. A large popper that handles 10 pounds at one filling is used. Even this stand, however, is not adequate for the big volume and a new one is planned for next year with the addition of candy floss.

The use of soft-serve ice cream in all fountain products also helps the service angle. Milk shakes and malts can be made in a matter of 30 seconds with the custard while regular ice cream takes close to 90 seconds. Even in the soft drink department, the service is noted. In order to please customers, both Coca-Cola and Pepsi-Cola are dispensed as they've found that many

customers have definite preferences.

### Cleanliness Stressed

One of Fritz's primary rules is that the grounds be spic and span and this, if possible, is stressed even more in the eat and drink stands. Outside counters are sparkling, the buildings are kept well painted at all times and the inside, where the food is prepared, rivals a model kitchen. Attendants are neat, clean-cut and pleasant. All food and drinks are served in paper containers of some type. The hot dogs come in an envelope bearing the name of the packer who supplies them. And if the patron misses one of the many trash containers with the wrapping, there's usually an attendant on hand to pick it up.

Much of the success of the Fritz refreshment operation is based on the same factors that have made his entire park one of the most successful in the country. His Kiddieland patrons are greeted by a sign that reads "We Depend on Your Suggestions for Our Success." These suggestions have played a big part in the food operation and they've kept the hungry, thirsty fun-seekers happy.

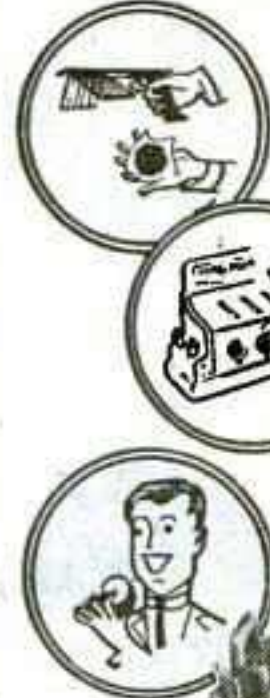
### Klein for Minn. Event

EDGERTON, Minn., June 18.—Klein Amusement Company will be back for the sixth time at this year's sixth annual Dutch Festival here, July 20-21, it was announced this week by Clifford H. Peterson, general chairman. The event is being co-sponsored by the local Civic Club and American Legion Post. Scheduled are big parades both evenings with crack bands and drum and bugle corps in the line-up.

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**RANKS HIGH ON LIST**

**Midway-Born Frozen Custard Grows Into Million \$ Industry**

By IRWIN KIRBY

**T**HE average 65 per cent profit on retail sales of soft ice cream and custard will be shot to smithereens in coming years when operators start using a brand-new product—regular ices run thru the regular freezer. On the market only a couple of months, this incidental product of the custard stand bids to be a big money-winner in a huge industry which is almost impossible to define in terms of dollar volume.

Along with popcorn and the traditional hot dog, custard (soft ice cream under some circumstances) reigns as one of the food kings of the midway. Permanent stands are features of parks, resorts, roadside recreation centers and drive-in theaters, and transient operations provide their owners with steady but heavy profit on the midways of fairgrounds and carnivals.

Custard-soft ice is a multi-million-dollar industry. Lack of a centralized information source deprives anyone from knowing exactly how many machines are in existence and what kind of product they dispense. But total ice cream production regularly tops 600,000,000 gallons yearly, of which more than 60,000,000, or 10 per

cent, is soft ice cream retailing at upwards of \$3 per gallon. How much custard is sold is a matter of speculation.

**Key Ingredients**

Egg yolk content, as specified by State laws, is the basis for the different labels. There is no uniformity, but dairies in all States keep mixes which conform to local regulations, and can produce on request the type mix an operator requires. Butterfat, selling to dairies at 79 cents a pound at present, also governs the price of the mix and, therefore, the machine operator's profit margin.

The product must have an egg yolk content to be called custard. Butterfat content varies around 10 per cent in one block of a half-dozen States (New York, for instance) to as little as 2.5 per cent. Without egg yolk the seller can call his item anything he desires, such as dairy dessert, frozen treat, etc.

On the midway and at amusement parks where heavy traffic is common there is little distinction in name-calling. The customer sees the white stand or truck-mounted unit, recognizes it, and buys. He isn't apt to stare at the cone for a half-hour or so to see whether it contains enough butterfat and egg yolk to make it "stand up" or whether it turns quickly into something resembling frozen snow. Within five minutes he will have eaten off the peak and be nibbling at the crisp, tasty cone.

Veteran operator Arthur Abbott has close to 20 machines in park and resort locations and has been in the custard business for 27 years, the last 22 at Playland Amusement Park, Rye, N. Y., where he has nine machines. He also holds the custard exclusive at the Canadian National Exhibition and the Barrington (Mass.) Fair.

"It's Abbott's Custard," he says of his stands, "and nobody ever objects."

**Different Labels**

But it's soft ice cream, not custard, where chain operations such as Carvel's Dari-Freeze stores are concerned. Carvel is a former carnival and fairgrounds ice cream man who transformed his portable business into a 250-strong string of franchised roadside stands. In his case, as in other chains, the customer has more time to contemplate his cone than does the midway patron who has amusements in his mind and field of vision while eating. The result is Carvel's emphasis on product uniformity and merchandising in order to build up the value of his trade name and huge cone symbol. The 2,500-store Dairy Queen chain sells a frozen milk

product and concentrates on sight appeal since it cannot make references to its product as an ice cream. It claims 300,000,000 servings yearly.

Carvel's is at the extreme opposite end of the ladder from the midway operation. His rigidly enforced system chooses and surveys sites, erects uniform stands, sells all equipment, containers and straws to the operators, sells the mix, and reaps a 10-to-25-cents royalty on every gallon of soft ice cream sold. The operator, whose investment is roughly some \$7,500 cash on a \$17,500 stand can hardly scratch his ear without Carvel's permission. To allay any feelings of insecurity, however, are the facts that none of the stands has ever folded and that the smaller ones gross \$40,000 and net \$13,000 annually.

How profitable the business can be is illustrated by Abbott, who points out that a four-machine operation doing peak business thruout the run of a fair can gross as high as \$8,500. This would naturally call for ideal weather and spending attitudes, and capacity crowds every hour. But even with the slack periods considered, the four units can do \$35 to \$40 an hour during busy sessions.

For Abbott this has produced enough well-managed income to earn national recognition as the owner of Kentucky Derby winner Blue Man, which was turned out to stud this January and has accomplished 40 matings at \$1,000 per.

**New Product Described**

Borden's flavor division is one organization which has been working on a product which can be run thru the custard (or soft ice cream, as the case may be) machine. Ices are the result, and the intention is to convince operators that they can prepare several gallons prior to business hours and keep the can in a cold cabinet for scooping out during the day. This would give the operator two products to sell, to satisfy two kinds of taste. The profit margin in "Ice Mix" is huge and Wes Foreman points out that the operator need not be concerned with ice cream regulations since the mix does not contain butterfat.

Borden's is selling Ice Mix in cases of six No. 10 cans, costing only 30-40 cents to produce a gallon of ices. Procedure is to mix in seven quarts of water per can, making two and a-half gallons of mix, which in turn produces four gallons of ices thru the freezer. The ices will keep for two or three days in the can. Also on the (Continued on page 102)

**FORECAST**

**Firmer Prices Anticipated For Popcorn**

**A** FIRMER tendency in the market on popcorn is expected to develop in the future as surplus quantities of corn are used thru normal channels. That's the long-range forecast of J. A. McCarty, head of the Evansville seed firm bearing his name, and one of the country's leading authorities in the business.

McCarty feels that the large surplus crop that was produced in 1953 is gradually being reduced to the point that we should have much more normal price outlook for the coming years. The 1954 crop was one of the smallest that we had for a great many years due to less acreage and also due to the hot weather damage in mid-summer, he pointed out.

"Even if we come up with a normal acreage this year, we will just about produce the amount of corn that we normally consume in this country," he said. "We believe that the market in the last six months has been governed more by surplus stocks in the hands of processors than it has been by supply of corn." McCarty added that he believed that as the surplus of the '53 crop is gradually used, the stronger markets should be good for everyone.

The veteran seedman pointed out that it is becoming increasingly difficult to appraise popcorn planting because the acreage is being scattered more every year, largely because of the government's program on subsidies on many crops. Back a few years ago popcorn was concentrated in a few outstanding producing areas but since the government is reducing crop acreage on other crops, many farmers over the country will plant popcorn in place of acres diverted from other crops.

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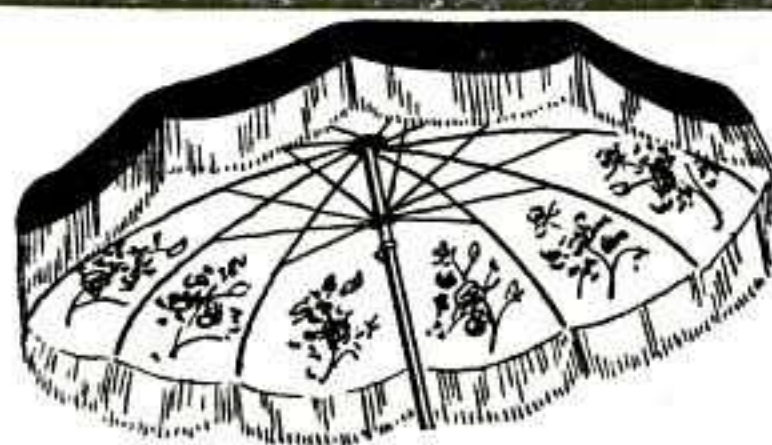
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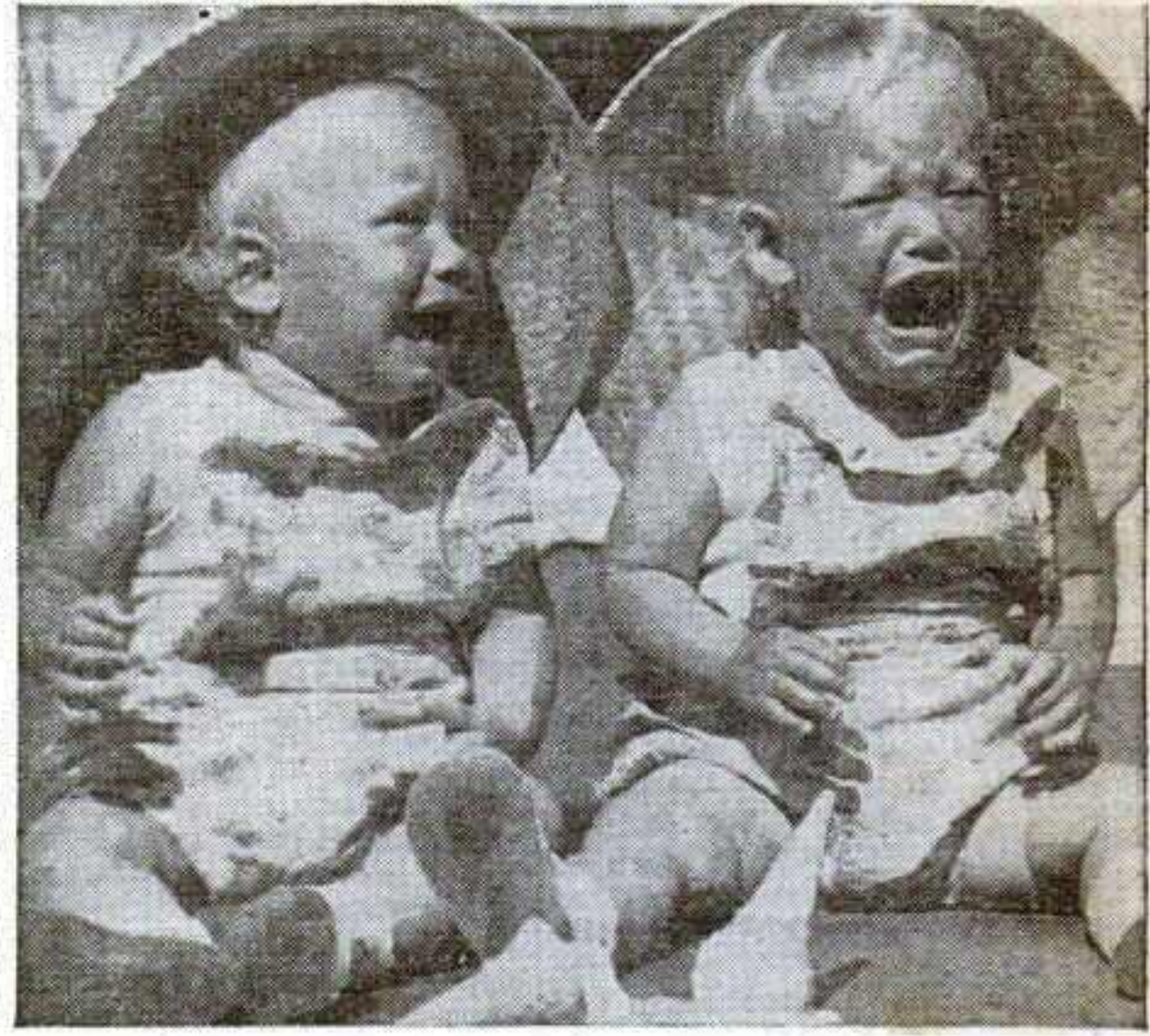
## Publicity Photos Plug Playland Park

WALTER KANER, veteran publicist for Rockaways' Playland, Rockaway Beach, N. Y., offers examples of good park publicity shots. The Kaner Agency is in its seventh year with Playland and employs top New York newspaper photographers on their days off, on the theory that they know best what kind of photos the city's picture editors view favorably.

Top left photo brought in clippings by the hundreds. It's more than just a curvaceous blond beauty in a bikini. Proper picture framing using cheesecake to catch the eye, plus the unique distortion-mirror-reflection effect, resulted in this photo being used by papers across the country.

"Where's Yer Suit," was one of the captions given the upper right photo. Soaring temperatures, tiny tot strolling the midway sans attire, and a shapely beauty "cop" with admonishing finger, plus bemused spectators, made this a natural hot-weather photo that drew chuckles and space from New York and wire service editors.

Twin tots wailing over spilt ice cream cones (right) resulted in this human interest photo, which couldn't have been cuter if it was staged—which it was. As they screamed over the tragedy, cameras clicked and TV newsmen filmed this hot weather scene which had a heavy play in the press and video.



## London's Battersea Fun Fair Installs Chute, Plane, Cruise

LONDON, June 18. — London's seven-acre funfair at Battersea Park has reached saturation point for attractions, said Sir Leslie Joseph, chief of the site, at a lunch to launch the summer season. Only by throwing out old attractions to make more space could new ones be added, he said.

Featured is a new water chute designed by Sir Leslie. The track rises 65 feet and then runs down into a water tank 70-foot long and 30-foot wide. The trip is made in open boats which are drawn up to the top of the track and then continue down into the tanks by gravity. Glass windows encircle the tank and protect spectators from spray.

A new jet plane machine has been installed. Twelve arms extend from a central piece of machinery with a model airplane on the end of each arm, seating two or three persons. The machine is worked by compressed air, and each car has

a control so that the individual planes can go higher or lower. The whole machine is 50 feet in diameter and works at 12 revolutions a minute, and 200 cubic feet of compressed air is used per minute.

A third new idea is the World Cruise. This is a canal flanked on each side by murals and set pieces showing scenes from famous places. Visitors sail down the canal on gondolas.

The set pieces include Rocky Mountains, Taj Mahal, the Kremlin, Eiffel Tower, St. Peter's, Tyrol, Sydney Bridge, Egypt and Windsor Castle.

Sir Leslie said that in 1954 they hoped for a million visitors to the "fun fair." In fact, despite a disastrously wet summer, 1,329,527 people went to the park.

This year, so far, it is well ahead of expectations. On Easter Monday it had 99,564 paying visitors. And it is 27 per cent up on last year's figures.

## Shore Spots Weathered Out Over Weekend

BOSTON, June 18.—Recent days proved disappointing to shore operators at places like Main's Old Orchard Beach and at Hampton Beach, N. H. Altho some measure of business was done by inland spots, those on the shore suffered from exposure to unseasonably chill winds which held down turnouts. Rains washed out most of Sunday (5).

Several improvements and new units are in evidence at Old Orchard, notably lighting displays and an extension to the amusement section. Adult facilities include a Merry-Go-Round, two Fun-houses, Noah's Ark and Coal Mine. The location also has a Miniature Train ride, Dodgem, and Bullet ride, and the Palace Kiddieland features a new kiddie Chariot ride, Rocket Planes, Army Tanks and Boat ride. The Ripley's Believe It or Not show did fair business last weekend.

Hampton Beach has been made more readily accessible with a new four-lane highway to the beach and amusement center, and parking space has been provided for an additional 2,300 cars. A heavy log of festival attractions has been carded for August, looked on as the resort's peak month.

In the Boston region, Nantasket's steamers are in operation from Rowe's Wharf direct to the fun zone, and Revere Beach's easy accessibility by rapid transit lines is expected to prove a boon this season. Both did poorly last week, however, due to the weather.

The general outlook is for a good season, according to most operators who base their prediction on the volume of business done to date and the apparent spending attitude of the public.

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**TOMMY WOLFE**  
**Failure to Land Fair**  
**Ends Owner's Reign**

**F**AILURE to land a choice fair date has not frustrated many showmen to the point of retirement, but it had such an effect on Tommy Wolfe in 1955. Altho he has been active in various capacities around the fringe of the show world, Wolfe's carnival ownership days pivoted around the negotiations for one specific engagement 30 years ago.

Then, as now, the Canadian National Exhibition in Toronto held forth as the leading annual event on the Continent, and competition for the lucrative contract waged furiously. The T. A. Wolfe Shows was hot in the running as were Johnny J. Jones and Rubin and Cherry organizations. When the contract went to Jones for the fifth time Wolfe sold his equipment.

"It was too much," he reflected this week. "It meant more to me than any date means to any owner these days, for I had pointed toward Toronto for years, building and fixing and waiting. Without Toronto there was nothing left to shoot for."

Reflecting and meditating are high among Wolfe's characteristics as he has a particularly alert mind and definite way about expressing his thoughts. Losing of the CNE came after 13 years of building and operating the T. A. Wolfe Shows, which he organized back in 1912 at the age of about 25.

**Big Entertainment Budgets**  
There have been many changes in show operations since he withdrew from the field.

"Take the size of today's shows for instance," he pointed out. "Twenty, 25, 30 rides on a midway and even more in some instances. Absolutely unheard of in those days. A few devices were always enough, but competition among ride manufacturers and the shows themselves forced organizations to grow sort of against their will. It soon reached the stage where owners had to add equipment in order to exist by retaining dates, and once the trend started there was no end."

A result noted by Wolfe is the dominance of huge traveling organizations carrying tremendous amounts of iron with vastly greater managerial problems and headaches than in the earlier days. He is of the opinion that most of today's large outfits could gross nearly as much on a given fairgrounds with practically half the number of rides, except perhaps at the larger major fairs.

"I can hear the sales talk now," Wolfe says. "The fair secretary would go for that ride, or 'Get one of these because Joe Blow has one on his show and he's hot after that date.'"

In the over-all picture Wolfe holds the over-anxious showman has done himself irreparable harm by overdoing his efforts to satisfy fair people. Because of these activities the annuals expect ever-growing midways, new rides, new canvas and other items which are impractical year after year, he said.

**Showman Always on Edge**  
"The showman was and is al-

ways on edge, with the constant fear of losing a date."

Wolfe noted the increasing amount of business done yearly at the Chicago conventions, something not common 30 years ago. For many major events the showman had to follow the same booking formula always. Toronto, for example, expected to be informed three years in advance that a particular show was a prospect and wished to be considered. The year before the date the fair would inform the show that a group from the CNE would visit the midway unannounced.

"And what a visit," he recalled. "They'd drop in at some spot and go over everything with a fine tooth comb. They had the biggest con-



TOMMY WOLFE

tract of all in their pockets and knew their stuff. Appearance, efficiency and satisfaction were looked for, and you couldn't give those fellows a nickel. They'd look down their noses at you when you even offered them coffee.

"On January 5 of the big year you would get a telegram inviting you to their January meeting. They would invite three shows to make their presentations and you had to provide a prospectus of what you had to offer in advance. When you went in there they had it all laid out and it was an eye-to-eye meeting."

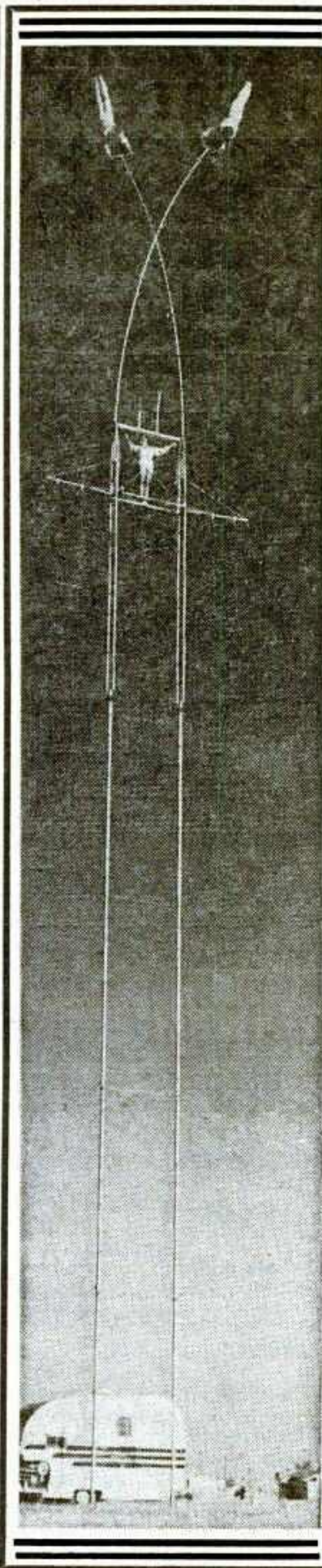
The Johnny J. Jones and Rubin and Cherry organizations were represented at the 1925 awarding by Al Barkley and Steve Wood, with Jones having already played Toronto four times previously. Wolfe offered 40 to 45 paid attractions with five or six different riding devices, some 10 attractions more than he anticipated Jones coming up with. "But," he recounted, "that's the way it goes."

**Started as Parky**  
A native of Cleveland, Wolfe's earliest show connection was in that city's Luna Park as a concessionaire. The purchase of a Carousel and Ferris Wheel found him playing city lots, and the show grew from there. He claims the distinction of having owned the first Dodgem on the road. In 1923, Charlie Isabel's Keno tent on the lot in Milwaukee is referred to by Wolfe as a forerunner of today's bingo operations. Blanket prizes were offered.

The Wolfe midway grew to its ultimate strength of 40 railroad cars, playing every State fair east of the Mississippi and many of the dates now on the World of Mirth Shows' Southern route.

Pattern then was for Wolfe to open around February and buck the cold and rain, when he wintered around the Gulf. March would find the show in Georgia after which it would head north. There were 10-12 weeks around the Indiana courthouse squares after which the show headed south. At one time the consecutive playing of squares on cobblestone surfaces led to carelessness and negligence by some of the workers. Sandbags

(Continued on page 70)



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**EASTERN ILLINOIS FAIR**  
Danville, Ill., August 2-5  
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**AUGUST 23-24-25—EAGLE GROVE, IOWA**  
This is strictly a 4-H & FFA Fair with Barnes-Carruthers entertaining; no Carnival. Want Independent Concessions only. Lots of shade and good water.  
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**WORLD'S GREATEST HYPNOTIST**

"Our attendance was increased over 50% over any previous year due solely to Joan Brandon's performance." EMILE ROUSSEAU, DIRECTOR. Memorial Auditorium, Worcester, Mass.

"Joan Brandon is the finest attraction I have ever booked." CARL OLSON, DIRECTOR. Coliseum, San Antonio, Texas.

"I will call on Joan Brandon whenever I need an attraction for any exposition I produce." FRANK DUBINSKY, DIRECTOR. Boston, Mass.

"Joan Brandon holds the audience spellbound." J. C. HALLACKER, DIRECTOR. Shrine Circus, Providence, R. I.

"Joan Brandon presents a startling amazing and hilarious show which is never forgotten by anyone who sees it." SAMUEL WASSERMAN, DIRECTOR. Auditorium, Springfield, Mass.

"Joan Brandon is the greatest promotional attraction I have ever booked." JOHN OWEN, DIRECTOR. Municipal Auditorium, New Orleans, La.

"The gate this year shows that Miss Brandon brought a lot of people to the show." GROVER GODFREY, PRES. Parade of Homes, Dallas, Texas.

"Joan Brandon broke all attendance records." PHIL HOULTON, DIRECTOR. Cambridge Fair, Greenwich, N. Y.

**P.S.: COPIES OF ALL THE ABOVE LETTERS CAN BE OBTAINED UPON REQUEST.**

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 Finest Promotional Attraction In America  
 Publicity: J. BRANDON, 430 West 24th Street, New York, N. Y.



"Joan Brandon is absolutely fabulous—packed the auditorium every night." WALTER BERGMAN, DIRECTOR. Auditorium, Winnipeg, Canada.

"Being Newfoundland's outstanding theatrical promoter, I do not hesitate in saying frankly the attraction which impressed me most was Joan Brandon." RON A. YOUNG, DIRECTOR. Armory, St. John's, Newfoundland.

"We, the producers and sponsors of the St. Petersburg and Pensacola, Florida, Home Shows, consider Joan Brandon's act as being responsible for our successes." E. W. ROWE, DIRECTOR. St. Petersburg, Fla., Home Show.

"After checking numerous spots you have played, our executive committee would like to engage you for the 1955 East Texas Fair, Sept. 12-17." BOB MURDOCK, MANAGER.

"Having heard of Joan Brandon many times, I could hardly believe the drawing power you have. We have never before had so many thousands of people in front of our amphitheater. We are looking forward to your return next year." OSCAR BITTLER, MANAGING DIRECTOR. Eldridge Amusement Park, Elmira, N. Y. REPEAT ENGAGEMENT: July 4-10, 1955.

**SPENDING GOOD**  
**Outlook Termed Bright For Fair Food Operators**

**T**HE OUTLOOK for eat and drink business at agricultural fairs this year is bright, as good as '54 and probably better, according to George Bush, of B & L Concessions, Kansas City, concessionaires at a number of the nation's major annuals.

Per capita spending for refreshments at outdoor amusement centers has held up well this year, food prices are generally stable and help is not difficult to get, Bush said.

Biggest problem is bottled pop, where prices are unstable, he pointed out. Wholesale prices in the cities are holding steady but those quoted by bottlers in rural areas are prone to change at any time and generally are being pegged at sharply higher levels.

The answer, so far as B & L is concerned, is the new cup dispenser system developed by Coca-Cola. The system enables purveyors to serve soft drinks in cups at all times either from counter units, portable carts or one-man carrying packs. At any rate, B & L plans to use a large number of the various units.

**Meat Down**  
 Food and drink concessionaires will get a little break on meat prices this year, levels having dipped about 5 per cent from a year ago, Bush pointed out. Buns and bread at wholesale are about unchanged, popcorn is steady with paper containers a little cheaper, he reported. Napkins and other paper goods are holding to '54 levels.

For the second straight year, Bush and his partner, Chan Laube, will use liquid instant coffee in their far-flung operations. According to Bush they're able to get the equivalent of a pound of coffee in the liquid form for 65 cents. Ground coffee, altho considerably lower than last year, is still in the 85 to 90-cent-per-pound price range.

Only notable change in the beer concession business is the turn to canned brew. Bottles are apparently on their way out, even tho the profit margin is larger on the glassware. Canned soft drinks are still too high priced for the average concession operation, and the empty cans still provide problems in many cases, as many as with bottles, Bush said.

**Tommy Wolfe**  
 • Continued from page 69

were employed for weighing down and guying out.

"I remember," Wolfe said, "we got back on the road one week and found all our stakes had been misplaced and consequently lost. And there we were in the middle of the South. It took several days before we could get squared away with stakes again. Those courthouse dates soon disappeared due to the increasing motor traffic. That type of downtown date has become a thing of the past now."

**Bands and Agency**  
 The show went in heavy for promotions, heavier than is the current practice, with three advance men handling the chores at salaries of \$75 weekly, plus a third of the promotional grosses. Wolfe says there was more emphasis on press agency, and cites as an example Sidney Wire, a skilled reporter on the Wolfe shows whose practices included sending out illustrated brochures on the show to virtually every fair in the East. Promotions were heavy on the contest side, with many banners in evidence but not much distribution of free tickets. Wolfe carried a band and offered concerts and street parades.

Ride foremen averaged \$50 to \$60 weekly. Still date concession fees averaged \$25 weekly, with \$50 plus p. c. asked of wheels which predominated then. If the show had 20 joints at a given spot, half would be wheels, which would be policed to see that plenty of stock went out.

Still dates were generally weak, and matinees were almost always no good. The pay gate at still dates, which took hold in the 1930's, was not practiced then. Wolfe says the public just wouldn't respond to a gate fee and it took until years after his retirement before the practice became established. The pay gate developed about the same time as the beginning of the boom in kiddie rides. There were no neon systems in use nor light towers, the chief method of illumination being incandescent bulbs.

Ride prices then ranged from a nickel to a quarter, pretty much the same as today with the heftiest money being charged, and received, at fair dates.

In recent years Wolfe has taken to handling premium merchandise and promoting tie-ins. He became active in the promotion field after his retirement from the carnival business, and presented a couple of winning attractions. Notable was the "Glassblowers of the World" exhibit which played New York, San Francisco and Miami in 1939-40, and the "Holy City" exhibit which showed at the Chicago Century of Progress World's Fair and at other events.



**Captain Leslie's CALIFORNIA SEA LIONS**  
 The World's Greatest Lovers  
**ROMEO — JULIET**  
 Just completed five weeks at the Sportsman Show in West Canada.  
 Open time for Parks, Fairs, Sport Shows, Nite Clubs, Theatres, after Sept. 4, going East.  
 WRITE CAPTAIN LESLIE  
 Box 33 Florence, New Jersey

**Jimmie TROY**  
 THE Comedy KING OF THE AIR  
 Just completed WESTERN CANADIAN SPORTS SHOWS, FAIRS, CELEBRATIONS  
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**DUE TO DISAPPOINTMENT**  
 Have Fourth of July open—also a few later dates available  
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**COOK & ENOS**  
 Presenting the world's original funny Ford act.  
 Write, wire or phone—R. D. 5, WATERFORD, PA. PHONE: 4748.

**Keene, N. H., Cuts Budget**

**KEENE, N. H., June 18.**—The Cheshire Fair Association has set its operating budget for the 1955 fair at \$29,419, an amount \$2,000 less than last year.

An estimated income of \$1,000 will come from a special stock car race to be held by the Monadnock Stock Car Racing Association on August 28, the day after the close of the fair.

The budget committee cut down on special attractions and made smaller cuts in maintenance appropriations, tent rentals, and other miscellaneous items.

**Barbara Latta Named Miss Wyo.**

**CASPER, Wyo., June 18.**—Barbara Latta, daughter of R. S. (Bob) Latta, manager of the Central Wyoming Fair here, was recently named Miss Wyoming in the Miss Universe Beauty Pageant. She will represent the Equality State in the finals July 14-24 in Long Beach, Calif.

**Miss BeBe Says . . .**

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# MIDWAY CONFAB

Continued from page 73

Ralph Burgess, Wayne Robinson, Dean Pleuss, Jack Vance, Silas Isacs, James Cox, Lee Carson, Joe Jackson, Paul Nichols, Joe Curran, Orval McClanahan, Graham Barnhart and band and orchestra parents of Oberlin.

Henry Meyerhoff, vet showman and former operator of the Crescent Shows of Canada, is recuperating from an illness which has had him hospitalized since May 6. Friends may write to him at 1203 Main Street, Penticton, B. C. . . . Mrs. W. R. Snapp, of the Snapp Greater Shows, held a stork shower for Mrs. Everett Harris in the new Side Show top of Floyd Woosley recently while the show was playing Burlington, Ia. Those attending included Mrs. D. C. Rowland, Mrs. Buddy Lavigne, Mrs. Jeanette Allen, Mrs. Floyd Woosley, Mrs. Juanita Jamison, Mrs. Dave Farmer, Mrs. Helen Renning, Mrs. Ted Taiclet, Mrs. E. E. Taiclet, Mrs. Gertrude Horn, Mrs. Whitey Whitter, Mrs. Ted Lewis, Mrs. Art Blakiney, Mrs. Austin Phillips, Mrs. Eddie Pasterczyk, Mrs. Jim Randolph, Mrs. Fred Norris, Mrs. Dudley Hampton, Mrs. George Warren and Mrs. Paul M. Farris. Mr. and Mrs. Harris own and operate the Motordrome and cookhouse on the show.

A surprise birthday party was given by the entire personnel of the Thomas Joyland Shows for Mrs. Sidney Thomas, wife of owner L. I. Thomas, while the show was playing Morgantown, W. Va., recently.

Hostesses for the affair were Esther Buchanan, Beulah Everhardt, Elizabeth Jackson, Peggy Wright and Monica Bares. Party took place in the Bares Girl Show top, which was decorated by Clarence Stuckey.

## Caledonia's Cele OK for Continental

FULTON, N. Y., June 18.—Continental Shows came within an inch of blanking out at Caledonia last week but wound up okay on the strength of a big night Friday (10). The annual Firemen's Celebration there opened Wednesday (8) but owner Roland Champagne had the show set up as usual and played the first part of the week as a still date.

First two days were poor, celebration's opener was also poor and Thursday (9) was nothing special either, despite special events which were offered. Friday night, though, went over big with weather fine and attendance in the thousands. Champagne and his staff were uneasy since there was no gate on the celebration days but luck held up for a good Friday night. Saturday's matinee was very light but the night's events drew pretty well before rains which cleared the midway at 10 p.m.

General agent Paul La Cross was paid by the sponsoring committee for a half-hour show over WHAM-TV, Rochester, featuring his knife and gun act using Bob Willett, and Carroll Miller's magic act. Another paid TV show was put on Tuesday (14) over WYSR, Syracuse, advertising the Fulton date which started slow in cold weather. It turned warm toward the end of the week and fireworks were planned for last night.

Show's bingo, owned by Danny Dorso, has been working every week thus far, it is reported, variously as bingo, darto and skillo.

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## VFW July 2-3-4 Celebration

POESTENKILL, N. Y. (NEAR TROY)

This Celebration starts July 2, with fireworks night of 3rd. Big Parade 10 a.m.—Giant Air Thrill Show over the lot at 3 p.m.—Fireworks 11:30 p.m. July 4. Fifteen hundred dollars in prizes given away. This is not a promotion. It's been getting bigger every year for last ten years.

Want Games of all kinds that work for Stock—Age, Scales, Long and Short Range, Direct Sales. What have you? We do not duplicate.

Now booking for the Great Greenwich Fair, Washington County. Write, wire or phone.

### ROBERT D. KELLOGG OUTDOOR AMUSEMENTS

STILLWATER, N. Y.—Phone Mechanicville 1106

## D. S. DUDLEY SHOWS

Want for the following Fairs and Celebrations:

Show carries 15 beautiful Rides, clean Shows, legitimate Concessions only.

Las Animas, Colo., June 20-26; Brush, Colo., July 1-4; Fort Collins, Colo., July 7-16; 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.

WILL BOOK—Grind Shows with own transportation, any Ride that does not conflict. Cook House, Crab (Boyd and Edna, answer or come on); Photos, Guess Age, Novelty, Hats, any un-controlled Stock Concession. Need Tilt Foreman, Ferris Wheel Foreman, Chairplane Foreman, Second Men for all Rides; all must drive semis.

Wire all answers—D. S. DUDLEY

### CHEROKEE AMUSEMENT CO.

Wanted for Granby, Mo., Homecoming, June 30-July 2; then Pittsburg, Kans., July 4, with all Celebrations and Fairs to follow.

CONCESSIONS: Photos, Novelties, Basket Ball, Hoop-La, Bumper, String, Heart Pitch and Roman Target or any non-conflicting Hanky Panks.

Wire, phone or write J. W. MAHAFFEY, Webb City, Mo.

C.S. PECK presents

# KEY CITY SHOWS

## WANT FOR VETERANS' REUNION & ANNUAL 4TH CELEBRATION

7 Big Days—City Park, in the Center of MOUNT VERNON, ILL.

20,000 Population

June 28th thru July 4th

CONCESSIONS—Cookhouse, Grab, Pronto Pup, Foot Long, Custard, Pop Corn, Carmel Corn, Scales, Photo, Novelties, Balloon Dart, Hats, Hi Striker, Short Range, Bottle Game, Derby, Dish Pitches, Beat Dealer, Color Game, Big Six, any Hanky Panks. No Gypsies or Flats.

SHOWS—Drome, Fun House, Glass House, Snake, Illusion, Wild Life—especially want Girl Show.

NOW BOOKING CONCESSIONS FOR THE LEXINGTON, ILLINOIS, CENTENNIAL, JULY 11 THRU 16

Wire C. S. PECK, Champaign, Ill., this week.

# GOLD MEDAL Shows

CAN PLACE FOR DOWNTOWN LYNCHBURG, VA., FOR WEEK OF JUNE 27 AND THE LARGEST FOURTH OF JULY CELEBRATION IN THIS PART OF THE COUNTRY AND 14 OUTSTANDING FAIRS FOLLOWING THE FOURTH

### CONCESSIONS

Hanky Panks of all kinds, Custard, Snow Ball, Chocolate Dip, High Striker, Photos. Will sell "X" on Scales and Age.

### SHOWS

Have beautiful frame-up for outstanding Minstrel Show, also beautiful 80-foot Front for Girl Revue. Must have five or more girls or will book outstanding Show with own front. Can use Monkey, Wildlife, Snake or Geek Show, also Glass and Fun House and other Grind Shows.

### RIDES

Will book Rock-a-Plane, Dark Ride and Roll-o-Plane. Can use Foremen and Second Men for 15 Major and 10 Kiddie Rides. Especially want Tilt Foreman.

Contact  
**JOHNNY J. DENTON**  
Gold Medal Shows  
Winchester, Va., this week.

**DAVID E. FINEMAN**  
c/o Geo. Washington Hotel  
Phone 2-0301, Winchester, Va.

P.S.: Can use Man for Cigarette Block; Jimmy Finn, answer; also two Grind Store Agents.

# L.J. HETH Shows

WANT FOR 4TH OF JULY CELEBRATION, CITY PARK, CONNERSVILLE, IND.

SHOWS—Side Show, Monkey Show, Small Animal Show or any Show not conflicting.

RIDES—Pony Ride, Boat Ride (Delbert Warren, answer).

HELP—Want Second Men for Rides, must be licensed semi-trailer drivers.

CONCESSIONS—Jewelry, Glass Pitch, Short Range, Age and Scales, Frozen Custard, Novelties, Arcade. (At present none of these on Show). Also want Hanky Panks of all kinds.

ALL FAIRS AFTER 4TH OF JULY

ALL REPLIES: CLARKSVILLE, IND., NOW; CONNERSVILLE, IND., NEXT WEEK

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## NEW ALUMINUM ANCHOR TENT FRAMES

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1955 FAIR DATES

Continued from page 57

Caanan—Caanan Fair Assn. Aug. 26-28. Bernard B. Goss.

New Jersey

Aura—Gloucester Co. 4-H Fair Assn. Aug. 10-11. J. L. Glass.

New Mexico

Albuquerque—New Mexico State Fair. Sept. 24-Oct. 2. Leon H. Harms.

New York

Afton—Afton Driving Park & Agri. Assn. Aug. 15-20. Fredrick Crane.

Palmyra—Union Agri. Soc. Aug. 23-27. W. Ray Converse.

North Carolina

Albemarle—Stanly Co. Fair Assn. Sept. 19-24. Clyde A. Skidmore.

North Dakota

Bottineau—Bottineau Co. Agri. Soc. July 18-20. Albert Stewart.

Langdon—Cavalier Co. Fair Assn. July 11-13. Dick Forkner.

Ohio

Andover—Andover Street Fair. Sept. 9-11. Wm S. Grabert.

Ashtabula—Ashtabula Co. Fair Assn. Sept. 27-Oct. 1. Harry Dotson.

Oregon

Alsea—Union Agri. Soc. Aug. 1-5. James H. Hooper.

Texas

Abilene—Abilene State Fair. July 11-16. Dale C. Cartwright.



ARISTOCRAT OF THE WEST

WANT Operator for Side Show; must have own banners, everything else furnished including transportation.

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WANT

For Greenup, Ky., Fourth July Celebration, June 27-July 4; followed by Lawrenceburg, Ky., Fair, July 18-23, and Columbia, Ky., Fair, July 25-30, and all fairs until we close.

CONCESSIONS—Novelties, Ice Cream, Jewelry, Custard and Hanky Panks of all kinds.

Address all replies: RAYMOND C. HULS

c/o WESTERN UNION, WAYLAND, KY.

BOB HAMMOND SHOWS

WANT FOR BELTON, TEX.—BIG JULY 4TH CELEBRATION. (40,000 Soldiers Plus 60,000 National Guardsmen.) GRANBURY, TEX. (Hood County Reunion), July 11-16; YALE, OKLA. (Northwest Okla. Reunion), July 18-23; CHERRYVALE, KAN. (Southeast Kansas Reunion), July 25-30; CASSVILLE, MO. (Soldiers' and Old Settlers' Reunion), August 1-6; RUSH SPRINGS, OKLA. (Watermelon Festival), August 8-13.

THEN THE BIG ONE

ANADARKO, OKLA., AMERICAN INDIAN EXPOSITION, August 15-20. 11 Texas Fairs to Follow, Plus the SHRINE CIRCUS in HOUSTON.

Shows: Can place any Shows not conflicting. Concessions: Stock Concessions of all kinds. (Harry Lamon can use Stum Agents.) Help: Want Ride Help who drive. Wives for Ticket Boxes.

Address BOB HAMMOND, Mgr.

6115 Gold St., Houston 10, Tex., until June 25; then Belton, Tex.

CANTON, OHIO, SESQUICENTENNIAL CELEBRATION

August 15 thru 20

WANTS

Woodcarvers—Goldwire Artist—Glass Blowers—Wildlife—Merchandisers OR any Concession not normally booked by carnivals advertised statewide.

CONTACT WILLIAM MORRIS, CHAIRMAN

SESQUICENTENNIAL HDQS., CANTON, OHIO. GL. 6-0591.

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WANTED - JULY 20-24 inclusive

All kinds legitimate Concessions for the big AMERICAN LEGION POST #63, LACKAWANNA, N. Y. FIELD DAYS MAMMOTH STREET PARADE, THURSDAY, JULY 21

Crowd holding fireworks display Wednesday and Sunday evenings. Contact JAMES TARQUIN, 456 Ridge Road, Lackawanna, N. Y. Telephone: South 9430 after 7 p.m.

KING BROS.' SHOWS

WANT

Due to coat toilers, agitators and knockers, want few Hanky Panks not conflicting; especially want Pony Ride, Jewelry; Singer and Dionne, get in touch. Any non-conflicting Rides. Want Wheel Foreman, \$50.00 a week if you can move it two times a week. Allie Olson wants Ball Game Agents, B. J. Duffy, drove 200 miles to see you, it was wrong show; have yours but keep in touch. There is only one boss on this show. Will give good deal to any Major Ride not conflicting. Have 20 Fairs and Celebrations left. This show will stay out until Nov. 15. If you can run your concession and not try to run the office, come on; good treatment. C. M. Brock, contact. All replies: JOE L. KING, Bison, S. D., June 24-25. P.S.: This show has six office-owned Rides.

CARROLL'S GREATER SHOWS

WANT

For big 4th of July and Diamond Jubilee Celebration at Park Rapids, Minn.; followed by three of the better Fairs of North Dakota.

CONCESSIONS: String, Long and Short Range, Slum Spindle, Bumper, Coke Bottle, Hoop-La, Glass Pitch or any worthwhile Concessions that do not conflict. RIDES: Will book Roll-o-Plane, Rock-o-Plane, Spitfire or any Ride that does not conflict.

Low percentage. Need Second Men who drive semis. MUST have LICENSE. SHOWS: Mechanical, Snake, Monkey or any Show of merit with own equipment. Contact as per route.

STOCK TICKETS

1 Roll ..... \$ 1.50 5 Rolls ..... 7.50 10 Rolls ..... 12.50 25 Rolls ..... 31.25 50 Rolls ..... 62.50 100 Rolls ..... 125.00

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**Morris Hannum Shows**  
*One of the Great Eastern Shows*

Levittown, Pa., June 27-July 5—Great Fireworks Display and Car Giveaway—Free Gate. Big Annual Church affair—across from the Shopping Center on Church ground. Followed by 10 Big Days at Spring Mills Fair, Conshohocken, Pa., July 6-16  
 Want Straight Sales and Games that work strictly for merchandise. Want Ride Foremen for Wheel, Octopus and Chairplane. If you know these rides and can drive, have good job for you. Allegrippi, come on.

**All replies MORRIS HANNUM**  
 America Hotel, Allentown, Pa., this week; then 934 Murdock Rd., Philadelphia, Pa. Phone: Chestnut Hill 7-8176 from June 27 on.

**RALEY BROS.' EXPO.**  
**NO GRIFT ANYTIME**

The One and Only July Fourth Celebration in the Carolinas—Belhaven, N. C. Boat Races—Fireworks—Street Dances—Parades and Beauty Contest

Place all Stock Concessions. Sell ex on Bingo, Novelties, Jewelry and Custard for season. Shows with or without, I have tops; low percentage. Cherry Point Marine Base at the base to follow; payday for 50,000 Marines.

**HAROLD RALEY**  
 Williamston, N. C., this week; Creswell, N. C., week of June 27; then the two big ones, Belhaven and Cherry Point. Wire, no phone calls.

**MIGHTY INTERSTATE SHOWS**  
**WANT FOR AMERICAN LEGION CELEBRATION, BLOOMFIELD, INDIANA**  
 On the streets around Court House Square, June 27 to July 2, with a big Fourth of July Celebration to follow

SHOWS: Any non-conflicting Grind Shows, Penny Arcade; good proposition to Side Show with or without own equipment.  
 CONCESSIONS: All Hanky Panks open, Long Range, Short Range, Photos, Novelties, Jewelry, Age & Weight, Frozen Custard and Ice Cream.  
 RIDE HELP: Foremen for Merry-Go-Round, Wheel, Tilt, Chairplane, Spitfire, Second Men on all Rides.  
 Want Billposter with car or truck. Want Show Builder to join on wire.

**All replies to H. B. ROSEN**  
 Western Union or General Delivery, Franklin, Indiana, this week.

**WANTED**  
**FOR THE SOUTH'S BEST CELEBRATIONS AND FAIRS. FOURTH OF JULY AT MARTIN, TENN.; HOMECOMING FOLLOWS MARTIN. FAIRS START JULY 25**

WANTED—Hanky Panks of all kinds, Bingo, Cookhouse; Jim Dunlap, contact me; Mitt Camp, Shooting Gallery, any Concessions working for stock. Also want Talker for Side Show. Call or wire me at

Union City, Tenn., this week; then Martin, Tenn.

**J. A. GENTSCH SHOWS**

**GEORGE CLYDE SMITH SHOWS**

Want Ball Games, Pitch Till You Win, Cork Gallery, Hoop-La, Photos, High Striker, Glass Pitch, Slum Spindle, Basket Ball, Short Range, Fish Pond, Duck Pond, Swinger, Penny Arcade. Want Side Show, Snake Show, Girl Show, Monkey Show, Wildlife. Agents for office Hanky Panks. General Ride Help, Truck and Tractor Drivers. All replies:

**GEORGE CLYDE SMITH SHOWS**  
 HOUTZDALE, PA., THIS WEEK; BOSWELL, PA., NEXT WEEK.

**WANT FOR**  
**SAN LAKE 4TH JULY CELEBRATION**  
 4 DAYS—4 NIGHTS—JULY 1 THRU 4.

Can use legitimate Concessions of all kinds. Good opening for Grind Shows, any Walk Through Show, Motor Drome, Monkey Speedway. Will book any Ride not conflicting. Want to hear from Early Kelly. This is one of the best in the State and more to follow, including Mexican Fiesta at Hart. Address all communications to

**ROSCOE T. WADE**      **Bad Axe, Michigan**

**LONE STAR SHOWS**

Want for McGuffey, Ohio, Homecoming, June 21 to 26; Arcadia, Ohio, Centennial, June 28 to July 2, then the big Fourth of July Celebration

CONCESSIONS: All Hanky Panks open. RIDES: Kiddie Rides and Live Ponies. SHOWS: Side Show, Snake and Animal. Jimmie Ackley wants Agents for Count Store, Peek Store, Skillo, Buckets and Swingers for two units.

Call **LONE STAR SHOWS**, McGuffey, Ohio, June 21 to 26; Arcadia, Ohio, June 28 to July 2, or **GOLD COAST SHOWS**, Elwood, Indiana, June 28 to July 4.

**MYRTLE McSPADEN, Owner—JIMMIE ACKLEY, Bus. Mgr.**  
 P.S.: Ralph Warn and Red Bryant, come on.

**ASHVILLE, OHIO, JULY 2-3-4**  
**ANNUAL FOURTH OF JULY CELEBRATION**  
 PARADES — FIREWORKS — FREE ACTS — CONTESTS, ETC.  
 WANT CONCESSIONS — SHOWS — RIDE HELP.

Want Pea Pool, Rat Game, Beat the Dealer, Age & Weight, Photos, High Striker, Short Range, Jewelry Sales, Waffles, etc. Want Shows, committee money only.

**NOLAN AMUSEMENT CO.**  
 Elyria, Ohio, this week; Groveport, Ohio, June 27 to July 1.


**COLORED ENTERTAINERS WANTED**

Our Fairs and Celebrations start soon and show must be larger.

WANT PEOPLE IN ALL DEPARTMENTS — Musicians, Comedians, Blues Singer, Specialty Acts. Want four more Chorus Girls to give me a 10-girl line. Baby Ray Miller, get in touch. RED ROGERS wants to hear from BABY SEALS.

**Answer JOE SCIORTINO**  
 Majestic Greater Shows, 18th & Columbia, Indianapolis, Ind.; next week, c/o Gem City Shows, Fort Campbell, Ky.

**JAMES E. STRATES SHOWS**



**CAN PLACE FOR BALANCE OF SEASON**

Monkey Circus or Monkey Speedway, Midget Show, Fat Show. We have complete outfit for Illusion Show, or any other money-getting attraction. Also place Round-Up Ride or any other Rides not conflicting with what we have. Help in all departments. Our fair season opens August 1 at Clearfield, Pa.

**All address JAMES E. STRATES, Gen. Mgr.**  
 Week of June 20-25, Walden Ave. and Harlem Rd., Buffalo, N. Y.

**JEFF WANTS**  
**FOR GALA FOURTH OF JULY CELEBRATION**  
 ADJOINING FRANKLIN FIELD, BOSTON, JUNE 28 THROUGH JULY 4  
 EIGHT BIG NIGHTS PLUS SUNDAY  
**THIS IS THE BIG ONE EVERYONE HAS WAITED SIX YEARS FOR**

WANT Rides, Shows and all kinds of Concessions, including Eating Stands, French Fries, Custard, Novelties, Guess Your Age and Weight. No Buckets, no Cat Racks, no Grift.

This will be the biggest Fourth of July Celebration in the country. Time is short, contact now.

**JEFF HARRIS**  
 103 Walnut Avenue or Post Office Box 88      Revere, Massachusetts  
 Phone REvere 8-3825

\*\*\*\*\* of \*\*\*\*\*

**AMUSEMENTS OF AMERICA**  
**A STAR SPANGLED MIDWAY**

GENEVA, NEW YORK, WEEK JUNE 27 • CAN PLACE FOR • LIONS' CLUB CELEBRATION  
 GIGANTIC FOURTH OF JULY WEEK CELEBRATION, OSWEGO, NEW YORK  
 FIREWORKS—PARADES—CONTESTS—THREE BIG MATINEES—LADIES' NIGHT  
 ROCHESTER, N. Y., FAIR—BUFFALO FIREMEN'S CELEBRATION AND CONVENTION  
 SANDY CREEK, N. Y., FAIR AND OUR LONG ROUTE OF SOUTHERN FAIRS

**CONCESSIONS**      Hanky Panks of all kinds.      **HELP**

**SHOWS**      Any Grind Show with own equipment.      Second Men on all rides. Must drive semis. Wives as ticket sellers.

**Address JOHN VIVONA, Claude, N. J., this week**

**HILL'S GREATER SHOWS**

LAST CALL FOR 14 FAIRS BEGINNING AT HALLOCK, MINN., July 1. Followed by ADA, THIEF RIVER FALLS, INTERNATIONAL FALLS, BEMIDJI, WADENA (All Minn.); CARSON, N. D.; FARGO, N. D. (STATE FAIR); ABERDEEN, S. D.; NORTHWEST MISSOURI STATE FAIR, BETHANY, MO.; EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. M.; Followed by 3 TEXAS FAIRS.

CONCESSIONS: Want Short Range Gallery, Photos, Ball Games and Bottle Games, Strings, Fish Pond, Cork Gallery, Age and Weight, Penny Arcade, all legitimate Concessions. No Exclusive. SHOWS: Will book Fun House, Glass House and Mechanical Farm. RIDES: Want Coaster (large or small), Boat Ride, Sky Fighter, Round-Up, Scrambler, Spitfire. HELP: Charlie Chauncey wants Help for two Girl Shows and Monkey Speedway. Dancers and Talkers. Salary no object if you can produce. Want Ride Help for Dodgem (Whitie Johnson, come on). Foreman for Mix-Up. First Men on Octopus and Rock-a-Plane (Raymond Kienke, come on). Second Men on Twin Wheels. General Help on 18 Rides.

**All Wire or Call H. P. HILL, Mgr., Wahpeton, N. D., this week; then All Fairs**

**WANTED**  
**Carnival for One Week**  
 As Soon as Possible

**Contact:**  
**N. B. Hutcherson Jr., Commander**  
 American Legion Post No. 6  
 Rocky Mount, Virginia  
 Telephone: Day 234, Night 638

**AL BROWN**  
**WANTS AGENTS**

For 6-Cat, Buckets and Swinger. Drunks, agitators and first amazed, stay away.

**Contact c/o ROYAL UNITED SHOWS**  
 as per route.

**F. C. BOGLE SHOWS, INC.**

Want for following Fairs and Celebrations: Manhattan, Chanute, Arkansas City, Anthony, Downs, Oberlin, Hoxie, Colby, Goodland, Stockton, Osage City, Parsons, Girard, Kansas; Butler and Neosho, Mo.

Concessions: Cookhouse, Novelties, Water Games, Popcorn, Arcade, Apples, Custard, all Hanky Panks. Frank Harrison, hope to hear from you. Shows with own equipment: Girl, Side Show, Drome, Unborn, etc. Help: Tilt Foreman. Second Men all Rides. Help all departments. Wire or phone

**MANAGER, BOGLE SHOWS, Hays, Kansas, this week; Manhattan, Kansas (Army Payday), June 27 to July 2.**

**C. A. STEPHENS SHOWS WANT**

CONCESSIONS: Long and Short Range, Cigarette Gallery, Age and Scales, Glass Pitch, Hoop-La, Pitch-Till-You-Win, Novelties, Custard, Jewelry; Agents for Pin Stores, Count Stores and Hanky Panks. Can place Man and Wife to take over Photos.

SHOWS: Girl Show, Side Show, Monkey Show, Big Snake with own equipment.

RIDES: Place any Ride not conflicting. Especially interested in a set of Kiddie Rides.

**RODERFIELD, W. VA., THIS WEEK.**

**GIVE TO DAMON RUNYON CANCER FUND**





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### TRAINER REACHES TOP

# Pallenberg Makes Name Mean Best in Bear Acts

**EMIL PALLENBERG** came from a family of special skills and a love for animals. So it was not surprising that he reached a high point as performer and trainer. Now he and Mrs. Pallenberg are enjoying retirement after long years of tramping that made their name synonymous with performing bears.

Pallenberg and his four brothers had many pets, alligators to pigeons, at their home in Cologne, Germany. At that time he specialized in reptiles and water animals. Emil's older brother, Joseph, played an important part in starting him off on the road to circus fame. Joseph was a born anatomist and this helped make him one of the most outstanding animal sculptors.

Moreover, the knowledge of animals made it possible for Joseph to succeed in designing and building what are now known as barless cages. He used this new idea in zoo construction first for the Hagenbecks at Stellingen, Germany. Later, Emil's brother built these at many other zoos, including the Royal Oak Park, Detroit.

#### Sees Bike Possibility

While working at the Hagenbeek park, Joseph watched the many trainers and animals carefully. It was there that he got the idea across to Emil, then 19, and a younger brother, Christian. They went to Joseph's art studio at the Cologne Zoological Gardens and practised with the animals that he used as models for sculpturing.

They began with a group of mixed wild animals, but decided that was too expensive, so they switched to an act with three bears, a guanaco, two baboons and two dogs. Proud of their set-up, the Pallenberg brothers opened their first engagement at Nancy, France. But at the border they had lost the guanaco because of hoof and mouth disease quarantine and consequently the Nancy showman cut their pay in half. Emil and Christian Pallenberg then returned home with the resolution to work only with bears.

After a two-year hitch in the German Army, Emil began work in earnest in 1910, with bookings

at circuses and theaters thruout Europe. Three years later, his brother-partner quit to return to his original profession, engineering.

Christian left while the act was with a small circus in Holland. The show owner approved at first, but after Christian had left he claimed the Pallenbergs had broken their contract, and he confiscated the bears. The trainer, Emil, had to wait in Holland three months before an agent from Germany, Robert Wilshke, bailed him out of this difficulty. But in the meantime, he had met and married Catherine Wouts in a whirlwind courtship.

The couple's tour of circus dates took them to Russia, and during that tour she replaced the assistant in the act. They received an offer from an American agent, Martin Beck, to appear on the Orpheum vaudeville circuit. At the same time there was an equally good offer for staying on in Russia.

A flip of a coin sent the Pallenbergs off to the United States, arriving in May, 1914. First they played 25 weeks of two-a-day on the same bills with names like Jack Benny, the Marx Brothers and Ben Bernie. But outbreak of World War I made it difficult for Germans to work.

#### To Barnum & Bailey

In that period John Ringling was hiring numerous German acts and among them was the Pallenberg Bears, which went to his Barnum & Bailey Circus. At first the Pallenbergs didn't care for circus life in the United States, but they changed their outlook. In three years they were said to be the highest paid act on the show, and they remained with the Barnum-Ringling organization for 13 consecutive years. During that time their son, Emil Jr., was born, and about the time they closed with the Ringling-Barnum show their daughter, Dibirna, was born.

Pallenberg quit the circus to try his hand as head of the Western Vaudeville Association. Soon the depression hit and Emil lost heavily. During the circus years he had built up to a series of four bear acts. Now he sold all but one and this he took back to the booking

offices. Pallenberg ran into competition from the acts he sold earlier, but soon he was doing well again.

#### In Musical, Movies

One of his biggest engagements was 62 weeks with a Broadway hit, "Music in the Air." He built another act and it worked two years in Australia. He played Madison Square Garden stands with Ringling, toured Europe and appeared in the Ringling summer show for New York, "Spangles."

The elder Pallenbergs worked in numerous motion pictures, including "The Eagle," with Rudolph Valentino, and "Buck Benny Rides Again," with Jack Benny. In recent seasons they were with Polack Bros. and other circuses. Then in the winter of 1953-'54, the Pallenbergs decided to retire. Now they winter in Florida and visit with their daughter and her family in Connecticut during the summer, while their son, now with the Atayde Circus in Mexico, keeps the name of Pallenberg active in circus business.

**BABY HIMALAYAN BEARS \$200.00 EACH**  
**BABY INDIAN SLOTH BEARS \$250.00 EACH**  
**3 SLOW LORIS \$100.00 FOR LOT**  
**LARGE YOUNG CASSAWARIES \$450.00 EACH**  
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**JACK KWJET**  
 Polack Bros.  
 Shrine Circus Office  
 Rockford, Ill.  
 Office opens June 27—Taps  
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**TOP CORNET PLAYER WANTED**  
 Union scale. Meals and sleeper berth furnished. Join on wire. Address **KING BROS. CIRCUS**, Lee Hinkley, Band Leader, Renfrew, Ont., June 23; Pembroke, Ont., 24; Smiths Falls, Ont., 25; Peterboro, Ont., 27.

**6-PHONEMEN-6**  
 Easy \$250.00 and up. 25% collect. Pay daily. Capable men only. **BOOK—BANNERS—TICKETS.** Full newspaper, TV, Radio support. This is it!  
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## HERBERT SWIFT

### The Retired Minstrel Man and Old Time Mud Show Band Leader

U. S. MARINE BARRACKS August 14, 1908

Any musical organization needing a competent band director and instructor, I recommend to you Mr. Herbert Swift, whom I have known for a number of years. I acknowledge Mr. Swift as one of the most graceful directors in America.

(signed) William H. Santelman  
Leader U. S. Marine Band

(copy of original)

**It's been a long, long way since Minstrel Days, but my heart's right there—  
Gentlemen, be seated . . .**

**EDDIE MAZA** and Boys who were with J. H. Havlin Minstrel when I was principal End Man . . . Come Fish, Eat and Swim.



My Summer Castle in the Hills of Kentucky



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My Winter Palace, 217 W. 4th St., Covington, Ky.











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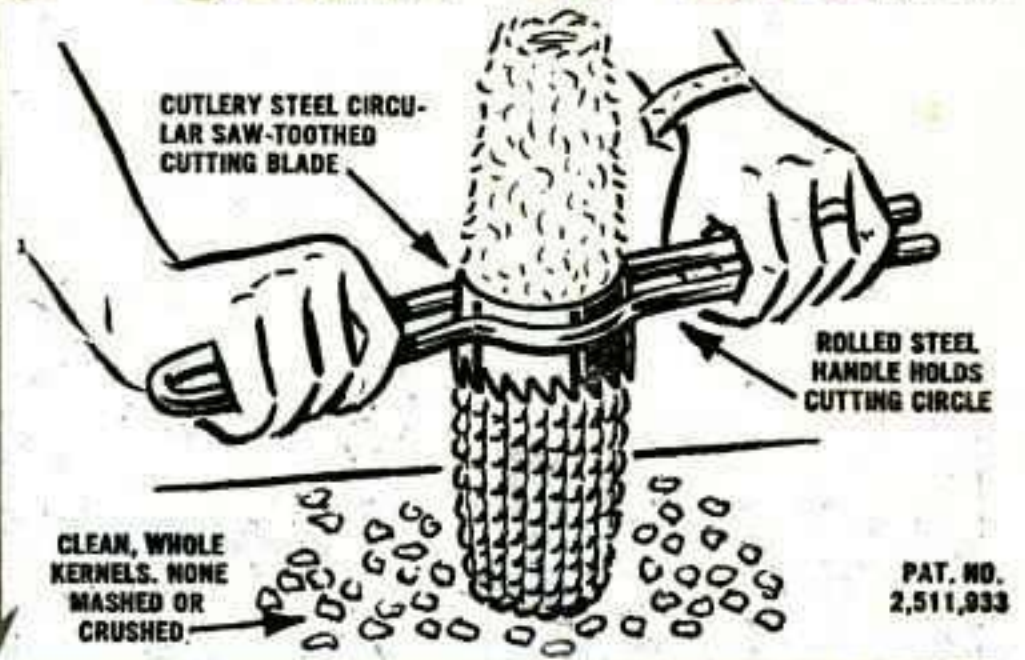
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"The Watch and Diamond House"

and watch how the rest of the  
mob lives and, from what I un-  
derstand, they really do live out  
there. Many, many things have  
happened since the last time I  
piped in but fortunately I have  
weathered them all—especially  
some of the so-called competitors  
that I've had to buck up against.  
It seems that no matter who you  
are or what line you carry, there is  
always that Mr. Somebody who  
hasn't brains or ambition enough  
of his own to produce and promote  
an original idea—the type of char-  
acter who sits back waiting to see  
what he can steal or sneak up on.  
I am 68 years old now and I'm  
still very active in all ways but I  
feel that I've pestered the public  
long enough. So now I'm just go-  
ing to quit, curl up and watch the  
others struggle to pay the freight.  
I got a chance to sell my drugstore  
for a pretty good hunk of change  
and I also have a house that should  
net me quite a few nickels. I got  
rid of my stable of horses before  
they got rid of me and I have quit  
the booze for many years now.  
You might say that I'm just a con-  
servative old gigger who has had  
a helluva lot of fun in his day and  
who now feels that he has earned  
his retirement. Here's wishing the  
best of everything to some of my  
old friends in the pitch game."

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**Crew Managers**  
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307 Fifth Ave. New York 16, N. Y.

SEN. CLYDE FORKNER . . .  
sends up another smoke signal  
from Suffolk, Va., down where  
King P-Nut meets the greenback.  
He pens that he's been working  
sheet to some top payday in and  
around the coastal area. All things  
considered, according to our boy  
Clyde, the spring season has been  
tops so far. Brother Forkner fur-  
ther notes, "I see in the Pipes  
column where E. C. Pardee has  
been making some good spots in  
Virginia and Maryland and is gather-  
ing up some of the long green  
that was overlooked. I'm glad to  
learn that the business and moola  
is coming his way. I also see where  
my old friend Frank (Bottles)  
Stover, the King of the Leaf and  
Knight of the Road, has been  
racking up in the beautiful hills of  
West Virginia. Am very glad to  
learn that all is in line with him  
and that he has his keister with  
him. Would like to read pipes from  
Father Patrick, Cowboy Billy Diet-  
rich, E. C. Pardee, Jack (Bottles)  
Stover, Al Harvey, Heavy Forkner,  
Steve McClain, Murph Newsome,  
Stacey Cutler, Dr. J. W. Stegall  
and Goldie and Marshall Lockie."

Nothing like Kernel Cutter ever before—anytime or  
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Managers who sell house to house. And Kernel  
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Rings for grab bags from \$8.00 to \$12.00  
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**SPECIAL INTRODUCTORY OFFER**

14 assorted Lamps complete with cord  
and bulb. Individually boxed.

Retail Value **\$67.50** Your Cost **\$27.50**

Special Discount of 10% for orders in  
quantities of six dozen lamps.

**LOS TROPICALS**  
940-46 North Miami Ave. Miami, Fla.

Terms: 1/2 Deposit with order, balance C.O.D.  
F.O.B. Miami, Fla.  
Write for Catalog "B"

**Punch Work Demonstrators**

You can make MORE money selling our  
PERFECTED ART NEEDLES, ALSO IDEAL  
NEEDLES

Set consisting of holder and 4 points, \$22.00 per 100. All  
nickel plated steel. Other size points also obtainable.  
Sample set \$1 cash with order. Terms: 25% with order,  
balance C.O.D., F.O.B. Chicago. We also make Muslin  
Pillow and Colored Burlap Rug Patterns, Embroidery  
Hoops, Frames, Brushes, Eyes and other accessories.

**HOME ART and NOVELTY CO.**  
ROUTE 5, BOX 368 BURLINGTON, WISCONSIN



# SCHATTUR SPECIALS

**5 1/2" DANGLING STUFFED ZEBRA**  
w/elastic \$1.25 Doz. \$14.00 Gross

**WESTERN STRAW HATS**  
w/chin cord Packed 3 dozen to carton  
\$4.20 Doz. \$48.00 Gross  
Attachable Sateen, Half Masks w/elastic, \$2.50 Gross.

**PEARLINE OPERA GLASS**  
w/compass & shoulder strap  
Small ... \$1.75 Doz. \$20.00 Gro.  
Medium ... 2.10 Doz. \$24.00 Gro.  
Large ... 2.75 Doz. \$31.50 Gro.

**Jumbo 18" Feather Monkey**  
w/pipe \$4.80 Doz.  
**15" Feather Monkey**  
w/pipe \$3.60 Doz.

**HI HAT FEATHER DOLLS**  
5" ... \$ .79 Doz. 8.00 Gro.  
6" ... .90 Doz. 10.80 Gro.  
7" ... 1.20 Doz. 13.50 Gro.  
8" ... 1.65 Doz. 19.80 Gro.  
9" ... \$ 1.90 Doz. 21.00 Gro.  
12" ... 3.00 Doz. 33.00 Gro.

**GIANT MEXICAN STRAW SOMBRERO**  
w/chin cord & sliding bead  
\$4.50 Doz.

**SQUAWKING RUBBER HOPPING DUCKS**  
\$1.50 Doz. \$16.50 Gross

**20" METAL SWORD**  
w/black finish scabbard  
\$1.80 Doz. \$21.00 Gross

**7" Nickel Finish 3 Keys Saxophone**  
**7" Nickel Finish 3 Keys Trumpet**  
\$1.80 Doz. \$21.00 Gross

**AUTOMATIC METAL CAP PISTOLS**  
75¢ Doz. \$8.40 Gross  
Roll caps for pistols, 35¢ per hundred rolls.  
Metal water pistols, 70¢ Doz.; \$8.00 Gross.

**RUBBER FIDO JUMPING DOG**  
\$1.75 Doz. \$19.00 Gross

**KIDDIE STRAW ETON CAPS**  
w/Pompon \$3.15 Doz.

**STUFFED SCOTTY DOG**  
6 1/2" x 5 1/2" \$3.60 Doz.

**Hunter Knives**  
w/Sheath  
9" Pearlina handle ... \$4.20 Doz.  
7" Pearlina handle ... 3.00 Doz.  
4" Cub knife, Pearlina handle ... 1.80 Doz.  
4" Cub knife, stag handle ... 1.20 Doz.

**BREAK ACTION POP GUN**  
w/Pearl Handle \$3.00 Doz.  
\$33.00 Gr.

**TOYO CLOTH HAT**  
For beach or sportswear. W/front pocket, assorted colors and sizes. Packed 3 dozen.  
\$4.00 Doz. \$45.00 Gr.

**BALLOONS**  
#11 Davy Crockett balloons ... \$5.00 gro.  
#10 mousehead balloon ... 5.50 gro.  
#15 mousehead balloon ... 8.50 gro.  
#11 gold balloons ... 5.75 gro.  
Giant spiral balloons, inflates to 6 feet ... 8.50 gro.  
Multi color spiral balloons ... 6.00 gro.

**BADGEBOARD ITEMS**  
4" cub knives, stag handle ... \$1.20 doz.  
4" cub knives, pearl handle ... 1.80 doz.  
Knife or harmonica key chains ... .50 doz.  
Jumbo rabbit feet ... per 100 4.50  
4" feather dolls, 4" baby w/bottle ... .60 doz.  
Sax Kazoo ... .75 doz.  
Fur dogs w/squeak ... .75 doz.

**SLUM ITEMS**  
1000 assorted slum (butterfly pins, rubber darters, razors, blowouts, fans, whistles, masks) ... \$5.75  
Cigar fans ... 1.50 doz.  
46L comic buttons ... per 1000 8.50  
Comic hat bands ... per 100 1.50  
Assorted key chains ... 2.25 doz.  
2" pocket mirrors ... 1.65 doz.  
Balloon squawkers ... 1.25 doz.  
Plastic cigarette holders ... 1.75 doz.  
3" harmonicas ... 3.00 doz.

**MISCELLANEOUS ITEMS**  
24" cork rifles ... \$ 5.50 doz.  
21" double barrel cork rifles ... 5.00 doz.  
10" decorated pop guns ... 1.60 doz.  
12" coolie hats ... 1.75 doz.  
16" coolie hats ... 2.25 doz.  
Best import flying birds ... 6.00 doz.  
Domestic flying birds ... 7.50 doz.  
Swagger canes ... 8.50 doz.  
Bamboo walking canes ... 10.80 doz.

**CELLO HEAD FUR MONKEYS**  
w/goggles  
7" ... \$ .79 Doz. \$ 7.50 Gro.  
9" ... 1.20 Doz. 13.50 Gro.  
10" ... 1.50 Doz. 17.50 Gro.  
12" ... 2.40 Doz. 27.00 Gro.  
10" w/college cap ... 1.80 Doz.

**18" BREAK ACTION METAL CORK RIFLE**  
w/decorated wood handle  
\$3.60 Doz. \$40.00 Gross

**CINDERELLA DOLLS**  
In clear view carrying container  
\$5.50 Doz.

**15" FUR TRIMMED JOCKO MONKEY**  
w/elastic and bell  
\$4.50 Doz.

**RUBBER HORSE INFLATES**  
12" ... \$ 1.90 Doz. 21.00 Gro.  
15" ... 3.00 Doz. 34.50 Gro.  
18" Jumbo horses ... 4.80 Doz.

**BIRD NEST STRAW HAT**  
\$12.00 per 100  
Deluxe, lightweight. \$16.50 per 100

**Be Bop Caps**  
w/elastic back fits all sizes  
\$3.60 Doz.

**RAYON PARASOLS**  
w/Floral Designs  
20" Spread ... \$2.00 Doz. \$22.50 Gro.  
24" Spread ... 2.75 Doz. 30.00 Gro.  
28" Spread ... 3.25 Doz. 37.50 Gro.  
32" Spread ... 4.50 Doz. 50.00 Gro.

**PLASTIC PARASOLS—RAIN PROOF**  
20" Spread ... \$3.25 Doz.  
24" Spread ... 4.25 Doz.

**ADMIRAL HATS**  
Navy, Light Blue or White  
\$6.75 Doz. \$42.00 Gr.

**Plush Jocko Monkeys**  
8" ... \$2.00 Doz.  
9" ... 3.00 Doz.  
10" ... 3.60 Doz.  
12" ... 6.00 Doz.

**CHIRPING BIRD IN CAGE**  
4 1/2" ... \$1.80 Doz. \$21.00 Gr.

**KIDDIE WESTERN STRAW HATS**  
Blended Brim \$2.40 Doz. \$27.50 Gr.

**CELLO HEAD PLUSH CLOWNS**  
7" ... \$1.50 Doz.  
8" ... 1.80 Doz.  
10" ... 3.25 Doz.

**10" RUBBER MONKEY INFLATE**  
\$1.60 Doz. \$18.00 Gr.

**DAVY CROCKETT BUTTONS**  
50L ... \$ 2.00 per 100  
17.50 per 1000  
70L ... \$3.50 per 100  
12x18 Davy Crockett Flags ... \$2.40 Doz.  
4x6 Davy Crockett Flags ... 1.20 Doz.

**DE LUXE CRUCIFIX**  
Gold Statuette on white or blue cross. Boxed with Cathedral stained window background.  
12" ... \$6.00 Doz.  
8 1/4" ... 3.50 Doz.  
5 1/4" ... 2.00 Doz.

**9" SAILOR DOLLS**  
Blue Uniform and White Cap  
\$1.60 Doz. \$18.00 Gr.

**5 1/2" BLACK & WHITE PANDA**  
\$1.80 Doz. \$21.00 Gr.  
**6" TEDDY BEAR**  
\$1.80 Doz. \$21.00 Gr.

**9" METAL CORK SPARK PISTOL**  
Black finish, cowboy design. Shoots spark and cork at same time.  
\$2.50 Doz.

**AUTOMATIC SPARK PISTOL**  
Shoots sparks—Cowboy or space design.  
\$2.00 Doz. \$22.50 Gr.

**6 1/2" Plush Bear w/squeak**  
\$3.60 Doz.  
**7" Plush Dog w/squeak**  
\$3.60 Doz.  
**4" Plush Animals**  
\$1.75 Doz.

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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. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated June 18, 1955)

Table with 5 columns: AMUSEMENT GAMES, ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES. Lists top 5 machines in each category.

Table with 4 columns: Machine Name, HIGH, LOW, Times Adv't'd. Lists various machines and their price ranges and frequency.

AMUSEMENT GAMES

Large table listing amusement games with columns for HIGH, LOW, and Times Adv't'd. Includes items like ABC (United), Army & Navy, Arabian Knights, etc.

ARCADE EQUIPMENT

Table listing arcade equipment with columns for HIGH, LOW, and Times Adv't'd. Includes items like Surf Club (Bally), Tahiti (Chicago Coin), Three-of-a-Kind, etc.

MUSIC MACHINES

Table listing music machines with columns for HIGH, LOW, and Times Adv't'd. Includes items like Skee-ball (Genco), Skee-ball (Lynco), Skee-ball (Phil.), etc.

SHUFFLE GAMES

Table listing shuffle games with columns for HIGH, LOW, and Times Adv't'd. Includes items like Ace Bowler (United), Advance Bowler, American (Keeney), etc.

VENDING MACHINES

Table listing vending machines with columns for HIGH, LOW, and Times Adv't'd. Includes items like Acorn Cabinet, Advance D 1c BG, Advance No. 11, etc.

## Golf Driving Machine Passes Denver U. Study

DENVER, June 18.—Research on the electronic problems encountered in a coin-operated, golf-driving machine is being completed by the scientific research laboratory of the University of Denver.

The machine, which was developed several years ago by a Denver inventor, permits a player to swat a golf ball with a driver chained to the machine, and then registers automatically the distance the ball would have traveled, whether it hooked or sliced, and other factors entering into good golfing.

However, the group of Denver businessmen, who acquired the patent and distribution rights to the machine, discovered that, tho the pilot model worked perfectly, the electronic factors were so complex the machine could not be kept in operating condition more than a few days at a time.

The research division of Denver University was then engaged to "de-bug" the machine. Now, after several months of study, the machine has been perfected and will be released shortly.

## Fish Help Nehi Net Drink Sales

BILLINGS, Mont., June 18.—The posting of regional fishing regulations on vending machines has been proved by the Nehi Beverage Company of Billings a good method of attracting consumers.

Each year, the vending division of Nehi has capitalized on the tens of thousands of fishermen who flock to Montana's lakes and streams, by placing venders at fishing camps, general stores, motels, mountain cabin centers, etc.

The company has found that the fishermen have become accustomed to seeing fishing regulations for the vicinity posted on the lids of the machines, and look forward to finding them there season after season. And, of course, the machines receive heavy patronization.

## L. A. Votes Down 2-Cent Cig Tax

LOS ANGELES, June 18.—The City Council's Revenue and Taxation Committee will not ask for an ordinance imposing a 2-cent tax on cigarettes.

A bill proposing the tax was introduced before the city council June 8 by Councilman Robert M. Wilkinson. It was referred to the revenue and taxation committee.

## \$500,000 IN SALES

### Cookie Packer Finds New Volume With Ops

BOSTON, June 18.—Tho he entered the vending field only six months ago, Larry Sussman, president of Handy Pax Distributors, has racked up as many sales to automatic merchandising operators in a few months as he has to retail chains in the previous 15 years.

Sussman had been selling cookies, crackers and peanut butter sandwiches directly to locations like Woolworth's, Liggett's drugstores, schools and soda shops.

Last November, he called on the cafeteria manager of the Framingham, Mass., General Motors plant. In the course of the conversation, he learned that venders operated by Vendway, one of New England's largest automatic merchandisers, sold 100 cases of cookies

## SHOULD BE GOOD FOR BAR STOPS

NEW YORK, June 18.—A vending machine which tells the customer whether or not he should get behind the wheel is a possibility. The imbiber drops his coin in the chute, breathes into a bag, and out pops a slip showing him how much alcohol is in his blood. The device was described in the latest Stanford Medical Bulletin, published by Stanford University.

## Automagraft Is Drive-Rama Mfr.

NEW YORK, June 18.—Wadsworth W. Mount, vice-president of the Automagraft Company, Inc., here, told The Billboard this week that his firm designs and manufactures the Drive-O-Rama and holds patents on the machine.

In the June 18 issue of The Billboard, Jack Gray, Philadelphia inventor, declared he was the manufacturer of the coin-operated device.

However, Mount revealed that Gray was loaned one Drive-O-Rama model for demonstration purposes, and that the agreement with Gray had been a manufacturer-sales agent pact.

Mount added that he had been unable to locate Gray after he loaned him the Drive-O-Rama.

## Game, Juke Tax Filing Dates

CHICAGO, June 18.—The U. S. Internal Revenue Service officer here reported this week that there is no change in the date for filing tax reports on amusement games and juke boxes.

Taxpayers filing Form 11-B, the Special Tax Return for reporting the tax on coin-operated gaming devices, including slot machines and remote devices, were notified that the 1954 code has moved the filing date in this category up to July 1, when the tax must also be paid.

## Game Ops Expand To New Type Spots

By KEN KNAUF

CHICAGO, June 18.—Amusement game operators throuth the country, equipped with new type games adaptable to a wider variety of locations, are expanding their routes to spots previously untapped.

Spurred initially by requests from coin-operated kiddie ride location owners for coin games, operators are moving these units into amusement parks, Kiddielands,

department stores, drugstores, theater lobbies, drive-in restaurants and outdoor theaters, golf driving ranges, miniature golf courses, batting ranges, and a host of other spots.

Major factors in the new-location trend are:

1. A wider variety of games made by manufacturers which are adaptable to new type locations.

2. A demand by kiddie ride locations for games to supplement rides at Kiddielands, parks, department and variety stores.

3. A steady increase in the number and size of amusement centers in outlying areas of cities, which cater to all age groups.

4. Declining game play at taverns, due largely to a general drop in tavern trade, and a resulting need for new locations.

Keying Production

Game manufacturers are keying production to the demand from these new locations, developing new concepts of amusement games, and designing many of these expressly for new spots.

Said Sam Lewis, executive vice-president, Exhibit Supply: "Kiddie ride locations are finding that they must supplement their rides with other equipment. Exhibit is planning new games to fit this market."

Exhibit, said Lewis, is in touch with a great number of kiddie ride operators. "There isn't one of these operators who isn't using games at his ride spots in new quantity."

Card Venders

Lewis also said that Exhibit, in

(Continued on page 124)

## N. J. Ops Dig in to Stem Wave Of Anti-Vending Legislation

PR Program, Legislative Strategy Planned; Sharenow, Schwartz, Millman, Meyer Named

By AARON STERNFIELD

ASBURY PARK, N. J., June 18.—The automatic merchandising industry has marshaled its forces to strike back at the wave of anti-vending legislation threatening to engulf New Jersey.

Saturday (12), at the Berkeley-Carteret Hotel here, 60 members of the newly organized New Jersey Automatic Merchandising Association mapped out their strategy—to snuff out pending legislation before it becomes law, to take their case to the people, to sit down with municipal officials and present the industry viewpoint, and to work on a model vending ordinance.

Like most other local trade groups, the Garden State organization was born because of restric-

tive legislation and the threat of more such laws.

Milk Touchstone

It started with milk. One New Jersey municipality after another began hitting outdoor milk venders with sanitary code violations, zoning violations and license fees—many as high as \$100.

The intention of the municipalities was to stymie the growth of outdoor milk vending. But the city fathers have fired shotgun blasts, hitting all outdoor vending in some communities and banning all vending in residential areas in other places.

While the New Jersey group was formed because of the threat to milk vending, its membership includes all segments of the auto-

matic merchandising industry, and its battles will be with any legislation which attempts to regulate unfairly or ban any type of vending.

Fred Brandstrader, legislative counsel of the National Automatic Merchandising Association, pledged support of the national group. He reminded the operators that every industry is vulnerable, and it behooves members of each industry to know their own vulnerability.

In the past, Brandstrader said, venders experienced some trouble (Continued on page 106)

## Vt. Economist Studies Milk Vending Sales

BURLINGTON, Vt., June 18.—Working on the premise that milk availability "around the clock" is the key to vending machine sales, James Sykes, agricultural economist at the Vermont Experiment Station, is currently performing research on the role of the vending-machine in milk distribution.

With the fact in mind that Vermont's urban population already comes in contact with vending machines selling candy, soft drinks, gum and cigarettes, Sykes believes that milk venders could be readily assimilated and is studying the situation.

Various locations, volume of sales necessary for profitable operation, price and size of drink best vended and their effects on consumption habits and sales, all are being studied.

A vending machine on loan from the manufacturer is being tested at various locations on the University of Vermont campus.

Sykes says, "It is hoped that experience gained from this machine can be profitably put to use by placing vending machines in different population areas thruout the State. It would seem that these machines could be operated successfully at Vermont schools, offices and factory locations."

## Keeney to Step Up Vend Output, Sales

Plans New Candy, Cookie, Cig Venders; Sets Sales Plan, Maps Finance System

CHICAGO, June 18.—J. H. Keeney & Company outlined plans this week for more extensive national sales efforts and a new line of vending machine products, including a candy, cookie, and a new cigarette vender.

Paul Huebsch, Keeney general sales manager, said that production plans were "to bring vending machine production up to the level of game production. New cookie, candy, and cigarette venders are to be introduced at the National Automatic Merchandising Association show in Chicago, November 6-9.

Huebsch called the vending machine industry "a stable business," and said Keeney was developing a finance plan for vending machine operators, to be used where the company deals directly with operators.

Finance Plan

"An adequate operator finance plan is the biggest need in the vending machine business today," according to Huebsch, who said the plan would consist of a small down-payment, accompanied with varying monthly payments.

Under a new sales plan, Keeney representatives are working directly out of the factory for the first time, contacting distributors and operators thruout the nation.

Sales representatives Bill Coan Jr. and Tom McCormack are traveling the country together. Coan dealing exclusively with vending machine contacts, and McCormack devoted to amusement game business.

The Keeney representatives will handle both sales and operational problems, including the conducting (Continued on page 120)

## Coin Industry Honors Joe Young at UJA Fete

NEW YORK, June 18.—Nearly 500 representatives from every segment of the coin machine industry gathered Wednesday night (15) at the grand ballroom of the Sheraton-Astor Hotel to pay homage to Joe Young, local Wurlitzer distributor. The occasion was the annual dinner given by the coin machine industry on behalf of the United Jewish Appeal.

In fund-raising activities prior to the dinner, the trade raised more than \$25,000 for the UJA coffers, a substantial increase over the sum raised in 1954.

Featured speaker was Rabbi Peretz Halperin, who told of his recent visit to Israel and North Africa. Father Andrew of St. Claire Hospital, Joe Young's priest, delivered the invocation.

Al Denver, head of the Music Operators of New York, presented Young with a plaque on behalf of the juke men, citing his contributions to the industry.

Barney Sugarman, Runyon Sales head, then presented Young with a second plaque, on behalf of the UJA, honoring him for his devotion to charitable causes.

Top Wurlitzer executives made the trip from the factory. The table included A. D. Palmer, John McIlhenny, Bob Baer, and Mr. and Mrs. John Bilotta, the Newark, N. Y., Wurlitzer distributor.

Levine Lauds

Sidney Levine, counsel for the Music Operators of America, told the group how he met Young when he was counsel for the Wurlitzer Company and Young was Cleveland distributor. He added that during their long association, he has heard nothing but good about Young.

Bob Baer, Wurlitzer advertising head, also paid tribute to Young.

Seated on the dias were Father Andrew, Rabbi Halperin, Barney Sugarman, Mike Munves, Harry Rosen, Meyer Parkoff, Al Denver, Al (Senator) Bodkin, Jack Miltick and Sidney Levine.

Strauss Emsee

Two former greats of the fighting ring, Barney Ross and Tommy Loughran, were introduced to the crowd, and Bob Strauss, motion (Continued on page 124)





# DAVY CROCKETT

## IRON-ON STRIPS

also

### PIN-ON BUTTONS PICTURE RINGS

Davy Crockett iron-ons are bright colored, washable satin strips, 4" long, rolled for vending or in capsules.

Send \$2.50

and receive 100 high quality filled capsules.



National Sales Agents for ACORN CHARM VENDOR parts and accessories

Contains our complete assortment .. or send 35¢ for regular sample kit of charms.

## Penny King Company

2538 Mission St., Pittsburgh 3, Pa.  
World's Largest Selection of Miniature Charms

# Sam Eppy to Head Research Div.; George Sales and Mfg.

NEW YORK, June 18.—George Eppy, executive vice-president of Samuel Eppy & Company, Inc., this week was named head of the firm's charm division. He will be in full charge of production and sales.

Sam Eppy, the president, announced that he will concentrate

on product development and research.

Meanwhile, the firm has embarked on a charm beanie program, to promote the sale of charms in machines thru the over-the-counter sale of the beanies.

The beanies, which retail for from 39 to 49 cents, come with 12 gold-vacuum plated charms each. Object is to cover the entire hat with charms, which, of course, are purchased in the vending machine. The beanies sell to operators for 25 cents each.

Eppy has six new charm items ready, four of which will be introduced prior to the National Association of Bulk Vendors Convention, to be held in Chicago next month. Items include Davy Crockett pin buttons and a sports series.

The firm also has ready a series of advertising displays and window stickers for point-of-sale aids.

## Food Engineering

• Continued from page 106

ment Company; Pittsburgh; Comanche Supply Company, Tulsa, Okla.; Oakes and Burger Company, Cattaraugus, N. Y.; Brooks Supply Company, Joplin, Mo.; Wisner Manufacturing Corporation, New York; Fort Wayne Dairy Equipment Company, Fort Wayne, Ind.

Bingham and Risdon Company, Sioux City, Ia.; Certified Products Company, Birmingham; M. C. Newall Company, Greensboro, N. C.; Girton Sales Company, Millville, Pa.; Pfaudler Sales Company, San Francisco; Inter-State Supply Company, Inc., Seattle.

Hughes Sales Company, Inc., Los Angeles; Heerema Company, Paterson, N. J.; Michigan Dairy Equipment & Supply Corporation, Detroit; Dietrich Supply Corporation, Syracuse; United Dairy Machinery Corporation, Buffalo, and M & H Dairy Industry Supplies, Inc., St. Louis.

### Gravity Operation

The Cup-O-Matic bulk milk vending machine, which was introduced to the dairy and vending trades at the NAMA show and Dairy Industries Exposition in October, 1954, operates entirely by gravity. Milk flows into plastic sack and is held between two squeezing mechanisms. Insertion of coin starts vending cycle, drops cup into position, releases bottom squeezer, and milk fills cup. The lower squeezer then closes, upper squeezer opens, permitting sack to refill ready for next cycle.

FEC spent eight years in developing this machine.

## Nestle Co. Announces New Appointments

NEW YORK, June 18.—The Nestle Company, Inc., announced this week the appointment of A. Semple as assistant to the vice-president in charge of sales.

The firm also announced appointment of four product managers. J. Thompson is now product manager for Nescafe; E. A. Taylor for Nestle's Instant Coffee, Decaf, and Ricory; J. Scholl for Quik, EverReady, Semi-Sweet Morsels, and Cookie Mix, and J. Morris for the Maggi Seasoning and Bouillon Cubes, Nestea and Nestle evaporated milk.

## Standard Factors Sets Merger Vote

NEW YORK, June 18.—Stockholders of the Standard Factors Corporation, a finance company specializing in the coin machine industry, will meet June 29 to vote on a proposed merger with Nathan Straus-Duparquet, Inc., producer and distributor of food service equipment.

NS-D stockholders will also act on the merger the same day. Terms call for NS-D stockholders getting two common shares of Standard Factors for each share held. The firms have combined assets of more than \$26,000,000.

## \$100 License

• Continued from page 106

with six machines in the community, had argued that the license fee was discriminatory and confiscatory. Arnold Kent, Sentinel attorney, had charged that the fee ate up 20 to 25 per cent of the net profit.

However, John J. Gaffey, Irvington town attorney, countered that the cost of supervision and inspection warranted the fee, and Louis Tauscher, town health inspector, testified that the machines took a day a week to inspect and supervise.

### Fee Range

Other license fees in the town range from \$2.50 for a milk dealer to \$50 for a supermarket.

This is the second milk case lost by Sentinel in Essex County. In the other, milk vendors were thrown out of the Ivy Hill Apartments on the ground that vending is a commercial enterprise, and hence violated the zoning regulations for a residential area.

# Vari-Vend Bows New Vender

• Continued from page 106

which holds 12 quart milk cartons.

Coin insertion energizes an 8 r.p.m. electric motor at the end of each track causing it to move forward, pushing the item at the other end into the vending shaft where it slides down to the receptacle. The patron opens the glass door and removes the product.

The complete vending cycle takes four seconds. Each motor moves down its track until it is empty. Indicator light shows when a track is empty. High said he recommends an additional motor for each machine in case of emergency. Each motor is guaranteed for three and a half years.

The machine is equipped with a 3/4 h.p. Tecumseh sealed refrigeration unit with blower and maintains a temperature range of 32 to 40 degrees Fahrenheit. Standard equipment includes National coin mechanism.

The machine is designed for both indoor and outdoor use, High said. A lighted canopy, heater and expanded metal door guard are available for outdoor use at additional cost. The inside of the ma-

chine is finished in stainless steel. Standard factory exterior finish is hammertone gray. Special colors are available at an additional charge of \$25.

Vari-Vend was incorporated in Illinois in October, 1954. There are eight stockholders to date, including three officers and directors. Officers and directors are:

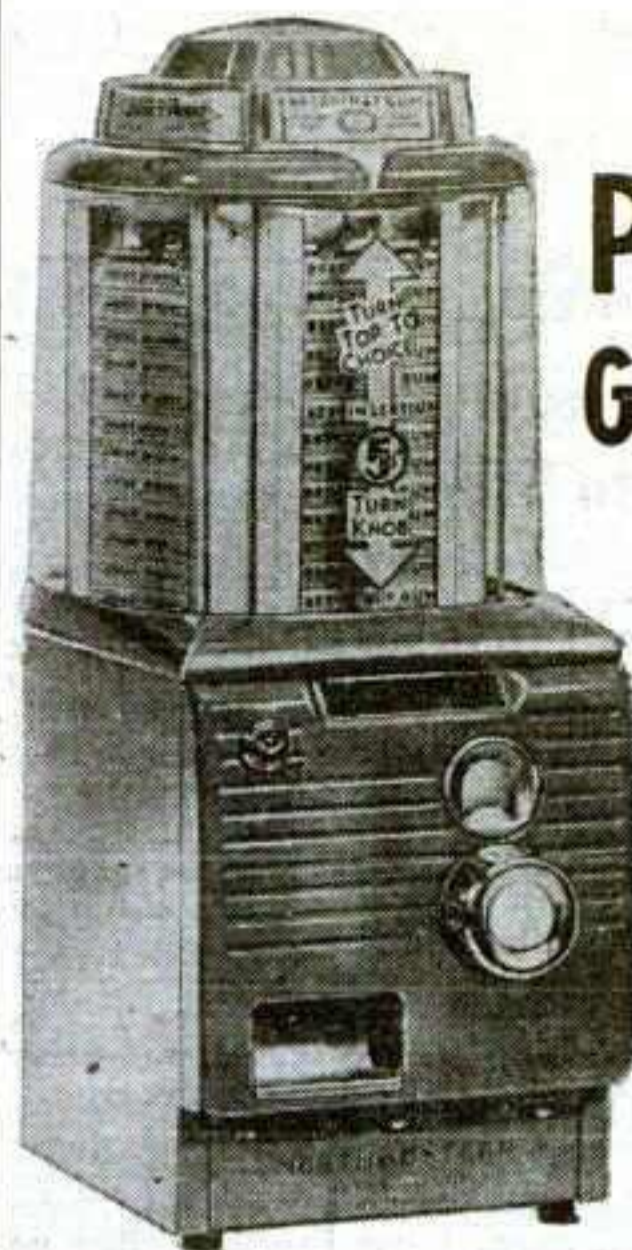
David R. Blake, president, and designer and engineer. Blake is head of Blake Industries, Detroit, manufacturer of leg levelers and assorted products, and head of Harvard Realty, Detroit.

High, vice-president and director of sales. High is a former Packard dealer in Chicago.

John H. Hillberg, treasurer. Hillberg is also a former Chicago Packard dealer.

The other five stockholders are: Joseph Bonavia, Rockford, Ill., real estate operator; Dr. Stanley Dowiat, head of Mayfair Clinic, Chicago; David Straub, general sales manager, Peter Hand Brewery, Chicago; Harris Udem, formerly president of Pillerger Motors, Chicago Packard agency, and William Dashhold, head of a Chicago public relations firm.

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## PACKAGE GUM VENDER

That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no-risk 30-day trial basis.



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### THE NORTHWESTERN CORPORATION

2458 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

## 1c TOPPER DELUXE

for 100-Count Ball Gum—Capacity 750 Balls.



Sample order: 1 Machine & 2500 Balls of Gum...\$22.00

Time Payment Terms available in lots of 12 machines or more.

Less than 25 cases, \$56.00 per case of 4.

25 or more cases, \$56.00 per case of 4.

100 count Ball Gum 35¢ lb. 25 lb. cartons — freight paid on 200 lbs. or over.

**ROY TORR** LANSDOWNE, PA.

## BALL and VENDING GUMS

LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 25¢ lb.  
Chicle Ball Gum, 130 ct. ... 34¢ lb.  
Clor-a-Vend Ball Gum ... 40¢ lb.  
Clor-a-Vend Chicks, 320 ct. 40¢ lb.  
Chicle Chicks, 320 & 520 ct. 36¢ lb.  
Bubble Chicks, 320 & 520 ct. 27¢ lb.  
Tab (short stick), 100 ct. ... 38¢ box  
5-Stick Gum, 100 packs ... \$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS  
Ath & Mt. Pleasant Newark 4, N. J.

**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

Adm. of every kind  
Endorse The Billboard as a  
**TOP SELLING FORCE**

## DAVY CROCKETT SIGNET RING



Gold Vacuum Plated Signet Mounted on Iridescent Ring

### DAVY CROCKETT DAVY CROCKETT DAVY CROCKETT

That's what's wanted  
We've GOT IT—the Nicest DAVY CROCKETT SIGNET RING made

\$12.75 per 1,000

f.o.b. Jamaica, N. Y.  
Or: At Your Distributor. Immediate Delivery.  
PHONE, WIRE or MAIL your orders today.

### SAMUEL EPPY & CO., INC.

91-15 144th Place  
Jamaica 35, L. I., N. Y.  
World's FIRST and LARGEST CHARM MANUFACTURER

## DAVY CROCKETT RINGS

(U.S. T.M. Reg. Pend.)



- Beautifully detailed • Brilliantly plated
- Assorted styles • Vends in all machines

**A TERRIFIC 10¢ VALUE!**

Copper inlay.....\$13.75 M  
Nickel inlay..... 14.00 M  
Simulated gold inlay... 14.25 M

ALSO IN PRODUCTION:  
Complete line of authentic Davy Crockett Charms.

IT'S HOT—ORDER TODAY!  
WRITE—WIRE—PHONE

Paul a.  
**Price** co. inc.  
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

### MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1¢ & 5¢ Comb. ....	\$12.00
N.W. 237 1¢ Porc. ....	7.95
N.W. 233 1¢ Porc. B.G. ....	6.50
Master 1¢ Bulk Porc. ....	6.50
Master 5¢ Bulk Porc. ....	6.50
Master 1¢ & 5¢ Bulk Porc. ....	6.95
Columbus 1¢ Bulk. 8" Mds. ....	6.50
Silver King 1¢ B.G. ....	7.45
Silver King 5¢ ....	7.45
Exhibit Post Card (Metal) ....	15.00
Advance 2D 1¢ B.G. ....	6.45
Advance #11 Mds. ....	5.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen ....	\$.56
Pistachio Nuts, Vendor's Mix ....	.52
Pistachio Nuts, Shell ....	.45
Cashew Whole ....	.55
Cashew Butts ....	.53
Peanuts, Jumbo ....	.45
Spanish ....	.36
Mixed Nuts ....	.55
Almonds, 480 ct., 5 lbs. ....	.65
Tabby-Lets, 520 ct. ....	.30
Rainbow Peanuts ....	.32
Boston Baked Beans ....	.32
Jelly Beans ....	.28
Licorica Gems ....	.28
Leaflets (similar to M & M), 550 ct. ....	.46
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
Wrigley's Gum, all flavors, 100 ct. ....	.48
Beech-Nut, 100 ct. ....	.48
Hershey's Chocolate, 200 ct. ....	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Displays, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	
See Us at the NABV Convention, Conrad Hilton Hotel, Chicago, Ill., Friday to Sunday, July 15-17	

### NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LQnguec 4-6467

# A BARREL OF FUN

Roll out the Guggenheim Vacuum Plated Barrel and watch the money come barreling in. A sure-fire top of the barrel charm to bring greater profits in repeat vending sales.

**BARRELS: Vacuum Plated in Gold or Silver...\$12.50 per thou.**

**Inlaid Plastic, Assorted Colors...\$9.00 per thou.**

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. AL 5-8393

**CIGARETTE, CANDY and DRINK MACHINES!**



**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap. ....	\$ 85.00
Imperial, 8 Cols., 240 Cap. ....	90.00
Crusader, 8 Cols., 340 Cap., Vends 25c & 30c ...	150.00
Crusader, 10 Cols., 400 Cap., Vends 25c & 30c ...	160.00
President, 8 Cols., 340 Cap., Vends 25c & 30c ...	135.00
DuGRENIER MODEL W, 9 COLS., 270 CAP. ....	95.00

**UNEEDA CIGARETTE VENDORS**

Model A, 8 Cols., 240 Cap. ....	\$ 92.50
Model E, 6 Cols., 180 Cap. ....	75.00
Model F, 8 Cols., 240 Cap. ....	80.00
Model 500, 9 Cols., 350 Cap. ....	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Pre-war, 160 Cap. 135.00
National Model 918, 162 Cap. 115.00

**SPECIAL!!**

**ROWE DIPLOMAT**

Manual Cig. Vendor  
8 Cols., 240 Cap.  
VENDS AT 25c & 30c

**\$150.00**



**ROWE**  
CANDY MERCHANT  
with changemaker,  
7 Cols., 158 Cap.  
**\$165.00**

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—  
COFFEE MACHINES, BOTH NEW & RECONDITIONED  
WRITE FOR INFORMATION  
All Equipment Unconditionally Guaranteed  
Trade Prices 1/3 Deposit, Balance C.O.D.

**Uneeda VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N.Y. • Hegeman 3-6295

**Sights High for NABV Meet**

Continued from page 106

and Package Vending." Installation of officers will be made immediately preceding the annual luncheon to start at 1 p.m.

**Exhibit Hours**

Exhibits will open following luncheon, close at 5 p.m. Display suites had been contracted for by 12 firms this week. The final total, Lobell said, would be nearer 20 or 18 firms. The companies which have signed up follow:

Beech-Nut Packing Company, Canajoharie, N. J.; Curtiss Candy Company, Chicago; Samuel Eppy & Company, Long Island, N. Y.; Leaf Brands, Inc., Chicago; Karl

Guggenheim, Inc., New York; Northwestern Corporation, Morris, Ill.; Oak Manufacturing Company, Culver City, Calif.

Oak Sales Company, Pittsburgh; Ohio Gum Supply, Wickliffe, O.; Penny King Company, Pittsburgh; Paul A. Price Company, New York; Victor Vending Corporation, Chicago.

A special ladies' program has also been planned: Mrs. Rolfe Lobell, chairman of the Ladies' Committee, has announced the program will include a Saturday luncheon at the Imperial House.

**Fifth Confab**

The 1955 convention will be NABV's fifth consecutive meeting. The association was formed in April, 1951, under the original title, National Association of Gum Vendors. This name was changed during the first annual meeting the same year to the present title.

While a definite decision has not yet been made, multiple product operation theming the 1955 program may see the name change once more. This time, it was indicated, the change would eliminate the word "bulk." Such a change, following the idea of a broadened operating field for NABV members, will be recognition of the additional profit opportunities for the small operator with a diversified line of products, prices and equipment.

Until the group's 1954 convention, the annual meetings were devoted exclusively to bulk products, chiefly in the penny field, and charms. This year, as evidenced by the program, even more stress will be placed on nickel operation, and on multi-product operation.

Bulk vendors, products and operating procedures peculiar to that phase of vending, however, will continue to receive close scrutiny this year. Developments and items in the charms field will remain a major factor in the association's year-round activity.

**New Supermarket**

Continued from page 106

the package and finds it appealing, must remember it. This remembering is the "design retention" that eventually breaks down his buying habit and causes him to change brands.

**Effective Designs**

An effective design is always a balance between "appeal" and "retention." The Institute, which has been serving industry for 10 years, is continually conducting a series of general researches into the appeal and retentive qualities of colors and images.

When a manufacturer wants a package designed for a product, the Institute constructs a series, basing their designs on the color and image facts they have compiled from their general research.

When it is felt that a series of designs conform to the compiled requisites for a package, the samples are given "field tests."

People, from all walks of life are interviewed, shown the various package-samples, and asked to classify them according to different qualities, such as, masculine, feminine, clean, inferior, superior.

**Field Test Results**

From the results of the "field tests" the final package design is chosen.

The main factor in these "field tests," says Cheskin, is to never let the interviewee know which product is being tested. The product test is assimilated into a series of general color and image tests. If the person interviewed ever knew the product, other psychological factors would become involved, and the product-design test would be invalid, for the interviewee's objectivity would be lost.

With regards to predicting the results of the tests, or which design the consumer would prefer, logic does not work. The Institute is constantly amazed, and sometimes bewildered, by the product-design the public chooses. The choice defies logic, and explanation, and the only sure way of knowing which design is effective is thru these field tests.

**Vendo Scholarship Goes to K.U. Student**

KANSAS CITY, June 18. — The second annual Vendo scholarship award of \$500 has been awarded to Vincent E. Golden, of Lathrop, Mo., a senior in electrical engineering at the University of Kansas.

The scholarship is awarded on a competitive basis to seniors in either mechanical or electrical engineering at the conclusion of their junior year, with summer employment at the Vendo plant. Vendo also awards \$250 annually to the school to be administered by the dean.

Golden is a member of Tau Beta Pi and Sigma Tau, national honorary engineering fraternities, and the American Institute of Electrical Engineering. He is a veteran of the Korean War.

**THEY'RE SELLING FAST!**  
**1/2 Million Charms to go at Special Closeout Prices**

**FIRST COME—FIRST SERVED!**

Call or Write Immediately for Our CHARM LIST. Be sure to ask for #21 SPECIAL

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa. L'Ombard 3-2676

**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**, Des Moines, Iowa. 924 4th Ave. (Phone: 4-3245 before 5:00 P.M. or 4-5066 after 5:00 P.M.)

**Precision-Built for PROTECTION & PROFITS!**

**ACORN**  
The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**EASTERN OFFICE: PENNY KING CO.**  
2538 Mission St. Pittsburgh 3, Pa.

**WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY**  
1023 S. Grand Ave. Los Angeles 15, Calif.

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**VICTOR'S TOPPER**  
1c BALL GUM MACHINE. \$12.50 each. \$12.00 100 or more.

**VICTOR'S FIVE STAR BABY GRAND**  
\$12.50 each

**FILLED CAPSULES**  
Assorted Mixture \$5.00 per bag of 250.

Write for prices in gum and charms for 1c machines.

**H. B. HUTCHINSON JR.**  
866 North Ave., N.E. Atlanta 6, Ga. Tel: Emerson 4300

**KING SIZE**

VICTOR'S NEW "KING SIZE" 1c BALL GUM AND CHARM VENDOR TAKES IN \$19.0

Large glass globe gives merchandiser "all round display." Will vend 140, 170 and 210-count ball gum and charms. 5c Capsule Model holds 250 capsules. 2c Rocket Charm Model holds 600 rocket charms. 1c Ball of Fire Gum Model holds 750 balls. 100-ct gum. All models same price, packed and sold 4 to the carton.

**\$58.00**  
Per Carton of 4

**BIRMINGHAM VENDING CO.**  
540 Second Ave., N. Birmingham 4, Ala.

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball of Fire" Bubble Gum!

**RAKE COIN MACHINE EXCHANGE**  
605-609 Spring Garden St. Philadelphia, Pa.

Ad No. 8 of a series

**YOU'RE GOING TO SEE THE CONVENTION IN FULL SWING**  
**N.A.B.V. CONVENTION**  
Hotel Hilton, Chicago, Ill.  
Fri. to Sun.—July 15 to 17, 1955

Exhibits, Meetings, Bull Sessions, Entertainment. See Eppy first.

**SAMUEL EPPY & CO., INC.** Jamaica, N. Y.  
**FIRST & LARGEST CHARM MANUFACTURER**

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
Fill in—tear-out—mail today!

**VEND Magazine**, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50  
(Foreign rate, one year, \$8) 777

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

**Vend**

**5-STAR BABY GRAND**  
Vending Capsuled Items  
at **10c**

The Most Fabulously Profitable Deal Ever Made Available to the Trade

5-STAR BABY GRAND filled with VICTOR'S high-quality merchandise will bring your customers back time after time. Your potential repeat business is almost unbelievable.

10c 5-STAR BABY GRAND FOR VENDING QUALITY MDSE. Packed and sold 4 to the case.

ONLY \$12 Less than 25 cases ... \$50.00 per case  
per machine—→ 25 cases or more .... 48.00 per case

**SEE YOUR NEAREST VICTOR DISTRIBUTOR**

**VICTOR VENDING CORP.** 5701-13 W. Grand Avenue Chicago 39, Illinois

**TELL IT IN THE BILLBOARD'S NABV CONVENTION ISSUE!**

There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

And that one low-cost way is to "tell your story" in the big NABV CONVENTION ISSUE of The Billboard dated July 16.

**Write, Wire or Call One of The Billboard Offices Listed Below and Reserve Advertising Space Today.**

**ADVERTISING DEADLINE JULY 7. NABV ISSUE DATED JULY 16**

Chicago 1, Ill. 188 W. Randolph St. CE 6-8761 Jack Sloan Dick Ford

New York 36, N. Y. 1564 Broadway Plaza 7-2800 Ron Carpenter Martin Toohy

Hollywood 28, Calif. 6000 Sunset Blvd. Hollywood 9-5831 George Kelley

**NABV CONVENTION, July 15, 16 and 17, Conrad Hilton Hotel, Chicago**

**Pistachios**  
**BEST GRADE for VENDORS**  
**ask for ZALOOM'S**  
**4 STAR JUMBOS**  
 Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.  
**DELICIOUSLY ROASTED and SALTED.**  
 Packed 5-Lb. Moisture - Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.  
**Insist on ZALOOM BRAND for the finest quality.**  
  
 Write us for the name of our nearest distributor if not obtainable from your present supplier.  
**JOS. A. ZALOOM & CO., INC.**  
 America's Original Masters in Roasting and Salting of Pistachio Nuts  
 8 Jay Street New York 13, N. Y.  
 BEekman 3-7646

**Andes Experiments With Ice Cream Vending Operation**

CHICAGO, June 18.—An experiment in ice cream vending is currently being made by the Andes Candy Company here. Andes, which normally sells bulk ice cream (manufactured for them by Swift) over the counter, have installed an ice cream vender in its shop at Wabash Avenue and Adams Street. The machine vends bars at 10 cents. Officials of the company refused to comment on the experiment.

**Dr. Pepper Sales Hit High May Mark**

DALLAS, June 18.—Soft drink sales of the Dr. Pepper Company topped those for any previous May since 1947, Leonard Green, president, reported this week. May sales were 11 per cent above the same month last year, and higher than any single month this year. The expanding use of throwaway cans contributed to the month's gains, but Green pointed out that the increase in regular business was great enough to establish the high sales mark. Green said sales were higher at all levels of operation.

**KEEP HOUSE IN ORDER**

**Op May Be to Blame When Stop Buys Own Vender**

BOSTON, June 18. — When a cigarette operator's location falls prey to a fast-talking direct location sales promoter, the operator himself may be partially to blame, according to Nate Weil, Self Service Sales Corporation, Hartford, Conn. Weil told New England operators at the recent NAMA regional meet here that if an operator keeps his house in order, the promoters will have a tough sell to his locations. To beat the direct sales boys to the punch, Self Service sends each location a letter which warns it of the pitfalls of operating its own equipment and breaks down claims made by direct salesmen.

Tho the Connecticut courts have declared this practice illegal, the same end is currently achieved with two separate contracts, signed at the same time, Weil said.

**Better to Lose**

Even if the location is lost, Weil advised the operator not to break off negotiations with the location and keep visiting it. But he warned the operator against buying the location's equipment at too high a price. Weil explained that it is better to lose a location than to operate one at a loss. He added that in checking nearly every location he lost to a promoter, he discovered that something had been wrong in the operator-location relationship. Where the location relationship was good, the promoter met with resistance. Where it was strong, the promoter met with firm resistance.

**McClosky Quits**

Continued from page 106  
 ready to announce his plans, he explained that he hopes to continue in the automatic merchandising industry, specifically in full-line feeding operations. McClosky said he would leave June 27 for Dallas, Omaha, Minneapolis, Chicago and Cincinnati to survey the full-line feeding situation in the Midwest. In August, he will look over New York, Pennsylvania and New Jersey.

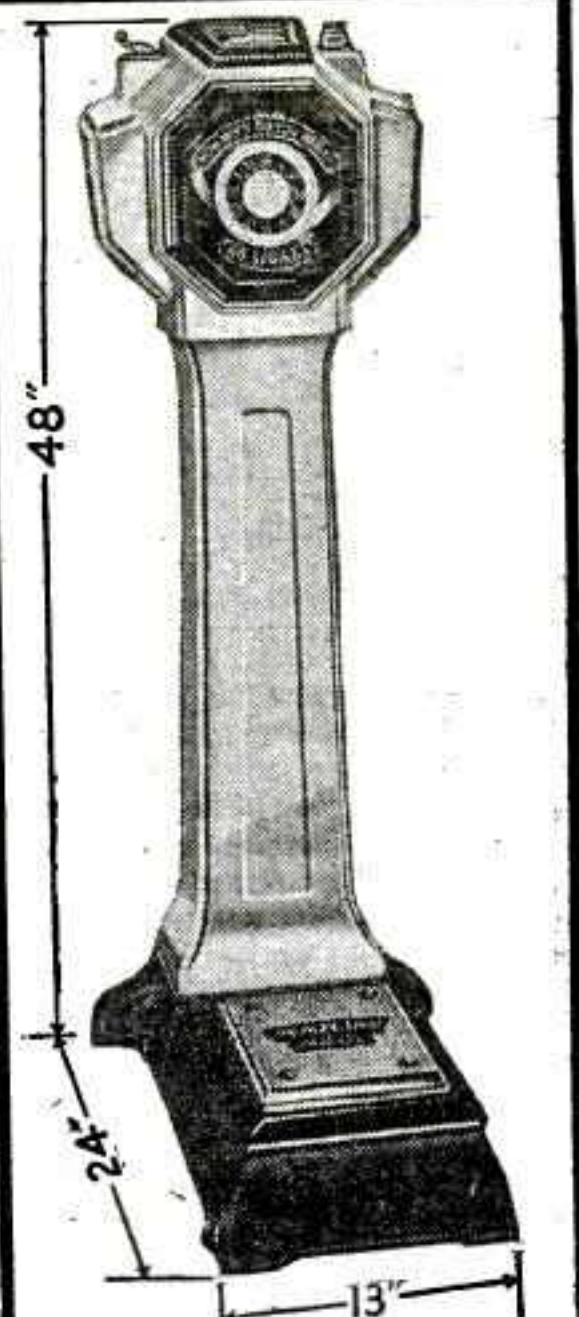
Pointing out to what he termed the problems of the industry, McClosky said that new techniques are needed if full-line vending is ever to reach its potential.

Specifically, he cited the need for improved coffee dispensing, for hot food, and for machines which stress greater efficiency and better service.

He added that more and more operators are beginning to regard vending not as a concession business, but as a legitimate retailing enterprise.

**Canada Dry's Vending Sirup Sales Rise 26%**

NEW YORK, June 18. — Al Glazebrook, in charge of Canada Dry sirup sales, disclosed that figures for the last fiscal six-month period showed an increase in vending sales of 26 per cent compared with a like period a year earlier, while over-all sales had increased 13 per cent.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**  
*Invented and Made Only by*  
**WATLING**  
 Manufacturing Company  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

**MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION**  
**MILLS famous 107**  
**FACTORY REBUILT AND GUARANTEED**  
 Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.  
**ORDER TODAY—PROMPT DELIVERY**  
**J. SCHOENBACH**  
 1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



**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

**VICTOR STANDARD TOPPER**  
 Case of 4, \$50  
**DAVY CROCKETT RING!**  
 \$13.00 M  
 In Capsules, \$18.00 M  
 All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.  
**Pioneer Vending Service**  
 590 Albany Ave., Brooklyn 3, N. Y.

**CIGARETTE and CANDY MACHINES**  
 Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Latest prices anywhere—compare!  
 STONER 8-COLUMN UNIVENDOR, 160 capacity, prewar model . . . \$ 99.00  
 STONER 8-COLUMN UNIVENDOR, 160 capacity, postwar model . . . 145.00  
 STONER 6-COLUMN UNIVENDOR, 102 capacity, postwar model . . . 90.00  
 STONER PASTRY or SANDWICH, 80 capacity . . . 175.00  
 ROWE CANDY 8-COLUMN, 120 capacity . . . 68.00  
 NATIONAL 9-18, 162 capacity . . . 70.00  
 UNEEDA 6-COLUMN CIGARETTE, King size . . . 45.00  
 All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.  
**NATIONAL VENDING**  
 308 Furman St. Brooklyn, N. Y.  
 TRIangle 5-1857

**EMPTY MACHINES FASTER!**  
  
**LEAF Rain-Blo BALL GUM**  
 NEW! Red-Hot "Ball o' Fire" Bubble Gum!  
**H. B. HUTCHINSON JR.**  
 860 North Avenue, N.E. Atlanta, Georgia

**GIVE TO DAMON RUNYON CANCER FUND**

**ATTENTION . . . OPERATORS AND DISTRIBUTORS!!!**

**"VENDING PAGEANT OF 1955"**

**DATE: JULY 15 THRU JULY 17.**  
**PLACE: CONRAD HILTON HOTEL, CHICAGO, ILL.**

1. Your opportunity to see the newest in Vending Equipment.
2. Your opportunity to hear top men in the field discuss your problems.
3. To meet other operators and learn what is new in your industry.
4. Bring the family for a visit to fabulous Chicago.

**DON'T WAIT: Write or wire for your reservation and FREE ADMISSION.**

**N.A.B.V., 33 No. LaSalle St. Chicago, Illinois**

**HELP YOURSELF TO MORE VENDING PROFITS**



**Get VEND Every Month Thru a Money-Saving Subscription**

More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 775  
 2160 Patterson St., Cincinnati 22, Ohio  
 1 year \$4  2 years \$6  3 years \$8  
 Payment enclosed  Please bill me  
 (Foreign rate, one year, \$6)

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . . . State . . . . .  
 Occupation . . . . .

**MAKE MORE MONEY IN VENDING!**  
**Read The Billboard Every Week**  
 For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**Enter a Money-Saving Subscription Now!**  
 Fill out this coupon and mail today.  
 Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes  Please send me The Billboard for one year at \$10.  
 (Foreign rate, one year, \$20) 776

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . . . State . . . . .  
 Occupation . . . . .



## Congress May Sked Juke Box Hearings

New Bill Offered by Rep. Philbin; Some See \$30 Levy Per Machine

• Continued from page 14

caught music operators and the juke box industry off guard. He said that operator and manufacturers "are fully prepared to meet any emergency which may come about as a result of these bills."

Miller further stated that MOA "has been assured that hearings will be held on every bill proposed to change the Copyright Act, and

we have our case assembled and witnesses ready to present our side of the matter at any time."

He added that "we feel quite certain that any bills coming before Congressional committees will receive full and impartial hearings." Miller declared that both he and MOA's legal counsel, Sidney Levine, are ready to fly to Washington at a moment's notice "to present our position."

**\$30 Per Machine?**

While none of the bills introduced so far mention a proposed royalty fee should the exemption be lifted, a possible clue to fees being considered may be found in this week's Congressional Record. In a statement entered this week by Representative Murray he reproduces in full an article by columnist James O'Neill, of The Washington News. In this column, O'Neill wrote, in part:

"Under the legislation proposed by Rep. James C. Murray, Democrat, Illinois, the juke box operators would turn over a fixed fee or each machine owned to organizations or individuals who would get the royalties into the hands of the men who wrote the music. Something like \$30 per machine has been mentioned."

## 'NEWSY' OP NETS GOOD WILL

BLYTHERVILLE, Ark., June 18.—Acting as a "news courier" is an effective way for an operator to build good will and consequently better location relations, maintains H. I. Day, head of Day Amusement Company, here.

Day makes it a routine practice, when he services his routes, to carry a small notebook in which he jots items he knows will be of mutual interest to his location owners.

Relating this information, which consists mostly of matters pertaining to the business, the location owners look forward to seeing him on his servicing calls.

## NEVER A DULL MOMENT

### Ambrose Lawyers Quit; Judge Loses Patience

RIVERHEAD, L. I., N. Y., June 18.—The Ambrose family had a rough time of it in court this week, as the civil case in which Sanford Moore, Suffolk-Nassau Amusement Company, claimed that Dominick Ambrose failed to live up to his agreement when he sold a 600-odd juke box route to Moore for \$447,000, continued.

Moore is seeking an injunction against Ambrose, charging that Ambrose had agreed to stay out of the juke box business in Suffolk County for five years, then turned around and began jumping N-S locations, using his brothers as fronts.

It appeared that an out-of-court settlement had been reached, with Ambrose getting \$102,000 in exchange for returning locations allegedly jumped and retiring the mortgage he held on N-S. But Mrs. Delores Ambrose, Dominick's wife and local attorney, claimed she had been pressured into the settlement, and asked that the case be continued.

#### Lawyers Quit

This move was too much for the Ambrose attorneys, Sidney R. Siben and Jack Stanislaw. They withdrew from the case.

When Stanislaw picked up his

briefcase, Frank Ambrose, Dominick's brother, protested. "He should stay with me even if its going to hurt him," complained Frank, "I paid him \$750 cash."

Referee Frank Adel reported that Stanislaw had "done about \$5,000 worth of legal work," then he blew his stack at the Ambroses, when he discovered that Mrs. Ambrose, not her husband, holds the chattel mortgage on the juke box route sold Suffolk-Nassau.

#### Adel Skeptical

"An attorney can't sit quietly by and after a settlement is adjusted say, 'This is all wrong because I own it (the mortgage) and not my client.' I take their (the Ambroses) word for nothing after my experience with them," he said.

Then came the final straw. Adel learned of a similar situation involving Frank Ambrose and his wife, with Mrs. Frank Ambrose holding a chattel mortgage on Frank's juke box business. Adel declared, "I'm going to get a complete picture painted of this whole thing so I can understand it."

To top off the festivities, Lindsay Henry, Moore's attorney, and Frank Ambrose nearly came to blows in a corridor outside the courtroom. Spectators stopped the bout before either of the contestants landed a punch.

## MOA MEMBER DRIVE PAYS OFF

CHICAGO, June 18.—The Music Operators of America nation-wide membership drive has gotten off to a good start, according to George A. Miller, president and general business manager.

Applications are coming in from all over the country, says Miller, with especially heavy returns coming from Connecticut, New York, Illinois, Wyoming, Washington, Oregon and Montana.

The cost of an individual membership is \$25 per year.

## Rock-Ola Names Two California Distributors

CHICAGO, June 18.—Rock-Ola Manufacturing Corporation has named two new distributors in California, David C. Rockola, president, announced this week.

The Paul Laymon Company of Los Angeles will be the exclusive distributor for Southern California—a market that has been without Rock-Ola representation. Laymon also handles Bally equipment.

Coin Machine Service, Inc., of Santa Rosa, Calif., Paul Speer, director, was named the exclusive Rock-Ola distributor for Northern California.

Rock-Ola also announced the Wertz Music Supply Company of Richmond, Va., headed by Dan Wertz, a Rock-Ola distributor for many years, is opening a branch office in Baltimore, which will distribute Rock-Ola in Baltimore, Washington and most of Maryland and Delaware.

## S. D. Juke Ops Sked Dime Play Talk Confab

MOBRIDGE, S. D., June 18.—Members of the South Dakota Phonograph Operators' Association meet at the St. Charles Hotel, Pierre, S. D., tomorrow for a discussion of dime play at the top of the program.

In a letter to members this week, Harold Scott, association secretary-treasurer, pointed up that "sticking to 1939 prices has not sustained the volume we must have, let alone increase it."

Scott's letter told member operators: "Dime play may not provide a complete cure, but it will surely help you pay your bills, while we find other ways to regain volume"

(Continued on page 115)

## UPHELD

### Contract Wins Suit For Juke Op

NEWARK, N. J., June 18.—A written contract between an operator and a location owner resulted in a suit being won by the former before the Supreme Court of New Hampshire, reports Maurice Schupira, counsel for the New Jersey Music Guild.

The operator, the Joy Bar Music Company, entered into a contract with Albert Larochele, who operated a luncheonette, to install a juke box on the premises. The contract was to remain in force for 1 1/2 years, and stipulated that the contract would be binding on "heirs, successors and assigns" of the parties, the machine would be

(Continued on page 115)

## Dime-a-Disk Wave Touches New Areas

Juke Ops in Ohio, Michigan, Arizona, South Dakota Areas Move Toward Dime Switch

CHICAGO, June 18.—The juke box dime play wave touched areas in Ohio, Michigan, South Dakota and Arizona this week, with operators in these areas primed to make the switch from nickels.

Dime play activity touched off in cities in these areas, including Dayton, O.; Saginaw, Mich., and Tucson, Ariz., is adding to the dime push in more than 35 cities thruout the nation.

Dayton and Miami Valley juke box operators, following the trend thruout the State, announced this week that beginning July 1, their machines would switch to 10-cent play.

#### Cites High Costs

Fred Grothjan, Ohio Music Company owner, and spokesman for the operators, cited the current high cost of operations as reason for the price boost.

The Dayton dime jump, first in the area's history, is the latest of a series of juke box play hikes that began last November in the Northeastern section of the State, enveloping Cleveland and Akron.

Grothjan estimated the cost of converting machines at \$75 on each of the 2,000 machines in the area, a total of about \$150,000.

The 45 operators in the Dayton area, meeting last week to make

plans for the changeover, came up with the following figures:

#### Juke Price Up

The price of a juke box is up from \$300 in 1932 to about \$1,100, and disk costs are up from 29 cents to 89 cents. In addition, they found, labor costs are up about 300 per cent.

In a move to ease some of the strain from the customer's pocket-books, operators agreed, however, to put extended-play records on their machines, giving two tunes for the price of one.

Swinging farther thru the Midwest, the dime play trend is picking up backing in Saginaw, Mich., where operators are reported more receptive than ever to the idea, and making the conversions where competition is not too strong from nickel operators.

#### 35% Increase

One large Saginaw juke box operator who has made the switch, reported a 35 per cent increase in receipts, with location owners now convinced, along with the operator, that dime play is a boost for the business.

In Pierre, S. D., members of the South Dakota Phonograph Operators' Association met June 19-20

(Continued on page 115)

## Jeffrey, Norton Head New UMO Officer Slate

DETROIT, June 18.—Jim Jeffrey, head of Jeff's Music Company, was elected president of the United Music Operators of Michigan Monday (6) at a meeting in the Fort Wayne Hotel.

Also elected were Harry Norton, Lincoln Vending Company, vice-president; James Robson, White Music Company, secretary, and Anthony Siracuse, Circle Music Company, treasurer.

Elected to the board of directors were G. M. Patton, of Pat's Music Company; Frank Antaya, of AA Phonograph Service; Sam Willens, of Willens Music Company; Samuel Sapienza, of the Eagle Music Company, and Sidney Ketcham, of the Morris Music Company.

Ed Carlson, former president of UMO, and conciliator Roy Small conducted the nominations and the voting. Small's post was the only one not voted upon at the meeting. The association's bylaws call for a staggered election of the president and the conciliator.

#### New Directors

Four special representatives were also elected to the board of directors—one for each racial and nationality group represented in the original organization. Those elect-

ed were Everett Watson, of the Ray Music Company, representing Negro members; Vince Meli, of the Meltone Music Company, Italian; Harvey Gilbert, of Gilbert Music Company, Jew's, and John Christy, of the Christy Music Company, Greek.

Highlight of the meeting was the resolution and adoption of a program calling for a \$10,000 fund to be set up to combat legislation deemed harmful to the music machine industry and to protect local operators from unethical practices.

Small explained the reason for the fund: "Recognizing the need for constant vigilance, the United Music Operators of Michigan has set up this special fund for local and even federal court action or any other legal means necessary to protect our members from all matters deemed harmful to this industry."

It was further agreed that the conciliator be empowered "to obtain legal counsel and other assistance when needed to protect or aid UMO or any of its members."

A special assessment to establish the fund was set up, with every member agreeing to pay into the

(Continued on page 115)

## Canadian Juke Ops To Fight CAPAC Suit

• Continued from page 16

ing Corporation, Canadian franchise-holder for Muzak, gives weight to CAPAC's stand, Low claims.

#### Piped Music

Low said that piped music is subject to performance fees "and it (the council decision) makes it clear that the Muzak service could not fall within the gramophone exemption of Canadian copyright law."

"Our present intention is to ascertain thru due process of law what type of mechanically operated music devices could be held to be outside the exempting pro-

vision of the Canadian Copyright Act," Low said.

Low pointed out that the amount of any performance fee payable by an operator would be subject to the Copyright Appeal Board, set up by Parliament in 1938 for approving the rates of royalty which might be charged for the various uses of music.

The Privy Council ruled 10 years ago that juke boxes were exempt from paying performance right fees. With the recent ruling against Associated Broadcasting that wired music from a central headquarters was not exempt from performance fees, Low states the "situation has changed."

## MUSIC THIS WEEK

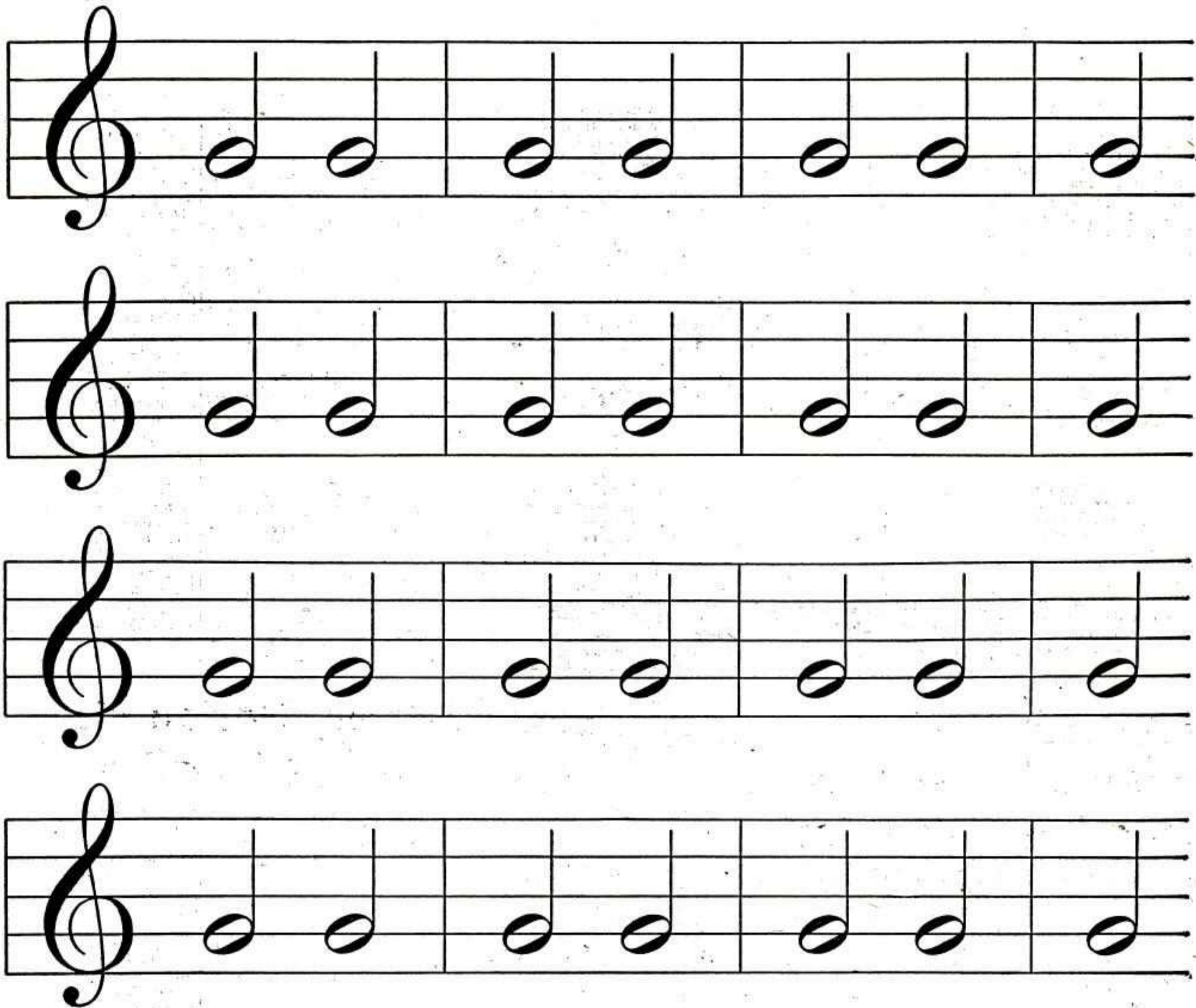
Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

**MERCURY EP'S WILL BE AVAILABLE** at 60 cents each to the trade, as the label launches an extensive sale covering all its packaged records.

**AM-PAR IS THE LABEL NAME** decided upon by the new American Broadcasting-Paramount Theaters diskery that former Cadence partner Sam Clark heads as prey. Insiders are betting that Sid Feller and Don Costa will be named as an artist and repertoire team.

**BETHLEHEM RECORDS, JAZZ DISKERY,** moves stronger into pops with the signing of several new artists.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



## MONOTONOUS, *Isn't It?*

Music depends upon distinctions and differences, changes in tone and tempo. Without these there would be no song. Voices or instruments that sing or play a composition sustain and heighten listener interest when they, too, *are different and distinctive*. So do juke boxes!

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

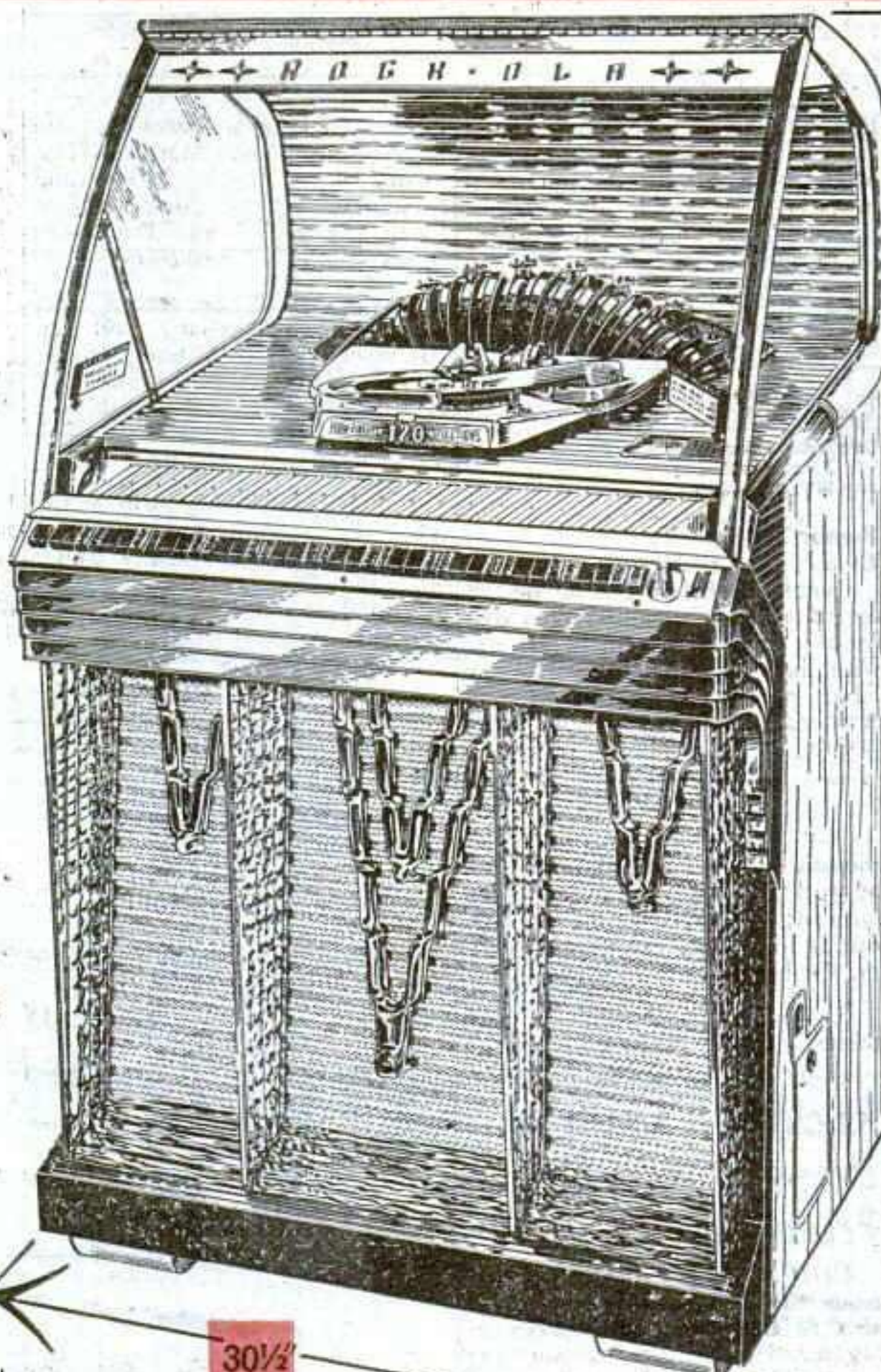
Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark  
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

# ROCK-OLA

**HI-FIDELITY MUSIC**

**MODEL  
1448**  
120 Selections

Worth More When You Buy It  
Worth More When You Trade It



**SMALLEST IN SIZE**

**FITS ANYWHERE—SAVES VALUABLE FLOOR SPACE**

Width only 30 1/2" — Depth only 27"  
Height only 55 3/4"

**GREATEST IN VALUE**

**ALL THESE EXCLUSIVE FEATURES**

Tru-Tone Hi-Fidelity Amplifier  
Easy to Read Popularity Meter  
Play Proven Accumulator  
Robot Record Arm

Tru-Tone Hi-Fidelity Component Speaker  
Hi-Speed Program Selector  
Built-In Receiver  
Revolving Record Drum

**ROCK-OLA MANUFACTURING CORP.** 800 No. Kedzie Ave., Chicago 51, Illinois

Chicago

Communications to: Ken Knaut Central 6-8781

Mfrs. Spotlight

Baseball Games...

Game manufacturers here are out to bring added pleasure to the nation's baseball fans...

Joe Glavin, Trans-American Distributing Company, Syracuse, dropped in for a visit with Joe Kline...

Gil Kitt, Joe Robbins and Jerry Bremner, Empire Coin Machine Exchange, are in the midst of remodeling offices and showrooms...

Tom McCormack and Bill Coan Jr., Keeney sales representatives, are heading out to Los Angeles...

MICKY & MUSIC

Jukes, Old And New, Set For Disneyland

NEW YORK, June 18.—The Rudolph Wurlitzer Company will be a representative of the music industry in Disneyland...

COINMEN YOU KNOW

Keeney coffee venders in bright red color.

Bob Breither, Bally Manufacturing Company engineer, is getting ready for a cool trip up to Alaska to conduct service schools.

Visitors at United Manufacturing Company this week were C. A. Culp, Culp Distributing, Oklahoma City; Ray Williams, Commercial Music, Dallas; Harry Rosenberg and Moe Komisky, Double U Sales, Baltimore, and Dave Simon, Simon Sales, Inc., New York.

Ted Rubenstein, Marvel Manufacturing Company, advised this week that a new play feature on conversion units is on the way at the Marvel plant.

Wayne Bradfield, sales promotion manager of Rock-Ola, reports sales still climbing on the new Model 1448...

Twin Cities

Communications to Jack Weinberg HYland 2896

Rumor Top Label

Rumor has it that one of the top record labels is negotiating a distributor switch in this territory...

Frank Davidson, Spooner, Wis., operator who was bedded for 10 months with tuberculosis, is back at work and this week visited here with his wife...

Another convalescent is Roy Stone, of Rice Lake, Wis., who

Rock-Ola Plant Preps Distrib-Op Promotion Program

CHICAGO, June 18. — Letters from the Rock-Ola factory were sent to the company's distributor organization this week announcing a new direct mail promotion program for music operators.

recently underwent serious throat surgery at the Mayo Clinic in Rochester, Minn. He stopped in the Twin Cities to buy shuffle alleys and music...

The same is true of Harold Harter, head of the service department at Sandler Distributing Company, Wurlitzer jobbers in Minneapolis...

Harold Lieberman, of Lieberman Music Company, who was in Chicago last week, returned home in time to attend the graduation at the University of Minnesota of his son, David...

Lu Welch, of F. C. Hayer Company, RCA Victor distributors reports coinmen stocking up heavily on Tony Martin's "Domani," Kay Starr's "Good and Lonesome," Perry Como's "Chee Chee Oh Chee" and the Ames Brothers' "Merci Beaucoup."

Mel Cardinal, the record chief at Lew Bonn Company, said that Art Mooney's M-G-M tune, "Honey Babe," and Giselle McKenzie's "Hard to Get" on Label X are prime favorites these days with music machine operators.

From Herb Sandel, head of the wholesale record department at Lieberman Music Company, comes word that Pat Boone's "Ain't That a Shame" and the Hilltoppers' "The Kentuckian Song," both on Dot,

and the McGuire Sisters' "Something's Got to Give" on Coral, are pulling strong.

Mildred Boerboom, former head of the record department at F. C. Hayer Company here, now living in Portland, Ore., visited her old haunts while vacationing in Minneapolis the past week and expressed surprise with the way the record business has grown.

Bob Bretz, head of the shipping department at Lieberman Music Company, is convalescing after a serious operation six weeks ago and is expected to be back at work before too long.

August Quade, coinman from Rochester, Minn., shopped here the past week, as did Harold (Tubby) Lynard, of Kasson, Minn., Andy Benna, of Ironwood, Mich., bought games on his trip to the Twin Cities...

Sid Levin, of Lieberman Music Company, said William's Sidewalk Engineer and Bally's Gay Time games were getting excellent reception from operators in this market.

music to operators at a fast pace, with games and Arcade-type equipment getting good attention, too.

Los Angeles

Communications to: Joel Friedman Hollywood 9-5831

Rosenberg Increases Conversion Staff...

Hymie Rosenberg, H. Rosenberg Company, has increased his staff considerably as the demand for game conversions increases.

(Continued on page 115)

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. Includes image of the kit and descriptive text.

Form for requesting details: Name, Company, Address, City, Zone, State.

COIN MACHINE NEWS QUIZ



to or from a match play model by removing the match play mechanism. (Page 67, The Billboard, June 18.)

- NEW SOUNDS BOOM ON JUKE. Disks flavored with new sounds and "different" style arrangements...
5 TYPES OF LOCATION CONTRACTS. The fourth article in a series dealing with written agreements...
PINBALLS STAND DESPITE BAN. Portland, Ore., pinball games remain in location in spite of validated 1951 ban...

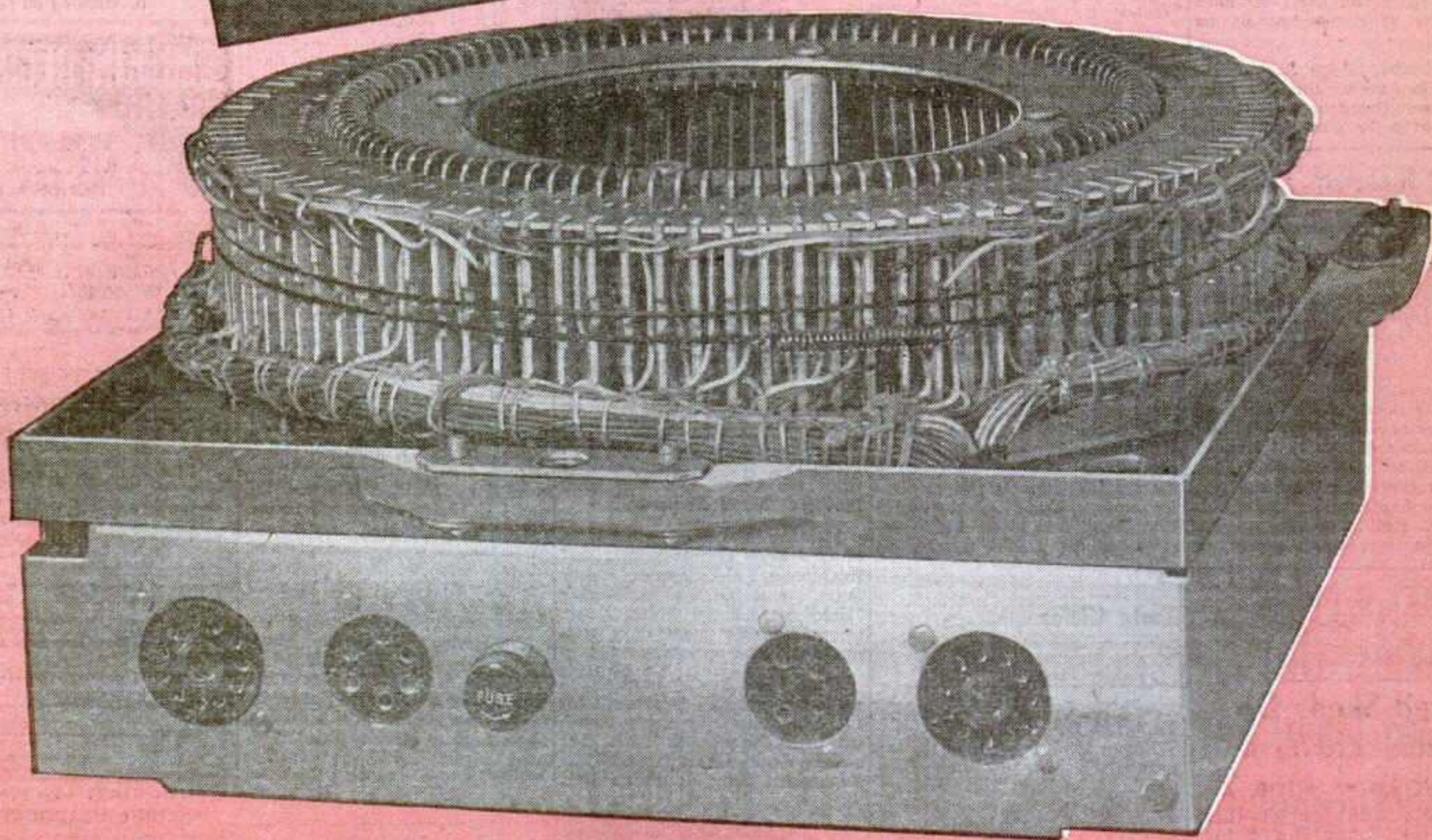
COIN CALENDAR

- Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events scheduled in your area.
June 21—Western Massachusetts Music Guild, biweekly meeting, Ivy House, West Springfield, Mass.
June 28—Los Angeles Division of California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

IF YOU MISSED READING THE JUNE 18 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD. Only The Billboard Gives You News While It's New. Includes ABC and ABP logos.

*A New High in*

**SELECTOR SIMPLICITY**



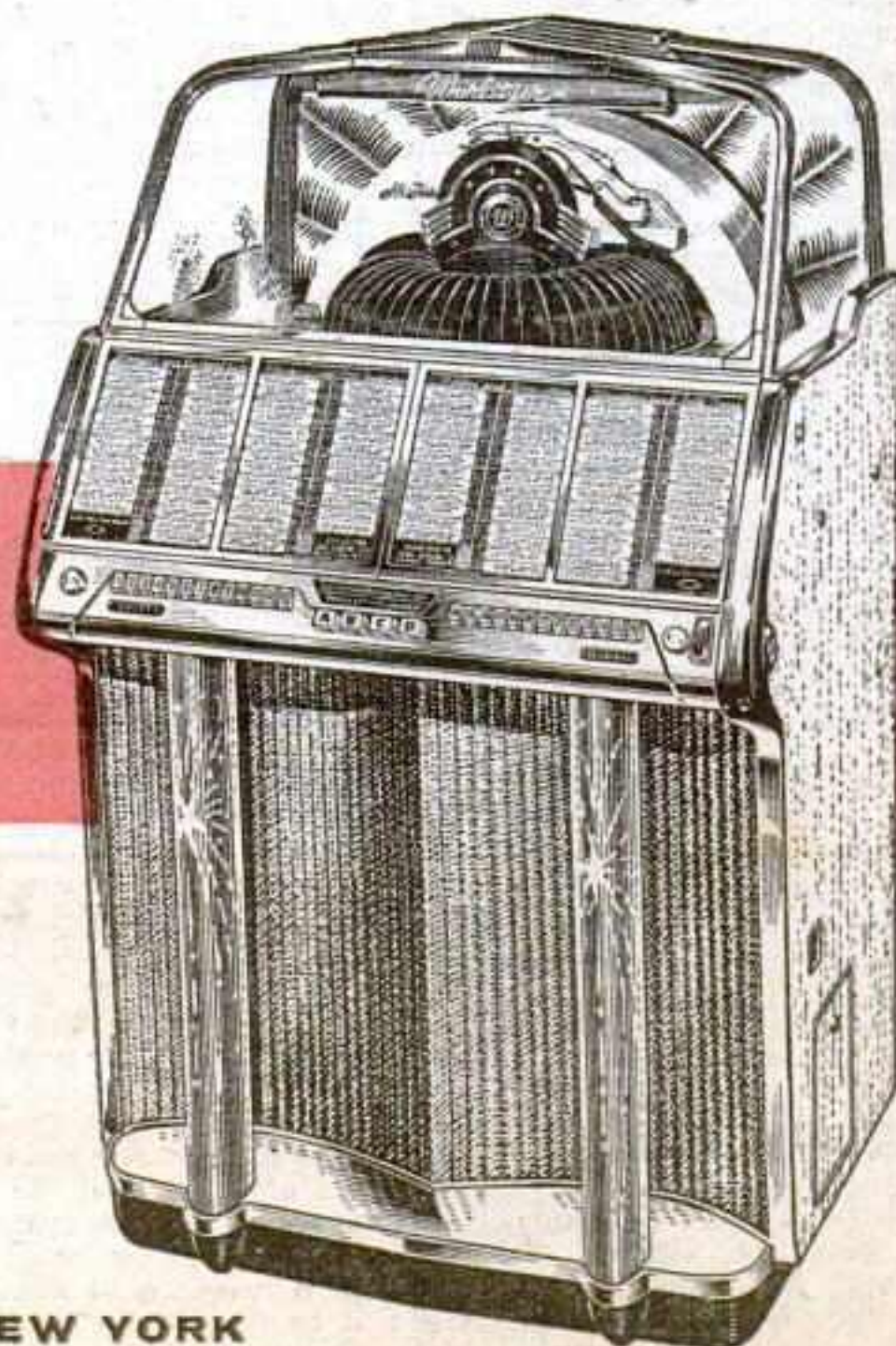
Two years of operation in tens of thousands of locations have proved the Wurlitzer Carousel the simplest, surest changer ever incorporated in any juke box. Contributing to its enviable record for trouble-free operation is the sturdy selector unit. It delivers the plays the public picks accurately and quickly . . . one more example of Wurlitzer quality engineering.

*Wurlitzer 1800*

**THE YEAR'S TOP PHONOGRAPH  
IN BEAUTY - IN TONE - IN EARNINGS**

See It - Hear It - Buy It  
at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK  
Established 1856





Continued from page 113

competing in New York. Young Rosenberg has been picked to represent his school in the lay-offs at the Polo Grounds.

Gang at Paul Laymon busy rearranging the showrooms to make room for the arrival of the first shipment of Rock-Ola phonograph Jimmy Wilkins, of the Laymon sales staff, preparing for a week of camping with his family.

Lyn Brown, Lyn Brown Company, offers proof that there's no such thing as a seasonal kiddie ride. Lyn is still using Exhibit's reindeer, with good results here.

Jack Simon, Simon Sales Company, in town for a brief spell before going out on another sales tour of Southern California.

### ABC Record-Teria Launches Used Disk Exchange for Ops

CHICAGO, June 18.—ABC Record-Teria, operator one-stop on Chicago's far South Side, is incorporating a used record exchange service.

Bernie Skidell, head of the firm, aid that under the new set-up operators can bring in their used records and trade them for other used disks at 5 cents a piece. ABC specializes in nationality and foreign-type music.

Skidell said that the new plan also called for a 20 per cent increase in over-all inventory. The store is laid out in the manner of self-service grocery stores.

ABC serves operators in North and Central Illinois as well as around the Chicago area.

### United Skeds Op Service School in Milwaukee June 27

MILWAUKEE, June 18.—Harry Jacobs Jr., head of United, Inc., Wurlitzer outlet in this area, has scheduled an operator service school here for the week of June 27.

Reid Whipple, Wurlitzer factory service engineer, will handle the "skull sessions" during the entire week.

Meanwhile, Bert Davidson, regional sales manager for the Wurlitzer Company, spent this week in the Fox River Valley territory calling on the operator trade with Voody Johnson, of United, Inc.

### S. D. Juke Ops

Continued from page 110

necessary to keep us in business. Some progressive thinking and planning, as well as some energetic merchandising, seems to be immediately imperative."

#### Committee Reports

A committee, headed by association president, Gordon Stout, was reported to have done a thorough job of planning on public relations, and the committee was expected to recommend that operators switch to dime play.

To emphasize the need for 10-cent play, Scott said that the Music Operators of America's Washington accounting firm found that there were in March, 1954, approximately 550,000 coin-operated phonographs in the U. S.; estimates made as of March, 1955, indicate only 450,000, a drop of 100,000 machines in actual operation.

Association members were to be welcomed and registered by the Pierre Chamber of Commerce Sunday. On the program was a Diamond Jubilee Celebration and a tour of the construction site of the Lake Dam.

### Jeffrey, Norton

Continued from page 110

and \$3 per machine. The assessment is to be paid at the rate of 1 per month.

Also on hand for the Monday meeting were Bob Cordell, the foreman and Bob Crewe, all of potlight Records, and Don Smith, recording artist of Empirical records.

# COINMEN YOU KNOW

Arcade games are moving quite well, Jack reports.

C. A. Robinson and Al Bettelman, C. A. Robinson Company, enthused with the arrival of United's Derby Roll, with operator interest high. Coin operators of the beach cities in the Southland have been slowed somewhat due to the detour of traffic caused by bridge collapse on the Santa Ana Freeway last week.

George Mahlum, head of Minthorne Music Company's background music department, reports industrial acceptance of the firm's service is at an all time high. Minthorne currently has a backlog of installations to make, says George, with still another serviceman being added to the staff.

MAC Vendors, Inc., newly organized groups of operators, will handle all forms of coin-operated equipment, have set up offices on Pico Boulevard, and are already receiving calls for equipment.

Phil Robinson, Chicago Coin Machine Company, traveling the Northwest in behalf of the firm's new Bonus Score bowler and their two-player baseball game.

### Milwaukee

Communications to:  
Benn Ollman  
Uptown 3-6018

### State Road Work Hits Coin Spots . . .

A 36-block stretch of two of South Side Milwaukee's main arteries are being repaved this summer by the State Highway Com-

### Dime-a-Disk

Continued from page 110

to discuss the merits of dime play. The association dime play committee, headed by President Gordon Stout, expected to recommend that members make the switch as a necessity to profitable operations.

Tucson, Ariz., juke box operators divided themselves into two camps this week, with one group led by Golden West Amusement Company, Tucson's largest juke box distributor, setting the pace by upping the price of a song to a dime.

Meanwhile, other cities thru the country are finding the dime-a-disk move a workable operation. At no time in the six-year history of dime play have conversions been made more rapidly than in the first half of this year.

It has been estimated that the entire Eastern Seaboard will be converted to dime play by 1956. The Midwest, paced by Chicago, is well on its way in matching that estimate. Western States, while somewhat behind these two areas in the number of machines converted, are moving quickly to 10-cent play. Operators in Southern States are closely watching the results of the dime move in New Orleans.

Larochelle then sold his business to Spyros A. Balatsos, who demanded that Joy Bar Music Company remove the juke box.

Larochelle filed suit, and the court held that since Balatsos had purchased the business with knowledge of the contract, he was therefore bound by it. The court issued an injunction restraining Balatsos from removing the equipment.

Of special interest was the testimony of Balatsos, who said that he knew of the contract and had taken the record of earnings of the juke box into account when he evaluated the business before he bought it. However, it wasn't until after the sale that he learned the "Joy Bar Music Company would allow him only 40 per cent of the income."

mission, and the lack of traffic is playing havoc—business-wise—with coin machine operators in taverns and restaurant locations. Authorities have set early November as the expected finishing date for the street job. Meanwhile coin machine operators are looking forward to a lean summer.

Automatic Merchandising Corporation, headed by Carl Millman and Asher Rabin, report stepping up the number of drink machines in downtown office buildings. Newest installation was in the lobby of the Brumder Building. Their multi-drink machine is replacing a Coke machine.

Stu Glassman, Radio Doctors' disk buyer, says that instead of the normal warm weather drop in operator buying at this time of the year, sales have been climbing steadily. List of out-of-towners stopping by for music purchases this week included Art Vaillan-

court, Racine; George Subrod, Burlington; Tony Hirt, Sheboygan, and Leo Pantel, Green Lake. New items that look like strong sellers, adds Stu Glassman, are "Honey Babe" by Art Mooney and Giselle McKenzie's "Hard to Get."

Roger Bartnik, son of Frank Bartnik, of Banaco Music, is spending the next few weeks with the 32d National Guard Division on its summer maneuvers at Camp McCoy, Wis. Banaco's front office, Alice Antczak, reports their best nickel pullers this week to be "Play Me Hearts and Flowers" by Johnny Desmond and "Learnin' the Blues" by Sinatra. "We don't get too many requests for the brand new ones down here on the South Side," she explains.

Harry Jacobs Jr., of United, Inc., was named captain of the Blue-mound Country Club golf team for district meets this summer. Very happy over the honor, Jacobs reports, however, that Wurlitzer

sales activities are keeping him so occupied that he finds little time for playing golf.

Herb Wagner, of the G. & W. Novelty Company in South Milwaukee, left this week for a trip to California. His vacation plans include a stay with Bill Happel, of L. A.'s Badger Novelty Company, a former Milwaukeean and an old Wagner buddy. Glenn Gaedtker, Herb Wagner's partner, meanwhile is in charge of the firm's affairs. On Wagner's return from California (Continued on page 117)

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## SLOTKIN RECORD

**DISTRIBUTING CO.**  
4095 Lancaster Ave.  
Philadelphia, Pa.

- Complete Title Strips
- Back Listings
- Same Day Shipments
- Immediate Delivery on Special Orders

**FANTASTIC PRICE REDUCTIONS ON RECORD ACCESSORIES**  
CALL Baring 2-4919

## THE MARKET PLACE

for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.

**CASH WITH ORDER**

**DISPLAY CLASSIFIED ADS**

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.

**CASH WITH ORDER**  
unless Credit has been established.

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

### Business Opportunities

**COINOLA COIN-OPERATED BAND Piano.** Has flutes, piano, mandolin, 25¢ play. Rebuilt like new. Refinished, beautiful cactus green. Plays 2 min. for quarter. Price, \$1,000. J. A. Collins, 2120 Grace Street, Dubuque, Iowa.

**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.

**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., 186 Albion Ave., Paterson, N. J. ch-3413

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### Help Wanted

**WANTED — BINGO AND SHUFFLE MECHANICS;** good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. je25

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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. j99

**STAMP FOLDERS DIRECT FROM MANUFACTURER,** unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448. je25

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### Routes for Sale

**PINS, ALLEYS AND MUSIC — GOOD equipment,** established 1930; located Eastern Central Pa. Will sacrifice at Billboard prices, no goodwill. Finance to responsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. jy16

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### Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines, \$9 up. What have you to sell?  
**MACK H. POSTEL** Chicago 18, Ill.  
2952 Milwaukee Ave.

**ARCADE MACHINES—100 PENNY AND nickel type;** Photomatic, Wilcox Gay Recorder, etc. Write for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. je25

**BALLY UNDERSEA RAIDERS,** \$74.50; Muto, Skyfighter, \$74.50; Keeney Air Raiders, \$69.50; Chicago Coin Pistols, \$69.50; Dale Guns, \$54.50; Miniature Belgian Pool Tables, \$79.50; Genco Bank Roll 14' Bowling Machines, \$69.50; Barrol Roll 10' Bowling Machines, \$79.50. All in A-1 condition. Sam Weisser, 2465 Alkinson, Detroit 6, Mich. je25

**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. jy9

**COMPLETE ARCADE FOR SALE—TIP TOP condition,** including five new Skee Balls. Would accept Panorams in trade on whole or part regardless of condition. Will buy Panorams. Write for list. H. E. Loebbeck, 211 W. Douglas, Wichita, Kan. jy2

**CIGARETTE MACHINES—DU GRENIER 7** col. S, \$45; 7 col. V, \$60; 9 col. W, \$85; Rowe Imperial, 8 col. \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-15

**CIGARETTE MACHINES—5, 7, 8, 9 COL-** umns, 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. Okmugee, Muskogee, Okla. np

**FOR SALE—NINE SUPER VEND MA-** chines, 3 selection, 1000 cup capacity with coin changers. Excellent condition. Used only six months. Price \$210. Write B. Stuettmann, South Fifth St., Chesterton, Ind. jy25

### CLASSIFIED ADVERTISING

**IMPORTANT INFORMATION**

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**FOR SALE—12 5¢ BELL VENDING MACHINES,** almost new, \$15 each. Write to Jacob Just, 218 19 Street, Bismarck, N. D.

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### SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors, Advance 23C's, National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

**NATIONAL SANITARY SALES**  
Dept. B-6, 4307 W. Lawrence Av., Chicago 38

**YOUR PRICE TAKES ALL—IMMEDIATE disposal,** 2 Photomatics, 2 Recorders, 2 Skeeballs, 2 Chicken Sams Rapidfire Air Raider, parts supplies. LaBarre, 12683 Terry, Detroit 27, Mich. je25

**20 POKERINO TABLES WITH STOOLS,** \$25 each. Can use spare APT Air Rifles. Walter Green, 2108 Davidson Ave., Bronx. CY 5-6553.

**50 NUT AND BALL GUM MACHINES** in new condition, \$5 each. 20 Vending Machine Stands, \$2.50 each. No fair offer refused for the lot. John Hoff, 1920 Rose Baltimore 13, Md. jy25

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### Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING machines;** give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. jf

**MACHINES WANTED — WE BUY ALL types** of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden St., Philadelphia 22, Pa. ch-15

**JUKE BOXES WANTED FOR EXPORT—** New and used. All types. Box M-138, c/o Billboard, Cincinnati 22, O. jy25

**PANORAMS WANTED—HIGHEST PRICES paid,** any quantity. Also late Bingo Games and Phonographs. Western Distributors, 3126 Elliott Ave., Seattle 1, Wash. au20

**VICTOR TOPPER, BABY GRAND AND Exhibit's Card Vendor.** Give full details, including lowest cash price. Tripp Vending Service, 2010 Reaver Dr., Raleigh, N. C. je25

## USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

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\$ \_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Game Operators Expand To New Type Locations

### Mfrs. See Trend; New Units Open Retail Stores, Parks, Theaters

Continued from page 105

addition, has a movement afoot to locate card venders in chain stores, drugstores and supermarkets, terming the venders, which dispense picture cards of cowboys, jet planes, sport cars, movie stars, and other subjects, "a natural tie-up with kiddie rides."

Avron Gensburg, Genco Manufacturing & Sales Company vice-president, reported, "Genco is looking for games to fit into new locations including drugstores and dime stores. Our experimental room is developing games for spots as yet not thought of as coin machine locations."

Williams Manufacturing Company, with the production of its Sidewalk Engineer, coin-operated bulldozer game, opened up new locations thru its distributors at parks, stores, drive-ins, bus depots, airports, and other extra-route spots.

#### Location Types

The game is now on location at such places as airports in Detroit; Kansas City, Mo., and Minneapolis; the Boardwalk of Atlantic City; Grant Park, Atlanta; Kiddieland at Maywood, Chicago suburb; the Neisner variety store chain in Chicago and Detroit; Rockaway Beach, Long Island, N. Y.

The firm plans to market its Select-a-Train, coin-operated elec-

## Marvel Preps New Feature Conversions

CHICAGO, June 18. — Marvel Manufacturing Company is readying a new play feature to be included with a shuffle game conversion unit for United Imperial and Leader shuffle bowling games.

Ted Rubenstein, Marvel head, said the conversion with the new play feature will be ready for shipment and installation in the near future.

Meanwhile, production is geared to conversion units for the Classic, Cascade, Olympic and Clover, all United shuffle game models.

The conversion units add new play features to used shuffle bowling games.

## Calif. Ops Eye County Pin Ban Court Test

SAN JOSE, Calif., June 18.—If newly elected Sheriff Melvin Hawley of Santa Clara County, California, gets the courts to uphold his contention that an opinion by the attorney general of the State renders pinball games illegal, there could be far reaching implications for operators.

Hawley, an attorney, bases his judgment upon a little-known opinion rendered by the attorney general in 1946 to the effect that "all pinball games that have 'counters' are illegal per se."

The attorney general said that the counters enabled location owners to keep track of the number of games played and therefore enabled them to give award prizes.

#### Eliminate Counters

This opinion has been used by Alameda and Los Angeles Counties to eliminate machines with counters attached. At the time the issue arose, operators threatened to go to the courts but on second thought decided it would be simpler and cheaper to eliminate counters.

The sheriff gave operators until June 1 to take counters from their machines. The June 1 deadline, he said, means that hereafter every

time a confiscation is made, an arrest will be made.

While the sheriff has jurisdiction over cities incorporated within Santa Clara County, he has not said whether he would prosecute violations of his edict. However, he implied as much by sending a letter to each city police chief in which he bluntly stated his views.

#### Plans New Survey

Police Chief Ray Blackmore, of San Jose, said he believes all illegal pinball games—those that award prizes—are out of San Jose as a result of action he had taken at the first of the year. He said, however, he would make a new survey to be certain.

Blackmore said he does not intend to ask the city council for an ordinance banning pinball games until such time as they are declared illegal by the courts.

If that should occur, he said, he then will ask the council to ban the games in San Jose.

Blackmore said that shortly after the first of the year he had members of his department interview persons at some 200 machine locations and instruct them to cease

(Continued on page 120)

## Ore. Ops Block Pin Ban Action

### Hit by Portland Ruling Operators Strip Pinballs, Gain Court Order

PORTLAND, Ore., June 18.—Pinball games in Portland—just about counted out as result of four years of litigation that carried to the doorstep of the Supreme Court of the United States—this week flared back into life with these developments:

1. A Circuit Court order restrained Portland's chief of police from seizing any "non-coin-in-the-slot" amusement devices.

2. Police began enforcing the 1951 city ordinance banning pinball games by seizing 25 machines that still retained coin chutes.

The court order, issued by Judge Alfred P. Dobson, was obtained by Attorney John E. Reynolds, representing the game operators.

In that the 1951 ordinance bans "coin-in-the-slot" games or machines "of similar character," the operators thru their organization, Coin Machine Men of Oregon, notified Chief of Police James Purcell that they would distribute machines on which the coin chutes had been removed. Indications

were that legal interpretation of the phrase "of similar character" would determine whether non-coin games can operate.

"It's a matter for the courts," said City Attorney Alexander C. Brown.

"We are advised by able and respected legal counsel for several trade and union organizations and our own counsel that non-coin-in-the-slot-operated pinball games are not prohibited by the ordinance," said the CMMO letter to Chief Purcell, signed by Al Brown, field secretary for the organization. Brown explained that new types

(Continued on page 121)

## DRIVE-IN & PLAY

## Arcades Boost Takes At Outdoor Movie Spot

CHICAGO, June 18.—Arcades filled with late model coin-operated amusement games are the latest attractions installed by Chicago's Starlite Drive-In to get folks to come in early for the movies.

Starlite owner and manager, Stanford Kohlberg, says the Arcades are "the best thing we have out here" to supplement receipts from the outdoor movies.

New this season, one Arcade has been built along the highway in front of the theater located on the southwest edge of Chicago, another is located inside the theater area, and a third, now being built, is three-fourths completed.

Kohlberg has some 20 different amusement games on location at the Arcades now, and expects to bring the total up to more than 35 before the end of the summer.

In addition to the Arcades, the Starlite features a 36-hole miniature golf course, a golf driving range, ice-skating rink in operation during the winter, and a Kiddieland filled with rides.

The idea of all the added attractions, according to Kohlberg, is to get the crowds in early—preferably an hour or more before the movie

## Gottlieb Skeds Vacation Period

CHICAGO, June 18.—The D. Gottlieb & Company plant will be closed from July 1 to July 18 for the regular two-week summer vacation period.

## MODEL T—VS HOT ROD

LOS ANGELES, June 18.—Developments in the "auto industry" set another new record this week.

The advent of the new Bally Hot Rod, a kiddie ride resembling the Model T Ford, occasioned the passing remark by Al Silberman, Badger Sales Company executive, "that the Hot Rod sells for little more today than the original Model T did in 1918."

Chances are that kids will get as much mileage on Bally's Hot Rod, as did youngsters almost four decades ago.

## 'Hush-Hush' New Genco Ball Game

CHICAGO, June 18.—Genco Manufacturing & Sales Company officials were making "no comment" on the new coin-operated baseball game to be unveiled next week.

The big Genco secret has all the intrigue of a big league baseball player swap, with Avron Gensburg, Genco vice-president, describing the game only as "an entirely new baseball game."

## Bally to Conduct Northern Schools

CHICAGO, June 18.—Bally Manufacturing Company will conduct service schools for operators and servicemen in Fairbanks and Anchorage, Alaska, and Seattle, June 20-25.

The Bally schools will be sponsored by Dunis Distributing Company, Bally distributors in Seattle. Bob Breither, Bally field engineer, will direct the schools, with Johnny Michaels, of the Dunis firm, accompanying Breither on his rounds.

The schools are scheduled to give area operators and servicemen tips on machine servicing methods and demonstrations of new features in Bally games.

## New Distribs In Business At Syracuse

SYRACUSE, June 18.—Joe Glavin, with 20 years of experience in the coin machine field, has opened a new coin machine jobbing firm here, Trans-American Distributing Company.

Headquarters for the firm are at 602 Butternut Street, Syracuse. The company will handle games, juke boxes and cigarette vending machines.

Another new coin machine distributing firm has been formed by George Ponsler and Al Simon in Syracuse. Grand opening of the company has been scheduled for the near future.

## Deco to Preem New Horse Unit

UNION, N. J., June 18.—Deco, the kiddie ride division of the Drum Manufacturing Company, will debut a new horse ride in early July.

Jim Cherry, in charge of sales, said the new ride would be between the standard-size and midget ride in size, designed for 10 and 11-year-olds. List price, he added, will be between \$500 and \$600.

The body will be seamless fiberglass, with mechanical operation. Cherry said that the firm's Double Pinto Pony is currently racking up strong sales.

## Chi Coin Names State Music Co., Dallas, Distrib

CHICAGO, June 18.—Chicago Coin Machine Company has appointed Abe Sussman, State Music Company, Dallas, Tex., as distributor in the Dallas area.

State Music will handle the complete line of Chicago Coin coin-operated amusement game products.

## Auto Crash Fatal To Detroit Music Op

DETROIT, June 18.—Floyd E. McCreedy, owner of the McCreedy Music Company, died Friday (10) as the result of injuries received in an automobile accident.

McCreedy was in the music business in Detroit since 1940, beginning with the old Arrow Electric Company. In the mid-forties he worked for the former United Music Operators Central Service, providing general service for operators, and then, in 1946, took over the firm and renamed it the G & M Central Service. He established the McCreedy Music Company at the same time, and operated it until his death.

He is survived by his widow, Irene E., and a son, Donald F.

## United Ships New Coin Baseball, Shuffle Games

CHICAGO, June 18.—United Manufacturing Company began shipments this week of two new amusement games—a shuffle-type 4-player baseball game and a 6-player shuffle bowler.

The baseball unit, 5th Inning, is played by shooting shuffle pucks down a Formica board into ball pocket at the end, scoring hits and runs on a miniature baseball diamond.

The main puck target is a home run pocket at the center, surrounded by pockets awarding singles, doubles and triples to the player. When "hits" or "homers" are made, miniature players pop up and circle the diamond, advanc-

ing according to the pockets made.

With up to four players able to participate in a game, each player shoots in each of five innings, getting three shots per inning.

Scores for runs made vary in each inning, runs scoring 1, 2, 3, 4 and 10 points in the first thru fifth inning respectively.

Double score reels record runs made by each player. The miniature diamond has plastic figures representing pitcher and infield, and plastic base runners circle the bases on hits.

Signs flash on the backglass to (Continued on page 123)

# COINMEN YOU KNOW

• Continued from page 115

he will take off for his favorite fishing waters in Northern Michigan.

**Orville Carnitz**, road salesman for the Badger Novelty Company, reports that Rock-Ola music machine sales are continuing to hold at a healthy pace. Much of the sales boost, he adds, is due to his recently purchased station wagon equipment for carrying demonstrators with him on road trips.

**Sam Hastings** is throwing his annual employees picnic June 26 at his summer cottage on Lower Lake Nemahbin.

### Hartford, Conn.

Communications to:  
Allen Widem  
CHapel 9-8211

Ops Ready Summer  
Juke, Game Routes . . .

Summer location coinmen are readying their routes again with opening of warm weather resorts. Phonograph routes anticipate a good season, while amusement game locations are not too enthusiastic over summer prospects.

The Connecticut trade may be getting post cards from some South American point later this summer. **Abe Fish**, of General Amusement Games of Hartford, and Mrs. Fish, thinking about their summer relaxation, have been looking over cruise posters and are strongly in favor of sampling the Latin-American hospitality.

Home from a honeymoon junket to Bermuda and the Concord Hotel, Kiamesha Lake, N. Y., are Mr. and Mrs. Paul Rechtshafer, of the Reliable Coin Machine Company, Hartford.

**Sam Roskin**, of Roskin Distributors of Hartford, played host last weekend to over 300 electrical appliance and phonograph record dealers and their wives from Connecticut, Rhode Island and Massachusetts.

Roskin staged a four-day "Arabian Nights" party at Lake Kiamesha, N. Y. "This was one of the largest planned holidays ever undertaken by a wholesale distributor," says Sam. Among those enjoying the many sports and entertainment were these district and division managers of the company's major suppliers: **Gigson Kennedy**, Philco Corporation; **Joseph Conroy**, Whirlpool Corporation; **Forrest Price**, Columbia Records; **Charles Ferguson**, Youngstown Kitchens, and **Jack Zumwalt**, Eureka Williams Corporation.

Juke box burglars are on the loose in Hartford. Police said that the thieves emptied the juke box at Ryan's Restaurant between 11 p.m. and midnight. An estimated \$50 to \$60 in change was missing.

### Los Angeles

Communications to:  
Joel Friedman  
HOLLYWOOD 9-5831

**Al Silberman**, Badger Sales Company, completely recovered from his recent attack of kidney stones. The influx of music operators in Southern California continues to swell, says Al, with no end in sight to the expanding market.

**Jack Simon**, Simon Sales Company, returned from another of his frequent business trips recently. **Ed Wilkes**, **Jimmy Wilkins** and **Charley Daniels**, Paul Laynon Company, are drawing straws to see who gets to go on vacation first this year.

Operators in town recently included **Pop Burris**, Montebello; **Nick Beaver**, Lancaster; **S. L. Griffin**, Pomona; **Bill Thompson**, Long Beach; **T. H. Loo**, El Centro; **Ernie Lantz**, South Gate; **Jack Neel**, Riverside, and **Bob Chicon**, Newport Beach.

### Washington

Communications to:  
Delores Newcomb  
EMERSON 3-7451

Macke to Install Coin Cafeterias . . .  
The G. B. Macke Corporation will soon install two more completely automatic cafeterias, says Meyer Gelfand. One will be in The Evening Star newspaper building and the other at the American Tobacco Company plant in Reedsville, N. C. Macke is leaning heavily toward this type of installation because of the greater margin of profit.

**Dick Zigler** is pleased that business at Canteen has held up so well. He expects the seasonal slump in candy to hit soon.

**Roger Squitiero**, an officer of the Washington Music Guild and an affiliate of Hirsh Coin, announces that the Guild will soon have a dinner-dance for members and their wives at the Shoreham Hotel.

**Kwik Kafe** of Washington, headed by **James Bowen**, is enjoying good returns on milk sales. Bowen has found the profit from milk sales is small, but a large volume of locations offsets any

small return. **Bowen** adds that coffee sales will drop off when the really hot weather hits.

**Hirsh de La Viez**, owner of Hirsh Coin, recently returned from Shawnee-on-the-Delaware where he was a guest of **Fred Waring**. Hirsh says he enjoyed the golfing tremendously. Business at Hirsh is a little slow, but still ahead of last year.

### Detroit

Communications to:  
Hal Reves  
WOODWARD 2-1100

Michigan Coin Co.  
Dissolves Trade . . .

The Michigan Coin Manufacturing Company, which specialized in the manufacture of conversion units for shuffle bowling games and of scoring units for shuffleboards, has been dissolved, according to **Henry Solomon**, now with another manufacturing company. He was a partner in the company with **William Steg**.

**William Kus**, head of Bill's Popcorn Machine Repair Service, which handles repair work for various firms, has been working up to 4 a.m. to keep equipment running since the opening of the outdoor theater season.

**Louis Fisher**, veteran music operator who heads the Fisher Music Company, has disposed of his interest in the **Recco** Manufacturing Company, making juke box and game conversions. **Herbert Weingarden**, who was Fisher's partner, is now carrying on the business alone.

### Boston

Communications to:  
Cameron Dewar  
HANCOCK 6-3000

Columbo Names  
New Sales Rep . . .

**Jerry J. Columbo**, Music & Television Corporation (Rock-Ola), announces he has appointed a new sales representative for Maine, New Hampshire and Vermont, **Emile J. Carrier**, of Nashua, N. H. He is a

former operator in the New Hampshire area.

**Louis Blatt**, of Atlas Distributors (AMI), was catching some customers between trips to his New Hampshire summer place. Among those looking around the Hub plant were **Ozeme Michaud**, Waterville, Me.; **Malcolm Wallace**, Newport, Vt.; **Ralph Faretra**, Concord, N. H.; **Mrs. Eva Thurston**, Fall River, Mass., and **Sam Orstein**, of Providence.

**Cliff Redd**, president, Redd Distributors (Wurlitzer), made a visit to the Wurlitzer plant at Tonnawanda, N. Y. **Bob Jones**, Redd sales manager, back from a successful trip to New Britain and Bristol, Conn., and **Springfield**, Mass.

Redd's bookkeeper, **Margaret Wall**, proudly announced that her son, **Frank**, has been chosen first alternate on the cross-country ski team that will compete in the Olympic Games in 1956. He expects to go to the University of Vermont this fall.

**Ed Ravreby**, of World Fair & Associated Amusements, was off on another trip to Connecticut. Before leaving, he showed his wares to **Clint Newton**, of Bristol, Conn., **Dave Baker**, Melo-Tone Music, Arlington, Mass.; **Con Libbey**, Haverhill, Mass., and **Jerry Pothier**, of Gloucester, Mass. Ed reports business is good, especially on Arcade equipment and finds kiddie rides going well. He thinks the season looks bigger and better than ever.

Ravreby played the proud papa last week as his daughter, **Ruth Mae Ravreby**, was graduated from Boston University. A big party was held at the home in Brookline. Among coinmen and others who attended were representatives from **Bally**, **Gottlieb** and **All State**.

### New York

Communications to:  
Aaron Sternfeld  
PLAZA 7-2800

Soft Drink Bottlers  
Buy Drink Units . . .

**Bill Furst**, Furst & Schwartz, Stoner distributor, is back from a Roanoke, Va., sales trip. He sold three soft drink bottlers on the idea of going into the hot coffee business.

Mrs. Gertrude Browne, Para-  
Continued on page 118

#### ARCADES—LOCATIONS

Monkey Business, new	Write
Grandmother, modernized, new	Write
Sidewalk Engineer, Williams, new	Write
Jet Fighter, Williams, new	\$295.00
Coon Hunt, Seeburg, new	350.00
Genco Invader, black lite, new	295.00
Genco 2-Player Basketball, new	300.00
Set Shot Basketball, new	325.00
Midget Movies, new	295.00
3-D Movies, new	295.00
Exhibit Merry-Go-Round, new	295.00
Whip, real ride, new	395.00
Air Hockey, Air Football, new	Write

#### Machines Rebuilt the Munves Way Look and Work Like New

Seeburg Coon Hunt	\$275.00
Sky Fighter	125.00
Undersea Raider	125.00
Chicago Coin Basketball	175.00
Chicago Coin Midget Skee Ball	165.00
Chicago Coin Goatee	95.00
Scientific Pitch 'Em and Bat 'Em	145.00
Scientific Field Goal	125.00
Bally Basketball (console)	100.00
Bally Big Inning Baseball	125.00
Evans Bat-a-Score Basketball	145.00
Moving Pictures (Mutoscope)	65.00
Midget Movies	195.00
Little Grandmother	110.00
Footcase, Exhibit	95.00
Bally Line-a-Basket, new	\$45.00
Advance Electric, new	22.50
A.B.C. Challenger, new	55.00

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PERFECT SPEED  
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Gottlieb SOUTHERN BELLE, 5c  
Gottlieb JUBILEE, 4 Player,  
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HI-FI	250.00
SURF CLUB	325.00
ICE FROLICS	265.00
PALM SPRINGS	265.00
DUDE RANCH	245.00
BEACH CLUB	225.00
BEAUTY	195.00
YACHT CLUB	125.00
FROLICS	140.00
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Surf Club	285	Beauty	175
Palm Springs	265	Frolics	150
Ice Frolics	255	Yacht Club	110
Dude Ranch	235	Palm Beach	110

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1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

# COINMEN YOU KNOW

Continued from page i17

mount Vending, Beacon, N. Y., was at Leslie Distributors this week buying records from Bernie Boorstein. Ralph Schechtman, Leslie

manager, last Sunday (12) married the former Jacqueline Rappaport, daughter of Harry Rappaport, Arrow Music. They are honeymooning

at the Nautilus, Miami. Wedding was at the bride's home in River Edge, N. J.

Irv Kempner, Runyon Sales, threw a party Friday (10) in honor of his wife, Norma's birthday. Runyon now has the Keeney coffee machine distributorship for New York, New Jersey and Connecticut, with Buddy Fox in charge of sales.

Rella Adler has been hired by Runyon as a bookkeeper. John Bilotta, Newark, N. Y., Wurlitzer distributor, was a recent 10th Avenue visitor.

Phil Schwartz, Melody Music, entertained personnel at Atlantic-New York with stories during the air-raid drill Wednesday (15). Jack Gordon, regional Seeburg sales head, and Murray Kaye, Atlantic manager, were among the most attentive listeners.

Mike Munves reports that sales of the new Monkey Climbs are doing well. Object of the game is to make a monkey climb a pole faster than the other player. Speed of climb is controlled by plunger and balls.

Bob Slifer, Seacoast Distributors, attended a meeting of the Garden State Operators' Association at Mattawan, N. J., Tuesday (14). Harry Berger, West Side Distributors, reports that sales of the El Dorado and Prize Bowler are going well.

Leonard Fleichner bought part of Sid Slater's Doll Amusement

## W. Va. Enforces New Cig Regulation

CHARLESTON, W. Va., June 18.—A new regulation aimed at improving enforcement of tax payment on cigarettes sold in vending machines in West Virginia will go into effect July 1.

Under the new regulation, any person operating five or more cigarette machines will be required to file monthly reports of purchases and sales with the Tax Department.

Such reports are required now from other wholesalers and retailers of cigarettes. But they have not been required from vending machine operators, except for the small percentage who buy their cigarettes direct from the factory and affix the tax stamps themselves.

Herbert H. Nottingham, chief of the cigarette, soft drink and license tax division, explained that under the old regulation some unstamped packages of cigarettes have been appearing in vending machines.

route. Mike Romash has purchased Nathan Simon's game operation. Ray Knoss and James McNamee have dissolved their Bamac partnership and are operating under their own names.

Bill Chase has changed the name of his game operation from W. H. Stuebinger Company to Whitestone Vending. Milton Greene, American Vending, has bought part of the route operated by Lou Brestlin and John Ablett.

Sam Savin and Jack Small, Plaza Amusement Company, have purchased Morris Bernstein's route.

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

COMPLETE LINE BALLY BINGO PARTS

BINGOS	SHUFFLE ALLEYS	MUSIC
Bally GAYETY... Write	Bally Magic Bowler... Write	Rock-Ola Hi-Fi 1446 120 Select... Write
Atlantic City... \$ 95.00	Chicago Coin Thunderbolt... Write	Rock-Ola Hi-Fi 1442 50 Select... Write
United Leader... 50.00	Chicago Coin Triple Strike... Write	A.M.I. C... \$165.00
Coney Island... 75.00	Chi. Coin Criss Cross Target... \$345.00	Rock-Ola 1428 Magic Glo... 119.50
Bally Gay Time... Write	Chi Coin Star Life... 249.50	SPECIAL: Rock-Ola Comets, Model 1438, 120 Selection... 599.50
Variety... 450.00	Bally Champion... 345.00	Rock-Ola Hi-Fi Model 1446, 120 Selection 725.00
Big Time... 525.00	Bally Jet Bowler... 395.00	Rock-Ola 1434 Rocket, 78 rpm, 50 select... 325.00
Beach Club... 225.00	Chicago Coin Hollywood Shuffle Alley... Write	Seeburg M-100-A... 295.00
Beauty... 195.00		Seeburg 1947... 50.00
Dude Ranch... 225.00		1100 Wurlitzer... 125.00
Hi Fi... 295.00		
Surf Club... 300.00	<b>ARCADE</b>	
United Tahiti... 145.00	Exhibit Shooting Gallery... \$175.00	
Chi Coin Holiday Bowler... 425.00	Exhibit Sportland Gun... 225.00	
	Exhibit Star Shoot Gallery... 199.50	
	Keeney Sportsman... 249.50	
	United Carnival... 275.00	
	Chicago Coin Super Home Run, 4 play with match replay... 245.00	
	<b>BALLY KIDDY RIDES—WRITE.</b>	
	(SPECIAL VALUE) Chi. Coin 6 Player Home Run... \$195.00	

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue Indianapolis, Indiana  
ME-1956 4-8468

## SUMMER SPECIALS

<b>KEENEY</b> American... \$350.00 Carnival... 125.00 10 Player... 115.00 6 Player... 75.00	<b>UNITED</b> Tarsitte DeLuxe... \$375.00 10th Frame... 125.00 Star... 95.00 6-Player Star... 85.00 Olympic... 125.00 Cascade... 110.00	<b>SHUFFLEBOARD SUPPLIES</b> 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	<b>CHI COIN</b> Criss Cross Target... \$395.00 Double Score... 110.00	<b>GENCO</b> Shuffle Pool... \$100.00 Match Pool... 150.00	<b>MISCELLANEOUS</b> Keeney Sportsman... \$350.00 18 H. Rock-Ola Shufflebd. 149.50 Genco Rifle Gallery... 275.00 Shoot-the-Bear... 140.00 Ex. Gun Patrol... 135.00 Ex. Jet Gun... 95.00 Telequiz with film 95.00 Wurl. 1015... 75.00 Wurl. 1100... 175.00 AMI Model E-20... 625.00
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**UNITED CARNIVAL GUN \$295.00**

**PURVEYOR DISTRIBUTING COMPANY**  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

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WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

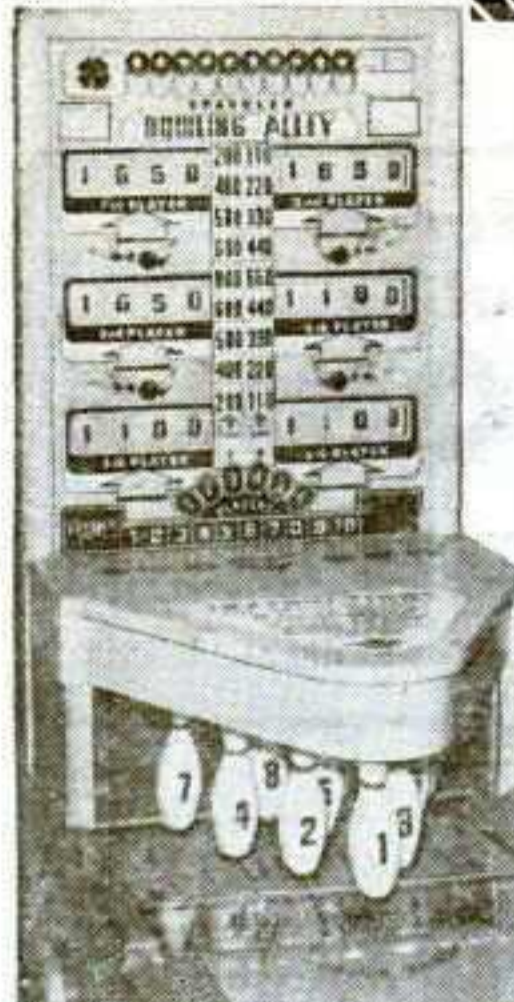
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## SPARKLER CONVERSIONS

Convert your United Clovers, Cascades, Classics and Olympics!

(Ready Soon—Conversions for United Royal and Chief)

Synchro-Flash Feature—Traveling Scoring Lites on Playfield.

New Attractive Backglass  
**TOP SCORE 9600**  
Does not affect your match or non-match feature.

**COMING SOON**  
Entirely new feature in Conversions for United's Imperial and Leader which will bring these games up to date.

**M & T SALES CO., Inc.**  
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## GENCO'S 2-PLAYER SKY ROCKET RIFLE GALLERY

for 1 or 2 players

featuring GENCO'S Exclusive 3-ROUND PLAY

**EACH PLAYER "UP" 3 TIMES TO SHOTS EACH ROUND!**

**TARGET SPEEDS and SCORES increase with each round!**

**TIME BONUS FOR EACH PLAYER ... Special Bonus Each Round!**

Plus All These EXTRA FEATURES

- Exciting New Targets: Flying Saucers, Space Ships, Rockets, Comets
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- Thrilling 3-D "Outer Space" background
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- Adjustable for 3 or 2 Rounds

29-1/2" Cabinet Fits Through Any Door!

**GENCO MANUFACTURING & SALES CO.**  
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### ROAD MAN WANTED

Only experienced, honest, capable man need apply.

Good Salary—  
Wonderful Opportunity!

### WORLD WIDE DIST.

2330 N. Western Chicago 47  
Everglade 4-2300

## 2-Week Observation Period Advocated for New Routemen

BOSTON, June 18.—A two-week observation period for new servicemen was advocated at the recent NAMA Region 1 meeting here by George Simpson, Rowe Cigarette Service of Rhode Island.

During the observation period, Simpson said, the operator or

supervisor must take special pains to perform his duties properly, as new employees are prone to imitate, and it is better to set an example with good habits than with bad ones.

The new employee, he added, should begin the observation period in the shop, where he will learn to assemble, disassemble and load equipment.

#### Learn Slowly

A day or so should be spent in the inventory department, where the new employee can familiarize himself with product prices, with evenings spent in the check-up booth. Simpson feels it is best for the new employee to learn slowly and absorb deeply.

On hiring new route servicemen, Simpson advised looking for men with at least a high school education, already employed but seeking greater opportunity, neat, personable, with mechanical aptitude, and

with a high degree of enthusiasm. He advised employers to pay new men what they are worth, with the understanding that an opportunity exists for a managership, or even a partnership.

When the serviceman eventually goes out on a route, Simpson told the operators to check with the locations on the standard of service.

"If the worker hasn't learned," he concluded, "the trainer hasn't trained."

### Jacob Co. Sells

DETROIT, June 18.—The F. L. Jacobs Company has announced the sale of its building at 1043 Spruce Street to Thomas T. Petzold and E. L. Ecclestone.

The building was the company's Detroit plant, until manufacturing operations were stopped by the company here six months ago.

However, the third floor of the building will remain as the central office of the company, which has leased it from the new owners for a period of 10 years.

## FOREIGN BUYERS

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. This is why we have satisfied customers everywhere.

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Parts and Service Manual Available

### INTERNATIONAL

AMUSEMENT CO.

1423 SPRING GARDEN STREET

### SCOTT-CROSSE

COMPANY

PHILADELPHIA 30, PA.

WURLITZER 1015 . . . . .	\$ 95
ROCK-OLA 1436 FIREBALL (120) 45 RPM . . . . .	345
ROCK-OLA 1438 COMET (120) 45 RPM . . . . .	625

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/3 Dep., Bal. C.O.D.  
Exclusive Seeburg Distributors



A Quarter Century of Service.

## ATLAS MUSIC COMPANY

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ARmitage 6-5005

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Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

1535 Delaware Ave., Lexington, Ky.  
735 S. Brook St., Louisville 3, Ky.

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THE "The Amusement Industry's  
BILLBOARD Leading Newsweekly"

. . . with Audited Paid Circulation to match!



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## talks when it comes to shuffleboards

It says a thousand things! It means longer life, no servicing headaches, bigger re-sale value. All this you have been getting with American Shuffleboard since 1928. Today, more than ever, it pays to buy the best . . . and the best has always been American.

Buy American . . .  
and you buy  
the finest!

SOME DISTRIBUTORSHIPS AVAILABLE

# American

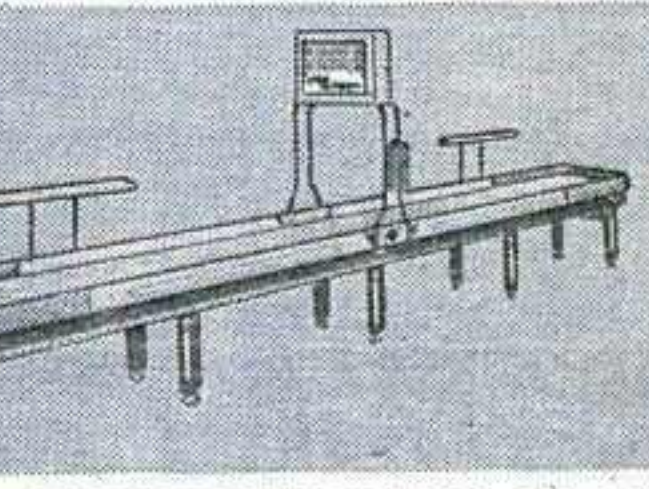
Union City, New Jersey

UNION 5-6633

## SHUFFLEBOARD

### COMPANY

Est 1928



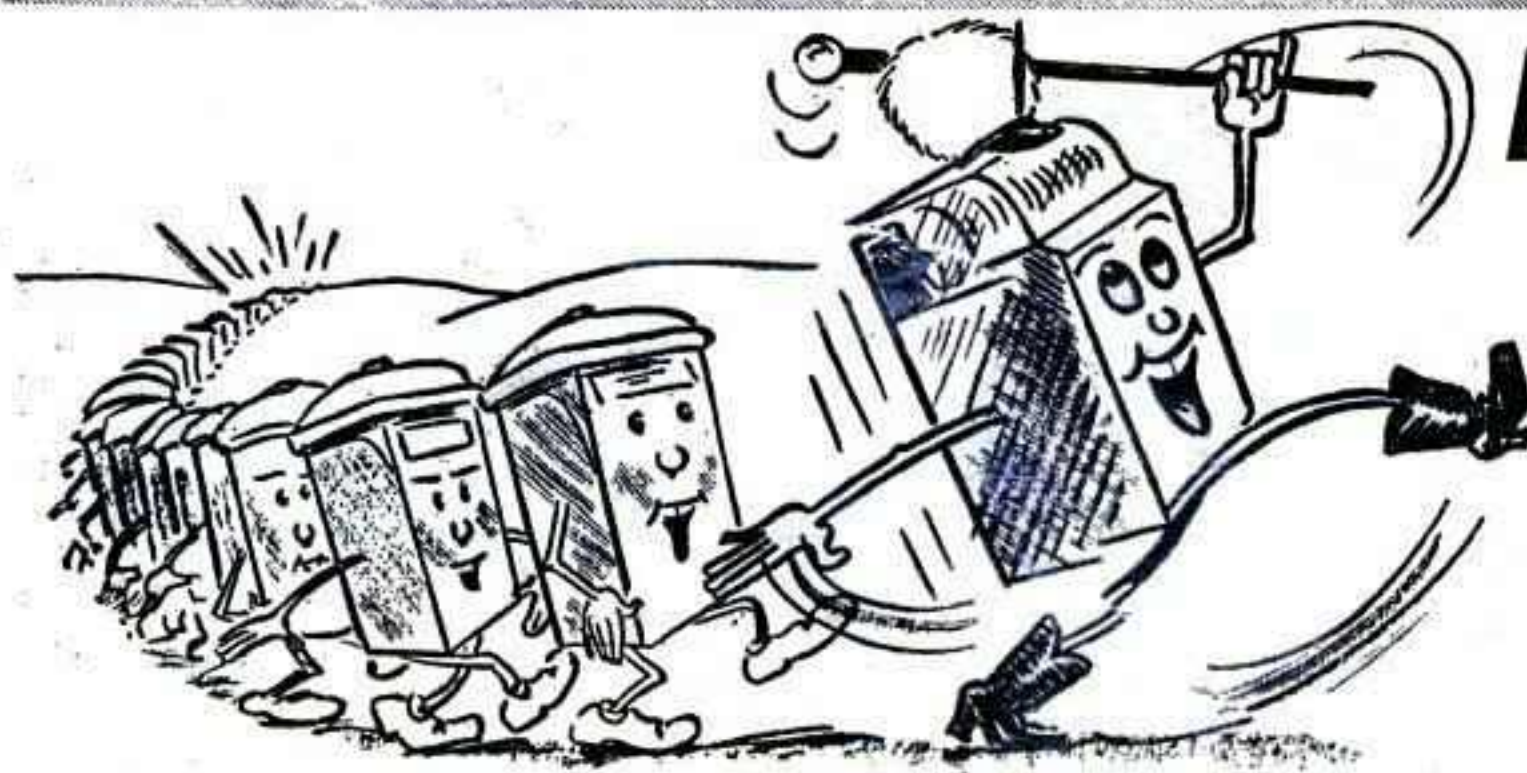
### WHY DO HUNDREDS OF OPS STILL DEAL WITH AMERICAN AFTER ALL THESE YEARS?

Incomparable quality plus square-dealing is the answer! American delivers only brand-new units with the latest improvements . . . not used or rebuilt models.

TOURNAMENT SIZE 22' AMERICANS

WITH REGULATION 20'8" x 20" TOP.

OTHER SIZES — 9' 12' 18' 20'



## AGAIN! Shaffer Leads with Lower Prices for LIKE-NEW RECONDITIONED PHONOGRAPHS

GUARANTEED BETTER BUYS

**\$125.00**  
CIGARETTE MACHINE  
SMOKE SHOP  
SPECIAL  
OVER WHEN HE SEES THIS  
MY BOSS WILL TURN

### BE SAFE— BUY SHAFER

- ★ Mechanism overhauled and tested.
- ★ All worn parts replaced.
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- ★ Plastic, glass, etc. replaced wherever needed.
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- ★ Machine carefully tested and crated.

## Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO  
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MAIN 6310

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1327 Capitol Ave.  
MEIrose 4-3571

### SEEBURG

M 100 B L . . . . .	\$589.50
M 100 B . . . . .	569.50
M 100 A . . . . .	299.50
HM 100 A . . . . .	249.50
148 M L . . . . .	109.50
147 M . . . . .	59.50
1946 Hideaways . . . . .	59.50

#### WALL BOXES

5/10/25-3 Wire . . . . .	\$14.50
3 W5-156 . . . . .	
5/10/25-Wireless . . . . .	
W4-156 . . . . .	12.50
5c-3 Wire . . . . .	8.95
3 W2-156 . . . . .	

### ROCK-OLA

1436 Comet . . . . .	\$549.50
1436 Fireball . . . . .	319.50
1422 . . . . .	49.50

### AMI

Model E-120 . . . . .	\$549.50
Model E-80 . . . . .	489.50
Model "C" . . . . .	179.50
Model "A" . . . . .	99.50

#### WALL BOXES

Wall Box, 5/10 . . . . . \$12.50

### WURLITZER

1700 (104 Sel.) . . . . .	\$595.00
1650 (48 Sel.) . . . . .	375.00
1500 (104 Sel.) . . . . .	339.50
1400 . . . . .	279.50
1250 . . . . .	179.50
1100 . . . . .	109.50
1217 Hideaway . . . . .	139.50
1015 . . . . .	59.50

#### WALL BOXES

4820 Wall Box,  
48 Sel. . . . . \$19.50

write for illustrated catalog of complete list



# WE WANT TO BUY

SEEBURG Model M100B—M100BL—M100C—  
HF100G—3W-1—Wall 'O' Matic  
WURLITZER Model 1250—1400—1500A—1700

Late 5-Ball Novelty Games—6-Player Shuffle Games

## FOREIGN BUYERS!

We have available all brands of reconditioned\* phonographs, games, arcade equipment and vending machines.

Special attention and immediate action will be given to all inquiries from foreign buyers.

\* All equipment is steam cleaned.

All merchandise is guaranteed. Our references: Bank of America, Dun & Bradstreet.

### R. F. Jones Co.

Exclusive distributor  
J. P. Seeburg Corp.; Bally Mfg. Co.

1263 Mission St., San Francisco 3, Calif.  
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Offices in Salt Lake, Denver, Portland and Seattle. Merchandise will be shipped from office nearest you.



### 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**

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey and S. E. Pennsylvania.

### ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
FRemont 7-4495 Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

# For Immediate Profit DRIVEMOBILE

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For Details Write, Wire, Phone

**INTERNATIONAL MUTOSCOPE CORP.**  
44-02 Eleventh St., L. I. C. 1, N. Y.—STillwell 4-3800

GIVE TO DAMON RUNYON CANCER FUND

## Calif. Pin Ban Court Test

• Continued from page 116

making awards, if they were making them. He said that he believed that, to a certain extent, the persons interviewed had been co-operative.

## List Ind. Coin Legal Round-Up

INDIANAPOLIS, June 18.—Of the 346 laws passed by the Indiana General Assembly this year, only one deals with coin machines. That statute, which provides for stringent penalties for the operation of pinball equipment for gambling purposes, will become effective in July with the promulgation of the acts created by the Legislature.

At least three other proposals of interest to the vending and amusement machine industry were either ignored or defeated by the Hoosier lawmakers, an analysis of the acts show. It is expected that bills introducing when the Legislature meets again in regular session in 1957 or in special session earlier.

An effort to require the licensing of vending machines failed again as a bill, recommended by the Indiana Commission on State Tax and Financial Policy, died in committee.

Another of the commission's recommendation which died, amounting would have taken \$300,000 annually from the cigarette wholesalers of the State.

The bill sought to change the rate at which distributors are now reimbursed for affixing the State tax stamp or for imprinting the package to indicate the payment of the tax.

Indiana's cigarette tax is yielding nearly \$14,000,000 annually.

A bill, which would have empowered the State and the local communities to license almost all types of amusement machines passed the House of Representatives but expired in a Senate committee because of the legislative time limitation.

The sponsors of the measure are confident of success in the 1957 session even tho it would bring it in head-on collision with the so-called tough Hasbrook anti-pin bill enacted by the Assembly this year.

The Hasbrook Act will assume the force of law with promulgation of the new statutes, probably in mid-July.

Sponsored by Sen. Thomas C. Hasbrook, Republican of Indianapolis, it is a watered-down version of the stringent bills he offered in the Assembly in 1951 and 1953 when he was a member of the lower house. After passing both houses, the 1951 proposal reached

a conference committee and there found its burial ground. In 1953, it became law only to be promptly extinguished by the State Supreme Court.

The penalties prescribed by the Act are still harsh. Legislative observers believe, however, that the extreme severity of the punishment, such as the 10-year imprisonment for a second conviction for permitting gambling on a pinball machine, will make the law repugnant to the court and strengthen their disinclination to return verdicts of guilty.

At the same time, the State's pinball operators scored a major victory when the bill was amended to sanction unrecorded free plays.

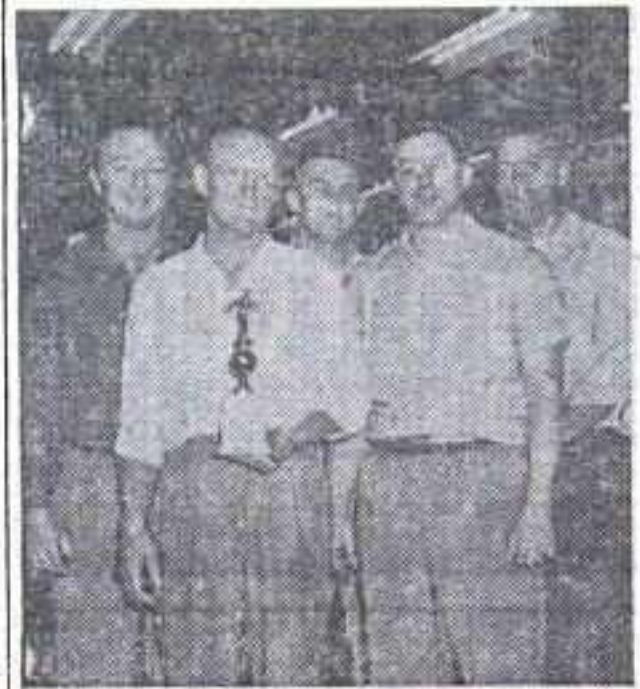
## Keeney Step-Up

• Continued from page 105

of distributor schools, and teaching operators and servicemen about the Keeney coin machines.

The first Keeney service schools under the new sales program will be held exclusively for distributors; including salesmen, engineers and servicemen. Later schools will be held thru distributors for operators in distributor areas, and operators will be contacted directly in areas such as in the South, where coin machine distributors are, in many cases, long distances from operator contacts.

Latest addition to the Keeney coin machine line is a red-colored coffee vender. Previously the coffee vender was available only in mahogany. Both units are now being shipped from the Keeney plant.



CHICAGO Coin Machine Company bowling team displays trophy won in Chicago Uptown Men's Handicap Association League for their second place finish. In front row (left to right) are team members, Al Peters and Paul Hofmann Jr. Standing behind them in same order, Michael McCarthy, Ben Wallich and Russel Hansen.

## BINGO SALE

Cleaned, Checked, Ready To Go

4 ABC's	each	\$ 35.00
3 Atlantic Cities	each	95.00
3 Beach Clubs	each	225.00
4 Coney Islands	each	60.00
3 Ice Frolics	each	275.00
1 Circus		125.00
1 Dude Ranch		225.00
1 Five Star		35.00
1 Frolics		135.00
1 Palm Beach		275.00
1 Stars		50.00
1 Tahiti		175.00
1 Yacht Club		150.00
1 Hi-Fi		275.00

1/2 with order, balance C.O.D.

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHDNE: STEVENSON 2-2903

## WANTED BINGO MECHANIC

Good pay—regular hours.

No drifters or drunks.

Write  
**BOX 802**  
The Billboard, Chicago, Ill.

### COMPLETELY RECONDITIONED

EVANS BAT-A-SCORE	\$ 89
Genco SKY GUNNER	109
EXHIBIT SIX SHOOTER	79
Genco SHUFFLE POOL	119
UNITED STAR BOWLER	89
UNITED CLASSIC	139
CHICAGO COIN CROWN BOWLER	119
CHICAGO COIN DOUBLE SCORE	99
BALLY SPOTLIGHT	69
BALLY PALM BEACH	119
YACHT CLUB	129
DUDE RANCH	249
DAIM SPRINGS	269
HI FI	269

Write for Complete List, New—Used.  
Terms: 1/3 Dep., Bal. C.O.D.

IRV. OVITZ

**ACME-INTERNATIONAL**  
DISTRIBUTORS  
3643-45 W. Montrose Chicago 18, Ill.  
COrnelia 7-7272

## Sam Solomon's Buys!

### SHUFFLES

United RAINBOW	\$325
Chi Coin FEATURE FRAME	350
Chi Coin SUPER FRAME	300
Chi Coin CROWN BOWLER	100
United OLYMPIC	125

### GUNS

Genco RIFLE GALLERY	\$225
Genco SKY GUNNER	125
Exhibit SPORTLAND	250
Exhibit SILVER BULLETS	65

**UNIVERSITY CAN MACHINE EXH.**  
858 N. High St. Columbus 8, Ohio  
Tel.: KLonke 3-529



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WOW! WHAT A GAME...

**GENCO** MFG. & SALES CO.

COMING VERY, VERY SOON!

Iowa and N. Illinois Operators!  
 60 PLACES WITH GOTTLIEB'S  
 NEW, CAPTIVATING  
**SOUTHERN BELLE**  
 IMMEDIATE DELIVERY

**RECONDITIONED BUYS!**

**5-BALL GAMES**

SUPER JUMBO	375
DELUXE DUETTE	335
TWIN BILL	225
DIAMOND LILL	225
LADY LUCK	195
GOLD STAR	190
DAISY MAY	185
HAWAIIAN BEAUTY	175
JOCKEY CLUB	165
MYSTIC MARVEL	155
GREEN PASTURES	140
LOVELY LUCY	140
SHINDIG	130
POKER FACE	115
GUYS-DOLLS	95
SKILL POOL	85

**BINGOS**

VARIETY	\$460
SURF CLUB	290
PALM SPRINGS	265
ICE FROLICS	255
DUDE RANCH	225
BEACH CLUB	215
BEAUTY	170
YACHT CLUB	110
PALM BEACH	110
ATLANTIC CITY	100

**SHUFFLE GAMES**

BALLY MAGIC	\$435
UNITED BANNER	360
UNITED SPEEDY	335
UNITED ACE	335
CHICOIN DeLUXE CRISS CROSS TARGETTE	235

Write for Complete List  
**NATIONAL**  
 Coin Machine Exchange  
 1411-13 Diversey Blvd. Chicago 14  
 Phone: BUckingham 1-6466

**Ops Block Pin Ban Action**

Continued from page 116

of machines without coin chutes were to be provided in some cases. In others it is planned merely to remove the coin chutes from machines now on hand. The games would be leased to locations instead of operated on a percentage split.

Enforcement of the ordinance began Tuesday (14) altho games became illegal Monday (6) when a circuit judge signed an order activating the 1951 ordinance. That order followed refusal of the Supreme Court of the United States to review an Orgeon State Supreme Court decision upholding constitutionality of the 1951 ordinance. During all this litigation games operated in Portland without regulation or license fees.

The restraining order obtained this week stopped Chief Purcell from seizing non-coin machines until a hearing decides whether the injunction is to be made permanent. However, on the ground that coin-operated games still were illegal, Purcell ordered seizure and arrests. Those arrested were employees of the locations involved.

At the request of Mayor Fred L. Peterson, City Attorney Brown gave police a written opinion that even machines modified to cover or remove the coin chutes were still

"of similar character" to those banned.

Brown's opinion held arrests could be made under the following circumstances:

1. Possession, operation or use of machines operated by inserting coins.
  2. Operation of machines where the slots have been removed but which are played on payment for games to a person authorized to receive payment.
  3. Where, by sign or legend, it is stated payment shall be made to an authorized person for the play.
- Mayor Peterson's letter to Attorney Brown stated:  
 "You readily understand that a subject as controversial as this, where tempers run high, there is a possibility of retaliation such as suits for false arrest."

**McFadden Named PM Buying Head**

NEW YORK, June 18.—Walter N. McFadden this week was named director of purchasing for Philip Morris, Inc., replacing G. W. Howard Ahl, who recently resigned to take a position with the National Association of Purchasing Agents.

In other new appointments, Andrew C. Britton was named general factories manager in Louisville and Richmond, Va., Spencer T. Jones, Louisville factory manager, and Benjamin A. Soyars, Richmond manager.

**Georgia House Raises Cig Tax in New Bill**

ATLANTA, June 18.—Georgia's House of Representatives this week approved a bill increasing the State cigarette tax from 3 cents on regular cigarettes and 4 cents on king-size to 5 cents a package on both.

The bill, bitterly opposed by representatives of South Georgia's tobacco growing belt, was passed by a vote of 111 to 79—eight votes over the required majority.

**SHUFFLE GAMES**

**FIRST-Conditioned CHICAGO COIN-MATCH**

THUNDERBOLT	435
HOLIDAY	460
STARLIGHT	315
CRISS CROSS	275
CROWN	140

**CHICAGO COIN-REGULAR**

FIREBALL	425
CRISS CROSS TARGET	325
SUPER FRAME	315
TRIPLE SCORE	135
DOUBLE SCORE	115

**UNITED-MATCH**

MARS DELUXE	425
BANNER	375
ACE	325
TEAM	275
IMPERIAL	225
CLASSIC	145
CLOVER	125
STAR 10TH FRAME	99
OFFICIAL	95

**UNITED-REGULAR**

MARS	415
RAINBOW	325
LEAGUE	265
CHIEF	255
ROYAL	210
OLYMPIC	140
SUPER	95

**GENCO MATCH POOL SHUFFLE POOL**

GENCO MATCH POOL	\$165
SHUFFLE POOL	125

**BINGO 5 BALLS**

VARIETY	\$460
HEARST	295
SURF CLUB	290
ICE FROLICS	255
PALM SPRINGS	265
DUDE RANCH	240
BEACH CLUB	225
LEAGUE	175
FROLICS	145
PALM BEACH	110
ATLANTIC CITY	110
SPOT LIGHT	75
BRIGHT SPOT	75
COKEY ISLAND	75
BRIGHT LIGHTS	75

**COUNTER GAMES**

M. & T. Zig Zag	\$29
Blink's Zipper	35
Kicker & Catcher	47

**WANTED!**

UNIVERSAL 5-STARS

- Exclusive Distributors for
- CHICAGO COIN**
- BIG LEAGUE**
- BASEBALL**
- BONUS SCORE**
- BOWLER**
- HOLLYWOOD**
- BOWLER**
- and
- EXHIBIT**
- TREASURE COVE**
- SHOOTING GALLERY**

**GENCO UPRIGHTS**

Brand New

SILVER CHEST	\$125
GOLDEN NUGGET	125

First-Conditioned

GOLDEN NUGGET	\$95
JUMPING JACKS	85
400	75



**ARCADE**

New C.C. 'ROUND THE WORLD TRAINER ..... \$575

Genco 2-PLAYER BASKETBALL ..... \$275

C.C. SUPER HOME RUN, Match Play, 10-25 .. 265

Bally Big Inning .. 150

MIDGET MOVIES .. 145

C.C. 4-PLAYER DERBY ..... 135

Mutos. ATOMIC BOMBER ..... 135

Mutos. SILVER BULLETS ..... 135

Evans SUPER BOMBER ..... 125

TELEQUIZ with film .. 115

C. C. GOALIE ..... 95

Evans TEN STRIKE .. 85

SILENT SALESMAN CARD VENDOR .. 35

**TARGET GUNS**

**EXHIBIT**

500 SHOOTING GALLERY ..... \$395

SPORTLAND SHOOTING GALLERY .. 275

JET GUN .. 125

SIX SHOOTER .. 95

SILVER BULLETS .. 95

DALE GUN ..... 65

**GENCO**

SKY ROCKET .....NEW

WILD WEST ..... \$445

BIG TOP ..... 410

RIFLE GALLERY .. 275

SKY GUNNER ..... 145

**UNITED**

BONUS DELUXE ..... \$375

CARNIVAL DELUXE 325

**SEEBURG**

COON HUNT ..... \$215

SHOOT THE BEAR .. 150

CHICKEN SAM ..... 95

**FIRST**

**COIN MACHINE EXCHANGE**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

NOW DELIVERING  
 Williams' Sensational Baseball Game  
**KING OF SWAT**  
 Gottlieb's Outstanding 5 Ball  
**SOUTHERN BELLE**

PLUS Other Leading Games

**WANTED** SEEBURG M100A's and B's Williams & Gottlieb 5 BALLS  
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40 WALTHAM STREET BOSTON 18, MASS

**PIN-UP & BURLESQUE LOOPS FOR SALE**

All Brand New!  
 LOWEST PRICES ON THE MARKET!  
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 TRIUMPH PRODUCTIONS, INC.  
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Quantity "Tahitis," cleaned and checked, at \$150.00, or will trade for Panorams or late model music.

**Western Distributors, Inc.**  
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GIVE TO DAMON RUNYON CANCER FUND

**Gold Medal**  
 WITH MATCH-PLAY

**Blue Ribbon**  
 WITHOUT MATCH-PLAY

**New Bally bowlers**  
 combine greatest bowler features  
 with new BONUScore play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature . . . plus popular SPEED-CONTROL and other famous Bally-Bowler features . . . and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right on-the-nose" BONUScore speed-control. Order from your Bally Distributor today.

**Popular SUPER STRIKES and SPEED CONTROL**

**ride THE CHAMPION**

**BULL'S EYE**  
 COIN-OPERATED JUNIOR SHOOTING-GALLERY

Write for details of big money-making Bally Kiddie-Fun Equipment.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

### 2-Cent Cig Tax Bill Proposed in L. A.

LOS ANGELES, June 18.—A bill proposing a 2-cent cigarette

tax, introduced before the city council June 8 by Councilman Robert M. Wilkinson, has been referred to the Revenue and Taxation Committee.

Wilkinson estimates that such a

tax would produce an annual revenue of \$4,500,000.

A bill proposing a State cigarette tax of 3 cents per pack was defeated recently in Sacramento.

### "THERE IS A DIFFERENCE"

<b>BINGOS</b> Atlantic City .....\$110.00 Brife Lite ..... 85.00 Beach Club ..... 195.00 Beauty ..... 225.00 Coney Island ..... 75.00 Cabana ..... 165.00 Dude Ranch ..... 250.00 Genco 409 ..... 75.00 Gaiety ..... Write Hi-Fi ..... 250.00 Nevada ..... 295.00 Palm Springs ..... 275.00 Surf Club ..... 275.00 Spot Lite ..... 75.00 Singapore ..... 350.00 Saddle & Turf ..... 250.00 Tropics ..... 395.00 Variety ..... 175.00 Yacht Club ..... 110.00	<b>UNITED ALLEYS</b> 5 Player .....\$ 40.00 6 Player ..... 50.00 Deluxe ..... 60.00 Cascade ..... 110.00 Royal ..... 195.00 League Bowler ..... 275.00 Olympic ..... 125.00 10th Frame ..... 75.00 Super ..... 65.00 10th Frame Stars ..... 95.00 Mars ..... 375.00 Leader ..... 295.00	<b>ARCADE EQUIPMENT</b> Bally Big Innings .....\$125.00 Champion Hockey ..... 85.00 C.C. Hockey ..... 75.00 Ex. Sportland Gun ..... 225.00 Ex. Wild West Gun ..... 95.00 Spark Plug ..... 75.00 Steeple Chase ..... 75.00 C.C. Round the World Trains ..... 495.00 Mut. Driveyourself Drivemobile ..... 895.00 Willcox Gay Recordio Bar-A-Score, Sr. .... 125.00 C.C. Basketball ..... 65.00 DeLuxe Photo ..... 195.00 Ex. Gun Patrol ..... 145.00 Ex. Shooting Gallery ..... 250.00 Ex. Six Shooter ..... 110.00 Evans Bar-A-Score ..... 165.00 Genco Basketball ..... 95.00 Genco Basketball ..... 250.00 Genco Rifle Gallery ..... 275.00 Flying Saucers ..... 95.00 Lynco Skee Ball ..... 125.00 Phil. Toboggan Skee Ball ..... 395.00 Lite League ..... 75.00 Midget Movies, latest Panorama, with Peek Quizzer with film... 225.00 Space Invaders ..... 75.00 Seeburg Bear Gun ..... 150.00 Standard Metal Typer Sci. Pitch'm & Bat'm Un. Carnival Gun ..... 395.00 Wurlitzer Skee Ball ..... 150.00 Mut. Voiceograph ..... 225.00 BIG BRONCO ..... 250.00 Champion Horse ..... Write Auto Photo ..... 1850.00
<b>CHICAGO COIN</b> Gold Cups .....\$160.00 10th Fr. Double Score 110.00 10th Frame ..... 75.00 Crown Bowler ..... 110.00 Advance Bowler ..... 195.00 Super Match Bowler 100.00 Hi-Speed Triple Score 225.00 10th Fr. Tri. Score .. 150.00 Bally Jet ..... 350.00 Bally Rockets ..... 350.00 Genco 8 Player ..... 50.00 Ky. League Bowler ..... 40.00 Ky. w/Bottle Pins ..... 40.00	<b>CIGARETTE AND CANDY VENDORS</b> Mercury 9 Col., new \$210.00 Latest 12 Col., new 225.00 Super Six, new ..... 115.00 Super Nine, new ..... 155.00 National 930, used ..... 95.00 National 950, used ..... 110.00 PX 10 Col., used ..... 115.00 Electro 8 Col., used ..... 125.00 Keeney Elec. 9 Col. used ..... 135.00 PX Electric ..... 85.00 6-Col. National Candy 65.00 5-Col. Rowe Candy ..... 55.00 5-Col. Mills Candy ..... 55.00 4-Col. Unedda Candy. 65.00	<b>MUSIC</b> AMI-Model A .....\$125.00 AMI-Model B ..... 185.00 AMI-Model C ..... 210.00 Evans Constellation. 175.00 Wurlitzer 1550 ..... 350.00 Wurlitzer 1450 ..... 325.00 Wurlitzer 1100 ..... 150.00 Packard Wallboxes ..... 10.00 Buckley Wallboxes ..... 10.00
<b>COUNTER MACHINES</b> ABT Skill Guns .....\$20.00 ABT Challengers ..... 20.00 Got. 3-Way Grippers ..... 20.00 Kickers & Catchers, new ..... 39.50 Merc. Counter Grips ..... 20.00 Shockers, new ..... 24.50 Three of a Kind ..... 18.50 Wizards, 5¢ ..... 20.00	<b>MUSIC (cont.)</b> AMI-Model A .....\$125.00 AMI-Model B ..... 185.00 AMI-Model C ..... 210.00 Evans Constellation. 175.00 Wurlitzer 1550 ..... 350.00 Wurlitzer 1450 ..... 325.00 Wurlitzer 1100 ..... 150.00 Packard Wallboxes ..... 10.00 Buckley Wallboxes ..... 10.00	<b>MUSIC (cont.)</b> AMI-Model A .....\$125.00 AMI-Model B ..... 185.00 AMI-Model C ..... 210.00 Evans Constellation. 175.00 Wurlitzer 1550 ..... 350.00 Wurlitzer 1450 ..... 325.00 Wurlitzer 1100 ..... 150.00 Packard Wallboxes ..... 10.00 Buckley Wallboxes ..... 10.00



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**MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715  
 Terms: 1/3 deposit with all orders, balance C.O.D.

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Guarantee

- Mechanism Overhauled
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**DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED**  
**MECHANISMS ARE STEAM CLEANED**

Telephone—Wire—or Write us your order.  
 1/3 Deposit Required.

The following models are available for prompt shipment:

<b>SEEBURG</b>	148ML .....\$129	1015 .....\$119
M100A ..... 340	1400—1450 ..... 325	1500 ..... 325
M100B ..... 525	1550 ..... 325	1550A ..... 395
M100BL ..... 550	1650 ..... 395	
HM100A HIDEAWAY ..... 275		
H146 HIDEAWAY ..... 50		
H147 HIDEAWAY ..... 65		
H148 HIDEAWAY ..... 75		

**WURLITZER**

1015 .....\$119	1400—1450 ..... 325
1500 ..... 325	1550 ..... 325
1550A ..... 395	1650 ..... 395

**ROCK-OLA**

1428 .....\$119	1434 ..... 275
1436 Fireball, 120 Selections ..... 375	1438 Comet, like new ..... 595

**WALL BOXES**

A .....\$115	B ..... 150	D-40 ..... 275
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WURLITZER 104 Selections (5204), like new .....\$49.00  
 WURLITZER 48 Selections (4851) ..... 25.00  
 WURLITZER 24 Selections (3020), 5c, 10c, 25c ..... 9.95  
 WURLITZER 219 Steppers ..... 14.95  
 WURLITZER 248 Steppers ..... 35.00  
 SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless ..... 14.95  
 SEEBURG 20 Selections, 5c, 3-wire or wireless ..... 4.95  
 AMI 40 Selections Steppers ..... 22.95  
 PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

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**WESTERN EXPORT**  
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- ♥ A-B-C Rollovers Light Targets for Special.
- ♥ 1-2-3-4 Rollovers Light Targets for Special.
- ♥ 3-Mystery Special When Lit Rollovers.
- ♥ High Score to 7 Million.
- ♥ 4-Lite-up Pop Bumpers.
- ♥ 4-Number Spotting Rollovers.
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- ♥ 2-Cyclonic Kickers.
- ♥ 2-Super Powered Flippers.

THE LATEST AND GREATEST OF GOTTLIEB  
 MULTIPLE PLAYER  
 AMUSEMENT MACHINES!  
**"JUBILEE"**  
 Locations across the nation report top grade earnings!

**Amusement Pinballs**  
*as American as Baseball and Hot Dogs!*

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS



### Penny King Set on Crockett Buttons

PITTSBURGH, June 18. — The Penny King Company has started production on two-color pin buttons depicting four phases of Davy Crockett's life—as Indian fighter, statesman, junior scout and Indian scout.

The firm has also started a new solid ring series in assorted platings. The adjustable rings show devils' heads, sad dogs, tigers and skulls.

### Hershey Net Up In First Quarter

HERSHEY, Pa., June 18.—Hershey Chocolate Corporation reported an increase in net income of more than \$600,000 for the first quarter of 1955, compared to the same period last year.

Net income was \$2,269,286, an increase over the \$1,660,165 reported in the first quarter of 1954. Common share earnings for the period increased from 64 cents to 90 cents.

## United Ships Two New Games

Continued from page 116

show first, second and third shots coming up for each player, each player's turn "at bat," and the potential score made on a run. Each player deposits a dime to take part in the game.

#### Traveling Lights

The new shuffle bowler, Capitol Shuffle Alley, is a six-player model with traveling lights and "easy, medium and hard" trikes. Strikes are easier to make in the first frame, more difficult in the second frame, and "hard to get" in the third frame, continuing in this order thru the ninth frame. The 10th frame offers "easy" strikes and the chance to keep on shooting as long as strikes are made.

Similarly, scores for strikes, spares and blows vary in each frame, the player able to make regular, special or super scores in easy, medium or hard strike frames respectively. The high super score opportunity is held over thru the 10th frame.

The traveling light feature, in addition, offers five different possible scores for strikes, spares and blows in each frame, depending on the player's timing in delivering the puck as the traveling light flashed over the various score values. The traveling light moves quickly from left to right in front of the pin field, offering the highest scores when it is at the center of the playboard.

The Deluxe Capitol Shuffle Alley, match play version of the game, is equipped with a number, star and clover triple match feature. Both regular and match models are set for dime play.

### Minute Maid Sues Clinton—\$1 Mil

NEW YORK, June 18. — A \$1,160,000 damage suit against Clinton Foods, Inc., has been filed in Federal Court here by the Minute Maid Corporation.

Minute Maid charged that it had purchased from Clinton 400,000 cases of frozen concentrated orange and other juices which were warranted as marketable, but which were not marketable or of good quality.

### Price Crockett Series

NEW YORK, June 18.—Paul A. Price, Inc., is now in full production on its new Davy Crockett ring series, featuring milestones in the life of the famed frontiersman.

### BALLY BINGO

GAYETY .....	WRITE	BEACH CLUB .....	\$220
VARIETY .....	\$445	BEAUTY .....	175
SURF CLUB .....	275	FROLICS .....	165
ICE FROLICS .....	255	PALM BEACH .....	110
PALM SPRINGS .....	255	ATLANTIC CITY .....	110
DUDE RANCH .....	240	SPOT LITE .....	55
YACHT CLUB .....	115	BRIGHT SPOT .....	95

### GUNS

United DEL. CARNIVAL GUN .....	\$345
Genco RIFLE GALLERY 265	

### NEW GAMES

Bally CAYTIME
Cottlieb SOUTHERN BELLE
Bally GOLD MEDAL
United VENUS
Williams KING OF SWAT
Williams SIDEWALK ENGR.
Williams WONDERLAND

### MISCELLANEOUS

Genco 400 .....	\$ 65
Genco GOLDEN NUGGET .....	75
Williams BIG BEN .....	145
Cottlieb MERMAID .....	50
Genco MATCH POOL .....	175
United SIX PLAYER .....	50
Chi. Coin SIX PLAYER .....	50

### PHONOGRAPHS

WURLITZER 1500 .....	\$375
WURLITZER 1550 .....	425
SEEBURG M 100 .....	625

### UNITED BINGO

NEVADA .....	\$265
HAWAII .....	225
RIO .....	175
TROPICS .....	175
CABANA .....	125
STARS .....	75

TERMS: 1/3 Deposit, Balance Sight Draft.



over 67,000 ACTIVE BUYERS read The Billboard Classified columns each week

## You're Missing Plenty If You Don't Operate DRIVEMOBILE

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Again!

# KEENEY IS FIRST WITH THIS Double Value BOWLER!

ANOTHER KEENEY ORIGINAL IDEA

## JUST SWITCH BACKGLASS — CHANGE PLUG-IN — AND IT IS RADICALLY DIFFERENT!

### BOWLER NO. 1 KEENEY'S SPEED-LANE WITH CHANGING SPEEDS

Easy TO SWITCH FROM ONE SCORING COMBINATION TO THE OTHER

10¢ PLAY or 3 for a QUARTER

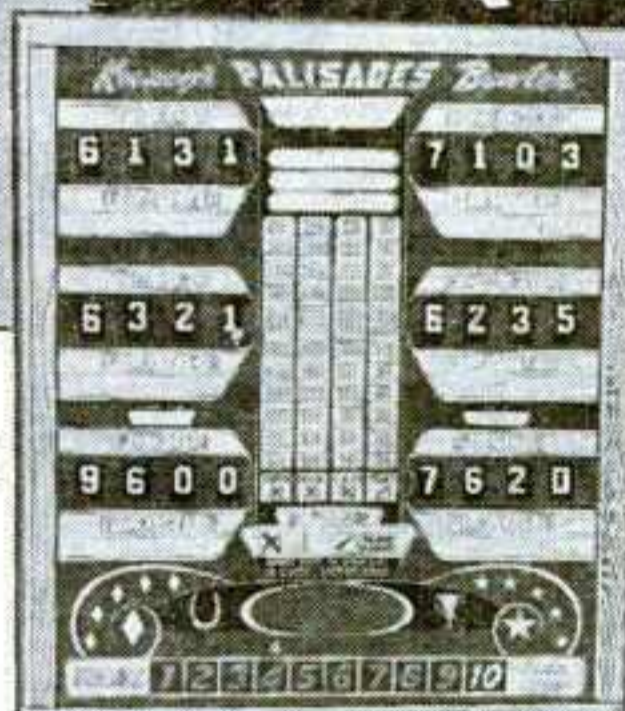
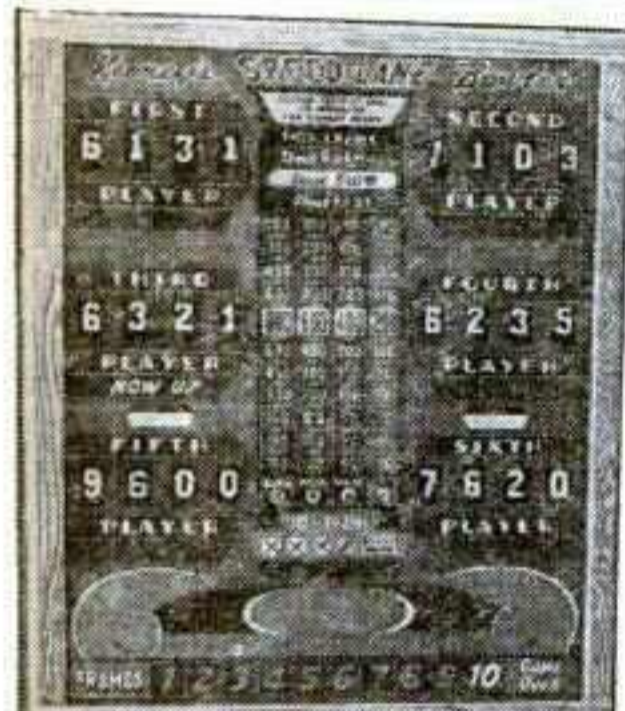
Keeney's Original Brilliant Multi-Color Cork Finish Cabinet WEBBING ALONG INSIDE RAILS

### BOWLER NO. 2 KEENEY'S PALISADES

WITH Keeney's ORIGINAL SYNCHROMATIC SCORING

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when life is stopped.

truly different!



**NORMAL—SLOW—**or **FAST** lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

**FLASHER** lites up back of pins to indicate when player has made a **SUPER STRIKE** or **SPECIAL STRIKE**. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop lite in highest scoring value.

### KEENEY'S ORIGINAL MATCH FEATURE:

1. Available with or without "match" feature.
2. Keeney's individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy — or Star determine Bonus in award section.

J. H. Keeney & CO. INC. 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

**MAKE AN OFFER BY JUNE 30**  
 IT IS THE END OF OUR FISCAL YEAR. WE WILL ACCEPT ANY REASONABLE OFFERS FOR THE FOLLOWING EQUIPMENT BEFORE JUNE 30.

**MUSIC**  
 ROCK-OLA 1436  
 ROCK-OLA 1434

**Miscellaneous**  
 CHICAGO COIN  
 BASKET BALL (ARCADE)

**BINGOS**  
 HI-FI  
 BEACH CLUB  
 RIO  
 SUNSHINE PARK

**ALLEYS**  
 UNITED MARS  
 UNITED TEAM  
 UNITED CASCADE  
 UNITED IMPERIAL  
 UNITED 6-PLAYER SUPER  
 UNITED 6-PLAYER TOP HAT  
 UNITED STAR 10TH FRAME  
 BALLY JET  
 BALLY CHAMPION  
 BALLY VICTORY  
 CHICAGO COIN HOLIDAY  
 CHICAGO COIN CROWN

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 Exclusive distributors for  
**WURLITZER — BALLY — UNITED**

**WRITE-WIRE-PHONE (Collect)**  
 298 Lincoln St., Allston 34, Mass.  
 ALgonquin 4-4040

**WE WILL SHIP ANYWHERE**

**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!

**RECONDITIONED VALUES**  
 22-Ft. American Shuffleboard, refinished play field, new pucks \$195  
 Wall Med. Scoring Unit 45  
 Williams BIG LEAGUE BASEBALL 225  
 ATLANTIC CITY 90  
 BRIGHT SPOT 95  
 ZINGO 65  
 SPOTLITE 65  
 PALM BEACH 110  
 FROLIC 145  
 VARIETY 465

CLAYT NEMEROFF • CHARLEY PIERI  
**Monarch Coin Machine, Inc.**  
 Write for Latest List  
 Lincoln 9-3996-7-8  
 2257-59 N. Lincoln, Chicago 14, Ill.

**500G in Sales**  
 • Continued from page 105

is the General Electric Company's plant in Lynn where more than 200 cases of packaged cookies are used each week. The location is serviced by F & W Products.

Sussman will start in September with a dime package, which will contain six cookies instead of the present four. He feels New England is a little slow in respect to 10-cent vending, but sees almost all food vending machines converted within a year.

With the increase in coffee, milk and soft drink machines in the territory, Sussman says his only problem will be to keep pace with the swelling for a high quality cookie to go along with the liquid refreshment.

**Coin Industry**  
 • Continued from page 105

picture, stage and television actor, emceed the show.

Vaughan Monroe highlighted the evening's entertainment. Other performers included Connie Francis, M-G-M; Sonny Graham, RCA Victor; Richard Maltby, Label "X"; Rosalind Page, M-G-M; Georgia Carr, Big Records, and Nell Anders, operatic singer.

M-G-M's Art Wayner introduced his 14-year-old protege, Mel Albert, whose unusual delivery made quite an impression on the operators.

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.**

**CHICAGO COIN BOWLERS**  
 MATCH BOWLER ..... \$ 45.00  
 10TH FRAME ..... 75.00  
 SUPER MATCH ..... 95.00  
 NAME BOWLER ..... 100.00  
 10TH FRAME SPECIAL ..... 100.00  
 DOUBLE SCORE BOWLER ..... 110.00  
 TRIPLE SCORE BOWLER ..... 150.00  
 ADVANCE BOWLER ..... 195.00  
 SUPER FRAME ..... 300.00

**UNITED BOWLERS**  
 10TH FRAME ..... \$ 75.00  
 CASCADE ..... 100.00  
 OLYMPIC ..... 125.00  
 ROYAL ..... 195.00  
 CHIEF ..... 250.00

**BINGOS**  
 BRIGHT LITES ..... \$ 75.00  
 BRIGHT SPOT ..... 95.00  
 SPOT LITE ..... 75.00  
 A.B.C. ..... 50.00  
 SINGAPORE ..... 350.00

**RIDES**  
 CHICAGO COIN SUPER JET ..... \$395.00  
 BIG BRONCO SPECIAL ..... 400.00

**BERT LANE MUSICAL MERRY-GO-ROUND (Two Ride—Fiber-glass Horses—Like New) ..... 395.00**  
 LITTLE WHIP (New) ..... Write  
 CHICAGO COIN ROUND THE WORLD TRAINER (New) ..... Write

**GUNS**  
 GENCO SKY ROCKET (New) ..... Write  
 GENCO WILD WEST (New) ..... Write  
 GENCO BIG TOP ..... \$425.00  
 GENCO RIFLE GALLERY ..... 325.00  
 UNITED CARNIVAL GUN ..... 300.00

**ARCADE**  
 SIDEWALK ENGINEER ..... WRITE  
 MUTESCOPE K.O. FIGHTER ..... WRITE  
 SILVER GLOVES ..... \$185.00  
 SEEBURG BEAR HUNT ..... 145.00  
 SEEBURG COON HUNT (Used) ..... 275.00  
 GOALEE ..... 95.00  
 C.C. PISTOL ..... 90.00  
 GENCO 2 PLAYER BASKETBALL (New) ..... 325.00  
 QUIZZER WITH FILM ..... 90.00  
 BALLY BIG INNING ..... 125.00  
 DELUXE PHOTOMATIC ..... 375.00  
 DALE GUN ..... 50.00  
 MILLS PANORAM (With Peeks) ..... 325.00  
 TELEQUIZ ..... 150.00  
 WILCOX-GAY RECORDIO ..... WRITE  
 MUTESCOPE VOICE-O-GRAPH ..... 395.00  
 ASTRO SCOPE ..... 125.00  
 EXHIBIT SHOOTING GALLERY ..... 265.00  
 EXHIBIT STAR GUN ..... 315.00  
 EXHIBIT SIX SHOOTER ..... 125.00  
 EXHIBIT GUN PATROL ..... 150.00  
 UNITED CARNIVAL GUN ..... 375.00  
 UNITED JUNGLE GUN ..... 340.00  
 GENCO RIFLE GALLERY ..... 325.00  
 GENCO BIG TOP GUN ..... 450.00  
 WILCOX-GAY RECORDIO ..... WRITE  
 MIDGET MOVIES ..... 125.00  
 MUTESCOPE DRIVE YOURSELF MOBILE (Like New) ..... WRITE  
 SHOE SHINE ..... 125.00  
 HAY BURNERS ..... 75.00  
 ART CHALLENGERS ..... 20.00  
 KICK HUNTERS ..... 20.00  
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 AIR HOCKEY (New) ..... 465.00  
 MERCURY ATHLETIC 13-WAY ..... 69.00  
 SCORING GALLERY ..... WRITE  
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We Have a Complete Line of Arcade Equipment. 1/3 Deposit With Order.

**Monroe COIN MACHINE EXCHANGE, INC.**  
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**when answering ads. SAY YOU SAW IT IN THE BILLBOARD!**

*Williams*  
**KING OF SWAT**  
 HOME RUNS ACTUALLY GO OVER THE FENCE!  
**IT'S HERE!**

**REPLAY or NOVELTY**  
 SINGLES · DOUBLES · TRIPLES · HOME RUNS

The ball is really pitched!

**PLAYERS RUN BASES**

**Only AUTHENTIC BASEBALL GAME WITH WILLIAMS NEW ANIMATED BASE RUNNING UNIT**

**HITTING** a "bases loaded" homer lites up arrows under letters in name KING OF SWAT. Liting arrows under G and F good for one replay... carry-overs from game to game... liting arrows under T scores 5 replays... then all arrows are reset.

**"SAFE"** —the Umpire calls 'em when the runner crosses home plate.

Previous **HIGH SCORE** stays on...  
 Beat previous High Score for replays!  
**REPLAYS FOR SCORE...**  
**"NUMBER-MATCH"** scores **REPLAY!**

**Order Your Williams "KING OF SWAT" BASEBALL GAME TODAY!**

**CREATORS OF DEPENDABLE PLAY APPEAL**  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

**Williams MANUFACTURING COMPANY**

Twin Coin Chutes:  
 10c —  
 3 for 25c

**IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer!**

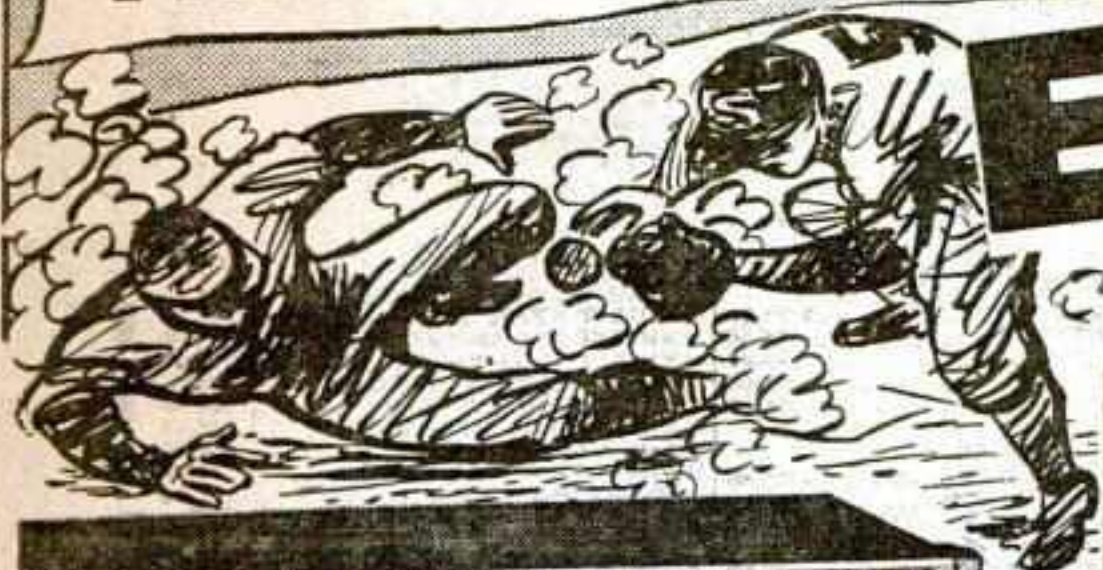
This is It!...

# BASEBALL

chicago coin's de-luxe match

# BIG LEAGUE

2 PLAYER GAME



Match a Number and Star!

**NEW** Pitching and Batting Unit!  
**NEW** Bat Button!

Plus Added Scoring Features Galore!

Plus...  
**NEW SPECIAL PENNANT FEATURE**  
Plus...  
**NEW BULL'S-EYE Feature**  
SCORES ONE HOME RUN  
Plus...  
**50 EXTRA RUNS**

Lower... or  
Center... or  
Upper Decks  
Score  
One Home Run  
Plus  
10 Extra Runs!

**NEW** Panoramic 3 Dimension Class!

Plus...  
Player By Landing  
in All 3 Decks  
Scores  
50 Extra Runs!

\* Also Available in Regular

**FORMICA PLAYFIELD**

3 OUTS PER PLAYER

chicago coin's  
**BONUS SCORE BOWLER**  
★ NEW TOURNAMENT STYLE PLAYING METHOD!  
★ NEW EXCITING BONUS SCORING SYSTEM!

chicago coin's  
**HOLLYWOOD BOWLER**  
New flashing "Hollywood Beauties." Animate back glass to indicate additional scoring points! NEW multiple score adjustment features!

**NEW** All Steel Front Doors Protect Cash Box!

1725 W. DIVERSEY BLVD. • CHICAGO 14

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MACHINE COMPANY

Greater than *GAYETY!* Better than *BIG-TIME!*

# Bally® Gay Time

**4  
MAGIC  
LINES**

**MAGIC POCKETS**

*New*  
**Score Booster**  
WITH SUPER-CARD PLAY-APPEAL *Lites*

*New* 10-SERIES  
**Advancing  
Scores**

**CORNER SCORES  
SPOT NUMBERS  
EXTRA BALLS**

### **New High-Speed Coin-Flash**

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

### **New Speedy Ball-Clearance**

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

**SEE BALLY BOWLERS ON PAGE 121**



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**

*United's De Luxe*

# CAPITOL

## 6-PLAYER SHUFFLE ALLEY

### NEW!

### 10<sup>TH</sup> FRAME STRIKE FEATURE

PLAYER KEEPS SHOOTING IN 10<sup>TH</sup> FRAME  
AS LONG AS STRIKES ARE SCORED UP TO A TOTAL OF 6



SUPER SCORES	300	400	600	800	1000	800	600	400	300	SUPER MADE	
SPECIAL SCORES	200	300	450	600	750	600	450	300	200	SPECIAL MADE	
STRIKE SCORES	100	200	300	400	500	400	300	200	100	STRIKE MADE	
SPARE SCORES	50	100	150	200	250	200	150	100	50	SPARE MADE	
BLOW SCORES	10	20	30	40	50	40	30	20	10	BLOW SCORES	
FRAMES	1	2	3	4	5	6	7	8	9	10	GAME OVER

### NEW HIGH-SCORING 5-DRUM TOTALIZERS

#### STRIKE-A-MATIC Syncro-flash Feature

Combines Strike Lane Accuracy with Speed Control  
Direct View Scoring Lites on Playfield

#### DOUBLE CLOVER 4WAY MATCH FEATURE

#### HIGH SCORE 12,750

#### EQUIPPED WITH UNITED'S SLUG REJECTOR

TWO SIZES:  
8 FT. BY 2 FT., 9 FT. BY 2 FT.

AVAILABLE IN  
10¢—3 FOR 25¢ MODELS

#### SEE YOUR DISTRIBUTOR

Adjustable  
to  
Advance  
Scoring

OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**VENUS**  
Shuffle Targette

Smooth, Quiet  
Skee-Skill Game

**DERBY ROLL**

2-Player Rubber Ball  
Roll Down Game with  
Race Horse Animation

**TRIPLE PLAY**

Fast Action In-Line Game



## UNITED MANUFACTURING COMPANY

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CAPITOL SHUFFLE ALLEY ALSO AVAILABLE  
IN REGULAR MODEL WITHOUT MATCH FEATUR

UNITED  
OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS



HIGH FIDELITY

**HERE**



HIGH FIDELITY

**THERE**



HIGH FIDELITY

**EVERYWHERE**

WITH

**Select-o-matic**  
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